

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 6, 1948



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

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EX-KMPC'ERS BLOW WHISTLE

Agents See Hypo In Percentage Deals for Acts

NEW YORK, Feb. 28.—The current cafe showbiz slump thruout the country can be beaten off by cooperation between ops and booking agents, according to one 10 percent agent. The answer, the agent insists, is that percentage deals will ease clubs' burdens and give acts a mark to shoot for. Another agent claims the only salvation is for the ops to stop cutting one another's throats and get together in gentlemanly fashion so that each spot can be assured of a portion of the available biz. Still a third view is that the biz is only going thru a normal recession, coupled with inclement weather in the Northern areas, and both will disappear with the snow.

Jerry Rosen, a percentage deal booster now working on a Maxie (See Where Can Niteries on page 39)

Charge Richards Ordered News Slanted To Promote Own Political Beliefs

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

By Lee Zhito

HOLLYWOOD, Feb. 28.—Clete Roberts, former war correspondent for American Broadcasting Company (ABC) and more recently director of news and special events for Station KMPC here, and George E. Lewin, former KMPC newsroom manager, charged this week that the station's president, G. A. Richards, made a practice of injecting his own political, racial and religious beliefs into the newscasting policy of the 50,000-watt indie.

Roberts showed The Billboard photostatic copies of letters and memoranda he alleges were written to him by Richards (who, incidentally, is also head of WJR, Detroit, and WGAR, Cleveland) during Roberts' tenure with KMPC. These letters and memoranda contain recommendations that the station's news department smear the Roosevelt family and the Democratic administration, and plug Generals Eisenhower and MacArthur and Tom Dewey in the '48 presidential race.

Slanted Newscasts

Lewin issued exclusively to The Billboard a signed statement, attested to by witnesses, in which he alleges that Richards ordered him to slant the station's newscasts to follow reports on Communist activities with items re people like David Lilienthal, Henry Wallace, Henry Kaiser and Howard Hughes with items on Communism. Lewin, in his statement, also alleges that newscasts concerning the Palestine situation in December of last year were ordered discontinued because he (Richards) felt such newscasts would "give aid and comfort to Jews and Communists."

Letters and memoranda shown The Billboard by Roberts follow:

Letter written on stationery headed: WJR, WGAR, KMPC, G. A. Richards, President: "Clete:

"Read this to our boys and meet (See Ex-KMPC'ers Blow on page 8)

often to do this job that will affect the future of everyone at KMPC and elsewhere.

"The tide ("tide" was underscored) is turning, Clete, let's keep it going. "I believe in making a chump of this adm ("administration" abbreviated) at every turn, as Roosevelt did for 15 (fifteen) years—give 'em hell where it hurts. The papers seem to believe Wallace's entry makes it easy for Dewey and Eisenhower in New York.

"The J. Roosevelt story on 3d (third) child should be elaborated on by our station. He has been married? times to? who and what is their history, and hook Elliott up with his burlesque queens and other wives. They are the rum pots, dead end kids of the royal family that all but wrecked this world. If these facts are nailed down we can win in 1948—if not, no. Wish you would do an outstanding job in supervising the newscasters in political policy all year.

"It's the most important job we have ever had to do in 50 years.

"It's Marxism vs. Christianity. Our form of gov (government) or Socialism leading to Communism.

"Clete, I'm sure of the above statements and regardless of the screwballs trying to make light of the menace its here and we should stamp it out in our country, just as soon as possible. The Catholics are good subjects to work on as they think more of their church duties than Protestants as a rule and they have for most part voted dem (Democratic). They can be changed over by hard work and that's what is cut out for us all in 1948. (So lets go all out). (Signed GAR.)"

A second letter on the stationery of WJR, The Goodwill Station, Inc.: Mr. Clete Roberts. Station KMPC.

Doggone!

COLUMBIA, S. C., Feb. 28.—Jim Swain, young manager of the Columbia Theater here, has a new gimmick for keeping the house seat bottoms clean. It's a dog, named Juicy Fruit. Every morning, Juicy Fruit roves thru the rows of seats, biting the parked chewing gum off the seats and dropping it on the floor to be swept up. Dog hasn't learn to push a broom yet.

Strike Threat By N. Y. Grips

NEW YORK, Feb. 28.—The threat of a strike by the stagehands is casting a larger shadow on the New York legit horizon. The latest negotiation session yesterday (27) produced only a wage offer by the League of New York Theaters similar to the one previously refused by the grips' contract committee. However, the League wanted its offer submitted to the deckhands' membership and this will be done tomorrow (29) at a union meeting with a recommendation by the union's negotiating committee that it be thumbed down. The League's offer was an over-all pay increase of 5 per cent.

Meanwhile, union heads will leave for a session with the International Alliance of Theatrical Stage Employees (IATSE), the parent body, to explain the situation to them. IATSE will come into the picture and if it can't shake a better offer loose from the producers, the boys may take to the pavements.

Showbiz Taxes In Jan. Slump

WASHINGTON, Feb. 28.—The entertainment world got off to a poor start in 1948, the Internal Revenue Bureau indicated this week in revealing that January tax collections sagged below the previous January's in every branch of the industry affected by excises.

Collections on phonograph records fell off a good 40 per cent from January, 1947, while the levy on admissions to theaters and cabarets was off about 12 per cent. Biggest decrease in dollars came in the liquor collections, which were some \$55,000,000 below receipts for January, 1947.

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

Tax Collections

Table with 3 columns: Item, Jan. 1948, Jan. 1947. Rows include Liquor, Cigarettes, Admissions, Radios, Phonos and Parts, Phono Records, Coin Machines.

Cocktail Units Save Big Ork Coast Bookers

Name Band Biz Sags

HOLLYWOOD, Feb. 28.—The lowly cocktail combo has suddenly emerged as the backbone of band bookers' biz, in some aspects dwarfing attention formerly paid to big bands, and demanding full energies of top agency salesmen. Such is the picture on the West Coast at least, where location biz for name and semi-name bands is grim, forcing agency men to look to other musical fields for ready cash.

There is no big band biz to speak of, the Pacific Northwest and San Francisco areas having dwindled to nothing. For example, three San Francisco hotels, Fairmount, Palace and Drake, are using local scale outfits, something the town hasn't seen in a decade. Same condition exists in other Coast areas, with the possible (See Combos Rescue on page 13)

Hellinger Pic Preem To Aid Heart Fund

NEW YORK, Feb. 28.—Top personalities from the stage, screen and radio will gather at the Capitol Theater Wednesday night (3) for the world preem of The Naked City, the late Mark Hellinger's last pic. The Hellinger Memorial Fund is sponsoring the event, all proceeds of which will go to the New York Heart Campaign, entertainment division, of which the Hellinger fund is a part.

With kleig lights, radio broadcasts and telecasts from the lobby, this will be the Stem's first full-scale flicker world premiere since before the war. In connection with the benefit, the committee will distribute a memorial booklet carrying tributes to Hellinger from people in all walks of life, including showbiz.

Editorial

Richards & Mayflower Hearings

ON THIS PAGE The Billboard reports the situation at Station KMPC, Los Angeles, 50,000 watter, as two ex-staffers allege it exists. It is, perhaps, ironic that a story of this nature is published on the very eve of the Federal Communications Commission (FCC) hearings in Washington on the Mayflower doctrine—the question of whether broadcasters should have the right to editorialize on the air. If the charges leveled at G. A. Richards by Clete Roberts and George Lewin, after a fair and impartial hearing, prove to be true, the FCC will certainly have to conduct a thoro investigation into the entire KMPC operation. If the charges eventually prove untrue all the talk (currently on the West Coast, but seeping thru to other key radio centers) anent KMPC and Richards should cease.

In any event we hope charges of this kind, developing in connection with a single station, will not unduly affect the FCC hearings on the Mayflower question. Station operators, on the whole, are fully aware of their responsibilities to the FCC and to the public which they serve.

# 200G Youmans Coup vs. Miller

## Estate Wins Record Suit Against Pub

### Several Top Tunes Involved

NEW YORK, Feb. 28.—Probably one of the biggest money suits involving any given publisher or composer (accounting may go over \$200,000) was won by the estate of Vincent Youmans, Inc., against Miller Music branch of the Loew's-Robbins publisher group this week. The suit involved claims by the estate of the late renowned ASCAP composer to publisher-performance monies received by Miller from ASCAP since 1943. New York State Supreme Court Justice Irving Levey upheld plaintiff's claim that Miller had breached contractual agreements with Youmans. He ruled that the testimony and exhibits clearly established the plaintiff's right to an accounting in connection with three causes of action. Levey dismissed a fourth cause of action for revision of the Youmans-Miller agreements reached in 1931. Leonard Zissu, of the Zissu & Marcus law firm, represented the Youmans estate, while Julian Abeles acted for Miller Music.

### Top Tunes Involved

The huge chunk of dough expected to be sought by the plaintiff stems from fact that some of ASCAP's most heavily performed copyrights are involved (*Time on My Hands*, *More Than You Know*, *Without a Song*, *Great Day*, etc.). The plaintiff had charged that three contracts made in 1931 and 1932 called for Youmans to receive a share of the ASCAP performance monies paid to the publisher. The three causes of action were: (1) The score of *Smiling Thru*, where a 50 per cent share in the pub- (See *Youmans Estate* on page 16)

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## Klan Threatens Miami Cafe For Staging a Show for Jews

MIAMI, Feb. 28.—A threatening letter purporting to be written by the Ku Klux Klan and received by the Little Roumanian Cafe was being investigated this week-end by the Federal Bureau of Investigation (FBI), after the ops, Philip Freed and Michel Rosenberg stated that an American-Jewish Congress (AJC) dinner and show would go on as scheduled Sunday (29).

The letter, postmarked Miami Beach, Fla., February 23, was received Wednesday (24). It was addressed by hand, apparently by a woman. With the letter was a tear sheet of *The Miami Sun Tropics* of February 22 containing a picture of three women, AJC officials. In block letters around the pic was written: "They raise their children like themselves. Three Jew Communists—see

how they want equal rights."

The letter, which was written by hand, not block letters, on ordinary white foolscap paper, had the letters "K. K. K." printed on the top of the sheet. Part of the text of the letter, a photostat of which was shown to *The Billboard*, follows:

"If you allow those (etc., etc. . . .) to hold their luncheon for the civil rights drive in your . . . joint next Sunday, you will be out of business."

The letter ran on in this villifying tone and ended: "This is no crank. . . . K. K. K. We still live."

### Miss. Showbiz Tax Defeated

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

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

NEW YORK, Feb. 28.—Unique in record business annals is the saga of Phil Spitalny, *Hour of Charm* maestro, who started out recording for a major label (Columbia), switched to one of the war-born indies (Vogue), then launched his own plattery, issuing his own waxings exclusively. Long known in music circles as a gent with a great disdain for orthodox techniques, Spitalny's own record company operation includes procedures which would give veteran disk makers a severe case of the screaming meemies. Yet the sales record established by the fledgling plattery, the type of outlets cracked and the effect of the operation on Spitalny's old Columbia items can not be shrugged off.

### Fleshers Come Back In West Australia

PERTH, West Australia, Feb. 28.—The pic chain, Fullers Theaters, have failed to renew their lease on His Majesty's Theater here after holding it since 1918, and Cyril Moss, acting on behalf of the trustees of the theater, is hunting for flesh shows in Sydney. Jack Davey, the radio fun man, is one possibility, and the Cecily Courtneidge *Under the Counter* show is also on the list. Some \$6,500 is being spent on carpeting, redecorating and improvements on the house.

There is every indication of a vigorous revival of fleshers in the West, where pix have been experiencing a pronounced slump. With the Tivoli, the Capitol and His Majesty's all switching to live shows there may

be a possibility of an excess, but the change is definitely being welcomed by the public who have been denied stage shows for so long because of the high transport costs to the West.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*  
NOW IS THE HOUR
- No. 1 *Sheet Music Seller*  
I'M LOOKING OVER A FOUR LEAF CLOVER
- No. 1 *Most Played on Disk Jockey Shows*  
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Disk Via Dealer Sales*  
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Disk in the Nation's Juke Boxes*  
I'M LOOKING OVER A FOUR LEAF CLOVER by Art Mooney, MGM 10119
- No. 1 *Folk Disk in the Nation's Juke Boxes*  
I'LL HOLD YOU IN MY HEART by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332
- No. 1 *Race Disk in the Nation's Juke Boxes*  
SNATCH AND GRAB IT by Julia Lee and Her Boy Friends, Capitol Americana 40028
- No. 1 *Sheet Music Seller in England*  
A TREE IN THE MEADOW

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 33 in Music Section.

## How They Age!

Melissa Ann Montgomery, daughter of thrush Dinah Shore and film actor George Montgomery is going to age rapidly if press agents and reporters aren't a little more careful. In supplying caption material for Dinah's front cover photo (*The Billboard*, February 28) the George Evans office, Dinah's flackery, added a month to Melissa's age, to allow for the gap between time they were supplying copy and date of publication. *The Billboard* writer, in shaping up the Evans's material had the same idea and added another month. So the cover caption said Melissa was "four months" old. Actually little Miss Montgomery will be just two months old March 4.

## Richards's Accuser Gets a New Job

HOLLYWOOD, Feb. 28.—Cle Roberts, former director of KMPC news and special events department moves to KFVB Monday (1) to take over the 6 p.m. Monday thru Friday 15-minute news seg sponsored by Melody Lane. Roberts is one of group of persons who made available to *The Billboard* documentary material charging KMPC Prexy G. A Richards with demanding that news be slanted.

Roberts's exit from KMPC February 6 kicked off a series of dismissals at the station, among those relieved of their duties being C. C. (Tiny) Renier; George Lewin, news room manager, and Maurice Sterrel, news editor.

### Film Yearbook Out

NEW YORK, Feb. 28.—The '47-'48 edition of the Allied Non-Theatrical Film Association yearbook and audio visual directory was published last week. Book contains lists of 16mm film libraries, producers and organizations financing such films, as well as special articles by non-theatrical film industry leaders.

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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The Billboard Encyclopedia of Music  
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# MORE STARS FACING CUTS

## IBS Preps Show On Use of A-Bomb

NEW YORK, Feb. 28.—The Mutual Broadcasting System (MBS) is preparing two new shows for airing shortly, one to be a one-time, all-out documentary program on the atom bomb, and the other a talent hunt for new comedy writers, aimed especially at college students.

The atom bomb show, a project of Joe Swezey, MBS's veepee and general manager, will be devoted to the wartime uses of the bomb, showing enormous good to which the instrument can be placed and endeavoring to give listeners a clear picture of what the thing is. It's being developed by MBS staffers.

The comedy writers idea, now up to Bill Carlin, MBS program veepee, is final okay, will attempt to locate coming gag writers on the nation's college campuses.

## Montgomery Holds Out on "Suspense"

NEW YORK, Feb. 28.—Altho the Electric Auto-Lite Company signed yesterday (27) to sponsor *Suspense*, a Columbia Broadcasting System (CBS) package, instead of its current Dick Haymes opus, no agreement had been reached at the week's end with Robert Montgomery, the mystery airer's star, who is holding out for more loot. Montgomery is reportedly asking for \$2,500-\$5,000 a show, as narrator only and \$2,500 more if he acts as well as narrates. However, *Suspense*, cut down to 30 minutes from its current full-hour format, will cost considerably less than the Haymes budget of about 4,000 weekly. As a result, Auto-Lite is understood to be considering bolstered name-guest policy for *Suspense*.

The mystery show is slated to move to Haymes's 9 p.m. Thursday slot on CBS early in July. The agency Ruthrauff & Ryan.

## WJLB Enjoined On Language Shift

DETROIT, Feb. 28.—Protests of foreign language groups against WJLB policy, effective midnight tonight (Saturday), of dropping all foreign language shows, leaving the city without foreign air programs, resulted in an injunction granted yesterday by Federal District Judge Arthur F. Lederle against WJLB.

The formal action was taken by a group of individuals having monetary interest in foreign programs, either as salesmen or employees. The injunction is for 10 days.

The station's action is still uncertain.

## Sylvester & Spouse Audition Disk Show

NEW YORK, Feb. 28.—Bob Sylvester, dramatic columnist of *The New York Daily News*, and his wife, Junty, yesterday auditioned their new show for both WOR and the American Broadcasting System. It's a combination man and wife, nocturnal disk jock program.

Sylvester recently lambasted disk jocks in his column and says that if the show is sold, he'll have some anxiety apologizing to do.

## 'Cricket' Chirps For Sponsors

NEW YORK, Feb. 28.—A new package, *Jiminy Cricket*, starring Cliff Edwards, vet film and radio singer, is under consideration at J. Walter Thompson and Young & Rubicam, it was reported this week.

The show is based on the Walt Disney cricket character and would air from the Disney lot in Hollywood. Edwards, in the lead, would be cast as the chirping conscience of famous historical characters, to be played by top name guests. Robert Young already has been set for the lead in the first show, *Patrick Henry*.

The budget is said to be \$12,000 weekly.

## Y&R Accounts Mull Net Segs

NEW YORK, Feb. 28.—Several clients of Young & Rubicam (Y&R) are reported to be considering network shows for the near future. These include the Jello and Jello Pudding divisions of General Foods. Other Y&R accounts pondering stanzas are said to be Celanese Corporation and the Metropolitan Life Insurance Company, both of which have used radio before.

Y&R has been reported interested in Meredith Willson for one of the above accounts.

## "Parky's" May Quit Mutual in Spring

HOLLYWOOD, Feb. 28.—The *Meet Me at Parky's* stanza, currently over Mutual Broadcasting System (MBS) as a co-op venture, is reported set to move to another net at season's end in a new single sponsorship deal. The reason for the shift is said to be dissatisfaction with low rating and Mutual's inability to peddle the

## 66 Mil for NBC

NEW YORK, Feb. 28.—The gross income of the National Broadcasting Company (NBC) for 1947 was \$65,690,001, the greatest in its history and 7.6 per cent ahead of 1946. The income in 1946 was \$61,067,034. Figures were disclosed this week via the annual statement of NBC's parent company, the Radio Corporation of America.

## Scripters Balk At Certifying

NEW YORK, Feb. 28.—Radio Writers' Guild (RWG) this week flatly refused a demand by New York advertising agencies that the Guild be certified as bargaining agent for writers on agency-produced commercial programs. The certification demand had been made by the American Association of Advertising Agencies (AAAA) in response to an RWG bid for a minimum basic agreement covering the writers involved.

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

stanza in major markets. Parky's (Harry Einstein) current pact with Mutual guarantees the comic \$6,000 weekly. The show is bankrolled by local sponsors in 150 markets, but is still unsold in important cities such as New York, Chicago, Los Angeles, Detroit, etc. The potential gross take on the show is estimated at \$11,000 but the figure cannot be reached without sale in major markets. New bankroller was not disclosed at this time.

## U.S. Continues To Hold B. R.'s Liable for Actors' S. S. Funds

WASHINGTON, Feb. 28.—The Bureau of Internal Revenue is keeping an unofficial eye on the Social Security tax squabble between the American Federation of Radio Artists (AFRA) and the Gulf Oil Company, but does not plan an investigation until the expected AFRA protest (*The Billboard*, February 21) arrives.

The present inclination of the bureau, a spokesman for the employment tax division said this week, is to continue its policy of holding all radio sponsors responsible for arranging Social Security coverage for all actors employed by them—whether under contract or not.

**Must Cite Individual**

The official emphasized that if AFRA plans an official protest on Gulf's reported plan to discontinue payment of benefits in behalf of transient actors on *We the People*, the union must do so in the name of an individual actor affected by the alleged Gulf move.

Filed in the correct form, the spokesman said, an AFRA complaint would be investigated. Unless Gulf

can present a strong case to the contrary, the bureau will be inclined to rule in favor of the union, it was asserted.

Altho admitting that the cases of actors on occasional call fall in the "twilight zone" of Social Security rulings, the official said: "We feel that a radio advertiser, whether working thru an agency or not, is liable for Security payments for the benefit of all persons employed by him or his agents."

**Vaude Sitch Different**

In the case of entertainers working for a vaudeville house, it was stated, the matter is quite different. It was explained that the bureau—upheld by a New York court—contends that a vaude performer is an individual contractor and is not covered by Social Security. However, the spokesman continued, a radio actor is hired by a sponsor to perform a prescribed duty at a prescribed time and is so considered to be a simple employee of that sponsor, even tho the actor speaks only one line.

## Thomas, Brice, Skelton and Durante Off?

### 48G Weekly Talent Bill

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

In the case of Miss Brice, her option is up Monday (1) and as of the week-end, Young & Rubicam, the agency involved, had not picked it up. Brown & Williamson, insofar as Skelton is concerned, is faced with a budget problem, from reports, and while eager to keep him, may be forced to cancel when the contract expires this season. It was also said that B & W is considering Sig Romberg as a summer replacement and a return to its coupon-type selling. This gimmick, used on Kool and Raleigh cigarettes, was dropped some years ago. Savings on a Skelton replacement would facilitate the coupon business.

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

### Budget Sitch

Schnozzola's reported cancellation is again not a question of rating but reportedly reflects a budget situation. Option time is within the next week or so, it is said, with N. W. Ayers, the agency for Rexall, reportedly looking for a cheaper program.

It's not known whether General Foods will retain the Brice time on CBS. The latter show runs back to back with Danny Thomas, who may also have option trouble, from reports. Dropping the Brice-Thomas hour would just about knock the props out of Columbia's Friday night comedy revamp schedule.

Budgets for the shows are around \$7,500 for Thomas, \$13,000 for Skelton, \$13,000 for Miss Brice, and \$15,000 for Durante.

## Nets' '47 Income Put at 190 Million

WASHINGTON, Feb. 28.—Topped by the year's high in December, gross income of the four major networks amounted to \$190,900,000 in 1947, the Commerce Department estimated this week. December income was estimated at \$17,780,000, an increase of some \$800,000 over November and about \$1,000,000 more than the previous December.

According to Commerce statistics, 1947 brought the second highest gross income in chain history, being topped only by time sales of \$193,000,000 in 1946.

Biggest contributor to the radio kitty last year was the toilet goods groups, which put up some \$55,500,000 of the total. Close behind came the food-beverage sponsors who paid in about \$52,500,000.

# BONANZA OR BOOMERANG

## FM Wonders, On Lifting of Petrillo Ban

### Tuners Resent the Soapies

NEW YORK, Feb. 28.—Recent lifting of the ban on duplication of AM music programs over FM outlets by James C. Petrillo, president of the American Federation of Musicians (AFM), may turn out to be far from a bonanza for FM operators. This was indicated this week when it was learned that FM station managers are receiving numerous complaints from listeners regarding the program quality of the newly revamped FM station skeds. The squawks are to the effect that FM listeners, most of whom have been weaned on good music and news, are now getting their quota of soap operas, disk jockeys and singing commercials—and they don't like 'em. For an FM listener, it is pointed out, a soapie is still a soapie even if static-free.

The complaints from tuners, it is understood, have been directed primarily at network affiliates who are now taking AM schedules piped from the webs. Quite a few web FM affiliates are not taking the AM programs owing to the regulation that all AM programs must be duplicated or none at all. This regulation, which prevents an FM station from carrying some AM network programs and excluding others, is designed to give advertisers a fair break. This all-or-none regulation prevents some FM outlets from taking AM programs because they are loath to dispense with local accounts. In other words, some of these FM outlets would like to take the entire AM schedule but cannot.

### Poses a Dilemma

Those affiliates who are duplicating face a dilemma. When Petrillo lifted the ban February 1 FM execs hailed the move as a great boon, one which would permit them to vary their schedules and forge ahead business-wise. It seems now, however, that in a large measure duplication has intensified FM's programming problems. FM audiences have not only become accustomed to good music and news—they were actually sold FM on that basis. They also feel they have an investment in their receivers. Capping all this is the admitted fact that FM audiences are a cut above the general AM audience in intelligence, and are therefore more articulate than the average audience.

Commenting on the dissatisfaction of FM audiences with duplicated programs, one network exec stated that despite the disappointments and dilemmas posed by duplication, it was nevertheless the ultimate road to salvation, inasmuch as it was the smoothest method whereby AM could change over to FM.

## Guest Syndicating "Reporter-at-Large"

DETROIT, Feb. 28.—Bud Guest, son of rhymist Edgar Guest, is syndicating his *Reporter at Large* program aired over WJR here. First outside buyer is WFIL, Philadelphia. The show features human-interest news.



Directs KLZ News, Special Events  
**SHELDON PETERSON**

Directs one of the largest radio news staffs between Chicago and Los Angeles. Has increased scope of news contacts and injected new interest in KLZ newscasts with wire recordings of spot news.

KLZ, Denver

## Webs Hamper FM? Stations Are Queried

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

The commission sent letters to the four major webs asking various questions on network policy, including a query about whether FM affiliates which carry some AM network programs are required to carry all of the net's sponsored shows.

The FMA's questionnaires went out to some 400 FM broadcasters asking whether network policy "interferes with or hampers you in any way in programming your FM station locally in the public interest." In a query similar to the FCC's chief question to the chains, the FMA asked FM-ers whether webs with which they are affiliated permit them to choose which network programs they will carry.

In announcing the questionnaire mailing, the FMA explained that it has received complaints from members that "some of the major networks have adopted policies of 'take all our programs or none' on FM." The FMA said the poll was an attempt to find out how prevalent this policy was.

## New Spot Sought For "Ford Theater"

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

Renewal is for 13 weeks, and Ford is reiterating its policy of continuing to sponsor *Theater* as a long-time radio project. The account wants to

## FCC Starts Its Hearings On Ban on Editorializing

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

As the hearing was set to get under way this morning, general belief prevailed backstage that FCC may seriously consider reversing its stand against editorializing on the air. Seen as a likely modification is a rephrasing of the ruling, at least to accommodate facsimile broadcasters, and some insiders believe the FCC may even go all the way in letting stations editorialize within restricted limits of "identified" programs. The issue, regarded as the paramount one before FCC, will be debated heatedly, with tens of thousands of words of testimony to be poured onto the record before the commission deliberates on a decision and with organized labor ready to give vigorous opposition to station owners and the National Association of Broadcasters (NAB) who will ask FCC to reverse itself. Organized labor will argue against any revision of FCC's original ruling in the Mayflower case.

### AFM in Background

The shadow of current negotiations between broadcasters and the American Federation of Musicians (AFM) will hang over the entire hearing inasmuch as the FCC is agreed on interrupting the hearing "at any time" to accommodate NAB and broadcasters engaged in negotiating music broadcast contract terms with Prexy James C. Petrillo and AFM locals. With more than 100 witnesses slated to testify and with the FCC content to stage the proceedings in two and three-day spells over a period of several weeks, the hearing is seen likely to become one of the longest on record.

Leading off broadcast ownership's attack on the editorializing ban are officials of American Broadcasting Company (ABC), Columbia Broadcasting System (CBS), National Broadcasting Company (NBC) and Yankee Network. In presenting a united front in favor of editorializing on the air, the networks and other radio ownership spokesmen, including NAB, will reiterate arguments already offered many times by them in public speeches that the Mayflower ruling constitutes an "abridgement" of free speech in violation of the Bill of Rights.

Mutual Broadcasting System (MBS) opposition to the Mayflower ruling will be voiced by T. A. M. Craven, head of Mutual-Cowles station WOL, Washington. Others to be heard on this side of the issue include Nathan Straus, WMCA, New York; Morgan Sexton, KROS; Robert Mason, WMRN; E. R. Vadeboncoeur, WSYR; Ralph Hardy, KSL; Berl Lottredge,

shift time not only to improve its rating but to get away from the Ford dealers Sunday night program starring Fred Allen, also heard over NBC.

WOC, and Robert E. Cushman WHCU.

### Unions Support Ban

Among supporters of the editorializing ban who will be heard are United Automobile Workers, an affiliate of the Congress of Industrial Organizations (CIO), the Communications Workers of America, the AFL and the American Federation of Labor (AFL). The long list of witnesses slated to appear at the hearing includes spokesmen for religious music, advertising, educational, fan and veterans' interests, besides labor and radio ownership. Among witnesses will be representatives American Veterans' Committee, American Jewish Congress, Farm Union of America, Institute for Education by Radio; Co-Operative League, USA; Advertising Federation of America, Revere Racing Association, American Council of Christian Churches, Iowa Association Radio News Editors, Progress Citizens of America, Committee Constitutional Government, Radio Writers' Guild, Joint Religious Radio Committee, National Association Educational Broadcasters, National Association of Radio News Directors, National Association of Broadcast Engineers and Technicians, American Federation of Radio Artists, American Association of Theatrical and Radio Press Agents, Radio and Television Broadcast Engineers' Union.

## 4 Webs, AFM Huddle Mar. 8

NEW YORK, Feb. 28.—Execs of four webs and the American Federation of Musicians (AFM) resume negotiations March 8—a week later than originally scheduled, to work out new contract. Details to be covered in the sessions with James C. Petrillo, AFM chief, include scales for AM, FM, co-op programs and television. The consensus is that the time Petrillo will okay live music for video.

Webs have been operating under 60-day extension of the 1947 pact. One-week delay in resumption of negotiations resulted from the fact that a lot of the network brass took vacations and couldn't get their routine work in order in time.

## FMA Huddle Friday To Map Expansion

WASHINGTON, Feb. 28.—The FMA Association (FMA) board of directors will chart what is expected to be an "expanded program of operations" for FMA at a meeting here next Friday and Saturday (5 and 6). In calling the meeting, FMA Prexy Everette L. Dillard said the session will be "one of the most important" in FMA's career, and he voiced belief that FM broadcasting is at last "over the hump."

The agenda for the session includes discussion of proposed copyright legislation, duplication of web programs on AM-FM, the American Telephone & Telegraph Company's proposed rates for FM web lines, FMA's role at the Mayflower hearing, and FMA's policy on video-casts of still picture with music accompaniment. The board will also take up the question of future outlays and budgeting.

# U. S. RADIO ACTOR SURVEY

## AFRA Charges Taft-Hartley Hamstrings Union Activity

NEW YORK, Feb. 28. — Enactment of the Taft-Hartley labor law has resulted in delay, procrastination and hamstringing of union activities, George Heller, national secretary of the American Federation of Radio Artists (AFRA), declared this week. AFRA, now engaged in a nationwide organizing drive, has found that both the provisions of T-H itself and stall-tactics adopted by some broadcasters, have gummed up the works, Heller said. His statements were made to a New York AFRA local membership meeting this week.

The question of the union shop under T-H is a particular problem, Hel-

ler said. The law provides that every employee vote in union shop elections, meaning that even actors who have worked only once during a given period must be contacted. If they do not vote at all, it is counted as a vote against the union shop. Such elections are pending at WINS and WHN, New York, which nevertheless have recently concluded AFRA negotiations.

The union shop is even more complex insofar as networks are concerned, by virtue of the many performers used. AFRA, Heller disclosed, is trying to arrange a one-shop election, rather than four, to cover the four networks and to obtain a definition of the period to be covered in the shop election. Even if but for one month, thousands of performers will have to be contacted to cast their ballots.

Heller named a number of sore points in the negotiation picture, including Fort Wayne, Ind.; Peoria, Ill.; San Francisco; Raleigh, N. C.; Kansas City, Mo., and Louisville. He also charged that many broadcasters were using coercive methods as a means of fending off AFRA shop.

The union exec also reported that AFRA was opposing moves by broadcasters to classify announcers as professionals rather than as employees. As the former, they would be excluded from AFRA provisions.

Heller denied charges that increased pay scales are responsible for current decreases in employment. The real reasons, he maintained, are changes in the excess profits tax laws, material shortages, increased time rates and a general depression fear thruout management.

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

## CBS Plans Godfrey Scouts Vaude Unit

BIRMINGHAM, Feb. 28.—Columbia Broadcasting System (CBS) production brass are completing plans for an Arthur Godfrey Talent Scouts vaude unit. The web will build one unit initially, as a test, to see how the unit fares in theaters around the country. William Morris and Music Corporation of America have already been approached to do the booking, but late this week no deal on bookings was set.

The unit will probably include six acts, and these will not necessarily be the winners—rather, the best talent. Irving Mansfield will produce.

## D-C-S Agency Bags New Nestle Account

NEW YORK, Feb. 28.—One of the most sought after new advertising accounts to come up in some time was reported snagged by the Doherty, Clifford & Shenfield (D-C-S) ad agency this week. The account is Nestea, a new product manufactured by Nestle Milk Products, which also makes candy and Nescafe. Nestea is an instant soluble tea, first product of its kind on the market, its use

## Tough Competition Hypos Wells' Rate

NEW YORK, Feb. 28. — An unusual instance of a program turning in a higher Hoopering in a new time slot against tougher competition than it was able to get against weaker competition to a different time has developed via Christopher Wells. The current Hoopering of the DeSoto-Plymouth program is 7.9, against Fibber McGee, which is up to 26.9. Wells has been airing only four weeks on Tuesdays. The previous rating has been 7.3.

As a Sunday night show, against the *Theater Guild* and *Take It or Leave It*, which run around 10 to 15 Hooper-wise, it was unable to do better than five in the rating sweepstakes. Wells, owned by Ed Byron, was renewed this week for 13 weeks.

## Forrestal Asks Nets, NAB for 'Censor' Huddle

WASHINGTON, Feb. 28. — The voluntary "censorship" proposal of Defense Secretary James Forrestal will be aired officially for the first time at a meeting of publishers and broadcasters in the secretary's office Wednesday (3), a Forrestal aid told *The Billboard* this week.

Invitations to take part in the discussion have been sent to National Association of Broadcasters (NAB), the National Broadcasting Company (NBC), the American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS) and Mutual Broadcasting System (MBS).

The aid explained that no individual broadcasters received invitations because "we don't want the meeting to be unweildy. We feel that the NAB and the networks will be able to give the views of radio," he added.

Forrestal's plan is to set up a security board of army, navy and air force personnel to advise radio and the press whether or not news stories submitted to the board would injure national security. Forrestal has emphasized that the system will be strictly voluntary, with the board having no authority to compel editors to abide by its rulings.

## CBS Sets Gottlieb To Produce 3 Segs

NEW YORK, Feb. 28.—Lester Gottlieb, who this week joined Columbia Broadcasting System's (CBS) program staff, shifting over from Young & Rubicam, has been assigned to take over production on three shows. They are *It Pays To Be Ignorant*, now on CBS as a co-opper; the new Goodman Ace show and *Strike It Rich*.

Gottlieb will also handle talent details in the program department, assuming the job formerly held by Larry Puck.

eliminating the usual tea bag or strainer routine.

Almost a dozen of the top agencies in town pitched for the account which went to D-C-S. Advertising plans will be developed slowly, with prior problems of distribution and packaging requiring initial attention.

## Labor Dept. Will Check Job Picture

### Stems From AFRA Group

NEW YORK, Feb. 28.—A nationwide survey of the economic status of radio artists will be made shortly by the Bureau of Labor Statistics (BLS) of the U. S. Department of Labor, the first such study ever made by a government body of a show business field. BLS survey is the result of several months study of employment conditions by the American Federation of Radio Artists (AFRA) New York local.

Survey will start in New York March 22 and will be made nationally about four weeks later. First field work is being done in New York so as to enable BLS and AFRA to double check the efficiency of the questionnaire, final draft of which is to be approved Tuesday (2). Entire survey will be made on an anonymous basis.

### To Turn Up Data

Radio actors thruout the country, and especially in New York, have been bedeviled by unemployment for some months, with AFRA a few months ago setting up a committee to study the problem. While the BLS questionnaire does not include any remedial elements in itself, the actors—and some employers, notably the networks, who have been co-operative in the field work done so far—have been stymied by a lack of data. It is figured that facts as to income levels, frequency of employment and the like, will provide guideposts to improving conditions.

Questionnaire will check age, sex, marital status, experience, education, pre-radio background and qualifications, work during one specific week, whether radio income is implemented by non-radio work, in or outside of show business, and information as to earnings during 1947.

Initial move to get the government survey was made for AFRA by Minerva Pious.

## Borden Splitting Costs on New Seg?

NEW YORK, Feb. 28.—Time and talent billings will apparently be split when the new Borden show starts on the Columbia Broadcasting System (CBS) April 7. The show, now airing on the Coast with Mark Warnow, is heading East for New York origination.

The new cast will include Ed Slatery and an orchestra and chorus and Earl Wrightson, Thomas L. Thomas and Mary Martha Briney, singers. Frank Hummert will produce and it is understood, collect the talent commissions, with time billings going thru Kenyon & Eckhardt.

## HOOPER ELECTS TWO

NEW YORK, Feb. 28.—The board of directors of C. E. Hooper, Inc., this week elected H. Douglas Hadden vice-president and general manager, and Albert M. Wharfield vice-president in charge of advertiser and agency relations. Wharfield has been placed in executive charge of program Hooperatings and the new U. S. Hooperatings. He and Hadden both will be headquartered in New York.

## Perl's Civil Rights Script Deals Await Disentanglement

NEW YORK, Feb. 28.—With at least three local outlets interested in buying writer Arnold Perl's two-part documentary series on the report of the President's Committee on Civil Rights, shelved last week by Mutual Broadcasting System (MBS), Perl has indicated his willingness to make transcriptions of the shows available without charge, except for the wax, to all stations. The shows were replaced by straight readings of the report beginning Tuesday (24) by MBS on the ground that dramatic interpretation might limit the amount of material covered. Offers have been made to Perl by WMCA, WNEW and WOV, but the writer has been unable to make any disposition of the scripts pending settlement of the question with MBS of property rights.

Perl said this week that MBS had paid him for the first of the scripts only, on the minimum basic contract covering first radio rights. However, the MBS readings included several verbatim excerpts from Perl's script. This, said Perl, accounted for a technical first performance of the material. Preliminary MBS opinion, however, was that the excerpts used were so fragmentary as not to constitute a performance, and that any stations desiring to utilize the script would thus have to negotiate with MBS for its release. MBS President Edgar Kobak said the web would like to air Perl's show at a more propitious time, in the future. The second show was never paid for by MBS and thus remains Perl's property.

The MBS reading drew, according to one web spokesman, a large number of letters and wires praising the broadcast and lauding the airing of the material. At the same time, numerous organizations have rallied around Perl and have voiced condemnation for MBS's action in reneging on the documentary three days prior to the broadcast. The United Automobile Workers (CIO) contacted Perl from Detroit, saying it wished to have various locals thruout the country sponsor airings of the shows. The magazine '48 has asked Perl to write a piece for its Workshop department on how a documentary is penned, using portions of the script for examples. The radio division of the Progressive Citizens of America issued a statement stating that MBS "set out to dramatize the full meaning of the report . . . it has."

# EX-KMPC'ERS BLOW WHISTLE

## Charge Richards Ordered News Slanted To Promote Own Political Beliefs

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

(Continued from page 3)

5939 Sunset Blvd.  
Hollywood 28, Calif.

"Dear Cleto.

"Let's back up the board of supervisors on the loyalty plan.

"Throw out the Communists, wherever we can and really follow thru and see that it's done.

"Enclosed find a good editorial from the Hearst paper which would get on our air, over and over and over again.

Regards.

G. R. Richards."

A third letter written on stationery bearing Richards's name:

"Genl. MacArthur is a great man who believes in Christianity and our way of life, etc., etc., who, if called upon to be our president would become one of the greatest leaders and crusaders of all times, etc. Get this over. Again and again and again." (Signed) GAR."

### Lewin's Statement

Lewin's statement, in full, reads:  
"February 26, 1948.

"A statement relating to actions of G. A. Richards in connection with presentation of news on Station KMPC, Los Angeles. The statement is made by George E. Lewin, KMPC newsroom manager from February, 1947, to February, 1948.

"In general, Mr. Richards told me many times to seek news items derogatory to the New Deal, as he always referred to the Truman administration. He told me to plug always for General MacArthur and Tom Dewey and to keep hammering at the Jews, who are, he said, all Communists.

"Specifically, Mr. Richards told me always to follow any story about Communists with a story (derogatory) about any member of the Roosevelt family. He ordered me to use the same treatment of news stories tying in the names of David Lilienthal, Henry Wallace, Howard Hughes, Henry Kaiser and others whom he considered to be dangerous men.

### Lilienthal's Case

"During the Senate hearings on David E. Lilienthal's confirmation as head of the Atomic Energy Commission, Mr. Richards ordered me to give extra long treatment to charges against Lilienthal and to suppress anything favorable to Lilienthal. Lilienthal, he said, was a Communist.

"When Howard Hughes was testifying before the Senate War Contracts Investigating Committee, Mr. Richards told me almost daily to give Hughes hell. He told me specifically to refer always to Hughes's flying boat as the worthless plane or the mammoth waste of the taxpayers' money and ordered me to work into the news stories the prediction that it would never fly.

"Mr. Richards ordered me to stop the use by newscasters of stories about events in Palestine. That was in the latter part of December, 1947. He said that publicizing the situation

in Palestine would give aid and comfort to Jews and Communists.

### "Screwball Wallace"

"He ordered me never to use a story about Henry Wallace unless it was unfavorable to Wallace and said that I must always precede Wallace's name with the nicknames of screwball or tumbleweed.

"When Elliott Roosevelt testified before the Senate War Contracts Investigating Committee Mr. Richards ordered me to dig up the complete dossier on Elliott Roosevelt and recap all of his brushes with the press, which might conceivably reflect on young Roosevelt.

"The treatment of news stories ordered by Mr. Richards was identical with that which I had encountered while working for Hearst, Cissie Patterson, Capt. Joe Patterson and Scripps-Howard.

"The incidents listed above were repeated many times and in connection with many other personalities. The general tenor was always the same.

Practices at KMPC have been the subject of local radio circle gossip for some time. Not only ex-staffers, but present staff members of the powerful indie have spread all types of stories about the operation, but the Roberts and Lewin letters and material are the first tangible statements published on the situation.

## NAB OK's 15G Hypo For Intl. Parleys

WASHINGTON, Feb. 28.—National Association of Broadcasters (NAB) is set to spend \$15,000 on increasing its activity in international communications parleys. It is also considering stepping up its interest in a motion picture project publicizing radio—a project which may entail an outlay up to \$200,000. The NAB board at its Hot Springs, Va., meeting this week approved the \$15,000 outlay and passed a resolution urging the movie project which is already supported by the four major networks with a combined pledge of \$50,000 toward it.

The movie project, publicizing the aims and operations of American radio broadcasting, has been under discussion nearly two years and, according to Vic Ratner, vice-president in charge of promotion of the Columbia Broadcasting System, would employ an "entirely new technique of visual presentation." The board is expected to turn over the discussion to the Los Angeles convention which, if it gives final approval, will make it possible for the project to get under way next fall.

### Comm. Indies Organize

HARTFORD, Feb. 28.—A new State radio group, Connecticut Independent Broadcasting System (WCCC, Hartford; WAVZ, New Haven; WMMW, Meriden; WNOG, Norwich; WLCR, Torrington) will meet Tuesday (2) at the WMMW offices in Meriden. Election of officers will take place. Temporary chairman is Richard Carson, of WAVZ.

## NAB Code Okayed, But New Board May Revise Further

WASHINGTON, Feb. 28.—The National Association of Broadcasters (NAB) projected code was turned over by the NAB board this week to special re-styling committee headed by NAB President Justin Miller. It will be less than a third its original length by the time it is submitted by me to NAB members a month in advance of the Los Angeles convention. The code, which now is prefaced by a brief and highly general preamble approved by the board this week in Hot Springs, is being given a better than even chance for final board acceptance at the May convention. However, NA

insiders are privately acknowledging one major reservation—the ultimate fate of the code will remain unknown until the make-up of new members of the NAB is established. The present board will stage its last meeting on the eve of the Los Angeles conclave in May but will avoid acting on the code. Instead, it will turn the document over to the incoming board, which will meet on the wind-up Wednesday of the convention. The new board will thus have an opportunity to gauge general NAB sentiment on the code thru at least one full day of convention discussion before voting to approve or disapprove the document.

With 16 new members about to be elected as replacements on the 25-member board, the newcomers will, thereby, have a majority voice in code action. It's possible that some candidates for the board, running some districts where opposition has been registered against a new NAB code, may actually compete for the posts on an anti-code platform. At present, however, this is not expected to develop on a widespread scale, particularly since NAB President Justin Miller is known to have gone on record at this week's board meeting advising against railroading thru a highly detailed code which obviously could not be acceptable universally. Miller, it is learned, has insisted that the development of a code should be brought about "in progressive stages," and that the NAB this year should be content to agree on a mild improvement rather than a revolutionary new document.

The code, even in its present form, represents drastic revision from its original form, having been stripped of several major "morality" provisions (*The Billboard*, February 7) in addition to the changes made by the NAB board in the commercial sections last fall. Even the commercial section underwent further modification at this week's board meeting, with the board deciding to allow an additional five seconds for commercial plugs on 25-minute program segments. Commercials can run two minutes and 50 seconds instead of two minutes and 45 seconds. The intent of many of the original sections of the code is still implied in the existing draft which, nevertheless, is a highly condensed and a more general version. The preamble, which the code now bears (*The Billboard*, February 21, February 28), is also in highly general language of 150 words, consisting of four brief paragraphs stating radio's credo as operating in the public welfare for the "common good" of all groups.

Miller's re-styling committee, which is allotting itself about five weeks to complete its work on the code preparatory to mailing copies to NAB members, includes A. D. (Jess) Willard, executive vice-president of NAB, and Harold Fair, NAB program department director. Miller is authorized to appoint additional members, and it is considered likely that at least one independent station representative will be named in order to avoid recurrence of the indie re-

## Railroads Mull Network Show With B and B

NEW YORK, Feb. 28.—Association of American Railroads (AAR) this week was reported again considering entry into network radio. A number of conferences have taken place recently between executives of the AAR and its agency, Benton & Bowles (B&B). The association neared the pacting stage for a week show about two seasons ago, but the program was picked up by another sponsor before the contracts could be drawn.

A meeting between the AAR board members and B&B radio department officials is slated for late March probably in Chicago, where the decision about use of radio is likely to be made. It is believed the AAR's renewed interest in radio stems from the critical barbs aimed at its members by railroad mogul Robert F. Young, whose Chesapeake & Ohio line has used the *Information, Please* show to sound off about poor equipment and service of other lines.

## Hooper Lifts Ban on New Orleans Ratings

NEW YORK, Feb. 28.—C. F. Hooper, Inc., this week reversed its decision on discontinuing publication of a city report for New Orleans. The research org had planned to drop the city because of a promotion giveaway being conducted by WNOE which, Hooper declared, produced distortions in the ratings.

Under the revised set-up, however, New Orleans ratings will be published, with WNOE rating omitted. Ratings spaces for this station will carry a line that they were omitted because of promotional activities which "artificially inflate" the figures.

## NAB To Meet in Chi In '49; Maybe Always

WASHINGTON, Feb. 28.—National Association of Broadcasters (NAB) will resume its annual conventions in Chicago in 1949 as the result of resolutions adopted by the NAB board in Hot Springs, Va., this week. The 1949 conclave will be staged at the Stevens Hotel April 8-13, and the NAB will negotiate on arrangements for Chicago as a permanent convention site. This step is being taken to meet requirements for a centrally located site, particularly since some criticism had been raised against staging this year's conclave at a Pacific Coast site inconvenient to Easterners.

bellion that developed against the original proposed code.



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RADIO DIVISION  
 SAMUEL H. NORTHCROSS  
 Vice-President

February 11, 1948

Miss Jo Stafford  
 607 Fifth Avenue  
 New York, New York

Dear Miss Stafford:

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

You have reached a position of public recognition as a radio star by 53% of the radio listeners in the country. Furthermore, among those people who have heard you, 60% picked you as one of their favorite performers.

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

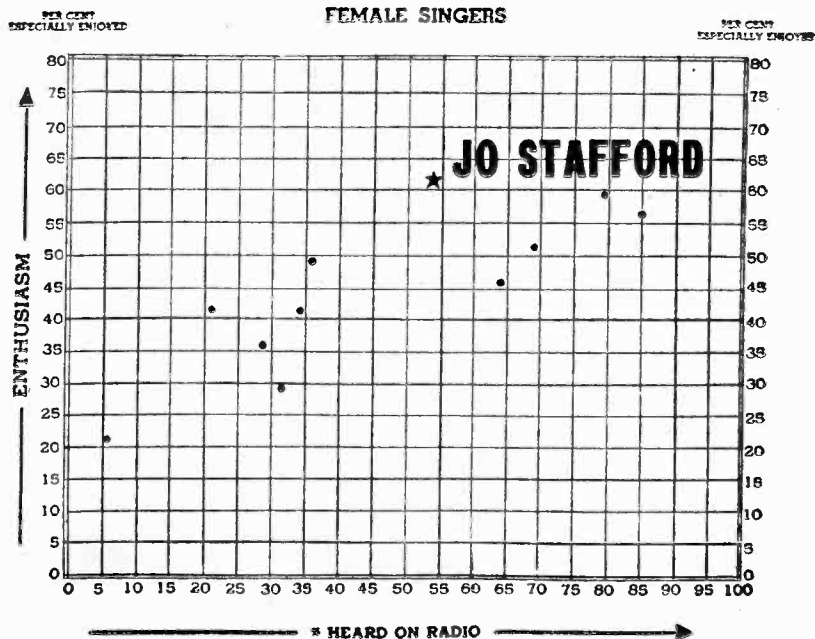
- a. The extent to which a performer has been heard by the listening public, and
- b. The degree to which the performer's following is enthusiastic about his or her performance.

Sincerely yours,

*Samuel H. Northcross*  
 Samuel H. Northcross

SHN:dc

**AUDIT OF RADIO PERSONALITIES**



**CHESTERFIELD SUPPER CLUB**

TUESDAYS AND THURSDAYS NBC

CAPITOL RECORDS

Public Relations: MARGARET ETTINGER & COMPANY

Management:  
 MICHAEL NIDORF

Direction:  
 GENERAL ARTISTS CORP.

**Report Uncensored**

Reviewed Wednesday, February 25. Aired Wednesdays, 8:30 to 9 p.m. via 50,000-watt WBBM, Columbia Broadcasting System o.-and-o. station, Chicago. Talent: Written, produced and directed by Ben Park; narrated by Flahey Flynn; orchestra under the direction of Frank Smith; announcer Tony Parrish.

No Hooperatings available.

Not daunted by magnitude or complexity of subject matter, WBBM has begun devoting its famed series, *Report Uncensored*, to one of the country's major problems—housing. It was with the first *Report Uncensored* series, devoted to juvenile delinquency, that WBBM did a notable documentary job, establishing a new high mark for public service programming here. If this series lives up to the promises of the first show, which was a more or less introductory presentation of the problem, WBBM stands a chance to score highly for the second time.

Continuing a style found successful for the juvenile delinquency series, a style which uses a combination of narration and tape recorded interviews primarily and some dramatizations, the first show of the new series was powerful documentary broadcasting. After the narrator had made an attempt to outline the problem, the show presented recorded interviews with families living under frightful conditions. One family with an invalid daughter, spent three nights on streetcars because they could find no place to live. Others included veterans compelled to live in damp, unheated basements; others who had to send children to institutions because health department officials would not allow them to stay in available family quarters, and still other shocking cases.

**As Many Shows as Needed**

No definite number of shows has been allocated to this new series. The station has merely decided that the problem will be given as many shows as are necessary. And as writer-producer Ben Park has stated in pre-broadcast conversations and as Flynn made clear during the show, the complete treatment of the problem is many weeks away. In subsequent weeks there will be information further explaining the complexity of the problem. There will be interviews with private builders, mortgage company executives, governmental agency representatives, social workers and finally an attempt to explain what could be done to solve the over-all problem. WBBM has made an excellent start. If it follows the pattern and promises of the first show, Chicagoans will for the first time have a chance to see the complex housing picture in all its involved, sometime contradictory, parts.

Cy Wagner.

**Jacques Fray Show**

Reviewed February 11

Sustaining via WQXR, New York

Mondays and Wednesdays, 7:30-8 p.m. Estimated Talent Cost: \$150; producer - director - writer - commentator, Jacques Fray.

Jacques Fray's program is a classical disk jock turn. In keeping with the standards of the station the show Wednesday (11) radiated good taste, both in the musical selections and in Fray's script. The talk sessions were quite brief interludes; the music, considerable.

To this reviewer Fray's comment seemed quite unusual in nature, and this fact lent a touch of novelty to the program. Fray, for instance, called attention to the use of the English horn on one record and remarked that a critic had said it was "a wind instrument that nobody blows good."

Fray came up with other novel



**Network and Local Program Reviews**

**The Kinsey Report**

Reviewed February 27

Sustaining Via WMCA

One broadcast only; February 27, 9:30-10 p.m.

Produced by WMCA Public Service Division; director, Howard Phillips; announcer, George Willard; moderator, Morris L. Ernst, lawyer-author; participants; Dr. S. Bernard Wortis, professor of psychiatry, New York University College of Medicine; Dr. Abraham Stone, medical director, Marriage Consultation Center of Community Church, president, American Association of Marriage Counselors; Dr. Ruth Benedict, associate professor of anthropology, Columbia University.

The *Billboard* a few months ago remarked on radio's new-found freedom with regard to the airing of programs on sex education. WMCA's decision to broadcast a round-table discussion of *Sexual Behavior of the Human Male*, the Kinsey report published by W. B. Saunders Company, is of course an outstanding example of this type of courageous public service programming. Let it be said immediately that the WMCA program was handled with excellent taste, the panel of experts maintaining an attitude never even remotely vulgar.

The discourse, participated in by experts on psychiatry and the social sciences and moderated by Morris L. Ernest, noted lawyer and author, considered the Kinsey report from the standpoint of its possible effect on the traditions and customs of our time. They assessed the report in its relation to marriage, morals and legislation. Some fallacies of the report were pointed out, such as alleged inadequate sampling. But when it was all over Ernst summarized the report as contributing very measurably to our knowledge and civilization, altho, as he said, it was only a beginning.

**No Hint of Obscenity**

Judging the report as radio fare, it can be stated that as presented by WMCA and the panel of experts, pop and mom and all the kids could have listened to it with profit and with never an obscene titillation.

It's interesting to note that the National Broadcasting Company (NBC) had been considering a public service program based on the Kinsey report. Contrary to a trade paper story, Kinsey was willing to let NBC do it—but opposition developed within the web. So WMCA broke some ground on a mature programming level and nobody got hurt.

Participating with Ernst were Dr. Abraham Stone, medical director of the Marriage Consultation Center of the Community Church and president of the American Association of Marriage Counsellors; Dr. S. Bernard Wortis, professor of psychiatry at New York University, and Dr. Ruth Benedict, associate professor of anthropology, Columbia University. Paul Ackerman.

phrases and thoughts. His selections included a lot of soothing music such as Debussy's *Claire de Lune* and other tone poems or descriptive numbers. Remarking on the beneficial effect of such pieces on the jangled nerves of humans, Fray digressed to give a few side-lights on the effect of such music on animals—unorthodox perhaps, but unusual and fresh in a disk jock (See Jacques Fray on page 12)

**On Trial**

United Nations enforcement of the Palestine partition?" Participants: Mark DeWolfe Howe, professor of law, Harvard University, judge; Thomas P. O'Boyle, senior, Harvard Law School, counsel for; Arnold Rivkin, senior, Harvard Law School, witness for; William Webb, senior, Harvard Law School, counsel against; Bushrod Howard, senior, Harvard Law School, witness against.

Reviewed February 22

Sustaining via ABC

Sundays, 12:30-1 p.m.

Supervisor, David M. Levitan (visiting lecturer on public law and government, Columbia University); director, Eugene King (program director, WCOP, Boston); announcer, Stanley Shaw; no writer (ad lib).

Current Hooperating of the program (Sustaining)	None
Current Hooperating of show preceding (Sustaining)	None
Current Hooperating of show following ("Samuel Pettengill")	2.9

**CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS**

CBS AND NBC: Sustaining	None
MBS: "Lutheran Hour"	1.9

The old *World Security Workshop*, which went thru several changes in format during its tenure over American Broadcasting Company (ABC) most recently has experimented with a moot-court type of discussion show. ABC found this style so satisfactory that it has retained it permanently and changed the name of the program to *On Trial*. First in the new series was aired this week from Boston, utilizing personnel from the Harvard Law School Forum. The result was a lively and informative program, not quite as rough and tumble as the more argumentative moments of *America's Town Meeting*, but with fewer static periods.

The show was divided into seven periods in taking up the topic, "Should the United States Advocate United Nations Enforcement of the Palestine Partition?" A judge, one defending counsel and witness and one opposing counsel and witness comprised the participants. Each witness was given about five minutes of questioning by his own counsel and five minutes of cross-examination. Each counsel delivered a brief summation, and the judge instructed the jury (the listeners) about the factors to weigh in making up their minds.

The participants all felt keenly the roles they played, and obviously were sincere in their statements. Opposing counsels, in fact, both repeatedly interrupted the "unfriendly" witnesses' replies to their questions. Consequently, the program never lagged, and any listener interested in the topic to begin with must have found the treatment of more than average interest.

Arguments offered had the pro-enforcement team bring out the importance to the United Nations of carrying thru a joint decision, while the antis charged the playing of politics by American officials supporting partition. Apart from the merits of the arguments, the courtroom format was a neat, if somewhat pat departure from traditional debate or discussion program techniques. As a public service show, it rates a nod. Sam Chase.

**Three Corner Club**

Reviewed February 20

Participation Sponsorship Over WII New York

50,000 Watts

Independent

Mondays thru Saturdays, 9:30-10 a.

Producer-writer, Barbara Will; ems Johnny Clarke.

Evidently operating on the theory that propagation is here to stay WINS is airing this morning show for the maternal member of the family. Emcee Johnny Clarke makes with child-rearing hints and labor-and-money-saving ideas pertaining thereto, with two or three pop records sandwiched in. The content definitely limits the show appeal, Clarke's fluent, easy style made it a pleasant and informative 30 minutes. Besides stuff which producer-writer Barbara Will apparently dug up, Clarke also re-extracts from articles appearing in magazines on the breeding and care of young 'uns. WINS has many special tie-ups with several publications, obtaining permission for broadcasting excerpts from the editorial matter. This reviewer boasting no offspring, cannot pass on the efficacy of suggestions made but the manner of presentation, at least, seemed to be the sort which would gain the ear of conscientious parents.

Besides the pop waxers dropped into the show, which generally features romantic ballads by male vocalists, each show also spots or record for the older kids in the family, consisting of a novelty number of the Spike Jones variety. The show is sponsored on a participation basis, with National Shoes taking the entire first 15 minutes of each program, while one Pepsi-Cola jingle enlivens the second half. Sam Chase.

**Aunt Mary**

Reviewed February 23

ALBERS MILLING COMPANY

William Huse, Advg. Mgr.

Thru Erwin, Wasey & Company, Inc.

R. M. Fanning, Acct. Exec.

Via NBC, Western Network

MTWTF, 3:30-3:45 PST.

Estimated Talent Cost: \$1,500; producer-director, George L. Fogle; writer: Leigh and Virginia Crosby; announcer: Jack Moyles. Cast, Jane Morgan, Fred Howard, Josephine Gilbert, Pat McGeeham, Jane Webb.

Current Hooperating of the Program	5.0
Average Hooperating of shows of this type (daytime serial)	not available
Current Hooperating of show preceding (Sustaining)	2.1
Current Hooperating of show following ("Dr. Paul")	4.1

**CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS**

ABC: Sustaining	1.1
MBS: Sustaining	0.4
CBS: Arthur Godfrey	3.4

Long a popular soap opera on the Coast, *Aunt Mary* is under the new sponsorship of Albers Milling Company, a subsid of the Carnation Company. Attesting to its appeal is the seg's recent sale to National Broadcasting Company (NBC), marking the first time the skein has gone to the trouble of acquiring rights to a daytime serial.

*Aunt Mary* is no worse nor better than run-of-the-mill soapers. This apparently does not detract from listener appeal, since the stanza is heavy with standard "hearts and flowers" dialog. Episode caught dealt with preparations for a trial in which Aunt Mary's son is to be tried on charges of assault. Accuser is Ben Calvert, a rejected suitor of Aunt Mary, grown bitter with age and now in search of vengeance. Scene shifts from Mary's house to Calvert, then back to Mary, dwelling on preparations for the (See Aunt Mary on page 12)

# 4-A'S SEEK PAY PACT NOW

## NBC Will Drop Pix Output To Work Thru Fairbanks

NEW YORK, Feb. 28. — The National Broadcasting Company (NBC) indicated its formal abandonment of direct tele film production this week, when it was learned that Paul Alley, the web's director of films, will move over to the Jerry Fairbanks organization with most of the NBC film personnel effective March 10. It's understood the NBC contingent may number 23. At the same time, it was learned that Jerry Fairbanks, who will produce features and newsreels for NBC, is crystallizing the sales and distribution set-up of his video organization. Coming over soon to head up the sales operation is Russ Johnston, radio director for McCann-Erickson.

Fairbanks is likely to expand rapidly. Last week he hired Bob Lawrence as a production exec, and now he has Alley, a batch of NBC cameramen and editors and, most recently, McCann-Erickson's Russ Johnston. It's known that Fairbanks has been looking around for more space and facilities and had his eye on a deal for same with one of the major newsreel companies.

The accord between Fairbanks and

NBC, relative to the production of newsreels, will, of course, be very close. NBC will very definitely maintain control over the newsreel. Martin Hoade, Alley's assistant at NBC, will work under Ad Schneider at NBC to take care of general editorial policies. Schneider will remain with NBC, and the web's commentators and facilities will be available to Fairbanks.

NBC, incidently, never relished the direct production of film and went into that phase of the business only thru necessity. Hereafter, the web will directly concern itself with live programing only.

## WWJ Rates Up Again March 1

DETROIT, Feb. 28. — WWJ-TV, on the air just a year, is making its second rate hike effective March 1. The new schedule will be a boost of \$300 to \$350 per hour on basic rates, with spots going up from \$25 to \$30. The station has not yet worked out a classified rate structure by times, as on radio cards, but is selling on a flat rate basic.

Original time selling on the station began June 3, and prices were upped December 1 by \$250 to \$300. At present the station has sold commercially 45 per cent of its 30 hours of weekly programing. New rates are based on the Detroit Edison Survey showing 6,016 sets now operating in Detroit, as reported in *The Billboard* two weeks ago.

## Blair in Video Sales Rep Swim

CHICAGO, Feb. 28.—John Blair, station rep outfit, is going to get into the television sales rep swim in a serious way, it was indicated at a meeting of the org's brass here last week-end. Members of the West Coast, East Coast and Chi branches mapped plans for tele sales at the meeting and it was generally indicated that the Blair org will concentrate more and more on video sales. Other two rep outfits that have shown intentions of getting into tele sales rep picture are Petry and Katz.

Blair expects to be able to sell television in six markets by the end of the year. These will be Richmond, Va., WMBG; Omaha, WOW; Los Angeles, KHJ; Salt Lake City, KDYL; Columbus, O., WBNS, and Indianapolis, WIBC—all presently affiliated with Blair for radio sales.

## Tentative TV Plans Set for Guedel Segs

HOLLYWOOD, Feb. 28.—Tentative plans for telecasting *People Are Funny* and *G. E. Houseparty* have been outlined by John Guedel Productions, owners of the two airshows which star Art Linkletter. Special film version of *People* will be made for tele syndication featuring gimmicks not now used on the air. The *Houseparty* seg would be a direct film copy of the actual airshow, filmed during daily broadcasts.

No bankroller has been snagged yet for tele entry early this fall. Guedel will probably give first refusal rights

## CBS Denies Deal

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

## Filming Video 1-Hour Show Costs \$1,400

NEW YORK, Feb. 28.—Cost of filming a video show by the Paramount intermediate kinescope system for later rebroadcast was revealed last week as running about \$1,400 for a one-hour show, including one print. The Paramount system, which, unlike the Eastman method, transcribes sight and sound simultaneously, costs 20 cents per foot of negative, or \$18 for a minute, which requires 90 feet. A full-hour program such as the Kaiser-Frazer *Original Amateur Hour*, thus would cost \$1,080 for the 5,400 feet of negative. An additional 6 cents per foot for each print would bring the total cost for a single print to \$1,404, with \$324 required for each additional print.

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

## TV Clinics Reach Nationwide Scale

NEW YORK, Feb. 28.—The practice of holding television clinics to educate personnel in the medium's methods and requirements is reaching a nationwide scale. With such clinics already set or pending in Pittsburgh, Chicago, Omaha and elsewhere, Columbia Broadcasting System (CBS) this week completed plans to hold a network clinic in New York.

The CBS session will be held March 31, with additional days being held open for individual meetings with affiliates. Larry Lowman, CBS-TV veepee, will preside. Speakers already set include Bill Lodge, engineering director; George Moscovics, commercial video manager; Tony Minor, director of tele; Bob Bendick, news and special events director, and Edward Reeve, chief CBS statistician.

Other groups sponsoring clinics include the Yankee network; WOW-TV, Omaha, and trade groups in Chicago and Pittsburgh.

to present bankrollers, Raleigh cigs and General Electric, after which he can offer segs for general sale.

## Telecasters Get Demands In Week or So

### Vertical Union Is the Aim

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

The Four A's television committee is composed of representatives of radio, legit, vaude-nitery, film and music performers. Each union has approved the standards developed by the television committee and a final meeting to organize negotiation plans is to be held Monday (1). Notice to the New York telecasters will follow.

The wage minimums set up in the tele committee's TV standards call for \$75 for 1½-hour telecasts; \$60 for one hour, \$55 for 45 minutes, \$50 for a half hour, \$40 for a quarter hour, \$35 for any shorter programs. Rehearsal fees are \$4 per hour pre-camera and \$6 per hour under camera and/or lights, with each program bracket allowed some free rehearsal time. This ranges from 2½ hours dress rehearsal for an hour and a half show to a half hour free dress rehearsal for a program less than 15 minutes long.

The television committee plans to move for contracts outside of New York as soon as an agreement is reached here.

## Philly TV To Screen School Activity Segs

PHILADELPHIA, Feb. 28.—Local television stations plan to utilize entertainment and education resources of the public school system. (Pupils will present dramatizations of school activities and lessons in history and English as well as scientific experiments.) The series of video shows will be planned and prepared by a faculty television committee chaired by Dr. Allen H. Wetter, assistant to the superintendent of schools.

WPTZ, since February 18, has been carrying a weekly seg from 4:45 to 5 p.m., called *Young Philadelphia Presents*, devoted to school activities. Starting March 1, WFIL-TV will telecast every Monday from 7:30 to 7:45 p.m., a series of musical productions under the supervision of Louis G. Wersen, director of musical education for the schools. WCAU-TV, which started its test signal February 16, has scheduled an April starting for a series of half-hour school science programs on Thursday nights.

### More News

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

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# LOCALS SNAFU'ED BY CO-AX

## In-Town Biz Shut Out by Cable Hours

### B. R.'s Spurn Networks

NEW YORK, Feb. 28.—Assignment of specific time periods for use of the co-axial cable has caused video network broadcasters to insist upon prospective sponsors buying all available cities during cable hours and to turn down offers of local business during those hours. Some sponsors, as a consequence, have been forced to mark time because the prime periods they desire for local shows are not available and they are unwilling to accept less desirable segs. A common question in the trade this week was whether such hard-and-fast insistence on the part of the webs might not be an added hurdle in achieving a rapprochement between sponsors and television, particularly in bringing new bankrollers into the medium.

One stalemate resulting from the situation was that between General Foods (GF) and the National Broadcasting Company (NBC) on a new program being prepared for GF by Benton & Bowles. The sponsor is understood to have requested the 8 to 8:30 period on Sunday nights for the program, believed to be a minstrel show. NBC is supposed to have reported that, since it utilizes the cable during that period, all cities would have to be purchased, including Philadelphia, Baltimore and Washington as well as New York. GF, however, is understood to feel that too few receivers currently are available in the other three cities for its purposes and to have balked at buying time outside of New York.

The situation was complicated by the fact that GF is anxious to retain rights to the seg in question, believing it to be the top time period in terms of audience. Thus, it was unwilling to settle for another period during which it could buy New York alone. Result is that GF will continue its participation in the package show, *Author Meets the Critics*, which is not being produced specifically for it. *Author*, which airs at 8 p.m. Sundays, is sponsored in New York by a GF division and in the other web cities by other bankrollers. GF thus is retaining its option on the time period, but is not airing the show it would prefer to have carrying its message.

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## WATV, Newark, Begins Test, Forcing W2XJT To Close

NEW YORK, Feb. 28.—With Bremer Broadcasting Company's Newark video outlet, WATV, trying out its test pattern transmission this week on Channel 13, the colorful career of William B. Still's experimental W2XJT, Jamaica, L. I., began to draw to a close. Still, the Negro engineer who put together an efficient home-made transmitting unit virtually on a shoestring, is expected to be notified to vacate the same channel shortly by the Federal Communications Commission (FCC). WATV on Monday (1) will begin regular test pattern transmissions between 9 a.m. and 4:30 p.m., and expects to begin programing within eight weeks.

Out of Still's operation has grown an inter-radial video package and production organization called the Telepax Company, formed by the personnel who have been handling the station's programing. The three leading members are Clay Yurdin, former legit actor and dialog director at Columbia Pictures, program director; Alex Courtney, now acting in the road company of the legit drama, *Inspector Calls*, executive director, and Les Tomlin, of Decca Records, executive producer. Some 30 other people associated with W2XJT productions since last August also are part of Telepax, including Leonard Blair, staff director at the American Broadcasting Company (ABC), and Terry Ross, also of ABC. The package outfit is completely staffed in all phases of video production, including scenic artists and musical consultants.

Most of the people making up Telepax are showbiz pros who entered television via the American Theater Wing's course for veterans. They have already sold a number of shows which have been presented over the facilities of W2XJT, the time for which, naturally, was not paid for. One of these, a series of four local talent shows, was sponsored by a Jackson Heights Kaiser-Frazer dealer, and led directly to the current

*Original Amateur Hour* sponsored by the auto firm's national office over the DuMont network. Other commercial shows include a series of sewing instructions sponsored by the local Singer sewing machine outlet, and a dramatic series for an acting school.

Currently, Telepax has developed six programs which are being offered for commercial sale. The shows all have been aired experimentally for some time over W2XJT. Telepax personnel have, since last August, handled all programing for the station, which had broadcast at least two hours, three nights a week until the end of last year, when it cut down to Tuesday nights only. It is their boast that total programing costs during the months from August thru November were only \$62.40, since all labor was performed by Telepax members.

### AUNT MARY

(Continued from page 10)

trial with accent on dramatic suspense.

Writers Leigh and Virginia Crosby bend little effort to economize on words. What a more frugal craftsman would boil down into several terse scenes is stretched to fill a 15-minute episode. Thus, the scripters manage to draw out their tale for a week, with the usual "tune in tomorrow and find out what happens" payoff. Scripters are obviously radio-wise in not overdoing this hokum, weaving enough fresh angles into each episode to sustain interest.

Acting is competent with Jane Morgan in the title role delivering philosophical lines convincingly. Direction by George Fogle employs slow pace to emphasize the "human story" of "real people." Commercials are handled by Jack Moyles, whose opening and closing plugs are inoffensive and acceptable. Absence of middle pitch helps sustain the story line. *Alan Fischler.*

## Mullen Delivers Ultimatum On Tele Offerings; Needles Hollyw'd Over Non-Initiative

HOLLYWOOD, Feb. 28.—National Broadcasting Company (NBC) will sue any theater operator who uses the web's television offerings without permission, or, "we will, in turn, help ourselves to their films," Frank E. Mullen, NBC exec veepee stated here this week. At the same time Mullen strongly criticized Hollywood's film industry for its lack of initiative insofar as tele is concerned. He compared film producers' attitudes to those of newspaper publishers and sports promoters in the early days of radio.

Mullen said NBC's New York TV outlet, WNBT, is now testing the drawing power of the medium on RKO and Universal-International films by playing 10 minutes of a picture and then referring the audience to local houses showing the attraction. Television, he maintained can build enormous audiences for feature pictures.

Other highlights of Mullen's confab included:

Future potential of video film as a programing factor is still unknown. If film "transcriptions" a la transcribed air shows can be economically developed, then flickers will become a prime tele programing aid.

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

Since video's sales impact is so much greater than sound broadcasting, sponsors may not have to buy as much time to put over a sales message.

Video costs are high now only in relation to set circulation. Once set saturation is achieved, cost of tele time will be less than radio charges in terms of results.

## Muntz Quits Car Biz for TV Set

HOLLYWOOD, Feb. 28.—Ea (Madman) Muntz, the auto baro has sold out his automobile biz loc stock and barrel to enter the reta television field. Muntz plans a series of video retail sales stores thru Southern California, and will launc his first outlet next week in Hollywood. He expects to have five stores going within 60 days, according to present plans, and will carry a available makes of tele receiver Merchandising and exploitation will be along the same lines which Muntz used to build his auto biz, only this time Muntz will bill himself a "Muntz, the Television King." The sales set-up will stress volume bi providing for easy time payments o set purchases. Muntz will kick o his exploitation by sponsoring th Joan Barton video show over KTLA

## WWJ-TV Adds Ritter McKenney to Staff

DETROIT, Feb. 28.—Two key staff appointments were made this week at WWJ-TV, which has been operating on a short staff basis, considering the size of its rapidly growing operations. Keith McKenney, formerly of the video staff of WRGB, Schenectady, N. Y., and recently handling television time sales here, has been named program supervisor.

Robert Ritter, recently program director of WSAM, Saginaw, Mich. has been named special events producer. He was with WWJ in its FM operation before going to Saginaw.

### JACQUES FRAY

(Continued from page 10)

show. Cows, it seems, are more "co-operative" when they hear certain types of music—and certain announcers.

Fray spoke in carefully measured phrases. His diction was clear despite his French accent. Apropos the latter, he came up with another apt turn of phrase in quoting a listener, a college student, who wrote him: "Either you have an accent or I listen with one."

This disk jock show was sponsored for 13 weeks by Aeolian Hall. It's understood other prospective bankrollers are nibbling.

*Paul Ackerman.*

### More News

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

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So . . . excuse this paraphrase of Camel's *Choice of Experience* clincher:

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## Here's how CAMEL telecasts the NEWS!

 <p>The Camel Newsreel Theatre</p>	<p>Wm. Esty Co. has events filmed by Twentieth Century Fox Movietone News...</p> 	<p>Shots are edited, scored, narrated, then</p> 	<p>Camel themes and commercials are integrated.</p> 
<p>A new 10-minute reel is telecast each Monday through Friday. With NBC's own Television Newsreels (Mon.-Thurs.-Sun.), that means last-minute sight and sound news programs offered on NBC, 6 days a week.</p> 	 <p>Reels are flown to NBC television affiliates not yet joined to the Eastern Network while</p>	<p>Viewers in New York, Philadelphia, Washington, Baltimore and Schenectady (Boston soon) watch simultaneous broadcasts of latest events.</p> 	 <p>Result: more news, more viewers, more Camels.</p>



# Television

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York 20, N. Y.

A Service of Radio Corporation of America

# Okla. Forum Hears Plea for More \$ for 'Voice of America'

NORMAN, Okla., Feb. 28.—The theme of the third annual University of Oklahoma Radio Conference is "the new look in radio" but the key opening day speaker had an old story to tell. David Penn, of the State Department's Voice of America staff, told the conference Thursday (26) that the United States is running a poor third in international radio. Penn emphasized need for increased appropriations to carry on the fight and sketched the strategy planned by the State Department in beaming the American story abroad to combat Communism. "Even Great Britain, harassed by economic difficulties, manages to support a program three times the size of our own," said Penn. "As for the Soviet program, the U. S. Senate committee found it so colossal that there is no practical means of estimating its cost. It has been estimated, however, that Russia is spending between 120 and 180 millions, 10 or 15 times as much as the U. S."

Penn said the U. S. has a tremendous advantage in the "product we have to sell. To sell it effectively, we must have an increase in broadcast hours, an expanded staff of expert news and radio professionals and the addition of relay stations abroad. You may ask quite properly how do we know that our broadcasts are having any effect? How do we know we have listeners in Russia and elsewhere? I would like to answer these doubts with cold statistics, but I can't. Unfortunately there is no international equivalent to the Hooper or Crossley ratings by which the popularity of programs is calculated here at home. However, last year, listeners sent us 150,000 letters and to date we have accumulated more than 400,000 requests from overseas for the monthly program schedule of the Voice of America. I am sure my colleagues in commercial radio will bear me out that only an infinitesimal portion of radio listeners ever bother to acknowledge a broadcaster's efforts by mail."

Penn shared Thursday banquet speaking honors with George E. Sterling, a member of the Federal Communications Commission (FCC), who spoke on North American regional allocation problems.

In a discussion on *What Can a University Do for Radio?* the research panel of station managers from Midwest States hashed out the problem of ratings, with P. A. (Buddy) Sugg, manager of WKY, Oklahoma City, challenging educators to devise a method of figuring why sets in use vary over various sections of country. He suggested this as a research problem.

Only about 350 persons registered

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**SAM PERRY**

opening day Thursday (last year's figure was over 700). Conference directors blamed the bad weather which canceled flights into Oklahoma City Wednesday.

Other Thursday speakers were Roy Hofheinz, of Houston, ex-president of FM Association, and Matthew Bonebrake, manager of KOCY, Oklahoma City. They stood for FM broadcasting at the night session. A highlight of the opening day was a panel discussion of university-radio industry relations, conducted by Charles A. Batson, of NAB.

# Big Video Push Set for WGN-TV Commercial Bow

CHICAGO, Feb. 28.—With one of the biggest television promotion campaigns ever held here, *The Chicago Tribune* will begin commercial operation of its new television station, WGN-TV, April 4, it was stated this week. Paper will put out a special video supplement of more than 24 pages on that date.

In addition, *The Tribune* and its AM station, WGN, will hold a television open-house rally March 23 in the Sheraton Hotel, which will be attended by more than 1,000 manufacturers, dealers and distributors. On March 15 more than 500 manufacturers and manufacturers' salesmen will meet in the WGN studios to develop plans for a city-wide television promotion campaign.

While all this planning is going on for the two-week video campaign, station is formulating plans for programming and additions of personnel. So far no shows have been definitely scheduled. However, it is known that at the beginning station will operate on a daily schedule of between four and six hours, some in the afternoon and some at night.

For personnel, WGN-TV has hired several former WBKB staff members. These include Don Cook, who will be director of special events; Pauline Barbrov, producer-director; Robert

# Cuba's Pitch for Yanqui Dollah; New CMQ Radio City To Bow

NEW YORK, Feb. 28.—Cuban radio, already billing better than \$100,000 monthly from American advertisers, will begin an all-out pitch to snag more billings concurrent with the opening of the CMQ network's Radio City in Havana March 13. Heads of some 30 top U. S. advertising agencies will be flown down for the ceremonies, which will feature addresses by President Ramon Grau San Martin, of Cuba; Niles Trammel, of National Broadcasting Company (NBC), and Frank Stanton, of Columbia Broadcasting System (CBS). The CMQ web, with seven affiliates, also has made a tie-up with NBC whereby the latter will aid the Cuban network in an advisory capacity. The network also is preparing for an early plunge into television.

Goar Mestre, CMQ network chief, is head of the leading ad agency in Cuba as well, Publicidad Mestre & Company, and since acquiring the web in 1943 has sought to bring in American clients. In the four-year period, his network has upped its rates nine times. A heavy proportion of the 57 live shows presented daily now are bankrolled by U. S. advertisers, some of which are represented

## Junior Jazz With Al Rose

Reviewed Tuesday (17), 10:30-10:50 p.m. Style—Hot jazz. Produced by Al Rose. Sustaining on WFIL-TV, Philadelphia.

This is the first instrumental musical live show that local tele-viewers are getting. Those sticking to catch the clambake will probably never be sorry if Petrillo never comes to agreement with the television industry.

Al Rose, with myriad local interests in the hot jazz musical field, made his video bow when caught with a mixed jam band of seven horns. The seven tootlers are presumably students at a local training school for hot jazz music in which Rose is interested and not members of the AFM. Their offerings hardly make good advertising copy for any school of music. Better music has been known to come out of a cracked phonograph record. Playing in shirt sleeves for a desired effect that is never visually created, the septet fumbles its way thru a brace of four riff-ridden numbers that would sound far better (See JUNIOR JAZZ on page 38)

## Wrestling

Reviewed Tuesday (24), 8:40 p.m. Style—Sports. Sustaining via ABC television network (WNBT, New York). Director, Doug Rodgers. Technical director, Courtney Snell. Announcer, Sam Taub.

Considering the heads-up job WNBT does on most sports (and many more difficult than wrestling), the inferior show turned in on the St. Nicholas Arena huff-an-puff spectacle comes as somewhat of a surprise. Direction was poor, and in some spots inexcusably so, as for example, the point at which a WNBT announcer read off the list of programs coming up on the station, while the ring announcer at St. Nick's was introducing the next couple of clowns due on the card. Result, obviously, was that the viewer could understand (See WRESTLING on page 38)

Conn and Elmer Cawthon, engineers. In addition WGN announced this week that Jack Brickhouse, top sports announcer here, would become manager of sports service for WGN-TV. Station will start on commercial basis but so far no sponsors have been signed.

## Tony Weitzel Calls

Reviewed Tuesday, February 24, 9:30 p.m., sustaining over WWJ-Detroit. Director, Eugene Holowcl producer, Tony Weitzel. Cast, T Weitzel and Verne Minge. Came Hi Gier and W. E. Brookner. Sou Dick McNutt; video controls, Joe Bi del and Charles Michaels.

A new style has been worked for this show, converting it i video's version of the telephone q Weitzel, sitting at a desk, pulls number from a goldfish bowl c taining the names of set-owners w Weitzel, and dials the nu ber. Meanwhile, Verne Minge, fa working caricaturist, does so sketches of people in the news. We zel gives the respondent several ch to identify the person caricatur and prizes from \$10 to \$5 are giv according to the number of ch required to establish identity. that, newsreel theater ducats a Minge's caricature, too. About calls are made. To enter the cont the respondent has to be watching 1 program.

Show is a bit draggy because repetition and waits for phones be answered—but the added sig element makes it less so than radio counterpart. The interlude p ter could be speeded up. Weitz does a clever job occasionally talking half to himself, besides e changing banter with Minge wh the latter works.

The camera follow-up from sce to scene on this show was excelle but visual presentation was slight lacking, Weitzel's face appearing t dark and rounded—lacking natur ness—probably a defect of lighti and evidence of the desirability more careful video make-up ev in a show of this type.

Haviland F. Reves.

# Old Gold, Gen. Food Ink B'klyn Baseba On Alternating Basis

NEW YORK, Feb. 28.—Sponsorsh of the Brooklyn Dodgers games ov WHN this year will be shared by Lorillard (Old Gold) and Gener Foods (Post cereals). For approx mately the past five years, Old Gol has picked up the tab alone. Spor sorship will be on an alternati game basis, with Red Barber ar Connie Desmond doing the 11 games.

It's understood Barber will trav It's not known yet, however, how th will affect Red's show over the C lumbia Broadcasting System (CBS) On the web Red is scheduled to c a new half-hour show, titled *Re Barber's Score Book*, and tentativel set for mid-April. Barber's CB show will provide for participatio by teen-agers in a sports quiz, narrative by Barber, a weekly gue star and \$100 award to a city whic Barber will salute for its contribu tion to community sports. The Bar ber program is tentatively set fc 11:30-12 noon, Saturdays, which im mediately follows *Let's Pretend* an gives CBS a full hour block keye to teen-agers.

Jack Carney will direct.

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# FOREIGN MASTERS VS. BAN

## For Petrillo

NEW YORK, Feb. 28.—An American Federation of Musicians (AFM) publicity release (based on an article by James C. Petrillo in the current issue of *International Musician*, union house organ), set some daily newspaper boys here hopping this week with the notion that a recording-ban peace was near. This, because the release stated that the AFM "stands ready to come to any agreement in its dealings with record manufacturers that will safeguard its members against mechanical competition."

Tradesmen, familiar with the background of the Petrillo ban, realized that the statement and text of the article were mere reiterations of a constant Petrillo position. Representing no evident decision to budge even one inch from AFM's desires to preserve its "unemployment fund" (a problem still snagged by the Taft-Hartley law) or collect payment for records used by radio stations, wired music, juke boxes, etc., the Petrillo article was seen as mere re-statement of old aims as well as good public relation material.

Highlights of Petrillo's article indicated:

AFM's willingness to permit immediate manufacture of records for home use, provided they were not diverted to profitable use by radio stations, Muzak, juke boxes, etc. No suggestions offered, however, as to the method of such diversion.

"It is not the desire of the musician to stop or prevent the use of his work," Petrillo said. "The musician merely desires the means to regulate commercial exploitation of his work."

That AFM considered the recording problem unique in the field of technological progress because "neither the record nor the phonograph destroys the need for the musician."

Still the industry and technological progress were inexorably destroying both the art of music and the musician himself. This . . . "because of the failure of Congress, and of the courts, to regulate and restrict the commercial use of records."

"If recordings . . . go unchecked . . . a handful of musicians can supply the musical needs of the United States and Canada."

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

## Victor Leads Way Skirting Barrier by Importing "New" Pop Wax Cut in England

MGM, Col, Musicraft Due To Follow Suit

By Joe Carlton

NEW YORK, Feb. 28.—Large-scale skirting of James C. Petrillo's recording ban thru the medium of foreign masters—which would be pressed and sold by major firms in this country—should become a reality at any moment. From indications it is almost a certainty that the RCA Victor Company, for one, will extend its coverage of "new" pop song material via platters cut in England for its His Master's Voice (HMV) affiliate in the Electric Musical Industries (EMI) group. Other firms such as MGM, Musicraft and possibly Columbia, which enjoy an affiliated relationship with EMI's Columbia and Parlophone labels, can be expected to follow suit where it is deemed necessary to get "on the hits."

Victor's move to use pop English masters must await approval of RCA's top brass, but it is believed that the company will okay the plan and present a pop-foreign-assist as representing no deviation from past policy. For years Victor's red seal label has been issuing a good part of its releases from English masters and at one time, in the pop sphere, put out a series of Ray Noble disks which were originally recorded abroad. In addition, Victor's position that nothing inconsistent with past policy is planned would include the argument that its foreign department long has provided for importation of masters from Cuba, South America, etc.

"Manana" and "Teresa"

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

The Victor precedent for *Manana*, as soon as it actually develops, opens up a whole torrent of possibilities for music publishers here who have been looking for devices to get "new songs" exploited on major-label wax despite the Petrillo ban. Not only does Victor now offer potential for new-recording but a trend may develop which will see MGM take advantage of its newly launched MGM-English label abroad to bring masters back, while Columbia, which has long exchanged classical disks with its EMI branch much along the Victor-HMV set-up, may be expected to keep a sharp eye open.

Traders here also foresee in a possible mass disker movement after English masters big and curious future development of English song, publisher and artist functioning and dollar power. At a time when English-Decca boss E. R. (Ted) Lewis is spreading himself out in America via the London label and the British Musicians' Union (BMU) in England has refrained from committing itself on the American Petrillo ban, the idea of an American music biz moving thru England and relying on English performing artists to launch exploitation here of new tunes provokes some intriguing problems for Petrillo and the AFM.

BMU Will Welcome Biz

The BMU as well as the English government can be expected to welcome an increasing amount of native recording for the American market, not only as a desirable means for dollar-credit expansion but also as an important wedge for British performers and musicians, some of whom already have been denting the U. S. wax stalls via the London label route. The latter company, if Victor's new pop moves work out practically, may find itself in the unique position of relinquishing its "exclusive" edge in the American market, yet competing not with American talent alone but with fellow British artists on other labels.

At this stage no recording exec will hazard a guess as to the range of the foreign recording gimmick, pointing out that its possibilities are inversely proportionate to the chances of Petrillo's getting down to bargaining terms that can be worked out without recourse to Congress.

## Against Petrillo

NEW YORK, Feb. 28.—The Industry Music Committee (IMC) wasted no time in offering a rebuttal to James C. Petrillo's statements in the *International Musician*. (See other boxed story on this page) this week.

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

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

"Regarding employment of musicians, Mr. Petrillo's statements are inaccurate. The findings of government tribunals and the statistics of Mr. Petrillo's own union show that recording has not lessened the job opportunities of the professional musician nor lessened interest in music. The contrary is the fact. The membership of the AFM is steadily and swiftly growing. More people are studying music today. More money is being paid to musicians than ever before. Musicians are getting higher wages than ever. Mr. Petrillo omits from the figures that he gives concerning employment by recording companies the large amounts which are paid to the band leaders who are members of his union."

"The union leader also claims credit for the distribution of \$1,500,000 which was exacted from the recording companies. He fails to state that this money was collected on the theory that it would be used to aid the unemployed. In fact, it was distributed among the locals of the union, in ratio to the voting power of the locals in electing the federation's president. Moreover, practically all of the money went to people who were already fully employed."

"The head of the union is still looking . . . for support for persons who earn their living in other fields and who also happen to be members of the American Federation of Musicians."

## Continental in Majestic Deal

NEW YORK, Feb. 28.—On the strength of its Vaughn Horton dinking of *Toolie Oolie Doolie*, Continental Records may soon close a deal with Majestic Records' chain of over 59 distributors to handle the independent label, according to Donald Gabor, Continental's prexy. Majestic distributors were recently informed by its parent company (now bound by judicial provisions of the Chandler Act) that they could take on "non-competitive" lines.

Gabor says he's holding more than 11 applications from other distributors in abeyance until the Majestic deal is confirmed.

Band leader Horton, who also wrote the lyrics, embarks on a nationwide tour this week to plug the polka waxing with disk jockeys across the country.

## Morales' Rumba Set for China Doll

NEW YORK, Feb. 28. — Noro Morales, Latin-American pianist-orkster, has been booked into the China Doll nitery here March 4 to inaugurate the spot's name rumba band policy. The rumba maestro has been pacted for a three-week run with options at a reported \$3,000 weekly stipend. The deal also calls for four or five weekly air shots over the Mutual Broadcasting System. The nitery's regular Chinese floor-

## ASCAP ENGAGES STONE

NEW YORK, Feb. 28.—Lewis T. Stone last week was named assistant resident counsel of the American counsel of the American Society of Composers, Authors and Publishers (ASCAP). Stone will work under ASCAP's resident counsel, Herman Finkelstein. He is affiliated with the law firm of Cravath, Swaine and Moore here.

show will continue as heretofore, with a pop music combo supplying the accompanying rhythms as well as alternating with the Morales ork on the dancing chores.

## N. Y. SYMPH, 802 SCALE

NEW YORK, Feb. 28.—After several weeks of negotiating, Local 802, American Federation of Musicians (AFM), and the Philharmonic Society of New York have reached an agreement on the union's basic scale demands for next season. Apparently working on a "principle" policy instead of dollars, 802 originally demanded a weekly scale raise of \$20 (from \$110 to \$130), with a \$112 bonus for this year. The society countered with an offer of a \$15 raise in April and a \$250 bonus for the long-haired boys. Charles R. Iucci, secretary of the local, today confirmed that 802 has accepted the society's compromise offer.

# 2 EXITS FROM BIZ DILEMMA

## Dorsey Offers Promoters "1st Money" Deals; WM Pairs Disk Artists and Dance Orks

Drastic Moves May Salvage the Sitch

By Hal Webman

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

packages with lesser name bands at reasonable prices.

### TD Guarantee Dropped

Most important — and to some tradesmen the conceivable answer to road woes—is the Dorsey "first money" proposition. Under the terms of such a deal the orkster does away with his guarantee completely. MCA has been instructed to submit TD for May and June one-nighters in the New England and Eastern territory under the following terms:

TD is to get the first box-office dollar up to \$1,500. The promoter takes out the next \$500. Above that (See DORSEY OFFERS on page 37)

## Youmans Estate Triumphs In Suit Against Miller; Accounting May Top 200G

Share in Pubber's ASCAP Revenue Is Granted

(Continued from page 4)

performance monies was claimed; (2) the *Time on My Hands* ditty, where a 50 per cent share of same monies was claimed, and (3) an additional 11 copyrights agreements, whereby Youmans allegedly was to receive 50 per cent on some tune and 25 per cent on the others. The defendant had contended that Youmans had received payment for the performance of his music thru his writer's share of ASCAP monies, but the court took notice of contractual agreements for the publisher share.

### Victor Switches Staff; Hender Rejoins Firm In Camden Ad Dept.

NEW YORK, Feb. 28.—Herb Hender this week rejoined the RCA Victor firm, in one of several waxery staff changes, to work out of the Victor Camden, N. J., headquarters as an assistant exec in the advertising department. He was formerly Victor's artists and repertoire man, later an exec with the Cosmo and Rainbow diskeries and until recently the wax promotion rep for Dinah Shore.

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

Indications of how high the accounting of monies due Youmans may run are seen in the tremendous amount of performance credits chalked up by his copyrights since 1943. Estimating the average ASCAP pay-off per performance since '43 at about 19 cents (total Youmans performance credits are known to stack up at over 584,000) and the Youmans' percentages claim at about 40 per cent, the estate would be seeking to recover some \$45,000 in pure-performance dough. Since previous lawsuit precedent (*Palma vs. Sam Fox*) has granted similar claimants the same percentage for "availability" and "seniority" monies as was due for performances, accounting may push the total up close to \$100,000. Then, if other previous judicial precedent is repeated, accounting may provide for interest payments at the rate of 6 per cent for each of 15 years which would raise the total to about \$190,000.

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

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

NEW YORK, Feb. 28.—Musicraft Records this week informed deferred creditors that back liabilities will be paid off beginning Monday (March 1) at the rate of 25 cents on the dollar. The diskery also has received verbal agreement from the Internal Revenue Department on a plan to pay off at the same rate some \$160,000 in excise taxes due. According to plan, diskery should knock out its total of \$587,000 indebtedness inside of four months at a cost of \$322,000 (which includes full payment on a \$200,000 debt to the Marine Midland Bank, stemming from the diskery's initial refinancing last June).

Jack Meyerson, Musicraft prexy, declared that 90 per cent of the firm's deferred creditors had okayed the 25 cents on the dollar pay-off. He felt that approvals on the remaining 10 per cent would be forwarded shortly and averred that these represented only a minute portion of the accrued debt. All music-publisher and most of the artist creditors have fallen in line with the plan.

### Buck To Handle It

Richard Buck & Company will handle payment of the debts, acting as trustee for the diskery. Under the terms of the agreement made with creditors, if the average payment of

deferred liabilities comes out higher than the 25 per cent payoff (pending settlement with the 10 per cent of the creditors not yet aligned with the plan), then the creditors will be entitled to the difference upon making a claim before July 1.

Pulling the strings on the second phase of its refinancing plan together the diskery is on the verge of completing new registration with the Securities & Exchange Commission (SEC) for the firm's proposed new \$475,000 bond issue. Nearing completion, too, is finalization of the underwriting of the bond issues with Warren York Associates Accounting for \$275,000 first-lien bonds and Atlas Corporation assuring coverage on the \$200,000 second-lien bonds.

With the \$475,000 figured to come into the diskery's coffers in the next few weeks and with the creditors (including the government) pay-off totalling roughly \$322,000, Musicraft figures to be left with some \$153,000 in fresh working capital on top of being current with creditors.

Meanwhile, Musicraft sales exec Ollie Sabin, currently on a nationwide biz trip, this week signed four new distribs (in Memphis, Kansas City, New Orleans and Denver), bringing the Musicraft network total up to 32.

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Sold Out 1 Week In Advance

**CLEVELAND**

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**DETROIT**

**\$8892.00 (House Record)**

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**CHICAGO**

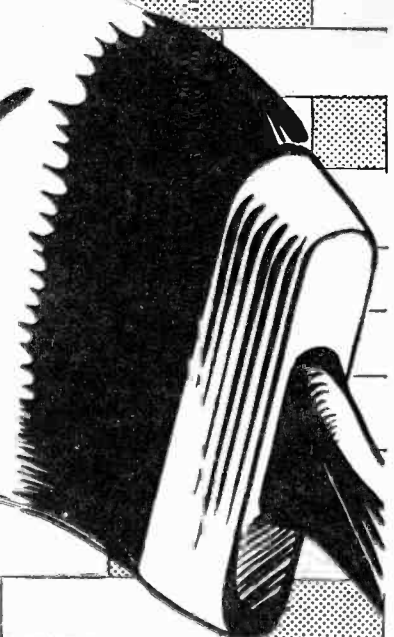
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**VOTED NO. 1 MALE QUARTET**



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**"TOGETHER"**  
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**(PITTSBURGH COURIER)**

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**"ALL OF ME"**  
**"SHE'S GOT BLUES FOR SALE"**

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**CHARLIE VENTURA**  
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**"PLEASE BE KIND"**  
**"HOW HIGH THE MOON"**  
**NAT 7015**

**"FOOL THAT I AM"**  
**"BE I BUMBLEBEE OR NOT"**  
**THE RAVENS NAT 9040**

**"WHEN MY DAY ROLLS AROUND"**  
**"REMEMBER ME"**  
**RAY SMITH NAT 5016**

**"SCARS UPON MY HEART"**  
**"SUNDOWN and SORROW"**  
**BLUE MOUNTAIN BOYS NAT 5015**

**"YES SIR, THAT'S MY BABY"**  
**"BLOOMING APPLE TREE"**  
**TEDDY PHILLIPS & ORCH. NAT 7020**

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# Combos Rescue Coast Agents Sad Band Biz Dictates Shift

(Continued from page 3)  
 exception of Los Angeles, where location dates appear a bit on the upgrade.

### Drive To Sell 'Em

Agency execs admit that the cocktail combo biz is nothing to write home about, but with a drive to sell as many units to a wide variety of spots, a commission house can remain in the black. Prices offered cocktail units are down as much as 50 per cent, for any but top bracket name combos. Many units are working for scale—and glad for the chance. To keep ops happy and guarantee repeat biz, agencies are avoiding the "I'll give you three musicians" type of salesmanship, and are making an effort to develop worth-while combos which can make a buck for the op.

### Deadwood Pruned

First step in the combo sales drive has been to prune agency stables of deadwood, holding on to name combos as much as possible and ditching mediocre groups who were easy to peddle only during war. William Morris Agency, for example has considerable fewer small combos under contract. Music Corporation of America (MCA) cut its stable by some 20 outfits during the past six months, and is currently concentrating on peddling a relative handful of top outfits. Moreover, MCA now has an all-time high of eight Hollywood office men selling combos. This includes five full-time cocktail men and three big band peddlers who also handle smaller units. Added sales push has paid off, according to an MCA spokesman, who claimed the firm is plenty ahead of last year in cocktail sales. Significant also is fact

that MCA has reached far into hinterlands for biz, something agency didn't think worth the trouble during lush years. The book behemoth now services small spots in such far off locations as Billings, Mont., Pocatello, Ida., and other remote whistlestops. Spokesman pointed out that MCA will go after them wherever it is, even if it means sending a single or two-man unit in sticks.

### New Package Gimmick

General Artists Corporation (GAC) is attempting new packaging gimmick to sell its combos, according to Booker Harold Jovien. Agency offering to build special name combos for sale with a featured vocalist to give buyer more for his dough. For example, GAC now has the Eric Felece Quartet backing up thru Virginia Maxey, as a straight deal. To peddle Frances Wayne, outfit built a trio around arranger Neal Hefton. Percentage argues that the offer is a better deal, and agency gets more dough, plus a crack at percentage deals.

### Tele No Worry

Television, heretofore a disconcerting note in larger cities, no longer worries agency men. Bookers feel that spots reverting to tele were never great talent buyers in the first place. As for more important combo locations, video means nothing until programming matures. Moreover, since tele entertainment ends in early evening hours, a spot still needs entertainment to keep the club humming until closing time, which means combination of video and live talent are both essential to paying operation.

## MILT SCOTT'S FIRST HIT.. A "COMMUNITY SING" COAST TO COAST!!



**Heartbreaker**  
**ORDER U-101 b/w "OLD TIME MEDLEY"**  
**FROM**



20 NORTH WACKER, CHICAGO

# 93 MILLION READERS

## NATION-WIDE CAMPAIGN

... WILL SEE THIS AD APPEARING IN THE **TOP** CIRCULATION NEWSPAPERS

in the **48 STATES** AND CANADA

*Chorus*  
**IF THAT'S THE WAY YOU FEEL ABOUT ME**  
By HARRY D. SQUIRES

**THE New HIT SONG!**

THIRTY FIVE CENTS IN U. S. A. AT YOUR MUSIC DEALERS OR DIRECT...

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

THIS AD WILL APPEAR ON MARCH 7th 1948

### If That's The Way You Feel About Me

By HARRY D. SQUIRES  
S.A.C.A.B.

*Chorus*

IF THAT'S THE WAY YOU FEEL A - BOUT ME

And think it best for you with - out me.

I'll go my own way what more can I say But you'll be



Copyright assigned 1944 to IRVING ARTHUR MUSIC CORPORATION  
250 WEST 57th STREET, NEW YORK 19, N. Y.

Made in U. S. A.  
All Rights Reserved

sor - ry some day It's not so ea - sy to for -

get you I still re - mem - ber when I met you

Let's drop it all and call it a day

IF THAT'S THE WAY YOU FEEL A-BOUT ME. ME.

If That's The Way etc. - 9

*Irving Arthur*  
MUSIC CORPORATION  
MUSIC PUBLISHERS

250 WEST 57th STREET, NEW YORK 19, N. Y.  
IRVING SQUIRES,  
General Manager CIRCLE 6-4154

DID WE SAY

# The Smash Novelty of 1948?

IT'S EVEN BETTER THAN THAT!

# I'M MY OWN GRANDPAW!

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

**RECORDINGS**

- Jo Stafford.....Capitol #15033
- Hi-Lo Trio.....Crystal #501
- Tony Pastor.....Columbia #38068
- Guy Lombardo.....Decca #24288
- Shorty Warren.....Famous #901
- Grandpa Jones.....King #694
- Tiny Hill.....Mercury #6087
- Korn Kobblers.....MGM #10136
- Esmeraldy.....Musicraft #536
- Larry Vincent.....Pearl
- Lonzo & Oscar.....RCA Victor #20-2563
- Phil Harris.....RCA Victor #20-2715
- The Jesters.....20th Century #20-33
- Milt Herth.....World Transcription

**GENERAL MUSIC PUBLISHING CO., INC.**  
 400 MADISON AVENUE, NEW YORK, N. Y.

It's A Five Star General Song

## Disco, Standard To Swap Disks

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

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

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

## Kenton May Pull A BG and Solo With Philharmonic

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

Meanwhile, Kenton is reportedly penning an original composition for jazz piano and symphony orchestra which he will introduce at the session. The piece is well received, the 88-year-old intends using it on other concert dates thruout the country.

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

## Four Vie for Local 77 Helm

PHILADELPHIA, Feb. 28.—Election of officers this spring at Local 77, American Federation of Musicians (AFM), promises a free-for-all scramble for the presidency. Already three tickets have been set up against incumbent Frank A. Liuzzi who will seek another term. Two former presidents, John Colaprete and Romeo Cella, along with Charles McConnell, former contractor of the Earle Theater pit orchestra, are the candidates.

# Are You In This Picture?



RAY BLOCH



ALAN DALE



ANITA O'DAY



PAGE CAVANAUGH

## New National Lineup of Signature Distributors

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**Marnel Distributing Company**  
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**Millner Record Sales Company**  
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**Music Sales Company**  
 680 Union Avenue  
 Memphis, Tennessee

**Music Sales Company**  
 704 Barrone Street  
 New Orleans, Louisiana

**Music Suppl'rs of New England, Inc.**  
 17 Chadwick Street  
 Roxbury, Massachusetts

**Northwest Music Company**  
 Pierre, South Dakota

**Record Sales Company**  
 231 East Trade Street  
 Charlotte, North Carolina

**David Rosen, Inc.**  
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 Baltimore 23, Maryland

**Lou Sowa Record Distributors**  
 209 Barbeau Street  
 Pittsburgh, Pennsylvania



JOHNNY LONG



CONNIE HAINES



PAUL WHITEMAN

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





DOING **BIG** THINGS IN A **BIG** WAY...

THE ALL-AMERICAN SAXOPHONE STAR

Sam Donahue

AND HIS ORCHESTRA

**Kavakos Grill**

TWO FLOOR SHOWS NIGHTLY

727 H Street, N.E.  
WASHINGTON, D.C.

JOHN KAVAKOS  
GEORGE KAVAKOS  
WILLIAM KAVAKOS

February 24, 1948

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

Dear Art:

I want to go on record stating that SAM DONAHUE and his Orchestra are the greatest attraction ever to play the Club Kavakos. The band broke every existing record at the club and proved that by pleasing the patrons and working with as well as for a club, a band can draw better than capacity.

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

*William Kavakos*

William Kavakos - CLUB KAVAKOS

**BIGGEST**  
Opening Night Business

**BIGGEST**  
Single Night Business

**BIGGEST**  
Saturday and Sunday  
Night Business

DISK JOCKEYS • RETAILERS  
• OPERATORS —

**FEATHER YOUR NEST**

with his  
Latest and Greatest  
on  
CAPITOL #493

**"ROBBIN'S NEST"**

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

flipover: "TACOS, ENCHILADAS AND BEANS"

Press Relations: **JIM McCARTHY**

Bookings:



**GENERAL ARTISTS CORPORATION**

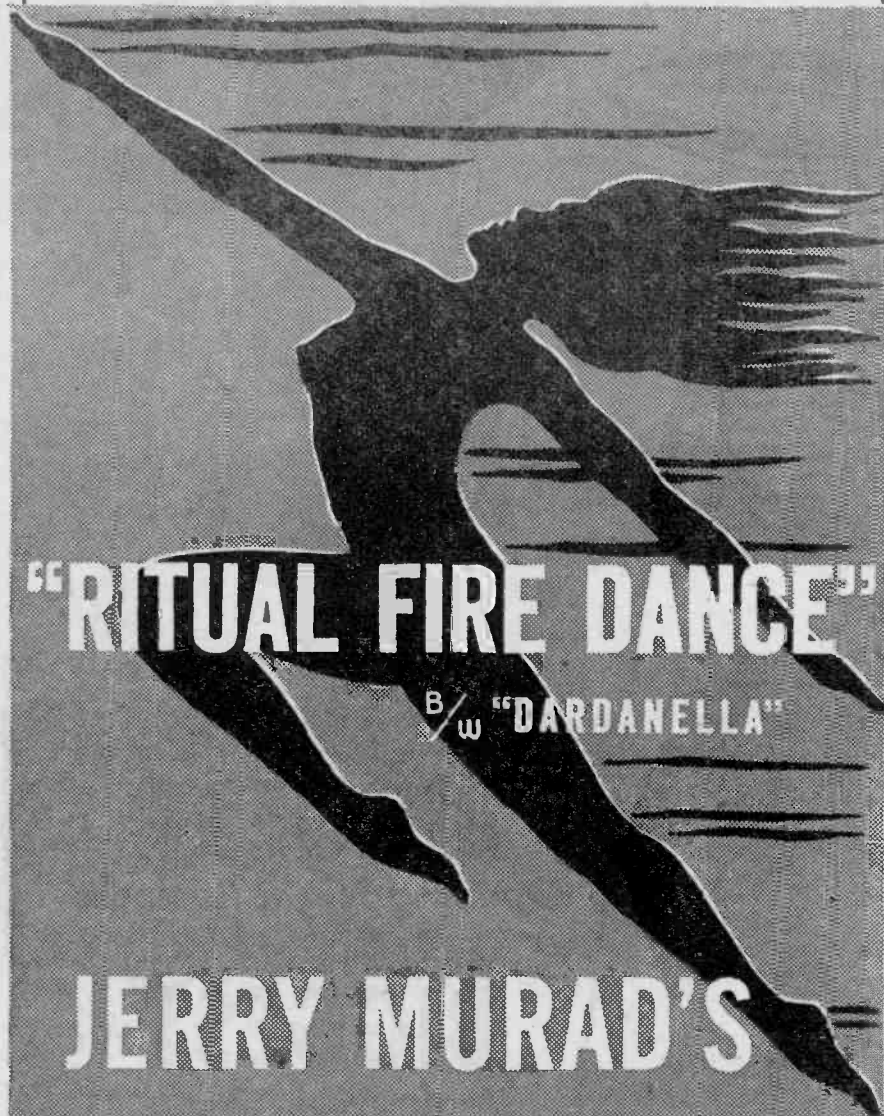
THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

THE BILLBOARD PICKS:

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

Harmonicats adopt another classic, which already has garnered pop converts via the Jose Iturbi classic disk. Tune is similar in concept to the fast-stepping "Sabre Dance." In this waxing, the Cats should help to create more reason why this is the year of the harmonica on jukeboxes and over the counter.



"RITUAL FIRE DANCE"

B/w "DARDANELLA"

JERRY MURAD'S

"HARMONICATS"



U-63

ALWAYS ON

Universal Records THE LABEL OF DISCOVERY

20 NORTH WACKER, CHICAGO

AFM Puts Circle, Indianapolis, on Its Unfair List

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

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

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

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

Olsen, Howard To Pay Studio Their Own Mast

NEW YORK, Feb. 28.—Two majestic artists, George Olsen and Howard, have contacted the recording studio where they cut records for Majestic prior to the bargaining that they themselves and the masters they cut, according to an authoritative source who states that Majestic is still in arrears to the recording studio.

Olsen, it was learned, has to have Majestic restrained from bringing up his masters from the past but was told that under the new Act regulations no disposition is made of any Majestic wax, which is listed as an asset in the Majestic sets and liabilities sked presented to the court.

Pinsky Heads RCA Sale

PHILADELPHIA, Feb. 28.—Howard Pinsky has been appointed Victor Records sales manager for Raymond Rosen & Company, Inc. in the Eastern Pennsylvania, Southern New Jersey and Delaware territories. Pinsky joined the wholesale distributing firm in 1928 as an office manager. He headed the Rosen record department from 1935 to 1940 and, recently, acted as the company's sales representative.

NEW YORK, Feb. 28.—Irene Jerome's ork is booked into the Grand Room of the Hotel Edison here for a nine-day gap between Claudia Roll's closing and the Alvy and Buddy Greco opening on March 1.

that it was dropping its vaude shows until a deal could be worked out.

Advertisement for 'Fingerbustin' album by Camarata, featuring 'An Exciting Album Of Virtuosity!' and 'FINGERBUSTIN!' in large letters. Includes track list: Fiddle Face, The Breeze, Fantasie Impromptu, Rhapsody for Saxophone Parts I & II. Album No. LA-4, Retail Price \$3.75 (plus tax). Imported by London Records, Full Range Recording.

## MGM Wax-MGM Pic Promotion Ties Set; Lobby Plugs for Wax

NEW YORK, Feb. 28.—Long expected sales-promotion, tie-in between MGM diskery and theaters owned by parent Loew's, Inc., film interests, has begun locally. Reportedly the waxery-theater exploitation drive will spread wide the New York area. The firm's execs currently are reticent to discuss the extent of the theater newspaper and lobby disk promotion, calling it an "experiment" which has yet to prove its potential as a wax-motion gimmick. Rumors that the promotion gimmick would eventually lead to direct lobby sales of MGM platters of MGM film songs were denied by waxery execs who felt such a practice would stir friction between the firm's distributors and neighborhood mail outlets.

**"Good News" Album**  
Local theater-movie promotion has been centered around the waxery's *Good News* album which features original film cast and sound track excerpts from the MGM *Good News* film. Daily Loew's circuit newspaper ads refer to the MGM album along with mentions of the film. Outlying Loew's houses are using lobby-play posters heralding the *Good News* pic music and the waxery's album of the flick's tunes. Other Loew's newspaper ads have plugged the diskery's waxing of *The Dickey* and *Song* featured in *Three Daring Daughters* current at the Capitol Theater here, a Loew's house.

Additional promotion devices employed on the *Good News* album includes the use of special window displays in retail disk shops in the immediate vicinity of a theater skedded play the film.

**Stress on Albums**  
Altho the diskery's promotion may tend to MGM-waxed music from non-MGM pic scores, heaviest promotion will be poured onto the diskery's teen track albums. Next due for release are packages built around the score of *The Pirate*, with picture stars Judy Garland and Gene Kelly in the wax version as well, and *The Singing Bandit* flick with Kathryn Grayson (in the pic) and Johnny Hinson (singing Frank Sinatra songs) in the album. Meanwhile MGM diskery this week topped the million mark for the first time in its less than a year of existence with the Art Mooney *Four of a Clover* waxing. *Clover* had gone 180,000 at last reports and was still climbing as the week ended.

## Whelan's Now Sells Wax

PHILADELPHIA, Feb. 28.—Whelan's drugstore becomes the second major drug chain here to enter the retail record business, causing no little concern to the regular retail record shops. For more than a year, the Sun Ray Drug Company has been operating record and radio departments at its key stores most successfully. This week, Whelan's opened its first record department at its largest store in the center of the city at 13th and Market streets. As a come-on, first customers were offered a special 79-cent record album for 39 cents.

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

## Ads Alone To Plug a Tune

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

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

With lead sheet ads breaking in the trade press this week, Squires will follow up with a national advertising campaign in 53 daily newspapers, including *The New York Daily News* and *The Chicago Tribune*, with a total circulation of 31,000,000. At the same time he will hit retailers, jobbers, the trade and selected consumer groups via direct mail. Total expenditure in this unique song-publishing plan will go over \$10,000.

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

## Romm Expands Agency Activity

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

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

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

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

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

Lenny's own clients (now part of the Romm set-up), include Sherry Britton, the Stagg McMann Harmonica Trio, Betty Jane Smith, Jimmy Burrell and the Dunhills.

IMPERIAL  
RECORD CO. INC.

Presents

"HULA HULA  
WOOGIE"

8019

THE FASTEST SELLING  
HILLBILLY

by

DANNY DEDMAN  
and his Rhythm Ramblers

SOME DISTRIBUTOR TERRITORIES STILL OPEN

Exclusive Sales Representatives

HOLIDAY DISTRIBUTING CO.

137-139 NORTH WESTERN AVENUE  
LOS ANGELES 4 • CALIFORNIA

THE GREATEST IDEA SINCE SADIE HAWKIN'S DAY...

"PUT DOWN YORE  
SHOOTIN' IRON, PAPPY"

ESMERELDY  
and the Shotgun Five

CLEMENTINE  
MUSICRAFT 545

NOW AVAILABLE

Musicraft  
RECORDS

THE BEST IN MUSIC ON RECORDS





HIS WEEK'S **RCA VICTOR** RELEASE

**VAUGHN MONROE**

**The Loveliness of You**

Now, steady beat, smooth dancing. Rich, romantic Monroe vocal, smooth for listening. A coin-catcher.

**Completely Yours**

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

RCA Victor 20-2712



**PERRY COMO**

**Haunted Heart**

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

**Carolina Moon**

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

RCA Victor 20-2713



**WATCH THESE "CLIMBERS"!**

**TEX BENEKE**

**Dream Girl**

"Sleeper of the Week" by The Cash Box!

RCA Victor 20-26

**SAMMY KAYE**

**Hand in Hand**

Has the appeal of "Serenade of the Bells"!

RCA Victor 20-2679

**TONY MARTIN**

**For Every Man There's a Woman**

Theme of Tony's new pic "Casbah"!

RCA Victor 20-2689

**FREDDY MARTIN**

**Blue Hawaiian Rose**

Here's a slow smoothie in that tropical mood... a sure bet for juke business! Clyde Rogers on the vocal.

**Feathery Feelin'**

Barclay Allen's sparkling piano strikes a happy mood in this gay bounce. Vocals by Glenn Hughes and The Martin Men.

RCA Victor 20-2709



**LOUIS PRIMA**

**The Bee Song**

(He-Bee and She-Bee)

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

**Tutti Tutti Pizzicato**

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

RCA Victor 20-2711



**VAUGHN MONROE**  
**Matinee**

Headed for heavy play!

RCA Victor 20-2671

**MICKEY KATZ**

**Yiddish Square Dance**

Novelty hit that's zooming!

RCA Victor 25-5081

**BERYL DAVIS**

Album P-201

"Beryl By Candlelight"!

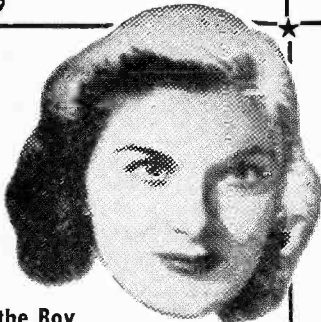
Auld Lang Syne

and Mad About the Boy  
RCA Victor 20-2705

Alone Together and All Alone  
RCA Victor 20-2706

Please Be Kind and They Didn't Believe Me  
RCA Victor 20-2707

The Touch of Your Lips and Tea for Two  
RCA Victor 20-2708



**DAVE DENNEY**

with String Orchestra

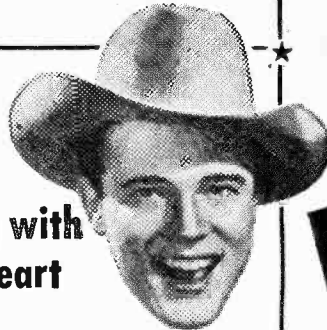
**I'm Waltzing with a Broken Heart**

and

**Part of My Heart Is Missing**

Denney's popularity, hyped by the coast-to-coast radio show "Oklahoma Round-up," will grab coins for these heartbroken love ditties. Dave sings in a smooth hill-billy style that appeals everywhere.

RCA Victor 20-2726



ANOTHER NEW  
RCA VICTOR STAR!

**ALL-TIME HITS RE-ISSUED!**

**LARRY CLINTON**

**Limehouse Blues**

RCA Victor 26523

**TOMMY DORSEY**

**Polka Dots and Moonbeams**

RCA Victor 20-2538

**BUNNY BERIGAN**

**I Cried For You**

RCA Victor 26116

**HELEN CARROLL AND THE SATISFIERS**

Big Brass Band From Brazil

and The Secretary Song

RCA Victor 20-2710

**SONS OF THE PIONEERS**

Happy Birthday Polka

and

Calico Apron and a Gingham Gown

RCA Victor 20-2725

**GOLDEN WEST QUARTET**

Gospel Boogie and

Gonna Climb Those Golden Stairs

RCA Victor 20-2727



**THE HALL SISTERS**

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

**Money, Money, Money**

and

**Teach Me, Teach Me, Baby**

RCA Victor 20-2728



THE STARS WHO MAKE THE HITS ARE ON



# BULLET HITS AGAIN!

2 Great Records

BY

2 Great Stars!



**BOB CROSBY**

Star of Campbell Soup's Club 15 Aired Monday, Friday on CBS, sings . . .

**IT'S GOT TO BE**

A great new tune . . . that's "Got To Be" . . . on every Juke Box — and

**YOU'RE MY EVERYTHING**

A great old standard

Both on Record Number 1020

**FRANCIS CRAIG**

plays **BEG YOUR PARDON** Today's tune sensation Backed by the nation's next #1 HIT . . .

(Turn it over and see)

**I'M LOOKING FOR A SWEETHEART**

A great tune written by Daryle Hutchins, writer of

**I WONDER, I WONDER**

Record Number 1012

The **Billboard** MUSIC POPULARITY CHART

PART II

**Sheet Music**

Week Ending February 27

**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		Publi
	Last Week	This Week	
7	2	1.	NOW IS THE HOUR (R).....Le
7	1	2.	I'M LOOKING OVER A FOUR LEAF CLOVER (R).....Rem
16	3	3.	SERENADE OF THE BELLS (R).....Melr
17	4	4.	BALLERINA (R).....Jeffers
13	5	5.	GOLDEN EARRINGS (F) (R).....Paramo
5	6	6.	MANANA (R).....Barbous-J
7	6	7.	BEG YOUR PARDON (R).....Robb
3	13	8.	BUT BEAUTIFUL (F) (R).....Burke-Van Heu
12	8	9.	I'LL DANCE AT YOUR WEDDING (R).....George Sir
19	9	10.	HOW SOON? (R).....Supre
12	11	11.	THE STARS WILL REMEMBER (R).....Harms, I
7	7	12.	THE BEST THINGS IN LIFE ARE FREE (F) (R).....Crawf
4	10	13.	I'M MY OWN GRANDPAW (R).....Gene
1	—	14.	I'M A-COMIN' A-COURTIN', CORABELLE (R).....Dre
15	14	15.	TOO FAT POLKA (R).....Shapiro-Bernst

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION		English	American
	Last Week	This Week		
9	1	1.	A TREE IN THE MEADOW. Campbell-Connelly..	Campbell-Connelly
7	1	2.	NEAR YOU.....Bradbury Wood...	Supreme
9	2	3.	I WONDER WHO'S KISS-ING HER NOW.....Feldman	E. B. Marks
16	3	4.	PEG O' MY HEART.....Ascherberg	Robbins
5	4	5.	SHOEMAKER'S SERENADE.....Kassner	*
20	6	6.	I'LL MAKE UP FOR EVERYTHING.....Peter Maurice	Peter Maurice
18	5	7.	AN APPLE BLOSSOM WEDDING.....Campbell-Connelly	Shapiro-Bernstein
11	8	8.	THE COFFEE SONG.....Southern	Valiant
3	9	9.	SERENADE OF THE BELLS.....Edwin Morris	Melrose
1	—	10.	WHEN YOU WERE SWEET SIXTEEN.....Darewski	Shapiro-Bernstein
1	—	11.	CIVILIZATION.....Edwin Morris	E. H. Morris
29	7	12.	THE LITTLE OLD MILL.....Irwin Dash	Mood
2	—	13.	ONCE UPON A WINTER-TIME.....Cinephonic	*
6	12	14.	I AM HAPPY RIGHT HERE.....United Pub. Co.	Shapiro-Bernstein
11	10	15.	—AND MIMI.....Campbell-Connelly	Bernstein
38	13	16.	COME BACK TO SOR-RENTO.....Ricordi	Public Domain
11	14	17.	MY OWN DARBY AND JOAN.....Box and Cox	*
11	16	18.	SOUTH AMERICA, TAKE IT AWAY.....Feldman	Witmark
12	17	19.	THE GIRL THAT I MARRY.....Berlin	Berlin
25	18	20.	A GARDEN IN THE RAIN.....Campbell-Connelly	Melrose

\*Publisher not available as The Billboard goes to press.

**CANADA'S TOP TUNES**

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

SONG	Rank Order According to		SONG	Rank Order According to	
	CMSG	GVT		CMSG	GVT
NOW IS THE HOUR.....	1	12	HOW SOON?.....	17	6
I'M LOOKING OVER A FOUR LEAF CLOVER... 2	13		THE BEST THINGS IN LIFE ARE FREE.....	18	—
SERENADE OF THE BELLS 3	14		AN APPLE BLOSSOM WEDDING.....	19	—
GOLDEN EARRINGS..... 4	16		I'LL DANCE AT YOUR WEDDING.....	20	5
THE TREASURE OF SIERRA MADRE..... 5	—		I'M MY OWN GRANDPAW.....	—	3
BEG YOUR PARDON..... 6	1		NEAR YOU.....	—	4
THE STARS WILL REMEMBER..... 7	—		PIANISSIMO.....	—	7
TOO FAT POLKA..... 8	10		WITH A HEY AND A HI AND A HO HO HO.....	—	8
BUT BEAUTIFUL..... 9	—		GONNA GET A GIRL.....	—	9
AT THE CANDLELIGHT CAFE..... 10	—		PEGGY O'NEIL.....	—	15
BALLERINA..... 11	17		THE LITTLE OLD MILL.....	—	18
I'M A-COMIN' A-COURTIN, CORABELLE..... 12	2		YOU DO.....	—	11
TERESA..... 13	—		THOSE THINGS MONEY CAN'T BUY.....	—	19
WHY DOES IT HAVE TO RAIN ON SUNDAY?..... 14	—		ALL DRESSED UP WITH A BROKEN HEART.....	—	20
MICKEY..... 15	—				
PAPA, WON'T YOU DANCE WITH ME..... 16	—				

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART III**  
**Radio Popularity**

Week Ending  
 February 27



**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, February 20, 8 a.m., and ending Friday, February 27, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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**The Top 30 Tunes (plus ties)**

- A Fellow Needs a Girl (M) (R)..... Williamson—ASCAP
- An Old Sombbrero (R)..... Shapiro-Bernstein—ASCAP
- Ballerina (R)..... Jefferson—ASCAP
- Beg Your Pardon (R)..... Robbins—ASCAP
- Big Brass Band From Brazil (R)..... E. H. Morris—ASCAP
- But Beautiful (F) (R)..... Burke-Van Heusen—ASCAP
- Golden Earrings (F) (R)..... Paramount—ASCAP
- How Lucky You Are (R)..... Peter Maurice—ASCAP
- How Soon? (R)..... Supreme—ASCAP
- I Never Loved Anyone (R)..... Dreyer—ASCAP
- I'll Dance At Your Wedding (R)..... George Simon—ASCAP
- I'm Looking Over a Four Leaf Clover (R)..... Remick—ASCAP
- In a Little Bookshop (R)..... Triangle—ASCAP
- Lone Star Moon (R)..... Advanced—ASCAP
- Love Is So Terrific (R)..... Mellin—BMI
- Manana (R)..... Barbour-Lee—ASCAP
- Now Is the Hour (R)..... Leeds—ASCAP
- Papa, Won't You Dance With Me? (M) (R)..... E. H. Morris—ASCAP
- Passing Fancy (R)..... BMI—BMI
- Pianissimo (R)..... Santly-Joy—ASCAP
- Saturday Date (R)..... Southern—ASCAP
- Saturday Night in Central Park (M) (R)..... T. B. Harms—ASCAP
- Serenade of the Bells (R)..... Melrose—ASCAP
- Teresa (R)..... Duchess—BMI
- The Best Things in Life Are Free (F) (R)..... Crawford—ASCAP
- The Little Old Mill (R)..... Mood—ASCAP
- The Treasure of Sierra Madre (F) (R)..... Remick—ASCAP
- What'll I Do (R)..... Berlin—ASCAP
- With a Hey and a Hi and a Ho Ho Ho (R)..... Bourne—ASCAP
- You Don't Have To Know the Language (F) (R)..... Burke-Van Heusen—ASCAP
- You Were Meant For Me (F) (R)..... Miller—ASCAP

**The Remaining 19 Songs of the Week**

- A-N-G-E-L Spells Mary (R)..... United—ASCAP
- At the Candlelight Cafe (F) (R)..... Witmark—ASCAP
- I Still Get Jealous (M) (R)..... E. H. Morris—ASCAP
- I'll Make Up For Everything (R)..... Leeds—ASCAP
- It's Easy When You Know How (R)..... Pemora—BMI
- I've Got a Feeling I'm Falling (R)..... Santly-Joy—ASCAP
- Let's Be Sweethearts Again (R)..... Campbell-Porgie—BMI
- Oooh! Look-A There, Ain't She Pretty? (R)..... Leeds—ASCAP
- So Far (M) (R)..... Williamson—ASCAP
- The Dickey-Bird Song (F) (R)..... Robbins—ASCAP
- The Gentleman Is a Dope (M) (R)..... E. H. Morris—ASCAP
- The Stars Will Remember (R)..... Harms, Inc.—ASCAP
- Tell Me a Story (R)..... Laurel—ASCAP
- Thoughtless (R)..... Feist—ASCAP
- Too Fat Polka (R)..... Shapiro-Bernstein—ASCAP
- Two Things To Worry About (R)..... Martin Block—ASCAP
- When You're Smiling (R)..... Mills—ASCAP
- You Turned the Tables on Me (R)..... Sam Fox—ASCAP
- Your Red Wagon (R)..... Leeds—ASCAP

**RECORDS MOST PLAYED BY DISK JOCKEYS**

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throught 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	Last Week	This Week	Lic. By
7	1	1.	I'M LOOKING OVER A FOUR LEAF CLOVER .... Art Mooney..MGM 10119—ASCAP
7	2	2.	MAMANA ..... Peggy Lee..Capitol 15022—ASCAP
18	3	3.	BALLERINA ..... Vaughn Monroe (Vaughn Monroe) Victor 20-2433—ASCAP
4	5	4.	NOW IS THE HOUR ..... Margaret Whiting..... Capitol 15024—ASCAP
6	4	5.	NOW IS THE HOUR ..... Gracie Fields..London 110—ASCAP
3	9	6.	I'M LOOKING OVER A FOUR LEAF CLOVER .... Alvino Rey..Capitol 491—ASCAP
8	8	7.	BEG YOUR PARDON ..... Francis Craig..Bullet 1012—ASCAP
5	10	8.	BEG YOUR PARDON ..... Frankie Carle..... Columbia 38036—ASCAP
2	7	9.	NOW IS THE HOUR ..... Bing Crosby..Decca 24279—ASCAP
3	11	10.	SLAP 'ER DOWN AGIN, PAW ..... Arthur Godfrey..... Columbia 38066—ASCAP (R. Allen and His Arizona Wranglers, Mercury 6095; Red Benson, Rainbow 10034; Esmeraldy, Musicraft 524; Patsy Montana and Her Buckaroos, Victor 20-2686)
17	6	11.	GOLDEN EARRINGS (F)..Peggy Lee (Dave Barbour Ork)..... Capitol 15009—ASCAP
1	—	12.	BEG YOUR PARDON.....Larry Green..... Victor 20-2647—ASCAP
18	—	13.	TOO FAT POLKA ..... Arthur Godfrey (Archie Bleyer Ork)..... Columbia 37921 (Andrews Sisters, Columbia 24268; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Blue Barron, MGM 10196; S. Bryant and His Wildcats, Majestic 6022; J. Butler, Harmonia H-1127; J. Dale and His Prides of the Prairie, Continental C-1220; Glenn Davis, Skating Rhythms 283; Arthur Godfrey-Archie Bleyer Ork, Columbia 37921; Louis Prima, Victor 20-2609; Seva All Stars Ork, Seva 2004; The Starlighters, Capitol 480)
14	12	14.	I'LL DANCE AT YOUR WEDDING ..... Buddy Clark-Ray Noble..... Columbia 37967—ASCAP
11	—	15.	SERENADE OF THE BELLS ..... Jo Stafford (Paul Weston Ork)..... Capitol 15007—ASCAP

**TEMPO "Showmanship"**

**AN EXCITING NEW VOICE**

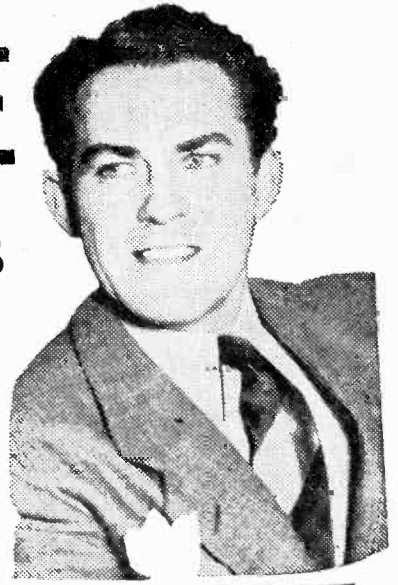
**MEL DALE**

sings  
**HIS OWN SONGS**

**IT TAKES TWO**  
**WHAT'S GONNA HAPPEN**  
**TO ME, TR #590**

With an orchestra of 30 of the nation's top-flight musicians under the direction of

**GEORGE H. GREELEY**



**ST. PATRICK'S DAY SPECIAL**  
**JIMMY NOLAN**

STAR OF  
**EARL CARROLL'S**  
**HOLLYWOOD THEATRE RESTAURANT**  
 SINGING *The Little People* TR #1050  
*Michael*



"MUSIC FROM THE EMERALD ISLE"  
 An album of six of the best-loved Irish melodies. Sung by Jimmy Nolan with musical background by Joe Venuti and the Tempo Orchestra.

- TR #538 *When Irish Eyes Are Smiling*  
*Danny Boy*
- TR #540 *Rose of Tralee*  
*Cruiskeen Lawn*
- TR #542 *The Kerry Dance*  
*The Garden Where the Praties Grow*

*The Famous International Star*

**RITA GEORG**

The "DO IT AGAIN" girl

TR #612 *Do It Again*  
*Two Loves Have I*

**YOU DEMANDED THIS RECORD**

A Vocal Version of:

**"LILI MARLENE"** (TR-586)

TEMPO'S ALL-TIME BEST SELLER

Sung now by DONALD NOVIS

opposite side  
 "Tipperary"

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



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# DECCA BUYERS GUIDE

WEEK ENDING MARCH 3

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

## UP and COMING

QUANTITY  BIG BRASS BAND FROM BRAZIL *DANNY KAYE—ANDREWS SISTERS*  
IT'S A QUIET TOWN . . . . . No. 24361

## BEST SELLERS

QUANTITY  NOW IS THE HOUR *BING CROSBY*  
Silver Threads Among The Gold . . . . . No. 24279

BYE BYE BLACKBIRD *RUSS MORGAN with MILT HERTH*  
 I'M LOOKING OVER A FOUR LEAF CLOVER . . . . . No. 24319

I'M MY OWN GRANDPAW *GUY LOMBARDO*  
Frankie and Johnny . . . . . No. 24288

LITTLE WHITE LIES *DICK HAYMES*  
The Treasure Of Sierra Madre . . . . . No. 24280

BARNYARD BOOGIE *LOUIS JORDAN*  
How Long Must I Wait For You . . . . . No. 24300

TERESA *DICK HAYMES and ANDREWS SISTERS*  
My Sin . . . . . No. 24320

THE BEST THINGS IN LIFE ARE FREE *INK SPOTS*  
I Woke Up With a Teardrop In My Eye . . . . . No. 24327

MacNAMARA'S BAND *BING CROSBY and THE JESTERS*  
Dear Old Donegal . . . . . No. 23495

WITH A HEY, AND A HI, AND A HO HO HO *GUY LOMBARDO*  
Oh! What I Know About You . . . . . No. 24271

YOU DO *BING CROSBY and CARMEN CAVALLARO*  
HOW SOON . . . . . No. 24101

### HERE ARE MORE DECCA FIRSTS

QUANTITY  FINE BROWN FRAME *BUDDY JOHNSON*  
That's The Stuff You Gotta Watch . . . . . No. 48019

MAD ABOUT YOU *WARREN EVANS and SAM PRICE*  
Don't Be Late . . . . . No. 48015

SOOTHE ME *ANDY KIRK*  
He's My Baby . . . . . No. 23870

THAT AIN'T RIGHT *KING COLE TRIO*  
Scotch'n' With The Soda . . . . . No. 25109

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

Use this Decca Buyers Guide for convenience in ordering. Fill in the quantities you want and send to your regular Decca Branch

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# The Billboard MUSIC POPULARITY CHART

## Retail Record Sales

PART IV

Week Ending February 27

### BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealer 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 a record is listed in Italic.

Weeks to date	POSITION	Record	Label
	Last Week	This Week	
7	1	1. I'M LOOKING OVER A FOUR LEAF CLOVER . . . . . Art Mooney . . . . .	MGM 101
		<i>The Big Brass Band From Brazil (M)</i>	
6	2	2. MANANA . . . . . Peggy Lee . . . . .	Capitol 150
		<i>All Dressed Up With a Broken Heart</i>	
6	3	3. NOW IS THE HOUR . . . . . Bing Crosby . . . . .	Decca 242
		<i>Silver Threads Among the Gold</i>	
18	4	4. BALLERINA . . . . . Vaughn Monroe . . . . .	Victor 20-24
		<i>The Stars Will Remember</i>	
6	6	5. NOW IS THE HOUR . . . . . Gracie Fields . . . . .	London 4
		<i>Come Back to Sorrento</i>	
7	5	6. BEG YOUR PARDON . . . . . Francis Craig . . . . .	Bullet 10
		<i>I'm Looking for a Sweetheart</i>	
4	7	7. BEG YOUR PARDON . . . . . Frankie Carlo . . . . .	Columbia 380
		<i>The Dream Peddler</i>	
4	10	8. NOW IS THE HOUR . . . . . Eddy Howard . . . . .	Majestic 11
		<i>True</i>	
3	8	9. SLAP 'ER DOWN AGIN, PAW . . . . . Arthur Godfrey . . . . .	Columbia 380
		<i>I'd Give a Million Tomorrows</i>	
		(R. Allen and His Arizona Wranglers, Mercury 6095; Fed Benson, Rainbow 10034; Esmeraldy, Musicraft 524; Patsy Montana and Her Buckaroos, Victor 20-2686)	
3	9	10. I'M LOOKING OVER A FOUR LEAF CLOVER . . . . . Russ Morgan-Milt Herth . . . . .	Decca 243
		<i>Bye, Bye, Blackbird</i>	
3	12	11. NOW IS THE HOUR . . . . . Margaret Whiting . . . . .	Capitol 150
		<i>But Beautiful (F)</i>	
15	11	12. GOLDEN EARRINGS (F) . . . . . Peggy Lee (Dave Barbour Ork) . . . . .	Capitol 150
		<i>I'll Dance at Your Wedding</i>	
1	—	13. BEG YOUR PARDON . . . . . Larry Green . . . . .	Victor 20-264
		<i>Can It Ever Be the Same?</i>	
1	—	14. I'M LOOKING OVER A FOUR LEAF CLOVER . . . . . Three Suns . . . . .	Victor 20-261
		<i>Eccentric</i>	
16	13	15. SERENADE OF THE BELLS . . . . . Sammy Kaye (Don Cornell-Choir) . . . . .	Victor 20-237
		<i>That's What Every Girl Should Know</i>	

### BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION	Album	Label
	Last Week	This Week	
4	1	1. A Sentimental Date With Perry Como . . . . .	Victor P-18
		<i>Perry Como</i>	
44	—	2. Al Jolson Album . . . . .	Decca 46
		<i>Al Jolson</i>	
5	2	3. Good News Album . . . . .	MGM 1
		<i>June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall</i>	
2	3	4. St. Patrick's Day Album . . . . .	Decca A-49
		<i>Bing Crosby</i>	
17	4	5. Glenn Miller Masterpieces (Volume 2) . . . . .	Victor P-18
		<i>Glenn Miller</i>	

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION	Record	Label
	Last Week	This Week	
126	1	1. Clair De Lune . . . . .	Victor 11-885
		<i>Jose Iturbi</i>	
3	3	2. Sabre Dance . . . . .	Columbia 12498
		<i>Efrem Kurtz and the New York Philharmonic Symphony</i>	
140	2	3. Chopin's Polonaise . . . . .	Victor 11-884
		<i>Jose Iturbi</i>	
99	4	4. Jalousie . . . . .	Victor 12160
		<i>Boston Pops, Arthur Fiedler, conductor</i>	
1	—	5. Sabre Dance . . . . .	Victor 12-020
		<i>Chicago Symphony</i>	

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION	Album	Label
	Last Week	This Week	
15	1	1. Khachaturian; Gayne-Ballet Suite . . . . .	Columbia MM-664
		<i>New York Symphony Ork; Efrem Kurtz, conductor</i>	
132	2	2. Rhapsody in Blue . . . . .	Columbia X-251
		<i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>	
76	—	3. Rachmaninoff Concerto No. 2 in C Minor . . . . .	Victor 1075
		<i>Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann, conductor</i>	
57	3	4. Tchaikovsky Nutcracker Suite . . . . .	Victor DM-1020
		<i>Eugene Ormandy, conductor, Philadelphia Ork</i>	
2	—	5. Music of Ernest Lecuona . . . . .	Victor CO-41
		<i>First Piano Quartet</i>	

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**  
 PART V  
 Week Ending February 27

**MOST-PLAYED JUKE BOX RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
6	1	1	I'M LOOKING OVER A FOUR LEAF CLOVER... Art Mooney	MGM 10119
5	4	2	MANANA... Peggy Lee	Capitol 15022
18	2	3	BALLERINA... Vaughn Monroe (Vaughn Monroe)	Victor 20-2433
8	3	4	BEG YOUR PARDON... Francis Craig	Bullet 1012
3	5	5	NOW IS THE HOUR... Bing Crosby	Decca 24279
5	6	6	BEG YOUR PARDON... Frankie Carle	Columbia 38036
3	9	7	I'M LOOKING OVER A FOUR LEAF CLOVER... Russ Morgan-Mitt Herth	Decca 24319
10	7	8	GOLDEN EARRINGS (F)... Peggy Lee (Dave Barbour Ork)	Capitol 15009
2	8	9	NOW IS THE HOUR... Eddy Howard	Majestic 1191
4	10	10	NOW IS THE HOUR... Gracie Fields	London 110
1	—	11	BEG YOUR PARDON... Larry Green	Victor 20-2647
2	15	12	I'M LOOKING OVER A FOUR LEAF CLOVER... Three Suns	Victor 20-2688
2	13	13	SLAP 'ER DOWN AGIN, PAW... Arthur Godfrey	Columbia 38066
1	—	14	NOW IS THE HOUR... Margaret Whiting	Capitol 15024
7	12	15	BALLERINA... Bing Crosby	Decca 24278

**MOST-PLAYED JUKE BOX FOLK RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
29	1	1	I'LL HOLD YOU IN MY HEART... Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
4	3	2	TELL A WOMAN... Tex Williams	Capitol Americana 40081
7	2	3	SIGNED, SEALED AND DELIVERED... Cowboy Copas	King 658
6	4	4	HUMPTY DUMPTY... Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
5	6	5	BUBBLES IN MY BEER... Bob Wills and His Texas Playboys	MGM 10116
13	7	6	NEVER TRUST A WOMAN... Tex Williams and the Western Caravan	Capitol Americana 40054
6	5	7	I'M MY OWN GRANDPA... Lonzo and Oscar (Winston County Pea Pickers)	Victor 20-2563
4	10	8	SIGNED, SEALED AND DELIVERED... Bob Atcher	Columbia 37991
1	—	9	PEEPIN THROUGH THE KEYHOLE... Cliffe Stone	Capitol 40083; Victor 20-2620
3	—	10	THE WALTZ OF THE WIND... Roy Acuff	Columbia 38042

**MOST-PLAYED JUKE BOX RACE RECORDS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
22	2	1	SNATCH AND GRAB IT... Julia Lee and Her Boy Friends	Capitol Americana 40028
4	4	2	BARNYARD BOOGIE... Louis Jordan	Decca 24300
12	1	3	I LOVE YOU, YES I DO... Bull Moose Jackson	King 4181
4	3	4	KING SIZE PAPA... Julia Lee and Her Boy Friends	Capitol Americana 40082
6	5	5	I CAN'T GIVE YOU ANY-THING BUT LOVE... Rose Murphy	Majestic 1204
5	10	6	CALL IT STORMY MONDAY BUT TUESDAY IS JUST AS BAD... T-Bone Walker	Black & White 122
5	—	7	WRITE ME A LETTER... The Ravens	National 9038
2	8	8	TOMORROW NIGHT... Lonnie Johnson	King 4201
1	—	9	HOW LONG MUST I WAIT FOR YOU?... Louis Jordan	Decca 24300
22	6	10	HE'S A REAL GONE GUY... Nellie Lutcher	Capitol Americana 40017
2	—	10	35-30... Paul Williams	Savoy 661
1	—	10	THE BEST THINGS IN LIFE ARE FREE... Ink Spots	Decca 24327
1	—	10	SHUFFLE WOOGIE... Joe Lutcher	Capitol 40071

THE GAL WHO TURNS THE HITS TO GOLD!



**DINAH SHORE**

SINGING

**"WHAT'S GOOD ABOUT GOODBYE"**

(From "Casbah")

Orchestra under the direction of Harry Zimmerman

**"HOORAY FOR LOVE"**

(From "Casbah")

Orchestra under the direction of Sonny Burke

**Columbia 38094**

**COLUMBIA'S TUNE TIPSTER**

**BEST BETS**

SURE FIRE!

**Arthur Godfrey**

"Slap 'Er Down, Agin, Paw" with The Too Fat Trio  
 "I'd Give A Million Tomorrows" with The Mariners  
 Orchestra under the direction of Archie Bleyer  
**Columbia 38066**

**Woody Herman**

and his Orchestra

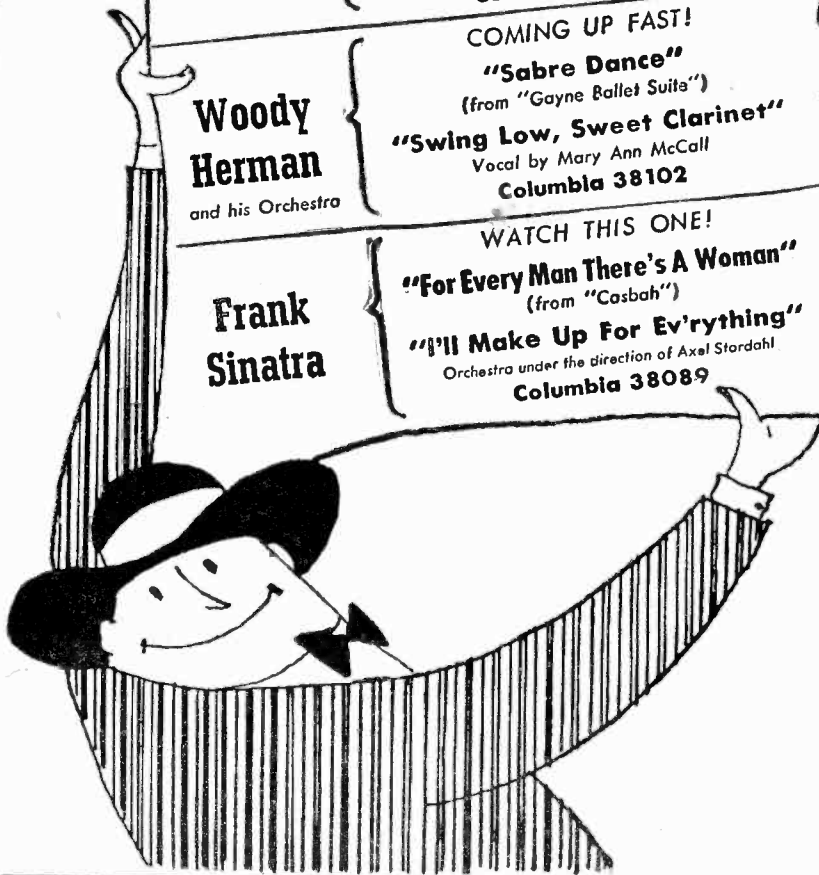
COMING UP FAST!

"Sabre Dance" (from "Gayne Ballet Suite")  
 "Swing Low, Sweet Clarinet" Vocal by Mary Ann McCall  
**Columbia 38102**

**Frank Sinatra**

WATCH THIS ONE!

"For Every Man There's A Woman" (from "Casbah")  
 "I'll Make Up For Ev'rything" Orchestra under the direction of Axel Stordahl  
**Columbia 38089**



HEAR THE GREAT ARTISTS AT THEIR BEST ON

**Columbia Records**

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



The Critics Agree  
It's a Solid Hit!

on

CONTINENTAL'S  
original

TOOLIE  
OOLIE  
DOOLIE

(THE YODELING POLKA)

by VAUGHN HORTON (composer)  
and his POLKA DEBS

Continental #1223

WALTER WINCHELL SAYS:

"The novelty tune sensation via Continental Records,

'TOOLIE OOLIE DOOLIE.'"

"Experts predict a sale of a million platters."

MARTIN BLOCK SAYS:

"I am using this record on 400 Mutual stations"

DAVE "WAAT" MILLER SAYS:

"It's on top of my Hit Parade"

IMMEDIATE DELIVERY FROM STOCK

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The Billboard  
MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending February 27

THE BILLBOARD PICKS:

- HEARTBREAKER ..... Ferko String Band..... Palda 109
- ..... Aqua String Band..... Mercury 5119
- ..... Milt Scott Ork & Chorus..... Universal U-101
- ..... Jerry Wayne & Dell Trio..... Columbia 38150

These disks capture the simplicity and string band community flavor of the "Four Leaf Clover" smash, particularly the Palda platter. Formula the same for the new ditty (banjos and chorus chanting) except on the Columbia platter where trio prevails neatly.

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

- CRYING FOR JOY ..... Dinah Shore ..... Columbia 38114
- ..... Monica Lewis-Russ Morgan Ork..... Decca 24334

Has the makings of a hit. Billy Rose has fashioned a superior lyric to a fine melody penned by the late Jimmy Monaco. Dinah's capable tonsils fondle the lyric in respect to its merit. Lewis gal's styling is much like the Memphis thrush and features "sweet" Russ Morgan orking.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. LOVER ..... Les Paul..... Capitol 15037
2. BRAZIL ..... Les Paul..... Capitol 15037
3. I LOVE YOU, YES I DO ..... Sammy Kaye..... Victor 20-2674
4. THE THOUSAND ISLANDS SONG..... Louis Prima..... Victor 20-2619
5. ST. LOUIS BLUES MARCH..... Tex Beneke..... Victor 20-2722
6. SABRE DANCE ..... Freddy Martin..... Victor 20-2721
7. THOUGHTLESS ..... Buddy Kaye..... MGM 10137
8. HOORAY FOR LOVE..... Johnny Mercer..... Capitol 15028
9. SATURDAY DATE ..... Kay Kyser..... Columbia 38049
10. HAUNTED HEART ..... Jo Stafford..... Capitol 15023
10. FOR EVERY MAN THERE'S A WOMAN ..... Benny Goodman-Peggy Lee..... Capitol 15030

THE RETAILERS PICK:

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

1. BECAUSE ..... Perry Como..... Victor 20-2653
2. EBONY RHAPSODY ..... Rosetta Howard ..... Columbia 37573
3. LITTLE WHITE LIES..... Dick Haymes..... Decca 24280
4. HAUNTED HEART ..... Perry Como..... Victor 20-2713
5. LOVER ..... Les Paul..... Capitol 15037
6. I LOVE YOU, YES I DO..... Sammy Kaye..... Victor 20-2674
7. BRAZIL ..... Les Paul..... Capitol 15037
8. BUT BEAUTIFUL ..... Bing Crosby..... Decca 24283
9. IF I ONLY HAD A MATCH..... Al Jolson..... Decca 24296
10. YOU WERE MEANT FOR ME..... Gordon MacRae..... Capitol 15027

THE OPERATORS PICK:

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

1. BECAUSE ..... Perry Como..... Victor 20-2653
2. I LOVE YOU, YES I DO..... Sammy Kaye..... Victor 20-2674
3. BYE BYE, BLACKBIRD..... Russ Morgan-Milt Herth Trio..... Decca 24319
4. THOUGHTLESS ..... Vic Damone..... Mercury 5104
5. THOUGHTLESS ..... Buddy Kaye..... MGM 10137

The Billboard MUSIC POPULARITY CHARTS

PART VII

Record Reviews

Week Ending February 27



RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined: Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories...

The Categories: Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

POPULAR

Table of record reviews for the first column, including entries for DO RAY AND ME, FRANKIE LAINE, CHARLIE SPIVAK, LARRY GREEN, TOMMY TUCKER, and BCORRAH MINNEVITCH.

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

POPULAR

Table of record reviews for the second column, including entries for BOB EBERLY-RUSS MORGAN, JIMMY DORSEY, BUTCH STONE ORK, BOB HOUSTON, DON REID, JACK FINA ORK, and GORDON MAC RAE.

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

POPULAR

Table of record reviews for the third column, including entries for HENRY JEROME ORK, PAUL CLEMENT TRIO, BOB RUSSELL, MILT SCOTT ORK & CHORUS, BOB CROSBY, HI LO, JACK AND THE DAME, JIMMY SAUNDERS, and ZIGGY TRAVERS TRIO.

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

POPULAR

Table of record reviews for the fourth column, including entries for JAN GARBER and SERENADE.

FOLK

Table of record reviews for the fifth column, including entries for HAWKSHAW HAWKINS and I SUPPOSE.

YORK BROS.

Table of record reviews for the sixth column, including entries for Nothing But the Blues and Let's Talk Our Troubles Over.

EDDIE KIRK

Table of record reviews for the seventh column, including entries for What's Another Heart To You? and A Petal From a Faded Rose.

SLEEPY Mc DANIEL AND HIS RADIO PLAYBOYS

Table of record reviews for the eighth column, including entries for Sad Sack and He's Gone, He's Gone Up The Trail.

"POP" ECKLER

Table of record reviews for the ninth column, including entries for Too Many Parties and Too Many Pals.

MILO TWINS

Table of record reviews for the tenth column, including entries for Swamp Woman Blues and Love in An Aeroplane.

INTERNATIONAL

Table of record reviews for the eleventh column, including entries for THE McNULTY FAMILY, Hills of Glenswilly, and JOHN FEENEY.

(Continued on page 120)

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The **Billboard** MUSIC POPULARITY CHARTS  
**Advance Information** PART VIII  
Week Ending February 27

**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**

- |  |   |
|--|---|
| <p><b>After You've Gone</b><br/>G. Krupa (Dark Eyes) Columbia 38147</p> <p><b>All the Way</b><br/>H. James (Beyond the) Columbia 38134</p> <p><b>*Are You Havin' Any Fun?</b><br/>E. Logan (Something I) Columbia 35251</p> <p><b>At a Sidewalk Penny Arcade</b><br/>T. Pastor (Who Killed) Columbia 38142</p> <p><b>Avu Tut Dir Vay</b><br/>B. Russell (Baby Let's) Sun 1431</p> <p><b>Baby Face</b><br/>Butch Stone Ork (Ooh! Look-A) Modern 20-570</p> <p><b>Baby Let's Repeat</b><br/>B. Russell (Avu Tut) Sun 1431</p> <p><b>Beyond the Sea</b><br/>H. James (All the) Columbia 38134</p> <p><b>Bob's Tavern</b><br/>The Old Ragtimer (The Curse) Blue Mill BM-201</p> <p><b>Cigarettes, Whuskey and Wild, Wild Women</b><br/>Red Ingle Natural Seven (Pearly Maude) Capitol 15045</p> <p><b>Crying for Joy</b><br/>D. Shore (Little White) Columbia 38114</p> <p><b>Dardanella</b><br/>A. Rollini Trio-P. Mann (You're Gonna) Bullet 1023</p> <p><b>Dark Eyes</b><br/>G. Krupa Jazz Trio (After You've) Columbia 38147</p> <p><b>Don't Waste My Time</b><br/>L. Morcie Quartet (Moonlight on) Cozy L-130</p> <p><b>Doodle Doo Deo</b><br/>L. Elgart (Lost My) Bullet 1025</p> <p><b>Dream Girl</b><br/>G. Paxton (Haunted Heart) MGM 10153</p> <p><b>Flip-Flop</b><br/>B. Butterfield (I Can't) Capitol 15047</p> <p><b>Frankie and Johnny</b><br/>Crawford &amp; Beane (Man Smart) Banner B-523</p> <p><b>Give Me Those Good Old Days</b><br/>B. Goodman (You Turned) Capitol 15044</p> <p><b>Haunted Heart</b><br/>G. Paxton (Dream Girl) MGM 10153</p> <p><b>Haunted Heart</b><br/>B. Crosby (Moonlight on) Decca 24379</p> <p><b>Helen Polka</b><br/>The Sportsmen (My Wife) Capitol 15046</p> <p><b>Ho Ho . . . Ha! Ha! Ha! (The Sky'll Be Bluer Soon)</b><br/>B. Kay (Yell For) Columbia 38143</p> <p><b>I Can't Get Started</b><br/>B. Butterfield (Flip-Flop) Capitol 15047</p> <p><b>I Hate To Lose You</b><br/>Andrews Sisters (Toolie Oolie) Decca 24380</p> <p><b>I Wish I Knew the Name (of the Girl in My Dreams)</b><br/>H. Fields (You Turned) Victor 20-2747</p> <p><b>I Wouldn't Be Surprised</b><br/>S. Kaye (Tell Me) Victor 20-2761</p> <p><b>If You Knew Susie</b><br/>F. Masters (Scatterbrain) MGM 10155</p> <p><b>I'm All Dressed Up With a Broken Heart</b><br/>B. Johnson Musical Notes (My Baby) Victor 20-2749</p> <p><b>I'm Out To Forget Tonight</b><br/>B. Eckstine (Intrigue) MGM 10154</p> <p><b>Inflation Blues</b><br/>L. Jordan (Reet, Petite) Decca 24381</p> <p><b>It Began in Havana</b><br/>X. Cugat (It's Easy) Columbia 38135</p> <p><b>Intrigue</b><br/>B. Eckstine (I'm Out) MGM 10154</p> <p><b>It's Easy When You Know How</b><br/>X. Cugat-B. Clark (It Began) Columbia 38135</p> <p><b>It's the Sentimental Thing To Do</b><br/>V. Monroe (Like We) Victor 20-2748</p> <p><b>John's Other Wife</b><br/>J. Morris Ork (Looking For) Orpheus 260</p> <p><b>Just About This Time Last Night</b><br/>C. Thornhill (Robbins' Nest) Columbia 38136</p> <p><b>Just One More Chance</b><br/>B. Chester Ork (Melancholy) Bullet 1024</p> <p><b>Like We Used To Do</b><br/>V. Monroe (It's the) Victor 20-2748</p> <p><b>Little White Lies</b><br/>D. Shore (Crying For) Columbia 38114</p> <p><b>Look Ma, I'm Dancin' Album</b><br/>Decca DA-637</p> <p><b>Gotta Dance—H. Lang . . . Decca 24371</b></p> <p><b>If You'll Be Mine—N. Walker-B. Shirley . . . Decca 24372</b></p> <p><b>I'm Not So Bright—H. Lang . . . Decca 24373</b></p> <p><b>I'm the First Girl in the Second Row (In the Third Scene on the Fourth Number) N. Walker . . . Decca 24372</b></p> <p><b>I'm Tired of Texas—N. Walker . . . Decca 24374</b></p> <p><b>Shauny O'Shay—S. Deel . . . Decca 24371</b></p> <p><b>The Little Boy Blues—H. Martin-S. Deel . . . Decca 24373</b></p> <p><b>Tiny Room—B. Spence (Ho Ho) . . . Decca 24374</b></p> | <p><b>Looking for Someone Like You</b><br/>J. Morris Ork (John's Other) Orpheus 260</p> <p><b>Lost My Heart in Hartford</b><br/>L. Elgart (Doodle Doo) Bullet 1025</p> <p><b>Man Smart, Woman Smarter</b><br/>Crawford &amp; Beane (Frankie and) Banner B-523</p> <p><b>May I Never Love Again</b><br/>F. Laine (That Ain't) Mercury 5114</p> <p><b>Melancholy</b><br/>B. Chester Ork (Just One) Bullet 1024</p> <p><b>Moonlight on a White Picket Fence</b><br/>B. Crosby (Haunted Heart) Decca 24379</p> <p><b>Moonlight on W. Virginia</b><br/>R. Parker's Merry-makers (Don't Waste) Cozy L-131</p> <p><b>My Baby Likes To Be-Bop (And I Like To Be-Bop Too)</b><br/>B. Johnson Musical Notes (I'm All) Victor 20-2749</p> <p><b>My Wife Has Gone and Left Me</b><br/>The Sportsmen (Helen Polka) Capitol 15046</p> <p><b>Next Time I Fall in Love</b><br/>The Starlighters (Poinciana) Capitol 500</p> <p><b>Ol' Poppa Zudick</b><br/>H. Kipling (Raisins and) Scott S-1001</p> <p><b>One Raindrop Doesn't Make a Shower</b><br/>B. Breen (The Thrill) Bullet 1022</p> <p><b>Oooh! Look-A There, Ain't She Pretty?</b><br/>Butch Stone Ork (Baby Face) Modern 20-570</p> <p><b>Pearly Maude</b><br/>Red Ingle Natural Seven (Cigarettes, Whuskey) Capitol 15045</p> <p><b>Poinciana (Song of the Tree)</b><br/>The Starlighters (Next Time) Capitol 500</p> <p><b>Raisins and Almonds</b><br/>H. Kipling (Ol' Poppa) Scott S-1001</p> <p><b>Reet, Petite and Gone</b><br/>L. Jordan (Inflation Blues) Decca 24381</p> <p><b>Robbins' Nest</b><br/>C. Thornhill (Just About) Columbia 38136</p> <p><b>Rudy, Ready</b><br/>Leslie Bros. (Steam, Steam) Banner B-535</p> <p><b>Scatterbrain</b><br/>F. Masters (If You) MGM 10155</p> <p><b>*Something I Dreamed Last Night</b><br/>E. Logan (Are You) Columbia 35351</p> <p><b>Songs of Our Times (1926) Album</b><br/>M. Fingerle-A. Schutt . . . Decca A-1926</p> <p>1. After I Say I'm Sorry; 2. The Little White House; 3. Tamiami Trail; 4. When the Red Red Robin Comes Bob, Bob, Bobbin' Along . . . Decca 24038</p> <p>1. I Know That You Know; 2. Baby Face; 3. Bye, Bye Blackbird . . . Decca 24036</p> <p>1. In a Little Spanish Town; 2. Mary Lou; 3. Where'd You Get Those Eyes; 4. Gimme a Little Kiss Will "Ya" Huh? . . . Decca 24037</p> <p>1. The Birth of the Blues; 2. Muddy Water; 3. Black Bottom . . . Decca 24038</p> <p>1. The Blue Room; 2. The Girl Is You and the Boy Is Me; 3. The Girl Friend . . . Decca 24036</p> <p>1. The Desert Song; 2. Lonesome and Sorry; 3. One Alone . . . Decca 24039</p> <p>1. Valencia; 2. Where Do You Work-a John; 3. Yankee Rose; 4. Horses . . . Decca 24037</p> <p>1. When Day Is Done; 2. Charmaine; 3. Someone To Watch Over Me . . . Decca 24039</p> <p><b>Steam, Steam, Steam</b><br/>Leslie Bros. (Rudy, Ready) Banner B-535</p> <p><b>Sugar Blues</b><br/>C. McCoy Ork (Way Down) Mercury 5118</p> <p><b>Teach Me, Teach Me, Baby</b><br/>G. Krupa (You Turned) Columbia 38141</p> <p><b>Tell Me a Story</b><br/>S. Kaye (I Wouldn't) Victor 20-2761</p> <p><b>That Ain't Right</b><br/>F. Laine (May I) Mercury 5114</p> <p><b>The Curse of an Aching Heart</b><br/>The Old Ragtimer (Bob's Tavern) Blue Mill BM-201</p> <p><b>The Sample Song</b><br/>D. Shay (Two-Gun Harry) Columbia 38140</p> <p><b>The Thrill Is Gone</b><br/>B. Breen (One Raindrop) Bullet 1022</p> <p><b>Toolie Oolie Doolie (The Yodel Polka)</b><br/>Andrews Sisters (I Hate) Decca 24380</p> <p><b>Two-Gun Harry From Tucumcari</b><br/>D. Shay (The Sample) Columbia 38140</p> <p><b>Way Down Yonder in New Orleans</b><br/>C. McCoy Ork (Sugar Blues) Mercury 5118</p> <p><b>Who Killed 'Er (Who Killed the Black Widder)</b><br/>T. Pastor (At a) Columbia 38142</p> <p><b>Yell for Your Mama</b><br/>B. Kay (Ho Ho) Columbia 38143</p> |
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(Continued on page 122)



Billboard MUSIC POPULARITY CHARTS

PART IX

Album Reviews

Week Ending February 27

TRADE SERVICE FEATURE

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

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

THE RATINGS

(100 points—the maximum)

Table with 2 columns: Rating (e.g., 90-100), Description (e.g., tops, excellent, good, satisfactory, poor)

THE CATEGORIES

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

HACHATURIAN: MASQUERADE SUITE 88

Sopold Stokowski-Philharmonic Symphony Ork of New York (Columbia MM-729 (3-12" Records) Waltz; 2. Nocturne; 3. Mazurka; 4. Romance; 5. Galop and Ippolitov-Ivanov: In the Village. The American appetite for Aram Khachaturian whetted on his "Gayne Ballet Suite" and the "Sabre Dance" excerpt, much consumer curiosity will be stimulated by the Columbia follow-up with the "Masquerade Suite." The fringe popular-classic buyers will discover, however, that this is hachaturian, the Russian, brooding, colorful, nationalistically melodic; not the rmenian, swirling, rattling and temperamentally heady. Only the "Galop" portion of the suite rings out what presumably is the popular Aram. This is not to the detriment of "Masquerade"; even if the public suffers initial disappointment the exploited appeal of "anything by Kachaturian" should carry reaction thru to the ether values. These are present, make no mistake, altho Stokowski's first Philharmonic affiliation does less justice to the composer than the conductor has rendered earlier for other Russians.

JUKES Longhair disk programs can use this.

ING CROSBY SINGS WITH MARY MARTIN, JUDY GARLAND, JOHNNY MERCER 88

(John Scott Trotter Ork-Joseph Lilley Ork-Victor Young Ork) (Decca A-631) dly of Laguna, Wait Till the Sun Shines Iellie, You've Got Me Where You Want Me; Yah-Ta-Ta, Yah-Ta-Ta; Mine, Connecticut, Mister Meadowlark, On Behalf of the Visiting Firemen, Mr. Crosby and Mr. Mercer, Small Fry. Second in series of Decca packages with riple-talent peg featuring der Bingle's orner vocal wax compatriots. All disks are former single releases but album as a whole should appeal to all who are Crosby fans (who ain't). Particularly valuable, and as rhythmically appealing as when they first came out are the Mercer team-ups with Gallagher-Shean version of "Mr. Crosby and Mr. Mercer"; "Small Fry," "On Behalf of the Visiting Firemen." In fact whole album sparkles with the xairy, runnerful Crosby touch.

JUKES Gotta have this.

VOCA-LOVELIES 48

The Mullen Sisters (Tony Mottola Ork) (Victor P-194) Time On My Hands; Standin' in the Need of Prayer; The Moon of Manakora; Frances; The Kerry Dance; Empty Saddles; Basin Street Blues; Carolina. Lots of versatility in tune choices, harmonized in pleasant but hardly unusual fashion by the fem vocal trio. Instrumental backing by a Tony Mottola-led group helps to give this package some of the spark it otherwise lacks. These disks could probably have fared far better as individual releases rather than in the package form. "Caricoa" is Mottola group instrumental done neatly, unexcitingly.

JUKES To program the tunes, these versions are adequate.

RAVEL: PIANO CONCERTO FOR THE LEFT HAND (2-12") 80

Robert Casadesus-Philadelphia Ork-Eugene Ormandy, Dir. (Columbia MX-288) This is off-the-beaten track stuff written in the modern classical spirit by one of the leading modernists. Basically the concerto is a series of exercises for a one-armed pianist which most pianists would find tough to perform with both hands. Casadesus shows off all of his reputable technical brilliance in the waxing of the brief and difficult Ravel concerto. Eugene Ormandy provokes the full measure of intensity which an ork must put into the single movement of the work.

JUKES Longhairs should like this is a specimen of the unusual.

IT'S A GREAT DAY FOR THE IRISH 60

George Murphy (Jeff Alexander Ork) (MGM 19) Where the River Shannon Flows; It's a Great Day for the Irish; It's the Same Old Shillelagh; MacNamara's Band; The Wearing of the Green; Sweetheart Darlin'; Danny Boy; Dear Old Donegal. Another MGM standard catalog filler destined for the St. Patrick's Day demand. In its favor are the familiar Irish selections, the movie name value of George Murphy and some smart vocal quartet (un-billed) and Jeff Alexander ork backing. Murphy, as a singer, does best on the screen. He simply doesn't project on wax. But he delivers the words and melodies so that they're readily identifiable.

JUKES Some sides suited for seasonal spins.

ROMAN SINGERS OF SACRED MUSIC (3-10") 66

Roman-Vatican Choir (Rt. Rev. Msgr. Licino Refice, Dir.) (Seva 19) Incipit Oratio Hieremiae, Parts 1 and 2; Caudent in Coelis; Amavit Eum Dominus; Exultate Justi; Ave Maria (Bach-Gounod) This is a neatly packaged album of full-bodied religious choralizing by the 54 voices of the visiting Roman-Vatican Choir. Well-chosen selections, good recording and fine performance are hampered commercially by the limited counter appeal of church choralings. But for whatever market exists in the religious field, particularly around Easter, this album should do very well with proper merchandising. Packaged in the box-type album with sleeves.

JUKES For religious shows on both AM and FM a must.

CELTIC GEMS (3-10") 62

Frank Saunders (Apollo A-12) She Moved Through the Fair; Believe Me If All Those Endearing Charms; Ballynure Ballad, Bonny Wee Mare; Glory O... Glory O; Molly Brannigan; Druncolligher. Charming is the proper word to use for description of the selections and delivery of them in this collection of Irish folk songs. Saunders, set on the commercial way by Arthur Godfrey, sings in a thin tenor voice with plenty remnants of the brogue lending authentic flavor to his delivery. These lesser-known selections will require adroit salesmanship even around St. Patrick's Day. Simple green cover. Simple but adequate organ backing for Saunders.

JUKES Especially fitting for St. Patrick's Day shows, but suitable for "something different" department as well.

KEYS TO ROMANCE 70

Buddy Cole (Capitol BD 63) The Moon Was Yellow, Easy To Remember, This Is Romance, Sophisticated Lady, S'Posin', Orchids in the Moonlight, I've Got the World on a String, Cheek to Cheek. Cole's third album for the Capitol label features a grouping of favorite ballads with accent on dreamy 88-ing. His styling for the most part is straight and subdued, stepping out a bit on "Cheek to Cheek." For the tango "Orchids in the Moonlight" the 88-er weaves a slow delicate rhythm picture that's first rate. Album on the whole adds up fine for the sigh trade. Album covers photo montage (wispily dancing couples and piano keyboard) very pretty.

JUKES Dim light locations might like.

THE TUNE OF THE MONTH TUTTI TUTTI TUTTI PIZZICATO

TWO GREAT RECORDS: LOUIS PRIMA THE SPORTSMEN From The Billboard's "TIPS ON COMING TOPS" - "A fast, jocular and infectious number..."

CHAS. K. HARRIS MUSIC PUB. CO., INC. 1619 BROADWAY . . . . . NEW YORK 19, N. Y.

HOLD ON TO JOE Vocals by BOB JOHNSTONE and TONI ARDEN Backed by LAROO, LAROO, LILLI BOLERO SHEP FIELDS and his Rippling Rhythm Orchestra MUSICRAFT RECORDS 546 THE BEST IN MUSIC ON RECORDS

(Continued on page 124)

# MUSIC—AS WRITTEN

## New York:

Music Corporation of America's (MCA) sectional band department heads huddled with Prexy Lew Wasserman in New York last week. Two-day meeting was held to discuss band distribution sectionally for the summer. . . . Desi Arnaz's ork goes into the Harem nitery here March 18 for four weeks. . . . General Artists Corporation completed management pact with chirp Virginia Maxey. . . . Chirp Ginie Powell will begin working as a single beginning March 9 in an engagement at Cafe Society Downtown.

Buddy Rich and his ork opened at the Apollo Theater Friday (27) with the drummer beating it out with one arm. Rich broke his arm in a handball accident earlier in the week. . . . Dizzy Gillespie due for a May 8 return concert at Carnegie Hall. . . . When Tommy Dorsey returns to activity in April, probability is that trumpeters Ziggy Elman and Charlie Shavers and the Town Criers vocal group will be absent. Shavers is considering taking out his own ork.

Arnold Beichman, Local 802 flack, addressed Prof. Paul Lazarsfeld's Columbia graduate school class last week. His subject? AFM activities, natch. The prof is NBC's research adviser. . . . Jerry Jerome, Apollo musical director, and his band playing for the Dress Buyers' Association's shindig at the Astor March 6. . . . Harmonia diskery claims it sold 25,000 waxings of *My Girl Friend Julida Polka* in the Chicago area during last four weeks. . . . RCA Victor to release its children albums on a year-round monthly basis from now on instead of seasonally. Decision based on desire to prolong sales curve and to aid dealers' Christmas buying.

Connie Haines goes into Frank Dailey's Meadowbrook March 5 for three weeks, while Buddy Moreno ork holds the stand. . . . Herman Lubinsky's Savoy-label disks will be distributed in Los Angeles area by Jules Bihari's Modern Distributing Company, subsid of Modern Records. . . . Signature musical director, Ray Block, planning a series of big-city concerts with other Sig artists.

Aiming at the St. Patrick's Day trade, Columbia Records re-issued Kate Smith's *Songs of Erin* album made when the MGM-diskery thrush was on the former label's roster. . . . Texas Jim Robertson into the Adams Theater, Newark, N. J., April 8 for a week. . . . New disk-promotion gimmick by the Gale Agency here features a contest in which 80 disk jockeys

are asked to find a name for an untitled Erskine Hawkins Victor maste Jocks will receive copies and are asked to play them and have listene: submit titles. Winner to receive a Victor television set. Ralph Font an his rumba ork booked into Atlantic Beach Hotel for second successiv summer season.

Continental Artists Corporation (CAC) last week moved into new office at 131 West 52d Street. Space occupied by CAC is part of the floor lease by Don Haynes. . . . Tiffany diskery last week slashed retail prices of i two kid disk albums, *Mr. Bitzel* from \$4.41 to \$3.92, *Revolt of the Alphab* from \$2.98 to \$2.89.

Claude Hopkins Trio renewed for additional three months at The Place i Greenwich Village. . . . Lissen Records acquired two new distribs: Semino Distributing Company in Florida, and Tennessee Music Sales in Nashville.

Lombardo Music, affiliate of the Bregman, Vocco, Conn pubbery, too over *Need I Say?*, a tune written by Bert Mann and Gene West, from Gran Music pubbery. . . . Ted Weems's ork skedded for a two-weeker at th Muelbach Hotel, Kansas City, Mo., beginning March 3.

. . . National Broadcasting Company (NBC) has banned broadcast of the ditty *She Picked It Up* in Mexico. Penned by orkster Isham Jones and pubbed by Robbins, tune apparently was banned because NBC wasn't quite sure as to "what she picked up." . . . The Sam Donahue ork broke the opening record for Club Kavakas, Washington (name band nitery), last Wednesday (18). . . . Irving Deutsch joining staff of Jefferson Music pub.

Ray Pearl ork closes a six-week date at Donahue's in New Jersey, Marc 11, and embarks on a month of one-nighters. Pearl band is booked thru th Midwest until September, including stints at the Music Box, Omaha, and th Muehlebach Hotel, Kansas City. . . . Mike Nidorf to Coast for four weeks. . . Chirp Helen Humes leaves Cafe Society Downtown, March 7, and begins one-nighter tour. . . . Bibletone Records, Inc., ready to launch Easter sale season with specially designed dealer aids, including holiday window displays, leaflets and mats plugging Bibletone's albums of hymns for Easter. . . . Spike Jones booked into Auditorium, Springfield, Mass., March 9 a \$4.20 top for Shriners Hospital benefit.

Continuing to cash in on *Four Leaf Clover*, Art Mooney's ork has been booked for three successive one-week stands at RKO theaters in Dayton, O Cleveland and Cincinnati starting April 15. The band reportedly will draw \$6,000 weekly plus a split percentage over an undisclosed figure. . . . Sonn Dunham ork started three consecutive weekly Treasury air shots March 1 o the American Broadcasting Company network.

Bobby Kornheiser last week was added to the professional staff o Bregman, Vocco, Conn pubbery, replacing Ivan Mogull, who is on his wa to California. . . . Willard Alexander to Florida for a vacation. . . . Ellic Lawrence ork skedded for a May date at Frank Dailey's Meadowbrook. . . Chirp Frances Foster joined Ray Anthony's crew at the Claridge Hote. Memphis. . . . Singer Dick Edwards replaced Johnny Ryan with the Samm Kaye band. . . . Tony Pastor added still another singer, Buddy James, wh doubles saxophone.

Personal manager Al Dale, who handles Larry Clinton's ork affairs, last week pacted to handle Phil Brito. . . . Charlie Stone, of the George Evans flackery, became a daddy last Sunday (22) when wife Linda presented him with a daughter named Toni Elizabeth. . . . Fritz Reiner, for 10 years director of the Pittsburgh Symphony ork, revealed last week that he will not renew with the longhair crew next season. . . . Billy Butterfield turning over his royalties for his coming Capitol plattering of *I Can't Get Started* to the Bunny Berigan memorial fund.

Some pre-ban recording dates—mostly jazz sessions—lost in the shuffl and just showing up: Hot Lips Page waxed with King Records; Dav Mathews cut for Lissen diskery; Alec Wilder conducted for Mercury; Sta Kenton bassist, Eddie Safranski, already out on some Atlantic sides, als waxed for Jubilee waxery; Neil Hefti clefled and conducted for a 26-ma crew for Norman Branz's Clef label; Andy Kirk sliced sides for Regent Slam Stewart bowed his bass for Moe Asch's Disc label, as did pianis Leenie Tristano; tenorist Lucy Thompson and Lawrence (88) Keys le small groups thru slicing paces for Apollo.

Dick Charles, songwriter and producer of the Paul Whiteman disk show, has a new ditty written with James Cavanaugh and published by Bob Miller. Charles co-authored *Along the Navaho Trail* and *It Takes a Long Train With a Red Caboose*. . . . Louis Prima guesting on Smilin' Jack Smith's air show March 1. Claude Thornhill skedded for same guest spot March 3. . . . Edison Hotel's Irwin Kramer flying to the Coast to huddle with band leader Alvy West on latter's forthcoming stint at the Edison.

Perry Como feted 50 retail record store clerks at Radio Corporation o America's exhibition hall, Friday (27), following his Chesterfield repea airer. . . . *Romance Western*, new bi-monthly Western story mag, has adda new disk review column devoted to hillbilly and Western platters. . . Latin-American 88-er Fausto Curbelo and his ork will launch the nam rumba ork policy when Bradley's East Side nitery reopens. Leonard Green agency booking.

## Chicago:

Harry Cool has folded his ork, planning to return to singing ranks as a single. Tho his band was booked by William Morris, to whom he is reportedly still in debt, Cool has not yet made a definite booking deal as a single. . . . Joe Rumore, the WAPI, Birmingham, folk music disk jockey shares vocal duties with Happy Wilson and His Golden River Boys, on their forthcoming Vulcan Records' waxing of *I Butted In*. . . . The Mary Kaaihu Trio, Apollo recording group now at the Cairo here, has changed its name to the Mary Kaye Trio.

King platters will open company-owned branches in Atlanta (399 Edgewood Avenue, S. E.) and Detroit (19 Seldon) March 15. Dallas branch manager, Mrs. Rosemary Reed, has moved to the Oklahoma City branch and jim

## Bibletone ALBUMS FOR EASTER

The Public Acclaims Bibletone's "Messiah"  
NOW — ANOTHER FAMOUS ORATORIO BRIEF!

**ELIJAH** by Felix Mendelssohn

Album EJ—10 sides on 10" records

List Price 5.75 (tax included)

The unsurpassed beauty of Mendelssohn's *Elijah*. . . . A magnificent recording of this oratorio masterwork, abridged. Featuring chorus of 300 voices, famous soloists, superb organ accompaniment.

Soloists: Lura Stover, Soprano; Elsie Mac Farlane, Contralto; Willard Young, Tenor; J. Alden Edkins, Bass-Baritone. With: 300 Voices of Handel Oratorio Society of Augustana College under direction of Henry Veld. Organists: Clarence Snyder, Brynolf Lundholm.

The Three TOP Albums for Easter:

BIBLETONE'S ELIJAH — album EJ • THE MESSIAH — album T  
and the NEW HYMNS OF GLADNESS — album EE

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

ADVERTISED TO SIX MILLION

FEATURE BIBLETONE RECORDS

with the "NEW NOISELESS SURFACE" — a Bibletone recording achievement, and bring hundreds of steady, loyal customers into your store!

ASK YOUR BIBLETONE DISTRIBUTOR FOR OUR COMPLETE LINE OF RECORDED HYMNS

The Bibletone Easter Window Display Is Here!

Your Easter window problem is solved with this beautiful full-color sturdy Easel-Display! It holds the three Bibletone Easter albums mentioned above.

ASK your distributor for the BIBLETONE EASTER WINDOW DISPLAY

354 FOURTH AVE.

Bibletone RECORDS

NEW YORK, N. Y.

The Finest in

Religious Recordings



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

Saxie Dowell, the tune-spinner and ex-ork fronter, has joined song gger ranks here, working for T. B. Harms. . . . The *Celebrity Train* disk k seg, heard nightly from the lounge of the College Inn of the Hotel erman, has been pulled off WCFL for a short time, with plans calling its return with a replacement for Marty Hogan, who emceed the Jack en-type show. . . . Jimmy Hilliard, Mercury Records artist and reper- re chief, readying a heavy release of albums by the firm's top names thin the next six weeks. . . . Joey Lehr is plugging for Mutual Music Chi.

While Hotel Stevens shutters for alterations March 9 to 26, the Palmer use inherits a rich American Broadcasting Company femote plum in the atral Area. Palmer bands—Murray Arnold current, and the Skinnay nis ork after March 18—get four extra half-hour remotes a week. Skitch nderson returns to the Stevens when it reopens.

**Cincinnati:**

Bobby Keys, "Mr. Guitar and Banjo," of WSAI, into Schuler's Wigwam, th Bob Sadler, bass, and Bill Birkmeier, accordion-piano, for a four-week at set by the Chris Christiansen office. It's the spot's first try at live sic. . . . Bob Hill, who moved into Tiny Cove, Cheviot, O., January 15, nded a 10-week extension beginning March 30. . . . Frank Hanshaw, of e local GAC office, has set the Ray Anthony ork into Centennial Terrace, led, week of June 25. . . . Clyde Trask band inked for the spring prom Muskingum College, New Concord, O., April 16. . . . Barney Rapp combo, th canary Shirley Carter, plays the ROTC Military Ball at University of Cincinnati, April 3.

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

Chris Christenson ork plays the 9 O'clock Cotillion dance at the Cherokee ntry Club, Knoxville, April 23. . . . Jimmy James, who recently returned his native haunts here, takes his band to Center College, Danville, Ky., r the SAE frat dance April 24. . . . Freddie Lindemann strolling with his ordion at the Woodlawn Night Club. Gene Wagner's ork, with Joe nder and "Slim" Branch, is on the stand there.

**Detroit:**

The Finzel brothers, George and William, are celebrating their 50th year in the music business this month. The veteran band bookers started their first band here in 1898. . . . New Spot Recording Company in Allen Park (specializing in audition disks), headed by John J. Achman, of New York, and C. Richard Gibbons, of Detroit. . . . Universal Artists, Grand Rapids, Mich., broke a long-standing precedent last week by putting Spike Jones and His Music Depreciation Revue into the Detroit Music Hall for a two-week run, April 3-17. Heretofore hall has been limited to one-nighters.

**Washington:**

Paul J. Scharz re-elected to his seventh term as prexy of AFM's Local 11. Other officers include Edward S. McGrath, vice-president; Ray Peters, cretary; John Fichette, treasurer, and Marty Emerson, Jim Nichols, Jack llyn, Tony Gaudio and Robert (Buddy) Weaver, board of directors embers.

**San Francisco:**

ABC yanking Jack Fina's ork remote from the Fairmont Thursday (4) air *The Los Angeles Examiner's* testimonial dinner for columnist Louella arsons. Bob Hope, Jack Benny and George Jessel will perform emsee ores.

**Philadelphia:**

Tropical Gardens, private club in Mercantile Hall, shelling out \$3,000 week to bring in Illinois Jacquet's band as opening attraction. . . . Warren McCullough is building a band of his own. . . . Tin Pan Alleyite Moe Jaffe ill be feted by Cardozo Lodge, Brith Sholom (which he helped found) the ight of March 16 at the Century Club.

**Raleigh Room Hires  
[an August --- \$1,250**

NEW YORK, Feb. 28—Jan (Misir- ou) August and his trio have been igned for a two-week run at the Raleigh Room of the Warwick Hotel ere, starting March 10. August goes n at \$1,250 plus 25 per cent of covers nd beverage tabs above an undis- osed figure.

Terms of the pact represent a far y from the 88'er's first Warwick late played for scale two years ago. The August Trio now will work strictly in the capacity of a feature ct, doing three shows nightly instead of the usual four a night. A relief ommo will furnish dance music. Meanwhile, the Mercury recording

**Janet Blair Set  
For P.A.'s in April**

HOLLYWOOD, Feb. 28.—Ex-band chirp and w. k. flicker star, Janet Blair, is skedded to start a p.-a. vaude tour in April, with her husband, Louis Busch, along as pianist and arranger.

The theater tour is being set up by booker Harry Romm, who is asking \$6,000 per for the actress. La Blair and Busch are both former members of the old Hal Kemp band.

artist leaves his network show Thurs- day (4) after over 50 consecutive weeks.

Dear Disk Jockeys,  
Record Dealers and  
Operators:

Thanks an  
awful lot for making  
our MGM record of  
**FOUR LEAF CLOVER**  
the number one record  
in the country. And  
thanks again for mak-  
ing the flip,

**THE BIG BRASS  
BAND**

**FROM BRAZIL,**  
featuring the  
**GALLI SISTERS,**  
such a sensation.

Sincerely yours,

*Art Mooney*

OPENING IN PHILLY AT THE

**CLICK  
MARCH 1**

**Opening ROXY THEATRE, New York, March 10**

**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

**KEEP THE  
JUKES JUMPING**

With



**Reliability — Quality  
RECORD PRESSING**

10" or 12"

RESEARCH CRAFT CO.

1226 E. 8th St. Los Angeles 21, Calif.



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

(Continued from page 4)

N. J., and the Sonora plant in Norwalk, Conn. The album itself (artwork, binding, etc.) cost Charm 24 cents each. Add roughly, another 12 cents for shipping, packing, trade expenses, etc., and the total cost per album (excluding session cost) hits some 91 cents. The package sold to dealers for \$2.31 and to the consumer for \$3.85.

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

That was the staff, and Spitalny decided to do all selling, promotion, advertising, publicity, etc., himself. No distributors, no sales staff, no nothing. The *Carols* package was released in September, practically concurrent with an *Hour of Charm* concert tour. Spitalny had fliers plugging the album (and containing an order

coupon) printed and inserted in the programs distributed at each of the 24 concert dates. Cost, maybe \$500.

**Department Store Sales**

Where possible (and it often was), a plug for the album would be worked into the concert routine. But most important, in each of the 24 cities played (Detroit, Cleveland, Chicago, Philadelphia, Washington, Milwaukee, Montgomery, Ala., etc.), Spitalny personally made sales calls on department stores, record shops, etc., and sold the album. Typical of the type of accounts sold and number of albums eventually sold by each (note how towns coincide with those made on tour) were: Macy's, New York, 7,216; Macy's, San Francisco, 2,012; Gimbel's, New York, 5,056; Gimbel's, Milwaukee, 2,000; Bamberger's, Newark, N. J., 2,716; Higbee's, Cleveland, 500; Goldblatt's, Chicago, 3,000; Hochsul, Kohn, Baltimore, 1,208; Halle Bros., Cleveland, 1,000, and Montgomery Fair, Montgomery, Ala., 496. All these albums were sold on a non-returnable basis.

In October and November, however, Spitalny kicked off his advertising drive in earnest. In that two-month period he bought four full-page black and white ads in *Life*. Space cost, \$15,225 each; total cost (including artwork, cuts, copy, etc.) closer to \$18,000 each, or \$72,000 for the four. In addition to these, he ran one full-page black and white ad each in the *New York Times* magazine section (space cost \$2,810; full cost, \$3,500) and in the *American* magazine (space cost, \$5,500; full cost, \$7,000). In advertising in national media, this single item diskery sunk some \$82,500. But Spitalny wasn't just selling albums on his store calls. He got his Charm item at least another \$100,000 worth of advertising for free thru large-space local newspaper advertising placed by stores such as Jordan, Marsh, Boston; Abraham & Straus, Gimbel's and Macy's in New York; Woodward & Lothrop, Washington; Goldblatt's, Chicago; Hecht Company, Washington; Higbee, Cleveland, and Kaufman's, Pittsburgh. All this consumer plugging was supported by 15 consecutive weeks of trade paper advertising, paid for by Charm and bringing the diskery's own ad nut up close to \$100,000.

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

Indicative of the kind of selling job the ork fronter did is the sale of 1,000 *Carol* packages he made to Wyman's in South Bend, Ind. A letter from Elsie Eldrege, president of the shop, tells it all. It says:

"When you proposed your *Christmas Carol* album to me for sale in my store, I was a little in doubt as to whether we could sell it, since we have no record department. But after your explanation that this could be sold as a gift item—the same way we sell all other gift items—it sounded very good to me.

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

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

When he launched his *To My Mother* six-sided package, however, he decided to switch to a distributor set to achieve his sales. Not, says Spitalny, because he figures they can do so much better than he himself could, but because the pace is getting a little rough. He has already lined up distributors. He intends, however, to use the same kind of advertising push behind *Mother* as he did behind *Carols*. The current *Life* carries two-color half page, and the April issue will carry a four-color full page as starters.

Another wrinkle employed by Charm is a questionnaire postcard enclosed in each *Carol* album, asking the purchaser to indicate which song in the album he liked best. On the basis of tabulation of the thousands of such cards returned, Spitalny figures to re-issue the two most popular sides as a single disk.

Spitalny has some 28 sides lying in vaults, which he will issue piecemeal when the drive on *Mother* is completed. Most of these will be albums but there will be a few single sides. Charm has worked not only as an enterpriser, but it has resulted in hypoing the royalty checks Spitalny gets from Columbia for the album. Hymns he made for them several years ago. This week he got a check for the last quarter for some \$3,900, practically double any previous Columbia quarterly royalty payoff.

**Fidelitone only**

**HAS THESE EXCLUSIVE FEATURES**

- PERMOMETAL—PERMIUM—(OSMIUM ALLOY) TIP
- FLOATING POINT CONSTRUCTION
- V-GROOVE LOCKING DESIGN
- MINIMUM RECORD SCRATCH
- MAXIMUM KINDNESS TO RECORDS
- MAXIMUM NEEDLE LIFE

The needle is packaged in a useful record brush and fitted into a beautiful Lucite utility case (cigarette case size)

five dollars

the ultimate

- in tonal reproduction
- in the preservation of records
- in eliminating record scratch and extraneous noises
- in increasing needle life thousands of plays
- in protection against needle damage (additional insurance for longer record and needle life)

The *Fidelitone Classic*

Cutaway drawing shows exclusive Floating Point Construction.

**Fidelitone Supreme \$2.50**

"The needle with Spring in its heart." The only straight type needle with both vertical and horizontal compliance — increasing needle and record life.

**Fidelitone Master \$1.50**

Has all Fidelitone features plus vertical compliance. Gives thousands of fine reproductions. Truly a master of performance.

**Fidelitone Deluxe \$1.00**  
Gives superb performance. Has all six standard Fidelitone features.

**Fidelitone Floating Point 50c**

Its precious metals tip assuring long life makes it worth much more than its modest price.



A Fidelitone Tip will never chip

**PERMO, INCORPORATED CHICAGO 26**

MORE PERMO NEEDLES SOLD THAN ALL OTHER LONG LIFE NEEDLES COMBINED

**MUSIC OPERATORS . . .**

How long does it take you to accumulate at least 500 USED RECORDS? We will buy and pay top price if you will ship them to us REGULARLY. CONTACT US NOW.

**JALEN AMUSEMENT CO.**

113 W. Redwood St. Baltimore 1, Md. Phone: PLaza 4802

**MIRACLE PARADE OF HITS**

"CERTAIN OTHER SOMEONE" by BROWLEY GUY M-119

**MIRACLE RECORD COMPANY**  
500 EAST 63RD ST. CHICAGO 15, ILL.

**RECORD MAKERS**

Send Us the Safety—Receive Finished PERFECT RECORDS 10"—12"—Shellac—Unbreakable BOX #282 The Billboard, 1564 Broadway, New York 19, N. Y.

**ROSALINDA**

Decca 46114 . . . . . Dick Thomas  
Rainbow 10033 . . . . . Red Benson  
Embassy P-1005 . . . . . Al Stuart  
**CHERIO MUSIC PUB., INC.**  
1585 B'way, New York 19, N. Y.

**10 INCH RECORD PRESSINGS**

Shellac or Vinylite Fast Service—High Quality Small or Large Quantity Labels—Processing—Mastering **SONGCRAFT, INC.** 1450 Broadway, New York 19, N. Y.

**Exclusive Adds Joe Tery**

NEW YORK, Feb. 28. — Exclusive records' office here has taken on Tery as assistant to Parker Press, general manager of the label's eastern division. Prior to joining Executive, Tery was associated with the old Broadcasting System, Inc.

**DELUXE**

**NEWS FLASH**

RELEASE NO. 229 Available From Your DeLuxe Distributor March 1, 1948. List Price, 75c Exclusive of Tax

ord No. 1118 **AUL GAYTEN** And His Trio  
ord No. 1124 **UTH WALLIS**  
ord No. 1140 **JENNIE GOLDSTEIN**  
ord No. 1141 **CE CE KAY**  
ord No. 5040 **MICCOLIS SISTERS**

**PETER BLUE & JASPER TOO**  
**IN THE EVENING WHEN THE SUN GOES DOWN**

**TEACHER, WHAT'S A SHMOE!**  
**HAVE A BABY**  
**THE BABY SITTER**  
**HERE IS THE BRIDE**  
**TELL ME SO**  
**IT'S SO HARD TO HAVE FUN**  
**BOOGIE WOOGIE VODEL**  
**NIGHTTIME IS THE TIME FOR MAKING LOVE**

DELUXE RECORD CO., INC., LINDEN, N. J.

**Dorsey Offers Promoters "1st Money" Deals; WM Pairs Disk Artists and Dance Orks**

**Drastic Moves May Salvage the Sitch**

(Continued from page 16)

the orkster and promoter split 60 per cent (for TD) and 40 per cent (for the op) of the next \$500, 65-35 of the next \$500 and 70-30 on everything above a \$3,000 gross. The orkster demands control of the admission price in order to keep it at a low enough level to induce attendance and also must be assured of a minimum requirement in advance advertising and publicity.

If the orkster should drop an egg under such terms, the promoter would be hurt for no more than the cost of advertising, publicity and hall rental (in the event the promoter doesn't operate regularly in his own ballroom). Therefore if Dorsey should gross \$750 under this deal, he could take out only the \$750 and no more. But the orkster will be guaranteed one-night scale for his band in any event covering him on the date for any loss except transportation costs. He also figures to win promoter good will by not subjecting the op to the \$2,000-and-up guarantee which Dorsey received prior to his current six-week vacation.

**Break in Controversy**

The "first money" move by Dorsey is the initial break in the long raging promoter - agency - artist controversy over top-heavy name ork prices. Since one-nighter biz began to feel the post-war pinch, promoters have bellowed long and loud about overpricing of orks. Prices on the lesser named bands have consistently been coming down but most of the bigger ork attractions have been retaining the \$2,000 to \$3,000 per night guarantee against percentage tag. Altho these top priced ork attractions frequently afford them the opportunity to make a buck, the promoters contend that the heavy pay-off cuts their profit potential thereby endangering their capital outlays for future promotions. And in the event the heavy-sugared orkster happens to lay an omelet the beating can be severe enough to cut down on future promotion expenditure.

Some non-MCA one-night bookers feel that Dorsey's trail blazing, if successful, could well become the stimulus the dance promotion biz has been seeking. They feel that if Dorsey proves that money can be made on the "first money" gamble, then other top orksters would be willing to fall in line and open the way for promoters to really promote.

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

The William Morris one-nighter promotion gimmick, altho not an entirely new practice, nevertheless may help promoters who cut down their operation on grounds that dance music alone is no longer box office. At the same time, the agency, in pairing name recording single with a medium priced ork, paves the way for its lesser named properties to get a crack at some road loot which, under current road conditions, probably would not have come their way. WM currently is offering one package centered around warbler Vic Damone, who will travel with either Hal McIntyre's or Dean Hudson's ork, while a second teams up Francis (*Near You*) Craig with the Les Elgart ork.

**Harmonicats**

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

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

**"This Week's" Platter Bests**

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

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

**Recording?**



**in chicago**

PHONOGRAPH MASTERS • PROCESSING • PRESSING

**WATCH**

For **'HEARTBREAKER'**

**Aqua String Band**  
**5119**

★  
**MERCURY RECORDS**

Another BMI Pin-Up Hit

**TERESA**

Published by  
**DUTCHESS MUSIC CORP.**  
Performance rights licensed thru  
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**BROADCAST MUSIC, INC.**  
New York • Chicago • Hollywood



**APOLLO RECORDS INC.**

"WCSI, great INDIANA Station, says,"  
**HARRY RESER'S JUMPING JACKS**  
playing  
**BANJOE BOOGIE**  
backed by  
**JAZZ LEGATO—Part I**  
**JAZZ PIZZICATO—Part II**  
is going to the Top fast.  
Don't Miss This Nickel Grabber.  
**APOLLO #1085**  
Order it now from your nearest distributor or write APOLLO RECORDS

EXECUTIVE OFFICES:  
**342 MADISON AVE., NEW YORK CITY**

**I'M A LONELY LITTLE PETUNIA**  
(IN AN ONION PATCH)

OP- presents **BILLBOARD TIPS ON TOPS**  
**BLUE SUNRISE**  
**DICK KUHN AND HIS ORCHESTRA**  
**TOP 1162**  
SOME DISTRIBUTOR TERRITORIES STILL OPEN

**TOP RECORDS, INC.**  
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# TALK OF THE TRADE

## Network Operations

**KEN DYKE**, NBC program chief, due back in New York Monday (1) from a vacation at Barbadoes, B. W. I. . . . Norman MacDonnell, who was assigned to the CBS West Coast production staff, has been appointed producer of *Doorway to Life* starting Sunday (29). He replaces Bill Robson, permitting the latter to devote more time to the preparation of new web programs. . . . Edmund Chester, director of shortwave broadcasting for CBS and chief of Latin-American relations for the web, sails March 12 to attend meetings of the High Frequency Broadcasting Planning Committee at Geneva, starting March 22.

Ed Kobak, MBS chief, left New York February 28 for his vacation in Jamaica, and Abe Schecter, Mutual's news and special events chief, back from his. . . First of a series of 10-minute shorts based on *It Pays To Be Ignorant*, CBS airtel, was completed this week at RKO-Pathé studios in New York. Herb Polesie, who produces the radio show, did the film job.

## Station Relations

**FOUR** veterans of WBZ and WBZA, Boston and Springfield Westinghouse stations, were the recipients of 15 and 20-year Westinghouse service buttons at a luncheon presided over by W. C. Swartley, WBZ manager. Men are WBZ-WBZA program manager W. Gordon Swan, announcer Malcolm L. McCormack, night news supervisor John F. McNamara and office manager and auditor Robert S. Halloran.

New York Giants renewed Steve Ellis' *Giants' Jottings* for the third successive year over WMCA, New York, 6:45-7 p.m. nightly. . . . Major Edney Ridge, director of WBIG, Greensboro, N. C., has appointed Houston A. Lawing publicity chief. . . . Bruce Palmer, news director of WKY, Oklahoma City, has been appointed honorary colonel to the staff of James C. Nance, president pro tempore of the Oklahoma State Senate.

**MILTON MILLER**, veteran newspaperman and sportscaster, signed to do a series on soccer, sponsored by the Nunzenmaier Baking Company, over WWRL, Woodside, L. I. . . . Fisher Flouring Mills this week introduced a new kid radio program, *Zoom Sky Patrol*. Aired over KEX, Portland, Ore., the quarter-hour show presents a dual feature for teen-agers—actual pre-flight instructions, plus a daily adventure script. Script is written by Frederick Geirmann.

## Agencies and Clients

**JACK MULVEHILL**, radio and tele talent buyer for General Artists Corporation, California, into New York for a few days. . . . Paul Mowrey, tele chief at American Broadcasting Company, keeping an eye on travel schedules these days. He's planning to leave for Chicago in a few weeks to help web's new video outlet there set up its commercial and programming departments, prior to going on the air around the end of May.

Ralph Austrian, tele director at Foote, Cone & Belding, to Chicago for huddles with Midwestern clients of the agency re early use of video. Austrian, incidentally, looked into a crystal ball about four years ago and delivered an address on economic aspects of theater television currently being borne out. He will make printed copies available free on request. . . . Milton Biow, head of the Biow Company, just back from a trip to the Coast, feeling more definitely than ever that video executives of the future must be culled from spheres of showbiz other than radio. . . . John Hymes, radio time buyer for Biow, who resigned recently, is planning to take an executive post or buy into an out-of-New York radio station. . . . Wick Crider, newly appointed veepee in radio at Batten, Barton, Durstine & Osborne leaving the city for about two weeks. Bob Foreman, in charge of radio commercials, also graduated into a veepeeship.

**SULLIVAN STAUFFER, COLWELL & BAYLES** added three key execs from other agencies: James Kennedy, copywriter, from J. Walter Thompson; James W. Link, art director, from Young & Rubicam, and John McClean Jr., account exec, from Pedlar & Ryan.

## Agencies and Sponsors

Nathan Goldenberg, for two years account executive at Klein & Associates, joins Kuttner & Kuttner Agency in that city in same capacity March 1. . . . Schoenfeld, Huber & Green, Chi agency, starting Midwest radio spot campaigns for Dolly Madison Wine & Fruit Industries, Ltd.

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## Mary Kay and Johnny

Reviewed Tuesday (24), 7:15-7:30 p.m. Style, dramatic; sponsored by Jay Jay Junior, via WABD, New York. Producer, Johnny Stearns; director and technical director, Frank Bunetta; audioman, Tom Batson; videoman, Jack Falato; cameramen, Ed Bezares, Barry Shear; commercial announcer, Howard Fisher; model, Pam Rogers; cast: Johnny Stearns, Mary Kay Stearns, Howard Fisher.

This program comes close to being a model tele show. In detailing the adventures, mainly domestic, of a young married couple, Johnny and Mary Kay Stearns have come up with charming and fresh material, which always takes into consideration that there are cameras taking everything in. It is to be regretted that, after 16 successful weeks on the air for Jay Jay Junior gowns, the sponsor was forced to cancel, following the airtel reviewed, due to the closing of his season. However, DuMont execs, much impressed over the mail pull of the opus, are retaining it on a sustaining basis until another bankroller hoves into sight.

One major objection must be made, however. At times the show got just a bit too cute, Mary Kay squealed a bit too much, her voice broke a little too frequently and her spouse's scripting had a tendency to fall into the dreary old tolerant-husband-with-dumb-wife pattern. None of this is inherent in the show or necessary. The duo had the cleverness to come up with funny situations and good sight gags and didn't have to fall back on pat, corny devices. That a good domestic show can be better without such business is proved daily by radio's *Ethel and Albert*. The stanza caught was built around the inevitable routine on the dinner visit by the boss and his wife.

### Camera Work Fair

Camera work was fair, tho not too imaginative. Some angles were poor, seeming to foreshorten Mary Kay's body and projecting her considerably plumper than she actually is. Performers bore out their legit backgrounds by some excellent thesping, with the exceptions noted.

Commercials, which opened and closed the show, also were excellent video examples. A comely model exhibited samples of the sponsor's dresses, with the camera picking up features being described by announcer Howard Fisher. For the female viewers, a commercial of this sort should have considerable appeal. For the male viewers, the same can be said of the model. Nobody loses.

Sam Chase.

## JUNIOR JAZZ

(Continued from page 14)

unplayed. And apart from the fact that their intonations and nuances make for ear nuisances, this is one musical race where the boys definitely don't finish in a tie.

Rose, in stepping before the camera to introduce each selection, is just as awkward in presence and appearance as the tootlers themselves. Even the drummer boy must have swallowed his gum when it came time for his solo. Moreover, Rose is as much at a loss for words as the boys are in making music.

The visual appeal was just as bad and distorted as the audio. The musicians are huddled together in the corner of the studio, and when the camera tries to get a close-up of the trumpeter's soloing, the trombonist's elbow shows up best on the cathode.

For the sign-off, Rose pays off the boys with a record album by drum beater Sid Catlett and boogie-woogie 88-er Pete Johnson. It was a serious mistake not to play the records, instead, in the first instance. Bad enough that this bit of amateurity sets back television; it also sets back the cause of hot jazz, for which no devotee can forgive.

Maurie Orodener.

## Sunshine Sportsmen's Show

Reviewed Friday (13), 8:55-9 p.m. Style—Sports talk and mov Sponsor, Barbey's Inc., Reading, Pa., S tion WPTZ, Philadelphia. Agency, G & Rogers, Philadelphia. Directed Herbert Horton.

Skedded the quarter-hour before Gillette brings in the boxing match from New York, and aimed solely the male audience in behalf of Premium Sunshine Beer, this *Sportsmen's Show* has the week's maximum video audience to satisfy. And it largely due to the generous use sports newsreel film that it makes for an easy breeze before the pugilists start in with their punching.

Atmosphere is established easily enough with the setting in the d of a learned sports coach where he informally entertains his friend sports over a bottle of the sponsor product and a bowl of pretzels. Bob Carter, air vet and sports writer, the kindly coach, with Bob Courleigh, from legit, his weekly guest.

The label on the beer bottle makes for effective credit backgrounds start, and save for the program fact when the coach pitches hard, the commercial pitch is made by the twosome lapping up several glasses of the lager accompanied by ecstatic comments hardly becoming a sipp of the suds. And what is meant to be a bull session on some sports subject resolves itself into a stodgy question-and-answer period about the subject on hand. Instead of natural flow between two sports enthusiasts well versed in a subject it's the espousing of stilted factua that must have been memorized from the printed pages. In the least, that what this particular chop-chop about dogs and their breeding sounded like to the viewer.

Fortunately, the gabbing is kept down to short intervals with a decided pickup in program pace when the newsreel cut in on two occasions. And for human interest, since the subject matter was dogs, the program caught had the advantage of the movies taken at the Morris and Esse Kennel Club Exhibit at Madison, N. J. Adding a live cocker spaniel adds another touch of realism to the home setting, which is more pleasant to the eye than the ensuing gabfest is on the ears. Maurie H. Orodener.

## WRESTLING

(Continued from page 14)

neither clearly, and dyed-in-the-sweat grunt and groan fans must have been especially annoyed because it was a blatant slough-off of their favorite fare.

Direction also missed screamingly apparent chances for wonderful programming, as is evidenced by failure to direct cameras to catch a close-up of the upper body and face of the super Swedish Angel, a 351-pound monstrosity, who did a Karloff as he relentlessly pursued his hapless victim, dainty 240-pound Harry Finkelstein, around the ring.

Sam Taub obviously knows his wrestling holds, but he's got a lot to learn about TV announcing. Major fault—tho this may be on instructions from impresarios—is that he treats the whole thing too seriously. Ever Henry Wallace knows that wrestling is no longer a noble, uplifting, scientific sport, and for Taub or any other announcer to treat it as such is sheer folly. And Taub's vocabulary and descriptive powers are exceedingly limited. About every other pachyderm to enter the arena was ballyed by Taub as "one of the most scientific wrestlers the game has ever known." And Taub's bow-off line about ". . . and so we bring you another great event as it is taking place, before it becomes history," was as heavy as the Angel, and funnier. Maybe Taub's East Side diction is an asset for this type of show. Wrestling has been, and can be, top tele fare, but it's got to be done a lot smarter than this. Joe Csida.

### Cut That Rug!

DES MOINES, Feb. 28.—Irving Grossman, veteran Des Moines booker, was musing on the current success of the William Brothers now booked with Kay Thompson in big time. "They got me my rug," he commented.

"How's that?" someone asked. "I was just opening my office in 1939 and a date offered me the rug in payment for an act. The William Brothers, who were singing over Radio Station WSO, donated their act so I could get the floor piece."

### 'Philly's Jones Calls Chesps' Suit Part Of Deep-Hued Plot

PHILADELPHIA, Feb. 28.—Add American Guild of Variety Artists (AGVA) complications: Richard Jones, who maintains he is still executive secretary of AGVA's Local despite the fracas between Matt Shelvey and the Associated Actors and Artistes of America (Four A's), charged today that the suit brought last week against him by 12 performers of the 1947 tab-vaude package, *Earl Carroll's Vanities*, was an attempt by rival AGVA factions to discredit his local.

Hy Faine, chairman of the Four A's-AGVA executive committee, was quoted in New York as saying: "We know nothing about the suit and we will have nothing to do with it."

Here, Allen Nickerson speaking for Shelvey, who still heads what Jones refers to as the "faction," stated: The suit entered by performers against Jones has nothing to do with the Shelvey administration."

Jones had said, "The failure of the cast to receive its back pay was because of the willful and delinquent negligence of the Four A's and the so-called director of AGVA, Matt Shelvey."

The suit seeking \$63,637 alleges a failure on Jones's part to help collect back pay or transportation to the West Coast when the show folded in January, 1947.

Part of Jones's defense is that the bulk of the money was due the performers long before they arrived in Philadelphia. Jones also counter-claims that the national AGVA failed to obtain proper bond. He further declares he had collected \$2,536.96 to transport the cast back to California.

### "H'w'd on Ice" Skating East

NEW YORK, Feb. 28.—The Eastern and Southern tour of the 50-peopled *Hollywood on Ice* tees off at Youngstown, O., March 30. The portable ice unit, which has been in existence four years, will come east of Kansas City, Mo., for the first time under the direction of the Galé Agency.

Bob Bundy, of that office, set the deal, including a Honolulu date, June 12.

### Vaude Death Knell Tolls in San Fran

SAN FRANCISCO, Feb. 28.—The stage of the Golden Gate Theater goes dark when the current show folds Tuesday (2). The next day the house will commence a straight pic policy, thereby bringing down the curtain on the last vaude show place in town. The flesh hadn't been expected to fall until the end of March. Manager Jay Golden was mum as to when vaude might return.

# Where Can Niteries Find Hypo?

## Shelvey's AGVA Meetings

NEW YORK, Feb. 28.—The following list shows the cities and dates at which the "educational meetings" sponsored by Matt Shelvey, deposed head of the American Guild of Variety Artists (AGVA), will be held. Purpose of the meetings is to present Shelvey's stand to the rank and file, and set the machinery for the Chicago convention, April 30-May 2 (see story in this department).

Baltimore .....	March 5	New Orleans .....	March 10
Boston .....	February 27	New York .....	March 23
Chicago .....	March 10	Philadelphia .....	March 10
Cincinnati .....	March 12	Pittsburgh .....	March 17
Cleveland .....	March 11	San Francisco .....	Tentative
Columbus .....	March 13	Hollywood .....	Tentative
Detroit .....	March 8	Dallas .....	Tentative
Miami Beach .....	March 3	Buffalo .....	Tentative
Montreal .....	March 19		

## Hold Your Hats, Actors! Now Shelvey AGVA Group Plans Meets & Convention

### No Conventions Till Now, Actors Now Have Two To Go To

NEW YORK, Feb. 28.—A national convention is planned by Matt Shelvey, deposed head of American Guild of Variety Artists (AGVA), for Chicago, April 30-May 2, according to Allen P. Nickerson, national AGVA rep (on the Shelvey side) in Philadelphia. This convention, not to be confused with the one called by the Associated Actors and Artistes of America (Four A's) committee now running AGVA (*The Billboard*, February 28), will also be preceded by a series of membership meetings for "educational purposes." A schedule of the proposed meetings appears in this department.

The purpose of this convention, according to Nickerson, is to decide on a constitution and government for AGVA. Nickerson says that all nominees selected thruout the country by the AGVA membership (prior to Four A's "intervention") are entitled to proceed to the convention with no further selection of delegates from the nominating list. All nominees will be accepted as delegates.

(Prior to Shelvey's deposition, meetings were held and nominees elected who were to vote for delegates to the convention. According to the Shelvey faction, the Four A's seizure of the ballot machinery made this latest procedure necessary.)

Shelvey's data sent by Nickerson to all members and branches, states Chicago was originally named in the autonomous grant of November, 1946,

### Detroit's Wedgwood Drops Flesh for Straight Bands

DETROIT, Feb. 28.—The Wedgwood Room is switching policy to straight dance band, in place of flesh. The spot, opened two years ago as an after-hours dining room, has used a show policy with occasional name-caliber bookings.

The new policy is the result of a change in ops, with James Cox, former manager of the Van Dyke Club, and Charles Costello, orchestra leader, taking over, and Morris Nort, former owner, retaining only a small interest. Cox will function as manager, with Costello bringing his own band in from the Gold Cup Room.

by the Four A's to AGVA as the convention city.

Hy Faine, chairman of the Four A's AGVA executive committee, said about the Shelvey-planned AGVA meet: "Shelvey has no standing and therefore cannot legally hold a convention." Faine also charged that Shelvey's method of selecting delegates is "undemocratic" and "does not truly represent the rank and file members."

## Boston AGVA Backs Shelvey

BOSTON, Feb. 28.—The first of a series of Matt Shelvey sponsored meetings to be held around the country by members of the American Guild of Variety Artists (AGVA) took place at the Hotel Touraine yesterday (27). Arthur W. A. Cowan, counsel for the deposed AGVA head, presided, giving a summary of the differences between the Associated Actors and Artistes of America (Four A's), their current management of AGVA, as headed by Hyman Faine and the former administration.

The meeting was attended by 272 members, as contrasted with the estimated 72 who heard Four A's committeeman Frank Reel speak at the Hotel Bradford February 16.

There was a unanimous vote of confidence in the Shelvey administration and the local representation of Fred Dale. (The executive committee of the Four A's voted February 18 to oust Dale.) At the same time Cowan challenged representatives of the Four A's and its administration to meet him in open debate in Boston, New York or anywhere else in the country.

On five hours notice, he said, he would be ready to argue the case of Shelvey and his administration against the Four A's and before a gathering of the membership.

### Ottawa Niteries To Reopen

NEW YORK, Feb. 28.—The Gattman Room, Ottawa, will reopen March 29 with a three-act show budgeted at about \$750. The spot, snowed in for the winter, is booked exclusively by Sol Tepper.

## Agent Sees It In Percentage Deals for Acts

### Would Stop Throat-Cuts

(Continued from page 3)

Rosenbloom-Chi Latin Quarter hook-up, probably will set the date with the act getting \$1,000 guarantee plus 40 per cent of the gross above the breaking figure, which is the point where all expenses are met and the club starts making money. Rosen claims other agents are percentage-shy because either they do not know how to case a room for equitable percentage returns or they are too lazy to play with simple figures.

### Simple Formula

His formula is simple. The club's capacity, number of shows and minimum charge are multiplied to determine the spot's top gross, if filled, and an average minimum spent per person. From one-half to two-thirds of this figure is Rosen's consideration as the breaking point. On the other hand, an act gambling on the biz should be willing to accept 50 to 60 per cent of its regular salary as guarantee.

Rosen cited two examples to prove the practicality of his theory for both upper and lower-bracket talent. Zero Mostel was booked into the Coronet Club, Philadelphia, two years ago with a \$1,500 guarantee plus 25 per cent over \$10,000. Mostel, who then was in the \$2,000-a-week class, wound up with \$2,750, which became his established fee thereafter. More recently, a Bert Frohman-18 Club deal guaranteed Frohman \$500 plus 25 per cent over \$7,750. Frohman, then being booked at \$800 to \$1,000, walked out with \$1,500 for his end.

### Ops Must Level

Rosen cautions bookers who try percentage deals not to drive too hard a bargain, while the op must, of course, level on the spot's figures. Honesty in the negotiations is more pertinent than the quibbling over the count at the end of the week. A clause in Rosen's percentage-deal contracts gives the agent's auditor permish to go over the club's books, but this has never been necessary to date.

The Copacabana - Beachcomer (See *Where's the Hypo?* on page 43)

## High "Living"

NEW YORK, Feb. 28.—When comic Ed Schaffer played his home town the other day he went to the cemetery to visit the graves of some relatives. With him was the understander of the acro act on the bill, whose forte was brawn rather than brain.

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

"It's a mausoleum where rich people, who die can rest in privacy," answered Ed.

"Must cost around \$10,000." "Ten grand! Fifty would be a closer figure," Schaffer retorted.

"Fifty grand for one room!" mused the skull over skill man. "That's what I call living."

## Chase Club, St. Louis

(Monday, February 16)

Number of shows, two nightly, at 8:30 and 11:30. Manager, Harold Koplar. Publicity, Jeanne Dunaway. Maitre d', Hack Ulrich. Estimated budget this show, \$6,500.

This bang-up revue spotlighting the sweet trumpet stylings of Charlie Spivak and his orchestra rates tops in any league. This is an example of a well-balanced variety show, giving patrons a bit of music, dancing, comedy and vocalizing.

The show opened with a bit of the Spivak theme *Stardreams*, then the band swung into a jump session called *Up and at 'Em* and it sounded just as the title suggests. The Spivak band is at its best on ballads, but bounce numbers showcased the versatility of the ork. The maestro turned his attention to his trumpet solo next, an arrangement of *Jalousie* that showed off the Spivak control of his instrument, his tone and his technique, which is hardly excelled anywhere in the ranks of popular music.

Irene Daye, attractive blonde band vocalist, then did two numbers to a warm reception, *The Gentleman Is a Dope* and *Golden Earrings*. The latter seemed the more suited to her throaty style.

## Paysees Terp


The Paysees, James and Beverly, are a young and good-looking dance team that do the conventional lifts and spins with plenty of aplomb and ease. The attractive couple presented their routines in smooth-as-silk fashion to a fine reception.

Closing the show was clever ventro Paul Winchell, who combined his art with some ace mimicry to score solidly. His Jerry Mahoney dummy routines were fast and funny and his impersonations of Charles Boyer, Edward G. Robinson and Barry Fitzgerald were excellent. A high spot of Winchell's act was his three-way conversation between himself, Jerry and the supposedly articulate microphone.

Upstairs in the Zodiac Cocktail Lounge, piano-playing, mugging Nellie Lutcher packed 'em in for a three-week engagement. *Abie L. Morris*.

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Many thanks to Tony Capri, Artists' Rep. and Booking Mgr. for Club Merry-Go-Round.

All communications to TRI-STATE THEATRICAL AGENCY, or direct to LITTLE SAMSON, HOTEL YOUNGSTOWN, YOUNGSTOWN, OHIO.

## NIGHT CLUB REVIEWS

## Blue Angel, New York

(Tuesday, February 17)

Capacity, 150. Price Policy, \$3.50-\$4 minimum. Owner-operators, Herbert Jacoby-Max Gordon. Booker, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$2,000. Estimated budget last show, \$2,500.

Maybe it was the butterflies in their stomachs caused by opening night (altho all acts were repeats), or possibly the chi-chi mob wasn't in the mood, but the all-over package didn't seem to register as solidly as most bills at this bistro. However, individually the acts had merit and in almost every case were deserving of a bigger reward than they received.

Alice Pearce, doubling from the legit musical, *Look, Ma, I'm Dancin'!* using her full bag of gag-props and slapstick comedy asides, blank-faced her way thru four swell novelty songs. The chirp's high-pitched, bell-clear lung department, coupled with dramatic comedy routining, made for some clever bits which could go over in any type of room. They got off their hands to give her the biggest mitt of the evening, but it rattled no rafters.

Magician Jay Marshall dispensed with most of the large repertoire of tricks he has shown over the past number of years and confined his 10-minute act mostly to anecdotes. His material is refreshingly novel and surprisingly clean. Marshall's tongue-in-cheek droll delivery measured up to his immaculate white tie and tails get-up. They giggled when they should have yocked and they didn't sprain any wrists applauding, but they seemed to approve grudgingly.

Beautiful Josephine Premice did deep-throated Haitian and calypso ballads, using English explanatory intros. Her cute build-ups in English were more entertaining than the non-understandable chants that followed. She got her share of applause.

Ellis Larkin Trio and Hal Cooke's keyboarding filled in the lull between acts.

Songsters Nype and Cote were billed but didn't go on at the late show caught. *Jack Tall*.

## Brook Club, Miami Beach, Florida

(Wednesday, February 18)

Capacity, 300. Price policy, no minimum, no cover. Number of shows, one nightly, at 10:30. Operator, Arthur Clarke. Publicity, Tom Ferris. Booking, non-exclusive. Estimated budget this show, \$10,000. Estimated budget last show \$12,500.

The Vivian Blaine-Desi Arnaz parlay at this swank spot was disappointing. For one thing, a good deal of the Arnaz edge was worn off by the fact that the tootlers, all 13 of them in flashy scarlet tunics no less, were on the stand too much before the show. Secondly, Arnaz's personality had obviously been toned down to go with the atmosphere of the spot, and if it wasn't the real Arnaz, blame the Brook ops who

## Copacabana, Miami

(Monday, February 16)

Capacity, 550. Operators, Murray Weinger and Ben Slutsky. Publicity, Irving Mandell. Booking, Al Beckman-John Pransky. Estimated budget this show, \$12,500. Estimated budget last show, \$3,000.

On top of bringing back the hottest thing in the nitery field—Kay Thompson and the Four Williams Brothers—Murray Weinger was lucky in getting Jan Murray, who, also as a repeater, does one of the best jobs of any comic to play the beach this season—and that's saying a lot.

It's hard to say exactly what makes Miss Thompson's troupe click, but two qualities seem to stand out above everything else—showmanship and imagination. Her showmanship is so slick that the payer has little time to reflect on the gimmicks that make up the act. Her imagination is evidenced in the way she captures audience mood, instead of merely creating it.

## Williams Brothers Socko

The Williams Brothers' precision work is tops. The quartet, fronted by the graceful Miss Thompson, tee off with *Jubilee*, segue into *Suzette* and as Miss Thompson tells the story in song or straight, pungently written descriptives, they act out the story in physical and vocal form. The Broadway number, describing everything from the burly show to a biting satirical take-off on a typical Noel Coward drawing room opus, is brilliant. The whole act—from start to finish—is expertly timed, beautifully paced and leaves the audience cheering, which is something to see in Miami.

Jan Murray tees off solidly. Considering the fact that Kay Thompson was the magnet, Murray's success can be seen in the impression he makes. He has added some routines since his last appearance here that are knockouts; for example, the bit of his going into the legit field.

He's strong all the way. He uses his hands to great advantage to sock across a punch line, which is a knack few other comics have. However, he might watch his occasional relapse into the too-standard, albeit solid, gag; and that occasional indigo touch, tho hardly noticeable, could easily be cut out.

Wally Wanger line opens the show. The Harlem number, with the robust baritoning of Ralph Young, goes big. The gals are all lookers and click in the smartly-paced routine. Betty Jane Smith, again held over, goes over with her fast tap spins.

*Charles J. Lazarus.*

thought the payers wanted it that way.

What Miss Blaine lacked chiefly was an audience know-how which would tell her, for example, not to do any number unrehearsed. Miss Blaine has looks and diction. She also has a voice if she would show it off to better advantage than in the innocuous special material which she did. *Golden Earrings*, on the other hand, which she did with plenty of schmaltz, got the biggest hand. Miss Blaine has possibilities as a nitery attraction.

Arnaz's stint teed off with a concert-like rendition by the ork of Lecuona's *Maleguena* to good response. In fact, the whole show was put on like a concert.

The turn warmed up in *Chickaboom*, *Matador*, *Cuban Cabbie* and other numbers which gradually bring in the Latin American skins and thumping. The ork's finale, with everybody playing some kind of a tom-tom and with Arnaz going wild, brought warm palming.

*Charles J. Lazarus.*

## Club Charles, Baltimore

(Thursday, February 26)

Capacity, 325. Price policy, no cover minimum. Shows at 9:15 and 12:15. Book policy, Sol Tepper, exclusive. Operators, T. Shaw, Lou Shaw and Moe Levy. Publicity, Irving Klein. Budget this show, \$3,200. Budget last show, \$3,200.

Jay Jason, making one of his first appearances in the East, combined with Manor and Mignon to set a pattern for a sparkling layout.

Jason worked very fast, offering a new and refreshing type of material. He did the usual series of impressions, unique in that he skipped most standard ones, to reach even farther back as Joe Penner. With a good talent for ad lib and small talk, Jason worked thru several skits and closed solidly with a patriotic bit on the entertainment highlight.

Manor and Mignon offered a varied routine, featuring beautifully executed lifts and spins. The tea closed with a dance tribute to George M. Cohan, which sent them off with an added recall bit, the marriage step, introduced as a most difficult step affirmed the pleasing reception.

Judy Lynne, pleasing chirp, scored best with a torchy *The Man I Love*. The gal works with solid voice and lots of zip. Also contributing vocally was Gunnar Lind, local lad, who, altho possessing a fair voice, lacked a great deal of stage savvy.

The show was cut ably by Norma Brooks and his ork, and the Wall Wanger Girls (6) rounded out with two neat numbers.

*James A. Carrier.*Sert Room, Waldorf-Astoria  
New York

(Wednesday, February 18)

Capacity, 263. Price policy, \$2 cover after 10:30. Operator, Waldorf-Astoria Hotel. Booking policy, Music Corporation of America. Publicity, Ted Saucier. Estimated budget this show, \$3,500. Estimated budget last show, \$2,250.

The rare wizardry which is part and parcel of every great performance is on display at the Waldorf's Sert Room, where Lucienne Boyer is giving a fine exhibit of sock showmanship. Altho she works virtually completely in French, her delivery, style and craftsmanship are such that almost every number acquires more than one dimension; she could probably do a tune in Hindustani and make it equally as effective and lucid.

Her effectiveness is increased by dramatic showmanship in presentation, as well. A full-length gown centers attraction on her face, spotlighted in most of the numbers against a dark floor. Some of the tunes are done strolling, with a hand mike concealed in a rose corsage; others are down at a standing mike against the bandstand, but either way they add up to the same punch. Her ability is such that even when she fluffed the opening of *Stardust*, sung in English (which she is unable to understand), she managed to convert to her favor rather than contrariwise. Able support is given by Franck Purcell, her violin accompanist, and the Emil Coleman dance crew.

At a reported \$2,500, Miss Boyer should keep the Sert at capacity.

*Jerry Franken.*Philly Rhumba Rm.  
Takes on Fleshers

PHILADELPHIA, Feb. 28.—Marty Goldberg, operating the Rhumba Room in the Chateau Crillon, midtown apartment house, has gone to floor revues for the first time. Since the season's start the room had confined itself entirely to the hip-swaying music brought in for the bandstand.

Starting Monday (1), the new policy sets up a floor spotlight, with Diosa Costello and the De Castro Sisters in the leads. The night also returns Pupi Campo's music to the bandstand.



**Charley Foy's Supper Club,  
Sherman Oaks, Calif.**  
(Tuesday, February 17)

Capacity, 250. Price policy: no minimum, no cover. Owner-operator, Charley Foy. Shows at 9:30 and 11:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$1,600. Estimated budget last show, \$2,500.

Biz along San Fernando Valley's distro lane is spotty, but Foy manages to keep his club in the black by giving patrons a solid, variety-packed show. Current bill, featuring comic Wally Vernon, passes muster all the way.

Vernon is a vastly improved performer, having done much to sharpen his act since his last stint here. His timing is razor-sharp, delivery fast and crisp, and material fresher. Vernon literally came out of oblivion during the past year to build up a strong local following. Best tribute to his comeback is the fact that ringsiders now clamour for special bits and routines which he has developed. His burly of Fanny Brice singing *My Man*, an old Vernon trademark, is still a high spot. Gags pyramid easily, and comic builds for a solid payoff. For final call back, Vernon shifts pace with a serious and straight plea for racial tolerance. Pitch may be a bit out of place on a nitery floor, but it commands attention and rates a big hand.

Another Foy repeater is Eddie Garr, gagster-mimic beginning to register on the Coast. Take-offs are passable and build easily to drunk routine which proves a rib tickler. To some extent, it must be noted that Garr still clings to moth-eaten gags, some of which are inexcusable, especially when dished out to hep Hollywood audiences. Once this is corrected, Garr should have no trouble in the sales department.

Holding down the vocal slot, newcomer Roberta Lee rates plenty of attention. Fresh from the East, lass takes the spotlight with no build-up. Eye-filling brunette has ringsiders with her from the start, dishing out a trio of smart tunes. Style and delivery are on the sultry side, with pipes pitched low, and accent in the torchy vein. With more experience she can develop into a top singing act.

Rest of show are Foy's regulars, including oldster Billy Green, stooge Sammy Wolf and Foy. Routines are the same as they have been for past year but patrons go for them just the same. Abbey Browne's combo continues to hold down terp chores and back show adequately.

Alan Fischler.

**Follow-Up  
Reviews**

**LITTLE ROUMANIA, MIAMI:** Michel Rosenberg has picked himself something of a plum in Irving Grossman and Dinah Goldberg. This duo, whose act has as much class as any comparative strictly English turn, clicks in a session of smart material, slick delivery and solid showmanship. Grossman and Miss Goldberg do individual turns then get together for some yock-garnering comedy songs.

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**New York:**

**Stem Up to 537G; MH 145,  
Cap 98, Para 120, Roxy 130**

**NEW YORK, Feb. 28.**—Skyrocketing to \$536,500, the five Stem flesh-flicker houses had their biggest session in 60 weeks. Not since the New Year's Eve period in 1946, with six theaters on the roster, did the vaudepics enjoy such a field day. The

preeming of four smash bills, including Louis Prima, Vaughn Monroe and Hazel Scott, with Washington's birthday (22) and slick weather were dominating factors in chalking up the top tally. Radio City Music Hall, Paramount, Roxy and Capitol had near-record week-ends, never feeling the effect of a light but steady snowfall on the morning of the holiday. The only holdover was the Capitol, which continued strong with a heavy-weight show topped by Horace Heidt. Music Hall (6,200 seats; average \$115,000) opened to a hefty \$145,000 with Larry Storeh, Paul Franke, William Shriner, Alfred Luizzi and Lawrence Nickol. Pic, *A Double Life*.

**Roxy Racks 130G**

Roxy (6,000 seats; average \$89,000) racked up \$130,000 for the initial week of Hazel Scott, Gil Lamb, Raye and Naldi and the Don Henry Trio, with *Call Northside 777*.

Paramount (3,654 seats; average \$76,000) filled the registers with \$120,000 in the first week for the Louis Prima ork, Dick and Dot Remy, Cathy Allen and *Road To Rio*.

Strand (2,700 seats; average \$40,000) hit a \$65,000 jackpot, with the opening session of Vaughn Monroe and his ork, the Mayo Brothers, the Moonmaids, Frank Fontaine, Ziggy Talent, Madelyn Russell and Eddie Julian. Pic, *My Girl Tisa*.

Capitol (4,627 seats; average \$66,000) followed a stick-out \$98,000 preem period with a \$76,500 session for a total so far of \$174,500, with Horace Heidt's ork, Don Rice and *Three Daring Daughters*.

**Pa. Liquor Board Control  
Over Vaude Investigated**

**HARRISBURG, Pa., Feb. 28.**—The question of whether liquor control in Pennsylvania extends to selection of stage locations for floorshows and other entertainment in night spots is being studied by a legislative committee probing the rules and regulations of the liquor control board.

The investigators will also look into a board ruling which says music in a licensed spot must be toned down so it cannot be heard outside the establishment.

Lawmakers think perhaps the liquor board has overstepped the authority delegated to it by the Legislature in the control of entertainment. The law, however, requires an amusement permit be issued by the board before any entertainment is provided.

Grossman and Miss Goldberg are nicely costumed, with the lad's *I'm Going Home* (a song about Palestine) and the *Wedding Begins*, a take-off of a Yiddish wedding, being played for great commercial appeal.

Blond Nina Carmen registers okay in Russian and Yiddish numbers. She has a fair set of pipes but needs more work to get rid of some of her awkwardness and to develop the little gimmicks that sell a turn.

Rosenberg still plays the host, with his comedy stint along a very broad style getting hefty yocks. His w.k. bit on Shepsel Kanorik going to a baseball game wins a warm palm.

Peter Drew's showcutting is okay except that the crescendo could be diminuendoed.

Charles J. Lazarus.

**MOTHER KELLY'S, MIAMI BEACH:** Gloria King, the sophisticated singer, is solid in a stint that's reminiscent of Lena Horne both in appearance and delivery.

The gal, whose sultry S. A. look goes well with her songs, gives out with *Surrender To My Heart*, *Don't Take Your Love From Me*, *Manhattan Towers*, *Sophisticated Lady*, etc. She's a click.

The other chirper on the bill, Julie Wilson, is an eye filler and clicks in the spicy tunes. Terper Chris Kerrigan, also held over, gets across a nice personality, neat hoofing and a good bit of song selling.

Gene Baylos is still bringing them in, especially during the early morning hours, with a brand of comedy that makes you wonder why this guy isn't at the top. He's really that funny.

The Frank Sorrell Trio's accomps are okay. Charles J. Lazarus.

**Outsider Coming?**

**NEW YORK, Feb. 28.**—Talk among some informed trade sources had it this week that a labor man outside the scope of the entertainment field would be called in to administer the American Guild of Variety Artists (AGVA) until the present tangle is ironed out.

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## SCHEDULE OF NATIONAL MEMBERSHIP MEETINGS

to Nominate Delegates to the

### NATIONAL CONVENTION OF AGVA

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

<b>BALTIMORE Branch Area</b> .....	March 11, 3:00 p.m. New Howard Hotel
<b>BOSTON Branch Area</b> .....	March 8, 3:00 p.m. (Includes Providence, Springfield, Hartford) Bradford Hotel
<b>BUFFALO Branch Area</b> .....	March 12, 3:00 p.m. (Includes Rochester, Rome, Schenectady, Canada) Elks' Auditorium 211 Delaware Ave.
<b>CHICAGO Branch Area</b> .....	March 10, 2:00 p.m. Garrick Theater Bldg. 64 W. Randolph St.
<b>CINCINNATI Branch Area</b> .....	March 8, 7:00 p.m. (Includes Louisville, Indianapolis and adjacent cities) Hotel Gibson
<b>CLEVELAND Branch Area</b> .....	March 10, 3:00 p.m. (Includes Akron, Canton, Youngstown and adjacent cities) Olmstead Hotel
<b>COLUMBUS Branch Area</b> .....	March 7, 2:30 p.m. (Includes Dayton and W. Va. areas) Variety Club 55 East State St.
<b>DALLAS Branch Area</b> .....	March 15, 5:00 p.m. Artists Bldg. 1918 Live Oak St.
<b>DENVER Branch Area</b> .....	March 13, 3:00 p.m. Albany Hotel
<b>DETROIT Branch Area</b> .....	March 10, 3:00 p.m. (Includes Toledo and adjacent cities) Detroit Hotel
<b>HOLLYWOOD Branch Area</b> .....	March 8, 3:00 p.m. El Patio Theatre
<b>HOUSTON Branch Area</b> .....	March 16, 11:00 a.m. Chamber of Commerce 914 Main St.
<b>KANSAS CITY, MO. Branch Area</b> .....	March 8, 7:00 p.m. Continental Hotel
<b>MIAMI BEACH Branch Area</b> .....	March 10, 3:00 p.m. Lord Tarleton Hotel
<b>MONTREAL Branch Area</b> .....	March 14, 3:00 p.m. 1252 Stanley St.
<b>NEW ORLEANS Branch Area</b> .....	March 11, 3:00 p.m. Roosevelt Hotel
<b>OMAHA Branch Area</b> .....	March 10, 2:00 p.m. Rome Hotel
<b>NEW YORK Branch Area</b> .....	March 11, 2:00 p.m. (Includes Newark and adjacent cities in Connecticut) Town Hall
<b>PHILADELPHIA Branch Area</b> .....	March 9, 3:00 p.m. (Includes Reading, Allentown and adjacent cities) Commodore Hotel
<b>PORTLAND, ORE. Branch Area</b> .....	March 10, 3:30 p.m. Labor Temple 1316 S. W. 14th St.
<b>PITTSBURGH Branch Area</b> .....	March 9, 3:00 p.m. Henry Hotel
<b>ST. LOUIS Branch Area</b> .....	March 13, 3:00 p.m. Mark Twain Hotel
<b>SAN FRANCISCO Branch Area</b> .....	March 9, 3:00 p.m. 149 Powell St.
<b>SEATTLE Branch Area</b> .....	March 11, 2:00 p.m. University Bldg. Room 407 1305 3rd Ave.

### ATTEND THE MEETING — NOMINATE — VOTE

Sincerely yours,  
The Four A's AGVA  
Executive Committee

<b>HY FAINE (AGVA), Chairman</b>	<b>DEWEY BARTO (AGVA)</b>
<b>FLORENCE MARSTON (SAG)</b>	<b>A. FRANK REEL (AFRA)</b>
<b>RAY COOK (Chorus Equity)</b>	<b>GEORGE HELLER (AFRA)</b>
<b>ANGUS DUNCAN (Equity)</b>	

1697 Broadway, New York 19, N. Y.

## VAUDEVILLE REVIEWS

### Oriental, Chicago

(Thursday, February 26)

Capacity, 3,200. Price, 95 cents straight. Five shows week-days; six on week-ends. House booker, Charley Hogan. Shows played by Carl Sands's house band.

Two outstanding standard acts, plus a film star who knows her way around a stage, make up the fastest-running package to play this house in many a moon.

Brunet Yvonne DeCarlo, in a Turkish dancing gown, chose a poor tune for opening, the *Habenera* from *Carmen Jones*, but recovered quickly with an oomphy version of *For Every Man There's a Woman*. The well-stacked gal scored heaviest in an exchange with fronter Carl Sands, during which she did snatches of her Oriental terping and a satirical love scene. She worked only nine minutes, bowing off with a version of *Babalu* that rated a better-than-average hand.

Rotund Jack Leonard, working the opening slot, clicked immediately and kept the yocks continuous for 15 minutes. The gagster panicked the packed house with a routine that had unusually good continuity. He keeps interest at a peak. His material was fresh and delivery sock. An encore bit, in which he does a j-bug, won a huge hand.

The King Cole Trio seems to have acquired new vitality with the acquisition of guitarist Irving Ashby, who replaced Oscar Moore. All its numbers, save a closing instrumental, featured Nat's vocalizing. *Baby, I Need You*, a forthcoming Capitol novelty release, got a hand.

Fronter Sands and stage director Will Harris collaborated for the finest presentation job since Sands came in six months ago. Sand's opener utilized a modern arrangement of *Scheherazade*, title song of a recent DeCarlo flicker. Harris worked out a fine harem backdrop and a special Cole Trio backdrop for the threesome's stint. *Johnny Sippel*.

### State-Lake, Chicago

(Friday, February 27)

Capacity, 2,800. Price policy, 95 cents straight. Five shows week-days, six shows week-ends. House Booker, Harry Levine. Shows played by Lou Breese's house band.

Lack of continuity causes this four-act line-up to lose plenty of its marquee allure, with the biggest gap coming between the ballet toe-terping of Carol King and the Hoosier Hot Shot's corn.

Johnson and Owen, good-looking muscle benders, won amazed gasps and laughs aplenty, with an acro turn that incorporates comedy and straight flips and spins on stationary bars.

Miss King would do well to work up a more commercialized approach to ballet. While her dancing is top caliber, an occasional explanatory announcement between numbers or a sequence, telling a story, would make her a better vaude bet.

Phil Regan, a standard name here, went thru his usual brace of standards, pops and Irish ditties to reap good response all the way.

The Hoosier Hot Shots, who established themselves as top local names as members of the WLS *Barn Dance*, haven't changed their routine noticeably during their four-year absence. Hezzie and his slide whistle and washboard, bristling with trick, tuned horns, takes the comedy spotlight, with the other boys joining in on the vocals and some of the comedy. Four-some's material, however, has been sharpened up for general vaude consumption considerably, with the tunes still hitting with their established farm fans. Their West Side of Chicago opener got them off to a good start and the lads scored a huge hand at closing. *Johnny Sippel*.

### Hippodrome, Baltimore

(Thursday, February 26)

Capacity, 220. Price policy, 40 to 70 cents. Number of shows, four daily. House booker, Mickey Aldrich. Show played by Jo Lombard and house band (12).

Altho the bill is a little top heavy; on the vocal side, there is enough contrast in styles to shape it up a excellent variety.

Jackie Gleason did his standard quickie impressions to a big mitt. The radio commercial routines are most gags were especially good, altho he forgot the punch line to some Gleason's easy and unhurried manner had the crowd with him, and he drew a big hand.

After a medley by Jo Lombard and the house band featuring Mitchell Day at the drums, Elton Brit took over.

### Too Many RCA Plugs

The cowboy singer did several numbers which were well received but the numerous RCA Victor recording plugs could be omitted. This minor fault, however, is overshadowed by Britt's competent vocals and yodeling, which gained him a nice mitt.

In contrast, Paula Bane, attractively white gowned, offered a couple of nice ditties including *Golden Earrings* and highlighted by a nifty novelty, *If I Were President*, filled with laughs which got her off solid. The chirp also does a cute straight bit with Gleason which even broke up the band.

The Four Macks closed with a top skating act. The lad and three femmes worked at breakneck speed and drew applause on each routine. The wind-up, with a breathtaking double neck swivel, drew plenty of gasps from the audience.

Pic: *If You Knew Susie*.  
*James A. Carter*.

### Olympia, Miami

(Wednesday, February 25)

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

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

Topped by Connee Boswell, who after all these years still shows herself to be a sock balladeer and seller of pop tunes, the parlay includes the sure-fire novelty turn of Arthur La Fleur, the human top, top-flight tapstering of Hal Leroy and the tasteful comedy of Lou Saxon who also handled the emsee chore in commendable fashion.

Miss Boswell, who looks as great as she sounds, still shows up with pipes whose timbre could be envied by many performers. She was tastefully gowned and paced her stint to good effect. Miss Boswell's showmanship plus her natural talent sold her. Her balancing of oldies plus the newer items gave everybody in the theater reason to respond with warm palm whacking.

Hal Leroy clicked solidly in his terped turn which was aided and abetted by an affable and clicko personality. There was nothing studied about his act and he still retained that boyishness which is always commercial in a family house. Had to beg off.

Lou Saxon came up with a series of nicely told stories and gagging that were free of any double entendre. His stuff registered for healthy laughs and he provided a good atmosphere for the other performers.

Arthur La Fleur was, as usual, good for a solid mitt in a stint which took him practically into the wings. His spinning bit was sure-fire.

Considering the fact that the pic, *Green Dolphin Street*, is heavy drama, the performers rate a nod for selling the show the way they did.

Les Rhodes house ork cut the show nicely. *Charles J. Lazarus*.

**Adams Theater, Newark, N. J.**

(Thursday, February 26)

Capacity, 2,000. Price policy, 50 cents-\$1. Number of shows, five daily. House booker, Mickey Aldrich. Show played by band on bill.

Judging from standees on opening day, Stan Kenton rules the roost in drawing power at this house. Two standard acts, Pat Henning and Meribeth Old, fitted snugly into the Kenton aggregation to round out a powerhouse bill. The only kinks were the brass-heavy beats drowning out band canary June Christy. The chirp had them wrapped up all the way and begged off.

The Kenton book didn't vary much from the ork's stand at the Paramount, N. Y., two months ago. Their *St. James Infirmary* routine with nearly all the sidemen breaking up Kenton's vocal pitch had the house in stitches. Riff brass bleats in the skillfully arranged *Peanut Vendor* number had the mob swaying in their seats. Milton Bernhart's tramping of *Collaboration* and the *Artistry in Bass* solo by Eddie Safranski, possible show stoppers on a concert stage, got mild receptions but didn't seem to slacken the pace of the show.

**Pat Henning**

Pat Henning's raspy voice almost got him into trouble at the start, because it was a strain to hear him clearly, but the clever comic pulled out quickly with a slight change of tone, talking slower, and from there on it was a shoo-in. Selling with a regular-guy delivery, his constant rapping of the management caught howls with every mention. The take-offs of the flicker names, using quickie sounds for complete impressions, made for a novel impersonation act.

Acro-contortionist Meribeth Old, working on a raised platform, displayed several mitt-getting stunts. The gal did a variety of waist bends and closed strong with a no-hand pinwheel.

This stand marks a break in Kenton's 60-day concert tour of one-nighters in which he set a new pop-house gross mark of \$8,800 at Carnegie Hall, February 14 (*The Billboard*, February 21).

Pic, *Smokey River Serenade*.  
Jack Tell.

**WHERE'S THE HYPO?**

(Continued from page 39)

(Miami) cut-throat tactics to snare the resort biz was the example given by the agent who believes such squabbling is the cause of dented profits. This 10 percenter, who preferred to remain anonymous for obvious reasons, claimed that op Murray Weinger, of the Copa, would be glad to sit down and iron out the sitch with Ned Schuyler, of the B'comber, and possibly come to an understanding where both spots could make a buck.

Leon Newman, of Mark Leddy's office, brushed off present conditions with a plea for new faces to give biz the needed shot in the arm. Newman also maintained that any act capable of doing biz at the b.-o. is deserving of naming his own figure.

**IN SHORT**

**New York:**

With Maxim's, Casa Seville and The Boulevard dropping their shows for just week-end entertainment, the rumor is strong that The Embassy will soon follow suit. Some Stern spots operate with skeleton crews on weekdays and double over week-ends. . . . Ebony Club's Dickie Wells back at his Stern stand after a session in St. Luke's Hospital for ulcers. . . . Stripper Marie Cord at the Nocturne being billed as a sure cure for the fuel shortage.

Add club name changes: Bayou to Ha, Ha, and Onyx to Frances Faye (maybe). . . . 19th Hole in Village looking to steal some of the 52d Street play with no less than three strippers, Jai Alia, Andree and Renee Scott on one bill. . . . Neil Stanley is in Presbyterian Hospital, Newark. . . . There are 1,800 fewer liquor license applications this year but the cabaret applicants didn't vary much.

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

Moe Gale signed Jane Pickens to a three-year personal management contract. . . . Continental Artists Corporation will move to larger quarters March 5. . . . Louise Howard postponed a Rochester, N. Y., date to pinch hit for Connie Sawyer at Ruban Bleu and Paul Drake at the Vanguard. . . . A coming-out party at the Little Club launched Johnny Blane, singer, February 26. . . . Jack Lenny now with Harry Romm Agency. . . . Liberace at the Statler, Boston, uses a piano insured for \$150,000. . . . Joe Roth is getting feature billing at the new Scala vaude house in Berlin.

**Chicago:**

Ames Brothers (formerly Amory Brothers) are now handled by Lou (Leeds Music) Levy and will open at the Harem. . . . Dave Apollon has a new personal manager, Jack Bartell, Ben Burke, his ex-p.m., handled him for the past 22 years. . . . Galenti and Leonarda will have a new Leonarda. She's Annie Laurie, who came out of the Harem line. The new team is now breaking in its act.

L. Robert Broder, executive secretary for the Artists Representatives' Association (ARA), on a six-week tour of branches and individual members in Chicago, Omaha; Kansas City, Mo.; Denver, and Los Angeles. On his way back Broder will attend the Chicago election meeting March 11. . . . Louis Basil and his ex-Loew's State ork went before an executive board meeting of the American Federation of Musicians, Local 802, to determine their exact status. Cerutti's piano duo, Carter and Bowle, set for an April concert debut at Times Hall.

**West Coast:**

AGVA has reopened its Phoenix office, with Mac MacCready in charge. . . . Virginia Maxey, ex-Modernaires thrush, and currently a nitery single, pacted by Paramount Pix for featured spot in next technicolor musical short. . . . The Three Lind Brothers set new house record at Nicolet Hotel, Minneapolis. At the Empire, Milwaukee, trio was given a silver cup for their terrific job by the Schroeder Hotel chain. . . . Travers Laskey, former special material writer for Mickey Rooney, will do writing stint for Steve Gibson's Red Caps, currently at Larry Potter's Supper Club.

Fred Elswit, William Morris act booker, branching into video to represent Morris acts on local video loop. . . . Danny Thomas ends his record-breaking date at Slapsy Maxie's in few weeks, and may be followed by bill featuring Tony Martin, Jackie Miles, and Nicholas Brothers. . . . Deep River Boys invade Coast next month for stint at Larry Potter's Supper Club. . . . Radio comedian Alan Young dickered for a vaude date at London's Palladium this summer. . . . Sophie Tucker's life story under discussion again by MGM as pic possibility. . . . Pearl Bailey pacted by Paramount for stint in forthcoming pic, *Isn't It Romantic*.

**Philadelphia:**

Paul Mohr, emcee, is in Naval Hospital. . . . Walter Palumbo, operating Frank Palumbo's Theater-Restaurant, is South Philadelphia chairman for the 1948 Cancer Crusade. . . . Eddie King, owner of the Bridge Street Supper Club, has sold out, reportedly to the original owners, and is now negotiating for a midtown spot. . . . Club 421 switched to Negro policy Monday (23), teeing off with Viola Watkins and Beulah Frazer Quartet, booked thru Cliff Martinez Agency.

Alan Gale skedded to stage his own minstrel book show this summer at the Club Avalon, Wildwood, N. J. . . . Marty Bohn staging a switch on the amateur night by launching professional tryout nights at his Nut Club, Wildwood, N. J., winners getting a week or more bookings at the club this summer. . . . Jimmy Lavin sold his Marine Grille to go to Long Beach, Calif., where he intends to open a spot.

**Here and There:**

Betty Phillips, manager of Compo Inn, Bridgeport, Conn., and former assistant manager at the Longshore Country Club there, has purchased Cobb's Mill Inn, on Old Mill Road, Weston, Conn., from William Sperry, of Ridgefield, Conn., for \$125,000. The inn, under the new management, reopens May 1. Miss Phillips will continue to operate Compo Inn.



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# Meggers' Melon Slices Thick

NEW YORK, Feb. 28.—The dominant position of directors in the production scheme on Broadway was pointed up this week by the disclosure that George Abbott will get a fee of \$5,000 plus 3 per cent of the gross and 15 per cent of the profits for staging Benn W. Levy's comedy, *Clutterbuck*, for producer Roland Haas. This fee has been topped this season by both Joshua Logan, who directed *Mister Roberts*, and Elia Kazan, who did *Streetcar Named Desire*.

Backers, confronted with the heavy demands of directors, point out that the megger is doing more of a job than the producer and argue therefore that the producer should have his percentage shaved to compensate.

*Clutterbuck* will star Judith Evelyn, with Binnie Barnes also a possibility for a featured role. It ran 14 months in London. Rehearsals are skedded the middle of March.

# Equity May Cut Screening Fee

NEW YORK, Feb. 28.—Actors' Equity Council met Tuesday (24) and considered implementing its picturization clause and revising the rates downward so as to make more screening of legit plays feasible. To make films out of legit scripts, managers must now pay one week's wages to the cast for each day's work.

The union is afraid customers will shoot films of plays, especially when viewing operettas out-of-doors. It would like producers to instruct ushers to watch that patrons do not take 16mm. films with their cameras.

The labor org's lowering of the one week's salary cost might prove encouraging to people interested in filming legit. Agnes De Mille wanted to take pictures of dances from *Allegro* for guidance on her London production of the show. However, the rate was so high she didn't find it worthwhile to do the filming.

# "Sammy" Prepped As Stem Musical

NEW YORK, Feb. 28.—Martin Gosch has a musical version of Budd Schulberg's novel, *What Makes Sammy Run*, on his fall production schedule. No writers or performers have been signed yet.

The show is figured to be in the *Pal Joey* vein and if successful may presage a swing away from the current type of musical. Gosch's last production was *Gentleman From Athens*.

# Mister Boffo!

NEW YORK, Feb. 28.—The most solid smash hit to play the Stem in years is *Mister Roberts*. In two weeks its advance sale will hit \$500,000. Its mail order sale each day is \$2,000. It has six men working on the sale of tickets. Each day it takes in 13G—three times the value of capacity-house seats for any performance.

There are no ork seats available, except for matinees, until May. The show has been getting a terrific press and this week will see articles in *Newsweek*, *Life*, *The New York Times* and *Time* magazine. The black market price for ork seats is now \$19.85 each.

BROADWAY SHOWLOG		
Performances Thru February 28, 1948		
Dramas		
	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	101
Antony and Cleopatra (Martin Beck)	11-26, '47	109
Born Yesterday (Lyceum)	2- 4, '46	872
Command Decision (Fulton)	10- 1, '47	173
For Love or Money (Henry Miller)	11- 4, '47	135
Happy Birthday (Plymouth)	10-31, '46	552
Harvey (48th Street)	11- 1, '44	1,406
Heiress, The (Biltmore)	9-29, '47	177
Man and Superman (Hudson)	10- 8, '47	165
Medea (Royale)	10-20, '47	139
Mister Roberts (Alvin)	2-18, '48	13
Skipper Next to God (Playhouse)	1-30, '48	35
Strange Bedfellows (Morosco)	1-14, '48	53
Tonight at 8:30 (National) First one-acters	2-20, '48	7
Winslow Boy, The (Empire)	10-29, '47	141

Musicals		
	Opened	Perfs.
Allegro (Majestic)	10-10, '47	163
Angel in the Wings (Coronet)	12-11, '47	92
Annie, Get Your Gun (Imperial)	5-16, '46	748
Brigadoon (Ziegfeld)	3-13, '47	404
D'Oyly Carte Opera Company (Century Theater)	12-29, '47	72
Finian's Rainbow (46th Street Theater)	1-10, '47	493
High Button Shoes (Century)	10- 9, '47	164
Look, Ma, I'm Dancing (Adephi)	1-29, '48	36
Make Mine Manhattan (Broadhurst)	1-15, '48	52
Oklahoma (St. James)	3-13, '43	2,220

ICE SHOW		
	Opened	Perfs.
Ice-time of 1948 (Center)	5-23, '47	319
OPENED (Week of March 1, 1948)		
Tonight at 8:30 (National)	2-23, '48	4
Second series of one-acters.		
Where Stars Walk (Mansfield)	2-24, '48	7
Me and Molly (Belasco)	2-26, '48	4
CLOSED		
Hedda Gabler (Cort)	2- 4, '48	8
(Sunday) 29		
COMING UP		
Linden Tree, The (Music Box)	3- 2, '48	
Hallams, The (Booth)	3- 4, '48	

# 4 More Weeks and Hartmann Show Will Be Off the Nut

NEW YORK, Feb. 28.—Sherman Ewing's production of *Angel in the Wings* is four weeks away from getting off its nut. The Grace and Paul Hartmann starring vehicle which cost 125G to produce is grossing close to 27G weekly and returning about \$6,200 each week to its backers.

*Angel* breaks even at about \$18,000. The revue has three song hits in it which help in a great measure to sell the show. They are *Civilization*, *The Thousand Islands Song* and *The Big Brass Band From Brazil*. Ewing has signed Bob Hilliard and Carl Sigman, the writers of the score, to do a musical, titled *Give It Back to the Indians*, next season.

# Diana in 'Joan' at Ft. Worth

FORT WORTH, Feb. 28.—Diana Barrymore played here Tuesday (24) in *Joan of Lorraine*. Three-fourths of the Majestic Theater's 1,200 seats were filled. Prices ranged from \$3.25 to \$1.65.

# 'Widow' Slumps At Detroit B. O.

DETROIT, Feb. 28.—Production of *The Merry Widow*, with Dorothy Sandlin and Wilbur Evans in the lead roles, proved mildly disappointing in the third week of the Detroit Civic Light Opera season, with a gross of \$40,200. This is considerably under the smash \$54,800 racked up in the first week by *Rose Marie*. Attendance, however, was 24,000, slightly higher than the preceding week, when the gross was some \$2,000 more—evidence that the public is switching toward buying the cheaper seats.

The condition reflects an increasing slump in Detroit showbiz generally, with the better priced seats no longer in premium demand. Results of a 250,000 unemployment figure—offshoot of a temporary gas shortage during the cold spell—are now being reflected in smaller pay envelopes.

*Music in the Air*, with Evans and Irra Pettina, was just about holding its own this week and is likely to come out just under \$40,000.

# Jouvet Troupe Set for Tour

PARIS, Feb. 28.—In spite of the tremendous Paris success Louis Jouvet and his troupe are having with Moliere's *Dom Juan* at the Theatre d'Athenes, the whole company leaves for Egypt March 4, the first leg on a long foreign tour. Plays by Moliere, La Fontaine, Giraudoux and Jules Romains will be done in Italy, Austria, Germany and Poland.

During their absence, Pierre Blanchard will take over Jouvet's Athenes with Marcel Archard's *We Will Go To Valparaiso*. In the cast with Blanchard will be Simone Renant, Jean Toulout, Georges Lannes, Jean d'Yd, Jean Lanier, Laurence Aubray, Germaine Michel, Dominique Brevan and Yvette Andreyor.

# Barn Mgrs. Dump Gripes on Equity

NEW YORK, Feb. 28.—The summer stock managers presented a long list of gripes to the augmented Actors' Equity Barn Theater Committee yesterday (27) over the new hay-loft regulations to go into effect this season. The hot-weather legit operators asked that the rule which they considered favoring package shows by eliminating a resident company of six actors be erased, as well as the provision for a rehearsal pay of \$20 a week also be reversed.

Managers also wanted rephrasing on several provisions of the new regulations, such as withholding taxes and housing, and asked that Equity make stars arrive on time for their shows with their directors. The augmented stock committee will bring the matter before the Equity Council next Tuesday (2).

# Barnard Loses Appeal

NEW YORK, Feb. 28.—Actors' Equity Council turned down an appeal by Harold Barnard, producer of *Doctor Social*, Tuesday (24) from a decision by union execs that he pay an additional six performances' pay to Dean Jagger and Al Shean. Both actors had run-of-the-play contracts under which they were supposed to get a week's notice when the show closed.

The notice was posted Friday (13). *Doctor Social* closed Saturday (14), and thus the Equity execs ruled the thespes were owed the six performances' salary. Jagger was receiving \$750 weekly plus percentages if the play clicked.

# Out-of-Town Opening

## SLEEP IT OFF

(Opened Monday, February 16)  
METROPOLITAN THEATER, SEATTLE

A new play by Lyford Moore and Harlan Thompson. Staged by Paula Stone. Sets, Philip S. Raiguel. Costumes, De De Johnson, Jacques of Hollywood, and Brooks, of New York. Company manager, John J. Garrity Jr. Stage manager, Robert Gray. Press representative, A. J. Clarke. Presented by James Ellison and Michael Sloane.

Eddie Liggett.....Jackie Cooper  
Wuthering Spengler Jr.....Glen Vernon  
Hannah Davis.....Ann Corio  
Dan Siller.....Bill Henry  
Clem Pearson.....Wally Pindell  
Dr. Hamilton Tweed.....Jan Arden  
Betsy Tweek.....Caren Marsh  
Paul Mason.....George Reynolds  
Carol Gibson.....Jan Erhard  
Siggy Malone.....Vince Barnett  
Mrs. Wuthering Spengler Sr.....Kathryn Sheldon  
Capt. Walliser.....H. Phillip Chambers  
Gertie.....Virginia Cox

If a first-night Seattle preem audience is any indication, *Sleep It Off* should be set for every kind thing, west of the Stem. With careful handling it might turn out to have the gravy draw of a second *Separate Rooms*. But it's not for Broadway. *Sleep It Off* is pure trade, with an eye on the Chicago spring. The positive side of *Sleep* is two fold—the well-paced firecracker direction of Paula Stone and the surprising emergence of Jackie Cooper, the show's star, as a sure-fire comedy juvenile.

The plot, which often weaves in far too many directions, purports to show the harried shenanigans in the Fiji fraternity house, where the hypnotism of a visiting bubble dancer conflicts with the college's efforts to raise dough for the alumni fund. This involves such diverse carryings-on as a partial strip tease, the partial seduction of Bristol College's president and the slapstick efforts of gatman Siggy Malone to pilfer the 10 grand in question. These complications threaten not only the scholastic future of the frat's idea boy, Eddie Liggett, but also come near to putting the kibosh on two terribly typical college romances and one seemingly impossible marriage. All the loose ends are finally tied up in the most obvious ways.

## Barly Humor

Author Harlan Thompson aims for socko type situations and often plain burly humor to carry the main load of the farce. Sometimes he makes it.

James Ellison and Michael Sloane have assembled a cast of energetic and generally capable youngsters. The leading trio of Cooper as Liggett, Vince Barnett as Siggy, and Ann Corio as the stripper, pull most of the guffaws. In its less jerky moments Barnett's characterization is ingenious. La Corio is, as always, la Corio, and nobody in the audience seems to make any vehement objections. Glen Vernon makes the most of his scenes as the rather studious fraternity patsy, while Bill Henry, Caren Marsh and Jan Erhard handle the romantic burdens successfully.

Structural defects and at times blatant implausibility crop up in *Sleep It Off*, especially in the first act. But the direction of Miss Stone and the playing of Cooper may give *Sleep It Off* a hinterland success not entirely undeserved.

Philip S. Raiguel's set is adequate.  
Wil Stevens.

# "Menagerie" for Springfield

SPRINGFIELD, Mass., Feb. 28.—*The Glass Menagerie*, starring Helen MacKellar, is booked for the Court Square Theater March 1-2, at \$3 top, under presentation of the Playgoers of Springfield. Another Playgoers presentation at the same house will be *There Goes the Bride*, featuring Ilka Chase and Robert Alda, March 3, also at \$3 top.

**TONIGHT AT 8:30**  
(2d Bill)

(Opened Monday February 23)

**NATIONAL THEATER**

Second group one-acters by Noel Coward. Staged by Noel Coward. Sets, George Jenkins. Dances, Richard Barstow. Musical direction, Frank Tours. Company manager, Chandos Sweet. Stage manager, Robert Linden. Press representative, Harry Forwood. Presented by Homer Curran, Russell Lewis and Howard Young.

**HANDS ACROSS THE SEA**

Walters ..... Sarah Burton  
Lady Maureen Gilpin ..... Gertrude Lawrence  
Commander Peter Gilpin, R.N. .... Graham Payn  
Lieut. Commr. Alstair Corbett, R.N.  
..... William Roerick  
Mrs. Wadhurst ..... Valerie Cossart  
Mr. Wadhurst ..... Philip Tonge  
Mr. Burnham ..... Booth Colman  
The Hon. Clare Wedderburn ..... Norah Howard  
Major Gosling ..... Rhoderick Walker

**FUMED OAK**

Doris Gow ..... Gertrude Lawrence  
Mrs. Rockett ..... Norah Howard  
Elsie ..... Valerie Cossart  
Henry Gow ..... Philip Tonge

**SHADOW PLAY**

Lena ..... Valerie Cossart  
Victoria Gayforth ..... Gertrude Lawrence  
Martha Cunningham ..... Norah Howard  
Simon Gayforth ..... Graham Payn  
Hodge (Dresser) ..... Booth Colman  
Sibyl Heston ..... Sarah Burton  
Michael Doyle ..... William Roerick  
A Young Man ..... Rhoderick Walker  
George Cunningham ..... Philip Tonge

SONGS:  
Then, You Were There; Play Orchestra, Play.

For the alternate bill of Noel Coward's one-acters Gertrude Lawrence and company have picked that trifling Mayfair comedy of errors, *Hands Across the Sea*; the tragic-comic, lower-middle-class domestic rebellion of *Fumed Oak*, and the dream-fantasy about a divorce in the West End's upper social brackets, *Shadow Play*. As a further showcase for the Lawrence versatility, they are good selections.

*Hands*, of course, gives the star a chance to indulge in the Cowardesque, brittle, cross-fire chit-chat which she has made particularly her own. However, despite the perfection of Coward's direction, his jibe at pre-war London globe-trotters, who invite odd hosts and hostesses to drop in on them at home and then forget who they are, is pretty thin going. The bloom is off the Mayfair peach. But the lady has a way with such trifling matters and she gets particularly amusing support from Philip Tonge and Norah Howard.

**"Shadow Play"**

*Shadow Play*, which also falls within the high society brackets, also seems a bit dated after the lapse of a dozen years. Concerning as it does a West End couple who are about to split up and an overdose of sleeping pills on the part of the wife, the bulk of it is in dream form, wherein the lady relives the halcyon days of her courtship to the accompaniment of dance and song. This is a natural for la Lawrence to revive her musical comedy technique. With an able assist from Graham Payn, she sings the somewhat cloying numbers which go with the piece and trips as nimbly gracefully thru a ballroom sequence as of yore.

But by far the best item on the bill is the revival of that wryly unpleasant comedy, *Fumed Oak*, wherein a poor worm of a badgered husband finally turns on a nagging wife, a horrible child and a bitch of a mother-in-law to walk out on the whole bedraggled outfit. It is delightful to see and hear the Lawrence take the leap from a swank Mayfair matron to a South London whining slattern. She makes *Fumed Oak* seem timeless. Philip Tonge is terrifically, if unpleasantly, funny as the bedeviled husband, and Valerie Cossart and Norah Howard are brilliantly right as the sniveling brat and the stinker of a grandmother, respectively. Together, they make *Oak* the gem of the Coward collection.

Hereafter the first bill, *Ways and Means*, *Family Album* and *Red Peppers* (previously reviewed) will be offered Monday, Thursday and Saturday evenings and Wednesday mat-

**BROADWAY OPENINGS**

**ME AND MOLLY**

(Opened Thursday, February 26)

**BELASCO THEATER**

A comedy by Gertrude Berg. Staged by Ezra Stone. Setting, Harry Horner. Costumes, Rose Bogdanoff. Music arranged by Leon Engel. Lighting, Leo Kerz. Company manager, Richard Highley. Stage manager, Mark Forbes. Press representatives, Kati Bernstein and Henry Senber. Presented by Smit and Felgay and Herbert Kenwith in association with David Cummings.

Max ..... Henry Lascoe  
Joe ..... Michael Enserro  
Mrs. 2-C ..... Paula Miller  
Cousin Simon ..... Louis Sorin  
Mr. Mendel ..... David Opatoshu  
Vera Wertheimer ..... Margaret Feury  
Piano Man ..... George Spelvin  
Mrs. Gross ..... Sarah Krohner  
Mike ..... David Burke  
Mrs. 3-C ..... Bessie Samose Blumstein  
Jessie ..... Phyllis Livermore  
Mrs. Ellenbogen ..... Sally Schorr  
Hymie ..... Arthur Cassel  
Benjy ..... Charles Furman  
Milty ..... Herbie Hahn  
Molly Goldberg ..... Gertrude Berg  
Uncle David ..... Eli Mintz  
Sammy Goldberg ..... Lester Carr  
Rosie Goldberg ..... Joan Lazer  
Mrs. Siegel ..... Bertha Walden  
Jake Goldberg ..... Phillip Loeb

It is less than improbable that Gertrude Berg's stage saga of the Goldberg family, *Me and Molly*, will rack up in the success bracket. The doings of the Goldberg family were evidently listener-entertainment with a record of some 16 years on the air waves. There will doubtless be plenty of the family's armchair fans who will yen to see them in the flesh and blood at the Belasco.

Nor will they be disappointed, because Mrs. Berg has concocted a plot about the Goldberg domestic matters in a Bronx flat (circa 1915) that is as cornily soap operesque as any sequence that took a month to put across on the air. *Molly* is not a good play by any acceptable standards—in fact, it isn't a play at all, but rather a series of episodes strung together in radio serial form. But with all its strictly off-the-cob hokum, Mrs. Berg has managed to bring her proteges to life with an affectionate, simple warmth and naturalness which redeems some pretty sticky doings. There is considerable gentle laughter in it and some touching moments. It is certainly not pointed at a critical intelligentsia, but for the average customer in search of folksy entertainment packing a smile and a tear it should have a definite appeal.

**Potpouri**

Mrs. Berg goes back to the Goldberg's early struggles. Matters at the Belasco concern Papa Jake's efforts to break loose from a hired hand's stint in the garment trade and get into business for himself. Uncle David is in it. Daughter Rosie is in short skirts and starting piano lessons. Son, Sammy, is prepping for his bar mitzvah. There is a garment cutter who wants to be a druggist and a romance between him and a piano teacher. There is a mean cousin who wants to keep papa a wage slave, and plenty of neighbors. Molly Goldberg moves serenely thru these elements, kindly, sympathetic, but a tigress when aroused by the cupidry of the rich cousin. At the finish, despite all obstacles, it looks as tho papa is going to realize his dream. And that's *Me and Molly*.

For a role of its kind Gertrude Berg's Molly is a small masterpiece of underplaying. Philip Loeb is excellent as the mercurial Jake and young Lester Carr and Joan Lazer are fine as the kids. There is also a top contribution from Eli Mintz as the always kindly and understanding Uncle David.

Harry Horner's multiple interior gives with the atmosphere of an East Bronx flat and Ezra Stone's staging of the proceedings in it are likewise excellent. **Bob Francis.**

The second group will have showings Tuesday, Wednesday and Friday evenings plus Saturday (mat). **Bob Francis.**

**HEDDA GABLER**

(Opened Tuesday, February 24)

**CORT THEATER**

A drama by Henrik Ibsen. Translated and staged by Eva Le Gallienne. Scenery by the Martin Turner Construction Company. Stage manager, Thelma Chandler. Miss Le Gallienne's costumes by Felene Pons. Press representative, Maurice Turet. Production supervised by Margaret Webster. Presented by Louis J. Singer and the American Repertory Theater.

Miss Juliana Tesman ..... Marion G. Evensen  
Berta ..... Merle Madden  
George Tesman ..... Robert Emhardt  
Hedda Tesman (His Wife) ..... Eva Le Gallienne  
Mrs. Elvsted ..... Emily McNair  
Judge Brack ..... Herbert Berghof  
Eilert Lovborg ..... Efram Zimbalist Jr.

In spite of the heroic efforts of Eva Le Gallienne to inject life into *Hedda Gabler*, the script remains more suited to library shelves than the stage. Ibsen's classic, a trail blazer in its day, is now sadly dated with characters all of which have been seen a dozen times and in a far from interesting situation. The theme is taken for granted, the times call for a different kind of affirmation and the modern school of scripting gets more drama from its plays.

Where the script does gain is from an unusually perceptive portrayal of the title role by Miss Le Gallienne. The actress has never been better and her interpretation, at first strange because of her utter contempt for her newly married husband, gains as we understand her unhappy, frustrated personality. She gets laughs, she gets pity, she gets our contempt and, indeed, she terrifies us. Nevertheless, the actress is slightly too old for the part, unless she were to cast the other characters older.

Robert Emhardt registers as dry-as-dust George Tesman, the husband, whose character is revealed before the first act is concluded. As the evil Judge Brack, Herbert Berghof gives a consistent, understandable portrayal of a despicable man. Emily McNair handles herself well as Mrs. Elvsted, Hedda's conqueror in the battle to regenerate the scholar, Eilert Lovborg. Unfortunately, this latter crucial role which could have added some much needed color to the play was not well delineated. Eilert should have been an explosive, heady personality but Efram Zimbalist Jr., unfortunately, has a different thesping style. In smaller parts both Marion G. Evensen and Merle Madden bolster the production.

Miss Le Gallienne's direction was more than adequate, altho it could have used more pace. Costumes by Helene Pons were in keeping with the times and showed Miss Le Gallienne to advantage. **Leon Morse.**

**ROUTES**

**Dramatic and Musica.**

- Annie, Get Your Gun (Music Hall) Cleveland.
- Blossom Time (Shubert) Philadelphia.
- Burlesque (English) Indianapolis, 1-3; (Hartman) Columbus, O., 4-6.
- Carousel (Opera House) Boston.
- Chocolate Soldier (National) Washington.
- Dunham, Katharine (Studebaker) Chicago.
- First Mrs. Fraser (Shubert) New Haven, Conn., 5-7.
- Harvey, with Joe E. Brown (Auditorium) Memphis, Tenn., 3-6.
- I Remember Mama (Town Hall) Toledo, O., 1-3; (Palace) South Bend, Ind., 4; (Parkway) Madison, Wis., 5-6.
- Inspector Calls, An (American) St. Louis.
- John Loves Mary (Harris) Chicago.
- Joy to the World (Forrest) Philadelphia.
- Lady Windermere's Fan (Lyceum) Minneapolis, 3-7.
- Mary Had a Little (Shubert Lafayette) Detroit.
- Oklahoma (Auditorium) Denver.
- O Mistress Mine, with Lunt & Fontanne (Selwyn) Chicago.
- Pick Up Girl (Locust St.) Philadelphia.
- Private Lives (Cass) Detroit.
- Red Mill (Blackstone) Chicago.
- Romance (Shubert) Boston.
- San Carlo Opera Co. (Philharmonic Auditorium) Los Angeles, 1-6; (Auditorium) Fresno 7; (Civic Aud.) San Jose 8; (War Memorial O. H.) San Francisco 9-21.
- Show Boat (Shubert) Chicago.
- Sleep It Off (Davidson) Milwaukee.
- Song of Norway (Convention Hall) Tulsa, Okla., 3; (KRNT Radio Theater) Des Moines 4-6.
- Student Prince (Erlanger) Buffalo, 3; (Shea) Erie, Pa., 4; (Colonial) Akron, O., 5; (Park) Youngstown 6.

**WHERE STARS WALK**

(Opened Tuesday, February 24)

**MANSFIELD THEATER**

A fantasy by Micheal MacLiammoir. Staged by Hilton Edwards. Settings, Molly MacEwen. Company manager, Richard Skinner. Stage manager, Norman Barrs. Press representatives, William Fields and Walter Alford. Presented by Aldrich and Meyers.

Sophia Sheridan ..... Meriel Moore  
Robert Twomey ..... Denis Brennan  
Rex Dillon ..... Roy Irving  
Tommy Millington ..... Edward Golden  
Sheila McCann ..... Patricia Kennedy  
Mrs. Dempsey ..... Nora O'Mahony  
Eileen ..... Helena Hughes  
Martin ..... Micheal MacLiammoir  
Nigel Brunton ..... Norman Barrs

Had the Dublin Gate Theater players elected to bow in with Micheal MacLiammoir's *Where Stars Walk*, the Dubliners' Stem debut might have been considerably better. However, other visiting rep troupes have laid an egg or two before they got down to real entertainment values, and evidently the Gate aggregation is no exception. At all events *Stars* is the best job that the Irish visitors have presented to date—something neither outmoded nor so esoterically modern as to be practically non-understandable hitherwise of the Atlantic. Author and leading player MacLiammoir stated in a modest curtain speech that *Stars* is a troupe stand-by included in the current rep to show American audiences that the group is not eternally concerned with Irish politics and Dublin mores. He apologized also for its simplicity. He knows better. *Stars* is a wispy, fragile little fantasy, but its fragility gives it charm, and above all you don't have to be a native to catch its implications.

MacLiammoir's premise baits belief in the ancient Irish legends in terms of modern Irish thinking and at the same time signposts the fact that sophistication can never quite overcome an innate Irish admission that fairyland is just around the corner. A group, headed by an ex-actress who toys with psychic research, is about to put on a charity play about the legendary Edain, fugitive from Shi, the "land of youth," and her subsequent rescue from mortality by her minstrel lover, Midhir. The play is put on with a more or less tongue-in-cheek attitude by the sophisticates, but somehow unleashes unexpected metaphysical didoes in the actress's household. An odd-jobs man and a red-thatched parlor maid turn out to be repeat reincarnations of the queen and her minstrel. Once more the old tale fulfills itself as the two finally fly away to Shi, transformed into swans. Nothing is proven—nor does it seek to prove anything—but for the most part it is pleasant and often touching theater.

**Helena Hughes' Princess**

In *Stars*, Helena Hughes, who has been but minorly concerned with the troupe's previous productions, registers considerable talent as the princess of Faerie turned mortal parlor maid. MacLiammoir gains in likable stature with each new role. He is fine as the minstrel turned man-servant. Meriel Moore plays the ex-actress with humorous insight, and there is a sharp contribution from Norman Barrs as a bumptious Britisher. Nora O'Mahony scores amusingly as a garrulous cook. Hilton Edwards's staging keeps a nice balance between fantasy and reality.

In sum, the Dubliners should have led off with *Stars*. It is thin, but no one can deny that it is over-all pleasant. **Bob Francis.**

**Omaha Booking Office**

OMAHA, Feb. 28.—Philip J. Mullin has opened offices here and in Lincoln, Neb., to manage the Eastern division for Arthur M. Oberfelder interests, of Denver. Mullin will bring *Joan of Lorraine* here March 19-20. He plans to book a string of road shows into Omaha, Lincoln and smaller Nebraska cities. He is examining possible show sites at Hastings, Grand Island, Beatrice and Sidney.

## Burlesque

By UNO

LUCIA PARKS opens this week at the Hi-Way Casino, Fall River, Mass., after two weeks as extra attraction feature at the Casino, Boston. . . . Tony Miccio, burly showman, who has been operating Jacques, Waterbury, Conn., is seriously ill of Addison's disease in Lenox Hill Hospital, Manhattan. . . . New Hirst units feature Loney Lewis, Hazel Walker, Harry Bentley and Harry White in one company that opened in Washington February 27; and Sherry Everette, Melaine LeBeau, Marvin Harmon, Tommy Raft and Dick Richards in another that was launched in Newark February 20. Still another that got under way, in Philadelphia February 22, had Nadine, Hap Arnold, Eileen Hubert, George Murray and Lew Denny in the cast. . . . Jack Beck's latest bookings include Billy Wallace, with the Binder-Rosen unit, February 29 in Pittsburgh; Rosalie, for featured spot, February 27, Roxy, Montreal; Dian Ross, February 15, Philadelphia, and Vivian Morgan, featured, February 22, Pittsburgh. . . . Shirley Mallette, former soubret, now Mrs. Andy Corbett, is in a private hospital in Miami to undergo a tumor operation. . . . Lili Sabina is the featured strip at the Palms Club, Miami.

MARIE CORD replaced Lois DeFee at the Nocturne Club, Manhattan, last week. . . . Trudy Parson's Adorable group of five acts, featuring Kathleen Kelly, dancer, has been booked by Fred Burmek, of Milwaukee, for Wisconsin niteries and theaters until April 1, when they start out with Harrison's Greater Shows. . . . Ruth Vann, singer, billed as *The Indian Love Call Girl*, is at Bea Morley's Blatz Palm Garden, Milwaukee. . . . Harry Conley returns to the Midwest Circuit after completing a tour of the Hirst wheel. He opened February 23 at the Casino, Boston, with Dick Dana and Linda Leslie. . . . June Dawn, contortionist show-stopper, spot-booked in Hirst houses, renews fair and carnival dates in April thru George Hamid's office and Dan Sulky and Leo Grind's management. . . . Roberta Carney, now Mrs. Ben O'Quinn, entertained the entire Hirst unit headed by Dad Bob Carney and Jean Carroll at her home in Philadelphia last week. . . . Jai Leta is at the 19th Hole nitery, Manhattan, thru Mickey Owens. . . . Betty Rowland returned to the Follies, Los Angeles, February 27. . . . Marie Kendall, who married Bob Pfeffer recently, is starring at Dan's Spot, Milwaukee. . . . Beverly Morio, former featured dancer, has moved from Milwaukee to the Rio Cabana, Chicago. . . . Dennis Hogan and Jim Carter are alter-

## French in Germany Crack Down Upon Stage "Propaganda"

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

*Minna of Barnheim*, by one of Germany's top drama critics, Karl Lessing; *Captain of Kopenick* and *The Devil's General*, by Carl Zuckmayer, and an untitled drama by the late Wolfgang Borchert are the shows on the verboten list. *Minna* was blackballed, according to reports, because it ridicules a French national, while *Captain* throws some nasty barbs at military law and order. *General* is the story of a German flying ace and is considered as pushing the theme that the Nazis might have won the war had it not been for sabotage and stupidity on the part of some of its non-military key figures. The Borchert drama told of a German prisoner's experiences in a Russian prison camp, and the soldier's return to the Fatherland. It was considered heavily propagandistic, too. Borchert, incidentally, actually was a Russian POW and died recently at the age of 26 from jaundice acquired while in captivity.

nating in the doorman spot at the Burbank, Los Angeles. . . . Elyse Monte and her radium costume dances have shifted to Kin Wa Low, Toledo. . . . Dusti O'Connor becomes Mrs. Joe Hovanek April 2 in Kansas City, Mo. . . . Moe Schwartz and Trudy Parsons operate the candy concessions at the Empress, Milwaukee.

VIVIAN KEENAN, who closed recently on the Hirst Circuit with the Bert Carr-Walter Brown unit, is currently at the Grand, Youngstown, O., as house strip, talking woman and doubling in line. . . . Art (Webfoot) Watts has opened at the Mayfair, Dayton, O., as house comic. . . . Happy Ray, who fell from a hotel window in Philadelphia last fall, breaking his arm and causing him to cancel his tour of the Hirst Circuit, is now working clubs for the Lou Iroff Agency in the Youngstown, O., territory. . . . Mack D. Ferguson, straight, is now house man and stage manager at the Grand, Youngstown, O., since closing on the Hirst Circuit. . . . Morris and Christine Nelson are at the Club Alibi, Phoenix, Ariz., where Morris has the floorshow. Others in the unit are Billy and Lorraine Gilbert, Pam Perry and Bobby Gray.

## Magic

By Bill Sachs

BILL NEFF, forced recently to cancel a host of theater dates with his *Madhouse of Mystery*, due to a wrist injury, resumes early in April, with his manager, Anton Scibilia, already having an extensive spring route all set. *Red Dragon*, a new comic book being published by Street & Smith and featuring Bill Neff, hits the newsstands the middle of March. Highlighting spooks and ghosts, the new monthly will feature an adventure series in "ghost-breaking." . . . Hazel Gallagher is still in St. Louis, waiting to join the Marquis show. . . . Will Goldyoan Goldston, founder and president of the British Magicians' Club and author of numerous magic publications, died February 24 at his home in Folkestone, England. Further details in *Final Curtain*, this issue. . . . On February 20, Prince Julian entered his second year with his magic at the Piccadilly Club, Baltimore. . . . One hundred and twenty persons attended the dinner and entertainment staged jointly by the Rhode Island Assembly, Society of American Magicians, and the William E. Baker Ring, International Brotherhood of Magicians, both of Providence, at Johnson's Grill, that city, February 20. Among those who performed were Fred Poole, Herbert Lamond, John Frates, Clarence Coleman, Charles Harrison Jr., William E. Baker, and Charles A. RossKamm, emcee. . . . Hal Haviland is back in New York after a pleasant sojourn in Florida and Nassau in the Bahamas. . . . Fred (Manipo) Harris has contracted for his sixth season with the Cole Bros. Circus, where he will again present his comedy coin magic and Punch in the side show under the management of Arthur Hoffman. . . . Jean Poisson, billed as "direct from Paris," has just concluded a two-weeker at the Samovar, Montreal, the first magician to play that spot in 19 years.

DR. HARLAN TARBELL flew to Honolulu February 13 to play for the local Kiwanis Club at McKinley High School Scott Auditorium February 18 and 20. His blindfold street drive and headlines prediction garnered a heap of front-page publicity in the Honolulu dailies. Tarbell did a matinee performance February 18 to 300 high school students, while his night show attracted 1,200 patrons, with admissions scaled from \$1.20 to \$3. On his February 20 appearance, he had as guest artists Tenkai and Okinu. . . . Khi-Ron and Princess Jo-Del, magic-mental team who have been putting in most of the winter in Chicago, joined the Greater United Shows at Laredo, Tex., recently. . . . W. C. (Rajah) Bennie, who recently returned to Miami from South America, plans to launch his mystery show, *India's Oriental Sensations*, as a full-evening presentation for theaters and auditoriums around April 1. Show totes 30 trunks and crates of paraphernalia and makes the hops on a ton-and-a-half moving van. Bennie, who trouped for a time on the Harry Kellar show, uses several of the old master's illusions in his performance. . . . McDonald Birch and wife, Mabel Sperry, have resumed their Texas tour after a few days' vacation jaunt to Monterrey in Old Mexico. . . . We cannot publish news items taken from unsigned communications sent to the Magic Desk. We received several interesting communications the past week which we were unable to use for lack of signature. If you prefer to have your name withheld, okay; but sign the missive. . . . Assisting Gordon the Wizard, now in Oklahoma and slated to invade Texas soon, are the Ballatt Twins and Max Maurer. J. C. Admire is Gordon's partner and agent.

## Detroit News Letter To Aid Negro Talent

DETROIT, Feb. 28.—*Synco Notes*, a bi-weekly news letter for Negro talent in the Detroit territory, is being launched this week by the newly formed Club Syncopation. The org is starting off with 65 members, according to Larry Chism, booking and press agent, who is editing the paper. It is designed as a news sheet for acts and musicians, covering news of local talent bookings in the Negro field.

Club Syncopation carefully defines its purpose in its constitution as being thoroly in harmony with the craft unions, specifically prohibiting anything "contrary to the constitutions or by-laws" of the American Federation of Musicians (AFM) or the American Guild of Variety Artists (AGVA).

Officers of the org are William (Big Bill) Moore, president; Hobart Payne, vice-president; Lillian Gray, treasurer, and Beatrice Hodges, secretary.

## Grossman's 142 Dates For Roadshow Units

DES MOINES, Feb. 28.—Two units are playing 142 shows for the International Harvester family parties out of the Irving Grossman booking office here.

One unit playing out of the Fort Dodge, Ia., branch already has done 63 shows and is playing another 33 from the Aberdeen branch. Members of the unit include Wayne Fine, Tom and Jean Garry, Billy and Betty Papon, Jack Pyle and Dick Wong.

Second unit, playing 46 shows out of Sioux Falls, S. D., is composed of Jackie Jay, Earl Dunn, Pinkie and Mabel Barnes, Eloise Russell and the Burt brothers.

## Cancer Benefit in N. Y.

NEW YORK, March 1.—An all-star variety show, *Leap Year Jubilee*, was held in the Shubert Theater here last night for the benefit of the National Cancer Foundation. Three hundred veterans attended the shindig as guests of prominent showbizzers who bought tix. Basil Rathbone, co-chairman, arranged for the entertainment, which included Sid Caesar, Phil Silvers, Lyn Murray, Maxine Sullivan, Buddy Rich, Al Menconi and the Hotel St. Moritz ork.

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EVELYN ROWE

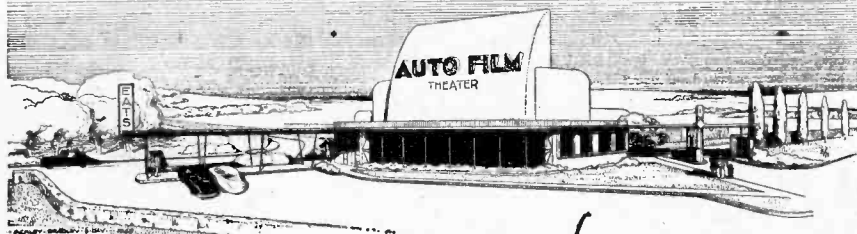
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# THE FINAL CURTAIN

**ANDERSON**—Mark, 53, former director of the Saskatoon (Sask.) Exhibition Board and for many years president of the Travelers' Day parade committee, February 12 in Trail, B. C. Survived by his widow and three sons. Burial in Trail.

**BAKER**—Lee, 71, legit actor, February 24 in Los Angeles. He first appeared in the role of Cassio in *Othello* in Eugenie Blair's company in Kenosha, Wis., and made his New York debut in 1909 with the E. H. Sothern and Julia Marlowe company in *Antony and Cleopatra*. Other Broadway shows in which he appeared included *School for Scandal*, *Twelfth Night*, *Song of Songs*, *Mourning Becomes Electra* and *Strange Interlude*. He recently appeared in Maurice Evans's production of *Richard II* and in *High Tor* and *The Little Foxes*. He was also known on the London stage and in pictures. His widow, Zoe Arthur, survives.

**IN MEMORY**  
Of My Beloved Husband  
**L. H. (GIGGS) BOWE**  
Who passed on March 6, 1946.  
Sadly missed by Wife  
**MABEL**

**BLANCHARD**—Saul, one of the five brothers who built and operated the Strand Theater in Southbridge, Mass., from 1912 to 1930, recently at his home in that city.

**CAMPBELL**—Donald, 65, legit actor, February 22 in New York. His first Broadway appearance was in William Gillette's company of *Sherlock Holmes*, followed by *Madame X*, *Undesirable Lady*, *Speakeasy*, *Meet My Sister*, *My Money*, *A Sleeping Clergyman*, *Glorious Morning*, *Pyramids*, *Fool's Bells*, *The Come-On Man* and the road tour of *Journey's End*.

**CARLEN**—John C., 58, legit actor known on the stage as John Loudon, February 19 in Saranac Lake, N. Y. He appeared in the Broadway productions of *The Poor Nut* and *White Cargo*.

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

**CONNELLY**—E. T., 62, old-time minstrel man, formerly with the Neil O'Brien Minstrels, February 20 in Norwich, Conn. Survivors include his widow, two sons, a daughter and a sister.

**CHRIST**—Mrs. David, mother of Fred Christ, ride operator with the Wonder City Shows, February 3 at her home in Springfield, N. Y. She also leaves her husband.

**DIXON**—W. E. (Earl), 57, showman and concessionaire, for the past 12 years with the Cherokee Amusement Company, February 15 at his home in Coffeyville, Kan., of a heart attack. Survived by his widow, Nora, and two sons, T. E. and Bill D.

**DOYLE**—Amy Lou, 60, who with her husband, Eddie, formed the vaude juggling act of Eddie and Amy Doyle,

**Leonard H. Gautier**

Leonard H. Gautier, 57, owner of dog acts, died February 24 in Plainfield, N. J. His last act, Gautier's Bricklayers, was featured in vaude, at fairs and on Broadway for the past 12 years, and in the legit productions of *Laugh Time* and *New Priorities*. His stage career began with *The Toy Shop* dog act with his father in London and Paris music halls, and when his father died he took over with acts billed as Gautier's Phonograph and Hot Dogs. His widow and son, Leonard Jr., will continue the act. Another son also survives.

February 17 in Methodist Hospital, Indianapolis. Besides her husband, she leaves her mother, Mrs. Sue E. Brown, Worthington, Ind., and a sister, Mrs. John G. Owen. Burial in Worthington.

**EVERTON**—Paul, 79, stage and film actor for 69 years, February 26 in Hollywood. Among his many stage roles played in the U. S. and Canada was that of Captain January in the production of the same name. He had acted in pix since 1937. His widow and daughter survive.

**FAIRBANKS**—Robert P., 67, member of the famous Fairbanks theatrical family and uncle of Douglas Fairbanks Jr., in Hollywood February 22. He was an engineer before entering movies with his brother, the late Douglas Fairbanks Sr. Among the film concerns with which he was associated before his retirement nine years ago were Fox Film Corporation, United Artists Corporation and Samuel Goldwyn Productions. Survived by his widow and two daughters. Services in Glendale, Calif., February 25.

**FINCH**—Precious T., mother of Mrs. Harry Schoonover, of Schoonover's Hollywood Pets, a dog act of Riverton, Ia., in Louisville February 15. She also leaves a brother. Burial in Care Hill Cemetery, Louisville, February 18.

**GOLDSTON**—Will Goldyoon, 67, magician, author and founder and president of the British Magicians' Club, February 24 in London. Professionally known as Carl Devo, he wrote 50 books on magic, started *The Magicians' Monthly* in London and also put out *The Magicians' Quarterly*. When 17 he appeared in London vaude as an apprentice in a magic act and after a period as head of a magic shop in Gamage's department store in London he formed his own concern. Goldston was an honorary member of the Magicians' Club in India and held a life membership in the American Society of Magicians.

**GREANIN**—Leon, 54, concert manager, February 21 in Tel Aviv, Palestine. He managed various ballet troupes and directed the Jooss Ballet for 10 years. At the time of death he was arranging bookings for U. S. and European artists.

**In Memory**  
of our friend  
**J. J. PAGE**  
who passed away March 5th, 1948  
**FRANK, DOT AND JAMES EARLE**

**GREENE**—Frederick J., 46, owner-operator of the New Park and Bijou theaters, Woonsocket, R. I., February 21 in that city of a heart attack. He leaves his wife, mother, two brothers and three children.

**HENEY**—Thomas Francis, 74, veteran circus agent, last with Dailey Bros., suddenly in Los Angeles February 23. (Details in Circus Section.)

**HORELL**—Mrs. Betty, 51, featured in the World of Mirth Side Show last season, as the "fattest woman in the world," February 22 in New Orleans. Her husband, Charles, survives.

**HUEBER**—Mary (Mayme), 54, widely known in Cincinnati legitimate theater circles thru her 25 years as secretary for two managers of the Cox Theater, Cincinnati outlet for the Shubert enterprises of New York, February 27 at her home in Cincinnati. For 22 years Miss Hueber was secretary to Nelson G. Trowbridge, former manager of the Cox, and for the last three years secretary to Lee McDonald, present manager. Survived by her mother, Mrs. Mary Anna Hueber; a brother, John, and two

sisters, Margaret and Louise, all of Cincinnati. Burial in Calvary Cemetery, Cincinnati, March 1.

**IRWIN**—Will, 74, magazine writer, novelist, biographer, lecturer and playwright, February 24 in New York. Tho he considered himself primarily a reporter, he wrote some 30 books and collaborated on the Broadway plays *The Thirteenth Chair* and *Lute Song*. His widow, son and brother survive.



**In Memory**  
of our Dear Husband  
and Father  
**J. J. PAGE**  
who passed away March 5, 1946  
**MRS. J. J. PAGE AND DOROTHY LEE**

**JONES**—Sybil Eliza, one of the organizers and life members of the Pasadena Playhouse, in San Diego, Calif., February 23. An associate professor at San Diego State College, she came to California in 1925 from Pasadena to organize city dramatic activities.

**KUMMER**—Frank Jr., 52, former pianist with various Cincinnati orchestras, February 23 in Good Samaritan Hospital, Cincinnati. Survived by his widow, Stella; a daughter, Mrs. William Wilking, his parents, a sister and two brothers. Burial in Baltimore Pike Cemetery, Cincinnati.

**LAMOND**—Frederic, 80, Scottish composer and pianist, February 21 in Stirling, Scotland.

**To a Good Friend**  
**J. J. PAGE**  
Who Passed Away March 5th, 1946  
**Eddie Brenner**

**LYDICK**—Mary Anna, mother of O. C. (Jack) Lydick and Mrs. Jack Chisholm, of the Royal Crown and J. R. Ward shows, respectively, February 18 in Parkersburg, W. Va., at the home of another son, H. F. Lydick. Burial in Parkersburg.

**MACK**—Bessie, 56, auditions director for the *Talent Scouts* show on the Columbia Broadcasting System, February 23 in Brooklyn. She started in show business in 1913 in the publicity department of J. J. Shubert, theatrical producers, and later became Major Bowes's assistant, with whom she worked until his death in 1946. Miss Mack was awarded a life membership with the Jewish Theater Guild. Three brothers survive.

**MABEE**—Jack, 59, one-time operator of the Great Northern Stampede, Wild West show, in Cedars of Lebanon Hospital, Los Angeles, February 24. He migrated to California in 1921 and opened the Roundup Cafe in Hollywood. Survived by his widow and two brothers. Services in Los Angeles February 25.

**McBEE**—Hamlin, B., 54, former drummer with J. A. Coburn's Minstrels and active in the Greenville (S. C.) Little Theater, February 22 at his home in that city. He also originated the Balentine Minstrels, who aired over WFBC some years ago. Survived by his widow, Ava; a daughter, Hamlin Ava, and a sister, Mrs. Annie Moore. Burial in Christ Church Cemetery, Greenville.

**McKENZIE**—Thomas, 68, father of Edmond McKenzie, disk jockey at Station WJBK, Detroit, February 7 in Flushing, Mich. His widow and daughter also survive. Interment in Flushing.

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

**OLIVIERO**—Lodovico, 68, Metropolitan Opera tenor, February 25 in New York. He had sung with the La Scala Opera, Milan, Italy; the San Francisco Opera Company, and the Chicago Civic Opera besides the Metropolitan. He sang in *Peter Grimes* February 23. His widow, Olga, survives.

**In Fond Memory of**  
**Mrs. Charles T. Hunt**  
Our Dear Friend  
Who passed away Feb. 13, 1948.  
**Edith Cooke & Welby**

**PAPE**—William C., 87, former roller skating rink operator, recently in Tariffville, Conn. He operated the first roller rink in New Britain, Conn.

**PARENT**—Ann, 46, wife of Bill Parent, act and cocktail booker with Frederick Bros., Chicago, February 18 in that city. The former Ann Feldt, she went to work 26 years ago as secretary with the Simon Agency and George Webster, and for the last 23 years worked with Sam Roberts, Chicago booker. Burial February 18 in Chicago.

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

**In Memory**  
of a good friend  
**J. J. PAGE**  
who passed away March 5th, 1946  
**LARKIE SAVAGE**

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

**STROTZ**—Mrs. Charles N., mother of Sidney N. Strotz, a vice-president of the National Broadcasting Company in charge of the Western division, February 21 in Beverly Hills, Calif. A daughter and another son survive.

**VAN**—Joe, 72, vaude performer, February 19 in Tampa. His late brother, Ernie, worked with him in a musical act. He recently operated the Yacht Club in the actor's colony at Fairhaven, N. J.

## Marriages

**HALOP-VAN BRUNT**—Billy Halop, actor, and Barbara Van Brunt, radio singer, in Los Angeles recently.

**SHELDON-KNIGHT**—Walter James Sheldon, newsreel director of WFIL-TV, Philadelphia, and Elizabeth Knight, nonpro, in Elkton, Md., February 22.

# Polack Does Top Biz in N. J. Preem

## Solid Selling Job Helps

ELIZABETH, N. J., Feb. 28.—Polack Bros.' Circus (Eastern Unit) opened a four-day run at the local armory Wednesday (25) night to a near-capacity house and an advance sale assuring good business for the run. This is Polack's first invasion of New Jersey, last week's successful run at Camden and good reception here proving this to be good circus territory.

Bill Green, publicity director, did a bang-up job at Camden and Elizabeth, landing stories and pix in local sheets and in Philadelphia and Newark dailies. The New Jersey stands are under Tall Cedars of Lebanon auspices and are to be annual events. Green left for Akron after the opening here to publicize next week's stand there.

Personnel here included C. V. Badger, director; Mrs. Mae L. Badger, assistant director; Nate Lewis, announcer and ringmaster; Fred Proper, concession manager; Proper's assistant, Al Hyman, and Mrs. Betty Proper, secretary.

### Replacements on Bill

The program was good despite several replacements during the past two weeks. Those leaving to fill other engagements were the Harold Voise Troupe and the Flying Har— (See Polack Gets Top on page 78)

## Plan Second Mardi Gras At Seattle; Space 90% Sold

SEATTLE, Feb. 28.—Plans for a second annual Mardi Gras at White Center, near the city limits, are already in the advanced stage, Harold T. Austin, manager, announces. Last year's festival drew an estimated total of 70,000 persons during its three-day run ending Labor Day.

Prizes this year include a farm, complete with furnished home; automobiles, refrigerators, household appliances and furnishings. More than 90 per cent of the available exhibit space has already been contracted for by local merchants, according to Austin.

## English Rides Ass'n Elects

LONDON, Feb. 28.—The Amusement Rides Association of Great Britain held its sixth annual general meeting at the Great Northern Station Hotel, in Leeds, early this month. Arthur Bates was re-elected president for 1948. Other officers voted in were John Collins, vice-president, and John Farrar, treasurer. H. Moody was re-appointed general secretary.

## Amusement Co. Chartered

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

## Rogers Bros. Opens

LA GRANGE, Tex., Feb. 28.—Rogers Bros., opened the season at its winter quarters here Saturday (14). Show was auspiced by the high school band.

## N. Y. Sports Show Under 1947 Biz

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

While the show received much favorable publicity, there was some criticism by sports scribes regarding the large number of exhibits and attractions only remotely related to sports. Fully half the floor space was occupied by shooting galleries, walk-thrus, arcade machines, and pitchmen and considerable space was occupied by home furnishing equipment and gadgets of little interest to sportsmen.

## Garden Bros. Preem Easter

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

## Close-Ups:

# Harry Atwell, Circus Photog, Was Fave of Teddy Roosevelt

(This is the second of a series of little-known facts about prominent people in the outdoor show business.)

By Herb Dotten

AS PRESIDENT of the Atwell Luncheon Club, Chicago's unique six-noons-a-week gathering of outdoor show folk named for him, Harry Atwell for 17 years has been greeted as "prez," the title he has held ever since the club's formal founding in 1931. Few of Harry's present-day greeters, however, are aware that the Chicagoan, now widely known for his specialty as a circus photographer, once was the choice photographer of a U. S. president and a would-be president, Theodore Roosevelt and William Jennings Bryan, respectively.

Harry recalls those days with unconcealed delight. His associations with both the rough rider and the silver tongued orator were unusual, especially in the light of present-day campaigning practices.

It was Teddy himself who picked the Chicagoan to serve as photographer on a cross-country tour in behalf of the Bull Moose Party. At that time, Roosevelt was a silent partner in *The Outlook*, a magazine which plugged that cause, and Teddy picked the staffers who were to accompany him.

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

"The incident which stands out in my mind was the time that he came to my rescue and fixed my camera," Harry points out. "Just before boarding the train, I found my Graflex box had gone haywire. There was nothing I could do but get on the train and try to fix it. Soon after the train pulled out, Roosevelt came to my door and wanted to know if I'd be ready to shoot at the first stop when he went out to the platform to greet his expected admirers. I explained my predicament. He told me not to fret, that he would be back to help me. A few moments later he returned, this time shirtless.

### Teddy To Rescue

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

As a cub photographer, one of his earliest assignments was to get a picture of William Jennings Bryan. He got it and it was outstanding. Bryan himself thought so, and three years later Bryan's memory of it helped Harry get an exclusive picture. On that occasion, Bryan, who then (See HARRY ATWELL on page 79)

## H-M Tops '47 Memphis Date For Shriners

MEMPHIS, Feb. 28.—Final check on attendance for the sixth annual Alchymia Shrine Indoor Circus here, February 14-20, with Hamid-Morton providing the attractions, revealed a total count of 70,074, a hike of 4,713 over last year, Vernon L. McReavy, who handled the promotion for the seven-day, 14-performance stand, said.

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

Starting Tuesday (17) and continuing thru Friday (20) show played to turnaways at every performance. Date proved the biggest in Hamid-Morton's six-year history here and showed an increase of 60 per cent over last year. Weather, said McReavy, was ideal thruout.

Paul Van Pool, Joplin, Mo., veteran circus fan, plans to leave this week on a trip to New York.

## Ink Top Talent For Frederickton Centennial Cele

FREDERICKTON, N. B., Feb. 28.—Strong array of talent was contracted this week for appearances in front of the grandstand during centennial week, July 25 thru 31. The contract was inked by Joe Hughes, field representative of the George A. Hamid office, New York, and Alderman F. S. Mundle, president of the Frederickton Exhibition, Ltd., and Horace A. Hanson, city solicitor and general chairman of the centennial committee.

The program, as announced by Fred H. Phillips, general manager of the centennial, will consist of Hamid's major fair offering, *Showtime Revue*, with an 18-girl line. Acts are Sharkey the Seal, presented by Mark Huling; A. Robbins, the Banana Man; the California Queens, aerialists; Florence Hin Lowe, contortionist; Oldfield and Ware, comedy knockabout, and the Juggling Jewels. George Ventry and his band will play the show.

Other attractions planned for the centennial celebration, which is being supervised by a joint committee composed of members of the Frederickton Exhibition and the Frederickton Centennial Committee, are a mid-summer race meet and a horse show. All show events will be staged on the exhibition grounds.

## Joe Glenn Captures Top Honors in Yuma Rodeo

YUMA, Ariz., Feb. 28.—Joe Glenn, Douglas, topped the third annual Silver Spur Rodeo here February 14-15, winning \$1,120 and a pair of sterling silver spurs. He scored all his points in the team roping events.

Other firsts included Chick Utterback, Newhall, Calif., bull riding; Sonny Tureman, Coos Bay, Ore., bareback bronk riding; Vern Castro, Richmond, Calif., calf roping; Dave Campbell, Las Vegas, Nev., bulldogging, and Bud Linderman, Red Lodge, Mont., saddle bronk riding.

The show drew capacity crowds in the recently remodeled Jaycee arena which seats 5,500.

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

CINCINNATI, Feb. 28.—Van Bros. & Dickman Combined Circus has completed plans to open its season May 1 in Maryland, Mae Barth said in a communication to *The Billboard*. Show plans to travel on six trucks, with one in advance. Org recently took delivery on a new big top, and new seats are to be added.

A new light plant has been ordered. James Grist will be the show's agent. Bill Van Etten is lining up some dates in New York and Bob Dickman will direct winter quarters work, which gets under way March 1.

## King Bros. Opening Set For Macon, Ga., April 10

MACON, Ga., Feb. 28.—Floyd King, owner of King Bros. Circus, announces that his show will open the season here Saturday, April 10, jumping to Columbus, Ga., for a showing Monday, April 12. Org will then head north.

## Patterson Does Okay

LA FAYETTE, Ind., Feb. 28.—Patterson Bros., showing under auspices of the Indiana National Guard here, played to two packed houses at the Armory. Advance promotion, under direction of T. J. Huftle, was heavy with a 40-page program.





# H-M, POLACK UNITS SCORE

## Opening Okay Despite Rain

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

CHICAGO, Feb. 28.—The weatherman failed to smile on Polack Bros.' Shrine Circus here Friday (27) as the show bowed for a 17-day stand in the Medinah Temple, but it didn't hurt the opening day's business.

Despite the rain, some 2,500 were on hand for the matinee, which equaled last year's matinee opener, and at an early hour Friday all reserved seats were sold for opening night. By show time it was a sell-out, general admissions going at a fast pace.

Among the 2,500 at the matinee were 1,000 underprivileged kiddies and war veterans from Hines and Downey Veterans' hospitals.

The program, with one exception, was the same as has been playing the Western Unit this season. Added for the show here was Irene Lafferty and Her Dogs.

Prices this year were approximately the same as a year ago, altho there was a slight hike in the cheaper seats. Medinah Temple seats 4,500 persons.

Irving J. Polack's press agents did a bang-up job on pre-show material. Al Sweeney is handling the newspapers, getting plenty of stories and pictures in advance of the show, and Justus Edwards, regular Polack press agent, handled radio. Edwards had two and three shows a day previous to the opening and his schedule called for a like number of guest shots each day for the rest of the stand. Sweeney works for the Polack org for the Chicago engagement only.

## Springfield, O., Without Lot

SPRINGFIELD, O., Feb. 28.—The outlook for Springfield to have a circus this summer, at least within the city limits, isn't bright, according to Park Superintendent R. W. Mefferd.

According to Mefferd there is no room for one in the city limits this year because the old fairgrounds, where the big top has been pitched for many years, will be landscaped for six baseball diamonds by the Church Athletic League.

Cole Bros. seeks a May date here.

## Cincinnati Fans Host To Polack Personnel

CINCINNATI, Feb. 28.—The Loyal Repensky-John Robinson Tent of Circus Fans, this city, staged a party for members of the Polack Bros.' Circus at Forest View Gardens, near here, Sunday night (15).

Entire personnel was invited and most of the folks attended, including Irv J. Polack; George W. Westerman, promotion manager; Ross Paul, assistant manager; Jack Klein, emcee-announcer, and Justus Edwards, publicity director. Albert Mayer, Will Dammarell, Cecil (Red) Scott, Don Fosgate, Dr. William Huebener and Art Becker, of the local fans org, were on the job in making the party a merry one for the guests.

## North Back, Reports Inking 20 Acts; N. Y. Preem Set for April 7

NEW YORK, Feb. 28.—John Ringling North, president of Ringling Bros. and Barnum & Bailey Circus, returned here yesterday following a lengthy European talent scouting trip. His noon arrival at LaGuardia Field coincided with the report that the Big One would preem at Madison Square Garden April 7, for a 33-day run ending May 9. A probable 65 performances will equal the number staged last year when the circus racked up an estimated record \$2,000,000 gross.

North, who was met at the airport by Art Concello, circus general manager, and Bill Fields, well-known Broadway press agent who handles special assignments for the Big One during the New York showing, said that he had booked a total of 20 foreign acts but did not reveal their names.

From overseas, however, comes word that one of the acts booked is Lulu and Albertson, English clowns, who were recently with Tom Arnold's Indoor Circus at the Harringway Arena, London. They are scheduled to sail from England March 20 on the liner Queen Elizabeth. Lulu and Albertson are not new to this country, having appeared here last with the Ringling show in 1936.

Also reported inked by North are

## James M. Cole Announces Staff

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

Cole and his wife, Dorothy, will act as manager and treasurer, respectively. Charles J. Meyer is general agent; Harry Kackley, contracting agent; J. E. Hill, brigade manager; Bill Nippo, 24-hour man; Carl Wyche, big top boss canvasman; George Bell, big show band leader; Joseph Robinson, superintendent of light plants; Blackie Abbott, prop boss; Leon Bennett, side show manager; Norman Anderson, superintendent of concessions; Frank Murphy, reserved seats superintendent; (See James M. Cole Staff on page 96)

## Rodeo Clowns Stage Special Show for Sick Youngster

YUMA, Ariz., Feb. 28.—Zeke Bowery and Scotty Bagnell, clowns with the Silver Spur Rodeo here February 14-15, gave a special show that wasn't in their contracts the first day of the show.

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

Informed that the girl was missing the show because of illness, the two joes dropped out of the parade and put on a special performance on the lawn for the sick child.

## Fernie, B. C., Officers

FERNIE, B. C., Feb. 28.—Officers elected at the annual meeting of the Fernie (B. C.) Rodeo Association are: President, Joe Webster; vice-president, Albert Bosio; secretary-treasurer, Frank Dvorak.

Unus, high pole balancer, last with the Circus Knie, in Switzerland, and Francis Brunn, juggler, who was found in Spain.

North's trip included England, Belgium, Holland, France, Switzerland, Italy, Spain and Portugal.

Roland Butler, chief of the circus press section, announced at Sarasota quarters the appointment of Gardner Wilson, a former department member, as story man. Wilson, who is expected to join about March 15, was with the Big Show from 1938 thru 1942. He was with the Al G. Barnes Circus before joining Ringling.

## Circo Flamante Opening Is Set

SAN BERNARDINO, Calif., Feb. 28.—Circo Flamante opens its season here April 14 under auspices of the Ispana Americana Lodge. Show will play all dates under Mexican auspices. A special ticket set-up has been arranged.

The program will be made up of acts from Mexico, including the Adolfo Morales Family, wire walkers and foot jugglers; the Macias Troupe, acrobats; Ravinito, musical clown; Senoria Candida, contortionist; George Lopez and Company, Spanish singers and dancers; Don Procopio and Dulcina, musical (See Flamante Bow Set on page 96)

## Three Performances Set For Glendale, Ariz., Rodeo

GLENDALE, Ariz., Feb. 28.—Three performances are planned for the second annual rodeo and gila monster race slated here March 13-14. Two shows will be held March 13 and one the following day, with each being capped off with a gila monster race, a feature that won wide acclaim last year.

The Glendale Lions Club is sponsor. Jimmie Edwards is rodeo chairman. A program of street dancing and bullpen punishment for whiskerless male citizens will start March 6.

## Clemans, Colburn To Stage Phoenix Rodeo for Jr. CC

PHOENIX, Ariz., Feb. 28.—Twin Clemans and Everett Colburn have been given a contract to present the Phoenix Junior Chamber of Commerce World Championship Rodeo here, April 9-11. Roger Hagel, rodeo chairman, said Abe Lefton will be the announcer.

Clowns will be George Mills, veteran performer, and Andy Womack, Phoenix building contractor.

## Martin Bros. Enjoys Good

Business on Southern Tour STANFORD, Ky., Feb. 28.—Martin Bros.' Circus is enjoying good business on its Southern tour, despite some bad weather. Gray, East Bernstadt, Brodhead and Stanford, in Kentucky, gave with good business.

Strong school tie-ups and heavy promotional sales made for red ones in Mount Vernon and Berea, Ky., and Tazewell, Tenn., home town of General Agent Jimmy DeForrest, proved the banner matinee of the season. Rogersville and Washburn, Tenn., gave with good business.

## Record Seen For Mil'kee

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

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

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

Sees 84,000 Persons

Omer J. Kenyon, who handled this promotion for the H-M org, estimated that total attendance will hit the 84,000 mark, which, if it does, will beat last year's attendance, itself a previous all-time high.

Org's run here is seven days, with two shows given daily. The weatherman co-operated the first four days, giving ideal weather and the show did near-capacity. Friday saw rain but it didn't hurt attendance. From the fourth day on every show was a sell-out. As early as Thursday (26) signs were posted in the auditorium (See H-M Mil'kee Mark on page 96)

## Heney, Vet Agent, Passes in L. A.

LOS ANGELES, Feb. 28.—Funeral services were held here today for Tom Heney, for 45 years an advance man for circuses, who died suddenly Monday night (23) in his room at the Cecil Hotel as he was preparing to leave for Gonzales, Tex., to again take over duties as contracting agent for Dailey Bros.' Circus, a post he had held for more than three years.

Born in Peekskill, N. Y., 74 years ago, Thomas Francis Heney was reared in Iowa. Starting independently in show business, he joined Al G. Barnes Circus more than 20 years ago as an advance man. Since then he had been associated with Tom Mix, Russell Bros. and Clyde Beatty circuses.

Heney made San Francisco his home between seasons. He was a member of the Elks and Pacific Coast Showmen's Association. A bachelor, he is survived only by a brother, John, of Joplin, Mo.

PCHA held services at the Breesee Bros. & Gillette Mortuary and rosary was recited last night. Funeral services were at St. Vivian's Catholic Church this morning, with burial in Holy Cross Cemetery.

## New Animal Exhibit Formed

JACKSON, Miss., Feb. 28.—C. C. Smith, former secretary of Bailey Bros.' Circus, has bought into W. F. Duggan's Animal Show, which will go out this season as the Pan American Museum and World-Wide Animal Exhibit, reports Ben Thomas, who has left the Bailey show to be general agent of the animal unit. Thomas said \$20,000 has been spent in enlarging the Pan American show which is expected to tour thru about 20 States this year.

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**TINTY'S FLYING RANCH**  
Plainville, Conn.

## DRESSING ROOM GOSSIP

### Polack Bros. Western

We had everything in Cincinnati, balmy spring weather, five inches of snow, sellouts, and three-show weekends.

Everyone is talking about the exhibit of paintings of the circus artists, Glen and Mimi Tracy, coinciding with the show's run. The canvas of the Ward-Bell Flyers stole the show.

Gene Haerlin, Dayton Shrine committee, George Bradford, Judge M. E. Schlafman, Bull Buvinger, potentate, and Ernest Steiner previewed the show before our run in their city.

Visiting Clint Barnes were numerous school chums of 40 years ago from Hamilton. Slivers Madison enjoyed giving orders to his former colonel while backstage. Dr. and Mrs. William C. Huebener and Mr. and Mrs. William J. Dammarell, CFA, entertained several members of the cast at their homes. Other visitors were Mark and Marcia Wells, vaude dancers; John B. Tetlow, Columbus, O., and Ludwig Berosini.

Other items of interest were the formal opening of the back-yard grease joint by U. S. Beck, of the Waldorf; the toilet water treatment of our midget, Morris; Ed Raymond's forcing his photographs on all the performers; Paul Jerome's contract terminating the closing day, and Rudy Docky's transferring to the Eastern unit with his new boxer dog act.

Mr. and Mrs. Joe Berosini made a flying trip to Miami to pick up their trailer. Franzisco, king of the swaying gas pipes, went to his home in Rochester, Ind., to repair his rigging. Gus and Betty Bell, Harold Ward, Mildred Keathley, Justus Edwards, Arthur and Dorita Konyot, Josephine, Vickey, and Otto Berosini, Franzisco, Harry Dann, Don Dorsey, Clint and Harold Barnes and visitor, Norine Parkin, had a postman's holiday visiting the Hamid-Morton show in Milwaukee.—HAROLD BARNES.

### Martin Bros.

With the departure of Willie Rawls for Southern shores, the basketball team suffered a physical and spiritual let-down. With the enthusiasm of a Notre Dame football team, Coach Willie never failed to have his stalwarts aroused and mentally alert for every contest. Col. Horace Gatchell was elected new coach. The starting line-up was somewhat juggled as Pups, Kressie and Miami drew first-team honors, sending Higgs, Hubler and Sebastian to the showers. Most recent game was with Stanford, Ky., High School. Injuries and wind shortages were numerous, plus an owl-eyed referee whose numerous close callings of foul plays left the Martin show with only three players on the floor, two of whom were able to stand. Most baskets were made by Kressie. Harry Rawls collided with Bob Stair and will be out of basketball, not to mention the whip and rope department for a few days.

Several visits were had with Mr. and Mrs. Shropshire, who run the Four Paw Hotel, London, Ky. Visits also were made to the Renfro Valley Farm.

Show staged a parade at Stanford. The spectacle boasted two bands, show stock, girls, clowns, sound car, several parade wagons, a local pet parade and beauty queen. Jack Frazier's truck provided the steam, but lacked the calliope. Corky Frazier did a bang-up job of driving and kept the rods tight. Corky also has been doing a bang-up job on working the come-in, especially the days when he gets made up before the show starts.

Colonel Gatchell's Miracle Dogs and the Red Devils novel fire act have been going over exceptionally well.—GEORGE HUBLER.

### Circo Atayde

The birthday celebration for Kay Francis Hanneford was carried off in big league style. Flowers were presented during the performance, pictures were taken and the band playing appropriate music. Following the night show, the personnel joined the festivities. Mrs. K. Hanneford served a delicious meal. The birthday cake was a masterpiece, portraying a circus ring, complete with horse and lady rider. True to form, Mrs. Hanneford forgot to serve the salad until everyone had started on the desert. Dancing followed the dinner.

George Hanneford did it! He told Hubert Castle about the wet day the clowns swam down the front track. Castle closed—this engagement, that is. The fact George topped his (Castle's) tall tale had nothing to do with his closing, however. The Pat Knight Trio, wire, replaced him on this program. Pat increased the height of his new nickleplated pedestal by one foot. Looks nifty, too.

Elsie Zacchini and her two children arrived. Hugo and the cannon were delayed temporarily at the border.

The culprit who has been tossing firecrackers into the dressing room better beware. If caught, he will be forced to eat an enchillada without a cooling beverage.

George Neisen paid a visit en route to vacationland.—BOB BEHEE.

### Circo Americano

The events of the past few weeks have been much too exciting to miss telling our friends about, so I am going to pinch-hit for Jimmy Harrington, who has been doing advance work for the show for the past month and a half.

We left San Miguel, El Salvador January 30 and arrived in Managua, Nicaragua February 1, personnel via Pan American and material via trucks. Every night, after the evening performance, the performers have been getting together for a swim party in the pool at the Gran Hotel. The pool has been getting a good day-time play also, and Billy Pape and Rene are sporting luscious tans.

The put-up here was a tough one, as for three days after our arrival we had terrific high winds. Storm warnings had been posted at the American Embassy, and they later told us that we had gotten the tail end of the hurricane which had hit Panama.

Directly in front of our lot, on the Malecon, is a carnival complete with rides and pitch joints, and our back yard is on the edge of the beautiful Lake Managua, on the other side of which sit five baby volcanos.

The latest newcomer to the show is Floyd Crouch. Don Floyd's version, on the tight wire, of the South American samba to Tico Tico is making a hit with the people here. Another recent addition is the swinging ladder act of Nellie Infante and Shirley (See CIRCO AMERICANO, page 56)

### Polack Bros.' Eastern

After a short layoff the show got away to a good start in Camden, N. J. A rodeo preceded us, showing nine days in the Armory. We played Convention Hall. Business picked up each day. Henry Barrett handled the promotion.

Ambrose McCune, of the McCune family of acrobats, visited with the writer. Jim McKay, drummer with the show's band, spent most of his spare time at the Kellmayer Music Store, visiting with Oliver Bundick, veteran vaude drummer. William Barton, cloud swing, joined in Camden. Mr. and Mrs. I. J. Polack made a quick trip to Chicago.—CHARLES E. POST.

### Clyde Bros.

Show packed 'em in at the Auditorium in Oklahoma City, auspices of the Optimists' Club. Trailer lot was close to the theater, which helped immensely due to three days of rain. Jimmy Armstrong left the org there to join Ringling-Barnum in Sarasota, Fla.

Working the Oklahoma City date, in addition to the regular line-up, were the Gallaghers, Fussner and Fred Valentine's flying turn. Harley had a breakdown but arrived in time to perform. Visitors in Oklahoma City were Black and Bernice, Evelyn Rossi and mother, Paul Jerome and Jimmie Armstrong's mother and sister.—VAN WELLS.

## Winter Quarters

### Dailey Bros.

GONZALES, Tex., Feb. 28.—Jack Knight returned from Harlingen, Tex., and reported a successful engagement there with Rogers Bros. The hot weather in quarters has all the trainers going around with their tongues hanging out trying to break enough acts to fill those five rings. The bareback riders are working outside until the next rain.

Tiger Bill Snyder commutes from his home in Waelder, Tex., to work on wagon building.

Mrs. Ben Davenport, Jean Allen and Hulda Weid are en route home from a Florida trip. Many of the Dailey personnel caught the Rogers Bros. opening in La Grange, Tex., February 14. The performers were handicapped by a muddy lot.

Visitors have included Mr. and Mrs. Frank M. Lewis, who were guests of Ralph and Myque Noble; Mr. and Mrs. Earl Jinks, who spent a few hours with their friends, Mr. and Mrs. Dave Curtis; Dan Fast, June Russell, Earl (Hoppy) Chapman, Jeff Kaiser, Tommy Junedes and his partner, and Doc and Mrs. Warner.—HAZEL KING.

### Stevens Bros.

HUGO, Okla., Feb. 28.—Mr. and Mrs. Bud E. Anderson have arrived at quarters here. The new side show top, a 60 with two 30's, has been received from the Rogers Tent & Awning Company. An elephant has been purchased from W. C. Richards, Pensacola, Fla.

Order has been placed with Central Canvas Company, Kansas City, Mo., for a new big top, a 70 with two 30's and a 40. The 40-foot ring in center will allow ample space for the 12-horse Liberty turn, while six-horse acts work in the two 30-foot end rings. Poles and eight-high seats are being built at quarters. General Agent John Foss is working on a new line of special paper. One car and two trucks, with seven men, will be on the advance. Managers Anderson and Bob Stevens state that the org will open about middle of April.

### Star Bros.

Things are humming in quarters. Blackie Wood is training a new high-school horse. Pete Wood and family returned from their winter vacation in Florida.

In quarters are Max White, general agent, who returned from a booking trip in Mississippi and Alabama; Doc and Sybil Roberts, front door and concert, respectively; Earl Simms, boss canvasman; J. T. Rambo, boss canvasman on side show; Fred Morgan, boss stockman; Alvin Burns, mechanic and electrician, and Brauner and Kenne, who have charge of concessions.

Show's big top will be a 70 with two 30's. The side show top will be a 40 with two 20's. Org will open around April 1.—MRS. PETE WOOD.

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## UNDER THE MARQUEE

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

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

Fred K. Moulton, circus press agent for many years, is in Siloam Springs, Ark., operating the Dixie Newsstand.

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

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

When a headline read, "Dancing Starlet Marries Cowboy Actor," the ballet gals asked: "Is that news?"

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

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

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

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

Wyatt Davies, who will clown with the Clyde Beatty show this season, attended the Mardi Gras in New Orleans.

Glen Tracy, circus artist, is exhibiting his circus paintings in the gallery of the Loring Andrews Company, Cincinnati art store.

Old-timers mostly like to talk ancient but only get as far with it as the modern-minded listener will permit.

Frank Anders, member of King Bros.' staff the last two years, recently underwent a serious operation in St. Luke's Hospital, Chicago.

Nelson Thomas, formerly with the Cole, Ringling, Hagenbeck-Wallace and Beatty circuses, will have the No. 2 brigade on the Kelly-Miller show. Three men will be in his crew.

We can't tell you how far the indoor circus biz is going but it's a cinch that it no longer travels in suitcases.

Pallenberg's Bears recently added a new attraction, a Himalayan or Tibetan (See Under the Marquee on page 78)

### Kelly-Miller Org's Ad, Pub. Staffs Expanded for '48

HUGO, Okla., Feb. 28.—Advertising and publicity departments of the Al G. Kelly & Miller Bros.' Circus have been considerably enlarged for the coming season, with the No. 1 car comprising a crew of 11, John Grady announced from show's local quarters this week. A brigade of three will bill the Sunday and opposition stands, and rolling stock will be made up of a supply car and three new panel trucks, according to Grady.

J. Eddie Holmes again has been inked as press agent. Albert C. Lindemann will manage the No. 1 crew, with Nelson Thomas in charge of the brigade. Grady said that several new styles of special paper have been received. They include an attractive five-color poster featuring the show's giraffe which will be made up in three sizes. A newspaper mailing list will be used daily in addition to two different types of streamer heralds.

A large variety of animals in addition to 10 elephants will be carried by the org this year.

### Leontini, Torrence Hurt in Auto Crash

CHICAGO, Feb. 28.—Jack Leontini, secretary-treasurer of the Independent Circus Corporation, which operated the Wallenda Circus last season, and Frank Torrence, former aerialist with Ringling-Barnum and now in the concession business, were injured in a car accident near Tunnel Hill, Ga., Tuesday (24).

According to Leontini, who with Torrence arrived in Chicago Thursday (26) on business, they had Torrence's trailer hitched to the car. Near Tunnel Hill the trailer hitch broke and the car skidded into the ditch. Leontini suffered a head cut and a bruised nose. Torrence escaped with minor bruises. The trailer was smashed.

Leontini and Torrence were en route to Chicago from Sarasota, Fla.

## MELLOS PEANUT COMPANY

637 Towne Ave.  
Vandike 6104  
LOS ANGELES

815 W. Randolph  
Haymarket 1092  
CHICAGO

### POPCORN, PEANUTS & SUPPLIES

Originators

Of RED STRIPED Paper Bags and Popcorn Cartons

### POPCORN EQUIPMENT—"ALL KINDS"

We Guarantee Fullest Satisfaction

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

## GRAN CIRCO AMERICANO

Offers year round work to

Reliable Leapers and Catcher in Flying Trapeze Act.

Serious Animal Man for Chimps and Elephants.

Will pay immediate cash for Trained Medium or Small Elephant.  
Can also use Acts, two or more numbers; reasonable salary.

Wire - Write - Contact

JEROME O. WILSON, American Consulate, Managua, Nicaragua

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

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

## PAN-AMERICAN MUSEUM

C. C. SMITH

116 Frederica

Jackson 22, Miss.

## JAMES M. COLE CIRCUS

"America's Most Beautiful Motorized Circus"

Can place, due to disappointments, Wild West Concert or other strong feature. Clowns, Single or Double Trap Acts, Comedy Bar Act, Trampoline, Teeterboard or any other high class Acts in keeping with our reputation. Must do two or more turns. Big Top Seamen, Riggers, Canvasmen and Property Men, Sailmaker. Winter Quarters open, join now. All replies to

JAMES M. COLE, Mgr., R. D. #1, Penn Yan, New York  
P.S.: Following Surplus Equipment For Sale, all in very good condition—25-Kw. D.C. Waukesha Generator, 5-Kw. Universal, 2 1/2-Kw. Kohler Plants, Single Deck Banners, 40x80 Bale Ring Top, 20x20 Pit Show Top, 8x8 and 10x14 Concession Tops, Nebraska Stake Driver, Ring Carpets, and many other useful circus properties.

## CORRECTION!

In the advertisement of

### STEVENS BROS.' BIG 3 RING CIRCUS

On Page 53 of the February 21 issue, there was a line at bottom of ad which read: Opens April 1 in Philadelphia, Pa. This was incorrect as show will open near Hugo, Okla.

## Want—HUGO BROS.' CIRCUS—Want

Featured With Capell Bros.' Shows

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

WILL PAY CASH FOR ELEPHANT

Address: VERNON PRATT, Hugo, Okla.

## IMPORTANT NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

FINAL CLOSING TIME for these ads is

### 5 P.M. SUNDAY

(Eastern Standard Time)

## RENOWNED HIGH WIRE ACT

to be enlarged, wants one understander or young man willing to learn. Not under 20, height about 5'6". Salary, board and room while learning. All communications:

WALLENDASarasota, Florida

## TIGHTS made by KOHAN

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

## FOR SALE

Bale Ring Top, 60x120, flameproof, water-proof, A-1 shape. No tears or patches. All poles, stakes and ropes. Can be seen at Plant City, Fla. Delivery March 15th—\$950 cash. Address:

HOWARD INGRAM

R. 2, Box 385-C Sarasota, Fla.

## FOR SALE

### MOTORIZED CIRCUS

Cash deal only. Address:

BOX D-233, The Billboard, Cincinnati 22, O.

## FOR SALE

Steel Arena, 12 sections 5x10 feet. Also 3 female African Lions, 3 years old, in good condition. Make your own offer. Address:

MRS. EUGENE CHRISTY

Box 164, Indiana, Pa.

## HARRY S. BIGGS

Has money awaiting him from an estate in Memphis, Tennessee. Anyone able to give information, please communicate with

JAMES L. HUTTER JR., Attorney

1840 Exchange Building, Memphis, Tennessee

## WANT—SIDE SHOW ACTS—WANT

ALSO TALKERS AND TICKET SELLERS, CAPABLE OF MAKING SECOND OPENINGS.  
FOR BAILEY BROS.' CIRCUS IN U. S. and FERNANDEZ CIRCUS IN HAWAIIAN ISLANDS

Start Work Immediately—Wire or Call

PETER KORTES

3811 LAURITA ST., PASADENA, CALIF.

(PHONE: SYCAMORE 31045)

# Morgan To Open His Oxford Lake Spot March 25

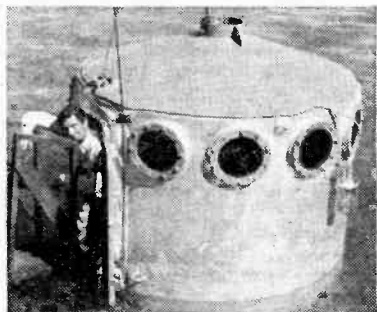
ANNISTON, Ala., Feb. 28.—W. E. Morgan, manager of Oxford Lake Park here, announces the funspot will open for the season March 25. "This is a few days earlier than our usual opening," Morgan said, "but in order to get Easter Sunday, which always has been a winner here, it is necessary to open earlier this year."

The park operates seven days a week and will run thru Labor Day.

Morgan says the spot has been renovated and improved in the last two years, and, he says, with the new riding devices recently added, "I am really optimistic about the outlook for this season."

Free acts will be used Sunday afternoons during the season, Morgan says. These proved highly successful and Morgan plans to enlarge this part of his program. The policy of free admission to the grounds and picnic grove will be repeated again this year, Morgan said.

## Introducing the New DIAMOND DIVING BELL



**CAN EARN OVER \$2,000 WEEKLY IN AMUSEMENT PARKS**

- ★ Patented and Proven
- ★ Accommodates 12 persons

Diving Bell, Auxiliary Equipment and Installation at Your Location  
**\$7500.00 Complete**

(Includes \$2,000.00 Electric Winch)

**JACK DIAMOND, THE DIVING BELL**

MacArthur Causeway, Miami Beach 39, Fla.

## FREE ACTS

**BREAK YOUR JUMP**

Can use sensational Acts for one or two performances at Sunday afternoon shows in park, opening Easter and closing Labor Day.

Contact

**OXFORD LAKE PARK**  
ANNISTON, ALABAMA

## WILL SACRIFICE PARK AEROPLANE RIDE

With Rocket Cars, 65 ft. high, in perfect condition, \$3,000.00. Easy terms. Same cost new before the war, \$14,550.00. Can be seen here at Chilhowee Park. There is no better park ride made.

**JOHN GALLAGAN**

839 BROWN AVE. KNOXVILLE, TENN.

## POOL MANAGER

**CAN BE ENGAGED AT ONCE**

Outdoor or Indoor Pool.

Experienced—Everything—Including Filters.

**T. JAY QUINCY**

365 West 46th St. New York 19, N. Y.  
Tel.: Circle 6-8019

## FOR SALE

Dentzel Park Merry-Go-Round, 50 Stationary Animals, 2 Coaches, ten H.P. motor, 50-foot diameter, \$2,800.00 cash. Set up in Park, in perfect running shape. Write

**FRANK S. PUZA**

P. O. Box 106, Shamokin, Pa.

# Sitting 'Round the Table

(Editor's Note: The current question is "Are you in favor of reduced prices on rides and concessions for off nights? What nights do you consider as off nights?" Response has been good to this question, but it could be a lot better. Certainly you, as a park owner or operator, have ideas on this subject. How about sending your ideas in so that other park men may benefit by your experience? Mail your views now to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill.)

### Doesn't Like It

I do not consider it good business to operate at reduced prices at any time. The particular business or concession should be set up to provide a fair margin of profit to the operator. Off nights should be corrected either by additional advertising for those nights or added attractions. In my opinion, many businesses are ruined by reducing prices below a safe operating margin.

My contention is that if you have what the public wants, at a fair price, and in a locality where there is sufficient people, you will have plenty of business.—G. W. FRANCISCO, Pulteney, N. Y.

### He Fixed Mondays

Monday and Friday nights always were off nights until some 15 years ago, we decided to do something with Monday night, which was the poorest of the two. We advertised a nickel night and it took effect immediately and in a season or two we had such crowds that parking space was insufficient.

It turned out to be such a gala night that bus loads came from distant points for the occasion. In fact, the crowds got so big and the demand for rides, especially, so heavy that we decided to overflow it into Friday night. This night in turn became as heavy as the Monday night and this went on until the war, which, due to our isolated location, put a stop to practically all activities at our park, due to gas restrictions.

After the war, we again put out these inducements and they are coming back again. In the meantime, however, we have run the special price to 10 cents, including tax. This probably has held down the attendance somewhat, but it still is a bargain for these days and people will fall for bargains. We made the cut in price effective only on rides. The other concessions in the park have enjoyed the increased business at regular prices. We are very definitely in favor of this practice, having had a long time to try it out.—LEWIS

## Zoo Loses Chief Attractions; Is Forced To Close

YARMOUTH, N. S., Feb. 28.—Noah's Ark Park, which maintained a zoo of native animals and birds, has been forced to close its zoo because of the high cost of feed.

Because of the inflated prices for food for the animals, the Nova Scotian government was asked to allow a grant of money per year for the upkeep. Government officials, however, refused. It was necessary to discontinue the zoo and get rid of the animals.

Replacing the zoo is what is said to be the first and only chincilla ranch in the maritime provinces.

Zoo officials say the zoo may be resumed, with different animals and birds, when the price of fodder drops.

### To Open Funspot in S. C.

COLUMBIA, S. C., Feb. 28.—A charter to operate an amusement park was granted recently by the secretary of State to the Ascaugh Club at Warrentonville. J. C. Phillips was named as president of the club, which is capitalized at \$1,000.

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

### Not Wise

No, I do not believe it wise to reduce prices on what is termed off nights. If you set nights at reduced prices you will find the public waiting for such nights and then your other nights will suffer, making all nights off nights.

I do think it nice to have a family night, but this night must be set up as a regular, not just a stimulator.—J. L. PENICK, manager, Fairgrounds Amusement Park, Memphis.

## Schott To Address N. E. Park Meeting

BOSTON, Feb. 28.—Edward L. Schott, president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), will speak at the afternoon session of the annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House, Wednesday, March 10. Paul H. Huedepohl, secretary, and a number of directors of the NAAPPB are also expected to attend.

President Harry Storin and Julian Norton, program chairman, have announced that all speaking will be confined to the morning and afternoon sessions. Additional talent is being booked to take the place of the usual speeches at the banquet.

Forums on most phases of amusement park operation and speakers from outside the industry have been skedded for both morning and afternoon business meetings.

## Rockaway Playland Adds Machine Shop

NEW YORK, Feb. 28.—A. Joseph Geist, operator of Rockaway's Playland at Rockaway Beach, has installed a machine shop and an art atelier on the park premises.

Machine shop is capable of turning out practically all replacement parts for rides and equipment in the park, and the shop crew is currently building a stockpile of spare parts.

The art shop has been set up to create new layouts for the park's buildings and rides. Under supervision of Edward J. Hayden, it is at present designing a new Funhouse, the facade and interior of which will be made by the art department.

## A. C. Beach Rebuilding Will Cost \$667,163

ATLANTIC CITY, Feb. 28.—Revised plans for building up this resort's beach places the cost at \$667,163. If the State approves the project, it will contribute \$297,178 of the cost with the city paying the remainder.

The State has previously spent \$78,000 here as its share of rebuilding five stone jetties since its original appropriation for beach protection in Atlantic City following the 1944 hurricane and has earmarked an additional \$154,000 for the 800-foot jetty now under construction.

Mr. and Mrs. Ed Carroll, Riverside Park, Agawam, Mass., attended the Pep-Sierra fight in Miami Tuesday (24). They expect to head north March 6 to attend the annual meeting of the New England Association of Amusement Parks and Beaches at the Parker House, Boston, March 10.

# Spangler Hits Chi; Says Biz Outlook Is Good

CHICAGO, Feb. 28.—R. M. Spangler, owner of Rolling Green Park, Sunbury, Pa., visited in Chicago this week, en route home after a trip to the West Coast and Mexico, and predicted that outdoor show business this year would enjoy another big year.

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

Spangler, accompanied by his wife, visited many parkmen on the West Coast and South on his trip, including Harry Batt at Pontchartrain Beach, New Orleans, and Mrs. Minette Dixon, Lake Winnepesaukee, Chattanooga. While in Chicago, the Spanglers were guests of their son and daughter-in-law, Mr. and Mrs. R. M. Spangler Jr. The senior Spanglers expect to leave early next week for home and Spangler will attend the New England park meeting.

Regarding his own park, Spangler said it will open for week-end operation May 1 and for daily operation May 30. Rolling Green Park this year will boast a kiddieland, Spangler having purchased three rides as a starter, a kiddie whip, boat ride, and horse and buggy ride.

Other improvements at Rolling Green include the enlarging of the refreshment stand and the building a 600-foot retaining wall along the creek which runs thru the funspot.

As a promotion, Spangler says he will use free movies this year. The free acts and band concerts on Saturdays, Sundays and holidays will be continued. The Rolling Green owner said he had a total of 600 picnics last year and the outlook is he will beat that mark this year.

While in Los Angeles, Spangler reported renewing an acquaintance with Grant Aliman, advance man for the John R. Van Arnem Minstrel Show back in the early '20's. "John recently sold his parking lot out there and he is more or less retired now," Spangler said.

## Petition Withdrawn For Norwalk Spot

NORWALK, Conn., Feb. 28.—Because of the opposition of residents and property owners who appeared at the public hearing held by the zoning board of appeals for reopening Roton Point Amusement Park here as an amusement resort (Billboard, February 28), the Roton Point Corporation thru its chairman, George F. McKendry, withdraw its petition.

McKendry intimated that negotiations are under way for future use of Roton Point Park, which for 70 years has been the mecca of Southern Connecticut and New York excursionists.

## Berg Renamed at Edgewater

DETROIT, Feb. 28.—Harold C. Berg has been renamed publicity and advertising representative for Edgewater Park here for the fifth consecutive season.

## WANTED RIDES AND CONCESSIONS

For new permanent park in Central New York State on large lake. Write

**MILTON TOTMAN**

c/o GEN. DEL. TAMPA, FLA.  
Permanent address: Sylvan Beach, N. Y.

### FOR SALE 4 ROLLER COASTER TRAINS

Consisting of three cars each, three trains in good running condition, the other used for parts. Made by National Amusement Device Co., operates on tract 34" inside measurement, trains equipped with safety bars.

PRICE \$1,000.00 F. O. B. SPOKANE

LLOYD VOGEL

NATATORIUM PARK

P. O. Box 1273, Spokane 5, Wash.

### Gaynor Plans Kiddie Funspot At Charleston

CHARLESTON, W. Va., Feb. 28.—E. J. Gaynor Jr. announces he recently leased 17 acres of ground here for use as an amusement area for children. The site is known as Littlepage Meadows, being part of the A. N. Putney estate at the northeast corner of Charleston, a half-mile from city limits on U. S. Route 21. The spot is served by city busses and is a five-minute run from downtown Charleston.

Plans are to have the park ready for a May 1 opening. Work is already under way, according to Gaynor. Planned are a playground area, picnic facilities, pony track, Arcade and a kiddie Ferris Wheel, miniature train and Funhouse. Additional rides, to be leased, are planned.

According to Gaynor, this will be the only amusement area in the vicinity, the nearest other spot being at Huntington, 50 miles away. The spot will be managed by Mr. and Mrs. Gaynor.

### Hagenbeck Centen Noted in Germany

HAMBURG, Feb. 28.—German post office is using a special cachet in honor of the 100th anniversary of Carl Hagenbeck Tierpark (zoo) at Stellingen, suburb of Hamburg. Cachet is in the form of an elephant with the inscription: "100 Jahre (year), Hagenbeck Tiergarten, Stellingen." Also, the city has named one of its streets Carl Hagenbeck Street.

The zoo was heavily bombed during the war and many of the animals destroyed. Under supervision of Lorenz, Carlo and Carl Heinrich Hagenbeck Jr., the zoo has been restored as a center of attraction, altho it has been impossible under present conditions to replace many of the destroyed animals.

### Mrs. Belle Cohen Marks 26th NAAPPB Anniversary

CHICAGO, Feb. 28.—Mrs. Belle Cohen, secretary to Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, marked her 26th anniversary with the NAAPPB here last week.

Mrs. Cohen started in the NAAPPB office, then located out at Riverview Park, Chicago, under the late Al Hodge, and has continued in the capacity as secretary to the secretary since. Hodge, who died July 21, 1946, was succeeded by Huedepohl who, as one of his first official acts, re-appointed Mrs. Cohen.

### Coney Island Hotel Burns

NEW YORK, Feb. 28.—Early morning fire Monday (23) caused considerable damage to the six-story Clement Hotel on West 15th Street, Coney Island, adjoining the center of the resort's amusement area.

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

### FOR Spring DELIVERY GIGGLING GERTIE LAFFING LUKE

INDISPENSABLE BALLYHOO

YOU CANNOT AFFORD TO BE WITHOUT THESE  
ANIMATED LAUGHING FIGURES —  
THEY PAY THEIR WAY EVERY DAY!

ALSO

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

ALSO

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

ALSO

### SKEE BALL ALLEYS

REG. U. S. PAT. OFF.

America's Favorite Skill Game

MODERN STREAMLINED MECHANICAL

### PHILADELPHIA TOBOGGAN COMPANY

130 E. DUVAL STREET

PHILADELPHIA 44, PA.



**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

### ROCKET RIDE FOR SALE

A-1 Mechanical Condition  
Come and see it

Best steel, better than a new one

CHAS. FREEMAN

700 Boulevard

Revere Beach Massachusetts

### Wanted For HUMA LAKE PARK LAUREL, MISS.

Would like to book Octopus, Roll-o-Plane and Pony Ride. Concessions—Large Bingo; must be flashy, work for stock. Large Photo Gallery; must be flashy. Skating Rink; must be Portable. No other Rides needed and no other Concessions needed.

JAY WARNER

BOX 181 BAY ST. LOUIS, MISS.  
Phone: 9121

### URGENT WANT

### Park Size Ferris Wheel

No haggling—no fooling. Will put cash on the line anywhere. Phone, write or wire

Rocky Point Park, Inc.

Warwick Neck, R. I.

### NEW FROZEN CUSTARD MACHINES GOOD USED RIDES

Or Have You Any To Sell?

BERTHA GREENBURG

Hotel Kimberly, 74th St. & B'way, New York

### MINIATURE GOLF COURSE CONSULTING SPECIALIST

"Anything Pertaining to Miniature Golf"  
PLANS DRAWN — LOW-PRICED PUTTERS.  
Your correspondence invited.

COOL CREST GOLF COURSE

1402 Frdsbg. Rd. San Antonio 1, Texas

### FOR SALE AMUSEMENT PARK

IN MICHIGAN

ESTABLISHED 28 YEARS

10 MAJOR RIDES

ALSO

(2 Major Rides — Kiddie Rides on Concession)

ROLLER RINK — PHOTO GALLERY — PENNY ARCADE  
GAMES — REFRESHMENT BUILDINGS

Approximately 39½ Acres With Lake

C. H. DOERGE, c/o Wm. J. Mericka & Co., Inc.

Union Commerce Bldg.

Cleveland 14, Ohio

### WANTED FOR SAVIN ROCK PARK

WEST HAVEN, CONNECTICUT

In the Heart of the Amusement Section

Will book several Rides on percentage. Must be in first-class condition.

Beach Front Amusement Co.

JACK TIERNAN, President

445 Beach Street

West Haven, Connecticut

### Ridemen, Concessioners, Showmen

Established beach and park has large open area for expansion. No other park within 30 miles. Need all types of RIDES, CONCESSIONS and ATTRACTIONS. An excellent opportunity for anyone who wishes to locate in a permanent park. City law restricts carnivals. Season opens in May. Write—let me know what you have.

CHARLES SAFRENEK

W. LANDIS AVE.

VINELAND, N. J.

### Wanted—Rides for Winnwood Beach Park—Wanted "Kansas City's Coney Island"

This Park located 8 miles from Heart of Downtown Kansas City. One million people to draw from.  
FREE GATE TO PARK

Want Merry-Go-Round, Ferris Wheel, Octopus, Tilt-a-Whirl, Roll-o-Plane. To operate on 25 per cent basis. Will give "Ex" on good Concessions that work with stock. Well flashed. (No gambling.) Privilege, \$18.00 per week. (Pop Corn, Eats, Drinks taken.) Park opens Sunday, May 23. If interested, come in and look Park over. ADDRESS ALL INQUIRIES TO:  
FRANK RYAN, CONCESSION MGR., 303 Ridge Bldg., 913 Main St., Kansas City, Mo.

### FOR SALE

22 Scientific Poker Tables and Stools. 3-Year Lease goes with it. Store has 50-foot front. Choicest location. South Beach, S. L. Store ready to operate. No improvements needed. Good business for your son. Call up to 12 noon.

BEN FORGOSCH

Belle Harbor 5-2693  
178 Beach 120th St. Rockaway Park, N. Y.

### WANTED

Rides, Arcades, Shooting Galleries, Photo set-up, Drive-In Theater, Miniature Golf Course, Golf Driving Range, for Hotel, with Swimming Pool and 25 acres of ground. Thickly populated section, flat rental or commission.

Mineral Springs Hotel

R. D. SAXONBURG, PA.

# CNE SEEKS ENGLISH TALENT

## Hughes Sails Soon on Hunt

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

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

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

Hughes, who will sail March 12 on the Queen Elizabeth, says he plans to scout for the best variety talent. If successful in spotting outstanding acts, which will be available during the CNE run, they will be contracted for appearances in front of the new 22,800-capacity grandstand now under construction.

### May Merge Bands

The CNE head also said he will investigate the possibility of bringing over one large English band or bands. In pre-war years, the presentation of a large imported band, such as the Coldstream Guards, was a regular feature at the exhibition. In the intervening years the English bands have been reduced in size and it may be necessary to merge two or more of them to build a musical aggregation which may number between 75 and 100 men and then bring that organization here.

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

### 205G to City

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

J. W. (Patty) Conklin, who with his brother, Frank, holds a long-term CNE midway contract, arrived back from an extended trip to the U. S. to attend the meeting here.

## Chilliwack, B. C., Annual Slated for September 8-10

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

Committee members are J. B. Dennis, J. R. McPhee, A. D. Rundle, D'Arcy J. Baldwin, A. E. Menzies, A. I. Andrews and Ian T. Hepburn. Section heads include Harold W. Gorman, concessions; Cecil Hacker, attractions; C. W. Daniels, gates and buildings; Arthur E. Menzies, publicity, and E. M. Phillips, reception.

## Rodeo-Fair Association Organized in Olney, Tex.

OLNEY, Tex., Feb. 28.—Olney Rodeo and Livestock Association has been organized here. Its first show will be in 1948, with dates as yet undecided. Glenn Atchley is acting chairman. Already \$10,000 has been subscribed as operating capital.

Plans are for a livestock show, rodeo and carnival.

### Around the Grounds:

## Mitchell Continues as Richmond Expo Mgr.; Create New Position

Robert M. Hazlewood, a contractor, banker and farmer, has been named general manager of the Atlantic Rural Exposition, Richmond, Va. The position is a newly created one and will not disturb the status of J. A. Mitchell, who will continue to serve as exposition manager. Idea of new position is to spur the development of the annual. "Plans have been made to provide new interest among all farm and home groups, schools and clubs," Hazlewood said after being named to the position.

The Placer County Fair, Roseville, Calif., will have a new \$8,000 granite gate, according to Hanford A. Crockard, president of the Placer County Fair Association, who said a contract for the job will be awarded in the near future. The new entranceway will be of concrete and faced with granite quarried in this county. It will be 50 feet behind the present gate. Other construction planned this year includes an exhibit building to cost approximately \$100,000. Plans for this structure must first be approved by the county board of supervisors.

One of the noteworthy features of the advance campaign of the recent Florida State Fair, Tampa, was a booklet consisting chiefly of photographs of the 1947 fair. More than 120 pictures are presented, one to a page, with the printing in an attractive green and the cuts carrying one-line captions. Pictures range the entire fair, with strongest emphasis placed on exhibits, commercial as well as agriculture and livestock.

All-Iowa Fair, Cedar Rapids, this year under the new managership of Andy Hanson, will return horse racing to the program. Hanson has dreamed up an All-Iowa Derby,

## Vote 30G Stock Sale At McGehee, Ark., To Erect Buildings

McGEHEE, Ark., Feb. 28.—Sale of \$30,000 in stock for the erection of permanent buildings was authorized at a recent meeting of the Desha County Fair Association here. Buildings are planned to house boys' club activities. Fairgrounds site is the McGehee Boys' Club grounds.

Co-sponsors of the fair, September 27-October 2, are the Rotary, Lions' and Progressive clubs, Veterans of Foreign Wars, American Legion and the Association of Commerce.

Officers of the fair are W. H. Wells, president; T. H. Johnson, vice-president; W. A. Smith, treasurer; Leo Wylie, secretary, and A. C. Isch, manager.

The premium list will offer \$3,000 in prizes.

## Set Dates for La. Yambilee

OPELOUSAS, La., Feb. 28.—The 1948 third annual Louisiana Yambilee will be held October 6-7, said J. W. Low, chairman. Barry Norman, chamber of commerce secretary, has been named manager. Other officers will be selected at a March meeting,

which will be billed as the event to determine the fastest horse in Iowa. Other features contracted include a society horse show for one night, two afternoons of auto races to be presented by Frank R. Winkley; two afternoons of thrill shows, with Capt. George V. Waltz, airplane stunter; a night grandstand show by Barnes-Carruthers Theatrical Enterprises, Chicago, and a one-day appearance of the White Horse Troupe. Hennies Bros.' Shows will be on the midway.

Fire February 17 destroyed a large horse barn at the Franklin County fairgrounds, Hilliards, O. The building, built at a cost of \$10,000 in 1927, was leveled within 30 minutes. Eli Merrick, 76, Columbus, O., the fair's caretaker, sustained burns on his hands and neck in fighting the fire.

Roy E. Symons, treasurer-general manager of Skowhegan, Me., State Fair, reports that he has been awarded the franchise for Maine by the Miss America Pageant committee, Atlantic City, for the purpose of naming Miss Maine, who will be selected at the Skowhegan Fair in August. The winner will be awarded a \$500 scholarship by the fair, a wardrobe of evening clothes, a purse of money and all expenses to the annual Atlantic City event.

Eagle Grove (Ia.) District Junior Fair has changed its dates from August 16-18 to August 23-25, reports Secretary Gerhard Hanson.

Ralph W. Conley, well known among fair men in the East and Middle West, is now with the sales department of Ohio Fireworks Manufacturing Company, Bellaire, O., handling displays for fairs, parks and celebrations.

E. Buford Van Arsdale, president of Harrodsburg (Ky.) Fair and Horse Show for 28 years, has resigned and declined re-election to the board. He said he plans to devote his entire time to private business.

Several new buildings will be constructed on Champlain Valley Fairgrounds, Burlington, Vt., if exposition directors, under chairmanship of Dunbar Bostwick, are successful in raising \$50,000. Bostwick has sent (See *Around the Grounds*, page 56)

## Kite Again Heads De Queen

DE QUEEN, Ark., Feb. 28.—Officers chosen for the 1948 11th annual De Queen Livestock Show and Fair, to be held September 23-25, are Ralph B. Kite, president and manager; George Davis, vice-president and livestock superintendent, and Jack Lee, secretary. Kite served as head of the association for nine years, but during the past two seasons has been superintendent of concessions and entertainment. Extensive improvements are to be made on the grounds.

## Elect H. D. Zimmerman

GLENBUSH, Sask., Feb. 28.—H. D. Zimmerman was elected president of Glenbush Agricultural Society. D. D. Epp is secretary.

## 1,000 Youths In Grand Nat'l Jr. Stock Expo

SAN FRANCISCO, Feb. 28.—Preparations for the Grand National Junior Livestock Exposition and Arena Pageant at the Cow Palace here March 20-26 are in high gear and several features have been added.

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

Latest feature to be added to the program, the California sheep dog trials, was announced by Prof. Robert F. Miller, of the University of California at Davis. Miller confirmed the choice of the Junior Grand National as the scene of this spectacular event which will be held Saturday afternoon, March 20, opening day of the show. It is expected that the sheep dog trials, held under auspices of the California Sheep Dog Society, will attract several thousand Pacific Coast dog fanciers and sheep ranchers who would not otherwise attend.

## Jackson, Miss., Back to State

JACKSON, Miss., Feb. 28.—A bill cancelling the city's 25-year lease to the State fairgrounds has been signed into law by Gov. Fielding L. Wright. The property will revert to the State within 10 days.

Under terms of the bill, the Mississippi Agricultural and Industrial Commission will be in charge of the grounds and the operation of future State fairs.

Altho signed for a 25-year period, the lease to the city contained a clause by which the State could cancel at any time should public necessity demand.

The city's lease had run seven years.

## Robt. M. Hazlewood Named To Va. Annual's New Post

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

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

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

AMITE, La., Feb. 28.—Tangipahoa Parish Fair has set its dates for October 7-10, by which time, fair officials expect, a permanent plant to be financed by sale of stock, will be completed.

Frank L. Anzalone, Independence, has been renamed president; Hugh Goldsby, vice-president; James Lettage, manager; E. S. Towles, secretary, and Barbee Ponder, treasurer.

# Pomona Guns for 1,000,000 Attendance in '48 Revival

POMONA, Calif., Feb. 28.—Los Angeles County Fair is proceeding with plans to accommodate an attendance of at least 1,000,000 persons at its first post-war exposition, which opens September 17 for a 17-day run. This estimate exceeds by 200,000 the all-time record for one year set in 1941. This was disclosed by C. B. (Jack) Afflerbaugh, president-manager, at the recent annual meeting of the fair association when officers and directors were elected for another year. Officers, in addition to Afflerbaugh, are Arthur M. Dole, vice-president; B. Chaffey Shepherd, secretary-treasurer, Mrs. Gladys M. Donlavy, assistant secretary. Members of the board are W. A. Kennedy, chairman; Afflerbaugh, Fred C. Froehde, Phil J. Curran, M. E. Fellows, Dole, T. J. Brownrigg, Raymond E. Smith, Hugh W. Stiles, H. L. Stoker and Shepherd.

The annual report of Afflerbaugh reflected an optimistic outlook for the coming fair, tho a tremendous amount of work remains to be done in the over-all preparations. Reports from fairs that operated in 1947 have established that all sections of the country and Canada were amusement hungry and people attended fairs in unprecedented numbers, he said.

"With these flourishing conditions, it would seem logical for the Los Angeles County Fair to bend every effort to proceed with plans to accommodate an attendance of 1,000,000.

"In my opinion," continued Afflerbaugh, "we are faced with a very serious problem in providing proper facilities to care for such tremendous crowds. It will be necessary to provide more eating places and rest rooms. With the additional land purchased this year, our auto parking facilities will be second to none in the United States.

"Since the government returned the fairgrounds June 9, 1947, the restoration program has been progressing satisfactorily, and so far we have been within the amounts set up for the individual projects."

Plans for the livestock buildings are completed and are now being checked by the county mechanical department, Afflerbaugh said. Advertising for bids will take place immediately. Work is now under way on the big agricultural building.

### Sees Easy Space Sales

"The demand for industrial and concession space is very active," said Afflerbaugh. "We should not have any difficulty in disposing of all space at a substantial increase in price.

"Letters and charts of the agricultural building and photographs of the grounds have been mailed to all county boards of supervisors and horticultural commissioners who exhibited at the 1947 California State Fair.

"The premium book is now being revised and we hope to have the book in the mail by the first of June. Premiums will show an average increase of about 25 per cent, altho in some instances they will be more."

Premiums of the livestock department were given a substantial in-

crease, it was stated. This was done to compensate the exhibitors for the length of time (17 days) they are required to remain.

### Housing Serious Problem

"Housing accommodations for exhibitors, judges, show people and everyone connected with the fair is one of the most serious problems the fair is now facing. Every hotel, motor court, apartment and rooming house in Pomona is almost filled to capacity. A concerted effort will have to be made for a reservation list of available rooms in private homes."

Afflerbaugh declared, "our finances reflect a building fund of over \$2,000,000. The Department of Finance has approved an allocation of \$1,150,000 from the fair and exposition fund for buildings and improvements."

He pointed out that since the 1941 fair, there has been an accumulated balance for each year from the fair's appropriation of \$125,000 from the State. Including this year's allocation July 1, this accumulation will total \$563,276.38.

### New Roadway To Be Ready

Afflerbaugh said that in conferring with the county road department, assurance had been given that Genesha Boulevard will be completed by fair time. He added that this roadway would be one of the outstanding accomplishments since beginning of the fair. This thoroughfare is to be cut thru the hills from Garvey Boulevard directly to the fairgrounds.

The board of supervisors for Los Angeles County has accepted from the fair \$66,412 for purchase of the 44 acres north of the railroad right-of-way north of the fairgrounds, and has authorized negotiations by the county counsel and chief administrative officer with the fair association for inclusion of this property in the county fair agreement and preparations of the recommended agreement extension.

Afflerbaugh also confirmed the report that the fair has made a tie-up with the centennial observance thru the State whereby the fair will be a major contribution to the State-wide program under the theme "A Hundred Years of Progress."

### Saskatoon Exhibition Skeds Light Horse Show May 27-29

SASKATOON, Sask., Feb. 28.—Saskatoon Exhibition board will put on a light horse show in the Stadium May 27-29, with 33 classes on the program and \$3,000 in prize money. It will be the first show of its kind sponsored by the board since 1941. A feature will be the appearance of Bill Martin's sheep herding dogs, from Maple Creek, Sask., which appeared at the National Horse Show in New York last fall. Martin's dogs will also be seen at the Regina Exhibition's light horse show, March 30-April 1.

### Vallejo Breaks Ground For New \$50,000 Plant

VALLEJO, Calif., Feb. 28.—Ground-breaking ceremonies for the new \$50,000 Solano County fairgrounds was held here Sunday (22).

The new fair site embraces 150 acres and will house livestock barns, grandstand, utilities and administration building. Al St. John is manager.

## Howard W. Atwen Is Named Manager At Danville, Ill.

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

Attractions already have been contracted. A grandstand revue has been booked for three nights thru the Barnes-Carruthers Theatrical Enterprises, Chicago. Other features include a horse pulling contest one night, an American horse show one night, a Western horse show one afternoon, harness horse races three afternoons and stock car races one afternoon. Hennies Bros.' Shows have been contracted for the midway.

### Lethbridge, Alta., Plant Lease Is Renewed by City

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

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

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

Other aldermen felt the council should not interfere with details of operation of the fair board.

### Haynesville Gets Plant; Sets October 7-9 Dates

HAYNESVILLE, La., Feb. 28.—Claiborne Parish Fair is slated to be held October 7-9 at a newly purchased plant which was formerly a cotton warehouse. First payment already has been made, and G. H. Sherman, fair president, reported \$1,900 in the treasury for initial financing of the event. He said an option has been taken for additional acreage.

Committee chairmen named are Joe Webb, finance committee; N. S. Causey, agricultural committee; G. H. Sherman, program; C. L. Cook, by-laws; F. M. Graves, publicity; R. W. Atkins, pageant; Sam Jones, grounds and buildings; A. A. Smith, schools, and Dorothy Shell, home economics.

### Woodruff Big Four Prexy

NASHUA, Ia., Feb. 28.—William Woodruff was elected president of Big Four Fair Association to succeed R. R. Waite, who resigned because of ill health. Waite had been with the board 25 years. Mike Juhl fills the post of vice-president vacated by Woodruff.

## ST. LOUIS OPPORTUNITY AMUSEMENT PARK-FAIR GROUNDS

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# NIX PASSES--URGED IN CALIF.

## Upped Admish Also Plugged

Recommendations made by legislative group in okaying \$1,503,276 Fair Budget

SACRAMENTO, Feb. 28.—Recommendations that passes be eliminated and that the admission be increased to 75 cents or more highlighted the action of an assembly subcommittee in approving a \$1,503,275 (1948-'49) California State Fair budget proposal recently.

Assemblyman Philip Boyd, chairman of the subcommittee of the ways and means committee, declared the admission should be 75 cents or higher. General admission to the fair has been 50 cents for years.

Assemblyman Glenn Anderson urged that the pass system be abolished.

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

### Cites Success Elsewhere

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

Rosequist said that in 1941 about 102,000 out of 651,000 admissions to the State fair were thru the pass gates. He pointed out that legislators, State officials, members of police and fire departments and "50 other categories too numerous to mention," get passes.

"It is getting hard to draw the line on the pass situation," he remarked. "Everyone wants passes and the least deserving are the ones who put on most of the pressure."

### Prune Newspaper Outlay

Assemblyman Lloyd Lowery obtained committee approval of a motion to cut the newspaper advertising item in the budget from \$70,000 to \$40,000. This was the only item the committee reduced.

The budget, which represents an increase of \$635,715, or 58 per cent over the 1947-'48 budget, calls for a substantial increase in horse race purses, a \$50,000 fund for possible wage and salary increases and other items.

Revenue is estimated at \$992,000 as against \$945,201 for last year's exposition. It is proposed to make up most of the difference between revenue and expenses by appropriation from the fair and exposition fund, which is supported by pari-mutuel racing pools.

Rosequist said the 1948 fair will run for 11 days (September 2-12) and that there will be nine days of racing instead of eight as in the past.

### Money for New Site

The budget contains an extra item of \$1,250,000 to be spent during 1948-'49 toward acquisition of a new site. The Legislature has appropriated \$2,000,000 for this purpose.

The budget will be submitted immediately to the full ways and means committee for action. It must also be passed by the Assembly and the Senate.

### 265G for Improvements

The California Public Works Board has approved allocations totaling

### Motor Speed Round-Up:

## Construction of 250G Midget Track Started in Cincinnati

CINCINNATI, Feb. 28.—Construction of a \$250,000 midget race track at Reading and Glendale-Milford roads here has been started, it was announced this week by Harry E. Marble, attorney for Cincinnati Raceways, Inc., the operating company which hopes to complete the project in time to stage races by late May. Events will be presented twice weekly until October, it was said.

Plans call for a quarter-mile banked asphalt track with a grandstand seating capacity of 7,500 and provisions for an additional 7,500 seats at a later date. The site bought by the firm takes in more than 20 acres, allowing ample parking space.

Officers of the company are Frank J. Hall, president; E. E. Stokes, vice-president; P. G. Vondersmith, secretary, and Edward Illig, treasurer.

### Hanson Wins in L. A.

LOS ANGELES — Pel-Mel Hanson won the 150-lap midget auto race feature at the Coliseum here Sunday (15) before 10,000 fans. Hanson, starting in 10th place, throttled up fast and was fifth within a few laps. He shot into the lead on the 86th lap and never was headed. Ed Haddad nabbed second place and Duke Nalon took third. Lyle Dickey won the 50-lap semi-main and the helmet dash went to Johnny Tolan.

### Emde Cops at Roscoe

ROSCOE, Calif. — Floyd Emde finished first in the 20-lap motorcycle feature race at 5-H Ranch Speedway here Sunday (15). Chuck Basney was second and Ernie Rocico third. Bob Talmadge won the consolation race and Bert Brundage copped the trophy dash.

### Curry Scores Win

LOS ANGELES—Jerry Curry captured the 30-lap midget auto race feature at Norwalk Firestone Motor-drome here Sunday (22) before 2,000 spectators. George Siegan was second and Tommy Beverlin third. Bob Shimp won the semi-main. Curry also took the trophy dash.

### Bud Rose Crashes Thru

GARDENA, Calif. — Bud Rose finally crashed the winning circle here Sunday (22) at Carrell Speedway before a paid crowd of 8,373 fans, finishing first in the 30-lap feature. Johnny Mantz was second and Kenny Palmer third. A new crash wall, recently installed, prevented several crack-ups when some of the cars went into a skidding match. Semi-main was won by Joe

\$265,336 for improvement of the present plant.

Projects for which funds were authorized include construction of an outdoor stage and theater with seating capacity of from 1,000 to 1,500 persons, \$20,000; installation of an outdoor dance floor, 70 by 100 feet, \$18,000; addition to the hall of flowers, \$10,000; installation of toilet facilities in eight additional areas and construction of a regional organizations exhibit building, \$18,000.

A portion of the allocations will meet the cost of improvement already completed or in progress, it was reported.

Gemsa, while Mantz took the trophy dash. Heat winners were Pinky Hill, Dick Vineyard, Johnny Garret and Rose.

## Dr. McKenney Made Head of Reorganized Alturas, Calif., Org

ALTURAS, Calif., Feb. 28.—Reorganization of the Modoc Rodeo and Livestock Association has been completed and officers for the coming year elected.

Dr. Philip McKenney was named president; C. H. Bowers, first vice-president; Frank Clark, second vice-president, and Joe Surmeir, secretary-treasurer.

The rodeo grounds here will be rebuilt. Work will be started as soon as weather conditions permit.

Plans are under way for the centennial celebration next summer. Date, however, has not been set.

## Warsaw, Va., Annual To Get New Building, Race Track

WARSAW, Va., Feb. 28.—An exhibition building, 100 by 150 feet, will be erected by the Northern Neck Fair in time for the 1948 event, Secretary-Manager L. F. Altaffer announced.

The structure is planned for year-round use. Also to be built this year, Altaffer said, is a half-mile dirt track for horse and auto races.

## CIRCO AMERICANO

(Continued from page 50)

Redmond, billed as the Andrea Sisters.

Friday, February 13, was our lucky day, as an elaborate banquet was given by Jerry and Janice Wilson for all the show in celebration of the first anniversary of the Circo Americano. The festivities took place at La Colmena restaurant after the evening performance. The personnel presented Janice and Jerry with a silver plaque on which was engraved a message of congratulations and the names of each of the artists. The performance that evening was in honor of Her Majesty, Berta, the Managuan Queen of Carnival, who attended with her court. There was a pause during spec while Her Majesty was presented with a huge basket of flowers. To each of her ladies was presented a corsage, compliments of Jerry Wilson.

The Saturday matinee (14) was hush-hush and very special. The show was given for President Roman Reyes and General Somoza of the Republic of Nicaragua and their families and friends. At the termination of the performance, President Reyes and General Somoza spoke to Jerry Wilson, complimenting him on the show.

Monday night, February 16, was another gala night, with the show presented in honor of the Association of Reporters (Chicos de la Prensa), which has been very co-operative during our stay here.—DOROTHY STOREY.

## Minn. Board Nixes Still Date Events

### Fair Races to Winkley

ST. PAUL, Feb. 28.—Minnesota State Fair Board, at its two-day annual attraction meeting, which closed here Saturday (21), turned thumbs down on leasing the fairgrounds for still dates this year. Attitude of the board was that stills might detract from the State fair.

Representatives of almost 10 organizations which sought to lease the track, chiefly for big car or midget auto races, appeared before the board. One of these offered to build a midget track in return for the privilege of using the plant.

The board contracted four days of big car auto racing for the fair from Frank R. Winkley. Efforts were made to have National Speedways (Al Sweeney and Gaylord White) accept two of the four race days, but Sweeney and White declined, maintaining that splitting of the dates ran up the costs and made for inefficient operation.

Action on signing an automobile thrill show for the fair's thrill show days, September 3 and 4, was deferred by the board, but it did contract for three special thrill acts from Ernie Young, of the Chicago booking agency bearing his name, and booked George Walz, airplane stunter, thru Winkley for those days. Acts booked thru Young were Selden, the Stratosphere Man; the Waldorfs, motorcycle aerial act, and the Eltons, five-people ballet.

Major attraction contract again went to the Barnes-Carruthers Theatrical Enterprises, Chicago, which was signed to provide the grandstand revue for 10 nights and to furnish the afternoon grandstand acts. Sam J. Levy, B-C president, arrived the second day of the meeting, his brother, Louis Levy, 70, having died Wednesday (18) in St. Louis.

Fireworks contract again was awarded to Frank Duffield, of Thearle-Duffield Fireworks Company, Chicago.

### Douglas Dates Changed

DOUGLAS, Ariz., Feb. 28.—A scarcity of livestock has forced postponement of the 1948 Douglas Rodeo from March 19-20 to April 2-4, Frank Sharp Jr., rodeo secretary, announced.

## AROUND THE GROUNDS

(Continued from page 54)

out hundreds of letters, asking aid thru subscription to one or more shares at \$50 each. Money would be used to build a new cattle barn, a 4-H barn, three exhibition buildings and additional lavatory and restroom facilities.

Emory Bouchet, secretary-manager of Exposition Provinciale, reports on the big business racked up recently by *Ice Cycles*, skating show, in a still date stand at Quebec Coliseum. Attendance was up 60 per cent over previous years despite sub-zero weather, said Bouchet. It was the third year for *Ice Cycles* at Quebec.

Sam J. Levy, president of the Barnes-Carruthers Theatrical Enterprises, Chicago, and Mrs. Levy are in Florida on a two-week vacation trip.



## Change Made in License Set-Up At Baltimore

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

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

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

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

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

The commissioner has the power to revoke a permit when any member of the carnival company is convicted of a gambling charge, and he also must notify the fire department, the city engineer and the health department when licenses are issued for inspection of fire hazards, traffic conditions and sanitation.

There is no charge for carnival permits, but those who operate without one, are subject to fines up to \$100.

## Royal Crown Big At Winter Haven

WINTER HAVEN, Fla., Feb. 28.—Florida Citrus Exposition here, with Eddie Young's Royal Crown Shows providing the midway, registered new attendance and gross business records for the week-long run which ended Saturday (21). John Snively Jr., annual's president, and Philip Lucy, expo manager, revealed that crowds for the initial three days totaled 72,000 paid admissions, best in the event's 16-year history.

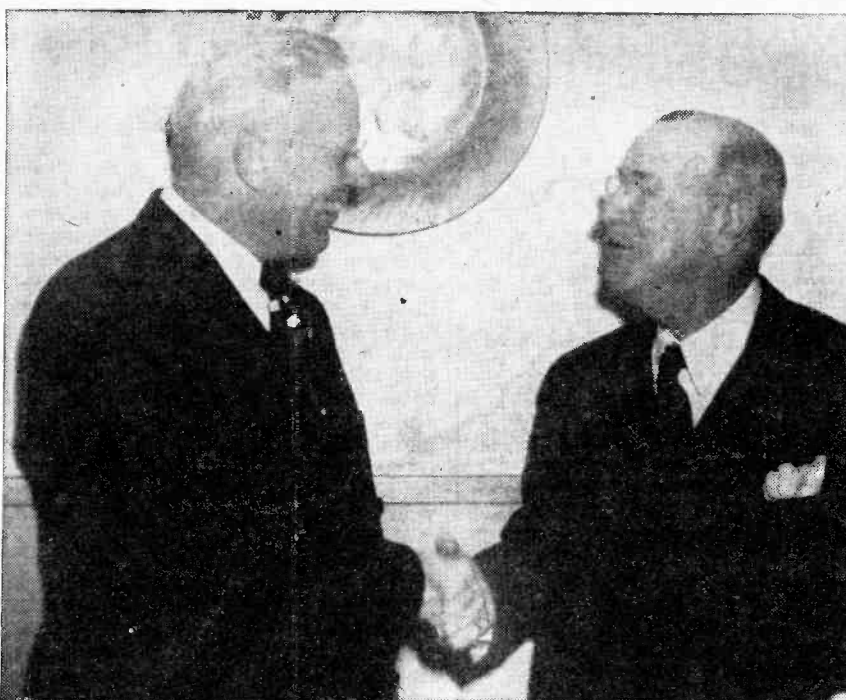
An estimated 35,000 paid turned out for opening day (16), which was tabbed Children's Day. Tuesday, County Commission and Agricultural Day, drew capacity, with many visitors from over the State on hand. Agricultural Agent Mayo, of Tallahassee, Fla., was in charge of the day's festivities. Good weather prevailed and exhibit buildings were filled to capacity, fair officials said.

Royal Crown Shows, making their third appearance at the annual, presented 18 rides, 16 shows and 105 concessions. Fair's new amphitheater (10,000 seats) was formally opened Children's Day and featured the *Ladies Be Seated* air seg, with Tom Moore and Ted Malone. Seven free attractions, featuring Bob Fisher's Fearless Flyers, were presented.

On the midway, the *Vanities*, managed by Johnny Orneallas, and the *Didieanna Revue*, with James Ayers as manager, proved top-money show attractions. Leading the rides were the twin Ferris Wheels and the new High Ball.

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

A bingo was held on the shows



GOVERNOR EARL WARREN of California and J. George Loos (right), owner-manager of the Greater United Shows, are snapped together at the recent Washington's Birthday Celebration at Laredo, Tex., where the governor was guest of honor. Loos has furnished midway attractions for the event the past 25 years.

## B & V Inks Torina, Six New York Fairs

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

Van Vliet recently contracted six New York fairs. They are Owego, Whitney Point, Ithaca, Canandaigua, Greenwich and Fonda.

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

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

Tuesday night (17) with proceeds being divided between the Ladies' Auxiliaries of the Tampa and Miami Showmen's clubs. Manager Eddie Young entertained committees from Florida cities where the shows are booked for the next six weeks. Org also has been set for engagements in Albany, Ga., and Attalla, Ala. Harry (Irish) Gaughn has done a good job as concessions manager.

## Showfolks' Cemetery Draws High Praise From Patty Conklin

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

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

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

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

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

## Crafts Inks Orange Show

Org bolsters line-up for San Bernardino event; attendance may top 300,000

NORTH HOLLYWOOD, Calif., Feb. 28.—O. N. Crafts, owner of Crafts 20 Big Shows, inked the midway attractions for the National Orange Show, San Bernardino, Calif., March 11-21, it was announced at the org's headquarters here.

Crafts reports the addition of several new major rides, along with the show's Hollywood Kiddieland to bolster the line-up for the Orange Show date. Last year the annual played to approximately 300,000 people. Attendance this year is expected to exceed that figure.

Enlarging of the amusement zone allotted to midway attractions has been completed, it was said. There will be 24 major rides and 18 kiddie devices including several water rides, miniature Merry-Go-Rounds and a giant Dipper.

In addition to the regular concession line-up, the following concessionaires have arranged for space: Spec Parsons, watchla, bumper and darts; D. W. Glenn, balloons, French fries; Jack Alpert, monograms; Fred Mortensen, hoopla; W. Vernon Freed, auto coils; Alfred Gallock, pitch-till-you-win; Max Silver, novelties; Bob Perry, crime car; Joseph Archer, salt water taffy; A. E. Van Horn, ice cream; Sam Silver, candy bars; Jake Schwartz, novelties; Chalue and Holt, coils; Cecchine and Levaggi, bingo, bottle games, balloons, long range galleries, pig wheel, baby duck wheel, plush toy wheels, ham-and-bacon wheel and glass pitch.

## Al Wallace Buys Out Jack Murray

VALDOSTA, Ga., Feb. 28.—Al Wallace, co-owner with Jack Murray of the Wallace & Murray Shows, has purchased Murray's interest in the shows and is now sole owner of the org, it was announced at winter quarters here.

Murray's reason for selling was given as poor health. Wallace and Murray launched the shows in Florida in March, 1947. Both men have been in the outdoor show business for more than 25 years, Murray for many years operating a Penny Arcade and Wallace operating cookhouses.

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

## Change Show License Policy On St. Paul Playgrounds

ST. PAUL, Feb. 28.—Carnivals seeking to play St. Paul municipal playgrounds must first get approval from city playground department, the St. Paul City Council decided Thursday (26).

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

## Lawrence Greater Signed

By Charleston, W. Va., Fair NEW YORK, Feb. 28.—Lawrence Greater Shows have been contracted to play the Kanawha County Fair, Charleston, W. Va., Herb Shive, general representative, who signed for the show, announced here. The date gives the org nine fairs in four States—Pennsylvania, West Virginia and North and South Carolina.

## IMPORTANT NOTICE TO OUTDOOR SHOWMEN

To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.

FINAL CLOSING TIME for these ads is

**5 P.M. SUNDAY**

(Eastern Standard Time)

# PEERLESS CELEBRATION

## Amusements

High-Class Attractions for Fairs and Celebrations

**FIRST CALL** ALWAYS A GOOD, CLEAN, DEPENDABLE SHOW **FIRST CALL**  
**APRIL OPENING—WATCH FOR DATE—ANNOUNCEMENT SOON**

We are playing our regular Celebrations, plus a few new ones. Committees in North Carolina, Virginia, West Virginia, Maryland and Pennsylvania, contact now for open time.

**WANTED**—Good Office Man, must know tax forms. State qualifications if experienced at any of the following jobs: Agent's Work, Publicity, Lot Man or Assistant Manager. Agents, notice: If at liberty or free-lancing, having contacts in our territory, write or wire, we have a job; state all and be reasonable. **WANT SHOWS**—Money getters with or without own equipment. We have tops and transportation for Ten-in-One, you furnish entire show inside and out. Side Show Acts, Freaks to feature, etc.; also Girl Show if you wish. Can use Family Show featuring clean entertainment, Snake Show, Animal or Wild Life, Monkey Circus, Glass House, Fun House or Illusion Shows.

**REMEMBER, WE PLAY MOSTLY FREE GATE CELEBRATIONS**

**WANT RIDES**—Will book, buy or lease Octopus, Roll-o-Plane, Tilt, Flat or New Ride. We need two. Want reliable Ride Foreman, First and Second Men for Merry, Ferris Wheel, Chair-o-Plane and Kiddie Train; drivers preferred. Can use Sign Painter, Biller, Sound Man, Truck Mechanic, Builder, Canvas Help, Electrician; drivers preferred. Don't misrepresent; drunks and chasers, save your time. **NOTICE, CONCESSIONERS**—All Concessions will be held open until March 10. Contact now for Stock Wheels, High Striker, Guess Your Age or Weight, Ball Games, Pitches, Photos, Water Games, Strings, Darts, Cork Gallery, Lead, Long and Short Hane, Basket Ball, Huckley Buck, Hoop-La, Penny or Cigarette Pitch, any new or old Hinky-Panks, American Palmistry; X to party with two. Bats of all kinds—Pop Corn, Apples, French Fries, Candy, Custard, Snow, etc. Percentage limited. Rackets, Flats, Swingers, etc.; sorry, can't use them. **AGENTS WANTED**—Bingo Caller to manage; salary and profit-sharing basis, or will sell Bingo and book same. Other Agents wanted—Ball Games, Stock and Percentage. Drivers and couples preferred. Winter Quarters are now open. Former employees and those who want to join now, park or build, contact first. All address: **WM. J. MESPEL** or **FRED HEDRICK, PEERLESS CELEBRATION AMUSEMENTS, Fair Grounds, Greenwood, S. C.**

# MAJESTIC

## GREATER SHOWS

**OFFICIAL OPENING — AUGUSTA, GA., MARCH 15**  
**CAN PLACE FOR LONG SEASON**

**RIDES**—Chairplane, set of Kiddie Rides.

**SHOWS**—With own equipment—Snake, Jig, Wild Life, Arcade, Fun or Glass House, Grind Shows.

**WANT Manager with Riders to take complete charge of Silodrome. Speedy Drags, Walter Petoskey, contact.**

**CONCESSIONS**—Penny Pitch, Ball Games, Balloon Darts, Long-Range Gallery, Hoopla. Frank Randall and Jack Lydick, contact Leonard Gould. Address:

**SAM GOLDSTEIN**  
 PAHOKEE, FLA., THIS WEEK.

Opening **PACIFIC UNITED SHOWS** March 15  
 Have already booked  
**FAIRS AND CELEBRATIONS**  
**CONCESSIONS WANTED**—BALL GAMES, NOVELTIES, GRAB, HOOPLA, PITCH TILL YOU WIN, CORN, GUN, AGE and SCALE, STRING OR ANYTHING NOT CONFLICTING.  
**RIDE HELP**—FOREMAN ON WHEEL AND MERRY-GO-ROUND. MUST BE SEMI DRIVERS.  
**WILL BOOK GRIND SHOWS, SMALL P.C., ALSO ROLL-O-PLANE AND FLAT RIDE.**  
**TONY SOARES, GEORGE SACKSON** Owners  
**TED LefORS** Gen'l Agent  
 2121 SHIELAH WAY, SACRAMENTO, CALIF.

**AMERICAN EAGLE SHOWS**  
**OFFICIAL OPENING HOUSTON, MISS., MARCH 22, STOCK SHOW**  
**SHOW WILL PLAY A STREET DATE MARCH 9, 10, 11 AND 12**  
 Will book Concessions of all kinds which do not conflict. Any Show of merit. One more Flat Ride. Guaranteed 16 weeks of Street Celebrations and Fairs.  
**DANNY ARNETT'S**  
 AMERICAN EAGLE SHOWS, 905 CALHOUN ST., YAZOO CITY, MISS.

**NORTHERN EXPOSITION SHOWS**  
**WANT**  
 For full season of Celebrations and Fairs in North and South Dakota and Montana, including Montana "B" Circuit of Fairs.  
**CONCESSIONS**—Small Cook House and any good legitimate Stock Store and Hinky-Panks not conflicting with what we already have. **SIDE SHOWS**—Mechanical Show, Fun House, Animal Show or any good Show of merit with own outfits and transportation. We have 8 Rides and carry 25 Concessions and 4 Shows. Opening date May 14th, close Mitchell Corn Palace, Oct. 1st. **WANT** good Electrician to operate Lewis-Diesel plants; also good, sober Ride Help that can drive.  
**MIKE SMITH, NORTHERN EXPOSITION SHOWS, WORTHING, SO. DAK.**

**CHORUS GIRLS—BANDMEN—DANCERS**  
 Wanted for Elaine Kirby's Cotton Club Revue. Going on tour with World of Mirth Shows. This will be one of the finest colored revues on the road, traveling in their own Pullman car. Staged and produced by S. H. Dudley. Write at once.  
**S. H. DUDLEY**  
**BOOKER T. THEATRE** DURHAM, N. C.  
 ALL WHO HAVE WORKED FOR ME BEFORE, WRITE.

## Strates Preps For April Bow In Washington

JACKSONVILLE, Fla., Feb. 28.—With 64 men on the pay roll, work of enlarging, rebuilding and rejuvenating the James E. Strates Shows in quarters at the fairgrounds here is moving at a rapid pace and everything is expected to be ready before shows leave quarters March 25. General Manager James E. Strates said that, as in former years, no spring dates will be played in the South. Shows' first stand will be in Washington, for 10 days, opening April 1, three days earlier than the opening in 1947 when business was somewhat hampered because Lent was still on.

Manager Dick O'Brien announced that five 72-foot steel flatcars have been added to the 40-car train to transport the newly purchased rides and additional show equipment and lighting effects. Fifteen dual-wheeled, pneumatic-tired wagons are nearing completion.

A \$20,000 order for new canvas was placed with the U. S. Tent & Awning Company to be delivered in Washington in time for the opening. Order includes canvas for almost every show on the midway, with a specially designed and built big top for the 1948 featured attraction, Georgia Sothorn's revue.

Eddie Hollinger's Colored Revue, last season on the Canadian National Exhibition midway at Toronto, signed with the shows for the season. Business Manager and Mrs. Roy B. Jones, after vacationing in Texas, have arrived in quarters. Nelson Thomas, who thru illness was forced to close before the season ended last year, has recovered and again will be in charge of the enlarged billing department.

Earl Truax, ride superintendent, has his Pretzel ride playing Florida fairs. Williard (Red) Holdredge, utility wagon boss, and wife Betty, wintered in Jacksonville. Johnny Harrison, privilege car manager, arrived after vacationing in Tampa and has the car open for business.

### Majestic To Open March 15 At Augusta, Ga., for Week

FORT LAUDERDALE, Fla., Feb. 28.—Owner Sam Goldstein announces the season opener for Majestic Greater Shows will be Augusta, Ga., March 15 for a week's stand. Inking of several additional dates by Bob Hallock, general agent, is said to have resulted in the cancelling of a decision to lighten the show this year.

Now playing Florida dates in conjunction with the Florida Amusement Company, the show will have to complete its refurbishing while on tour. Lloyd Soules, chief mechanic, reports all equipment in excellent shape.

Manager Harry E. Wilson reports that contracts indicate that many new faces will be seen around the midway this year.

### La Cross Inks Contract For St. Albans, Vt., Event

ST. ALBANS, Vt., Feb. 28.—Paul R. La Cross, owner of the shows bearing his name, reports he has contracted to promote and direct the Teen-Agers' County Fair, to be held in the city hall here, March 29-April 3. La Cross says he has contracted with several acts, plus a circus clown, for the entire week thru the Al Martin Agency, Boston.

The La Cross shows will open the regular season April 16 in Connecticut.

## WANT

Kiddie Rides, Carousel, Photo, Custard, etc.

### NEW KIDDIE PARK

May Thru September

LEASE OR BOOK ON PERCENTAGE  
 Charleston, West Virginia

Write

**E. J. GAYNOR JR.**  
 Ottawa, Kansas

## MITT READER WANTED

STEADY WORK — LONG SEASON  
 GOOD TERRITORY

Feb. 28 to March 7—Imperial County Fair, Imperial, Calif.

March 11 to 21—Orange Fair, San Bernardino, Calif.

Wire

**NONI DAVIS**  
**CRAFTS 20 BIG SHOWS**

## WANT AGENTS

Capable Agents for all Concessions.

Red Mundy, Felix and Cleo Knight, St. Cloud Bailey, wire if joining. Opening Forest, Miss., March 5.

**TEX ROBERTS—G. W. PETERSON**  
 Irvington, Alabama

## IS YOUR VOLTAGE LOW?

Why not do as hundreds of our satisfied customers are doing? Use our low-priced, efficient voltage booster. Will handle a 1500 watt load, operates on 115 volt AC circuit with a 10% or 20% boost. They are being used on Candy Machines, Popcorn Machines, Movie Projectors, Juke Organs, Ice Cream Machines and many other Electrical Devices. \$15.00 each. \$5.00 deposit on C. O. D.'s.

**W. R. DORSETT**  
 Route 6, Macon, Georgia

## Light Towers For Sale

Two all-steel Portable Light Towers, 32 feet high, Westinghouse reflectors. Can be set up by 3 men in fifteen minutes. Used only two seasons on this show, complete and in perfect condition. A real bargain at \$200 each.

**KING REID SHOWS**  
 Manchester, Vt.

## TOP FOR SALE

40x80 TOP WITH 20-FT. CENTER  
 Used 3 months only. Pipe Poles. In excellent condition, like new. Cost \$1,150.00 new. Will sacrifice for \$500.00.

**DINTY MOORE**  
 c/o Nueces Hotel  
 Corpus Christi, Texas

## RUPE'S MIDWAY FOR FUN

WANT — WANT — WANT

All Legitimate Concessions except Bingo, Popcorn, Fish Pond, Glass Pitch, Balloon Dart, Knife Rack, Hoop-La, Hit and Miss and Whiskey Bottle. Positively no grift, no drunks! We play up-town in best little towns in Oklahoma, Kansas, Nebraska and South Dakota. Will book any Show of merit with own equipment.

Opening March 6 at Mexia, Texas  
**W. R. RUPE, Mgr.**

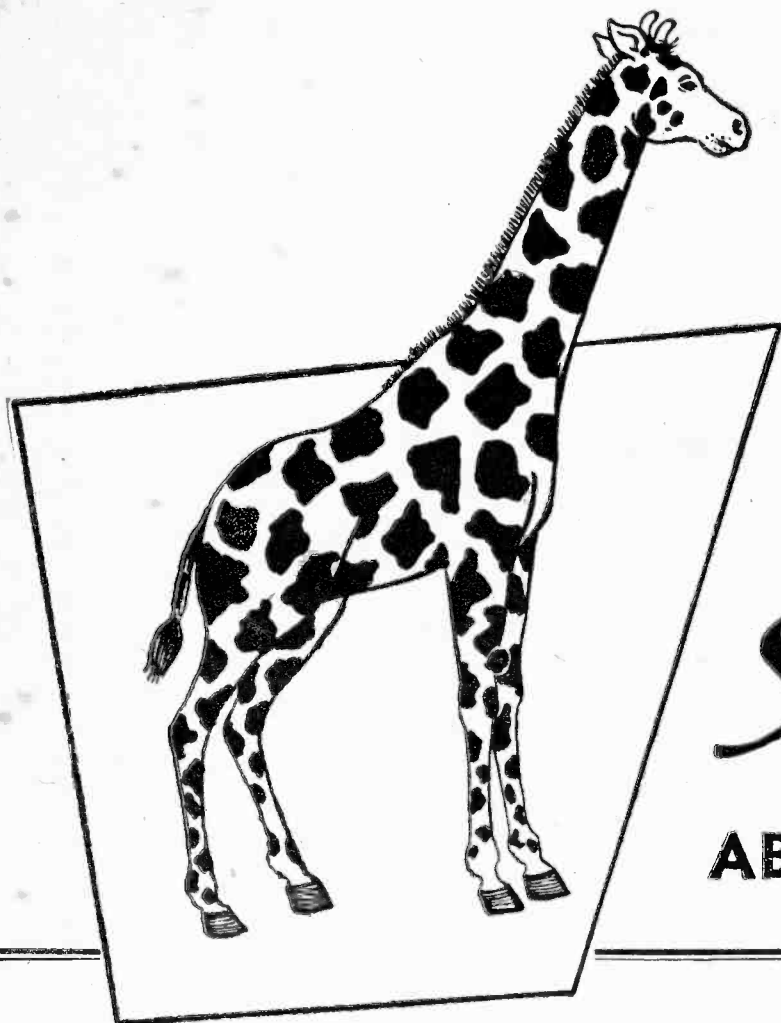
## WANTED

By

### Spector and Demarest

Acts suitable for Side Show. Good proposition for Magician, also Ticket Sellers and Bally Girls, Dancing Girls for Revue. New England tour. Address:

**HOWARD SPECTOR**  
 49 Browning Ave. Dorchester, Mass.  
 Telephone: Col. 9038



# "head and shoulders"

**ABOVE YOUR COMPETITION**

## YOU WILL BE, IF YOU TAKE THIS TIP:

Advertising helps your business . . . by selling more goods, it creates more jobs, thus putting more money in circulation, hence more of a demand for products—your products. That's a long-range view, but it's an economic fact. Your competitor advertises, too. If he didn't, you wouldn't consider him much competition. His advertising budget may be small or it may be even larger than yours. But . . . and this is a big question . . . will his advertising be as timely as yours?

There's a big yearly market ripening now. Within a very short time it will be ready for reaping. It's the big '48 **OUTDOOR SHOW BUSINESS** market. And it

can very easily be your plum if you go after it. Time and place your advertising to reach the buyers in this big market by advertising your products in **THE BILLBOARD'S ANNUAL SPRING SPECIAL**—it's made to order for you.

All showmen—carnivals, circuses, fairs, parks, tent shows, bookers, agents—will read the Spring Special—will use it as a Buyers' Guide—with their immediate needs and requirements for 1948 in mind. Your product, attractively illustrated and described, will be before their eyes as a reminder of what you have to sell. It's timely and selective advertising at its best.

**RESERVE YOUR SPACE NOW  
LAST FORMS CLOSE  
MARCH 17**

### EQUIPMENT SUPPLEMENT

This big feature section of the Spring Special is designed especially for equipment advertising. Minimum space sold in Equipment Supplement is 1/8 page (single or double column).

**FORMS FOR THIS SECTION  
CLOSE MARCH 15**

THE BILLBOARD PUBLISHING COMPANY

In New York  
1564 Broadway  
Phone: Plaza 7-2800

In Chicago  
155 North Clark St.  
Phone: Central 8761

In Cincinnati  
2160 Patterson St.  
Phone: Dunbar 6450

In Hollywood  
6000 Sunset Blvd.  
Phone: Hollywood 5831

In St. Louis  
390 Arcade Bldg.  
Phone: Chestnut 0443

In Detroit  
1009 Fox Theatre Bldg.  
Phone: Randolph 1100

**PENNY PITCH GAMES**  
 Size 46x46", Price \$37.50.  
 Size 48x48", With 1 Jack Pot, \$45.00.  
 Size 48x48", with 5 Jack Pots, \$50.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price ..... \$22.50

**BINGO GAMES**  
 75-Player Complete ..... \$8.00  
 100-Player Complete ..... 8.00

1/3 Deposit on All Orders.  
**SLACK MFG. CO.**  
 116-122 W. Illinois St. CHICAGO, ILL.

**ASTRO FORECASTS**  
 All Readings Complete for 1948  
 Crystal Balls; Imported

On hand in these sizes: 2 1/2; 3 inch; 3 8/16; 4 3/16. Write for prices.  
 Single Sheets, 8 1/2 x 11, Typewritten. Per M. \$5.00  
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs.  
 Any Quantity. Each ..... 1 1/4

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢

**FORECAST AND ANALYSIS, 10-p., Fancy Covers, Ea. 8 1/2 x 11, Typewritten. Per M. \$5.00**  
 Sample of each of the above 4 items for ..... 25¢

No. 1, 45 Pages. Assorted Color Covers ..... 50¢

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample ..... 20¢

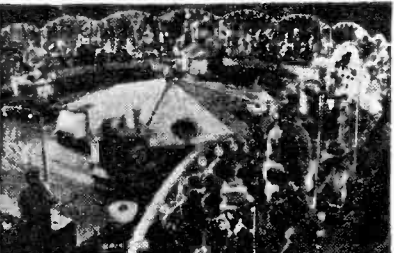
**HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 ..... 25¢**

**PACK OF 79 EGYPTIAN F. T. CARDS,**  
 Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated. Pack of 36 ..... 15¢  
 Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$7.50  
**MENTAL TELEPATHY, Booklet, 21 P. .... 25¢**  
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices.

**BOOMERANG**  
 1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947



WRITE FOR CATALOG, ETC.  
**U. S. RIDING DEVICES CORP.**  
 HARRY WITT  
 298 Junius St., Brooklyn, N. Y.

**ROSECAKE OR WAFFLE MOLDS**



Best Winter and Spring Money Makers. 4" commercial size of cast aluminum. Complete with wooden handles and formulas. \$2.50 each. Get the "originals"! Terms: 25% with order, balance on delivery.

**CONCESSION SUPPLY CO.**  
 3916 Secor Rd. Toledo 6, Ohio

**OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN**

In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.

**BETTY ZANE CORN PRODUCTS, INC.**  
 638 Bellefontaine Ave. MARION, OHIO

**POP CORN**  
 FOR OUTDOOR OPERATORS

We are now booking contracts for the season. We can supply you if you order now. Fancy Hybrid Yellow, Seasoning, Boxes, Bags, Salt, Cones. Send permanent address:

**INDIANA POP CORN CO.**  
 MUNCIE, IND.  
 Write—Wire—Phone

**HUBERT'S MUSEUM**

228 W. 42nd St., New York, N. Y.  
 Open all year round  
 Want Freaks and Novelty Acts.  
 State salary and all particulars in first letter.

**MIDWAY CONFAB**

A society woman visited a gal show three times to be in a position to denounce it.

Mac McMillen, Detroit concessionaire and stagehand, is vacationing in Florida.

E. B. Braden is in the Hotel Richmond Plaza, Pulaski, Tenn., recovering from an attack of pneumonia.

Zora, operator of the Garden of Allah, has re-inked the show with Steblar Greater Shows for 1948.

Mr. and Mrs. Sam Bunch have signed with Paul's Amusement Company which opens in Conway, Ark., March 15.

R. Rothrock, billposter with James E. Strates Shows last season, has signed with the Johnny J. Jones Exposition in the same capacity for 1948.

Election year again—and shows' sound trucks will be day-and-dating politicians' noise wagons on streets.

Larry Branthin cards that he attended the fair at Tampa where he renewed acquaintances with many friends.

Ralph Lavinn and Doc Tuffy visited the Arizona Showmen's Association clubrooms at Phoenix, Ariz., recently while en route to join the Midwest Shows.

Elaine Kirby, nitery and theater blues singer, will have her Cotton Club Revue on the World of Mirth Shows this year. Show will be produced by S. H. Dudley.

Frank Westphal cards that he and Merlin Kuhn have been wintering in Phoenix, Ariz., since leaving the Van

Hooton Shows in Ontario, where they operated the No. 2 unit of Westphal's bingo.

Lew Alters, of Alters Bros.' Congress of Wonders, cards that he will have the side show on the J. J. Kirkwood Shows in 1948. Unit will feature Stella May, monkey girl, with Georgie Spears as manager.

Gal ticket sellers marry ride men not only for love but because they need someone to help check ticket sales.

Mr. and Mrs. Ed L. Hall are visiting friends on Crafts 20 Big and Ferris Greater shows in California, after which they return to Indianapolis to ready their concessions for the season.

Bill Reese, his brother, Bev, and the latter's son, Junior, were among recent visitors to Tennessee Valley Amusement Company's quarters in Valdosta, Ga. Also on hand were Doc Swan and Mr. and Mrs. Jack Allen, of Ruskin, Fla.

Rene Rachelle, annex attraction with various units, has been signed by Russell Libby, veteran showman, for his new night club, The Blue Shadows, near Peoria, Ill.

Bill and Mary McLaughlin report they will be with Eddie Wheeler Shows this season. At present they are cutting up jackpots nightly with Carl and Rose Jackson, ex-troupers, who own a trailer park in Rome, Ga.

How wonderful it is that a show only has to play a fair two consecutive seasons for its press agent to call it "a tradition."

Col. Bill Green, carnival press agent, who had been working with the recent Shrine Circus in Cincinnati, made the February 21 edition of *The Cincinnati Enquirer* with a

**FLYING SCOOTERS**  
 QUEEN OF THE FLYING RIDES  
 With 1948 Streamlined Cars

**EIGHT RIDE PORTABLE RIDE** • **STATIONARY & ELEVATED PARK RIDE** • **NEW JET KIDDIE RIDE**

**BISCH-ROCCO AMUSEMENT COMPANY**  
 5441 S. COTTAGE GROVE CHICAGO 15, ILL.

**FOR SALE**  
**Feltman's Shooting Gallery, Complete**

7 Machine Guns, plenty of B-B's, and in good condition, Compressor and Motor. Seven (7) Scientific Pokerino Tables. Ten (10) Whirl-o-Ball Alleys. Sixteen (16) Ferris Wheel Crates.

**BOX D-238**  
 c/o THE BILLBOARD CINCINNATI 22, OHIO

**NEW 1948 KING FUN HOUSES**

Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled in an hour's time. New models complete with full line of tricks. Write for full information. Terms available.

**KING AMUSEMENT CO.**  
 82 ORCHARD STREET MT. CLEMENS, MICH.

**FOR PROFIT AND FLASH**  
**SPITFIRE** | **HI-BALL**  
 WORLD'S MOST BEAUTIFUL RIDE | WORLD'S MOST MODERN RIDE  
 Always a Money Maker | For Parks and Carnivals

WRITE FOR DESCRIPTIVE CIRCULARS  
**FRANK HRUBETZ & CO., Salem, Oregon**

**MISSOURI AUTO TAGS** FOR **MOTORIZED SHOWS**  
 14 Years of Service  
 Write for Details  
**C. J. "CY" BABKA**  
 1721A LONGFELLOW BLVD. ST. LOUIS 4, MO.

**THE JANUARY-FEBRUARY BIG ELI NEWS IS JUST OFF THE PRESS!!!!**



Send for your copy of this magazine today. All you have to do is mail a 1c post card today and we will send your copy of the magazine immediately. At that time you will also be given the opportunity of subscribing to the magazine to receive each issue without charge or obligation.

BIG ELI NEWS is published for the Ride Man, it is written about Ride Men and mailed every other month, so get your copy right away.

**ELI BRIDGE COMPANY**  
 800-820 Case Avenue, Jacksonville, Illinois

**NOW!**  
 turn to **INSIDE FRONT COVER**  
 for an important story on **POPCORN PROFITS**



**MANLEY INC., KANSAS CITY, MO.**  
 "The Biggest name in Popcorn"  
 POPCORN MACHINES AND SUPPLIES

**1948 IMPROVED SUNSHINE CHOO CHOO TRAIN**

Biggest money maker on any Midway for labor required, space needed and money invested. Prices—Three Cars, 18 passenger, \$1800.00; Four Cars, 24 passenger, \$1955.00; Five Cars, 30 passenger, \$2100.00; all F. O. B. Tampa, Fla. Fast truck delivery and set up for 15 cents mile one way. Send dollar for large photo and complete description.

**MEMBER ACA** **SUNSHINE MFG. CO.**  
 2105 E. CHELSEA ST. TAMPA, FLA.  
 Member Tampa Chamber of Commerce

**Frozen Custard Machines CONCESSION TRAILERS**

Order now for sure spring delivery. Write for latest free catalogue.

Frank Thomas  
**GENERAL EQUIPMENT SALES, INC.**  
 814-824 South West Street Indianapolis 2, Indiana

**Big Profits PHOTO MACHINES**  
 New Street and Booth Models Ready!  
 Shipped in 2 days!  
 Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Supplies. Write—phone—wire.

**Federal Identification Co.**  
 Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.



**ARCADE FOR SALE**  
 150 GOOD MACHINES  
 40x80 NEW TOP, COMPLETE.  
 Front sign, Jacks Counter Boards. Will sell everything for \$5,000.00, or will sell any part.

**DINTY MOORE**  
 c/o Nueces Hotel Corpus Christi, Texas

**DIESEL GENERATORS**

Two GM Diesels, Model 6043, 90 H.P. cont., direct—connected to Delco generators, 60 kw., 3/60/120-220. This equipment has been used as stand-by power only and is in perfect condition. Bargain for immediate sale.

**BLUE MOUNTAIN CLAY CO.**  
 Memphis, Tennessee

**FOR SALE CANDY FLOSS MACHINE**

Double head, hi speed, with 5-foot panel outfit, glass front, light stringer, top, all complete with 27-inch pan, \$185.00. Also one single head Floss Machine, complete, \$125.00. Immediate delivery.

**S. E. MERONEY**  
 BOX 28 ST. DAVID, ARIZ.  
 Phone 2753

## LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE  
COMING SEASON, PLACE YOUR  
ORDER NOW FOR THESE TIME-  
TESTED, SURE-FIRE

### MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- EVANS' AUTO BUMP GAME
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT,  
GAMES, ETC.

## H. C. EVANS & CO.

1528 W. Adams St., Chicago 7, Illinois

story of his career along with a picture showing him "talking it over" with Joe Howard and Billy House, who were making local theatrical appearances and with whom Green claimed he was associated years ago.

Brunette Vicki recently arranged for a surprise birthday party for her sister, Zora, operator of the *Garden of Allah* attraction. Guests included Le-Ola, Cleo Renee, Sandra Lee and Zonnette.

Bud Mellor, of Monongahela, Pa., and Paul Stahl and Joe Croder, of Pittsburgh, were among recent visitors at Al Zellers' Attractions headquarters at Jeannette, Pa. Zeller and Mellor also visited the Clyde Smith Shows' quarters at Cumberland, Md.

Mr. and Mrs. Benny Wolfe, owners of Wolfe Amusement Company, are back in Royston, Ga., quarters following a successful fishing jaunt in Florida waters on which they came up with a good catch of shack fish.

Pat Patterson cards from Harlingen, Tex., that Pearl (Pappy) Cooper, veteran trouper, is a patient in the Kansas City, Mo., General Hospital. In recent years Cooper was with Catlett's Greater Shows and Hale's Shows of Tomorrow.

Visitors at Frank W. Babcock's United Shows season opener in San Bernardino, Calif., included V. Ben Williams and Dave Dauphinee, of Pacific National Exhibition, Vancouver, B. C., and Joe Blash Sr., duck pond operator on Ferris Greater Shows.

Members of the Robinson family, frozen custard ops, were fishing in Florida when word was received of the death of Edward E. Robinson, who was stricken with a cerebral hemorrhage while flying to Chicago. (See *Midway Confab* on page 62)

## CONCESSIONAIRES! CANDY PULLING MACHINE

★ for 5 pound batch!



For more sanitary, customer appealing candy, start your 1948 season with the new Concession #5 Candy Pulling Machine. Stand it on a table or hang it on the wall where your customers can see your candy in the making, and watch your profits grow. Machine is rigidly built with enclosed worm gear drive . . . runs all day for an electrical cost of only 10¢. Rugged . . . Clean . . . Compact (22x15x24") . . . Durable . . . Very quiet and smooth running . . . Built for 5 pound batch . . . Just plug it into any 110 volt, 60 cycle AC receptacle. ORDER NOW to assure first quarter delivery. Complete with motor, \$150.00. 25% with order, balance on delivery. Hurry! They're going fast!

**CONCESSION SUPPLY CO.**  
3916 SECOR ROAD TOLEDO 6, OHIO

## DOBSON'S UNITED SHOWS

14 Fairs

WANT  
SHOWS

6 Celebrations

Opening first week in May. We have the route, what have you for a Grind Show?

RIDES

Will book a Spitfire.

RIDE HELP

Wheel Man, Second Men on all Rides, also Useful Show People, a reliable man to take Chairplane and Loop on percentage. If you want to make some money, get in touch with us.  
Tops For Sale—Used last season; 3 10x16, 2 10x12.

AGENTS

For Ball Games and Slum Stores. Notice! Jack Bennett, Al Wilkinson, Spike Williams, Mrs. Jessie Casdorff, Joe Benson and wife, Frank Ironi and Don Quin, all Agents, get in touch with Walter Woodard, c/o Show.

### DOBSON'S UNITED SHOWS

Ask us for Route Card.

Happy Hooper, Tony Bonk, get in touch with us.

No Mitt Camps.

THIS IS IT!

## GREAT PLANT CITY, FLA., STRAWBERRY FESTIVAL

MARCH 9 THROUGH 13

FLORIDA AMUSEMENT CO. can place Octopus, Fly-o-Plane, Chairplane, Dark-Ride. Concessions of all kinds. Address:

**HOWARD INGRAM or SAM GOLDSTEIN**  
PAHOKEE, FLA., THIS WEEK

### A SURE-FIRE, YEAR-ROUND MONEY MAKER!

Popcorn machines are enormous money-makers today—in theatre lobbies, super-markets, drug chains, countless places that serve the general public. *And here is the king of them all . . . the "KORN-KING" . . . by all odds the handsomest, most appetizing, most economical and profitable popcorn machine ever built!*

### ECONOMICAL.. SIMPLE TO OPERATE.. SPECIAL FEATURES!

There are many popcorn machines on the market, but there's only one KORN-KING—a product of Kingery, the oldest popcorn machine manufacturers in America. Almost three-quarters of a century's experience lies behind the many special features incorporated in this master product.

Remember, too—your earnings with the KORN-KING will go on in depression periods as well as in times of prosperity, because a ten-cent item is practically "depression proof!"

Put one or more KORN-KINGS to work for you . . . and watch the steady flow of dimes mount into a mighty flood of dollars!

### PILES UP PROFITS . . . QUICKLY PAYS FOR ITSELF!

Profits with the KORN-KING are simply amazing. Day in and day out, in all seasons of the year, the KORN-KING works tirelessly, with superb efficiency and economy, stacking up big earnings in a steady stream.

### \$50 DOWN. BALANCE C.O.D.

#### A-G-T LIQUIDATORS

2110 Monroe Ave., Cincinnati 12, Ohio.

\$ . . . DEPOSIT ENCLOSED. SHIP . . . MACHINES AT ONCE.

RUSH INFORMATION AT ONCE ON "KORN KING."

Name \_\_\_\_\_

Address \_\_\_\_\_

BUILT TO SELL AND  
SOLD FOR \$700

NOW

\$295.

F.O.B. CINCINNATI, OHIO

"Korn

King"

POPCORN MACHINE  
by KINGERY

BRAND NEW  
- IN ORIGINAL  
CRATES

TRIUMPH OF 70 YEARS' EXPERIENCE IN THE MANUFACTURE OF POPCORN MACHINES

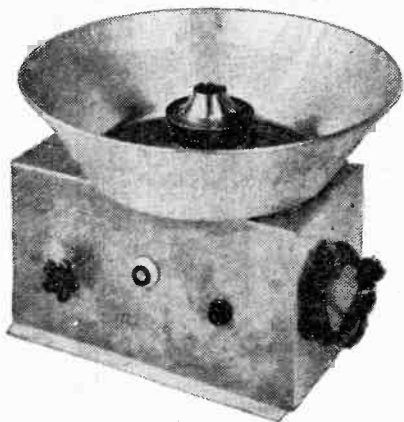
Write-Wire-Phone MElose 3900

AGT

LIQUIDATORS . 2110 MONROE AVE., CINCINNATI 12, OHIO

**HERE IT IS, FOLKS!!! MODEL 120  
THE FLOSS MACHINE THAT EVERYONE'S WAITING FOR!**

**IT'S GOT  
EVERYTHING**



1. Direct drive variable speed vertical motor.
2. Rubbed Mounted — No Vibration.
3. Production — Good as the best — Better than the rest.
4. Compact — Base 18"x10"x10".
5. Machined cast aluminum spinnerhead.
6. Our "Original" 1-piece self-centering double band.
7. Heavy Duty collector rings.
8. Heavy gauge 25" spun aluminum pan.
9. Motor speed regulation rheostat.
10. Heat regulation rheostat.
11. Fused for line overload—No burn out-ing panel.
13. All aluminum enclosed case.
14. "Flash" on any Midway.
15. Many other refinements.
12. Easily operated—Handy switches on work-

**A MONEY MAKER WHEREVER  
THERE'S A CROWD**

\$275.00 F. O. B. TOLEDO  
25% Deposit, Balance on Delivery.

**CONCESSION SUPPLY CO.**

3916 SECOR ROAD

TOLEDO 6, OHIO

**POPCORN HEADQUARTERS**

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

**CHUNK-E-NUT PRODUCTS CO.**

Serving You From Coast to Coast

**MATTY MILLER**  
231 N. Second St.  
Philadelphia 6, Pa.

**HANK THEODORE**  
2908-14 Smallman St.  
Pittsburgh 1, Pa.

**JOE MOSS**  
1261 E. Sixth St.  
Los Angeles 21, Cal.

**Midway Confab**

(Continued from page 61)  
He died at La Grange, Ga. Remains were shipped to Chicago for services at Lain's Funeral Home. The deceased had visited his brother, Robert, each season for the past 35 years and was well known to outdoor showmen.

As the years rolled by it was proven that being in charge of the distribution of shavings on midways is better than a gun and mask.

Recent visitors to Pioneer Shows' quarters in Waverly, N. Y., included John Dunlea, secretary Barlow's concessions; R. (Count) Golden, Tony Figaro, Mr. and Mrs. Garlock, Mr. and Mrs. Carl Lovejoy and C. B. Murray.

Mr. and Mrs. Archie Beauchaine, of Clarkston, Mich., recently booked their popcorn and clothespin pitch with Tennessee Valley Amusement Company for 1948. Firm holds the concession contracts for the Panama City Beach Park, Panama City, Fla., Theodore R. Meadows Sr., reports.

Among attractions on Frank W. Babcock's United Shows at their opening in San Bernardino, Calif., was Bones Hartzell and his live octopus, which moved over from the Ferris Greater Shows. Pat Patterson, assisted by Joe McDonough, also joined with his pony ride.

Ray Oakes, owner of the concession manufacturing company bearing his name, reports that the Scranton (Pa.) Dry Goods Company is using a special duck pond in the store as an Eastern promotion. The pond, put out by Oakes, will have 100 ducks and children will receive prizes.

Some kind of a ruling, either for or against the guy, should be made for the midwayite who really isn't for it or entirely against it.

Showfolk attending the fair meeting in Columbia, S. C., January 21 contributed to a purse which was presented to the Police Boys Clubs of Washington, with Carl Barlow, of DeLuxe Concession Company, setting up the movement. Barlow is interested in the various boys' clubs in the Capital City.

Edward Sweeney has seen to it that *The Billboard's* Cincinnati editorial lads anoint their waffles prop-

**CARBONS**

for  
**60" Searchlights**

A very advantageous purchase of SEARCHLIGHTS CARBONS from surplus stocks permits us to offer them to you at a fraction of their normal cost.

These Carbons are for 60" searchlights, and are manufactured by the National Carbon Co. They are type I, which is a high intensity, white flame.

Each set consists of one Positive 16mm. x 22' and one negative 11mm. x 12". There are 25 sets to a metal container. These are factory packed 20 containers to a wood case. In excellent condition.

**\$4.00**

Per Container, when purchased in case lots, as long as stock lasts.

Terms: Net Cash, F. O. B. Los Angeles.



**R. M. B. CORPORATION**

Wholesale Distributors  
1505 E. 1st St. Los Angeles 33, Calif.



**NATIONAL SHOWMEN'S ASSOCIATION**

**GREET'S YOU**

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th  
Wednesday each month  
Palace Theatre Building,  
1564 Broadway,  
New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write For Information.  
Initiation ..... \$10.00  
Dues ..... \$10.00 Yearly

**DUCKS! DUCKS! DUCKS!**

Duck store men, take notice!  
We are going to have ducks in March!

Weekly hatches! Contact us at once and don't be disappointed! Book your season's supply now! All orders must be accompanied by a deposit of 50%. Prices will vary with egg costs. Ducks are now 40c, but may be cheaper as egg prices come down. All advance orders will receive benefit of any drop in price!

**RIVERVIEW HATCHERY**

215 Roberts Lane

Bakersfield, California

**OCTOPUS ROLLOPLANE FLY-O-PLANE**

World's Most Popular Rides

**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**

**SNOW CONES-POPCORN**

Our 1948 Catalogue on Concession Supplies will be ready in a few weeks, over 50 pages of items for the Snow Cone, Popcorn, Candy Floss and Candy Apple stand, the biggest and most complete line in the business. Be sure you get your copy, everything you need at money-saving prices. Many new items, scarce items and valuable information. Get your name on our list today.

**GOLD MEDAL PRODUCTS CO.**

318 E. THIRD ST., CINCINNATI 2, OHIO

**ROLL TICKETS**

PRINTED TO YOUR ORDER

**Keystone Ticket Co. SHAMOKIN, PA.**

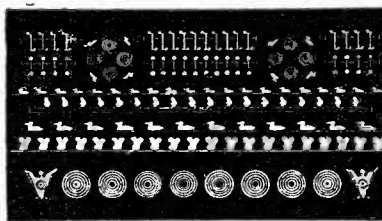
Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

**100,000  
\$25.00**

10,000 ..... \$ 8.50  
20,000 ..... 10.25  
50,000 ..... 15.75

Prices Effective March 1, 1947

**SHOOTING GALLERIES**



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

**KING AMUSEMENT CO.**  
82 Orchard St. MT. CLEMENS, MICH.

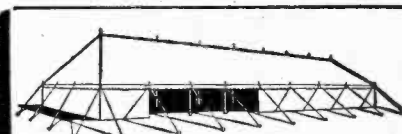
**Lawrence Greater Shows**

Now booking FAIRS, CELEBRATIONS and SPECIAL EVENTS

also  
SHOWS — RIDES — CONCESSIONS  
CAN ALWAYS PLACE  
Useful Show People in all Departments.  
WINTER QUARTERS, KINGSTREE, S. C.

**CARNIVAL WANTED**

July 4th Celebration, July 2, 3, 4 & 5.  
Want Carnival of six to eight rides, two to four Shows. Cassville, Missouri, county seat. Population 2000. Auspices V. F. W. Wire or write  
**BOB HAWK**  
104 WEST 14TH CASSVILLE, MO.



**TENTS OF ANY SIZE FOR SALE!**

Fully hand-roped Concession Tops, Cook Houses, Bingo Tops, Merry-Go-Round Tops, etc.

"If It's Made of Canvas, We Make It!"

**MAHAFFEY BROS.**  
Tent & Awning Company  
195 SOUTH PAULINE  
MEMPHIS, TENNESSEE  
"Comfort and Protection"

**INSURANCE**

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**Ernie Jordan Trailer Sales**

"The Showman's Friend"  
America's Finest Trailers & Dollies.  
Terms—Trade—Service & Parts.  
505 N. E. 23rd, Oklahoma City, Okla.  
1603 Ft. Worth Ave., Dallas, Texas

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2, 10c each.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

#### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides \$30.00. Replacements, Numbered Balls, Ea. .58. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00. 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5 M 1.50. 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M 1.75. Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for .75. Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, 1/2 M 1.00. Red or Green Plastic Markers, 1/4 Square. Round or Scalloped, \$2.50 M; 1/2 Square Size \$2.00 M.

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON BLVD., Chicago 4, Illinois

erly and tastefully by shipping in three jugs of imported Yucatan honey from Lake Worth, Fla. Sweeney is at present sojourning in West Palm Beach, Fla.

B. F. Brown, veteran press agent, has signed for his fourth season with the Dumont Shows. This marks Brown's 42d year in the business, during which time he's been with Barnum & Bailey, Ringling Bros., Hagenbeck-Wallace, Forepaugh, Buffalo Bill, Sells Bros., John Robinson, Yankee Robinson, J. J. Kirkwood, Penn Premier and Ideal Exposition shows.

Max Gertz is managing the Globe of Death thrill show on Royal American Shows. Line-up on hand at the org's opener in Tampa included Fernando Rivero, featured rider; Mrs. Fernando Rivero, Raoul Casal and Bernardo Castrine, riders; Chic Shay and Jessie Saunders, ticket sellers, and Bill Blatsky, grinder. Joe Monney is handling the front.

Story about an early-day manager changing his concessionaires and closing his show drew no comment from the sticks except, "What for?"

Jack and Virginia Barnes and Trixie Clark, of Twin City Shows, motored from quarters in Springfield, Mo., to Kansas City, Mo., for a visit with friends. Trixie remained in the latter city to attend the Heart of America Showmen's Club's Birthday Party Saturday (28). The Barneses moved on to Grinnell, Ia., where they visited Virginia's parents.

Louie Berger, assistant to J. C. McCaffery, general agent of Hennies Bros.' Shows, returned recently from a two-week trip thru Southern territory. He attended the fair meeting in Jackson, Miss., and also visited Al Wagner at quarters of the Cavalcade of Amusements, Mobile, a unit of Amusement Corporation of America.

Mae Sopenar, member of the Showmen's League of America, Ladies Auxiliary, plans a plane trip East soon to visit her daughter. Mrs. Lena Schlossberg, also an SLA auxiliary member, is planning a trip East. Mrs. Schlossberg recently returned from Hot Springs where she attended the wedding of Mr. and Mrs. Nobel Fairley's son.

This season modest but adequate concession rates will be charged and can be enjoyed by any concessionaire at the cost of his entire gross—plus 10 per cent for lights.

Ray Holding, concessionaire on the Douglas Greater Shows, and Ray Hodges, Puyallup, Wash., concession operator, were honored at a recent party given by friends on the Douglas and Ziegler shows at the Hodges's (See Midway Confab on page 64)

### World of Pleasure Shows

NOW BOOKING FOR 1948 SEASON

RIDES—CONCESSIONS—SHOWS

Opening in APRIL—Vicinity of DETROIT

**JOHN QUINN** Temple 3550 Cass Ave.  
**MANAGER** 3-6822 Detroit 1, Mich.

### WANTED

Prices on Children's Rides: Merry-Go-Rounds, Children's Railroad, Boat Rides. Please send descriptive literature, delivery dates.

**THE BEACH COMPANY**  
Isle of Palms, S. C.

### BLUE GRASS SHOWS

NOW BOOKING FOR 1948

SHOWS—RIDES—CONCESSIONS.  
Address: Augusta, Ga., General Delivery

### STEAM TRAIN



**BURNS COAL**

Hauls a big load of kids or adults on every trip.

Attracts **CROWDS** in any amusement park or recreation center

You can't beat steam for appeal and repeat rides; it will outdraw any other type of train. Walter Foster, Concession Operator, says: "Crossed from \$75.00 to \$300.00 per day with M. A. Sraeder Shows."

### OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides  
224 W. Douglas Wichita 2, Kansas

**NOW!**

turn to **INSIDE FRONT COVER** for an important story on

**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**

"The Biggest name in Popcorn"

POPCORN MACHINES AND SUPPLIES

### RIDES—RIDES—RIDES

At liberty for FAIRS AND CELEBRATIONS for Pennsylvania territory. Have a few open dates. Write

**THOMPSON BROS.**

2906 4th Ave. ALTOONA, PA.

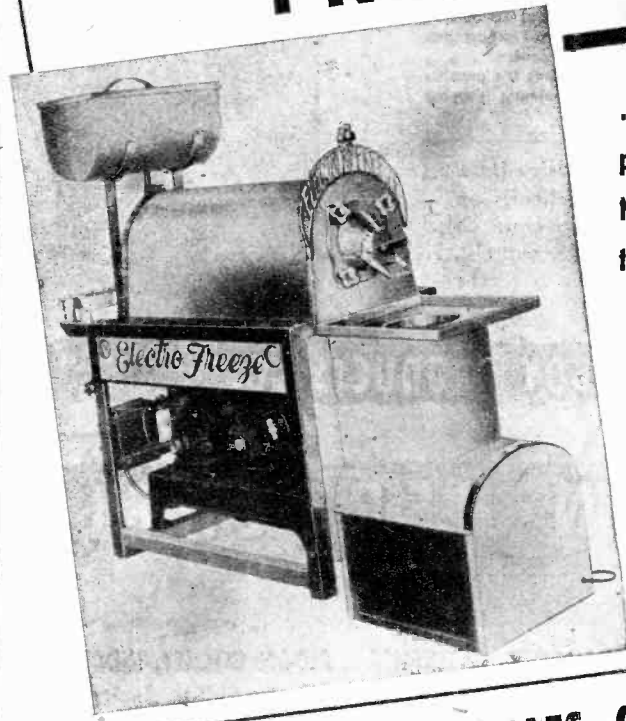
NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS

**W. G. WADE SHOWS**

C. P. O. Box 1488 Detroit 31, Mich.

# ELECTRO FREEZE . . .



. . . HAS proven a profitable **MONEY MAKER** from Maine to California.

Place orders **Now—before** season's opening—and get **immediate delivery.**

## ELECTRO FREEZE SALES CO.

New York 54, N. Y.

2720 Third Avenue

Ask about "TOTO" Freeze Mix. A new complete pasteurized vanilla mix in powdered form—just add water.

JUST ADD WATER

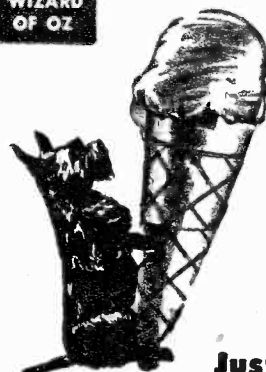
# TOTO

*Pasteurized*

**FREEZING MIX FOR USE WITH**

*Frozen Custard Machine*

TOTO FROM WIZARD OF OZ



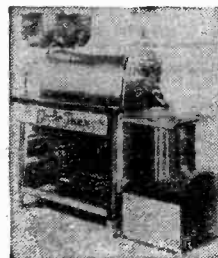
Just Add Water (Sugar and Vanilla Included in Mix)

TOTO may be stored for 1 year—NO REFRIGERATION NECESSARY  
TOTO produces a delicious and smooth bodied FROZEN DESSERT

Full details furnished upon request  
**ELECTRO FREEZE SALES COMPANY**

(Toto Mix Division)

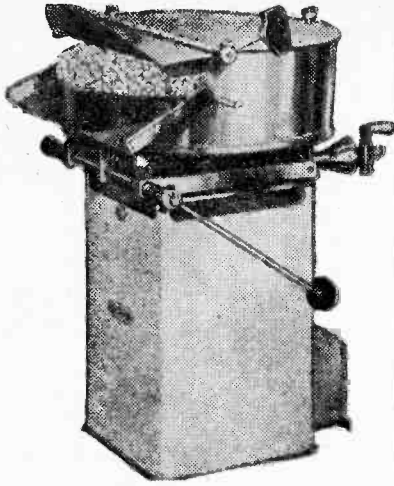
165 Broadway, New York 6, N. Y.



**Popcorn Profits Doubled**

with **CRETORS** auxiliary  
**GIANT MODEL 41**

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed. . . . Patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



<b>HEADQUARTERS FOR PURDUE HYBRID S. A. CORN</b>	<b>Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes</b>
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**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO 5

**Midway Confab**

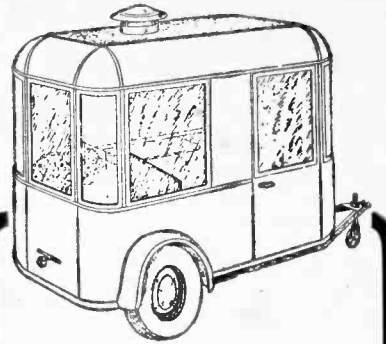
(Continued from page 63)

home in Puyallup. Gifts to the guests of honor, bridge, pinochle and refreshments were features of the get-together. Guests included Mr. and Mrs. Earl Douglas, Mr. and Mrs. Bud Douglas, Mr. and Mrs. Ray Holding, all of the Douglas shows; Mr. and Mrs. George Hiscock, Mr. and Mrs. Les Sanford, Mr. and Mrs. George Stiles, Mr. and Mrs. Bob Hurlburt, of the Ziegler Shows; Mr. and Mrs. Kurt Andersen and Mr. and Mrs. Tony Buhr, of Tacoma, Wash.; Mr. and Mrs. Charles Hagerty, of Fife, Wash., and Mr. and Mrs. Ray Hodges.

John Phillips, Hi-Striker manufacturer, is in a Detroit hospital for an operation. His son, Walter, will handle the business during his father's absence.

Mom Cole, cookhouse operator with Mighty Page Shows last year, recently presented her daughter, Lucille, with a new car and cocker spaniel in celebration of the latter's birthday.

Bill and Jean Bacon and the latter's sister, Maxine, recently joined Paul's Amusement Company for the 1948 tour with their cookhouse.



The **Crystal Coach Jr.**  
**1948 MODEL**

Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.

Immediately Available Through Our Distributors or Write Dept. B

**The Calumet Coach Co.**  
11575 S. WABASH AVE., CHICAGO 28

**ALLAN HERSHELL**

**Park and Carnival Amusement Devices**

Makers of **THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS** and other famous riding devices. Order now for early delivery. Free catalog sent on request.

**ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.**  
*World's largest manufacturers of amusement rides*

**HAROLD EUTAH WANTS AGENTS**

For String Game, Fish Pond, Dart Balloon, Cork Gallery, Ping Pong Pitch, two Penny Pitches (Dish and Board), Over and Under, Pan Game, Pea Pool, Coke Bottle, Stock Ball Games and Hit and Miss. All Concessions except Percentage worked on 50-50 basis. Following showmen, wire me: Bill Chalkas, Dale Parrish, Mr. Donlop and Louie Seltzer.

**HAROLD EUTAH**  
BOX 665 JOPLIN, MISSOURI

**Continuous Action Penny Pitch Game**

This is one of the finest Penny Pitch Boards made. 4-color job on Masonite. Made so that there will be plenty of winners to make this board to having plenty of players at all times. This is a 9-jackpot board. Price of these boards, \$60.00. Comes complete with cover to protect same. 29 other games now ready. Send for catalog. Please send deposits on all orders.

**RAY OAKES AND SONS**  
Box 106, Brookfield, Illinois

**NOW!**

Complete Blevins Stocks and Service in

**ATLANTA and NASHVILLE**

- |                       |                        |                        |
|-----------------------|------------------------|------------------------|
| ★ BEE-HIVE Popcorn    | ★ Ice Ball Machines    | ★ French Waffle Irons  |
| ★ Pops-Rite Seasoning | ★ Snow Cone Supplies   | ★ Corn Cribs           |
| ★ Bags and Boxes      | ★ Candy Floss Machines | ★ Food Equipment       |
| ★ Popcorn Machines    | ★ Treatum Trailers     | ★ Peanut Roasters      |
|                       | ★ Coleman Equipment    | ★ Kettle Kleaning Kits |

**BLEVINS POPCORN CO., Inc.**

In Southeastern Industrial District  
650 Murphy Ave., S. W., Unit 8, Bldg. E  
Phone: Amherst 7141 Atlanta, Ga. Phone: 7-3272 Nashville, Tenn.  
Popcorn and Supplies in Public Warehouses in  
New Orleans, Louisville, Memphis

**On Account of Disappointment WANT**

**First-Class Billposter**

One that can and will put up paper. We pay top money if you can produce.

**WORLD OF TODAY SHOWS**

BOX 782, MUSKOGEE, OKLA.

**RIDE HELP WANTED**

Foremen on all Rides. Top wages weekly and bonus at end of season. Also Second Men on all Rides. Top salaries. Must drive semis, be sober and reliable. Join on wire. Wives on Tickets.

**PEPPERS ALL STATES SHOWS**

Florence, S. C.

**FLOYD O. KILE SHOWS WANT**

TO BOOK ONE MORE RIDE: Eli Wheel, Octopus or Tilt. Long season. Low percentage. FEW MORE CONCESSIONS OPEN. EXCLUSIVE; small Bingo, clean Grab, Custard, Apples, American Palmistry, High Striker, Balloon Dart, Age, Scales. Low privilege. Opening April 1st in Louisiana. Free gate. No gift. Write **FLOYD KILE, Box 85, Baton Rouge, La.**

**Complete Arcade For Sale**

(No top.) 50 machines, jacks and counter tables, change booth, cable and switch box and 48-foot panel front. Will sacrifice all for \$1400.00. Bring truck.

**HERMAN REYNOLDS, Reynolds Amusements**  
1020 Haines St. DALLAS, TEXAS

**CARNIVAL WANTED**

July 4th Celebration, July 3-4  
Want Carnival of six to eight Rides, two to four Shows. Population 2000. Auspices Legion.

Write **BOX F**

CHATFIELD, MINN.

**CRETORS**

Since 1885

America's Pioneer  
Manufacturer of  
Corn-Popping  
Machines

C. CRETORS & CO. Chicago 16, Ill.

**ELECTRIC BILLS SHOCK YOU?**



SAVE MONEY — MAKE YOUR OWN — with a Universal Lighting Plant. Have all the electricity you need at LESS than city rates. Models to carry up to 500 bulbs — BUILT for traveling shows. Lightweight, compact, reliable — pays for itself in short order. Write today for literature.

**Universal LIGHTING PLANTS**

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**GIELOW RIDES**



# BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Sand Bar, Fla.  
February 28, 1948.

Dear Editor:

While other midways are preparing for the comfort and pleasure of their patrons, we are preparing for the comfort and pleasure of our employees. We make up the lack of paydays with joy, companionship and the finer things in a trouper's life. Those are the things that have kept this big happy family intact, especially the companionship. Surprises for our people never cease.

After checking the box wagons it was learned that they were loaded so full with show and ride equipment that only 40 per cent of the space was left to load beds, springs, trunks, iceboxes, bedding, pots, pans, dressers, wash tubs, dishes and grub boxes. The boss ordered all extra stakes poles, bally curtains, extra ride parts, steps, platforms and all neon signs to be junked, which now provides enough room for wagon-dwellers to bring their relatives along with them as well as enough space for them to pick up a buck or two by hauling a concessionaire's booth.

We have eliminated the portable restaurant and replaced it with a circus-style cookhouse. Plenty of eating and sleeping is our motto. The charge for board will be \$1 per day, but since there are no salaries on this show the buck per day will be deducted from bonuses. Even tho there will be no money involved, a cashier will sit by the exit. That will make the diners heel by the sidewalk route. Just another of the finer things in life, cookhouse heeling, that make us happy.

When we arrived here to winter,

the burg's mayor met the train with, "Make our town your town." To date we have made their town ours (had to build 10 more wagons to carry it). To co-operate with the town council, the boss agreed to help the burg by appointing our night watchman as dog catcher. A dog hurry-up-wagon went with the position, which the newly appointed dog guzzler has converted into a popcorn wagon. Right now we have impounded in quarters about 75 pooches. Manager Pete Ballyhoo said: "The dogs come under the heading of joy and companionship, and a dog will be issued with every stateroom. But we'll furnish no linen." So, 75 show souls are to be made happy.

Under our joy-and-finer-things in-life set-up, the only way the office will have to fine an employee for breaking a rule will be by taking the dog away from him or her for 10 days or by having the cookhouse steam-table man hold the beef out of their beef stews. This is no longer a troupe—it's a sect.

P.S.: Word has just come from the office that as an additional finer-thing-in-life we will be permitted to throw trash and garbage out of the wagons and leave it there after the show pulls off the lot, and that each wagonized family may build and carry a portable restroom. As our special agent is considered a worldly person, he gets money for banners, it will be his job to either hire someone and pay him out of his pocket to dig the holes or to dig them himself two days before the shows' arrival. Yes, money isn't everything.

Major Privilege.

Advertising in the Billboard Since 1905

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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.  
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**STOCK ROLL TICKETS**  
1 ROLL ..... \$1.00  
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Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number



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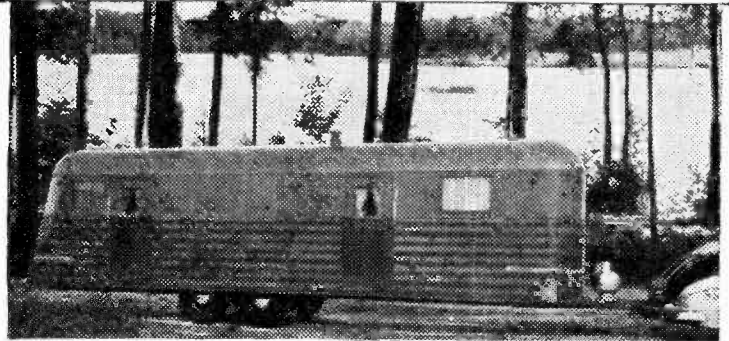


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## CLUB ACTIVITIES

**National Showmen's Association**  
1564 Broadway, New York

NEW YORK, Feb. 28.—A well-attended meeting Wednesday (25) was presided over by Chaplain Fred Murray because President James E. Strates wired from Jacksonville that he could not be present. Phil Cook, chaplain of the Miami Showmen's Association, read the invocation.

At the board of governors' meeting it was voted to hold the annual banquet at the Commodore Hotel Thanksgiving Eve, November 24. Secretary Ralph Decker has already reserved three tables for this affair.

Eligibility committee Wednesday (25) approved the following applicants for membership: Martin Gray, Rocco Fanelli and Joseph Cultrera, sponsored by David Brown; William Fitzpatrick Jr., by Francis Kelly; H. Collier, by Jack Lichter, and George Fitel, by L. James Quinn.

Edward Cohen has left for a month's vacation in Miami. Members recently returned after long absences are Louis Rosshander, who had been on the West Coast for three months; Max Hofmann, in from Tucson, Ariz.; Alfred McKee, back from Old Orchard Beach, Me.; Phil Cook, from Miami for a visit; C. D. Sullivan, also from the South, and Bill Moore. Recent visitors were Joe Hughes, Sam Prell, Israel Nathan, Harry Agne, Joe Weisman, Mack Harris, Barney Berman, Jerry Gottlieb, Francis J. Kelly, Robert White, Sol Wechsler, Louis Ulrich, Irving Pearlstone, Max Kassoff, John Weisman, Sam Dieckman, Morris Vivona, Philip Ray, Arthur Sicard, Richard Norton, Lazarus Fink and Sam Peterson.

Club has received chairs for the lounge room. Tickets are on sale for the 10th annual barn dance to be held March 20.

**Show Folks of America**  
San Francisco

SAN FRANCISCO, Feb. 28.—President Whitey Monnette conducted Monday night's meeting (9). Introduced and invited to sit on the rostrum were Virginia Kline, Mike Krekos and Everett George Coe, the last named being president of the Pacific Coast Showmen's Association. Virginia Kline was presented with a bouquet of roses.

Mrs. C. E. Parker, Portland, Ore., was elected to membership. Harold Mook, Crafts 20 Big Shows; Charles Albright, Foley & Burk Shows; Bob Dignan, Dave McCarron, Mr. and Mrs. Carl Frye, Rely Castle Burglon, Mr. and Mrs. Bill Oberhandsli, Mr. and Mrs. Fred Oberhandsli, Jack and Hazel Christenson and Betty Monette were introduced by the president.

The regular St. Patrick's dinner and entertainment will be held again this year. There will be no charge for the dinner.

Betty Monette, vice-chairman of the sick and relief committee, was ill for a week, but is okay again. Mrs. Weidmann reported visiting Mrs. Falliani and also reported that Mrs. Alma Ruhe is ill. Mrs. Rose LaBelle is a patient in San Francisco Hospital, and Rita Friedman reported that Estelle Rosenthal is improving.

A recess was called to raise money for *The Bulletin*. Fred Cockrell, *Bulletin* committee chairman, was aided by Mike Krekos and the sum of \$100 was raised. J. W. (Patty) Conklin donated a substantial sum to the cemetery fund. It was voted to donate \$250 to the Pacific Coast Showmen's Association for furniture for the new PCSA clubrooms.

Alfred (Dusty) Rhodes, Hollywood stunt man, who lost his life attempting to jump from the Golden Gate bridge, was buried by Show Folks in Show Folks Rest.

**Showmen's League of America**  
400 So. State St., Chicago

CHICAGO, Feb. 28.—Mike Wright presided at the regular meeting Thursday (26) in the absence of Vice-President Lou Keller, who is convalescing from a recent operation.

Alvin T. Lewis was elected to membership. Applications posted for the next meeting included those of Ralph Winarski, Harold Ardner, Lucio Cristiani and Dominic Bommarito, credited to Paul Delaney, Hadji Delagradian and Earl Shipley respectively.

Welfare committee reported many of the members who are on the sick list as being on the mend. Al Latto is at his home, George Berger is up and about and Frank Berry is okay again. Tom Vollmer and W. C. Deneke are still confined and Judge John A. Sharbaro is hospitalized following a heart attack. No late reports received on Marshall L. Green.

Rube Liebman, in town on business, visited the clubrooms to get the latest report on the membership drive. Patty Conklin and Buddy Paddock were visitors during the week. Max Sharp left for the West. Joe Solutin, a new member, attended his first meeting. Back after absences are Paul Delaney and Harry (Bing) Bernstein. Dick Dillon, George Nelson and Jim Coughlin, attending the sports show, dropped in for a visit. Back from Florida are Irving Malitz, Bill Carsky, Ed Kornrumpf, Henry Polk, William Townsend and Al Kaufman.

Chairman Elmer Byrnes urges all members and their immediate families to attend the St. Patrick's Party March 17. Everything will be on the house.

The Mustering-Out Fund committee reports it is finally getting things in order for the final report. Those still to be heard from to claim their mustering-out pay include Jack Tavlin, Pete Andrish, Russell Dennis, James H. Owens, Morris Lipsky, John Mattell and John Littau. They are requested to contact Secretary Joe Streibich at once.

**Regular Associated Troupers**  
106 E. Washington, Los Angeles

LOS ANGELES, Feb. 28.—Regular meeting was held Thursday (19). Walter L. Main was invited to sit on the rostrum. Tribute was paid to John Castle, who died Tuesday (17), by John R. Lorman.

Flossie Fitzgerald, Bee Stein and Julia Smith were present after absences. Dave and Harry Castle, in from St. Louis, and Rely Cagle Burglon, in from San Francisco, also were present.

Mabelle Bennett and Vivian Gorman were reported improving from illnesses. Dr. Chamberlain is hospitalized, and Harry Howard is in Gray Sanitarium, Highland Park.

Doc and Clara Zeiger have returned from Phoenix. Cecilia Kanthe is moving to Seattle.

A Valentine party highlighted the evening Thursday (12). In addition, Harry Jackson's birthday was celebrated. He was honored with a seat on the rostrum and later cut a birthday cake, baked for him and the club by his wife, Sunshine. Tillie Palmer brought valentines for each member, and June Gilligan, Josephine Lynch and Lillabelle Williams brought a cake. Ice cream was furnished by the club.

Special guests were Mother and Grace Hanneford. Donna Day and Pete Steinkellner, new members, also were present.

Lill Schue reported on donations to the ways and means committee. She also introduced her son and daughter-in-law, recently returned from Hawaii.

## SODA & ACID ENGINES

Size: 40 gallon. Test: 400 lbs. Type: Outdoor, with steel spokes and wheels. Wide tread. Complete with hose and nozzle. Condition: USED—GOOD. Mfd. by Fyr-Fyter Co. Underwriters approved for Class A Fires.  
**\$175.00 each**  
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C. O. 2 Squeeze Grip Mfd. by the following companies: American La France, Walter Kidde, C. O. Two and General. Size: 15 lbs. Color, RED. Fully charged. Complete with hose and horn. Packed in individual cartons. Navy approved. Approved by L. A. Board of Fire Comm. Condition: NEW.  
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"ALL OUT" Mfd. by National Power Extinguisher Co. Model A-16. Color, O. D. Fully charged. Complete with hose and horn. UNDERWRITERS' L A B E L. Packed in individual cartons. Condition: NEW.  
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Concessions—Legitimate Stock Stores only. Shows—Will book Grind Shows, Monkey, Snake or Fun House. Blackie Davis, Red Cunningham and Dale Reed, get in touch with me. Have For Sale—10Kw. A.C. Light Plant, practically new, \$500.00. Will buy 50 or 37 1/2 K.V.A. Transformer.  
Committees: Have a few open dates, contact **ALBERT BARKER**  
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With Extra Kettle and Top. **FIRST \$100.00 TAKES IT**  
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Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Feb. 28.—Regular meeting was held Thursday (12), with President Lotis Francis presiding. It was voted to purchase a \$1,000 government bond for the club.

Visitors included Esther Speroni, Trenton, Ill., and Bill Hoy, former showman who now is with the army engineers in Adak, Alaska.

Letters were acknowledged from Dorothy Williams and Kay Gawle.

Babe Weinstein and Flo Parker are recuperating from illnesses.

The Valentine party held in conjunction with the International Showmen's Association was a big success. Norma Lang was awarded first prize for the best fem costume, while Meyer Katz was the winner in the men's division.

Among the others in costume were Jane Bunting, Goldie Fischer, Blanche Heth, Daisy Davis, Peggy Grimm, Ethel Hesse, Gertrude Lang, Ida McBoy, Lotis Francis, Gus and Mary Forster, Sally Prevost, Mildred Laird and Harriett Maher.

Euby Cobb was at the mike, assisted by Red McCoy.

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EDWARD BAKER Formerly of Peppers All States Shows, please contact immediately SAPP & MOORE, Attorneys Greensboro, North Carolina. Urgent.

Pacific Coast Showmen's Association 1235 S. Hope Street, Los Angeles 15

LOS ANGELES, Feb. 28.—The Monday (16) session was conducted by President E. W. Coe with Vice-President Joe Krug, Secretary Ed Mann, Treasurer Al Weber, Chaplain Jack Hughes, and Walter L. Main, guest, also on the rostrum.

Carl J. Folk was elected to membership.

Visitors and members present after absences included Max Kaplan, George E. Henschel, Bill Hobday, Jerry Jackson, Arthur Burnham, Murray Estelle, Vic Lopez, Jack Hawthorne, Fred Mortensen, Frank Merrill, Mike Herman, Ivan Stanford and Ellis Zemansky.

Sick list includes Barney Tulley and Jerry Howard, both of whom are convalescing from recent illnesses.

Ed Kennedy presented a donation of \$18, collected from members of the Ferris Greater Shows, to the furniture fund. A total of 132 chairs have been pledged to date.

Drawing was won by Jimmy Dunn.

Ladies' Auxiliary President Madge Buckley presided at the regular weekly session Monday (16). Ann Doolan and her guest, Mrs. McGlynn, both of Chicago, were invited to sit on the rostrum. New members introduced were Emma Jackson, Mae Mortenson, Clara Connors and Mary Bacigalupi. Guests, in addition to Mrs. McGlynn, were Mrs. Stegge, Mrs. Walter Main, Mrs. Snyder and Mrs. Pete Kortez. Called on for talks were Marie Forrest, Gracie Hanneford, Martha Kenyon, Helen Henn, Mrs. Main, Mrs. McGlynn and Ann Doolan.

Blossom Robinson was reported ill in Taft, Calif. Maybelle Bennett, Vivian Gorman and Nancy Myers were reported on the mend. Ethel Krug has recovered from her recent illness.

Pillow cases, donated by President Buckley, were won by Norma Burke; the cookies donated by Doreen Dykes were purchased by Clara Zeiger; the cake donated by Peggy Steinberg was won by Opal Manly, and door prizes, donated by June Gilligan, Eliza Berry and Sue Cummings, were won by Nina Rogers, Martha Rilley and Donna Day. The bank award went to Betty G. Coe. Margaret Farmer's guessing game realized a tidy sum for the furniture fund. Carol Lester-son made a donation to the furniture fund.

The dinner given by President Buckley and Margaret Farmer netted a good profit. On the dinner committee were Ann Wasserman, chairman; Grace Merkle, Gertrude Di Santi, Martha Rilley, June Gilligan, Sis Dyer, Estelle Wampler, Marie Rhodes, Dodo Demars, Rose Rosard, Norma Burke, Lill Schue and Charlotte Cohen.

Ohio United Showman's Association 136 Tuscarawas St., W., Canton, O.

CANTON, O., Feb. 28.—Regular meeting was held Monday (23), with President Adam Shorb presiding. Plans were announced for the spring round-up, scheduled April 18 at the Diano Ranch.

Hereafter, it was announced, meetings of the club will be held every two weeks regardless of the date. The auxiliary holds its meetings the second and fourth Tuesdays of each month, under leadership of Mrs. Margaret Leitchtamer. Next meeting will be in the form of a St. Patrick's Day party.

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MARCH 11 TO 21 INCLUSIVE, 1948

### 1947 ATTENDANCE, 300,000

All Legitimate Concessions open. Also Shows not conflicting must conform to this show's standards.

WRITE, WIRE OR PHONE SUNSET 2-3131

## CRAFTS 20-BIG SHOWS

7283 BELLAIRE AVE.

NORTH HOLLYWOOD, CALIF.

# DICK'S GREATER SHOWS

RICHARD E. GILSDORF, General Manager

WANT WANT WANT

CONCESSIONS: COOKHOUSE capable of taking care of Help. PENNY ARCADE.

SHOWS: SIDE SHOW, FUN HOUSE.

RIDES: Miniature Train, Rolloplane.

HELP: FOREMEN on Rocket, Chairplane, Ferris Wheel. Second Men on all Rides. TOP SALARIES TO MEN WHO CAN QUALIFY. Semi Drivers preferred.

WINTER QUARTERS NOW OPEN

Write or wire

R. E. GILSDORF, Box 1582, Norfolk, Va.

# BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

SHOW OPENS APRIL 15TH IN VIRGINIA  
FEATURING CORDA SMITH, 125 FEET IN THE AIR, AS OUR FREE ACT

WANT

WANT

WANT

Shows of all kinds not conflicting with what we have. Concessions—Place High Striker, Huckley Buck, Water Outfits, Age and Scales, Country Store, Bumper, String, Devil's Bowling Alley, Glass Pitch, Cigarette Pitch, Jewelry, Basket Ball, Photos, Coke Bottles, or any Concession not conflicting. Want Working Acts for Side Show, Talkers and Grinder, Minstrel Show People, man to handle Fun House. Also Ride Help for Flying Scooter, Ferris Wheel, Chairplane, Merry-Go-Round, Whip, Kiddie Auto, Airplane, Swings. Also want Lot Porter; Curley Marsh, come on. All our old Ride Help, let me hear from you. Our Winter Quarters are at Lynchburg, Va. Write or wire

JOHN GECOMA or L. C. HECK, Owners and Managers

722 EMPIRE BLDG.

Phone: Grant 5813

PITTSBURGH, PA.

# ROBERTSON BROS.' SHOWS

JOHNNY J. DENTON #2 UNIT

LAST CALL LAST CALL LAST CALL

Opening March 12, Downtown, Ozark, Ala., Lions' Club; close March 20th.  
SHOWS—Hillbilly, Wild Life, Side Show, Snake Show, Fat Show, Animal Show.  
CONCESSIONS: Have opening for Fish Pond, Coke Bottle, Cig. Gallery, Hit and Miss Ball Game, Balloon Dart, Age and Weight, High Striker, French Fries, Novelties, Long Range Shooting Gallery, Custard, "X" on Jewelry.  
RIDES—Good proposition for following Rides: Kiddie Rides, Flying Scooter, Caterpillar, Roll-o-Plane.  
PERSONALS—Herb Prator, come home. All replies to

BOB ROBERTSON, Napier Field, Dothan, Ala.

## CLUB ACTIVITIES

### Miami Showmen's Association

236 W. Flagler St., Miami

#### Ladies' Auxiliary

President Louise Endy presided at the Thursday (19) meeting. On the rostrum were Vice-President Hilda Roman, Second Vice-President Martha Weiss and Treasurer Mae Levine. Hilda Roman acted as secretary during Lois Hanson's absence. Members attending for the first time this season were Lillian Elkins, Rae Gruberg, Hattie Wagner and Mrs. Fayne.

Relief committee reported Shirley Matisoff still on the sick list. Hattie Wagner, past president of the Ladies' Auxiliary, Michigan Showmen's Association, announced that the Detroit club had voted an annual subscription of \$100 to be met by an equal amount from the Miami auxiliary, for needy children. Freda Wilson was appointed committee chairman.

Subscriptions by members totaling \$3,500 will be used to furnish a room at the Mercy Hospital.

Ways and means committee reported on the following benefit bingo and card parties: Mae Ross held a bingo and luncheon. Assisting her were Betty Winters, Elsie Keeler and Peggy Hirsch. Irene Moore donated \$10, bringing total receipts to \$86. Dolly Young, of Royal Crown Shows, held a bingo at Winter Haven, Fla., that netted \$136. President Louise Endy, Hilda Roman and Martha Weiss were hostesses at a card party held in the clubrooms February 25. Proceeds were \$326. Door prizes were won by Virginia Feldman, Agnes Ganter, Bertha Cohen, Hilda Marini, Ethel Weer, Sue Walters, Hilda Solomon, Madge Harris, Mrs. Bilson, Billy Garber and Cesare Buzzelli.

Membership applications were received from Ethel Harms and Phoebe Carsky. Sophie Tucker was brought in by Rita Palitz. Sterling silver life membership cards were awarded Peggy Biscow and Jean Berger. These cards are given to members donating \$100.

There was discussion of the purchase of new clubrooms to house the Miami Showmen's Association and the auxiliary. It was agreed that the ladies loan the men's club additional funds to complete the purchase. Building is located at 3350 N. W. Seventh Avenue.

President Endy announced March 4 as the date for selection of the nominating committee.

Luncheon was served by Cesare Buzzelli and Mildred Scott.

### Rocky Mountain Showmen's Club

1421 Arapahoe, Denver 2, Colo.

DENVER, Feb. 28.—Annual banquet was held in the clubrooms. Tiny Oliver, club steward, was in charge. Ada Smith and Marie Williams were in general charge of the affair. Following the banquet, dancing held sway until the wee hours.

Clubrooms, open daily, are in charge of Custodian Elmer Fish. Auxiliary has Ladies' Night every other Wednesday. Mrs. Sam Goodman was hostess at the first one.

Officers for 1948 are Larry Nolan, president; Ralph Adams, vice-president; Frank Swartz, secretary; Jim Williams, treasurer; Elmer Fish, custodian. The board of directors includes Ralph Smith, Marie Williams, T. O. (Tiny) Oliver and Floyd Bayles. Newly elected members are Scott and Marie Lamb, William Neeley and Tex and O'Dell Clark.

Mrs. Tom Beary, Ralph Forsythe and Louis Burton are on the sick list.

Joe Queen left for the West Coast. The Lambs are leaving next week for Galveston.

Rex Elliot's father died at his home in Boulder, Colo.

### Michigan's Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Feb. 28.—Harry Stahl, president, presided at the Monday (23) meeting. Also on the rostrum were Ben Morrison, first vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Jack Dickstein, past president.

Communications were read from Fat Norton, Harry Schrieber, Sam Solof, and the Pacific Coast Showmen's Association.

Sam (Pork Chops) Ginsburg is a patient in the Diagnostic Hospital and Julius Berk is ill at his home.

Secretary Robbins has his arm in a cast due to a fractured wrist sustained in a fall on ice.

Recent visitors included Ralph Lewis, Cappy Kaufman, Charles Bohdan and the Sobol brothers.

President Stahl was in the chair at the Monday (16) meeting. Other officers present were Ben Morrison, Roscoe T. Wade, second vice-president; Louis Rosenthal, Bernhard Robbins and Jack Dickstein.

Tommy Hanlon was voted a membership. Communications were read from A. McNeil, Harry Levine and Marvin Keys.

Highlight of the meeting was the box social given by the ladies' auxiliary. A total of \$284 was raised for the building fund as a result. The following members of the auxiliary prepared boxes for raffle: Mayme Wade, Hazell Liddon, Ann Borker, Lauraine Smith, Rosa Kosabach, Wanda Cherry, Phoebe Urquhart, Bernice Stahl, Edith Schulz, Bee Morgan, Bertha Ford, Pat Crognale, Dollie Galvin, Bessie Gallagher, McDean Bellick, Laura Baker, Peggy Cohen, Mae Stapleton, Dorothy Gold, Geraldine Lawrence, Sally Kalus, Ethel Ottman, Dot Miller, Florence Weiner, Clara Silber, Jo Friedman, Rose Lewiston, Bobbie Wein, Belle Powers, Rose Gold and Faye Green.

Bob Morrison officiated as auctioneer, assisted by Ben Morrison.

### Hugo Showmen's Club

Hugo, Okla.

HUGO, Okla., Feb. 28.—Regular business meetings are held Saturday nights. D. R. (Dorey) Miller, of the Kelly-Miller circus is president; Smith Luton, local business man, treasurer, and O. A. Brewer, local attorney, secretary. Luncheon is served every Saturday night by two members. The club is quartered in a new ground-floor building, with ample space for card room, billiard tables, ping pong and other games.

New members include Forrest Grimes, Walnut Ridge, Ark.; Mr. and Mrs. Bud E. Anderson, wintering here; Joe Rossi, band leader of Dailey Bros.' Circus, and L. W. Hall, local peace officer. Ted Wilson and the writer just completed a membership drive which resulted in several local showmen and ex-troupers joining.

The club will hold a bingo party in the near future, with all proceeds going to the club. Recent visitors included George Hanneford and family, Jimmy Armstrong, Buzzie Potts, Joe Rossi; Pete, Bill, and Al Lindemann; Luther Fuller, Ted LeVelda, Bonnie Baker, Jack Hoxie, Howard Evans, Milton Herriot, Paul and Mildred Pyle, Charlie Smith and family, Jack Banta and family; Mr. and Mrs. Don Whitney, who will be with Kelly-Miller circus.—MEL LEWIS.

### AERIALIST

To work High Hat Act. 30 weeks' work. Good salary. Write or wire

JAMES A. ALLEN

20 North Warren St.

Trenton, N. J.

**Greater Tampa Showmen's Association**

406 Fortune Street, Tampa

TAMPA, Feb. 28.—A special meeting was held February 8, at which time officers were elected and committees were appointed. Clover Fogle was named president. Other officers elected were Jeri Ringling, first vice-president; Lois Sedlmayr, second vice-president; Elsie Brizendine, third vice-president; Mary Cain, secretary, and Mary Lee Holman, treasurer.

Named to the board of trustees were Jeri Ringling, Elsie Brizendine and Louise Sedlmayr, with Dolly Wise as chaplain. Elected to the board of governors were Hazel Maddox, Evelyn Kleider, Grace Fillingham, Betty Hartwick, Ruby Hall, Dotty Carroll, Rachel Lilly, Helen Julius, Vera Hancock, Betty Morgan, Marie Caughey, Vera Larkin, Mickey O'Reilly, Grace Le May, Blanche Lemisl, Arlene Cooper, Bertie Perot, Evelyn Blakely, Irene Beatty and Bea Miller.

Committee chairmen appointed were: Hazel Maddox, ways and means; Evelyn Blakely, house; Kay Yennie, sick; Evelyn Kleider, entertainment; Nellie Golden, membership; Billy Cooper, refreshment, and Jeri Ringling, finance.

Dolly Young presented the auxiliary with an American flag. Priscilla Bejano was appointed flag-bearer.

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, Feb. 28.—President Lucille Hirsch presided at the regular meeting Tuesday (17). Irene Coffey read correspondence from Evelyn Lee, Edna Stinson, Trixie Clark, Alma Baylis; Mrs. S. L. Miller and daughter, Cleora; Isabelle Brantman, Betty Broderick and Belle Powers.

The sick list includes Josephine Glickman, corresponding secretary, who is in Edgewater Hospital; Edith Streibich, first vice-president, who fell and broke her wrist; Frances Keller's husband, Lou, who is in Billings Hospital; Blanche Latto's husband, Al, who is in American Hospital, and Joicy Williams, who is ill at her home, 635 North Clark Street, Chicago. Past President Jeanette Wall, Mabel Davis and Marie Broughton are recuperating at home.

Mollie Foster attended the meeting, after being absent for sometime due to illness, and reported she is crocheting a plastic purse which she will donate for the annual spring party, scheduled March 13 in the Sherman Hotel—Claire Sopenar is party chairman. Cash donations for the party were received from Mariana Pope, financial secretary, and Edna Stenson, past president.

Awards for the evening went to Elizabeth Jacks and Lucille Hirsch.

Members having clothing for the rummage sale should contact President Hirsch and Mae Oakes. The sales will be held when Pearl McGlynn, chairman of the rummage sale committee, returns from California.

**Arizona Showmen's Association, Inc.**

317 W. Washington, Phoenix

PHOENIX, Ariz., Feb. 28.—Monday (16) meeting was called to order by President Denny, with 25 members on hand. Carl Folk, owner of Celebration Shows, visited the clubrooms. Elected to membership were Mrs. J. B. Austin and William Best.

Francis J. Kitzman, advertising manager for Clyde Beatty Circus, visited the rooms while en route to Los Angeles. Ray Smith and Dan Payne, press agents, stopped en route to join Bailey Bros.' Circus at Del Monte, Calif. Weekly award went to H. J. Eckert.

Because of the opening of the Denny and Wilson Greater shows, the regular meeting Monday (23) was a short one, with 20 members in attendance. President Charles Denny presided. Club will probably close late in March, opening again about September 1.

Martha Rodgers arrived from San Antonio, and Buck Buckley, for seven years with Zeigler Shows, Seattle, was here on a visit. E. J. Mannion, former concessionaire, visited from Gallup, N. M. The Fish Fry Farewell Party is shaping up. Bill Moore, of Clyde Beatty Circus, visited the clubrooms.

Sick committee reports all members are doing fine. Eddie Tompkins came in from Casa Grande to attend the meeting. Weekly award went to Brownie Yeakle.

**FOR SALE**

Diggers, 6 iron claws, 3 electric cranes, hand tripped. Mounted in 14-ft. 2-wheel trailer. Booster, wired and ready to go. Flashy outfit. Price, \$750.00. Also good '35 Chevrolet Panel Job Truck to pull same. Racks on sides and top; real hitch. This is a real Carnival Job. Price, \$450.00, or \$1,150.00 for both. 5 Ponies: 3 Shetland Mares, kiddie broke, \$135.00 each; 1 Palomino Stud Pony, \$225.00; 1 Small Mare Pony, 1 eye, \$65.00. 1 Pony all-leather Western Style Saddle and Bridle, \$35.00. Want to buy Eli No. 5 Ferris Wheel and factory-built Kiddie Auto Ride, or will trade any above on same.

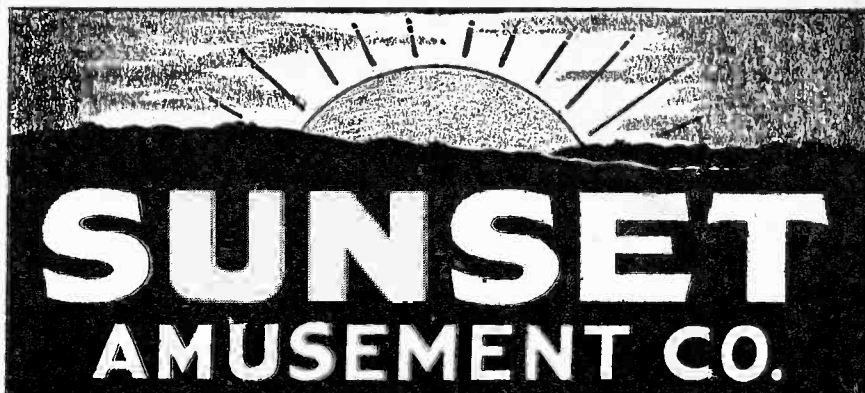
**HARRY H. ZUGG**  
LANCASTER, MO.

**FOR SALE**

New Smith & Smith Kiddie Airplane Ride. Set up only one time. Stored at Cleveland, O. Reasonable.

**BOX D-242**

The Billboard Cincinnati 22, O.



**SUNSET AMUSEMENT CO.**

15 RIDES                      35 CONCESSIONS                      10 SHOWS

10 DAYS—OPENING EXCELSIOR SPRINGS, MO.—10 DAYS. THURSDAY, APRIL 22

3 DAYS—MINNESOTA'S GREATEST 4TH JULY—3 DAYS. ALBERT LEA, JULY 3-4-5

Followed by a continuous route of fairs in Minnesota, Iowa and Illinois including the following:

<b>MINNESOTA FAIRS</b>		<b>IOWA FAIRS</b>
THIEF RIVER FALLS	BARNESVILLE	MARSHALLTOWN, MONTICELLO,
BEMIDJI	WARREN	POSTVILLE, OELWEIN CELB.
HIBBING	FERTILE	<b>ILLINOIS FAIRS</b>
PRESTON	ROSEAU	OREGON, MORRISON and
HUTCHINSON	MAHNOMEN	4 IOWA and MO. CELEBRATIONS

CONCESSIONS: Want Punk Rack, Basketball, Whisky Bottles, Bowling Alley, Slum Spindle, Huckley Buck, Age and Slum Concessions.

SHOWS: Fun House and Glass House will have a big season at these fairs. Can use Monkey, Wild Life, Iron Lung, Unborn, Snake and Mechanical Shows with own transportation and equipment.

RIDES: Will book a flashy Pony Ride, Rollo-Plane and Roto Whip.

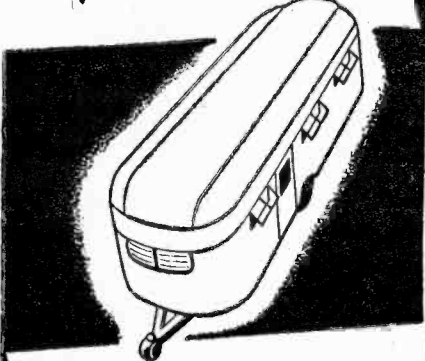
RIDE MEN: Only those who can drive and can report at winter quarters by March 27th in Excelsior Springs, Mo., write, stating ride experience and driving experience, need apply. No Foreman required. Salary and bonus.

SHOW PERSONNEL: Joe Turner wants Fighters and Wrestlers. Sally Brunette wants young experienced Dancers and Specialty Artists. Working Acts wanted for Side Show.

CONCESSION AGENTS: Vince McCabe wants Corn Game and Slum Store Agents. Earl Tauber wants Concession Agents. Phil Ogburn wants Concession Agents.

SUNSET AMUSEMENT CO., P. O. Box 468, Danville, Ill.

FOR UNLIMITED CHOICE  
of **TOP QUALITY TRAILERS**  
(all sizes and prices)



FOR THE MOST LIBERAL  
**EASY-TO-PAY FINANCING PLAN**  
(TAILORED TO YOUR NEEDS)

Call on Rogers . . . one of the oldest and best established trailer sales-service organizations, backed by a perfect record for square dealing among trailer owners the nation over. Here you'll find probably the biggest line of top quality trailers (sold on the most liberal, easy-to-pay financing plan) available anywhere! It will pay you to investigate . . .

**ROGERS TRAILER RANCH**

U. S. Route 45—Opposite Chanute Field  
RANTOUL, ILLINOIS

**DOUGLAS GREATER SHOWS**

ROUTE 5, BOX 870, KENT, WASHINGTON

WANTED: Mechanic and Electrician familiar with G.M.C. Diesel Generators. Sober, reliable Ride Help; no drunks tolerated.  
WILL BOOK: Fun House. Allan Herschell Kiddie Auto Ride, will furnish transportation. Mug Outfit. Jimmy Ross, please communicate.

**RIDES FOR SALE**

Fly-o-Plane, Hey Dey and Kiddie Chairplane, attractively priced to make room for newly acquired units. Rides are regular units in use last season on the World of Mirth Shows and as such were and are in good condition. They can be seen at Winter Quarters.

**WANTED: FAT SHOW**

Would like to hear from Cliff Karn. All inquiries to:

**FRANK BERGEN, Gen. Mgr.**  
WORLD OF MIRTH SHOWS  
William Byrd Hotel, Richmond, Va.

**FOR SALE**

D-35 INTERNATIONAL TRACTOR — \$500.00 CASH  
MODEL 702 WHITE TRACTOR — \$400.00 CASH

Both tractors in good condition with fifth wheels and braking equipment. Have been overhauled and repainted. They can be inspected at our factory. Also have 100 gallons of Blue Firechief Flameproofing Compound for sale — 75¢ per gallon. Address inquiries:

**GOODING AMUSEMENT COMPANY**  
1300 NORTON AVE., COLUMBUS 12, OHIO

**EDDIE'S EXPOSITION SHOWS**

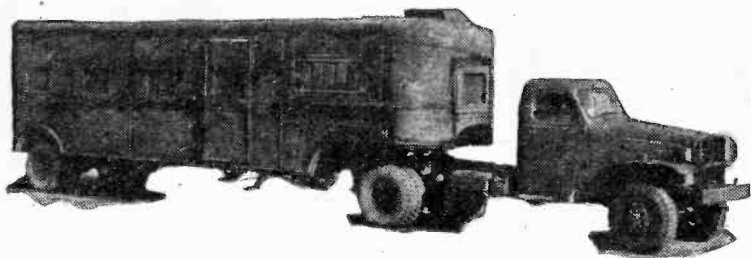
Want Manager for Girl Review with at least 3 Girls.  
Want Concessions—Frozen Custard, Photo Gallery, Cigarette Gallery, Jewelry, String Game and Bumper, any Grind Concessions that do not conflict.

**EDDIE DIETZ**

165 N. MONROE ST.

BUTLER, PA.

# SHOWMEN!



## Ready for '48?

The '48 season is close at hand. All outdoor show people are getting equipment in shape for the first stand. Is your equipment in tip-top shape to stand the long, hard haul?

### AVAILABLE IMMEDIATELY

Limited supply of van, rack and platform trailers, tractors and straight trucks. Will finance and trade.

## Berman Sales Company

Phone: Pennsburg 521

Pennsburg, Pa.

## TURNER BROS.' SHOWS

### WANT

### WANT

SHOWS—Snake, Girl Revue, Mechanical, Midget or any Show of merit with own equipment. CONCESSIONS—Can place String Game, Pitch-Till-You-Win, Bumper and any 10¢ Store that doesn't conflict.

RIDE HELP—Can place Wheel Foreman and Spitfire Foreman.

We will play a bona fide money route of still dates in Illinois and Indiana, with the choice of Illinois Fairs, including DU QUOIN, CHAMPAIGN-URBANA, CHARLESTON, LINCOLN, GREENUP, with Tennessee and Mississippi Fairs to follow. Also have OLNEY, ILLINOIS, biggest 4th of July Celebration in the State. Will open in Springfield, Ill., week of April 18th.

TURNER BROS.' SHOWS, Petersburg, Ill.

# LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

### SEASON OPENS SATURDAY, MARCH 27

Will book or buy #5 Ferris Wheel.

Will book Monkey Show, Motor Drome, Unborn Show and Arcade. Will furnish beautiful NEON FRONT which can be adopted for any type of show. RIDE HELP that can drive semis. Useful Show People all departments. Cliff Osteen, we need you in quarters.

Replies to WINTER QUARTERS, KINGSTREE, S. C.

## CONCORDIA, MISSOURI, FALL FESTIVAL

September 23, 24, 25, or one week later—ON THE STREETS

### WANT—LARGE CARNIVAL

Must have three or four good Shows. No Girl Shows. Can use eight or ten good Rides. Also good Free Act wanted. Write to

EDWIN H. CORDES, 516 Main Street, Concordia, Missouri

W. R. GEREN Presents

## MIGHTY HOOSIER STATE SHOWS

### WANT SHOWS

Due to disappointment: Side Show, will book yours or will furnish complete outfit to Manager who has something to offer inside. Want: Fun House, Girl Revue, Snake, Glass, Motor Drome, Iron Lung, or any Show capable of getting money. Monkey Show; Mr. Denton, answer. Now booking Legitimate Concessions. Want Mechanic; salary tops, must have your own tools. Ride Men for twelve Rides; must drive; salary tops and sure. Opening April 10th, Vincennes, Indiana. Working men report here April 1st. All replies: W. R. GEREN, Box 29, Greensburg, Ind.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Feb. 28.—The 1948 membership drive will be inaugurated shortly. Letters, signed by President Oscar C. Buck will be sent to all known non-members, together with applications and copies of the 1947 annual report.

A reduction in income taxes during the current year is now a virtual certainty, and action on the pending tax bill is expected to be completed early in April.

The Interstate Commerce Commission has approved a 2-5 cents per mile increase in railroad coach fares for various Western and Southern railroads.

The War Assets Administration has a variety of alloy and carbon steel in various forms available for resale. The WAA has available about 33,000 fire extinguishers. They are being offered to State and local governments on a first refusal basis, with the expectation that any unsold items will then be available for general resale.

Attention is called to the fact that many individuals in the carnival industry are obliged to file estimates on their 1948 income tax.

A research service shows there is now available a new type of aluminum hoist, suitable for carrying up to 500 pounds 40 feet in height, an electric tow unit claimed to be available on a low operating and maintenance cost basis, a non-slip belt for motor traction purposes and an automatic welding equipment unit.

## Gala Party Marks Opening Of PCSA's New Clubrooms

LOS ANGELES, Feb. 28.—A gala evening of refreshments, dancing and entertainment marked the official housewarming of the Pacific Coast Showmen's Association's new clubrooms at 1235 South Hope Street, Monday (23). More than 300 members and guests attended the festivities which began at 7:30.

The beautifully appointed clubrooms were decorated with flowers and the dancing took place in the auditorium of the men's portion of the building.

A buffet dinner was served by the ladies.

## Indianapolis Ups License Fees; To Tighten Controls

INDIANAPOLIS, Feb. 28.—A hike in license fees on street fairs, carnivals and circuses was announced recently by Mayor Al Feeney, who also said that the city will maintain tighter control on sanitation and safety measures at such events.

Present license fee is a flat \$250 a day. New sliding scale will be introduced, with minimum set at \$250 a day.

## Elkins Inks West N. Y.

NEW YORK, Feb. 28.—Edward Elkins has contracted with the Catholic War Veterans of West New York, N. J., to put on a carnival and bazaar this spring in conjunction with the festivities being arranged by the civic committee in honor of the 50th anniversary of the founding of the town. B & V Shows will furnish midway and attractions.

## PAGE BROS.' SHOWS

### LAST CALL

### LAST CALL

8 RIDES — 6 SHOWS — 35 CONCESSIONS

OPENING SPRINGFIELD, TENN., SATURDAY, APRIL 10TH.

We have contracts for West Tennessee Strawberry Festival, Humboldt, Tenn., May 3rd to 8th, and Crockett County Strawberry Festival, Alamo, Tenn., May 10th to 15th; also two of the best 4th of July Spots in the South, Martin, Tenn., and Trenton, Tenn., and 9 Fairs starting in August. Want man to take charge of Fun House, also man to take over Monkey Show. Good proposition to sober, reliable people. Will sell "X" on Custard, Weight and Scales, Snow Ball, Jewelry, Cotton Candy. Need a few more Slum Outfits. For Sale: Ball Game, Dart, Penny Pitch, Bowling Alley. All Concessions complete, ready to operate, with or without stock. Will book on Show. Can place Useful Show People of all kinds.

BOX 244, SPRINGFIELD, TENN.

P.S.: Paul Pittman wants Agents for Bowling Alley, Ball Game, Basket Ball, Fish Pond, Dart, and Shooting Gallery (Cig.).

## SWEENEY'S UNITED SHOWS

OPENING APRIL 10TH NEAR WHEELING

### WANT

### WANT

Rides, Shows, Concessions. Will book or buy #5 Ferris Wheel, small Merry-Go-Round. Want Grind Shows with own transportation. Concessions of all kinds except Bingo and Percentage. No gypsies, no gate, no blanks. Write or wire

FRANK SWEENEY

GLENDALE, WEST VA.  
P.S.: Chas. Britton, write at once.

PHONE: MOUNDSVILLE 1076-J

## GOLDEN RULE SHOWS

### OPENING BISHOPVILLE, S. C., MARCH 12

2 Saturdays—2 Fridays—American Legion & V. F. W. Combined Spring Festival.

Want String Game, Hi-Striker, Ball Games, Balloon Darts, Bowling Alley and any Grind Shows not conflicting. Bingo. Any clean Show with own equipment. Can use Ride Help all Rides. For Sale—30x20 Marquee, only used 6 weeks, good as new.

All Replies: BISHOPVILLE, S. C.

## AGENTS WANTED FOR THE FOLLOWING STORES:

Roll Down, Razzle Dazzle, Skillo, Clothes Pin, Nail, Fish Pond, Balloon Dart, Pitch-Till-You-Win and Huckley Buck. All beautifully flashed and good working conditions.

ATTENTION: Chuck Spencer, Billy Averill, Ross Troutman, Bill McLaughlin, Mary and Roll-Down: Johnny, contact us at once. Have good proposition for you. Opening about March 24. All answers to:

ROY McCURDY or E. H. BROOME  
PEPPER'S ALL-STATES SHOWS

## OE STARR SHOWS

Now Booking Shows and Concessions for 1948 Season

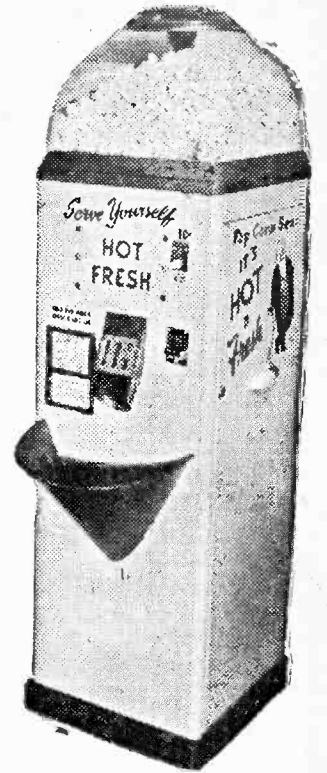
Open April 1, downtown, Idabel, Okla. Can place all kinds of Stock Concessions; Shows with own transportation. Write or wire

ED WHALEN  
Hugo, Okla.

# ATTENTION, CONCESSIONAIRES

## Coin Operated Popcorn Machine

You have been overlooking one of the best money makers that would fit into a Circus, Carnival or Amusement Park. This machine is completely automatic and has proved to be one of the most profitable ways of merchandising popcorn. By inserting a dime in the slot the customer receives a hot, delicious bag of popcorn within 5 seconds' time. These machines could be placed in various places through Circus or Carnival. In this way it would catch the eye of every customer.



1. Machines weigh approximately 50 lbs.
2. Have separate locks to money box.
3. Has sturdy steel cabinet with attractive paint job and large visible dome displaying popcorn.
4. Has only four moving parts when in operation, therefore practically anyone can maintain the service of this machine.
5. 15 machines can be hauled on half-ton pick-up truck.
6. Corn is popped with a special process and can't be compared to corn you purchase at theaters.
7. Corn may be purchased directly through us in lined, sealed containers and will stay fresh for at least 45 days. Cost: \$1.26 per bushel—will net you \$3.50 per bushel.
8. Maximum earning power, \$72.00 an hour.

List price, \$235.00 (new). We have a small number of used demonstrators that have been reworked and reconditioned for \$175.00. (10% discount on 10 or more.) 1/3 deposit required with order.

## TRI-STATE DISTRIBUTING COMPANY

248 Charlotte Street

Phone 3517 or 2542

Asheville, N. C.

### CAPELL BROS. SHOWS

America's Cleanest Midway

**OPENS SHAWNEE, OKLA., SATURDAY, MARCH 27**  
 With a real spring route under strong auspices  
 and 15 Fairs and Celebrations to follow.

WANT A FEW MORE STOCK CONCESSIONS. Will sell "Ex" on Guess Your Age and Weight. Can place Fish Pond, Darts, String Game, Bumper, Pitch-Till-You-Win, Hoop-La, Basket Ball, Ball Games, Slum Outfits, etc. Want sober, capable Agents. WANT MANAGER WITH TALENT FOR ATHLETIC SHOW. TALKERS AND ACTS FOR BIG SIDE SHOW. (Jimmie Hilyard, contact.) Can place a few more Working Men on Rides. Capable Show People, contact for a long, profitable and pleasant season. ADDRESS:  
**H. N. "DOC" CAPELL**  
 BOX 457 Phone: 63 HASKELL, OKLA.

### KELLEY'S BIG SIDE SHOW

**CAN PLACE**  
 WORKING ACTS—TICKET SELLERS—TALKERS—LECTURERS  
 CANVAS MEN WHO CAN DRIVE SEMIS  
 Cliff and Mae Patton and Billy Jewel, answer this ad  
 WOULD LIKE TO HEAR FROM ALL MY OLD PEOPLE—  
 NO MORE PARTNERS  
 Address:  
**T. W. (SLIM) KELLEY, Box 14, Gibsonton, Fla.**  
 OPENING IN APRIL WITH JOHN H. MARKS SHOWS, RICHMOND, VA.

### AMERICAN BEAUTY SHOWS

WITH 12 BONA FIDE FAIRS AND 6 CELEBRATIONS  
 OPENING APRIL 17, DE SOTO, MO.

**WANT** SHOWS: Mechanical, Iron Lung, Fun House, Glass House, Wild Life, Ten-in-One, Hillbilly, Motordrome, Monkey Show, or what have you?  
**WANT** CONCESSIONS: Penny Arcade, Bowling Alley, Bumper, Custard, Novelties, Snow Ball, French Fries, Country Store, Hoop-La, Age, Short and Long Range Galleries, and other Legitimate Concessions.  
 WANT TO BOOK: Chair-o-Plane, Roll-o-Plane, Kiddie Train. ALL WRITE OR WIRE:  
**J. H. SHARP, Box 29, Perryville, Mo., or HAROLD EUTAH, Box 665, Joplin, Mo.**

### ATTENTION RIDE OWNERS

**LEASE—BOOK—BUY**

Major Rides, especially Merry-Go-Round, Ferris Wheel—all Rides open—for Lake Forest Pleasure and Amusement Park—Bathing, Boating, Rides, Concessions—on 4-lane highway—inside city limits—have a drawing population of 500,000 within fifty-mile radius—in the heart of East Texas. We invite all Ride owners interested to visit us or communicate with us at once. Park opens May 1st. Nine highways lead into city. This is not a promotion. Park is owned by city of Henderson and operated by seven-man park board  
**A. M. WILKINS, Chairman**  
 PHONE 39. WRITE P. O. BOX 629, HENDERSON, TEXAS.

### UNITED AMUSEMENT SHOWS, INC.

**RHODE ISLAND CONNECTICUT MASSACHUSETTS**  
 Can place for a long season Octopus, Tilt, Spitfire and Train to go with our own 4 Rides. Concessions—Pitch-Till-U-Win, Hoop-La, Basket Ball, Slum Cork, Lead Gallery, Cat Rack, Dart Store, Stock Wheels, or what have you?  
**ARTHUR APRIL**  
 200 COURTNEY AVE. PAWTUCKET, R. I.

### WANTED—EXPERIENCED ELECTRICIAN

We have our own transformers. Second Men on all rides. Join at once. Must drive and be sober and reliable. Top wages. All apply  
**HARRY LOTTRIDGE SHOWS**  
**HARRY LOTTRIDGE, Manager**  
 P. O. Box 933, Birmingham, Alabama.

### OMAR'S GREATER AMUSEMENTS

**OPENING MARCH 1, CAMDEN, ARK.**

Will book Tilt-a-Whirl and Octopus. Want Diggers, Stock Stores, Fun House, 10-in-1, Monkey, Snake, Mechanical Shows, Have Tops. Few Concessions open. Want Agents for Stock Stores. Jack Dalmar wants Agents. Charlie Bailey wants Slum Skillo and Razzle Dazzle Agents. Sleepy Graham, Fred Kuhn, Pat Sheldon, answer. Jack Oliver, Legal Adjuster.  
 FAIRGROUNDS) FLORENCE, S. C.

### WANT—ORANGE BLOSSOM SHOWS—WANT

For Valdosta, Ga., March 1st to 6th; Adel, Ga., 8th to 13th; Sylvester, Ga., 15th to 20th; then north. Want Cookhouse or Sitdown! Grab to join on wire. Want few more Stock Concessions: Candy Apple, Guess Your Age or Weight, Huckley Buck, Penny Pitch, Cat Rack, Bowling Alley, Fish Pond, Clothes Pin Pitch, Hoop-La, High Striker, String Game. Want one or two Grind Shows with own outfit. This show is headed north fast. If interested contact me at once.  
**A. P. HINNANT** **W. H. MYERS**

# 20<sup>th</sup> century shows

**ANNOUNCES THE MIDWEST  
OUTSTANDING ROUTE FOR 1948**  
30 WEEKS SHOW OPENS IN APRIL WITH THESE 18 PROVEN FAIRS AND CELEBRATIONS 30 WEEKS  
STARTING IN MAY

**WE HAVE CONTRACTS FOR:**  
WESTERN PLAINS RODEO, COLBY, KAN.  
BUFFALO BILL RODEO, NORTH PLATTE, NEB.  
IOWA'S BIGGEST JULY 4TH CELEBRATION, RED OAK  
LEGION CELEBRATION, CRETE, NEB.  
ANNIVERSARY CELEBRATION, DOWNS, KAN.  
WESTERN NEBRASKA'S GREATEST OUTDOOR EVENT,  
TRENTON POWWOW  
ADAMS COUNTY FREE FAIR, HASTINGS, NEB.  
NORTON COUNTY FREE FAIR, NORTON, KAN.  
TREGO COUNTY FREE FAIR, WAKEENEY, KAN.  
NORTH CENTRAL KANSAS FREE FAIR,  
BELLEVILLE, KAN.  
CLAY COUNTY FREE FAIR, CLAY CENTER, KAN.  
BUTLER COUNTY FAIR, DAVID CITY, NEB.  
DOUGLAS COUNTY FAIR, WATERLOO, NEB.  
GAGE COUNTY FREE FAIR, BEATRICE, NEB.  
CHAUTAUQUA COUNTY FREE FAIR AND REUNION,  
SEDAN, KAN.  
YELL COUNTY FREE FAIR, DANVILLE, ARK.  
CONTRACTS ARE PENDING FOR 3 MORE STELLAR  
FAIRS

Fair Secretaries in Oklahoma and Arkansas—We Have  
Some Open Weeks in October

## SHOWS

Can place two more shows of merit.  
Wild Life, Mechanical or Monkey Show.  
Have A-1 Athletic Show Frame open.  
(Cliff Travis, if at liberty, get in touch.  
Glen Gibson, contact.)

## CONCESSIONS

Some Stock and Slum Concessions are  
open. Can place American Palmistry,  
Novelties, Age, Scales.

Tell us what you have!

## RIDES

HAVE OPENINGS FOR SECOND MEN ON ALL RIDES  
Boys that were here last year, come on in—quarters are open.

HAVE TOP PROPOSITION FOR WELL-FRAMED ARCADE

ALL THOSE CONTRACTED PLEASE GET IN TOUCH

All Replies to

**ALBERT MARTIN or E. D. McCRARY**  
BOX 270, GIRARD, KANSAS

P.S.—Want to buy No. 5 or 10 Eli Ferris Wheel.  
Want to buy well-framed Short Range Gallery.

# ROYAL

Exposition Shows

## WANT FOR POLK COUNTY FAIR

Lakeland, Fla., 9 Days, March 18th to 27th.  
Followed by two other Florida Fairs and then the very best Colored Still Date in Florida's  
best industrial town. Shows, Rides and legitimate Concessions only. No exclusive except  
Popcorn, Bingo, Cookhouse and Photos, which are sold. This show makes a long jump north  
week following April 27th. Better contact us early for the season. Positively nine of Georgia's  
best County Fairs, beginning week of September 6th. This week, Dania, Fla.; next week,  
West Palm Beach, Florida; then the big one, Lakeland, Fla., March 18 to 27.

**J. P. BOLF, Gen. Manager**

## JIMMIE CHANOS SHOWS

### WANT

Penny Arcade, Bingo, Photo Gallery, Fish Pond, Pitch-Till-U-Win or any other legitimate Concession.  
Want Girl Show with or without own equipment. Monkey Show, Ten-in-One or any other Show.  
Ride Help for Merry-Go-Round, Wheel, Chairplane, Kiddie Auto, Kiddie Train, Kiddie Dive Bomber,  
Caterpillar, Octopus, Rolloplane, Flying Scooters. Show opens last week in April. All replies to

### JIMMIE CHANOS

11 N. W. 70th St., Miami 38, Florida, until April 1st; then Greenville, Ohio.

## WANT OPERATOR FOR GIRL REVUE

Must have not less than Six Girls, Wardrobe and P. A. Sets. Must  
operate as revue and not a cooch show. If you can produce and have  
the show, we have the finest framed show on road. Walk thru, all  
panel front, long season. Reply

**E. L. YOUNG, Royal Crown Shows**  
Sebring, Fla., this week.

## WINTER QUARTERS

### Ted Lewis

FAIR LAWN, N. J., Feb. 28.—Ted Lewis, owner-manager of the shows bearing his name, returned to quarters after attending the fair meeting in Raleigh, N. C., and taking a brief vacation at the Florida State Fair, Tampa.

Shows will carry six office-owned rides and about 30 concessions. Current route calls for about 22 weeks around New Jersey, after which the shows will head for the Southern fairs. Lewis recently appointed Joseph Nezelek ride superintendent.

Quarters work is expected to get under way soon with the rebuilding of two semi-trailers, one for the Ferris Wheel and the other for the Merry-Go-Round. Kiddie airplane is being rebuilt and everything is expected to be ready for the opening slated for April 2.

A Chevrolet tractor has been delivered and five more are on order. Mike Sabbers will leave his Mt. Pleasant, Pa., home soon for quarters to ready his popcorn trailer. Paul Boda will transform his trailer into a duck pond.—K. Lewis.

### Prell's Broadway

CHARLESTON, S. C., Feb. 28.—Winter quarters are in full operation. Two new rides purchased by Owner Sam Prell during the Chicago meetings have been delivered. They are a Tilt-a-Whirl and Hi-Ball. The show now has 15 major and six kiddie rides and 14 shows are planned.

Big Bertha and Tiny Tim are building a new stand for their show. Curley Shoemaker rebuilt the cookhouse and claims he will have one of the best on the road. Cash and Gertie Miller info that they will arrive shortly, as will Ginger Rae, who will handle the posing show.

All power plants have been shipped to Memphis for overhauling. Sam Prell, who is at his Newark, N. J., home, is expected here shortly, as are Joe and Ben Prell. Activities here are under the supervision of Abe Prell. Also expected soon are Stash Lee, Jack Rose and Paul Prell.—ALLAN A. TRAVERS.

### Imperial

ASHLAND, Ill., Feb. 28.—Six Illinois fairs have been signed, Bill Gulette, general manager, reports. They are Taylorville, Knoxville, Fairbury, Warren and Mendota (Tri-County).

Wendell Pierce, business manager, returned to quarters with a new house trailer. Hub Luehrs, bingo and diggers operator, reports he is ready for the road.

John and Paul Schmidt, concession operators, who will have charge of the Diesel light plants, pen from Florida that they have caught their share of fish and are awaiting shows' opening.

A severe cold has confined Mary Gulette, wife of Bill Gulette, to bed in Chicago for three weeks.

Mr. and Mrs. Jimmy Perry booked their Snake and Animal shows.

### Dobson's United

WILLERNIE, Minn., Feb. 28.—Cold weather has hampered work in quarters up until the last two weeks. Work, in charge of Pete Jensen, with R. O. Pickering and Bill Schmalowski assisting, has been moving fast, with most of the inside painting finished and two new kiddie rides built.

One new tractor and a semi have been added. A garage at White Bear Lake is overhauling the trucks.

Co-Owners Dobson and Patterson have the route just about set. Patterson it at his home in Webster City, Iowa.

Walter Woodard has his new concessions framed with new royal blue canvas. A new royal blue top has arrived for the Merry-Go-Round and entrance marquee. Mr. and Mrs. Neal Lanigan are working on their new popcorn wagon.

Recent visitors have included William T. Collins, manager of the shows bearing his name; Mr. and Mrs. Wolfe, Johnson brothers; Tex Roberts, Irvington, Ala.; J. D. McDonald and Charles Carroll, Veterans United Shows, and Curly Walters and Heavy Frazier.—DOROTHY PICKERING.

### Page Bros.

SPRINGFIELD, Tenn., Feb. 28.—Mr. and Mrs. W. E. Page and Mr. and Mrs. Paul Pittman returned to quarters from a booking trip to Mississippi. They also attended the fair meetings at Jackson, Miss., February 11-12.

Death of E. Z. (Dad) Reading came as a great shock to all in quarters here. Mrs. Florence Page, mother of Owner W. E. Page, is recovering from a lengthy illness.

Walter B. Fox, who has been doing some general agent work, has returned to his home in Mobile, Ala.

### Wolfe Amusements

ROYSTON, Ga., Feb. 28.—New arrivals in quarters are Mr. and Mrs. Gil Reader and Mr. and Mrs. Tom Scott. Mr. Allen brought his concession truck from Augusta and Mr. Allen is expected soon with the trailer. They plan to have at least six concessions with the show this year.

The Lavonia, Ga., Fair was inked for the second consecutive season. The date is the first week in October.

Work of repairing ride trucks already is under way, with Johnny Lytle and Charlie Sanders in charge.—ERNIE SYLVESTER.

### Floyd O. Kile

BATON ROUGE, La., Feb. 28.—Manager Floyd Kile is off on a business trip, while Secretary I. N. Kile handles details here.

Mrs. (Pee Wee Kile) Fricco is expected to join shortly to take over the management of her father's photo trailer.

The writer joined recently, coming from the West Coast.

Season's opener is tentatively set for April 1, with the shows to play Louisiana spots only.—J. P. SCHOTZEL.

# PENN PREMIER SHOWS

world's cleanest midway

## LAST CALL

Due to disappointment, can place Man with Girls to manage large Girl Show. Must have at least Six Girls. Only seasoned showmen answer. Save stamps and wire immediately.

Want Union Billposter who does not drink and will put up paper.

Want high-class Arcade and Monkey Show.

Can place Legitimate Concessions only, also some PC.

Address all mail and wires to

**LLOYD D. SERFASS, Gen. Mgr.**

General Delivery, Sanford, N. C.



**Tennessee Valley**

VALDOSTA, Ga., Feb. 28.—Good weather has speeded winter quarters work. Owner-manager Theodore Meadows returned from a trip to the park at Panama City Beach, Fla., where the shows will be located thru September 1. Doc L. E. Brown has completed work on his two concessions and plans to build a few more as time permits. He has ordered a new sound truck for delivery in the fall when shows will play their regular cotton and tobacco routes. The Twister has been overhauled and shows plan to add a Merry-Go-Round and kiddie ride. Jim L. Forbus, ride superintendent, has all rides in shape. Arch Beauchaine is in charge of painting and building work.—UNA MEADOWS.

**Jimmie Dupree**

LAS CRUCES, N. M., Feb. 28.—Everything with it has been overhauled and painted. Opening has been set for March 1. Owner Dupree purchased a new Diesel light plant, which has been mounted on a four-wheel trailer. Org plans to carry five rides and about 20 concessions and play New Mexico, Colorado, Kansas and Nebraska. General Agent J. Torres has returned from a booking jaunt thru Kansas and Nebraska. Harry Gold, who will have charge of the ball games, is in quarters.

**AT LIBERTY  
LEGAL ADJUSTER  
and  
BUSINESS MANAGER**  
Capable of handling Railroad or Truck Show.  
Address:  
BOX 130, c/o The Billboard  
390 Arcade Bldg. St. Louis 1, Mo.

**LEAD SHOOTING GALLERY  
FOR SALE**  
18 ft. wide, 20 ft. neon sign, 5 late rifles,  
1 Colt pistol.  
**Playland Amusement Co.**  
413-15 9th St., N. W., Washington 4, D. C.

**DOC CROSBY**  
Contact me at once.  
**J. MARSH**  
Care Royal American Shows  
Tampa, Fla.

**CASSVILLE, WIS., AUG. 7-8  
SECOND ANNUAL SPORTSMEN'S SHOW**  
Want Ferris Wheel, other Rides, clean Concessions. One-day show last fall, 6,000. Expect 10,000 this two-day show. A real spot. Write  
**J. F. DIETRICK**  
**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$35.00 Mounted Buffalo Head, life size. Fine spec.  
\$60.00 New G.E. Gasoline Engine, 2 horse power.  
Fine for trailer or boat or any other purpose.  
\$40.00 Wax Head Big Lip Ubangi, in glass case.  
\$5.00 New Higgins Bow Archery Range.  
**WEIL'S CURIOSITY SHOP**  
20 So. 2nd St. Philadelphia 6, Pa.

**WANTED TO BUY**  
Used Merry-Go-Round Horses for Three-Abreast Spillman Ride. Must be jumpers and in good condition. Will pay top price, but horses must be crated for shipment.  
Phone 1024-R after 6 p.m.  
**GRIFFEN AMUSEMENT COMPANY**  
Jacksonville Beach, Florida

**FOR SALE  
1940 CHEV. TRACTOR**  
Has new 1947 2-ton Motor and 24 ft. Van Semi Trailer. This equipment is clean and priced to sell.  
**H. L. TAYLOR**  
5500 Asher Ave., Hilltop Court, Little Rock, Ark.

**FOR SALE  
Single Loop-o-Plane**  
Perfect condition, new motor. No offer refused. Must make room.  
**EDW. TRACY, 472 Britton St., Fairview, Mass.**

**Penn Premier**

SANFORD, N. C., Feb. 28.—Org, which closed its '47 season in October and which has been wintering here, is prepping for the '48 season. A crew of 10 men was busy all winter building five new wagon fronts and reconditioning other equipment. A crew of 15 more men has been added. Jack Wright Jr., formerly with the James E. Strates Shows, will head the org this year as general representative. He will be assisted by Frank Carlson, who also will handle second work and press.

Wright, who spent the early winter in Florida, left there after the holidays to make the various fair meetings. He has lined up the greatest number of fairs ever played by the show. The list at present includes 14, with two more tentative. Starting in August and ending in November, the following fairs will be played: Genesee County Fair, Batavia, N. Y.; Caledonia Fair, Caledonia, N. Y.; Huntington County Fair, Huntington, N. Y.; Mansfield County Fair, Mansfield, N. Y.; Juanita County Fair, Port Royal, Pa.; Marlboro Fair, Sanford, N. C.; Lee County Fair; Wayne County Fair, Goldsboro, N. C.; Moore County Fair, Carthage, N. C.; Mecklenburg County Fair, Chase City, Va.; Chatham County Fair, Siler City, N. C.; Walterboro County, N. C., Fair, and Cumberland County Fair, Bridgeton, N. J.

A new Merry-Go-Round, Moon Rocket, Streamlined Train and Caterpillar have been added to the rides already operated by the show, which include Dual Wheels, Tilt-a-Whirl, Rolloplane, Comet Ride, Octopus, Chairplane, aerial ride, kiddie autos, aeroplanes, small Merry-Go-Round and live pony ride.

Shows include a double-decked Side Show, managed by Henry Thompson; *Manhattan Scandals* and *Bagdad*, managed by Bob White; Minstrel Show, Motordrome, Funhouse, Glass House, Wild Life and Monkey (See Penn Premier on page 79)

**West Coast Amusement**

MADERA, Calif., Feb. 28.—Winter quarters activity is at high pitch here and plans for the coming season are nearly completed. Equipment is in tip-top shape. Show will open in Visalia March 5 and the fair circuit will open shortly afterward. Booking for the season has been completed, according to Mike Krekos, general manager, and the show has been somewhat enlarged and entirely renovated during the winter.

New equipment includes a new Caterpillar, Motordrome, and animal show. Six more light towers have been added, bringing the total to 12. Show will travel on 52 trucks and semi-trailers.

Staff, the same as last year, includes Mike Krekos, general manager; Harry Meyers, manager; Leo Leos, secretary; E. W. Coe, general representative; Virgil Latiker, superintendent; Harry Baker, chief electrician, and Ed Kemp and Harry Perry, billposters.

**Joseph J. Kirkwood**

SAVANNAH, Ga., Feb. 28.—Winter quarters at the local airport are humming with activity with all rides, trucks and trailers getting a red and yellow paint job. All equipment, including the shows' Diesel light plants, are also getting a pre-season overhaul.

Shows already signed up include a Minstrel Show, a revue and Lew Alder's Side Show. Clyde Wilson and Roy Allen have been busy painting and arranging their concessions.

Ralph Decker, co-owner and general manager, and William M. Breese, general agent, report a route of 36 weeks lined up for the season which opens at Savannah March 1. A. J. Grey is the new head of the shows' public relations department.—A. J. GREY.

**Eddie**  **Young's**  
**Royal Crown Shows**  
"AMERICA'S FINEST CARNIVAL"  
**GET WITH THE FINEST**  
Can place for following Florida Fairs and for season:  
**D. A. V. FAIR, LAKE LAND, FLA., March 8**  
**LAKE CO. FAIR AND SPORTSMEN'S EXPOSITION, EUSTIS, March 15**  
**HARDEE CO. FAIR, WAUCHULA, March 22**  
With two more to follow, then north for season. Fairs start July in Indiana, then Kentucky, Tennessee, Alabama and Georgia. This show has 10-month season.  
**CONCESSIONS**—Penny Arcade, High Striker, Jewelry, Hoop-la, Ball Games, Fish Pond, Ice Cream, Snow Cone or any Hanky Pank Concession.  
**RIDES**—Will book Roll-o-Plane, Fly-o-Plane, Rocket, Spitfire, Pony Ride.  
**SHOWS**—Monkey Show or any neatly framed Grind Show not conflicting; must have own transportation.  
All replies to  
**E. L. YOUNG, Sebring, Fla., this week**

**HARRISON**  
**GREATER SHOWS**  
PRESENTING "THE SHOWS OF SHOWS"  
**LAST CALL LAST CALL LAST CALL**  
Opening March 15, Johnston, S. C. — ANNUAL PEACH BLOSSOM FESTIVAL  
In heart of town. Band concert, air show, floats and parades. All people contracted with this show acknowledge at once.  
Can place Ride Help, Foremen and Second Men for following Rides: Ferris Wheel, Caterpillar, Merry-Go-Round, Chairplane, Octopus, Spitfire, Loop-o-Plane. Want Man to take care of two Kiddie Rides. All Ride Help that has worked for me before come on to winter quarters. Leaving here March 10. Can place Concessions of all kind. Percentage open. A few choice Concessions open. Good opening for Penny Arcade or Monkey Show or any Show of merit with or without outfits. Joe Baker, come on. Slim Young wants Side Show Acts, Ticket Sellers and Talkers. Earl Tilghman wants Slum Store Agents. Will book Roll-o-Plane for season, good proposition. Want capable Lot Man that can get it off and on lot. Blackey Edwards, get in town at once. Bill Pinkston wants Slum Joint Agents. Write or wire  
**J. W. PINKSTON**  
BOX 582, ATTALA, ALA. All Others Wire COLUMBIA, S. C.  
**FRANK HARRISON, Owner & Manager**  
TEL. 27301

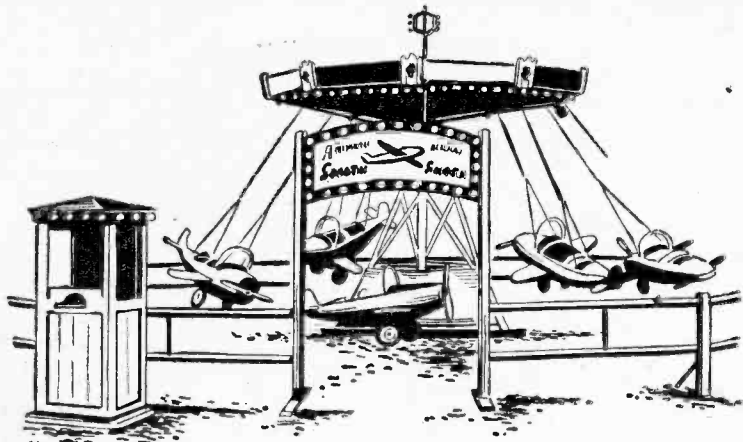
**GREATER UNITED SHOWS**  
**WANT . . . WANT**  
**CAN PLACE SIDE SHOW**—Will furnish Top and Front.  
Also Mechanical, Hillbilly, Motordrome, Big Snake, Monkey Show, Crime and Fat Show or any worth while attractions.  
**WANT OCTOPUS, SPITFIRE, FLYOPLANE AND MIX-UP**  
(with own transportation).  
**GIRLS FOR REVIEW.** Address Mrs. Lucille Newman.  
Long season, with ten Texas fairs and other celebrations. Wire  
**J. GEO. LOOS**  
Robstown, Tex., until March 13.

**RIDE HELP, FIRST and SECOND MEN**  
Long season. Finest truck show in America. No agitators or riff raff. If you drink or cannot drive truck do not answer this ad. Address  
**E. L. YOUNG, Royal Crown Shows**  
Sebring, Fla., this week.

# THE NEW SMITH & SMITH

## Kiddie Ride

### Now Equipped With CENTER DRIVE



New model features both a center drive system and individual motors in each airplane. Either method will operate ride alone. Gives quick starting and stopping power. Double assurance against breakdown. Center drive system firmly mounted on steel base. Outside scenery appropriate for children. Airplanes have wooden frames covered with aluminum sheeting. Airplanes and woodwork brightly painted. Plenty of "flash". Now equipped with standard ticket box, sign, fence, canvas top, dome, etc. Easily loaded on 16' truck. Operating space of 36' in diameter, including fence. Write, wire or phone today for price, terms, delivery date.

Manufacturers of the Chairplane, Kiddie Chairplane and Ocean Wave.

**SMITH & SMITH • SPRINGVILLE, N. Y.**

# TRIANGLE SHOWS

**OPENING SATURDAY, APRIL 3**

Can place Penny Arcade, Jewelry, Novelties, Photos, Cotton Candy, High Striker, Stock and Slum Concessions. Will book Monkey Show, Motordrome, Snake Show, Wild Life, Fat Show or any Pit Show.

**WANT BILLPOSTER—Must be sober and reliable**

Willie Lewis Wants G-Top Manager

**WINTER QUARTERS ARE NOW OPEN**

All employees contacted please report. Need capable Ride Help, Semi Drivers preferred. Do not come on—apply thru mail—state experience. **TRIANGLE SHOWS Box 87, Wilson, N. C.**

# J. A. GENTSCH SHOWS

**OPENING MARCH 8, STATE STOCK SHOW, PORT GIBSON, MISS.**

With five best dates in Mississippi following. Want to book any Ten-Cent Stock Concession. Want to book Show with own outfit. Mechanical City, Magician, Glasshouse, Motor Drome and Hawaiian all open. Want Second Man who drives semi. Good salary. Come on in now to Port Gibson. Address all to J. A. GENTSCH SHOWS, Port Gibson, Miss.

# SCOOTER CARS FOR SALE

We have 14-Lusse Scooter Cars, in good condition, for sale. Not a lot of beat up junk that has been in storage for several years, but cars that have been in operation up to our closing last fall. Extra new wheels, gears, drives and many other parts go with the sale. Here is a chance to get a Scooter Ride started reasonable.

Price, \$200.00 per Car. Can be seen at our winter quarters here. Write:

**EASTIN'S RIDE CENTER**  
SAVANNAH BEACH, GA.

# J. L. (JIMMIE) HENSON SHOWS

**OAKDALE, LA., MARCH 4TH-13TH**

Can place Grab, Glass Pitch, Bumper, String, Darts, Bowling Alley, Coke Bottle, Jewelry, any Legitimate Stock Concession that does not conflict. Place small, clean Grind Show with own equipment. Want Second Men on Rides that drive. This Show plays in Towns. No racket. Free gate. Will place Advance Man that knows Louisiana, Arkansas and Missouri.

# NEW ENGLAND AMUSEMENT COMPANY WANTS

RIDE FOREMEN for Ferris Wheel, Octopus and Chairplane. Semi drivers preferred. Concession Help and P.C. Agents. Can use couple for Ball Games. Frank King, write. Have for Sale—Chairplane, Mutuel and Big Six Wheel. All replies to

**HARRY J. KAHN**

60 PARKSIDE ST.

PH. 6-0237

SPRINGFIELD, MASS.

# WINTER QUARTERS

## Mighty Page

WILSON, N. C., Feb. 28.—A skeleton crew has been working in quarters since shows closed November 1, but little has been accomplished because of inclement weather. Tex Perryman, head mechanic, and Hubert (Little Boy) Boykin, ride superintendent, are getting rides and rolling stock ready for a late March bow. Roland Page, assistant manager, purchased a Roll-o-Plane at the Nashville Fair meeting. Mack House, business manager, purchased a Ferris Wheel, giving shows a total of 10 rides.

Owner Bill Page, accompanied by Roland Page and Mack House, attended fair meetings in Tennessee, Georgia, Virginia and North Carolina. Manager Page reports the shows will play all fairs on the 1947 route, with the exception of one. He also added four new annuals to the 1948 route.

Pocketbook Harris will be back to manage *Harlem's A-Poppin* Minstrel. and Margie Hutzler again will be back with her geek show. Concessionaires include Ray Price with 10, including the cookhouse; George Keefer, 10, and Bob Buffington, bingo. Staff this year includes Bill Page, owner and general manager; Roland W. Page, assistant manager; Mack House, business manager; Paul A. Jennings, general representative; Mrs. E. J. Langley, secretary and treasurer; Dwight Murray, special agent; Pete Hendrix, electrician; Tex Perryman, mechanic and transportation superintendent; Red Corbett, Diesels and sound equipment, and Little Boy Boykin, ride superintendent.—MRS. E. J. LANGLEY.

## Harrison Greater

LEXINGTON, S. C., Feb. 28.—With good weather workmen have been getting in plenty of time. A crew of 14 is on hand and more will be added.

New Minstrel front is finished. Gay Nineties is being built and will have a 100-foot front. All new canvas has arrived. There are about 80 persons in quarters and trailers are arriving daily.

Advance truck has been overhauled and repainted and is ready to hit the road. Burt Howell, who sprained his ankle recently is okay again. Manager Frank Harrison reports a good fair route. Tony Pomperino, business manager, is a daily visitor. Stan Reed, agent, returned to quarters from New York for a visit with Harrison. He left again for the North.

New faces this year will include Charles Hill, Bennie Seaman, Sam Hodges, Mr. and Mrs. Lucas, George Patterson and Fred Pike.

Recent visitors included Riley Reynolds, John James, Bo Bo Tillman, F. E. Showers, Bob Williams, Harry Crosby, C. C. Baxter and Mr. and Mrs. Lewis.—CLYDE MILLER.

## Capital City

NASHVILLE, Feb. 28.—Owner-Manager J. L. Keef, General Agent D. B. Sterling and Secretary Jack Rainy returned from the Georgia fair meeting at Atlanta and announced that they had booked Hartwell, Manchester, Cuthbert and Fort Gaines fairs, all in Georgia.

Quarters work gets under way in mid-February. Plans call for the addition of 10-in-1, Snake and Monkey shows. These additions will bring the total of shows to seven, all of which will be office-owned with the exception of Mr. and Mrs. Wilson (Speedy) Lanko's motordrome.

Two searchlights, mounted on a 28-foot trailer, and an office trailer, purchased recently from Wallace & Murray Shows, will be added. Shows will open here last week in March. V. L. Collier has been engaged as business manager to replace Charles Griggs.—JACK SNOW.

## Bright Lights Exposition

LYNCHBURG, Va., Feb. 28.—Orders for full-scale activity have been received from John Gecoma, general manager, who is still in Pittsburgh. Lou Heck, assistant manager, is expected soon from Punta Gorda, Fla., to take charge of the construction of new fronts. Already here are Mr. and Mrs. Danny Donnini, Mr. and Mrs. Frank Chesshire, Arthur White and son, Harold, and the writer. Tommy Scott, business manager, is expected soon.

M. E. Baugusswill is expected by March 15 to supervise the lettering of all equipment. He will handle the billing during the season. A new panel truck to be used for billing has been ordered as has a new tractor-trailer to haul the Merry-Go-Round.

Corde Smith, aerialist, has been signed as the free act. Eddie Mohr will join with his long and short-range galleries. Mickey Vagle's Frozen Custard has been contracted, as has John Bittner's candy floss. Tommy Scott will add two new concessions to his string.—F. A. NOR-TON.

## Baker United

INDIANAPOLIS, Feb. 28.—Activity in quarters has been retarded considerably due to the severe weather, altho a skelton crew, under supervision of Chester Pierce, has been maintained all winter. All trucks have been overhauled and repainted and rides now are being given similar treatment.

John R. Jones, Arcade operator, who also is quartered here, has been rebuilding and replacing equipment damaged in the Converse fire last August. Jones expects delivery of a new top shortly.

Mr. and Mrs. Tom L. Baker returned from a combined pleasure and business trip to Florida and Cuba.

A new specially built trailer has been delivered and left to pick up a new Merry-Go-Round at the Allan Herschell plant, North Tonawanda, N. Y. Two No. 5 Wheels have been purchased, and one of these has been delivered. Two more trailers are being built.—TOM L. BAKER.

## Playland United

DETROIT, Feb. 28.—Work in local quarters got under way Sunday (22). C. J. Bennett returned with a good route of still dates, four celebration pacts and contracts to provide the midways at six Michigan fairs.

Shows plan carry 8 rides, 4 shows and 35 concessions this season and rides will be repainted before opening on local lots March 26. Co-owner Jack Gallagher went to Virginia to purchase a transformer and new electrical equipment.

Recent visitors included Mike Ba-log, Tony Carl, Louise Molton, Ray Vokes, Charles Rafel, George Nichols, Joe Collier and Walter Schaffer.—BILL LUNNEY.

## Paul's Amusement

CONWAY, Ark., Feb. 28.—Work is underway for a March opening, with Gus Tucker in charge of painting equipment.

Manager P. A. Scrimager added a new sound truck and is lining up contracts for celebrations.

Concession line-up includes Mr. and Mrs. Sam Bunch, ball games and bowling alley; Mr. and Mrs. George McAllen; Mrs. McAllen's brother, mug joint; Mr. and Mrs. Gus Tucker, bingo, popcorn, candy floss, caramel corn and candy apples, and Mr. and Mrs. Virgil Dillison.—ESTELLA LANGSTON.

**W. C. Kaus**

NEW BERN, N. C., Feb. 28.—Russell C. Owens, lessee of the W. C. Kaus Shows, has 20 men prepping the org for an early April opening in North Carolina. Work has been hampered by the unseasonable weather, the worst in years for the Carolinas.

George F. Whitehead, org's business manager, is en route to Miami following a physical check-up in a Canadian veterans' hospital, and expects to arrive in quarters about March 15.

Mrs. Helen G. Owens, secretary, is building a new trailer to house her office.

Graves H. Perry, general representative, while attending the Mississippi Fair Meeting at Jackson, was hospitalized two days but is back on the road.

**Queen City**

SMITHFIELD, N. C., Feb. 28.—Crew is readying equipment for an early March bow. Manager Curly Little is directing the work of painting and repairing all rides and trucks.

Sam Freye is readying his popcorn trailer and doing the electrical wiring in addition to shaping up the transformer wagon. Herb Cantrell, cotton candy operator, is expected soon. Ted Cole will have the bingo stand and duck pond. He will come in a few weeks prior to the opening.

The writer is secretary; Sam Freye, electrician; Herb Cantrell, lot superintendent, and W. E. (Bill) Vandergrift, general agent. Shows plan to carry six rides, four shows and a number of concessions.

Vandergrift reports that the spring route is virtually complete. Shows will go as far north as Ohio and Indiana before starting its route of fall fairs and celebrations. — RUTH LITTLE.

**Lawrence Greater**

KINGSTREE, S. C., Feb. 28.—Sam Levy came from New York Sunday (15) and work was stepped up. The tobacco warehouse, used for quarters, is 350 by 250 feet, has fluorescent lights and ample facilities.

Lois Gueth, Ben Cheek, Bob Young, Scotty Johnson and Paul (Muscles) Miller head a crew which has been at work all winter. Some new equipment, including light plants, has been purchased.

Casey Sens, who had the corn game the latter part of 1947, again has booked for this season. He also has booked his Funhouse and Spitfire. The Funhouse has been sent from Detroit and the Spitfire will arrive in time for the opening, set March 27. —HERB SHIVE.

**Sunflower State**

HASKELL, Tex., Feb. 28.—Fourteen men are working full-time here getting things ready for the opening date, March 3 at the San Angelo, Tex., Fat Stock Show and Rodeo. Show runs thru March 7.

The new Funhouse is about ready for the artist. The midway will be illuminated this year by two new Diesel light plants and six government searchlights.

Supervising work in quarters is Owner C. A. Goree. The writer recently returned from a booking trip thru Oklahoma, Kansas, Colorado and Nebraska.—FRANK GASKINS.

**W. C. KAUS SHOWS**

**WANT WANT WANT**

For brand new opening of 1948 season—New territory, new fairs and brightly lighted with floodlights, towers and will carry 10 rides and 10 shows. Fairs beginning July 19 and continuing until November.

Will open 2d of April

**SHOWS**—Any Walk Thru or Grind Show. Fun House or Motor-drome. Complete Side Show; we have brand new Top and Banner Line for same. Have Top and Banner Line for Snake of Geek Show. Happy Jack, write me. Musicians and Dancing Girls for Minstrel Show—can place High Act, three people or more.

**CONCESSIONS**—All Stock or Grind Stores, like Bowling Alley, Duck and Fish Pond, Ball Games, String Games, Hoop-La, Pitch-Til-U-Win, Cigarette Gallery, Long Range Shooting Gallery and others, also French Fries.

**RIDES**—Will book reasonable: Tilt-a-Whirl, Caterpillar. Ridee-O. Whip or any other Flat Ride.

Ride Help, in all departments, that can drive Semi Trailers. Waiting to hear from you, Rusty. Write.

Russell C. Owens, Manager and Lessee, Box 269, New Bern, N. C.  
All communications,  
**GENERAL MANAGER, RUSS OWENS**

**Experienced Ride Help**

**WANTED**

For Caterpillar, Ferris Wheel, Tilt-a-Whirl. People who worked for me before, contact me quick. Edmond (Pete) Pasqua, contact me. Have your withholding tax receipt.

**RALPH N. ENDY**

820 N. E. 80th St. MIAMI, FLA.

**FOR SALE**

**SHORT RANGE GALLERIES**

1 at Crystal River, Fla. 6x8, built on trailer. All-steel lead trap. Good canopy. Good tires. Full equipment, including 3 rifles.

PRICE, \$700.00.

W. E. BUNTS, Crystal Exposition Shows  
Crystal River, Fla.  
1 at Birmingham, Ala. 5x8, built on trailer. All-steel lead trap. Good 6-ply tires. No equipment. PRICE, \$475.00 (as is).

JOHN McDONALD

2220 Avenue "E" Ensley, Ala.

**W. E. ATTRACTIONS**

**"In Sunny Georgia"**

Can place a few Slum Concessions. Also Grab and Popcorn. Mitt camp and Photo taken. We play the cream of Georgia. Collins, Ga., March 1 to 6; then the big one. No show in years. Two towns in one. 2 saw mills with nice payroll. The Twin Cities, Summit-Graymont, Ga., March 8 to 14. Can place experienced Chairplane Operator.

**W. E. WEST, Owner**

P.S.: WE HAVE NO ROOM FOR AGITATORS.

**MERRY-GO-ROUND FOR SALE**

Flying Jenny type; no platform for sale. Center built on 4-wheel trailer; trailer too big to ship; come and get it; first \$500.00 gets it. Has 12 large horses and two planes. Needs motor, cable, top and work. Suitable for permanent location.

**C. C. HALE**

295 Gould St. LOMA LINDA, CALIF.

**OPENS MARCH 27TH**

**AGENTS WANTED**

FOR MERCHANDISE FLASHERS AND WHEELS, FROZEN CUSTARD, FRENCH FRIED POTATOES, COTTON CANDY, CANDY APPLES, POPCORN. LADY AGENTS FOR BALL GAMES, DUCK POND, FISH POND, DART GAMES.

(Couples Preferred)

**PARK CONCESSION CORPORATION**

Jack L. Greenspoon, Pres.

OCEAN VIEW PARK

NORFOLK, VA.

**J. J. PAGE SHOWS**

**OPENING JOHNSON CITY, TENN.**

Want Man to take complete charge of Ten-in-One. Must furnish own show and pay salaries. Liberal percentage. Want Grind Shows with or without own outfits. Want Lot Man who can properly locate Shows, Rides and Concessions. Good opening for Diggers and Custard. Will book all Hanky Panks except Popcorn, Apples and Candy Floss. Want Help for all Rides.

Address:

**J. J. Page Shows, P. O. Box 705, Johnson City, Tenn.**  
P.S.: Want for season, A-#1 Sound Car.

**WANT—CONCESSION AGENTS—WANT**

For Pea Ball and other Percentage Stores, Fish Pond, String Game, Ball Games, Balloon Dart, Basket Ball, or will frame Concessions to suit Agent. Plenty of stock and flash at all times. Write, write me. No drunks tolerated.

**OUR 8TH YEAR WITH SNAPP'S GREATER SHOWS.**

14 Fairs booked, also good Still Spots and Celebrations. Opening April 7th. Address:  
**PAUL M. FARRIS or JACK ROWE**  
112 Parker, Chaffee, Mo., until April 1; then 118 Virginia, Joplin, Mo.

**AMERICAN MIDWAY SHOWS**

**WANT FOR ENTIRE SEASON OF 1948**

ANY CONCESSIONS THAT WORK FOR STOCK. SHOWS, WITH OR WITHOUT OWN EQUIPMENT. WILL BOOK OR LEASE TILT-A-WHIRL.

All address:

**DON M. BRASHEAR, Mgr.**  
HONDO, TEXAS. this week; then per route.

**JOHN McKEE SHOWS**

OPENING MARCH 12TH AT YAZOO CITY, MISS.

**WANT WANT WANT**

RIDES: 3 or 4 Kiddie Rides. Any Flat Ride not conflicting. SHOWS: 10-in-1, Glass House, Snake Show or any Show of merit. CONCESSIONS: Bowling Alley, Frozen Custard, Bumper, Snow Ball, French Fries, High Striker, Country Store, Hoop-La, Novelty, Duck Pond, Pan Joint and Glass Pitch.

WANT COOK HOUSE HELP (MAN AND WIFE PREFERRED).

Whitey O'Neal wants Agents for Fish Pond and Slum Stores (Men and Wives preferred). No Mitt Camps—No Phone Calls. All Address:

**JOHN McKEE, Mgr.** Yazoo City, Miss.

**SAM'S FUNLAND SHOWS WANT**

**FOR 32-WEEK SEASON**

Opening March 27th. One week in South Carolina, then North Carolina and Virginia. CONCESSIONS—Will sell X on Bingo that works for stock. Also Photos. Sit Down Grab that caters to show people. Can place Heart Pitch, Fish Pond, Bowling Alley, Long or Short Range Gallery, Hoop-La, String Game, High Striker, any Grind Store. SHOWS—One more small Show, as we only carry 3 Shows. RIDES—Will book Kiddie Auto, Swings, Train, Roll-o-Plane. Address:

**SAM FOGLEMAN, Box 11, Elon College, North Carolina**  
P.S.: Have for Sale—2 Cage Loop-o-Plane called Big Apple, one Fish Pond, 10x12 Top and Frame, one Pitch-Til-U-Win, 10x12 Top and Frame.



**STRONGLY MADE ESKIMO, YUKON AND WOOLY KIDS**

Taking orders for complete Ball Games, Cat Racks and Plaster Novelties. Successor to Mr. George W. LaMance. Write for prices. Triple Sewed. Price, \$2.25 Each.

**MRS. EMILY WARSHAW** 482 Washington Street Atlanta, Georgia

**PENN AMUSEMENT CO.**

**NOW BOOKING FOR 1948—OPEN EARLY IN MAY**

RIDES—Will book two Major Rides not conflicting with Eli Wheel; prefer Merry-Go-Round and Chairplane. SHOWS—Will book MONKEY, SNAKE, 5-in-1, Mechanical or any Show with own outfit and transportation. CONCESSIONS all open except Pop Corn, Apples, Peanuts, Ball Games, Ice Cream and French Fries.

**MEL SOBER, Mgr.** 343 Market St., Sunbury, Pa.  
P.S.: Fair and Celebration Committees in Pennsylvania and Virginia, have few open dates.

**FREAR'S UNITED SHOWS**

**Opening Early in April**

Wanted—Pop Corn, Fish Pond, Lead Gallery, Scales, High Striker, Jingle Board, Hoop-La, String Joint, Mitt Camp. Wanted—Shows: Wild Life, Monkey or any worth-while Shows. Wanted—Help: Mechanic, Electrician, Ride Help on all Rides.

**ROY FREAR**

GENERAL DELIVERY, EMPORIA, KANS.

**"RUSH HOUR" POPCORN**  
The dependable popcorn. Ask the man who pops it.

**JUMBO PEANUTS**  
Raw or Roasted. Also peanut bags.

**PEANUT ROASTERS**  
With warmers. Electric. Literature upon request.

**STAR POPCORN MACHINES**  
Immediate shipment on all models. Literature upon request.

**CARTONS, CONES, ETC.**  
Attractive cartons in four sizes, Glassine Cones, 25 kinds Popcorn Bags, Salt, Coloring and Seasoning Oils. Price list upon request.

**Prunty Seed & Grain Co.**  
Popcorn Processors  
620 North 2nd St. ST. LOUIS 2, MO.  
In our 74th year

**Carnival Routes**

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Midway: Hondo, Tex.  
Babcock, Frank W., United: San Bernardino, Calif.; Riverside 8-13.  
B. & H. Am. Co.: Sumter, S. C.  
Big State Am. Co.: La Feria, Tex., 1-13.  
Bohn & Sons United: Thornton, Ark.  
Burke, Harry: Port Allen, La., 8-13.  
Central States: New Braunfels, Tex.; Waco 8-13.  
Crafts 20 Big: Imperial, Calif.; (Fair) San Bernardino 11-21.  
Crystal Expo.: Lake City, Fla., 12-20.  
D. & H.: Lumber City, Ga.  
Dixieland: Lexington, Ga.  
Dupree, Jimmie: Mesilla, N. M.  
Endy Bros.: (Fair) Miami, Fla., 5-14.  
Exposition at Home: Savannah, Ga., 5-13.  
Frierson & Garrison: Cedartown, Ga.  
Gentsch, J. A.: Port Gibson, Miss., 8-13.  
Golden Rule: Bishopville, S. C., 12-20.  
Greater United: Robstown, Tex., 1-13.  
Haywood: Nashville, Ark.  
Heart of Texas: Brownwood, Tex.; Abilene 8-13.  
Judy Am.: Lodge, S. C.  
Kirkwood, Joseph J.: Savannah, Ga.  
Lamb, L. B.: Forest, Miss., 8-13.  
Magic Empire: Laurel, Miss., 5-13.  
Majestic: Pahoake, Fla.  
Model: Texarkana, Tex., 11-20.  
Omar's Greater Am.: Camden, Ark.  
Orange Blossom: Valdosta, Ga.; Adel 8-13.  
Pacific Coast: Hayward, Calif.  
Palmetto Expo.: Spartanburg, S. C.  
Pine State: Macon, Ga.  
Pleasureland: Newton, Ga.; Cuthbert 8-13.  
Rocky Mountain: (Rodeo) Gila Bend, Ariz., 4-7.  
Royal American: Tampa, Fla.  
Royal Crown: (Fair) Sebring, Fla.; Eustis 8-13.  
Royal Expo.: Dania, Fla.; West Palm Beach 8-13.  
Rupe's Midway for Fun: Mexia, Tex., 6-13.  
Southern Valley: Natchitoches, La.

Stephens, C. A.: Blackshear, Ga.; Douglas 8-13.  
Sunflower State: San Angelo, Tex.  
Tassell, Barney: Lake Worth, Fla.  
Tri-State: Gramercy, La.  
Tropical Am. Co.: Blakely, Ga.; Columbus 8-13.  
W. E. Attrs.: Collins, Ga.; Summit-Graymont 8-13.  
West Coast: Visalia, Calif.  
Wilson Greater: Phoenix, Ariz.  
Wonder City: Quitman, Miss.

**Circus Routes**

Send to  
2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Shreveport, La., 11-14.  
Clyde Bros.: Midland, Tex., 2-4.  
Gran Circo Americano: Panama City, Panama, 5-21.  
Hamid-Morton: Kansas City, Mo., 2-6; Wichita, Kan., 8-13.  
Polack Bros. (Eastern): (Armory) Akron, O., 3-11.  
Polack Bros. (Western) (Medinah Temple) Chicago, Ill., 1-14.  
Rogers Bros.: Port Isabel, Tex., 2; San Benito 3; Raymondville 4; Edcouch 5; Mission 6.

**Misc. Routes**

Send to  
2160 Patterson St., Cincinnati 22, O.

Bradley & Benson Hillbilly Jamboree: Baker, Idaho, 6.  
Holiday on Ice (Gater Bowl) Jacksonville, Fla., 5-11.  
Ice Capades of 1948: St. Louis, Mo., 4-14.  
Miller's, Irvin C., Brown-Skin Models (Modern) Miami, Fla., 3-4; (Liberty) Miami 5-6; (Ritz) Daytona Beach 9; (Lincoln) Bradenton 10; (Villa) Winter Haven 11.  
Plunkett's Stage Show: Edinburg, Tex., 4-6.  
Skating Vanities (Olympia) Detroit, Mich., 1-7; (Sports Arena) Toledo, O., 8-14.

**65TH ANNUAL MARION COUNTY Soldiers and Sailors' Reunion and Fifth Division American Legion Convention**  
Salem, Illinois  
July 26 to August 1, 1948  
Concessions Available  
**OMAR J. McMACKIN**  
General Chairman

**PACIFIC COAST SHOWS WANT**  
Foreman for Ferris Wheel, size No. 10. Man to operate Mickey Mouse and Alligator Farm Shows.  
**ALSO**  
Any legitimate Concessions that don't conflict. Opening Hayward, California, March 4th. Address all communications to  
**E. PICKARD and JAMES BARBER, Owners**  
Hayward, California

**WANT TILT-A-WHIRL**  
With own transportation. Wire  
**J. GEORGE LOOS**  
Greater United Shows  
Robstown, Texas, until March Thirteen

**WANTED for JAYCEE INDOOR CIRCUS**  
BLYTHEVILLE, ARK., MARCH 19 AND 20  
Ground and Aerial Acts. Girls for Ladders and Web. Harrison-Heer-dinks, Matchett, all who answered before, please write again.  
**COLONEL HICKS**  
Glencoe Hotel, Blytheville, Ark.

**WALLACE UNITED SHOWS OWING TO DISAPPOINTMENT**  
Book, lease, buy Ferris Wheel. Must join on wire. Foreman for Single Looper. Sober Ride Help, come on. Opening for Girl and Side Show. Showmen with own outfits, wire. Walter Uphoff, wire. Legitimate Concessions all kinds, come on. Photo, Bingo, Cook House, Palmistry, Diggers open.  
Address: Crawfordville, Ark.  
P.S.: Now moving on lot. All people contracted come on.

**Crandell's Midway Deluxe WANTS**  
Opening Rosedale, Miss., March 15th. Downtown lot. Then into Tennessee. Going up country fast. Kentucky, Indiana and Michigan. Concessions of all types open except gambling and Mitt Camps. Shows with own outfits. Rides not conflicting. Need Merry-Go-Round and Foremen for Rides. Electricians and Mechanic, best salary and bonus. All wires and letters respectfully answered. What have you?  
**L. C. CRANDELL, Mgr., Greenville, Miss.**

**HI-STRIKERS**  
Seasoned Dogwood Mallet Heads, 5x7". Hickory Mallet Heads, made to specifications. 20 ft., 22 ft., 24 ft. Hi-Strikers.  
**COLONIAL HEIGHTS HI-STRIKER**  
P. O. Box 1163 Petersburg, Va.

**ARCHERY RANGE**  
42 bows, about 800 arrows, some targets, quiver holders, arm and glove and finger bags, front of background, but no baled straw. \$500 for everything. Want A.B.T. Rifle Sport Range. Will buy outright or apply above Range and some cash for it.  
**GROVER KORTONIC**  
4353 Warner Rd. Cleveland 5, Ohio

**MAKE \$100.00 A DAY ON CANDY FLOSS**  
This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So. Nashville 4, Tenn.

**On Account of Disappointment WANT EXPERIENCED SHOW TRUCK MECHANIC**  
Chevrolet Trucks only. Must be tops, as we pay top wages. Must have own tools. Wire or call, but pay your own! No collect calls or wires accepted.  
**WORLD OF TODAY SHOWS**  
FAIR GROUNDS MUSKOGEE, OKLA.  
(Phone: 129)

**PLEASURELAND SHOWS WANT FOR**  
CUTHBERT, GA., ON SQUARE, WEEK MARCH 8  
THOMASTON, GA., WEEK MARCH 15  
Stock Concessions, Girl Show and any other Grind Show. Hanky-Panks, \$22.50; no extras. Will sell ex. on Popcorn.  
Newton, Ga., this week.

**FOR SALE**  
18 X 18 COOKHOUSE, COMPLETE  
Used two seasons. Will sell Ford Truck with Cookhouse or without. 1931 model. Seal beam lights, new tires, good paint.  
**CHAS. F. DIXON**  
528 Bronson Way North Renton, Wash.

**M. A. SRADER SHOWS**  
Booking for 1948; good proposition for Penny Arcade or Crazy House. Few Concessions open. This show will play 12 Fairs and Celebrations. Will open in April. Address:  
Box 1895, Wichita, Kansas.

**WANTED TO BUY**  
Merry-Go-Round, Chairplane; Ferris Wheel, either #5 or #12; also Kiddie Auto Ride, 10 or 12 cars. Rides must be in good condition and cheap for cash.  
**AL WRIGHT**  
P. O. BOX 1076 MONESSEN, PA.

**D. & H. SHOWS CAN PLACE**  
Few more Stock Concessions. Everybody is happy here. Will give route to interested parties. Address:  
**FRANK E. DICKERSON, Ludowici, Ga.**

**7-11-NOW IT'S 5**  
A new P.C. game. Under & Over 5. Works where dice will not work. Be first. Fits 30x84 inch table. \$42.50. 1/2 cash, balance C. O. D.  
**E. T. FENTON**  
725 Harrison St. HARLINGEN, TEXAS

**CARNIVAL WANTED**  
for  
Emmaus American Legion Drum and Bugle Corps. June 7th to 12th, Inclusive.  
For town of 10,000 population. FIRST CARNIVAL TO BE IN TOWN FOR THE YEAR. Write  
**EMMAUS AMERICAN LEGION DRUM & BUGLE CORPS, c/o Carnival Committee, Emmaus, Pa.**

**IMPORTANT NOTICE TO OUTDOOR SHOWMEN**  
To take care of longer press runs, necessitated by increased circulation, and to maintain our early distribution schedules, it is no longer possible for us to accept last-minute Show ads on Monday morning.  
**FINAL CLOSING TIME for these ads is 5 P.M. SUNDAY**  
(Eastern Standard Time)

**WANT SIDE SHOW PEOPLE For WORLD OF MIRTH SHOWS**  
Will operate two big units over best route in East. Can place a few more Freaks, Novelty Acts, Runts and Girls for bally, fast Mental Act. Grady Stiles, please contact. Will buy Big Pythons for Snake Show. Can place Man to handle and lecture same. All write.  
**GLENN PORTER**  
Gen. Del., Gibsonton, Fla.

**JOHN R. WARD'S SHOWS' WILD ANIMAL CIRCUS WANTS**  
Calliope Player, Man or Woman, to present domestic animals. Single Clown, Ticket Sellers, Boss Canvasman. Write or wire.  
**AL G. GAYS**  
Ward's Shows, Galveston, Texas.

**FLORIDA amusement company**  
Place Legitimate Concessions Only for Season Work.  
JOIN PLANT CITY, FLA., MARCH 8TH.  
FOR SALE—Single Loop-o-Plane with G.M.C. Truck, \$800.00 cash. A-1 shape. Also Kiddie Flat Ride, \$400.00 cash. Also 60x120 Bale Ring Top, all poles and stakes, \$950.00. A-1 shape. Place few more season Ride Men. Must drive Semi. All Address  
**HOWARD INGRAM**  
R. 2, Box 385-C, Sarasota, Fla., until March 6th.

# FROM THE LOTS

## Majestic Greater

VERE BEACH, Fla., Feb. 28.—Indian River County Fair, with the combined Majestic Greater Shows and Florida Amusement Company, on the midway, was considerably dampened during the first four days and nights by a heavy rain-like fog.

Glen Porter's Side Show and Art Spencer's Wall of Death drew top grosses, with Tina and the Atomic Age very much in the race. The Pretzel and Sylvester's kiddie rides did okay.

Howard Ingram, general director, returned here from a business trip. Mrs. Yellen, sister of Sam Goldstein, and son left by plane for Detroit.

Butch is the champion fisherman. Whitey, the shrimp kid, catches his share and the writer doesn't do badly. Kelly caught the biggest one of all, a five-pound trout. Leonard Gould caught seven in one day.

Visitors included Bob and Mary Pollack, Tom Baker, owner of Baker United Shows; Dick Coleman, Coleman Bros.' Shows; Carl and Goldie Baker, former Sheesleyites and Mel Thompson. The writer is improved after his recent illness.

St. Lucie County Fair, Fort Pierce, proved one of the best. Children's matinee, Wednesday (11), drew an estimated 1,000 adults and 6,000 children. Matinee for Negro children Thursday (12) also was satisfactory. Duke Warren, president of the Junior Chamber of Commerce, sponsor of the fair, and his associates were active in promotion.

Rennir Constantine, who was injured in Okeechobee, was released from the hospital and has returned to her home to recuperate. Mrs. Jack Kelly is in Municipal Hospital, Tampa, for treatment. Henry Dickson, Joe Decker's chef, is reported seriously ill at the Fort Pierce Hospital.

Mrs. Goldstein, mother of the show's owner, spends much time on the midway. Visitors included Sam Prell, owner of Prell's Broadway Shows, Abe Gross and George Kelly.

Dick Thompson, city editor, and Dave Harrison, assistant manager, of the local newspapers were co-operative.—HARRY E. WILSON.

## Crafts' 20 Big

EL CENTRO, Calif., Feb. 28.—Cool evenings did not mar attendance at the opening here. Turnout was bigger than last year.

Mr. and Mrs. Craft flew from North Hollywood. A radio show aired over KXO, arranged by press agent Louis Rosenberg and with Jack Keck as emcee, scored big and plan is to continue it as a weekly feature while the shows are on tour.

Frank Warren is managing the org, with Mrs. Warren as assistant. Mr. and Mrs. Hurtt are handling the office duties.

At winter quarters in North Hollywood, Ray Shepherd and his crew are working on the second unit, managed by Roger Warren, which is to join at San Bernardino next month for the Orange Show. — LOUIS ROSENBERG.

## Royal Crown

PALMETTO, Fla., Feb. 28.—Manatee County Fair opened Monday night (23) to good attendance and weather. Manatee County School Children's Day, Wednesday (25) also proved a winner. Exhibits were housed in two 60 by 120-foot tops and well arranged.

Stand at Winter Haven, Fla., closed big and shows topped all midway gross and attendance records in the 24-year history of the exposition.—DOLLY YOUNG.

## Haywood

TEXARKANA, Tex., Feb. 28.—Shows opened here under police department auspices after being closed for five weeks to overhaul equipment and paint rides. On hand for opening were concessionaires George Fortune, 2; Lee Haywood, bingo and five other stands; Cecil Mozley, 7, and C. L. Ferguson, 1. There were four office-owned stands.

Shows are carrying 4 rides, 2 shows and 25 concessions. Cecil Mozley, electrician, is assembling his new kiddie airplane ride. Mrs. Lee Haywood is recovering from an ear operation.

Personnel includes Mr. and Mrs. George Fortune, Mr. and Mrs. Lee Haywood, Mr. and Mrs. Cecil Mozley, Mr. and Mrs. Jimmy Smith, Mr. and Mrs. Gus and Miller Stanley, Mr. and Mrs. Felix Knight, Mr. and Mrs. Ray E. Warren; Ernest Snyder, Ferris Wheel foreman; Leon Phillips, Leon Bennett, Ray Talbert, Raymond Allen and Mr. and Mrs. Clayton Haywood, owners and general managers. The writer is the mail and *The Billboard* sales agent.—LOY SMITH.

## L. J. Heth

NORTH BIRMINGHAM, Ala., Feb. 28.—Cold weather has hampered work the past three weeks. A new Tilt-a-Whirl arrived and has been unloaded. A new Minstrel Show front has gone to the paint shop.

Mr. and Mrs. Joseph J. Fontana returned to quarters after attending the Tampa fair.

Recent visitors included Bill Sterling, general agent of Capitol City Shows, and Oscar Bloom, until recently owner of Gold Medal Shows. George Kelley is a daily visitor.

Bill Bozeman, electrician, is here overhauling equipment.

Graham Davis writes that he will arrive about March 1. George Spaulding, mailman and *The Billboard* sales agent, is wintering in Clanton, Ala., awaiting the season's opening.—DENNIS HETH.

## American Midway

NORTH PLEASANTON, Tex., Feb. 28.—Bad weather hurt the local engagement. However, shows, spotted on a good location, did get good play when weather permitted.

Back in from the Texas fairs' convention at Dallas, General Manager Don M. Brashear reported he had signed the Flying Romas to present their act as the org's free attraction.

Mr. and Mrs. Ralph Noble, of Dailey Bros.' Circus, were recent visitors. Mr. and Mrs. Forest Suddeth, who are operating their concession, made several trips from San Antonio during the engagement here.

EAGLE PASS, Tex., Feb. 28.—Under the auspices of the Junior Chamber of Commerce, the American Midway Shows officially bowed here Saturday (14).

All shows and rides were ready for the afternoon opening and all enjoyed a very nice day's business.

The shows, which will be routed thru Texas, Oklahoma, Kansas, Missouri, Iowa and back again in the fall to winter quarters in Eagle Pass, will carry the Flying Romas as the free act.

Don Brashear is shows' owner.

## Florida Amusement

FT. LAUDERDALE, Fla., Feb. 23.—Southwest Florida Free Fair at Fort Myers, which ended Saturday (21), proved to be the biggest date of the winter season. Weather was ideal thruout the week and business excellent. This being the first free fair since prior to the war it attracted thousands who were impressed with the many exhibits, big midway and the free attractions.

Much credit is due Fred Huber, fair manager, for a job well done, and the Shrine Club, which sponsored the fair, co-operated in every way to make the event a success. Joe Chitwood's Hell Drivers, who appeared in front of the grandstand for two nights, helped draw the crowds. Art Spencer with the Wall of Death had one of his biggest weeks.

Ronnie Constantine recuperating in Tampa. Mrs. Jack Kelly still in Municipal Hospital, Tampa, with reports not favorable. Mrs. Mae Goldstein, wife of Sam Goldstein, doing nicely in Herman Kieffer Hospital in Detroit. Many visitors here.—HARRY E. WILSON.

## Pleasureland

PAVO, Ga., Feb. 28.—A fine crowd turned out for the Monday night (23) opening. Ray Barter, cookhouse owner, added candy floss and apples and Joe Wherry added a ball game. Some concessions left to join Tropical Amusement Company. A. O. Coffman, purchasing agent, went to Memphis to buy a Diesel light plant and spotlight. One more week of winter showing, then all equipment will be brought out, the Ferris Wheel and Rolloplane from the park at Phoenix City, Ala., and other rides from Ohio.

Show opened in Morven, Ga., the week of February 16, playing five days in perfect weather. Rain Saturday held down the gross. There were 4 rides, 2 shows and 25 concessions in the line-up. Pat Doyle joined with a Snake Show and pony ride, and Bob Huttleston's Pony Boy Show front was overhauled. The Reese brothers reported fair business with their seven concessions. Fenly Clark loaded the midway with groceries and fruit.—JACK RATERINK.

## Sponsored Events

### Garden State for Eagleville

EAGLEVILLE, Pa., Feb. 28.—Lower Providence, Pa., Volunteer Fire Company, thru its carnival committee secretary, W. E. Koffel, said this week that it had booked Garden State Shows to provide the midway at its second annual fair to be held at the Superior Tube Grounds, May 19-29.

### Port Jervis to Gordon State

PORT JERVIS, N. Y., Feb. 28.—Local fire department has signed Gordon State Shows for the annual firemen's celebration here July 5-10. A parade, in which a total of over 65 units of the seven companies backing the event will participate, will be among features.

## WANTED FOR DE SOTA PAGEANT AND CELEBRATION

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Hanky Panks, Novelties, Long and Short Range Lead Gallery, Floss, Custard, Age, Weight, etc. POSITIVELY no percentage or flats. All Concessions and Rides are on the streets in the heart of town. Mammoth Parade Monday morning. Pageant three nights. Water Show and Boat Races. If you want space contact at once as space is very limited.

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Phone 23042

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Or, we will pay 80% of an average gross take of \$1,500.00 for the seven nights.

Write for details to

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Sec.-Treas.

GRANVILLE FIRE DEPARTMENT GRANVILLE, N. Y.

## WANTED A CARNIVAL

for I. O. O. F. 4th of July Picnic

at Eminence, Kentucky

Address all communications and bids to **CARL WADE, Secretary** 4th of July Picnic, Eminence, Kentucky

## WANTED CARNIVAL

RIDES AND CONCESSIONS

July, August, September

Sponsored by the **GOLDEN VALLEY SHRINE CLUB**

Write **FRED WILKINSON** CLINTON, MO.

## CARNIVAL WANTED

Auspices of Vol. Fire Co. For week May 24th through May 31, or week of May 31st. Must have Ferris Wheel, Merry-Go-Round and some smaller Rides. Also clean Concessions.

**F. S. McINTIRE** Stoneboro, Pa.

## CARNIVAL WANTED

for LAWRENCE COUNTY LABOR DAY CELEBRATION SEPT. 4, 5 AND 6, 1948

**E. G. SINGER** 502 Jefferson St. Lawrenceville, Ill.

## The Vermontville Annual Maple Syrup Festival

Saturday, April 17 Open for Rides, Educational Shows, Novelties, Eating Concessions, etc. Everything percentage.

**L. VERNE SLOUT** Box 97, Vermontville, Michigan

## WANT RIDES

Want three Rides for Clifton Forge Volunteer Firemen's 28th Annual Festival, Clifton Forge, Va., week of June 14th. Or what have you open? Lot in heart of business section; free gate. This is a railroad town and no other shows will play here this season. Write **R. L. REYNOLDS, Chairman** Clifton Forge, Va.

## WANT

First class Carnival for Veterans' Homecoming Celebration during June, 1948. Contemplated one week stand. Show must be County Fair calibre or better. Contact

**J. M. WILL**

621 KENT ST., SPARTA, WISCONSIN Give schedule, attractions, terms, etc.

## Winter Haven Hits Record Attendance Mark of 135,789

WINTER HAVEN, Fla., Feb. 28.—Perfect weather, excellent entertainment attractions and four buildings of citrus and allied-industry exhibits combined to draw a record 135,789 visitors thru the gates of the Florida Citrus Exposition here, February 16-21, reported General Manager Phil Lucey and John A. Snively Jr., president.

Tom Moore's *Ladies, Be Seated* and Ted Malone, Westinghouse story teller, aired coast-to-coast daily from the new amphitheater, and Eddie Young's Royal Crown Shows, refurbished with paint and new tents, made the midway unusually attractive. Visitors passed thru exhibit buildings to get to the midway and amphitheater.

*Ladies, Be Seated*, an audience-participation show, was broadcast over the American Broadcasting Company network. It was followed, afternoon and night, by a grandstand show made up of Phil Lopp, singer and emcee; Fisher's Fearless Flyers; Maximo, slack wire, and the Snyder Brothers, high pole.

## Four-Week Key West Stand Big for James Heron's Show

KEY WEST, Fla., Feb. 28.—James Heron's Wild Life and Animal Oddities Exhibit enjoyed big business on a four-week stand on the main street here.

Key West is a permanent naval base, with thousands of sailors stationed here, and that fact alone helped business.

## Circus Historical Society

William Woodcock left by plane for Hawaii to take charge of Dolly Jacobs's elephants, appearing with the E. K. Hernandez Circus.

Fred J. Ostler, 1106 14th Avenue, Melrose Park, Ill., would like information on the political ambitions of Dan Rice. Among things Fred would like to know are was Rice nominated for Congress and also the presidency.

Harry Bowman, Jeannette, Pa., who has been on the sick list, is reported much improved. Timothy James Maloney, Tonawanda, N. Y., recently sold a hand-carved model of the 40-horse team and the Two Hemispheres band wagon to the F. W. Fitch Company for the Fitch Bandwagon.

We are sorry to report the death of Mrs. Walter Tyson's sister.

Founder Don Smith and Walter Pietschmann caught the Detroit Shrine Circus and visited with Dr. H. H. Conley, president of the CFA.—BETTE LEONARD.

## Notes From Wichita

WICHITA, Kan., Feb. 28.—The Police Circus will be held here March 8-14, with Hamid-Morton supplying the acts. Doctor Coopers' eight-horse Liberty act will be an added feature.

The Harrison Trio will leave soon to join Gray's Amusement Enterprises, opening in March at Bartlesville, Okla.

Bill Fiegley, of the No. 1 Ringling car, says the blue birds are not going to entice him this season.

Bill Thompson, Monroe Bros.' general agent, is sweating it out until time comes to open.—BETTE LEONARD.

## Crescent for Lethbridge

LETHBRIDGE, Alta., Feb. 28.—City council here has authorized the issuance of a license to Henry Meyerhoff's Crescent Shows of Penticton, B. C., for a still date starting July 27.

## UNDER THE MARQUEE

(Continued from page 51)

bet bear, which is being trained to perform on motorcycle, two-wheel bicycle and roller skates.

E. Deacon Albright, steam calliope player, who has been wintering in Glasgow, Ky., leaves for Macon, Ga., March 5 to join King Bros. He cards that he will make calliope recordings in April.

Mr. and Mrs. Bud E. Anderson made a flying trip to Emporia, Kan., from Hugo, Okla., to purchase a new house trailer and check on horses and equipment being moved to Stevens Bros.' quarters in Hugo.

Talker in front of an empty-stage side show: "Folks, the amount you spend to see this show is deductible as charity."

James Cogswell writes from Lincoln, Neb., that he again will play the St. Louis Police Circus, scheduled May 9-23, for Frank Wirth. He reports, too, that Buck Reger recently stopped in Lincoln for a visit.

In the line-up of Frenchy LeBouff's band with Rogers Bros.' Circus at the February 14 opening at La Grange, Tex., were Jimmy Milliken, Frank Verdi, Don Shanklin, Lloyd Watten and Spooks Burchett.

Frank T. Lewis, of Shelby, Mont., was among recent visitors to Stevens Bros.' Circus quarters in Hugo, Okla., where Willie Rawls is doing the repainting job, with John Grady on the lettering and pictorial end.

Homer R. Sharar, formerly with Cole Bros.' Circus and currently in the restaurant business in Roanoke, Va., has been signed to handle the pie car on Dailey Bros.' Circus for 1948.

Almost every beginner who believes early-day stories has an idea of how to make money, generally involving discomfort to the show.

Dave Murphy, Clyde Beatty press agent, who is resting in Sarasota, Fla., until the show's opening in Shreveport, La., sends a daily temperature report to his pal, Bill Kay, of Polack Bros.' Circus.

Bill Powell recently visited winter quarters of Knie Swiss National Circus, Rapperswil, Switzerland. Knie quarters are located on the shore of a lake. Powell is en route to Italy for visits in Milan, Florence and Rome.

Zeek LaMont, who has been visiting his partner, Happy Ray Altomese, at Owl Hollow Ranch, Saylorsburg, Pa., has returned to the Barton Circus Farm, West Chester, Pa. LaMont again will be with Tom Packs' Thrill Circus.

Felix Adler, Ringling-Barnum clown, stopped off in Chicago last week to renew acquaintances. He is driving his new Hudson to Clinton, Ia., for a visit with his father. Reports to Sarasota, Fla., winter quarters early in March.

A seat butcher claims that some circus ads are blind ones as their managers believe they have enough ticket sellers, butchers, ballet girls and side-show concessionaires to do the work.

Johnny Tripp, member of the Atwell Luncheon Club, Chicago, had as his guest at the table in the Sherman Hotel Coffee Shop last week, Bobby Clark, star of *Sweethearts*, playing a Loop theater. Clark is now a member of the Atwell Club.

Clown Ernie Burch writes he has signed a '48 contract with Ringling-Barnum after playing indoor dates

around Harlingen, Tex. At present he is visiting clown Walter Schyler in Gonzales, Tex., before leaving for the R-B quarters in Sarasota.

Bill Antes, press agent for the Big One, is out of the Hollywood Hospital where he was a patient four days following a slight heart attack. Bill soon will leave his Hollywood home for a trip east to prepare for the coming season.

E. L. McCall, of McCall's Dog and Pony Show, has sold the old quarters at Middletown, Mo., and bought 40 acres at Mexico, Mo., for permanent quarters.

A birthday party for Penny Millette, aerialist, recently held at the home of Albert and Chickie Powell, Sarasota, Fla., was attended by many Ringling circus artists, including Ira and Jimmie Millette, Albert Powell and Marion Sieford.

Albert B. Hayes, 69-year-old retired cyclist, who formerly trouped with the Jackson Family circus troupe in the early 1900s and later appeared in vaudeville, made the February 22 issue of *The Cincinnati Enquirer* with a story of his life and five pictures taken at various stages of his career.

According to a writer: "Operators of steam calliopes are as antique as are the steam instruments themselves."

Fritzi Barton, former Ringling aerialist, who suffered a double fracture of the skull and other injuries while performing at the Tower Circus in Blackpool, England, was recently permitted to leave the hospital and is convalescing at her home in Switzerland.

Jake J. Disch, known as Officer Corrigan, the Cop, writes he recently had a letter from Scotty the Clown, who recently celebrated his birthday. Disch also reports that he again will be a candidate for alderman of the First Ward in his home town of Cudahy, Wis., in the primary March 16.

A feature story, with art, in *The Vancouver (B. C.) Sun* dealt with Alick Ody and his family, whose back yard is winter quarters for the Ody Royal Canadian Wild Life Show. Story reported that Ody has a lion, leopard, monkeys, coyotes, deer, etc., and that he tours British Columbia and Alberta in the summer.

Low salaries on early-day circuses weren't bad. They always gave you a sporting chance to save yourself if you knew the score.

Karl and Hilda Oranto, who were injured during their act at the Detroit Shrine Circus, report they are improving and, altho still hospital patients, expect to be discharged in a few weeks. They are in Room 245, Highland Park General Hospital, Detroit, and report they have been deluged with flowers, cards and letters.

Ada Mae and John Sabo are resting in their North Hollywood, Calif., home following Sabo's resignation from his post as superintendent of the menagerie of Ringling-Barnum, a post he has held a number of years. Mrs. Sabo, the former Ada Mae Moore, has presented her snakes at several recent motion picture film celebrity parties.

Don and Carrie Stewart, concessionaires, before leaving Columbus, O., for a vacation in Florida, staged a surprise party in their home for Doc Waddell. Waddell recently returned from a lecture tour in the South. Mr. and Mrs. Walter Byers followed with a party honoring the Stewarts

## Polack Gets Top Biz in N. J. Bow

(Continued from page 48)

olds, who are going with the Clyde Beatty Circus, and Madame Maree and her ponies and dogs, who left for Chicago. Pallenberg's Bears also were missing here because their trainer, Emil Pallenberg Jr., was gouged by one of his pets as he was exercising them prior to the opening.

Running order of the program was as follows: Overture by Charles Post's band; aerial ballet, featuring Conchita; Billy Barton, cloud swings; clowns, with Dime Wilson's table-rocking; Erma and Ray, unsupported ladders; the Ericksons (5), equilibrists; clown gag; Mario and Ivanov, tight wire; Cycling Sidneys; Pepl and Anita, acro medley; clown gags; Lopez Trio, casting; the Ericksons (4), acro; Conchita, iron jaw; clown gag, with Kinko Sunderland in contortion bit; Irene Lafferty with Polack elephants, trained by Cheerful Gardner; clown gag; Adriana and Charley, trampoline; Four Cathalas, rolling globes; clown gag, and Malikova, high wire.

### Billy Barton Clicks

Billy Barton joined recently and clicks with an unusual clown swing. Outstanding hit was scored by Pepl and Anita, teen-age son and daughter of Charley Borza (Adriana and Charley), who romp thru a series of hand stands, tumbling and acro bits. The Lopez Trio now has Charley Borza handling comedy, Juanita Lopez as leaper and Elmer Santana as catcher.

Adriana and Charley are good in their unusual trampoline number. Mario and Ivanov's wire routine was highlighted by Mario's comedy bits, but he appeared a bit jittery in his two tries at a backward somersault. Malikov's solo work on the high wire was a good closing number. The Cathalas, who recently joined, scored with a rolling globe, juggling and acro number. The two numbers of the Ericksons are well routined and run at speedy tempo, as does the entire show.

Producing clowns are the Randows, father and son. Working with them are Dime Wilson, Kinko Sunderland, Jack Klippel and Pat Lyte. All are good workers and offered amusing gags. A neat bit was a parody of a Ben Yost choir, with joeys providing the gestures for a recorded rendition of "Sweet Adeline."

Appearance of the armory rates a mention. From basement dressing rooms to rafters it appeared clean. An added boon was the cement parking space at the rear of the building for the show's autos and trailers. A good impression was also created by clean costumes and props and the neat lay-out of concessions stands.

## French Cirk Changes Qtrs.

STRASBOURG, Feb. 28.—Cirque Amar, French tented circus which formerly wintered in the center of France, has moved into quarters here. Show is well stocked with performing animals and carries a big menagerie. Admission is charged for visits to quarters, where visitors are permitted to watch the animal trainers at work and look over the menagerie.

## Fisher Bow Set for April 5

SAN FRANCISCO, Feb. 28.—Harry (Polish) Fisher, currently celebrating his 40th year in outdoor show business, has completed arrangements for the opening of his Golden West Shows, of which he is owner-operator, with the bow-in date set for April 5 in this area.

and Waddell. Byers has purchased land near Worthington, O., where he plans to build a home and possibly winter-quarters buildings.

Joe Rossi has signed for the sixth consecutive season to lead Dailey Bros.' band and he says band will be decked out in new uniforms. Band members are Joe Ballard, Leon Darrow, R. C. Williams, Wiley B. Scott, Joe Pomilio, R. R. Banky, Jack Campbell, Phil Wright, Emilio Paolucci, Carl Bergren, Alfred De Pascale, Sam Barham, Ted Girard, H. V. Paulsen, Louis Grabb, and Joy Jordan, vocalist.

Then there were the early-day circus owners who threatened employees who were leaving without giving notice, with: "If you leave this show I'll use my influence to see that you'll never get a job with another circus."

Tub thumper Lon Ramsdell blew into Regina, Sask., in the interests of (See *Under the Marquee*, opp. page)

# Harry Atwell, Circus Photog, Was Fave of Teddy Roosevelt

(Continued from page 48)

was drawing huge crowds, sent bodyguards out of his hotel to tell photographers that he was indisposed and would not pose. "I persisted, Bryan noted me, and he boomed out, 'Let that man thru. He took the best picture of me I've ever had taken,'" Harry recalls.

A native of Chicago—he was born there October 4, 1879—Harry quit high school at the age of 18 to take a job in a steel mill, running a crane. The job ended abruptly when Harry had a fight with what he describes as a bully straw boss.

Shortly after his interest turned to newspaper work and he landed a job as a reporter on the old *Chicago Chronicle*. In those days there were no such things as news photographers. Instead, artists accompanied the reporters and made sketches. However, two years after he broke into newspapering, the paper installed a half-tone engraving plant for photo reproduction. Harry took a six-month course in photography, and became a staff member of *The Chicago Inter-Ocean*, working alongside the late Burns Mantle, drama critic, and Walter Howie, Hearst biggie of today.

It was in 1902 that the young photographer met and married Matilda Smith, a Kansas City girl. It was also while he was a young newspaper photographer that he had his first introduction to circuses via their press agents, who came to make his darkroom their headquarters.

"Circus press agency in those days was a lot different than it is today," Harry reflects. "Invariably there was one favorite bar in the neighborhood of a newspaper plant patronized by editors and reporters. And it was there that most of the press agency was done. Stories were placed as the agent spun yarns. In those days the press agents had to be good drinkers and marvelous story-tellers and it helped, too, if they were adept at impersonations.

"Of those old-timers, I think the late Guy F. Steeley was tops. He was at his best in the years around 1907-'09. And what a story teller he was! I think he was far and away the best I've ever heard," Harry reminisces.

### Toured With Ringling

The late Alf T. Ringling was responsible for Harry's first tour with a circus.

"That was in 1910," Harry says, "Alf offered me a 50-50 proposition to make and then sell souvenir post-cards on the show. As my wife and I had never taken a honeymoon, we decided to make the tour. Frankly, I looked on it pretty much as a honeymoon. I wasn't a pitchman, and my heart wasn't in selling. Alf, however, found out my wife had been a secretary, and he made her his confidential secretary for the season."

At the tour's close, Harry returned to Chicago and opened up the Burke-Atwell News Photo Syndicate, with Frank Burke, another Chicago photographer, as his partner. Business boomed, and at one time they had as many as 17 photographers and color artists.

This partnership continued for 14 years, then was dissolved, with Harry opening a circus and theatrical photographer agency, which he has maintained ever since, the last 12 years in the Garrick Theater Building.

### Shot Many Stage Stars

Over the years, Harry has photographed many greats of the stage, including Raymond Hitchcock, Mary Garden, John Drew and John Barrymore.

A studio was built especially for him in Chicago's Civic Opera House, and he used it for five years. He has

taken photos of all of the famous opera names in practically every role in which they appeared, including Robert Ringling, termed an excellent baritone and exceptionally good in the role of Pagliacci.

In more recent years, Harry concentrated his own picture-taking chiefly to circuses, in which field he has taken more photos than any other photographer.

### Works in Cage

Harry once was introduced to the late Martin Johnson, big game hunter, "as having shot more wild animals than any other man." Johnson didn't challenge that claim.

The Chicago camera clicker has been in the cage with Clyde Beatty, Terrell Jacobs and Mable Stark.

"I just lockstep behind the trainer, making every move he makes, set my camera as we move in together, and, when I am ready, the trainer steps aside and I snap my camera," Harry explains.

The most nerve-wracking experience he ever had was when he tried to take a picture of a polar bear, this time without the protection of the trainer.

"As I focused, the bear's curiosity was aroused and he moved toward me. My eyes were down, intent on focusing. He continued to move ahead and I kept on re-focusing until the first thing I knew his face was flush against the box," Harry recalls.

This spring he will prepare material for the Ringling-Barnum, Cole Bros., Dailey Bros. and the Polack Bros. circuses. He also will shoot many carnival pictures, handling assignments for such organizations as the Royal American and Hennies Bros.' shows, Cavalcade of Amusements and the Johnny J. Jones Exposition.

It was his wide friendships in the various phases of show business which led to the formation of the Atwell Luncheon Club. For several years up to 1931, when the club was formally organized, it was a daily occurrence for Harry to have lunch with a showman—perhaps an owner, agent or performer—who was passing thru or doing business in Chicago.

Luncheons were informal, but Harry Bert, an old-time circus executive with RKO in Chicago, upon seeing Atwell and a couple of visiting firemen at one of them tagged it "the meeting of the Atwell Luncheon Club." The name caught on, and the daily get-togethers were called that even before the club was formally organized in '31.

Then, membership cards were issued. Dues of \$1 a year were charged. Proceeds were used to tip the help in the Hotel Sherman Coffee Shop, where the luncheons are held; to pay for flowers sent to sick members, and to break a bottle of good cheer the day before Christmas and New Year's Day.

Membership, currently at 117 but due to grow as spring sets in, is limited to 200. Attendance varies. At the low point, usually in January, when all the agents are in warmer climes, sometimes only three or four are in attendance. But at other times during the year attendance reaches about 20.

Many tall tales are told, much ribbing is done, and not a little business is transacted at the table. Down thru the years there have been many notable guests from fields outside of show business. The membership includes a few who are in love with, but not actually in, show business. Among these are a priest, a railroad executive and an outstanding doctor.

There have been many amusing club incidents.

During the height of the de-

pression, Harry dreamed up an idea designed to get a laugh off the depression. He decided to bury old man depression. He had a friend sculpt a small figure of the old gentleman. The figure was laid out in a full dress suit, placed in a coffin and last rites were held. Fortified first by the cup that cheers, members paraded around the coffin before the eulogies over the old gent were said. And thus, in spirit at any rate, the depression was rubbed out of existence.

At the height of the depression years, Denny Curtis brought out the Curtis-Gregg circus. It didn't last over three months. But its biggest day's receipts came when the Atwell Luncheon Club, rallying to help the staggering circus, sold special gold club cards to its members, and the proceeds, something like \$100, were turned over to the show.

Hotel coffee shop patrons sometimes have been startled by the luncheon club goings-on. As for instance, the time the waitress carried midget Paul Del Rio on a tray to the club table.

Visiting fair men are sometimes invited to the club, and this provoked one of the most amusing incidents. Three carnival agents were in attendance the day when a fair committee was guested. After the fair committee had eaten and left, the three agents, so the story goes, each were noted jotting down either on pieces of paper or in notebooks, "entertaining such and such fair committee, \$6.50."

Next to the luncheon club and photography, Harry's interest lies in fishing. "If it weren't that my business is photography I'd probably be an Izaak Walton fan," he explains. "As it is, my wife and I have managed to get up to the Wisconsin woods each summer for the past 20 years to do some fishing."

The Atwells are childless, but Harry has three brothers, Lyman, chief photographer for *The Chicago Tribune*, Ben and John.

He belongs to one other club—the Showmen's League of America—besides the one bearing his name. "The luncheon club gives me plenty of activity," he explains, thus making what is generally termed a masterpiece of understatement.

### UNDER THE MARQUEE

(Continued from opposite page)

Donald Wolfit's Shakespearean troupe and talked circus instead of Shakespeare when he and Bruce Peacock, correspondent for *The Billboard*, got together. Ramsdell plans to wind up the Canadian and U. S. tour of the Wolfit company and rejoin Blackstone, the Magician, in August.

Diamond Jim Speagle, who has been staging indoor circuses in Mississippi and Texas the last few weeks, reports the dates have been okay, considering the weather. After a few more dates in Louisiana and Texas, Speagle will return to winter quarters in the Carolinas. The '48 show, Speagle says, will carry a side show, menagerie, main show and concert and more animals will be added. Speagle's son, David, 8, will be featured with the big show this year.

Mrs. Pearl Castang, 75, former bareback rider and for many years a resident of the Home for Incurables in Memphis, saw the recent Hamid-Morton Circus there from a wheel chair. There also were other patients from the home as guests of the Shrine. Mrs. Castang had been with Barnum & Bailey, Ben E. Wallace and Hagenbeck-Wallace shows. She is the widow of Phil Castang, veteran wild animal trainer, who was superintendent of Overton Park Zoo, Memphis, prior to his death 30 years ago.

Clown Roy Barrett, whose entire wardrobe was lifted while playing Houston last November, reports that he has a new one ready. Barrett, who played many children's Christ-

# Nebraska Board Sets Its Talent For '48 Annual

LINCOLN, Neb., Feb. 28.—Nebraska State Fair Board, in a talent-buying session at the Capitol Building here Thursday thru Saturday (26-28), lined up its attraction features for the State annual which this year runs September 5-10.

Rube Liebman, of the Barnes-Carruthers Theatrical Enterprises, Chicago, sold the board a revue to appear before the grandstand and a circus to show five nights and one matinee.

Leo Overland, of the Jimmie Lynch interests, landed the thrill-show contract for Friday night. Friday afternoon auto races will be conducted by National Speedways, with Al Sweeney and Gaylord hopping here to ink the pact. Stewart Sales Company, Indianapolis, sold the fair board a helicopter feature to run thruout the fair. There also will be five days of harness racing at the State Fair this year.

Other attraction people present for the three-day talent-buying meet were George B. Flint, of the Boyle-Woolfolk office; Ernie Young, Ed Schooley, Voordeen & Fleckles, Don Sloan and Frank Winkley.

### PENN PREMIER

(Continued from page 73)

Show. Eddie Greeno, formerly with Coleman Bros., has booked two independent shows. Capt. Speedy Phoenix, high diver, has been contracted for the season and another casting act will be added.

Army searchlights and three light towers were purchased from the Crescent Amusement Company last fall. Six new tractors have been delivered and eight new 32-foot trailers have arrived. The new streamlined front marquee, which was smashed while en route to Binghamton, N. Y., last year, has been rebuilt and lengthened.

Concessionaires expected back this year include McGee and Wilson, cookhouse, grab and French fries; Albert Boxall, bingo; Joe and Mary Mickolich, 7; Mr. and Mrs. Maloney, 3; Dell Barfield, diggers, apples and rotaries; J. A. Lamont, 3; George Hine, 5; Sweeney, 3, and Mr. and Mrs. Swain, 4.

Shows are scheduled to open about March 15 in the Carolinas. The first Northern date will be in Trenton, N. J., April 5. Celebrations already are contracted for at Kingston, N. Y.; Stroudsburg, Pa.; Johnsonburg, Pa.; Bradford, Pa., and Alleghany, N. Y.

Official staff this season will be Lloyd D. Serfass, general manager; Mrs. Lloyd D. Serfass, secretary-treasurer; Jack Wright Jr., general representative; Frank Carlson, press; Albert Byairk, ride superintendent; Miles Detrick, building superintendent; Dave Sorge, chief electrician; Harold Darr, lot superintendent; Walter Sandt, chief mechanic; B. F. Brown, billposting and lithographing, who also will handle the brigade; Ted (Dutch) Brunke, pictorial and scenic artist, and Ernest Arnold, mail and *The Billboard* agent.

Mrs. Serfass recently returned to quarters following a vacation in California and other Western States. On her return she stopped in New Orleans for the Mardi Gras.—ERNEST ARNOLD.

mas shows in Chicago during the holidays, will play the Minneapolis Shrine Circus week of March 1, Denver week of March 29, the Chicago Stadium April 16-May 2, the St. Louis Police Circus May 8-22; La Crosse, Kan., June 1-3 and ball parks during June and July. The first part of September he will start playing fairs for the E. R. Braly Circus.

## Toronto's Hell on Wheels Paying Off at Box Office

CINCINNATI, Feb. 28.—The spotlight was turned on roller hockey in the January 10 issue of *New Liberty*, the Canadian counterpart of the American *Liberty* magazine, which devoted eight pages to a feature article, including 25 pictures, to the game as it is played at the Toronto Mutual Street Arena.

According to the author, Frank Hamilton, more than 2,000 fans had paid 50 cents each to see the game played on a plastic floor of 23,959 feet the night he visited the rink. Participants were the Toronto Bombers and the London Tecumsehs. In addition to losing the game by a 4-2 count, the Bombers lost two players during the melee, one suffering a broken arm and the other a broken rib.

Spectators were wildly enthusiastic about the game, Hamilton related, but that is nothing new to E. L. Dickson, Arena manager, who is one of the game's boosters and who recently announced formation of an Ontario league made up of teams from Toronto, London, St. Thomas, Niagara Falls and Welland.

Dickson points out that altho the roller hockey player is as well protected as the player on ice, the game is twice as rough because of difficulty in stopping and turning. Altho a

player now uses skates with springs that allow front and rear wheels to turn, the danger in making stops remains. The puck, painted white in contrast with the green floor, has ball bearings on each side to keep it sliding.

Dickson, the article points out, is the "czar of Canadian roller skating." Since taking over the rink's management he has innovated improvements such as a 14-inch floor to eliminate vibration, air filters and a plastic surface. One application of the plastic is said to last six months. That these innovations have paid off may be seen in the reported \$140,000 gross of the arena last year.

A between-halves feature on hockey night is the show presented by members of the Toronto Roller Skating Club which has membership of about 600. Some of the presentations appear in the club's show, staged annually by about 300 of its members.

Six night sessions and two matinees weekly are open to the public, with admission at 35 cents, including skates. According to Dickson the average attendance is 2,000. Age of the average skater is 26, altho many children skate at the rink.

## N. Y. Skate Queen Contest Plans Set By Empire & 'J-A'

NEW YORK, Feb. 28.—Entries are being accepted by Bill Love, of *The New York Journal-American*, for the New York skate queen contest which is held annually at Empire Roller-drome, Brooklyn. The Empire management and the newspaper are again sponsoring the contest and have scheduled eliminations for April 17, with finals to be held the following Saturday.

The eighth annual event is open to any girl who has not skated professionally. Judging is done on the basis of beauty and personality. Skating skill is not considered in determining the winner, the only requisite being that contestants appear on skates. Judging will be done by a panel headed by Boris Kaplan, Eastern talent scout for Paramount Pictures.

The winner will receive a loving cup, a Chicago Velvet Tread skate outfit, a Benrus watch, a night in the Terrace Room of Hotel New Yorker where *Newfangles on Ice* is appearing, and a pair of tickets to *Icetime* of 1948 at the Center Theater. Second and third place winners will receive Chicago outfits, Benrus watches and tickets to *Icetime*. Finalists will be given certificates of honorable mention.

## Sefferino on Fla. Vacation

CINCINNATI, Feb. 28.—William F. Sefferino, operator of Sefferino's Roller-drome here, left February 14 for a vacation in St. Petersburg, Fla. Accompanying him on his golfing and fishing expeditions in St. Pete is Mrs. Sefferino.

## Wolverine Champs Join 'Dimes' Drive

UTICA, Mich., Feb. 28.—Clintdale Roller Rink here recently held an exhibition benefit for the March of Dimes campaign, three teams of roller champions taking part.

Featured performer was Laurene Anselmy, juvenile girl figure and free-style champion of the Roller Skating Rink Operators' Association of the United States. Miss Anselmy and Paul Lampkin, State and Great Lakes regional champions, also contributed a fox trot-blues number. Viane Milen and Richard Fleischmann, second place national winners, demonstrated two waltzes, and the team of Anselmy and Lampkin returned for an interpretative dance. Bert Anselmy and Lynn Lampkin, second place novice team, turned in neat performances of three tangos.

## Harry Warner Sees Hyped Club Program As a Slump Stopper

TAMPA, Feb. 28.—An increase of 200 per cent in membership of the dance and figure club of Coliseum Skating Rink here during the past four months is reported by operator Harry J. Warner, who points out that an active club is a big help in bucking the business slump that some rinks are experiencing.

Warner believes a well-planned program that has included bus trips to other rinks and social activities at Coliseum is responsible, in a good measure, for growth of the Tampa club.

The most recent event held by the club was a Valentine party at which refreshments were served and games and dancing filled the evening program. The next night skaters from a nearby rink visited the Coliseum, repaying a visit Warner's skaters had made the previous week. The Coliseum club also plans bus trips to Miami and St. Petersburg and the Cleveland nationals of the Roller Skating Rink Operators' Association of the United States.

## 4 N. E. Clubs Grab Dance Meet Honors

BRIDGEPORT, Conn., Feb. 28.—Inter-club dance competitions of the New England Amateur Roller Skating Association continued February 7 with the Holland Skating Club of Bridgeport as host club, reported Phyllis Decker, association publicity chairman.

Teams from Worcester, Mass., and Hartford, Conn., won the juvenile competitions in the straight waltz and collegiate. In the novice division, with 30 teams skating the collegiate, the winners came from Worcester and Boston. Junior winners skating the Keats fox trot were members of the Bridgeport club. At the conclusion the Bridgeport club gave winning girls bouquets, presented by Mrs. Willard Holland, and a buffet luncheon followed.

Judging was done by Mr. and Mrs. Alfred Dahl, while Ozzie Nelson, secretary of the United States Amateur Roller Skating Association, was referee; Donald Decker, tabulator, and Mrs. Holland, announcer.

Represented in the contests were the Holland clubs of Bridgeport and Milford, Conn.; Dance and Figure Skating Club of Milford; Buckingham Skating Club, Waterbury, Conn.; Hartford (Conn.) Skating Club; Worcester Skating Club, and Sholes Dance and Figure Club, Boston. Another meet has been scheduled for tonight at Sholes Roller-drome, Boston.

## Speed Matches Pack Them in At Hackensack

HACKENSACK, N. J., Feb. 28.—Before a packed house racers of Hackensack Arena, of the America on Wheels chain of rinks, defeated the Reading (Pa.) Racing Club by a score of 28 to 20 Saturday (21) at Hackensack, reports Jack Edwards, AOW director of speed.

Hackensack, which now stands second with 210 points to the league-leading Mount Vernon (N. Y.) Arena (215 points) in AOW inter-rink racing competition, goes to Reading March 6 for return matches with the Pennsylvanians at Bill Holland's Skateland on the fairgrounds there.

AOW claims a "first" in its plan to televise the inter-rink matches to be held tonight at Twin City Arena, Elizabeth, says Edwards. The races will be televised from 8 to 9 by the National Broadcasting Company tele division.

Results of the February 21 races here: Ladies, 440 yards, Jane Conroy, Hackensack, and Joan Furman, Reading; ladies, 880 yards, Millie Bruno and Jennie Viola, Hackensack, and Joan Furman, Reading; men, 880 yards, Frank Schuarcht, Luther Wenzel and Kenneth Gonrath, Reading; men, one mile, Harold Heim, Hackensack, and J. Albright and A. Moyer, Reading, and men, two miles, Herb and Ray Plump, Hackensack.

Reading skaters were disqualified in the men's two-mile race for arguing with the referee, Charles Lanzotti, of the United States Amateur Roller Skating Association.

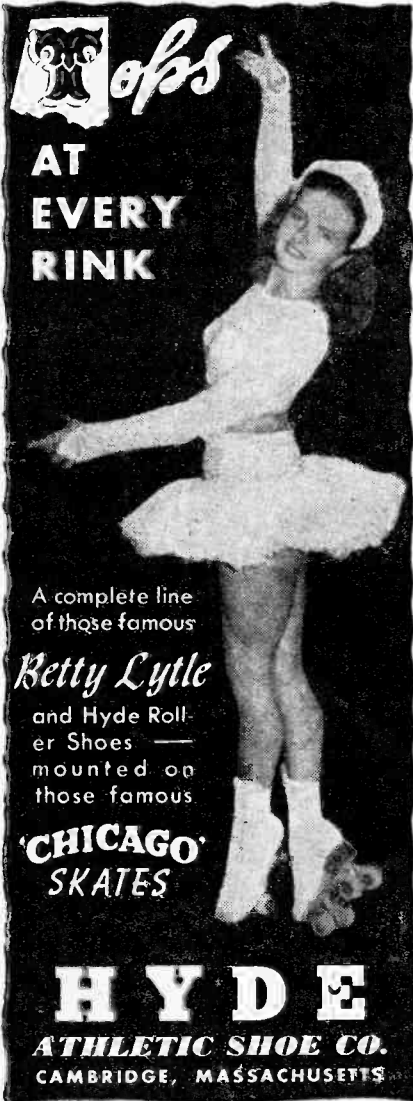
## Van Horn Lands Publicity Break

NEW YORK, Feb. 28.—Earl Van Horn's Mineola (L. I.) Roller Rink received a great publicity break in a recent edition of the New York tabloid, *PM*, which devoted a two-page spread to shots of the rink and its skaters. Pictured were such well-known skaters as Fred Ludwig, Barbara Gallagher, Donald Mounce and June Henrich.

The article accompanying the layout ascribed the boom in skating to the establishment of roller rinks as social clubs, the growing popularity of dance and figure skating, modernization of rinks and smart promotion.

Recent special events at Mineola were a March of Dimes show which netted \$166, a Valentine party at which 100 boxes of candy were given winners of a contest and a party staged by the Oldtimers' Club.

Good turnouts of spectators greeted the seventh anniversary show staged at Empire Roller-drome, Brooklyn, February 5 and 6. The presentation, directed by William and Dorothy Opatry, Empire pros, featured group numbers.



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### Curvecrest Valentine Party Honors All Married Couples

MUSKEGON, Mich., Feb. 28.—Guests of the management at a Valentine party held February 14 at Perry B. Giles's Curvecrest Roller Rink here were couples who had met at the rink and subsequently married.

Forty-eight couples registered, and each wife received a rose as a souvenir, with orchid corsages being presented to the most recently married woman and to the one married the longest. Group pictures were taken during the evening.

Next special event at Curvecrest will be a Leap Year party, scheduled for tomorrow night. Persons observing their birthday tomorrow will be guests of the management.

### Salt Lake Skating Boosted

SALT LAKE CITY, Feb. 28.—Utah roller skating and, in particular, the business in Salt Lake City received a fine boost in the magazine supplement of *The Salt Lake Tribune* of January 25. Set off with a 10½ by 11-inch colored picture of a girl on skates, an article by Shirley Ayres Brown traced the growth of the sport during the past 10 years on the local, national and international levels, attributing much of the progress made to efficient trade-association promotion.

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## Northern Skaters Give Swell Polio Benefit at Jax Rollery

JACKSONVILLE, Fla., Feb. 28.—Star amateur skaters imported from the North for a Mile of Dimes benefit show presented January 28 and 29 at Jax Roller Rink here received an excellent reception and were responsible to a great extent for the successful outcome of the event, report Mr. and Mrs. James Gradwell, Jax operators.

Importations for the show, sanctioned by the United States Amateur Roller Skating Association, were Donald Mounce, of Earl Van Horn's Mineola (N. Y.) Roller Rink and winner of the world men's singles title at the December 5-7 championship held in Washington, and Violet Gargano and Kurt Hoernlein, of William Schmitz's America on Wheels Twin City Arena, Elizabeth, N. J. Mounce gave demonstrations that outshone his title-winning bid, said Gradwell, who was equally enthusiastic over the work of Miss Gargano and Hoernlein, who gave free style

and pairs exhibitions. Costumes were outstanding, he said, with a variety of changes for various numbers. The performers also gave exhibitions at the local Hope Haven Hospital for polio victims and later distributed balloons to the patients. During the skaters' stay here Mr. and Mrs. Gradwell took them on several sight-seeing tours.

An added attraction was the award by a local jeweler of a gold cup to Dorothy Burch, Jacksonville, the "Jacksonville queen of roller skating for 1948." The cup award is to be an annual event held in connection with the anti-polio drive. All entrants in the queen contest were assessed 50 cents, which was also turned over to the charity fund.

Charles R. Hilty, local campaign chairman, expressed the gratitude of his group for the efforts of the skaters and the Gradwells. The show received two good advance publicity breaks in the papers, one a picture of Miss Gargano and the other a story on the show.

### Roller Rumbblings

Frank Gallagher, instructor at Fordham Roller Rink, Bronx, N. Y., has been appointed manager of the spot.

Mr. and Mrs. Joseph L. Bell, operators of Bell's Rink, Fort Wayne, Ind., celebrated the spot's 30th anniversary recently.

W. M. McIntosh, pro at Charles Z. Kahn's Rollerodrome, Atlanta, is reportedly preparing a speed program there.

Northeastern regional contests of the Roller Skating Rink Operators' Association of the United States will be held at Gay Blades Rink, New York, in May.

New Jersey championships of the United States Amateur Roller Skating Association have been awarded to Boulevard Arena, Bayonne, N. J., May 5-8.

### Bay Ridge Anniversary Show

BROOKLYN, Feb. 28.—A cast of about 100 members of the senior and junior clubs took part in the eighth annual anniversary show presented February 8 and 9 at Bay Ridge Rollerodrome here. Directed by Jim and Millie Ferris, Bay Ridge pros, *Mardi Gras in Rio* featured five group numbers with Latin-American themes and a number of acts, including John Pergolivi in a clown number and Patricia Devereux and Phyllis Riggs in artistic routines.

### Ky. Company Incorporates

FRANKFORT, Ky., Feb. 28.—The secretary of State recently granted a charter of incorporation to the Rollerodrome Amusement Company, Inc., Henderson. The firm is capitalized at \$20,000. Incorporators were given as John F. Fitzgerald, John D. Byrne and Covington Overfield.

### Woolfs Open in Gaylord

GAYLORD, Mich., Feb. 28.—New Skate-A-Way Rink is being opened here by William and Lloyd Woolf. It is a quarter mile north of city limits on U. S. Highway 27. Rink has been surfaced with a maple floor measuring 50 by 100 feet.

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# Plunkett Chalks Successful Bow At Aransas Pass

ARANSAS PASS, Tex., Feb. 28. — Plunkett's Stage Show, which wintered locally, closed a successful three-day opening stand here February 9. Org has added a new blue and gold big top. Line-up for 1948 includes Mr. and Mrs. Rusty Plunkett, advance; Mr. and Mrs. Ed Plunkett, Mrs. Melvin Plunkett and Gloria Plunkett, tickets; Mr. and Mrs. Dave Midget and Jerry Plunkett, concessions; Jim Plunkett, boss canvasman; George Money, assistant sail maker; Alvin Mattingly, big top; Woodrow Stubblefield, stage manager; Marlin Herold; Joe Rapp, animal department; Dave Midget, electrician.

Ork includes Leon Brock, leader and piano; Les Lyle, trumpet; Jim Plunkett, sax; Snooks Plunkett Swain, drums, and Fuzz Plunkett, bass. Also with it are Jerry, Maizie, Gloria, Billie and Marie Plunkett; Rickey Midget, Cleo and Jim Plunkett, Sonny Noel and Kennedy Swain, who is dramatic director.

Featured this year are Capt. Fuzz Plunkett's trained chimp, Congo; seals, dogs and monkeys. Sonny, Gloria, Cleo and Jerry Plunkett are presenting their trampoline act, while songs are handled by Jerry, Cleo and Jim Plunkett. Billie Plunkett presents the trapeze act.

Mrs. Rusty Plunkett designed and painted the strobolite costumes. Recent visitors included Cork and Norma Plunkett, Mr. and Mrs. Jack Leopard and daughter, Linda Louise; Jean Allen, Ray Morrison, Whitey Haley, Vernon Thomas, Eddie Gilliam and Sledge Wilson.

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## Rep Ripples

SHARPLEY PLAYERS are around Tacoma, Wash. . . . Henry A. Mulford, old-time repster, located in Fort Wayne, Ind., would like to see a line from members of the John Lawrence Players, 1920-'21. . . . Gordon Ellison has a vaude-pic unit in Carson, Nev. . . . Millard Baker, former repertoire agent and musician, has been promoting amateur shows in Ontario. . . . LaVine Show, in the Sarnia, Ont., sector, will move east to its established territory. . . . Jackson Players are making sponsored dates in Nashville. . . . Madam Burleson's Minstrels, with Victory Exposition Shows for the past two seasons, are working out of Dallas with a company of 22 people. . . . Marty Lynch, with Quinlan & Wall Minstrels back in 1904, is making his home in Syracuse. . . . William Pattie, tenor with the Ted E. Faust Minstrels and billed as the "Southern Nightingale" during his days with the minstrels, is in Frankfort, Ky.

GREELEY'S Tent Show, colored, will make some dates near Birmingham before its carnival season starts. . . . Wilbur Tyler his finished 50 school dates with his two-piece vehicle. He confined his dates largely to city schools, mostly in Ohio and Pennsylvania. . . . Griffin Players, four people, are in their 20th week of Indiana dates. . . . F. L. Bailey will have a flesh tent show, opening around Galveston, Tex., within a few weeks. . . . Old State Players, four, are playing dates around Louisville under auspices. . . . Delere Troupe, offering French-speaking plays, have been playing sponsored dates in New England for French society groups. . . . Doss & Nae Show has been around Frederick, Okla., recently.

### Carpenter To Launch Tenter

BIRMINGHAM, Feb. 28.—A. A. Carpenter last week finished organizational operations for his tent vaude-film unit, which will open its season here April 1.

## Locke Recalls Halcyon Days Of the Trouper

PORTERVILLE, Calif., Feb. 28. — Will H. Locke, old-timer in the rep and tent show fields, revealed from his home here that Bruce Rinaldo's recent contribution to this department rang the bells of memory. He added that the piece probably sent many an irrepressible old dreamer like himself on a nostalgic stroll down memory lane.

"How well we remember," says Locke, "those once-familiar names Bruce recalls. His article took me back to the halcyon days of show business and actor-folks I knew and worked with. My truant fancy often drifts back to the '80's and '90's when there were many road shows abroad in the land and the towns had opera houses for them to play in."

"There was the Sharpley Theater Company — Ad Sharpley and his talented wife, Ada Lawrence. They became favorably known thruout the Midwest. About 1897 Sharpley put out a one-nighter of Faust, starring Ada as Mephisto, perhaps the only woman ever to tackle that great part. Ad put out an elaborate production of the old classic. He offered me a part, but as the show was to go to the Pacific Coast, I declined because in those days actors were wary about going to the West Coast for fear of not getting back. Afterward I was sorry I didn't go."

"The Peruchi-Beldini Company — Chelso Peruchi and Adalina Beldini played the Southern cities in repertoire and finally settled down in New Orleans producing permanent stock."

"The Baldwin-Melville Company was very popular in the South. The last time I met them was about 1893 when they played a week stand in the Greenwall Opera House at Fort Worth. John King, Harry McDonald, John Rapier and I were promoting a minstrel show with local talent at the Greenwall for a charity (and our) benefit."

"The Billy Brodhead Comedy Company: In repertoire. First time I met Brodhead was in Trinidad, Colo., in 1894 while I was playing in summer stock at the Jaffa Opera House. Billy finally settled down in Oklahoma, struck oil and, it was rumored, became quite wealthy."

"The Ferris Comedians, with the indomitable Dick Ferris, was popular thru the Midwest and during early 1900 was successful with his stock in the Boyd Theater, Omaha. Later on Dick went to California, promoted some big amusement projects and in 1910 ran for lieutenant governor of California and missed being elected by only a few votes. Then for a number of years he operated a permanent stock in a downtown Los Angeles theater and attracted city-wide attention by putting on "milkman's matinees" mornings at 3 o'clock."

"I often wonder how many of these I knew in the '80's, '90's, etc., are still among those present? I'd like to hear from them."

## Lonesome Pine Co., Gets Biz in Ohio Ky. and W. Va. Spots

CHARLESTON, W. Va., Feb. 28.—Trail of the Lonesome Pine Company, booked thru Auditorium Booking Company here, under direction of Byron Gosh, is playing engagements in Kentucky, West Virginia and Ohio to good results, Gosh says.

Cast includes Gifford J. Carruthers, Rose White, Ruth Francis, Phil Burrows, Harold Trull and Chris Keefe. Rolling stock includes a new Dodge and scenery trailer.

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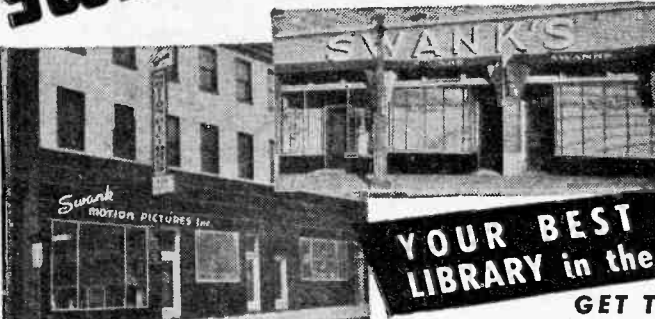
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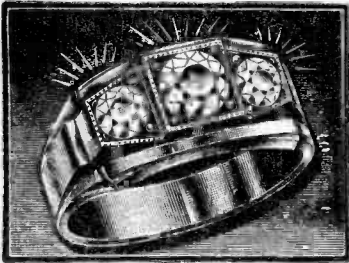
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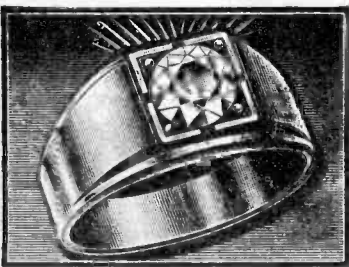
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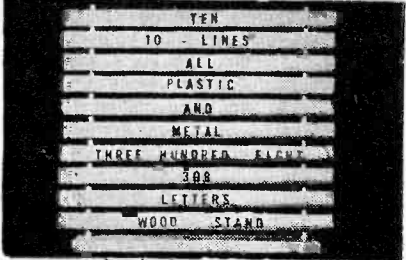
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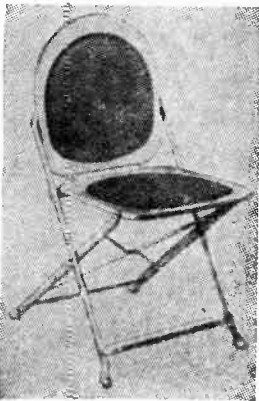
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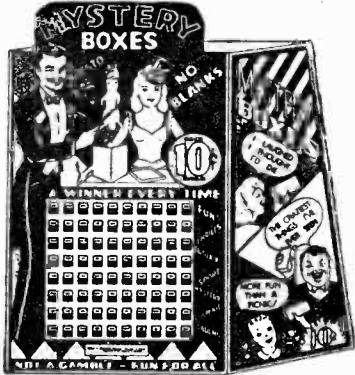


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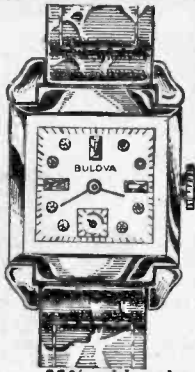


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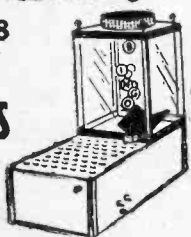
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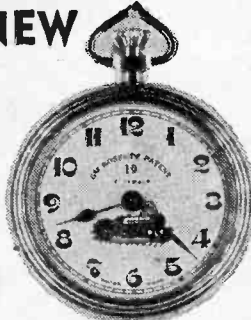
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**MAGICIAN—CAN WORK PLATFORM, RING** or stage for small show. Do inside lecturing, equestrian director. Neat dresser. First ad in 10 years. No drinking. Send me your best regarding salary and full details. Amateur and shoe-string managers, lay off. Robinson, Magician, 708 Baker St., Lansing 10, Mich. mh6

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**A-1 VIOLINIST—AVAILABLE AFTER 20TH.** Member 802, single, sober, travel. Read, fake, combo section. Handy in hillbilly band. Some arranging. Black hair, 5' 8", uniform, 39. Photo. Phone 21183 days, 38997 nights. Musician, P.O. Box 507, Shreveport, La.

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**ACCORDIONIST—ALL ROUND EXPERIENCED** musician. Soloist or combo. Sober, reliable. Age 25. Vince Golden, 143 W. 47th St., N. Y. C.

**ALL AROUND MECHANIC WITH RIDE EXPERIENCE** desires position as ride superintendent. Sober, reliable, ready to report. Married. Box 159, care The Billboard, 155 North Clark, Chicago, Ill.

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**DRUMMER—AVAILABLE IMMEDIATELY.** 14 years' thorough experience. Latin shows, commercial, modern rhythm style; solid steady beat. Beautiful equipment. No boozer. Elis Lee, Dur-laufs Music Shop, Louisville, Ky.

**DRUMMER AVAILABLE—SOLID BEAT, EXPERIENCED** any style, own car, plus all essentials. Go anywhere. 321 S. 10th St., Salina, Kan.

**EXPERIENCED MECHANIC — VICTORLAS,** pin games, slots, wishes employment in State where legalized gambling exists. Married, 34, do not drink. Permanent place desired. Write details. George H. Danbury, Apartment 583, Florida Vista, Deming, New Mexico. mh13

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**PUBLICITY—YOUNG MAN, WIDE KNOWLEDGE** show business, daily newspaper background. Personal and serious. Would rather write press releases than all the obits on earth. Prefer N. Y. but will consider other locations. Will send samples. William Fisher, 161 Grove St., Somerville, N. J.

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**TENOR, ALTO CLAR.—NO TAKE OFF ANY** chair. Good reader, tone. Violin double on easy book. Dependable, good appearance. At liberty March 8. Ralph Hockaday, Roslyn Hotel, Cairo, Ill.

**TENOR AND BARITONE SAX MAN—DOUBLE** clarinet. Well experienced, union, sober, reliable. Available immediately. Can play conscientious commercial, but no corn, please. Experienced in three to five man section work. Have instruments, all good. Prefer Midwest, consider anything. This ad due to disappointment. Joe Johnston, care Johnston Drug Co., Prescott, Iowa.

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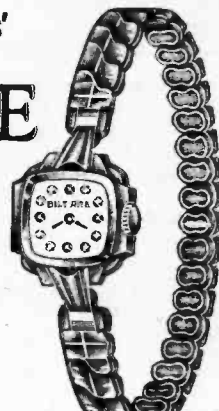
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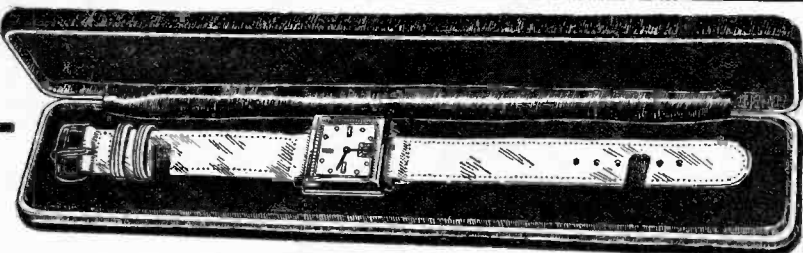
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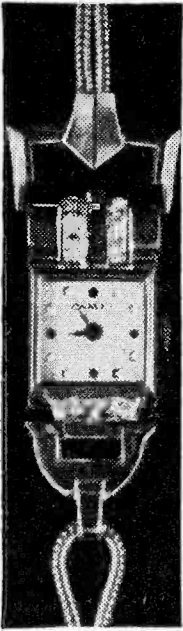
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Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Adkin, Robt. C.  
 Adkins, Peggy  
 Akers, Wally  
 Akins, Claud  
 Alfreds, Wm. H.  
 Allen, H. S.  
 Allen, Johnny J.  
 Anderson, Andy  
 Anderson, Andy (Musician)  
 Anderson, Andy (Animal Trainer)  
 Andrews, Frank  
 Ansley, Wm. D.  
 Ashley, Thos.  
 Atchleyman, Geo.  
 Autry, Gene, Show  
 Baker, Pat  
 Baldridge, Rocky  
 Bales, Mrs. R. M.  
 Bancroft, Harry L.  
 Bancroft, Raymond C.  
 Barber, John  
 Barber, Mrs. J. L.  
 Barnette, Carl W.  
 Bates, Fredrick  
 Batton, Harry (Painter)  
 Bauguss, M. E.  
 Beach, Harry  
 Beam, Ward B.  
 (Beam's Show)  
 Becker, Bubbles,  
 Beebe, Frenchy  
 Behem, Wilma J.  
 Bennett, Cecil A.  
 Benton, Clyde  
 Berman, Joe  
 Bernardi, Mrs.

DePonte, John  
 Dewald, J. M.  
 Diabio, El  
 Jones, Mrs. Geo. W.  
 Dickreth, C.  
 Dillon, Virgle  
 Dix, Alvin W.  
 Dixon, Curley  
 Dixon, Earl  
 Dodd, Wm.  
 Donaldson, Chas.  
 Donnelly, Geo. F.  
 Donnelly, Russell  
 Donquiey, W. C.  
 Doss, Frank  
 Driskill, Andrew  
 DuBrae, Patricia  
 Dunavant, Bud  
 Dunbar, Mr. Gale  
 Dunbar, Harry  
 Easter, Paul  
 Edson, Robt. E.  
 Edwards, Blackie  
 Elford, Hal  
 Ephrem, Freddie  
 Evans, Daniel C.  
 Evans, Humpy  
 Evans, Tom  
 Everts, Geo. L.  
 Ewert, Ray  
 Fairbanks, Wm.  
 Feagin, Mrs. Robt.  
 Fern, Mrs. Ann  
 Ferguson, Richard  
 Ferris, Lester/Wm.  
 Fisher, Geo.  
 Fonadio, Louise  
 Fontinelle, Mae & Hal

Johnson, Wm.  
 Jones, Jockey  
 Jones, Marie Hill  
 Jones, Mathew  
 Jones, Thos. C.  
 Judy, Russell F.  
 Justin, Melvin F.  
 Kaapuni, Ernest  
 Kaerberle, Kenneth Eugene  
 Kahue, Elsie  
 Kane, Betty  
 Kane, L. H.  
 Kearns, Oma Marie  
 Kelley, Geo. R.  
 Kelly, James M.  
 Kelly, Sonny  
 Kelman, P.  
 Kennedy, Glenn R.  
 Kent, Don  
 Kerksis, Harry  
 Kern, Loretta  
 Kerwin, Paul L.  
 Ke-Wa-Den, Chief  
 Keystone, Mrs.  
 Kibel, Harry  
 Kibel, I. H.  
 King, Mrs. Annie  
 King, Billy  
 Kirkwood, Mrs.  
 Kitterman, Tony  
 Knoll, The Great  
 Knott, Stacy  
 Knox, Geo. N.  
 Kyle, Raymond  
 Ladd, Wm. H.  
 Lamb, Kenneth  
 Lambert, H. W.  
 Lane, Thomas H.  
 LaMont, Rosa  
 LaRue, Jack  
 Laplet, Mrs.  
 LaTour, Wild Bill  
 Latton, W. C. Bill  
 Lazarus, Chas. I.  
 Leahman, Mrs. Chas.  
 Leatherman, Tex  
 Leavitt, John  
 Lee, Mrs. Ora  
 Lee, Rosa  
 Leggett, Ruth  
 Lento, Tony (Mae)  
 Leonard, Mrs. Bette  
 LeRoy, The  
 Lewellyan, John  
 Lewis, Samuel  
 Lewis, Ted  
 Lewis, T. P.  
 Linville, Earl  
 Little, John  
 Litzler, Chas.  
 Livingston, Earl  
 Locks, F. B. (Pop)  
 Long, Slim  
 Luckett & Hill  
 Lyons, Honest  
 McAbee, Louis  
 McAllister, H. J.  
 McClain, Frank  
 McClausin, B.  
 McClosky, Mrs.  
 McCormack, Bill  
 McCoy, Jimmy  
 McCoy, M. P.  
 McDaniels, Betty  
 McDaniels, Grace  
 McFarland, Jack  
 McGonigal, Fern  
 McGuire, Mac & Connie  
 McKay, Glenn  
 McLeonard, Leon  
 McNamara, Daniel J.  
 McNeil, Everett  
 McSpadden, J. B.  
 Mallwin, James  
 Mantzer, Mrs.  
 Maraldo, F. J.  
 Marco, Walter  
 Marilyn, Nancy  
 Marino, Joseph  
 Marks, Dewey  
 Marlow, Mrs. Mary  
 Marlowe, Sam  
 Marshall, Billy  
 Marteney, Hensley  
 Martin, Jack C.  
 Martin, Jerry  
 Marvin, D. R. L. R.  
 Matlock, Lonnie  
 Matthews, Carmelious  
 Maxwell, Raymond  
 Mayberry, A. W.  
 Meguel, Mike  
 Meiss, Raymond T.  
 Mercy, Alexander  
 Mercy, Virginia W.  
 Meyers, Geo.  
 Meyers, Wm. X.  
 Miller, Fred  
 Miller, Geo. F.  
 Miller, Jack V.  
 Miller, J. W.  
 Miller, Paul S.  
 Mitchell, Wanda L.  
 Mitchell, E. C.  
 Mitchell, G. J.  
 Mitchell, Leo  
 Mitchell, Martie  
 Mitchell, Kami  
 Mitchell, Alexander Billy  
 Mitze, Prof.  
 Moutz, Shirley  
 Montgomery, James  
 Montilla, Estella  
 Moore, Ed.  
 Moore, H. J.  
 Moore, Leigh  
 Moore, Oyal E.  
 Moore, Patsy  
 Morgan, John  
 Morris, Mrs. A. W.  
 Morris, Jacques  
 Mullin, Frank  
 Murphy, Joe  
 Murray, R. E.

Murphy, Myrtle  
 Langford  
 Murray, W. T.  
 Murry, Sr., Cameron  
 Myers, Gloria Mae  
 Nall, Lila Mae  
 Nash, Larry  
 Neal, Mrs. Billie  
 Nelson, L. M.  
 Nelson, M. F.  
 Newby, Mrs. Bert  
 Nicholas, John  
 Niebuhr, Gilbert  
 Noel, Leo Chas.  
 Nord, Gloria  
 Norman, Jack  
 Nymman, Mrs. J. B. (Agnes)  
 O'Brien, Miss  
 O'Brien, Jerry  
 O'Malley, John G.  
 O'Malley, Thomas  
 Olsen, Gene  
 Olsen, O. S.  
 Ornealles, Johnny  
 Page, Nancy  
 Payer, Steve  
 Parelio, John  
 Parker, Wm.  
 Parrish, Dale  
 Parsons, Jean  
 Paton, Frank  
 Patterson, Kermit  
 Pauley, Lena  
 Peyton, Blackie  
 Phillips, Miss  
 Phillipson, G. Jerry  
 Pickard, Dave  
 Poling, Chas. Howard  
 Polo, Eddie  
 Pool, F. O. Mrs.  
 Poplin, Chas.  
 Porth, Steve  
 Post, Wesley  
 Potts, Henry S.  
 Powell, Chas. H.  
 Powell, Chas. M.  
 Powell, J. D.  
 Powell, Speedy (Louie Rudish)  
 Prokop, Ed.  
 Purl, Billie  
 Queen, Joe L. L.  
 Quinlan, Robt.  
 Radan, H. P. (Pat)  
 Radford, W. D.  
 Ravelli, Blanche R.  
 Ray, Oma Marie  
 Reed, J. C.  
 Reeser, Muecel  
 Reesal, Mae Dawn  
 Reid, Albert  
 Reynolds, Josephine  
 Rice, Ole  
 Riley, James  
 Ritten, Raymond  
 Rittley, Mrs. Anne  
 Roberts, Chas. T.  
 Rogers, Irene  
 Rogers, Lon S.  
 Rose, Louis  
 Rosenberger, Bert  
 Rounds, A. J.  
 Roundtree, Robt.  
 Royal, Chester  
 Rucker, Elmer H.  
 Runnels, Clyde L.  
 Russell, Mrs. May  
 Ruthenburg, Chas.  
 Ryan, Geo.  
 Sable, Jack  
 Salzer, Raymond C.  
 Sanders, Bud  
 Sanfelippo, Frank R.  
 Scanlon, Bill  
 Scarborough, Mrs.  
 Schell, Billie  
 Schmitt, Ferdinand  
 Schultz, Casey  
 Schultz, Frederick Wm.  
 Scott, Harold Leroy  
 Scott, Tommy  
 Selliner, G. (Scotty)  
 Serano, Mrs. Opal  
 Shaver, Stammie  
 Shaw, Lester  
 Shawver, Mrs.  
 Sheehan, Chas.  
 Shields, Paul A.  
 Shone, Fred  
 Shubert, John & Gertrude  
 Shultz, Wm.  
 Sidneys (Bicycle Act)  
 Sikes, W. W.  
 Simon, Joe

Singer, E. H.  
 Sinko, John  
 Sisco, R. H.  
 Six, Big  
 Sluska, Stanley  
 Smith & Doyle  
 Smith, Mrs. Davie  
 Smith, Edna F.  
 Smith, Edward E.  
 Smith, Henry  
 Solomon, Henry  
 Sorenson, June  
 Spears, Mrs. Ellener  
 Spears, Joe  
 Spencer, Chas.  
 Spring, Tony  
 Stafford, Arthur  
 Stalter, Oliver G.  
 Stanko, Mack  
 Stanley, Ed.  
 Stanley, Mrs. Florence  
 Stanley, Mrs. Kay  
 Stanley, Robt. Elva  
 Starkey, Albert W.  
 Steinke, Ed. Carl  
 Stepp, Chas. E.  
 Stewart Sisters  
 Stien, Louie  
 Stoffel, Walter  
 Swartz, J. D.  
 Sykes, Vera  
 Sylow, Henry C.  
 Talley, Jack  
 Tan, Alex  
 Thomas, Mrs. E.  
 Taylor, Jak Robt.  
 Thomas, P.  
 Thomas, Paul  
 Thompson, Henry  
 Thompson, Peggy  
 Thompson, Richard  
 Tibson, A. M.  
 Tobell, Allen  
 Townsend, Cal  
 Tracy, Theresa  
 Trasker, Mildred  
 Travis, James  
 Travis, Ronald L.  
 Tumel, Don  
 Umplehy, Cheet  
 Upton, Dottie Ann  
 Vance, Mickey  
 Vanhoose, Lenna  
 Vaughn, Pauley  
 Vaughn, Geo.  
 Venus, Bunny  
 Verrella, Sue  
 Vitalie, Tom  
 Vito, Cerrone  
 Waldo, Kenneth  
 Walcott, Dagobert  
 Wallace, Dave  
 Ward, Curly  
 Wardwell, Edgar H.  
 Ware, Carl  
 Warner, W. H. G.  
 Washington, Mrs. Rose  
 Weatherly, Delores C.  
 Weaver, Tony  
 Webb, Joe B.  
 Weber, E. C.  
 Webster, Geo. H.  
 Wells, Benjamin L.  
 Wells, Melvin C.  
 Westbrook, H. (Buster)  
 Westbrooks, Clarence  
 Whalon, Melvin E.  
 White, Mrs. Essfa E.  
 White, Guy  
 Wickes, Louis J.  
 Wickes, R. E.  
 Williams, Geo.  
 Williams, L. L.  
 Williams, Rockie  
 Williams, Mrs. Ruth M.  
 Williamson, John Jamesina  
 Wills, Claude  
 Wilman, Buck  
 Wilson, Duke  
 Wilson, Harry  
 Wilson, Kenneth  
 Witse, Mrs. Bertie  
 Winters, Jimmie  
 Wise, Jr., J. A.  
 Wixom, John D.  
 Wolf, Ragna  
 Woodall, Wm.  
 Wray, A. V.  
 Wright, Chas.  
 Wright, John E.  
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 3128 N. Edgemont St. Phila. 34, Pa.

Manors, Pete & Lura  
 Miller, Lewis  
 Nadja, Jean  
 Nazzo, Joseph  
 Newman, H.  
 Old, Meribeth  
 Pettine, Tommy  
 Rector, Patricia  
 Robison, B. F.  
 Sanborn, Beatrice

Schubert, Erwin  
 Simitzen, Olya  
 Sivak, Mary  
 Thundersky, Richard  
 Townes, Freddy  
 Whitree, Victor  
 Whyte, Dorothy  
 Zorac, Stanley

Kaplan, Jack  
 Keith, John Robert  
 King, Zorita  
 Landrus, Jackie & Ruby  
 Little, John  
 Lynn, L. B.  
 Lynn, Lya  
 McCombs, Edward  
 Marsh, Mark, Mr. & Mrs.

Pease, Sharon  
 Phillips, Irma  
 Plahn, Eugene G.  
 Rae, Billie  
 Riley, Charles  
 Rearick, Wm.  
 Reid, Billy  
 Renock, Mell  
 Riggs, Bobby  
 Riskle, Marion  
 Roberts, Aleta  
 Robinson, Gil  
 Rogers, Red  
 Sherman, Chester  
 Tetter, Jacqueline  
 Thomas, Ray E.  
 Tint, Al  
 Tollman, Bill  
 Vale, Lucille  
 Washburn, Evelyn  
 Wayne, Jack  
 Wilson, Doc

Kahue, Elsie  
 Keller, Richard B.  
 LaFortune, Bill  
 Levine, Joe B.  
 Lewis, Robert  
 Eugene  
 MacDonald, M. D.  
 MacDonald, Mac  
 Marlowe, Sam  
 Martin, James  
 Edward  
 Matson, Peter O.  
 Meek, Harold  
 Miller, Barney  
 Miller, B. E.  
 Minshall, Nellie  
 Frances

Morgan, B. P.  
 Murphy, Daniel  
 William  
 Neill, Leonard K.  
 Neill, Lucille Etta  
 O'Leary, Dennis  
 Palmer, Earl  
 Patrick, T. W., "Bill"

Ferry, Bob  
 Peters, Frank  
 Pierce, Jack  
 Poteet, E. K.  
 Higgins, Ennis  
 Robin The Great  
 Rumbaugh, H. J.  
 Sandusky, Durb  
 Sawyer, Al F.  
 Servis, Edward F.  
 Shelly, Johnny  
 Short, Albert  
 Sims, Carl  
 Smith, Norman Jr.  
 Smith, William D.  
 Spieles, Mathias  
 Starr, Marie L.  
 Stevens, J. J.  
 Taylor, George  
 Thomas, Jack  
 Wald, Buddy  
 Walker, Paul  
 Wall, John A.  
 Webster, Mr. & Mrs. Fred  
 L.

Wilson, Miss Dixie  
 Wright, Donald  
 Morrison  
 Yelton, Mrs. Ann.  
 Young, Harry James  
 Williams, Walter

Caswell, Mr. & Mrs. Fred  
 Clemmons, A. B.  
 Coutier, Catherine  
 Davies, John C.  
 Deal, James E.  
 Del Rio, Duke  
 Derrickson, George  
 Dickerson, Harry G.  
 Drake, Joseph  
 Ehrarte, Don M.  
 Evans, James  
 Finley, Homer  
 Foss, John D.  
 Freeman, Mrs. Bonnie  
 Haley, Mr. & Mrs. J. Jr.  
 Hayman, Charlie, Lee  
 Hensley, Carlis W.  
 Holt, Frank  
 Howard, Johnnie  
 Humphrey, C. W.  
 Jebovey, G.

MAIL ON HAND AT CHICAGO OFFICE

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

Adaire, Arlette  
 Adams, John R.  
 Aik, Alfred A.  
 Anderson, Eloise  
 Anderson, Mary  
 Andrews, Frank  
 Arnold, V. F.  
 Ballard, Jack  
 Barclay, Harry  
 Louis  
 Barclay, Robert  
 Barnett, Carl  
 Barnett, Roy  
 Barrett, Roy  
 Barton, Charles  
 Beales, Harry S.  
 Benner, Larry  
 Blais, Fannie  
 Blanton, Boydia  
 Bourgeois, Camille  
 Boyd, Bob (Chief)  
 Brady, Paul  
 Bremner, Audrey  
 Brewer, Irene  
 Brown, Buddy  
 Brown, Cleo  
 Brownie, Frank  
 Charles  
 Burke, Ernie, Mr.  
 & Mrs.  
 Byers, Sammy  
 Carter, Mr. W. T.  
 Chandler, Roscoe B.  
 Chilson, Ray S.  
 Childers, Fresley  
 Coleman, Alton  
 Collins, Margaret E.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

Albert, E. J. (Red)  
 Allen, Master Billy  
 Allen, Mrs. Juanita  
 Allen, Master Teddy  
 Arnold, Woodrow  
 Arnold, William  
 Baravold, A. E.  
 Barry, Arthur  
 Bates, Mrs. Anna  
 Bell-Vinson Shows  
 Bergen, Harry "Slim"  
 Berry, Arthur J.  
 Bennett, Charles  
 Berry, Jack  
 Boatwright, B. E.  
 Bradford, Henry "Arky"  
 Brady, Evangeline  
 Brannock, John  
 Budha, Prince  
 Caloian, C. A.  
 Carrigan, Kid  
 Carter, Wm. M.

**IT'S BRAND NEW**

The Modern Knife for a Modern Age. Have you ever seen one? No! So original. So beautiful. Such a Perfect Gift!

Gold Wash-Blade of Finest Swedish Steel  
**NO BROKEN FINGERNAILS**  
**PULL TIP TO OPEN**  
**PUSH TO CLOSE**  
 Locks Automatically in Both Directions

**\$2.00**  
 Shipped parcel post prepaid

open view 1/2 SIZE



closed view 1/2 SIZE

1/8" thick—thin as a key in your pocket

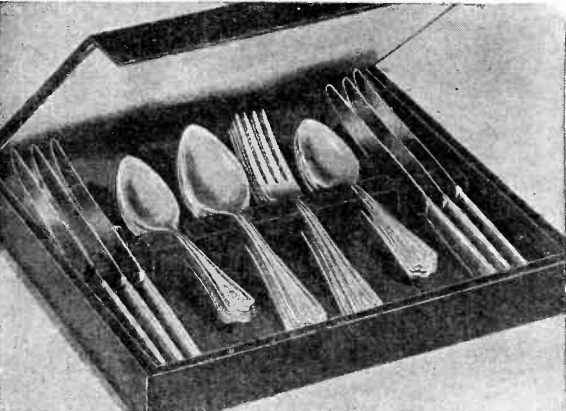
**LUDLOW STUDIOS, INC.**  
 115 West 23rd Street, New York 11, N. Y.

**NOTICE, ENGRAVERS 1948 CAT.**

Ready March 15th  
 Over 500 Engraving Numbers

**PRICES REDUCED ON MOST NUMBERS**

**Dexter Engraving Jewelry Co.** 23 ARCH STREET  
 PROVIDENCE 7, R. I.  
 Manufacturers of Engraving Jewelry

**HEADLINE SPECIAL**

**30-PC. SET SILVER-PLATED FLATWARE**

**\$4.95**

**COMPLETE WITH CHEST**

**PLENTY OF EYE-APPEAL. POPULAR PATTERN. BUILT FOR WEAR.** Quality silver-plate over nickel-silver base. Lustrous satin finish. 30 pieces: 12 teaspoons, 6 dessert spoons, 6 forks and 6 knives with stainless steel blades. Each set with tan leatherette covered, wood frame chest. Attractive embossed cover. Don't miss this extraordinary value. 322S395C—30-Pc. Set. Complete with Chest... **EACH \$4.95. PER DOZEN SETS \$57.60.**

**STAINLESS STEEL FEATURE BARGAIN.** 24-pc. set in sleek satin finish with polished bowls, tines and blades. Complete with chest as described above. Limited Supply. 322S398C—24-Pc. Stainless Steel Set with Chest... **EACH \$4.75. PER DOZEN SETS \$54.95.**

Wholesale only. 25% Deposit on C. O. D. Orders.  
 Handling and postage charges on sample sets—50¢ additional.  
 Dealers—Write for new 1948 Catalog. 434 Pages... Over 5,000 Super Values.

**JOSEPH HAGN CO.** Wholesale Distributors Since 1911  
 217-225 W. Madison Chicago 6, Ill.

**SENSATIONAL SELLER—FAST \$\$\$**

**2 in 1 — COMBINATION BOTTLE CAP AND OPENER! HOT COUNTER CARD ITEM!**

**YOU MAKE 100% PROFIT ON EACH ORDER!**

Here's one of those little necessities every housewife buys the first time she sees it; every drug, grocery, variety, tobacco, liquor and hardware store as well as restaurant, cafeteria, tavern, night club and dairy orders several after only one look. TITE-FIT quickly opens any crown seal bottle, then just as speedily vacuum seals it again. That's all there is to it—simplicity itself. Comes mounted 24 on attractive counter card. Costs you only \$1.00 plus postage; sells for \$2.40. Also individually carded. You make unbelievably BIG PROFITS—FAST. Helps to sell your slow-moving lines. Be first in your territory to reap a harvest of dollars with TITE-FIT. Write today sure for unusual profit set-up and other amazing profit-makers.

**MODERN METAL PRODUCTS CO.**  
 18 Ames St., Dept. B-10A, Cambridge 42, Mass.



**BALLOONS**

No. 8, Assorted. Per Gross.....\$1.00  
 No. 10, Assorted. Per Gross..... 1.25  
 No. 20, Assorted. Per Gross..... 2.50

Printed Balloons for Advertising.  
 No. 10. Per Gross ..... 3.50

Charms for Vending Machines, Per 1000 ..... 3.50

**L. O. HARDMAN**  
 333 CASTLE SHANNON BLVD.  
 PITTSBURGH 16, PA.

**"HUSTLER'S HEAVEN"**

LOTS OF FUN—HEAPS OF ACTION!  
**LIVELY DANCING**

**NOW ONLY \$12.00**  
 per gross F. O. B.

Snappy illustrated envelopes furnished with this fast selling Balloon Novelty.

**SIX SAMPLES \$1.00**

Dancing Tissue Clowns, \$6.50 per gr. Dancing Tissue Cadets, \$8.50 per gr. **BALLOONS:** 5's, \$1.10 per gr.; 7's, \$2.25 per gr.; 9's, \$3.00 per gr.; 11's, \$3.75 per gr. 527's Spirals, \$4.00 per gr. #70 Tippy Mouse and Rabbit Balloons, \$4.25 per gr. 1030 Airships, \$9.50 per gr. Write for our list on Batons, Novelty Hats, Flying Birds and other fast-selling items.

**TERRELL-KOEHNER ENTERPRISES**  
 802 F ST., N.W. WASHINGTON 4, D. C.



**NEW 1948 FOBETTES, AND WE DO MEAN NEW!**

No. 501-1 Football	No. 502-1 Baseball
No. 503-1 Basketball	No. 504-1 Bowling Ball
No. 505-1 Boxing Glove	No. 506-1 Roller Skate
No. 507-1 Ice Skate	

PER DOZEN **\$1.85** { ALL MERCHANDISE INDIVIDUALLY CARDED AND CELLOPHANED } PER GROSS **\$21.00**

ORDER YOUR SAMPLES FROM THIS AD—25% DEPOSIT REQUIRED ON ALL C. O. D. SHIPMENTS—STATE YOUR BUSINESS. WATCH THE BILLBOARD FOR OTHER NEW ITEMS.

**Frisco Pete Enterprises, Inc.** 604 W. LAKE STREET CHICAGO 6, ILL.  
 MANUFACTURERS OF ENGRAVING JEWELRY

**IT'S A HOLD-UP!! FOR EASTER SALES**

**Masterelip**  
 Suction Sign Holder  
 Holds up Easter signs, menus, mdse., etc. Sticks to glass, metal, or any smooth surface. Nails or tape unnecessary.  
 Gr. \$4.80 Doz., 45¢ WRITE FOR CATALOG OF 250 MASTER MONEY MAKERS.  
**GORDON MFG. CO.**  
 Dept. EM 110 E. 23rd St., N. Y. 10



**PRICE ..... \$68.50 EACH**

**3 OR MORE ..... 65.00 EACH**

**REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE,** with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D. Rebuilt Singer Drop Head, complete with treadle stand (foot power)—Price \$52.50. Prompt shipment.

**MITCHIE GOLDMAN**  
 5 BRIGHTON 1ST ROAD BROOKLYN 24, NEW YORK



**WE MANUFACTURE SHRINE CIRCUS FEZ**

Perfectly Blocked—Looks like real Fez. Also PENNANTS for All Occasions.

**THE G. B. FELD COMPANY**  
 2137 E. 90th St. Chicago 17, Ill.  
 Phone: BAyport 8429

**SPIRIT DICE BOX**  
 (A Trick, Not a Gambling Device)  
 Dealers—\$7.50 Doz., Sample, \$1.50.

Terrific selling novelty! An ordinary pair of dice are dropped into a round plastic box by the spectator. Then the plastic cover is placed over the box. Shake—and the "Spirits" accurately predict the two uppermost numbers of the dice. A baffling effect! Easy to do! Amazes all who do not know the secret!

Remit the order. We pay postage.  
**D. ROBBINS & CO.** 152-B W. 42nd St. New York 18, N. Y.

**HOT ITEMS IN ELEC. APPLIANCES**  
**AUTOMATIC POP-UP TOASTERS**  
 Elec. Percolators, Waffle Irons, Sandwich Toaster and Grill, Elec. Clocks, Broilers, Small Mixers, Floor Lamps, Smoking Stands to match, other items. Quality Merchandise. Immediate Delivery. Catalog Available.  
**BROOKS-DAVIS CO.**  
 18-28 Astoria Blvd., L. I. C., N. Y. Phone: AS 8-7893.

# FREE BEERS

Would not attract any more jobbers to the New York Toy Fair than OGDIN'S new line of year-round fast-selling Toys, Novelties and Souvenirs

Be first to see our new super sensation at Room 1014, Hotel McAlpin, Mar. 8-21.

## OGDIN MANUFACTURING CO.

704 N. MAIN ST.

DAYTON 6, OHIO

# BALLOONS AND NOVELTY HATS

Prices Lowest in the Country

- #16 Paddle .....\$ 6.50 Cr.
- #14 Cat Balloons ..... 8.00 Cr.
- Spiral Twisted Balloons ..... 3.75 Cr.
- #9 Balloons ..... 2.50 Cr.
- #9 Print ..... 3.50 Cr.
- Dart Balloons ..... .90 Cr.
- Balloon Sticks ..... .65 Cr.
- Balloon String, Lb. Spool ..... 1.25
- Targets J-35—Blows Up 4 Feet. Hundred ..... 14.00
- Jumbo Knobby Balloons ..... 7.00 Cr.
- Medium Knobby Balloons ..... 3.50 Cr.
- Medium Cat Balloons ..... 4.00 Cr.

New Sensation—Rubber Squeaky Crying Dolls—they inflate to 12 in. 2.75 Dz.

### HATS—Special Prices

- Spanish Hats .....\$25.00 Cr.
- Mexican Chola ..... 20.00 Cr.
- Robin Hood Hats, With Feather ..... 10.00 Cr.
- Cowboy Hats ..... 30.00 Cr.
- Crew Hats for Names ..... 36.00 Cr.
- Monkeys, With Sticks ..... 21.00 Cr.
- Lancaster R.W.B. Batons, With Balls ..... 14.00 Cr.
- Coolie Hats ..... 3.00 Dz.
- Coolie Hats ..... 4.00 Dz.
- Large Parasols ..... 7.00 Dz.

We have the goods and we ship same day. 25% required on all orders. We ship to Mexico, Cuba, Honolulu, Philippines and all parts of the world.

Write for catalog

## HARRIS NOVELTY COMPANY

1102 ARCH STREET

PHONE: MARKET 7-9848

PHILADELPHIA 7, PA.

# FLAGS - DECORATIONS - NOVELTIES

Canes, Tissue Shakers, Tissue Fringe, Carnival Pennant Strings, Half Fans, Pull Downs. Special Design Flags.

"National Line"

## THE NATIONAL FLAG COMPANY

1012 Flint Street

Cincinnati 14, Ohio

# Western Saddle Horses

Another Proven Winner From the House of Hils!



Made of Bronze in a highly lustrous finish. Detachable Saddle and Saddle Blanket. Comes in three popular sizes.

#201 10 1/2" Tall, 12" Long \$4.00 ea. in doz. lots  
Samples \$5.00 ea.

#202 8 1/2" Tall, 10" Long \$3.00 ea. in doz. lots  
Samples \$4.00 ea.

#203 4 1/2" Tall, 5" Long \$7.20 per doz.  
Samples \$1.00 ea.

25% Deposit, Balance C. O. D.

## CUTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

# Pipes for Pitchmen

By Bill Baker

**BELLE SATTLER**... is pitching Lyon's polish at Milwaukee's Goldman's with Charlie Lyons to reported good business. After the Goldman stint, Belle moves over to the Kresge five and dimer at Third and Garfield streets, that city.

**BEN (HORSEBACK) MEYERS**... pens from Sarasota, Fla., that he's plying birds to the pitch of Barney Kaplan. Ben says he'd like to read pipes here from Peanuts Kramer.

**MRS. ROGERS**... curler worker, recently completed a click engagement with that item at the Kresge store in Grand Rapids, Mich.

**AL KONKI**... former pitcher, is selling house trailers in Grand Rapids, Mich.

**BOB SCHUETTEN**... Milwaukee pitcher, recently joined the navy, having enlisted from the Beer City.

**JIMMY ROACH**... is reported to be working clothes hangers at the Sears Van Buren Street store, Chicago.

**RED McCOOL**... has his med pitch clicking off tall counts at Goldman's store, Milwaukee.

**JACK STIKLEY**... pushes thru an ironic note from Phoenix, Ariz., in which he points out that he and about 40 other pitchers have found it impossible to work the Freedom Train. "We're stuck with our stock and have not worked for days," Stikley says, "and they promise worse treatment from here on in."

**ESTELLE HERBERT**... well known in pitch circles, is working in an office at Gimbel's department store, Milwaukee.

**VIOLET McNEAL**... penner of the book, *Four White Horses and a Brass Band*, letters from Mountain View, Calif., that nearly all of the old-time med men of the 1904-1910 era that she knew are dead. "I hear," continues Violet, "that one or two have retired and that a few have entered other fields of endeavor. Occasionally, however, I run into the names of salesmen in other lines who are still alive. Paul Houck and I worked the same fair about 15 years ago. I wonder how many of the people who are on the road today and who read the pipes column still remember me?" Miss McNeal is currently giving lectures at women's and Rotary clubs in connection with her book and doing research work on another tome she plans to write.

**FOLLOWING A**... lengthy silence, Dave Rose veteran pitcher, fogs one thru from New Orleans: "I've just read Paul Houck's pipe regarding a pitchers' organization. Paul and I are old friends, but I don't think organizing pitchers will work. Organization can be effective only where there is a large rank and file centered in any one large city. Pitchmen and pitchers are scattered all over the country. We could not make a national organization out of it for that reason. Therefore, we would have to pick a large city for our headquarters, a city that houses the most pitchers, which I imagine would be New York or Chicago. I suppose one of our largest problems as an organized group would be the opening up of towns, which is an impossibility. On the other hand, let's say we did succeed in opening the town where our headquarters were located. Say, for instance, that headquarters would be in New York. How would that benefit a few people stranded in Wyoming, Utah, Arizona or in some little town

in Arkansas, where one has just been tossed into the clink and is being shaken down for all he has? Another reason it can't and won't work is that merchants all over the country are organized. They belong to the Chambers of Commerce and to the Better Business Bureaus. They do not want any street men in their towns and they see to it that the police enforce their demands. Another reason is that pitchers who are on the move all the time would not send in their dues anyway. I remember the organization we had in Los Angeles. It did not prove a success either. The town was closed just the same, except for some lots and doorways. Pitchmen have been getting by for a long time without an organization. Of course, it's been tough sledding but we always manage to work. Friend Paul says a personal and financial gain can be derived thru organization. How? I for one am for anything that would help us but when a shamiss in a small town tells you to fold up, an organization over 1,000 miles away won't do you any good. (See PIPES on page 94)

**OAK-HYTEX BALLOONS**

See Your **JOBBER** for **EASTER** BALLOONS

No. 9 — Easter Prints.  
No. 9 — Easter Egg Balloon. (Mottled)  
No. 6 — Bugs Bunny Head. (with or without feet)  
No. 615 — Easter Toss-ups.

The **OAK RUBBER CO.**  
RAVENNA, OHIO

**MEDICINE MEN**

Write today for prices on our quality Tonics, Liniments, Salves, Tablets, Soaps, Herbs, anything and everything you need at lower prices.

The **HOUSE OF DEPENDABILITY**

If you buy from us your goods will always be shipped promptly.

**PRODUCTS, LIABILITY INSURANCE CARRIED.**

**CELTONSA MEDICINE CO.**  
CINCINNATI, OHIO

**MEDICINE MEN**

Route Men, Credit Men, Debit Workers! Here's the package with everything. ZEST-O-LAX. It's Big — full pint capacity. It's Good — this formula has been giving satisfactory results for more than a quarter century. It Sells — the package and label see to this. It's Profitable — sells for \$2.50 and costs you as little as 25c. Write for full information on ZEST-O-LAX as well as hundreds of other money makers.

**GOODIER COMPANY** Dallas 8, Texas  
DIVISION OF UNIVERSAL LABORATORIES

**ATTENTION: DEALERS**

Stock this Sheer-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.

Sample set: \$2.25 prepaid; per doz. \$24.00.  
F. O. B. Chicago.

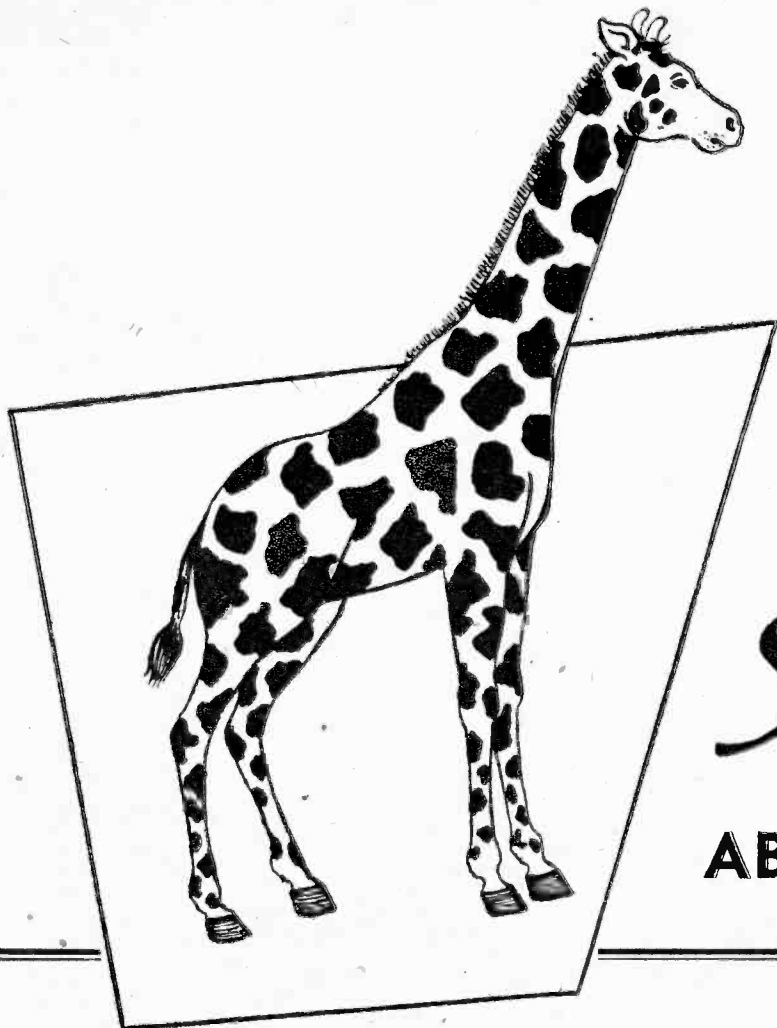
Write for further information on other outstanding products.  
**EARL PRODUCTS CO., Dept. B**  
221 N. Cicero Ave., Chicago 44, Ill.

**MEDICINE MEN!**

THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.

**GENERAL PRODUCTS LABORATORIES, INC.**  
137 E. SPRING ST. Dept. X  
COLUMBUS 15, OHIO



"head  
and  
shoulders"

**ABOVE YOUR COMPETITION**

**YOU WILL BE, IF YOU TAKE THIS TIP:**

Advertising helps your business . . . by selling more goods, it creates more jobs, thus putting more money in circulation, hence more of a demand for products—your products. That's a long-range view, but it's an economic fact. Your competitor advertises, too. If he didn't, you wouldn't consider him much competition. His advertising budget may be small or it may be even larger than yours. But . . . and this is a big question . . . will his advertising be as timely as yours?

There's a big market ripening now. Within a very short time it will be ready for reaping. It's the big '48 MERCHANDISE BUYING MARKET. And it can very easily be your plum if you go after it. Time and

place your advertising to reach the buyers in this big market by advertising in **THE BILLBOARD'S ANNUAL SPRING SPECIAL**—it's made to order for you.

All merchandise buyers—agents, salesmen, pitchmen, demonstrators, concessionaires, salesboard operators, premium users, variety stores, novelty dealers, arcade owners, souvenir stands and resorts—will read the Spring Special—will use it as a Buyers' Guide—with their immediate needs and requirements for 1948 in mind. Your product, attractively illustrated and described, will be before their eyes as a reminder of what you have to sell. It's timely and selective advertising at its best.

**RESERVE YOUR SPACE NOW  
LAST FORMS CLOSE  
MARCH 17**

**THE SPRING SPECIAL  
IS THE  
BIG ISSUE  
FOR YOUR  
BIG AD**

THE BILLBOARD PUBLISHING COMPANY

In New York  
1564 Broadway  
Phone: Plaza 7-2800

In Chicago  
155 North Clark St.  
Phone: Central 8761

In Cincinnati •  
2160 Patterson St.  
Phone: Dunbar 6450

In Hollywood  
6000 Sunset Blvd.  
Phone: Hollywood 5831

In St. Louis  
390 Arcade Bldg.  
Phone: Chestnut 0443

In Detroit  
1009 Fox Theatre Bldg.  
Phone: Randolph 1100

**JERRY GOTTLIEB Inc.** HELLO FOLKS WE ARE NOW ALL SET TO SUPPLY YOUR WANTS AT OUR NEW HEADQUARTERS IN **ASBURY PARK, N.J.** P.O. BOX 356

We still carry a full line of merchandise for BINGOS BALL GAMES • GRIND STORES • OPERATORS

**WRITE US YOUR NEEDS No order too large or too small**

**JERRY GOTTLIEB, Inc.**  
Summerfield Ave. & Post Office Place  
Asbury Park, New Jersey  
P.O. Box 356 Phone Asbury Park 1-1524

**FREE!** Write for free descriptive circular #71 **FREE!**

**PRICES SMASHED!**

**New Guaranteed 15 JEWEL Men's Swiss Watch**



- Precision Built.
- Stainless Steel Back
- Matching Basket Weave Expansion Band.
- Handsome—Eye Appealing—Dependable.
- Smart Chrome Case.
- Guaranteed Movement.
- Easy-to-read Dial. Sweep Hand.

**\$7.00 EACH**  
in lots of 12 or more  
Sample Orders, \$1.00 Extra  
25% Deposit with order, balance C. O. D.

**INTERNATIONAL DIAMOND CO.** 2435 S. Indiana Ave., Dept. 5429, Chicago 16, Ill.

**New! GIANT SIZE WESTERN SADDLE HORSE** **2 IN THE WINNER'S CIRCLE!** FOR VALUE, APPEAL AND PROFITS IDEAL FOR PREMIUMS, SALESBOARDS, DEALERS

Height 14" Length 17 1/2" Weight 9 1/2 lbs.

**\$15.00** each in doz. lots.  
Less than 1 doz. \$16.50 each.

Beautifully sculptured bronze saddle horses, handsomely finished with striking high lights and intricate detail.

25% Dep. with order, balance C.O.D. F.O.B. N.Y.

Write for illustrated circular of other sizes available.

**Parksmith Corp.**  
250 4th Ave., New York 3, N. Y.

**POPULAR SIZE WESTERN SADDLE HORSE**  
Height 10 1/4" Length 11 1/2" Weight 4 lbs. **\$4.50** each in doz. lots.  
Less than 1 doz. \$5.00 each  
Sample postpaid \$5.50 each.

**SENSATIONAL!!! THE NEW INFLATED DOLLS**

Here's something really brand new . . . one of the hottest items we've seen in a long time. It's got everything . . . eye-catching color, lots of flash, and a noisemaker in every one. Blow it up and you've got one of the cutest, catchiest novelties on the market. Squeeze it and it squawks. Not just a balloon, but a durable inflated doll made of pure heavy rubber. Big in size—almost a foot tall. Big in appeal. Big in value. Packed in dozen lots, assorted colors. Two red-hot numbers ready for immediate shipment — Mickey Mouse and Funny Bunny.

**Price — \$3.00 per dozen**  
**\$33.00 per gross**  
50% Dep. on all C. O. D. shipments.

**M. K. BRODY**  
1116 South Halsted St. Chicago, Ill.  
SEND FOR FREE CATALOGUE  
In Business in Chicago for 34 Years.




**Pipes**

(Continued from page 92)

The streets and sidewalks were not made for pitchmen as a location for their place of business. The merchants will beat you every time. Let's not kid ourselves. We may get a great deal of money from the public in the course of a season but our business is done in 48 States. Therefore, we are not big business. Don't be foolish, boys, and lie awake nights thinking of the towns we could open up if we were organized. One thing that could improve our lot would be for the boys and girls to send lists of towns that can be worked to the Pipes Department for publication. Towns that they are certain are open and can be worked."

VIVIAN C. LaGREN . . . has returned to the Beauty Sheen booth in Chicago's Boston store following her annual vacation at Miami Beach, Fla. Vivian plans to work a number of fairs this year and, if current arrangements jell, will take out a med show in June, continuing with it until fair time.

HELEN GAGEN . . . is chalking up good long-green counts with her shampoo layout in the Kress store in Miami.

REPORTS FROM . . . Florida indicate that a number of pitch lads and lassies have been working various stores in Miami and Miami Beach to good results.

HENRY H. VARNER . . . letters from his Akron headquarters that he has had his annual physical check-up and the docs report him in good condition. He adds that the weather has turned warmer and that a few of the boys have ventured out on the streets of Akron, Barberton and Cuyahoga Falls. He says he'd like to read pipes here from Paul Houck, Bert Kinney and Kid Carri-gan.

THAT GOOD . . . old-timer, F. X. LaVell cards from Pascagoula, Miss., that he's been hibernating on the Gulf Coast, where pitchmen have been scarce. He says that he's seen only one fellow and he was working jewelry. "The State," Frank says, "is hostile to pitchmen." He will return to the Midway of Mirth Shows this season.

"A BUNCH . . . of the boys and girls here recently presented George Earle, of needle threader note, with a purse," Tip Hallstrom letters from Chicago. "Earle is going to spend the rest of his days on his back at the Oak Forest Infirmary, Oak Forest, Ill., where he has been confined in a paralyzed state for the past three years. For one whose lot it is to lay on a hospital cot, alone, with nothing but

**AMAZING WALLET VALUE!**  
TODAY'S BIG SELLER — DIRECT TO YOU

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Genuine alligator grain leather. All-around zipper. Built-in, non-spill, plastic coin holder with different compartments for quarters, dimes, nickels, pennies. No more fumbling for change. 4-pocket cellophane pass case holds 8 pictures or identification cards. Special full-length billfold section. Separate pocket for extra cards. In black, brown, red or green. Sensational \$2.00 retail value. Sample costs you just \$1.25, dozen only \$10.25. Pay only \$9.75 a dozen in 3 dozen lots. You make \$13.75 to \$14.25 per dozen. Send 25% deposit, balance C. O. D. Write today for FREE ILLUSTRATED NEW 1948 CATALOG of big value wallets, billfolds, key cases, belts—Items for all the family.

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**\$10.00**

B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each . . . \$4.10  
B. B. 101—3 Diamond Wedding Ring to match. Each . . . 4.50  
Sizes 5 to 7

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COMPLETE LINE MANY NEW AND NOVEL NUMBERS



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**West Coast Headquarters For Carnival Supplies**

OAK MICKEY MOUSE TOSS-UP AND HEAD BALLOONS—the hot balloon numbers for 1948.

MOTTLED AND BUGS BUNNY BALLOONS FOR EASTER

Monkey on Stick . . . \$24.00 Cr.  
Lancaster R., W. & B. Batons. 18.00 Cr.  
Chinese Snake . . . 12.00 Cr.  
Tip Whips . . . 15.00 Cr.  
Mexican Spiders . . . 15.00 100

Celebration Hats in Many Styles  
SINGING CANARY BIRDS . . \$ 8.00 Cr.  
Oak Dart Balloons . . . 1.00 Cr.

Always plenty of slum and closeout merchandise on hand.  
Quantity discounts to quantity users.  
25% deposit with order, balance C. O. D.

**PICO NOVELTY CO.**  
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**BURRO PETE \$27.00 DOZ.**

ALL METAL, laugh-provoking Cigarette Dispenser. Sample \$3.00.

Plastic KILROY WAS HERE	MAN-IN-BARREL
1 Doz. \$1.50	1 Doz. \$2.40
100—\$10.00	100—\$18.00
500—47.50	500—85.00

**LONG TOM THUMB (Hitch Hiker's Dream) \$1.75 Doz.**  
25% down, bal. C. O. D.

**LARAE INDUSTRIES**  
2039 5th Ave. Pittsburgh 19, Pa.

memories of the happy events of the open road to occupy his mind, it's good to know one has not been entirely forgotten. A simple card now and then from a former friend would bring a smile of appreciation to that old tired face."

**SIGHTED** . . . at the recent Fat Stock Show in Fort Worth, where, they tell us, the boys needed baskets to haul in the geedus, were Jimmy Miller, jewelry; Jim Ryan, med; Carl Knowles, coils; Glen Hosberg and Solly Fields, gadgets, and Bud Jack, cut-outs. All headed for the Silver Dollar Days in Hope- well, Ala.

**GEORGE HEINL** . . . has closed his jewelry layout in Mor- ry Zenoff's Plankinton Arcade, Mil- waukee, and is working for the Globe-Union Company in the Beer City.

**VALERIE RENNE** . . . who is in Municipal Hospital, Tampa, recovering from injuries sustained in a recent accident, letters that she'll never be able to thank all her friends who sent her good wishes. "I'll have this beautiful cast around me for an- other eight weeks," Val says. She adds that she'd like to read pipes here from Eddie Leonard, Al Allen, Ed Salem, Chet Marion, Hubert Nelson, Jack Anthony, Harry Belly and Blackie Beard.

**CURRENTLY** . . . making Milwaukee their headquar- ters are Jack Klein, Jack Levy, Glen Bagerley, Don Cox and Bob Beaudry.

**WITH SPRING** . . . staring him square in the face and black bears panting across the high- ways of Washington and Oregon, V. L. Torres has a feeling that his days of peak earning power are not yet over. The genial Chicago denizen is leaving his tripes and keister in cold storage in the Windy City to accept

# Organization? How Well Do You Know the Successful Pitchman?

By Sid Sidenberg

*Ed's Note: The following effusion from the pen of Sid Sidenberg, widely known pitchman and an authority on the varied phases of the game, pre- sents a running account of the whys and wherefores of the success of some pitchmen, while others of the pro- fession made it tough on them. Sid is currently preparing another article in which he will attempt to show why organization will not do pitchmen any good. In fact, his contention is that an organization would do pitchmen more harm than good. He plans to incorporate his theories on how and what will open more towns, and to prove this action will benefit pitch- folk generally more than any union- ization could accomplish.*

**JIMMY MILLER**, that fast traveling, J geedus-grabbing knight of the tripes and keister fraternity, has re- quested that I shoot another pipe re- garding my opinions on the organiza- tion of the pitchman. In our heyday the pitch game had just turned the corner and was halfway up the block past the Johnny-come-lately stage. In those days, Jimmy, better known as Garter Worker Miller, was ordering garters in 100-gross C.O.D.'s, while I worked paddles, Svengali decks, ring and paper-folding tricks in conjunc- tion with a hand-printing press that attracted a steady stream of new tips by my bally. The disk of the press steadily spun and rang in some good spots until early morning. It was not unusual for some friendly minion of the law to admonish me that I was

in the hotel district and that the ring of the press was disturbing the regis- trants of those hostleries.

It was then that I would start to fold, but in those days business was above par, and despite the admonish- ing of the law the tip would become argumentive and insist that I make another demonstration, and many were the instances where I handed an acquaintance enough to purchase a half dozen cigars to hand the officer on the beat to come up and put on a sham storm to close me up. That usu- ally happened on Saturday nights, and when a fellow sloughed under those circumstances it meant that business that could have been had had been lost forever. Even so it was better than a complaint to police headquarters, with the inevitable closing of the town to all knights as well as myself forever.

### Blue Mondays

Saturday nights were the last day of any spot. Mondays as a rule were off-color days. In those days the traveling knights seemed to have a scheduled itinerary and worked a town one week regardless of how good or poor the spot would be. Sunday morning was the customary breezing time and a knight on the wing easily could be found on a boat dock or at a railway depot purchasing a ticket to his next spot.

One reason for the fast scheduled moves was the C.O.D.'s waiting at (See Know the Successful on page 97)

a position with the Pepsi-Cola Com- pany, which will keep him busy this summer.

**BILLY (CHIPS) FERGUS** . . . wrapped up plenty of shekels with snowball cones at the recent Fat Stock Show, Fort Worth, and headed for the Silver Dollar Days in Hope- well, Ala.

**WHITEY LANGFORD** . . . who has gone native in Jackson, Miss., letters that he too would like to read a few pipes here from such old- timers as Herbert Hull, Mary and Doc Smith and George M. Reed. Langford says he's completing plans for the setting up of a trailer park and kiddie playland in the Missis- sippi city.

**BEA LOUIS** . . . is making plans to close her juke oil demonstration in the F. W. Grand store, Milwaukee, March 13, to take her annual vacation.

**MINNESOTA**  
Minneapolis—March 20. Gerald D. Godwin, 3542 Architect Ave., N. E.

**MISSOURI**  
Kansas City—March 7. Mrs. Ruth Alley, 528 Maple St.  
St. Joseph—March 10. J. Cecil Schoeneck, Industrial City, Mo.  
St. Louis—March 20. Earl Flagg, R. 141, Val- ley Park, Mo.

**NEW HAMPSHIRE**  
Manchester—March 20. Foley, 2009 Ranstead St., Philadelphia.

**NEW YORK**  
Buffalo—March 6-7. Foley, 2009 Ranstead St., Philadelphia.  
White Plains—March 14. Foley, 2009 Ran- stead St., Philadelphia.

**OKLAHOMA**  
Oklahoma City—March 6. Paul W. Berlowitz, R. R. 2, Box 101.  
Tulsa—March 11. Mrs. R. E. Duy.

**PENNSYLVANIA**  
Harrisburg—March 20. Joseph J. McHugh, R. D. 1, Dauphin, Pa.  
Philadelphia—March 21. Foley, 2009 Ranstead St., Philadelphia.

**TEXAS**  
Corpus Christi—March 18. Fred C. Reeb, Box 758.  
Houston—March 27-28. Mrs. J. D. Gardner, Box 2410.  
San Antonio—March 21. Gus F. Eward, 412 Devine St.  
Tyler—March 13. Mrs. Kenneth O. Hayes, Box 2020.

C. A. Smith, with the James M. Cole band the last two years, visited the Ayres and Kathryn Davies indoor circus when it played Westville, Ill. Smith's mother, 81, also visited and took in the night show. Performers with the Davies show include Capt. Eugene Christy, lions; Tama Frank, knives, rope and whip, and Patsy Lee, dogs. Patsy also assists Tama Frank.

## TRADE SERVICE FEATURE Dog Shows

**ARIZONA**  
Phoenix—March 26. Mrs. C. T. Mullen Jr., 2843 N. 25th Place.  
Tucson—March 29. Helen M. Royce, 2613 Sparkman Blvd.

**CALIFORNIA**  
Los Angeles—March 21. Albert Ardmore, Studio City, Calif.  
Oakland—March 6-7. Victor P. Sagues, 6539 Gwin Road.

**ILLINOIS**  
Chicago—March 27-28. Foley, 2009 Ranstead St., Philadelphia.  
Rock Island—March 7. Mrs. S. J. Delarue, 1229 Scott St., Davenport, Ia.

**IOWA**  
Des Moines—March 13-14. Garnett J. Koder, 885 23d Place.  
Ottumwa—March 12. Mrs. Murray A. Hard- socq, 917 Albia Road.

**KANSAS**  
Topeka—March 6. Faye Hummel, 2050 George Washington Blvd.

**MICHIGAN**  
Flint—March 21. Mrs. W. C. Dover, 651 Hall St.

## RINGS

THAT SELL BETTER!



Ever popular Sterling Silver 5 stone engagement ring and wedding band.  
\$8.50 per doz. sets (24 rings)  
\$4.25 per doz. Sold separately \$48.00 per gr.

**SAME STYLE — GOLD FILLED**  
\$11.50 per doz. sets (24 rings)  
Solitaire Band \$6.00 per doz.  
5.50 per doz.



**No. 200**  
Men's heavy Gold Filled, open back, white stone soli- taire. Dazzling full-cut stone.  
only \$9.00 per doz.

**No. 0301**  
Men's gold filled whitestone ring with baguette sidestones in any combination of white, ruby or blue. Brand new style.  
\$18.00 per doz.



**No. 978-SS**  
MEN'S Heavy STERLING HEMATITE. VERY POPULAR! \$9.00 per doz.  
Send for free catalog or send \$10. for sample assortment. Over 100 styles to choose from.  
**STERLING JEWELERS**  
85 E. Gay St. Columbus 15, Ohio

## MOTTLE BALLOONS

**All Terrific Sellers**  
#9 Mottle Cat Balloons . . . \$ 5.50 Cr.  
#14 Mottle Cat Balloons . . . 9.00 Cr.  
#9 Mottle Round Balloons . . . 5.50 Cr.  
#9 Special Animal Prints . . . 5.50 Cr.  
Jumbo Mottle Cat Workers . . . .75 Ea.  
Large Spiral & Knobby Balloons . . 7.00 Cr.  
Small Spiral & Knobby Balloons . . 3.50 Cr.  
Spiral Workers . . . .60 Ea.  
Chinese Paper Snakes . . . .7.00 Cr.  
Large Airship Package . . . .10.00 Cr.  
Reed Balloon Sticks, 24" . . . .75 Cr.  
**Headquarters for Rodeo and Circus Merchandise**  
We take orders for special Buttons and Pennants.  
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912 Arch St. PHILADELPHIA 7, PA.  
(MA-7-2283)

**PEN BARGAINS**  
Prepaid Prices Per Dozen  
**BALL POINT** . . . . . \$4.50  
**LEVER FILLER** . . . . . 2.50  
(Samples, \$1.00)  
1024 Carolyn Ave.  
San Jose 10, Calif.  
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Sell Ultra-Blue Stock Signs  
To General Stores over 700 Different Signs and Sayings. Fine Line of Religious Ultra-Blue Signs for Homes and General Display. Make Money on these Fast Selling Signs. 35¢ Sellers.  
15—SAMPLE **ULTRA-BLUE STORE STOCK SIGNS**—7x11, \$1.00 postpaid. 15—Sample Ultra-Blue Religious Signs—7x11, \$1.00 postpaid. 100—Ultra-Blue Stock Signs—7x11, \$6.00. No C. O. D.'s.  
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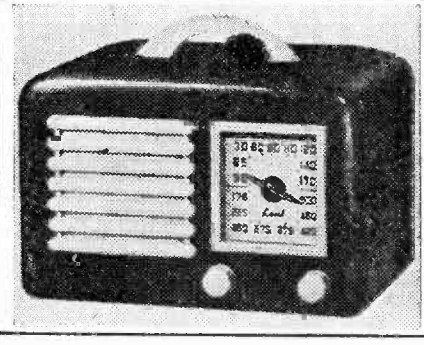
Cerami-Plate Creations That Gleam Like Sterling Silver With Rich Antique Effect.  
Miniature "What-Nots" in 8 designs—Pitcher Vase, Flower Vase, Grecian Vase, Coffeepot, Teapot, Watering Can, Polo Player, Water Jug. No polishing necessary. Sight sellers at \$2.00 to \$2.25. No competition. No luxury tax. Ideal gifts.  
**\$9.00 PER DOZ.** (Assorted)

**ORDER NOW**—Enclose 25% deposit, bal. C. O. D. Rated firms: 2%, 10 days, 30 days net. Order heavy for a real profit clean-up with these really gorgeous creations.

For Home Decorations

### GRAND PRODUCTS CO.

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## KENT RADIO

**\$10.50** Each  
In Lots of 12  
**Sample \$10.95**

Fully guaranteed, RCA li- censed, AC-DC Radio in smartly designed dark plastic cabinet with contrasting Ivory or red trimming.

**EASTER MIRROR VANITIES, \$2.00 Ea.**

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## ALL DRESSED UP AND GOING PLACES!

Muncie made ticket games are the most attractive deals on the market today—they're going places in every location where they are sold—stock up now!

Concentrate Your Purchase of Ticket Games With These Independent Manufacturers of Muncie, Indiana.

- GAY GAMES, INC.
- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CO.
- NOEL MANUFACTURING CO.

## SALESBOARD SIDELIGHTS

William T. Wollpert, sales manager of Pioneer Manufacturing Company, Chicago, celebrated a birthday Friday (20). Harold Boex, firm's vice-president, says the office was a fireman's nightmare when William started puffing on those birthday cigars. . . . Irving Sax, general sales manager of Consolidated Manufacturing Company, Chicago, is currently covering the Western States contacting the trade.

Irwin Secore, Secore & Secore, Chicago, returned to headquarters Saturday (21) after a jaunt thru the East with firm's new representative, Irv Weiss. Irwin will leave Monday (1) to pair up with Weiss again while they tour thru New York, Pennsylvania and the New England States. Trip will take about two weeks. Irwin says the Double Sawbuck board is going well, with a similar response evident on the Jumbo Winner insert deal board. . . . Jack Morley, head of Superior Products, Chicago, due back from St. Louis.

Dave Rice, Empire Press vice-president, Chicago, is covering the Southern States on his current trip, which started February 16. Home-office staffers say it will be about three weeks more before Dave rolls back to headquarters. Empire's new leg boards are being stressed and are said to be getting good play. . . .

### H-M MILWAUKEE MARK

(Continued from page 49)

reading: "Sold out for the rest of the engagement," and the show took ads in local papers to tell people there were no tickets at the box office.

Newspapermen estimated that after the fourth night there were turn-aways of around 1,000 people each night.

### Publicity Good

Show received top publicity from the city's two newspapers, *The Journal* and *Sentinel* and from the four radio stations, WTNJ-TV, WISN, WENT and WFOX. In connection with the radio set-up, WTMJ-TV televised the show Wednesday night (25) and installed television sets in various shut-ins' homes and in the home of two kiddies who were laid up with the chicken pox.

Roberto Zacchini, 24-year-old human cannon ball, escaped with minor injuries Tuesday night (24) when he rebounded from a 20 by 60-foot safety net and crashed to the concrete floor.

He suffered a mild concussion of the brain, lip and jaw cuts, and a loosened tooth, and was released under care of his own physician Wednesday (25). Zacchini's doctor said he would be unable to appear during the local run, but would be back in the cannon's mouth in time for the Kansas City (Mo.) engagement next week. His sister, Germa, fled here from Sarasota, Fla., to take his place.

Program was the same as that at Memphis the week before. Music was by Joe Basile and his Madison Square Garden Band.

### The program:

Display 1—Joe Basile's Band. Display 2—The Ridola Company, table rock, and Hip Raymond, table rock comedy clown. Display 3—Captain Clemens' Hons. Display 4—Cimse and Company, motorcycle acrobats. Display 5—Silvers Johnson, funny Austin. Display 6—Rexola Company, clown comedy; Roberta, dog and pony; clowns. Display 7—The O'Neil Hollywood Girls, aerial ballet. Display 8—Janet and Paul, aerial. Display 9—Clowns. Display 10—Buschbom's Liberty Horses. Display 11—The Norbertys, aerial. Display 12—Monroe and Grant, trampoline. Display 13—The O'Neil Hollywood Girls and the Adamsons, acrobatic perch. Display 14—The Theron Troupe, bicycles. Display 15—Les Idalys, aerial. Display 16—Clowns. Display 17—Florence Hin Lowe, contortionist. Display 18—Hamid-Morton Elephants. Display 19—The Flying Hartzells, trapeze. Display 20—Clown walkaround. Display 21—Bruno Zacchini, cannon act.

Charles B. Leedy, sales manager at Gardner & Company, Chicago, left Monday (23) for a two-week business trip which will cover the Eastern States and Coast.

Harlich Manufacturing Company's (Chicago) new triangle seal board, Fancy Figures, includes 30 square seals in addition to the triangle type. Sam Feldman, sales manager, reports the combination of the two types on one board face creates additional eye-appeal. Two new triangle seal boards are due for early unveiling, he adds. Harlich artist, Kenny Anderson, is gnawing his drawing pencils these days—there is a second Anderson edition scheduled to hit the household any day now. Sam says everyone is betting on a girl; Kenny has a boy.

### JAMES M. COLE STAFF

(Continued from page 49)

Lewis Welford, tax box; George Gifford, downtown ticket seller; George Foster, bannerman, and Charles Mackey, side show ticket seller.

Charles Lockier, boss painter, is redecorating the advance trucks with red, white and blue designs. The advance will travel in three units and post special pictorial paper, including billing for James M. Cole Jr., son of the owner, who will again be featured in the big show performance as the world's youngest elephant trainer. The boy is eight years old.

Delivery on a new 30 kw., ac. Diesel light plant from the Caterpillar company is expected within a few weeks.

Cole and his son have been appearing at winter indoor circus dates with their elephant act.

### FLAMANTE BOW SET

(Continued from page 49)

clowns, and Senor Almanza, magician.

The new trucks, along with 10 new sections of star-backs, have been added. All equipment has been repaired and newly painted.

Herbert Weber is in the East, purchasing equipment for his No. 2 show which will open in Monterey, Mex., June 1. This show will be presented in a 90-foot top with a 40-foot middle and will have one ring and a stage. Program will be made up of American acts, with the exception of the Spanish-speaking clowns. Show will carry a high act as a free attraction.

*A Winner . . .*



### "FANCY FIGURES"

220 MGL HOLES  
Six Tickets for 25c Punch  
TWO JACKPOTS OF  
72 AND 30 SEALS  
PLENTY OF ACTION!

Takes In . . . \$55.00  
Av. P.O. . . . 25.78  
PROFIT . . . \$29.22  
FORM No. 210 MGL

**HARLICH**  
MFG. CO.  
1200 NORTH HOMAN AVENUE  
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## WANTED • BOARD SALESMEN

. . . Aggressive young men, here is your opportunity to increase your earning power by representing Pioneer Mfg. Co. with their outstanding line of salesboards.

Your application will be accepted either by mail or in person.

PLEASE STATE QUALIFICATIONS

## PIONEER MANUFACTURING CO.

2352 W. Cermak Road, Chicago 8, Ill.



## LUCKY Seven Jars

Red, White and Blue  
Tickets  
Salesboards

Write for  
Circular and Prices

## GALENTINE NOVELTY CO.

520 E. Sample St.  
South Bend 18, Ind.



# Organization? How Well Do You Know the Successful Pitchman?

(Continued from page 95)  
the express office when a fellow hit town. Most of the boys traversed familiar territory, but going into new or strange territory made little difference to the regular pitchman, for usually he was given the spots by another regular, who, by the way, never gave a bum steer. Even without that info he would take it upon himself to make his own spots. Believe me, a pitchman in those days never arrived in a town thinking that he couldn't work. He generally had that "I will" feeling urging him on. If the town was closed to corners, alleys or doorways he created spots by talking a building owner into permitting him to work on private property even if he failed with the constabulary. If he failed with both he would try a local amusement park or department store and in many

cases would work out a tie-up with a movie house.

If he did land a corner or doorway with his gift-of-gab it was an unwritten law, which was religiously adhered to by real honest-to-goodness pitchmen, to leave the corner or doorway just as clean as he found it. It was not unusual for a knight to borrow a broom and sweep up all paper and rubbish and carry it away to be burned. The next fellow desiring to make the spot had little trouble in securing it. As a matter of fact, when I was printing and pushing magic I tackled bank presidents and obtained permission from some of them to work in front of a bank after its closing hours. These men got a kick out the way a pitchman worked and many times these same men of weight would front for a pitchman until he got a tip and

laughed as loud as anyone in a tip at a pitchman's cracks and demonstrations. The reason for this was that pitchmen in those days didn't overdo things, leaving before he wore out his welcome and acting 100 per cent a gentleman. As a matter of fact, if some mighty minion of the law took it upon himself to roust a pitchman, these same men, bankers, manufacturers and what have you in big men in a community would intercede for a pitchman and a certain law enforcer was admonished to enforce nothing but the law.

### Letter List

Back in those days the gasoline buggies were still in the experimental stage. Brakes wore easily and became faulty or tires were not up to snuff, especially when even the main highways had to be graded regularly, and during or after a rain one had to be shoved or towed out of the mired ruts. Hence the boys stayed with the steel, steam and mileage mode of transportation.

The vast majority of the pitch fraternity kept in contact by the exchange of letters thru *The Billboard's* Letter List and Pipes column, and when moves were ready to be made schedules were devised and timed so that a half dozen or more of the boys would meet on the same train. When it was headed for a State fair you would find as many as 20 shooting pipes.

### No Burned Bridges

The knights rarely burned any bridges behind them, as it was an unwritten law never to beat a hotel bill, and most of the knights found their credits in AAA shape when the going did happen to get tough. There were few bellyachers in those days and one never heard of organization. The pitchman's creed was "I will" and he did.

I have met many JCL's in my 35 years in the game. While some collapsed bucking the obstacles, a successful pitchman survived; others made meteoric rises to the top once they started. And there were many in the last-named category. In fact, they are too numerous to mention and most of them are still with us batting away for all they're worth. Even among the JCL's little beefing was heard—in fact, the old-timers had little sympathy for a quitter.

In the era immediately after World War I the new and improved automobile came into its own. Cars were built better and were more dependable. Surveyors were working charting highways and soon ribbons of concrete spread in every direction in every section of the country. Pitchmen took to the highways and byways of the nation with the new improved and convenient transportation found in the gas chariots, which not only improved his flash but gave him much more merchandise loading space and relieved him of the dash to certain spots for C.O.D.'s.

### Money Savers

Incidentally, the gas chariot saved pitchmen, carnival workers and exhibitors thousands of dollars every year on lumber left on exhibition lots and fairgrounds all over the nation. Pitchmen and flat-store operators, guess your age, scale and grab joints now hinge and carry their lumber with them, whereas it was too inconvenient and expensive to transport lumber by via express.

### Break-Jump Spots

When a knight arrived in town he didn't have to wait for a slow-moving street car burdened with a heavy pitch case on his way to a factory spot. In addition, small towns unknown to a pitchman became "break-jump spot" on their way to a fairgrounds or a large city. In the rail days talk about break-jump spots was a joke, for when a train neared a small town—talk about a stop—the train wouldn't even hesitate, for Casey Jones would give his steel monster a little more pressure of steam, two toots and the huge monster flew past the town.

### Better Footing

I honestly believe pitching is now on a greater and grander footing than ever before. The boys don't have to depend upon corner and doorways entirely to work, for most of the fellows in the business are now, owing to the automobile mode of transportation, booking celebrations, fairs, building, flower, food and sports shows along with every town, village, hamlet, crossroad and community sales that draw large crowds.

Despite all this progress starting at the turn of the early '20's, the bellyachers and lets-organize cliques were familiar characters, and now in this age and day the bellyachers and this help-me-out bunch are more vociferous than ever. Let's take inventory and find the who and why of these fellows. We all know them, for they are for the most the winos and mooches who never leave a town or city (most of them sneaking a spot or doorway without permission) and staying there until they become an eyesore. Most of them drag an orange crate from which they make their display. Another orange crate or two are set in the doorway on which these fellows and their near-do-well friends relax and cut up jackpots. And with the passing of the tobacco plug among them the sitting and spitting starts. Business is secondary with them, while tobacco juice splotches become conspicuous on a beautifully tiled doorway entrance.

Just about the time the doorway can't look any filthier the owner of the building passes by and the gang is given the bum's rush. And if they did have permission and were roused what chance does the next fellow have of trying to convince the owner that he should rent him the space?

Why these characters refer to themselves as pitchmen is beyond me. We know that there is no law against anyone classifying himself as a pitchman even tho the license issued to these birds call for peddling. I'll take that back, and with all due apologies to peddlers. I found that real peddlers are recognized as some of the best hustlers because they are mostly on the move and never remain in one spot long enough to become a nuisance.

### Doorway Sitters

The doorway sitter not only sits and spits, and naturally, after a long tenure in a spot, becomes acquainted with the passers-by, and some of these good folk venture a friendly good morning which is soon turned into wisecracks by the doorway denizen. And then complaints begin to register with the powers that be; and eventually—well, eventually—you know the rest.

I cannot say that every advocate of organization is in this category, but I would get a kick out of anyone trying to convince me that he is a real pitchman and expecting others to shoulder his burden. The real, honest-to-goodness kiester exponent never asks for breaks, but makes his breaks and fights his way to success.

### Seven-Year Itch

This controversy now raging in regard to organization reminds me of the dreaded seven-year itch. I would suggest to some to start scratching now, and do it hard, fast and furiously for you may scratch it out of your system in two years, or maybe sooner.

When high-powered exponents of the pitching art like Tom Kennedy, Madaline Ragan, Jimmy Miller, Joe Wahl, Sizz Cummings, Morris Kantroff, Willard Griffith, Ross Dyar, Curly Bartock, Leroy Crandall, Herb Caspar, Paul Houck, Syl LaVelle, Kid Carrigan, George Reed, Joe Morris and Bert Glauner scoff at and walk away from an advocate of organization, there is little doubt in my mind that they were ready to ask him the same question that I would put to him, and that is: How well do you know pitchmen—successful pitchmen?

## Exclusive! New! GENUINE VARGA GIRL BOARDS IN BEAUTIFUL COLORS



ORDER AS  
**720 SUNSHINE SALLY**  
3 TICKETS IN A HOLE  
10¢ PER HOLE  
AVERAGE PROFIT \$40.16

**6 - NEW - 6**  
**VARGA GIRL BOARDS**  
NOW READY  
IN 6 TICKET GIANT HOLES  
IN 3 TICKET JUMBO HOLES  
MORE COMING SOON

**SIMPLY BEAUTIFUL!  
VERY PROFITABLE!**

**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ .85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, 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	60.00	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 FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
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

## SALESBOARDS AND TICKETS

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	Def. \$ 9.00	\$ .60
1000	25¢	J.P. Charlie, Thick	Def. 51.95	1.20
1000	25¢	J.P. Charlie, Thin	Avg. 51.95	1.00
1000	25¢	Charlie, Thick	Def. 50.00	1.00
1000	1¢	Cigarette Boards, 30 P.O.	Def. 4.60	.65
1200	25¢	Texas Charlie, Thick	Avg. 102.98	1.85
600	2¢	Cigarette Bd., 15 Nos. to Ticket	Def. 8.00	.65
600	5¢	Silver-Mt. Coin Bds.	Def. 14.50	1.15
2170	5¢	R. W. B. Tickets	Def. 36.50	1.10
1000 for 25¢		PAD Ticket Deals	Avg. 23.50	1.25

1000-1300 Girlie Boards, Jack-Pot and Def. from \$27 to \$25 2.20

25% WITH ORDER; BALANCE C. O. D.

**U. S. MERCHANDISE CO.**

10216 Superior Ave., Cleveland, Ohio

### GIANT-HOLES

15 Asst. Nos.

6 FOR 25¢

and

3 FOR 10¢

SPECIAL

\$2.50

each

## JAR DEALS AND SALESBOARDS



**FINEST QUALITY  
LOW PRICES**

**WRITE TODAY**

**CROWN PRODUCTS**

322 E. COLFAX AVE.  
SOUTH BEND 24, INDIANA

## USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter  
Only advertisements of Used Machines accepted for publication in this column.  
**RATE—12c a Word . . . Minimum \$2**  
Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.  
**Forms Close Thursday for the Following Week's Issue**

**A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. mh13

**A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, Sanitary, Scales, Cent-a-Mint, Stamp Machines, Folders, U.S.P., 100 Grand, Waterbury 5, Conn. mh13**

**BARGAINS—3 PIN GAMES: 1 CANTEN, 1 Star Attraction, 1 Bally Beauty, the three, \$60. 10 Seeburg Ray Guns, refinished and in first-class working condition, \$75 each. Two 616 Wurlitzer, \$50 each. 2 Evans Automatic Roll Downs, used one hour, \$40 each. Crating extra. Manning & Hammon, 3109 14 Ave., Chattanooga 7, Tenn. mh13**

**ESTABLISHED DISTRIBUTION—WORTH INVESTIGATING.** Phonograph routes, rebuilt slots, phonographs, consoles, closeouts, parts. Request list. Coleman Novelty, Rockford, Ill. mh6

**FACTORY PERFECT ADVANCE, COLUMBUS.** Northwestern, Silver King Peanut Machines with 5 lbs. peanuts, \$7, 1,000 Balls Gum, \$9. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ma27

**FIVE 5c CANDY VENDING MACHINES—1947 Model Vendits with base, 150 bar capacity, \$100 each. Illinois Mechanical Candy Sales, 1148 W. Van Buren St., Chicago 7, Ill. mh6**

**FOR SALE—TEN SHIPMAN POSTAGE STAMP Machines, new condition, used 60 days, cost \$39.50, sell \$29 each. Make offer for all. Orville Shook, Limestone, N. Y. mh13**

**FOR SALE—3 BALLY HI-HANDS, CLEAN, \$45 each; 1 Bally DeLuxe Draw Bell, \$295; 6 Photomatics, \$275 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. mh13**

**FREE BOOKLET—"DOLLARS FROM PENNIES" gives the "know-how" of bulk vending. State whether you now operate bulk vendors or are interested in beginning. Becker Vendors, 105-5 Dewey, Brillion, Wis. mh20**

**IN PERFECT CONDITION, ONE JENNING'S Silver Dollar Machine, \$350. One Maybell with three five cent slots and one quarter slot, \$150. 1/2 with order, balance C.O.D. L. S. Copeland, 1303 Carondelet St., New Orleans, La. mh13**

**LIMITED SUPPLY LEFT! REBUILT INTERNATIONAL 1c Ticket Weighing Scales. Completely automatic, non-electric. Send for free descriptive leaflet and prices. Adair Co., 6926 Roosevelt, Oak Park, Ill. mh13**

**MR. OPERATOR—WHETHER YOU HAVE TWO or two thousand machines write us, post card will do, for our new 34 page catalog of Vending and Amusement Machines, stock for their operation; general Vending Machine operation information. No obligation. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ap3**

**NEW A-F COIN COUNTER, \$1—COUNTS pennies, nickels, and dimes. Lightweight, fits the pocket. Counts money in half the time. Send \$1 with order. We prepay postage. A-F Corporation, 4729 W. Jefferson, Dept. 2, Los Angeles 16, Calif. mh13**

**OFF LOCATION—WURLITZER SKEEBALL Hyacore, Super Score, Havana, \$95; Advance Roll, \$175; Total Roll, \$89; Double Barrel, Big Hit, Stage Door Canteen, \$27; Surf Queen, \$39; Cyclone, \$110; Four Roses, ABC Bowler, Metro, Zig Zag, \$19. 1/2 deposit. Want Aircon. Donald Zak, 3017 South 14th, Milwaukee, Wis. mh13**

**RAY GUN OPERATORS!—WRITE FOR INFORMATION on extra moving target conversion units. Amplifiers, motors and rifles repaired. Coin Amusement Games, Inc., 1023 E. 47th St., Chicago 15, Ill. mh6**

**REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. ap24**

**SIX SEVEN-FOOT POKERINOS, THREE WISE Owls, Shoot the Chutes, Scientific Bating Practice. No reasonable offer refused. Chester Nowak, 78 Littlefield, Buffalo, N. Y. mh27**

**SPECIAL—RECONDITIONED BALL GUM MACHINE with 3,500 balls gum, \$17.50. You have machine paid for and \$17.50 profit on first machine. Wm. R. Harris, 1731 Broadway, Paducah, Ky. mh13**

**USED VENDING MACHINES WANTED—NUTS, 1c and 5c. Geo. Vande Linde Jr., Madison, W. Va. mh13**

**WAGON JOBBERS FOR 5c AND 10c NUT Meats and Candies; also 5c Boneless Herring Card to call on stores, taverns and roadstands. Every stop handles them. Write Royal Nut and Candy Co., 1015R Grand Street, Hoboken, N. J. mh20**

**WANTED—A FEW WAITING SCALES, either Fortune or Junior Tom Thumb models, clean and in good condition ready for location. Penny Weighers, 1003 East 34th Street, Savannah, Ga. mh13**

**WANTED—USED VENDING MACHINES. SEND list, condition and prices wanted. Rake, 609 Spring Garden Street, Philadelphia, Pa. mh13**

**1 EXHIBIT ROTARY MERCHANDISER (pusher type), refinished like new, \$195. 1 1947 Evans Galloping Domino, like new, \$305, 1 Williams All Stars, very clean, \$295. 1 Packard Hideaway Phonograph, FS, \$335. Terms, 1/3 certified deposit, balance C. O. D. Automatic Amusement Co., 1000 Pennsylvania St., Evansville, Ind. mh13**

**10 ERIE DIGGERS, 12 MOTOSCOPE DIGGERS, Roll Chutes, 10 Iron Claw Diggers, 20 Exhibit Rotary Merchandisers. We'll buy Eric Diggers, any condition. National, 4243 Sansom, Philadelphia, Pa. mh13**

## PUSH CARDS

Straight numbers 10 to 200—Holes Girl Names. Also 1-29 to 1-99 in 12 to 66—Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.  
**FREE Order Guide. Write**  
**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

## SALESBOARD SPECIALS

Hole	Description	Profit	Our Price	Cost to you
1000 25¢	176 Charlie N.P.	Def. \$50.00	\$1.50	\$.85
1000 25¢	Jackpot Charlie 170 N.P.	Avg.	55.88	2.34 .95
1000	Plain or checkerboard			.98 .80
1000	Cigarette			.98 .80
1800 5¢	Lulu	Def. 30.00	2.89	1.25
2000 5¢	Lulu Belle	Def. 20.00	3.13	1.50

Minimum Order, 25 of any number.  
25% Deposit, Balance C. O. D.  
**ALL ORDERS SUBJECT TO PRIOR SALE. WRITE FOR OUR PRICE LIST.**  
**TIC TOC MANUFACTURING COMPANY**  
BOX 504 OMAHA, NEBRASKA

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*FOR THE Finest*  
**in SALES BOARDS**  
WRITE FOR CATALOGUE  
**EMPIRE PRESS**  
637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS

## FOR SALE

**BASE-BALL MACHINERY & STOCK INVENTORY**  
Complete Equipment of going old established manufacturer  
2 Massini Folding and Banding Machines  
2 Hall Junior Folding and Banding Machines  
3 Sewing Machines  
Printed Stock Inventory  
HERE IS A REAL BUY  
Write  
**Earl Everett Agency**  
101 S. High St. MUNCIE, IND.

## SALESBOARDS

Tickets, Jar Deals, Premiums  
Complete Line  
**STOP IN TO SEE US**  
RAKE COIN MACHINE EXCHANGE  
609 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3-2676

Genuine Silver Peso Money \$1 Clip, (Was \$3) 3"x1 1/2"  
6 for \$5. Gross \$100. From Old Mexico.  
"Write for Cat. 1000 Premiums."  
TED BURKE, 101 E. 16 St., New York 3.

## TICKETS

BASEBALL — TIP — TAKES  
JACKPOT OR JAR DEALS  
**WHEELING NOVELTY Co., Inc.**  
57 14th Street Wheeling, W. Va.

## SALESBOARDS

**IMMEDIATE DELIVERIES — 20% DEPOSIT**

Holes	Name	Profit	Price
400	5¢ Bucks, X Thick	Def. \$ 9.00	\$.75
1000	1¢ Cigarette Board, 26 Pack		.75
1000	25¢ Charley	Def. 50.00	.89
1440	5¢ Cig. Barrel	Def. 22.00	.89
1400	5¢ Barrel Winners	Def. 18.00	.89
1800	5¢ Lulu, X Thick	Def. 18.00	1.49
1000	25¢ J.P. Charley, X Th.	\$52.08	\$1.20
1200	25¢ Texas Charley, Seal	102.28	1.89
600	25¢ Jumbo Q.T., X Th.	65.30	1.39
1000	25¢ Action, X Thick	55.80	1.89
1000	5¢ J.P. Ass't. Boards	27.00	2.59
1000	5¢ J.P. Ass't. Boards	31.00	2.79

### NEW! 6 Tickets Per Hole Boards

200	25¢ Kwik Fin	Max. Prof. \$39.50	\$2.50
200	5¢ J.P. Charley	Def. 50.00	2.50
240	25¢ Kwik Fin	Max. Prof. 44.50	2.98
2170	5¢ Rd. Wh. Bl. Tickets	Def. \$39.00	\$1.29
2170	5¢ Rd. Wh. Bl. 5-Fold Def.	38.00	1.39
120	Tp Ticket Booths, Gr.	\$18.75; Doz.	1.89
1000	25¢ Kwik Fin, Pad Deal	\$24.80	1.44
200	25¢ Sure Shot, Pad Deal	15.00	.89

New Catalog—Reduced Prices

**WORLD'S BEST BOARDS, TICKETS, CARDS**  
**DELUXE MFG. CO.**  
DeLuxe Building Blue Earth, Minn.

## SALESBOARD OPERATORS, NOTICE! CANDY DEAL

24 1# BOXES CHOCOLATE COVERED CHERRIES  
2# BOX OF FANCY CHOCOLATES  
ONE 1200-HOLE 5¢ PUNCH BOARD BOARD TAKES IN \$60.00

**Jobber's Cost, \$19.75**

25% Deposit With Order—Bal. C.O.D.

**KEY CITY WHOLESALE SUPPLY CO.**

325 E. Cherry St. Mankato, Minn.

## SALESBOARDS

**LARGEST SELECTION IN THE NATION LOWEST PRICES**

FREE: 64-Page Illustrated Catalog.

**PROFIT MFG. CO.**

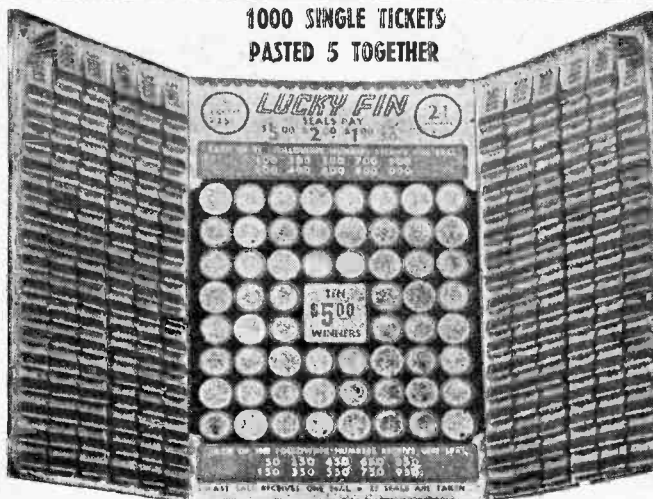
41 West 23rd St.  
New York 10, N.Y.

## PUSH CARD OPERATORS

Send for our circulars on exclusive irresistible novelties that sell on sight; complete with special cards.

**ECONOMY DISTRIBUTING CO.**

Our Deals Are Repeating  
601 Wilshire Bldg., 828 W. Superior Ave., Cleveland 13, O.



**W. M. WRIGHT MFG. CO.**  
57 14TH ST.  
WHEELING, W. VA.

5 Cards . . . . . \$ 12.50  
10 Cards . . . . . 22.50  
50 Cards . . . . . 100.00

MADE WITH  
**5 \$5.00**  
OR  
**10 \$5.00**  
WINNERS  
AVERAGE PROFIT  
**\$24.00**  
PER CARD  
ORDER TODAY!  
WRITE FOR BASEBALL SERIES 1947 PRICE LIST

**THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 46 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS . . . GET YOURS NOW . . . IT'S REALLY HOT!!**



**Make \$250 to \$500 a week**

**BE YOUR OWN OPERATOR OF PUSH CARDS**

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.  
**Watches Styled for Beauty and Built for Accuracy!**  
Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sold in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit With Order, Bal. C.O.D., F.O.B. Chicago

**PUSH CARD WITH 2 WATCHES**  
1 Watch to the seller and 1 Watch to the winning seat.  
Push Card Takes in \$21.  
Your Cost . . . . . \$10.  
EXTRA PUSH CARDS 10c EA.

*Your Profit*  
**\$11.00**

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

## Four States Considering New Revenue Legislation

CHICAGO, Feb. 28.—Two State Legislatures, California and Utah, will convene next month to consider revenue bills of a general nature. California is scheduled to meet in an unlimited session beginning March 1, while Utah goes into special session for 30 days beginning March 8. Meantime, the coin machine industry was faced with two new pieces of legislation this week—one a proposal to tax coin radios in Virginia, and the second a measure which would place a graduated license fee on all types of coin equipment doing business in Kentucky.

Virginia proposal is currently in the hands of the Senate Finance Committee, which has reported no progress as yet. The measure would amend the State's tax code to set up a fee structure for coin-operated radios in all types of locations, from hotel rooms to restaurants and hospitals.

### Tax Radios

Altho the Virginia measure imposes no operators' tax, each radio would be licensed at \$1 per year, and the license fee would not be pro-rated. Issuance fees, for licenses where a number of radios are in the same establishment, would be 75 cents. A separate application is required for each location, altho licenses to cover any number of coin radios on any one location could be applied for in one application.

In the Kentucky Legislature, meantime, law-makers are consider-

ing a far broader measure, introduced February 20. This measure, now being studied by a House committee, would place licenses on all types of coin machines except pay phones and toilet locks.

Under the Kentucky proposal, coin machines are defined to mean "any coin or token-operated vending machine or device, or other coin or token-operated machines or devices which as a result of the deposit of a coin or token therefor, by and thru an automatic or mechanical operation issues or vends value received in the form of merchandise goods . . . or any service, or imparts any information or data of any kind or nature whatsoever, or provides amusement or entertainment in the form of music or otherwise. . . ."

### Proposed Fees

Fees proposed by the Kentucky bill range from \$5 per year for penny equipment to a top of \$25 for machines costing 25 cents or more to operate. The measure adds that "if any machine has more than one slot thru which a coin may be dropped to operate the machine, the fee shall be based upon the amount of the highest denomination plus \$1 for each additional slot."

The measure, as far as most operators—particularly operators of merchandise and service vending equipment—are concerned, is a drastic one. Penny bulk operators, for instance, point out that a \$5 per machine tax on their units would virtually put them out of business.

By the same token, juke box operators—whose equipment would fall into the \$25 classification if the measure were enacted—are expected to oppose the bill should there be any indication that the law-makers are seriously considering its passage.

## Audiad Seen as Point-of-Sale Vending Machine Adv. Gimmick

CHICAGO, Feb. 28.—Point-of-sale advertising for most types of standard vending equipment, and possibly for commercial phonographs, is one of the uses Magnecord, Inc., of this city, is claiming for its new magnetic tape recorder.

Russell Tinkham, general manager of the company which is producing the recorders under license from the Armour Research Foundation, told *The Billboard* this week that several vending machine manufacturers—including the producer of a milk machine supposed to be introduced shortly—have been investigating the possibility of using the tape machine as a point-of-sale gimmick.

### Spot Messages

Magnecord's device, called the Audiad, is designed to deliver a series of spot sale messages ranging from five seconds to a full minute in duration. The device uses a continuous paper tape on which 60 minutes of messages can be placed. After delivering each message, the machine automatically shuts off. Tinkham said each message could be the same, or each different.

As Magnecord sees it, the tape recorder could serve a variety of purposes. It might be used to deliver a sales message after the customer has deposited his coin in a vending machine. Or it might be switched on automatically in the changing interval between every fifth record on a juke box. Tinkham said the recorder can be set off a variety of ways.

### Combo

Unit is being produced as a combination recorder and reproducer, but the reproducing unit will be produced separately for possible use in vending and other point-of-sale pro-

motions. Complete unit, in a case, measures 14½ inches high 9 inches wide and 8 inches deep, and without the case would measure slightly smaller. No price has been set on the unit.

Tinkham said that his firm had considered the possibility of distributing the tape recorder thru established coin machine distributing outlets, but the firm's thinking along that line has not been conclusive. Some distributing outlets have already been contracted, and Magnecord's sales manager is now in the field establishing new outlets.

Magnecord's principal business is professional recording equipment.

## NAAMO Names 18 Students in N. Y. Mech. Class

NEW YORK, Feb. 28.—With less than two months to go before the second class of coin machine mechanics is graduated from the Manhattan Trades Center here, F. McKim Smith, president of the National Association of Automatic Machine owners (NAAMO), this week announced the names of the 18 students remaining in the class after a "weeding out" by A. P. Henry, head of Manhattan Trades Center.

Eight students of the 26 enrolled in the second session were dropped from training after failing to maintain scholastic standards set by the school and NAAMO, sponsors of the course.

### Set Precedent

These same high standards will set the pattern for the third class, to be started soon after the second is graduated, Henry stated. Other training schools that NAAMO will sponsor (See NAAMO Names 18 on page 100)

## York DA Warns Clubs on Bells

YORK, Pa., Feb. 28.—York County district attorney, Harold B. Rudisill, has issued warnings to 30 clubs in this district to remove bell machines from their premises at once.

Rudisill took action after the York City and County Beverage Association, a group of hotel and restaurant operators also holding retail liquor licenses, charged that the use of bells in clubs presented an unfair business advantage.

Authorities in other Pennsylvania communities, including Allentown, Lebanon, Bethlehem and Pittsburgh, have recently issued warnings against bell machines.

## Coin Tax Drop

WASHINGTON, Feb. 28.—Downward trend in collection on the coin machine tax continued into January, Internal Revenue Bureau reported this week. Total collections during the first month of the year amounted to \$304,903 as compared with \$396,002 for January, 1947.

## St. Paul Solons OK Bally Digger; Issue Licenses

ST. PAUL, Feb. 28.—Permits to operate 10 Hollycrane diggers, product of Bally Manufacturing Company, were granted here Thursday (26) by city council to Fritz Eichinger.

Licenses were issued on the basis of an opinion handed down several weeks ago by State Attorney General J. A. A. Burnquist that the devices are not in violation of State gaming laws.

Gus Barfuss, city commissioner of public safety, agreed to issuance of license only after satisfying himself that the Hollycranes must be operated skillfully by players to win prizes. The Burnquist opinion had held the device was a game of skill.

Matt Engel, Mayflower Novelty Company, distributor of the unit, said the Eichinger locations are the first for Hollycrane in Minnesota. Units are being shipped into other States, however.

## Acme Manufacturing Co. Shuts Chi Plant

CHICAGO, Feb. 28.—Acme Coin Machine Manufacturing Company here, formerly known as Southside Engineering Company, pin game manufacturer, has closed its office and plant at 1701 Belmont Avenue.

As none of the principals of the firm could be reached for comment, the trade here assumed the company has discontinued operations. Acme Coin produced a number of its single game, Casba, before closing its Belmont office.

## Decision on Phoenix \$1,000 License Fee Case Delayed

PHOENIX, Ariz., Feb. 28.—A definite decision on the request of Ben J. Spaulding, local operator, for a temporary injunction to restrain the city from enforcing its new pinball ordinance (*The Billboard*, February 14) was delayed for at least 50 days while briefs are being prepared by the opposing counsel. Spaulding, owner of Spaulding Sales Company and operator of four machines within city limits, had requested the temporary injunction when court action on a previous action, filed January 6, to declare the city's pinball ordinance unconstitutional, was delayed until May 1.

At a hearing held Wednesday (25), Judge Walter Thalheimer took under advisement a motion by city attorney Jack Choisser to dismiss the request for the temporary injunction and asked that briefs be prepared. It is estimated this will take upward of 50 days.

### \$1,000 Fee

Passed last December (*The Billboard*, January 3) the city ordinance sets an annual fee of \$1,000 for operators of pinball machines, plus a \$100 annual charge, payable quarterly, for individual machines.

The ordinance has been branded a monopoly move by smaller operators

here, who termed the new license program "confiscatory and ruinous," and said it opened the way for out-of-town operators to come in and take over locations.

Harold R. Scoville, attorney for Spaulding, contended the ordinance is invalid, vague and indefinite and said the license fees are "far in excess of just compensation for services to be rendered by the city in enforcing it." Both Scoville and Choisser agreed the law was a police measure and not concerned primarily with revenue.

Choisser quoted numerous decisions and rulings to support his contention that the machines can be gambling devices and as such require close study and daily supervision, thereby justifying the high fee.

### Scoville's Answer

In answer, Scoville asserted he could show that the ordinance will drive the business into the hands of an unacceptable element and "we can show it was designed for that very purpose."

To date the city has not attempted to enforce the collection of the \$1,000 fee. However, operators have complied in the main with provisions of the ordinance calling for quarterly payments of \$25 on the \$100 fee for each machine.

## Charge Pa. Bottlers With Soft Drink Tax Violation

PHILADELPHIA, Feb. 28.—Pennsylvania's soft drink tax, which has already caused soft drink vending operators and bottlers considerable expense and trouble, loomed this week as the cause of another problem. Warrants, charging evasion of the State's soft drink tax laws, were sworn out against two bottlers and two distributors. The revenue department asked for the warrants charging the firms with evading payment of the tax.

The Pennsylvania drink tax calls for a cent on every bottled nickel drink.

Distributors against whom the charges were made are liable for stiff penalties, while manufacturers face possible loss of their licenses, according to Wilbert H. Beachy, deputy secretary of revenue. The revenue department charges that the unpaid taxes amount to approximately \$15,000.

## Exhibit Supply Kit Offers Ops Flippers For Older Machines

CHICAGO, Feb. 28.—Exhibit Supply Company is now in production on a flipper kit for use on the firm's earlier games which are adaptable for conversion to flipper action, it was announced this week.

Flipper kit includes two complete independently controlled flippers, two plastic flipper control buttons and two coils containing solenoids which energize the coils after the player depresses the control buttons and thus activate the flippers.

Exhibit officials explained the purpose of the kit is to give operators of older Exhibit games the opportunity for converting their games to flipper action, thereby bringing the games up to date. This the firm believes will give its operators a chance to get some extended use out of older models.

Kit includes an instruction sheet that describes how to use the various parts of the kit and where the parts should be placed. The firm also recommends that after the operator makes the conversion to flipper action with older games that certain adjustments in scoring may be necessary to compensate for the higher scoring potential of the player's use of flippers.

Exhibit's newest game is a five-ball called Build Up.

## 9,000 Contributors In CMI Fund Drive

CHICAGO, Feb. 28.—More than 9,000 contributions were received by Coin Machine Industries (CMI) during its campaign to back the Damon Runyon Memorial Cancer Fund drive. It was disclosed this week by Ray Moloney, CMI Runyon fund chairman, over the *On the Century* radio program.

Moloney was interviewed by Bob Elson, noted sports announcer, just before boarding the 20th Century Limited, on which Moloney and Dave Gottlieb, CMI president, traveled to New York to turn over to Walter Winchell a check for \$130,000, which brought the amount contributed by the nation's coinmen to \$250,000.

Interview was transcribed. First release was made here Monday (23) over WENR; later in the week it was over local stations in New York, Los Angeles, Philadelphia, Detroit, St. Louis and the Twin Cities.

Charged with the violations were the J. Frank & Sons bottling firm and the Porto Rico Pale Dry Company.

Specifically, the warrant charges the Frank firm, reportedly one of the largest bottling companies in the State, with selling untaxed soft drinks to Anthony DiVito, allegedly an unlicensed distributor. Involved in the alleged transaction were 17,137 cases containing 24 bottles, on which a cent tax should have been paid on each bottle. Included, in addition, were 15,691 cases of 12 bottles each on which a 3-cent tax should have been paid on each bottle.

Also charged with selling untaxed soft drinks to DiVito is the Porto Rico firm, which is alleged to have sold DiVito 803 24-bottle and 981 12-bottle cases without payment of the tax.

The revenue department also secured a warrant for Abraham Pearlman, distributor, who is alleged to have purchased 35 cases containing 24 bottles each and seven cases containing 12 bottles each from DiVito.

Harry R. Spaid, supervisor of the Soft Drink Tax Division, said DiVito and Pearlman are liable to a \$10 fine for each untaxed bottle they sold. Under the Pennsylvania law, the manufacturers are liable to a fine of \$100 and costs with a possibility of revocation of their licenses.

The soft drink manufacturers contended they were told by DiVito that the beverages were intended for distribution in New Jersey.

## Stress Industry Service To Army-Navy Locations

NEW YORK, Feb. 28.—In its March issue the *Post Exchange and Ships Service Store Magazine* will begin a series of five articles covering all aspects of the use of coin machines in military establishments. Altho the magazine is not an official publication of any branch of the armed forces, it claims world-wide distribution among military and civilian purchasing officers of the army, navy, marine corps, coast guard, merchant marine and Veterans' Administration.

The initial article in the series, titled *Coin Machines in the Military Market*, is a general survey of the purpose coin machines serve on military posts. The article in the March issue, to be distributed after March 20, will emphasize the role of coin equipment as a morale factor which can favorably influence the expanding recruiting drives now under way.

Later articles will consider in greater detail different segments of the coin machine industry. The second in the series, tentatively titled *Automatic Merchandising*, will be authored by Robert Z. Greene, president of the Rowe Corporation and former prexy of the National Automatic Merchandising Association, according to John T. Dunlavy, editor.

The remaining articles will take up in turn coin-operated laundries, miscellaneous and bulk vending, and amusement machines, showing their present place and their potential in military establishments.

Recalling the slash by Congress last year of the requested \$1.20 a month (per man) appropriation for welfare and recreation to 30 cents, the first article will point to the increased load now borne by military retail stores in returning a profit sufficient to provide a decent welfare program.

With \$1.73 per man estimated as the minimum required for such a pro-

## Plans Tie Market Thru Coin Outlets

CHICAGO, Feb. 28.—Alan Shepard & Sons, Inc., newly incorporated tie manufacturing concern, plans to market its entire line of Shepard of Chicago ties thru conventional coin machine channels, Alan Shepard, firm president, has announced.

In the tie business for 25 years, first as a salesman, later as a retail shop proprietor, Shepard stated that he believes coinmen channels prove the most feasible way to handle his merchandise.

Shepard is appointing distributors for Illinois and surrounding territories and plans a nationwide advertising campaign soon thru coin machine trade papers.

## Keystone Panoram New Philly Operator

PHILADELPHIA, Feb. 28.—The Keystone Panoram Company was organized here for the operation of amusement, vending and ice cream machines, according to application for a charter of incorporation filed by Charles G. Gartling, local attorney for the firm.

Petition stated that the company is being organized for the "selling, purchasing, leasing and servicing vending machines, amusement machines, ice cream making machinery and machines, refrigeration cabinets and equipment, machinery and appendages, including equipment to operate the said machines and machinery, and products of an incidental nature."

## New Five Ball By United Mfg. In Production

CHICAGO, Feb. 28.—United Manufacturing Company is in production on a new five-ball novelty and replay game, Manhattan, C. B. De Selm, firm sales manager, has announced.

Featured in the new game is a double-double bonus attraction which allows a player to score as high as 400,000 points on the last ball; an automatic shuffle which makes for easy coin chute operation and button control for replays, speeding up the number of plays on the equipment, and a high score of 890,000 points.

A series of bumpers and rollovers on the playfield, when contacted, spell out the name Manhattan. When the name is completely lit, the double-double bonus scoring goes into effect. Two knockout pockets, located at the right and left hand lower outside corners of the board, double the bottom hole scoring. Therefore, if the bottom hole score is 100,000 when the ball goes into the right hand knockout pocket, 200,000 points register. If the kicker sends the ball into the left hand pocket, an additional 200,000 points are scored. Thus it is possible to score as high as 400,000 on the last ball played and in the last few seconds of play.

## Joe Munves Buys Economy Supply Co.

NEW YORK, Feb. 28.—Joe Munves, veteran coinman, announced this week that he had purchased the Economy Supply Company from its previous owners, Bessie and Ike Berman. Located at 615 10th Avenue, the firm specializes in the supply of parts for all types of coin machines.

In addition to supplying parts for standard coin machines, Economy will build parts to specification for those developing new games or venders, and with the electrification of venders on the increase, the firm will enlarge its stock of electrical parts and fixtures.

The transfer of Economy Supply does not involve Apollo Records, the wholesale record business still operated by the Bermans at the same address.

## NAAMO NAMES 18

(Continued from page 99)  
sor in key cities thruout the country will benefit by the experience of the New York school, Smith added.

Thru the support given the schools by manufacturers, each NAAMO-sponsored school will have between 30 and 48 new coin machines on hand for practical instruction. All schools sponsored by NAAMO are approved by the Veterans' Administration under the G. I. Bill of Rights and are conducted by local boards of education.

Students remaining in the second course at the Manhattan Trades Center are: Pierre C. Laurent, Rubin Kuritzky, Seymour Levine, Milton Abramowitz, Samuel B. Friedman, Alfonso Dicaro, Joseph Spadaro, Herbert Borenstein, Thomas G. Cutrera, Herman J. Appel, Clarke White, Norbert Rosenblum, Clarence Anderson, Seymour Shafit, Alvin Frey, Harry Benner, Milton Mornick and Wilfred Kranwinkel.

## Meters Grossed \$16,415.75

MITCHELL, S. D., Feb. 28.—Parking meters which were installed here in April, 1947, grossed \$16,415.75 before the end of the year, City Auditor Arthur reports.

gram, the stores will be called on to provide the bulk of the remaining \$1.43 per month for every man in service. One of the best ways of meeting a substantial part of this amount is thru the increased use of coin machines, the article will suggest to military retail store officials.

Following a compilation of army regulations affecting the operation of coin machines on military posts (*The Billboard*, February 28), the magazine lists seven principal reasons for military use of coin equipment. These are:

1. They are morale boosters.
2. They are income producers.
3. They do not replace—they supplement personnel. However, in many cases they actually save labor as machines in main exchanges cut the cost of handling small items during rush hours.
4. They provide an attractive display of merchandise, a reminder to buy.
5. They help eliminate shelf pilferage.
6. They provide easy control of inventory.
7. Concession-operated machines cut down bookkeeping. There is but one entry each month—the commission.

### Greater Sales Foreseen

The magazine predicts that by the proper use of vending machines the new sales outlets thus provided can exert a tremendous influence on military volume sales in the next few years. It bolsters this prediction by the following set of figures:

"In the military market, 25 per cent of sales consist of tobacco and tobacco products; 10 per cent of soft drinks; and candy accounts for 8 per cent. Thus, 43 per cent of every dollar spent in the military market is spent on items which can be sold automatically. This figure does not include packaged foods which might very well bring the total well over 50 cents of every dollar."

# 10-CENT DRINKS SPREAD

AMERICAN  
 VENDING  
 102

## Drop Unique Mass. Plan To Set Top Com.

### Cig Ops Withdraw Support

BOSTON, Feb. 28.—The mercantile affairs committee of the Massachusetts House this week withdrew House Bill 1476, a measure which proposed a 5 per cent maximum location commission rate payable on cigarette vending machine operations (*The Billboard*, February 21). Operators of cigarette venders in the State, who had at first waxed enthusiastic over the proposal, after giving the measure further thought, withdrew their support.

Reasons for the early support of the measure, as outlined by L. F. Foster, associate director of the Cigarette Merchandisers' Association of Massachusetts, were that by establishing a maximum commission rate under the State's fair trade laws, the payment of excessive commission rates which injures competitors and lessens competition would be eliminated.

At the present time operators estimate that the average commission on each 20-cent package of cigarettes sold thru their machines is one cent. Under the proposed measure, the maximum commission would have been 7/10 of a cent per pack.

## Ex-Cell Plans Vender Showing In Los Angeles

CHICAGO, Feb. 28.—Ex-Cell Products Corporation will have a first West Coast showing of its dual flavor cup vender in a Los Angeles theater this week, it has been announced by Joe Goldberg, firm head.

Shipped to the West Automatic Candy Company, Los Angeles, Friday (27), the drink machine will be exhibited under the sponsorship of Sidney Nickin, while Joe Kacic, chief engineer for Ex-Cell Products, will be on hand to represent the manufacturing firm.

Feature of the showing will be that operators will have a chance to view the performance of the machine while it is actually on location in the theater.

Invented and developed over a period of almost four years by Goldberg, the drink machine has a capacity of 800 six-ounce drinks, features controlled carbonation, stainless steel construction, all encased wires and anti-jackpot delivery.

Ex-Cell recently completed its move to a new Chicago plant.

## NAMA Regional Date Set for New Orleans

NEW ORLEANS, Feb. 28.—National Automatic Merchandising Association (NAMA) has scheduled its Southwest regional meeting for April 30 and May 1 in New Orleans, according to Tom Vaughan, NAMA regional vice-chairman.

Meet will be held at the St. Charles Hotel. Region includes vender operators from Louisiana, Texas, Oklahoma and Arkansas.

### Pleasant Antidote

CHICAGO, Feb. 28.—Operators of ice cream vending equipment can add another sales argument to their location presentations. The National Dairy Council this week announced that ice cream is now recognized as a prime factor in removing safety pins and sundry other items from children's stomachs. The council pointed to St. Joseph Hospital, Elgin, Ill., where several pin-swallowing youngsters have been dosed with small cotton balls covered with ice cream. Result of the combination: No pins and no surgery needed.

## Trend Toward Higher Revenues Reaches Chicago Theaters

Income from vending machines seen as supplement to lower box-office grosses—increased price helping ops meet higher supply, maintenance costs

CHICAGO, Feb. 28.—Trend toward a 10-cent price on coin-operated cup and bottle vended drinks in larger motion picture theaters which received its initial impetus on the West Coast a year ago, has spread to the Eastern Seaboard, and, within the past few weeks has been introduced into the Loop area in Chicago. While

theater representatives and operators alike report box-office takes (off in the past six months thruout the country) have had nothing to do with the increased per drink price, the revenue from concessions within the theaters, including all types of venders, is seen by some exhibitors as an important source of income to offset the loss of revenue at the ticket windows.

At the present time, approximately two-thirds of the major exhibitors in downtown Chicago have switched to the 10-cent price, including the Balaban & Katz chain, and the Oriental and Woods theaters. Due to the fact the increased price has been in effect for only a short period of time, most locations have not had an opportunity to accurately check the effect on the income of the drink machines. A report from the Oriental Theater, however, (See 10-Cent Drink on page 105)

## U. S. Vending Ships Candy Machine; Conducts School

CHICAGO, Feb. 28.—The United States Vending Corporation (USVC) late last week shipped its first two new candy venders by air express to Cleveland and Boston, and, coincident with the start of regular shipments, conducted its first service school here to advise distributor service personnel on the workings of the equipment.

The first candy vender to be shipped left Chicago by American Airlines for Boston where it will be installed in the Metropolitan Theater. The second air shipment, via California Eastern Air Express, was to the firm's Cleveland distributor,

Markepp Sales.

The service school, covering a three-day span, started on Monday with 19 servicemen, representing 18 franchised USVC distributors, in attendance.

The initial class opened with a message of greeting by H. T. Roberts, vice-president and director of sales of USVC. Immediately following was a discussion on the vending mechanism used in the equipment. Paul Ritzman acted as instructor. Cabinet and refrigeration assembly were studied on Tuesday under the direction of M. C. Stoddard, while (See U. S. Vending on page 107)

## CMANY Holds Annual Affair In New York

### 60 Op Firms Host Parties

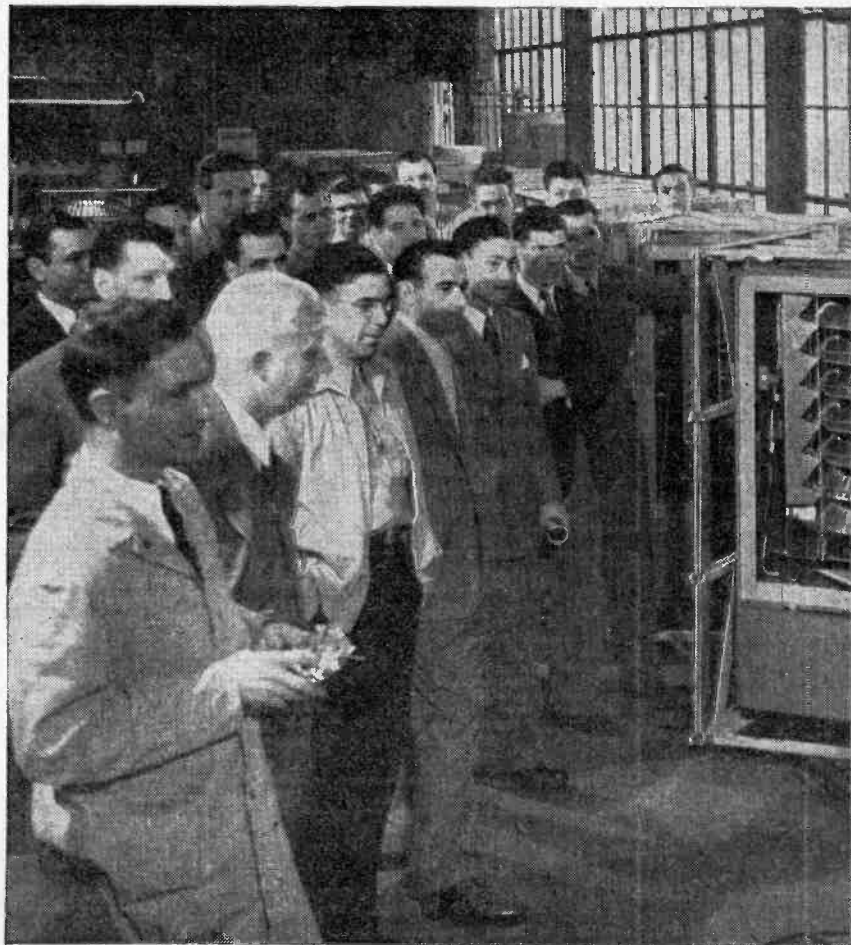
NEW YORK, Feb. 28.—The 12th annual banquet of the Cigarette Merchandisers' Association of New York (CMANY) drew 282 cigarette machine operators, manufacturers' representatives and their guests to the Waldorf-Astoria Hotel last Saturday (21). Gathered for an evening of merry-making and entertainment—with speeches barred—they filled the hotel's Wedgwood Room to capacity.

While the parties of the 60 operating firms, which compose the association, formed the largest single group at the affair, they were joined in celebrating the 12th operating year of their association by representatives of cigarette machine manufacturers, cigarette suppliers and match manufacturers.

Among those attending were officials of the Malkin-Illion Co., Universal Match Co., Philip Morris & Co., Ltd.; P. Lorillard Tobacco Co., Ohio Match Co., Liggett & Myers Tobacco Co., Lion Match Co., R. J. Reynolds Tobacco Co., Diamond Match Co., the Rowe Corp., and Lehigh Foundries, Inc.

Entertainment for the get-together, which didn't break up until 3 a.m., was provided by Myron Cohen, Diosa Costello, Senor Wences and Jeanne Claire. Marty Beck and his ork played for dancing. Arrangements were under the direction of Matty Forbes, CMANY managing director.

Association, whose members operate in all of New York City except Staten Island, as well as in Nassau, Suffolk and Westchester counties, will hold its next affair in June. This event, CMANY's annual spring outing, will be held at a resort hotel in the Catskills.



SERVICE PERSONNEL from the 18 United States Vending Corporation's distributors gather around the firm's new air conditioned candy vender. The men spent three days in Chicago this week studying the new machine which is now being shipped by USVC.

## WVMOA Amends By-Laws To Allow New Assoc. Members

LOS ANGELES, Feb. 28.—Privileges governing associate members in the Western Vending Machine Operators' Association were clarified Tuesday (24) when the group voted unanimously to amend the by-laws to allow new members in this category, provided they are new dealers or jobbers, to attend one meeting and make a brief talk on their business. After this they may attend only upon invitation extended by the association. Associate members who are jobber-

operators may attend the dinners but not the meetings.

A decision to restrict jobber-members to a one-time appearance came late in the regular monthly meeting held at the Unique Restaurant.

The session, conducted by M. I. Slater, president, heard Jim Jackson, of Shine Distributing Company, talk on the merits of the Douglass shoe-shining machine. Jackson distributed brochures describing the machine and, in answering questions asked by

members, emphasized that takes on shoeshiners on location ranged from \$3 to \$10 daily. Replying to J. C. Pruner, who inquired as to financing, Jackson said that, because of the great amount of time consumed in getting the machine into production, this point had not been cleared up. He explained that all Douglass machines have sealed meters and upon presentation of this record to any financing office he felt no difficulty would be encountered in having them take over the paper.

### Reads NAMA Letter

Slater read a communication from National Automatic Merchandisers' Association (NAMA) regarding municipal taxes. The NAMA letter was on Ordinance 991 in South Pasadena.

Reading of a report upon the apprehending of an alleged slug user claimed attention. Members were advised to report any unusual amount of slugs found in their machines to the police.

Phil Sreden, association secretary who arrived at the meeting from his route and without the minutes of the last meeting, read the account of this session from a clipping secured from *The Billboard*. President Slater took the floor following the reading of the "minutes" to thank both *The Billboard* and *Vend* for coverage of their meetings and co-operation in matters of importance to the association. Slater pointed out that for over a year *The Billboard* and *Vend* had had two men in attendance at each session while, with the exception of one meeting, there had been no coverage from other trade papers.

### Reports on Talk

Sreden reported that he had attempted to call members who had been absent from meetings to obtain their orders for decals. Slater made a report on his talk with the Meyer-cord Company regarding the order for stickers.

Slater greeted H. J. Abarr, who recently recovered from an illness of several weeks. Abarr said that he was feeling very well and hoped to be up to his usual standard in a few weeks. He also said that Marvin Drenkow, association treasurer, had been helping him to keep his business going during his illness. Al Mayo filed application for membership.

Next meeting is set for March 30.

## Dawson Elected Prez Of Dixie Cup Co.

EASTON, Pa., Feb. 28.—Dixie Cup Company has announced thru Hugh Moore, chairman of the board, election of Celcil F. Dawson as president. C. L. Van Schaick was named executive vice-president to fill the vacancy caused by the death of Julian E. McGiffert.

Dawson is chairman of the executive committee of the board and was formerly first vice-president. He has been a director for a number of years, and is experienced in all phases of the firm's operations.

Van Schaick was formerly vice-president in charge of sales. He has filled various posts in both the production and sales departments during the past 20 years.

## Chase Candy Report Shows \$1,418,313 Six-Month Net

ST. JOSEPH, Mo., Feb. 28.—Chase Candy Company reports a net income of \$1,418,313 for the six-month period ended December 31, 1947. Earnings are equal to \$2.77 per share on the 511,932 common shares outstanding. For same period in 1946, earnings were \$1,378,420, or \$2.70 a share.

Firm's volume totaled \$11,500,000 for the six-month period ended December 31 last year, against \$7,900,000 in like period in 1946. For the entire 1946 fiscal year, volume was \$16,400,000.

## Jennings Milk Vender Hit by Steel Shortage

CHICAGO, Feb. 28.—Difficulty of obtaining sheet steel needed to fabricate cabinets is holding up production of the bottle and carton milk vending machine developed by the O. D. Jennings Company here. J. R. Bacon, Jennings' vice-president and general manager, said this week that the firm has had to push back initial production to an indefinite date because of the steel situation.

Sheet steel which would go into the Jennings vender is of the same gauge as that used by automobile makers, Bacon said, and demand exceeds the available supply.

### Other Parts Available

Despite the steel shortage, Bacon said the firm had a stock of compressors and drive motors on hand ready to begin production on the milk machine as soon as the steel market eases. Meantime the firm is continuing to hold its orders for the vender, altho buyers have been told that production still is indefinite.

Majority of the orders for the milk machines came from established distributing companies, rather than from dairies, Bacon said. He estimated that between 60 and 65 per cent of the orders on hand for the milk machine had been placed by distributing organizations.

## Minnesota Ups Freight Rates

ST. PAUL, Feb. 28.—Increase in intra-State railroad freight rates of 20 per cent and motor freight rates of 10 per cent were placed in effect in Minnesota this week following approval by the State Railroad and Warehouse Commission. The boosts will cost State shippers an estimated \$1,500,000 more in rates.

The commission, which in December granted the rails a 10 per cent rate hike, canceled that and instituted the 20 per cent boost instead. An action to set aside the rail freight increase was started at Montevideo, Minn., by G. M. Thompson, freight elevator operator.

## Dividends Declared By Three Companies

CHICAGO, Feb. 28.—The Pepsi-Cola Company, Telecoin Corporation, and Universal Match Corporation this week declared dividends to their stockholders. The Pepsi-Cola dividend is 17½ cents per share, payable March 15 to stockholders on record March 5.

Telecoin's dividend is 10 cents per share, payable March 31 to stockholders on record March 15, and the Universal Match dividend of 50 cents per share will be paid March 15 to stockholders on record March 1.



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It's here! Hamilton offers you the lowest priced penny personal weighing scale on the market. With all these features... Modern Design... Light Weight... Rugged Construction (can be transported in any position without harm to the scale)... simple to install and adjust, even a child can do it... and it carries a *Lifetime Guarantee!* You can double or triple the number of scales you have in operation with Hamilton, the scale that more than pays for itself.

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**ELECTRICITY ONE CENT**

**← ACME SHOCKER**

Sample \$22.50; 2 thru 11, \$18.75.  
Bracket (If Desired), 50c.  
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Terms: 1/3 Deposit, Bal. C. O. D.

We have an ADVANCE machine to fill the bill whether it's to vend—

- Stamps ● Sanitary Napkins
- Hershey ● Stick or Package Gum
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- Bulk Nuts or Candy

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NOW—The "VENDIT" Super-Selective Candy Vender! 50 bars in clear view at all times! 150 bar capacity! Vends any size! Write for literature and prices!

**T. O. THOMAS CO.**  
1572 JEFFERSON PHONE: 2131 PADUCAH, KY.

**NEW . . 104 ASSORTED CHARMS . . NEW**

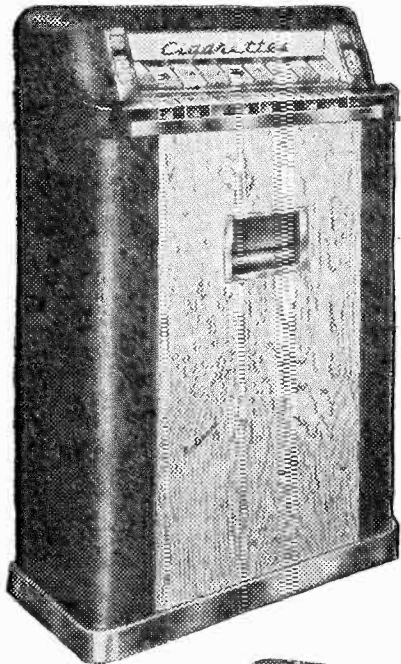
**METAL PLATED CHARMS**

In bright gold and silver finish

	Per M
Metal Plated Charms, Series #1	\$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50

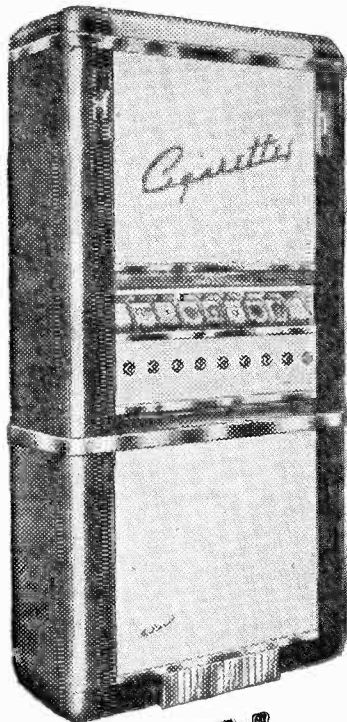
**SAMUEL EPPY & CO., INC.**  
WORLD'S LARGEST CHARM MANUFACTURER  
113-08 101st Ave.  
RICHMOND HILL 19, L. I., N. Y.

*Look at them all*  
*-then you'll operate*  
**NATIONAL**



Don't take our word for it . . . don't take anybody's word. Inspect them all and you'll see for yourself . . . only NATIONAL Merchandisers are truly automatic! You'll see among NATIONAL'S line, America's ONLY modern, electrically-operated Console Type Cigarette Merchandiser . . . the newest and finest electrically-operated Console Type Automatic Merchandiser, which vends hundreds of items, including candy and cigarettes . . . the finest electrically-operated Conventional Type Cigarette Merchandiser . . . the finest manually-operated Conventional Type Cigarette Merchandiser. Compare them all and you'll understand why NATIONAL sets the pace for the automatic merchandising industry . . . in PERFORMANCE—in DESIGN—in QUALITY.

**MODEL 9EC**  
 America's only modern, electrically-operated Console Type Cigarette Merchandiser.



**MODEL 9E**  
 The finest electrically-operated Conventional Type Cigarette Merchandiser.

**NATIONAL VENDORS, Inc.**  
 5055 Natural Bridge Ave. St. Louis 15, Mo.

Manufacturers of the finest electrically and manually-operated Cigarette and Candy Merchandising Machines—both Console and Conventional Models. A NATIONAL for every type of location.

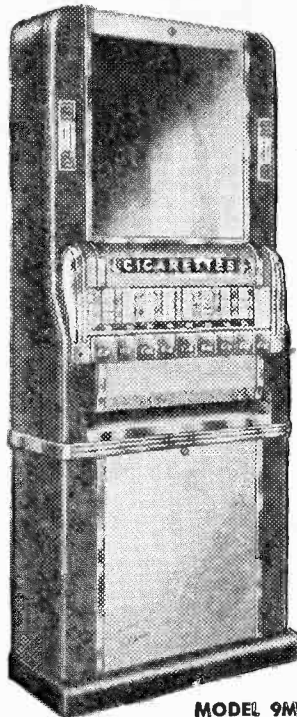
L. H. CANTOR, Inc.  
 11219 Superior Ave.  
 Cleveland 6, Ohio

WEIDMAN  
 NATIONAL SALES  
 5911 Fourth Ave.  
 Detroit 2, Mich.

E. C. McNEIL  
 713 So. Westmoreland  
 Los Angeles, Cal.

ED. BROWN, Inc.  
 2808 McKinney Ave.  
 Dallas 4, Tex.

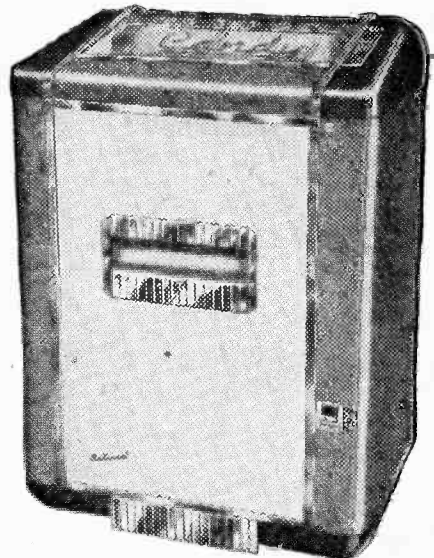
MARVIN L. PIERSON  
 St. Louis, Mo.



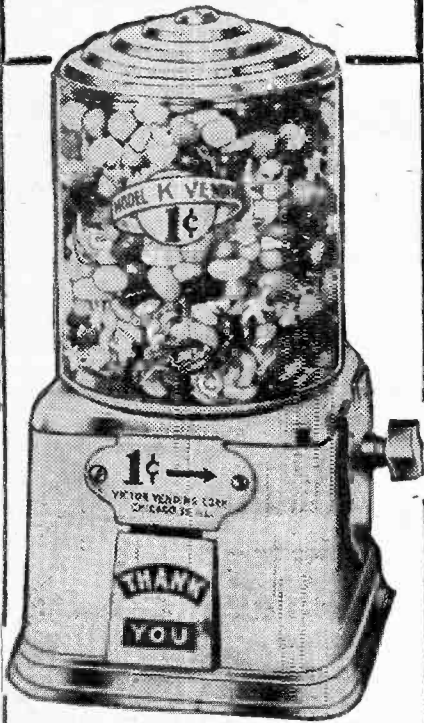
**MODEL 9M**  
 The finest manually-operated Conventional Type Cigarette Merchandiser.

**Only NATIONAL  
 MERCHANDISERS  
 ARE truly  
 Automatic**

**MODEL 8CE**  
 The only electrically-operated, Console Type Automatic Merchandiser, for Candy, Cigarettes and other items.



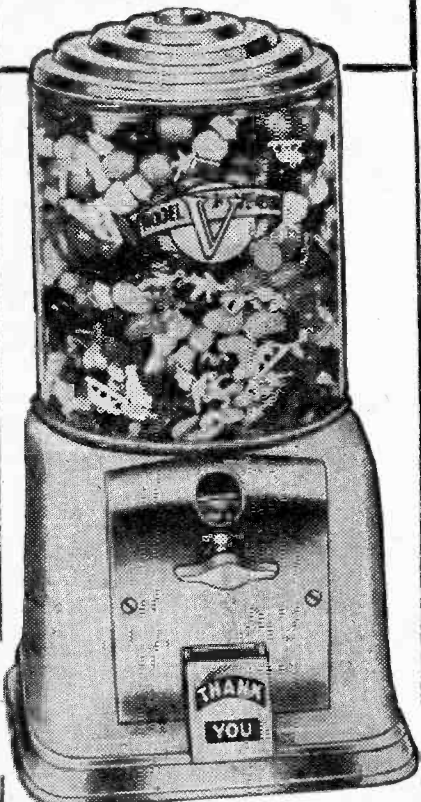
### VICTOR'S New MODEL K With PORCELAIN ENAMEL FINISH



#### Featuring... PLASTIC MERCHANDISE WHEEL

Guaranteed Non-Corrosive Regardless of Climate or Merchandise Vended.  
● Porcelain Enamel Body  
● Porcelain Enamel Delivery Chute  
● Porcelain Enamel Coin Mechanism  
● Quick, Easy Servicing  
● Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, 1/2", 3/8" and 3/4".

### VICTOR'S New MODEL V Mechanically Perfect—Unfailing Operation Still the Choice of Thousands of Successful Operators



Globe Type or DeLuxe Cabinet Type for Vending All Types of Bulk Merchandise. Capacity: 5 to 6 Lbs. or 1000-1200 Balls of Gum. Cabinet Type 25% Greater.

WRITE FOR COMPLETE DETAILS AND PRICES

**VICTOR VENDING CORP.**  
5711 Grand Avenue Chicago 39, Illinois  
Tel.: NATIONAL 0220

## Coffee Vendors of America Readies Model; Plans Show

CHICAGO, Feb. 28.—Production model of the combination coffee and doughnut vending machine, to be manufactured by Coffee Vendors of America in this city, will be ready within the next week, according to Paul Lovell, president of the firm. Plans to produce the machine, announced last March, were held back while the firm underwent some changes in executive personnel.

Lovell said that the exact date and place of the showing will be announced in the immediate future. He said that the showing would probably be held either in Chicago or in Los Angeles. Los Angeles, Lovell said, would make a good place to hold the first showing, since the company which manufactures the coffee-making equipment to be used by Coffee Vendors' operators, is located there.

#### Patented Coffee Process

Coffee used in the vender is brewed ahead of time by a patented process, and Lovell claims that this special method keeps the coffee fresh for 48 hours. Aroma Seal Division of Coffee Vendors, owned by William P. Lawson and J. S. Comstock, manufactures the brewing equipment.

Contracts for the component parts to be used in the coffee vender have now been let with a number of Chicago-area firms, and Lovell said final assembly would be made in Coffee Vendors' own factory.

These firms will make components

for the venders: Aluminum Castings Company, Moline, Ill., will make the door castings; Steel Fabricating & Engineering Company, Chicago, will make the cabinets, racks and some of the internal framework; General Finishing will do the paint work; changers and cup dispensing unit come from Johnson Fare-Box, Chicago. Various other small parts are being farmed out.

Lovell said that the firm has abandoned its original plan to franchise operators, and will instead sell thru distributors to operators. As yet the firm has not made final arrangements for its national distribution.

#### Price Not Set

No price has as yet been set for the coffee and doughnut vender, but Lovell said he expected the unit would sell for between \$800 and \$900. Coffee making equipment, which the operator must have, has not been priced yet either.

Capacity of the vender has been increased from 240 cups to 260 cups, and operators have their choice of a six or 12-dozen doughnut vender which can be operated at either a nickel or a dime.

As described by the patent holders, the Aroma Seal method of coffee brewing uses an infusion process which has somewhat the same effect on the coffee as homogenization has on milk. Water, kept at a constant temperature of approximately 205 degrees, is shot into the grounds under light pressure thru jets—16 at the top and 24 at the bottom of the coffee maker. Bottom jets keep the grounds off the bottom of the coffee maker and top jets serve to break up the crust which usually forms at the top. Air pressure is sent thru the grounds to extract the coffee oils, and as the liquid reaches a certain point in the brewer it is gradually filtered out.

Coffee and doughnuts are dispensed thru two separate openings in the face of the vender. Lovell said that each operator will make his own local deal on doughnuts, which should be packaged individually in cellophane bags.

## ALD Plans To Push Philly Laundromats

PHILADELPHIA, Feb. 28.—ALD, Inc., national distributor of Westinghouse coin-operated Laundromats, has launched a campaign here to interest prospective Laundromat operators in establishing Laundromat stores. First part of the drive consists of display ads in local newspapers stressing the availability of machines.

### SPIN IT Nut Vendor 1¢ or 5¢ Brand New Each \$27.50

- Philly Cigar Machines, 10¢ ..... 24.50
- Daval Best Hands, as New ..... 25.00
- Line-a-Basket (5¢), With Stand ..... 39.50
- Cash Trays (5¢), New ..... 6.45
- Advance Sanitary Napkin Vendor ..... 20.00

**BUBBLE BALL GUM 32¢ Per Lb. in Quantities of 100 Lbs. or More. Less Than 100 Lbs. at 34¢.**

### NEW GROETCHEN PENNY WINNER

#### CAMERA CHIEF

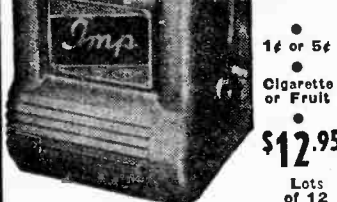
Child inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.



\$19.95

Including 3 Sets of 9 Pictures Each.

### 1948 IMPS



1¢ or 5¢ Cigarette or Fruit

\$12.95

Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

#### STAMP FOLDERS

For Shipman, Scher-mack, University, Victory, etc. 10,000 ..... \$ 5.75  
25,000 ..... 12.75  
Best Grade 10,000 ..... \$ 5.75  
25,000 ..... 13.75

### SHIPMAN TRIPLEX STAMP MACHINE



Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Sluggproof, compact, foolproof.

Immediate Delivery,

as New

\$29.50

Distributors interested in selling our advertised machines, write for details.

1/3 Deposit on All Orders.

Write for Catalog on Bulk Vendors, Games, etc.

### PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.



HEADQUARTERS FOR THE FIRST CHOICE OF SUCCESSFUL OPERATORS

### MASTER #2

PENNY-NICKEL COMBINATION VENDOR  
Handles Pistachios or Any Other Merchandise. Time Tested and Proved. \$17.50

MASTER #6-2—Straight Nickel Vender—Another Proven Money Maker ..... \$17.50  
MASTER NOVELTY PENNY VENDOR—The Ideal Penny Play ..... \$13.95

ALL MODELS have adjustable merchandise wheel. Cabinets two-tone—all porcelain—capacity 5 lbs.

Parts, Brackets and Stands for MASTER VENDORS

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York, N. Y.

### TRI-STATE VENDING CO.

561 10th Avenue New York, N. Y.

### BUILT for OPERATORS



### Northwestern

#### WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment of your nearest distributor.

THE NORTHWESTERN CORPORATION  
85 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

### FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES



# 10-Cent Drink Trend Hits Chi Theaters; Augments B. O.

(Continued from page 101)  
 ever, indicated that while the total sales had decreased, the income from the machines was about the same. A similar check with the Balaban & Katz executive offices revealed the gross on machines located in their theaters in the Loop had not been affected by the price hike.

The development of the trend toward a 10-cent per drink price started in California approximately a year ago when the Skouras and Fabian theaters there put the 5-cent increase in effect, and, according to reports from that area, a pattern similar to that in Chicago developed. Imme-

diately results were decreased number of drinks vended, but approximately the same grosses. However, over a period of time the volume increased, and the grosses followed suit.

Major exhibitors in the Detroit area have featured the 10-cent price for some time, and, within the past few months, the price increase has become evident in the New York area. The Roxy Theater, the Brandt chain (operating in Manhattan and Brooklyn) and many of the second-run houses located on West 42d Street now have the 10-cent price in effect.

### Cite Factors

One of the reasons advanced in the East for the 5-cent increase in price was the increased cost of supplies. With two recent jumps in cup prices alone, gross margin of profit on some machines was cut to about one-half cent. This same item also cut into the income of the Kwik-Kafe hot coffee venders in the New York area, and several operators have been considering a jump to a 10-cent price in recent weeks.

Servicing of equipment has also become more expensive, and, in areas like New York, where bad weather not only kept customers away from locations, but prevented servicing of machines for as much as two or three weeks at a stretch, pro-rated service costs since December, in some instances, tripled. With the 10-cent price in effect, operators could stand the increased supply and service costs, and, over a period of time, increase their take to a point where the operation of theater locations again becomes equitable.

### Price Factor

The price of new equipment may also be a factor in the spreading trend toward a 10-cent per drink price. With the average cost of cup venders roughly \$1,000 (they range from a low of \$800 to a high of \$1,695), replacements of older equipment with new units is in many instances impossible for the smaller ops whose profit margin has been slashed to 1/2-cent or less per drink. However, with the possibility of equipment prices dropping (Drink-o-Mat recently reduced its list from about \$1,600 to \$1,320) coupled with a higher profit margin via the 5-cent price hike, movement of new equipment may increase.

From the bottler and the sirup manufacturer angle, the price hike has few complications. Concessionaires have recently sold various bottled soft drinks anywhere from 10 to 25 cents per bottle at baseball parks, on trains and in theaters and other public gathering places. Pepsi-Cola insists on a nine-ounce drink being served, but so far has made no definite statement on the pricing of that drink. It is known, tho, that the firm would insist on a 5-cent price if a competing drink machine held to the lower price, too.

## G. Lamont Elected to Lamont, Corliss Bd.

NEW YORK, Feb. 28.—Gordon Lamont, vice-president of Lamont, Corliss & Company, was elected last week as a member of the firm's board of directors to fill the unexpired term of the late Thomas Lamont. He is also a vice-president of the Peter Cailler Kohler Swiss Chocolate Company, Fulton, N. Y., a wholly owned subsidiary of Lamont, Corliss.

Thomas Lamont, who died February 2, was founder and chairman of the board of Lamont, Corliss, as well as chairman of the board for J. P. Morgan & Company. He was the uncle of Gordon Lamont.

### WHY TAKE A CHANCE USE '48 "SILVER KING" BALL GUM VENDOR



Mechanically perfect. Never misses.  
 Handles 140, 170, 210 count gum—no breakage and positive delivery.  
 If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."  
 Nut and Ball Gum Vendors, 1c-5c.  
 Write or Wire.

**T. O. THOMAS CO.**  
 Phone 2131  
 1572 Jefferson Paducah, Ky.

### ATTENTION, DISTRIBUTORS!

Territory Available for the Following States on the New

### Kayem Aspirin Vendor

- |           |                |               |
|-----------|----------------|---------------|
| Alabama   | Malne          | Tennessee     |
| Arizona   | Mississippi    | Texas         |
| Arkansas  | Montana        | Utah          |
| Florida   | Nebraska       | Virginia      |
| Kansas    | North Carolina | Vermont       |
| Louisiana | Oklahoma       | West Virginia |

Contact us immediately and be first in your territory with this attractive money maker.

**McCLURE DISTRIBUTING CORP.**  
 703 N. Vandeventer St. Louis, Mo. 3423 Main St. Kansas City, Mo.

### CHARMS

- ... that are different.
- Blade Knife. Per Gross . . . . \$1.10
  - Gold Plated Charms. Per Gross . . 2.25
  - Metal Crucifix. Per Gross . . . . 1.60
- Skulls, Marbles, Guns, etc.  
 All items will fit any Vending Machine.  
 Send for Samples and Prices.  
 1/3 Deposit Required With Order.

**RING BROTHERS**  
 We Specialize in Small Novelties  
 6050 Market St. Philadelphia 39, Pa.

5c GUM AND 5c HARD CANDY AND MINT VENDORS  
 for Charms, Lifesavers, Gum and similar sized products.

**ALKUNO & CO.**  
 408 Concord Ave., New York 54, N.Y.  
 MEIrose 5-7757  
 Mechanical Manufacturing Laboratories

Install it in one location..  
 It is bound to sell others!

THE *Keeney*  
 ELECTRIC  
 CIGARETTE  
 VENDOR



- ★ SENSATIONAL
- ★ EASY TO SERVICE
- ★ STREAMLINED BEAUTY
- ★ YEARS AHEAD OF ALL OTHERS

write for details

**J. H. Keeney & CO., INC.**  
 "THE HOUSE THAT JACK BUILT"  
 2600 WEST FIFTH STREET, CHICAGO 32, ILLINOIS



## Beautiful! LANDIS "Aristocrat"

The World's Finest Automatic Popcorn Vendor

ACCLAIMED: the "Hit Popcorn Machine" at the CMI Show

LOCAL OPERATING CONTRACTS are open in States not covered by Distributors. Contact us direct for a contract or for the name of the nearest Distributor in your territory.

Exclusive State and Territorial Franchises Still Open for QUALIFIED DISTRIBUTORS.

Call for one of our Traveling Representatives. NEXT WEEK MAY BE TOO LATE IN YOUR TERRITORY.

WRITE - WIRE - PHONE TODAY

**J. R. Giesler and Associates**  
 Exclusive Manufacturer's Representative  
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 PHONE: NORMANDY 2-8309



FOR BIG

PROFITS

'POP' CORN SEZ

The proof of the profit promise is in hard cash... not big words.

Ask any operator of a 'POP' CORN SEZ Automatic Vending Machine. He'll tell you that here's one of the slickest, easiest ways to big profits he's ever seen. They're completely automatic and electrically controlled: easy to operate — no levers to push — no attendant standing by.

Yes, there's big profit in 'POP' CORN SEZ Popcorn and the Automatic Vendor. Don't take our word for it... actual cost analysis will prove more net dollar profit can be made with the 'POP' CORN SEZ Automatic Vendor than any other way of selling popcorn. Ask for percentage figures and check them yourself.

Drop the coupon in the mail and you get the whole story.

**Auto-Vend, inc.**

FORMERLY T. & C. CO.  
P. O. BOX 5998  
DALLAS, TEXAS

SEND THIS COUPON

Auto-Vend, Inc. Dept. C  
Box 5998  
Dallas, Texas

Gentlemen: Rush me profit-proof on 'POP' CORN SEZ AUTOMATIC VENDING MACHINES. Who is my nearest distributor? No obligation.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Vending Firms Help NAAMO's School Program

ATLANTIC CITY, Feb. 28. — The National Association of Automatic Machine Owners (NAAMO) made public this week the names of 10 vending machine manufacturers who are co-operating in the NAAMO-sponsored coin machine mechanics courses' conducted by the Veterans Administration and local boards of education.

F. McKim Smith, NAAMO president, disclosed that the following firms were supporting the educational program by donating machines and/or providing specialist instructors.

Spacarb, Inc.; Stoner Manufacturing Corp.; Drink-O-Mat Industries, Inc.; Statler Manufacturers Corp.; International Mutoscope Corp.; C-Eight Laboratories; Rudd-Melikian, Inc.; Automatic Book Vending Corp.; J. H. Keeney & Co., Inc., and American Gripmeter Co.

Every firm contacted by the association has offered its support, Smith reported. More than 20 music and amusement machine concerns have already joined in the program, he added.

## Spacarb Adopts Self Lok as Standard Box On Its Cup Venders

NEW YORK, Feb. 28.—I. H. Houston, president of Spacarb, Inc., this week announced that following field tests, the Self Lok telephone coin collection box has been adopted as standard equipment in the firm's cup vending machines. The Self Lok coin box is also used in other coin-operated equipment including parking meters, Mail-o-Mat, radios and washing machines.

According to Charles H. Lipton, president of the Self Lok Corporation, the principles of the coin collection box have been proven in many years of practical use by 90 per cent of the telephone companies in the country. The Self Lok is the development of a patent collaboration between the Gray Manufacturing Company, makers of telephone coin boxes, and the Lipton firm. The Gray Company patents cover the locking device which automatically snaps into place when a coin-filled box is removed. This device includes both the box cover and the rail upon which it slides, and which is mounted inside the top of the coin box housing.

To insure that the coin box contents are handled by only qualified personnel, a small lead seal is wired on the eye of the latch lock, thus making any attempt to tamper with the contents self-evident.

## Ice Cream Experts Discuss Problems at Dairy Confab

COLUMBUS, O., Feb. 28.—Ice cream shrinkage, overrun, flavor and bacterial contamination were among the major topics discussed by ice cream experts during the recent five-day dairy technology conference which took place at Ohio State University here.

Speakers on the program included J. G. Leeder, Ramsey Laboratories, Cleveland; Herbert D. McAuliffe, Bowman Dairy Company, Chicago; D. V. Josephson, Ohio State; Prof. P. S. Lucas, Michigan State College, East Lansing, and Clyde A. Fowler, Pittsburg.

In all, about 30 topics on different aspects of dairy technology were explained by trade experts and Ohio State staff members.

## Wilbur-Suchard To Air Juke Box Jury

LITITZ, Pa., Feb. 28.—Wilbur-Suchard Chocolate Company, Inc. here is combining three items of paramount interest to teen-agers on a new Saturday afternoon radio show. Staged in Boston, over WHDH, the firm is sponsoring a weekly program called *Juke Box Jury*. Broadcast is composed of teen-age arbiters passing judgment on swing music; with the trio of teen tempters (juke box, swing music and candy bars) the program is said to be proving highly popular with both teensters and their parents.

Each week a prominent band leader or singer guest stars on the juke jury broadcast. Similar programs are also being conducted in Pittsburgh, New York and Philadelphia.

## Jobber Future Topic At NCWA's Meetings In Memphis-Atlanta

MEMPHIS, Feb. 28. — National Candy Wholesalers' Association (NCWA) held the first of 12 regional council meetings yesterday (27) at the Peabody Hotel here and disclosed that the second would be held March 1 in Atlanta's Ansley Hotel. Discussion during the meet centered about "what lies ahead for the jobber," and will also be the subject of the second gathering.

Afternoon session of the meet here dealt with candy sales trends, chocolate outlook, bar goods and operation costs, trends in merchandising, chain store competition, direct sales to retailers and local co-operation. John F. Poetker, vice-president of NCWA, and heading John F. Poetker & Son, Cincinnati, spoke at the meeting's evening session, as did other association officials and leading members of the industry.

Scheduled to speak at the Atlanta meet is H. W. Looock, first president of NCWA and now chairman of the board of directors. President of Allen, Son & Company, Baltimore, Looock has been connected with the confectionery industry for 40 years.

Among other speakers at the dinner meeting will be C. M. McMillan, NCWA executive secretary. Talks will be followed by round-table discussions.

Remaining 10 NCWA regional council meetings are scheduled during March and April. They are to be held in Boston, New York, Pittsburgh, Baltimore, Dallas, San Francisco, Seattle, Des Moines, Chicago and either Kansas City, Mo., or Lincoln, Neb.

## NCA President Gott Tells Cocoa Outlook

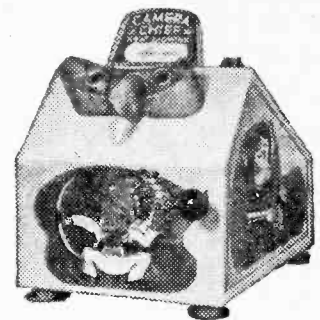
SAN FRANCISCO, Feb. 28.—Philip P. Gott, National Confectioners' Association (NCA) president, in his address at the 1948 conference of candy manufacturers of the Pacific area here this week, discussed recent developments in the cocoa situation.

Addressing the group on the second day of the two-day meet in the Sir Francis Drake Hotel, Gott talked on the new export license regulations and the over-all confectionery industry status, emphasizing the part played by Western confectionery manufacturers, in addition to his comment on cocoa. First day of the meet (26) Gott attended committee meetings which were devoted to discussion of specific industry problems.

Gott is also meeting with Denver and Salt Lake City confectioners to talk on matters of candy manufacturing, both in general on particular local problems. He will then visit Los Angeles to meet industry members within that area.

NEW GROETCHEN PENNY WINNER!

CAMERA CHIEF



Customer inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

\$19.95

Including 3 sets of 9 pictures each.

ORDER TODAY!

T. O. THOMAS CO.

Phone 2131

1572 Jefferson

Paducah, Ky.

## GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL

BASE TIN SCOOP DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE

Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black or nickel. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.



\$18.50

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

DISTRIBUTORS, WRITE FOR PRICES J. SCHOENBACH

Distributor of Advance Vending Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

## Silver-King's New 2 for 1c BALL GUM VENDOR



Sensational new 2 for 1c ball gum vendor. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT ALL BEST DEALERS OR WRITE SILVER-KING CORP. 622 DIVERSEY PARKWAY, CHICAGO 14, ILL.

## ALL SILVER KINGS

Can be bought on TORR TIME PAYMENT PLAN 16 weekly payments. Write for details.

ROY TORR Lansdowne, Pa.

### HERE IS THE ANSWER TO AN OPERATOR'S PRAYER

All roasted items packed in 5 lb. moisture proof bags to insure everlasting crispy freshness. Makes servicing so much easier.

TRY THESE ITEMS NOW AND BE CONVINCED

Item	Count	Packed	Price (1 to 4 Ctns.)
California Tiny Almonds	750	30 lb.	90¢
Cashews (Whole)	500	30 lb.	60¢
Cashews (Butts)	500	30 lb.	50¢
Filberts	550	30 lb.	50¢
Mixed Nuts	500	30 lb.	45¢
Spanish Peanuts	500	30 lb.	24¢
Jumbo Vir. Peanuts	500	30 lb.	30¢
Large Red Pistachio Nuts	600	25 lb.	77¢
Ball Gum	140	25 lb.	38¢
Squash Seeds	500	25 lb.	16¢
Licorice Lozengers	650	38 lb.	30¢
Boston Baker Beans	1200	35 lb.	28¢
Rainbow Peanuts	1200	35 lb.	28¢
M & M Candies, assorted colors	400	25 lb.	48¢

Write for quantity prices All Orders F. O. B. New York. 1/3 Deposit, Balance C. O. D.

### San Filippo and Company

Nut and Confectionery Importers and Wholesalers 104-14 37th Ave. Corona, L. I., N. Y. Telephone: Havemeyer 9-8946

## U. S. Vending Ships Machines; Conducts School

(Continued from page 101)

The final day's session was devoted to a discussion of the package selector, with R. C. Ericson, of the Packard Manufacturing Company acting as the instructor. Those attending the classes who were able to stay over until Thursday were taken on a tour of local locations where the candy vender has been installed.

Classes were held at 4300 North California Avenue, with William J. Downing, USVC's director of engineering, in charge. Those in attendance included John Fuller, Universal Vendors, Albany, N. Y.; George Hawkins, J. J. Golumbo & Co., Boston; M. C. Winfield Jr., J. H. Winfield & Co., Buffalo; Sol Weiss, Markepp Sales Co., Cleveland; Frank Heaney, Ashley Distributing Co., Detroit; Dave Newcomb, Twin Ports Sales Co., Duluth; John Gallagher, P-J Distributing Co., Inc., Indianapolis; Roger Bell and Art Hamilton, United Amusement Co., Kansas City, Mo.; D. A. Parker, Parker Products, Inc., Memphis; Richard Manhaedt, Vic Manhaedt Co., Inc., Milwaukee; Lowell Eyer, Mid-West Popcorn Co., Inc., Omaha; Robert L. Holland, London Distributing Co., Philadelphia; L. A. Thompson, Kelly Distributing Co., Phoenix, Ariz.; Eugene Greer, Musical Sales Co., St. Louis; Sam Melnicoe, Western Distributors, San Francisco; I. B. Dismukes, Texas Vending Co., San Antonio; Frank Busenbark, Cliff Wilson Distributing Co., Tulsa, Okla., and J. W. Evans, A. O'Neill Co., Vicksburg, Miss.

Clarence Bayne, USVC executive, who functions as a liaison between the manufacturer and its distributors, left Tuesday (24) on a trip to Cleveland, Albany and Boston, and expects to wind up in New York to set up a distributor for that territory before returning to Chicago.

### NCWA Reveals Plans For June Convention

CHICAGO, Feb. 28. — National Candy Wholesalers' Association, Inc. (NCWA), this week revealed floor plans for the confectionery exposition which will be held in conjunction with its annual convention June 13-16 at the Sherman Hotel here. C. M. McMillan, executive secretary of NCWA, said that the exhibit space is 50 per cent larger than the 1946 meet, and will consist of approximately 90 exhibit spaces.

Association has placed a limitation of two spaces per firm, and will admit only candy and other confectionery products and candy sales materials and equipment for display. No other jobbing lines will be shown. There will be no exhibits in separate rooms off the exposition floor, McMillan said.

Members of NCWA will be given priority of selection of spaces until March 15, when non-member firms may begin selecting space. Official opening of the exhibit has been set for 4 p.m. June 14.

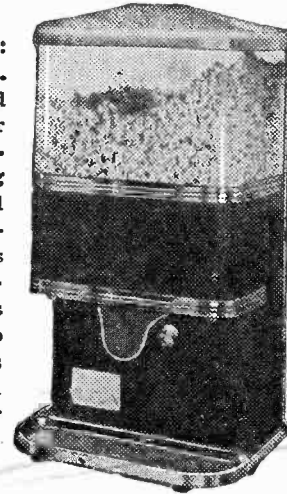
### NEW PRICES ON OUR

#1200 Tot Brand Premium Grade Non-Bubble Gum. Less Than 100#, 38¢, or \$9.50 Per Case, F. O. B. Paducah. 100 to 999# ... 33¢ Pound; \$8.25 Per Case 1000 to 2499# ... 32¢ Pound; 8.00 Per Case 2500 to 5000# ... 31¢ Pound; 7.75 Per Case #1212 Tot Premium Grade Bubble Gum. Less Than 4 Cases, 100#, 40¢, or \$10.00 Per Case. 100 to 999# ... 34¢ or \$8.50 Per Case 1000 to 2499# ... 32¢ or 8.00 Per Case 2500 to 5000# ... 30¢ or 7.50 Per Case 100# or More, Freight Paid to Your Door. Cash In Full With Order. Delivery About Ten to Fifteen Days.

T. O. THOMAS CO. Phone 2131

1572 Jefferson Paducah, Ky.

## The "Little Giant" HOT POPCORN DISPENSER



8 gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute. Write for information.



ON PURCHASE OF FIVE DISPENSERS

\$57.50 Each

If the purchaser is dissatisfied for any reason within a period of 30 days, a full refund will be made upon the return of the dispensers in good condition.

Manufactured by ABC POPCORN CO.

Wholesale and Supplies 3441 W. North Ave., Chicago 47 DICKENS 3375

Also Suppliers of

- Raw Corn ● Seasoning
- Boxes ● Bags
- Pre-Popped Corn ●



Reconditioned 1c or 5c SILVER KINGS Late Model \$9.95 EA.

5¢ ASCO HOT NUT VENDORS (reconditioned) ... \$18.85 BUBBLE BALL GUM, any size, any quantity ... 35¢ Lb. BOSTON BAKED BEANS and RAINBOW PEANUTS, 42 Lbs. to Ctn. ... 23¢ Lb. 1/3 With Order ... Balance C. O. D., F. O. B. Newark.

### ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD STREET, NEWARK 5, N. J. BIGELOW 3-7744-5

### MARCH SPECIALS

NEW Ea.

- 5¢ Cash Tray Vendors ... \$ 5.00
- 5¢ Advance Nut Vendors ... 11.00
- 1¢ Advance Ball Gum ... 11.00
- 5¢ Silver King Hot Nut Vendors ... 29.95
- 1¢ Cottlieb Grippers ... 29.50
- 5¢ Candy Bar Vendors, 140-Bar Capacity ... 34.50
- Silver Kings, Nut or Ball Gum. Lots of 50 or More ... 10.50
- Groetchen Camera Chief ... 19.95

USED Ea.

- 5¢ U-Need-a-Pak Candy Vendors ... \$50.00
- 9-Col. National Cigarette Vendors ... 75.00
- Asco Hot Nut Vendors ... 20.00
- 1¢ A. B. T. Challengers (1947 Model) ... 32.50
- Pin Balls—Juke Boxes ... Write

### CAMEO VENDING SERVICE

432 W. 42nd St., New York 18, N. Y. Phone: Medallion 3-1334

NOW! turn to INSIDE FRONT COVER for an important story on POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO. "The Biggest name in Popcorn" POPCORN MACHINES AND SUPPLIES

### CIGARETTE MACHINES

- Uneda Model 500, 15 Cols., 425 Pack Cap. ... \$ 95.00
- Uneda Model E, 15 Cols., 350 Pack Cap. ... 62.50
- Uneda Model E, 12 Cols., 300 Pack Cap. ... 60.00
- Uneda Model E, 8 Cols., 240 Pack Cap. ... 57.50
- Rowe President, 10 Cols., 475 Pack Cap. ... 125.00
- Rowe Royal, 10 Cols., 400 Pack Cap. ... 100.00
- Rowe, 6 Cols., 150 Pack Capacity ... 32.50
- National 9-50, 350 Pack Capacity ... 100.00
- National 9-30, 270 Pack Capacity ... 75.00
- National 6-30, 6 Cols., 180 Pack Cap. ... 32.50
- Stewart-McGuire, 8 Cols. ... 35.00
- DuGrenier, 4 Cols., 100 Pack Capacity ... 25.00
- Lehigh PX, 10 Columns ... 150.00
- NEW Uneda, 8 Columns, 510 Pack Capacity .. 159.50
- NEW Uneda, 6 Columns, 380 Pack Capacity ... 149.50
- NEW DuGrenier Challenger, 7 Columns ... 100.00

SPECIAL, \$60.00 DuGrenier Model WD, extra capacity 380 pack s. DuGrenier Model W, 9 col., 300 pack cap. — \$55.00.

### CANDY MACHINES

- DuGrenier Candyman ... \$ 67.50
- National 9-18, 9 Columns ... 110.00
- Rowe Candy, 8 Columns ... 100.00

### 10c CIGAR MACHINES

- 7 Column, Capacity 175 ... \$32.50 | Single Column, Capacity 50 ... \$22.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

## UNEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

## WANT TO BUY SEVERAL LARGE CIGARETTE MACHINE ROUTES ANYWHERE IN UNITED STATES

(200 machines route minimum)

All replies confidential.

### HERALD VENDING CORP.

373 Grand Street

Brooklyn, N. Y.

## MINIT-POP POPCORN MACHINES

We have a small number of demonstrators that have been thoroughly reconditioned and look almost like new for \$175.00 each. In lots of five or more, 20% discount.

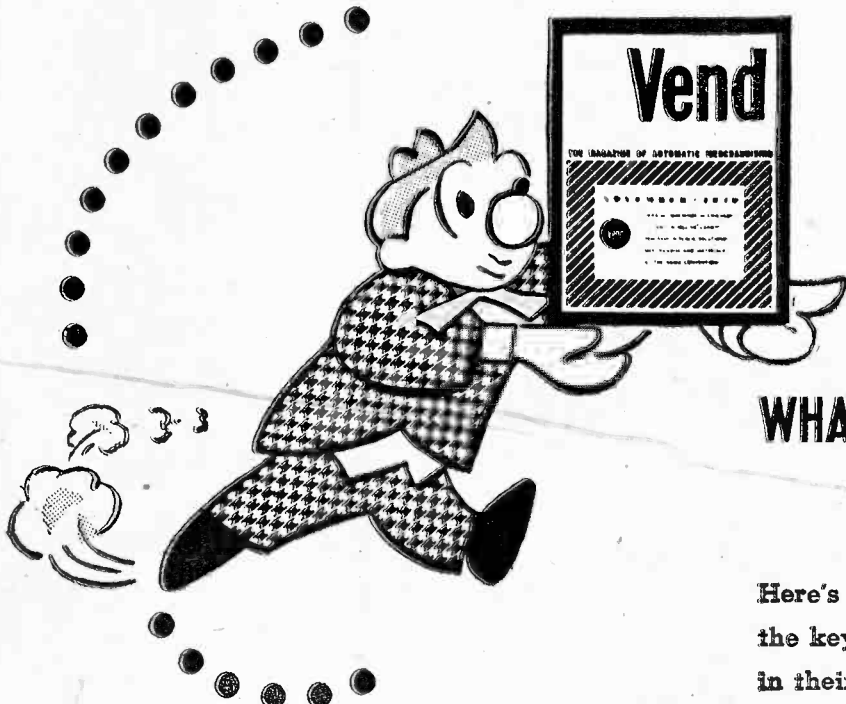
### TRI-STATE DISTRIBUTING CO.

248 Charlotte St.

Asheville, N. C.

# MARCH Vend

## OUT THIS WEEK



### WHAT DO THE MEN WANT WHO CONTROL VENDING IN INDUSTRIAL PLANTS?

Here's an opportunity to sit down and listen by proxy to what the key men in 276 industrial plants have to say about vending in their plants. Here's a story worthy of attentive study by all automatic merchants . . . by all means read

#### MANAGEMENT TALKS PLANT VENDING

#### 1102 OPERATORS TALK EXPANSION PLANS FOR 1948

What are your expansion plans for 1949? Compare them with those of the 1,102 operators who answered a special questionnaire mailed out by a New York Advertising Agency. Read this revealing report in March Vend.

#### WORKSHOP FOR WASHERS

A washing machine route can only be as successful as the repair service behind it. Vend tells the story of the Dimechine Company, one of the largest and most efficient manual-type washing machine operations in the Midwest . . . read it and see how many of the ideas you can apply to your operation.

#### DO UNIFORMS MAKE A ROUTEMAN?

In answer to a lot of answers pro and con, Vend presents HOW TO UNIFORM A ROUTEMAN. In it you'll find some interesting facts about what other operators are doing about uniforms. You'll find, too, why it isn't really expensive to have neat-looking well-dressed servicemen.

#### CIGAR VENDER—CINDERELLA OF TOBACCO VENDING

There's a lot of new interest in cigar vending. What's the reason for it? Read THE CIGAR VENDER, a complete analysis of this fast-growing plan of automatic merchandising

#### IN MARCH VEND

PLUS . . .

a round-up of the month's top news and trends. Don't miss the March Issue of Vend . . . start your subscription now.



START MY SUBSCRIPTION WITH THE JANUARY ISSUE OF VEND

1 YEAR, \$3—2 YEARS, \$5

Bill me later.  
 To have my subscription extended 2 extra months I am enclosing payment in full.

NAME .....

COMPANY ..... POSITION .....

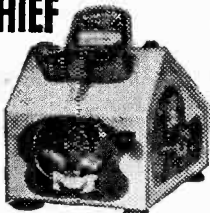
ADDRESS .....

CITY .....ZONE NO.....STATE.....

MAIL TO **VEND** 2160 PATTERSON ST., CINCINNATI 22, OHIO

**NEW GROETCHEN PENNY WINNER! CAMERA CHIEF**

On insertion of penny child sees 9 three dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

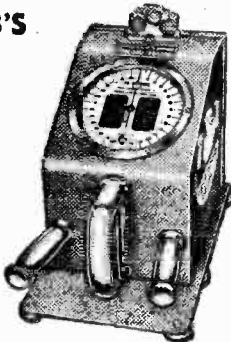


\$19.95 Ea.

Including 3 Sets of 9 Pictures Each.

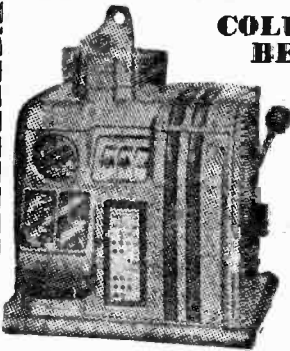
**GOTTLIEB'S GRIP SCALES**

BRAND NEW!  
Orig. Price \$29.50  
**\$24.50** Ea.



**NEW A. B. T. STRIK-A-LIKE IN STOCK**

**COLUMBIA BELLS**



Twin Jackpot 1948 Models  
List Price, \$45.00

**\$99.50** Ea.

While They Last. Changeable to 1¢, 5¢, 10¢, 25¢ Play

LARGE DE LUXE MODEL . . . \$159.50

**BRAND NEW IMPS**

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels  
**\$12.95** ea.  
Lots of 12 or more  
5 or More, Ea. . . . \$13.75  
Sample . . . . . 14.00



QUANTITY PRICES TO WHOLESALE BUYERS

**MILLS VEST BELL**

SIZE 8"x8"x8", 5¢ OPERATOR'S PRICE \$65.00

Rebuilt, \$49.50.

A pocket-size slot with automatic payout system. Awards from 8 to 20 nickels.



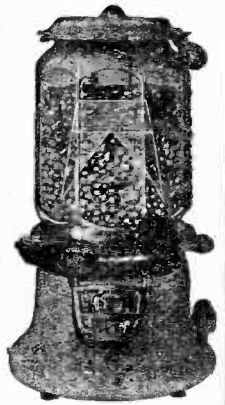
WRITE FOR COMPLETE LIST! 1/3 Deposit Must Accompany All Orders.

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN ST., PHILA. 23, PA. Lombard 3-2676

**Columbus 5c Bulk Vendors**

MODEL "462B" Sample, \$13.75 Ea.  
Lots Under 12, \$12.75 Ea.  
Lots 12 to 47, \$12.25 Ea.  
Lots 48 and Up, \$11.75 Ea.  
1 1/2 Bulk Vendors MODEL "462" Sample, \$13.00 Ea.  
Lots Under 12, \$12.00 Ea.  
Lots 12 to 47, \$11.50 Ea.  
Lots 48 and Up, \$11.00 Ea.



IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS. Send for Free Catalog and Quantity Prices on All Machines. 1/3 Deposit Required With Orders

**FRANK DISTRIBUTING CO.**

605 SPRING GARDEN ST. PHILA. 23, PA. MAR 7-5181

**Ozzie and Harriet Plug Launderettes Via CBS Air Show**

NEW YORK, Feb. 28.—Coin-operated launderette self-service stores received their second major plug on a national network radio show recently when Doc, a character on the Columbia Broadcasting System (CBS) program *Adventures of Ozzie and Harriet*, boosted the Telecoin trade-marked stores. Bob Hope had worked a gag on launderettes into his program about a month ago.

An estimated 5,000,000 listeners to the CBS show heard Doc and Ozzie discussing how they could get some dirty laundry cleaned before Harriet returned home.

Part of the dialog follows:  
Doc: "... Say, I have a thought. Why don't you take the clothes down to that new launderette on the corner? It's a dandy."

Ozzie: "What's a launderette?"  
Doc: "An automatic laundry. They have dozens of machines. You just put in the clothes and drop a coin in the crevasse."

Ozzie: "Confidentially, I do the laundry at our house and I always take it to the launderette. So convenient, and they furnish all sorts of pleasant pastimes while you're waiting. You meet a lot of fine fellows, too. Terrific! I got to be the best checker player in the crowd. I beat Mr. Thompson, the champion, regularly. He was a poor loser—changed his wash day."

**Ice Cream Bar Vender Set for Mar. Production**

CHICAGO, Feb. 28.—Berco, Chicago firm manufacturing the new Hilco ice cream bar vender introduced at the CMI show in January, will start quantity production of the machine in March, Henry Hildebrand, president, announced this week. To date firm has constructed a number of hand-built pilot units for test purposes.

Hildebrand stated that, since February 11 Universal Distributing Company, St. Louis, is no longer acting as national distributor for Berco. Universal had been named firm's distributor prior to the convention showing. As yet, national distributing plans have not been set.

Firm's vender, which dispenses ice cream bars in regular paper bag-type wrappers, is of the manual, lever-delivery type. Arrangements have been made with Borden Company, this city, to supply ice cream bars to operators in the Chicago area if latter desire to use them, Hildebrand said. However, the operator may use any brand he chooses.

**Beech-Nut Names Officers; Shineman Board Chairman**

CANAJOHARIE, N. Y., Feb. 28.—Edward W. Shineman has been elected chairman of the board of Beech-Nut Packing Company, filling the vacancy caused by the recent death of F. E. Barbour, film officials announced this week.

Shineman, with Beech-Nut for the past 44 years, has been vice-president and treasurer during the last 10 years. Other officers elected were Franklin L. Fero, treasurer; Guy W. Sharpe, secretary; C. N. Robinson, director, and Edward W. Shineman Jr., assistant treasurer.

Board of directors of Beech-Nut recently voted a quarterly dividend of 40-cents, payable March 26 to stockholders of record February 28.

**50 Kwik-Kafe Machs. in Chi On Location**

**Midwest Routes Growing**

CHICAGO, Feb. 28.—J. T. Williams, sales representative in the Chicago territory for Rudd-Melikian, Inc., makers of Kwik-Kafe hot coffee venders, disclosed this week that there are now five Kwik-Kafe routes in this city, which include 50 on-location machines.

While the development of routes for Rudd-Melikian venders was started along the East and West Coasts over a year ago, concentration on Midwest routes was begun at the end of 1947, Williams pointed out. Other routes in the central States include one in Milwaukee, one in St. Louis and one in Kansas City, Mo. In all, approximately 1,000 Kwik-Kafe machines are on location thruout the country, according to Williams.

One of the prime requisites for a new Kwik-Kafe operator, Williams stated, is that either the operator or his serviceman make a trip to the Rudd-Melikian plant in Philadelphia for a comprehensive one-week training course. When the operator begins to look for new locations, he is advised that locations that have at least 250 workers are considered potential locations. Thru research, Williams explained, the firm has learned that this type of spot will be able to vend more than the required daily average of 83 cups per day.

Thus far the best locations in this area have been office buildings, industrial plants and larger bakery firms. One reason Williams felt that bakeries proved to be particularly valuable stops is that this industry traditionally works at night and night workers are known as heavy coffee consumers. At the moment one local operator is using a theater as a test location. The unusual thing about the test is this is the first time that any Kwik-Kafe vender has ever been on location in a theater, Williams pointed out.

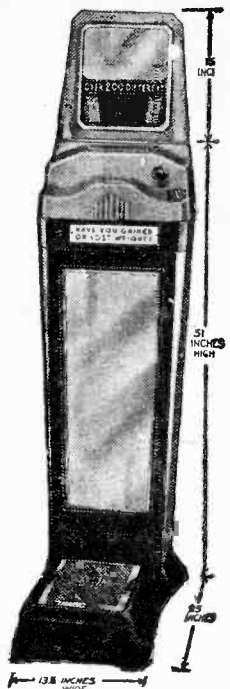
Local coffee operators mentioned by Williams include Kwik-Kafe of Chicago, headed by Herbert Kohn; Cronin Vending Company, headed by Frank B. Cronin; Dave's Kwik-Kafe, headed by D. Gottlieb, and Automatic Dispensers, headed by Andy Anderson.

Rudd Melikian, tho remaining in Philadelphia, moved its plant October, 1947, in order to give the firm improved manufacturing facilities. Firm uses a coffee distributed by Standard Brands.

**3-Cent Cigarette Tax Proposed for New Jersey**

TRENTON, N. J., Feb. 28.—A bill authorizing a 3-cent-per-pack tax on cigarettes was introduced in the State Legislature recently.

The bill was suggested by Governor Driscoll.



**199% PROFIT**

Not a Novelty  
But an Investment

200 FORTUNE TELLING  
NO SPRINGS SCALE

The only coin-controlled  
Fortune Telling No Spring  
Scale in the World.

Invented and Made Only by

**WATLING**

Manufacturing Company

6450 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 2770.  
Cable Address: WATLINGITE, Chicago.

**FOR SALE 20 USED "POP CORN SEZ" HOT POP CORN VENDORS**

Thoroughly reconditioned. Like new.

**\$135 each**

Write The Billboard  
Box D-243  
Cincinnati 22, O.

**LUCKY BOY VENDORS**

For NUTS, CHARMS, BALL GUM.

Hold 5 Lbs. Nuts or 800 Balls of Gum.

**KY. GUM CO.**

Valley Station, Ky.

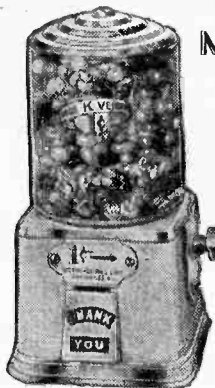
**\$975**

EACH

1/3 Deposit,  
Bal. C.O.D.



**PIONEER DEAL SPECIALS!**



**VICTOR MODEL K**

DEAL #4  
5 Victor Model K, \$84.75, plus 50 lbs. Bubble Ball Gum, all for **\$78.50**

DEAL #5  
5 Victor Model K, \$84.75, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, all for **\$73.15**

DEAL #6  
5 Victor Model K, \$84.75, plus 60 lbs. Spanish Peanuts, all for **\$76.75**

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

**IMPORTANT!**

We will create Victor deals with merchandise to fit your needs. Write us your requirements.

Virginia Peanuts, 30-lb. ctns. ....28¢ lb.  
Spanish Peanuts, 30-lb. ctns. ....22¢ lb.  
Licorice Lozenges, 38-lb. ctns. ....30¢ lb.  
M & M's, 25-lb. ctns. ....42¢ lb.

**BUBBLE BALL GUM**

5/8", 30 or 45-lb. ctns. ....32¢  
Full Cash With Order

Rainbow Peanuts, 40-lb. ctns. ....25¢ lb.  
Boston Baked Beans, 40-lb. ctns. ....25¢ lb.  
Write for quantity prices on Rainbow Peanuts, 5/8" Bubble Ball Gum, Boston Baked Beans and Burnt Peanuts.

**FREIGHT PREPAID ON THE FOLLOWING:**

Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or 5/8" Bubble Ball Gum.

**USED EQUIPMENT!**

Victor Model V (Rebuilt Like New) .....\$ 8.95  
5 Victor Model V's, Plus 60 Lbs. Virginia Peanuts .... 60.00

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.  
Send Money In Full and Save C.O.D. Charges.

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y.  
461 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: DIKONS 2-7992

**'47 Cig Sales Set New All-Time Record**

**Smoke 336 Billion Units**

WASHINGTON, Feb. 28. — Cigarette consumption rose to an all-time high of 336,015,000 units last year, the Commerce Department disclosed this week. The total number of cigars sold in 1947 amounted to 5,626,763,000.

A decrease in smoking of both cigarettes and cigars, however, was reported by Commerce for December, with cigarette sales off about 10 per cent from November figures, while sales of cigars dropped approximately 8 per cent.

Top 1947 month for cigarette sales was October when consumption amounted to a little over 33,000,000. Low month was December when only 24,799,000,000 cigarettes were sold.

October was also the high cigar month with sales of 587,880,000, while the low month was April, when only 416,270,000 cigars were smoked.

**Heide Recommends Policies on Mexican Import-Export Trade**

WASHINGTON, Feb. 28.—A brief recommending revision of trade agreements with Mexico, drawn up by Herman Heide, of Henry Heide, Inc., and filed last week with the Committee for Reciprocity Information, points up six major issues concerning trade agreements negotiations with Mexico and calls for adoption of six policies affecting the import and export of candy products.

Briefly, the recommendation calls for decreasing U. S. import duties on any products used in the manufacture of candy which are not produced in the States in adequate quantities; decreasing U. S. import duties on those products used in candy manufacture which are produced domestically in sufficient quantity; refrain from reducing import duties on sugar candy and confectionery, including chocolate candy.

One of the reasons which Heide, whose brief was submitted with the endorsement of the National Confectioners' Association (NCA), gave to support his recommendations is that candymakers in the United States, including approximately 50,000 employees, "would be harmed by any extensive increase in the importation of candy and confections from Mexico." Heide pointed out that this harm might result from lowering of existing import duties on confectionery products.

Last year, when available supply of all types of confections was far below demand, Mexico and several other foreign countries, including Cuba, announced that it would make a bid for the U. S. candy market—particularly in the chocolate and hard candy lines.

**'47 Canada Ice Cream Output Increases 50%**

TORONTO, Feb. 28.—Ice cream output in Canada during 1947 totaled 23,714,000 gallons or about 50 per cent above the previous year's production, according to latest figures released here by the Ontario Association of Ice Cream Manufacturers. Canada's nine provinces produced 1,027,000 gallons during the month of December, 1947, alone, a figure

**Gum Products Will Extend Club Drive**

BOSTON, Feb. 28.—Gum Products, Inc., here has started a campaign aimed at educating children to follow sanitary habits in the chewing of bubble gum. Idea consists of setting up clubs for children, members pledging themselves to follow non-offensive gum disposal habits.

Currently in operation here and in Pittsburgh, Gum Products will soon extend the campaign to other cities and will invite dealer and jobber participation. Latter will be sought thru trade-paper advertising.

Children who are club members receive awards, novelties, club membership cards and a good citizen's chart listing cleanliness habits. Reporting on the success of the program, Tom Wilder, firm's advertising manager, states that in the first week of the campaign some 20,000 reprints of the promotion details were requested by teachers. He added that several thousand children in the two cities have indicated a desire to join the club.

**First Break in Price of Cocoa**

WASHINGTON, Feb. 28. — First break in the soaring wholesale price of cocoa after 13 months of steady advances occurred in December, the Commerce Department reported this week.

After hitting an all-time high of 51 cents a pound in November, the average price on the New York Cocoa Exchange dropped to 43 cents in the last month of 1947, according to the report.

A drop had been forecast earlier (*The Billboard*, February 28), but the 8-cent decrease exceeded the hopes of commerce officials, who are now counting on a continued downward trend.

Imports of the candy ingredient have been holding steady at around 13,000 tons monthly for the past few months, and Commerce officials attribute the price slash chiefly to growing buyer resistance to higher prices which, even with the cut, are more than double the average 1946 price.

**Book Match Ad Firm Opens N. Y. Office**

CHICAGO, Feb. 28. — National Match Book Advertising, Inc. (NMBA), this city, has established an Eastern office in the Squibb Building, 746 Fifth Avenue, New York, R. B. Barton, NMBA president, announced Wednesday (25).

Headed by F. J. Prince, firm vice-president, new office will serve advertisers and agencies on the Eastern Seaboard with complete facilities for the purchase and effective use of advertising space on match books. Leon Green will represent NMBA on its Eastern sales staff.

Established in October, 1947, National Match Advertising is a central sales agency which represents leading match manufacturers in the sale and promotion of match books as a major advertising medium.

which almost doubled the amount produced during the same month in 1946.

Top producing province for the full year was Ontario with 10,185,000 gallons, followed by Quebec with 4,638,000 gallons. Same two provinces finished in that order for the December, 1947, totals. Province reporting the smallest output for the full year was Prince Edward Island with but 120,000 gallons.



**ADVANCE BALL GUM VENDORS**

Sample .....\$13.75  
2 thru 11 ..... 11.90  
12 thru 19 ..... 11.40  
50 and up ..... 11.00

**"TOT" BRAND AND RAIN-BLO BUBBLE GUM**

from 40c to 32c Per Pound  
Write

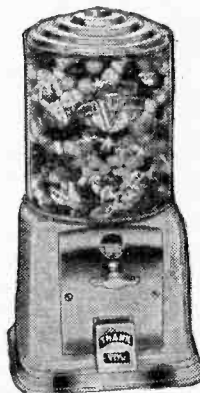
**YES, WE HAVE—**

• Boston Baked Beans • Cinnamon Peanuts  
• Spanish Peanuts • Pistachios  
Terms: 1/3 Deposit, Balance C. O. D.

**T. O. THOMAS CO.**

Phone 2131  
1572 Jefferson Radnor, Ky.

**SPECIAL DEAL!**



**VICTOR MODEL V**

10 GLOBE TYPE and 200 pounds 5/8th Bubble Gum, 28,000 balls, all for

**\$185.00**

Full cash with order. Additional machines then can be bought on the Torr Time Payment Plan.

**BALL BUBBLE GUM or RAIN-BLO BUBBLE GUM**

140, 170 or 210 Count  
25 to 75 Lb. ....34¢ Per Lb.  
100 to 475 Lb. ....33¢ Per Lb.  
500 to 975 Lb. ....32¢ Per Lb.  
1000 Lb. or Over .....31¢ Per Lb.

Full cash with order. Freight paid to your door on orders 100 lb. or over.

**ROY TORR**

**NOW!**  
turn to **INSIDE FRONT COVER**  
for an important story on **POPCORN PROFITS!**

**MANLEY INC., KANSAS CITY, MO.**  
"The Biggest name in Popcorn"  
POPCORN MACHINES AND SUPPLIES

**THE "CHALLENGER"**

**THREE MACHINES IN ONE**  
The Most Attractive Three Unit Hot Nut Machine Produced.

**TROPICAL TRADING CO.**  
716 W. Madison St. Chicago 9, Illinois

**STEADY PROFITS!**  
are yours when you operate the LARGEST factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof!  
Price, \$39.50 Ea. **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**—Only \$16.75 for 25,000, which return gross profit of \$250.00.

**WRITE FOR OUR CATALOG**

**VENDORS' SPECIALS**

Wide Stands, Solid Steel—Weight 35 Lbs. .... **\$4.50**  
Double Plates for Two Machines ..... **1.15**  
**BUBBLE GUM**—140 Count and 170 Count—25 Lb. Cartons. Per Lb. .... **.35**  
1/3 Deposit, Balance C. O. D. Fast Delivery.

**VEEDCO SALES CO.**  
2113 Market St. Philadelphia 3, Pa.

**200 Lb. Prepaid Prices**

38 Lbs. 5/8" or 3/4" Gum .....\$12.35  
25 Lbs. Leaf Rain-Blo ..... 8.25  
35 Lbs. Pee Wee BBB ..... 8.95

Contact Us—Save Money  
**McBRIDE WHOLESALE CO.**  
P. O. Box 5215 Memphis, Tenn.

# CHI TAVERN GROSSES SLIP

## Miss. Solons Study Change In Coin Laws

### Video Play Mentioned

JACKSON, Miss., Feb. 28.—House Ways and Means Committee is still studying a measure to amend the State's general coin machine tax law to make clear that the law does not apply to coin-operated radios or coin-operated television sets. Proposal was introduced early in the month (*The Billboard*, February 14) and marks the first time a Legislature has considered a proposal directly affecting coin video.

The proposed amendment would have no effect on the State's existing laws pertaining to other types of coin machines, but would likewise reaffirm the exemption granted machines which are stored or displayed by distributors and jobbers.

Section pertaining to radio and video sets specifically points out that "This act shall not apply to any radio and/or television set requiring the deposit of a coin, token, slug or thing of value for its operation."

## Roberts Named For Wurlitzer Sales Position

NORTH TONAWANDA, N. Y., Feb. 28.—E. R. Wurgler, general sales manager of the Rudolph Wurlitzer Company, has announced the appointment of Wolf Roberts, Denver, as regional sales manager for the Rocky Mountain and Pacific Coast areas. Roberts, prior to the appointment, was president of the Wolf Sales Company, Wurlitzer distributor in the Rocky Mountain region. The firm continues its affiliation with Wurlitzer with Roberts's two sons, A. A. and A. C. Roberts, now in charge.

Wurgler, in announcing Roberts's appointment, stated: "We consider ourselves fortunate to be able to draft Wolf Roberts from the ranks of Wurlitzer distributors for this important and responsible position. As a member of the factory sales team his advice and assistance will be available to a larger part of our field organization."

## Seeburg Louisville Distributor Leases Bldg.; Plan Expansh

LOUISVILLE, Feb. 28.—S. L. Stiebel Company, Seeburg distributor in this area, has taken a 10-year lease on a modernistic building at 850 South Third Street here, it has been announced.

Stiebel concern will move into the new location June 1. S. L. Stiebel, firm head, stated that his firm plans to expand its present business to include music system installations in industrial plants.

Building, erected three years ago at a reported cost of \$100,000, is owned by Kenwood Homes, Inc., a firm headed by James G. Polk, who also heads James G. Polk & Company, a kitchen equipment firm currently occupying the building.

## Aireon Prices '48 Equipment

KANSAS CITY, Kan., Feb. 28.—This week Aireon Manufacturing Corporation officially announced 1948 prices on its commercial phonograph equipment, wall box and speaker line. New Coronet, introduced to the trade at the Coin Machine Industries' January exposition, is officially listed at \$495.

Three other models—Blonde Bombshell, Fiesta De Luxe and Super De Luxe—which were in production before the Coronet, are listed at \$595, according to Rudy Greenbaum, the firm's sales manager. The '48 Hideaway is officially priced at \$299.50.

RAPID CITY, S. D., Feb. 28.—Tri-State Music, Inc., has been incorporated here, with J. G. and Leona Koerrs and Jean Hayes as directors.

## AMI Appoints Moore Firm Distributor in Northwest

GRAND RAPIDS, Mich., Feb. 28.—AMI, Inc., has appointed the Jack R. Moore Company as distributor in the Northwest territory and Northern California, John Haddock, AMI president, announced this week.

With offices in San Francisco, Seattle, Spokane and Portland, the Jack R. Moore firm has long been one of the leading distributing concerns in the Northwest. Formerly a Seeburg distributor, it was founded by Jack R. Moore, who died suddenly in November, 1947.

Recently, W. H. Schetter was named president and firm general manager with headquarters in Portland. Prior to his new post, Schetter was Los Angeles manager for the Don Clark distributing firm. Other firm officials include Mrs. L. H. Cusson, secretary-treasurer, and J. H. Hiles, who is controller.

Office managers in each of the four cities that have the Moore firm showrooms will remain the same. They are J. E. Cusson, Portland; J. H.

## Ice Cream Parlors, Snack Spots Get More Juke Play

Gradual drop-off in bar trade causes Chicago music firms to concentrate on other than tavern location—survey shows non-tavern play 10 per cent higher

By Fred Amann

CHICAGO, Feb. 28.—The major juke box location, profit-wise, has gradually shifted in Chicago during the last six months from the tavern to the hamburger or quick-lunch, ice cream parlor and restaurant stop. While the average route here is still made up largely of tavern and cocktail locations, it is the straight food or confection type location that is returning highest weekly grosses these days, operators claim. An average

increase of 10 per cent over tavern play is attributed to most non-tavern locations.

Altho confirming the fact that the play spotlight is now focused on non-tavern juke box locations, operators say that this does not mean play in these locations has increased. Reason for the non-tavern location's lead in play is explained instead by the reduced play in taverns. Decline in tavern play is said to be the result of both the post-war drop in tavern business (ranging from 30 to 45 per cent) and the advent of tavern television. To date, neither video nor the decline in business have touched the hamburger and ice cream establishments.

An indication of the drop-off in tavern trade is the recent report by the Treasury's Alcohol Tax Unit (ATU). This report showed a 1,156,010 barrel decline in beer production for December, 1947, when com-

## Cleveland Ops Pick March Hit Tune Via Radio

CLEVELAND, Feb. 28.—The Cleveland Phonograph Merchants' Association on Sunday (22) held its Hit Tune party to select the song to be placed on No. 1 spot on the city's more than 3,000 music machines for March. Event was held in conjunction with a collegiate disk jockey contest at Chin's Golden Dragon restaurant here.

In addition to the association's membership many boosters of the collegiate disk jockeys attended the event. The contest was sponsored by the Lyon Tailoring Company, was heard over WJMO from 4 to 6 p.m., with Howie Lund, one of Cleveland's top disk jockeys acting as master of ceremonies.

### Cash Prizes

Four collegians vying for the title were Bill Robinson, Case Institute of Technology; Bill Lovelace, Fenn College; Clyde Thomas, John Carroll University, and Joe Berg, Western Reserve University. Each contestant was allotted 20 minutes of air time. Robinson was adjudged the winner and also walked off with the majority of cash prizes which in all totaled \$250.

All the tunes entered in the Hit Tune contest had been nominated by the CPMA membership, with the tune for March turning out to be *I Love You, Yes I Do* in a closely waged contest.

Other top tunes entered in the contest were *Treasure of Sierra Madre*, *There Ought To Be a Society*, *Teresa, Ida, I've Only Myself To Blame*, *Little White Lies, Because, A Tree in a Meadow, Brazil; Encore, Cherie; But, Beautiful; Manana, I'll See You in My Dreams; Sophisticated Swing; Worry, Worry, Worry; Sabre Dance, If I Knew Susie, At the Candlelight Cafe and Tonight You Belong to Me.*



TWO-WAY TELEPHONE proves a big time-saver according to Earl Feidler, Melody Music Company, Rantoul, Ill. Feidler is shown here beside one of his new panel service trucks, equipped with two-way phone for prompt and efficient service.

## Ice Cream Parlors, Snack Spots Get More Juke Play

(Continued from page 111)  
pared with the same month in 1946. Another contributing factor in reduced tavern juke play is the high rate of turnover in bar ownership. In Chicago, the number of tavern licenses issued, as of this week, number 10,024, against 9,741 at this time last year, the city license bureau reports. This increase spreads available tap trade still thinner among the total number of taverns, and may have a tendency to lower juke play in individual spots.

In some instances, operators report a slow rise in play on their non-tavern locations, with an accompanying fall-off in play on tavern spots. Fluctuating play in taverns, while sometimes hitting higher weekly totals than non-tavern locations, averages out to monthly grosses below those of the good non-tavern location.

Jack Paschke, Paschke Phonograph Service, reports that his ice cream parlor and hamburger locations are bringing in about 10 per cent more play than his tavern locations. This trend became apparent five or six months ago, and steadily became more pronounced as tavern trade continued to drop.

Like other operators, Paschke feels that basically the tavern is still the top juke location, needing only a rise in bar business to bring back top record play. Meanwhile, the ice cream parlors, catering to teen-agers, and the hamburger and restaurant spots catering to all ages, have moved up into the leading type of location for juke boxes, he said.

Little Amusement's Floyd Pedone states that the non-tavern location

is proving a top play spot for his machines. Unlike most other local operators, Pedone has about 40 per cent of his equipment in restaurants. These, he says, bring in a uniform amount of play each week, while the tavern juke ranges from high to very low play in the course of a month. Because of this, the tavern machine averages a lower monthly take than machines in restaurant and ice cream parlor spots, Pedone says.

William Nyland, manager of Western Automatic Music, Inc., agrees to the increasing importance of the non-tavern type of juke location. "Today it is the ice cream and hamburger counters that pull in the most coin for juke play," he states. Adolph Raymond, heading A & M Music, concurs with the statement that his machines in these two types of locations are currently getting from 10 to 15 per cent more play than his average tavern spots. This became noticeable during the last two months, he reports.

Anton Oomens, Walter Oomens Sons, while not reporting a higher return from his non-tavern locations, stated that juke play in this type of spot now equals that in the average tavern and cocktail location because of slow tavern trade.

Operator consensus here is that until tavern business starts back on the uptrend, to a point where it will at least equal pre-war levels—operators write off war-time tavern and juke earnings as above normal—the tavern's role as the top juke box location will be taken over by the various types of eating and confectionery establishments.

## AMOA To Table Hit Parade Posters Pending New Test

NEW YORK, Feb. 28.—At a meeting of the Automatic Music Operators' Association (AMOA) in the Park Central Hotel here Tuesday (24), a motion that members adopt the Hit Parade poster service was tabled pending the completion of a special test to be conducted under the direction of the association. In an earlier action the AMOA board of directors had recommended that the service be utilized by the operator members. Albert Denver, president, presided at the meeting.

The test, projected to run for a period of 30 to 60 days, will make use of about 100 placards. Placed on location at AMOA expense in a wide variety of spots, the test should provide much accurate information as to the promotion device's effectiveness, Denver said.

Yermie Stern, president of Hit Parade, Inc., suppliers of the poster service, addressed the members and claimed that operators who have used the service have increased their revenue. On-location promotion, directing the attention of customers to popular records featured in juke boxes, will hypo music machine play, he predicted.

Turning to association affairs, the membership unanimously adopted a by-law regulating AMOA office-holders. The new by-law states that no member of the association is eligible for office who holds a director-

ship or office with any other coin machine association. This provision also applies to AMOA's board of directors. The purpose of the by-law is to prevent interlocking directorships of associations whose main interests do not necessarily run parallel, according to Sidney Levine, AMOA counsel.

In a report on legislation of interest to music operators, Levine stated that he was keeping an eye on developments in Washington and Albany, N. Y. He predicted that the bill recently introduced in the New York State Senate by Sen. Joseph Parisi, proposing an annual license fee of \$50 on all coin-operated equipment, would be defeated. The bill has not yet been reported out of committee.

In this connection, both Denver and Levine reaffirmed the association's support of the recently formed committee known as the Music Operators of America (MOA). The group, organized during the Coin Machine Industries (CMI) convention in Chicago in January, was formed to coordinate the efforts of regional operator associations in combating legislation adversely affecting the automatic music business. Denver is the national vice-chairman of the committee, which is headed by George A. Miller, of the California Music Operators' association. Levine is national counsel and legal representative.

## Juke Box Roundtable

The Juke Box Roundtable is intended to offer the automatic phonograph trade an opportunity to exchange ideas on the problems currently facing the industry. The Roundtable's purpose is to focus attention on these problems in an attempt to find practical answers. Letters intended for publication in this column should be addressed to Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago. Only letters including name and address of the writer will be considered for publication. Signature will be withheld upon the writer's request.

### Wants Co-Operation

C. I. Martin, Macon, Ga.—I've been in the coin machine business for 25 years but never have had the pleasure of seeing the few operators here in Macon work together. There always seems to be one or two who will block any move to help the operator. Co-operation between operators seems to me to be the trade's biggest problem.

After this, my idea is for the operator to get \$4 per week top money on all juke boxes except those in the very best locations. This would help the operator a great deal on record expense, and would not be asking the location for too much.

### Direct Sales?

H. H. Wannamaker, Orangeburg, S. C.—I agree that the music business faces some serious problems because operators can't pay the present prices for equipment and stay in business on a 5-cent play basis. I don't believe the public will pay more for a juke box tune. The only answer seems to be lower equipment prices for the operator.

It may be that there are too many "slices" between the factory and the operator. Direct selling from factory to operator might be the solution. But the operator needs co-operation on the service end of the deal from somebody closer to his operation than the factory.

### Music Plus

J. Rockwell, New Lisbon, Wis.—In reading your magazine we have noticed much mention of the effect of television on the juke trade. It seems that this should not be such a threat. Good radios did not hurt the juke trade in the past. But now radio is

going to give pictures as well as sound, and as time passes the quality of these pictures will become better. If the jukes are to stay in the running, does it not seem logical that they should come out with pictures, too?

These pictures would not be television, which has weak points, but would be two and one-half to three-minute reels that give good quality music as well as good pictures, probably on a three or four-foot square screen. It's true that such a machine already has been on the market, but its failure evidently was due to several things. First, the customer could not make his selection; second, quality of music was not the best.

Surely today it would not be too difficult to make a machine (by some juke manufacturer) that would show the picture as well as give the music—a machine where the customer, for his 10 cents, could select at will from 15 selections. If such a machine cost \$1,500 or \$1,800 it still should be more profitable than a \$1,000 juke box.

### Change Commissions

William Sheffield, Paducah, Tex.—It seems to me that there are a number of problems as important to our business as high prices. Records that are manufactured today, for instance, are not as good as they should be, and some way should be worked out to make them last longer. New machines should not be changed in style every year. Distributors should not sell locations machines—either new or old. And, finally, operators should decide to better their commission arrangement and not give away 50 per cent of their income. All of these problems can be dealt with, but it is a real job.



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# Justice Dept. Gives OK to Chi Juke Ops

Sees No Federal Violation

CHICAGO, Feb. 28.—Front-page, eight-column headlines in *The Chicago Daily News* Tuesday (24) and Wednesday reported that the Packard Manufacturing Corporation, Indianapolis, had tried to place its phonograph on city locations but had been "run out of town." *The Daily News* writer charged that Chicago's juke box business is controlled by a combination of unsavory political and labor figures. By mid-week, the city's newspapers reported the U. S. Justice Department would look into the Windy City juke box situation to make a check on possible violations of the law.

Thursday, however, spokesmen for the Justice Department said they had beat everyone to the punch, had just concluded a lengthy investigation of Chicago juke box operations and gave the industry a clean bill of health by deciding there were no violations of federal statutes.

### Makes Wire Service

The charge that juke boxes could not be freely placed on Chicago locations made the wire services toward the end of the week, and the question of commercial phonographs in Chicago even came up during a hearing of the House Foreign Affairs Committee in Washington. At the hearing, Homer E. Capehart, who heads the Packard firm, was queried about the front-page stories by congressional colleagues.



COLLEGIATE DISK JOCKEY contest takes place during the Cleveland Phonograph Merchants' Association hit tune contest for March. College entrants are (left to right): Bill Lovelace, Fenn College; Joe Berg, Western Reserve; Bill Robinson, Case Institute of Technology, and Clyde Thomas, John Carroll University. Howie Lund, WJMO disk jockey, is at extreme right.

# New York Location Fights IBEW Tele-Juke Picketing

NEW YORK, Feb. 28. — A case now under consideration by the Bronx Magistrate's Court, involving union picketing of a location in which an operator placed a combination juke box-television set after a union-

serviced juke box had been removed, is exciting interest in local automatic music circles.

The machine in question, a coin-operated Videograph unit, presently on location at the Park View Tavern, 2639 Jerome Avenue, in the Bronx, is owned by Al Layne, independent operator. Recently installed, the new unit was picketed by Fred Mimms, a member of Local 786 of the International Brotherhood of Electrical Workers, an affiliate of the American Federation of Labor (AFL).

### T-H Act Invoked

Sid Steinberg, the tavern owner, had a warrant sworn out charging the picket with disorderly conduct and the case was brought before Magistrate Peter Abeles.

It was the contention of Sidney O. Raphael, Steinberg's lawyer, that picketing of the tavern under such circumstances amounted to, in effect, a secondary boycott and, as such, was illegal under the Taft-Hartley Act. The union's attorney, Jack Perlman, countered that no secondary boycott was involved and that peaceful picketing could on no account be considered disorderly conduct.

Magistrate Abeles's office told *The Billboard* Friday (27) that both attorneys had submitted briefs in the case and that a decision would be handed down March 11.

Altho similar cases involving transfers of locations from union-serviced machines to non-union-serviced machines in this area. In no case has a prohibition against picketing been sustained. However, this is the first such case in which a coin-operated television set has touched off a dispute.

### Precedent Cited

Raphael, attorney for the complainant, disclosed that he was basing his argument largely on the precedent established in the New York Court of Appeals case, the *People vs. Bellows*. The judge in that case ruled that picketing of an establishment which had purchased non-union produced or serviced equipment, not for re-sale but for use, was a secondary boycott. Picketing in such circumstances, even if conducted peacefully, could be considered disorderly conduct under

# Aireon Midwest Showing Dates Now Confirmed

CHICAGO, Feb. 28.—Completing the Midwest circuit, Fred Mann, Aireon regional sales manager, this week reported that the Pittsburgh show for the Coronet 400 will be held at the Mulligan Distributing Company headquarters there March 9 and 10.

At the same time Mann revealed the Detroit showing announced last week (*The Billboard*, February 28) had been pushed ahead one week and will now be held at the Wolverine Sales Company showrooms March 5, 6 and 7. Reason for the one-week delay was to assure a full stock of equipment on hand at show time.

Meanwhile the Cleveland show at the newly formed Erb-Wert Distributing Company headquarters will take place as scheduled March 6-7. With the setting of the Pittsburgh date, all showings in the Midwest territory are scheduled. Mann, who will be on hand for the three above-mentioned shows, is following up the showing in Milwaukee and will also visit Minneapolis and St. Paul before checking into Detroit next Friday.

# AMI's Midwestern Distributor Set-Up Undergoes Changes

CHICAGO, Feb. 28. — AMI, Inc., has made some changes regarding distribution of the firm's products in the Midwest, Lyndon C. Force, firm manager of general sales, announced Monday (23).

Force disclosed that AMI's former representative in the St. Louis area, Murphy Distributing Company, Inc., has been dissolved and the distribution rights of the concern have been transferred to William Cuker, who is widely known in St. Louis coin machine trade circles.

As AMI distributor in the St. Louis territory, which includes Eastern Missouri and Southern Illinois, Cuker has decided to keep the former firm's trade name, Murphy Distributing Company, and will also retain the same address, 3504 Lindell Boulevard.

### Murphy Remains

Frank Murphy, who had been one of the originators of Murphy Distributing Company, Inc., is general sales manager of the new firm, while Cuker is sole owner, Force stated.

AMI also announced that the Musical Sales Company, Omaha, has been appointed distributor for Nebraska and for the western tip of Iowa, while the Musical Sales Company, Kansas City, Mo., has been named to handle distribution in Kansas and the western third of Missouri.

Both distributor firms are headed by R. E. Padfield, who has been in the coin machine business since 1938. A native of Wichita, Kan., Padfield attended Wichita College and the University of Kansas.

Penal Law 722, he contended.

The union's attorney, Perlman, countered this argument by citing a later New York Court of Appeals case, the *People vs. Muller*, in which he claimed this precedent was reversed. Perlman also pointed to a recent dispute in Brooklyn, in which Magistrate Block cleared a union picket of a disorderly conduct charge arising under similar circumstances.

Meanwhile, Mimms continues to picket the tavern. The placard he carries requests that tavern customers refrain from playing the Videograph machine.

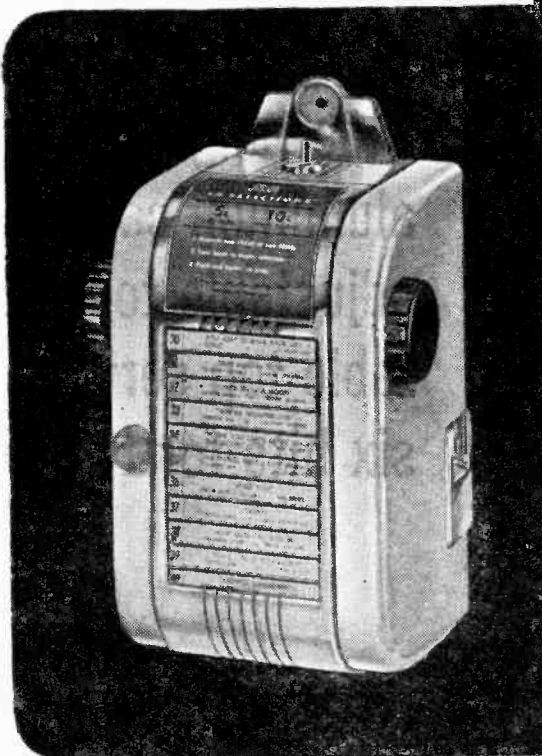
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# AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

The Jenkins Family, comprising Andrew Jenkins, blind songwriter, and his daughter, recently cut several sides for Fidelity. Duo, which formerly waxed for Victor, is set for a new air show which will emanate from a West Coast station. Jenkins is the composer of *The Death of Floyd Collins*.

Smiley Burnette, who just finished a week at the Hippodrome, Baltimore, writes that he is happy with his tour with Bailey Bros.' Circus this spring as it is the realization of a dream to play in every facet of show business. Burnette has five different union cards to cover all his activities. Alonzo and Oscar, the Nashville radio and Victor platter duo, will be in Hollywood March 7 to visit Burnette, during which time they will audition for a future Columbia Western pic.

Joe Rumore, Birmingham hillbilly disk jockey, will marry late in April, honeymooning in Los Angeles, where he will record interviews with top folk artists for his shows. He will utilize Burnette's home studio for his e.t.s. . . . Harmonica Bill Russell will enter a Los Angeles hospital for a major operation March 10. Bill was slated to accompany Smiley on his Bailey Bros.' tour, but will be inactive several weeks.

Helen and Toby (Helen and Walter Price), of Kirksville, Mo., are producing a Saturday night jamboree in co-operation with KIRX, using 25 different local performers. The sessions are pulling 1,000 people consistently. . . . Merle Travis played a series of dates for the Veterans of Foreign Wars in Illinois last week, with a date at the Kiel Auditorium, St. Louis, February 29. Wesley Tuttle and the Milo Twins are also on the date.

Lee Penny, the songwriter now associated with Berle Adams in Hollywood, reports that Ted Daffan's friends in the folk music ranks waxed Ted's songs just before the ban, when Daffan was critically injured. Gene Autry waxed *I'm a Fool To Care*, as did Smokey Smith; Eddie Kirk did *Born to Lose*, and Judy Canova did *No Letter Today*. Ted is out of the hospital and well on the road to recovery.

Mrs. Bob Miller, wife of the folk music publisher, is in a New York

hospital. . . . Redd Harper has a new radio show, featuring Eddie Kirk, Billy Liebert and Herman the Hermit. He has two gimmicks, *The Story Behind the Song* and the *Hillbilly Hall of Fame*.

The Sunshine Girls just returned from a tour with Texas Jim Lewis. Their latest Columbia flicker, *Song of Idaho* will be released soon. The gals made a batch of Capitol wax with Jimmy Wakely and a Universal short with Tex Williams. . . . When the Hoosier Hot Shots return to the Coast after their current tour with *Tiny Hill's Village Barn Revue*, they start a new pic at Columbia, *Singing Spurs*.

### Wakely Sidelined

Jimmy Wakely was taken to the hospital February 18 for an appendectomy. . . . Billy Hill and Red Egner have left Spade Cooley, with Tiny Hunt slated to leave soon also. Hill and Egner will play at the Palace Barn, Los Angeles, which will start running seven nights.

Eddie Dean left Majestic shortly before the ban to go with the new West Coast label, Crystal. His first release, *Wake Me in the Morning* by the Swanee and *One Has My Name, the Other My Heart*. Crystal also has Jack Grant and Smokey Smith. Smith is getting a build-up from Republic. Grant is from KTAR, Phoenix, and owns a big ranch in Arizona which keeps him busy there.

Buck Beeman, leader of the Western Pals, heard on KPFM, Portland, and KGON, Oregon City, Ore., reports that he is trying to work out a co-operative barn dance with folk artists in his area and would appreciate hearing from entertainers who would be interested. . . . Personnel of the Western Pals includes Johnny Postelwaiter, trumpet; Ozzie Goldman, bass; Dude Horton, guitar; Jim Burchett, take-off guitar, and the leader's fiddle. The group was organized in July, 1946, first airing over KWJJ, Portland. They have done a series of platters for Yale.

Buck reports that there are several other folk artist groups in his area. The Northwesterners, headed by Roy Jackson, are heard on KEX, Portland, and record for Rose City label, which Jackson owns. Personnel includes Dave Yearly, bass; Kash Duncan, fiddle; Marcellus Martin, accordion, and the leader's clarinet. . . . Arkie and the Jolly Cowboys, fronted by Byron (Arkie) Benedict, are heard on KXL, Portland, lining up with Dick White, fiddle; Don Bean, accordion; Tex Turner, guitar, and Lee Drake, take-off guitar, plus the leader's fiddle. . . . The Western Stars are heard daily over KWJJ, Portland.

The Western Kings, with Cleo Anderson, accordion, Sammy White, vocalist, plus bass and guitar, are heard over KVAN, Vancouver, Wash. . . . Bill Boyd, the Cowboy Rambler, reports that his group now includes Jim Boyd, electric guitar and bass; Jake Wright, guitar; Bill Osborne, steel guitar; Fred Casares, violin; Clyde Boyd, guitar, and the leader's guitar.

Kenny Roberts, who switched from WOWO, Fort Wayne, to KMOX, St. Louis, early last fall, reports that he starts on the *Brush Creek Follies* on KMOX, February 28. Kenny cut some of his yodeling specialties for Vitacoustic before the ban, including his own *Galloping Yodel*.

Sam DeVincent, manager and part of Nancy Lee and the Hilltoppers, Indiana folk music group, reports that he wishes to contact collectors of musical Americana, with emphasis on folk music folios and early Ameri-

## Ala. Town To Make No Change in Jukes

TROY, Ala., Feb. 28.—The Troy City Council has decided to make no immediate changes in the municipal law regulating juke boxes.

C. V. Stevens, local distributor for music machines, had requested the changes after the Alabama Alcoholic Beverage Control Board ruling allowing music machines in beer places. Licensees must comply with municipal laws in installing the machines.

Troy's present ordinance permits juke boxes in any establishment, provided they do not play louder than the normal talking voice.

can sheet music. Sam and the group are set for a series of Indiana club dates during the next two months.

The Hoosier Hot Shots are currently at the State-Lake Theater, Chicago. . . . Patsy Montana has just returned to Chicago after a tour of the East, which included p.a.'s in Philadelphia over the *Hayloft Hoedown*, and in Lancaster and Berwick, Pa. . . . Honey and Sonny, the Davis Twins, with Sleepy Jeffers and Little Willie, have joined WPDX, Clarksburg, W. Va., moving from a former job at WWVA, Wheeling.

### Red River Dave

Red River Dave, of WOAI, San Antonio, reports that the first of a series of three-reel musicals he made with the Texas Topphands has been released. His latest platter on Continental label is *Bottle Talk*. . . . Eddie Kirk is currently working at KXLA, Los Angeles, in addition to heading his own Western unit Friday nights at the VFW Hall, Long Beach, plus appearing with Cliffie Stone's *Barn Dance* at Placentia (Calif.) Legion Hall. . . . Irv Siegal is now airing over KNEB, Scottsbluff, Neb.

Tex Grooms and His Western swing band, of KFEQ, St. Joe, Mo., are doing the Friday night dates at the Frog Hop Ballroom, St. Joe, making it the first music aggregation to work there steadily. Bobby Cook and His Texas Saddle Pals are doing their show over KFEQ, also.

Charlie Monore and His Kentucky Partners are heard daily from WVOK, Birmingham. . . . Recently folk talent has been getting plenty of booking in Birmingham, with Cecil Campbell and His Tennessee Ramblers at the Temple Theater, Polly Jenkins and Her Plow Pals with Uncle Dan and Texas Rose at the Birmingham Theater.

Bob Autry and His Oklahoma Ramblers are now broadcasting over WPPD, Hamilton, O. With the group are Ted Newton, bass; Lew Castell, guitar; plus the Kentucky Plowboy, banjo.

Jody Carver, steel guitarist, has joined his dad, Zeb Carver, and the Eagle Pass Rangers, along with Honest John Newton, Joe McConkey and Ritchie. Unit bows on WSLB, Ogdensburg, N. Y., and current plans call for the staging of Saturday night barn dances and Sunday matinee and night shows.



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## New York:

With warmer weather and a holiday last week, most arcades noted an increase in business. Washington's birthday attracted the largest crowd of the year to Atlantic City, with most Boardwalk hotels filled to capacity before Saturday evening (21). Most of the arcades on the Boardwalk opened their doors, but a sudden snow put a crimp in biz in other parts of Atlantic City.

Bill Doherty, William J. Doherty & Company, has returned from a Western trip on which he plugged use of Robco meters with automatic self-service laundries. Doherty recently set up headquarters here as supplier of parts for commercial washing machines. . . . Al Cohen, Asco Vending Machine Exchange, Newark, N. J., reported to be busy on a new vender.

Joe Young and Dan Kipnis, of Young Distributing Company, Wurlitzer outlet, spoke to operators assembled at the meeting of the Automatic Music Operators' Association (AMOA) Tuesday night (24). Joe and Dan invited the ops to visit the Young offices on 43d Street to look over new Wurlitzer equipment.

Herman L. Heide, president of Henry Heide, Inc., candy manufacturers, reports that the firm's board of directors has elected three new vice-presidents. Rudolph J. Kanter is the new Heide executive in charge of purchasing, with Walter P. Keefe now top man in sales, and Henry E. Jaeger chief of plant and production.

Herman Cohen, sales representative of Rake Coin Machine Exchange, Philadelphia, is calling on coinmen in Eastern Pennsylvania and Maryland. Joe Rake is expected back from Florida this week. Meanwhile, Joe's son, Nat, has completed a biz trip to Chicago. . . . Joe Hahnan, of Gordon Amusement, off to Florida last week.

Ed Ravreby, of Associated Amusements, Inc., Boston, reports that his firm completed its move to new quarters at 204 Brighton Avenue March 1. . . . Nick Kapell, game machine operator, is now in Chicago talking over an idea of his with several coin machine manufacturers.

Edward Pinsky is the new sales manager of Raymond Rosen & Company in charge of RCA Victor record sales in Eastern Pennsylvania, Southern New Jersey and Delaware. Ed has been with the Philadelphia wholesale distributing firm since 1928, when he joined the organization as office boy. . . . Ruth Nussbaum, AMOA secretary, away from her desk last week with a bad cold.

H. F. (Denny) Dennison, president of the Videograph Corporation, is away on a Midwest selling trip. Denny's itinerary last week included the Ohio cities of Canton, Toledo, Cleveland and Youngstown. . . . Ed George, Akron operator, was a visitor in coin machine circles last week.

James DeAngelis and Gene Allegrucci, principals of Lackawanna Television Company, Scranton, Pa., in town on a buying trip last week. They report that the music operating business in Scranton should pick up soon with completion of several new factories. But their main interest right now is coin-operated television. With a new tele transmitter skedded for early operation in nearby Wilkes-Barre, they plan to be the first ops in Scranton with coin-operated receivers on location.

F. McKim Smith, president of the National Association of Automatic Machine Owners, returned from Florida last week. . . . Sidney Goldstein, game machine operator before the war, is reported to be operating now in the Boston area. . . . Robert Youngman, Tampa music operator, writes that he (See New York on page 119)

## COINMEN YOU KNOW

## Indianapolis:

Wallace Heimberger has joined the Southern Automatic Music Company as a sound technician. Before taking up his duties, he will spend two weeks at the Chicago plant of the Seeburg Manufacturing Company. James Vize, of the service department, will also attend the two-week classes, and Al Bland, of the service department, who has completed his schooling, will return to the local branch Saturday (28).

William Bolles, advertising manager, Packard Manufacturing Company, and Earl Hess, of the sales department, visited operators in Ohio and Eastern Indiana during the week. Mr. and Mrs. Harry H. Sohn have announced the engagement of their daughter, Nancy Elizabeth, to Thomas Charles Capehart, son of Mr. and Mrs. Homer E. Capehart, of the Packard Manufacturing Company. Young Capehart will be graduated in June from Purdue University, where he is majoring in electrical engineering. The wedding will take place in June.

Indianapolis is attempting to collect at least \$2 in license fees from the pinball machines now operating locally. The question of whether the city can levy the fee on the machines depends on the legal opinion to be handed down by Edward H. Knight, corporation counsel. Licenses for the machines have not yet been issued by the city controller. . . . Coin row visitors included George Morgan, Peru; Loyd Anderson, Automatic Distributing Company, Terre Haute; Charles Baker, Wabash Distributing Company, Clinton, and Tom Burch, Muncie.

## Buffalo:

Coin machine operators report the cold wave and gas shortage have hurt locations. Nonetheless, operators are active in consolidating and enlarging routes and are adding new equipment. . . . Louis Frank, Leroy Amusement Company, who operates about 80 pieces around Leroy, N. Y., lost a juke during a fire in the Leroy Moose Club. . . . Ange Marino, Niagara Falls operator, was shopping on coin row.

Enjoying themselves at Niagara Midland's cocktail party for singer Frankie Laine were Harry Winfield and Tom Steddeford, J. H. Winfield & Co.; Vincent McCabe and Bob Baer, Redd Distributing Co.; Carl Luhman; Ben Kulick, Mills Amusement Co.; Mike McGrath, Empire Vending Co., and Murray Siedman, Capitol Records Distributing Corp. Joe Molien, head of Niagara Midland, was busy with Laine's promotion, and kept it up with Vic Damone. Both artists appeared at the Town Casino and boosted their disk sales via personal appearances. Molien just returned from New York where he conferred with E. R. Lewis and Salvatore (Toots) Camaratta, of the British recording firm making American London disks. Molien is a record distributor for parts of New York State.

Operator Jack Driscoll, Avon, N. Y., has announced arrival of son, Patrick Henry, his fourth child. . . . Seen on coin row was music operator Paul Peacock; also Si Stephens, an old-timer in the business. Stephens operates 80 music machines and pin games and has all new equipment. He employs an office girl and two servicemen. He got into coin biz about eight years ago after manufacturing potato chips and running a restaurant. . . . Music man Murray Siedman has been busy promoting Stan Kenton. He recently went to Syracuse for Kenton's appearance at Lincoln Auditorium which drew a full house. Operators here report Peggy Lee's *Manana* a hot follow-up for *Golden Earrings*.

## Detroit:

Henry C. Lemke, of Lemke Coin Machine Company, is entering Henry Ford Hospital for a general check-up. . . . Joseph J. Schermack, veteran stamp vender manufacturer, is turning practically his entire output now over to drugstore outlets. . . . Zane S. Went, a newcomer to the coin machine business, has bought out the half interest of Victor L. Kotwicki in the Mutual Music Company, East Side juke box operators. Partner Vincent P. Fisher retains his original interest. Headquarters have been moved from Mack Avenue to Went's own place at 5761 Grandy Avenue.

Donald E. Liss is establishing the Donel Vending Service on the East Side. . . . Peter Athens, of the Athens Music Company, who is on the lookout for some unusual records for his locations, reports business definitely on the upturn.

Gunnar Gabrielson, sales representative for Seeburg in Michigan, Ohio and Western Pennsylvania, spent the past week in Detroit visiting with operators and discussing current problems in the face of reduced play. He reports that operators using an adequate remote and scientific sound distribution system were able to "hold the line" on grosses, according to Glenn Payne, of Atlas Music Company.

## Los Angeles:

Al Silberman, sales manager of Adams-Fairfax Company, making another tour of the country. . . . C. A. Robinson is off to the Windy City on business for the C. A. Robinson Company which he heads. . . . Visitor in town is Earl Everette, of the Seattle Coin Distributing Company, who also heads Shine Distributing Company, Los Angeles. Headquarters of the firm are in Seattle. Both firms are distributors for Douglass automatic shoeshine machine in their respective areas. . . . Lew Feldman, Acme Vending Machine Company, has added the Bantam Tray bulk vender to his line of venders.

Bob Fletcher, sales and general manager of Ace Shoe Shine Machine Company, in town to iron out details of manufacture with Electrical Products Corporation, which will make the Ace machine. . . . Leonard Baskfield due back to confer with Ray Powers, Southern California manager of the E. T. Mape Distributing Company. Baskfield is general manager of the firm. . . . Leon (Hi-Ho) Silver, San Francisco, recently appointed exclusive California distributor of Bantam Tray bulk vender. . . . Stan Rouso, Stoner Manufacturing Corporation, Aurora, Ill., calling on ops in the area. . . . Bob Bell, Automatic Enterprises, still recuperating from a recent illness. His partner, R. E. Smith, is operating the business in his absence.

Lots of interest is being shown by ops in the new variety vender, designed and manufactured by Automatic Machines, Inc., a firm headed by Walter Gerke. . . . Walter Tedding, operator from Milwaukee, visiting his friend, Bill Happel, Badger Sales, before returning home via Seattle. . . . J. R. Giesler, head of J. R. Giesler & Associates, making ready for a flying trip to Gotham in the interest of the Landis hot popcorn vender, the Aristocrat. . . . Recent visitors at Badger Sales Company included L. G. Wagner and Charles Dewitt, San Bernardino; Robert Boyd, San Diego; S. J. Burris, Montebello; Johnny Hawley, Inglewood, and W. E. Mason, Reseda.

## Chicago:

Tom Viviano, Forest Park Music Company, returned Sunday (22) from a California vacation. Tom spent most of the time in Hollywood. . . . Floyd Pedone, Little Amusement, is sporting a new service truck. Operating both a juke box route and a retail record store, his dealings in disks are quite comprehensive; he reports that today's wax is drawing top business over the retail counter and steady coin play on the jukes.

Atlas Novelty Company's Harold Schwartz was confined to his home last week. Joe Kline is preparing to take off Monday (1) on a 10-day trip thru Illinois. . . . Bob Gnarro, ABC Music Service, reports the cutting down in live entertainment being done by many of the larger taverns to reduce overhead is acting as a boost for juke play. Where before many spots had entertainment thru the week, they now feature combos on week-ends. Because over-all tavern business is down, however, juke play in tap locations generally is not spinning at too high a level. New addition to the ABC staff is Alma Linden, the charming new bookkeeper and accountant who joined the firm last week.

Monarch Coin Machine Exchange welcomed a parade of callers during the past week, among whom were Doc Howington, Freeport, and John Kegg, Waukegan, Ill.; Bob McLean, Kenosha, Wis., and coinman (to be) Galvoich from Alabama. Clayton Nemeroff is loud in his praise of Carl Huppert's supervision of the new bell division. Repeat orders are still proving a good proportion of the total business of this department. Foreign shipments are now en route to France, Clayton states; latest is heading for Marseille. Monarch bookkeeper Ruth Slutsky is in Los Angeles for three weeks.

Mike Spagnola, Automatic Distributing Company, continues to be an exponent of good news on the juke box front. Says play and movement of equipment is perking up these days. Vincent Salvo and Frank Zito, Springfield, Ill., music operators were in last week. Zito is the boy who took over Frank Ballog's Ballog Amusements in Springfield about two weeks back. Firm is now called Modern Distributing Company.

Edward Hanson, vice-president of Grotechen Tool & Manufacturing Company, reports that the firm's Camera Chief counter game is going into quantity production this week. Numbers of the new games were placed on test locations in Chicago to determine their mechanical stamina and earning power. School stores and confectionery locations are high play spots for the new unit, he states. According to Hanson, the Camera Chief will be made in greater numbers than firm's Imp game of some years back.

J. T. Williams, who handles sales of Kwik-Kafe hot coffee venders in the Chicago area, reports that there are now five operators in this area. He claims that there will be a maximum of 10 routes here, which will give the operators who helped with the original spade work a chance to develop a really healthy business. One of the best spots for coffee venders on the South Side here is a theater. This is also the only location that is charging a dime for coffee. Williams claims that every time the coffee vender is put on location near food venders—such as doughnut machines and biscuit venders—both the food venders and the coffee machines enjoy an upsurge in business.

Fred Mann, Aireon's regional manager in the Midwest, spent a few days here early this week before resuming his travels. Fred left Wednesday morning (25) for Milwaukee and was scheduled to continue on to Minneapolis, St. Paul, Detroit, Cleveland (See Chicago on page 118)

**Twin Cities:**

Success of flipper games has brought a suggestion from Hy Greenstein, of Hy-G Music Company. Hy noted that players must use both hands in operating flipper games and that as a result smokers have damaged cabinets by placing burning fags on side rails. "Why not install cigarette holders on rails to protect the equipment?" he asks.

A meeting of the South Dakota Phonograph Operators' Association has been set for March 7-9 at Huron, with owners of Cub Products Company there planning to play hosts to coinmen. Twin City distributors have been invited. . . . North Dakota operators report music play off but that pinball games are doing well. . . . Robert-Lawrence Electronics Corporation, Minneapolis, reports its coin-operated radio, Ro-La, has been well received.

Bush Distributing Company played host to coinmen at the showing of Aireon's Coronet 400 juke box Saturday and Sunday (21 and 22) at its Minneapolis headquarters. Rudy Greenbaum, Aireon vice-president and general sales manager, came from Kansas City, Kan., to aid Ted Bush and Oscar Truppman in introducing the model. . . . Truppman, fighting a cold he picked up in Kansas City, is back from a two-week motor trip to California. He returned in time to find that Chicago Coin's flipper game, Catalina, has been doing well.

Van Middlemas, coinman of Bismarck, N. D., found he can't stay out of the business. Some months ago he sold his holdings to a son-in-law, Bob Westrum. But Van has notified Twin City jobbers he is a coinman once more—specializing in scales, only, however. . . . Herman Paster, head of Paster Distributing Company, Wurlitzer jobber, has been at his St. Paul desk for several days after returning from Miami where he took his family for the rest of the winter. After completing some business here, Paster intends to return there.

Hy Greenstein, of Hy-G Music Company, played host to about a dozen Twin Cities coinmen Friday (20) at a luncheon of the Standard Club, Minneapolis, for the purpose of letting them hear a first-hand report of conditions in Greece from Virginia Tsouderous, daughter of the Greek prime minister. Nick Karusis, of JAK Sales Company, was on hand to learn about his former homeland. Al Lieberman and Wyman Dieg, of Hy-G Music, are back from Chicago where they took top honors in the two-week Seeburg school. Emil Zellmer and Walter Jones, Hy-G staffers, left Sunday (22) to take the course.

E. E. Mansfield, Wurlitzer factory engineer, North Tonawanda, N. Y., spent several days at the office of Paster Distributing Company. . . . Coinmen in the Twin Cities the past few days buying equipment included Mr. and Mrs. Bob Westrum, Bismarck, N. D.; Frank Kummer, Spring Valley, Minn.; Harry Galep, Menominee, Wis.; Bob Aherin, LaMoure, N. D.; John Barrows, Merrill, Wis.; Lawrence and Dan Sieg, Augusta, Wis.; Ray Kohnen and son, Don, Winona, Minn.; Lyle Kesting and his wife, Appleton, Minn., and August Streyle, Hazelton, N. D.

Henry L. Lichtiz, veteran tobacco jobbing official, who recently joined Nathanson Cigar & Tobacco Company, Minneapolis, after relinquishing his holdings in Perfection Sales Company, died last week in his suite at the Maryland Hotel. Lichtiz was 63 years old. . . . Gene Daoust, salesman for E. B. Crabtree Company, Minneapolis tobacco-candy-cigarette jobbers, is the father of a boy. . . . Sol Sachs, owner of Perfection Sales and Sachs Nut & Shelling Company, Minneapolis, has returned from a business trip to New York and other Eastern points. . . . Ben Simmons, Chicago jobber, called on the trade recently.

**New Orleans:**

Tom Vaughn, regional vice-chairman of National Automatic Merchandising Association (NAMA) Southwest region, reports that he has been appointed chairman of the program committee for the 1949 NAMA national convention by E. F. Pierson, president. . . . Jack Gordon, of Rowe Manufacturing Company, was a recent visitor to the city. . . . According to reports, about 50 per cent of all cigarette machines in New Orleans have been replaced with new models. The two major cigarette operators here have close to 2,000 machines out.

Coinman Joe Greco is said to have a candidate for the Kentucky Derby in his horse, Sargeant Joe. Greco says he has turned down a \$100,000 offer for the colt. . . . Jimmy Tallon says he had a rough football season. . . . Louis Boasberg, who is considered a pretty good handball player, has finally admitted he was beaten at the game while a guest at the Tower Club in Chicago during the CMI show. . . . Aruns Callery, partner and auditor at New Orleans Novelty, is blaming the cold weather for putting the jinx on his golf games.

Flipper action pinball has won the column comments of a local scribbler. . . . Hilliard Bach and Abe Zion have been working the past six months at the Penny Arcade on a Lord's Prayer machine. They claim it is ready for operation. When a penny and a dime are inserted, the Lord's Prayer is printed on the penny. Bach says he saw a similar machine in an arcade in New York and made up his mind to build one.

Music Sales Company is in full swing in its new quarters on Baronne Street. There is a mezzanine for record sales and first floor is devoted to distribution of pinballs and pinball parts. Ed Roberson, manager, reports the addition of a new secretary, Claire Schwegman. Buster Williams, owner, came into town from Memphis. . . . Tac Elms, with business normally quiet for this season, is finding time to enjoy the races.

Work has started on New Orleans Novelty Company's new showroom. (See New Orleans on page 119)

**Philadelphia:**

Installation of Coca-Cola vending machines at the six Warner Bros. theaters in Wilmington, Del., has been completed by the Berlo Vending Company here. . . . Walt Maquire, disk jockey at WNAR, Norristown, Pa., has joined the Kayler Record Distributing Company, handling the Musicraft, Banner, London and other record labels, for special promotional work, including music operators' contacts.

Charles Goldfine, local theater owner, has entered the popcorn and candy machine business. . . . Twenty years ago, on leap-year day, Eddie Pinsky became an office boy at Raymond Rosen & Company, local Victor record distributor, and this week he was promoted to the position of record sales manager for the company.

**Cincinnati:**

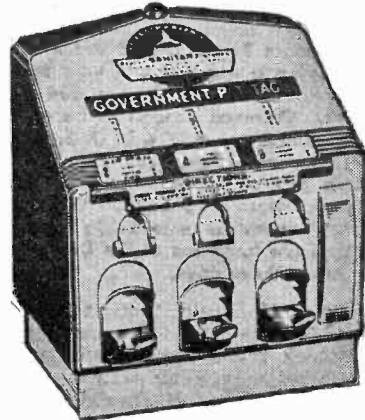
Frank Michael, of River View Lane, had his membership application for the Cincinnati Automatic Phonograph Owners' Association (CAPOA) approved at the Tuesday (24) meeting of the association. . . . CAPOA's secretary-treasurer, Charles Kanter, has been called to Miami for the second time within two weeks due to the serious illness of his mother. . . . Harry Hester is back from attending the Golden Gloves boxing tournament in Chicago.

Executive board members of CAPOA met in the association offices last week for a regular meeting. Those attending included Sam Chester, Phil Ostand, Ray Bigner, John Nicholas and William Harris.

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DAVAL'S NEW 1948 POSTMASTER STAMP VENDER



- New, Modern Triple Unit!
- Instantly Adjustable to Vend 2, 3, 4 or 5 Stamps!
- Largest Capacity of Stamps!
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The POSTMASTER is the first revolutionary stamp vender improvement to be offered in many years! It is the only triple unit postage stamp vender and the only roll machine that is instantly adjustable on location to vend 2, 3, 4 or 5 stamps per sale. Has a capacity of 3,000 stamps. Suitable for large or small scale operating in a most staple and profitable merchandise vending field.



★ Write today for descriptive bulletin giving complete information and prices.

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GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

GOOD PAYING - WELL ESTABLISHED ROUTE FOR SALE

In best territory on West Coast, San Francisco Bay region. Wired Music—40 units—50 Automatic Phonographs—Pin Balls, Consoles, etc. A very nice operation. Will stand rigid investigation. Plenty of room for expansion. Trade snow for sunshine.

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Cincinnati 22, O.

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A-1 RECONDITIONED PHONOGRAPHS

	Each		Each
3 A.M.I. Top Filtes	\$ 49.50	1 Seeburg Colonel, Remote	\$185.00
3 A.M.I. Streamliners	49.50	1 Seeburg Crown	95.00
3 Aireon	225.00	1 Seeburg Plaza	110.00
2 Mills Studio	39.50	1 Seeburg Victory	95.00
2 Late Packard Hideaway	200.00	3 Seeburg 8200	175.00
1 Playmaster and Spectravox	150.00	Seeburg 8200 (Cut Down and Repainted)	225.00
1 Rock-Ola 20 Aristocrat Cabinet	75.00	4 Wurlitzer 61 Counter Model	89.50
5 Rock-Ola Commando	95.00	2 Wurlitzer 81 Counter Model	100.00
2 Rock-Ola Counter Model (Repainted)	125.00	2 Wurlitzer 312	42.50
10 Rock-Ola DeLuxe	110.00	4 Wurlitzer 412	49.50
1 Rock-Ola Imperial 20	85.00	3 Wurlitzer 500	100.00
3 Rock-Ola Master	125.50	1 Wurlitzer 600 R Victory	99.00
3 Rock-Ola Rhythm King	39.50	10 Wurlitzer 800	225.00
2 Rock-Ola 16-Record	60.00	1 Wurlitzer 850	250.00
3 Rock-Ola Playmaster	115.00	2 Wurlitzer 24 A	75.00
3 Rock-Ola Standard	110.00	4 Wurlitzer Victory 24	79.50
7 Rock-Ola Super	115.00	2 Wurlitzer Victory 16	89.50
4 #2 Rock-Ola 12-Record	45.00	3 Wurlitzer Victory 600 K	105.00
11 Rock-Ola 48	325.00		
10 Rock-Ola 47 (Used)	425.00		
7 Rock-Ola 47 (New In Crates)	Write		
1 Seeburg Colonel, Remote	195.00		

All the Above Phonographs Will Be Painted Newly If Necessary at the Prices Quoted Above With "Ideal" Deluxe Paint Jobs Terms: 1/3 Deposit, Balance C. O. D.



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Coming Soon—The Most Outstanding Base Ball Machine. Just in Time for the Season.

#### EVANS BAT-A-SCORE

Now we are proud to be able to deliver two of the best games of the year—Chicago Coin CATALINA Exhibit BUILD UP

Still delivering Bally MELODY and Williams STORMY

Another big surprise for you. It's the ACE SHOE SHINE MACHINE It's on its way. Watch for it. Will be sold on exclusive franchise only—be first in your territory.

Don't pass these bargains up 8 only, brand new, in original cartons DAVAL'S SKILL THRILL All 8. \$200.00

One of each, brand new, in original cartons: DAVAL'S OOMPH, HI HAND, MEXICAN BASE BALL, all three, \$75.00

One floor sample, BAT-A-BALL, large deluxe, \$75.00

100 TROJAN DEODORIZERS With Blocks, brand new, never used, all, \$250.00, List, \$5.50 without Blocks.

#### MUSIC

16 ROCK-OLA DIAL WALL BOXES 5-wire. @ \$3.50—All for \$48.00

### Williamsport Amusement Company

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#### SPECIAL PHONOGRAPHS

Packard Model 7 ..... WRITE Wur. Model 1015 and 1080....\$495.00

MAKE US YOUR BEST OFFER ON THE FOLLOWING:

#### All Very Clean Machines

Wur. Models 850, 800, 750, 600, 616, 500 and 24.

Rock-Ola Models, 1946, Standard, Deluxe Commandos.

Seeburg Hitones, Envoys, Majors, Vogues and Classics.

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SEND LIST & LOWEST PRICES HUB DISTRIBUTING COMPANY

632 Tenth Ave., cor. 45th St. New York 19, N. Y. Circle 6-9570

#### 5 BALL PIN GAMES, \$22.50, OR 3 FOR \$60.00

Grand Canyon, Arizona, Velvet, 1940 Home Run, Gott, Shangri-La, Ill. Dive, Keep Flying, Liberty, Big Parade, Stage Door Canteen, Sky Chief, Santa Fe, 4 Aces, Yankee Doodle, Pin-Up Girl.

WICHITA COIN MACHINE CO.

1008 S. Washington Wichita 9, Kan.

# COINMEN YOU KNOW

#### Chicago:

(Continued from page 116)

and Pittsburgh before returning home. Harry LeVine, Biltmore Distributing Company, Aireon distributor here, reports the Coronet 400 is moving fast in this area, and that initial installations have been most successful.

Clarence Bayne, United States Vending, is on a trip that will take him to Cleveland, Albany, Boston and New York. Clarence expects to be on the road about two weeks. B. O. Springer, of the same firm, was also out of town this week, covering Detroit, Indianapolis and St. Louis. With their candy machines now being shipped, things are humming at the USV headquarters these days.

Joseph N. Gould, foreign representative for the Filben Corporation, left this week for a three-week jaunt to Honolulu, where he will appoint a distributor for the Hawaiian territory. Gould is reportedly a member of the board of directors of the Exchange National Bank. William Rabbin, president of the Filben Corporation and sales manager of National Filben, was saddened this week by the passing of his mother-in-law, Mrs. Anna Rice.

AMI reports that John Haddock, president, is back at his office after a three weeks' business trip to the West Coast. During that time he appointed the Jack R. Moore Company distributor in Oregon, Washington and Northern California. Lindy Force, AMI's general sales manager, also reports that Musical Sales, headed by R. E. Padfield, is the distributor in Kansas and Nebraska and parts of Iowa and Missouri. Firm has offices in Kansas City, Mo., and Omaha.

Ted Rubenstein and D. A. Wallach, Marvel Manufacturing's president and sales manager, respectively, think their new "plus-four" coin chute will revolutionize the amusement play picture. New idea by Marvel permits player to play one to four nickels at a time and gives the player a chance to win extra replays depending on how many nickels are played at one time. A player who inserts four nickels can win up to 49 replays on one game. Both Rubenstein and Wallach say that play improves up to 25 per cent with the "plus-four" coin chute.

Ken Wilson, partner with Howard Pretzel in Commodity Venders, and "Pop" Corn Sez of Chicago, reports that the popcorn trade is going along on an even keel despite the Lenten season. Ken, who knows the arcade business inside and out, says that the recent mild weather here has given a touch of nostalgia for a walk along the midway.

Lyn Durant and Bill DeSelm, sales manager of United Manufacturing Company, were hard at work this week preparing for the introduction of their new game, Manhattan, next week. Max Rosenbaum, United Beverage Company, is still in Florida, but is expected back next week-end, according to brother Paul. Barbara Humphreys, CMI's new publicity gal, spent some time this week with the manufacturers getting acquainted with their products.

Gil Kitt, Empire Coin Machine Exchange, has written a song which he calls *Is It Too Late?* Gil says the tune is not published as yet, but several publishers are interested. Empire has been a busy spot these days, reports Howie Freyer, who also announced the addition of Dorothy Wickstrum to the staff.

Col. Rohland Isker, head of Vending Service, Inc., is out of town on business. He has a large candy operation

at Great Lakes, Ill., naval training station and a smaller one at the Glenview, Ill., naval air station. Ray Moloney, chairman of CMI's cancer fund drive, proved a pleasing radio personality during his *On the Century* interview by Bob Elson, the sportscaster. Moloney explained that more than 9,000 coinmen were responsible for the big \$250,000 check contributed for the advancement of cancer research.

Exhibit Supply announced its "flipper kit" last week. Firm believes that the kit will go a long way toward helping Exhibit operators get some extra returns out of older games. John Christ, Exhibit vice-president, is recuperating at home from an illness believed to be of the virus type. He is expected back at his office in a short time. One local daily came out with a big spread on the recent growth of television and also delved into the immediate future of the trade.

John Neise, O. D. Jennings sales manager, left Friday (27) for a quick trip to Harrisburg, Pa., where he attended a two-day showing for operators at the headquarters of Sam Spurrier. John reports his new son has been named Richard Arthur.

Nate Gottlieb, of D. Gottlieb & Company, is suffering from a laryngitis attack, the remaining on the job. He says he developed the condition by handling so many inquiries on Lady Robin Hood, the firm's new flipper bumper game. Nate also reports that Dave Gottlieb is enjoying the Florida sun.

R. L. Budde, ABT Corporation's assistant to the president, left Friday (27) for Miami via plane. He will return Tuesday (2). During the trip he plans to sandwich in a day of fishing off the Florida coast. Firm reports considerable interest in its packaged coin unit, suitable for most any machine adaptable for coin operation.

Coin Amusement Games is enjoying heavy response to its latest gun conversions, Lester Ginardi reports. Charlie Schutz, who with his brother, Bernie, heads the firm, made a parts buying trip during the week. Col. Ed Ross, of Ald, Inc., national distributor for Laundromats, left for Los Angeles where he will spend a week on business, returning March 8 to his Chicago office.

Buckley Manufacturing Company's attractive addition to its office staff is Virginia Mylazzo. Jerry Haley, Buckley sales manager, is back on the job after battling a minor illness for more than a week. Nils G. Peterson, sales representative in Pennsylvania, left this week for an extended swing thru his territory in the interests of the Buckley line. Coinman Kramer, who heads the Kramer Phonograph Company, Gary, Ind., was in for a parts buying visit.

Alan Shepard, head of Alan Shepard & Sons, Inc., plans to merchandise his line of ties thru coin machine channels. He says coinmen serve as one of the best outlets for any worthy product. Shepard expects to be working on a nationwide basis in the near future.

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State condition, quantity, best price.

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### USED MUSIC VALUES!

Wurlitzer 950 E	\$199.50
Wurlitzer 500	119.50
Wurlitzer 24A	99.50
Wurlitzer 616	39.50
Wurlitzer 600 K Victory	109.50
Wurlitzer 600 R Victory	99.50
Rock-Ola 1422 (Like New)	389.50
Rock-Ola Standard	129.50
Rock-Ola 1941 Playmaster converted for 30-Wire Boxes	119.50
Rock-Ola Monarch	39.50
Seeburg Major-Remote	139.50
Seeburg Wireless 5¢ Wall Boxes	19.50
Mills Throne	59.50
Mills Empress	89.50
AMI Singing Tower	79.50
1946 Aireon (Like New)	175.00

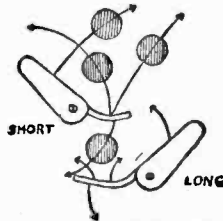
**SPECIAL!**  
1946 ROCK-OLA ..... \$375.00  
Completely Reconditioned and Refinished.

1/3 Deposit With Order, Balance C. O. D.

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1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

### BUY YOUR "PIGGY FLIPPERS" FROM US



Pigtails can be adjusted or removed. They are chrome plated and will fit any flipper game. Price 15¢ each, sold only in lots of 10 or more.

For non-flipper games we have a set of six flipper bumpers, bearings, rods, wire, bakelite control buttons, instructions, etc. Price \$9.50. Immediate delivery.

If not satisfactory money will be refunded.

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COVINGTON, TENN. PHONE 511

### Reconditioned Consoles

1/3 down, balance C. O. D. or sight draft.

- BALLY DELUXE DRAW BALLS: Ea. \$275.00
- BALLY HIGH HANDS, COMB. F. P. or CASH. Ea. 40.00
- PACE'S REELS, COMB. F. P. or CASH. Ea. 40.00
- KEENEY SUPER BONUS TWIN, 5 and 5 or 5 and 25. Ea. 500.00
- KEENEY SUPER BONUS, 5c. Ea. 300.00
- KEENEY SUPER BELL, CASH or F. P. Ea. 40.00
- KEENEY SUPER BELL, CHECKS or CASH, 5-5-5-5. Ea. 100.00

### FORT PITT MUSIC CO.

17 E. S. Diamond St., N. S., Pittsburgh, Pa. Cedar 2440

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See the New 1948 Filben Phonograph Line and Save the Difference . . .

- Like \$ in Bank.
- New Filben Stowaway and Cabinet \$723.00
- New Filben Mirrocle Cabinet . . . 325.00
- New Filben Hideaway . . . 398.00
- New Filben Complete Cabinet Phono. 595.00
- New Filben Tier Drop Speaker . . . 15.95
- Any New 5 Ball in Stock . . . Write
- 200 Late 5 Balls in Stock, Lowest Mk. Pr. . . . . Write
- 50 Used Bang-a-Fifty Bowling Games, A-1 . . . . . 200.00
- Bang-a-Fifty Bowling Games, in Original Crates . . . . . 375.00

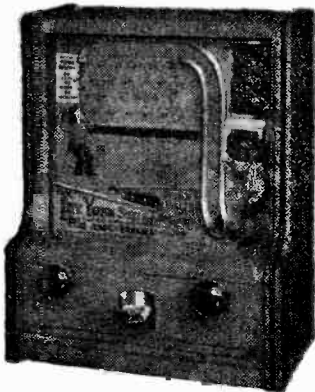
Write—Wire—Phone 1/3 down with order!

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KICKER and CATCHER

NEW FLASH — NEW BEAUTY NEW SCORING ARRANGEMENT



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls \$37.50 F. O. B. For One Cent CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money Back If Not Satisfied. . . You Keep Receipt!

BAKER NOVELTY CO.

Headquarters for Slot Machines and Bakers Pacers 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

CONSOLES

QUALITY GUARANTEED

- DRAW BELLS \$239.50
DRAW BELLS—Red Buffons 259.50
5c BONUS SUPER BELLS 335.00
5c-25c BONUS SUPER BELLS 575.00
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New York:

(Continued from page 116)

will be visiting New York coinmen soon.

Nash Gordon, office manager of Associated Amusement Machine Operators of New York (AAMONY), reports that the game operator group has more than doubled its membership since January 1. Latest count shows 156 ops signed. . . Stephen J. Maroney, Washington coinman, is preparing to return from Fort Lauderdale, Fla.

Wally Merila is no longer with Nat Cohn's Modern Music Sales. Nat now is looking for someone to take charge of his "showroom on wheels," the truck filled with coin equipment with which Wally was to cover up-State territories. . . Sam Sacks, of Acme Sales, was the recipient last week of his first showroom model of the Ace Shoe Shine machine.

Lou Brown, president of Coradio, Inc., reports that the coin radio business is once again on the upswing after several slow mid-winter months. . . With Albert I. Gorner, public relations director, presiding, the meeting of the Coin Metered Washing Machine Operators' Association, Wednesday (25), devoted most of its agenda to furthering plans for the group's second annual dinner-dance, scheduled for April 10.

John McNulty, PM humorist, came up with a switch this week. He suggests that, with the local racing season almost upon us, the State and city of New York install "juke-box mutuels" in taverns. Combined with television, patrons of the coin-operated dream devices could place their bets automatically, with the machines dispensing receipts, and then watch the races over the tele screen.

New Orleans:

(Continued from page 117)

The entire office on Magazine Street is being renovated. While the four-story building is said to be too small for the firm's needs, the central location makes up for lack of size. Firm has recently rented two warehouses in the immediate vicinity.

Jules and Boe Bihari, of Modern Records, Hollywood, spent the week of Mardi Gras in New Orleans. . . Among recent out-of-town visitors were Guy Slay, Slay Music Company, and Woodrow Gimmell of G. & S. Novelty, both of Hattiesburg, Miss.

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1 Wurlitzer 61 48.50
1 Wurlitzer 71 & Stand 119.50
2 Ten Strikes, H. D. 29.50 Ea.
3 Williams All Stars (Late) 274.50 Ea.
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1 Chico Hockey 29.50
5 Brand New American Scales 119.50 Ea.
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# Record Reviews

(Continued from page 31)

**RATINGS**  
(100 Point Maximum)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

**CLASSICAL & SEMI-CLASSICAL**

<b>OSCAR LEVANT</b> (Columbia Concert Ork. Lou Bring, Dir.)	90	90	90	90
<i>Khachaturian: Gayne Ballet Suite-Sabre Dance</i> (Columbia 17521-D) (10")				
Levant was touting the "Gayne Suite" long before wide public interest was souped up. This is bound to be a peak seller, even in pop class.				
<i>Khachaturian: Gayne Ballet Suite-Lullaby</i>	80	80	80	NS
More good Levant from quieter portion of Gayne Suite.				
<b>MAHATMA GANDHI</b> (Columbia 17523-D)	70	NS	70	NS
<i>His Spiritual Message, Parts 1 and 2</i> (10")				
Pointless to review as an ordinary record, this can only be evaluated for "market." Gandhi's death may awaken interest in a moral message recorded years back at a fabulous fee. Schools, libraries, etc., surely will want to buy this.				

**HOT JAZZ**

<b>HAZEL SCOTT</b> (Columbia 37998)	72	72	68	75
<i>Mary Lou</i>				
Fleet piano work on reviewed standard. Instrumental.				
<i>Dancing on the Ceiling</i> (Hazel Scott)	59	60	55	63
Rodgers and Hart oldie. Delicate execution, but tempo drags.				
<b>ILLINOIS JACQUET ORK</b> (Victor 20-2702)	69	73	71	64
<i>King Jacquet</i>				
Flashy bop showcase for Jacquet's jumpin' and screechin' horn.				
<i>Riffin' At 24th Street</i>	79	80	77	79
Switch on Jacquet's "Robbin's Nest" makes for a subdued and pleasant jazz waxing.				
<b>CHARLES LEIGHTON</b> (Harmonica 811)	60	62	59	60
<i>I Don't Stand a Ghost of a Chance</i>				
Conventional harmonica styling on torcher from the thirties.				
<i>I Can't Give You Anything But Love</i>	73	75	72	73
Tasty packaging of standard. Restrained solo work.				

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

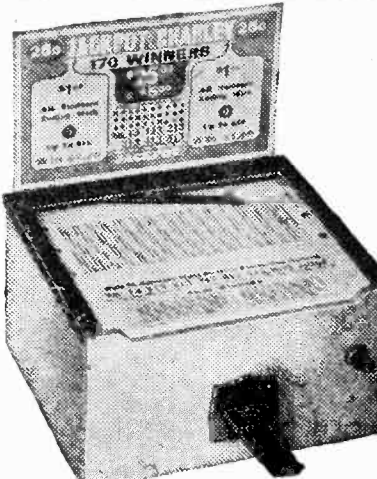
**RELIGIOUS**

<b>THE PROGRESSIVE FOUR</b> (DC 8042)	53	49	56	54
<i>I Ain't Ready To Die</i>				
Quartet's garbling of lyrics hurts otherwise fair rendition of spiritual.				
<i>Old Time Religion</i>	62	64	65	57
Restrained chanting of favorite spiritual with words emerging clearer than flip.				
<b>ST. PAUL CHOIR</b> (Black & White 4007)	68	68	72	65
<i>I'll Never Turn Back</i>				
Straight sermon - like spiritual. Choral-organ backing.				
<i>Why Should I Worry</i>	71	71	75	67
Sincere hymn sung with feeling.				
<b>MME. IRAMAE LITTLETON</b> (Modern 20-565)	72	72	74	70
<i>I'm Going on With the Spirit</i>				
Shouted sermon carries conviction. Piano has honky tonk overtones.				
<i>Just Go Ahead</i>	69	69	72	67
Past moving spiritual. Pervor-plus marks vocal delivery.				
<b>SMITH JUBILEE SINGERS</b> (Modern 20-555)	73	71	75	73
<i>I'll Search Heaven</i>				
Melodic blend at leisure pace. Convincing.				
<i>I'll Never Turn Back</i>	75	72	78	75
Lively spiritual. Pervent choral job.				
<b>GOLDEN WEST QUARTET</b> (Victor 20-2727)	75	74	72	79
<i>Gospel Boogie</i>				
Late release of pop spiritual. Competent vocal.				
<i>Gonna Climb Those Golden Stairs</i>	73	72	70	76
Spirited and sincere. Fine harmony blend.				
<b>BILL BOYD AND HIS COWBOY RAMBLERS</b> (Victor 20-2697)	74	74	69	78
<i>I'm Writing a Letter To Heaven</i> (Bill and Jim Boyd)				
Plaintive strings set relaxed rhythm for Western ballad.				
<i>Vacant Heart</i> (Bill Boyd)	77	77	75	80
Bounces along at sprightly pace. Adept ork work.				

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6F8 ..... 2.65	8Q ..... 1.05
6F6 ..... 1.80	83 ..... 2.20
6H8 ..... 1.50	58 ..... 1.50
6J5 ..... 1.35	45 ..... 1.50
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6K7 ..... 1.50	2051 ..... 350.00
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Black Cherry, 25¢ Play	140.00

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## MOA Chairman To Do Utmost To Meet Org's Expectations

OAKLAND, Calif., Feb. 28.—Making his first statement since his election as national chairman of the Music Operators of America (MOA) at the Coin Machine Industries show in Chicago in January, (*The Billboard*, January 31) George A. Miller this week thanked the 68 industry representatives who voted him into office and said: "It is with great pride that I accept the responsibilities of this office. I shall do my utmost to fulfill their (the 68 members') expectations

as national chairman."

MOA, at its formation meeting January 21 at the Hotel Sherman in Chicago, elected a committee of 14 to represent the organization. The committee was authorized by the body to take whatever steps it deemed necessary to oppose such legislation as is now pending in Congress, which in the opinion of the nation's music operators is detrimental to the automatic music industry of America.

In addition to electing the committee of 14, the meeting voted Sidney H. Levine, general counsel of the New York group (Automatic Music Operators' Association), as its national counselor. Al Denver, who heads the New York Association, was named vice-chairman.

The complete executive committee includes George Miller; Al Denver;



# Minnesota Ops Forecast Heavy Play for Summer Resort Areas

LONG PRAIRIE, Minn., Feb. 28. — Coin machines located in Minnesota resort sections are due for heavy play this summer, according to operators in this area.

A recent survey of Minnesota operators indicates that the State tourist business should reach an all-time high this summer, and along with it should come record play for coin machines.

### See Peak Year

James W. Clark, commissioner of the Minnesota Department of Business Research and Development, informed *The Billboard* that "as a result of attendance at our sports show and the inquiries now coming in, together with reservations made at the many Minnesota tourist resorts, it would appear that this year will equal or even exceed that of 1947.

"In light of this prospect, our resort owners have invested some \$7,000,000 in added and improved facilities, and are joining the State of Minnesota in an advertising program which should be productive of extending the area from which our tourists are largely drawn.

"In the various appeals offered by Minnesota, there are added attractions in the way of beautification of lake shores, planting of fish, stabilization of shore lines, road improvements, and a variety of other features which should cause those who visit our State to feel well repaid for their time and money."

Operators, however, are approaching the tourist season cautiously and not rushing to purchase extra equipment to handle the requirements of the expected increase in tourist trade.

### Op's View

Oscar Hochrein, local juke box and pin game operator, whose route extends in a 25-mile radius from Long Prairie and includes several lake resorts, says that he doesn't know just what to expect this summer. "Resorts are usually excellent locations in the summer," he said, "but I don't want to stick my neck out before I'm sure what this season will be like. You never can be sure just what will happen in this area."

Other operators in Minnesota's lake region, however, are more optimistic

## Smith Mfg. Develops Motor for Coin Mach

CHICAGO, Feb. 28.—A new fractional horsepower motor, particularly suited to coin machines, has been introduced by the T. C. Smith Manufacturing Company, Springfield, Ill. The motor at rated voltage has a stalling torque of 75 inch-ounces.

Small enough to fit the hand, the motor is the shaded pole, induction type. With 20 watts input at 115 volt, 60-cycle A.C., the no-load speed is 20 revolutions per minute on the output shaft. Lower input wattages are available at correspondingly lower stalling torques, with output shaft speed at no load substantially unchanged.

The motor is constructed of aluminum and has a built-in gear train. Various gear ratios can be supplied, it was reported by the manufacturer. Bearings are composed of oil impregnated powdered metal. By means of three mounting studs tapped with No. 4 by 36 thread, the motor may be attached to any suitable bracket. One of the features of the motor is a magnetic clutch. With de-energizing of the motor, the clutch prevents any over-travel of the output shaft (this does not include gear train coast when the motor is running free).

over the summer outlook. With Minnesotans having more money to spend this year as a result of 1947's record harvest and indications for a large influx of out-of-staters, the majority of operators hope to make up for the slump caused by the extremely cold and stormy winter.

## Severe Weather This Winter a Factor in Retail Sales Decline

WASHINGTON, Feb. 28. — Although severe weather in many sections of the country failed to curb high rates of output, it did cause a more than seasonal decline in retail sales, reports issued by the Federal Reserve Board and the Department of Commerce this week indicated.

The Federal Reserve report stated that the high December output continued on thru the end of January with factory output maintaining its post-war peak, 192 per cent above the 1935-'39 averages. Report also pointed out that January production would have exceeded this figure had it not been for the end of the month cold spell in industrial areas, which resulted in some minor cutbacks in steel output.

Although a small decline in machinery production helped to carry hard goods production down slightly, according to the Federal Reserve, activity in non-ferrous metals continued an upward climb in January. Deliveries of both copper and zinc to fabricators were at the highest level since the spring of 1947.

### Retail Sales Off

While the output report was favorable, the Commerce Department pointed out that January retail sales declined \$3,000,000 from December figures. Although sales after Christmas traditionally drop in January, the total of \$9,715,000,000 recorded during the first month in 1948, the department explained, was 18 per cent below the report of the same month a year ago.

Commerce blamed a part of the decline on extreme cold weather, but at the same time revealed that food sales went down but slightly. Actually, sales in both durable and non-durable goods dropped both in dollar volume and after the allowance for seasonal declines. Hard goods skidded \$648,000,000 to \$2,310,000,000 while soft goods was off \$2,294,000,000 to \$7,405,000,000. It was also pointed out that all lines reported smaller dollar volume for January compared with December, with the declines reported more than normal for each of the durable groups, while soft goods dropped less than the seasonal average for January.

## See Less Cocoa in Fall, Winter of '48

WASHINGTON, Feb. 28. — There will be smaller quantities of cocoa beans available in the autumn and winter, a survey recently completed by the International Emergency Food Committee indicated this week. The survey was conducted in the interests of importing countries, recommended quotas for distribution of the cocoa crop.

Candymakers in this country, who already report that they are trimming costs at the wholesale level, do not expect the smaller cocoa supply will mean higher priced candy, despite the fact that the U. S. quota was reduced for 1948 from 258,300 tons to 254,000.

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616 . . . . . 64.50	Standard or DeLuxe . . . . . 119.50	Plaza or Mayfair . . . . . 124.50
24 and 24A . . . . . 89.50	Masters or Supers . . . . . 139.50	Classics or Vogues . . . . . 194.50
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Score-a-Barrel (like new) . . . . . 99.50	Champion Hockey, crating included . . . . . 29.50
Skill Roll (like new) . . . . . 99.50	Goose, crating included . . . . . 99.50
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POPULAR

(Continued from page 32)

You and the Night and the Music Album T. Martin Victor P-203 All Through the Night Victor 20-2741 Blue Is the Night Victor 20-2741 Deep Night Victor 20-2739 Goodnight, Sweetheart Victor 20-2738 Night and Day Victor 2740 Oh, How I Miss You Tonight Victor 20-2739 The Night Was Made for Love Victor 20-2740

You and the Night and the Music Victor 20-2738 You Turned the Tables on Me H. Fields (I Wish) Victor 20-2747 You Turned the Tables on Me G. Krupa (Teach Me) Columbia 38141 You Turned the Tables on Me B. Goodman (Give Me) Capitol 15044 You're Gonna Get My Letter in the Morning A. Rollini Trio-P. Mann (Dardanella) Bullet 1023

FOLK

Answer to Drivin' Nails in My Coffin J. Irby and His Texas Ranchers (Cryin' in) MGM 10151 Appetite Blues S. "Lightning" Hopkins (Lonesome Home) Modern 20-568 Artistry in Western Swing Tex Williams Western Caravan (Happy Birthday) Capitol Americana 40095 Cryin' in My Beer J. Irby and His Texas Ranchers (Answer to) MGM 10151 Don't Take the Light (From My Dark Cell) The Blue Sky Boys (Let's Not) Victor 20-2755 Don't Try It L. Payne-J. Rhodes and His Lone Star Buddies (Lifetime To) Bullet 649 Down With the Feminine Gender B. Atcher (Your Broken) Columbia 38132 Georgia Polka Curly Williams-Georgia Peach Pickers (Just A-Pickin') Columbia 38133 Happy Birthday Polka Tex Williams Western Caravan (Artistry in) Capitol Americana 40095 Honky Tonkin' Sal L. Willis Rhythm Busters (The Fly) Victor 20-2756 Just A-Pickin' and A-Singin' Curly Williams-Georgia Peach Pickers (Georgia Polka) Columbia 38133 Lifetime To Regret L. Payne-J. Rhodes and His Lone Star Buddies (Don't Try) Bullet 649 Let's Not Sleep Again The Blue Sky Boys (Don't Take) Victor 20-2755 Lonesome Home S. "Lightning" Hopkins (Appetite Blues) Modern 20-568 My Guitar Is My Sweetheart D. Thomas and His Nashville Ramblers (Roses Have) Decca 46118 Roses Have Thorns (So They Tell Me) D. Thomas and His Nashville Ramblers (My Guitar) Decca 46118 Spanish Bells C. Stone Barn Dance Band (Westphalia Waltz) Capitol Americana 40096 The Fly in My Ointment L. Willis Rhythm Busters (Honky Tonkin') Victor 20-2756 Welcome Back to My Heart S. Davis and His Northwesters (When the) Victor 20-2750 Westphalia Waltz C. Stone Barn Band (Spanish Bells) Capitol Americana 40096 When the Snowbirds Cross the Rockies S. Davis and His Northwesters (Welcome Back) Victor 20-2750 Your Broken Vow (My Broken Heart) B. Atcher (Down With) Columbia 38132

RACE

Alabama Bound A. Kirk Ork-B. Booze (Doogin' Man) Decca 48073 Ammons Stomp A. Ammons Rhythm Kings (The Clipper) Mercury 8075 Beer Garden Blues Sonny Terry (Crow Jane) Capitol Americana 40097 Black and Blue Little W. Jackson (Jackson's Boogie) Modern 20-566 Crow Jane Blues Sonny Terry (Beer Garden) Capitol Americana 40097 Cry Your Blues Away A. "Big Boy" Crudup (Dirt Road) Victor 20-2757 Dirt Road Blues A. "Big Boy" Crudup (Cry Your) Victor 20-2757 Doggin' Man Blues A. Kirk Ork-B. Booze (Alabama Bound) Decca 48073 It's You The Scat Men (Wandering) Modern 20-560 Jackson's Boogie Little W. Jackson (Black and) Modern 20-566 Junction Drive A. Wichard Sextet (Pinocchio Blues) Modern 20-557 Nobody's Business What I Do M. Hathaway (You Have) Black & White 124 Pinocchio Blues A. Wichard Sextet-J. Witherspoon (Junction Drive) Modern 20-557 The Clipper A. Ammons Rhythm Kings (Ammons Stomp) Mercury 8075 Wandering The Scat Men (It's You) Modern 20-560 You Have Fallen in Love M. Hathaway (Nobody's Business) Black & White 124

CHILDREN'S RECORDS

The Eager Piano Album (2-10") J. Larkin-F. Glazer Columbia MJ-43 \*Re-issue.

INTERNATIONAL

An Allthos Me Agapes Thomakos-Diamantis (Ta Koralenia) Standard F-9066 Andzia Kaska I Magiek (Glucha Babusia) Standard F-3037 Blondie Polka The Polka Chips (Jackass Polka) Mercury 6096 Celtic Gems Album F. Saunders Apollo A-12 Ballynure Ballad, Bonny Wee Mare Apollo 167 Believe Me If All Those Endearing Young Charms Apollo 168 Druncolligher Apollo 168 Glory O, Glory O Apollo 167 Molly Brannigan Apollo 168 She Moved Through the Fair Apollo 166 Come Back Paddy Reilly to Bally James Duff J. Sheridan (Rare Ould) Victor 26-7501 Der Shazan un Der Gabai (The Cantor and the President) Cantor M. Kousevitsky (Zand un) Victor 38-1024 Des Rateaux J. Berneche Ork (Tempete) Standard F-13002 Egressy Csardas K. Kedves-E. Hack Gypsy Ork (Kedves Csardas) Standard F-15002 Ell, Ell H. Pos (Mein Yiddische) Standard F-8011 Glucha Babusia (Grandma) Kaska I Magiek (Andzia) Standard F-3037 He! Zigelech H. Pos (Partisanenlied) Standard F-8012 Irthes San Oniro F. Valli (Ponos Kryfos) Standard F-9068 Jackass Polka The Polka Chips (Blondie Polka) Mercury 6096 Kalle Pe Polka Six Fat Dutchmen (Suitors Waltz) Victor 25-1110 Kalomyros Kalothyhos M. Alexandrou (Nash Ta) Standard F-9067 Kedves Csardas K. Kedves-E. Hack Gypsy Ork (Egressy Csardas) Standard F-15002 Lezione D'Inglese (English Lessons), Parts I & II De Russo-Sampieri Standard F-6041 Mein Yiddische Momme (My Jewish Mother) H. Pos (Ell, Ell) Standard F-8011 Nasan Ta Niata Dio Fores M. Alexandrou (Kalomyros Kalothyhos) Standard F-9067 Nie Zaczypiaj Mnie (Don't Bother Me) C. & N. Zamachaj (Zranione Serce) Standard F-3036 Partisanenlied (Partisan Song) H. Pos (He! Zigelech) Standard F-8012 Ponos Kryfos F. Valli (Irthes San) Standard F-9068 Rakes of Mallow Jolly Tunessmiths (Tempest) Standard F-14002 Rare Ould Irish Whiskey J. McGettigan (Come Back) Victor 26-7501 Suitors' Waltz Six Fat Dutchmen (Kalle Pe) Victor 25-1110 Ta Koralenia Hilli Sou Thomakos - Diamantis (An Allthos) Standard F-9066 Tempest Jolly Tunessmiths (Rakes of) Standard F-14002 Tempete J. Berneche Ork (Des Rateaux) Standard F-13002 Yiddische Potpourri, Parts I & II M. Reichardt Standard F-8013 Zand un Shterren (Sand and Stars) Cantor M. Kousevitsky (Der Shazan) Victor 38-1024 Zranione Serce (Broken Heart) C. & N. Zamachaj (Nie Zaczypiaj) Standard F-3036

HOT JAZZ

Baby Look At You W. Baranco Ork (Rosetta) Black & White 857 Dream Girl, Parts I & II C. Berry-C. Ventura Castle 500 Got an Ache in My Heart W. Baranco Ork (Memories of) Black & White 856 How High the Moon C. Ventura Ork (Please Be) National 7015 M. T. Boogie J. Evans (Root of) Black & White 858 Memories of You W. Baranco Ork (Got an) Black & White 856 Please Be Kind C. Ventura Ork (How High) National 7015 Root of All Evil (Continued on opposite page)

BARGAINS

FREE PLAYS

Table listing free play items and prices: 1 Baffle Card \$59.50, 1 Bowling League 134.50, 2 Click 99.50, 1 Flying Trapeze 119.50, 1 Gold Ball 119.50, 5 Honey 89.50, 1 Lucky Star 99.50, 2 Miss America 69.50, 1 Rio 79.50, 2 Stage Door Canteen 27.50, 1 Step Up 49.50, 1 Superliner 49.50

MUSIC

Table listing music items and prices: 1 Seeburg 8200 \$129.50, 1 Rock-Ola Premier 97.50, 1 Rock-Ola Commando 97.50, 2 Rock-Ola Standard 89.50, 1 Rock-Ola Windsor, Illum. Cab. 59.50, 2 Rock-Ola 16, Illum. Cab. 49.50, 1 Rock-Ola Hideaway (Premier Mech.) 69.50, 1 Wurlitzer 700 179.50, 1 Wurlitzer 950 199.50, 1 Wurlitzer 24 Hideaway with 12 Keeney Wall Boxes 79.50, 1 Wurlitzer Twin 12 Hideaway in Metal Cabinet 49.50, 1 Wurlitzer Twin 16 Hideaway in Cabinet 69.50, 1 Wurlitzer 600 Hideaway in Metal Cabinet 69.50, 2 Rock-Ola Windsor 20 Hideaways in Metal Cabinets 49.50, 3 Packard Mod. 400 Hideaways 249.50

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Table listing one balls items and prices: 1 Double Feature, F.P. \$59.50, 1 Bally Eureka, F.P. 99.50, 2 Victory Specials, F.P. 159.50

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(Continued from opposite page)

**HOT JAZZ**

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Rosetta  
W. Baranco Ork (Baby Look) Black & White 857

**CLASSIC & SEMI-CLASSICAL**

Brahms: Sonata No. 3 in D Minor for Violin and Piano, Op. 108 Album (3-12")  
I. Stern-A. Zakim . . . Columbia MM-730  
Glinka: Russian and Ludmilla—Overture, Parts I & II  
The Philadelphia Ork-E. Ormandy, Dir. Columbia 19010

**RELIGIOUS**

I'll Never Turn Back  
St. Paul Choir (Why Should) Black & White 4007  
I'll Never Turn Back  
Smith Jubilee Singers (I'll Search) Modern 20-555  
I'll Search Heaven  
Smith Jubilee Singers (I'll Never) Modern 20-555  
I'm Going on With the Spirit  
Sister I. Littleton (Just Go) Modern 20-565  
Just Go Ahead  
Sister I. Littleton (I'm Going) Modern 20-565  
Roman Singers of Sacred Songs Album  
Roman-Vatican Choir . . . Seva 19  
Amavit Eum Dominus . . . Seva 7005  
Ave Maria (Bach-Gounod) Seva 7006  
Caudent in Coelis . . . Seva 7004  
Exultate Justi . . . Seva 7006  
Incipit Oratio Hieremiae, Part 1 . . . Seva 7004  
Incipit Oratio Hieremiae, Part 2 . . . Seva 7005  
The Glorybound Train  
The Humbarid Family (You've Gotta) Sacred 74  
Why Should I Worry  
St. Paul Choir (I'll Never) Black & White 4007  
You've Gotta Walk That Lonesome Road  
The Humbarid Family (The Glorybound) Sacred 74

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Los Guaracheros De Oriente (El Munequito) Victor 23-0780  
Asi Son Las Mujeres  
Las Mochitecas-Los Montaneses Del Alamo (La Mina) Victor 23-0786  
Baby, Shoot Me a Kiss  
J. Curbelo Ork (La Comparsa) Victor 26-9028  
Chen Chen Co  
N. Morales (Hora Staccato) MGM 10152  
Crueldad  
F. Fernandez-Hermanos Marquez Ork (Cuando Caiga) Victor 23-0770  
Cuando Caiga La Tard (When the Sun Sets)  
F. Fernandez-Hermanos Marquez Ork (Crueldad) Victor 23-0770  
El Munequito (The Little Doll)  
Los Guaracheros De Oriente (Adios Campay) Victor 23-0780  
El Ole  
M. Silva (Por Un) Victor 23-0779  
Fantasia Tropical (Tropical Fantasy)  
A. Sacarras Ork (Rumba Classical) Victor 26-9029  
Flor Silvestre (Wild Flower)  
Trio Calaveras (Lamento Huasteco) Victor 23-0778  
Hora Staccato  
N. Morales (Chen Chen) MGM 10152  
La Boteron La Pelota (Good Job Well Done)  
P. Flores Grupo (Offrenda) Victor 23-0783  
La Comparsa (For Want of a Star)  
J. Curbelo Ork (Baby Shoot) Victor 26-9028  
La Mina De Oro (Gold Mine)  
Las Mochitecas-Los Montaneses Del Alamo (Asi Son) Victor 23-0786  
Lamento Huasteco (Huasteco Lament)  
Trio Calaveras (Flor Silvestre) Victor 23-0778  
Llanto De Mar (Sorrowful Sea)  
Vegabajeno Trio (Yo Quieho) Victor 23-0784  
Offrenda (Offered)  
P. Flores Grupo (La Boteron) Victor 23-0783  
Por un Besito (Because of a Kiss)  
M. Silva (El Ole) Victor 23-0779  
Rumba Clasica  
A. Sacarras Ork (Fantasia Tropical) Victor 26-9029  
Yo Quiero (Wishing)  
Vegabajeno Trio (Llanto De) Victor 23-0784

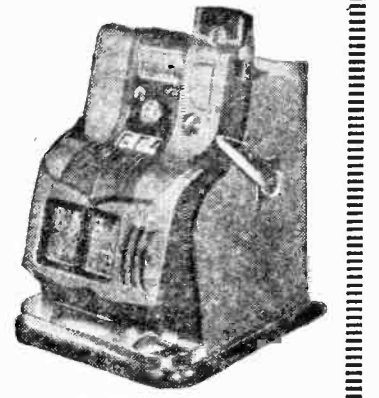


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Mills Black Cherry, 25c, 2/5 or 3/5	165.00
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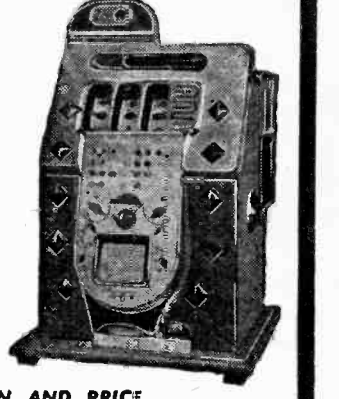
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RANDOLPH 2807

## Purveyor Service Finds Juke Box Clean-Up Drive Pays Off

CHICAGO, Feb. 28.—Herbert Perkins, head of Purveyor Service here, has instituted a cleaning program for his juke boxes which he reports does a triple job—increases play, reduces demand for new equipment and acts as insurance against loss of locations.

Perkins states that the cleaning program, which he started several months ago, is simple, inexpensive and effective. It required the periodic assignment of one man from his shop staff for the sole job of "shining up" the machines. Doing about four or five machines a day, this man gives each cabinet a thorough waxing and does a cleaning job on the juke's interior. Taking four to five months to cover the entire route, the man is assigned shop work for the remainder of the year, and a starting date is set to begin the waxing progress over again the following year. A thorough wax job once a year

is considered a must by Perkins.

"We are just about to conclude the first round of waxing jobs and have found that location owner and customer reaction has paid off in smoother relations and higher play. Cost of this service is amply covered by the resulting benefits," Perkins claims.

During the first two or three weeks after a waxing job, juke play in individual locations has been boosted as much as 20 per cent, according to Perkins. While this increase falls off gradually thereafter, it serves to emphasize the fact that a machine with a sparkling cabinet has greater "eye and play appeal" for the average customer. Waxing the plastic as well as metal and wood parts was found to work out well and served to keep finger smudges and dust from impregnating the juke's surface.

"After the complete wax job," according to Perkins, "it is easy for the regular serviceman to give the machine a quick wipe-off during his call to restore it to a high luster."

### Wall Buys So. Dakota Route

PIERRE, S. D., Feb. 28.—Gordon and Mayme Stout sold all of their coin-operated music and amusement equipment to Forrest Wall, Ft. Pierre, S. D., for \$67,500 recently. The machines are in operation in over 75 locations in Central South Dakota, with additional equipment on hand in Pierre. The sale was covered by an agreement for payments to be made over a period of five years.

## Kunstler Firm To Handle Tele

NEW YORK, Feb. 28. — Featuring the Videograph combination television-juke box, Harry Kunstler this week began business under his new firm name, Kay Distributing Company, Inc. With office and showroom at 446 West 50th Street, the new outlet will also handle the Emerson line of commercial and home-use television sets. In addition, the outlet will stock coin-operated amusement games.

Kunstler, who was formerly associated with Seacoast Distributors here, said his firm plans soon to have a fully-equipped installation and service department for television. He pointed out that, while his main interest will be sales of the Videograph unit, he has no distribution franchise from the manufacturing firm.

## Laundry Equip. '47 Sales at New High

CHICAGO, Feb. 28.—Merchandising of laundry equipment hit a new high in 1947, with sales of standard size washers up 86.9 per cent and ironer sales jumping 350.8 per cent. According to the American Washer & Ironer Manufacturers' Association, sales of standard washers reached 3.8 million units in 1947, an increase of 1.8 million over the 1946 totals.

Meanwhile, the Maytag Company, Newton, Iowa, reported it would build a \$5,000,000 factory to produce its new automatic washing machine. Expecting to have the factory completed and washers coming off the line within a year, Maytag said the factory would be located in either Des Moines, Newton or Cedar Rapids, Ia.

### Rapid City Meter Averages

RAPID CITY, S. D., Feb. 28.—Each parking meter on the downtown streets of Rapid City took in an average of over \$79 during 1947, City Manager James Lake has reported. In 1947, the first complete year of their operation here, the total take of the 650 meters was \$51,606.76. The meters, purchased from the Duncan Parking Meter Company, Chicago, in April, 1946, for \$48,750, have been paid for.

## Album Reviews

(Continued from page 33)

BRAHMS: SYMPHONY NO. 2 IN D MAJOR (5-12") 77  
Artur Rodzinski - Philharmonic-Symphony Ork of New York.  
(Columbia MM-725)

Off-heard, oft-performed Brahms' opus, usually referred to as the composer's "Pastorale" symphony, is given an authoritative reading by a leading interpreter of Brahms. Rodzinski brings out all of the fragile beauty of the work and draws a solid, if not inspiring, performance from the New York Philharmonic org. This rendition stacks up neatly and should hold down a spot in retailer stocks for its standard values.

JUKES JOCKS  
N. S. FM and longhair shows could use.

EASTER HYMNS AND CHORUSES 69

The Canterbury Choir (Macklin Marrow, Dir.-Ernest White) (MGM 20)  
Welcome, Happy Morning; Ye Watchers and Ye Holy Ones; Jesus Christ Is Risen Today; The Day of Resurrection; The Strife Is O'er; Come, Ye Faithful; The Palms; Hallelujah Chorus.

At least from the point of view of neat packaging, neat cover and excellent recording this is MGM's top effort to date in the album field. Geared for Easter consumption, this package could well become a standard for every year that time. Performance, including the organ backing, is on a fine level. Religious wax limitations commercially will give this package its sole handicap.

JUKES JOCKS  
N. S. For Easter programming.

ON THE RECORD 75

Phil Harris (The Sportsmen) (Victor F-199)

Look Out, Stranger, I'm a Texas Ranger; That's What I Like About the South; 44 Sycamore; The Dark Town Poker Club; Woodman, Spare That Tree; Ain't Nobody Here But Us Chickens; Pappy's Little Jug; Minnie the Mermaid.

Something new, something old—all typical Phil Harris—wrapped up and delivered in an eight-sided album. The Harris enthusiasm, the icky but popular breakneck arrangements, the pseudo-Western and folk drawl are all here. Should find a place in the collection of those who go for the Harris type of talk-sing novelty.

JUKES JOCKS  
All sides worth a spin. Jocks who like 'em will spin 'em.

### CONSOLES!

CONSOLES Completely reconditioned and refinished. Satisfaction guaranteed.

BALLY Draw Bell \$240 Deluxe Draw Bell 305 Triple Bell, 5¢, 5¢, 5¢ 575

KEENEY Single Bonus Super Bell \$350 Twin Bonus Super Bell 565 Three-Way Bonus Super Bell, 5¢, 10¢, 25¢ 795

EVANS Evans Races, New Write 1947 Galloping Dominos, F.P. and P.O. Floor Sample \$445 1947 Winter Book 495 1947 Bangtails, F.P. and P.O. 445

PACE Twin Reels, 10¢, 25¢ \$100 Saratoga, 10¢ 50 Saratoga, 25¢ 50

MILLS Three Bells \$195

### CONSOLES!

KEENEY

HOT TIP

One Ball, Free Play, 4-Coin Multiple, with Jackpot \$375

Exclusive for KEENEY in Illinois, Nebraska, Iowa, Kansas, Missouri

WILLIAMS BOX SCORE

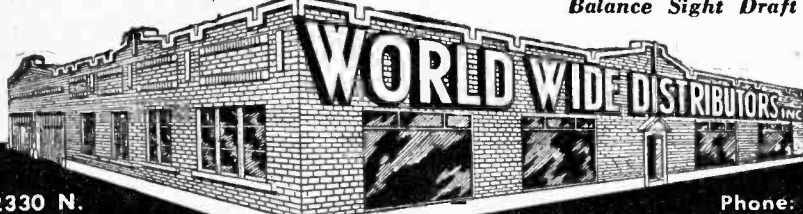
Baseball Roll-Down, Brand new \$379.50

### CONSOLES!

FIVE BALLS Reconditioned and Guaranteed

Bonanza \$160 Hi-Ride 150 Havana 100 Kilroy 95 Tornado 85 Smarty 85 Superliner 65 Surf Queen 50 Stage Door Canteen 50 Hollywood 50 Big Hit 50 Streamliner 35 Oklahoma 35 Laura 35 Flat Top 35

TERMS: 1/3 Deposit, Balance Sight Draft



2330 N. WESTERN AVE.

Phone: CHICAGO 47 EVERGLADE 2300

## PRICES ARE RIGHT

FOR IMMEDIATE DELIVERY

ROBIN HOOD	TREASURE CHEST	SEA ISLE
TRIPLE ACTION	SUNNY	STARLITE
TROPICANA	COVER GIRL	BRONCHO
BERMUDA	MELODY	BONANZA

Write for complete list of thoroughly reconditioned consoles, arcade equipment, roll-downs and pin games.

BELL PRODUCTS CO. 2000 N. OAKLEY, CHICAGO, ILL.



# Wolf Poison!

There's one 100-proof way to guard your door against this fellow's visit.

There's wolf poison in every U. S. Savings Bond you buy. There's sweet security, too—for your home, your family and yourself.

U. S. Savings Bonds are 100% guaranteed by Uncle Sam. They pay you \$4 for every \$3 you put in, after 10 years.

Think of this profitable saving in terms of future comforts and

luxuries. Think of the advantages it will mean for your children as they grow up.

Think. THINK. THINK.

Then start saving right away—today! Start saving *automatically* this sure, convenient way. If you work for wages or salary, enroll in the Payroll Savings Plan—the *only* installment buying plan.

If you're not eligible for this plan—if you're in business but not on a payroll—ask your bank about the equally practical Bond-A-Month Plan.

REMEMBER—U. S. Savings Bonds are poison to wolves!

## Automatic saving is sure saving— U.S. Savings Bonds

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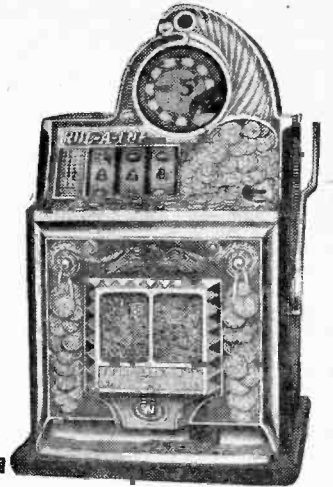


### Miami Tourist Trade Holds; Coin Machine Play Nears '47 High

MIAMI BEACH, Fla., Feb. 28.—Tourist trade, an accepted barometer of general business conditions, now at its peak here, is just one step behind the record boom in vacationers last year, and coinmen are finding a high level of play on their equipment which almost touches the top play of the 1947 season. Proving the presence of money-spending pleasure seekers is the fact that hotel occupancy, restaurant and retail sales are at comfortably high levels.

Altho the season was late in starting this year, local merchants and officials are predicting a close second finish with the 1947 spending. During the last two weeks, increasing numbers of tourists have been arriving here and hotels are now filled to capacity. A number of new hotels are now under construction.

Construction of hotels, apartments and homes soared to \$23,724,558 in 1947, a figure \$6,022,026 over the former "phenomenal" days of 1925.



**NOW \$150.00**  
**5c-10c-25c ROL-A-TOP BELLS**

The Above Prices Are Net F. O. B. Chicago

**WATLING MFG. CO.**

4650 W. Fulton St.  
CHICAGO 44, ILL.  
Est. 1889—Tel. COLUMBUS 2770  
Cable Address "WATLINGITE," Chicago

## Lightning Fast

**\$27.50**  
(Distributor Discounts)

### The Master Changer

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.



**Northwest Sales Co.**

3144 ELLIOTT AVENUE SEATTLE 1, WASH.

### PROMPT DELIVERY ON

Gottlieb LADY ROBINHOOD United MANHATTAN  
Exhibit BUILD-UP Williams' STORMY



### RECONDITIONED ONE BALL FREE PLAYS— READY FOR LOCATION

Special Entry ..... \$390.00 | Victory Special (Automatic Shuffle) . \$210.00  
Daily Races ..... 300.00 | Hot Tip ..... 300.00

Write for Our Complete List of Good Used Games



## OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.  
(Phone: Franklin 3620)



### READY FOR LOCATION!

Oscar (New) .....	\$145.00	Torchy .....	\$145.00	Kilroy .....	\$ 95.00
Used .....	125.00	Havana .....	120.00	Big Hit .....	45.00
Superliner .....	65.00	Rio .....	105.00	Lightning .....	100.00
Lucky Star .....	105.00	Suspense .....	60.00	Big League .....	45.00
Baffle Card .....	75.00	Smarty .....	80.00	Midget Racer .....	45.00
Step Up .....	65.00	Dolly (Floor Sample) .....	75.00	Carnival (New) .....	40.00
Sea Breeze .....	60.00	Silver Streak .....	160.00	Dynamite .....	75.00
Maisie .....	135.00	Carousel .....	90.00	Surf Queens .....	45.00
Spellbound .....	85.00	Fast Ball .....	60.00	GOLD MINE .....	WRITE

Write for list of pre-war games at \$30 each or 4 for \$100 F. O. B. Chicago.  
Terms: 1/3 Deposit With Order. Balance C. O. D.

## Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.

Phone: Dickens 3444

FOREIGN  
ORDERS  
A  
SPECIALTY!

### RENT A MACHINE KEEP THAT LOCATION HOT

Established Operators—Save money by renting games and phonographs. 2/3 rental fee may be applied against purchase.

Send Your Name and Address To Receive Our Monthly Newsette.

**NATIONAL NOVELTY COMPANY** 183 Merrick Road, Merrick, Long Island  
Phone: Freeport 8-8320

# ROCK BOTTOM PRICES! REBUILT PHONOGRAPHS!

**UNCONDITIONALLY GUARANTEED**

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
850-900 ..... \$225.00	Hitone, RC ..... \$149.50	Commando ..... \$129.50
790E ..... 233.50	Hitone, ES ..... 139.50	Super & Master ..... 129.50
780 ..... 224.50	Commander, Cadet, ..... 109.50	DeLuxe ..... 119.50
500 ..... 119.50	Envoy, Major, etc. .... 149.50	Standard ..... 109.50
600 ..... 99.50	Classic, Vogue ..... 109.50	Twin Twelve ..... 69.50
24 Victory ..... 79.50	Plaza ..... 89.50	5-Wire Cellar Job ..... 69.50
616, III. .... 59.50	Casino ..... 89.50	Rock-Ola Spectravox rebuilt and equipped with Seeburg Wireless Wallbox—to be used with Seeburg phonographs as remote console ..... \$99.50
616, Plain ..... 49.50	Royal ..... 69.50	Seeburg Lotones, Professionally Rebuilt and Guaranteed ..... \$269.50
61 ..... 64.50	Rex 30-Wire Cellar Job ..... 59.50	
50 ..... 39.50		

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

**CHECK THESE POINTS**

- ✓ PROFESSIONALLY REFINISHED
- ✓ MECHANISM OVERHAULED
- ✓ WORN PARTS REPLACED
- ✓ AMPLIFIER RECONDITIONED
- ✓ TONE HEAD RENEWED
- ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

POSTWAR PHONOGRAPHS WALL BOXES	LIKE NEW	Wurlitzer	Rock-Ola	Seeburg	Seeburg, 1946 Wireless and 3-Wire Wallboxes	Price
		.....	.....	.....	.....	\$550.00
		.....	.....	.....	.....	349.50
		.....	.....	.....	.....	Write
		.....	.....	.....	.....	Write

WALL BOXES		MISC. EQUIPMENT	
Seeburg Post War (used) Write	WS-2Z Wireless ..... \$19.50	Needles ..... Write	10,000 Title Strips ..... \$3.75
Seeburg S-24-1Z ..... \$ 3.95	DS-20-1Z 3-Wire ..... 15.00	Talking Gold ..... 75c per 100 sq. inches	Solotone Personalized Music System, Mechanism and 10 boxes ..... Write
Seeburg S-20-1Z ..... 3.95	Wurlitzer 120 ..... 5.00		
Seeburg 3-Wire Baromatic 22.50	Rock-Ola Dial-a-Tune ..... 3.50		

Tubes and Miniature Bulbs, 40% Disc. Terms: 1/3 Deposit with order, bal. C. O. D.

# DAVIS DISTRIBUTING CORPORATION

## SEEBURG FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST SYRACUSE, NEW YORK  
PHONE SYRACUSE 5-5194  
BRANCHES BUFFALO ROCHESTER

12 YEARS OF OPERATOR CONFIDENCE

there is no substitute

# for TROPICANA

PIN GAME OR ROLL DOWN

WRITE • WIRE • PHONE YOUR ORDERS TODAY!

## SIMON SALES, INC.

627 10th Avenue Dave Simon New York 19, N. Y.  
Please Note NEW Phones: Plaza 7-5660-5661-5662

### Terrific ROLL-DOWN Specials

Advance Roll ..... \$175	Double-Up (Button) ..... \$115
Super Roll (Kicker) ..... 125	Tally Roll ..... 75
Sportsman Roll ..... 100	Genco Play Ball ..... 55
Total Roll ..... 85	Super Triangle ..... 85

and many others  
TERMS—1/2 Certified Deposit Write for Price List

WISCONSIN'S LEADING DISTRIBUTOR

# United Coin Machine Co. Inc.

6304 W. GREENFIELD SPRING 8446 MILWAUKEE 14, WISC.

## NEW ORLEANS NOVELTY COMPANY

### Used Games—Specials

WILLIAMS BONANZAS, USED VERY LITTLE, \$132.50;  
Hawaiis, \$125.00; Bally Big Leagues, \$30.00; Star Lites, \$120.00;  
Humpty Dumptys \$170.00; Sea Breezes, \$45.00.

## NEW ORLEANS NOVELTY COMPANY

115 Magazine Street Phone CANal 5306 New Orleans, La.

## D. C. Music Men Elect Officers In Fourth Meet

WASHINGTON, Feb. 28.—Hirsh de LaViez, of the Hirsh Coin Machine Corporation, received a vote of thanks from the Washington Music Guild (WVG) at its fourth meeting here last week. De LaViez was thanked for his "fine work" in organizing the guild which elected de LaViez to the board of directors after he declined the presidency and agreed to work as an advisor to the new president, P. R. Chapman. De LaViez had served as acting president. Elected as vice-president was E. B. MacManus, and Evan Griffith was named secretary-treasurer.

Directors elected besides de LaViez were Mack Lesnick, General Amusement Company; J. H. Phillips, Phillips Novelty Company; Simon Davis, Washington Music Company, and Ben Rodins, Marlin Amusement Company. Jack Sapienza, Al Kristol and Joe Narlines were installed as new members.

Next WVG meet will be held March 16 at the Hamilton Hotel here.

## Memolite Recordings To Be Released Soon

HOLLYWOOD, Feb. 28.—Nine records of a new material, memolite, designed and guaranteed to give a minimum of "250 fine plays—service free plays"—are set to be released soon after March 1, according to Lee Ryer, general manager of Memo Records, a new firm.

Memolite is an undetectable formula, Ryer said, and records made from this material will cost no more than ordinary records. The disks are not unbreakable but are shock resisting. Altho the samples Ryer has on hand are red, memolite can be made in any of several colors. Memo Records, he added, owns the formula, but other companies may use it by having the local company do the pressings.

A test was run on the record by a local wired music concern. To compare the platters Ryer used a memolite record that had over 1,000 plays and a regular record made from the same master but played only 40 times. Ryer has a letter from the coin machine company praising the fidelity of the memolite disk.

Memo's 18 releases cover all fields except classical. Distributors are being named to handle this line on the new material.

## Promotion Program By Mercury Records Includes Music Ops

BUFFALO, Feb. 28.—Music machine operators in this area took part in a special recording artist promotion last week when Mercury's Frankie Laine opened an engagement at the Town Casino, a local night club. Niagara Midland, Inc., headed by Joe Molien, regional distributor for the Mercury label, held a cocktail party for Laine and invited juke box ops, as well as record retailers, disk jockeys and local press representatives.

Among the members of the coin machine industry who participated were Harry Winfield and Tom Stedford, of J. H. Winfield & Company; Vincent R. McCabe and Bob Baer, Redd Distributing Company; Mike McGrath, Empire Vending Company; Ben Kulick, Mills Amusement Company; Louis Frank, Leroy Amusement; Ange Marino, Niagara Falls, and Carl Luhman, Click Amusement Company.

## Wolf Represents AMI in So. Calif.

CHICAGO, Feb. 28.—In a joint announcement issued by AMI, Inc., and the M. S. Wolf Company, it was disclosed this week that the Wolf organization will continue to represent AMI as distributor for Southern California. In conformance with this announcement, Bill Wolf, head of the distributor firm, stated that he intends to close both his Portland and Seattle offices, consolidating his activities in California with emphasis on his Los Angeles and San Diego offices.

Wolf, in explaining the move, said: "I feel that the time has come when the operator should receive a more personalized service from his distributor. With this in mind I have decided to concentrate all my energy on California business." Under the name set-up, Wolf added, his firm will concentrate on Southern California operators as serviced by the Los Angeles office, while the Wolf San Francisco office will continue to center its activities on the handling of amusement games.

Lyndon C. Force, sales manager for AMI, confirmed Wolf's statements and added: "The Wolf organization has represented us for a long time and its reputation is such that we are more than pleased to have them continue to represent us in Southern California."

## METAL TYPER DISCS

FOR GROETCHEN TYPERS

\$7.00 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/3 With Order, Balance C. O. D.

# MAX GLASS

DISTRIBUTING COMPANY  
914 DIVERSEY - CHICAGO 14, ILL.

## RECONDITIONED SLOTS AND CONSOLES

1947 Watling Rol-a-Tops, 5c-10c-25c	\$ 85.00
1947 Columbia Deluxe Club Bells, Large J.P.	100.00
Columbia, Small Type	65.00
Mills Q.T.'s, 5c	50.00
Mills Orig. Black Cherry, 5c	135.00
Mills Orig. Black Cherry, 10c	150.00
Mills Orig. Black Cherry, 25c	160.00
Pace All Star Comet, 5c	55.00
Jennings Victory Chief, 5c	75.00
Jennings Standard Chief, 5c	135.00
Jennings Standard Chief, 10c	150.00
Keeney 4-Way Super Bell, C.P., 5-5-25c	165.00
Keeney Super Track Time, C.P.	125.00
Jennings Totalizer, F.P.	50.00
Bally Sun Ray, F.P.	50.00
Keeney Super Bell, C.P. & F.P.	60.00
Mills Jumbo Parade, C.P.	35.00
Flipper Kits for 5-Balls, Each	12.50

Write for circulars and prices describing the phenomenal Buckley New Criss-Cross Slot Machine and Coin Changers.

1/3 Deposit, Balance C. O. D.

### Interstate Coin Machine Company, Inc.

1893 Columbus Avenue  
Springfield, Massachusetts  
Telephone: 3-9088

# Mobile Denies Juke Permits "For Present"

## Studying Applications

MOBILE, Ala., Feb. 28.—City license department has been directed by the city commission to issue no permits "for the present" for juke boxes in retail beer outlets.

All applicants for music box permits for beer places will be referred to the commission for study, Acting Mayor Ernest Megginson said.

The Alabama Alcoholic Beverage Control Board has okayed juke boxes in beer places where municipal law does not conflict.

"I would rather not say definitely now whether the City of Mobile is going to issue juke box licenses to beer places or not," Megginson said. Conferences with the city's law enforcement officers, Megginson indicated, would be a determining factor in issuing juke box permits.

## Henry Heide Board Elects Three New Vice-Presidents

NEW YORK, Feb. 28.—Directors of Henry Heide, Inc., candymakers, elected three new vice-presidents at the annual meeting of the board last week in New York, Herman L. Heide, firm president, has announced.

Those elected are Rudolph J. Kantner, vice-president in charge of purchasing; Walter R. Keefe, vice-president in charge of sales, and Henry E. Jaeger, vice-president in charge of plant and production.

Other election results were that Herman L. Heide was re-elected president for 1948 while Julius A. and Henry Heide Jr., were re-elected senior vice-presidents. In addition, Pierre Merkl was elected treasurer; Andrew H. Heide, secretary, and Edward Grebenstein and Vincent H. and Victor H. Heide, assistant vice-presidents.

## Install Sandusky Meters

SANDUSKY, O., Feb. 28.—Installation of 400 parking meters is expected to start here March 15, a contract having been signed by city commissioners with the Dual Parking Meter Company, Canton, O. Meters will be placed on a 12-month trial basis with \$3.50 monthly rental to apply on purchase price of \$66 delivered and installed.

A city of 33,000, Sandusky is about

## NCA Issues Study On Candy Use And Retail Sales

CHICAGO, Feb. 28.—National Confectioners' Association (NCA) this week issued a study of total 1946 sales and retail sales per capita and candy consumption by States. Compiled from statistics in U. S. Department of Commerce's Domestic Commerce Report of September, 1947, and from Sales Management's 1947 survey of buying power, figures cover the 48 States and District of Columbia.

New York was found to rank first in total sales, with California taking second place. Following, in order, were Pennsylvania, Illinois, Ohio, and Michigan. Nevada brought up last place.

### Per Capita Ratings

Dealing with per capita sales figures, however, a different picture is shown. Nevada ranks first; District of Columbia second; Delaware third; while next three states are Montana, New Jersey and California. Mississippi holds last place in this category.

Under the income per capita classification the survey revealed first place held by Nevada, with New York, District of Columbia, New Jersey and Delaware following in that order. Mississippi again brings up last place.

### Dollar Sales

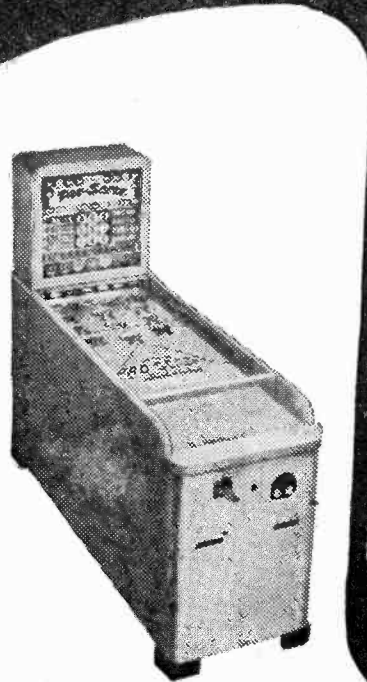
Under candy consumption per capita (in dollars) Utah holds first place, while Colorado, Nevada, Rhode Island, Missouri and Illinois follow. Last place is held by Kentucky. A wide range was found to exist in candy consumption per capita, with the leading State, Utah, showing a figure of \$19.29 and Kentucky tagging last with \$5.36.

NCA release included additional facts, relating to the candy industry. Report stated that 1,252 manufacturers were active in the field, with wage earners numbering 79,500. U. S. confectioners were stated to have produced \$930,000,000 worth of candy, with a volume of 2,584,000,000 pounds, during 1947. The industry is listed as the nation's fourth largest, in terms of employment, and eighth largest in terms of dollar sales in comparison with other food manufacturing industries.

the only sizable community in Northern Ohio still without the machines, even neighboring towns of 5,000 having them. Matter of installing machines has been before commissioners at intervals for the past 10 years. Two-thirds of them will be one hour variety while rest will give two hours

# PAY out of PLAY

sensational new finance plan now available to reputable operators throughout the United States



# Pro-score

America's Outstanding Roll Down Game

See your local distributor or write us for details, stating number of games desired. Write today. Pay out of profits

## GEORGE PONSER CO.

158 East Grand Avenue · Chicago 11, Illinois · Superior 4427

### BEN RODINS IS DELIVERING NOW

Terrific Selection USED GAMES GUARANTEED CHECKED • SCRAPED • CLEANED CONTACT US FOR LOWEST PRICES

CONTACT US FOR PRICES Latest 5-Ball Games United's Manhattan Exhibit's Build-Up Chicoin's Catalina FOR SALE: Complete Lead Shooting Gallery

# MARLIN

AMUSEMENT CORPORATION

District 1625 412 9th Street, N. W. WASHINGTON, D. C.

## ROLL-DOWNS FOR SALE!!

ADVANCE ROLL—Thoroughly Reconditioned ..... \$144.50  
Dynamic ROLLETTE—Like New ..... 125.00  
TOTAL ROLL ..... \$45.00  
TOTAL ROLL WITH  
BUTTONS ..... 79.50  
SPORTSMAN ROLL ..... 69.50  
ESSO STARS ..... 69.50  
1/3 Deposit, Balance C. O. D.

WE WILL BUY:  
Wurlitzer #800  
" #700  
" #1015  
" #1100  
Quote Lowest Price

### DAVE LOWY & COMPANY

594 TENTH AVENUE CHICAGO 4-5100 NEW YORK 18, NEW YORK

IN NEW ENGLAND IT'S TRIMOUNT IN NEW ENGLAND IT'S TRIMOUNT

## TRIMOUNT IS NOW DELIVERING

the NEWEST in 5 BALLS

Gottlieb's LADY ROBIN HOOD      United's MANHATTAN  
Williams' STORMY                      Exhibit's BUILD-UP

ATTENTION, NEW YORK OPERATORS  
Trimount has a large quantity of used Post War 5 Balls available at amazingly low prices. Let us know your requirements.

# TRIMOUNT

COIN MACHINE CO.  
10 WALTHAM ST., BOSTON 18, MASS. PHONE: LIS. 7480



M. S. GISSER, Sales Mgr.

**OUTSTANDING VALUES**

400 BANK BALLS, Skee Ball Alleys, 9-ft., 12-ft. or 14-ft. size, almost new. Singles	\$160.00
5 or more	135.00
10 or more	120.00
6 STRIKES AND SPARES, original price, \$1,000.00. Now \$395.00, 3 for	1,100.00
10 WURLITZER SKEE BALLS, cleaned, checked and crated	165.00
4 WURLITZER SKEE BALLS, HIGH SCORE, cleaned, checked and crated	185.00
40 BALLY 200-CUP DRINK VENDORS, in excellent operating condition, \$250.00 each in lots of 10. Singles, crated	250.00
75 POP SEZ, Pop Corn Vendors, slightly used, at \$160.00 each for the lot, or in singles	170.00
BRAND NEW KUNKLE HOT POP CORN VENDORS, 5¢ coin operated	Write

**SLOTS & BELLS**

<b>WATLING</b>	
1 1/2 Blue Seal, DJ	\$50.00
1 5/8 Rollator, DJ	50.00
4 25¢ Rollator, DJ	75.00
2 10¢ Treasury, DJ	60.00
2 5¢ Treasury, DJ	45.00
<b>JENNINGS</b>	
1 5¢ Silver Chief	\$75.00
1 25¢ 4 Star Chief	75.00
5 5¢ 4 Star Chief	60.00
1 5¢ Club Console	95.00
1 10¢ Club Console	105.00
<b>MILLS</b>	
1 5¢ Black Cherry	\$105.00
1 10¢ Blue Front	75.00
2 25¢ Glitter Gold	110.00
1 25¢ Black Cherry	125.00
1 5¢ Glitter Gold	85.00
1 5¢ Blue Front	65.00
4 25¢ Club Console	125.00
1 1/2 Silver Chrome	
Bell	60.00
4 5¢ Q.T. Blue Front	50.00
2 5¢ Glitter Gold	
Q.T.	60.00
1 10¢ Glitter Gold	
Q.T.	65.00
2 1/2 Blue Front	40.00
1 10¢ Blue Front	
Q.T.	55.00

**USED CONSOLES**

3 Mills 4 Nickel	\$125.00
4 Bells	
2 Bally Club Bells, Comb.	95.00
3 Keeney 5¢ Super Bells, Comb.	95.00
8 Keeney 5-5-5-25 Super Bells	225.00
10 Silver Moons, F.P.	89.50
2 Bob Talls, F.P.	89.50
2 Bally Draw Bells	225.00
3 Keeney 3-Way Super Bonus Bells	850.00
2 Keeney 2-Way Super Bonus Bells	550.00
2 Paces Reels, F.P. Comb.	95.00
2 Sun Ray, F.P.	85.00
10 Jumbo Parades, F.P.	39.50
15 Keeney Super Track Time	175.00
15 Keeney Triple Entries	125.00
2 Keeney '38 Track Time	95.00
5 Buckley Track Odds, '46 Model	550.00
2 Buckley Track Odds, latest model	650.00
2 Evans Casino Bells	598.00
3 Bakers Paces, D.D.	175.00

**BRUSH UP**



**SHOE SHINE MACHINES**

The finest, perfect operating machines produced. Immediate delivery. Collects 10¢ or 5¢ for one-minute operation. \$225.00 Each; in Lots of 5 or More, \$189.50 Each.

**NEW COUNTER GAMES**

A.B.T. Chal-lengers	\$42.50
A.B.T.'s Newest Challenger	
Strike-a-Lite	49.50
Kicker & Catcher	35.00
Gushers, 5¢	25.00
Penny Target Guns and Gum Vendors	49.50
Camera Chief	19.95
<b>USED COUNTER GAMES</b>	
2 Genco Pee Wees	\$25.00
15 Smileys	12.00
2 A.B.T. Red, White & Blues	20.00
Pop Ups	14.95

**ARCADE EQUIPMENT**

1 Evans In the Barrel	\$110.00
2 Rapid Fires	110.00
1 Pitcher & Katcher	95.00
1 Scientific Baseball	95.00
Jafco 9-ft. Barrel Roll	125.00
3 Ten Strikes	69.50
2 Batting Practices	95.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	110.00
3 New Bowl-a-Scors	125.00
3 Heavy Hitters	95.00
Champion Hockey	95.00
Blow Ball	135.00
Keeney Submarine	95.00
Evans Super Bomber	195.00
Texas Leaguer	39.00
Major League	110.00
1 K.O. Fighter	150.00
2 Rotary, Claw Type	169.50
1 Bally Defender	145.00
2 Western Baseballs	95.00
1 Goalie	175.00
50 Panorams	195.00
125 Exhibit Merchantsmen	85.00
10 Total Rolls	100.00
6 Pinch Hitters	75.00
2 Tally Rolls	75.00
5 Advance Rolls	185.00
2 Slightly Used Microscope	575.00
2 Voice-o-Graphs	825.00
2 Photomatics, 1947	825.00
8 Boomerangs	99.50

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**North Minnesota Ops Report  
Five-Ball Play at New High**

BRECKENRIDGE, Minn., Feb. 28.—Coin-operated amusement games are receiving heavy play thruout Minnesota as more machines are installed in State locations.

Minnesota operators, who received a temporary setback last year when Gov. Luther W. Youngdahl slapped an enforced ban on one-ball pin games and several other types of machines, have staged a comeback with flying colors.

**Many Five-Balls**

Today, in most sections of the States, hardly a single good location lacks a five-ball pin game or some other type of coin-operated amusement game. An on-the-spot survey conducted by *The Billboard* recently indicates that play is, as operators put it, "better than ever before."

Biggest factor in the heavy play has been the record harvests on Minnesota farms during the past few years. Games located where farmer trade is heavy are showing especially good play.

One indication of the popularity of games in the Minnesota farm area is the number of small-town and cross-roads locations which now have coin machines of various types.

Towns which up until a year ago had never seen a juke box, coin-operated amusement game or vending machine, are now heavily covered with all types of coin machines.

**Routes Extended**

The same picture is true for Western North and South Dakota, the survey indicated. Until recently, the long distances between business communities in the rural areas of the upper Midwest had proven a barrier which few operators wanted to try to bridge. Now, with the increased play in these areas, many operators are extending their routes and many new operators are coming into the business.

Some coin machine routes are operated along with other businesses. Candy and tobacco wholesalers who must travel thru the rural areas at regular intervals have located many coin machines during the past year and are finding they can operate them along with their regular businesses without too much added effort.

The further you get from the large metropolitan areas—principally Minneapolis and St. Paul—the more acceptable used equipment becomes. Operators within a 100-mile radius of the Twin Cities use considerable new equipment, altho they do not have to replace it as frequently as most large city operators do.

However, when you get 150 to 300 miles away from the city area few new games are purchased by operators and most locations remain content with their old game much longer.

**Long on Location**

Gil Smith, of Smith Brothers Novelty Company, Minneapolis and Fargo, N. D., tells of one rural Minnesota location where he has had the same pin game on location for six months. It was a used game when he put it into the spot, but has given good service. He has tried to take it out, but the location owner insists "it's a good machine, gets good play, so leave it here."

Smith says that many locations are like this, with used pin games able to draw heavy play for several months. However, closer to the cities it is a different picture. Oscar Hochrein, pin game and juke box operator in Long Prairie, Minn., for example, says that he uses nearly all new pin games, and altho they receive heavy play for an extended period, usually have to be replaced with new games when the time comes.

The Fergus Falls Novelty Com-

pany, Fergus Falls, Minn., which has many pin game and juke box locations in the Minnesota resort area, uses both new and used equipment.

Most recent trend in coin machines in Minnesota has been toward extended use of arcade-type equipment. Location owners and operators report much satisfaction over the reception Minnesotans have shown toward such machines.

**Good Locations**

Bowling alleys, cafes, taverns and other locations have proven popular locations for arcade equipment. Gun-type games have proven especially popular; and some locations have enough coin-operated amusement games to be practically arcades in themselves.

Operating problems are many and varied. Because of the long distances between communities in the Minnesota rural areas, the average route is the area within a 50-mile radius of the op's headquarters. Some operators, however, have machines over 200 miles from their operating base.

Several operators have shifted to fewer types of equipment but extended their routes recently. They report that such a change has proven quite satisfactory.

**Servicing**

Servicing on extended routes is usually on a 7 to 10-day basis. In a case of emergency an out-of-order sign is generally placed on a machine until the operator can service it on his regular call. For better locations, however, operators often will go miles out of their way to take care of an ailing piece of equipment.

Successful operators, almost without exception, say that the biggest factor in their success is good personal contact with the location owners. This usually requires much more time than efficient servicing of equipment would ordinarily call for, but operators say that the more time can spend at their locations, the greater their success.

Because of this factor, "location jumping" is at a minimum thruout the State, particularly in the rural areas. Cold weather has handicapped many ops in the servicing of equipment at regular intervals. However, Minnesota operators say that they feel they are in for one of their biggest years.

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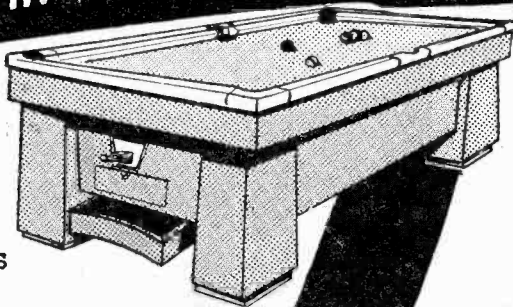
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### U-Dryvit Auto Co. Asks Licenses for 2-Way Radio-Fones

CHICAGO, Feb. 28.—Using units manufactured by Motorola, Inc., Chicago, the U-Dryvit Auto Rental Company, of Cambridge, Mass., has applied to the Federal Communications Commission (FCC) for license to set up mobile radio-phone set-ups in 21 Eastern cities.

The two-way phone is already being used by a number of coin machine operating firms who find it cuts service call time since service messages can be relayed directly to the car or truck from the operator's place of business.

U-Dryvit has a different twist on the two-way phone system which caters to professional and service businesses. Under the system, callers are not connected directly with the vehicles, but phone a mobile service exchange which in turn passes the message along to the vehicle. Similar services are now operating in nearly two dozen major cities thruout the country, but the Cambridge firm's application—which requests permission to operate 1,835 phones—is the largest single application yet received by the FCC.

### Marvel Intros New Coin Chute For Game Play

CHICAGO, Feb. 28. — Marvel Manufacturing Company this week announced the development of a new "plus-four" coin chute for use on its pinball games which allows the player to insert from one to four nickels, all of which are played during one game.

New coin chute resembles a conventional coin chute but accepts up to four nickels at a time. In return for putting in more than one nickel at a time the player is able to win replays at a lower score and also a given opportunity to win more replays than if he had inserted one nickel. In all the player may win up to 49 replays during the playing of one game.

Thus far the new idea in amusement game play has been incorporated into the latest models of Marvel's Gold Mine. First deliveries of the game with plus-four coin chutes left the plant this week. It is optional equipment and costs the operator \$10 more than the conventional one-play coin chute. D. A. Wallach, firm sales manager, states that the release of the new play idea was held up until this time so that the firm could test conduct on location tests and also produce the plus-four chute at a nominal price. Wallach says that the new play stimulator was tested for over the past few weeks on different types of locations, with the result that play picked up between 15 and 25 per cent.

According to Marvel, the new feature gives the player with average skill a chance to score winners and not be required to make a score beyond his ability. Each additional nickel inserted gives the player a higher proportion of replays should he reach a high score.

In order to keep check on the number of coins inserted for the playing of one game, four different colored lights are set up just below the end of a game's play field. If the player inserts one nickel a bottom light goes on, if he inserts two, first light goes out and the light above goes on with a similar procedure taking place for the insertion of three or four nickels. The scoring mechanism on a game having a plus-four chute is set up so that when the lower replay score necessary for the playing of more than one nickel is attained it begins to tally replays.

Marvel's newest game, Gold Mine, features four flipper action bumpers, all of which can be actuated by the player pressing a right or left-hand flipper control button, and a novel out-hole scoring feature that permits the player to make as much as 250,000 just after the final ball drops into the out-hole ending the game.

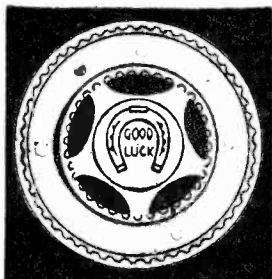
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**State Tax Calendar**

<b>Alabama</b>	March 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
	March 15: Income tax return, information return and first installment due.
	March 20: Jasper occupation tax return and payment due. Sales tax report and payment due.
<b>Arizona</b>	March 15: Gross income report and payment due. Income tax return, information return and first installment due.
<b>Arkansas</b>	March 20: Gross receipts tax report and payment due.
<b>Colorado</b>	March 14: Sales tax report and payment due.
	March 15: Denver sales tax report and payment due.
<b>Georgia</b>	March 10: Cigar and cigarette wholesale dealers' reports due.
	March 15: Income tax return, information return and first installment due.
<b>Idaho</b>	March 15: Cigarette wholesalers' drop shipment reports due. Income tax return, information return and first installment due.
<b>Illinois</b>	March 15: Cigarette tax return due. Sales tax report and payment due.
<b>Indiana</b>	March 10: Cigarette distributors' interstate business reports due.
	March 15: Cigarette distributors' drop shipment reports due.
<b>Iowa</b>	March 31: Income tax return, information return and first installment due.
<b>Kansas</b>	March 20: Sales tax report and payment due.
<b>Kentucky</b>	March 20: Cigarette wholesalers' reports due.

<b>Louisiana</b>	March 1: Soft drinks tax report due. Tobacco tax report due.
	March 15: Soft drinks tax report due. Tobacco tax report due.
	March 20: New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.
<b>Massachusetts</b>	March 20: Cigarette tax report and payment due.
<b>Michigan</b>	March 15: Sales tax report and payment due.
<b>Mississippi</b>	March 15: Income tax information return due. Income tax return and first installment due. Sales tax report and payment due.
<b>Missouri</b>	March 1: Income tax information return due. Sales tax annual report due.
	March 31: Soft drinks manufacturers' reports and payments due.
<b>New Mexico</b>	March 15: Occupational gross income tax report and payment due.
<b>North Carolina</b>	March 15: Income tax return, information return and first installment due. Sales tax report and payment due.
<b>North Dakota</b>	March 10: Cigarette distributors' reports due.
	March 15: Income tax return, information return and first installment due.
<b>Ohio</b>	March 15: Cigarette use tax and report due.
<b>Oklahoma</b>	March 10: Cigarette wholesalers', retailers' and vending machine owners' reports due.
	March 15: Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's reports due.
<b>Rhode Island</b>	March 20: Sales and use tax return and payment due.
<b>Utah</b>	March 15: Sales tax return and payment due.
<b>Washington</b>	March 15: Cigarette wholesalers' reports of drop shipments due. Gross income tax return and payment due. Sales tax report and payment due. Wholesalers' cigarette drop shipment reports due.
<b>West Virginia</b>	March 15: Cigarette use tax report and payment due. Sales tax report and payment due.
<b>Wisconsin</b>	March 10: Cigarette wholesalers' and manufacturers' reports due.
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<b>Wyoming</b>	March 15: Sales tax report and payment due.

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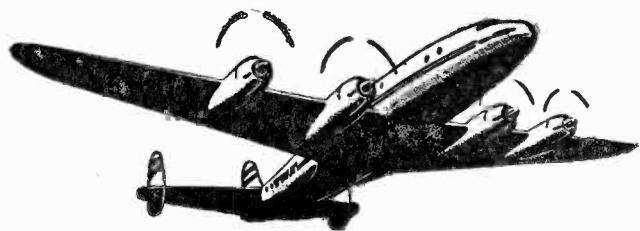
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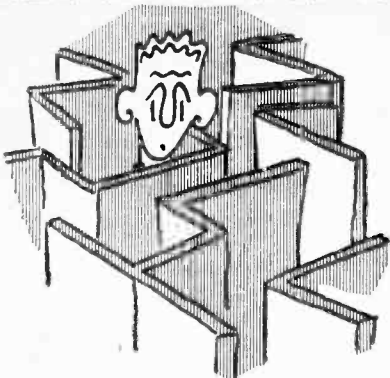
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For more information write

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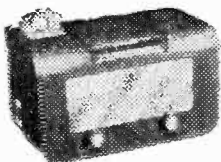




# SHORTCUT

He took one and he's lost!

There are many good shortcuts in business but there's one shortcut that's fatal. Buying equipment because it's cheap. If it's cheap in price, it's probably cheap in quality. Not that Coradio is expensive. It's reasonably priced and the finest made. It plays and lasts and lasts and is the greatest money maker in the field.



## CORADIO

COIN OPERATED RADIO  
108 W. 31st Street, N. Y. 1, N. Y.  
Wisconsin 7-5902

## Johnson Jukes Set Basketball Courts Afire in 32 Wins

SIoux CITY, Ia., Feb. 28. — The Johnson Jukes, sponsored by the Johnson Automatic Music Company here, has piled up an outstanding record this season in basketball competition with 32 victories in 35 games.

The team is believed to be one of the top professional outfits in the country and one of the few such teams sponsored by a coin machine operator.

Davis H. Johnson, head of the music company, has gathered together a strong array of former college stars who have chalked up victories over some of the better traveling teams, including two wins over the original New York Celtics, and wins over the House of David, New York Broadway Clowns and the Harlem Tops.

The team has brought an abundance of publicity to Johnson and his music company, which handles Seeburg phonographs. A picture of a Seeburg machine is sewed on each of the player's jackets.

Tallest man on the squad is John Helm, who stands six feet, five inches and is a former Morningside College player. Player-coach of the team is Gale Stevens, also a former Morningside player. While in service he set a mark in the Southeastern Army Conference of 48 points in a game.

Other players include Ole Soldberg, one of the best rebound players in the game and who in 1941 was selected on the Little All-American football team; Jack Larson, formerly of University of Illinois and Morningside; Bob Held, Morningside star, who was placed on the All-North Central Conference team for three years; Joe De Maine and Chuck Obye, both former Morningside lettermen.

## CENTRAL OHIO'S QUALITY BUYS

CONSOLES	ARCADE EQUIPMENT	MUSIC
Draw Bells, Regular . . . \$239.50	Batting Practice . . . \$ 79.50	Rock-Ola Standard . . . \$109.50
Draw Bells . . . 119.50	Sky Fighter . . . 119.50	Rock-Ola DeLuxe, '39 . . . 149.50
Red Buttons . . . 259.50	Air Raider . . . 79.50	Rock-Ola Master, '40 . . . 159.50
Wild Lemons, New. Ea. . . 542.50	Tommy Gun, Late . . . 79.50	Rock-Ola Super . . . 179.50
Double Ups, New. Ea. . . 542.50	Panorams . . . 259.50	Seeburg Hideaway, RC . . . 249.50
Keeney Gold Nuggets, 5c-25c . . . 800.00	Undersea Raiders . . . 149.50	Singing Towers . . . 89.50
50 5c Jumbo Parades, F.P. . . . 59.50	Lite Leagues . . . 149.50	Alroon, Like New . . . 295.00
5 25c Super Bonus Bells . . . 575.00	Voice Recorder . . . 69.50	AMI Highboy, 40 Selections . . . 295.00
5c Bonus Super Bells . . . 335.00	9-Ft. Skee Roll . . . 79.50	Wurlitzer 600-R . . . 99.50
5c Jumbo Parade, C.P. . . . 89.50	Scientific Baseball . . . 69.50	Wurlitzer 500, Victory Cabinet . . . 145.00
25 5c Paces Reels . . . 49.50	Jack Rabbit, New . . . 300.00	8 Wurl. #125 Wall Boxes, Ea. . . 15.00
5c Paces Reels, C.P. . . . 49.50	Buckley Diggers . . . 89.50	8 Seeburg Bar Boxes, RC . . . 35.00
Price of Keeney Triple Super Bonus, 5c-10c-25c . . . 895.00	Rotary Pushers . . . 25.00	616 Wurlitzers . . . 89.50
Bally Triple Bells, 5c-10c-25c . . . 545.00	Pop Up, New . . . 25.00	
	Champ Basketball, New . . . 49.50	
	Pokerino, Scientific . . . 199.50	
	Goatee, New . . . 225.00	
	Wurl. Skee Rolls, 14-Ft. . . . 165.00	
	10 1/2-Ft. Premier Skee Rolls . . . WRITE	

PIN BALLS, \$29.50 Ea.	NEW SLOTS
Air Circus, Boloway, Bosco, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Mollywood, Invasion, Flat Top, Knockout, Topic, Victory, American Beauty, G.I. Joe, Horoscope, Marines at Play.	5c Mills Black Cherry . . . \$248.50
	10c Mills Jewel Bells . . . 253.00
	25c Mills Golden Falls . . . 258.00
	50c Mills Vest Pockets . . . 253.50
	1.00 Jennings Std. Chief . . . 279.50
	1.00 Jennings Club Chief . . . 334.00
	1.00 Groetchen Columbia . . . 289.50
	1.00 Watling Rotatop . . . 344.00
	1.00 Face DeLuxe Chrome . . . 399.00
	1.00 Face DeLuxe . . . 454.00
	1.00 Face DeLuxe . . . 475.00

PIN BALLS, \$19.50 Ea.	USED AND FACTORY REBUILT SLOTS
A.B.C. Bowler, Big Chief, Gold Star, Jungle, Legionnaire, Play Ball, Spot Pool, Sunbeam, Ten Spot, Wildfire, MI Nat, South Paw, Zig Zag, Star Attraction.	REBUILT LIKE BRAND NEW
	5c COPPER, GOLD AND BLUE, Hammerloid Finish . . . \$119.50
	10c COPPER, GOLD AND BLUE, Hammerloid Finish . . . 129.50
	25c COPPER, GOLD AND BLUE, Hammerloid Finish . . . 139.50
	(Drill Proof and Knee Action)

NEW PIN BALLS	COUNTER GAMES
WRITE	1c Sparks, Check P.O. . . \$12.50
UNITED — MANHATTAN EXHIBIT — BUILD-UP	1c Daval Marvels . . . 19.50
GENCO — TRIPLE ACTION	5c Gushers, New . . . 29.50
CHI COIN — CATALINA	5c Davals, Free Play . . . 39.50
KEENEY — COVER GIRL	1c Marvel Pop Up, New . . . 25.00
WILLIAMS — STORMY	1c Target Skills . . . 22.50
BALLY — MELODY	1c Gottlieb Grip Scales . . . 32.50
	1c Daval Buddy . . . 27.50
	5c Cigarette . . . 27.50
	5c Jennings Grandstands . . . 12.50

1/3 DEPOSIT WITH ORDERS

# CENTRAL OHIO COIN MACHINE EXCHANGE

185 East Town St.  
Columbus 15, Ohio

PHONES: AD. 7479 - AD. 7993

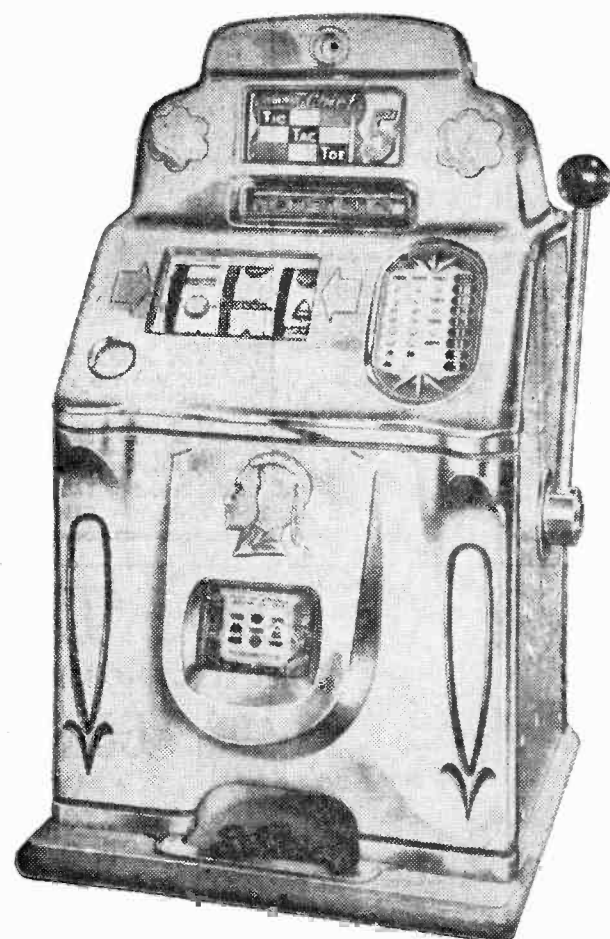
# It's Different! It's JENNINGS TIC TAC TOE

- **TWELVE PAYOUTS** of 18 Coins Each **IN ADDITION TO USUAL** payouts shown on Award Glass! Eight mystery play combinations not shown on Jackpot Award Glass come as a **complete surprise** to hold players' interest!
- **ALL PAYOUTS AND JACKPOT FULLY AUTOMATIC.** No tokens! No awards to be paid separately, or receipts to sign! Jennings Tic Tac Toe does the whole job. See for yourself!
- **TIC TAC TOE AVAILABLE IN** Jennings Standard Chief, Super DeLuxe Club Chief, Twin Play Challenger and Club Console models. And what's more . . . at **no increase** in price from price lists on these regular models!
- **GET TIC TAC TOE** in 1c, 5c, 10c, 25c, 50c, \$1.00 Play.

## OPERATORS!

It pays to check into **JENNINGS 1948 PLAN** for OPERATORS

**WRITE, WIRE OR PHONE:**  
**Mansfield 2612 TODAY**



STANDARD CHIEF

**O. D. JENNINGS AND COMPANY**  
4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS  
..... The Leader in the Field for over 40 Years .....



HERE'S A PORTION of the 282 cigarette machine operators, manufacturers' representatives and their guests who attended the 12th annual banquet of the Cigarette Merchandisers' Association of New York (CMANY) at the Waldorf-Astoria Hotel, New York, February 21. Crowd filled the hotel's Wedgwood Room to capacity.

## MILLS LATEST MACHINES

### GOLDEN FALLS

You can make **MORE MONEY** with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**

### JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**

**IMMEDIATE DELIVERY**

### MILLS Q T

A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. **Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.**

**\$65.00** 1/3 Deposit

**Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO**

## Illinois Ops Meet, Elect New Officers

CHICAGO, Feb. 28.—Illinois Phonograph Owners, Inc. (IPO), held its annual officers' and board of directors' election Monday (16) at the Sherman Hotel here.

Walter L. Miller, elected IPO president for 1948, held the post of vice-president last year. New vice-president is Paul M. Brown, Western Automatic Music, Inc., while Jerry Frazin, Acme Automatic Music Company, was named secretary-treasurer. Mike Spagnola, Automatic Distributing Company, was re-elected executive secretary. New members of the board of directors are Jacob Nomden, J. Nomden & Sons, and Dominic Mingarelli, Archer Music Company.

Ray Cunliffe, Brown Music Company, who held the IPO presidency during the last five years, declined the nomination for a sixth term.

## Providence Pin Ops To Renew Debates

PROVIDENCE, Feb. 28.—Operators of pin games here are expected to take their arguments over free-play pin games back into court, possibly to the State's Supreme Court, to over-ride a verdict handed down here last week that free plays are prohibited by Rhode Island statute.

Case arose when officials seized four pinballs here last fall, charging that because they gave free plays they were not operable under the State's law. The State won its contention in Superior Court where a jury decided that under Rhode Island law, free plays constitute a thing of value.

Counsel for the pinball operators had pointed out to the court that the federal government has recognized that free play pin games are not gaming devices by putting only a \$10 instead of a \$100 tax on free plays.

## "SKILL THRILL" FLIPPER KITS

First and STILL the best there is. Don't confuse genuine "SKILL THRILL" Flipper Kits with poor imitations.

- ★ Revamp ANY game with a "SKILL THRILL" Kit.
- ★ Very simple to install.
- ★ Complete Instructions furnished.

Kit #A—CHICAGO COIN, EXHIBIT, COTTLIEB, KEENEY, MARVEL, UNITED.

Kit #B—BALLY and WILLIAMS.

Kit #C—GENCO.

**Rush Your Order Today**  
**All Kits \$5.95 complete**

**Black** **MARBLE CO.**

1425 NO. BROAD ST. PHILA. 22, PA. PHONE, STEVENSON 4-8975

GET IT FROM BLACK — THEY HAVE IT IN STOCK

## WE WILL TRADE

**10 LATE PHONOGRAPHS FOR ONE-BALLS OR CONSOLES OR FIVE-BALLS**

**MUST be late One-Balls and Consoles, and also Five-Balls.**

**Get our Price List on all New Games. We will save you money.**

15 AIREON PHONOGRAPHS. Each \$200.00  
5 EVANS TEN STRIKES, 1947 MODELS. Each ..... 149.50  
50 BALLY DE LUXE DRAW BELLS, LIKE NEW ..... WRITE FOR PRICE  
10 PACKARD MODEL 7 PHONOGRAPHS, ALL LATE IMPROVEMENTS, LIKE NEW. Each ..... 495.00

**FRANK SWARTZ SALES CO.**  
515-A Fourth Ave., South NASHVILLE 10, TENN.

## IDEAL NOVELTY CO.

FROM OUR OWN ROUTE

**12 PANORAMS @ \$199.50 EACH**

Moving Picture Juke Boxes are latest models, with Wipers. Guaranteed A-1 condition.

Sensational money makers for Bars, Restaurants, Parks, etc.

Has R.C.A. Projectors and Amplifiers. Worth this price alone.

**SOME VIEWING SHOWS, SOME REGULAR**  
Extra Viewing Show Fronts, \$25.00

**IDEAL NOVELTY CO.**  
2823 LOCUST ST. ST. LOUIS 3, MO.

## ROUTE FOR SALE

We have available, in New England, two large and two small, very attractive, profitable Routes for sale. Price is right. Wonderful opportunity to expand, with complete co-operation of distributor.

**BOX D-244**  
Billboard, Cincinnati 22, Ohio

**WE HAVE 50 CLEAN SPECIAL ENTRY ONE-BALLS**  
Priced at \$375.00.

**BIG STATE COIN MACHINE CO.**  
1603 Houston Fort Worth 2, Texas Telephone 3-3439

## WE HAVE THE "GREATEST" POPCORN MACHINE

**VALUE IN "ALL" AMERICA READY FOR DELIVERY NOW.**

Floor Model, Kettle Type. Built for years of "profits". (Pops one pound raw corn per filling.) High volume when needed. We have only a few at this price for immediate delivery. Dimensions: 54x44x29. Shipping weight, 560 lbs. Free—Exclusive—First in America. With each machine only, formulas for strawberry, orange, lemon, maple popcorn. The sensation for any location. Be first. We also accept trades (your old machine—state what you have) on the above machine we are not permitted to name in advertising. Get the details today by Western Union wire. You'll be amazed at this offer. RUSH.

**THE P. K. SALES COMPANY**  
507-09 WHEELING AVE. CAMBRIDGE, OHIO

## "They're Different"

ALL ELECTRIC MINIATURE

## GOLF MACHINES

WILL SELL FOR STORAGE CHARGES  
F. O. B. TOLEDO, O.

FOR DETAILS WRITE

**TOLEDO VAN & STORAGE CO.**  
934 DORR ST. TOLEDO, O.

# the Owl

The Owl is the official trademark of all Mills coin operated machines. For 59 years the Owl Trademark has graced Mills coin equipment. Way

back in 1889, one of the first machines Mills manufactured was called the Owl Lifter, a weight-lifting test machine used most often in arcades. Today many of these Mills Owl Lifters are still operating, a fine testimonial to the workmanship of a Mills machine.

The Owl Trademark made its beginning with Owl Lifter and today stands for the absolute best in coin operated equipment. Look for the Owl on all genuine Mills coin machines!



## BELL-O-MATIC CORPORATION

Exclusive National Distributor: Mills Bell Products  
4100 Fullerton Avenue, Chicago 39, Illinois

## A BIG HOOK FOR BIG PROFITS!



### MUTOSCOPE'S FISHING WELL

*Designed for general location operation*

You'll catch 'em and hold 'em with the spectacular FISHING WELL, a solid new game packed with action and constant motion. All the thrills of real fishing with big scores flashing in lights on the background.

Proven on location and based on Mutoscope's more than 50-year knowledge of the public's playing psychology.

Another in the great Mutoscope family of profit makers including . . . Voice-O-Graph, Photomatic, Atomic Bomber, Mutoscope Movies, Postcard Vendors.

Specifications: Only 2 ft. wide, 2 ft. 4 in. deep and 6 ft. 6 in. high.

PRICE  
F. O. B. Long Island City, N. Y. **\$375.00**

#### ORDER TODAY

Only a limited number being made—  
Act Now!

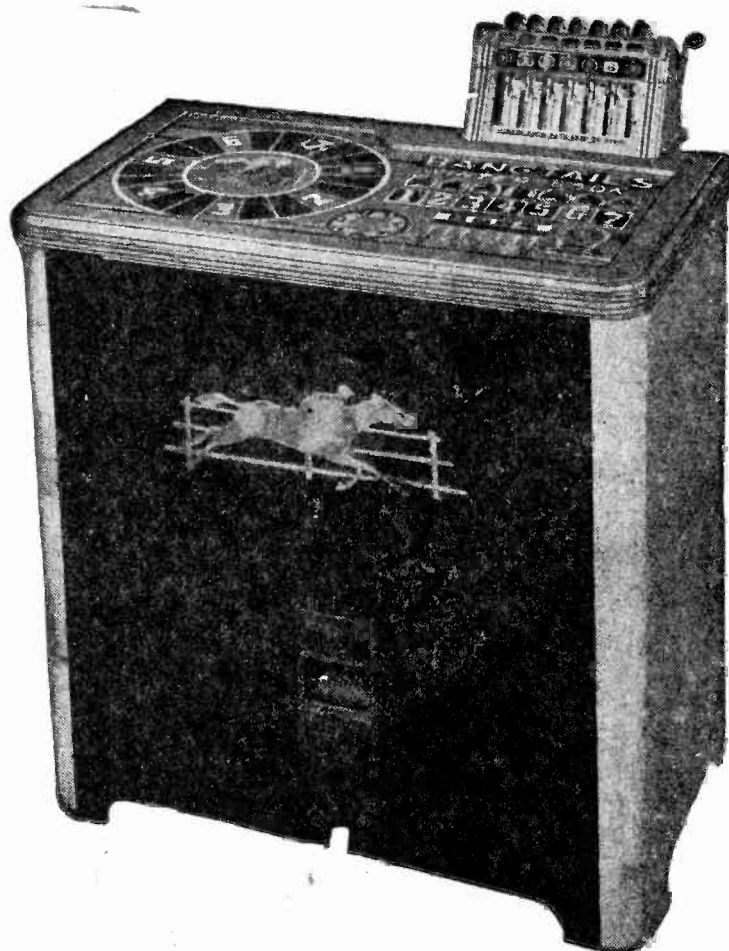
### INTERNATIONAL MUTOSCOPE CORPORATION

Established 1895  
WM. RABKIN, President

44-01 Eleventh Street

Long Island City 1, New York

# EVANS' WINTER BOOK



## World's Finest Investment in Consoles!

The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1947 . . . you'll call it your best bet in Consoles for 1948, thanks to features like these!

### ● SENSATIONAL WINTER BOOK ODDS!

Provide up to  
**\$25.00 HIGH JACKPOT ON 5c PLAY!**

Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED! NO BUILD UP NECESSARY!

### ● EVANS' NONPAREIL 7-COIN HEAD!

Greatest Improvement in the History of the Industry!  
7-Coin Play! Not just 1 or 2 or 3, but as many as 7 coins every game!  
Why be satisfied with less?

- EVANS FAMOUS PRECISION ENGINEERING
- TROUBLE-FREE PERFORMANCE
- BEAUTIFUL CUSTOM-BUILT CABINETS
- AVAILABLE IN 5c OR 25c PLAY

Ask the Man Who Operates One!

ORDER FROM YOUR  
DISTRIBUTOR NOW!

## H. C. EVANS & CO.

1528 W. ADAMS STREET



MEMBER

CHICAGO 7, ILLINOIS

# SOUTHERN'S PRE-SPRING SPECIALS!

## FREE PLAY GAMES

WRITE  
FOR  
COMPLETE  
LIST!

BAFFLE CARD .....	\$84.50
CAROUSEL .....	79.50
KILROY .....	79.50
MYSTERY .....	89.50
SMARTY .....	54.50
SPELLBOUND .....	44.50
STAGE DOOR CANTEEN .....	24.50
SUPERLINER .....	44.50
SUPER SCORE .....	54.50
SURF QUEEN .....	34.50

## MUSIC

### WURLITZERS

500 OR 600 .....	\$100.00
71, With Stand .....	90.00
780 .....	175.00
81, With Stand .....	90.00
950 .....	190.00
24 HIDEAWAY .....	40.00

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EMPRESS .....	70.00

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MODEL 1422, Like New ....	\$425.00
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IMPERIAL 20 .....	50.00
SPECTRAVOX .....	35.00
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## ACCESSORIES

WURLITZER 120 OR 125 BOXES, Each .....	\$ 5.00
SOLOPHONE BOXES, Like New .....	8.50
SEEBURG 5c WIRELESS WALLOMATIC .....	17.50

WRITE  
FOR  
COMPLETE  
LIST!

TERMS: 1/3 Deposit,  
Balance Sight Draft.

ALL OTHER TYPES NEW AND  
USED EQUIPMENT NOW AVAIL-  
ABLE. SEND FOR LATEST LIST.

"The House that Confidence Built"

# SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN  
CINCINNATI · DAYTON · FT. WAYNE  
INDIANAPOLIS · LEXINGTON

624 S. THIRD ST., LOUISVILLE 2, KY.  
242 JEFFERSON ST., LEXINGTON 2, KY.  
1329 S. CALHOUN ST., FT. WAYNE 2, IND.  
228 W. 7TH ST., CINCINNATI 2, OHIO  
603 LINDEN AVE., DAYTON 3, OHIO  
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.  
410 MARKET ST., CHATTANOOGA 2, TENN.



NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

## NEW GAMES—IMMEDIATE DELIVERY

GOTTLIEB ROBIN HOOD	CHICAGO COIN CATALINA
BALLY HY-ROLL	WILLIAMS STORMY
BALLY BIG INNING	EXHIBIT BUILD UP
BALLY MELODY	KEENEY COVER GIRL
UNITED MANHATTAN	MARVEL GOLD MINE
GENCO TRIPLE ACTION	ALL JENNINGS BELLS

SPECIAL! HUMPTY DUMPTYS Thoroughly Reconditioned \$175.00

### USED PIN GAMES

Big League .....	\$85.00	Sea Breeze .....	\$ 69.50	Fiesta .....	\$119.00
Surf Queen .....	39.00	Baffle Card .....	79.00	Hi Ride .....	119.00
Big Hit .....	39.00	Smarty .....	80.00	Marjorie .....	119.00
Stg. Door Canteen .....	44.50	Show Girl .....	85.00	Tornado .....	119.00
Suspense .....	55.00	Kilroy .....	89.00	Crossfire .....	120.00
Spellbound .....	59.00	Lightning .....	90.00	Mazie .....	120.00
Step Up .....	59.00	Rocket .....	90.00	Gold Ball .....	125.00
Super Score .....	59.00	Rio .....	95.00	Lucky Star .....	125.00
Superliner .....	59.00	Click .....	109.00	Mexico .....	125.00
Double Barrel .....	65.00	Havana .....	110.00	Torchy .....	125.00
State Fair .....	65.00	Ranger .....	110.00	Ma'am'selle .....	129.00
Amber .....	67.50	Honey .....	115.00	Coed .....	130.00
Dynamite .....	69.00	Mystery .....	115.00	Flying Trapeze .....	140.00
Ballyhoo .....	69.50	Carousel .....	119.00	Bowling League .....	145.00
Miss America .....	69.50	Cyclone .....	119.00		

\$19.50 EACH Streamliner • Flat Top • Sky Chief • Idaho • Trade Winds  
Brazil • Arizona • Midway • Oklahoma • Riviera • Liberty  
Grand Canyon • Santa Fe • Sun Valley • Wagon Wheels  
Eagle Squadron • Knockout • Five-Ten-Twenty • Big Parade • Jungle • Air Circus  
Over the Top • Jeep • Victory • Gun Club • Shangri-La • Frisco • Keep 'Em Flying

## PHONOGRAPHS

WURLITZERS		SEEBURGS		ROCK-OLAS	
950 .....	\$250.00	9800 .....	\$185.00	1946 .....	\$375.00
850 .....	255.00	8800 .....	195.00	Supers .....	165.00
800 .....	225.00	8200 .....	175.00	Masters .....	155.00
750 .....	260.00	Colonel .....	179.50	Commando .....	150.00
600 .....	125.00	Major .....	185.00	DeLuxe .....	125.00
500 .....	125.00	Envoy .....	165.00	Standard .....	125.00

Terms: 50% Deposit With Order, Balance C. O. D. or Sight Draft.

## NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 6466) CHICAGO

# STRETCH YOUR DOLLARS



## GUARANTEED REBUILT PHONOGRAPHS

SEEBURG H-146-M .....	Write	ROCK-OLA 40, SUPER OR MASTER	\$160.00
SEEBURG LO-TONE, 9800 or 8800, RC .....	\$279.50	ROCK-OLA MONARCH .....	89.50
SEEBURG CADET, RC .....	215.00	ROCK-OLA HIDEAWAY (Metal Cab.)	89.50
SEEBURG MAESTRO, RC .....	199.50	WURLITZER "1015" .....	525.00
SEEBURG REGAL OR CROWN .....	129.50	WURLITZER "750" .....	275.00
SEEBURG HIDEAWAY .....	189.50	WURLITZER "950" .....	225.00
ROCK-OLA "1422" .....	359.50	WURLITZER "600" .....	89.50
		WURLITZER HIDEAWAY (Metal Cab.)	89.50

## PIN GAMES

GOLD BALL .....	\$129.50	ROCKET .....	\$79.50
LUCKY STAR .....	119.50	KILROY .....	79.50
HONEY .....	119.50	STEP UP .....	59.50
PLAY BOY .....	99.50	SUSPENSE .....	54.50
MISS AMERICA .....	89.50	BIG HIT .....	39.50
		MIDGET RACER .....	39.50

TOTAL ROLL .....

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

## SHAFFER MUSIC COMPANY

606 South High St. Columbus 15, Ohio  
PHONE: MAIN 5563

GIVE TO THE DAMON RUNYON CANCER FUND



**TERRIFIC ACTION!**

**7 PLAYER CONTROLLED FLIPPERS!**

**ADVANCING BONUS SCORES!**

**KEENEY'S "Cover Girl"**

**SPECIAL SCORING!**

**NOVELTY AND FREE GAMES**

Also Available as a 5-ball straight novelty roll down game with console cabinet

**FLIPPER ACTION** is from center and bottom, as well as from both sides. It's FAST!

**FLIP BUTTON**



BE FIRST IN YOUR TERRITORY TO CAPTURE CHOICE LOCATIONS WITH THESE KEENEY WINNERS

**BIG MONEY** IS WAITING FOR *you!*

THE LATEST AND GREATEST OF CONSOLES

- ★ Sensational FLIPPER and bumper action!
- ★ Big ADVANCING BONUS SCORES!
- ★ SPECIAL SCORES of 50,000!
- ★ TOP HIGH SCORE: 950,000!

Keeney's "Cover Girl" is a riot of FAST high-scoring action. A BIG MONEY WINNER!



**NEW!** Keeney's **GOLD NUGGET**

Bell fruit reels! 2 coin play! Multiple Scoring! New High Awards! See it! Play it! Standard models equipped 5c-25c chutes. Any combination of 5c-10c-25c chutes.

Keeney's 2-Way Bonus Super Bell... a perfect team mate with Gold Nugget

KEENEY GAMES GET AND HOLD YOUR LOCATIONS AGAINST ALL COMPETITION

**J. H. Keeney & CO., INC.**  
"THE HOUSE THAT JACK BUILT"  
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Order from your Keeney Distributor

# Spring Clearance Sale

## NEW HEAVY HITTERS

ORIGINAL CRATES  
**WRITE**

STRIKES & SPARES ..... \$525.00

New Cables, Late Parts

NEW PREMIER BARREL ROLL .... 225.00  
12 1/2 Ft.

SUPER TRIANGLE ..... 99.50  
JACK RABBIT ..... 125.00  
BALLY RAPID FIRE ..... 75.00  
GENCO WHIZZ, STAND ..... 45.00  
DRIVEMOBILE ..... 90.00

## USED CONSOLES

MILLS 4 BELLS, HIGH HEAD .... \$100.00  
MILLS 4 BELLS, LOW HEAD .... 75.00  
JUMBO PARADE, P.O. .... 35.00  
FAST TIME ..... 35.00  
SUPER BELLS, 4 WAY ..... 100.00  
SUPER BELLS, 2 WAY ..... 85.00  
BANGTAILS, WALNUT ..... 40.00  
1945 GALLOPING DOMINO, J.P. ... 290.00  
1945 BANGTAIL, J.P. .... 290.00

NEW BALLY BOWLER ..... WRITE  
NEW BIG INNING ..... WRITE  
NEW HI ROLL ..... WRITE

TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C. O. D.  
WRITE-WIRE-PHONE

## NEW PINS Closeouts

NUDGY ROLLDOWN ..... \$175.00  
BOMANZA ..... 174.50  
GINGER ..... 150.00  
CHT-COIN BASEBALL ..... 150.00  
SILVER STREAK ..... 125.00

## RECONDITIONED FIVE BALLS

NUDGY ..... \$ 80.00  
CAROUSEL ..... 80.00  
ROCKET ..... 80.00  
LIGHTNING ..... 80.00  
FAST BALL ..... 90.00  
KILROY ..... 80.00  
SUPERLINER ..... 70.00  
SUPER SCORE ..... 70.00  
BIG HIT ..... 65.00  
SPELLBOUND ..... 60.00  
CARNIVAL ..... 50.00  
SHOW GIRL ..... 70.00  
MIDGET RACER ..... 45.00  
BIG LEAGUE ..... 45.00  
SURF QUEEN ..... 45.00  
SUSPENSE ..... 45.00

NEW DOUBLE UP ..... WRITE  
NEW HI BOY ..... WRITE  
NEW TRIPLE BELL ..... WRITE  
NEW TRIPLE BELL, 5-10-25 ..... WRITE

## ROSENFELD DOES IT AGAIN!!!

### FLIPPERS Now Available on Used Post-War 5-BALL PIN GAMES

Always first with the latest and best at the lowest prices, J. Rosenfeld Co. now offers these Certified, Reconditioned 5-Balls . . . made even better through the addition of New Flipper Action for your greater satisfaction and profits!

BALLYHOO with Flippers..... \$119.50	ROCKET with Flippers..... \$99.50
BIG HIT with Flippers..... 59.50	SEA BREEZE with Flippers..... 79.50
BIG LEAGUE with Flippers..... 59.50	SPELLBOUND with Flippers..... 79.50
GOLD BALL with Flippers..... 159.50	STATE FAIR with Flippers..... 89.50
KILROY with Flippers..... 99.50	STEP-UP with Flippers..... 89.50
PLAYBOY with Flippers..... 109.50	SURF QUEEN with Flippers..... 44.50
RIO with Flippers..... 109.50	SUPERLINER with Flippers..... 69.50
STAGE DOOR CANTEN with Flippers..... \$44.50	

Each and every machine thoroughly reconditioned and ready for immediate location. When ordering be sure to specify whether or not Flipper Action is desired. If not, deduct \$10.00 from above prices.

### SUPER BARGAIN

NUDGY (In original crates) — only \$149.50.  
NUDGY (slightly used, top condition) — only \$129.50.

Buy With Confidence. Satisfaction Guaranteed or Your Money Back.

Write for our bargain list of **PRE-WAR 5-BALLS**  
Priced as low as **\$14.95**

**BRAND NEW 5-Balls with FLIPPERS**  
Ballyhoo . . . \$144.50  
Rocket . . . 139.50

Attention, Operators in our Territory: Use our EZ payment plan . . . small down payment—easy weekly installments.  
Phone, Wire or Write

**J. ROSENFELD CO.**  
3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

Direct factory distributor for Bally, Jennings, U-Need-A, Victor Daval, Midget Movies, Frantz Scales.

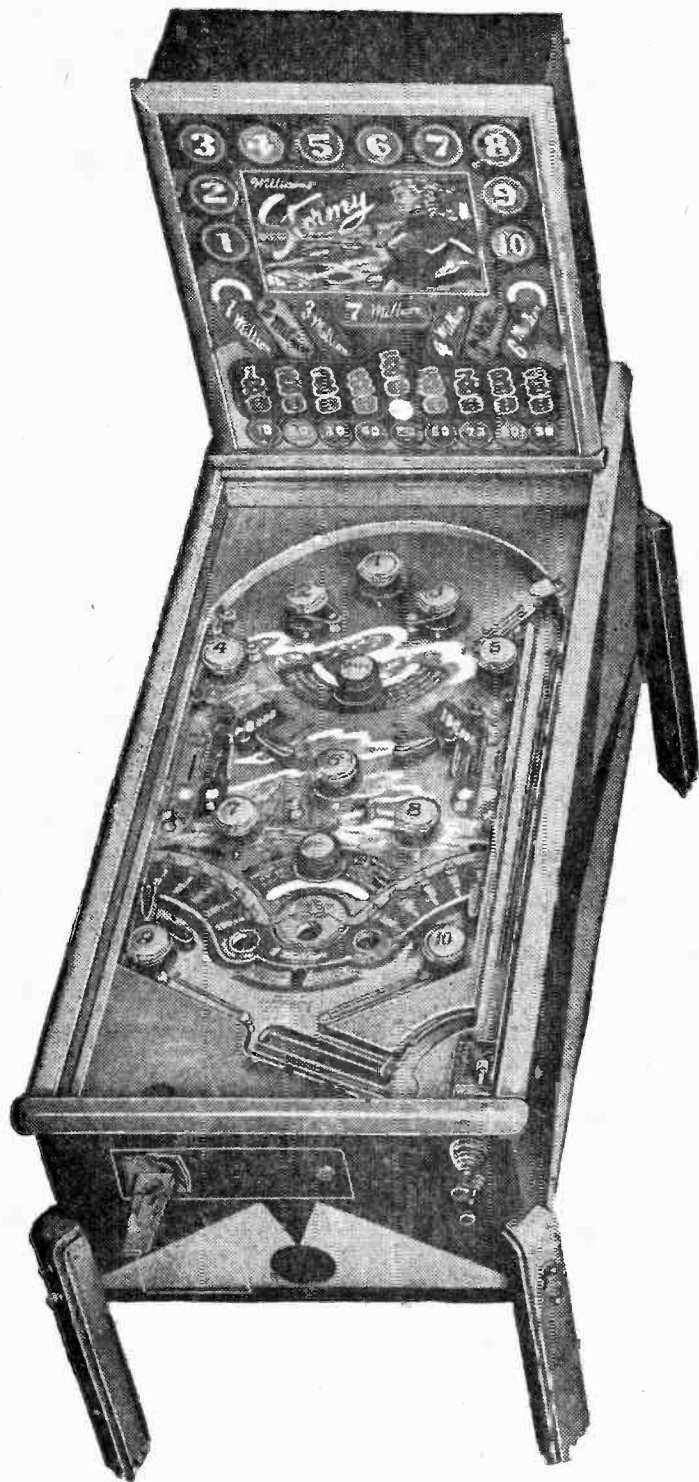
GIVE TO THE DAMON RUNYON CANCER FUND

**Mayflower Distributing Co.**

2218 UNIVERSITY AVENUE

ST. PAUL 4, MINN.

# Williams STORMY



Try STORMY anywhere. The  
NEW Flipper Action and  
other play compelling features  
make it a WINNER!

ORDER  
FROM YOUR  
DISTRIBUTOR  
TODAY

Williams  
MANUFACTURING  
COMPANY  
161 W. HURON ST.  
CHICAGO 10, ILL.



JOE  
ASH

## ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

- BAFFLE CARD . . . . . \$59.50
- FAST BALL . . . . . 49.50
- HAVANA . . . . . 79.50
- MAISIE . . . . . 89.50
- STAGE DOOR CANTEEN 29.50
- SUPERLINER . . . . . 44.50
- STATE FAIR . . . . . 59.50

1/3 With Order — Balance C. O. D.

### ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

98 Clinton Ave.  
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Scranton, Pa.  
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

ATLAS Can Supply Any Bell, Console,  
Arcade Machine? Write!

#### NEW JENNINGS BELLS

- Standard Chief, 5¢ . . . . . \$269.00
- Standard Chief, 10¢ . . . . . 279.00
- Standard Chief, 25¢ . . . . . 289.00
- Standard Chief, 50¢ . . . . . 399.00
- Standard Chief, \$1 . . . . . 599.00
- Super DeLuxe Lite Up Chief, 5¢ . . . . . 324.00
- Super DeLuxe Lite Up Chief, 10¢ . . . . . 334.00
- Super DeLuxe Lite Up Chief, 25¢ . . . . . 344.00
- Super DeLuxe Lite Up Chief, 50¢ . . . . . 454.00
- Standard Club Console . . . . . 369.00
- Super DeLuxe Club Console . . . . . 424.00

**DELIVERY  
NOW!**

#### A NEW BELL IDEA!

SEE US FOR  
JENNINGS  
TIC-TAC-TOE

8 MYSTERY-BAR  
PAYOUTS!  
3 MODELS!  
5c-10c-25c  
PLAY

#### PHONOGRAPHS

- Seeburg Cadet . . . . . \$245.00
- Wurlitzer 600 . . . . . 195.00
- Wurlitzer 616 . . . . . 89.50
- Wurlitzer 24 . . . . . 148.50
- Seeburg Royal . . . . . 148.50
- Seeburg Classic . . . . . 225.00
- Seeburg Hi-Tone, R.C. . . . . 275.00
- Seeburg Concert Grand . . . . . 175.00
- Seeburg Crown . . . . . 175.00
- Rock-Ola DeLuxe . . . . . 175.00
- Rock-Ola Master, '40 . . . . . 175.00
- Concert Master, '40 . . . . . 245.00
- Mills Threne . . . . . 145.00
- Mills Empress . . . . . 189.50
- SEEBURG LO-TONE . . . . . 295.00

#### NEW EQUIPMENT.

- GENCO TRIPLE ACTION  
GOLD MINE
- CATALINA  
MANHATTAN  
EXHIBIT BUILD-UP  
MELODY
- BING-A-ROLL (Roll Down)
- BANG TAILS, COMBINATION
- SPECIAL PRICES ON PACE BELLS.

#### SHOOTING STARS

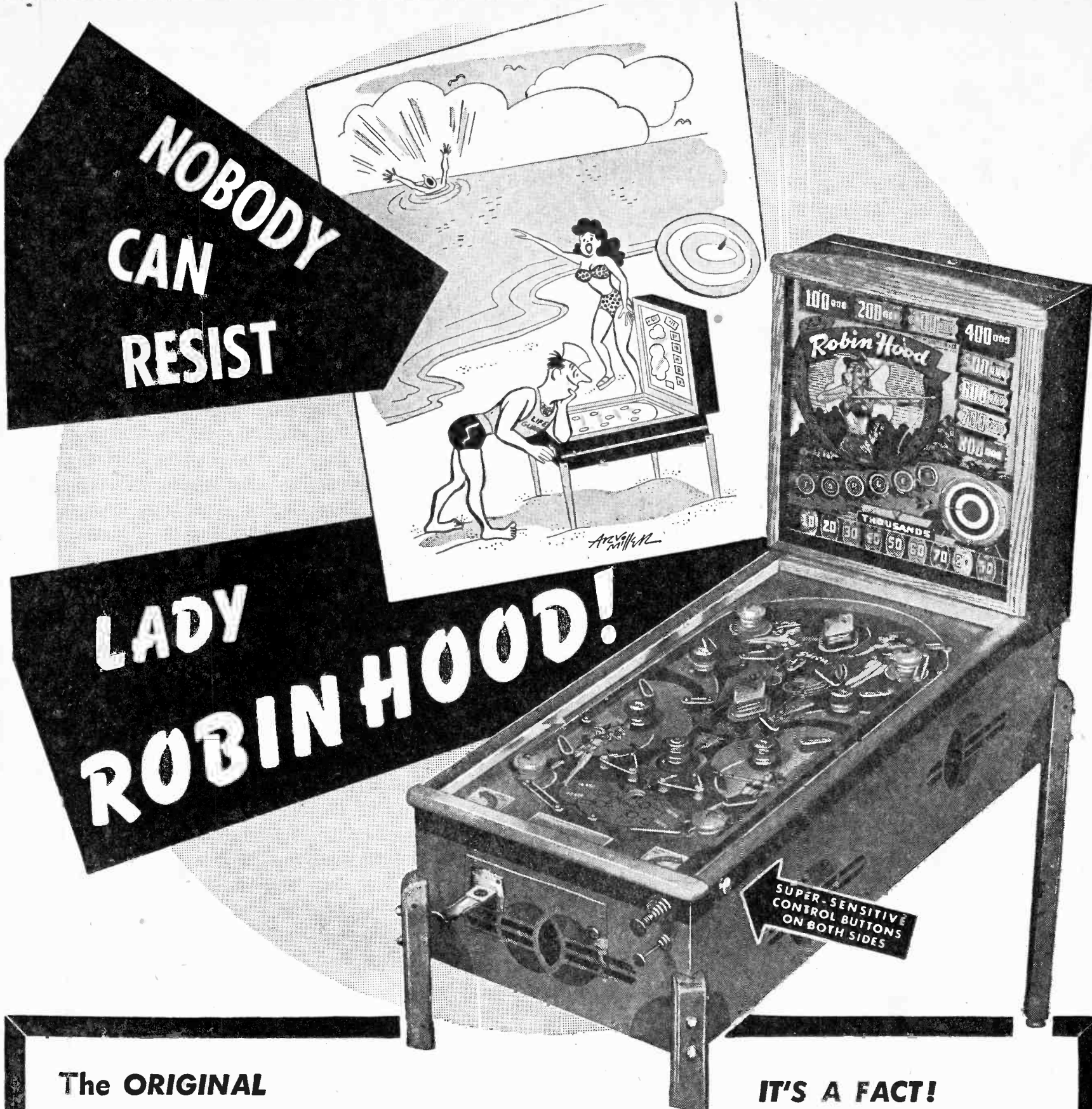
Brand New: Real Money  
Maker. In Orig. Cartons. \$74.50 Ea.  
SPECIAL, \$69.50 Lots  
of 5

All used equipment listed is completely rebuilt and refinished!  
Terms: 1/3 Deposit, Balance C. O. D.

# ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARMitage 5005 • CHICAGO 47  
Assoc. ATLAS MUSIC CO., 3745 GRAND RIVER AVE., DETROIT 8  
Offices. ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9





The ORIGINAL  
**FLIPPER BUMPERS!**

**COMPLETE SEQUENCE!**  
**COMBINATION HIGH SCORE  
 AND FREE PLAY POCKET!**

**FLASHING STEP-UP  
 TARGET BUMPER!**

*"There is no substitute  
 for Quality!"*

**IT'S A FACT!**

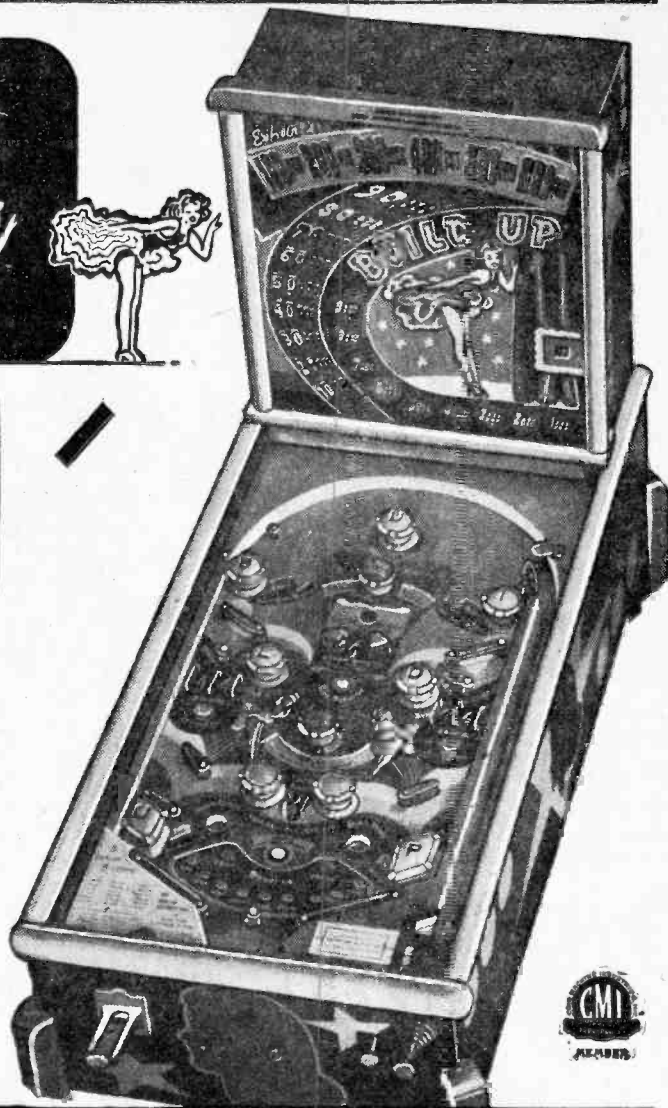
Thanks to the irresistible attraction of Gottlieb's Original Flipper Bumper play, sensational scoring opportunities and over-all appeal. Lady Robin Hood commands top earnings. A "life-saver" for every type of location! See your Distributor NOW for IMMEDIATE DELIVERIES!

*D. Gottlieb & Co.*



1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

# BUILD UP



# UP

**RESERVE and DOUBLE RESERVE BUILD UP**

with  
**50,000 and 25,000 (reserve) SPECIAL and EXTRA SPECIAL LANES—Flipper-Action Too!**

**GET IT! from your nearest DISTRIBUTOR**



**EXHIBIT SUPPLY COMPANY** (ESTABLISHED 1901) **4218-4230 W. LAKE STREET CHICAGO 24, ILL.**

## BADGER'S Bargains

"Often a few dollars less—Seldom a penny more"

LOS ANGELES see Bill Hoppel  
MILWAUKEE see Carl Hoppel

### GUARANTEED RECONDITIONED CONSOLES

NEW KEENEY GOLD NUGGET .. WRITE	BALLY WILD LEMON .....	WRITE
NEW BALLY TRIPLE BELLS .. WRITE	BALLY DOUBLE UP .....	WRITE
BALLY TRIPLE BELLS .....	KEENEY BONUS, 3-WAY .....	\$695.00
MILLS THREE BELLS, 5-10-25¢ ..	KEENEY BONUS, 2-WAY .....	595.00
KEENEY 4-WAY SUPER BELLS ..	KEENEY BONUS, 1-WAY .....	345.00
KEENEY TWINS, 5-25¢, F.P., P.O. .	1947 GALLOPING DOMINOS .....	395.00
KEENEY SUPER SINGLE, F.P., P.O. .	1947 BANGTAILS .....	395.00
MILLS JUMBO, LATE, F.P., P.O. .	BALLY DE LUXE DRAW BELLS .....	325.00
MILLS JUMBO, LATE, P.O. ....	BALLY DRAW BELLS .....	275.00
34.50		

### GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER, MODEL 1015 .....	SEEBURG, MODEL 1-47 .....	\$575.00
WURLITZER, MODEL 1080 .....	SEEBURG, MODEL 1-46 .....	495.00
A.M.I., 1946 MODEL M .....	ROCK-OLA, MODEL 1426 (1947) ..	495.00
PACKARD, 1946 MODEL 7 .....	ROCK-OLA, MODEL 1422 (1946) ..	395.00

### RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢ ..	MILLS BLUE FRONT, ORIG., 5¢ ..	\$ 74.50
MILLS BLACK CHERRY, ORIG., 10¢ ..	MILLS BLUE FRONT, ORIG., 10¢ ..	79.50
MILLS BLACK CHERRY, ORIG., 25¢ ..	MILLS BLUE FRONT, ORIG., 25¢ ..	89.50
NEW BLACK CHERRY .....	SINGLE WEIGHTED STAND .....	19.50

**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.



United Mfg. Cos'.  
**MANHATTAN**

Art Work and Silk Screening

by  
**ADVERTISING POSTERS CO.**

1500 N. HALSTED ST. • CHICAGO 22, ILL.



## ECONOMY

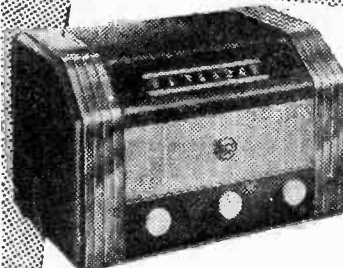
Supplies the Nation!  
Joe Munves is now sole owner of the Economy Supply Company of New York.

We carry a large stock of parts and supplies for coin machines.  
Write—Wire—Phone Your Needs

**WATCH FOR WEEKLY PARTS SPECIALS**

**ESC ECONOMY SUPPLY COMPANY**

JOE MUNVES  
615—Tenth Ave., New York 19, N. Y. • All phones Plaza 7-2175



**\$27.95**  
**STARTS YOU IN BUSINESS**

THE NEW  
**RCA COIN-OPERATED RADIO**

The finest playing, finest looking, finest money maker. RCA 6-tube coin-operated radio, built tough as a tank to keep the play in hotels, cabins, etc.

\$27.95 with order  
6 months to pay balance of \$42.00

**The VENDING MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U.S.A.

# OUTSTANDING

IT'S OUTSTANDING! IT'S TERRIFIC!

IT'S

WORTH WHILE  
WAITING FOR!

# TRIPLE ACTION

FLIPPER ACTION  
TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES  
SPECIAL "BONUS FEATURE"  
TRIPLE BONUS FEATURE

*Triple Action!  
Triple Profit!*

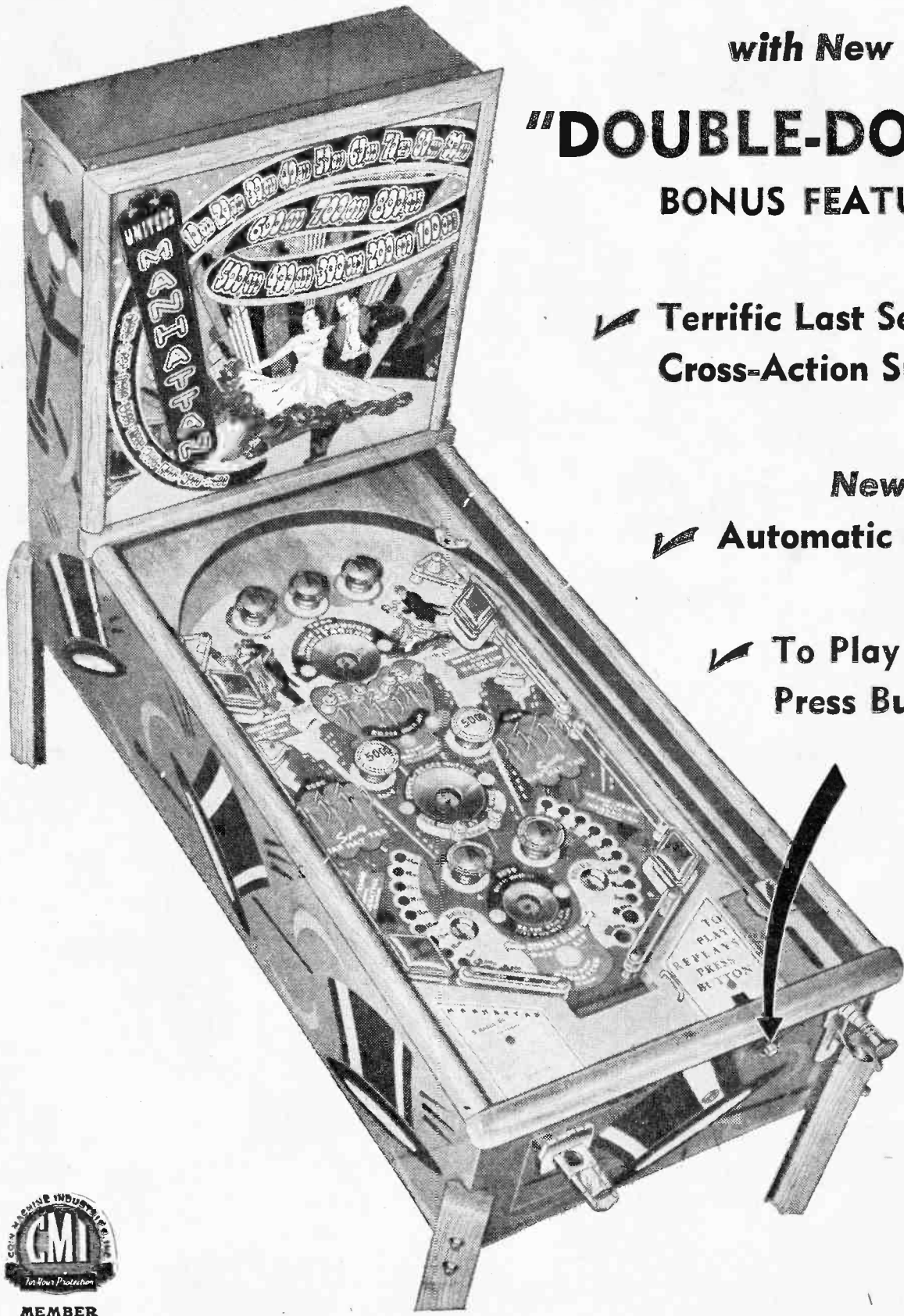


ORDER FROM YOUR NEAREST DISTRIBUTOR

# Genco

MANUFACTURING and SALES CO.  
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL

# UNITED'S MANHATTAN



with New

## "DOUBLE-DOUBLE"

BONUS FEATURE

✓ Terrific Last Second  
Cross-Action Suspense

New

✓ Automatic Shuffle

✓ To Play Replays  
Press Button

FIVE-BALL  
NOVELTY  
REPLAY

SEE YOUR  
DISTRIBUTOR



## UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS



**I WAS HAVING A  
ROUGH TIME!**



I had good locations. The machines were getting a good play but . . .



I wasn't getting anywhere. The location owners were happy with THEIR share of the take . . . but after splitting with them . . .



I still had to make payments to the Finance Company which left me strapped.

**HOWEVER  
THAT WAS WAY BACK IN  
1947 "B. C." - BEFORE**

**Aireon  
Coronet**  
MODEL "400"

**CHANGED MY WHOLE  
OPERATION AND  
INCREASED MY  
PROFITS!**



With the new CORONETS and a membership in the "400 CLUB" . . .



My locations are happier than ever . . . The take is greater and it all adds up to . . .



No more "Payment Day Blues" for me. I'm in business to stay and I'm saltin' some away.

**JOIN THE AIR EON 400 CLUB TODAY**  
CALL, WIRE OR WRITE

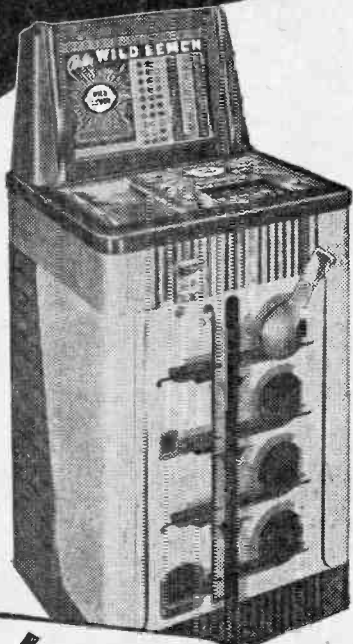
**Aireon**

**MANUFACTURING CORP.**

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas  
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

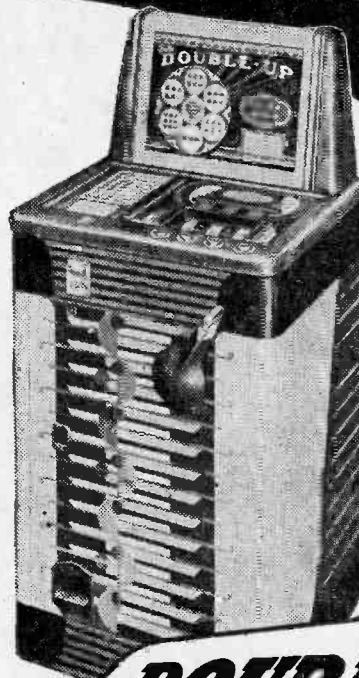
# Bally BELL CONSOLES

CHANGING ODDS  
plus sensational  
new WILD LEMON  
LIGHT. Lemons on reels  
SCORE AS ANY SYMBOL  
when WILD LEMON is lit.  
Nickel or Quarter play.



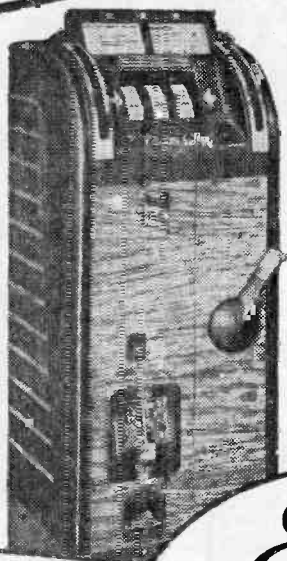
**WILD LEMON**  
CHANGING ODDS BELL CONSOLE

Features famous  
EXTRA DRAW . . .  
plus new DOUBLE  
AWARD SPINNER which  
automatically doubles  
winners when spinner lights  
match reel combination.  
Nickel or Quarter play.



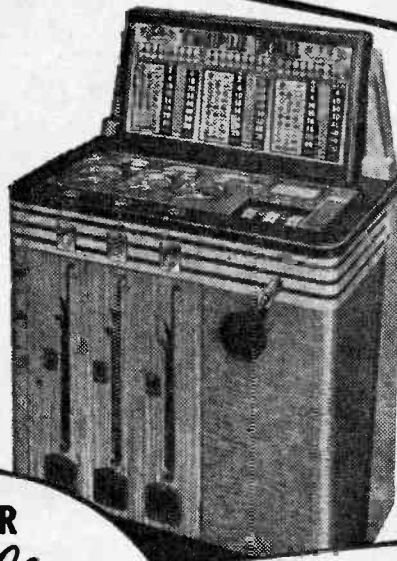
**DOUBLE-UP**  
HOLD AND DRAW BELL CONSOLE

HOLD AND DRAW feature  
permits player to hold favorite  
reels, after first spin, and  
deposit a second coin for a  
second spin of reels  
not held. Nickel,  
Dime or Quarter play.



**hi-boy**  
CLUB-TYPE HOLD & DRAW BELL CONSOLE

Triple Coin Chutes permit three  
players—or three coins every  
spin. 1000 Super Special  
Awards plus plenty of  
other big awards. Any  
coin combination—  
Nickel, Dime,  
Quarter.



**TRIPLE BELL**  
TRIPLE PLAY! TRIPLE PROFIT!

OTHER  
**Bally**  
HITS

- MELODY • HEAVY HITTER
- EUREKA • JOCKEY CLUB
- JOCKEY SPECIAL • HY-ROLL
- BIG INNING
- BALLY-BOWLER



**Bally** MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



**Wherever**

**you go**

**it's**

**Seeburg**



**Seeburg**  
1902 • DEPENDABLE MUSIC SYSTEMS • 1948  
J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

**AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS**



**... Another Proof of  
WURLITZER LEADERSHIP**



**No Other Commercial Phonograph  
Has The *ZENITH* Cobra Tone Arm**

**HIGH-FIDELITY TONE BRILLIANCE...**

Think of it! Less than  $\frac{2}{3}$  ounce pressure at the "floating filament" stylus. Extremely low record surface noise, yet the Zenith Cobra Tone Arm picks up the finest modulations. Tone never before heard on a record. Music so marvelous that it sells itself to the listener—produces extra plays and added profits in every location.

**UNEQUALED SAVINGS IN RECORD-NEEDLE COSTS...**

IMPORTANT: The average popular number on your phonographs is played from 1500 to 2500 times. With conventional pickups record fidelity starts to fall off at from 50 to 300 plays—and falls off FAST. 3 to 4 record replacements are necessary during the life of that tune. With the Zenith Cobra Tone Arm one record plays the entire run, will still have 95% fidelity after 2000 plays. A substantial reduction in record and needle costs. A clear gain that can total hundreds of dollars in extra profits from every Wurlitzer Model 1100 or Model 1080A Phonograph. The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

**WURLITZER MUSIC MERCHANTS**

*Cash in on*

**WURLITZER LEADERSHIP**

