

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JUNE 12, 1948

VVV



Could be there's a new day a-comin' for bebop. Willard Alexander, veteran talent handler and band manager (who made quite a rep counseling Benny Goodman and Count Basie, and more recently English chirp Beryl Davis, among others), has taken over personal management of one of the bop circle's foremost exponents, Dizzy Gillespie. The Diz is shown here making with the mop, mop at Carnegie Hall, New York.

JERRY COOPER'S Outstanding Recording of ...



Duke Ellington
WMCA



Tommy Dorsey
WMCA



Paul Brenner
WAAT



Tex Antoine
WNBC



Jack Eigen
WINS



Norman Brokenshire
Walter Thornton
WNBC



Gene Rayburn & Dee Finch
WNEW



Johnny Clarke
WINS

Lescouli
WOR

Get a Pin-up Girl!

"GET A PIN-UP GIRL"
Fast Becoming
Number 1 Hit
on all greater
New York's
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Hal Tunis
WAAT



Walter Thornton, Phil Goulding,
Morey Amsteroom
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WOR

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Johnny Olsen



Martin
WNBC

Bea Kalmus
WHN

Bill Williams
WOV

Symphony Sid and Ray Carroll
WHOM

"Mr. & Mrs.", Bea V.
Andre Baruch
WJZ

Ted Husing
WHN

Paul Whiteman
WJZ

Ted Steele
WMCA

Art Green
WLIB

Ward Wilson
WHN



Bill Gordor
WOV

Jerry Roberts
WAAT



Jack Lacy
WINS

Bob Smith
WNBC



Edd Lawrence
WHN

Arthur Godfrey
WCBS



Art Ford
WNEW

Pat Barnes
WJZ



Ed Robbins
WJZ



FREE
to disc
jockies
**"GET A PIN-UP
GIRL"**
Record
and
Calendar

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WALTER THORNTON,
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New York 17, N. Y.

Please send me at once FREE of charge Jerry Cooper's
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A Pin-Up Girl Calendar" in 6 gorgeous colors, made especial
jockies.

Name _____
Radio Station _____
City _____ State _____

This advertisement will appear full page in the Sunday Daily Mirror, J
Sunday Daily News, June 20th and 21th. The ad offers to the p
Thornton's famous "Get A Pin-Up Girl" Calendar valued \$2.00
purchasing Jerry Cooper's Diamond Recording of "Get A Pin-Up Girl"

"GET A PIN-UP GIRL," words and music by DON
MILLS MUSIC PUBLISHERS

The World's Foremost Amusement Weekly

OUTDOORS' BOFF HOLIDAY

AGVA's First Convention Bars "Reds" From Office; Fights Follow Early Quiet

Anti-"Subversives" Win Only Partial Triumph

NEW YORK, June 5.—The controversial Article XXVI of the proposed American Guild of Variety Artists (AGVA) Constitution, which deals with Communists and Fascists and similar front organizations, was the explosive issue that kept delegates to AGVA's first convention in history in angry session from 12:30 Friday night (4) until almost 3 o'clock this morning.

The first section was finally accepted but the second, to which many delegates (San Francisco, Omaha, New York) objected vehemently, was finally ruled out.

The first section barred Communists and Fascists from holding any office in AGVA. The defeated second called for the following: "Any person who is a member of . . . parties, organizations or groups which have adopted resolutions or platforms presently in force declared by the board of this association to be inimical to and conflicting with the best interests of . . . (AGVA) . . . and who retains such membership . . . after the board shall have determined . . . that such party . . . is inimical to . . . this association (shall be removed) . . ."

The Boston delegation moved for

unanimous acceptance and the fight was on. Delegates from various areas charged it was a police law full of witch-hunting implications. One member of the committee pointed out that the full clause was (See AGVA Conclave on page 38)

100G Tax Case Watched by All N. Y. Producers

NEW YORK, June 5.—Max Gordon is contesting a tax ruling by the Bureau of Internal Revenue that would cost him in excess of 100G in back taxes and is so wide in its implications as to change the entire method of financing shows. Gordon has already filed a brief in tax court and intends to fight to the U. S. Supreme Court if necessary.

The Internal Revenue Bureau contends that play productions are taxable as corporations, not limited partnerships. As corporations, productions are subject to different taxation. For example, Gordon is being sued (See Max Gordon's 100G on page 44)

If Montreal Bars Flagstad, How About Robeson?

MONTREAL, June 5. — A minor row has developed in Montreal over the booking of soprano Kirsten Flagstad by Les Concerts Symphonique for a program next season. Quite innocently, Paul Robeson's name has been dragged into the fray and now it's fact becoming a fray-for-all.

It all started some time ago when Herald columnist, Al Palmer, revealed that Flagstad had been engaged. There were protests and letters to the editor, but the thing seemed to cool off. However, last week when Paul Robeson gave a gratis performance with the Montreal Jewish Folk Choir, the row re-opened and now the tempest is gathering fury day by day.

One faction claims that politics has nothing to do with art and that both Flagstad and Robeson should be allowed to give performances freely regardless of their political affiliations or thoughts.

Another line of thought is that the nix should be put on Flagstad but not on Robeson, since Flagstad allegedly collaborated with the enemy, while Robeson's sympathies are said to lie with a nation that is, technically at least, still an ally.

A third group would bar them both, since Communism is as abhorrent to them as Nazism.

Directors of Les Concerts Symphoniques are mulling what to do about the Flagstad booking.

Cirks, Carnys, Parks, Beaches All Clean Up

Only the East Is Rainy

By Hank Hurley

CHICAGO, June 5.—Outdoor show business—carnivals, circuses, amusement parks and beaches—chalked up big ones all along the line thruout the Midwest over the three-day Decoration Day week-end, May 29-31, thanks to excellent weather and a free-spending public. It was much the same story in other sections of the nation, whenever and wherever the weather behaved at all.

In the East the picture wasn't as bright, due almost entirely to the rain and cold which prevailed thruout many areas. However, the three-day period was not a total blank.

The important point to outdoor business was that spending was especially good (See Midwest Holiday on page 48)

Seagoing Biz Pick-Up Due In the Fall

Summer Cruise Shows Few

NEW YORK, June 5.—Employment for entertainers on cruises has been steadily improving, with perhaps four times as much work forecast for 1948-'49 as the year before. Because of ships sunk during the war there has been a shortage of vessels. Those available have been filled to capacity on regular runs and even on the remaining ones used for cruises space has been so much in demand that the shipping companies didn't need extra inducements to get customers.

This fall it is expected that the Holland-American, Cunard, Moore-McCormack, Furness and French lines and several agencies specializing in cruises, such as Cooks Tour, Ray— (See Summer Cruise on page 39)

Barbara Scott Iced by MCA

MONTREAL, June 5.—Music Corporation of America (MCA) last week picked for itself about the brightest plum in the sports-showbiz field, the signing of Barbara Ann Scott, Canada's figure skating queen and Olympic champion.

Miss Scott has had professional offers dangled before her since last year when she first climbed into international prominence thru her blade victories. The 20-year-old blonde looker had previously been signed to various film companies, the Sonja Henie unit, and the Canadian National Exhibition in Toronto, but these reports were never confirmed and now it is established that MCA (See Barbara Scott on page 38)

Oregon Floods Ravage Showbiz

Theater, Cirk, Clubs, Parks Washed Out

Ice Follies Cast Heroic

PORTLAND, Ore., June 5.—Deep flood waters in the Vanport area near here make any estimate of physical damage and financial loss to entertainment facilities impossible. A new flood crest is predicted Monday (7) which may add more damage if seeping dikes give way. Many amusement spots have already been hit hard and it is a certainty total damage will run high.

Vanport Theater, in Vanport, is among the buildings covered by nearly 330 feet of water. House was operating when waters invaded from broken dike but was quickly emptied without loss of life.

Jantzen Beach Park, primed to open its season last week-end, is under water and it is expected damage to rides, shows and the ballroom will run in tall figures. Swimming pool (See Oregon Floods on page 38)

Long's Regime Hits at Radio And Press Foes

BATON ROUGE, La., June 5.—Four bills thrown in the hopper of the State House last week apparently are intended to punish *The Times-Picayune* and other metropolitan dailies of Louisiana for opposition to the Earl K. Long administration in the fall election. All would impose heavy assessments on advertising.

Both House Bill 189, "to impose a 10 per cent tax on all advertising gross in publications, radio stations and networks of stations operating in Louisiana," and House Bill 266, "to prohibit dailies, weeklies and radio stations from charging premiums for political advertising," were introduced by a representative with whom the administration is not associated and Governor Long has denied that they have his backing. Newspaper and radio execs, however, disbelieve his denials. It is regarded as certain that both bills will be railroaded thru the Legislature. Few administration-supported bills have been even the least questioned thus far.

The House has passed a proposed (See Long's Regime on page 10)

Radio Outlets Covered, But They Carry On

Disaster Newscasts Okay

By William Moyes

PORTLAND, Ore.—June 5.—Broadcasting suffered more heavily than any other single industry, yet radio did an outstanding job of broadcasting news and organizing relief work in the Columbia River flood which wiped out Vanport this week. Three out of eight Portland AM stations were flooded out, the biggest loser being KGW, local affiliate owned by the Oregonian Publishing Company, whose transmitter plant appears a total loss.

When the dike burst Sunday (30) Clyde Bruin, veteran KWG transmitter man, looked out the window and saw the 15-foot wall of water racing towards him and Vanport houses. He escaped in his car, barely getting off the property as a floating house hit one of KGW's 22-foot stilts. (See Cripples Are Flood on page 10)

Showbiz Bills Pigeonholed to '49

Radio, Music Laws Likely Next Session

FCC May Be Overhauled

WASHINGTON, June 5.—Congressional adjournment this month will result in the shelving of more than a score of major bills affecting radio, night clubs, the stage, music, disks, outdoor shows and coin machines. Altho the individual bills are doomed for the session, the fundamental problems with which most of them deal are certain to reappear in similar if not identical measures in the next Congress, which is likely to have a record mass of show business legislation on its hands.

On the radio side, Congress's haste to adjourn for the political conventions and national election campaign is leaving a number of big issues on ice for the next session. Chief of these is broad revision of the Communications Act. Constructed from the ashes of the old Federal Radio Commission in 1934, the Federal Communications Commission (FCC) has been the target for congressional potshots every year since then, and it will face similar gunfire next session. A drastic FCC overhauling, proposed this session by Sen. Wallace White (R., Me.), chairman of the Senate Interstate Commerce Committee, has long been moribund, but it will be revived in considerably different form next year. The exact shape of the revived legislation will be determined by whether the Republicans retain control of Congress. Another factor will be whether Sen. Charles Tobey (R., N. H.) prefers the Senate Interstate Commerce Committee chairmanship instead of his present chairmanship of the Senate Banking Committee in the event the GOP keeps Senate control. Since a large

(See Showbiz Bills on page 38)

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Stem Studios To Give Thesps Chance To Hear Selves Read

NEW YORK, June 5.—"How did I sound?" is the gist of a new idea in rehearsal studios, which two young thespians, Julian Benjamin and John Christian, are set to preem around June 15 at 147 West 46th Street.

Called Play-Back, the sound-proof studios—five in all—will be equipped with wire recorders so that radio or stage actors, for a nominal fee, can hear their audition material before the big appointment and record until they get it right.

Aside from this angle in aid to thespians, the service will also offer soon

a bulletin board of latest showbiz doings, a library of audition material in case you're stuck for some and a library of all dialects to be recorded by the natives of each country.

Especially offered to radio thespians will be off-the-air checks, both AM and FM, and for the stage actor space is available for play reading groups to record themselves. For the pop singer a larger studio will include a piano.

Outgoing recorders will later be offered for take-home use.

THE INSECT COMEDY

(Opened Thursday, June 3)

CITY CENTER THEATER

A fantasy by Josef and Karel Capek. Staged by Jose Ferrer. Set by Herbert Brodtkin. Costumes by Emeline Roche. Choreography by Hanya Holm. Company manager, Ben Ketcham. Stage manager, Phil Stein. Press representatives, Jean Dalrymple, Marion Graham. Presented by the New York City Theater Company.

- The Vagrant George Coulouris
- The Professor Robinson Stone
- Felix Jose Ferrer
- Young Butterflies: Annabelle Lyon, Jane White, Betty Low, Claire Hale
- Iris Phyllis Hill
- Victor Tom Avera
- Clythia Rita Gam
- Otakar Thomas Poston
- Chrysalis Mildred Joanne Smith
- Male Beetle Stanley Carlson
- Female Beetle Paula Laurence
- Another Male Beetle Bobby Busch
- Ichneumon Fly Robert Carroll
- Its Larva Chev'l Colton
- Male Cricket Ray Walston
- Female Cricket Annabelle Lyon
- Parasite Bert Whitley
- Blind Ant Leonardo Cimino
- 1st Engineer Alexander Scourby
- 2d Engineer Robert Carroll
- An Ant Sidney Walters
- Another Ant Ted Allegritti
- Inventor Robinson Stone
- Soldier Charles Summers
- Another Soldier Howard Wierum
- 1st Messenger Bobby Busch
- Another Messenger Mack Busch
- Quartermaster Thomas Poston
- Wounded Man Bert Whitley
- Telegrapher Ray Walston
- Journalist Tom Avera
- War Worker Joyce Hill
- Bond Salesman Chev'l Colton
- A Traitor George Hall
- Yellow Commander Jose Ferrer
- 1st Moth Jane White
- 2d Moth Betty Low
- 3d Moth Claire Hale
- 4th Moth Annabelle Lyon
- 1st Snail Bobby Busch
- 2d Snail Mack Busch
- Wood Cutter Arthur Newman
- Woman Nan McFarland
- Soldiers: Norman Bleiweiss, Jim Dyas, Collin Craig, Klaus Holm, Eugene Iglesias, Werner Klemperer, Tito Ledouk, Ralph Longley, Don Murray, Bill Parker, Charles Polk, Bernard Pollock, Stephen Slane, John Stark, Fred Wayne.

For the spring rep wind-up, the New York City Theater Company is offering Josef and Karel Capek's

satire of human frailties, *The Insect Comedy*. *Insect* was produced here some 26 years ago, as adapted by Owen Davis under the title, *The World We Live In*. The same version is used for the current revival. It can be reported that the Capek fantasy is as pertinent today as ever—perhaps more so, since these manifestations of human stupidities seem to have been emphatically repeating themselves over the last quarter century.

The Capek protagonists paralleling human vices and vanities are members of the insect fraternity, spied upon by a frustrated derelict who is disgusted with his own kind. There are preening butterflies thriving on infidelities; beetles which spend a lifetime accumulating a pile of junk, only to be robbed of it in the end; a predatory fly which kills for the sheer joy of killing; silly crickets which laugh at the suffering of their own kind, and a scavenger parasite on hand to lick up the remains. They are all there: Vanity, lust, avarice, knavery, brutality, callousness and cowardice—a tasty parade.

But it is with its final episode that *Insect* packs its real wallop. Whether or not this has been somewhat revised, one wouldn't know. However, this Hitlerian travesty by ants on the war-path is something that is right off the fire. Its satire is over-obvious, but it has been most effectively staged by Jose Ferrer with an able rhythmical assist from Hanya Holm. It is fine theater.

George Coulouris gives a sound performance as the vagabond who more or less correlates and interprets the play. There are excellent contributions from Alexander Scourby and Robert Carroll as the ant dictator

Newcastle Builds 2,200-Seat Hall

NEWCASTLE, Australia, June 5.—Plans for Newcastle's War Memorial Cultural Center, which will include a 2,200-seat auditorium for live artist shows, are complete. The center is estimated to cost \$650,000, part of which will be raised by public subscription. The city was much upset at the failure of the Old Vic Company to visit the Newcastle area, which claims a population of 200,000 within a radius of 20 miles.

The only theater suitable for good legit shows at present is the city hall, which is under lease to a flicker outfit and much difficulty is experienced in getting it released for live shows. Therefore there is much enthusiasm for the cultural center scheme, which has the blessing of the council and the lord mayor.

The Stage Skeds 8-Week Winter Stock for Atlanta

ATLANTA, June 5.—Atlanta gets a winter stock company next fall when The Stage opens an eight-week run September 13 with *Blithe Spirit*. The company will be run by Lucia Cooke and sponsored by the Young Matron's Circle.

The organization of the venture reportedly now takes on a better tint than it did last fall when winter stock failed here. Miss Cooke was also co-producer of that venture but obviously now has got town sponsorship.

and his assistant. Paula Laurence adds a good comedy bit as a boarding fem beetle and Director Ferrer another as a butterflyish poet.

Herbert Brodtkin has designed another imaginative unit set which serves for all sequences and his lighting is excellent. Emeline Roche's costuming is out of the same drawer. Ferrer's direction is sound thruout, and Hanya Holm's dance patterns add color and charm.

In sum, *Insect* is not ruggedly commercial. It still smacks faintly of artiness in the writing. But the City Center troupe has produced it thoughtfully and with fine taste. They make it interesting and, for the most part, provocative theater.

Bob Francis.

The Billboard

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The Billboard also publishes: The Billboard Encyclopedia of Music Vend

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits NATURE BOY
- No. 1 Sheet Music Seller NATURE BOY
- No. 1 Most Played on Disk Jockey Shows NATURE BOY by King Cole, Capitol 15054
- No. 1 Disk Via Dealer Sales NATURE BOY by King Cole, Capitol 15054
- No. 1 Disk in the Nation's Juke Boxes YOU CAN'T BE TRUE, DEAR, Ken Griffin-Jerry Wayne, Rondo R-228
- No. 1 Most Played Juke Box Folk Record TEXARKANA BABY by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Best Selling Retail Folk Record TEXARKANA BABY by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Most Played Juke Box Race Record TOMORROW NIGHT by Lonnie Johnson, King 4201
- No. 1 Best Selling Retail Race Record TOMORROW NIGHT by Lonnie Johnson, King 4201
- No. 1 Sheet Music Seller in England GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 22 to 36 in Music Section.

525G PARTY CONVENSH TAB

4 Nets Sinking Plenty Moo To Cover Philly

Plus Cancellation Losses

NEW YORK, June 5.—The greatest concentration of radio personnel ever to descend on one city to cover a special feature will troop into Philadelphia within the next few weeks to provide coverage of the forthcoming political conventions. At the same time, the conventions are shaping up as one of the most expensive coverage jobs ever undertaken by the industry, with estimates ranging as high as \$525,000 for the four major networks alone.

This is the estimated out-of-pocket money the webs will be spending; it does not include potential commercial cancellations, shows which will have to be dropped because of convention coverage. Nor does it include outlays to be made by independent stations, the Continental Network (FM) and others. All in all, radio execs figure the convention coverage tab will total one million smashers.

Of the networks, only the National Broadcasting Company (NBC) has managed to get off the hook, this by virtue of its tie-up with *Life* mag, on a share-the-cost. It's said NBC's bill will be \$200,000, or \$100,000 each for *Life* and NBC. The Columbia Broadcasting System (CBS) is expected to spend between \$150,000 and \$200,000. American Broadcasting Company (ABC) execs estimate their outlay at \$150,000 and the Mutual Broadcasting System (MBS) forecasts a \$75,000 outlay.

NBC is sending a total of 200 staffers to Philadelphia for the three conventions—the Republican, Democratic and new party (Henry Wallace) nominating sessions. ABC is sending 115, Columbia around 150 and Mutual about 40.

In addition to the costs of housing and feeding this aggregation, the networks have gone on the nut for expense via equipment. Mutual, for instance, has spent a heavy hunk of cabbage for special walkie-talkie facilities to cover floor activities.

Tele Expenses Pooled

Altho the tele coverage, marking a milestone for the medium, will not reach as much of the public as will radio, the TV engineering expenses, because of their nature, may exceed the radio engineering costs. The TV tab is being paid for on a pool basis.

While ABC, CBS and NBC are doubling on AM-TV coverage, DuMont is handling its television coverage mainly thru tie-ups with newspapers and magazines. Outfits working with DuMont include *Newsweek*, *The New York Herald Tribune*, *Washington Times-Herald* and *Washington Post*.

FM broadcasters anticipate considerable impetus in listening as the result of the widespread coverage being lined up by the Continental Network. All convention proceedings will be carried by Continental in its most ambitious undertaking yet attempted. A minimum of 25 Eastern affiliates will carry the airings, with the web making its broadcast available at nominal costs to non-affiliated stations which do not cover areas serviced by affiliates. Continental (See 4 Nets Sinking on page 17)

Convention-Bound Broadcasters

NEW YORK, June 5.—Scope of radio-tele coverage of the forthcoming political conventions in Philadelphia may be gathered from the lists below, showing staffers being sent by the various networks. In addition, DuMont Television, Continental Network (FM), New York's tele station WPIX and many other outfits are sending delegations to cover the delegates. The major network lists below do not include company officials and are comprised primarily of commentators and announcers.

ABC	MUTUAL	NBC	CBS
Elmer Davis	A. A. Schechter	John Cameron Swase	Ed Murrow
Baukhage	Jack Paige	Ben Grauer	Lowell Thomas
Walter Kiernan	Albert Warner	Alex Dreier	Howard K. Smith
Martin Agronsky	Cecil Brown	John Batchelder	Eric Sevareid
Earl Godwin	Henry LoCossitt	Nancy Osgood	Joseph C. Harsch
Bryson Rash	Fulton Lewis Jr.	Clarence Thoman	Charles Collingwood
Taylor Grant	Cedric Foster	Mary Margaret	Don Hollenbeck
Pauline Frederick	Robert G. Hurlleigh	McBride	Larry Lesueur
George Hicks	Al Helfer	Radcliff Hall	Richard C. Hottel
Tris Coffin	Art Feldman	Leif Erickson	John Daly
Jack Beall	William Shirer	Morgan Beatty	Bill Henry
Dr. George Gallup	Bill Cunningham	Kenneth Banghart	Quincy Howe
Walter Winchell	Bill Hillman	W. W. Chaplin	Bill Shadel
Erwin Canham	Fleetwood Lawton	H. V. Kaitenborn	Don Pryor
John B. Kennedy	Sam Serots	Paul Alley	Bill Downs
Arthur Gaeth	Lester Smith	Clifton Utley	Ned Calmer
Doris Fleeson	Dave Driscoll	Bob Trout	Griffing Baneroff
Dorothy Fuldheim	Dorothy and Dick	Peter Roberts	Doug Edwards
Ted Malone	Kollmat		
Thomas L. Stokes	Lyle Van		
Ernest K. Lindley	Bill Burns		
Bob Considine			
Henry Morgan			
Drew Pearson			

Giveaway Craze Continues; MBS Show Offers 19G Wkly.

NEW YORK, June 5.—The rush of the major networks to get into the telephone-giveaway program craze (*The Billboard*, June 5) continued this week, with the Mutual Broadcasting System (MBS) the latest to join the parade. Mutual's program appears to be the all-time topper insofar as cash giveaways are concerned, for in addition to a potential \$50,000 annual jackpot, the program may give away as much as \$19,500 each week.

The MBS show is being called *The Big Money Game* and in common with *Stop the Music* on the American Broadcasting Company (ABC) and *Sing It Again* on the Columbia Broadcasting System (CBS), keys its giveaway gimmick to songs. The gimmick calls for contestants to name

the sequence in which three tunes are to be played. There will be 10 sets of three tunes per program. A winner identifying one set will get \$500; the second, \$1,000, and if by a "miracle," he identifies the third, he gets an additional \$5,000. In addition, he gets a crack at the \$1,000 jackpot, which will be handled cumulatively, so that in a year the jackpot could hit \$50,000—the ceiling Mutual has put on the deal.

The show starts June 26 in the 9-to-10 p.m. Saturday slot. It will immediately follow *Sing It Again* on CBS, which by comparison is a piker deal, since it gives out a lousy \$100 for correctly identifying celebrities identified by jingles. *Big Money* was sold to Mutual by Ed Wolf. Airing Saturdays means that that night is really radio's bank night, since *Truth or Consequences* airs that night as well. Giveaways also seem to be encouraging a return to hour-long shows, since *Sing It*, *Big Money* and *Stop the Music* all run that time.

Talent on *Big Money* will have Bud Collyer as emcee, Mark Warnow's ork and vocalists Mary Small and Russ Emery. In the event Warnow, now on the Coast, has not completely recuperated from a recent illness, Ernie Fiorito probably will fill as maestro.

ABC Pitches Hard For 'Blondie,' 'Spade'

NEW YORK, June 5. — Two Columbia Broadcasting System (CBS) Sunday night shows, occupying the hour from 7:30 to 8:30, were reported shaky this week, with the sponsors said to be considering switching networks. The bankrollers, Colgate-Palmolive-Peet for *Blondie* and Wildroot for *Sam Spade*, are known to have been in conversations with sales chiefs of the American Broadcasting Company (ABC), which is trying for a double steal.

Agencies are William Esty for *Blondie*, and Batten, Barton Durstine & Osborn for *Sam Spade*.

Henry Morgan Lacks Sponsor At Zero Hour

NEW YORK, June 5.—Henry Morgan is expected to be sponsorless again, following his broadcast of June 24, when he leaves for his hiatus. The renewal by the Rayve shampoo division of Lever Bros. was not forthcoming by the week-end deadline. Altho agency-web talks still are on, the comic's chances are conceded to be slim.

The agency involved, Neeham, Louis & Brorby, Inc. (NL&B of Chicago), still was given an outside chance of coming thru with a renewal. However, because of the show's recent switch in agencies from Roche, Williams & Cleary after purchase of Rayve by Lever Bros., NL&B officials are known to feel they have had insufficient time to study the program's progress. Some agency officials were due in New York over the week-end to huddle with execs of American Broadcasting Company.

'Life's' Tie-Up With NBC May Set a Pattern

Mag's Coverage Significant

NEW YORK, June 5. — Plans for combined coverage of the political conventions in Philadelphia by *Life* and the National Broadcasting Company (NBC) are taking on increasing significance to the trade. For one thing, the event, a major one in the history of video, is expected to provide many answers to the problem of how television can best interpret news and special events for the viewers. Secondly, the success or failure of the coverage is expected to influence *Life's* decision whether or not to remain permanently in video, and if so, to what extent. Thirdly, the great activity of Young & Rubicam, agency for *Time-Life*, is taken as indicative of the efforts now being made by top agencies to establish themselves firmly in the video picture.

Life's schedule includes production of 10 or 12 full-length documentary films by the *March of Time*. *March* will also do additional short film series to be used whenever occasion warrants. These films, both the full-length and short versions, are in addition to film NBC is producing. *Life* is also doing a series of chain break announcements plugging the mag's video coverage as another step in the visual interpretation of great events. In addition to these activities, stations, both those on the Coast and the six non-interconnected stations, will receive kinescope recordings, reduced to 16mm.

Borroff Anklng To MBS Post?

CHICAGO, June 5.—Radio circles here believe E. R. Borroff, American Broadcasting Company (ABC) vice-president who resigned this week as head of the central division, will move to the Mutual Broadcasting System (MBS). Borroff, who is being replaced by John Norton Jr., former ABC vice-president in charge of station relations, is reported as having bowed out because of pique over salary conditions in Chi, affecting not only him but the web's central division staffers. When the recent ABC stock prospectus with salary lists was released, Borroff, who saw he was "low man on the totem pole," is understood to have made his displeasure known to the web.

ABC's side of the story, reliable sources say, is that an effort is being made to put aggressive new personnel into key positions, and that web toppers were dissatisfied with some personnel on Borroff's staff. The latter, it's known, backed his staff and gained unsurpassed loyalty.

Borroff has not announced future plans. Nevertheless, it's known that one Mutual board member last week wired him: "See you at the next MBS board meeting."

Salaries listed in the recent ABC stock prospectus were as follows: Mark Woods, president, \$75,000 plus \$10,000 bonus; Robert E. Kintner, executive veepee, \$34,999.92 plus \$2,500 bonus; Charles C. Barry, vee- (See *Borroff Anklng on page 17*)

'VOICE' GETS NEW TONSILS



**Daytime Tuners Gain 40%
In 5 Years; Nighttime, 25%**

NEW YORK, June 5.—Analysis of Pulse, Inc., sets-in-use figures from 1942 thru 1947 indicates that although listening thruout the day has increased, the greatest increases have come in the daytime program periods. According to Pulse, Inc., in a special study made for *The Billboard's* Continuing Program Studies (CPS) listening from 6 a.m. to noon and from noon to 6 p.m. was over 40 per cent higher in 1947 than in 1942, whereas evening listening, 6 p.m. to midnight, was only 25 per cent higher than in 1942.

Taking the 1942 sets-in-use figure as 100 per cent, Pulse gives the following listening figures for the three divisions of the day:

	Set-in-Use for Entire Week			
	6 a.m.- Noon	Noon- 6 p.m.	6 p.m.- Mid- night	6 a.m.- Mid- night
1942	100	100	100	100
1943	115	111	114	113
1944	125	122	115	121
1945	141	146	119	130
1946	147	145	125	135
1947	143	148	125	134

Greatest increase in daytime listening, it is observed, came in the 6-8 a.m. period, where 1947's sets-in-use almost tripled 1942's figure. Causes listed for this are: 1942 was probably very low because of wartime disruptions of normal listening; improved programing has drawn more listening

Hayes-Electric Show Set for CBS Sun. P.M.

NEW YORK, June 5.—Helen Hayes returns to the Columbia Broadcasting System (CBS) October 3 in a dramatic series bucking Walter Winchell's American Broadcasting Company (ABC) program. Miss Hayes' Sunday 9-9:30 p.m. show, titled *The Electric Theater*, will be bankrolled by the electric companies, who are now sponsoring *Carle Comes Calling*, 5:30 p.m. Sundays on CBS. Latter exits for the summer after the July 11 broadcast.

Miss Hayes' last series on CBS, sponsored by Textron, ended in March, 1946. Previous to that the actress did a CBS series for Lipton's tea.

Jack Eigen: Ever Heard of Detroit?

DETROIT, June 5.—A brief but scathing attack on "unimaginative or local-minded programing" on network shows was unleashed by Herschell Hart, radio editor of *The Detroit News*, Thursday (3) in referring to the Jack Eigen guest appearance on the Fred Allen show scheduled for tomorrow evening.

Complaining that "Allen's repeated references to 'Jack Eigen' lead us to believe Fred is not conscious of any audience outside of New York," Hart went on: "How are listeners West of the Hudson to know that Eigen is just a disk jockey on a New York local station in the early morning? . . . It must be that Eigen 'scratched Fred's back plenty to win such a coast-to-coast airing before listeners to whom he probably will be no attraction whatever."

in the early hours; and several stations are regularly aired now which were not broadcasting during 1942.

Sets-in-use for the late evening hours (10 p.m.-midnight) have increased to about the same degree that daytime sets have risen. The average of sets-in-use for the 10 p.m.-midnight hour in 1947 was over 40 per cent higher than in 1942.

CBS Adds National Biscuit for Godfrey

NEW YORK, June 5.—The Columbia Broadcasting System (CBS) has set the National Biscuit Company (NBC) as an additional sponsor on the morning Arthur Godfrey show which is to be expanded from 30 minutes to an hour. The web is going thru with the plan to add more quarter-hour bankrollers despite the pique of Chesterfield. The cig sponsor is not too happy over the situation in view of the heavy moola it is laying on the line to bankroll Godfrey's half-hour across the board.

In addition to the National Biscuit Company, CBS will probably take on another bankroller. Several are under consideration.

Meaning that NBC is now airing on CBS.

WILM, Wilmington, Reported for Sale

WILMINGTON, Del., June 5.—WILM, the Delaware Broadcasting Company's AM station here, is reported up for sale. The 250-watter, which is affiliated with American Broadcasting Company and Mutual Broadcasting System, is one of four AM outlets in the city, the others being WDEL, affiliate of National Broadcasting Company, and indies WARS and WTUX.

Alfred G. Hill is president of WILM, with Francis H. Brinkley vice-president and general manager.

AFRA Uses Leaflets Against Raleigh's WRAL Effectively

RALEIGH, N. C., June 5.—The American Federation of Radio Artists (AFRA), in an effort to buck smaller stations unwilling to play ball with the union and still try to keep within the limits of the Taft-Hartley Act, has devised a public relations campaign that is bringing results in one spot. The union found itself stymied here when WRAL refused, it alleges, to bargain. It filed labor board charges of refusal to bargain, discriminatory discharge and forced resignation. Then it decided it wanted quicker action.

So it conducted a publicity campaign here, lining up other unions on its side, giving the townspeople its viewpoint and, last of all, applying pressure on sponsors to discontinue advertising. The campaign, so far (thru townspeople and individual members of labor orgs) has resulted in 33 WRAL local sponsor's taking their biz elsewhere, a loss of about



KLZ News Editor

JIM BENNETT

A former newspaperman and radio writer, Bennett rates tops with fans who like his brisk, lively copy and news announcing.

KLZ DENVER

Colgate Drops Kyser in Move To Economize

NEW YORK, June 5.—In another economy move, typical of the trims being made thruout the radio field, Colgate-Palmolive Peet this week dropped Kay Kyser and his musical show, now airing Saturday nights on the National Broadcasting Company (NBC). Kyser will wind up at the end of the current season.

The cut means Colgate is dropping a half-hour of its NBC time. The firm is retaining both Judy Canova and *Can You Top This* and will spot them back to back Saturday nights, Miss Canova at 10 p.m. following *Top This*, which will air at 9:30, Miss Canova's present time.

Kyser has been with Colgate two seasons, having originally been lend-leased to the account by American Tobacco.

\$500 each week to the station in billings.

Significant is the bad publicity the station is getting with the townspeople. All resident addresses in Raleigh (15,000) have received three or four pamphlets putting the union's position before it, while WRAL has kept silent. Sponsors, too, have received mail from the North Carolina State Federation of Labor stating that "WRAL places its advertising clients in the position of being abettors to the injustices the station is creating."

The fact that the technique is getting results can be seen from the way other stations react to the story of the WRAL campaign when AFRA organizers mention it.

The fight has cost the union about \$3,500, some which was contributed by radio personnel still working at WRAL. Instead of going on strike and making things tough for themselves, the radio artists are spending their moo trying to make things tough for WRAL.

Up a Million Is State Dept. Report to Crix

Watch That Budget Soar!

WASHINGTON, June 5.—With Congress's criticism of the *Voice of America* operation finally subsiding, the State Department revealed to *The Billboard* today that it is planning to spend nearly \$1,000,000 more than was earmarked during the current year for the *Voice* program in an expanded set-up which the State Department hopes will prevent recurrence of incidents which drew Congress's recent wrath.

The department is ready to spend the additional money in setting up a central sources section which will increase the department's supervision over programs without diminishing the size of contracts to private broadcasters.

NBC and CBS

The National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS) will continue to get the lion's share of contracts, it was learned, altho other broadcast groups will be given opportunity to bid for a role in *The Voice*. It is generally felt that low pay for programs will scare off many of those now inquiring about participating in *The Voice*. Despite the State Department's preparation to increase its allotment for *The Voice* to \$7,000,000 in 1949, which amounts to over \$800,000 more than was spent this year, officials still consider the appropriation inadequate. Virtually no hope is seen in government circles that Congress may later agree to a supplemental outlay for the next fiscal year.

The State Department's new central sources section will scrutinize all material prepared outside the department. News and editorial programs are to be prepared by State, with only entertainment and feature shows to be farmed out to private interests. Officials said that programs prepared by any private outfit would be considered for *The Voice* if the price was right.

Even these entertainment shows, however, are to be closely watched by the State Department under a triple-check system to avert repetition of the NBC incident. The check system calls first for scrutiny of scripts of shows prepared by contractors. The show is then to be transcribed and checked again. The final check is to be made by department monitors of the show as it actually goes over the air.

The State Department's expanded earmarking of funds will permit some increase in the present *Voice*, which is now being broadcast in 21 languages from 36 U. S. and a dozen foreign transmitters. The broadcasts received new criticism on Capitol Hill this week at two separate hearings as red-faced State Department officials and NBC bigwigs tried to explain what congressmen called stupid scripts. Officials of both NBC and the State Department admitted that lack of supervision was responsible for the issuance of the broadcasts which drew congressional fire, but NBC and the department complained that fund shortages had made a close check difficult.

FM OUT TO THE BALL GAME

AFRA in Sweat To Rally Votes On Union Shop

NEW YORK, June 5.—The task of preparing for the National Labor Relations Board (NLRB) union shop election to determine whether the Radio Actors' Union will have a union shop clause in its network contracts, has developed into one of the largest headaches the organization has ever encountered. The union, the American Federation of Radio Artists (AFRA), whose members will vote from June 9-16 on the shop question, has found itself overwhelmed with clerical work stemming from NLRB requirements. Union officers stress the fact that it is one of the most important questions ever to arise, since it will determine whether AFRA will continue to be the collective bargaining agent for radio talent.

Under NLRB regulations, a worker who does not vote is counted as casting his ballot against the union. This makes it imperative that the union get the voters out. By agreement, actors working who worked on any network commercial or sustaining or transcription show during March are to vote. This means that AFRA must get out approximately 1,500 votes in New York, 1,000 in Los Angeles, 300 in Chicago and 75 in San Francisco, almost 3,000 in all. This entails all sorts of checking and double-checking.

Some 500 election lieutenants have been appointed to contract the membership, with each looney being assigned about six members. In New York and Hollywood, committees of 200 members have been appointed.

3 of 4 B. R.'s Stick With P. W.'s Fill-Ins

NEW YORK, June 5.—Three of the four sponsors now bankrolling the full Whiteman Club disk jockey show, which winds up its career June 25, have taken options on portions of the two half-hour audience participation segs which will replace the Camels, National Biscuit Company and Nestles all have indicated tentative willingness to string along with the two new airmers: Johnny Olsen's *Get Rich Quick*, and *Second Honeymoon*, featuring Bert Parks. The only Whiteman sponsor to ease out of the picture so far is Wesson Oil, which has no current radio plans. The net shows tee off June 28.

Get Rich Quick will occupy the 3:30 to 4 p.m. period across the board, following *Ladies Be Seated*, on which Olsen was emcee for two years. Walter Schwimmer of Schwimmer & Scott is serving as executive producer and Jack Cleary as director. A gimmick has actors playing games, telephone queries for answers and opportunity for the studio audience to play if the phonee misses.

The other airmers, *Second Honeymoon*, follows in the 4 p.m. period. It was aired locally over WAAT, Newark, for some time but currently off the air.

Brass Knuckles!

NEW YORK, June 5.—A number of network AM and TV brass who are set to attend the political conventions are obtaining credentials not only for themselves but also their wives.

This is burning a flock of legitimate newspapermen, who are finding it well-nigh impossible to get set for the clam-bakes, owing to the fact that everybody and his aunt will be there.

Will justice triumph?

Coast Stations Set Red Shield Benefit

HOLLYWOOD, June 5. — All stations in the immediate area of Los Angeles will join forces to carry a one-hour all-star program June 26 for the benefit of the Salvation Army's proposed red shield boy's club building fund. Outlets in neighboring towns of San Diego, Ventura, San Bernardino and others also will carry the airmers gratis over special leased lines.

Deal was set by Don Thornburgh, Columbia Broadcasting System (CBS) veepee and member of the Salvation Army advisory committee. Show will be produced by Charles Vanda, Abbott and Costello air show producer. Broadcast will originate from CBS's Vine Street Playhouse in Hollywood, with all networks contributing personnel. Tickets to airer will be pegged at \$10 to \$25, with proceeds going to the building fund. KFVB's Harry Maizlich, and Sam Kerner, of KWIK, will handle ticket sales and talent booking. Show will be carried over at least 38 stations in this area.

Writ Bars Mass Picketing By CIO at WFIL in Philly

PHILADELPHIA, June 5.—A second restraining order against the American Communications Association (ACA) was issued by Judge Eugene V. Alessandrini, of Common Pleas Court, Thursday (3) prohibiting the union from secondary picketing of business houses, individuals or organizations in their efforts to induce them to cease advertising on WFIL, WFIL-FM and WFIL-TV.

Saul C. Waldbaum, ACA attorney, also on Thursday, filed a petition in the U. S. District Court here, seeking to enjoin the National Labor Relations Board from holding an election next Tuesday among WFIL-TV engineers and cameramen to determine if they desire to be represented by the stage hands' union. The station, in answer, says the Taft-Hartley law prohibits any union whose officers have failed to sign non-communist affidavits from participating in an NLRB election to determine the collective bargaining agent. The station claims ACA officers have not signed the affidavits and therefore are not eligible for labor board certification.

Until a full hearing is scheduled, the court order prevents the union from seeking to force employees of the radio station, local outlet of the American Broadcasting System (ABC), from working "by coercion, threats, intimidation or other unlawful means." It restrains the ACA from picketing the places of business of Triangle Publications, Inc., parent

Uses Baseball as Weapon To Prep Fall Sales Drive

Gets jump on AM in some areas with exclusive game casts, which creates demand by listeners for receivers—WSCI uses movie theater gimmick to push static-free quality

NEW YORK, June 5. — Quietly and with little fanfare, FM stations thruout the country are multiplying their listeners this summer in preparation for major sales campaigns to be waged this fall on the basis of tremendously increased set sales and per capita audience. The FM broadcasters have brought into play, in this battle, the most obvious of "secret" weapons—programming which is highly desired and which, in many cases, cannot be obtained any place else. Specifically, it is by its baseball coverage that many FM execs believe the fledgling industry can be lifted into the big time, commercially. At the latest count, 165 FM stations were airing play-by-play baseball broadcasts in 38 States and the District of Columbia.

A goodly number of these FM stations are providing their audiences with the only baseball broadcasts available in their listening areas, by virtue of the rule that no outside play-by-play accounts can be given in a region without permission of the station covering local games. Since many FM stations got the jump on their AM competitors and sewed up exclusive local broadcasts, baseball fans within the radius of their signals have to buy FM receivers to follow their favorites. One of the top examples is that of WIZZ, FM indie of Wilkes-Barre, Pa., which for the

second straight year is exclusively covering games of the Wilkes-Barre Barons of the Eastern League. Altho the station has invested about \$15,000 in exclusive baseball and basketball broadcasts since 1947, it has paid off with the sale of more than 50,000 FM receivers in the area, close to saturation coverage.

Exclusive FM Baseball

Another station which has cashed in on exclusive local baseball broadcasts is WFMY, Greensboro, N. C. indie, which carries the contests of the Greensboro Patriots. Manager Gaines Kelly says "this one service has been responsible for the sale of thousands of FM sets in this territory. FM sets are selling fast in Greensboro as a result of our baseball games and other special programs at a time of the year when sales would ordinarily be slow."

Promotion plays a big part in the drive by the FM-ers to build their sports audiences. WCSI, indie of Columbus, Ind., which airs the big league contests of the nearby Cincinnati Reds, has worked a deal with 12 Indiana theaters by which special baseball trailers are run off. These point out not only that the games may be caught over WCSI, but also punch home the static-free quality of the airings. WCSI also has set up a deal with the Burger Brewing Company of Indiana in which strips are pasted across the tops of bottles reading: "Listen to baseball over WCSI, buy Burger beer."

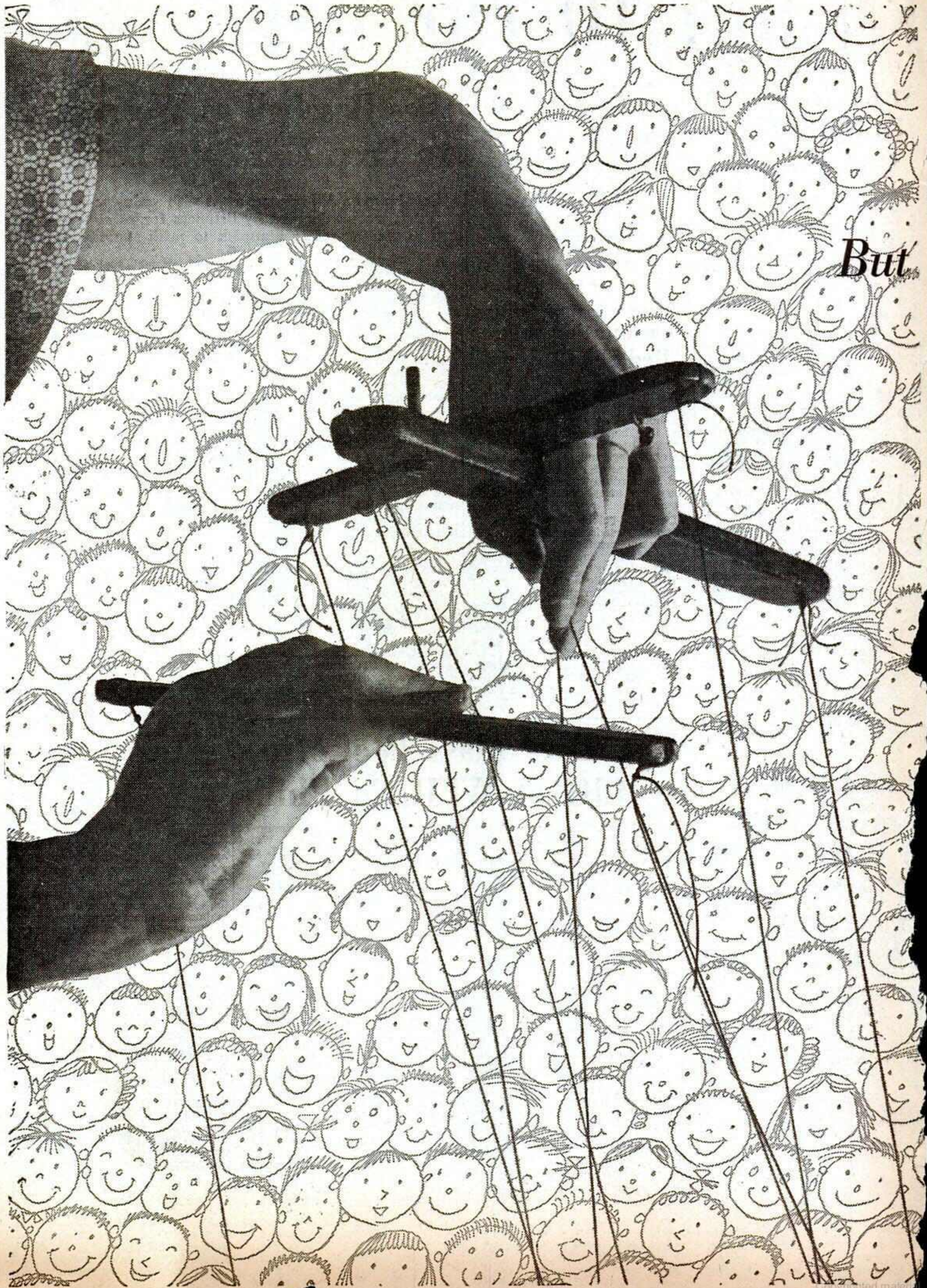
Even adjuncts of AM stations have found baseball broadcasts to have a highly beneficial effect upon listenership. For example, KWOS-FM, Jefferson City, Mo., which, along with its AM station, KWOS, airs the St. Louis Cardinals games, has one definite edge on the AM outlet. Whereas KWOS is forced to give up some of its baseball broadcasts in deference to prior network commitments, the FM outlet carries all games.

The more sophisticated listeners in the big cities may have little interest in baseball apart from the outcome of Yankee, Giant or Dodger games. But FM is counting on cashing in by servicing the equally fervent rooters of such esoteric ensembles as the Anniston (Ala.) Rams, the Owensboro (Ky.) Oilers, the Jamestown (N. Y.) Falcons, the Durham (N. C.) Bulls and the Lubbock (Tex.) Lubbers.

Victor Wax in Drive For Airing Kidshows

NEW YORK, June 5.—RCA Victor has started a campaign to get its children's programs placed on radio stations thruout the country, offering broadcasted cuffs a basic library, new records and a script service. The move was made in view of the increasing interest in kid recordings.

Victor now has one such an arrangement for its classical library. It furnishes on a one-station-per-city basis the basic library plus new material, for the *Music You Want* programs. Both the kid and long-hair shows are limited to sustaining airings.



But

Howdy Doody pulls the strings

NBC's small television star owes his winning personality to the alter ego voice of Bob Smith, and to eleven strings. But Howdy Doody can pull strings himself. About 60,000, for example—at last count of requests for his presidential campaign button. And 20,468 requests followed the first announcement of the button, with only five additional announcements made in the next ten days.

The Research Director says that a telephone coincidental survey, conducted by NBC in the New York area on the last day of the offer, gave the program a rating of 31. Of an estimated 214,800 sets covered by the NBC Television Network, 31% or 66,588 sets were tuned in. He interprets this to indicate nearly one request for each set . . . and a 33% return for the first announcement.

The Sales Manager says it's television's greatest success story—the most forceful demonstration to date of television's drawing power.

Bob Smith says he has a headache; he'd only ordered 5,000 buttons.

Howdy Doody says shucks.

The Research Director's wife doesn't interpret figures. To her, Howdy Doody keeps the children glued to the set Tuesdays, Thursdays, and Saturdays from 5 to 6—and that's wonderful. She just says she'll be more than happy to buy any product or service a sponsor of Howdy suggests to the youngsters.

So will a lot of other grateful parents of enthusiastic children.

America's No. 1 Television Network

NATIONAL BROADCASTING COMPANY



This One



KCGC-F5E-9GRT

CRIPPLES ARE FLOOD HEROES

Stations Hard Hit But Help Oregon Relief

Some Wiped Right Out

(Continued from page 3)

erected as a flood precaution. Soon after the wave hit, only a few feet of the building showed above the water. Normally its roof is 40 feet from the ground. KGW was back on the air at 7:30 next morning, using a spare transmitter of KALE, belonging to *The Oregon Journal*.

KWJJ Washed Out

Independent KWJJ, which had recently completed a 10-kw. plant about a mile from KGW, was flooded out and had to return to its old plant at Oaks Park, south of the city. Portland's newest indie station, KPDQ, located at Oaks Park, was flooded out by the Willamette River. The Federal Communications Commission (FCC) granted the station permission to broadcast with 250-watt power from the home of a staff engineer.

Ham operators played a big part in flood relief operations. About 50 of them forming a network to relay short wave messages picked up from the Coast Guard, police and other ship-to-shore transmitters bearing messages for the Red Cross and authorities from the flood area where telephone cables had been washed out. Phone cables between Portland and Vancouver, Wash., across the Columbia were also out, and hams in both cities relayed private messages for several days.

Consensus is that insofar as the public at large was concerned, the regularly scheduled network newscasts gave the most reliable picture of the flood to Portland and Vancouver listeners. It's generally agreed also that of the non-network stations, KWJJ and KVAN (the latter of Vancouver, Wash.) did the best job of assisting in rescue work by transmitting calls for help and supplies. Manager Bill Richardson, of KWJJ, and his staff worked night and day for three days broadcasting names and temporary addresses of survivors who were trying to locate their children or other members of their families. KVAN carried on with similar work, altho it was in the flood area and surrounded by water. In order to keep on the air, it jacked its transmitter up thru a hole cut in the roof. Announcer broadcast from the tin roof, covered only with canvas.

However, while radio was of great help in the disaster, it was also responsible for much confusion at the flood scene. This was due to the fact that various officials aired conflicting announcements over various stations soon after the dike broke. For instance, calls were sent out for help on the dike, for rescuers having boats or trailers, etc. The crowding that resulted at the flood scene greatly hampered the work of rescue.

Washington Round-Up

NOMINATION of Frieda B. Henneck to fill Clifford J. Durr's FCC post is being held up by a Senate Interstate Commerce subcommittee, while GOP leaders ponder the advisability of letting the Democratic appointment be pigeon-holed. Straw in the wind is that another sub-group this week tabled the nomination of a Democrat to the Federal Power Commission. If not confirmed by the Senate, the FCC appointee can assume her FCC duties for the interim period while Congress is in adjournment.

FACSIMILE STANDARDS are being readied by Federal Communications Commission (FCC) for formal promulgation shortly. In deference to the majority opinion among fax broadcasters, regulations will probably allow either simplex or multiplex transmissions with paper width fixed at 8.2 inches rather than the 4.1 inch width now permitted experimentally.

BROADCAST boner of the week in Washington emerged during a program by sports announcer Arch McDonald, Tuesday (1). Annoyed because a fellow who identified himself as Meyer Weinberg had called the WWDC switchboard operator with a complaint about McDonald's broadcast of a ball game then in progress, the sportscaster went on the air with a reprimand for Weinberg. Later the real Weinberg phoned the station and said he hadn't made the original call but that he was getting lots of phone calls from people irate about his supposed complaint. The operator recognized a difference in the voices of the real Weinberg and the fake one, and McDonald spent several minutes on the air apologizing to the real Weinberg.

INDEPENDENTS in the fourth district of the National Association of Broadcasters (NAB) have registered their satisfaction with achievements gained for them by Ben Strouse, general manager of WWDC, Washington, and Ted Cott, vice-president of WNEW, New York. Strouse received replies from 47 indies to whom he had originally sent messages, preparatory to the recent NAB convention, outlining objectives to be sought by Strouse and Cott. The 47 replies say in effect, "so far, so good."

NATIONAL Association of Broadcasters has announced that \$30,000 has already been raised toward the \$200,000 all-radio presentation fund for production of a film promoting radio as an advertising medium. The first total was reported by Gordon Gray, WIP, Philadelphia, chairman of the industry committee charged with collecting the money.

For Sale! Here's Mutual's List

NEW YORK, June 5.—The list below shows programs available for sale thru the Mutual Broadcasting System (MBS), with the accent being on inexpensive offerings. Not all the programs shown are on the air, but most are. Also shown is the owner of each package involved.

PROGRAM	OWNER	PRICE
The Falcon	Schubert	\$2,750
Adventure Parade	Maxwell Prod.	\$1,300
Capt. Tim's Treasure Chest	Maxwell Prod.	Forthcoming
Casebook of Gregory Hood	Frank Cooper	\$2,300
Charlie Slocum	Slocum	\$300—Once weekly \$500—Three times weekly
Chicago Theater of the Air	WGN	\$17,500
Heart's Desire	Ray Morgan	\$2,250 Per 1/4 strip
High Adventure	Bob Monroe	\$1,500 With orchestra
Hop Harrigan	Maxwell Prod.	\$1,500—Weekly, 1/2 \$2,700—One sponsor \$3,100—Two sponsor split
It's a Great Town!	Martha Rountree	\$4,500
Keep Up With the Kids	Armand Deutsch	\$1,800
Leave It to the Girls	Martha Rountree	\$2,450
Lionel Hampton Show	Sam Levine	\$3,500
Lone Wolf	Lyons Office	\$1,750
Luncheon at Sardi's	WOR	Once weekly—\$1,000 \$2,000—1/4-hour strip \$4,000—1/2-hour strip
Lucky Anniversary—or—Lucky Birthday	Lou Cowan	\$2,300—1/2-hour strip \$2,500—1/4-hour strip
Meet Your Lucky Partner	Wolf Assoc.	\$2,500
Movie Matinee	Wilbur Stark	\$1,350
Mutual Newsreel	Mutual	\$4,200—1/4-hour strip or \$1,000 per program
Mysterious Traveler	WOR	\$1,750
Opinion-aire	Mutual	\$2,500 (10 cities) (2 commentators)
Quiet, Please	Ted Lloyd	\$1,750
Racket Smashers	Jennings	\$900
Red Hook 31	Woody Klose	\$1,500
R. Milton Carleton, the Practical Gardener	Carleton	\$450
Special Agent	Mutual	\$1,250 With orchestra
Sports Parade	Mutual	\$1,000
Stop Me If You've Heard This	Cal Tinney	\$2,800
Superman	Maxwell Prod.	\$3,000 (Presently co-op)
Talent Jackpot	Wolf Assoc.	\$3,200
There's Always a Woman	Wynn Wright	\$1,750
Twin Views of the News	Mutual	\$850
Under Arrest	Wynn Wright	\$1,500
What's the Name of That Song?	Don Lee	\$1,500 Without Coast

Long's Regime Hits at Radio And Press Foes

(Continued from page 3)

constitutional amendment for payment of veterans' bonuses and other major elements of Long's \$75,000,000 revenue program, which doubles the State's sales tax from 1 to 2 per cent; puts a 5-cents-a-bottle tax on beer and fruit juices when bottled, and, with floor amendments, brings advertising of all kinds within jurisdiction of the tax collection along with admission charges for all kinds of amusements, club dues entitling members to recreational facilities, and hotel and tourist camp charges.

The fourth advertising bill, House Bill No. 257, levies an annual license tax on outdoor signs.

The revenue bill, in addition to imposing the 2 per cent sales tax on advertising and admissions and hotel charges, puts into effect an additional tax on gasoline sales and on taxi and sightseeing bus fares. A strong lobby has appeared for both the beer tax and gasoline tax, but those in the know say the final vote will be one-sided in favor of the measure. Never before in the history of Louisiana has the Governor gone into executive session with the State Senate while the Senate was in session, but it took place last week and the whip was lashed.

Louisiana voted in Long, brother of the late Huey P. Long, by the greatest majority (450,000 votes) in the history of the State. That he is endeavoring to follow in his brother's footsteps in huge money-spending orgies is undisputed in political circles.

RWG Adds Associate Members' Category

NEW YORK, June 5.—The Radio Writers Guild (RWG) has inaugurated a new associate membership category for scripters who only have had one show to their credit in preparation for the expected struggle with the agencies in the fall. Full membership in the RWG requires at least two scripts.

The associate members pay only \$8, half the yearly dues, and have all the privileges of full members except that of voting. Otherwise, they get the free-lance market list, credit bulletins and other information sent to RWG scripters. In the past two weeks since its inception, 50 such members have joined the org here. In view of that fact that the RWG local membership is only about 1,000, this represents an increase of 5 per cent in the union's dues payers.

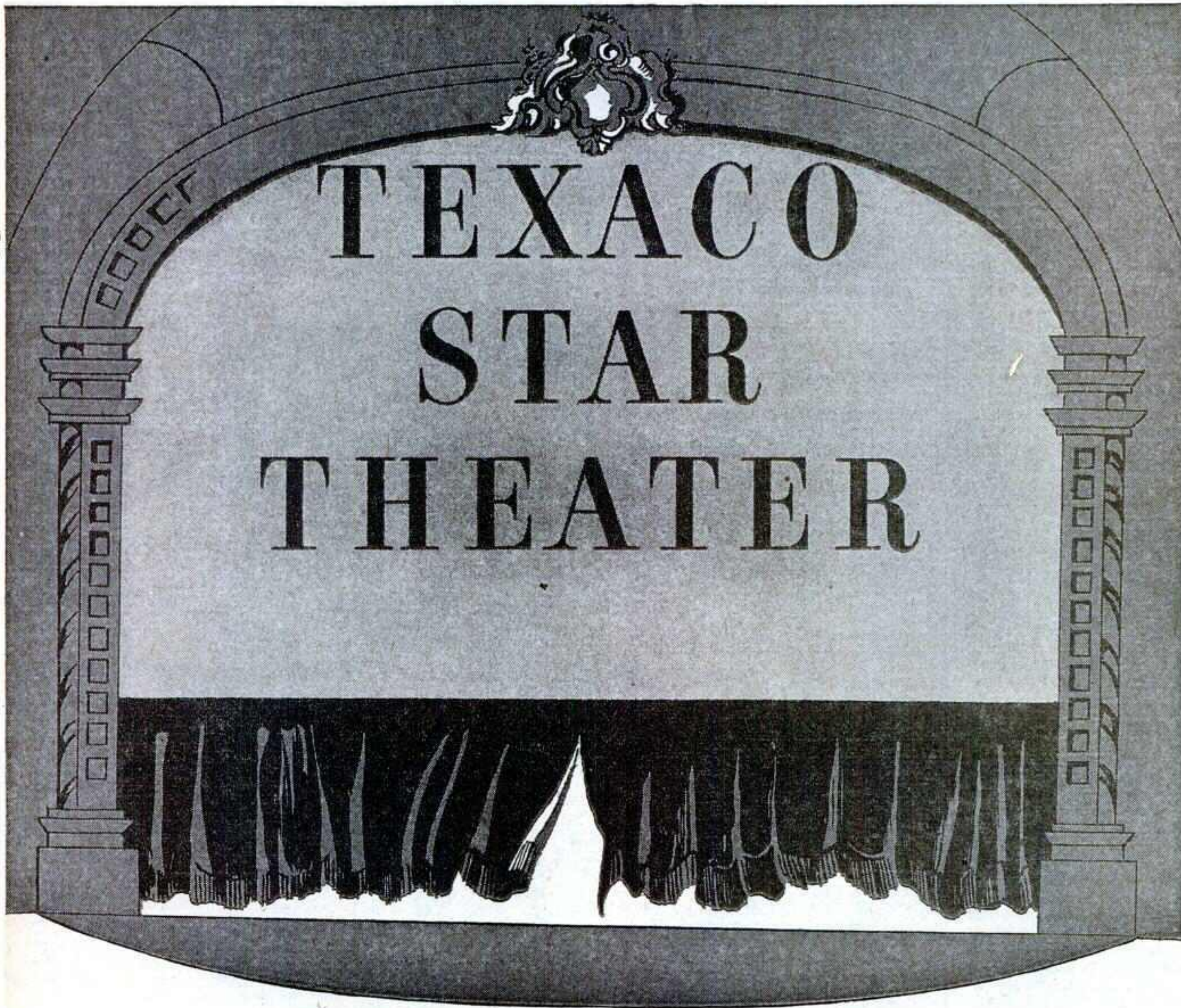
K&E To Overhaul "Breakfast in H'w'd"

NEW YORK, June 5.—Tommy Carpenter, Kenyon & Eckhardt executive, is flying to Hollywood this week to overhaul the *Breakfast in Hollywood* show on the American Broadcasting Company (ABC) web.

The program is now emceed by Garry Moore, in place of the late Tom Breneman. Carpenter will spend a week with Moore. It's understood he will attempt to divorce Moore from the Breneman type of routine.



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PRESS CLIPPING BUREAU, Inc.
145 Church St., New York 7, N.Y.
BAclay 7-5374



The curtain rings up on
**TELEVISION'S
GREATEST SHOW**

A full hour of All-Star
VAUDEVILLE
every Tuesday

Created by **KUDNER AGENCY, Inc.**

Copyrighted material

Capitol Cloak Room

Reviewed May 26
Sustaining Via CBS

Wednesdays, 10-30-11 p.m.
Producer, Ed Scovill; production supervisor, Leon Levine. Interviewing newsmen this program: Bill Shadel, Griffing Bancroft and Don Pryor. Interviewee this program, Rep. Clarence J. Brown (Rep., O.), chairman of executive committee of Republican National Committee.

No Hooperating—program is too late in the evening.

This show is an expansion of an experimental 15-minute series started several weeks ago by Columbia Broadcasting System (CBS). The half-hour ailer presents a top congressional figure each week, quizzed by three CBS Washington staffers, in a manner similar to Mutual Broadcasting System's *Meet the Press*. However, the CBS version did not have the same rough-and-tumble atmosphere of its older rival, and being more gentlemanly in tone, the show never quite got the gloves off.

First of the new series had Rep. Clarence J. Brown (Ohio) on the grill. Brown is chairman of the executive committee of the Republican National Committee, and campaign manager for Sen. Robert A. Taft and a member of the potent House Rules Committee. In all these capacities, he should have been a lively sparring partner for the newsmen, but Bill Shadel, Griffing Bancroft and Don Pryor seemed a bit in awe of Brown and were content to keep their distance.

Discussion centered first about legislation passing thru the rules committee, such as the draft law, and when a hesitant remark was made about the criticism leveled at what many term the group's "gag tactics," Brown turned to the offense and criticized the newsmen for not knowing exact technicalities of the committee's procedure and the precise status of certain legislation mentioned.

In the role of Taft's campaign manager, the Republican pooh-bah predicted a hard-fought GOP convention, running four to eight ballots, with his man triumphant. He denied all rumors of an impending Taft-Dewey "deal," scoffed at Stassen's optimistic forecasts, ducked a query about how the Republican candidate might fare against Eisenhower and denied that Vandenberg was seriously in contention. He also protested talk that he, as campaign manager, might get a cabinet post should Taft be elected. His one embarrassing moment came when he was queried about Taft's public housing legislation, but Brown said that it called for government activity within the framework of the free enterprise system, and anyway, it wasn't a major factor in the lives of the people. Tried to get an apartment lately, congressman?

A little less awe and a little more aggressiveness on the part of the newsmen would make this show a little less dull. *Sam Chase.*



Radio and Television Program Reviews

Call the Police

Reviewed June 1

Lever Bros.' Company

David C. Ketner, Asst. Adv. Mgr., Chg. Rinso

Thru Ruthrauf & Ryan, Inc.

Leland G. Frierson, Acct. Exec.

Via NBC

First broadcast, June 1, 9-9:30 p.m.

Thereafter, beginning June 8, 9:30-10 p.m.

Estimated Talent Cost: \$5,500. Director, John Cole; writer, Peter Barry; musical director, Ben Ludlow; announcer, Hugh James. Cast: George Petrie (Bill Grant), Robert Dryden (Maggio), Bret Morrison (Gerald Merrimac), Michael Fitzmaurice (Larry Salzwasser), Kathleen Cordell (Ann Prelan), Alice Reinheart (Tiny Salzwasser), James Vandyck (Louis Aglieri), Jack Orrison (The Boy).

Current Hooperating of the program (Starts June 1)None

Current Hooperating for shows of this type (mystery drama)9.1

Current Hooperating of show preceding ("Amos 'n' Andy")17.1

Current Hooperating of show following ("Bob Hope")16.9

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC, MBS: Sustaining.....None

CBS: "Adv. With Chris Wells"7.0

Call the Police, whodunit subbing for *Amos 'n' Andy* during the torrid months, got off to a flying start last week in its initial outing of the season. Altho its production line-up was much the same as last year's first opus, *Case of the Missing Marrow Bone* was stronger than anything turned out during last summer. Maybe it was the season's experience under the belt of those concerned that made the difference, but the first of this year's group was written with punch and verve and brought life by excellent characterizations from the thespis.

Commissioner Bill Grant, 1948 model, as played by George Petrie, is a hard-talking copper with a flair for droll phraseology. Penned by Peter Barry, the script included many characters for a summer crime show, but Barry was able to draw them clearly, with distinct personalities and without crowding or confusing the action. Plot had some good twists, with suspicion falling first on an effeminate writer of Mother Goose verse, who was described varyingly as wearing nail polish and butterfly neckties, flouncing in and out doors, and arranging some too, too charming curios. By the end of the show, however, the logical suspect naturally proved quite innocent, while the dame with the sex appeal turned out to be the double killer in the best Dashiell Hammet tradition.

The program was not all murder and sex restrained. There were some neat bits of humor interlarded, and the show never took itself so seriously but what a little out-of-character rib couldn't be inserted and look quite natural. As when the commissioner, asked a series of questions by his assistant, shot back: "What is this, a quiz show? Go and find out."

As last year, the show is dedicated to the nation's police forces and winds up with an award of valor to a bluecoat for an outstanding deed, in this case to a cop who pulled a woman out of a burning building. Commercials, for Rinso, stressed another "new ingredient"—"solium, the sunshine ingredient which puts sunshine in your wash." Even repeated doses of solium, however, could not wash away the impression that *Call the Police*, if it keeps to the pace, can be a mighty good summer show. *Sam Chase.*

Red Barber's Club House

Reviewed May 29

Sustaining Via CBS

Saturdays, 10-10:30 a.m.

Rebroadcast, Saturdays, 5:30-6 p.m., via WCBS, New York.

Producer, Jack Carney; writers, Judson Bailey and John Derr; announcer, Sandy Becker; emcee, Red Barber; guest, this program, light-heavyweight champion Gus Lesnevich.

Current Hooperating of the program (Sustaining)None

Current Hooperating of show preceding (Sustaining)None

Current Hooperating of show following ("Mary Lee Taylor").....2.0

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

ABC: "Your Home Beautiful (10-10:15)..." 2.1

Sustaining (10:15-10:30).....None

MBS & NBC: Sustaining.....None

The Ole Redhead, Walter (Red) Barber, has added a new chore to his daily broadcasts of all Brooklyn baseball games, his Saturday evening Columbia Broadcasting System (CBS) show and his duties as CBS director of sports. This teen-age quiz show, with Barber at the reins, is a recent addition to the web's Saturday morning sked. Stress is on good citizenship and similar virtues, and one could hardly think of a better guy with more influence on the sandlot set than Barber to run the show.

Each week's ailer pits one boys' club against another in a quiz game based on sports. Midway in the show, Barber pauses to interview a sports celebrity, such as light-heavyweight champion Gus Lesnevich, who appeared on the show caught. Ailer also has Barber presenting a cash award to a different club each week along with a certificate for promoting good citizenship thru sports. This show found a Macon, Ga., club gaining the moola upon recommendation of the Macon CBS outlet.

Barber, as usual, was completely at ease in his role. He had the kids eating out of his hand, and even lead the studio in singing *My Bonnie Lies Over the Ocean*. His chit-chat with Lesnevich dealt mainly with a fighter's training routine and boxing as a profession. This could be an attractive show for the youth trade, but is not likely to hold the adult's attention long. *Sam Chase.*

Wonder House

Reviewed Thursday (27) 5 to 6 p.m. Presented sustaining on WGN-TV, Chicago. Dick (Two-Ton) Baker featured as emcee. Marionettes and puppets by Art Nelson; Pauline Babrov, director; Helene Herzfeld, assistant director; John McGiver, writer.

WGN-TV's bid for the kid audience, this hour daily program featuring Two-Ton Baker, marionettes and film cartoons, is well on its way toward becoming one of the most popular shows in Chicago. An expensive show, estimated to cost about \$800 daily, including time, program so far has not garnered a sponsor, but a couple of live ones are on the hook.

Backbone of the show is Baker, well-known radio talent in this area and Mercury recording star. Baker's piano playing, his action and facial mannerisms are made for television. His conversation with marionette and puppet characters adds plenty to the program.

Way in which marionette characters Bushmite (a monkey) and Half-Ton (a replica of Two-Ton Baker) are presented is unique. Characters go thru their paces, acting out indi-

Criminal Casebook

Reviewed June 3

Sustaining Via ABC

Thursdays, 8:30-9 p.m.

Estimated Talent Cost: \$2,500; producer, Robert Maxwell; director, Jessica Maxwell; editorial continuity, Edwin J. Lukas, executive director of the Society for the Prevention of Crime; music, John Gart; narrator, Nelson Case; cast, this program, Chuck Webster, Bryna Raeburn, Dicky Leone, Edwin Bruce, Gil Mack, Paul Mann, Paul DuBov, Danny Leone.

Current Hooperating of the program (Sustaining)None

Current Hooperating of show preceding (Sustaining)None

Current Hooperating of show following ("Wille Piper").....4.3

CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS

CBS: "Mr. Keen".....7.0

Johns-Manville News.....8.0

MBS: Billy Rose.....3.3

NBC: George Burns and Gracie Allen.....10.1

Criminal Casebook probes the emotional motivation behind crime. That is, it analyzes the criminal's personality, dramatizes portions of his early life, and traces significant elements of his family background and environment. In this way the program producers hope to prove their thesis that crime is symptomatic of a personality disturbance—and that recognition of this fact is perhaps more important than a consideration of suitable punishment for any particular crime. This obviously is a laudable purpose. The program reviewed presented the case of one Tony, whose extreme love for his mother drove him to criminal actions. Various plants thruout the dramatization pointed up the unhealthy relationship between the two and gave a foreboding of the inevitable disaster. The personality distortion finally wound up with Tony a convict.

Lukas Explains

Edwin J. Lukas, executive director of the Society for the Prevention of Crime, for which the show is produced, takes the mike during the latter part of the program to interview the man whose story was dramatized. Via the interview, Lukas helped to buttress the theory that the particular case was driven to criminality by an Oedipus complex.

It is presumed, of course, that cases on this program are gone into fully from a psychiatric point of view before they are dramatized. Granted that this is so, *Chase Book* assumes an educational tinge. As once expressed by Mr. Lukas, it is a "why dunit" rather than a whodunit. And this is all to the good.

The program caught, incidentally had some revealing sidelights on the lack of educational facilities at penitentiaries.

Production-wise, the cast did a good job, with excellent narration by Nelson Case and tight direction by Jessica Maxwell. *Paul Ackerman.*

vidual daily adventures and carrying on their conversations with Baker on top of Baker's baby grand piano. This allows plausible setting and close-ups and wide angle shots without shifting of scenery or locale.

On program caught dialog between puppet and marionette characters and between Baker and characters was dull and insipid much of the time, accounted for by the fact that script had not been written in advance due to illness of the writer, John McGiver. Also noticeable was poor sound pick-up which often resulted in volume fading.

Only over-all negative factors about this program are use of old cartoons of poor quality and the fact that the program is too much of a copy of WBKB's *Junior Jamboree* which originated here the use of marionettes and puppets for continuous kid series. *Cy Wagner.*

Worcester
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Market

Hollywood Screen Test

Reviewed Sunday (30), 6:30-7 p.m. Style—Professional tryouts. Sustaining, originating on WFIL-TV (Philadelphia) for ABC Eastern network.

With a title that lends itself to an obvious format plus a Bert Lytell, vet stage and screen hand, as the "director," this weekly half-hour show on the mere announcement conjures up much color and excitement for the viewer. But in the viewing, it's a glamour-void and color-nil amateur show with the exception of professionals serving as the tyros.

Save for the characteristic director's chair and the slate for name listing of the one being tested, it's a far cry from what actually takes place at a Hollywood screen test—bearing in mind that the movie fan mags have been doing what this program fails to do. The setting for the show and testing is virtually a bare room, with nary a prop, a camera, a make-up artist or hairdresser in sight.

Coming in view from behind his director's chair, Lytell promises to take the viewer behind the screen and behind the camera and explains that three hopefuls will be screen-tested before the receiving set's very eyes. Dean Jagger, from screen and legit, guests to play opposite the three hopefuls to be offered up for the make-believe test. However, from Lytell on down, there's no make-believing. The lack of atmosphere and color is reflected in the lack of enthusiasm on the part of all participating, including director Lytell himself.

Tyros Appear on Test

First on for the screen test is Rita Colton, Copacabana chorine and an eyesome blonde, who tries a turn at play-acting. If nothing else, the gal is a strong looker. Dick Charles came on next, piping to his own pianology for his own songs—a swell songwriter but hardly a song seller with not even a faint resemblance to a Hoagy Carmichael or a Johnny Mercer. For the wind-up, it's Ken Rockefeller, who is announced as a school teacher and research student with a fine flair for the dramatics—and he displays it well enough in a dream sequence.

Lytell plugs away, interviewing Jagger and the three hopefuls to bring out their professional backgrounds, and if nothing else, the bandying of Hollywood and, the name of Lytell and his guests is enough to carry the viewer's interest in the show from one week to the other.

Maurie Orodener.

Don Lee Music Hall

Reviewed Wednesday (2) 8:45 to 9:10 p.m. over W6XAO (Don Lee) Hollywood. Written and produced by Carlton Winckler. Assistant producer, Stuart Phelps. Technical director, Fred Mueller. Video supervisor, Harold Jury. Cameramen, Bob Fonerow and Hermes Smith. Sustaining feature.

Boasting a commercial license (after 17 years on the air) Don Lee kicked off its video hypo with the first of a continuing series of studio live shows, this one being built around the vague pattern of a vaude show. Working with a nucleus of three good vaude acts, backed by a five-man live studio ork, the offering nevertheless suffered from a woeful lack of imagination and employment of trite devices. The idea of a vaude offering has merit, but only when skillfully woven into a fresh, bright format.

Acts on the bill included Helen Forrest, warbling two tunes, record pantomime artists Bedell and Matson, and the Peggy Taylor Trio, adagio-acro terp team. Acts were introed by comic Eddie Garr, who doubled in closing slot. Device used was the familiar telephone conversation routine, with the emcee gabbing to an

What's It Worth?

Reviewed Friday (8). Style—Audience participation. Sustaining via the CBS Television Network, Fridays, 9-9:30 p.m. Producer-interviewer, Gil Faites; director, Frances Buss; appraiser, Sigmund Rothschild.

What's It Worth? is prime television programing. It's claimed that similar programs have been aired over AM. That's beside the point. What is apropos is the fact that this program strikes the viewer as being true television. It has visual and auditory appeal, each abetting the other. It's content is intriguing and devoid of monotony, and its format is pleasurablely informal.

The program, briefly, stems from the angle that everybody has something he suspects is of value—perhaps some objects d'art, jewelry, feathers, crockery or what not. People on the show produce their articles, tell the circumstances connected with purchase or ownership of same, and then try to appraise the value. Sigmund Rothschild, noted appraiser, then gives his estimate. The guest whose estimate was closest to Rothschild's gets \$5, and all who produced articles receive certificates of appraisal.

Human Interest

There's a tremendous wealth of anecdote and human interest in the program, and much of this is brought out when the guests tell how they came to own the objects up for appraisal. There's a goodly amount of suspense as the appraising is going on—and this suspense, mirrored in the uncertain expressions of the people present, is well-caught by the camera. There's also a measurable amount of humor—the kind that crops up in good conversation anent the workmanship on cigar store Indians and other curios.

Rothschild and guest appraisers also passed judgment on a set of daggers, some stone work, an egret's feather, jewelry and a painting. There was an interesting yarn attached to each of them.

Faites Good M. C.

Two happy circumstances remain to be mentioned about this program. First, Gil Faites did a splendid job as emcee. He was completely at ease before the camera, and what is perhaps even more important, he was able to transmit this ease to the guests. Secondly, this program was done in such a facile, natural manner that one was scarcely conscious of problems of technique which are still present in tele. The reviewer can think of no better accolade to the cameramen and producers.

Program originated on WNEW, which leased the rights to CBS.

Paul Ackerman.

imaginary talent buyer on the other end of the wire and bringing on acts as names are mentioned. It's a shop-worn gimmick, made more obvious by the fact that Don Lee's rival station, KTLA, used same old saw several months back.

The whole affair has a stagnant feeling, as if all concerned were straining. A studio audience, which should have been cued for applause during each act, sat on their hands, working their mitts only at the end of each turn, and then only after an obvious wait. Camera work was spotty, and pic quality not up to standard. In short, this is not commercial video by a long shot. It is to be hoped, however, that once outlet has a bit more commercial savvy under its belt, the apparent faults will be eliminated. Such will have to be the case if live shows of this type are to attract bankrollers.

Alan Fischler.

What's My Name?

Reviewed June 3

GENERAL ELECTRIC COMPANY, LAMP DEPARTMENT

W. H. Robinson Jr., Adv. & S.P.M.

Thru Batten, Barton, Durstine & Osborn, Inc.

G. C. Cozzens, Acct. Exec.

Via ABC

First Program, Thursday, June 3, 9-9:30 p.m., thereafter, Saturdays, 9:30-10 p.m.

Estimated Talent Cost: \$3,500; producer, John Gibbs; director, Perry Lafferty; mistress of ceremonies, Arlene Francis; assistant emcee-announcer, Ward Wilson; cast chosen from studio audience.

Current Hooperating for the program (Started May 3).....None

Current Hooperating for shows of this type (Aud. Part.).....9.8

Current Hooperating of show preceding ("Gangbusters").....9.3

Current Hooperating of show following ("Professor Quiz").....6.3

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

CBS: Vaughn Monroe.....3.3

MBS: Sustaining.....None

NBC: Judy Canova.....11.9

In 1938 *The Billboard* said *What's My Name?* is a "honey of a show." In 1939, "Just between you and me, bud, I'm sorta tired of quiz shows." In 1941, "Format is essentially the same as when show was originally conceived by Ed Byron . . . Arlene Francis and John Reed King . . . are very expert, drawing laughs . . . nice summer show, budgeted reasonably." In 1942, ". . . it is now back to Mutual, where it started a few years ago. It's the same old pleasant show."

In 1948, *What's My Name?* is still the same old pleasant show, and while we are tired of quizzes, it's a cinch the listeners aren't—so you can't blame General Electric. Miss Francis is still an ace radio personality, pro-

jecting wit and presence in her interviews of male contestants. Ward Wilson is the vis-a-vis, the latest in the line which included Fred Uttal, John Reed King and Budd Hulick. He is very able.

\$100 Now, Not \$10

There are only two things in the 1948 versions which differ from the older programs. No. 1 presents an inflation note. The top cash prize for identification is \$100, with lesser prizes of \$50, \$25 and \$10 on succeeding tries. In the old days 10 bucks was considered enough.

Secondly—and in line with the new program philosophy that you must pay an audience to hold it—there's a special prize of \$500 to the person who can identify the scrambled voice of a famous personality. This voice is reproduced via a recording, and I don't know what they did with it but it sounded like old corned beef hash. The contestant muffed it; he was no aural cryptographer.

Other than these signs of the new (?) times, *What's My Name?* is, as they say, reminiscent. It is a quite listenable show.

The plugs for GE were frequent and brief. They were in good taste, and themed on the slogan that GE bulbs stay brighter longer.

Paul Ackerman.

Cliffer, KMPC Jock, Dies

HOLLYWOOD, June 5.—Mauri Cliffer, 37-year-old KMPC disk jockey, died at the wheel of his car Thursday (3) while driving to the station for his 5 p.m. *Teen and Twenty Time* platter show. Police believe he died of a heart attack. Cliffer had been in radio for 14 years, starting his air career in St. Louis. In addition to his widow, he is survived by two daughters.

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Quality Shows The Low Cost Shine on TCI

Score on Tab Per 1,000

NEW YORK, June 5.—The latest edition of the Nighttime Talent Cost Index (TCI), a Billboard Continuing Program Studies (CPS) feature, based on material provided by C. E. Hooper, Inc., proves once again that a quality low-budget show can outdo many of its more expensive rivals, not only in garnering lofty Hooperatings, but in grabbing listeners at a comparatively low cost per thousand. A good example in the current tabulation, found in the adjoining columns, is that of *My Friend Irma*, the low cost comedy drama, which had to buck a red-hot political debate carried on the other three major webs, but nevertheless grabbed fourth place in Hooper points at the lowest talent-cost-per-Hooperpoint of any show in the top 15. *Irma's* Hooperating was 18.1, and the low estimated \$6,000 talent enabled it to nab its audience at the cost of 38 cents per 1,000 listeners, or \$331.49 per Hooper point.

Another good example was Walter Winchell, whose 20.8 Hooperating was second behind Jack Benny, and whose \$360.58 cost per Hooper point was second behind *Irma*. Winchell's cost per 1,000 listeners was 38 cents, same as *Irma's*. *Radio Theater*, as usual, was up among the leaders, scoring a 19.3 Hooperating for third position, and, despite its gaudy \$16,000 talent figure, bringing in listeners at the comparatively economical rate of 90 cents per 1,000 or \$829.02 per Hooper point.

After the top four, the Hooper ranks show five comedy shows in a row: *Fibber McGee*, *Amos 'n' Andy*, *Edgar Bergen*, *Bob Hope* and *Fred Allen*. With the exception of a transposition of Hope and Allen, the respective costs per 1,000 listeners of these shows are in the same order. Allen's show required an outlay of \$1.32 in talent for every 1,000 listeners it obtained, while Hope cost 8 cents more per 1,000.

The next three shows on the Hooper list, *Truth or Consequences*, *Bandwagon* and *Arthur Godfrey's Talent Scouts*, the finishing 10th, 11th and 12th respectively in the Hooperating derby, actually were fifth, fourth and third respectively in cost per point.

"Saint" Whodunit Dropped by Lever

HOLLYWOOD, June 5. — Lever Bros. this week served cancellation notice on *The Saint*, regional mystery ailer starring Vincent Price and sponsored by Trim Hair Tonic. Show folds June 30.

Bankroller has decided to stop manufacturing the product after a year's trial run. *Saint* is a Jimmy Saphier package.

C. E. Hooper Survey



Low Budget Shows Grab Honors in June Hoopers

Rank	Program, Sponsor Network, Stations	Hooperating	Competition	Talent Cost	Cost per Point	Cost per 1,000 Urban Listeners	
1	JACK BENNY* (sub) American Tobacco Lucky Strike Cigarettes B.B.D.&O., NBC 163	21.0	NSP Gene Autry Sherlock Holmes	ABC CBS MBS	\$22,500	\$1,071.43	\$1.06
2	WALTER WINCHELL* Andrew Jergens Various Products R.W.Orr, ABC 219	20.8	NSP NSP Manhattan Merry-Go- Round	CBS MBS NBO	7,500	360.58	.38
3	RADIO THEATER Lever Brothers Lux Soap and Flakes J.W.T., CBS 153	19.3	NSP Gabriel Heatter Fish and Hunt Club— MA, LN Telephone Hour Dr. I.Q.	ABC MBS MBS NBC NBC	16,000	829.02	.90
4	MY FRIEND, IRMA Lever Brothers Swan Soap Y.A.R., CBS 147	18.1	Arthur Gaeth Dewey-Stassen Debate Dewey-Stassen Debate Dewey-Stassen Debate	ABC ABC MBS NBC	6,000	331.49	.38
5	FIBBER MCGEE & MOLLY S. C. Johnson Johnson's Wax and Allied N.L.&B., NBC 144	17.9	NSP Chris Wells NSP	ABC CBS MBS	12,500	688.32	.82
6	AMOS 'N' ANDY Lever Brothers Ringo R.A.R., NBC 151	17.7	America's Town Meeting We, the People Gabriel Heatter	ABC CBS MBS	15,000	847.46	.95
7	EDGAR BERGEN Standard Brands C. & S. Coffee, Royal Pud. J.W.T., NBC 149	17.4	NSP Sam Spade NSP	ABC CBS MBS	20,000	1,149.43	1.20
8	BOB HOPE Pepsodent Various Products F.O.A.B., NBC 131	16.9	NSP NSP NSP	ABC CBS MBS	20,000	1,183.43	1.40
9	FRED ALLEN Ford Dealers J.W.T., NBC 163	16.3	NSP Man Called X Jimmie Fidler	ABC CBS MBS	20,000	1,228.99	1.32
10	TRUTH OR CONSEQUENCES Procter & Gamble Duz Compton, NBC 144	15.9	Famous Jury Trials NSP NSP	ABC CBS MBS	10,000	628.93	.63
11	BANDWAGON F. W. Fitch Various Products L. W. Ramsey, NBC 161	15.8	NSP Blondie Behind the Front Page	ABC CBS MBS	8,500	537.67	.57
12	GODFREY'S TALENT SCOUTS T. J. Lipton-Lever Bros. Lipton Tea, Noodle Soup Mix Y. & R., CBS 149	15.8	NSP Charlie Chan Voice of Firestone	ABC MBS NBC	8,500	411.89	.46
13	MUSIC HALL Kraft Miracle Whip J.W.T., NBC 144	13.2	Willie Piper Dick Haymes Gabriel Heatter	ABC CBS MBS	17,500	1,325.76	1.53
14	RED SKELTON OH B. & W. Tobacco Kool Cigarettes R.M.S., NBC 161	13.2	NSP NSP NSP	ABC CBS MBS	12,500	948.97	1.17
15	BING CROSBY Philco Radios and Refrigerators Hutchins, ABC 244	12.8	The Whistler NSP Big Story	CBS MBS NBC	22,500	1,757.81	2.07

Top Three Sunday Afternoon Programs

1	THE SHADOW D.L.&W. co-op Blue Coal R.A.R., MBS 37	8.7	NSP Here's to You Ford Theater	ABC CBS NBC	2,500	287.38	—
2	ONE MAN'S FAMILY Standard Brands C. & S. Coffee, Blue Bonnet Margarine J.W.T., NBC 150	8.1	NSP NSP Juvenile Jury	ABC CBS MBS	7,500	925.93	1.15
3	TRUE DETECTIVE MYSTERIES Williamson Candy O'Henry Candy A.M.&W., MBS 463	7.3	Metropolitan Audition NSP NSP	ABC CBS NBC	2,000	273.97	.31

Ratings of June 1, 1948: Average Evening Rating is 8.3 as against 9.0 last report, 7.9 a year ago. Average Evening Sets-in-Use are 27.5 as against 28.9 last report, 24.5 a year ago. Average Available Homes are 77.2 as against 77.6 last report, 76.7 a year ago. Number of sponsored evening hours reported is 65 1/4 as compared with 66 1/4 last report, 70 1/4 a year ago.

*Includes first and second broadcasts. MA—Moving Average. CH—Computed Hooperating. LN—Limited Network.

B. B. D. & O.—Barton, Batten, Durstine & Osborn. J. W. T.—J. Walter Thompson. Y. & R.—Young & Rubicam. N. L. & B.—Needham, Lewis & Brorby. R. & R.—Ruthrauff & Ryan. F. C. & B.—Foote, Cone & Belding. R. M. S.—Russel M. Seeds. A. M. & W.—Audrey, Moore & Wallace

Norton To Head ABC Chi Central Division

NEW YORK, June 5. — John H. Norton Jr., vice-president in charge of stations for the American Broadcasting Company (ABC), has been appointed vice-president in charge of the web's central division with headquarters in Chicago. Norton succeeds Edwin R. Borroff, who has resigned as central division chief as of June 15.

Otto Brandt, manager of the station relations department, will take over supervision of ABC's operations. Ernest Lee Jahncke Jr., will supervise web-station TV affiliations. Norton Brandt and Jahncke will report to Robert E. Kintner, ABC exec vice-president.

Muscles Dept.

NEW YORK, June 6.—Who gets top billing as TV nature boy among the web execs is now a matter of moment. Frank Stanton, Columbia Broadcasting System (CBS) president, was recently termed most videogenic network president by Jack Gould, radio editor of *The New York Times*. The National Broadcasting Company (NBC), to expose the Stanton-Gould canard, has slated a video appearance for President Niles Trammell and/or Sid Strotz, veepee and TV chief, in *Texaco Theater* Tuesday (8).
Page Perc Westmore.

Johnson Resolution On FCC Authority Objected To by NAB

WASHINGTON, June 5. — A new Johnson resolution strengthening the Federal Communication Commission's authority over programing and forestalling super-watt stations is given little chance of passage in its present form in view of strong objections raised this week by the National Association of Broadcasters (NAB). The Johnson resolution was quietly slipped into the Senate hopper, Monday (31).

In a telegram to the Senate Interstate Commerce Committee signed by A. D. Willard Jr., executive vice-president, and Don Petty, general counsel, the NAB protested that the resolution's two parts dealt with entirely different subjects. The NAB asked that the measure be separated "in order that the parts may be acted on separately."

Resolution Divided

Strong objection was voiced to the first part which would express the sense of the Senate that no part of the Communications Act restricts FCC's authority to judge renewals on the basis of whether the applicant has operated in the public interest. The NAB had no views on the portion of the resolution expressing the opinion that the FCC has no power to authorize stations of greater power than 50,000 watts.

Without the NAB objection, the resolution would be given a better than even chance of passage even in the short congressional term remaining, since it is sponsored jointly by such members of the Senate Interstate Commerce Committee as Sen. Edwin Johnson (D., Colo.), Clyde Reed (R., Kan.), Warren Magnuson (D., Wash.) and Ernest McFarland (D., Ariz.).

The passage of the resolution would not give its aims the force of law, the FCC would nevertheless be given a powerful directive to act in accordance with its expressed opinion.

Leo Fitzpatrick In Key Video Post for Para

DETROIT, June 5. — Appointment of Leo Fitzpatrick as television research director for the United Detroit Theaters (UDT) will include general advisory status to all Paramount video, including stations now operating in Los Angeles and San Francisco. Fitzpatrick also expects to have his own video station in Buffalo but will maintain headquarters in Detroit.

The angle of the battle for the unallocated Detroit video channel which UDT seeks is that the principal contender is WJR which Fitzpatrick formerly managed. Fitzpatrick leaves next Friday for Hollywood for several weeks to study Coast video and learn his duties with Paramount.

WJR is owned by G. A. Richards.

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Chi Court Mulls Switch in Majestic Reorg Hearing

CHICAGO, June 5.—After a series of continuances, Federal Judge Phillip Sullivan probably will begin a hearing to determine whether Majestic Records should be switched from Chapter 11 to Chapter 10 under the Chandler Act reorganization proceedings, some time this week, if room can be found on the crowded court calendar. Petition for hearing originally was introduced by Luis Kutner and Michael Gesas, co-counsel for a trio of Majestic creditors, Bart Laboratories, Inc.; the Elizabethtown Corporation, and John Horn, who hold aggregate claims of approximately \$50,000.

For the first time since Majestic filed under the Chandler Act in February, figures were released last week in a balance sheet, computed by a local accounting firm, which listed accrued royalties of \$309,177.23 among liabilities of the firm. Previously Majestic attorneys had received permission from the court to withhold this figure from the schedule until such compilations could be completed. As of February 5, 1948, artists' accrued royalties were listed at \$95,064.42 and publishers' royalties \$181,419, while the American Federation of Musicians was owed \$32,177.23. No breakdown of what is owed individual artists and publishers was listed, as was the case with the first schedule, which listed all equipment and supply debtors as to the amount of individual debts.

Glen Moore Files 25G Damage Suit Vs. Fred Waring

NEW YORK, June 5.—A \$25,000 damage suit was filed this week in U. S. District Court by cornet tootler Glen Moore against orkster Fred Waring. Moore's complaint alleges that Waring owes him the 25G for vocal and cleffing chores during the period from May to October of 1945.

Specifically, Moore claims that he penned the ork's theme song, *Early in the Morning*, as well as musical tunes to various radio stations and prominent people, all of which were accepted and used. For this, the complaint states, Moore received \$100.

The tootler also alleges that certain of his material was copyrighted by Waring for their mutual benefits, but that the lyrics to *Early* and *Dig-Dig-Dig* plus two other War Bond ditties were pubbed, sold and distributed by the orkster without Moore's knowledge or consent.

According to Moore, the \$100 he received represented a down payment, and Waring still owes him \$24,900 for the profits accrued from the copyrighted material.

Roy Acuff Buys Open-Air Theater

CLARKSVILLE, Tenn., June 5.—Hillbilly orkster Roy Acuff this week purchased some 210 acres of land here which contain two hotel buildings, an open-air theater, a mammoth cave, and facilities for all outdoor sports. Acuff plans to hold folk music festivals from spring to fall, utilizing the outdoor theater for Sunday night shows and the stone floor of the cave for Friday and Saturday night dances.

Plans call for name pop bands Saturdays, with Acuff's crew holding forth the other nights, possibly with radio broadcasts emanating via W.M. Nashville. Project is said to have cost the orkster some \$200,000.

Signature Trims Overhead With Exec Reshuffle

NEW YORK, June 5.—Signature Records, with its plan for an arrangement with creditors virtually accepted, this week began a reshuffling of personnel to trim its overhead by letting out Earl Winters, who was general sales manager for the diskery. Earlier the firm dropped its West Coast sales manager, Larry Shelton. Gerry Ross, who has been with the diskery's sales department for two years, will assume sales managerial duties.

Meanwhile, the approved Signature plan is expected to be made official in court June 11. Bob Thiele, Signature topper, claims that he already has well over the \$100,000 in new money which the firm was expected to raise as part of the terms of the plan.

Haitus to Shelton

Simultaneous with the official approval of the plan June 11, the diskery will begin its haitus to its new Shelton, Conn., plant. The firm is having built a new plating plant in addition to the compound plant already operating on the Shelton premises. The diskery has installed 12 new presses at Shelton, which assure the firm that there will be no pause in production while the New York plant is moved piece by piece into the new location.

Thiele also revealed that he had acquired an additional five masters for the diskery. These are piano solos by Liberace which the keyboarder had produced and attempted to market himself. The diskery intends to sign the pianist to a term contract.

London Records Preems Library

NEW YORK, June 5.—London Records introduced its new library service for industry, radio broadcast and wired services at a cocktail party Thursday (3) in its New York offices.

A catalog of 200 10-inch disks will be immediately available, representing some 600 selections. Sides were all recorded in England at 78 r.p.m. on a frequency range of 30 to 14,000 cycles, and are all pop and standard instrumentals. Twenty titles are to be added each month.

Cut for BBC Shows

The library was recorded originally to supplement the British Broadcasting Corporation's (BBC) *Music While You Work* broadcasts, and was designed especially for play in plants and factories.

Fees on a one-year minimum basis will be \$25 per month for plants employing up to 5,000 employees, \$30 for 5,000 to 10,000 employees and \$35 for over 10,000.

For radio stations, the base charge, on a minimum two-year contract, will depend on area coverage. Charges in the New York area will be \$50 a month for the first year, \$60 a month for the second. Charges for wired services will be the same.

Sun Sues Tiger Lily Nitery

NEW YORK, June 5.—Sun Music, pub subsid of Decca, this week filed an injunction and damage action in U. S. District Court here against Barbara Kelly, operator of the Tiger Lily nitery, for an alleged infringement of the Sun tune, *I'll Never Smile Again*. According to the complaint, the Tiger Lily publicly performed the ditty for profit without proper license on April 1 and at various other times. The action asks for minimum damages of \$250 for the infringement.

Doug Watt Will Hide His Tot

NEW YORK, June 5.—RCA Victor's due out with an a cappella kiddy record of *Nature Boy*, sung by Eve Young and the Choristers.

So now they're saying that Victor wants to sic the yogie-man on the bogie-man.

Musicraft Wax Source Set: EMI

NEW YORK, June 5.—Musicraft Records last week confirmed a tentative agreement with Electric Musical Industries (EMI) thru Walter (Wally) Moody which assures Musicraft that within 10 days after request it can have an English-made master of any material the American firm would care to have made.

Thus, Musicraft gains reciprocity in a deal which heretofore had allowed EMI to use the American firm's catalog in England and thruout the world but had left the return privilege unclear.

Moody also has agreed to take over several hundred additional Musicraft masters for EMI handling abroad.

Leeds, Columbia In Combo Drive To Push 'Woody'

HOLLYWOOD, June 5.—Lou Levy's Leeds Music and Columbia Records this week geared promotional efforts in a joint drive to cash in on the swiftly climbing Kay Kyser etching of *Woody Woodpecker*, novelty ditty cleffed by George Tibbles and Ramey Idriss. Columbia reported that record orders passed the 250,000 mark within 10 days after release, while Leeds said sheet music sales soared to 155,000 copies, exclusive of rack order sales.

The diskery and Leeds are pitching trade tie-ups, with a deal already completed with Walter Lantz, film cartoon producer, who will use the song as the theme of future *Woody Woodpecker* cartoons. Lantz grabbed vocalists Gloria Wood and Harry Babbitt to do a special film dubbing of the melody. Lantz also began work on a new *Woody* featurette, tying in with the tune, which the film maker hopes to have completed in time to be eligible for Academy Award competition.

A merchandising tie-up between Lantz and several men's wear makers is also in the works, calling for production of *Woody Woodpecker* belts and suspenders.

So far, the only rival plattery to show an interest has been Decca, which skedded the tune for waxing Thursday (3) with the Andrews Sisters and Danny Kaye teamed. Session was called off for unexplained reasons, but it is reported Decca will make another attempt to record the tune next week.

Regen Orgs Israel Diskery

NEW YORK, June 5.—Oscar Regen, local hat manufacturer and legit angel, this week formed the Israel Record Company of New York. Masters will be cut in Israel by the Palestine Folk Symphony Ork and will include classical as well as some Israel folk tunes, including the nation's anthem *Hatikvah*, waxed with a 250-voice chorus.

Among the masters en route here for immediate release is a disking of an aria from *Tosca*, cut during an Arab air raid on the city of Tel Aviv.

Ericksen Out Of Maj.; Chap. X Verdict Due

NEW YORK, June 5.—Parker Ericksen, president of the Majestic Radio & Television Corporation and the Majestic Record Company, this week resigned his post with the firm to join the Bendix Home Appliance Division in an executive position. Erickson replaced Eugene Tracey as prexy of Majestic about nine months ago. Tracey shifted into the post of chairman of the board with the firm and still retains that post.

CHICAGO, June 5.—The attempt by three major creditors to force Majestic Records Corporation from its present Chapter 11 classification into Chapter 10 under the Chandler Act was under advisement by Master in Bankruptcy Charles McDonald here, following three days of hearings in his office. While details of attorneys' arguments could not be obtained, it was learned that McDonald concluded his hearing Friday (4) with L. A. Schapiro, attorney for Majestic, and Luis Kutner and Mike Gesas, attorneys for Bart Laboratories, Inc., the Elizabethtown Corporation and John Horn, who hold aggregate claims of approximately \$50,000, being instructed that they could reply to each other's briefs before June 11. McDonald will make his decision on the hearing after June 16. In the event that either side files objections to the master's report, the case may be continued before Federal Judge Phillip Sullivan here, who switched the matter to the master's office Tuesday (1).

For the first time since Majestic filed under the Chandler Act in February, figures were available this week on what the firm owed in royalties. In a balance sheet computed by an accounting firm, as of February 5, 1948, artists' accrued royalties were listed at \$95,064.42; publishers' royalties, \$181,419.00, and the American Federation of Musicians, \$32,177.23. No breakdown of individual artist or publisher debts was included.

A check with Eddy Howard this week revealed that he has made no commitment to any other record firm, stating that he "will wait until this Majestic affair gets out of the courts before I do anything definite."

Exclusive, Modern Cut Race Disk Tabs To 75 Cents and Tax

NEW YORK, June 5.—Modern and Exclusive Records will stabilize the retail price of their race disks at the generally prevalent tab of 75 cents plus 4 cents tax, it was revealed here this week. Both plants manufacture on the West Coast and maintain branch offices in New York. The price of the firms' race offerings had been \$1.05.

Exclusive's price drop will go into effect June 25 with releases by Johnny Moore's Three Blazers and Joe Liggins's Honeydrippers. The cost to retailers will be 45 cents; to jobbers, 37½ cents.

Previous Cuts

Modern actually lowered its charge to retailers on May 1 from 65 cents to 49 cents. However, in order to give the retailer opportunity to sell his current stock at the \$1.05 rate, purchase disks at 49 cents and continue to sell at \$1.05 for a period of a month, the New York branch had withheld announcement of the retail price dip. Beginning with the June 5 release of the Hadda Brooks disk, *Out of the Blue*, the 79-cent retail figure becomes official.

VOX JOX

A National Accounting of Disk Jockey Activities

FEEDBACK . . . Last week's *Billboard* stated that Jackie Smith, of Mercury Records, and Eddie Hubbard, Chicago disk jockey, were about to marry. Item drew a reply from both. Miss Smith: "Who's Eddie Hubbard?" Eddie Hubbard: "Gee, guys, I'd love to meet her."

GOTHAM GLEANINGS . . . Brookes Randall, former West Coast jockette, has joined Irving Landau's WINS ork as featured thrush. . . WHN's Bee Kalmus now on wax with the Apollo release of *Pretty as the Moon* backed by *Don't Blame Me*. . . WLIB's Zeb Carver, folk spinner, would like to hear from all the folk artists, "no matter whether they're names or not, along with some of their records and photos."

TUNE TOUTING . . . (Miss) Dee Deering, WDUK, Durham, N. C., writes: "It looks to me like Decca has a double hit with Ella Fitzgerald's *Tea Leaves* and *My Happiness* if my mail and phone requests are any indication." . . . And from Myron Coy, KVER, Albuquerque, N. Mex.: "I have been plugging *You Were Only Fooling*, the Blue Baron way, and while most of my listeners are boogie woogie fans, *Fooling* has been favorably received and is climbing out here." . . . WLIB's (NYC) Zeb Carver informs us: "Salty Homes's record of *Mama Blues* has been pulling loads of mail."

CONTEST DEPT. . . . Stuart Strand, pilot of WJBK's (Detroit) *House Party*, is running a contest on the theme "Why I would like Stuart Strand for a baby sitter." Prize is Strand's services for six hours any Saturday night. . . In a promotion for the annual Tulip Festival in Pella, Ia., jock Don Bell, KRNT, Des Moines, ran a two-lip contest. From entries of lip impressions on paper, judges selected the most kissable lips, with winners guesting on Bell's show and receiving free tix to the Tulip Festival. . . RCA sponsoring a deejay promotion pegged on the *Inside U. S. A.—Rhode Island Is Famous For You* platter. Jocks are being contacted to have listeners submit letter on subject "Why I like to live inside U. S. A." . . . Ed Hurst, WPEN, Philadelphia, staging a "schoolboy king of the clarinet" contest, with Benny Goodman to select the winner.

BEANTOWN BAILIWICK . . . Don Sheehan has left the chief announcer's slot at WBMS to take over as program director for WCCM, Lawrence, Mass. . . Sherm Feller, WEEI's midnight madman, now scripting a records and music column for *The Boston American*.

MIDWEST MAKEHAY . . . Harry Howe, Detroit video actor, debuts as a jock over WJLB, show to emanate six days a week from a local beinery. . . Ross Mulholland, WXYZ, Detroit, is sandwiching a player-piano interlude in between disk spins on his morning show. Majority of selections are old piano rolls sent in by listeners. Fad is taking hold in the Motor City, with Warren Kelly, WJR, also using the rolls.

PHILLY PHADDLE . . . Photos of local jocks Stu Wayne, Joe Grady, Ed Hurst and Mac McGuire, who have been plugging the *De Luxe Hearts Win, You Lose*, will appear on the disk's labels with the words "This is my choice." . . . Nick Ravell plattering his *Rhumba With Ravell* WIP show to run during summer while he vacations. . . Harry Bortnick, promotional director for Raymond Rosen distrib, providing jocks with kiddies' record libraries and scripts. . . Jeff Scott, hot jazz panjandrum from WPEN, switches to WCAU next month. . . Doug Arthur, WBIG, will do a deejay and community-sing video shot over WCAU-TV.

JERSEY JOTTINGS . . . Shopa music publications in Camden staged a Texas Lil Day, with local and area jocks featuring the Sons of the Range diskings for the Metropolitan label. . . Harry Lee, WBAB, Atlantic City, adds a morning classical hour to his spinning chores. . . Al Ownes, WMID, Atlantic City, brought in a sub deejay in New York's Eddie Newman to handle his Chelsea Lounge broadcasts.

COAST CUTTINGS . . . KFWB's Bill Anson intros his *Big Little Show*, a 15-minute segment of his daily platter show devoted to impersonations interspersed with pop disks. Impersonations included in Anson's repertoire are of Jack Benny, Fred Allen, Edward G. Robinson, Charles Boyer, Amos 'n' Andy, etc. . . KLAC disk jockey Don Otis is the latest spinner to turn tune clobber. He joined forces with Arthur Hamilton to write *Is It Real?* Ditty was recorded by Neely Plumb and vocalist Bob Graham, now released on the Rhythmtone label. Song pluggers are having a field day with Otis these days. Instead of his usual guestars, Otis guests a pluggger from a different pubbery each night, allowing them to play their own tunes. Eager boys aired to date include Lee Finberg (B-V-C), Tubby Garron (Paramount), Lucky Wilber (E. B. Marks), Milt Samuels (Triangle), and Sam Weiss (Morris). . . Now it's batoneer Jan Garber who joins the roster of platter spinners. He takes over the 15-minute seg, 7:15-7:30 p.m. across the board on KLAC.

CHICAGO CHATTER . . . In a city-wide survey of teen-agers, made in 38 representative high schools and colleges, the leading disk jockeys were Eddie Hubbard, WIND; Dave Garroway, WMAQ; Ernie Simon, WJJD, and Linn Burton, free-lancer, in that order. The survey was undertaken by Teen Markets Survey, Inc., a junior achievement project. . . Don Davis, formerly leader of the house band at Chez Paree, is now writing material for Eddie Hubbard. . . Bob Earle and Pat Herson, WKOW, Madison, Wis., have added a two-hour joint show, *Madison Matinee*, to their Saturday afternoon schedule.

HOLLYWOOD HIGHLIGHTS . . . KFWB's Bill Anson intros his *Big Little Show*, 15-minute segment of his daily platter show devoted to impersonations interspersed with pop disks. . . Long Beach's KGER boasts the world's biggest disk jockey in Texas Tiny, Western-hillbilly spinner. He's six feet tall, six feet around and weighs 600 pounds.

SPA Accepts Terms OK'd by Pubs; Foreign Rights, Disk Collection Points Resolved

Standard Contract Effects 10-Year Accord

(Continued from page 18)

and April 30, 1950, foreign revenues revert to the writer at the expiration of the 28-year copyright period. For songs acquired after April 30, 1950, regardless of the nature of the publisher's foreign arrangements, all rights revert to the writer after 28 years.

Remainder of Pact Stet

Except for the above-described differences, the remainder of the contract is the same as the one concluded with Starr.

Highlights of the contract including the following new features, which did not appear in the old agreement:

New Features

With regard to the new method of royalty payments: The writer is offered the alternative of accepting either a straight 3 cents per piano copy sold, or a sliding arrangement as follows:

For the first 100,000 copies, a minimum of 11½ per cent of the wholesale price, or 2½ cents per copy, whichever is greater.

From 100,000 to 200,000 copies, 14 per cent, or 3 cents per copy.

From 200,000 to 300,000 copies, 16 per cent, or 3½ cents per copy.

From 300,000 to 400,000 copies, 18 per cent, or four cents per copy.

Upward of 500,000 copies, 23 per cent or 5 cents per copy.

Song Book Fees

The writer also will receive a specified payment for songs appearing in song books. If the book is issued by the publisher and contains between four and 25 songs, the writer gets a sum computed by dividing 10 per cent of the wholesale price of the copies sold among the total number of the publisher's copyrights appearing in the book. If more than 25 copyrights are used, the share is increased by one-half per cent for each additional composition. If the song book is issued by a licensee not affiliated with the publisher and contains at least four compositions, then the writer receives the proportion of 50 per cent of the gross amount received from the licensee as the number of uses in the folio bears to the total number of uses of the publisher's copyrights. In the cases of the song book containing less than four numbers, the writer is paid at piano copy rates.

Pub's Exploitation

With regard to the publisher's obligations toward exploiting the song:

Where under the old contract the publisher was required only to print a piano copy within an unspecified period, he now must do so within one year. He also must have a commercial record of the tune made or publish a dance arrangement, failing any of which within one year he has to pay the writer an indemnification of \$250. Should he fail to meet these requirements, all rights revert to the writer. (Under the old contract, failure to publish required the publisher to turn over only the American rights.)

Writer's Consent

The publisher can not assign a song without the writer's consent except as specially provided for in the contract. He can sell the song only as part of his whole business or catalog.

An omnibus clause provides that the publisher may not issue any license in which the writer will not participate.

No contract between an MPPA pub-

lisher and SPA writer is valid unless countersigned by SPA. If a specific right not provided for in the contract is at issue, the publisher must negotiate that right with SPA.

Arbitration Group

Arbitration procedures, previously handled by the American Arbitration Association, will now be done by a three-man committee, of which one member is selected by the publisher, another by the writer and a third by the other two. In the basic agreement, provisions for the eventual establishment of a joint music industry committee are set forth. Such a committee might supplant arbitration, and conceivably would be a step in the direction of appointing an industry "czar," as in the film and baseball industries.

Other new measures with regard to publishers' foreign agreements stipulate that foreign publishing rights can not be granted until the song has first been published in the United States, that the publisher must take out the foreign copyright in his own name, and that if foreign rights are separately conveyed (other than as a part of publisher's catalog), the writer must receive at least 50 per cent of the advance.

Changes Anticipated

The contract also anticipates changes in the U. S. copyright law by limiting the duration of publisher-writer agreements to 28 years or the term of U. S. copyright, whichever is shorter. The basic SPA-MPPA agreement also has a proviso whereby SPA can terminate the contract six months after a change in the duration of the copyright law.

The writer has the right to request periodic and specific royalty statements and an inspection of accounts. If the publisher fails to comply within a specified period, then his agreement with the writer is voided, with rights reverting to the writer.

A special exceptions clause exempts the publisher from certain of the contract's promotional obligations if the song falls into such categories as pastoral, standard, secular or other such types which logically do not need piano copies, records or dance arrangements.

Other clauses are more or less standard practice, picked up from the old contract and restated in the new. Fashioned by SPA attorneys John Schulman and William Klein.

Sultan Distrib's Shuttering Makes Second Recent Close

DETROIT, June 5.—Another local indie disk distrib fell from the ranks this week with the shuttering of the Sultan Distributing Company. The closing of the firm marks the second such action here in the past couple of weeks, the first being the recent shuttering of Apollo diskery's Detroit office.

Sultan was originally set up by Morton Sultan, of Sultan Records, but has been operating independently of that org for the past two years under the management of Sidney A. Verier, who is understood to be leaving the disk biz.

Manor and Gala, principal disk lines handled by Sultan, are being taken over by Pan-American Record Distributors plus the remainder of the old Sultan stock.

STOP THE MUSIC here is the BURKE-McCARTHY



Rambling Rose

Music by
JOE BURKE

Lyric by
JOSEPH McCARTHY Jr

Ev-ry-one knows She's a RAM-BL-ING ROSE She's a beau-ty grow-ing wild—

Birds in their nest— Seem to whis-tle their best— For moth-er na-ture's fav-rite child

She's got the kind of af-fee-tion That just winds a-round your heart

You'd bet-ter run for pro-tec-tion Or she might up-set your flow-er cart—

I hate to dis-close That my RAM-BL-ING ROSE Is gon-na meet her Wa-ter-loo—

I'll let her play— But she can't get a-way— 'Cause I know just what to do—

An-y-one knows you can train— A roan to be a cling-ing vine So from

this day hence There'll be a pick-et fence 'Round that RAMBLING ROSE of mine. ROSE of mine.

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To be followed by

PUPPETS SERENADE

and

SERENADE TO A LEMONADE

EDWIN H. MORRIS & COMPANY, INC.

NEW YORK CHICAGO HOLLYWOOD

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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

Week Ending
June 4

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. NATURE BOY

By Edén Akbes

Published by Burke-Van Heusen (ASCAP)

Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439; H. Jeffries, Exclusive 36X; S. Vaughan, Musicraft 567; J. Laurenz, Mercury 5134; D. James, Victor 20-2944; A. Young-Mantovani Concert Ork, London R 10013.

(No information on electrical transcription libraries available as The Billboard goes to press.)

2. YOU CAN'T BE TRUE, DEAR

Based on a composition by Hans Otten and Gerhard Ebeler

Published by Biltmore (ASCAP)

Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 501.

(No information on electrical transcription libraries available as The Billboard goes to press.)

3. LITTLE WHITE LIES

By Walter Donaldson

Published by Bregman-Vocco-Conn (ASCAP)

Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 558; M. Davis, Jewel ON-2002; S. Gibson, Mercury 8085.

Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus.

4. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)

By Vaughn Monroe and Arthur Beul

Published by Chas. K. Harris (ASCAP)

Records available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Houston and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077; The Martin Sisters, Columbia 38211; J. Day, MGM 10199.

(No information on electrical transcription libraries available as The Billboard goes to press.)

5. NOW IS THE HOUR

By Maewa Kaihau, Clement Scott and Dorothy Stewart

Published by Leeds (ASCAP)

Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heldt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charioteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.

Electrical transcription libraries: Nat Brandwynne, World; Horace Heldt, Standard; Shep Fields, Lang-Worth.

6. MY HAPPINESS

By Betty Peterson and Borney Bergentine

Published by Blasco (ASCAP)

Records available: R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17.

7. BABY FACE

By Benny Davis and Harry Akst

Published by Remick (ASCAP)

Records available: The Alpine Belles, Flint 5006; H. King Ork, Decca 25356; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10156; Phillie All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-570; B. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024; Sammy Kaye, Victor 20-2879; Pat and Penny, De Luxe 1172; J. Palmer Ork-M. Scott Chorus, Universal 111; Jack Smith-The Clark Sisters, Capitol 15078; The Woodland Serenaders, Bandwagon 402; Buddy Harris-Lone Star Playboys, Blue Bonnet 136; South Philadelphia String Band, Tempo TR 660; Ziggy Lane-Pat and Penny, De Luxe 1172.

Electrical transcription libraries: D'Artega, Lang-Worth; Lenny Herman Ork, World; Sammy Kaye, NBC Thesaurus; Henry King Ork, MacGregor.

8. THE DICKEY-BIRD SONG

By Howard Dietz and Sammy Fain

Published by Robbins (ASCAP)

From the MGM film, "Three Daring Daughters."
Records available: Blue Barron, MGM 10138; Larry Clinton, Decca 24301; The Dell Trio-Jerry Wayne, Columbia 38085; Freddy Martin, Victor 20-2617; G. Olsen, Majestic 1234.

Electric transcription libraries: Milt Herth Trio-Larry Douglas, World; Freddy Martin, Standard.

9. WOODY WOODPECKER

By Tibbles and Idriss

Published by Leeds (ASCAP)

Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5154.

(No information on electrical transcription libraries available as The Billboard goes to press.)

10. TELL ME A STORY

By Maurice Seigler and Larry Stock

Published by Laurel (ASCAP)

Records available: Ames Brothers, Decca 24329; Vic Damone, Mercury 5120; King Gulon Ork, Majestic 1238; Bob Houston, MGM 10144; Sammy Kaye, Victor 20-2291.

Electrical transcription libraries: Charlie Spivak, World.

USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 1. **NATURE BOY**
DICK JAMES RCA Victor 20-2944
- 2. **YOU CAN'T BE TRUE, DEAR**
WILL CLAHE RCA Victor 25-1117
DICK JAMES RCA Victor 20-2944
- 3. **LITTLE WHITE LIES**
TOMMY DORSEY RCA Victor 27521
- 4. **TOOLIE OOLIE DOOLIE**
HENRI RENÉ RCA Victor 25-1114
- 5. **NOW IS THE HOUR**
CHARLIE SPIVAK RCA Victor 20-2704
- 7. **BABY FACE**
SAMMY KAYE RCA Victor 20-2879
- 8. **THE DICKEY-BIRD SONG**
FREDDY MARTIN RCA Victor 20-2617
- 10. **TELL ME A STORY**
SAMMY KAYE RCA Victor 20-2761

This week's **RCA VICTOR** release!

✓ **POPULAR**

- Nature Boy DICK JAMES RCA Victor 20-2944
You Can't Be True, Dear
- Little Romero DESI ARNAZ RCA Victor 20-2887
Jipi Japa
- The Flower Seller JOHNNY BRADFORD RCA Victor 20-2885
Whisper A Word of Love
- I Wanna Do What I Wanna Do THE CALDWELLS RCA Victor 20-2906
My Man Friday
- Let Me Call You Sweetheart TOMMY DORSEY RCA Victor 20-2904
Walk It Off
- If I'm Elected THE THREE SUNS RCA Victor 20-2905
Lady of Spain

✓ **FOLK**

- Too Far Apart STU DAVIS RCA Victor 20-2909
Sweetheart of Yesterday
- There's A Hole In The Bottom Of The Sea LONZO AND OSCAR RCA Victor 20-2908
Girls Don't Nag Your Husbands
- Tears Today and Blues Tomorrow TEXAS JIM ROBERTSON RCA Victor 20-2907
In The Pines

✓ **RHYTHM & BLUES**

- Ain't Misbehavin' ART TATUM RCA Victor 20-2911
Smoke Gets In Your Eyes
- If You Ever Change Your Ways BIG MACEO RCA Victor 20-2910
Chicago Breakdown

✓ **INTERNATIONAL NOVELTY**

- Cinderella Polka LAWRENCE DUCHOW RCA Victor 25-1121
In Paradise—Waltz
and his Red Raven Orch.

✓ **HARMONEERS QUARTET ALBUM**

- THE HARMONEERS QUARTET SING "THE CHURCH IN THE WILDWOOD" RCA Victor Album P-211
AND OTHER HYMNS OF THE HEART
- Rock of Ages, and Tell Me The Old, Old Story RCA Victor 20-2881
- The Church In The Wildwood, and Have Thine Own Way, Lord RCA Victor 20-2882
- I Love To Tell The Story, and Just As I Am RCA Victor 20-2883
- Let The Lower Lights Be Burning, and Softly and Tenderly RCA Victor 20-2884

Riding High... Climbing Fast

- A SURE HIT! Blue Shadows VAUGHN MONROE RCA Victor 20-2785
on the Trail
- Better Luck Next Time PERRY COMO RCA Victor 20-2888
- A Man Could BE a Wonderful Thing RAY McKINLEY RCA Victor 20-2768
- Oklahoma Waltz SPADE COOLEY RCA Victor 20-2866
- My Heart Belongs To You ARBEE STIDHAM RCA Victor 20-2572
- The Wedding Song IRVING FIELDS RCA Victor 26-9035
- Don't Blame Me* SHEP FIELDS RCA Victor 20-2945
- Just Because* LONE STAR COWBOYS RCA Victor 20-2941

*Revised by Request

NEW YORK CHICAGO

The stars who make the hits are on

RCA VICTOR
Records

"JUST BECAUSE"

Words and Music by **HUBERT A. NELSON** and **JAS. D. TOUCHSTONE**
 Published by **PEER INTERNATIONAL CORPORATION**
SOLE SELLING AGENT
SOUTHERN MUSIC PUB. CO., INC. NEW YORK CITY
 1619 BROADWAY

The Billboard
MUSIC POPULARITY CHARTS
Sheet Music
 PART II
 Week Ending June 4
 Billboard TRADE SERVICE FEATURE

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week		Publisher
7	1	1	NATURE BOY (R)	Burke-Van Heusen
9	2	2	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
21	3	3	NOW IS THE HOUR (R)	Leeds
9	5	4	TOOLIE OOLIE DOOLIE (The Yodel Polka) (R)	Chas. K. Harris
12	4	5	THE DICKEY-BIRD SONG (F) (R)	Robbins
10	9	6	BABY FACE (R)	Remick
7	6	7	LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
6	7	8	MY HAPPINESS (R)	Blasco
10	10	9	TELL ME A STORY (R)	Laurel
8	8	10	HAUNTED HEART (M) (R)	Williamson
2	15	11	WOODY WOODPECKER (R)	Leeds
7	7	12	LAROO, LAROO, LILLI BOLERO (R)	Shapiro-Bernstein
6	11	13	SABRE DANCE (R)	Leeds
21	13	14	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
19	10	15	MANANA (R)	Barbour-Lee

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week		English	American
6	1	1	GALWAY BAY	Box and Cox	Leeds
13	2	2	GOLDEN EARRINGS	Victoria	Paramount
8	3	3	TERESA	Leeds	Duchess
9	4	4	SILVER WEDDING		
15	5	5	CIVILIZATION	Unit Pub. Co.	*
7	11	6	OH! MY ACHIN' HEART	Edwin Morris	E. H. Morris
17	6	7	SERENADE OF THE BELLS	Campbell-Connelly	Mood
23	6	8	A TREE IN THE MEADOW	Edwin Morris	Melrose
8	8	9	REFLECTIONS ON THE WATER	Campbell-Connelly	Shapiro-Bernstein
21	5	10	NEAR YOU	Peter Maurice	Peter Maurice
4	9	11	TIME MAY CHANGE	Bradbury Wood	Supreme
4	7	12	DREAM OF OLWEN	Campbell-Connelly	Shapiro-Bernstein
1	—	13	HEARTBREAKER	Lawrence Wright	*
1	—	14	AFTER ALL	Leeds	Leeds
1	—	15	MIRANDA	Cinephonic	*
6	10	16	WISHING WALTZ	Kassner	*
2	18	17	LAROO, LAROO, LILLI BOLERO	Noel Gay	Leeds
23	13	18	I WONDER WHO'S KISSING HER NOW	Irwin Dash	Shapiro-Bernstein
16	14	19	ONCE UPON A WINTER-TIME	Feldman	E. B. Marks
5	17	20	YOU DO	Cinephonic	Southern
				Chappell	Bregman-Vocco-Conn

*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 reports received from the seven largest retailers in the Dominion.

Weeks to date	POSITION Last Week	POSITION This Week	
4	6	1	YOU CAN'T BE TRUE, DEAR
5	1	2	NOW IS THE HOUR
5	1	3	NATURE BOY
7	4	3	BABY FACE
10	3	4	THE DICKEY-BIRD SONG
8	2	5	TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
10	7	6	BEG YOUR PARDON
8	8	7	YOU WERE MEANT FOR ME
10	5	8	I'M LOOKING OVER A FOUR LEAF CLOVER
2	12	9	LITTLE WHITE LIES
4	13	10	LAROO, LAROO, LILLI BOLERO
3	9	11	HEARTBREAKER
3	15	12	YOU'RE TOO DANGEROUS, CHERIE
10	11	13	MANANA
5	—	14	I'M MY OWN GRANDPAW
1	—	14	I'D GIVE A MILLION TOMORROWS
4	—	15	HAUNTED HEART

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending June 4



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, May 28, 8 a.m., and ending Friday, June 4, 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)

Title	Publishers	Lic. By
A Fella With An Umbrella (F) (R)	Feist	ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
At a Sidewalk Penny Arcade (R)	Robbins	ASCAP
Baby Face (R)	Remick	ASCAP
Better Luck Next Time (F) (R)	Feist	ASCAP
Betty Blue (R)	Ben Bloom	ASCAP
Beyond the Sea (R)	Chappell	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Crying for Joy (R)	James V. Monaco	ASCAP
Don't Blame Me (R)	Harry Warren	ASCAP
Dream Girl (F) (R)	Famous	ASCAP
Encore, Cherie (R)	Miller	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
Heartbreaker (R)	Leeds	ASCAP
I May Be Wrong (R)	Leeds	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (R)	Remick	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon	Remick	ASCAP
Rhode Island Is Famous for You (M) (R)	Crawford	ASCAP
Sabre Dance (R)	Leeds	ASCAP
Serenade (Music Played on a Heartstring) (R)	Duchess	BMI
Steppin' Out With My Baby (F) (R)	Berlin	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
The Old Ferris Wheel (R)	Goldmine	ASCAP
Toolie Oolie Doolie (R)	Chas. K. Harris	ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
What Do I Have To Do? (R)	Bregman-Vocco-Conn	ASCAP
Woody Woodpecker (R)	Leeds	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
You're Too Dangerous, Cherie (F) (R)	Harms, Inc.	ASCAP

The Remaining 22 Songs of the Week

A Few More Kisses (and a Few Less Heartaches) (R)	Patmar	BMI
Caramba, It's the Samba (R)	Martin	ASCAP
Delilah (R)	Encore	BMI
For Every Man There's a Woman (F) (R)	Melrose	ASCAP
Highway to Love (R)	BMI	BMI
Hooray for Love (F) (R)	Melrose	ASCAP
I Went Down to Virginia (R)	Jefferson	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
I'll Always Be in Love With You (R)	Shapiro-Bernstein	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
Long After Tonight (R)	BMI	BMI
Love of My Life (R)	T. B. Harms	ASCAP
Fair Lady (R)	United	ASCAP
My Gal Is Mine Once More (M) (R)	Crawford	ASCAP
My Guitar (R)	Bourne	ASCAP
Saturday Night in Central Park (M) (R)	T. B. Harms	ASCAP
Stakin' Miss Mary to the Ball (F) (R)	Miller	ASCAP
The Dream Peddler (R)	Peer	BMI
Trouble Is a Man (R)	Regent	BMI
Worry, Worry, Worry (R)	Robert	ASCAP
You Turned the Tables on Me (R)	Sam Fox	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 throuthout 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	POSITION	Title	Artist	Label	Lic. By
9	1	NATURE BOY	King Cole	Capitol 15054	ASCAP
5	9	MY HAPPINESS	J. & S. Steele		
6	3	LITTLE WHITE LIES	Dick Haymes	Decca 24280	ASCAP
7	2	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne		
3	8	LOVE SOMEBODY	Doris Day-Buddy Clark		
1	—	6. WOODY WOODPECKER	Kay Kyser	Columbia 38174	ASCAP
2	11	7. YOU CAN'T BE TRUE, DEAR	The Sportsmen	Columbia 38197	ASCAP
11	5	8. BABY FACE	Art Mooney	MGM 10156	ASCAP
1	—	9. MY HAPPINESS	Pied Pipers	Capitol 15094	ASCAP
1	—	10. YOU CAN'T BE TRUE, DEAR	Dick Haymes-The Song Spinners	Decca 24439	ASCAP
16	6	11. NOW IS THE HOUR	Bing Crosby	Decca 24279	ASCAP
21	4	12. MANANA	Peggy Lee	Capitol 15022	ASCAP
3	7	13. NATURE BOY	Frank Sinatra	Columbia 38210	ASCAP
5	—	14. TOOLIE OOLIE DOOLIE	Andrews Sisters	Decca 24380	ASCAP
3	—	15. YOU CAN'T BE TRUE, DEAR	Vera-Lyan	London 202	ASCAP

"C'mon Patti..

CONFESS

CONFESS

CONFESS

Tell us how you sing a duet with yourself"

Disc jockeys, juke box operators, retailers, music publishers, and just about everybody is "confessin'" that Patti Page's "Confess" is a terrific hit.

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The **Billboard** MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
Week Ending June 4

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	Last Week	This Week	Record	Label
8	1	1	NATURE BOY King Cole.....	Capitol 15054
			<i>Lost April</i>	
10	2	2	YOU CAN'T BE TRUE, Ken Griffin-Jerry Wayne.....	Rondo R-228
			DEAR <i>Doodle Doo Doo</i>	
10	3	3	LITTLE WHITE LIES..... Dick Haymes.....	Decca 24280
			<i>The Measure of Sierra Madre</i>	
8	4	4	TOOLIE OOLIE DOOLIE... Andrews Sisters.....	Decca 24380
			<i>I Hate To Lose You</i>	
5	5	5	MY HAPPINESS J. & S. Steele.....	Damon D-11133
			<i>They All Recorded to Beat the Ban</i>	
2	13	6	WOODY WOODPECKER... Kay Kyser	Columbia 38197
			<i>When Veronica Plays the Harmonica</i>	
6	7	7	THE DICKEY-BIRD SONG (F)	Freddy Martin..... Victor 20-2617
			<i>If Winter Comes</i>	
9	9	8	ST. LOUIS BLUES MARCH. Tex Beneke	Victor 20-2722
			<i>Cherokee Canyon</i>	
2	23	9	MY HAPPINESS Pied Pipers.....	Capitol 15094
			<i>Highway to Love</i>	
1	—	10	WILLIAM TELL OVERTURE	Spike Jones..... Victor 20-2861
			<i>By the Beautiful Sea</i>	
11	8	11	BABY FACE	Art Mooney..... MGM 10158
			<i>Encore, Cherie</i>	
2	16	12	YOU CAN'T BE TRUE, Dick Haymes-The Song Spinners	Decca 24439
			DEAR <i>Nature Boy</i>	
14	11	13	BECAUSE	Perry Como
			<i>If You Had All the World and Its Gold</i>	
			(D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1068; L. Warren, Victor 10-1406)	
20	6	14	NOW IS THE HOUR..... Bing Crosby.....	Decca 24279
			<i>Silver Threads Among the Gold</i>	
2	18	15	YOU CAN'T BE TRUE, DEAR	The Sportsmen..... Capitol 15077
			<i>Toolie Oolie Doolie</i>	
1	—	16	NATURE BOY	Dick Haymes-The Song Spinners
			<i>You Can't Be True, Dear</i>	Decca 24439
2	19	17	BABY FACE	Sammy Kaye..... Victor 20-2879
			<i>Miss You</i>	
20	10	18	MANANA	Peggy Lee..... Capitol 15022
			<i>All Dressed Up With a Broken Heart</i>	
			(J. Loss Ork, Victor 20-2819; Mills Brothers, Decca 24333; E. Ross Ork, London 187; The Woodland Serenaders, Bandwagon 401; Chapuseaux Damiron, Seeco 657)	
1	—	19	BABY FACE	Jack Smith-The Clark Sisters...
			<i>Heartbreaker</i>	Capitol 15077
1	—	20	YOU CAN'T BE TRUE, DEAR	Marlin Sisters..... Columbia 38211
			<i>Toolie Oolie Doolie</i>	
10	21	21	SABRE DANCE BOOGIE.... Freddy Martin.....	Victor 20-2722
			<i>After You've Gone</i>	
3	14	21	YOU CAN'T BE TRUE, DEAR	Vera Lynn..... London 202
			<i>Once Upon a Wintertime</i>	
2	11	23	LOVE SOMEBODY	Doris Day-Buddy Clark..... Columbia 38174
			<i>Confess</i>	
1	—	24	TOOLIE OOLIE DOOLIE... The Sportsmen.....	Capitol 15077
			<i>You Can't Be True, Dear</i>	
2	23	25	HAUNTED HEART	Perry Como
			<i>Carolina Moon</i>	
			(B. Clark, Columbia 38083; Bing Crosby, Decca 24379; Vic Damone, Mercury 5120; Guy Lombardo, Decca 24362; G. Paxton, MGM 10153; J. Stafford, Capitol 15023)	
10	14	25	SABRE DANCE	Woody Herman.... Columbia 38102
			<i>Swing Low, Sweet Clarinet</i>	
			(R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30048; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-0209; Oscar Levant, Columbia 17521-D; Efram Kurtz-New York Philharmonic Symphony, Columbia 12498; Andrews Sisters, Decca 24427; N. S. Golovanov, Mercury 24000; T. Heath, London 222)	
2	20	27	NATURE BOY	Frank Sinatra..... Columbia 38210
			<i>S'Posin'</i>	
4	17	28	TELL ME A STORY..... Sammy Kaye	Victor 20-2761
			<i>I Wouldn't Be Surprised</i>	
3	—	29	JUST BECAUSE	Frank Yankovic and His Yanks
			<i>A Night in May</i>	Columbia 38072
			(A. George Ork, Master 101; A. George Ork, Signature 15207; J. Gumlin, Chord 664; Eddy Howard 1231; Lone Star Cowboys, Victor 20-2941; Sheriff T. Owens and His Cowboys, Mercury 6086; T. Parker's 4 Jacks, Palda 1002; R. Shepard, Embassy P-1003; D. Stable Ork, Decca 25376; F. Zajc Polkateers, Continental C-1228)	
1	—	30	FOR EVERY MAN	Tony Martin..... Victor 20-2689
			<i>There's a Woman (F)</i>	
			<i>What's Good About Good-bye?</i>	

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending June 4



BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's 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		This Week	Record Title (Number of Records)	Label
	Last Week	This Week			
1	—	1	1	BOZO AT THE CIRCUS (Two Records) Billy May with Ork.....Capitol BBX-34	
1	—	2	2	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-64	
1	—	3	3	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80	
1	—	4	4	UNCLE REMUS (Three Records) Johnny Mercer with Original Cast.....Capitol CC-40	
1	—	5	5	GENIE THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102	
1	—	6	6	SPARKY'S MAGIC PIANO (Three Records) Billy May-Alan Livingston-Henry Blair.....Capitol BC-66	
1	—	7	7	BOZO AND HIS ROCKET SHIP (Two Records) Billy May.....Capitol BBX-65	
1	—	8	8	MICKEY AND THE BEANSTOCK (Three Records) Johnny Mercer and Original Cast.....Capitol CCX-67	
1	—	9	9	RUSTY IN ORCHESTRAVILLE (Three Records) Billy May-Alan Livingston-Henry Blair.....Capitol BC-35	
1	—	10	10	TUBBY THE TUBA (One Record) Danny Kaye.....Decca CU-106	

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		This Week	Record Title	Label
	Last Week	This Week			
15	1	1	1	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director..Victor 20-0209	
13	1	2	2	Khachaturian: Gayne Ballet Suite—Sabre Dance Oscar Levant.....Columbia 17521-D	
39	4	3	3	Clair de Lune Jose Iturbi.....Victor 11-8851	
2	4	3	3	Fiddle Fiddle Boston Pops.....Victor 10-1397	
07	3	3	3	Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160	
3	—	3	3	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist.....Victor 11-8863	

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		This Week	Album Title	Label
	Last Week	This Week			
14	—	1	1	Strauss Waltzes (Three Records) Andre Kostelanetz and His Ork.....Columbia 481	
5	1	1	1	Tchaikovsky: The Sleeping Beauty (Six Records) Leopold Stokowski and His Symphony Orchestra.....Victor DM-1205	
2	5	3	3	Gaite Parisienne (Two Records) London Philharmonic Ork, Efrem Kurtz, conducting.....Columbia MX-115	
136	—	3	3	Rhapsody in Blue (Two Records) Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor.....Columbia X-251	
1	—	3	3	Sea Shanties (Four Records) Leonard Warren.....Victor MO-1186	

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		This Week	Album Title	Label
	Last Week	This Week			
3	1	1	1	Stan Kenton—A Presentation of Progressive Jazz Album (Four Records) Stan Kenton.....Capitol CD-79	
5	2	2	2	Songs of Our Times (1932) Album (Four Records) Carmen Cavallaro.....Decca A-1932	
7	—	3	3	Busy Fingers (Four Records) Three Suns.....Victor P-206	
10	—	4	4	Down Memory Lane (Four Records) Vaughn Monroe.....Victor P-202	
2	5	5	5	Songs of Our Times (1927) Album (Four Records) B. Grant Ork.....Decca A-1927	
3	5	5	5	Songs of Our Times (1928) Album (Four Records) B. Fomeen Ork.....Decca A-1928	

CAMARATA'S "RUMBALERO"

NOW AVAILABLE AS A SINGLE

Parts 1 and 2
No. 10,011 \$1.00 plus tax

Also available in
London Album LA-1
"Music By Camarata"

ALBUM No. LA-14
Kingsway Symphony Orchestra
conducted by Camarata

Two 12" Records
\$5.00 plus tax

CAMARATA CONCERT

No. T 5008—"ONE FINE DAY"
(Madame Butterfly)
"THEY CALL ME MIMI"
(La Boheme)

No. T 5009—"MUSSETTA'S WALTZ"
(La Boheme)
"MY HEART AT THY SWEET
VOICE"
(Samson and Delilah)

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FULL RANGE RECORDING

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DECCA BUYERS GUIDE

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

DECCA DOES IT AGAIN!

2 HITS! 1 GREAT RECORD!

I HATE TO LOSE YOU
TOOLIE OOLIE DOOLIE

ANDREWS SISTERS . . . Decca 24380

BEST SELLERS

- 1 I HATE TO LOSE YOU . . . ANDREWS SISTERS
TOOLIE OOLIE DOOLIE (The Yodel Polka) . . . Decca 24380
- 2 LITTLE WHITE LIES . . . DICK HAYMES
The Treasure Of Sierra Madre . . . Decca 24280
- 3 MAYBE YOU'LL BE THERE . . . GORDON JENKINS
Dark Eyes . . . Decca 24403
- 4 MY HAPPINESS . . . ELLA FITZGERALD
TEA LEAVES . . . Decca 24446
- 5 YOU CAN'T BE TRUE, DEAR . . . DICK HAYMES
NATURE BOY . . . Decca 24439
- 6 NOW IS THE HOUR . . . BING CROSBY
Silver Threads Among The Gold . . . Decca 24279
- 7 A FELLA WITH AN UMBRELLA . . . BING CROSBY
BLUE SHADOWS ON THE TRAIL . . . Decca 24433
- 8 KENTUCKY WALTZ . . . LAWRENCE WELK
BUBBLES IN THE WINE . . . Decca 24442
- 9 MEAN TO ME . . . ANDREWS SISTERS
JEALOUS . . . Decca 25303
- 10 THE DICKEY-BIRD SONG . . . LARRY CLINTON
OOHI LOOK-A THERE, AIN'T SHE PRETTY? . . . Decca 24301

COUNTRY SERIES

- SEAMAN'S BLUES . . . ERNEST TUBB
WAITING FOR A TRAIN . . . Decca 46119
- MAMA BLUES . . . SALTY HOLMES
JOHN HENRY . . . Decca 46116
- NEW FILIPINO BABY . . . MILTON ESTES
ANSWER TO DRIVIN' NAILS IN MY COFFIN . . . Decca 46128
- DON'T MAKE ME GO TO BED AND I'LL BE GOOD . . . RED FOLEY
I'M WALTZING WITH A BROKEN HEART . . . Decca 46126
- WHEN THE WORLD HAS TURNED YOU DOWN . . . ERNEST TUBB
I'LL GET ALONG SOMEHOW . . . Decca 46092

SEPIA SERIES

- BEAMS OF HEAVEN . . . SISTER ROSETTA THARPE & MARIE KNIGHT
PRECIOUS MEMORIES . . . with SAM PRICE, Decca 48070
- WHAT COULD I DO . . . MARIE KNIGHT with SAM PRICE
I MUST SEE JESUS . . . Decca 48072
- DIDN'T IT RAIN . . . SISTER ROSETTA THARPE & MARIE KNIGHT
STRETCH OUT . . . with SAM PRICE, Decca 48054
- YOU'LL GET THEM BLUES . . . BUDDY JOHNSON
I WONDER WHEKE OUR LOVER HAS GONE . . . Decca 48040
- EVERYBODY'S GONNA HAVE A . . . SISTER ROSETTA THARPE
WONDERFUL TIME UP THERE (Gospel Boogie)
MY LORD AND I . . . Decca 48071

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

The Billboard MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending June 4



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
9	1	1	YOU CAN'T BE TRUE, DEAR . . . Ken Griffin-Jerry Wayne . . . Rondo R-228
5	2	2	NATURE BOY . . . King Cole . . . Capitol 15054
9	5	3	TOOLIE OOLIE DOOLIE . . . Andrews Sisters . . . Decca 24380
5	4	4	LITTLE WHITE LIES . . . Dick Haymes . . . Decca 24280
5	7	5	MY HAPPINESS . . . J. & S. Steele . . . Damon D-11133
17	3	6	NOW IS THE HOUR . . . Bing Crosby . . . Decca 24279
11	6	7	BABY FACE . . . Art Mooney . . . MGM 10156
5	9	8	THE DICKEY-BIRD SONG (F) . . . Freddy Martin . . . Victor 20-2617
1	—	9	WOODY WOODPECKER . . . Kay Kyser . . . Columbia 38197
8	11	10	JUST BECAUSE . . . Frank Yankovic and His Yanks . . . Columbia 38072 (A. George Ork, Master 101; A. George Ork, Signature 15207; J. Gumin, Chord 664; Eddy Howard 1231; Lone Star Cowboys, Victor 20-2941; Sheriff T. Owens and His Cowboys, Mercury 6086; T. Parker's 4 Jacks, Palda 1002; R. Shepard, Embassy P-1003; D. Stable Ork, Decca 25376; F. Zajo Polkateers, Continental C-1228)
3	11	11	BABY FACE . . . Sammy Kaye . . . Victor 20-2679
1	—	11	NATURE BOY . . . Dick Haymes-The Song Spinners . . . Decca 24439
4	—	13	TELL ME A STORY . . . Sammy Kaye . . . Victor 20-2761
9	16	14	ST. LOUIS BLUES MARCH . . . Tex Beneke . . . Victor 20-2722
2	25	15	YOU CAN'T BE TRUE, DEAR . . . Dick Haymes-The Song Spinners . . . Decca 24439
1	—	15	YOU CAN'T BE TRUE, DEAR . . . Vera Lynn . . . London 202
1	—	17	YOU CAN'T BE TRUE, DEAR . . . W. Glahe . . . Victor 25-1117
16	25	18	NOW IS THE HOUR . . . Gracie Fields . . . London 110
1	—	19	NATURE BOY . . . Frank Sinatra . . . Columbia 38210
11	23	20	BECAUSE . . . Perry Como . . . Victor 20-2655 (D. Durbin, Decca 25295; Dean Hudson Ork-Sonny Stockton, Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4515-M; Hal Winters, Apollo 1068; L. Warren, Victor 10-1406)
3	—	20	SABRE DANCE . . . Andrews Sisters . . . Decca 24427 (R. Bloch Ork, Signature 15180; Woody Herman, Columbia 38102; The Harmonakings, Jubilee 3505; M. Morrow-MGM Ork, MGM 30048; D. Henry Harmonica Trio, Regent 111; V. Young Concert Ork, Decca 24338; Chicago Symphony Ork-A. Rodzinski, Dir., Victor 12-0209; Oscar Levant, Columbia 17521-D; Efram Kurtz-New York Philharmonic Symphony, Columbia 12498; N. S. Golovanov, Mercury 24000; T. Heath, London 222)
8	13	22	SABRE DANCE BOOGIE . . . Freddy Martin . . . Victor 20-2721
3	21	23	YOU CAN'T BE TRUE, DEAR . . . The Sportsmen . . . Capitol 15077
1	—	24	I HATE TO LOSE YOU . . . Andrews Sisters . . . Decca 24380 (M. Carson, Signature 541; J. Wald Ork, Commodore C-7502)
16	9	25	NOW IS THE HOUR . . . Eddy Howard . . . Majestic 1191
4	—	26	HEARTBREAKER . . . Andrews Sisters . . . Decca 24427 (Aqua String Band, Victor 20-2759; S. Browne, London 200; Perko String Band, Palda 109; Phillie All-Star String Band, Apollo 1111; The Philadelphia 50-Piece String Band, B. Wood, Dir., Tempo Tr-656; The Merry Melody Makers, Victor 20-2884; J. Saunders, Rainbow 10043; Philly String Champs, Continental C-1230; M. Scott Ork & Chorus, Universal U-101; J. Smith-Clark Sisters, Capitol 15078; R. Temple, De Luxe 1145; J. Wayne-Dell Trio, Columbia 38150)
4	20	26	JUST BECAUSE . . . Eddy Howard . . . Majestic 1231
1	—	26	PUT 'EM IN A BOX . . . Eddy Howard . . . Majestic 1252 (King Cole Trio, Capitol 15080; D. Day, Columbia 38188; Frankie Laine, Mercury 5130; H. McIntyre, MGM 10193; R. McKinley, Victor 20-2873)
2	16	29	THE CUCKOO WALTZ . . . Ken Griffin . . . Rondo R-128
2	23	29	LOVE SOMEBODY . . . Doris Day-Buddy Clark . . . Columbia 38174

Tempo Declares \$5 Quarterly Dividend

HOLLYWOOD, June 5.—While other diskeries are crying the blues, Tempo Records, Coast indie, last week declared a \$5-per-share dividend for this quarter, payable June 15 to stockholders of record June 1. Latest melon slicing for this waxery gives its stockholders \$12.50 in dividends per share paid out this year.

11 NEW SPA MEMBERS

NEW YORK, June 5.—The Songwriters' Protective Association (SPA) this week announced acceptance of 11 new members and one reinstatement. Harold (Jack) Frost, Frank Luther, Raymond Peck, Gordon Jenkins, Louis Prima, Leonard Mac-

HOWARD ONE-NIGHTERS

CHICAGO, June 5.—Eddy Howard is swinging out on a series of Midwest one-nighters, returning to the Windy City for his Shaeffer Parade air show every Sunday. Dates set by Biggs Levin, Howard manager, and Music Corporation of America include: June 15, Checkerboard Ballroom, Prairie du Chien, Wis.; June 16, Melody Mill Ballroom, Dubuque, Ia.; June 17, Danceland, Cedar Rapids, Ia.; June 18, Coliseum, Davenport, Ia.; June 22, Coliseum Ballroom, Marshalltown, Ia. and June 23, Peony Park, Omaha. June 25 Howard will open a three-week stand at Elitch's Gardens, Denver, the only Far-West booking date set for the leader during 1948.

Kenzie Jr., John Charles Sacco, Arnold Shaw, Bert Shefter, Dorothy Stewart and Mildred White Wallace are the newly elected members. Harold Dyson was reinstated.

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending June 4



BEST SELLING RETAIL RACE RECORDS

Records listed are race records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase race records.

Weeks to date	Last week	This Week	Title	Artist	Label
4	1	1	TOMORROW NIGHT	Lonnie Johnson	King 4201
4	2	2	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
4	4	3	LONG GONE	Sonny Thompson	Miracle M-126
4	3	4	NATURE BOY	King Cole	Capitol 15054
4	5	5	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
4	8	6	FINE BROWN FRAME	Nellie Lutcher	Capitol 15032
2	10	7	PRETTY MAMA BLUES	Ivory Joe Hunter	Pacific 637
4	7	8	MESSIN' AROUND	Memphis Slim	Miracle 125
2	9	9	DON'T FALL IN LOVE WITH ME	Ivory Joe Hunter	King 4220
4	6	10	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
1	—	10	MILKY WHITE WAY	Trumpeteers	Score 50001
2	—	12	35-30	Paul Williams	Savoy 661
1	—	13	GOOD ROCKIN' TONIGHT	Roy Brown	De Luxe 1093
1	—	13	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
1	—	13	TEMPTATION	Earl Bostic	Gotham G-160

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION	Last week	This Week	Title	Artist	Label
15	1	1	1	TOMORROW NIGHT	Lonnie Johnson	King 4201
4	4	2	2	LONG GONE	Sonny Thompson	Miracle M-126
13	9	3	3	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
7	2	4	4	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
5	2	5	5	NATURE BOY	King Cole	Capitol 15054
2	—	6	6	MESSIN' AROUND	Memphis Slim	Miracle 125
23	—	7	7	I LOVE YOU, YES I DO	Bull Moose Jackson	King 4181
1	—	8	8	DON'T FALL IN LOVE WITH ME	Ivory Joe Hunter	King 4220
2	—	8	8	RECESS IN HEAVEN	Dan Grissom	Jewel ON-2004
1	—	10	10	GROOVY MOVIE BLUES	Johnny Moore's Three Blazers	Exclusive 265
9	7	10	10	I WANT A BOWLEGGED WOMAN	Bull Moose Jackson	King 4189
1	—	12	12	PRETTY MAMA BLUES	Ivory Joe Hunter	Pacific 637
3	7	12	12	THAT'S WHAT I LIKE	Julia Lee and His Boy Friends	Capitol 15060

ADVANCE RACE RECORD RELEASES

- Awaiting My Time With You M. Adams (Crazy About) Apollo 1114
- Barfly Baby E. Bostic (Bostic's Boogie) King 4229
- Barfly Baby E. Bostic Ork (Bostic's Boogie) Gotham G-161
- Big Three Boogie Big Three Trio (Evening) Columbia 30125
- Bostic's Boogie Blues E. Bostic (Bar Fly) King 4229
- Bostic's Boogie Blues E. Bostic Ork (Barfly Baby) Gotham G-161
- Change Everything But My Man B. Frazier (Hear My) Apollo 1123
- Crazy About That Man M. Adams (Awaiting My) Apollo 1114
- Custard Pie Blues Sonny Terry (Hot-Headed Woman) Capitol Americana 40122
- Drippers Blues J. Liggins "Honey Drippers" (Sweet Georgia) Exclusive 271
- Evening Big Three Trio (Big Three) Columbia 30125
- Fare Thee Well, Deacon Jones Bull Moose Jackson (I Can't) King 4230
- Friendless Blues J. Moore's Three Blazers (You Better) Exclusive 272
- Hear My Song, Violetta B. Frazier (Change Everything) Apollo 1123
- Hot-Headed Woman Any Terry (Custard Pie) Capitol Americana 40122
- Can't Go On Without You Bull Moose Jackson (Fare Thee) King 4230
- Love Me or Leave Me P. Flowers Rhythm (Shoe Shine) Victor 20-2930
- Send For Me If You Need Me The Ravens (Until the) National 9045
- Shoe Shine Shuffle P. Flowers Rhythm (Love Me) Victor 20-2930
- Sweet Georgia Brown J. Liggins "Honey Drippers" (Drippers Blues) Exclusive 271
- Swinging the Blues E. South Trio (I Can't) Continental C-6045
- Time Out for Tears H. Humes (Married Man) Mercury 8088
- Tuxedo Boogie A. Ammons Rhythm Kings (Bear Den) Mercury 8087
- Uh-Huh W. Beatty Trio (You Turned) Coast 8055
- Until the Real Thing Comes Along The Ravens (Send For) National 9045
- Variety Bounce H. Brooks Quartet (More Than) Modern 20-599
- Voo Doo Man A. Laurie-P. Gayten Trio (Wondering Blues) De Luxe 1173
- Voot-Nay on the Vot-Nay Basin Street Boys (I Sold) Exclusive 225
- Wise Guys (You're a Wise Guy) J. Lee and Her Boy Friends (All I) Capitol 15106
- Wondering Blues A. Laurie-P. Gayten Trio (Voo Doo) De Luxe 1173
- Worrying Over You "Smokey" Hogg (Jivin' Little) Modern 20-596
- You Better Change Your Way of Lovin' (Before the Well Runs Dry) J. Moore's Three Blazers (Friendless Blues) Exclusive 272
- You Can Depend On Me "Little" W. Jackson (Little Willie's) Modern 20-587
- You Turned the Tables On Me W. Beatty Trio (Uh-Huh) Coast 8055



it's a bird!



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VOCAL BY GLORIA WOOD

KAY KYSER

and his orchestra

also
"WHEN VERONICA PLAYS THE HARMONICA"

KAY KYSER'S Campus Cowboys
Columbia 38197

COLUMBIA'S TUNE TIPSTER

BEST BETS

Arthur Godfrey

SURE FIRE

"You're Over The Hill"
"Mother Never Told Me"
(It Was Anything Like This)

Orchestra under the direction of Archie Bloyer
Columbia 38195

The Marlin Sisters

COMING UP FAST

"My Happiness"
"The Man On The Carrousel"

Accompanied by The Columbians
Columbia 38217

Dinah Shore

with The Four Hits

WATCH THIS ONE

"Better Luck Next Time"
"Steppin' Out With My Baby"
(both from "Easter Parade")

Orchestra under the direction of Sonny Burke
Columbia 38191

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EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL AND SOUTH AMERICA

The Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending June 4



MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION	Last Week	This Week	Record	Label
5	1	1	1	1. TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys Victor 20-2806
13	2	2	2	2. ANYTIME	Eddy Arnold and His Tennessee Plowboys Victor 20-2700
3	3	3	3	3. BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys Victor 20-2806
4	7	4	4	4. SUSPICION	Tex Williams-Western Caravan Capitol Americana 40108
12	4	5	5	5. WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys Victor 20-2700
7	6	6	6	6. TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys Victor 20-2680
20	5	7	7	7. HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys Capitol Americana 40065
9	—	8	8	8. DECK OF CARDS	T. Tex Tyler King 1228
5	10	8	8	8. TENNESSEE WALTZ	Cowboy Copas King 696
1	—	10	10	10. SWEETER THAN THE FLOWERS	Moon Mullican King 673
18	—	11	11	11. SIGNED, SEALED AND DELIVERED	Cowboy Copas King 658
4	9	11	11	11. SEAMAN'S BLUES	Ernest Tubb Decca 46119
41	8	13	13	13. I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys Victor 20-2332
1	—	14	14	14. OKLAHOMA WALTZ	Johnny Bond Columbia 38160
1	—	15	15	15. PECOS BILL	Tex Ritter Capitol Americana 40106

ADVANCE FOLK RECORD RELEASES

- Beautiful Life "T" Texas Tyler (Dad Gave) 4 Star 1248
- Blue Bonnet Polka Smokey Rogers (Don't Come) Capitol Americana 40123
- *Cattle Call Tex Owens (Rocking Alone) Decca 46133
- Dad Gave My Dog Away "T" Texas Tyler (Beautiful Life) 4 Star 1248
- Don't Come Cryin' To Me Smokey Rogers (Blue Bonnet) Capitol Americana 40123
- *Don't Waste Your Tears on Me G. Autry (Nobody's Darling) Columbia 20453
- Fiddlin' Joe J. Tyler-The Riders of the Rio Grande (Find 'Em) Victor 20-2928
- Find 'Em, Fool 'Em and Forget 'Em J. Tyler-The Riders of the Rio Grande (Fiddlin' Joe) Victor 20-2928
- *Horsie, Keep Your Tail Up! (Keep the Sun Out of My Eyes) Light Crust Doughboys (Truck Driver's) Columbia 20452
- I Don't Know Why But I Do Jenks Carman (Wreck of) 4 Star 1230
- I Won't Be Waiting For You Oklahoma Sweethearts (If You) Capitol Americana 40124
- If You Don't Love Me Oklahoma Sweethearts (I Won't) Capitol Americana 40124
- I'm Gonna Tear Down the Mail Box Montana Slim-The Big Hole Bronco Busters (Neath a) Victor 20-2927
- My Heart's As Cold As an Empty Jug Tex Ritter (Rock and) Capitol 15119
- Neath a Blanket of Stars Montana Slim-The Big Hole Bronco Busters (I'm Gonna) Victor 20-2927
- *New Highway No. 51 T. McClennan (Travellin' Highway) Victor 20-2931
- *Nobody's Darling But Mine G. Autry (Don't Waste) Columbia 20453
- One Way Passage C. Grubb and His Tennessee Valley Boys (What Would) Victor 20-2929
- Rock and Rye Tex Ritter (My Heart's) Capitol 15119
- *Rocking Alone in an Old Rocking Chair Tex Owens (Cattle Call) Decca 46133
- Rolling Along G. Autry (They Warned) Columbia 20451
- Slick Chick Boogie Maston's Music Makers (Hillbilly) Pioneer 401
- Slow Marching, Sad Music Wiley and Gene (Please Change) Columbia 20434
- Someday You'll Call My Name Smilin' E. Hill and His Boys (The Hem) Apollo 182
- Southern Special C. Campbell's Tennessee Ramblers (Whose Blues) Victor 20-2918
- Sparkling Blue Eyes Cliff Bruner and His Boys (Ten Pretty) Decca 46098
- Sweetheart of Yesterday Stu Davis and His Northwesterns (Too Far) Victor 20-2909
- Take It Any Way You Can Get It C. Stone Ork (When My) Capitol 15108
- Take It On Out the Door Delmore Bros (Darby's Ram) King 708
- Teardrops in My Heart Red River Dave-Texas Tophands (Cigarettes, Whusky) Continental C-8032
- Tears Today and Blues Tomorrow Texas J. Robertson-The Panhandle Punchers (In the) Victor 20-2907
- Ten More Miles Texas J. Lewis and His Lone Star Cowboys (Draggin' the) Exclusive 34-X
- Ten Pretty Girls Cliff Bruner and His Boys (Sparkling Blue) Decca 46098
- Texas Blues R. Shepard (Just Because) Embassy P-1003
- That Guy's Out Gunnin' for You B. Carlisle (I Never) King 709
- That's the Last Straw Tiny Hill Ork (Baby Won't) Mercury 6110
- The Border Serenade R. Allen and His Arizona Wranglers (Lord Protect) Mercury 6060
- The Hem Lines Are Getting Longer Smilin' E. Hill and His Boys (Someday You'll) Apollo 182
- There's a Hole in the Bottom of the Sea Lonzo and Oscar and Their Winston County Pea Pickers (Girls Don't) Victor 20-2908
- They Warned Me About You G. Autry (Rolling Along) Columbia 20451
- Too Far Apart Stu Davis and His Northwesterns (Sweetheart of) Victor 20-2909
- *Travellin' Highway Man T. McClennan (New Highway) Victor 20-2931
- *Truck Driver's Blues Light Crust Doughboys (Horsie, Keep) Columbia 20452
- Waiting on the Corner Shorty Warren and His Western Rangers (Friendly Bar) Trope 202
- West Bound Rocket Lonnie Glosson and His Railroad Playboys (I Don't) Mercury 6109
- What Would the Profit Be? C. Grub and His Tennessee Valley Boys (One Way) Victor 20-2929
- When My Blue Moon Turns to Gold Again Red River Dave-Texas Ranger (Back in) Continental C-8018
- When My Blue Moon Turns to Gold Again C. Stone Ork (Take It) Capitol 15108
- When You're Smiling (The Whole World Smiles With You) Cliff Bruner's Texas Wanderers (Old Joe) Decca 46096
- Who? Me? Tex Williams Western Caravan (Foolish Tears) Capitol 15113
- Whose Blues Are You Now? C. Campbell's Tennessee Ramblers (Southern Special) Victor 20-2918
- Why Didn't I Think of That? H. Penny (Politics) King 711
- Worried Mind Texas J. Lewis and His Lone Star Cowboys (New) Decca 46097
- Wreck of the Old '97 Jenks Carman (I Don't) 4 Star 1230
- *Release

The Billboard
MUSIC POPULARITY CHARTS

Folk Record Section

PART VII



Week Ending
June 4

BEST SELLING RETAIL FOLK RECORDS

Records listed are hillbilly records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase folk records.

Weeks to date	Last Week	This Week	
5	3	1	1. TEXARKANA BABY Eddy Arnold and His Tennessee Plowboys Victor 20-2806
5	1	2	2. BOUQUET OF ROSES..... Eddy Arnold and His Tennessee Plowboys Victor 20-2806
4	2	3	3. ANYTIME Eddy Arnold and His Tennessee Plowboys Victor 20-2700
5	5	4	4. SUSPICION Tex Williams-Western Caravan Capitol Americana 40108
5	4	5	5. DECK OF CARDS..... T. Tex Tyler..... 4 Star 1228
5	8	6	6. TENNESSEE WALTZ..... Pee Wee King and His Golden West Cowboys..... Victor 20-2680
4	7	7	7. I'LL HOLD YOU IN MY HEART Eddy Arnold and His Tennessee Plowboys Victor 20-2332
5	6	8	8. SWEETER THAN THE FLOWERS Moon Mullican King 673
5	9	9	9. HUMPTY DUMPTY HEART Hank Thompson and His Brazos Valley Boys Capitol Americana 40065
1	—	10	10. DECK OF CARDS Tex Ritter. Capitol Americana 40114
3	10	11	11. SEAMAN BLUES Ernest Tubbs Decca 46119
1	—	12	12. TENNESSEE WALTZ Cowboy Copas King 696
—	—	13	13. BLUE SHADOWS ON THE TRAIL Roy Rogers-Sons of the Pioneers Victor 20-2780
2	—	13	13. WHAT A FOOL I WAS..... Eddy Arnold and His Tennessee Plowboys Victor 20-2700
1	—	15	15. PECOS BILL Roy Rogers-Sons of the Pioneers Victor 20-2780

FOLK TALENT AND TUNES

Murray Nash, Mercury's folk music a. and r. chief, reports that Roy Acuff opened his Dunbar Cave Park near Clarksville, Tenn., May 30 with 8,000 attending the big all-day show. Biggies in attendance included: R. B. Gilmore, Southern Music; Uncle Art Satherly, Columbia platters' folk music exec; Wesley Rose, of Acuff-Rose Publications; plus Rod Brasfield, Minnie Pearl and Annie Lou and Dannie, who participated in the show. J. L. Frank, Nashville booker, is handling all talent skedding for Roy, who will feature traveling name orks every Tuesday, with square dancing Fridays to the Smoky Mountain Boys, modern dancing Saturdays to local bands. Big folk music shows will take place Sundays. Roy and the Smoky Mountain Boys will be in Hollywood during July to make a picture for Columbia.

National Association of Music Merchants' convention in Chicago June 14-18, should lure plenty of names in the folk music field. Ed Dodellin, in charge of advertising and promotion for Victor's folk catalog, will bring Eddy Arnold in for a personal appearance shot, while Murray Nash, of Mercury, and Frank Walker, of MGM, also are expected, as are Al Miller, Howard Kassel and Sid Nathan of King. . . . Fred C. Maples, of the Harmonizers Quartet, Victor group, writes that Happy Edwards has replaced Bobby Strickland as first tenor. Other members of the group are: Bob Benson Crews, second tenor; Seals Hinton, bass, and Charles Keys, pianist.

Wade Ray has rejoined Mercury Records' Prairie Ramblers, WLS, Chicago, replacing the Fiddlin' Linvilles. . . . Pee Wee King played Constitution Hall, Washington, in the middle of May and will guest on the Grand Ole Opry sometime in June. . . . Johnny Apt, owner of the Prom Terrace Ballroom, Fort Wayne, Ind., reports that he has been using the Dr'ftin' Hoosiers on Saturday nights with good results.

Bob Nolan and the Sons of the Pioneers are reported breaking away from Roy Rogers to do their own personals and radio shows. . . . Dale Evans, formerly with Majestic, has gone with RCA Victor. . . . Linn Burton, Chicago free-lancer, and Rush Hughes, St. Louis syndicated jock, are playing more hillbilly and Western disks, after finding that a couple of test platters went over big on their shows. . . . Bill Polk of Mus-Art agency reports that Tex Williams' Western Caravan plays Midwest one-nighters June 4-23, after which Williams returns to the Coast. Williams' date at the Adams, Newark, N. J., dropped out when the theater decided to close for the summer.

Cactus Jim Whitaker, of WWVA, Wheeling, W. Va., has an afternoon show on that station called the Hillbilly Hit Parade, featuring top h.b. and Western ditties. . . . Denver Dan is a staff accordionist at WJZ, Tuscola, Ill. Since leaving West Virginia, Dan has also played Michigan and Kansas. . . . Bill Boyd and his Cowboy Ramblers, Victor, are playing a 13-week engagement, once per week, from the Vergal Bourland record department in Fort Worth. Personal appearances are made Friday nights. Bill plugs the appearances at the record shop on his daily shows. . . . Larry and June Doyle are at WMMN, Fairmont, W. Va., and are heard five times daily in addition to playing personals almost nightly in that area. Duo formerly was heard over WHIZ, Zanesville, and WTNS, Coshocton, O. . . . WCAV, Norfolk, has a new recorded folk music show daily from 2 to 4 p.m. . . . Clyde Moody, Chubby Wise, the Wheeler Bros. and Red Seal are featured as the Radio Ranchmen in half of a two-hour show daily over WURL, Arlington, Va. Remainder is given over to h.b. and Western disks. . . . Hank (Humpty Dumpty Heart) Thompson is subbing for Tex Williams at the Riverside Rancho, Los Angeles, while the Smoke maestro and his Western Caravan play a nation-wide tour.

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The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Week Ending June 4



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. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

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'tg-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

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR

JOHNNY MERCER-THE PIED PIPERS (Paul Weston Ork) (Capitol 15096)				
<i>Sweetie Pie</i> Hip singing on top of what sounds like the Capitol studio group gagging with a typical mickey mouse ork's clefting.	79	83	75	79
<i>The First Baseball Game</i> Clever bit of inoffensive novelty which ties baseball terms to Biblical characters and events.	83	87	80	82
ELLIOT LAWRENCE (Rosaland Patton) (Columbia 38215)				
<i>At the Flying "W"</i> Cowboy ditty by Allie Wrubel which is cleverly clefted with neat intro and ending tags and a neat Roz Patton vocal.	84	86	84	83
<i>Donna Bella</i> (Jack Hunter) Song about Napoli with a gypsy flavor; good Hunter vocal aided by pleasant orking.	73	76	70	73
DINAH SHORE (Sonny Burke Ork) (Columbia 38216)				
<i>May I Still Hold You</i> Dinah's a little off on the ditty from the current NYC Copa score; fair backing.	70	71	70	70
<i>Baby, Don't Be Mad at Me</i> (Mitscha Russell Ork-The Four Hits) Chirp's in better voice here; sings current plug sympathetically but tempo's a bit too slow.	81	84	80	79
LES ELGART ORK (Bobsters) (Bullet 1028)				
<i>I Went Down to Virginia</i> Ork sounds good on current rhythm ditty; vocal group is adequate.	69	71	67	69
<i>What Do You Want To Make Those Eyes at Me For?</i> Slow treatment for the oldie; just fair job.	59	60	55	61
FREDDY MARTIN (Victor 20-2867)				
<i>Caramba It's the Samba!</i> (Stuart Wade-The Martin Men) The samba novelty doesn't get the gay and rhythmic treatment here that it needs.	69	70	68	70
<i>If I Were You</i> (Stuart Wade) Ballad, from score of film "On an Island With You," done in rumba tempo. Wade's vocal is okay, but tune is lack-luster.	66	65	65	67

POPULAR

THE MARLIN SISTERS (The Columbians) (Columbia 38217)				
<i>The Man on the Carousel</i> Ban - made harmonica with vocal group side which comes out just fair.	63	63	62	64
<i>My Happiness</i> An adequate enough rendition of the currently moving hit ditty.	71	71	71	71
DINAH SHORE (Columbia 38201)				
<i>I Get Along Without You Very Well</i> (Joseph Lilley Ork) A "class" Honky Carmichael tune treated to a production which may find limited favor in our current husking market.	69	70	69	68
<i>I'll Be Seeing You</i> (Nathan Van Cleave Ork) Okay chirping of the familiar not-too-oldie.	70	73	68	68
DEEP RIVER BOYS (Victor 20-2808)				
<i>Two Blocks Down, Turn to the Left (On the Right Hand Side of the Street)</i> Good vocal group work on fair comedy number.	66	67	65	65
<i>I Wanna Sleep</i> Slow ballad with recitation in Ink Spots style. Heavily sentimental, but has appeal.	74	73	72	77
LARRY LAINE (The Mello Men) (Gem 713)				
<i>The Bubble Gum Song</i> Chewing gum novelty gets a lively jump treatment from chirper, chorus, and small combo.	70	68	69	73
<i>If I Could Steal You</i> New ballad in the old style, done in the corn style of vocal harmony so popular today. Might do well in the inns.	72	70	70	76
LES PAUL TRIO-CLANCY HAYES (Mercury 5137)				
<i>On the Street of Regret</i> Torch ballad sung in too-slow tempo.	64	64	62	67
<i>Nobody But You</i> Singing on flip has hitting bounce, abetted by spirited trip backing.	72	72	70	73
BRUCE HAYES (Joe Frassetto Ork) (Melody 1035 & 1033)				
<i>Dream On</i> Dull rendition of ordinary ballad.	48	48	47	50
<i>Seven Days a Week</i> New tune is attractive and well-sung, but ork arrangement could have been better.	68	68	67	70

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

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR

DEAN HUDSON ORK (Bullet 1030)				
<i>Fat Mama Boogie</i> Ordinary boogie is picked up by an ensemble vocal centered on obesity.	70	70	65	75
<i>I'll See You in My Dreams</i> (Kenny Martin) Fair vocal, clean orking on the oldie but nothing to make it distinguished.	59	62	53	61
DICK JAMES (Victor 20-2944)				
<i>Nature Boy</i> Latest entry in "Nature Boy" stakes—an import from England, complete with ork backing. Instrumental work is good, singing so-so. Disk probably too late to catch the pack.	71	74	68	70
<i>You Can't Be True, Dear</i> Advantage of instrumental backing doesn't compensate for punchless chirping.	67	66	66	69
DESI ARNAZ (Victor 20-2887)				
<i>Jipi Japa</i> Novelty rumba, with Desi giving it a good try, but handicapped by routine material.	64	63	63	66
<i>Little Romero</i> Flip also rumba novelty, but this one has some of the gay flavor of Desi's "Cuban Pete."	79	78	78	81
ART YOUNG-MANTOVANI CONCERT ORK (London R-10013)				
<i>Nature Boy</i> Concert version of the current hit gives full vent to the song's pretty melody; musically the side is adequately clean and simple.	73	80	70	70
MANTOVANI CONCERT ORK				
<i>Ritual Fire Dance</i> The De Falla classic given a straightforward reading.	66	80	67	50
ARTHUR TRACY (London B-12001 (12"))				
<i>Eili, Eili</i> The traditional Hebraic chant is done up with the proper amount of feeling and schmaltz by The Street Singer.	73	73	73	NS
<i>A Chazendel Oif Shabes</i> (A Cantor for the Sabbath) Another traditional chant less familiar to the Jewish trade but given an equally adept performance.	69	70	68	NS
TOMMY DORSEY (Victor 20-2904)				
<i>Walk It Off</i> (Gordon Polk) Clever rhythm ditty dressed up neatly by the clean T. D. ork; Polk's only fair.	75	79	72	75
<i>Let Me Call You Sweetheart</i> (Stuart Foster) Best T. D. wax in a long time—the oldie trimmed in the ancient and still effective "Marie" fashion; good beat, good band, excellent arrangement.	87	89	86	87
BARCLAY ALLEN RHYTHM FOUR (Capitol 15107)				
<i>St. Louis Blues</i> Clean pianoing by the former Freddy Martin 88-er; good rhythm especially the guitarist.	65	72	64	60
<i>Cumana</i> Neat performance of the samba which Allen co-authored and waxed with Martin originally.	69	74	67	67

POPULAR

DENNIS DAY (Victor 20-2943)				
<i>Mama Macushla</i> (Quartet-Charles Dant Ork) Day sings it straight and sweet; only his fans should go for this side however.	62	63	63	61
<i>Johnny Appleseed Overture (The Apple Song; The Lord Is Good to Me; Get On the Wagon Rollin' West)</i> (Ken Darby Ork and Chorus) Excerpts from the "Johnny Appleseed" sequence in "Melody Time" which Day does in the flick.	67	70	80	50
GUY LOMBARDO (Decca 24443)				
<i>If I Forget You</i> (Kenny Gardner) A pretty Irving Caesar tune done up in the usual melodic Lombardo style.	72	74	72	70
<i>You're Gonna Get My Letter in the Morning</i> (Kenny Gardner-The Lombardo Trio) Lombardo and the bounce treatment for a bright ballad.	73	73	72	71
DON RODNEY—JIMMY CARROLL, DIR.-DANA SINGING STRINGS (Dana 2005)				
<i>Schoone Maedel</i> This side has the makings of a "sleeper." Competent orking and good vocal by Don Rodney, who sings with Guy Lombardo, of a catchy old melody.	85	85	85	84
<i>Here It Is</i> Rodney does a fine job with an original ballad which is above average; orking only fair.	75	75	75	75
STAN KENTON (Decca 25304)				
<i>Concerto for Doghouse (A Setting in Motion)</i> Reissue of Kenton of seven years ago; a bass solo with grunts by Howard Rumsey.	65	68	67	60
<i>Reed Rapture</i> Kenton fans might like this reissue; scored for reed section and rhythm it shows the roots of the orkster's current progressive kick.	71	78	70	66
ELLA MAE MORSE (Dave Cavanaugh Ork) (Capitol 15097)				
<i>Bombo B. Bailey</i> Ella's still singing "Mr. Five By Five" with a new title and lyric with the same boogie beat.	66	68	64	66
<i>A Little Further Down the Road a Piece</i> Reissue of a side that musters a fine boogie beat and has Ella Mae in good voice.	70	73	69	68
TONI HARPER-EDDIE BEAL SEXTET (Columbia 38229)				
<i>Dolly's Lullaby</i> Toni Harper is a nine-year-old who outsings a good many of her elders; has remarkable control.	79	85	77	75
<i>Candy Store Blues</i> Toni sings the blues with superb phrasing; good backing; with proper exploitation, this side could clean up in race locations.	86	88	85	85

(Continued on page 117)

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"UNTIL THE REAL THING
COMES ALONG"
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"SEARCHING FOR LOVE"

#9042—"TOGETHER"
"THERE'S NO YOU"

#9040—"BE I BUMBLEBEE OR NOT"
"FOOL THAT I AM"

#9038—"WRITE ME A LETTER"
"SUMMERTIME"

#9035—"OL' MAN RIVER"
"WOULD YOU BELIEVE ME"

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The **Billboard** MUSIC POPULARITY CHARTS
PART IX
Week Ending June 4

Record Possibilities

THE BILLBOARD PICKS:

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

- YOU CALL EVERYBODY DARLIN'**.... Al TraceRegent 117
Here's an indie item that's gathering steam. And Al Trace, who's been plodding the ork path for a good number of years, may have the lucky platter that'll move him up there. It grows on you.
- RUN JOE**Louis Jordan Tympany Five..Decca 24448
Brother Jordan's due and this looks like it. A calypso bit flavored strongly in "Stone Cold Dead in the Market" pattern, it's got spirit and appeal. May hit fast.

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. CARAMBA, IT'S THE SAMBA.....Peggy LeeCapitol 15090
2. MAYBE YOU'LL BE THERE.....Gordon Jenkins Ork.....Decca 24403
3. BABY, DON'T BE MAD AT ME.....Peggy LeeCapitol 15090
4. BLUEBIRD OF HAPPINESS.....Art MooneyMGM 10207
5. MAHARAJAH OF MAGADOR.....Vaughn MonroeVictor 20-2851
6. INNER SANCTUMCharlie SpivakVictor 20-2864
7. THE WEDDING SONGIrving Fields-Campos Trio.....Victor 26-9035

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. CARAMBA, IT'S THE SAMBA.....Peggy LeeCapitol 15090
2. TEA LEAVESJack Smith-The Clark Sisters.....Capitol 15102
3. MAHARAJAH OF MAGADORVaughn MonroeVictor 20-2851
4. YOU CALL EVERYBODY DARLIN'....Al Trace Ork.....Regent 117
5. BLUEBIRD OF HAPPINESS.....Art MooneyMGM 10207
6. BLUE SHADOWS ON THE TRAIL.....Bing CrosbyDecca 24433

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. YOU CALL EVERYBODY DARLIN'.... Al Trace Ork.....Regent 117
2. YOU WERE ONLY FOOLING.....Blue BarronMGM 10185
3. TEA LEAVESJack Smith-The Clark Sisters.....Capitol 15102
4. LITTLE GIRLLarry Green.....Victor 20-2813

BRUCE HAYES

BRINGS YOU THE HIT ...

YOU CALL EVERYBODY DARLIN'

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The Billboard
MUSIC POPULARITY CHARTS
Advance Information
 Week Ending June 4

ADVANCE RECORD RELEASES

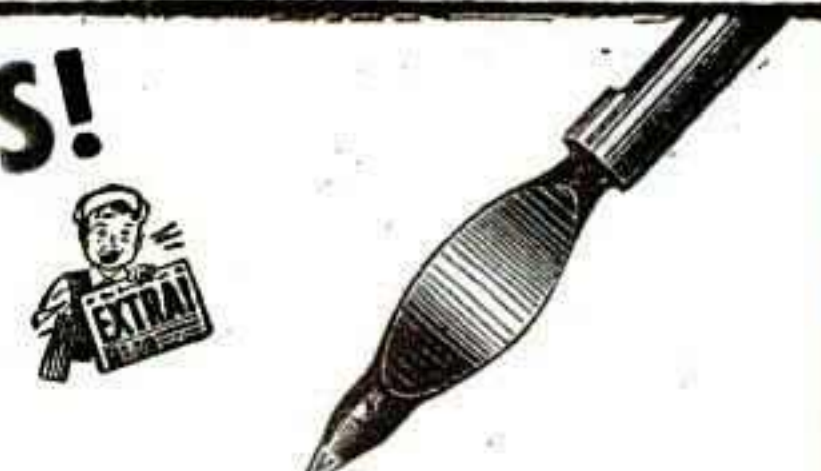
Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A Lovely Rainy Afternoon
- The Three Suns . . . Victor 20-2946
- Baby, Don't Be Mad at Me
- Count Basie (Hey, Pretty) Victor 20-2948
- Irving Berlin Songs Album (4-10")
- D. Haymes-C. Cavallaro . . . Decca A-654
- All Alone . . . Decca 24423
- Cheek to Cheek . . . Decca 24421
- Lady of the Evening . . . Decca 24423
- Say It Isn't So . . . Decca 24421
- Say It With Music . . . Decca 24420
- The Girl on the Magazine Cover . . . Decca 24423
- The Song Is Ended (But the Melody Lingers On) . . . Decca 24420
- Blue Bird Polka
- A. Vincent (You Call) Mercury 5155
- Blue and Sentimental
- Count Basie (Oh, Lady) Decca 25314
- Blue Champagne
- J. Dorsey (Do It) Decca 25301
- Blue Shadows on the Trail
- D. Dennis (Santa Catalina) London 223
- Bubble-Loo, Bubble-Loo
- Hoagy Carmichael (The Sad) Decca 24445
- Bubble-Loo Bubble-Loo
- P. Lee (Why Don't) Capitol 15118
- Chinese Laundry Blues
- G. Formby (Do-De-o-Do) London 211
- Cohen Buys a Television Set
- D. Allen (Cohen on) Allegro 101
- Cohen on the Telephone
- D. Allen (Cohen Buys) Allegro 101
- Cohen on the Telephone
- M. Sachs (Dangerous Jake) Crystalstone C-519
- Concerto for Doghouse (A Setting in Motion)
- S. Kenton (Reed Rapture) Decca 25304
- Cool Water
- V. Monroe-Sons of the Pioneers (The Legend) Victor 20-2923
- County Fair Polka
- B. Martin-M. Wilson (Just Chopsticks) Transphono TR-1032
- Crime Doesn't Pay
- L. Tully (Tequila) Harmonia H-1654
- Dangerous Jake, the Plumber
- M. Sachs (Cohen on) Crystalstone C-519
- De-De-o-Do
- G. Formby (Chinese Laundry) London 211
- Do It Again
- J. Dorsey (Blue Champagne) Decca 25301
- Do It Well, Little Baby
- C. Ladrá-Dana Dance Ork (Isn't It) Dana 2012
- Don't Blame Me
- B. Kalmus (Pretty as) Apollo 1124
- El Choclo
- S. Kenton (Lamento Gitano) Decca 25305
- Everybody Loves Somebody
- F. Sinatra (Just for) Columbia 38225
- Fisher Boy
- The Jesters (Hiawatha's Mittens) Apollo 1122
- Friendly Mountains
- S. Kaye (May I) Victor 20-2922
- Give Me Time
- P. Page (Tomorrow Night) Mercury 5153
- *Goodnight, Sweetheart
- R. Noble (The Very) Victor 20-2950
- Goofus
- W. King (Lazy Stream) Victor 20-2926
- Herr Schmidt
- F. (Schnickelfritz) Fisher (Our Katy) Decca 45067
- Hey, Pretty Baby
- Count Basie (Baby, Don't) Victor 20-2948
- Hiawatha's Mittens
- The Jesters (Fisher Boy) Apollo 1122
- Hit That Jive Jack
- Three B's and a Honey (I Don't) DC-8045
- How High the Moon
- S. Kenton (Interlude) Capitol 15117
- *I Cried for You
- Bing Crosby (My Melancholy) Decca 25306
- I'd Give a Million Tomorrows (For Just One Yesterday)
- Skyrockets Ork (Sweet Lellani) Victor 20-2979
- I Don't Stand a Ghost of a Chance
- Three B's and a Honey (Hit That) DC-8045
- (I Don't Want To Be) the Richest Man in the Cemetery
- The Sportsmen (The Sad) Capitol 15120
- I Kiss Your Hand, Madame
- Spike Jones (I'm Getting) Victor 20-2949
- I Lost a Million Tears Over You
- Lindy Doherty-Don Costa Trio (It's Always) Melben H-1001
- I'm a Slave to You
- Buddy Clark (Where the) Columbia 38241
- I'm Getting Sentimental Over You
- Spike Jones (I Kiss) Victor 20-2949
- Interlude
- S. Kenton (How High) Capitol 15117
- I'm Waiting for Ships (That Never Come In)
- B. Davis (Where Flamingoes) Victor 20-2925
- Inside U. S. A.
- R. Case Ork and Chorus (Rhode Island) Victor 20-2940
- I Said It and I'm Glad
- L. McCall Ork (Letter to) 20th Century 20-64
- Isn't It a Crazy World?
- C. Ladrá-Dana Dance Ork (Do It) Dana 2012
- It All Depends on You
- D. Brown (It Had) Banner B-558
- It Had To Be You
- H. Busse Ork (Stompfn' Room) Decca 25302
- It Had To Be You
- D. Brown (It All) Banner B-558
- It's a Most Unusual Day
- V. Lynn (Put Your) London 229
- It's Always a Woman
- Lindy Doherty-D. Costa Trio (I Lost) Melben H-1001
- I've Found a New Baby
- J. Zito Ork (Key Largo) Coast 8034
- Jealous
- Andrews Sisters (Mean to) Decca 25303
- Johnny Appleseed Overture (The Apple Song; The Lord Is Good to Me; Get on the Wagon Rollin' West)
- D. Day (Mama Macushla) Victor 20-2943
- Al Jolson, Volume III Album (4-10")
- A. Jolson . . . Decca A-649
- About a Quarter to Nine . . . Decca 24400
- For Me and My Gal . . . Decca 24399
- I Want a Girl (Just Like the Girl That Married Dear Old Dad) . . . Decca 24397
- Someone Else May Be There While I'm Gone . . . Decca 24398
- There's a Rainbow 'Round My Shoulder . . . Decca 24400
- When I Leave the World Behind . . . Decca 24399
- When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along . . . Decca 24398
- Where the Black-Eyed Susans Grow . . . Decca 24397
- Just a Shade on the Blue Side
- L. Clinton (On the) Decca 24438
- Just Chopsticks
- B. Martin-M. Wilson (County Fair) Transphono TR-1032
- Just for Now
- F. Sinatra (Everybody Loves) Columbia 38225
- Just for Now
- The Three Suns (A Lovely) Victor 20-2946
- Keep Me With You
- The Dixiaires (Things Got) 20th Century 20-60
- Key Largo
- J. Zito Ork (I've Found) Coast 8034
- Kiss-Kiss-Kissin' in the Corn
- Dick Jurgens (Mississippi Mud) Columbia 38226
- Lamento Gitano (Gypsy Lament)
- S. Kenton (El Choclo) Decca 25305
- Lazy Stream
- W. King (Goofus) Victor 20-2926
- Letter to My Baby
- L. McCall Ork (I Said) 20th Century 20-64
- Look for the Silver Lining
- Tex Beneke (Whippoorwill) Victor 20-2924
- Love Keeps Looking in My Window
- J. Nicholls (We Got) London 226
- Mama Macushla
- D. Day (Johnny Appleseed) Victor 20-2943
- Mantovani-Tangos Album (3-10")
- Mantovani Ork . . . London LA-17
- Amor Tzigano . . . London 189
- Chiquita Mia . . . London 189
- El Choclo . . . London 208
- Tango D'Amore . . . London 208
- Tango Pizzicato . . . London 207
- Tell Me I'm Forgiven . . . London 207
- May I Still Hold You (When the Dance Is Over)
- S. Kaye (Friendly Mountains) Victor 20-2922
- Mean to Me
- Andrews Sisters (Jealous) Decca 25303
- Mish Mosh Polka
- The Honey Dreamers (The Woody) Mercury 5154
- Mississippi Mud
- D. Jurgens (Kiss-Kiss-Kissin' in) Columbia 38226
- Mr. Miracle Man
- S. Browne (The Hukilau) London 229
- Old Man You Been Gone Too Long
- P. Bailey (That's No) Columbia 38228
- *Re-issue.

(Continued on page 116)

IT'S NEW!
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PERMO POINT ROUND WITH THE NEW PERMOMETAL (OSMIUM ALLOY) TIP

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Billboard MUSIC POPULARITY CHARTS
PART XI
Album Reviews
 Week Ending June 4

The three 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)

90-100top
80-89excellent
70-79good
60-69satisfactory
0-59poor

THE CATEGORIES

	Max. Pts.
1. Production Idea (grouping of selections continuity)	15
2. "Name" Value	15
3. Caliber of Material	15
4. Manufacturer's Distribution Power	10
5. Exploitation Aids (Record company and other adv'tg-promotion, film, legis and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art-work, binding, wrapping)	10

NEW MOVEMENTS IN BE-BOP (4-10") 70
 Lionel Hampton ork (Decca A-661)
 Mingus Fingers; Muchacho Azul (Blue Boy); Three Minutes on 52nd Street; Midnight Sun; Cherokee; No. 2 Re-Bop and Be-Bop; Re-Bop's Turning Blue; Zoo-Baba-Da-Doo-Ee.
 This album unquestionably contains some of the best jazz that has emanated from the Hampton organization on wax. Much of the content lives up the be-bop titling but there are times when the Hamp's boogie styling and sections of "Flying Home" creep into the cleffings. Most effective are the sextet sides, particularly an interesting "Cherokee." Tho there is some mediocre stuff in the package, the good points make this a desirable item for jazz collectors. Stealing solo honors are an un-billed trumpet and tenor pair (may be Fats Navarro and Morris Lane).
JUKES Not suitable. **JOCKS** Good sampling of current Hampton. Some of these sides may be okay where they go for hot jazz.

SONGS OF DEVOTION, VOLUME II (4-10") 78
 Fred Waring (Glee Club-Stuart Churchill) (Decca A-493)
 The Rosary; Ave Maria (Schubert); The Bells of St. Mary's; In a Monastery Garden; Were You There When They Crucified My Lord?; The Lord's Prayer; Faith of Our Fathers; Blest Be the Tie That Binds.
 This, the second volume of familiar religious melodies styled by Fred Waring, his ork and the glee club, should meet with the same favor as its predecessor. Featured on six of the eight sides are the competent tenor tonsils of Stuart Churchill, which especially shine on Schubert's "Ave Maria" and "The Bells of St. Mary's." Trueout the album prevails the hushed serenity of a cathedral setting as put forth by the beautiful harmony of the Waring choral group.
JUKES Not suitable. **JOCKS** For Jockey and Holy Day programming.

SOUND OFF (2-10") 50
 Mark Warnow Ork and Chorus (Glenn Darwin-Arno Tanney) (Coast)
 El Capitan; Hall America; Sound Off; Stars and Stripes Forever.
 Four marches, including an original by Mark Warnow "Hall America." Each is tricked up with a vocal soloist and chorus, and a musical-comedy orchestration including fiddles and a paucity of brass. None of the sides achieves the rousing swing a good brass band is capable of. "Sound Off," for example, uses a Phil Harris type chant, complete with brass figures, with considerable changes in rhythm. Other sides are gimmicked in similar fashion, and these "marches" would never raise goose-pimples on the parade grounds.
JUKES On army posts, maybe. Elsewhere, hardly. **JOCKS** Usable on a march-styled program or for army recruiting pitch.

COWBOY HYMNS (3-10") 76
 The Texas Rangers (Bibletones TR)
 The Touch of God's Hand; Jubilation; Cowboy Camp Meetin'; Gallopin' to Glory; Golden Wings and Silver Spurs; Trail To Our Salvation.
 The Texas Rangers, a popular cowboy group, sing six spirituals here with rhythm backing. The spirituals, or "hymns," as they are called in the package, are originals by Fleming Allan, Tim Spencer and Bob Nolan, and all are in the Western idiom. Performance is also tried-and-true Western style.
JUKES Will go in folk locations. **JOCKS** For h.b. jocks, a good bet.

A NIGHT AT BILLY GRAY'S BAND BOX (3-10") 45
 Billy Gray's Hollywood Band Box Review (De Luxe 27)
 Hollywood U. S. L. A.; Band Box; The Kelly's Morells, and the Lipsitzes; Everybody Wants a Little Peace; Alta Conga; Frailach Tanz.
 Billy Gray's Band Box is a Hollywood night club. This album offers six night club numbers—most of them highly suggestive, and one or two downright bawdy. Sides rely heavily on low-comedy Yiddish dialect, and most of the gags are ancient burlesque stock items. All of which limits appreciation of the album to broad-minded folk with at least a nodding acquaintance with Yiddish and a tolerance for ripe old jokes. There are a few yocks for such a special audience.
JUKES Not suitable. **JOCKS** Not suitable.

HAPPY ANNIVERSARY (4-10") 80
 Ray Noble-Cathy and Elliott Lewis (Columbia MC-160)
 Goodnight Sweetheart; Perfidia; Poeme; Easy to Love; I Hadn't Anyone Till You; Way Down Yonder in New Orleans; Yesterdays.
 Almost a one-act dramatic musical comedy, this makes interesting production. In story form, tracing eight anniversaries for a happily married couple, the album neatly weaves in two of Ray Noble's tunes, "I Hadn't Anyone," "Goodnight," as well as other unforgotten tunes of yesteryear. Cathy and Elliott Lewis do a yeasty job at picturing a breathlessly romantic pair in a kaleidoscopic script, and Noble's arranging-conducting are perfectly wedded to the incidents. But the whole thing still comes out much like the old Campana Balm First-Niter programs on radio, and for re-listening pleasure on records, a questionable factor. The one-shot appeal and excellent production make it nonetheless a good sales item for shoppers looking for an "anniversary gift."
JUKES Not suitable. **JOCKS** Practically a complete dramatic show at no talent cost.

WINNIE THE POOH AND CHRISTOPHER ROBIN SONGS (1-12") 86
 Frank Luther (Decca C. U. 109)
 A. A. Milne's writings for children have enjoyed classical success for over 20 years in this country even tho the Englishman's idiom and idiom are so distinctively Anglicized. The charm and whimsy of the man who wrote such skipping, gay couplets and rhymes for his own child have won thru. Set to music by H. Fraser-Simson, they lose no appeal and add more thru the entertaining down-to-their-level Frank Luther interpretation. Luther's kiddy appeal is undisputed, Milne's lines are "fun" for kids without a tinge of negative effect in the form of fright or disturbing influence. Good for children and a deal of pleasure for some adults, this should enjoy lasting sales in America, Canada and Britain despite the \$3 price.
JUKES Not suitable. **JOCKS** Kidisk spinners take note.

THE LITTLE TUNE THAT RAN AWAY (1-12") 72
 Peter Lind Hayes (Decca C. U. 108)
 Since "Tubby the Tuba" lifted up the kidisk-sales level, there's been a whole slew of tot tales built around the orchestra or its parts. This one does a switch and deals with a "tune that ran away." Unlike Tubby, this is too precious and contrived by way of continuity altho the song bits are catchy enough. Hayes has a Lon Chaney gift with his voice; the packaging and presentation are tasty. Only the content is routine.
JUKES Not suitable. **JOCKS** Tot programs can use.

Machine Capable of 10,000 Disks Daily Due for Operation?

NEW YORK, June 5.—A multiple pressing mechanism reputedly as capable of turning out as many as 10,000 phonograph records a day may soon be operating for a large pressing concern in the East. According to reports, the apparatus has already proved successful on an experimental basis, and the firm claims it will be geared for commercial operation in a matter of weeks.
 Altho the multiple pressing idea has been kicking around in the industry some time, and manufacturers have tried various versions, it has not proved commercially feasible till now. An efficient multiple presser could mean a substantial lowering of production costs and an eventual reduction in retail price of disks.

BUILDING IOWA DANCERY
 WHITTEMORE, Ia., June 5.—A new ballroom with seating facilities for 600 persons is being constructed near here by H. R. Pettit. The building is 60 by 120 feet and is located a half mile north of the intersection of Highways 18 and 358.

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H'w'd AFM Swamped With Orksters But Petrillo Denies Aid

HOLLYWOOD, June 5.—An attempt to discourage further migration of American Federation of Musicians (AFM) members to the overcrowded jurisdiction of Local 47 here failed when AFM Prexy James C. Petrillo refused Local 47's petition asking for a year's waiting period before new arrivals could accept local radio or other steady jobs.

Calling attention to a "chaotic" and "desperate situation" with local orksters facing growing unemployment, Local 47's directors asked Petrillo for restrictive measures, agreeing to settle for a six-month limitation on work for transferred members if the year's restriction were considered too severe. Petrillo wired local officials that he could take no such measures unless first approved by the national convention to be held this month. To accede to Local 47's petition would result in an avalanche of similar requests from other AFM locals, Petrillo added.

Shaw To Import Barelli

NEW YORK, June 5.—Aime Barelli, top-flight French trumpet-orkster, will shortly be imported for appearances in the U. S. by Billy Shaw, Gale agency veepee. Barelli will come over here with intentions of taking out citizenship, thereby making him eligible for a tootler's union card. Barelli sings in addition to playing horn, and Shaw intends to build an ork around the guy. In addition, the booker is trying to set some picture deals for the Frenchman.

Music—As Written

New York:

Cleffers of the *Sweetie Pie* ditty waxed by Johnny Mercer are Henry Russell and Johnny Lehman, not John Jacob Loeb as the Capitol label erroneously attests; Loeb penned his *Sweetie Pie* some 15 years ago, pubbing it thru Feist. The Russell-Lehman effort is pubbed by George Simon, from the new flicker *Lulu Belle*. . . . Guy Lombardo will plane to Detroit the morning of July 10 to compete in the motorboat race for the Henry Ford Memorial Trophy, then plane back to New York in time to go on the bandstand that eve at the Waldorf.

Three Suns leave Sunday (6) on a one-nighter tour thru New England, Pennsylvania and Ohio. . . . The Phil Wayne and Johnny Morris orks moved into the Village Barn, Thursday (3), for an indefinite run; Morris will be featured on the Barn's regular Monday night television shows. . . . Bartolo's rumba ork stays at Ben Maksik's Roadside thru the summer. . . . Bourne Music's Lee Savin became the father of a baby boy, Marc Peter Savin. . . . Song lyric mag pubber Lyle Engel this week sold four disk masters to Musiciana Records, Ltd., Canada; the sides, cut prior to the ban by the Canadian ork of Art Hallman, will be marketed in that country only.

Bobby Gregory, cowboy tunesmith and disk artist for the MGM label, recently had his 1,000th ditty pubbed. . . . Flack Jim McCarthy married tunesmith Sue Werner last week. . . . Johnny Turnbull, sax-vocalist, left Hal McIntyre's ork this week to form his own band; ork is set for the summer at the Coral Gables Ballroom in Boston June 11.

Teen-timer airers June 12 and 19 will emanate from Frank Dailey's Meadowbrook, with Sam Donahue and Larry Clinton orks skedded for the shows in that order. . . . GAC signed the Benny Lagasse ork on the West Coast for management. . . . Frankie Carle goes off the General Electric show July 11. Orkster has been signed for movie work with both Warners and MGM. . . . Criterion Books, subsid of Capitol Songs, will publish Charles Delaney's new edition of the hot *Discography* July 15.

Richard Humber's ork and magic skedded to follow Art Mooney at the Hotel Biltmore's Cascades beginning June 28 for four weeks. . . . Mercury held a meeting of its Eastern sales representatives today (5) to demonstrate the firm's new classical line and to orient them on the longhair merchandising approach. . . . Hy Siegal, former prexy of Apollo Records, now involved in distribution of a combination coin-operated television-juke box in a new firm called Videograph Corporation. . . . Lee Magid hired to do deejay exploitation for National Records.

Chicago:

Lloyd LaBrie, ex-fronter, will join McConkey Music Corporation in the cocktail department, assisting Dick Shelton. . . . Marie Ernst, for seven years receptionist at MCA, has left to become a stewardess for Southern Pacific. . . . Joe Kayser Jr., son of the MCA one-night booker, is road manager of the Eddy Howard band. . . . Phil Levant, ex-orkster, who left Mus-Art's club date department, has joined with Art Goldsmith as a partner in Paramount Attractions. Jimmy Loss, ex-MCA, replaced Levant with MA.

Paul Bannister, GAC one-night booker, into New York for a two-week vacation. . . . Benny Strong goes into the Stevens Hotel July 16. . . . Will Back moves from Melody Mill to the Bismarck Hotel June 14. Bob Berkey's ork replaces at the Mill. Bismarck is switching to a one-month stay for bands. . . . The American Music Festival, Negro music fete organized by booker W. Louis Davis, set for July 17 in Comiskey Park. . . . Jack Owens has signed an exclusive song-writing pact with Bregman, Vocco & Conn.

Mid-States Four, barbershop harmony group who placed in last year's national tournament, have cut sides for Universal a cappella. . . . Norman Kaaihue, of the Mary Kaye Trio, has formed his own BMI music firm, Nordoll, with Herman Kanen, of Excelsior Music, as a partner. . . . Lee Penny and Smilin' Ed McConnel have formed Edlee Music, which has been granted a BMI license. Firm will locate in Hollywood and will have Catholic and folk catalogs as well as pops. . . . Hal Derwin, Capitol crooner, in town forming a band to be booked by GAC. . . . Bobby Byrne has cut to 14 people and is set for the Chase Hotel, St. Louis.

Philadelphia:

Buddy Fisher opens the dance season at the Dansorium in Clementon (N. J.) Lake Park. . . . Don Nicholas takes over the C. R. Club bandstand. . . . Ben Webster brings his jazz band to Watt's Zanzibar. . . . Harry Taylor again providing the music for dancing on the Wilson Line evening boat rides on the Delaware River.

Doc Bagby's new unit breaks in at Circle Inn, Chester, Pa. . . . Baggy Hardiman, with a reorganized Five Kings unit, opens at Jack Farrell's, Chester, Pa. . . . Mezz Mezzrow and Hot Lips Page among those featured at the second *Journeys Into Jazz* concerts staged this month at the Academy of Music foyer by disk jockey Al Rose.

Frank P. Liuzzi has been re-elected president of Local 77, American Federation of Musicians, with Past Prexy Romeo Cella, Charles J. McConnell Jr. and Edward Springman on the shorter end of the balloting. . . . Leo Parker, formerly with Illinois Jacquet, brings his own jazz crew to the Tropical Gardens. . . . Lester Young moves in Monday (7) at Emerson's Rainbow Room with Savannah Churchill and the Four Tunes are set to follow later in the month.

Guy A. Scolla, secretary of the local musicians' union, has announced that the \$42,000 allotted to the local union from record royalty fees, will be expended in free music for public parks, hospitals and institutions. . . . Deluxe Records has bought outright the master of *Gimme, Gimme, Gimme*. Some *Gefulte Fish* from the local Raven Record firm, which had Bonnie Davis and the Piccadilly Pipers plattering the novelty published by the local Grimes Music Publishers. . . . Will Stack comes in from Breton Woods, N. H., to take over the Drake Hotel bandstand. . . . Frank Capano and Morty Berk follow their *Tea Leaves and Heartbreaker* with *In a Quaint Little Chapel* which they just placed with Robert Music.

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Oregon Floods Ravage Showbiz

(Continued from page 3)

regularly would be open but is more than filled with river water. Freddy Martin's band moved from the Jantzen Ballroom to McElroy's in Portland for a two-night engagement May 28 and 29. Jantzen Midget Speedway is completely covered but all cars and personnel were evacuated in time.

Other parks in area, Oaks Park, is swamped and late this week park personnel were moving about in boats salvaging as much property as possible. The Amphitheater, outdoor movie house, Portland Meadows Race Track and several small clubs in area are under water. Eight hundred horses were removed from the track to farms in the Salem area 50 miles south.

Ice Follies of 1948, closing in Portland tomorrow night, is not in flood area but entire cast has been moved via Red Cross trucks nightly following performance to work on dikes and Red Cross relief.

Clyde Beatty Circus, only major traveling show in the area when disaster hit, pulled out immediately, forgot about Vancouver, fought high water eastward over the Union Pacific tracks to the Dalles, then into Eastern Washington and doubled back. Org was scheduled to play Seattle over the week-end, then open a series of Washington dates in Ellensburg June 7.

AGVA Conclave Bars Commies

(Continued from page 3)

in Equity's and Screen Actors' Guild constitutions, tho it wasn't in the constitutions of the American Federation of Radio Actors (AFRA) or American Guild of Musical Artists (AGMA). Proponents of the full article charged the opposition with communistic leanings, one such charge bringing an official rebuke and a subsequent apology.

The echo of "one big union" was heard again in discussions on the amendment that the AGVA constitution "shall be subject to ratification and approval of the Associated Actors and Artistes of America (Four A's) and this section shall never be subject to amendment."

Those favoring this clause pointed out that an effort was being made to have the Four A's more than a paper organization and all constitutions of the sister unions would be subject to its approval. When this was accomplished the Four A's would be in a position to set up a single card-holding set-up.

Today was given over to the nomination of a national board, the names of which were not available at this writing. The convention opened Thursday (3) and the early sessions were surprisingly peaceable, tho there was a good deal of squabbling over parliamentary procedure, in which many of the delegates were unversed. The real fireworks started Friday night.

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ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Ray Eberle

(Reviewed at Hotel New Yorker May 20. Personal manager, Stan Lee Broza. Booked by General Artists Corporation.)

BRASS: Don Cavanaugh, Al Gibson and Bob Quatsoe, trombones; Al Mueller and Bob Bongsang, trumpets.

REEDS: Larry Molenelli and Harry Poole, altos; Perry Gaby and Bobby Tricarico, tenors.

RHYTHM: Ted Frashina, bass; Buddy Lowell, drums; Billy Maxted, piano.

ARRANGER: Billy Maxted.

LEADER AND VOCALIST: Ray Eberle.

With Ray Eberle up front this ork might be expected to coast along as a good singer band. But there's a serious effort to do much more. Eberle wisely has given the instrumental ball to Billy Maxted, who handles a three-way function with grace. Arrangements manage to resolve an almost perplexing problem—how to provide a sound that's suitable for a vocal-starring maestro yet remains sensibly dance-styled and still has something fundamentally fresh. Maxted, himself a former orkster (if briefly) and a competent arranger, seems to appreciate the moderns without the confusion of deliberate dissonance. So the band can boast its own merits to a restrained degree. The four-reed structure seems a little hollow without a bary horn to give underpaving, but at best is just one reviewer's taste and opinion.

The main cog of the ork, of course, is the handsome young Ray. A full-voiced and volumed singer, once overshadowed by his brother, he works a ballad over with poise and real ability. There are too many of those sustained end notes at the close of each ballad chorus, but these may be deliberately aimed at wooing the same audience that buys Vaughn Monroe disks. In any event, Ray's a fine dramatic singer who soon may stumble on that piece of material to call his own. As a maestro he makes a clean-cut appearance, needing only a little more visible deference to the dancers, in the way of a smile and a flipper tone at the mike, to really impress.

Joe Carlton.

Enoch Light

(Reviewed at the Tavern-on-the-Green, New York, May 18. Booked direct.)

BRASS: Rusty Detric, trumpet; Chubby Kusten, trumpet; Chauncey Welsch, Bob Hackman, Russ Sanjou, trombones.

REED: Sonny Salad, alto-bary; Fran Ludwig, tenor.

RHYTHM: Sanford Gold, piano; Arnold Fishkin, bass; Harry Jaeger, drums.

VOCALS: Loren Becker.

VIOLIN AND LEADER: Enoch Light.

Enoch knows his band biz onions since they were tiny tubers. From the days of the Light Brigade thru off-and-on sessions of composing, music publishing and even "contacting," the Light baton has represented a mature, sensible musician with good conservatory background and the calm ability to project to bourgeois band buyers. Currently it's a neat feat to land your own bookings (the agencies find jobs scarce enough) but Enoch booked himself in for this job, for the Palisades Park and the Taft Hotel bookings that follow.

The band "hears" fine. It is furnished with better-grade sidemen and despite obvious baby fat, looks to be a well-knit infant. Enoch apparently is trying to produce a "soft band with guts," one that gives full brass, plays down sax, yet stays at low-decibel level in the sweet-band dance tradition. The ensembling still is a bit uneven, but there's more music coming out than such-size bands would be expected to provide. Sanford Gold on piano impresses with his touch and restrained modernities; the trams are over-eager but talented, and the rhythm is right. The band's got some early class.

Vocally, the chores are all handled by boy-singer Loren Becker. He sings a fair ballad with a legit voice, deliberately chosen by the maestro to get off the "half-drowned Sinatra kick," but the tone is rather cool and the mouthings unrelaxed. The lad may have been hampered by p.a. system diminution; it was hardly ample-fied.

Joe Carlton.

Showbiz Bills Pigeonholed; Music, Radio Laws for 1949

(Continued from page 4)

number of congressmen profess to favor division of the FCC into broadcast and common carrier sections, at least that much of the defunct White bill is likely to reappear next year.

Web Restrictions Likely

Some form of restriction on networks and large stations is certain to come up for consideration in the next session. The Johnson, White and Sheppard bills faced this issue in varying forms during the current session. Sen. Edwin Johnson's measure to break up clear channels can be expected to pop up again. A proposal originally made by Senator White to limit network coverage to a fixed percentage of the listening public is also certain to be debated again next year thru introduction by a new sponsor. A bill by Rep. Morris Sheppard to divorce the National Broadcasting Company (NBC) from the Radio Corporation of America (RCA) and to ban radio makers'

ownership of stations has some support on Capitol Hill despite scrapping of the measure this session. Sheppard intends to reintroduce the bill next year if he is re-elected. If Senator Tobey becomes chairman of the Senate Interstate Commerce Committee, the proposal might get serious consideration in that committee, since Tobey is determined to resume his inquiry into RCA, NBC and the FCC.

Another measure certain to reappear is that of Sen. Arthur Capper to ban all radio and press liquor ads. Strongly supported by dry forces, the bill is a perennial one with Capper. Its defeat this session is not likely to deter dries from pushing it again, whether or not Capper returns to the Senate next year. Capper faces a serious election contest.

Excise Tax Cuts Possible

A hazy future is in store for show business excise tax legislation. Most legislators are agreed that the excise taxes should be cut back to pre-war levels, but heavy European commitments make congressmen leery of the revenue loss. The subject was considered too touchy to take up in this election year, but the dozen or more bills cutting various excises will be hopped again when a new Congress takes over. Their fate will be largely tied in with the foreign situation.

Barbara Scott Inked by MCA

(Continued from page 3)

will from now on handle all contracts.

An original twist to the deal between Miss Scott and MCA will give an undisclosed percentage of her earnings to charity. As far as could be learned, MCA will handle her business as it sees fit; also the talent agency will represent the St. Lawrence Foundation, a newly-formed charitable organization which will administer Miss Scott's contributions to the welfare of crippled and underprivileged children.

Another clause in the contract says that the foundation, of which J. S. D. Tory, Toronto lawyer and Miss Scott's attorney, as a director, must approve all business deals made by MCA.

A clue as to the reason for the charity clause may be found in the statements made recently by Mrs. Clyde Scott, the skater's mother, that one of the reasons her daughter was turning down all professional offers was that most of her earnings would go to taxes. Mrs. Scott was criticized publicly at the time for this alleged unpatriotic attitude, but apparently the Scott interests have now changed their minds. In any case, with a large slice of her earnings going to charity she is placed in a lower income bracket, which in the long run will probably give her a greater net than if she signed a straight deal.

Attempts to reach Morris Schreier, of MCA, who swung the deal, proved fruitless Friday (4), but a source in the MCA office stated that what percentage of Miss Scott's earning would go to charity was a "private matter."

Meanwhile, it was revealed that the skater had already received eight bids for film companies and Miss Scott stated in Philadelphia Thursday (3), where she appeared at the U. S. Chamber of Commerce parley, that her first choice in her professional career would be flickers.

An easing in the cold war with Russia would mean an almost certain reduction in night clubs, theater, disk, radio set and circus levies.

Legislation of interest to the phonograph record industry is contemplated next year when the joint labor-management committee takes up amendments to the Taft-Hartley Act. One prospective change to be considered is the elimination of the act's welfare fund restriction. Should the restriction be lifted, the way would be open for the American Federation of Musicians (AFM) to re-establish its abandoned royalty arrangements with record manufacturers.

The plan of Rep. Carrol Kearns (R., Pa.) to set up an AFM welfare fund by legislation is not expected to come up again, since its author has lost interest in it.

Double-Tax Treaties

Entertainers who work abroad occasionally will get a break when the Senate gets around to ratifying a number of double-taxation treaties, which probably won't be until next session. Completion of the State Department's tax pacts and approval by the Senate will mean that showfolk will be free from any threat of a double income tax bite, no matter what country they work in.

New efforts will be made next session by American Society of Composers, Authors and Publishers (ASCAP) to get congressional approval of a bill to end the exemption of juke boxes under the Copyright Act. The Scott bill to that effect has little chance of getting thru before adjournment of the present Congress (*The Billboard*, June 5).

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Beachcomber, Miami, To Run Summer Shows

NEW YORK, June 5.—William Liebow, who bought an interest in the Miami Beach Beachcomber, will keep the room open this summer with a small budget show.

The first show set under Liebow, with Boots McKenna booking, will cost about \$3,000 and will have a line and several acts used by Liebow in his Panama nitery, the International.

Liebow has also been approached to either buy out Murray Weinger's Copa or take a substantial interest. The latter spot ran into difficulties last week when it was charged with selling liquor to a minor.

Liebow has long expressed a plan to run Miami Beach niteries on less than the competitive prices now existing among them. If he adds the Copa to his holdings he plans to use names in one spot and a big girlie show in the other.

In the Beachcomber deal, Boots McKenna will book the show with the exception of the big name acts. These will be bought by Ned Schuyler.

London Palladium, Casino Head Bills With Yank Acts

LONDON—June 5.—American acts are getting top billing in shows lined up by the London Casino and the London Palladium for the next four months.

Heading the current bills are Sophie Tucker at the Casino, now set for eight weeks instead of the original four, and Carmen Miranda at the Palladium.

Tony Martin, due at the Palladium from June 17-19, will be followed by Duke Ellington, Pearl Bailey and the Nicholas Brothers, who appeared at the Casino last October.

Heading the July Palladium program will be Edgar Bergen and Charlie McCarthy (July 5-17). They will be followed by Jack Benny, Phil Harris and Frank Marlowe July 19. The Andrews Sisters will make their London debut August 2.

Future Casino Stars

Future London Casino headliners include Harry Richman, Hoagy Carmichael, Cab Calloway, set to open September 6 without his band, and the possible return of the Ink Spots.

Also coming to England this summer are Ella Fitzgerald, Maxine Sullivan and Jimmy Durante, all to appear in West End theaters; Gloria Kay, singer, to appear in Tom Arnold's summer production at Blackpool; the Rudells, novelty acrobats and dancers; the Andrea Trio, acrobatic act; Sara Ann McCabe, vocalist; the Three Winters Sisters, acrobats and dancers; the Golden Gate Quartet; Ben Yost's Colleens, harmony singers; Walton and O'Rourke, puppeteers, and Al Norman, dancing comedian.

Bubbles Sues Nazarro

NEW YORK, June 5.—Bubbles, of Buck and Bubbles, asked the New York Supreme Court Friday (4) for an order restraining Nat Nazarro from stopping them from finding their own jobs. The suit was brought by John W. Sublett (Bubbles) who charged that Nazarro had interfered and stopped the team from working and that Nazarro had a contract, running until 1950, on which he collected 30 per cent of the team's earnings. Sublett also asked the court to nullify the contract.

Summer Cruise Biz N. S. H., But Just Wait Until Fall!

(Continued from page 3)

mond and Whitcomb and American Express, will use talent. Last year it was only the first three lines that furnished entertainment to their passengers.

One Line Only for Summer

During this summer only the Moore-McCormack Line is using entertainment. Henry Herrman has just booked Adia Kuznetsoff, Norma Krieger and Mark Sebastian for a 36-day cruise on one of their liners—the Argentina. The show costs about \$900 and actors get room and board in addition. Lou Lang books the other Moore-McCormack ships.

Pay for cruise jobs is about twice the level received before the war. Prices are comparable to club dates, with teams getting about \$250, singles \$125 and top acts \$1,000. Acts can also pick up some extra money by working night club dates in different ports the ships touch.

An eight-day cruise calls for two shows daily. A 12-day cruise three shows. Accommodations are worth from \$400 to \$750. Acts generally get top passage. Before the war Moore-McCormack gave performers crews' quarters, but now they get the regular passenger accommodations.

Musicians are also getting more dough. The scale pre-war was \$3 a day; now it is \$9 a day with double for the leader. Foreign ships generally use two bands, American ships one, with the foreign vessels choosing an American ork and another composed of musicians of whatever flag

Palumbo Inks Milton Berle To Woo Philly Confabbers

PHILADELPHIA, June 5.—Indications that the spots will make a big splash of name fare to woo the visitors during the political conventions here was seen in the booking of Milton Berle into Frank Palumbo's Theater-Restaurant. Altho the room has bought names and semi-names in the past, Berle's booking marks the biggest nut for the large room yet. Berle comes in for the June 21 week when the Republican convention opens.

the ship sails under. Because the Americans get more dough, this causes complications. However, by letting the foreign tootlers make tips and work for special events to increase their take, the situation has been resolved.

Montreal's Tic Toc Cocktailery To Bow On June 16 as Nitery

MONTREAL, June 5.—The Tic Toc, one of the major niteries here until early in the war when it reverted to a swank cocktail lounge, is undergoing a face-lifting and will open June 16 as a night club with a full entertainment layout. The price policy will be a \$2 minimum in liquor or food.

The move on part of the Tic Toc ops is sparked by the lifting of the 25 per cent amusement tax, and it's understood that other cocktail lounge ops will follow suit and put in shows.

The Tic Toc will implement a policy of continuous entertainment, a la Blue Angel or Ruban Bleu in New York, and will also have dancing. Nick Martin's ork has already been inked.

It's planned to bring in names or semi-names whenever the budget, which will be about \$1,700, will allow.

Herrman To Preem Pro Talent Show at St. Moritz

NEW YORK, June 5.—Henry Herrman is unveiling a pro talent show at the St. Moritz Roof Thursday (10). The program will present about four acts, and the one receiving the loudest applause will get a one-week engagement at the room. Herrman will also have judges on hand to see that the talent doesn't load the room with its claue.

Some amateurs will be used, but they will have to be of a high caliber. Entertainers will not only get minimums or slightly above if engaged for a week, but will get the same for the Thursday night stint. Herrman will screen performers the Tuesday before they go on.

IN SHORT

Philadelphia:

Harry Steinman says he's bought Sophie Tucker, Hildegard, Lena Horne and Kay Thompson for his Latin Casino next season. . . . Ex-bandman Phil Terry opened the Rainbow Lounge in the Germantown sector of town. . . . Chateau Crillon's Rhumba Room not hopeful of political convention business and shuttered for the summer.

Arnold Orsatti reopened his Somers Point, N. J., Casino for the summer. . . . Harry Bass is now in charge of the Top Hat Club. . . . Mattie Davis left the Keystone Agency to join Eddie Mallory for the booking of Atlantic City spots this summer. . . . Eddie Suez, theatrical agency head, reopened his Club Avalon, Wildwood, N. J., for the season.

Here and There:

After playing a return date at the London Casino, the Clark Brothers, American dancing team, have been offered dates in England and on the Continent. For the time being the boys, managed by Frank Belmont, remain in England.

Cooler weather during the last week may relieve several West End and suburban shows destined to close after the hot spell had reduced receipts in most theaters and music halls.

Frank Barbaro, owner of the Bowery Cafe, Detroit, was in a highway crash near Lebanon, Mo. He was hospitalized at Lebanon briefly, but released after treatment for a severe head gash.

Connie Gordon, daughter of Jack W. Gordon, of Gordon's Entertainment Bureau, Hartford, Conn., booking agency, leaves New York June 17 for Paris and several months of art studies. She's now at Columbia University.

Al Monty, ex-Connecticut motion picture theater manager turned night club-vaude radio entertainer, has increased his vaude revue presentations at the Ritz Club in Meriden, Conn., from one night to two (Friday-Saturday) per week.

Sound-Off on Cuffos Ignites AGVA Lunch

Agent Accused of Grab

NEW YORK, June 5.—A luncheon Friday (4) at the Park Central, arranged for the delegates attending the first convention of the American Guild of Variety Artists (AGVA), started off meekly enough but burst into excitement when one of the speakers let off an explosion about benefits.

Speakers on the dais scheduled to talk were Theodore W. Kheel, director of labor relations for the City of New York; Lawrence Tibbett, president of the American Guild of Musical Artists (AGMA), and Lou Walters, operator of the Latin Quarter. Milton Berle was also skedded, but didn't show up, pleading illness.

Walters went on first and, instead of a greeting speech full of platitudes he tore right into benefits, and that did it. He flatly blamed the Theater Authority (TA), various columnists and bookers, and said this practice was ruinous to cafes and to actors. The delegates applauded wildly, and Henry Dunn grabbed the mike and said that he'd been told of an agent who had accepted \$5,000 to buy a show and that the agent was soliciting acts to work cuffos for a "benefit."

Bill Kent, head of the Artists Representative Association (ARA) present, asked for the name, and Dunn shouted it out.

Alan Corelli, of the TA, arrived at this point. First he took a verbal poke at Walters, saying he knew Walters' script backward, and then went on to explain the agent-benefit deal. He said that the TA had been asked to clear certain acts, which he said he'd refused to do; that it wasn't a benefit, but a club date, and as such was in AGVA's province. He also said that certain acts on the proposed bill were to be paid (two of the acts belonged to the agent) and the others were to work for free.

The agent alleged to be involved popped up and said that somebody had the wires crossed. He had been asked to run a show for City College, and the committee had given him letters from various performers it had contacted and who had agreed to appear. He said he told the committee that it would have to get an okay from the TA, that he had nothing to do with these acts, but would produce, light and direct the show. Corelli was asked about these actors, and the misunderstanding, it is said, followed.

Later that evening the agent appeared. (See Agents Accused on page 43)

Wardell - Sheraton Drops Sky-Club Plan

DETROIT, June 5.—Plans for a new sky club for Detroit remain nebulous, with abandonment of the projected roof garden on the Hotel Wardell-Sheraton. Plans were originally held up by construction regulations, but business conditions have induced the Sheraton chain management to drop the idea.

No immediate construction of the proposed music hall roof garden, designed to tie in with symphony concerts and similar events under the aegis of Henry Reichhold, is anticipated, altho this plan remains a prospect possibly for next season. Two other hotels, the Park Avenue and the Tuller, have rooms used as roof gardens years ago, and recurrent rumors of revival have named them. Meanwhile the Penobscot Club remains the sole entry in the field as a sky club.

Paramount, New York
(Wednesday, June 2)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Number of shows, four daily. House booker, Harry Levine. Show played by band on bill.

The new stagershow is well paced, looks well and runs smoothly. The marquee isn't heavy, tho the King Cole Trio with its steaming Capitol platter, *Nature Boy*, holds up well at the box office. It was apparent that the *Nature Boy* tune brought in a lot of business by the fact that customers started walking out as soon as Nat Cole finished it.

Ray Anthony's band (14) is one of the most promising new bands to play theaters in a long time. The outfit stands up musically, but it's the stage presence and drive of Anthony himself that make it a standout outfit. The band's opener, *Sweet Georgia Brown*, with Anthony fronting on trumpet, got the show off to a fast start. The group's next, quickie take-offs of name band themes with the audience yelling out faves, were good for laughs and hands. In the show cutting slot, the band did an outstanding job, making every act look and sound good.

4 Evans Pleasant

The Four Evans standard routines were pleasant and well received. The

VAUDEVILLE REVIEWS

hoofing of the two kids plus the equally good terps of their parents made a good impression.

Kay Starr, last caught at Cafe Society, shows to a much better advantage here. Working on the stage away from the audience, the gal looks a lot better and has a routine that has much more commercial value than when caught in the club some weeks ago. The gal is an ultra stylist who impresses best with rhythm tunes. Her *Them There Eyes* was a catchy opener; her close, *Lonesome Gal in Town*, was equally good. It was her middle number, *Don't Worry About Me*, that fell flat. Her phrasing on this ballad was distorted in an attempt to get styling rather than feeling into it.

Pat Henning worked fast and was funny most of the way. Some of this guy's material is open to question for a family house, but the theater has used him so many times that it apparently sees nothing offensive in his act. In any event he got some beautiful yocks. His fall into the pit was well timed and got the anticipated results.

Pic, Hazard.

Bill Smith.

Capitol, New York

(Thursday, June 3)

Capacity, 4,627. Price policy, 70 cents-\$1.50. Number of shows, four daily, five Saturdays. House booker, Sid Piermont. Show played by name band on bill.

This show has enough in it to satisfy the Woody Herman fans and enough laughs to get those who don't go for the Herman music. The Woody Herman band (18) leans on the heavily arranged jumpers ranging from *Caldonia* to his well-known *Fan It*. The latter has the Woodchoppers (5) down front pounding out the number. As a musical outfit, the band has the get up and go. Where it doesn't register too well is in stagecraft. Herman, who used to do all kinds of eye-catching bits of biz, is now a sedate guy on stage. He's almost dignified, which doesn't make for entertainment. The only novel bit was shown in the *Sabre Dance*, which started off with sidemen flashing knives for a quickie, then showed knives buried in their backs at the conclusion of the number. The stunt showed originality but was delivered like a throwaway. Incidentally, the Alan Zee production for the band was quite good. They came up with eerie flame-colored individual spots. Each guy had an individual light on his stand, and the pit went down with the same lights. The gimmick got attention very capably.

Carroll a Yock Puller

The biggest yock puller on the bill was Jean Carroll. The gal showed a couple of new numbers that were terrific. Her first was a *Nature Boy* rib (no props), her second was a thing on buying a new dress. The material was fresh, delivered beautifully and threatened to stop the show. Her standard material was equally good for yocks, forcing her into a beg off.

Fred Lowery's whistling was pleasant and sufficiently tricky to get a good reception. His *Mocking Bird*, followed by other bird calls and winding up with a complicated *Rhapsody in Blue*, was good entertainment. Dorothy Rae did her special cowboy number for an equally good response.

Perennial Juvenile

Hal Leroy is the perennial juvenile. His hoofing is as easy as ever and his looks are as youthful as they were when he first started in the biz, tho Leroy has been around for some time. His drum bit with the band's skin beater got giggles. The finale bit, a cutie, in which he worked with Herman, was good for an additional laugh.

Herman's band singer, Mary Ann McCall, makes up on voice what she lacks in stagecraft. Her band stance, a continual shifting from foot to foot, is awkward and detracts from her delivery. The result is that she has to depend almost entirely on voice. Tho she finished okay, she should have registered better than that.

Pic, *The Bride Goes Wild*.

Bill Smith.

Gayety, Montreal

(Monday, May 31)

Capacity, 1,550. Price policy, 30 cents-\$1.50. Number of shows, two daily, three Saturday, none Sunday. Booker-house manager, Tom Conway. Shows booked thru A. & B. Dow, New York. Show played by Len Howard house ork in pit.

Variety is responsible for hypoed audience attention in the current layout. There are enough different types of turns to satisfy any vaude faddist, and there's sufficient interest maintained to make the weakest stint click satisfactorily.

Harry Eaton, of Morey and Eaton, is greatly responsible for the general success of the parlay. He showed a neat brand of showmanship, emseing the layout for two and a half hours before his own spot. He knows how to sell a gag, tho some of the laugh-getters would be a little rough for a family house, which the Gayety is not. In his own spot, he worked with the cute-looking gal and two canines. The give-and-take style they used was familiar, but commercial and got a warm mitt.

Lynn Monaco did okay in the swoon-croon slot, but could do better if he'd adopt a style of his own and experiment with newer things. A singing act can't be built on items like *Sorrento* and *Body and Soul*. However, the lad showed possibilities.

Dorn's Big Mitt

Pretty and blonde, Geneve Dorn got a big hand for an effective turn combining modern dancing and acrobatics. Despite the fact that weak show cutting slowed the stint she still came out on top to a hefty palm.


George Winson, in the tee-off spot, also went big in a seldom seen turn of playing musical keys with his feet. Act is well dressed and Winson shows slick pacing and showmanship.

The Marimbares (2) registered in a xylophone turn that featured semi-classics and classics. An effective bit was playing *The Bee* without hammers. Los Contreras Troubadours (2) do the show-stopping in a sock Latin-American turn. The boy and gal, colorfully costumed, use solid comedy gimmicks to sell commercial L. A. tunes like *Ciollita Linda*, *Champaneiga* and *El Rancho Grande*.

Hal Haviland's stint, combining light magic and paper cutting, went so-so. The big need here is sharpening of projection and routining. Trip and Fall clicked in their knockabout, hand-balancing act.

June March's strip routines were okay. Len Howard ork's show cutting was weak on the night show caught.

Charles J. Lazarus



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NIGHT CLUB REVIEWS

Normandie Roof, Montreal (Friday, May 28)

Capacity, 450. Price policy, \$2.50 minimum until 10:30 p.m.; \$1 cover after 10:30 and Saturdays. Closed Sunday. Two shows nightly, 8:30 and 12. Booking, May Johnson Associates. Operators, Mount Royal Hotel. Publicity, Colin A. Gravenor. Estimated budget this show, \$2,000.

Until the management of this swank room realizes that the customer is not always right, especially when he's tight, no performer, even one with the sock artistry of Mitzi Green, will get a break.

May Johnson deserves a special nod for the quality of the shows she's been getting for the Roof, and with the booking of Mitzi Green, a name policy will be invoked whenever possible.

It's to Miss Green's credit that she was able, at the show caught, to (See Normandie Roof on page 42)

Bill Miller's Riviera, Fort Lee, N. J. (Tuesday, June 1)

Capacity, 1,025. Prices, \$3.50-\$4.50 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive; publicity, Ed Weiner. Estimated budget this show, \$10,000. Estimated budget last show, \$9,000.

A combo of poor biz and slow pacing is a tough parlay to beat. The lack of draw, and for an opening night, too, is hard to understand. Weather was pleasant and there was no competitive opening in town. The slow-moving show is something that will probably be fixed in the next few days, tho the preem indicated a lot has to be done.

Jackie Miles worked up hill most of the way. His opening gags were adroit, but all they got was titters. He didn't really begin registering until the latter part of his act and by that time nobody cared. Part of the reason was the slowness of the preceding act, Carol King. Miss King is a fine ballerina but her slow, (See Bill Miller's on page 42)

Cotillion Room, Hotel Pierre, New York (Tuesday, June 1)

Capacity, 365. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive; publicity, Madeleine Riordan. Budget this show, about \$1,500. Budget last show, about \$1,100.

For one the acts here are allowed to work by themselves with a minimum of interference, with the result that both acts do a solid job getting big hands and all-around good reactions.

Lucille and Eddie Roberts, mental and magic act, are almost standard here. Much of their material is obvious, but, obvious or not, it hits the bell and gets laughs mixed in with the gee-whiz-how-do-they-do-it comments. The team is class personified. It looks well, works (See Cotillion Room on page 42)

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Slapsy Maxie's Hollywood (Wednesday, May 26)

Capacity, 550. Price policy, \$3-4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Manager, Jerry Brooks. Booking policy, non-exclusive. Publicity, Marie Dyches. Estimated budget this show, \$9,000. Estimated budget last show, \$10,000.

Lena Horne, headlining the new layout, captivated payers in her first local nitery stint since 1941. Backed by a three-man rhythm combo (Luther Henderson, piano; Charles Drayton, bass, and Chico Hamilton, drums), Miss Horne opened strong with *Just One of Those Things*. Choice of tunes was on the standard side, but thrush gave each ditty a new lustre with unique style and delivery. Such faves as *Man I Love*, *Honeysuckle Rose*, and *Deed I Do* brought hefty mitts from ringsiders and gal had to beg off after two call-backs. Miss Horne sounds better than ever, looks like a million, and dishes out a hefty musical punch.

Rounding out the bill, vent Paul Winchell and dummy, Jerry, Ma- (See Slapsy Maxie's on page 42)

Cafe Society, Downtown (Tuesday, June 1)

Capacity, 210. Price policy, \$3 minimum. Shows at 10, 12 and 2. Owner-operator, Barney Josephson. Booking policy, non-exclusive. Publicity, Marvin Kohn-Tibel Nard. Estimated budget this show, \$1,500.

Mildred Bailey is the headliner at this spot and rates it all the way. The "rockin' chair lady" knows her audience like she knows her material, and only in one number did she pick a tune that didn't seem to suit her. As for the customers, they ate it up, giving her hand after hand, forcing her to beg off.

The singer opened with *Change in the Weather*. Her next number *Better Luck Next Time* is a good tune but not quite for the Bailey pipes, and the payees knew it. Then she sailed into a *Hundred Years From Now* which brought chuckles. From there on, she had the crowd until she could persuade them to let her off after *Old Rockin' Chair*.

Gene Rodgers Precedes

Gene Rodgers, the boogie-woogie pianist recently caught here, preceded Bailey, and gave out with plenty of entertainment in his own right. He started with *How High the Moon*, an okay opener. However, (See Cafe Society on page 42)

Florentine Gardens, Hollywood (Thursday June 3)

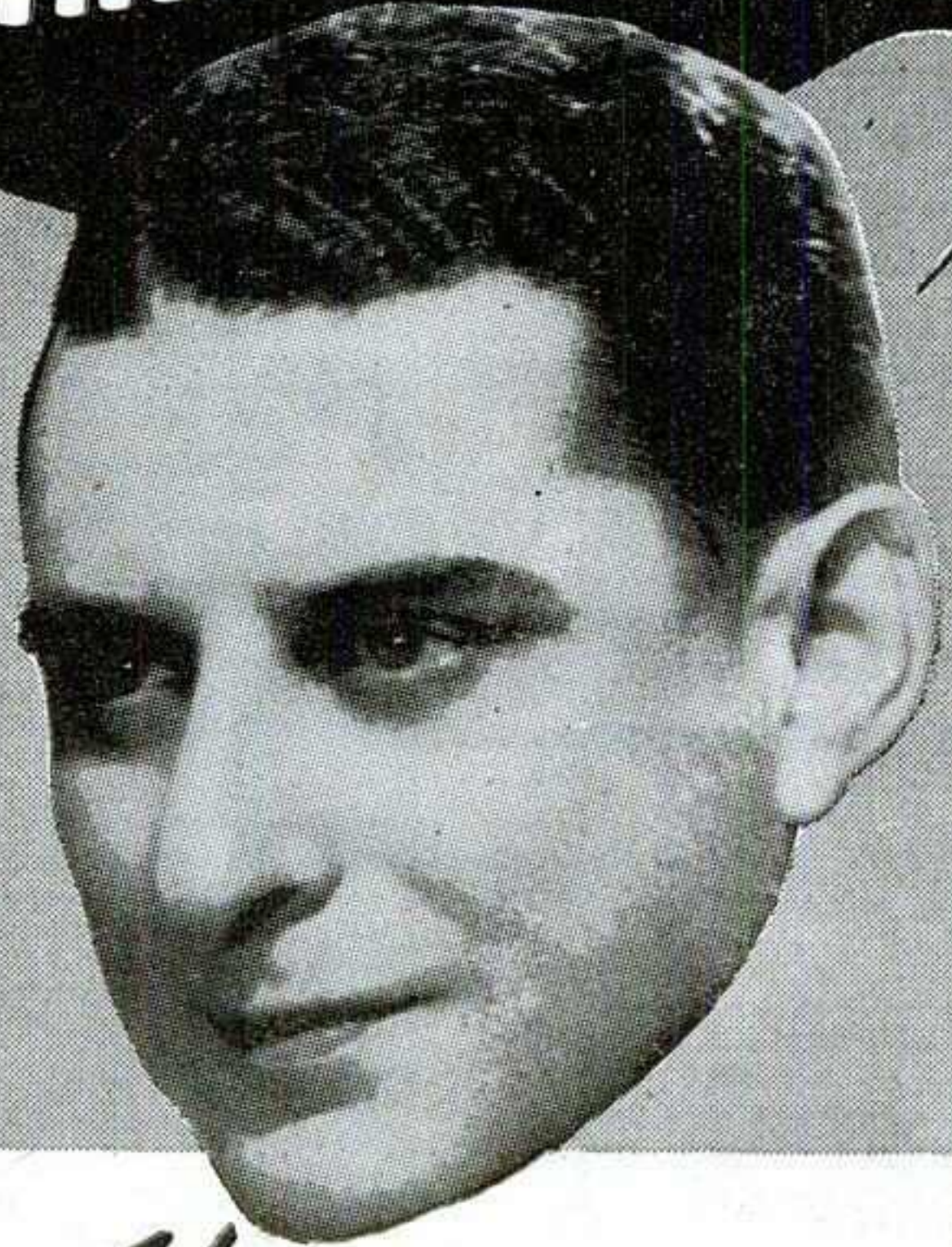
Capacity, 900. Price policy, \$3.50 minimum. Owner-manager, Frank Bruni. Show produced and staged by George White. Publicity, Rose Joseph. Maitre d'hotel, Jack Erdman. Booking policy, non-exclusive. Estimated budget this show, \$10,000. Estimated budget last show, \$7,000.

Nostalgia hung heavily over the audience that thronged to Florentine Gardens to greet George White's return to showbiz and see his *Hollywood Scandals of 1948*. It liked what it saw and didn't hesitate in showing its approval. Thunderous applause was drawn by a fast-moving talent-filled revue and also by the fact that many of White's Broadway friends were among the first-nighters.

In switching its policy from a nitery to a theater-restaurant, Florentine had to make such structural changes as remodeling the stage (formerly used as a bandstand), install a curtain and build a new bandstand for the ork at the extreme right of the stage. Productionwise, house still has its limitations for shows of this kind. White is particularly handicapped by not being able to dress up his show with his characteristic lavish stage settings and lighting effects.

White uses the stage for blackouts, (See Florentine Gardens on page 42)

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NEW YORK, June 5.—The rainy three-day Decoration Day week-end gave the five presentation houses a boost to the point where some of the long-runners did better last week than they did the week before. Total for the houses was \$430,000 against a previous week's \$418,000.

Radio City Music Hall (6,200 seats; average \$115,000) collected \$144,000 for its second week with the Rudells, Rudy Cardenas and *The Pirate*, compared with an opening week's biz of \$138,000.

Roxy (6,000 seats; average \$89,000) held up by getting another \$85,000 for its third week, the same figure it got the previous frame after opening to \$115,000. Bill has Ed Sullivan, Arthur Lee Simkins and *Iron Curtain*.

Paramount (3,654 seats; average \$76,000) bowed out with a poor \$60,000 for its second and last week with *Sainted Sisters*, Henny Youngman, Lina Romay and Buddy Moreno's band. New bill, reviewed this issue, has King Cole, Ray Anthony, Pat Henning and *Hazard*.

Capitol (4,627 seats; average \$66,000) wound up its fifth week with a big \$84,000 against previous week's \$77,000. The bill had Xavier Cugat,

BILL MILLER'S

(Continued from Page 41)

dreamy terps preceding Miles, who is a slow starter, placed him at a disadvantage.

Best act in the new show was Gracie Barrie. Gal came in with a flock of new songs and sold them with a flair that had the customers raising corns on their palms. She picked up the pace and held it there all the way with special stuff, all funny.

The Vagabonds, who followed Miss Barrie, opened with a slow *Up the Lazy River* in ballad tempo. Their next, the hokey *You Are My Sunshine*, got them out of the rut, but the previous pace was so drab that the effect carried over. Their best was their Chinese pidgeon-English talky-talk thing, which really got yocks. Basically, the Vagabonds are a fine cafe act. They've got solid musicianship, good showmanship and some funny bits of business. What they need is more imaginative use of their material.

Rest of the show, lines, productions, etc., remains basically the same. The Wally Wanger girls are eye-fuls; the costumes are beautiful and the dancing is competent. Tony Bavaar did the production singing chores in wholesome manly fashion and Joey Gilbert's hoofing was equally pleasing. If the rest of the show is tied together better it should be quite a thing. The same show, Jackie Miles, Gracie Barrie and the Vagabonds, did a big business at the Miami Beach Clover Club. There's no reason why it can't do the same here.

Richard Nye's ork backed the show in okay fashion. Catalino's rumbas spelled for the Latin sessions.

Bill Smith.

SLAPSY MAXIE'S

(Continued from Page 41)

honey, were good for their share of laughs. Winchell is technically tops in his field and genuinely funny. There were spots, however, where his material suffered from age, taking away from the general excellence of the turn.

The Jack Cole Dancers, held over from the last bill, once again stopped the show. Routines were familiar, but the effect was as novel and exciting as when first caught.

Dick Stabile's ork cut the show and dance music. Alan Fischler.

Harvey Stone and *Homecoming*. New show, reviewed this issue, has Woody Herman band, Jean Carroll, Fred Lowery, Hal Leroy and *The Bride Goes Wild*.

Strand (2,700 seats; average \$40,000) took in \$57,000 for its second week with Eddy Duchin, Artie Dann, Jerri Keever and *Silver River*. Previous and opening week was \$58,000.

COTILLION ROOM

(Continued from Page 41)

smoothly and fits the room as if it were made for it. The commonly accepted theory is that a New York audience, particularly a smart East side one, won't go for corn. If it's sold with a tongue-in-the-cheek style, it will go for it. The Robertses proved it.

McLerie and Butler have sharpened their act since they preemed here about six months ago. They are now one of the best dance teams around. The two kids don't waste any time getting started, and even their lulls are capitalized. They use these lulls for quick changes on the floor, carrying a bird cage stand on which to hang their costumes. The routine is a combo of folk, modern and jazz, with cute bits thrown in for flash. But outstanding is their skill heightened by a fresh youthfulness that is eye-arresting as well as appealing. The fact that both are equally good dancers doesn't hurt either.

Charles Reader's band backs the show in okay fashion. Van Smith's combo does the rumbas with a dash and a flair rare in such a small outfit.

Bill Smith.

NORMANDIE ROOF

(Continued from Page 41)

ignore the noise and continue punching all the time.

Miss Green has lots of clever material and she's more than generous with it. But after all, she can only do so much, and it would have been well to have had another act to give her some kind of support. However, support or no support, Miss Green still does a great job with her smartly paced, well-routined stint.

Her impressions, which are more biting satire than actual impressions, garnered hefty salvos, as did her reprise of bits from her moppet flickers. Another strong item is her Molly McGee in which she runs a gamut of straight acting to broad comedy. She registered big and she had to beg off.

Joe Karnes did a solid job back-grounding on the 88, and Neil Golden's band cut the show nicely. A welcome addition to the Roof is Peter Barry's quintet which gives out solid rhythms for the hit-and-rumba terpers. Biz was fair at show caught (supper).

Charles J. Lazarus.

CAFE SOCIETY

(Continued from Page 41)

his *Begin the Beguine* wasn't too impressive. It was in *Bumble Boogie* that struck his stride, and in *Hamp's Boogie Woogie* that he showed what he could really do. Not only did he do an impressive pianistic job, but his stand-up stance while playing was extra impressive.

The Dave Martin Quintet, with Martin at the piano; Mundell Lowe, guitar; Bill Clark, drums, and Bruce Lawrence, bass, is a workmanlike

Sole Billing

NEW YORK, June 5.—Benny Rubin, who has just signed with Jerry Rosen, tells the yarn about Jim Barton when Rubin and Barton were on the same bill at Fox's Audubon.

"I came to the theater," said Rubin, "and the marquee had 'James Barton' in big letters all the way round. The only other thing on it was the picture, *Seventh Heaven*. Knowing Barton, I figured he had it in his contract that nobody else gets billing with him.

"I went back and there was Barton in an argument with the manager.

"What's that thing you got out front?" demanded Barton.

"Why, that's the picture. You know, *Seventh Heaven*. Just finished 10 weeks at the Roxy."

"Get it off!" said Barton.

"Wadda ya mean, get it off? That's the picture and it stays."

"Looka my contract—I said get it off."

"Get it off, eh! I suppose you want me to take off Mr. Fox's name, too?"

"No," said Barton. "Just don't light it."

FLORENTINE

(Continued from Page 41)

some clever while others are a bit timeworn. Other performers use the dance floor, working against the backdrop of the lowered curtain. All in all, White gave patrons too much show. Tightening up (which undoubtedly will come after a couple of performances) will improve it greatly. Deadwood in need of trimming is found mostly in some of the tired blackouts.

With the exception of Jackie Green, most of the cast are new to the Coast. Best on the bill is Green's rapid-fire gagging and top-notch impersonations of Cantor, Durante and Jessel. However, since Green did not change his material since he last played this spot, the edge is taken off his offerings. Particularly favored by ringsiders were song selling talents of Helen and Beverly Dennis. Also noteworthy were tenor Bill Shirley and baritone Johnny Dugan, both lads well endowed vocally.

Rounding out the bill were eye-filling Jacqueline Fontaine's song-and-dance routines, antics of rubber-limbed Gloria Le Roy and song-comic Barbara Long. A fresh-looking corps of curvacious cuties added to the enjoyment.

Lee Zhito.

outfit. Lowe is an especially fine guitarist, and his string plucking on *The Rift* makes this the unit's best presentation. They backed both Mildred Bailey and Rodgers very capably.

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Magic

By Bill Sachs

HARRY BLACKSTONE, back in the pink after a long rest, resumes in legit houses with his full-evening magic extravaganza at the Royal Alexander Theater, Toronto, August 28, which comes during the two-week run of the Canadian National Exhibition, and then follows with a week at the Hanna Theater, Cleveland. Blackstone reports that a bang-up route has been mapped out, including a four-week stand in Chicago. Writing from his Colon, Mich., headquarters, the master rabbit hider says, in part: "I am back on my feet again and feeling better than I have for years. I have heard a lot of talk and have received letters from friends saying that they had heard I had sold my outfit. That is all poppycock. When I took sick, the wild-eyed crowd had me dead already and wanted to buy—but no sale. Have a new show and a lot of new tricks. This has been the first real vacation I have had in years. I went to Tucson, Ariz., in January and played cowboys and Indians in the sunshine. I liked it so well that I plan to return there. While there I was made an honorary deputy sheriff (no salary), member of the Jaycees and the Vigilantes, a life member of the Press Club, an honorary chief of six Indian tribes, and a member of the all-Indian dance group. The Chaudets were booked into the El Morocco Club, Tucson, while I was there, and did a whale of a job. I also made a trip to Mesa, Ariz., to serve as judge of a horse show and a beauty contest, all thru the help of Moxo the Magician, who operates a trailer camp at Mesa. While in Tucson, I also was judge of a baby contest, so you see I must be well or nuts."

YVONNE LORETTA PAPKIN, 18-year-old daughter of Doc M. Irving and Princess Yvonne, nationally known magic-mental team, made her operatic debut at the Bellevue Stratford Hotel, Philadelphia, June 2, and June 16 makes her first concert appearance at the Philadelphia Academy of Music. A graduate of the Ornstein School of Music, Philadelphia, Miss Papkin, who at one time was billed as the world's youngest mentalist, has ambitions to become a concert and opera star. She made her debut as a mentalist at the age of 8 with her parents' turn at the Million Dollar Pier, Atlantic City. Doc Irving and Princess Yvonne, who for many seasons showed their wares in vaude houses, have in recent years established themselves among the society entertainers in and around their native Philadelphia to good returns. . . . Dell O'Dell and Charles Carrer are in their third week of a month's engagement at the Brown Hotel, Louisville. . . . Capt. Lee Allen Estes, Safety First Magician of the Kentucky State Highway Patrol, hopped to Oak Park, Ill., May 26 to work the Kiwanis's Ladies' Night



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Atlantic City Spots Bait Trap For Philly Convensh Overflows

ATLANTIC CITY, June 5.—In the face of a heavy convention schedule this month nitery ops followed the lead of George Hamid's Steel Pier and started summer operations with the Decoration Day week-end instead of waiting until the end of the month. In addition to the many trade shows booked here this month, amusement men anticipate an avalanche of patronage from the national confab of the Shriners, starting Monday (7), and are mindful of the fact that hotels are catching heavy overflow from Republican and Demorcatc political conventions in Philadelphia, along with the national convention of the Elks.

Since Philadelphia's hotels were unable to provide sufficient sleeping quarters, thousands of conventioners will be housed here, with railroads running special trains to take guests to and from Philly.

No Big Nitery Budgets

However, with all the prospects, the two dozen or more niteries, including hotel rooms and musical bars lighting up with the holiday week-end, aren't shelling out any big coin for music or floor talent. Ops had slim pickings last summer and figure on getting even this year—counting on the fact that regardless of what they offer, visitors will seek out the spots just for the sake of staying out late.

At present only four rooms offer floorshows, all the others sticking to musical units, as are beach-front hotel rooms. Babette's, one of the oldest cabarets at the resort, started the season with Mary Witty, Janette Garrette, Ronnie King and Hildee, with a line of girls to be added later. Cliquot Club offers the biggest revue, heading with Collins and Peterson and including Miriam Gwynne, Chet Clark, Stanley Kayne, Melody Dupree and a Jean Davis line. Paddock International, also in the cabaret class, kicked off with Murray Davis, Mary Jim Whitney, Kerna Volks, Gertrude Pomeroy, Ethel White, Marianne Field and Diaz and Metro.

Tony Parker at Hialeah

Sam Camarota's Hialeah, one of the resort's smarter rooms, kicked off with Tony Parker plus Jose Pillado's music to attract rumba crowds. Irving Wolf also opened his swank 500 Club, but with just music to start with. The exclusive Bath and Turf Club, with a nice size talent budget, is also waiting for a later starting date, as are the two major Harlem hotteries—Club Harlem and Paradise Cafe.

At the beach-front hostelrys top name offered is at the Hotel Chelsea, with Captain Stubby and His Buccaneers. The Ritz Tavern at the Ritz Carlton has Nick D'Amico's music;

program at the Arms Hotel there. On the following night he showed for 1,600 pupils at the Ork Park High School. Jack Gwynne, Frank Cole, Marion Day, Russell Shaw, Chick Shokie, Herman Homar and Mr. and Mrs. Paul Stadelman motored in from Chi to catch the Estes offering. . . . Jay Palmer, of Palmer and Doreen, postals from New York: "We will present our new Five-Star Final balloon trick at the forthcoming SAM convention in Atlantic City. It will be the first time ever presented on any stage (and probably the last). In this comedy trick, Doreen is shot at by an atomic rocket gun, and if she survives the blast it should be good." . . . Jack W. Gordon, who formerly did an act with the pasteboards until his retirement from the magic field in 1928, now operates a booking office in Hartford, Conn. He recently set Gordon Alexander, comedy magicker, on a string of New England dates.

the Holiday Room at the Mayflower offers Pedro Albani's band; Pete Miller's music, alternating with Rita Gann, is at the Round-the-World Room of the President; Joe Stern's unit carries on at the Brighton's Punch Bowl; the Teddy Lee Trio is on tap at the Seaside's Surf 'n' Sand Room; Pete Russo's ensemble, alternating with Jesse Griffiths, is offered at the Shelburn's Boardwalk Lounge, and the Hammondaries hold forth at the Senator's Sun and Star Roof. Indicative is the fact that the hotel emphasis at this point is not on the rumba music, which took over the beach front almost exclusively last summer.

Musical Bars

Among the two dozen or more musical bars, biggest array is offered at the Club Nomad with the Three Jones Brothers and the Four Marvelers, with the Fort Pitt also making a strong pitch with Daisy May and Her Hep Cats and the Piccadilly Pipers with Bonnie Davis.

Among the other cocktaileries of greater importance, El Capitan offers the Jimmy Duffy Trio, Mardi Gras gives the Al Porcelli Trio, Chez Paree has the Buddy Rocco Trio and Grace Justus, the Franny Hunter Trio is at Callahan's, the Count Gray Trio is at Village Garden Wonder Bar, Lovely Pearl solos at Saratoga Cocktail Bar, Bob O'Neill's unit is at Steel's Ship Bar, Everett Bannister is at the organ at Wissow's, the Al Russell Trio is alternating with Valada Snow at Weeke's Cocktail Lounge, Bob Tolly and His Merry Aces alternate with Jackie Davis at the Lambs Club, Eddie Boress's unit is at the Dude Ranch, the Millionaires are at Mike Fiore's Riptide, Art Williams's pianology is at the 1025 Cafe, Duke Johnson's unit is at Albany Arms; Dick Wade, Reggie Hamer and Margie Davis are at Buddy's Cocktail Lounge, and Bea O'Neill solos at the Surf Bar.

Alan Gale Angles For Miami Nitery

NEW YORK, June 5.—Alan Gale is dickering for the Frolics, a Miami nitery, which he hopes to be able to run on a small budget basis. The idea he said was not to use name acts and charge big prices and fancy liquor minimums. His charge will be 40 cents for beer, 60 cents for liquor, with food in the same price range.

He plans to use acts that don't mean anything to a box office but will do a show. The idea, he said, was to have a sort of 1948 minstrel package—a sort of a combo of Lew Dockstadter and Louis Armstrong.

AGENTS ACCUSED

(Continued from page 39)

peared at the convention and demanded to be given a hearing. He spoke with Dave Fox and Henry Dunn, but he was refused permission to address the convention. The reason given was that it was a constitutional convention and didn't want anything to do with agents' arguments.

After Walters' outburst, followed by Dunn's off-the-cuff remarks, the other two speakers had a tough time following.

Kheel made an address of welcome and took a swipe at the Taft-Hartley Act, which he said "put a crimp" in collective bargaining.

Tibbitt urged that the various showbiz unions get together to form one union under "a single card system." He particularly stressed the necessity, with television making itself felt.

Burlesque

By UNO

CHARLES (RED) MARSHALL, back in burly after five years absence during which he had a brief stay in pix and was three times overseas with USO units, closed a Hirst tour and departed for Dallas to join legit stock opening June 21. . . . Dottie Ryan, Ruth Jackson, Dottie Lewis, Esther King and Violet Palota, from the now-closed Troc, Philadelphia, reinforced the chorus at the Hudson, Union City, N. J., last week. Hudson wound up a prosperous season June 5 with the show headed by Jack Diamond, Charlie Robinson and Lili Dawn. Jack Montgomery, producer, shifts to Atlantic City to launch summer stock at the Globe. Nat Ozman, house singer, goes to the Palace, Buffalo, opening June 18, after a motor trip over Western territory. . . . Gerry Germaine is featured strip and Phil Kestin, emcee, at Club 26, Milwaukee. . . . Sadie Banks, who chalked up her 16th season at the Old Roumanian, Manhattan, opens July 4, thru Maurice Kurtz, at the Nassau Hotel, South Fallsburgh, N. Y. for the summer. . . . Mickey O'Toole, former burly juvenile who worked with Jay (Tex) Mason and Don DeCarlo, is working clubs in Sheffield, England.

STELLA MILLS, co-featured with Red Marshall and Dick Richards in a Hirst unit, was forced to close at the Hudson, Union City, N. J., because of illness. Melane LeBeau replaced. . . . Los Angeles has Ceil Von Dell at the Burbank, Mona Corey and George (Bozo) Lord, Follies, and Carol Jane at Topsy's. Bob Carney and Jean Carroll are Follies holdovers. . . . Eddie Kramer, comic, opens July 1 at the Sinclair Hotel, Bethlehem, N. H., for the summer set thru Abe Lyons. . . . Troc, Philadelphia, had for its last Hirst unit show of the season Billy Hagan, Sammy Price, Al Golden, June March, Betty Jo Morgan, Marion Wakefield and Bob Ridley. . . . Grand, St. Louis, shuttered for the season, with Richard Zeisler, manager, going to his summer home in Villas, N. J.; Freddie O'Brien, producer, to Pittsburgh; Midge Lee, treasurer, to Union City, N. J.; Siegrid Fox, feature, to Cosmo Club, Boston; Herb Leighton, house singer, to New York; Judge Reidelberger, ork leader, to his home in Venice, Ill., and Harry Wald, concessionaire, to Atlantic City for the Shriners' Convention. . . . Charles J. McNally, former comic, now manager of McNally's Tavern in Paterson, N. J., owned by Mabel McNally and Anna McDermott, piloted a bus load of friends to the Hudson, Union City, N. J., last week for a theater party as a special tribute to the show headed by Red Marshall. . . . Sandra Sears opened June 4 at the Roxy, Cleveland. . . . Dave Cohn has booked Jessica Rogers into the Rocket Club, Fort Worth. . . . June March, to be followed by Candy Parker for the Gayety, Montreal; Marlane and Flash O'Farrell, for the Cat and Fiddle, Cincinnati; Virginia Kinn, for the Pad Club, Springfield, Ill., and Zorita, first for the FEI Club, Providence, and next, Nipmuk Park, Mendon, Mass.

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Max Gordon's 100G Tax Case A Test for Other Producers

(Continued from page 3)
for excess profits he made on *Junior Miss* and *My Sister Eileen* during the war years. Gordon defeated the same bureau last year here when it sued him for 700G back taxes for the same shows.

Gordon's case will serve as a test. If he loses, many other producers will be involved in litigation for back taxes. Many managers have attended a meeting with Gordon to unify their strength for the impending contest.

Classifying productions as corporations would seriously hamper the capital available for legit. One of the new methods of raising capital for productions is to take the dough as a loan and then, if successful, issue a bonus to the investor. The Bureau's ruling would also make that kind of financing impossible.

It is expected that the litigation will take at least one year, with the possibility of its dragging on for sev-

eral more, if an unfavorable decision to the producers is rendered. Meanwhile the biz will continue as usual, altho it may be tougher to raise money for shows with the new ruling hanging over investors' heads.

Foreign Opening

TIT-COQ (The Little Rooster) MONUMENT NATIONAL, MONTREAL

A drama by Gratien Gellinas (Fridolin). Staged by Gellinas and Fred Barry. Settings and lighting by Jacques Pelletier. Costumes by Laure Cabana. Produced by Gellinas. Commanding Officer George Alexander
Jean-Paul Clement Latour
Padre Albert Duquesne
Tit-Coq Gratien Gellinas
Papa Desilets Amanda Alarie
Marie-Ange Olivette Thibault
Aunt Clara Juliette Beliveau
Germaine Juliette Huet
Rosie Mary Barclay

Gratien Gellinas's (Fridolin) initial effort in the field of legit play production and thesping has been a long time in coming, but the result was worth the wait. Gellinas, who is a product and an interpreter of French Canadian folklore and culture and who has already received some juicy Broadway and flicker bids, has written a play built on the character of a French Canadian draftee which he originally created in his revues of former years.

Title is *Tit-Coq*, the Quebec patois for *Petit-Coq* (Little Rooster). Tho the lead character may on the surface seem to be a trifle dated, actually he is not, since what develops in the three ingeniously constructed acts is a touching story of the draftee's experience, an illegitimate youngster who returns to find his fiancée already married. Gellinas takes this simple, pathetic character and instills in him the soulfulness and frustrations which manifest themselves once he is out of the orbit of military discipline.

Fridolin's thesping is superb and he reveals himself to be a true mechanic of the theater.

While it is true that the play, as it stands now (it is entirely in French), is too sectionalized for outside-of-Quebec consumption, even if it were translated, it is equally true that Gellinas's initial venture at playwrighting and production points up limitless possibilities for putting a fine talent to use. For example, he has taken the technique he used in his past revues (a combination of tableaux and sketches to project his characters) and has used it for sock results, by effective pacing, in his play.

Welcome Doses of Humor

There are drags here and there, and at times the play becomes a trifle too verbose, but Gellinas reveals his adept directorial ability by injecting habitant humor in welcome doses at the right spots.

One other point: the homespun philosophies voiced by the characters never descend to vulgarity, a lesson that some of our more experienced playwrights might well learn.

The acting is strong thruout, with Clement Latour and Juliette Beliveau showing particularly fine talent in their underplaying. Juliette Huet is perhaps a little too restricted in her thesping, while Olivette Thibault is just right in her shading and building of characterization.

The sets and lighting are, as in all Gellinas productions, subtly ingenious. Charles Lazarus.



BROADWAY SHOWLOG

Performances Thru June 5, 1948

Dramas		Perfs.
	Opened	
A Streetcar Named Desire (Barrymore)	12- 3, '47	213
Born Yesterday (Lyceum)	2- 4, '46	984
Command Decision (Fulton)	10- 1, '47	285
For Love or Money (Henry Miller)	11- 4, '47	247
Habimah Players (Broadway)	5- 1, '48	30
Harvey (48th Street)	11- 1, '44	1,518
Heiress, The (Biltmore)	9-29, '47	289
Joy to the World (Music Box)	3-18, '48	92
Man and Superman (Hudson)	10- 8, '47	277
Me and Molly (Belasco)	2-26, '48	116
Mister Roberts (Alvin)	2-18, '48	125
Play's the Thing, The (Booth)	4-28, '47	45
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	95
Strange Bedfellows (Morosco)	1-14, '48	165
Musicals		
Allegro (Majestic)	10-10, '47	275
Angel in the Wings (Coronet)	12-11, '47	203
Annie, Get Your Gun (Imperial)	5-16, '47	860
Ballet Ballads (Music Box)	5-18, '48	23
Brigadoon (Ziegfeld)	3-13, '47	516
Finian's Rainbow (46th Street Theater)	1-10, '47	605
High Button Shoes (Century)	10- 9, '47	276
Held It (National)	5- 5, '48	37
Inside U.S.A. (Century)	4-30, '48	43
Look, Ma, I'm Dancing (Broadhurst)	1-29, '48	148
Make Mine Manhattan (Broadhurst)	1-15, '48	166
Sally (Martin Beck)	1-15, '48	36
OPENED		
Sleepy Hollow (St. James)	6- 3, '48	4
Insect Comedy, The (City Center)	6- 3, '48	4
CLOSED		
Seeds in the Wind (Empire)	5-25, '48	7
Vigil, The (Royale)	Saturday (29) 5-21, '48	11
	Saturday (29)	

Silo Circuit

The Valley Players, Mountain Park Casino, Holyoke, Mass., open their seventh season Monday (21) with *Voice of the Turtle*. Helen Harrelson, John Bryant and Jacqueline Paige are featured. Troupe skeds *Kind Lady* for Monday (28) bill, with Anne Follman in the lead. Season runs 12 weeks thru September 11.

Pawling's (N. Y.) Starlight Theater preems 15th summer session Tuesday (22) with *John Loves Mary*. John Frederick, Thomas Rogers and Peggy Fenn have the leads. Isobel Rose Jones is manager and director.

Stamford (Conn.) Summer Theater gets under way Friday (25) with *Her Higness and the Butler* for a 10-day showing thru July 3. House policy calls for occasional guest stars. Joseph Warren directs for Franklin Trask Productions.

Freddie Bartholomew in *Berkeley Square* opens the Priscilla Beach Theater, Plymouth, Mass., Monday (28). Current 10-week season is playhouse's 12th. Franklin Trask is producer and Tom Knight, Lou Girard and Irene Marmein share staging chores.

Starlight Operettas, sponsored by the State Fair of Texas, opens its alfresco season Monday, (14) at Fair Park Casino, Dallas, with *The Great Waltz*. Follow-up, Monday (28),

Philly Closes Feeble Season

PHILADELPHIA, June 5.—The curtain closing on the 1947-'48 legit season here last Saturday (29) with *Anna Lucasta* on the Locust Theater Stage, gives little rise for optimism as to next season. The one just past not only brought fewer attractions to the four Shubert houses but was also one of the most sluggish at the box office and saw the Shubert interests, for the first time, launching a First Night Club, peddling ducats at \$1 a head in order to fill the house for some attractions on opening night.

While previous seasons saw some 75 to 100 attractions coming in, with almost no dark weeks and usually a fifth indie house to take care of the overflow bookings, the 1947-'48 stanza, which started early (August 11) with *Joan of Lorraine*, put only 55 attractions on the boards. Of these, 25 were revivals or return engagements and 25 were musicals.

22 Pre-Stem Tryouts

Twenty-two attractions made pre-Broadway stands here—10 musicals and a dozen talk-only items. Two of these, *The Big People* and *Bonanza Bound*, gave up the ghost right here, altho there is shop talk that George Abbott may attempt to resurrect *Bonanza* next season. Also among the new musicals, *Music in My Heart* folded on Broadway; six are ensconced on the Main Stem, tho *Hold It* is finding it rough. *Sleepy Hollow* opened last week on Broadway and *My Romance* is held over for next season.

Of the dramas, five did a quick fold on Broadway—*I Gotta Get Out*, *The Last Dance*, *Kathleen*, *The Linden Tree* and *You Never Can Tell*. *Media* closed in New York after a successful run and five others are still on view. Six recent Broadway hits visited—*Joan of Lorraine*, *Another Part of the Forrest*, *I Remember Mama*, *Carousel*, *Harvey* and *The Winslow Boy*. Ten fave operettas paid return visits.

Four Toppers

Most popular at each of the four houses were *Mister Roberts* at the Walnut, *Harvey* at the Locust, *High Button Shoes* and *Make Mine Manhattan* at the Forrest, and *Inside U.S.A.* at the Shubert. *Inside* was the season's undisputed box-office champ, chalking up \$47,000 a week for each of four consecutive and sellout weeks for a grand slam of \$188,000.

Altho the summer finds the legit row tightly shut in face of two major political conclaves and other convention crowds storming the town for the hot season, there is still a possibility that the Shuberts will light up the air-cooled Forrest in June or July for a return engagement of *Oklahoma*. If plans jell, the New York company will make the trip here.

skeds *Anything Goes*. Included in summer rep are *One Touch of Venus* and *Bloomer Girl*, getting an outdoor production for the first time. Starlight's production budget this year is \$320,000.

Hazel Dawn emerges from retirement to co-star with daughter, Hazel Dawn Jr., Monday (28) in Newport (R. I.) Casino Theater's opener, *Years Ago*.

Monomy Theater, Chatham, Mass., will reopen Wednesday (30) after a five-year lapse. Producer Mary Winslow has returned to the helm after U. S. Army service from 1943 to 1947. *Papa Is All* is the opening bill. Robert Bardwell and James Truex will split directors' stints over the season.

"Ice Man" Overseas; Dublin Gets It

DUBLIN, Ireland, June 5.—The first European production of O'Neill's *The Ice Man Cometh* unveils at the Gate Theater here Monday (7). Production is by P. J. O'Connor, the Irish playwright. Pat Nolan, fresh from his American tour with the Edwards-MacLiammoir Company, plays the lead.

There will be few professional actors in the cast. The preparation called for three to four weeks of intense rehearsing every week night.

There is a strong rumor that parts of the play have taken extensive cutting because of church objections, but this has not been confirmed.

Book Review:

Blueprint for Summer Theater

One of the most comprehensive guides to operation and management of silo theaters to come along in years is *Blueprint for Summer Theater*, by Richard Beckhard and John Effrat (John Richard Press, \$1.50). It should be a must for the shelves of every producer, whether a beginner or a vet. While primarily professional in slant, it should be required reading also for all young hopefuls with a thesping complex.

Beckhard and Effrat have compiled a completely all-over job of information, and *Blueprint* is exactly what its title represents, a plan for summer theater considered from all elevations. Roughly, it is divided into two sections, the setting up of a hayloft circuit playhouse and the duties and relationships of the personnel which make its operation tick. Everything is there, from the selection of site and equipment to the duties of a summer press agent. An appendix covers a mine of further useful information as to available plays, where to buy equipment, contracts, etc.

Blueprint is on sale at the offices of the American National Theater and Academy (ANTA) at 139 West 44th Street, New York.—Bob Francis.

Broadway Opening

SLEEPY HOLLOW

(Opened Thursday, June 3)

ST. JAMES THEATER

A musical comedy. Book and lyrics by Russell Maloney and Miriam Battista. Music by George Lessner. Book suggested by Nicholas Bela. Staged by John O'Shaughnessy. Dances by Anna Sokolow. Sets by Joe Mielziner. Costumes by David Ffolkes. Musical director, Irving Actman. Orchestrations, by Hans Spieles, Ted Royal and George Lessner. Choral arrangements by Elie Siegmeister. Additional lyrics by Ruth Aarons. Company manager, Joe Moss. Stage manager, Ben Kranz. Press representatives, Karl Bernstein and John L. Toohy. Presented by Lorraine Lester.

Ike.....William Ferguson
Roelf.....Larry Robbins
Mrs. Van Brunt.....Laura Pierpont
Mrs. Van Tassel.....Ruth McDewitt
Mrs. Van Ripper.....Jean Handzlik
Wilhelmina.....Ellen Repp
Mr. Van Brunt.....Bert Wilcox
Mr. Van Tassel.....Tom Holer
Mr. Van Ripper.....Morley Evans
Jacob Van Tassel.....Bobby White
Willie Van Twiller.....Walter Butterworth
Hans Van Ripper.....Alan Shay
Martin Van Hosen.....Richard Rhoades
Stuyveling Van Doorn.....Lewis Scholle
Teena.....Doreen Lane
Hilda.....Robin Sloan
Greta.....Sylvia Lane
Brom (Bones) Van Bront.....Hayes Gordon
Katrina Van Tassel.....Betty Jane Watson
Hendrick.....Ward Garner
Eva.....Mary McCarty
Luther.....Russell George
Ichabod Crane.....Gil Lamb
Annie.....Margery Oldroyd
Lena.....Peggy Ferris
Nick.....Franklin Wagner
Piet.....Shaun O'Brien
Balt.....Ray Drakeley
Walt.....James Starbuck
Chris.....John Ward
Bertha.....Margaret Ritter
Margaret.....Jo Sullivan
Elizabeth.....Kaja Sumdsten
Jenny.....Ann Dunbar
Mr. Van Hooten.....Ken Foley
Joost.....John Russell
Conscience.....Ty Kearney
Indian.....Kenneth Remo
Cotton Mather.....William Mende
The Lady From New Haven.....Dorothy Bird

DANCERS: Aza Bard, Clara Courdery, Ann Dunbar, Kate Friedlich, Salda Gerrard, Carmella Guitierrez, Margaret McCallon, Kaja Sumdsten, Alex Dunaeff, Don Farnworth, Jay Lloyd, Remi Martel, Joseph Milan, Shaun O'Brien, Franklin Wagner, John Ward.

SINGERS: Iona Albok, Joan Barrett, Peggy Ferris, Deda La Petina, Margery Oldroyd, Margaret Ritter, Janice Sprel, Jo Sullivan, Ray Drakeley, William Ferguson, Ken Foley, Russell George, Vincent Lubrano, William Mende, Larry Robbins, John Russel.

CHILDREN: Walter Butterworth, Doreen Lane, Sylvia Lane, Richard Rhoades, Lewis Francis Scholle, Alan Shay, Robin Sloan.

SONGS: "Time Stands Still"; "I Still Have Plenty To Learn"; "Ask Me Again"; "Never Let Her Go"; "There's History To Be Made"; "Here and Now"; "Why Was I Born on a Farm?"; "If"; "My Lucky Lover"; "A Musical Lesson"; "You've Got That Kind of a Face"; "I'm Lost"; "Goodnight"; "The Englishman's Head"; "Pedro"; "Ichabod"; "Poor Man"; "The Things That Lovers Say"; "The Grey Goose."

Washington Irving's saga about the schoolmaster and the headless horseman may have suggested to Nicholas Bela a ripe idea for the plot of a musical. It must have, because a lot of competent people got mixed up in the enterprise. However, what has come out of the notion via a book by Russell Maloney and Miriam Battista suggests that Ichabod Crane and his Dutch pals might better have been left in Mr. Irving's *Sketch Book*.

Not even some ear-appealing ballads by George Lessner, splendidly delivered by Betty Jane Watson and Hayes Gordon, nor occasional winning clowning by Gil Lamb, nor some expert stepping by James Starbuck and Dorothy Bird, can make *Sleepy Hollow* seem other than a cumbersome, drowsy operetta—which gets progressively drowsier as the evening wears on. Perhaps, if the Maloney-Battista combo had elected to tell its yarns in terms of pure fantasy, results might have been better. But as matters are at the St. James, *Hollow* meanders its literal way, punctuated by song cues and some not too imaginative dance patterns by Anna Sokolow. The only two contributors not bogged down by the script are Jo Mielziner and David Ffolkes, who are responsible, respectively, for the sets and costumes.

Gil Lamb is excellent casting as the

"Jim Crow" Upheld; Belasco Bids Called

WASHINGTON, June 5.—Court approval of the National Theater's Jim Crow policy and the calling of bids for the lease of the Belasco Theater highlighted local legit activity this week.

Municipal Court Judge Frank H. Myers dismissed a suit filed by a Negro who had been refused admission to the National. The judge ruled that the Civil Rights Act of 1875, under which the suit was filed, was held unconstitutional by the Supreme Court in 1913 and has had no standing since 1913. Counsel for the Negro had argued that the high court had not passed on the act as it affected Washington, but this contention was rejected by Judge Myers.

Terms for the lease of the Belasco include restrictions which may inhibit theatrical interests from bidding. Tho the lease would run for 10 years, the government reserves the right to take over again on a year's notice if it gets funds to build a new Treasury annex on the Belasco site. The prospective lessee must furnish his own equipment, heat and light, as well as permit the Treasury to use two floors and the basement for the storage of files.

In announcing the conversion of the National Theater, Marcus Heiman stated that he had accepted the challenge of Actors' Equity to either change the policy on segregation of the theater or go out of biz, deciding upon the latter.

City Center Adds Internat'l Theater

NEW YORK, June 5.—The International Theater now will be under the direction of the City Center here and will present an expanded program of legit, dance, opera and other cultural entertainment in the fall. The theater was donated by the Marquis De Cuevas, because he recognized the artistic achievements of the City Center and wished to aid in their betterment.

Plans for the house are nebulous. Not only will legit probably be moved here from the City Center, but the theater will also become a sort of Carnegie or Town Hall, presenting single singing attractions and other things that there wasn't room for otherwise.

The International cannot be used during the summer because of lack of air conditioning and has only been donated till January, 1949, but there seems to be a good chance it will stay in the City Center's possession if the producing group does well with its presentations.

lanky schoolmaster, and when he has an opportunity to slip in a few of his old vaude twists, things move apace. Betty Jane Watson puts plenty of flirtatious appeal into her Dutch heroine and is tops vocally. Hayes Gordon makes a robust, dumb hero with a fine voice. When they solo or get together on such tune items as *Here and Now*, *I'm Lost* and *Things That Lovers Say*, nobody can have a complaint. Ward Garner and Mary McCarty do well, too, by a specialty number, *You've Got That Kind of a Face*. But in between, none of them can hurdle the interludes of a long and tedious book.

It is all too bad. A lot of effort has gone into *Hollow*—not to mention expense. Mielziner's sets are off his best drawing board and ditto goes for Ffolkes's colorful costumes. The whole huge cast strives magnificently to keep it on a gay and handsome plane. But *Hollow* does nothing to advance the cause of Hudson Valley legend. Nor is it going to advance its own, so far as Broadway is concerned.

Bob Francis.

Out-of-Town Opening

AULD LANG SYNE

ST. LOUIS MUNICIPAL OPERA

(Opened Thursday, June 3)

A musical. Book by Hugh Abercrombie. Music composed and arranged by Henry Sullivan. Conductor, Edwin McArthur. Staged by Robert Perry. Stage manager, Rudy Brooks. Production manager, John Kennedy. Presented by the St. Louis Municipal Opera.

Robert Burns.....Brian Sullivan
Jean Armour.....Gloria Hamilton
Tam O'Shanter.....Bob Jarvis
Poosie Nansie.....Louise Kirtland
Duchess of Gordon.....Elizabeth Watts
Jennie Wilson.....Ione Haals
Clarinda.....Lucile Cummings
Highland Mary.....Sydna Scott
Holy Willie.....James MacColl
Dr. Blacklock.....Edwin Steffe
Souter Johnny.....Walter Burke
Gavin Hamilton.....Leslie Barry
Gilbert Burns.....Jerome Thor
James Armour.....Byron Russell
Specialty Dancers
James Jamieson and Sonia Wojcikowska

Municipal Opera, St. Louis's open-air summer theater, opened its 30th consecutive season with the world premiere of *Auld Lang Syne*, a colorful and enchanting musical romance on the life of Robert Burns. Supported by the Municipal Opera's 50-piece orchestra under the baton of Edwin McArthur, the lavish musical was received with thunderous applause by an audience of 7,500.

Brian Sullivan, Metopera tenor, and Gloria Hamilton, soprano, played the leads and took nine curtain calls.

John Murray Anderson, Broadway producer-director, caught the play for possible presentation in New York next fall. Anderson said he was "much impressed" with it and praised Municipal Opera's production staff for a job "amazingly well done."

The show features specialty dancers James Jamieson, on leave from the cast of *Brigadoon*, and Sonia Wojcikowska. They are supported by a dancing chorus of 39 fems and eight males, backed by a mixed vocal chorus of 60. A total of 33 song numbers are included in the two-act-10-scenes production.

Syne will be presented nightly thru next Sunday (13). It will be followed by *Venus in Silk* and nine other musical plays.

Abie Morris.

Detroit Barn Opens June 28

DETROIT, June 5.—Will-o-Way Theater, an air-conditioned apple barn, will be opened June 28 for a 10-week season of silo stock, according to William Merrill and Richard Charlton, who headed the Detroit Stage, Inc., season at Detroit Music Hall last summer. The Will-o-Way, owned by the Merrill family, was used for two summer theater seasons before the war. A sked of five productions, to run two weeks each, is being worked out. It is understood the company will not bring in major stars because the 300-seat limit makes such bookings impractical.

ROUTES Dramatic and Musical

Anna Lucasta (Lyric) Allentown, Pa., 9-10;
(State) Elmira, N. Y., 11-12.
Annie, Get Your Gun (Opera House) San Francisco.
Blossom Time (Studebaker) Chicago.
Burlesque (Shubert) Boston.
Brigadoon (Philharmonic) Los Angeles.
Carousel (Lyceum) Minneapolis.
Harvey (Geary) San Francisco.
Harvey (National) Washington.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Life With Mother (Cass) Detroit.
Lady Windermere's Fan (Auditorium) Fresno, Calif., 10-11; (Auditorium) Sacramento, 12.
On Approval (Selwyn) Chicago.
Oklahoma (Opera House) Boston.
Oklahoma (Biltmore) Los Angeles.
Private Lives, with Tallulah Bankhead (Curran) San Francisco.
Show Boat (Shubert) Chicago.
Winslow Boy (Savoy) Hamilton, Ont., Can., 9;
(Erlander) Buffalo, 10-12.

Lee Shubert Offers Minstrel Show Plan For Golden Jubilee

NEW YORK, June 5.—Lee Shubert has suggested holding a minstrel show at the Grand Central Palace, with famous personalities appearing each night as the theater's part in the city's golden jubilee celebration to be held this summer here. This, he claims would be more appropriate than other more conventional presentations.

Meanwhile, the previous idea of doing plays in the parks on portable stages seems to have gone down the drain. The consent of Robert Moses is needed for this idea, and it doesn't seem to have been forthcoming. In addition, the city would have to put up the initial capital of 50G to get the scheme started, and there doesn't seem to be any disposition to do that.

Chorus Equity Elects An Uncontested Slate

NEW YORK, June 5.—Chorus Equity (CE) members at the meeting held at the Hotel Capitol Friday (4), elected the entire uncontested slate of nominees presented to them by the nominating committee of the union. For one-year terms, Paul Dullzell was chosen chairman of the executive committee, and Ora Leak, recording secretary of CE. Selected for three-year terms on the executive committee were Clara Cordery, George Bockman, Gloria Harrington, Mimi Kelly, Rebecca Lee, Kathleen O'Brien and Geoffrey Warren. The latter was also picked as Actors' Equity council representative until 1953. Brayton Lewis will be on the council until 1951.

Pact negotiations with the League of New York Theaters start August 15, and much of the discussion at the meeting was centered about contract changes to be submitted to the council.

"Okla." for South Africa

JOHANNESBURG, South Africa, June 5.—Philip Levard, producer for African Consolidated Theaters, Ltd., has completed negotiations in London for a Christmas holiday production of *Oklahoma* here, as well as a follow-up with *Annie*, *Get Your Gun*. Latter skeds a local unveiling during first half of 1949.

Levard has left for the United States to line up principals for both shows. Supporting casts will be recruited locally.

For review of *The Insect Comedy*, which opened at the New York City Center too late to be included in this section, see Page 4 of this issue.

SEALED PROPOSALS will be received by the Federal Works Agency, Washington, D. C., up to 2:00 o'clock, P.M., Eastern Daylight Savings Time, July 1, 1948, and then opened publicly, to lease the Belasco Theater Building, Washington, D. C., except the fifth floor, that portion of the fourth floor containing approximately 2,125 sq. ft. and located immediately in front of the storage loft over the stage, and that portion of the basement containing approximately 700 sq. ft. and lying south of the main south wall of the building, which are reserved to the United States and to which there are direct means of access from the adjoining Treasury Department Annex No. 1 for a term of years, commencing on September 1, 1948, and ending on August 31, 1958: PROVIDED that if the Congress shall appropriate funds for the construction of a new building on the site of the Belasco Theater Building during the term of the lease, the Government shall have the right to cancel the lease on one year's notice in writing; PROVIDED FURTHER that at the expiration of the first five years of the term of the lease, the Government shall have the right to cancel the lease for any cause whatsoever on one year's notice in writing. All proposals must be accompanied by the required deposit and must be submitted on the form of proposal which may be obtained in Room 7023 of the Federal Works Agency Building, 19th and "F" Streets, N. W., Washington, D. C. The Federal Works Agency reserves the right to reject any or all proposals and to waive any informality in proposals received when such rejection or waiver is in the interest of the United States. If more than one proposal be offered by any one party, by, or in the name of his or their clerk, partner, agent, or other person, all such proposals may be rejected. Prospective bidders may view the property by appointment only by calling Executive 4900, Branch 3727, or by addressing a letter to the Commissioner of Public Buildings, Washington 25, D. C. PHILIP B. FLEMING
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Drive-In Building Expansion Hits Hartford, Conn., Area

HARTFORD, Conn., June 5.—There's been a huge building expansion in the outdoor theater field in the Hartford territory in recent weeks, with the Turnpike Drive-In Theater Corporation, Newington, Conn., opening its 800-car capacity Pike Drive-In in that town under management of Joseph Doglin, who has been identified with the film industry in Hartford for many years. Robert Gloth is company president.

The Boston Road at Stoney Hill, Mass., has a new open air theater, called the Parkway, with a capacity for 800 cars. It is operated by a corporation headed by David J. Willig, Nicholas Zeo Jr., and Mrs. Mary E. Millea.

Albert Bernstein, president, Bristol Live Stock Company, Bristol, Conn., has plans for a drive-in theater in the Bristol area. Owen Holmes and associates of Springfield, Mass., have opened the recently completed Sundown Drive-In Theater, at Westfield, Mass., with Ed Harrison as general manager. Airdrome Amusement Cor-

Western Move Nets Biz for Jewell-Harris

HENRIETTA, Tex., June 5.—Jewell-Harris Players, who have been running into much rain and inclement weather generally, registered a good trip on their first long jump of the season into established Western territory, Trixie Maskew reported here.

Mr. and Mrs. Red Cogburn closed with the show in Talco, Tex., while Mr. and Mrs. Clarence Auskings joined in Paris, Tex.

Among visitors at Talco, Tex., were Pearl and Bob Lathey and Rosalie and Collie.

poration has announced plans for a Milldale, Conn., drive-in.

The Airdrome Amusement Corporation has as interested parties Fred Quatrano and Murray Holstein, Philip C. Cahill of Wethersfield, Conn., and Louis Gloth, of Hartford, and others are planning to erect an open air theater at Wolcott, Conn. Car capacities of the Bristol, Milldale and Wolcott projects have not yet been revealed.

ANFA's First Regional Meet Set for Cincy

CINCINNATI, June 5. — Allied Non-Theatrical Film Association (ANFA) has completed plans for a series of regional meetings, first of which will be held in the Netherland Plaza Hotel here, June 25-26, Jack Carter, president, announced this week. Alan Twyman and Ralph Haile, local co-chairmen, will be in charge of the event, Carter said.

Meet will get under way June 25 with screenings and discussions of newly released films of interest to religious, retail and civic groups. Another session will be devoted to discussing with ANFA officials methods and plans which will aid the industry as a whole. Dr. Glen Burch, newly appointed executive director of the film council of America, will attend the meeting, Carter said.

The dinner opening night will feature prominent film library representatives who will report on ANFA's new program plans. ANFA, in cooperation with local clubs and organizations is making a survey of present and potential film users in the local area, the results of which will be tabulated and presented at the meeting the final day.

Last-day confabs also will feature 16mm. films and subjects to be discussed include *How We May Keep Pace With Our Rapidly Growing Industry and Improvement of Film Library Operational Procedures and Sales Promotion.*

Strickland Tour Winner; Western Can. Dates Set

ALBANY, Mo., June 5. — W. J. Strickland, who has been presenting a four-people flesh org in this sector, is headed North to play Western Canada dates.

Strickland said that his tour of seven states with his sponsored Minstrel Show proved a lucrative one the past winter.

St. Johns Company Plans Repeat Date For English Group

ST. JOHNS, Newfoundland, June 5. —Bowring Bros., Ltd., owners of a department store and varied other interests, who experimented at financing a 12-week stay of English dramatic stock here last winter, is considering repeating for the coming winter.

The troupe and technicians were brought from the Alexandra Theater, Birmingham, England.

Gelfman Minstrels Do Biz in Spite of Inclement Weather

SOUTH NORFOLK, Va., June 5.—Max Gelfman's All-Star Minstrels came in here last week from a successful engagement in Suffolk, Va. C. E. McPherson, agent, reports that business on the current tour has been fair. Billy Carnell joined recently as stage manager and producer. Unit is currently playing one and three-night stands and despite much rain and several windstorms hasn't missed an engagement.

Frank (Dusty) Tansell and Rags Henderson joined at New Bern, N. C. Staff includes Max Gelfman, owner-manager; Mrs. Gelfman, secretary and treasurer; Billy Carnell, stage manager and producer; Biliken Grimes, assistant stage manager; Roma Johnson, boss canvasman, and C. E. McPherson, agent.

Silas Green Runs Into Bloomer Date At Laurinburg, N. C.

LAURINBURG, N. C., June 5.—Considered among the best Saturday towns in the State, this city failed to live up to expectations for the Silas Green Show here May 22, Leon Long reports. Altho org played to less than 100 patrons, it received good billing here and in surrounding towns, Long said.

Show is using an 11-piece band, Long says, in addition to presenting a good chorus, plot and play under direction of Boney DeLeggs.

Act line-up includes Johnny Huggins, formerly of Lew Leslie's Black Birds; Shorty Harris, acrobat; Boney DeLeggs, musical bottles, and Dinah Scott and Little Sparky, comedians.

Gechie Robison is directing the orchestra.

Boyd Heads for Dakotas

RIPON, Wis., June 5.—A. E. Boyd, who opened his novelty show near here May 3 to good results, is mapping an itinerary which will take him into established territory in the Dakotas.

Gretna Players in Mo. Jaunt

ST. LOUIS, June 5.—Gretna Players, who have been displaying their wares in this sector all spring, will begin a month of one-day dates in Central Missouri, with opening slated for June 8.

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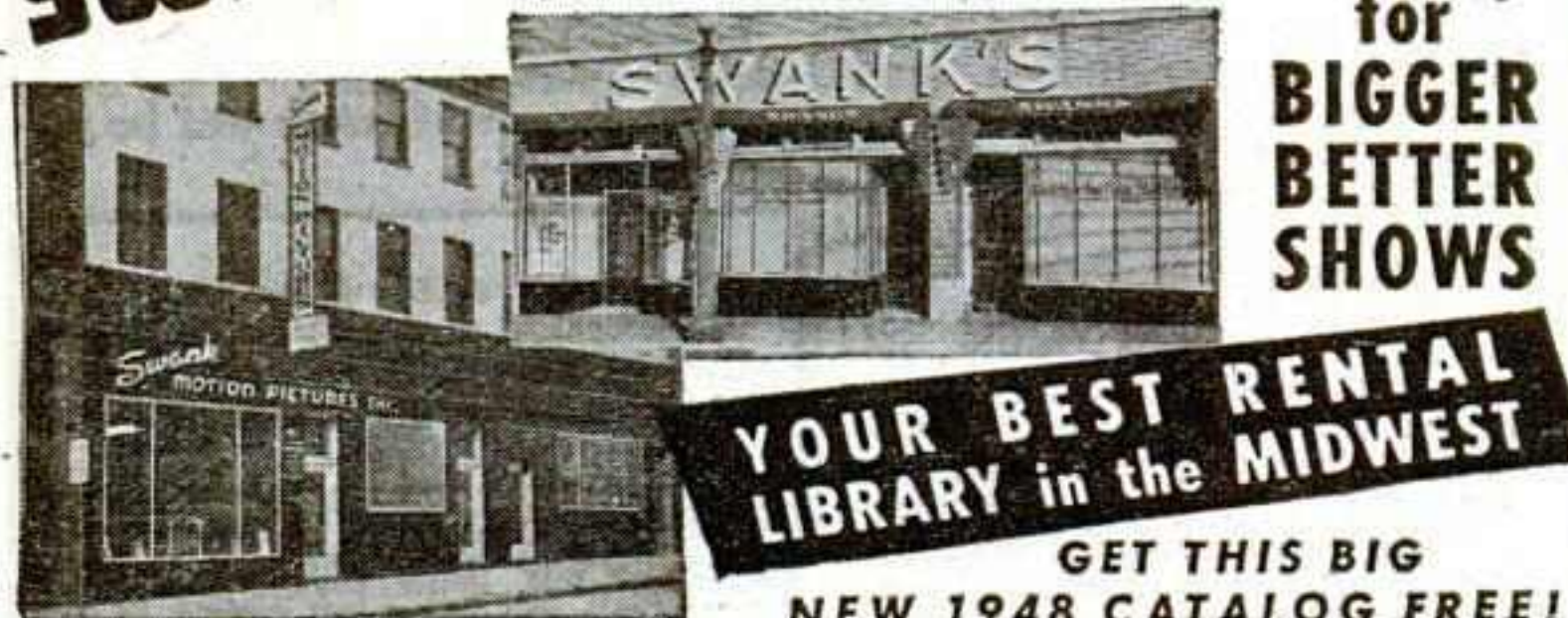
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BISHOP—William C., owner-manager of the Copper State Shows, in Pueblo, Colo., recently. Survived by his widow, Lyda; his mother, Mrs. Jennie Bishop; a sister, Mrs. Gertie Tryon, all of Pueblo, and three brothers, Fred, Perry and John, of Grand Junction, Colo.

BROWN—Richard L., 34, contact man for the Jam Handy Organization, commercial motion picture film producers, in an auto accident at Monroe, Mich., May 22. Survived by his widow and son. Interment in Woodlawn Cemetery, Detroit.

IN MEMORY OF
W. D. (Bill) Bartlett
Died June 8, 1946
"We miss you, Boss"
Chas. & Jane Reynolds

BROWN—Harry, 55, former vaudevillian and booking agent, May 24 in Fort Worth. He began in showbiz with the Dockstader Minstrels and, after several years in vaude, opened a dance school. Some of his pupils were Ginger Rogers, Billy Daniel, Tish Hayes and Renee and Tony DeMarco. His widow, Maydelle, survives.

BRYAN — Alfred Stephen, 70, fashion columnist for *The Playbill*, program magazine for New York legit, June 1 in New Rochelle, N. Y. His career included many years with fashion publications as well as his column in the programs. He signed his articles Beaunash. His widow and daughter survive.

IN MEMORY OF
W. D. BARTLETT
Died June 8, 1946
Although you are gone, you are not forgotten.
Dear friend, you will always remain in my thoughts.
I. W. SHORTY

CAUTIN — Ralph (Specks), 68, ticket seller with circuses for many years, recently. In late years he had been associated with Walter Hohn in the operation of concessions. Burial in Southern Pines, N. C.

COX—Mrs. Emily Young, 77, widow of the former theatrical manager, Walter Montgomery Cox, May 30 in New York. A brother survives.

DALTON—Frank E., 71, founder and prexy of the Dalton Swimming School, May 31 in Bayside, N. Y. He first appeared in this country in swimming exhibitions with his father at the World Fair in Chicago in 1893. Dalton had also lectured on swimming over New York radio stations. His widow, a son and a brother survive.

DECKER—John M. (Happy Jack) Jr., 63, with Art L. Converse's Side Show on the Turner Bros.' Shows, May 26 in Danville, Ill., of a heart ailment. He had also been with the Johnny J. Jones, Rubin & Cherry, Bernardi Greater, Cetlin & Wilson and West's World Wonder shows. Burial in Sanger Cemetery, Danville.

DE MARVAL—Juan Alejandro, 61, Argentine commissioner-general to the New York World's Fair, June 1 in Buenos Aires. He also supervised the Argentine pavillion at the Golden Gate Exposition in San Francisco.

DENNIS—Luther, 72, pioneer balloonist and parachutist, in Franklin, Ind., May 14 of injuries sustained in a fall at his home three weeks previous. He made over 3,000 jumps during 39 years, his first ascension having been at the Franklin (Ind.) Fair in 1898; his last in 1937 while traveling with a troupe called the Jay Gould Million-Dollar Specialty. Survived by his widow, Iva, and two sons, Carl and Earl. Burial in Greenlawn Cemetery, Franklin, May 17.

DOYLE—James L., 86, vet circus trouper, recently in Sarasota, Fla. He was formerly with Barnum & Bailey and the Buffalo Bill shows. Recently he was with the Ringling circus.

EDMUNDSON—Mr., 74, father of

THE FINAL CURTAIN

JIMMY EDMUNDSON (Professor Backwards), May 28 in Jacksonville, Fla.

EISDELL — Hubert M., 67, well known tenor, recently in Petersburg, Ont. He made his debut in 1909 and subsequently appeared throughout England and made several world tours.

FEEK—Earle H., 46, concessionaire, May 31 in Syracuse. During his 30 years in the business he worked with the O. C. Buck, Sheesley and Dodsons shows. He was a member of the National Showman's Association. His widow and two children survive. Burial in St. Agnes Cemetery, Syracuse, June 3.

In Loving Memory of
My Mother

FLORA FINEMAN

Who Passed Away June 6, 1942

Always in our thoughts;

Sadly missed by

DAVE & LINNIE

FRESCOTT—Mrs., 86, mother of Norman Frescott, exec director of the Arena Managers' Association and general manager of *Ice Capades*, May 21 in Cleveland.

GARD—Alex, 48, caricaturist of Broadway, June 1 in New York. He is known for his 500 caricatures of celebrities that hang on the walls of Sardi's restaurant in New York. Other drawings of his appeared in the drama section of the *Sunday New York Herald-Tribune* and in his books, *Sailors in Boots*, *Ballet Laughs* and *More Ballet Laughs*.

HARRIS—Sidney, 61, veteran theater manager, May 28 in New York. He started as Charles M. Dillingham's office boy in 1903 and became his company manager, which position he held from 1905 to 1920. Harris then became house manager of the George M. Cohan Theater, New York. He later served as company manager for *On the Town*, *Kiss and Tell* and *Billion-Dollar Baby*. At the time of death he was house manager of *Look, Ma, I'm Dancin'*. His widow, two daughters, a brother and a sister survive.

HEPBURN—Mrs. Rosamond Sturgis Dixey Brooks, 60, donor of the Tanglewood estate for the annual Berkshire Music Festivals, June 1 in Concord, Mass. She was active in Boston music and drama circles.

JANNEY — Mrs. Reynold, 87, mother of Russell Janney, former legit producer and author of *The Miracle of the Bells*, May 28 in Chilli-cothe, O.

JONES—Alfred, 66, former clarinetist and leader of the St. John, N. B., Imperial Theater orchestra in that city May 21. Survived by a son and daughter.

JONES — Lawrence, former cook-house employee on the World of Mirth Shows, in Bangor, Me., May 30.

LEIB—Fred L., 54, veteran photographer with Ringling-Barnum and Austin Bros.' circuses, Cavalcade of Amusements and various world fairs, in Gridley, Calif., of a heart attack. Body was shipped to Anna, Ill., for interment June 2. A son, Fred, in the navy, and a sister, Ruth Leib, survive.

MEYER—Ethel, cashier at the Capitol Theater, New York, May 28 in New York. She had been employed at the theater for 17 years.

MEYER — Mrs. Rose Previn, 65, concert pianist, who also conducted a program over former Station WRNY, recently in New York. Her husband, Dr. Joseph Henry, son and daughter survive.

MURPHY — Caroline, 45, former vaudevillian, May 28 in Hollywood. Part of the team of Carrie and Eddie, she played all the top vaude circuits. Her husband, Senator Murphy, also a vaudevillian, survives.

OWENS—Arthur, 67, theater supply salesman, recently in St. John, N. B.

RAMSEY—Rutherford H. (Pete), 71, salesman for General Film Company and Paramount Pictures, Detroit, June 1 in Angola, Ind., of a heart attack. Ramsey had also managed the Loop and Cameo theaters in Detroit, and the past four years had been associated with the Brokew Theater Circuit in Angola. Survived by his widow. Burial in Butler, Ind.

RANDOW—Gene, 62, clown with Polack Bros.' Circus Eastern Unit, May 28 of a heart attack in Amarillo, Tex. Survived by his widow, Cynthia; son, Gene Jr., and a sister. Services in Amarillo May 30, with burial in New York.

RAUCH—Al, former vaude performer in the act known as Brisco and Rauch (his wife), May 25 in St. Joseph Mercy Hospital, Pontiac, Mich., of embolism resulting from amputation of a leg. He retired from the stage some 12 years ago and had since been in radio production and sales. Survived by his widow, Olive.

SHARPE—William J., 41, engineer at Station WRNL, Richmond, Va., May 30 at a Richmond hospital. Survived by his widow and two daughters.

Interment in Mount Olivet Cemetery, Denver.

VIANAMOTA—Jose, 80, Portugese pianist, June 1 in Lisbon.

WALSH—William F., 62, veteran tap dancer, May 24 in Lakeland Sanitarium, Blackwood, N. J. In show business 35 years, Walsh had played the Keith, Orpheum, Pantages, Sullivan & Considine and Gus Sun circuits; the Columbia burlesque wheel, and had been with Robie's Knickerbockers and Dumont's minstrels. Survived by six sisters, Mrs. Mary Verdens, Mrs. Nora Greene, Mrs. Katherine Monahan, Mrs. Alice Toal, Mrs. Agnes Meehan and Mrs. Josephine Gallagher, and two nephews, Charles Green and Joe Monahan, who appeared in vaude. Survives and burial in Philadelphia May 29.

In Loving Memory of
Our Dearly Departed Wife and Mother
ANNA VALLANCE
Who passed away June 1, 1946
WALTER VALLANCE, SR.
WALTER VALLANCE, JR.

WEBBER — Florence, 58, former musical comedy leading lady, June 2 in Indianapolis. Beginning her career at 15 in Gus Edwards's *School Days* revue, she later essayed roles in *Naughtly Marietta*, *The Chocolate Soldier*, *The Firefly*, *Robin Hood*, *The Mikado* and *Mlle. Modiste*.

WILLIAMS — Benjamin F., 77, member of the blind men's group, The Columbian Trio, which toured the country extensively 38 years ago, May 16 in West Salem, O.

WILLIAMS—Ruth (Nickie), 25, rodeo stunt rider, in West Los Angeles recently of injuries sustained when practicing her routine.

ZIMMERMAN—John E., 63, former carnival and circus concessionaire, in Hightown, N. J., recently of a heart attack. Survived by a sister, Mrs. Gertrude Neighbor, and a brother, G. W., of Sacramento.

Marriages

BENNETT - GODFREY — Aleon Bennett, radio writer, and Vonne Godfrey, actress, May 27 in Hollywood.

FLOYD-JOHNSON—Bishop (Gunsel) Floyd, concessionaire on the American Midway Shows, and Ruby Johnson May 20 in Arkansas City, Kan.

STIEN-JUSTEN — Jimmie Stien, operator of the Octopus on Twin City Shows, and Jerry Justen, of Aurora, Mo., in Unionville, Ia., May 29.

STEPHENS-MILZ — William P. Stephens Jr., electrician and *The Billboard* agent on the C. A. Stephens Shows, and Dorothy Milz, nonpro, June 1 in Harlan, Ky.

SWIRE-WEAD—Willard Swire, actor now appearing on Broadway in *The Respectful Prostitute*, and Janet Dickson Wead, May 29 in New York.

Births

A daughter, Cathy Elizabeth, to Mr. and Mrs. Robert Burton May 24 in New York. Father is a veepee at Broadcast Music, Inc.

A daughter to Mr. and Mrs. Jack London May 2 in New York. Father is with the theatrical law firm of Jaffe & Jaffe.

A son to Mr. and Mrs. Thurston Macaulay recently in Vienna. Father is news head of the army's Blue Danube network.

A daughter to Mr. and Mrs. Robert M. McGredy May 19 in Arlington, Va. Father is sales manager of WTOP.

A son to Mr. and Mrs. Dick Stabile May 17 in Santa Monica. Father is a band leader.

A son, James Mitchel, to Mr. and Mrs. James Cross at Cedars of Lebanon Hospital, Los Angeles, May 26. Mother is Peggy Ryan, former child movie star; father is a film actor.

DAME MAY WHITTY

Dame May Whitty, 82, internationally known stage and screen actress, died May 29 in Hollywood. Her stage career, beginning in 1881 at the age of 15, included over 100 roles performed on three continents, and her movie roles, which she entered when 72, were numerous.

In early years she was associated with Sir Henry Irving, Dame Ellen Terry and Richard Mansfield. For her services in the Actresses' Franchise League during World War I, she was decorated by the late King George V and given the title of Dame Commander of the Most Excellent Order, the first actress ever to receive such honor.

Her first appearance outside England was with the Opera Comique in Paris, when she played Lucy McCullum in *Our Flat* in 1889. Her American debut was in 1895 in Sir Henry Irving's company, playing the role of Marie in *Louis XI*.

Among her many movies were *Mountain Sylph*, *Quality Street*, *Irene Wycherley*, *The Last of Mrs. Cheney*, *Passing of the Third Floor Back*, *She Stoops To Conquer*, *Harbor Lights* and *The Maitlands*. Her latest movie was *Sign of the Ram*.

A funeral without flowers, held in Hollywood May 2, was attended by seven friends, C. Aubrey Smith, Edmund Gwenn, Herbert Marshall, Boris Karloff, Brian Aherne, Alexander Knox and John Van Druten. At her request, instead of flowers, packages were to be sent thru Co-Operative for American Remittances to Europe (CARE) to England's needy.

Survived by a daughter, Margaret Webster, legit producer, director and actress.

MIDWEST HOLIDAY BONANZA

Takes Augur Huge Season

Eastern spots crimped by weather but rest of nation hits the jackpot

(Continued from page 3)

cially good, even in the spots where crowds were held back by weather. Record throngs were the rule rather than the exception whenever Old Sol favored promoters with his appearance. The 500-mile auto classic at Indianapolis, for instance, had the largest gate in its history. It was much the same for other auto attractions, both big car and midget. In Milwaukee Jimmie Lynch played to a \$19,000 gate in four shows, a new high in still dates for that organization.

Prospects Look Good

Because of ideal weather which ruled the entire Midwest over the holiday period, the brightest picture was painted in that section. As one show owner remarked, "If business over the holiday is any sign of what is to come, those in outdoor business can expect a great season, given a break in the weather. Those three days proved that people are spending for such entertainment as the outdoor business provides, and certainly gross receipts during the period tends to prove that those who talk of money getting tighter are a bit off base."

Parks and carnivals, especially in the Midwest, came thru with glowing reports about the holiday week-end. Parks especially told of bigger attendance and better grosses for the period this year as against 1947. The larger carnivals, for the most part, while all reporting excellent business in the Midwest, failed to come up with concrete figures, but it is significant that operators wore big smiles while declaring "attendance was very good and spending apparently free."

McCaffery Happy, Too

J. C. McCaffery, of Hennies Bros., while not giving any figures concern- (See *Midwest Holiday* on page 70)

\$100 Daily Levy On Midget Races Sought in Mass.

BOSTON, June 5.—The Senate voted Wednesday (2) to impose a \$100 daily license fee on midget auto racing and to place the sport under the supervision of the Department of Public Safety. The proposal will be sent to the House for action.

Sen. Willard A. Ormsbee, sponsor, proposed a \$200 license. Sen. Charles L. Taylor opposed the reduction, calling the measure "the opening gun for pari-mutuel betting on midget racing." Sen. Charles W. Olson denied gambling was associated with the midgets and called it a "clean and daring sport."

The measure also establishes the weight of vehicles at no more than 1,000 pounds to keep out stripped-down stock cars.

Powell Back From Trip Abroad, Gives Lowdown for U. S. Acts

NEW YORK, June 5.—William (Bill) Powell, outdoor showman, arrived in New York Tuesday (1) from Denmark on the Swedish liner Stockholm after a year's tour of Europe during which he visited 14 countries.

Among the countries in which Powell spent considerable time were England, Belgium, France, Denmark, Sweden, Norway, Finland, Lapland, Austria, Germany, Switzerland, Italy, Luxembourg and Monaco.

In all countries, Powell visited practically all of the major indoor and tent circuses as well as most of the big street fairs and expositions. He also took in most of the vaudeville shows and hit the leading night spots.

While most branches of amusements are doing good business in nearly all parts of Europe, there is a definite dearth of good acts and talent. Salaries are not bad, but living

and transportation costs are extremely high, while conditions are far from good, with food still very scarce and not up to pre-war standards.

Red Tape Involved

While American circus, vaude and night club acts would not have undue trouble in landing plenty of work in many countries of Europe, there is little incentive to entice them to make the jump, since it is practically impossible for them to take out money from the majority of European nations. Even where regulations permit taking out part of earnings, the red tape involved is too complicated to make it worth while, excepting, perhaps, for veteran troupers inured to coping with nerve-fraying European bureaucrats.

Powell expects to make another trip to Europe this fall, after visiting friends on the circuses and carnivals playing the vicinity of New York.

Close-Ups:

Charles T. Hunt, Circus Dean, Faces 56th Annual Trek at 75

By Jim McHugh

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

CHARLES T. HUNT, at 75 dean of the nation's circus men, has the further distinction of always having owned his own show since he first hit the sawdust trail back in 1892 when he was only 19. His 56-year career, which three wars, a major depression and assorted occupational headaches failed to interrupt, is still, however, only in the middle period, his conversation and actions indicate. Altho considerable authority has been delegated to his sons, Harry, Charley and Eddie, he remains erect in the saddle and is consulted on all important matters, both in deference to his status as head of the clan and his many years of experience.



CHARLES T. HUNT

Charley, as he is known to thousands of folks in towns he has played for more than half a century, started off to be a lawyer in his home town, Kingston, N. Y. He finished high school at 17, and in accordance with the custom of the times, went into a lawyer's office to read law. He remained 11 months before leaving to spend 13 weeks with the Rivers family on the Barnum show. Viola was billed as the world's greatest somersaulting rider.

"Only riding acts got billing in those days," Charley remembers, before adding, "That visit changed my career."

Charley went home and talked his dad, who was in the hotel business, into financing his initial unit—two teams of horses and six people. His father didn't approve, but it seemed the easiest way to get the circus no-

tion out of his son's head. Never one to tarry on important decisions, Charley, in the fall of 1892, married his childhood sweetheart, who was then 17, two years his junior. "When we returned home at the end of the season, Charley recalls, "my father thought it would be a good time to demonstrate how foolhardy I had been. 'Well, boy,' he said, 'what have you got to show for your work?' (See CHARLES T. HUNT on page 56)

For report on show business in the Oregon flood area, see Page 3 this issue.

Lynch Org in Record Still Date Stands

Scores in Milw., Rockford

MILWAUKEE, June 5.—Jimmie Lynch and His Death Dodgers, motor thrill show, climaxed a successful Decoration Day week-end by attracting 16,000 spectators in four performances at State Fair Park here.

This, coupled with approximately 5,000 who paid \$6,000 to witness the Saturday, May 29, show at Rockford, Ill., Speedway, brought the aggregate for the week-end to \$25,000 gross. This constitutes a record for the Lynch troupe in still date earnings. Mike chores were handled by Jimmie Van Cise, general manager of the Lynch org.

The show received heavy and favorable publicity for its four appearances in Milwaukee, including 13 appearances on local radio stations, and scored at the gate despite stiff competition from a downtown parade, which attracted nearly 100,000, and perfect weather which taxed to ca- (See *Lynch Sets Marks* on page 98)

Mustering Out Fund Pays 38G

Final distribution of money set this month — no response from six men

CHICAGO, June 5.—The final distribution of monies in the Showmen's League of America (SLA) mustering out fund will be made this month, Joe Streibich, SLA secretary, announced this week.

According to Streibich, six former servicemen, entitled to proceeds from the fund, have failed to send in their service records, etc., and therefore haven't received their share. He listed J. H. Owens, Jack Tavlin, Herman Carson, Russell Dennis, John Lillau and Pete Andrish as those from whom no word has come.

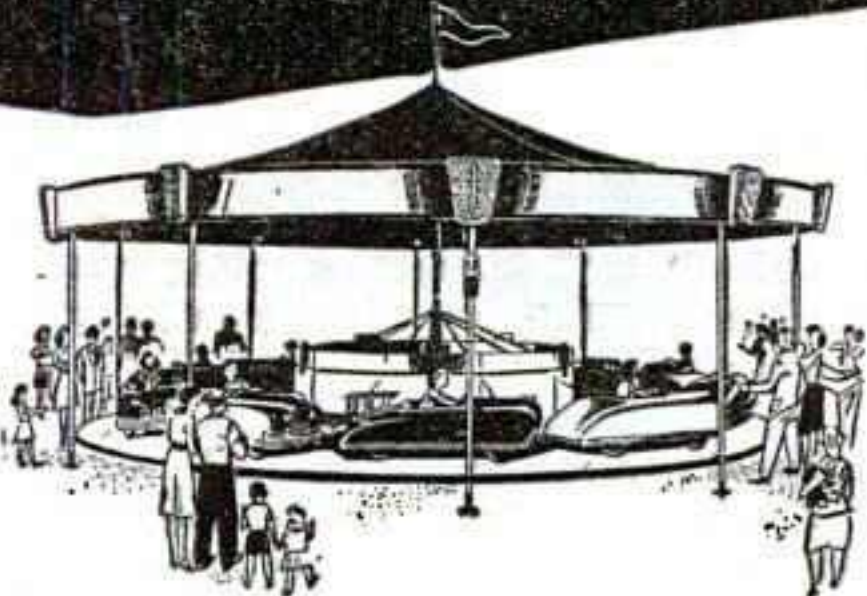
"A sum will be set aside for these men," Streibich said, "and the re- (See *MUSTERING OUT* on page 71)

Water Show

WALTHAM, Mass., June 5.—A "canoe-in" movie theater, new wrinkle in the outdoor show field, will be operated at Maple Cove by Paul Mulvihill, who has been granted a three-month permit by the metropolitan district commission. Mulvihill, who also operates a boathouse, said he would operate June thru August with a screen on the shore and a floating projector in the cove. Only travelogs and sports features will be shown. The cove, in which the water is five feet deep, can hold 500 canoes.

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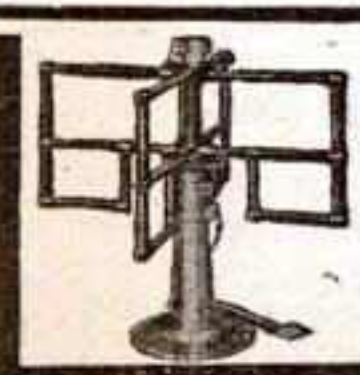
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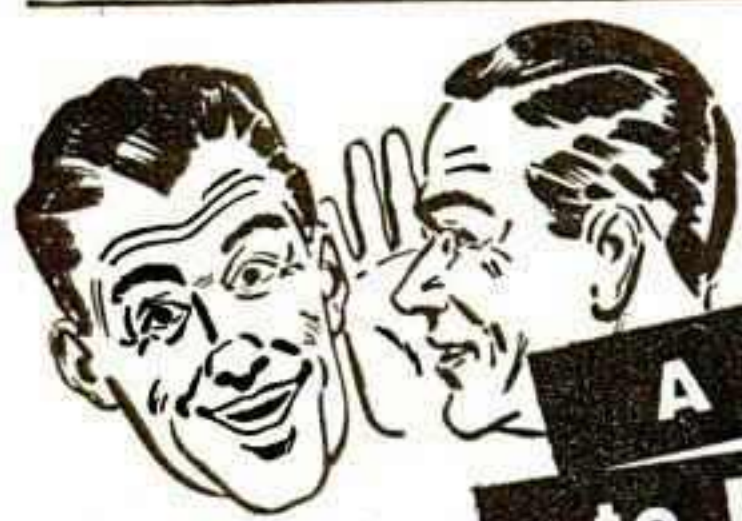
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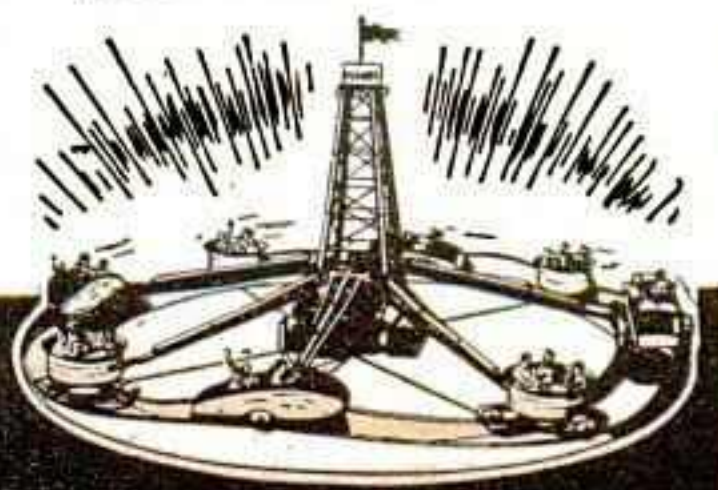
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SPEEDWAY ROUND-UP

Snyder Scores Sweep
CHICAGO—Deb Snyder, Kent, O., driver, scored a sweep over the Decoration Day week-end, winning the 15-lap feature Sunday, May 30, at Cedar Rapids, Ia., and repeating over the same distance the next day at Aurora, Ill.

International Speedways (Al Sweeney-Gaylord White) did some winning, too, as 11,000 jammed Hawkeye Downs for the May 30 event, and 14,000 crowded their way into Aurora Downs Monday. This was the largest attendance recorded at the Aurora oval since a Decoration Day horse racing program 25 years ago.

Al Fleming, Richmond, Va., and Bobby Grim, Indianapolis youngster, finished second and third respectively at Cedar Rapids, with Grim second and Fleming third in the feature at Aurora.

Morrison Killed in Lockport
LOCKPORT, N. Y.—Leland R. Morrison, 40, Rochester, N. Y., was killed Monday (31) when his hot-rod racer overturned on the Niagara County fairgrounds track. No other cars were involved in the accident.

Anderson Cops Stock Race
DOVER, N. J.—Carl Anderson, Arlington, Va., won the feature 25-lap roadster race at the half-mile Dover Speedway track Monday (31).

Legal Question in S. C.
COLUMBIA, S. C.—The legality of Sunday stock car races in adjoining Lexington County, where the new Columbia Speedway is located, is under question.

A 1941 State law permits paid Sunday amusements in cities and counties which had wartime military establishments, the permission to extend until two years after the war. As yet, Congress has not declared the war ended. However, the point in question is whether the closing of a military base also automatically ends the Sunday permit for the affected area. Lexington County had an army air base that is now inactive.

Rain Nixes Cherry Park
AVON, Conn.—Rain washed out the Cherry Park midget program scheduled for May 30.

7,500 See Tappett Win
WEST SPRINGFIELD, Mass.—Ted Tappett, Manhasset, L. I., won the 100-lap Memorial Handicap at the speedway May 29 before a crowd of 7,500.

Rice Cops Feature
WEST HAVEN, Conn. — George Rice, Milford, won the 25-lap feature midget race at the local track May 27.

10,000 at Des Moines
DES MOINES—Some 10,000 spectators witnessed the first Decoration Day auto races at the Iowa State Fairgrounds under direction of John



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Sloan. Des Moines Shrine sponsored the event. Wally Stokes, of Cleveland, won the three major events to remain undefeated this season. He took the 10-mile race in 8:23.71 and also won the time trials, setting a new record of 25.52.

Oakes Wins Balboa Debut

SAN DIEGO, Calif.—Danny Oakes, Los Angeles, captured the 50-lap main event as midget auto racing made its 1948 debut in Balboa Stadium here Decoration Day before 25,000 fans. Troy Ruttman, Ontario, Calif., was second, Bill Cantrell, Los Angeles, third.

\$2,000 Hot Rod Payoff

GARDENA, Calif.—Dempsey Wilson, from Arizona, nabbed the 500-lap CRA championship roadster race at Carrell Speedway here May 29 before 15,000 spectators. He received \$2,000, largest payoff purse in local hot rod racing history. He negotiated the 250-mile course in four hours flat. He was followed in this order: Ed Barnett, Puffy Puffer, Jess Pompa, Dick Hughes, Lou Figuaro and Frank Daniels. Only 15 of the 33 starters finished.

Minyard Scores Double

ROSCOE, Calif. — Hal Minyard scored a double midget auto race victory May 28 at 5-H Speedway here when he won both 10-lap semi-main and the 20-lap feature. Warren Sorenson finished second in the main, and Joe DeHarte was third. Trophy dash honors went to Dick Ugen.

Sennett Oakland Victor

OAKLAND, Calif.—Bud Sennett, Los Angeles, won the 30-lap main event of the big car races here Decoration Day before a crowd of 5,700. Marvin Faw was second and Tex Peterson, third. Buck Whitmer won the 12-lap semi-wind-up, while Sennett copped the trophy dash. Heat winners were Lennie Low, Faw and Whitmer.

Young Wins at L. A.

LOS ANGELES—A crowd of 10,000 midget auto racing fans cheered Karl Young to victory in the 75-lap feature event at Gilmore Stadium here May 27. Taking the lead on the 33d lap, Young finished a half lap ahead of Troy Ruttman, with Joe Garson winding up in third spot. Semi-main was copped by Bill Brereton and Billy Cantrell nabbed the trophy dash. Heat winners were Ray Crawford, Cal Niday, Ruttman and Don Farmer.

Lamoreaux Wins Five

LOS ANGELES—Lammy Lamoreaux racked up the whole works at the Lincoln Park motorcycle races May 26 when he won each of the five races he entered. Lamoreaux won the four-lap feature, with Don Fera and Royal Carrol trailing in that order. He also collected the handicap final, a 5-star final, one-lap handicap and the handicap semi.

Tracey Triumphs

HUNTINGTON BEACH, Calif.—Jockeying from wire to wire, Dan Tracey copped the 50-lap pre-Decoration Day sweepstakes for his second hot rod main event victory at the speedway here May 28. Bud Gregory finished second and Ed Ball third. Mickey Davis won the semi-main, Colby Scroggins took the trophy dash and Grant Lumbert nabbed the consolation race. Heat winners were Davis, Don Nicholson, Tracey and Dick Vineyard.

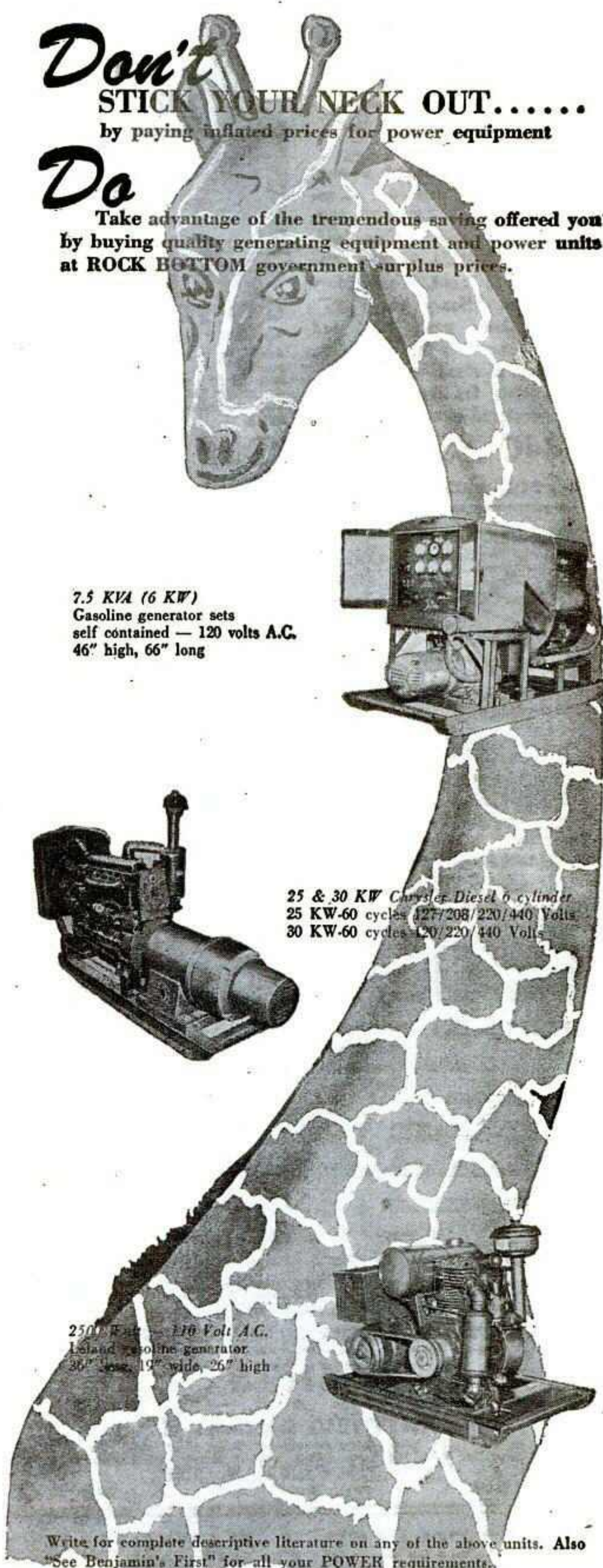
Rice Paterson Winner

PATERSON, N. J.—George Rice, Milford, Pa., won the 25-lap midget auto feature at Hinchliffe Stadium Tuesday night (1). Bill Schindler, Freeport, L. I., was second, and Rex Records, Stamford, Conn., third.

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Beam Thrillers Chalk Red One On Cincy Stand

CARTHAGE, O., June 5.—Bucking the opposition of a Red-Cub double-header baseball game and with Decoration Day week-end giving many an excuse to blow town for the two-day holiday, B. Ward Beams World Championship Auto Daredevils still managed to stow away a red one in a single performance at the fairgrounds here Sunday afternoon (29).

Ideal weather and a bang-up publicity campaign aided the draw and well before show time the 3,500-seat grandstand was jammed to capacity, with an overflow of some 1,500 spread out over the north and south ends of the grounds.

The smooth-running two-hour performance of 28 acts was emceed by Beam, with Dick Sullivan, org's p.a., tossing in the local credits for publicity and co-operation. Show was sponsored by the Guth Brothers Post No. 111, American Legion, Lockland, O.

This date was Beam's second stand of the season, having opened in Muncie, Ind., Friday night (28), where business was reported good. Next date for Beam is the Rubber Bowl, Akron, next week.

Driver line-up included Jimmy Baker, Hollywood; Lucky Carl, Reading, Pa.; Jackie Cornell, Lorain, O.; Bob Kelley, Huntington, W. Va.; Jack Hutchinson, Bill Fazig and Eddie Woltman.

Comedy relief was handled by two former circus clowns, Jeff Murphee and Smokey Rouse.

Bob Kelley was the only casualty of the show, suffering a deep cut on his left forehead when his car, after hurtling over the bus jump, veered to one side and caroomed off the concrete stage and buried itself in a row of old cars.

Flackery Potent
Dick Sullivan, tub-thumper for this event as well as several other Midwestern and New England dates for Beam, turned in a bang-up job here with press, radio and television. Sullivan, in addition to cracking the local dailies with stories on the Beam thriller, made virtually every feature column on the three Cincy dailies. In addition, he wheedled considerable free radio time from three local stations, and made a tie-up with WLWT, which had the latter station televising the Sunday afternoon performance. During the wrestling matches at Parkway Arena Friday night (28), Sullivan crowned Mildred Burke, fem wrestler, "Queen of the B. Ward Beam Daredevils."

Sullivan, who operates his own flack firm in Boston, hopped from here to the Hub to begin advance flackery on the Shrine Circus to be held July 19-24 at Narragansett Park, between Pawtucket, R. I., and Providence. The event, being produced for the 25th year by J. C. Harlacker, Providence showman, will use acts set by Al Martin, Boston booker.

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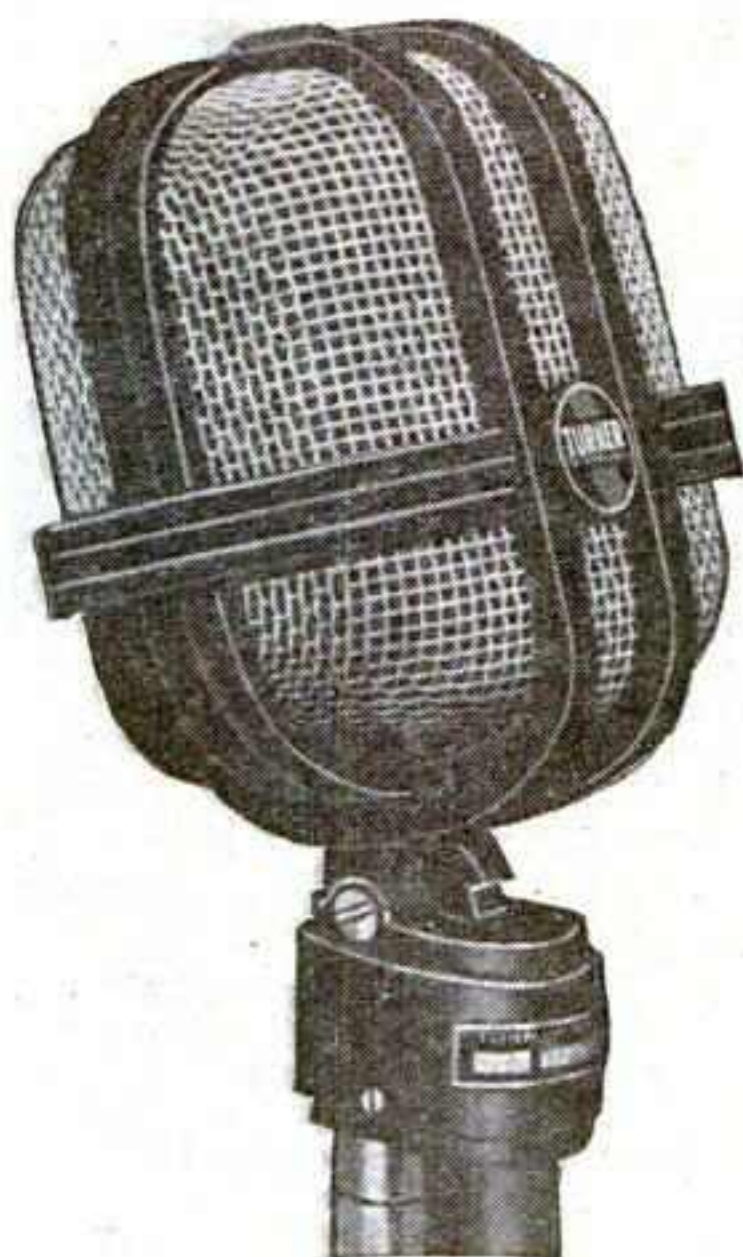
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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling 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

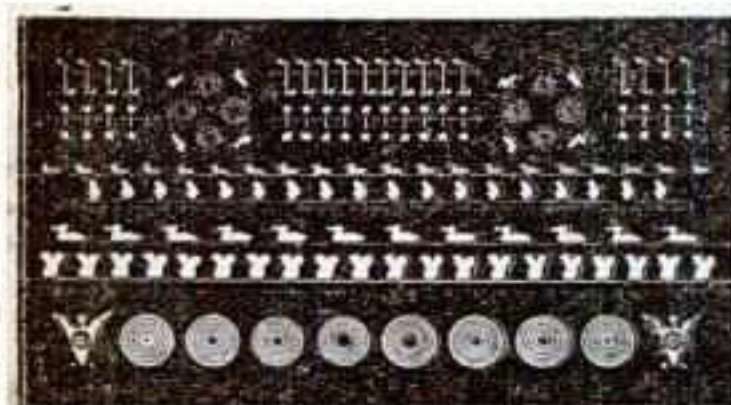
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Replacements, Numbered Balls, Ea. . . .58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
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3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M . . . 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, Each10
Cardboard Strip Markers, 10 M for75
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Red or Green Plastic Markers, 1/4, Squares, Round or Scalloped, \$2.50 M; 1/2 the Size \$2.00 M

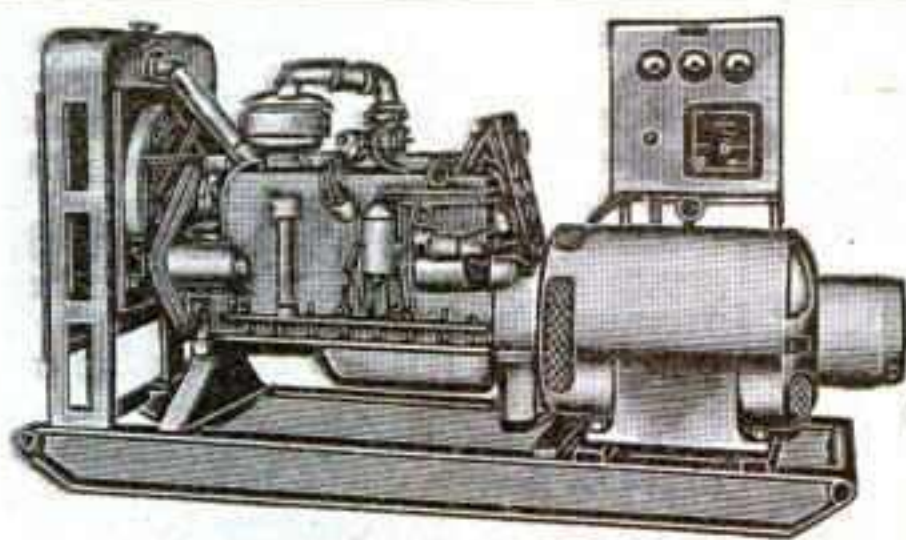
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Jersey Resorts Drew 4 Million '47 Vacationists

ATLANTIC CITY, June 5.—New Jersey's resorts were hosts to over 4,000,000 vacationists last summer, it was revealed by the New Jersey Council, State promotion bureau, following a survey of resorts. In checking resort attendance, the report showed that 3,686,000 persons vacationed at the seashore resorts alone, as distinguished from the many mountain resort places, staying an average of 12 days each.

Noting that 85 per cent of these visitors were reported as coming from other States, Charles E. Erdman, commissioner of the council, pointed out the importance of resort business to New Jersey's economy. This report, he said, dramatizes the influx of new money into the State. "With over 4,000,000 persons coming to our resorts last year," he added, "it is plain that New Jersey received a sizable sum of money directly in the form of gasoline, beverage, racing and other taxes. Also from the residents of our State in all counties here for accommodations, services, amusements, food and other items."

Beaches Most Popular

On the basis of the surveys conducted by the New Jersey Council, it is reported that the seashore points handled 80 per cent of the State's resort business. The council uses the 3,500,000 attendance at the seashore last summer to suggest that an additional million visitors vacationed at New Jersey's inland mountain resorts. The seashore resort officials break down their attendance estimates as follows: 350,000 visitors averaging eight-days stays; 1,340,000 visitors averaging two weeks, and the remainder of 3,686,000 averaging two days each.

The survey indicated that the character of resort trade differs somewhat in the State's four ocean-front counties. Officials of Monmouth County estimates 29 per cent of their visitors came from out-of-the-State; Ocean County, 80 per cent; Atlantic County, 95 per cent, and Cape May County, 85 per cent. The various resort towns differed widely in proportion of out-of-State visitors, with estimates ranging from 5 to 95 per cent.

In making an inventory of accommodations, the New Jersey Council found that over 700,000 persons can be accommodated overnight at the seashore resorts. Taking account of accommodations inland, the council estimated that over 1,000,000 visitors are housed within the State at one time when all the resorts are filled.

Greyhound Racer Ruled Skill Game

MINEOLA, L. I., N. Y., June 5.—Justice Francis Hooley, of the Supreme Court, ruled May 28 that the Greyhound Racers were not games of chance but games of skill. Philip Huntington, assistant district attorney, had voiced the same view.

Huntington gave a demonstration in court to show that he could bring the hound across the finish line much faster than the unpracticed detective assigned to the district attorney's office.

"I'm glad to see the district attorney's office is willing to call a game a game of skill when it is," Hooley said. "In most places nowadays, all machines are condemned if they look anything like the conventional pinball machine."

It was agreed that there is nothing wrong in giving the winner an award so long as there is no gambling involved.

The ruling was sought by Greyhound Enterprises, Inc., game manufacturers, after District Attorney James N. Gehrig charged last year that it was a gambling game.

Reading Fair, Park Face 10% Tax Bite

READING, Pa., June 5.—The suburban school districts, seeking added tax revenue, slapped on amusement admission levies that will take an extra bite out of the Reading Fair, Carsonia Amusement Park and other commercial amusement enterprises staged in the outlying districts.

Muhlenberg township school board finally decided to go thru with a 10 per cent tax on all amusement admissions, taking effect in mid-June. The district includes the Reading fairgrounds. In addition to the eight-day Reading fair there are circuses, rodeos, auto racing and other special events on the fairgrounds for the greater part of the year, with the result that the township anticipates the tax will bring in \$71,000 or more a year.

Exeter Township School district, a short distance east of Reading, also hits the gravy train in imposing an amusement tax of 10 per cent in that most of Carsonia Amusement Park, the biggest Reading suburban amusement enterprise, lies in the district. The tax also getting into swing by mid-June means that every ticket sold for the park's bathing pool, its 2,000-capacity ballroom, lake and various midway concessions will carry the ticket tax. In addition, numerous tent shows are booked here in season.

Westboro Track Sues To Restrain BSMRA

BOSTON, June 5.—Allied Sports Association, Inc. (ASA), owners of the Westboro midget track, alleged in a suit filed in Suffolk Superior Court May 27 that officials of the Bay State Midget Racing Association (BSMRA) threatened to "throw steel jacks on the racing track and to stone cars of visiting drivers other than members of BSMRA."

The ASA, in the equity petition, requested that the court temporarily restrain the car owners, drivers and mechanics of BSMRA from picketing auto races at Westboro, from intimidating employees or patrons of the track, or from interfering with the conduct of the plaintiff's business.

The suit, which grew out of long expected trouble between BSMRA and owners of the seven big tracks (*The Billboard*, May 29) also asked an assessment of damages caused by picketing BSMRA members.

Judge Frank J. Donahue ordered a hearing for Thursday (10).

Cut in 20% Fed. Tax At Gate Depends on Foreign Situation

WASHINGTON, June 5.—Prospects for a reduction in the excise tax on admissions to outdoor shows in the next session of Congress are extremely uncertain, despite mounting demands for such action by legislators.

Some half dozen bills cutting the federal admissions tax to 10 per cent have been buried for the current session by the House Ways and Means Committee, while one House-approved measure exempting non-profit agriculture fairs from the levy will finish out this session in the pigeon-holes of the Senate Finance Committee.

The future of a cut in the admissions levy is tied in with the foreign situation. Chief reason for failure of Congress to approve a reduction this year is the heavy commitment for armaments and European relief. Because of the soaring appropriations for these items, both the administration and Republican leaders rejected any excise cuts.

If the foreign outlook improves by the time Congress comes back to the Capitol, the admissions tax is certain to be halved. On the other hand, the 20 per cent tax probably will remain if relief and military expenditures must be continued at current levels.

Supplement Chicago R. R. Fair With Rail Appliances Displays

CHICAGO, June 5. — Plans have been completed for enlarging the already gigantic Chicago Railroad Fair, scheduled July 20 thru September 6 at the lakefront here.

The 50-acre, mile-long tract which will house the exhibits of most of the nation's major railroads, will be supplemented by an additional sector to be devoted to displays by the industries producing the equipment and appliances that keep these trains humming over the rails.

These exhibits will be housed in a group of colorful tents and "alumdromes," located immediately to the north of the northernmost entrance to the fair proper.

It will be the task of these displays to demonstrate, in terms understandable to John Q Public, the technological progress of recent years which has added so greatly to the safety, convenience and comfort of both freight and passenger traffic.

L. A. Sheriff's Rodeo Slated for August 22

LOS ANGELES, June 5.—The annual Los Angeles County Sheriff's Championship Rodeo, one of the largest one-day rodeos in the nation, is scheduled here August 22. It will be held, as usual, in the Memorial Coliseum.

Last year the event attracted a record-breaking crowd of 92,000.

Some of the nation's leading top hands will compete for thousands of dollars in prize money, according to Sheriff Eugene W. Biscailuz, president of the association. Mounted groups, sheriff's posse and auxiliary groups from all over Southern California will participate in the parade, which is expected to attract more than 1,000 horsemen.

Milt Hinkle Rodeo Sued in Knoxville; Receipts Attached

KNOXVILLE, June 5.—Properties of Milt Hinkle, owner of the Milt Hinkle Rodeo which appeared here May 26-30, were attached by the Junior Chamber of Commerce, sponsors of the show during this stand, at the conclusion of event Sunday night, (30).

The hastily-prepared lawsuit, filed in second Circuit Court, also sues the rodeo for \$7,143.70. Robert B. Bickley, president of the Jaycees, said attached gate receipts would cover all but about \$1,500 of the amount.

The petition declares the Jaycees advanced Hinkle \$875 to bail the rodeo out of another town and cited other advances of \$2,100 for salaries of performers, \$400 to Don (Red) Barry, \$100 for labor, \$346 for Drayage, \$1,500 for advertising, \$200 for lights and \$500 for miscellaneous items.

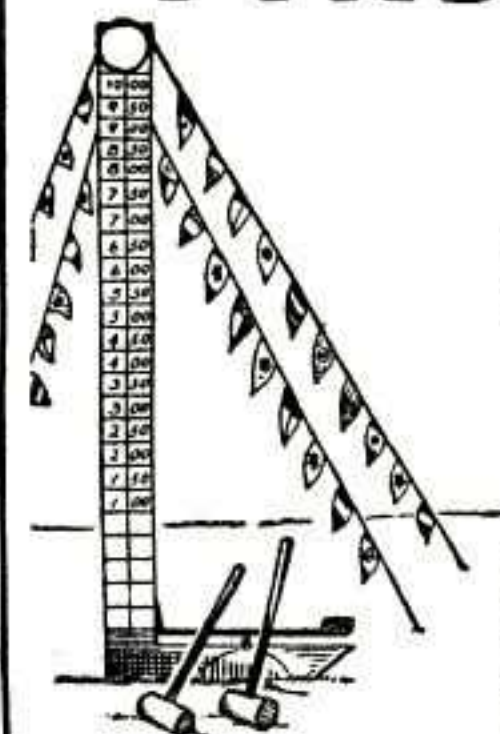
Bickley added that the Jaycees took charge of all receipts and gave Hinkle funds from time to time.

The property attached to secure payment of the alleged debts included, in addition to the box office receipts, bleachers, canopy, chutes, fence, lighting equipment and public address system. Hinkle, according to the claimants' attorney, would be forced to post bond before being permitted to remove the property from the city.

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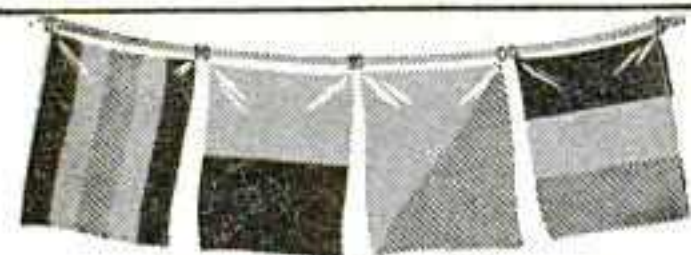
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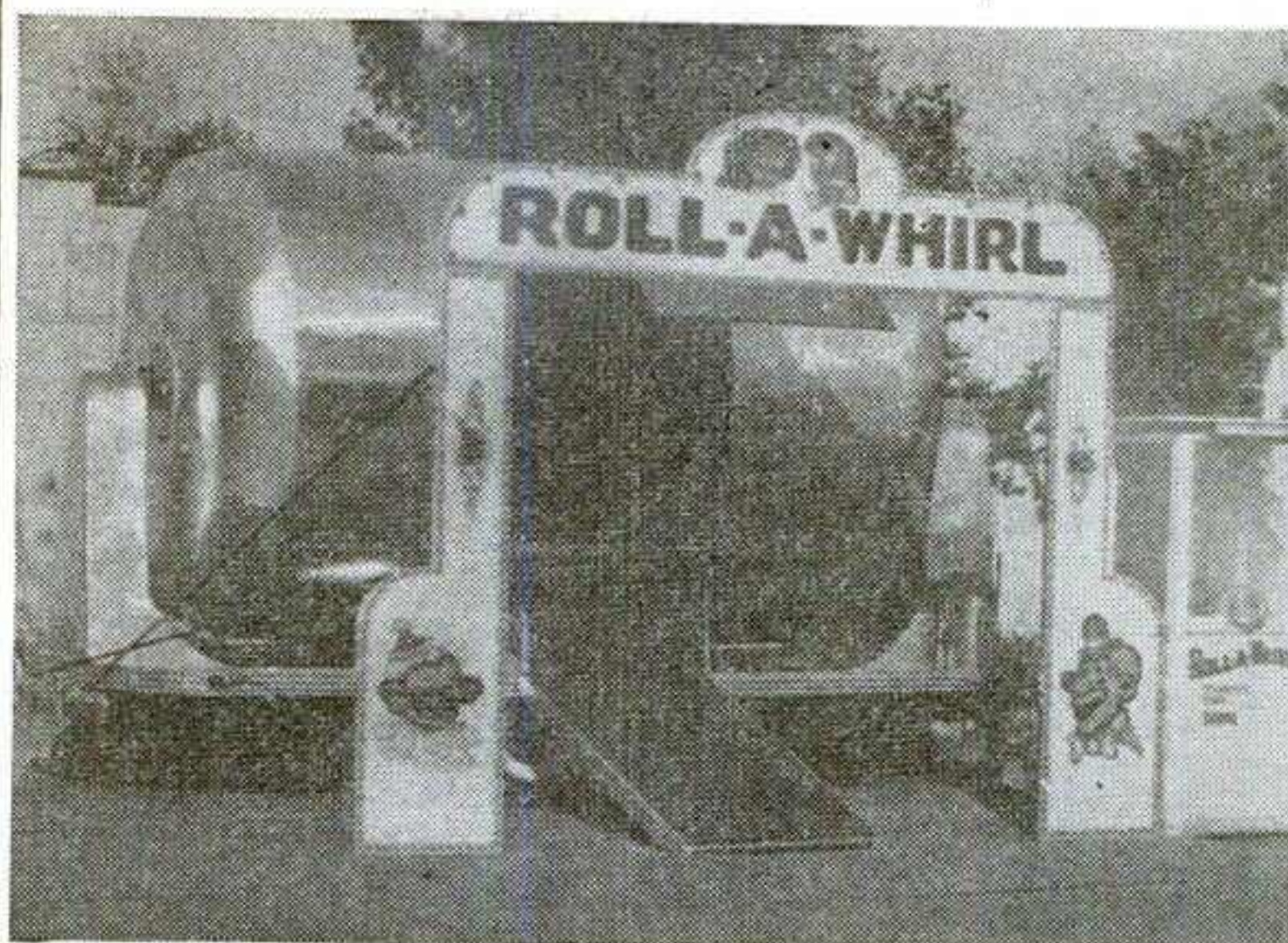
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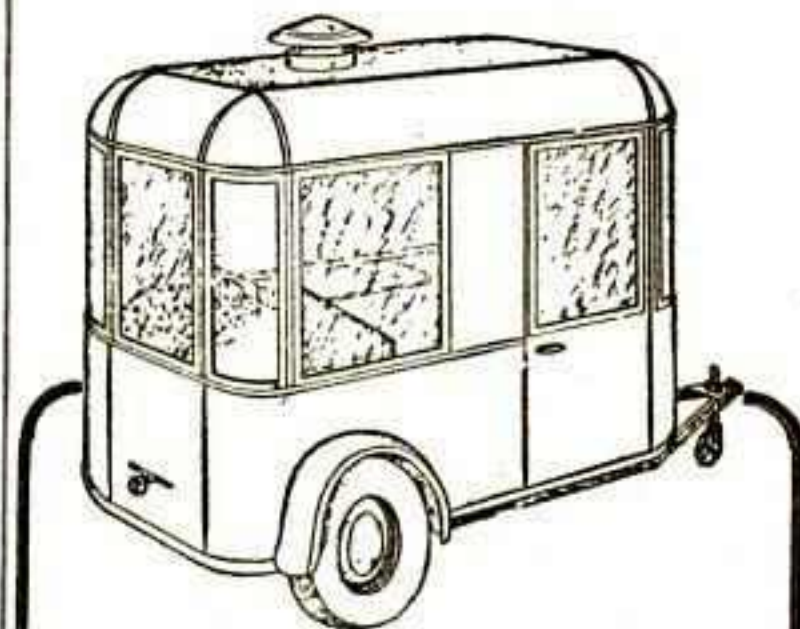
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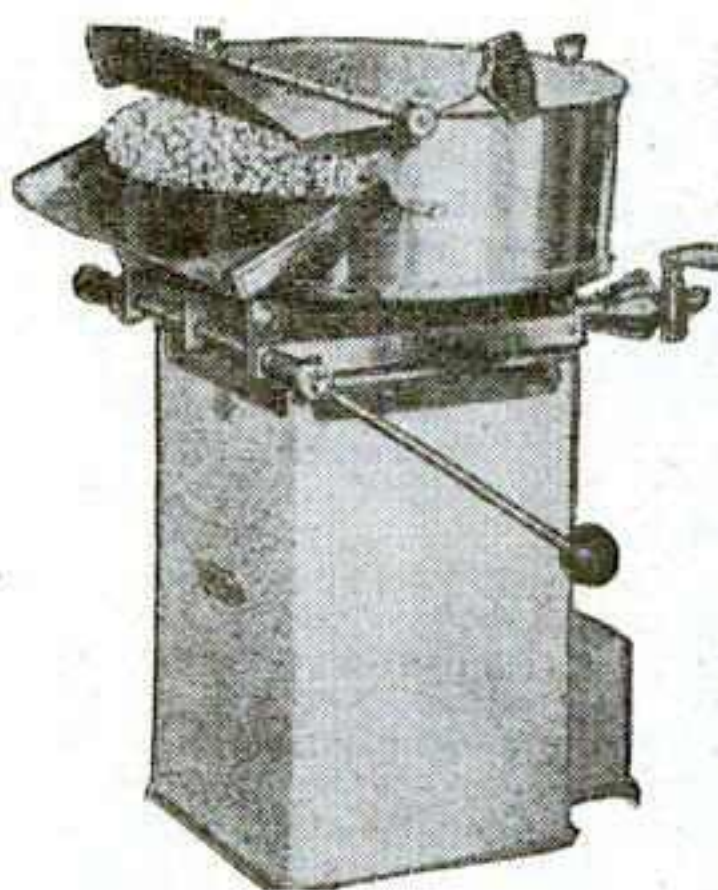
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Charles T. Hunt, Circus Dean, Faces 56th Annual Trek at 75

(Continued from page 48)

I took out 13 \$100 bills and a \$50 bill and let the money speak for itself.. I've often had a season since then when I didn't come home with as much.

The success of the first season changed the elder Hunt's opinion of circus business with the result that he added \$2,400 to the profits to enlarge the show for its second trek.. "We bought a top from the W. C. Coups Equesquedarian (they juggled words in those days), which had folded in Brooklyn. It was a 100 with a 50-foot middle."

Charley's instant recollection of by-gone dates is phenomenal. "We started out on May 10, 1893," he says. "On May 15 we had a blowdown, closed and went home for repairs. We reopened on May 25 and went on 'til we closed on October 25 in Bethel, Conn. We shipped all of the heavy stuff home by rail. Our stock, including 31 horses, we drove thru six inches of snow back to Kingston."

Bigger Top Needed

In 1895 Max Kunnally made a 72-foot big top with three 30-foot middle pieces and a 50-foot Side Show top with two 30-foot middle pieces. Those sizes were used for the next 20 years. It was later boosted to 80, then 90, and finally to its present 100. The top used to open with this year, which will soon be replaced, has two 40-foot, 8-inch middle pieces and one 30-foot section. The odd sizes are the result of the war.

As long ago as 1912, when the show had grown to 106 head of baggage horses, plus 32 head of ring stock, Charley had settled on the formula of featuring one outstanding act each season. In that year he featured the famed Herzog stallions, for the first time with a wagon show. Last year it was the Zoppe-Zavatta family, with its riding act and ground and aerial acrobatics. This year it is the Diriskie Family, whose seven members account for much of the big show action.

Given a feature act, the Hunt sons and their families can furnish a highly creditable three-ring performance. Without the aid of supplementary talent the Hunts can easily furnish a two-hour, one-ring performance. As a result, the Hunt organization has never been faced with serious problems arising from talent or working help shortages. Accordingly, when the going was rough and other shows had to fold, the Hunts went merrily on their way.

Performing Family

The Hunts are strong on riding. Charley's namesake among his sons is a rider, as he was before him. The sons, Charley and Eddie, once rode with May Wirth. Hazel Williams, a niece and Charley's wife, are both expert riders. Charley is also adept at working stock, Liberty horses, mules and ponies. Eddie can also work stock, as well as a rolo-rolo balancing act. Hazel Williams and her husband (the Cases) do a tight wire act as well as a double rolling globe. Charley's wife also does a ladder act. She formerly rode menage. Eddie can pinch hit in the band on a moment's notice, as can Harry, the show manager.

Also on tour are Charlotte Hunt Levine, a daughter, and her husband. They have three sons in the University of Syracuse where one is due to graduate this year as a lawyer.. "At any rate, one boy will be what I started out to be," Charley muses.

The Hunt Circus went blythely on its way thru the Spanish-American War and both World Wars. "Help was tough to get during the first World War," Charley says. "During

the second World War I could get all the help I wanted, except musicians. I overcame that shortage by putting in a Hammond organ."

Importing Animals

Charley is not one to live in the past. Only a few weeks ago he commissioned Mrs. Madeline Parks, a famous sculptress, non-pro family friend, to journey to India for six elephants, some leopards, tigers and pythons. The Maharajah of Mysore, a friend of Mrs. Parks, reportedly has three elephants awaiting here in compound. Another man has two and there is yet another one available. The venture, which will cost a minimum of \$30,000, attests the success of the show.

"That's quite a chaw for a man 75," Charley commented while telling of the venture. "At any rate, can't anybody say that I'm looking backward."

Charley started to switch from horses to trucks for transportation in 1917. The changeover, keeping pace with improvement in motors and roads, was completed in 1922. The show now moves on 26 trucks, mostly of the tractor-trailer variety. Charley says his was the first show to be completely motorized.

First Wild West Concert

"In my day, in a small way, I've been quite a pioneer," Charley says.. "I had the first three-ring wagon show and I originated the Wild West concert which was later used extensively by other shows. Also, I was the first ever to experiment with an air-conditioned top. The Ringling show adopted the idea two years later."

Altho in continuous operation for 56 years, the Hunt Circus hasn't always been operated under the same title. Charley had his reasons for title switches—all of them good ones.

"My first show was Hunt's Vaudeville Circus," Charley relates. "The title was later changed to Hunt's Silver Plate Circus. This was fashionable at the time since Harris called his Nickel Plate and Walter L. Main called his Fashion Plate. As a result of the title, I think I was the first showman to use aluminum paint to any extent. All of the poles, harness, seats, etc., were painted silver. The use of that type of paint was not at all common in those days.

Maine Big When Needed

"In 1912 I changed the title to Hunt's Three-Ring Circus and it remained that until 1936-'37, when it was called Eddy Bros.' Circus. The change was caused by the depression. As a result of the bank holiday and bank failures I lost all of the money I had in one bank and waited some time to get 81 cents on a dollar out of another. In 1935 we went up into Maine under the Hunt title and had a corking season, but I wasn't a bit proud of the show. I used the profits from '35, plus some salvaged money, to buy new canvas and five new trucks. Then I changed the title to Eddy Bros. so as to be able to go back into Maine to repeat. We had a wonderful season, too."

Melvin Hildreth, noted Washington attorney and show fan, is given credit by Charley for the return to the Hunt title. Hildreth cornered the circus owner one day and won his case by pointing out that it was silly to have spent more than 40 years in building up a circus title of undisputed value only to abandon it. Charley thereupon switched it backed to Hunt's Three-Ring Circus.

In 1941 Charley, and his wife who died this spring, celebrated both their 50th wedding anniversary and their 50th anniversary as circus owners. On this occasion they changed the



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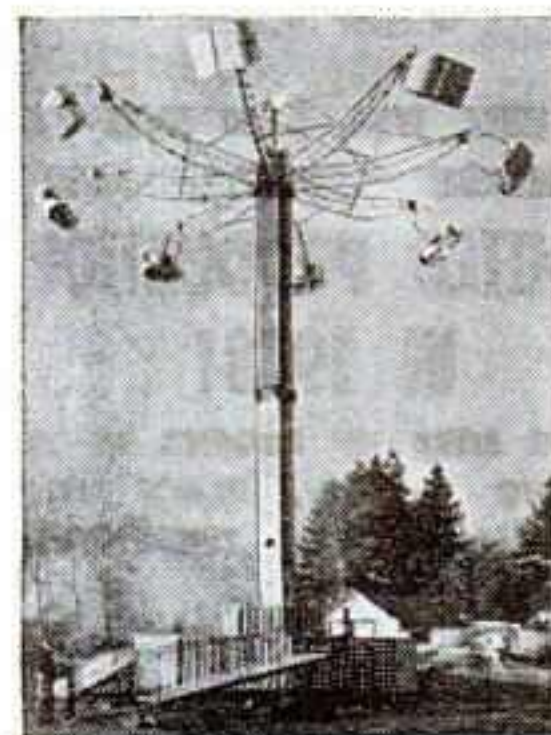
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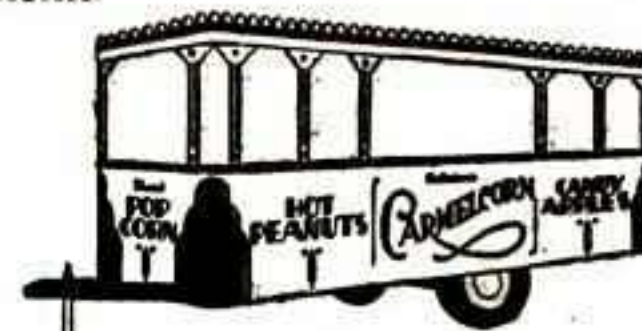


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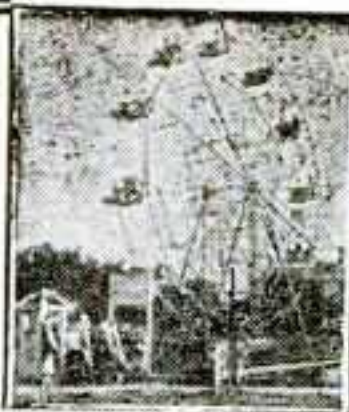
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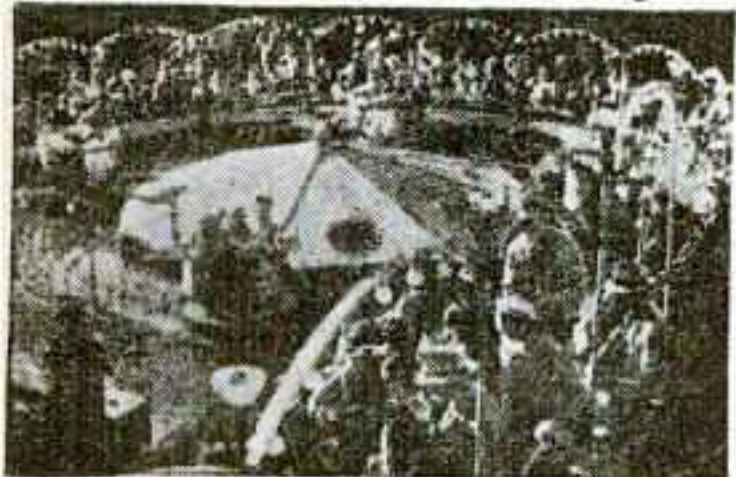
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title to Hunt Bros.' Circus to pave the way for the boys who would one day inherit the show.

Sunday School Show

"I've seen a lot of circuses come and go," Charley says, "and I think I've had at least 25 more or less successful circus owners working for me at some time or other."

Charley doesn't offer to analyze the numerous failures on the part of many circus owners of the past but he knows why he and his show have been successful. "We sought and attained the reputation of a Sunday School show," he says. "On top of that I never tried to push anyone around. I demand that my people give courteous answers when asked questions. In my opinion courtesy can build more good will than anything else.

"Neither myself nor the boys drink. We are total abstainers—not prohibitionists. A habitual drunk doesn't last here because from experience we know the public would say, 'There is a drunken bum from the circus.' The public puts you all on the same level. We get drunks, of course, but we don't keep them."

Institutional Rank

The Hunt circus has become an institution in many of the towns and cities it plays. Last season in Putnam, Conn., the local newspapers figured, by checking file issues, that the org had played the town for 52 years. The knowledge resulted, as it does in many towns, in good newspaper publicity.

"It's common for people to approach me in different towns and tell me that they first saw the show with their parents. Now, these fellows, grown men, are bringing their sons," Charley relates. "Then, too, you'd be surprised at the number of clergy who turn out for our show.

"Fifty years ago circus people were rated from nothing to less than nothing. We re-educated many a new town. We had trouble in some of them but we never came out second best. We don't play rough towns. No sucker is going to cut my guy lines," Charley says.

Honesty Best Policy

"I don't want any money that doesn't stick," Charley muses. "I was often approached by lucky boys who told me I was a damned fool to work as hard as I did. I used to say maybe so, but that's the way I started, and that's the way I'm going to finish up.

"There were some real tough times, too, but the only time I'm tempted is when I get taken by some one in a town I'm playing. There is more grift in towns than there will ever be with shows."

Bearing out his belief that a straight line is the shortest distance between two points, mathematically and morally, Charley says that he lived to see a former king pin of grifters make a fortune legitimately and to hear him later acknowledge that he never knew there was so much honest money in the world.

Charley recalls having played many of his present dates in cities of 25,000 or more when they were hamlets of 500 or 1,000 people. "I've seen the country grow," he says.

Parking Nixed for Show

His country, mainly the Northeast, has watched him grow, too. And folks do nice-neighborly things for Hunt Bros.' Circus—the kind of things

that might be expected after, but not before, 50 years of visiting. For instance, Caldwell, N. J., where the Hunt show plays on a grassy common alongside the city hall, eliminated all of its parking restrictions—even putting bags over the parking meters by way of emphasis—in honor of the appearance of the show.

Just a year ago Charley and the incumbent mayor glared daggers at each other as the result of what ordinarily would be a minor fracas. The rain was coming down in sheets. The mayor was well protected under the eaves of the building. Charley was on the lot in the front of the midway in his usual spring attire, rain coat and hat and boots. Neither would give an inch on a matter of principle and Charley figured the town was done for him. However, the squabble had become public property and the mayor was ousted this spring, democratically, by popular vote. Other city officials told Charley that he and the circus were as responsible for the mayor's defeat as any single issue.

"It just goes to show that when you fight for a principle and have guts enough to carry it thru, people respect you," Charley observed.

Makes Concert Pitch

Charley is not one to sit back and enjoy his age and his laurels. He is right on top of everything that happens on the lot. A few weeks ago when the concert wasn't getting the proper turn of people in relation to the numbers who caught the main performance, Charley moved in to make the announcements.

"My boys tell me that I talk too much, but I fill those seats over there," Charley says, pointing to the bibles. "I believe that if you have something to sell, folks want to know about it. I'd rather risk boring them because then I figure they might buy out of desperation," he chuckles.

To demonstrate his formula Charley went on to make a stentorian opening which obviously had the audience interested and the small fry enthralled. The concert drew a sizable gathering as the result of his efforts. He did, however, make a small concession to present-day operations by using a public address system.

Straw Houses Frequent

Business for the Hunt show is continuing good. It has been extra special thruout the war years and for some time before that it was darned good. The weather for this and last season has been among the worst encountered by the org in half a century but it doesn't seem to make a whole lot of difference. Straw houses are not unusual.

The equipment is the best. Charley is discarding the top now in use, which would be good for the rest of this season and maybe another one, solely because he doesn't like the looks of it. As far as he is concerned, a circus belongs only under a white top.

Queried, as he often is, as to whether he would want a larger show, Charley answers, "If I wanted a bigger show I have the money to put one out."

That's the way it is. The show and its creator have been pretty much the same for years and that's the way it will remain. The new canvas and other equipment and the animal exhibition are enough to forestall idle thinking that might associate the org with stagnation. Charley Hunt and his circus are filled with young ideas.

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Crowds biggest since war—spending on par with attendance

CHICAGO, June 5.—Midwest amusement parks enjoyed one of their biggest holiday crowds since the war, when crowds converged on the outdoor funspots Decoration Day and Monday (31).

With ideal weather the rule, in contrast to that of the East where rain and cold weather put the damper on things, park owners reported, in most cases, that attendance was up greatly over a year ago and that people were in a spending mood.

Probably the best single day's crowd among Midwest parks was chalked up by Riverview, Chicago. George A. Schmidt, president-general manager, reported that 51,545 persons went thru the turnstiles Monday. This, coupled with 26,384 Sunday, 17,621 Saturday and 5,511 Friday, gave Riverview a four-day total of 101,091. Monday's 51,545 was just short of the all-time single day crowd record for the Chicago funspot. On Decoration Day, 1946, Schmidt said, 55,795 persons went thru the gates.

A questionnaire sent out by *The Billboard* to Midwest park owners and operators asked for figures, either official or estimated, for the holiday period. Some ops failed to give figures, but most of them reported that attendance was up over a year ago.

Attendance Report

Among those reporting attendance up were State Fair Park at Milwaukee, which had a total three-day attendance of between 35,000 and 40,000; Idora Amusement Park, Youngstown, O., which estimated 38,000 were on the grounds during the three days; Wenona Beach, Bay City, Mich., which reported Monday's attendance at 15,000, which is 3,000 over that registered a year ago; Excelsior Park, Minneapolis, and Crystal Beach, Vermillion, O. Excelsior gave no figures, but J. P. Colihan, manager, wrote that business was good for the three days.

In the Rocky Mountain and Far West regions, the story was good wherever the weather was. Utah resorts, for instance, got a weather break and, as a result, all funspots throughout the State did big business, especially Saltair and Lagoon.

It was a different story at Whitney's Playland - at - the - Beach, San Francisco, where George K. Whitney, owner-manager, reported "Decoration Day week-end business off from last year due to rainy weather. Business at the Cliff House and Cliff House Gift Shop was up 10 per cent, however."

Despite cold weather Saturday and Sunday, Ocean Park Pier, Ocean Park, Calif., did okay business. Roy C. Troger, general manager, estimated a total of 125,000 for the three days. Spot had good weather Monday, and Troger said attendance for that day was estimated at 35,000.

The weather was bad at Pismo Beach, Calif., with crowds smaller than a year ago but the take better, George A. Doss, owner, reported. He estimated 14,500 persons on the grounds during the three days.

Natatorium Park, Spokane, despite being in the general flood area, re-

Cool Nights and Loss of Boat Crimp Cincy Coney's Biz 16%

CINCINNATI, June 5.—Altho business over the Decoration Day week-end at Coney Island here was off about 16 per cent in comparison with the corresponding period of last year, the park nevertheless did highly satisfactory business during the traditionally big days, according to President and General Manager Edward L. Schott. Swim pool business registered a healthy gain, it was reported, and business in Moonlite Ballroom was on a par with the 1947 take. Attendance thru the auto gate was about 10 per cent better.

Schott believes that cool evenings and loss of the steamer Island Queen in the Pittsburgh explosion disaster last fall were factors responsible for the decline.

To compensate for the boat loss, augmented bus service by the Cincinnati Street Railway Company was inaugurated this year. However, Schott pointed out that it is too early to draw definite conclusions as to the comparative merits of boat and motor transportation.

Park officials spent considerable time during the holiday period in sounding out public opinion on the question of bus transportation, and it was indicated that busses provide a quicker, more direct and more convenient means of transportation than the boat, since patrons board busses

in their communities and are carried direct to the park. When the boat was in operation patrons had to use public transportation and walk several blocks to board the boat carrying them up the Ohio River to the park.

A reunion of Coney "alumni"—men and women who at some time were Coney employees—will be a feature of the park's 62d anniversary celebration June 22. The reunion idea was suggested by James R. Clark, former U. S. district attorney, who was a Coney employee years ago. Those people, many now prominent in business and the professions, will be dinner guests of the park during the celebration.

Rain Slashes Atlantic City Holiday Take

Only 150,000 Visitors

ATLANTIC CITY, June 5.—A steady rain here and in inland towns drastically reduced the anticipated heavy volume of visitors and spenders over the Decoration Day week-end. Intermittent rain Sunday (30) thinned to a minimum the crowds of promenaders and played havoc with plans of business and amusement interests. Officials of rail and bus lines reported holiday traffic off 30 to 50 per cent of anticipated volume. No extra trains were needed, and railroads had no difficulty in accommodating excursionists.

Atlantic City had hoped that the holiday period would bring at least 250,000 visitors to the resort, particularly since 40 hotels said they were booked solid. However, there was hardly better than half the anticipated crowd, with 150,000 being the top estimate.

Steel Pier Opens

In anticipation of banner crowds, George A. Hamid decided to start daily operation of Steel Pier with the holiday. Ordinarily it doesn't go into daily operation until the end of June, but because of the holiday week-end and many big conventions scheduled for the resort during coming weeks, early inaugural was decided upon. The Shriners' national convention, which opens Monday (7), is expected to bring in over 100,000 visitors for the week. For the first full week Steel Pier featured Larry Clinton's band, alternating with Alex Bartha in Marine Ballroom, with Vivian Blaine and the Three Suns sharing top honors for the vaudeville show in Music Hall, along with two full-length movies. Newest feature is a television theater occupying the smaller Ocean Theater. A television screen comparable in size to the screen in a movie theater has been installed.

Harry Vogt, for many years promotion manager of the pier, has severed connections with the spot.

Henry M. Cogert, Boston talent representative, announces the inking of Elsie Gross and Her Hammond Organ at the Steel Pier, Atlantic City, for her third season there.

Rain Spoils Eastern Play

Mediocre biz for shore and New England spots — inland parks do okay

NEW YORK, June 5.—While the Decoration Day week-end did not turn out to be the bonanza anticipated by amusement park and resort interests in the New York area and along the Eastern Seaboard, neither did it register a complete wash-out despite rather unfavorable weather conditions Sunday (30) and Monday (31).

Saturday (29) was cool but sunny and brought comparatively good crowds to such spots as Coney Island, Rockaway Beach and amusement parks in the New York area, such as Palisades Amusement Park, Olympic Park, Rockaway's Playland and Playland at Rye, N. Y.

Weather conditions were much the same all along the Atlantic Coast area from Atlantic City to the Canadian border. Pessimistic weather forecasts apparently kept residents of the large cities from heading for shore resorts, and this in turn undoubtedly boosted attendance of many amusement parks in or near heavily populated cities.

Coney Island Fair

Saturday (29) started off with overcast skies which cleared before noon. At Coney Island a moderately large crowd put in an appearance toward mid-afternoon, and most ride operators, shows and concessionaires chalked up fair business for the afternoon and evening. Rain Sunday (30) practically killed off attendance and biz. Monday morning forecasts predicting clearing skies brought about 600,000 visitors to Coney Island, who stayed on for the evening despite the fact that the clouds failed to break for more than a brief five-minute spell in late afternoon. The total attendance for the three-day holiday was estimated at 1,200,000, which was about a third of the anticipated turnout.

Conditions at Rockaway Beach were identical, with fair attendance (Continued on opp. page)

Cedar Point Rebuilds Coliseum To Slash Cost of Orchestra

SANDUSKY, O., June 5.—Rather than operate its huge ballroom at a loss with expensive bands, officials of the G. A. Boecking Company, operators of Cedar Point on Lake Erie, have remodeled the lower floor of the Coliseum for social plan dancing to lower the cost of orks. The ballroom occupies the entire upper floor of the Coliseum, while the new floor takes up only half the ground floor, leaving space for refreshment stands, tables, check room and pool tables.

Johnny Gilbert's ork is scheduled to open the season Saturday (12), for a two-week stand.

The 1,000-room Breakers Hotel, beach and midway all are reported in readiness for opening day. The Steamer Put-in-Bay is booked for two excursions weekly out of Detroit and one from Toledo. For one of the few seasons in its history the resort is without an excursion boat from Cleveland, the Cadillac being on the run to Canada this year.

Decoration Day Marks Toppled At Celoron Bow

JAMESTOWN, N. Y., June 5.—Cool but sunny weather helped Celoron Park to one of the best openers in its history, May 29-31, with Decoration Day biz proving the biggest ever registered here, Harry A. Illions, manager, announced this week. Monday (31) attracted over 20,000 patrons, with the new Kiddie Ride Park getting tremendous play, patrons taxing the spot's capacity to the limit.

Bozo ride, along with the Rapids and Roller Coaster, also received hefty play during the three days. Bush-Laube concessions reported phenomenal business in both food and games. Joe Mettler, with his new race horse concession, topped all the game stands despite the poorest location on the grounds, Illions said.

Among visitors to the park, which this year has a midway comprising 20 rides and eight kiddie rides, was Bill Hillard, of *The Chicago American*.

ported good business for the holiday week-end.

In Dallas, State Fair Park officials reported weather good and business the same. An estimated 95,000, in a free spending mood, thronged the grounds during the three days.

In Virginia, the weather failed to co-operate and business wasn't good. However, Frank D. Shean, Casino Park, Virginia Beach, Va., reported that hotels recorded the biggest crowds in years. "The park would have had the largest attendance and gross business since the war if the weather had been right," he said.

Weather Crabs Holiday Biz at Eastern Spots

(Continued from opp. page)

Saturday (29) and Monday (31), while Sunday (30) was a washout. The largest crowd was that Monday, estimated at 100,000. Inauguration of excursion service by the de luxe S. S. State of Pennsylvania, of the Wilson Line, from Jersey City, N. J., and Lower New York helped hypo attendance at Rockaway. This service should be a definite asset to the resort this summer. The big excursion boat debarks its passengers almost at the gates of Rockaway's Playland, which assures that funspot of a good season providing the weather co-operates. Playland drew good attendance Saturday (29) and Monday (31), with rides and concessions doing brisk business. Free attraction was Bob Parry's comedy trampoline act. Seaside Amusement Park also operated rides and concessions Saturday (29) and Monday (31) to fair biz but blanked out Sunday (30).

Jones Beach Low

Jones Beach, Long Island shore spot primarily for the swim fans with motor cars, estimated attendance for the week-end at about one-third of anticipated invasion. Attendance Monday (31) was around 40,000—a near-low for this spot.

The Palisades Amusement Park, across the Hudson from mid-Manhattan, drew fair attendance Saturday (29), a near-blank Sunday (30) and surprisingly good biz Monday (31) afternoon and evening. Co-owner Jack Rosenthal avers that close to 300 swim addicts patronized the park's big pool Monday, which indicates that the city slickers are not all softies. Rides, concessions and dance casino all did brisk business. Free attractions for the week-end were Betty and Benny Fox, thrill act, and the bands of Jerry Jerome and Russ Irwin.

Henry Guenther's Olympic Park, Irvington, N. J., enjoys steady patronage from residents of the Newark metropolitan area and did not fare too badly over the week-end, although Sunday (30) held attendance down. A new circus program, with Monroe and Grant, trampoline comics; Harry Froboess, swaying pole; the Two Novellos, aerialists and equilibrists, and Henri French, comedy bike act, hypoed attendance Monday (31). A fireworks display put on (See Weather Crabs on page 96)

NEW YORK, June 5.—Fred C. Murray, general manager of the International Fireworks Company, this week announced the inking of 10 fireworks shows for Coney Island, N. Y. The shows, beginning July 6, will be presented on successive Tuesday nights.

Coney Island, New York

By UNO

A rainy Decoration Day for the first triple holiday week-end of the season dampened the spirits of all ops no end. If weather conditions don't improve over April and May, then the prospects of a financially bright 1948 business is a forlorn hope.

George C. McCullough, new prexy of the Chamber of Commerce, is going right ahead with his seven-point improvement program. The first is daily confabs with the city planning commission to change Coney from a business to an amusement zone, a necessary project in the interest of the entire population. The next is to strengthen Steeplechase Pier to again make it available for the landing of excursion boats. The other five include more progress toward the long proposed Oceanarium construction; improving road conditions to facilitate traffic to all incoming and exit arteries; additional road signs for directing traffic on highways leading to the island; cleaning up Luna to make it possible for a parking lot and the addition of further comfort and first-aid stations.

C. J. Hilbert, in charge of collections of funds toward several promotions which takes in fireworks and Mardi Gras celebration has started making the rounds earlier this season and reports good progress. The pyrotechnics display will again be a feature every Tuesday evening during July and August.

Phil Gould's Pleasureland, Coney's newest and most modernly constructed walk-thru Arcade, erected under the supervision of David Rosen, threw open its doors on Surf Avenue and on the Bowery May 29 and got a tremendous play from the start. Individual concessions are those of Ann Morano's penny-pitch with sister Joan assisting, and Mario Zambardi's original famous Pizza, opposite, on the Bowery end. Adjoining are the Greyhound racer from Enterprise (Coney Island) Company, in charge of Jean Breeze and Zano Bros.; balloon race, operated by John Bianco and Pasquale Razzano, who have another balloon on Jones Walk. Then come David Bruckner and his Lord's Prayer-on-a-penny apparatus; Shoot-A-Photo, Inc., secretary for which is J. Greese, a new camera-gun-target contraption with Fred Roy, the pilot; confection, nuts and ciggies run by Leonard Assanta; a large assortment of arcade equipment including three Electro-Freeze custard machines, five Photomatic machines, six Imperial-Pix cabinets, 26 (Scientific) Pokerinos and 10 Skeeball Alleys, controlled by Gould and, on the Surf Avenue end, Pronto Pups, which are hot dogs impaled on a stick, dipped into hot dough, a California product, discovered by George Boyington from Portland, Ore. Three Pups machines along with two Drink-O-Lators are manned by Jack Townsend and controlled by Easton Frankthal. Assists are Phil, Arthur and Bobby Zimmerman, Bert Kummer, Charles Jennings,

Harry Bakst and Peggy Peterson.

Tirza's Wine Bath is reinforced by Albert Alberta for a 3-in-1 show. Latter is co-featured in the billing outside and on stage, inside. Johnny DeCaro is emcee, Walter Budd added to the talkers for the bally, and Tanya, Roberta Lee and Ginger DuVal, new dancers.

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Plan Beach Erosion Study Of 28-Mile N. J. Shore

CAPE MAY, N. J., June 5.—A proposed erosion survey of beaches in Cape May County will cover both private and public strands, it was announced by the Board of Freeholders, altho the district army engineers have advised that federal money, if appropriated, could not be used in construction on private lands.

The study is estimated to take \$84,000. Cape May County is already on record to contribute \$21,000 to the cost of the work, with the State and federal governments paying the remainder. The survey would cover 28 miles of shore front from Cape May Point to Ocean City and the survey would require a year.

Badger Expo Aims at Pull Of 2 Million

Will Spend 500G for Shows

MILWAUKEE, June 5.—Between 1,500,000 and 2,000,000 persons are expected to attend Wisconsin's Multi-Million-Dollar State Centennial Exposition at State Fair Park August 7-29, Gov. Oscar Rennebohm told 500 Milwaukee civic leaders at a kick-off banquet here Wednesday night (2).

Ralph Ammon, expo director, said he expects one-third of the attendance to come from the Milwaukee area, one-third from Wisconsin and Northern Illinois, who will stay only one day, and one-third from outside areas, who will remain overnight in Milwaukee.

"We have 3,000,000 residents within 100 miles of Milwaukee and we expect to draw one-half of them," he added.

Some 7,000 persons are working on the expo, according to Ammon. He said \$500,000 would be spent for day and night grandstand shows. He also showed slides highlighting the 100 acres of educational exhibits being prepared.

Ray Markey, secretary of the Milwaukee County State Centennial Committee, pointed out that the county group is planning a year long celebration but has scheduled no events to conflict with the exposition. He said one of the committee's purposes was to publicize among Wisconsin residents the fact that this is a centennial year and that because of it Milwaukee County hopes to be the "host of the nation."

Agricultural Exhibs To Determine Dough Allotments in Mass.

SPRINGFIELD, Mass., June 5.—Despite objections from the six State fairs at which pari-mutuel betting takes place, no greater preference will be given them in the distribution of prize money by the State, according to Robert P. Trask, State director of fairs.

Because these six fairs contribute, from their race proceeds, to the agricultural fair funds which the State Department of Agriculture distributes to 170 annuals thru its division of fairs, they felt they should receive a larger share of the funds.

At a meeting of the Massachusetts Agricultural Fairs Association at the Eastern States Exposition grounds in West Springfield, Trask said that allotments from this fund would be based on the amount of agricultural exhibits at each fair.

Trask also announced that the State would be able to distribute twice as much prize money to agricultural fairs this year than ever before as the result of new laws which have been applied to pari-mutuel betting.

Iowa Celebration Revived After Lapse of 34 Years

WINTERSET, Ia., June 5.—Madison County Fair will be revived this year after a lapse of 34 years. Articles of incorporation have been filed with Will Morse as president and J. Earl Graves as secretary-treasurer. August 23 and 24 have been set as the dates for the fair. The county fair was discontinued in 1914 because of lack of public support.

Around the Grounds

Directors, Aids Are Named For Los Angeles County Annual

Directors and aids have been named for the Los Angeles County Fair, opening at Pomona September 17 for the first time since the war.

Officials appointed include Monte R. Yerkes, former Los Angeles fair and exposition executive, who was named director of the agricultural and horticultural department.

George D. Hussey, of the State Agricultural Commission office, was appointed assistant superintendent, with advisors H. J. Ryan and C. V. Castle assisting. Hussey will also be in charge of the wine division.

Joseph Copp Jr. was named director of floriculture exhibits and George Adamson apiary director.

A new palace of agriculture, 800 feet long and comprising 120,000 square feet of floor space, is being constructed to house citrus displays, community booths, apiary, floral and wine shows.

Virgil G. Blair, former army paratrooper, has been named secretary-manager of the Placer County Fair, according to Ed Kretz, president of the Galt Chamber of Commerce, who made the appointment. Blair succeeds Mrs. Gladys Rohl, resigned.

Hydrick L. Kirby, Union, S. C., has been elected by the board of directors as executive secretary and treasurer of the Union County Agricultural

Badger State Cele Will Feature Cars Of Antique Design

MILWAUKEE, June 5.—If present plans materialize, 100 antique gasoline buggies from all over the country will chug out of Flint, Mich., August 8 and arrive in Milwaukee August 12 to take part in the Wisconsin State Centennial Celebration at State Fair Park August 7-29. A race of about 10 laps has been scheduled at State Fair Park for 2 p.m. August 13.

The centennial tour will originate in Flint, Mich., under sponsorship of the Veteran Motor Car Club of America. Members of the Antique Automobile Club and of the Horseless Carriage Club also will have cars in the Milwaukee parade, according to the two 27-year-old co-chairmen of the old car show, David Uihlein and Robert Feind, Milwaukee collectors.

The caravan will leave Flint August 8 and will be joined at Battle Creek that night by jalopies from the Cleveland area. After splitting for overnight stops at Niles, Mich., and South Bend, Ind., they will arrive in Chicago August 10. There they will be joined by other groups from St. Louis and Kansas City, Mo., August 12. The entire caravan will move on to Milwaukee, meeting another delegation including cars from Milwaukee, Dubuque, Ia., and Rockford, Ill., on the outskirts of Milwaukee. Then all will drive into the city for a parade down Wisconsin Avenue.

At State Fair Park the next day awards will be made for the best conditioned car, the auto coming the greatest distance, the oldest car, the driver changing spark plugs the fastest, the fastest tire changer, and other tests. No car newer than a 1915 model will be permitted to enter the race. Average age of cars is expected to be 38 years. Among the racing relics are the Locomobile, Case, Rambler, White, Kissel, Mercer, Pierce-Arrow, Brush, Stoddard Dayton, Pope Hartford and several early models of Ford.

Fair Association. The fair is scheduled October 4-9.

Hydrick L. Kirby, well known in outdoor show business and owner of Kirby's Products, concession supplies, has been elected secretary of the Union County Fair, Union, S. C.

Ice Show Gets State Fair Bldg. On Rental Basis

SALT LAKE CITY, June 5.—Beefs of three lawyers representing theaters, resorts and ballrooms, against the Utah State Fair board entering into a percentage deal with *Holiday on Ice* for a showing here in the State Fair Coliseum, resulted this week in a new contract securing the Coliseum for the production on a straight rental basis.

The attorneys have long been fighting Sheldon R. Brewster, secretary-manager of the fair board, on the theory the letting out of fairgrounds facilities enters the State into competition with its taxpayers. No other local facility, however, could or would take *Water Follies* of 1948 and *Holiday on Ice*, the two booked at the Coliseum. *Holiday on Ice* opens for 10 days Friday (11).

Specific charge against the lease was objection to the percentage deal which involved gambling with State funds—no mention being made of the competitive angle. The proposition was a standard 70-30 split. The complainants cited to State's Attorney General Grover A. Giles that the deal with *Water Follies* produced by International Aquatic Exhibitions of Boston, netted only \$260, from which must be deducted repairs for damaged tile flooring.

The Utah fair board and *Holiday on Ice* voluntarily withdrew the percentage contract and substituted a rental which Brewster claimed would not be objectionable to those protesting.

S. C. State Fair To Surface Roads, Add New Lighting

COLUMBIA, S. C., June 5.—Extensive paving, plus several other major renovations, are planned for this year's South Carolina State Fair, Paul V. Moore, manager, announces.

Aisles in the steel building have already been surfaced with colprovia. The resurfacing of roadways in the vicinity of the main entrance will be completed in plenty of time for the October 18 thru 23 showing.

Spectacular lighting effects will also be added to the grounds this year. Rows of pylons, with decorative effects, will stretch from the main entrance to the grandstand, and on the streets leading to the cattle barns and machinery exhibits. Lighting in the steel building will also be renovated.

A number of park-type benches have been added thruout the grounds. Two new buildings, used for the first time at the 1947 fair, have won much favorable comment from the public. The poultry building, a 60 by 22-foot concrete block structure, contains one of the few waterfowl pools in this area. A bungalow-type women's lounge, also of concrete block, was opened last year.

Louisiana Celes To Get Financial Help From State

BATON ROUGE, La., June 5.—Several bills thrown into the hopper of the State House, mostly backed by the strong administration forces and due for easy passage, will financially aid several of the leading festivals, fairs and expositions in Louisiana. Among these bills are:

H. B. 203—Appropriate \$850,000 to Louisiana State Fair Association at Shreveport for construction of several new exhibit buildings and improvements to the existing plant.

H. B. 213—Appropriate \$10,000 each annually to the International Rice Festival at Crowley, National Sugar Festival at New Iberia and Yambilee at Opelousas.

H. B. 252—Make appropriations for State and parish fairs and festivals for sums up to \$5,500.

H. B. 334—Appropriate \$150,000 each year out of Louisiana Racing Commission fund for use of Louisiana State University for promotion of livestock shows over the State.

H. B. 380—Appropriate \$625,000 to Louisiana State University for construction of livestock coliseums for shows at Alexandria, Lake Charles, Delhi and Arabi, La.

H. B. 182—Appropriating \$150,000 for next three years to the South Louisiana Mid-Winter Fair at Lafayette, for purpose of completing agricultural buildings used in connection with operation of this fair held early in January.

All bills have been passed to appropriate committees and have been thrown in before the deadline on new bills set for Monday of this week.

3-Day Oregon Fete Offers \$1,875 Prizes

JOSEPH, Ore., June 5.—Third annual Chief Joseph Days here July 30-August 1 will offer \$1,875 in prize money, according to Wilbur Reese, rodeo chairman. There will be five events: saddle bronck riding, bare-back riding, Brahma bull riding, calf roping and bulldogging, with \$125 awarded daily for each event. Entry deadline is 8 p.m., July 29.

Rodeo and Indian Show will be in the \$100,000 arena completed last summer. Harley Tucker will furnish all rodeo stock. Bob Williams, Puyallup, will be timer, and Mel Lambert, Salem, Ore., announcer. Performers will include Ralph Stockwell, rodeo clown and bullfighter. A girl trampoline act and plastic barrel bullfighting novelty are set.

P. A. LeBlanc to Head Louisiana Shrimp Festival

MORGAN CITY, La., June 5.—The Louisiana Shrimp Festival and Fair Association, Inc., has been organized here. Officers are P. A. LeBlanc, president; E. J. Champagne, vice-president; Lyn Fontenau, secretary; Louis Mahfouz, treasurer, and C. E. King, chairman of the board.

A charter was adopted and sent to Baton Rouge for approval and recording.

Calgary Seeks Queen

CALGARY, Alta., June 5.—The Associated Commercial Travelers in Alberta are conducting a search for a queen of Calgary's Exhibition and Stampede.

Contests are being conducted in Edmonton, Calgary, Red Deer, Lethbridge and Medicine Hat, the winning girl to be chosen from finalists in the five cities. Trips to Banff, Alta., and Vancouver, B. C., are the prizes.

Great Barrington Dates Moved Up

GREAT BARRINGTON, Mass., June 5.—Following a conference with Edward J. Carroll, president of the Barrington Fair Association, the board of selectmen expressed dissatisfaction with the dates set for this year's Barrington Fair, but granted approval to the association for licenses necessary to operate the plant. Commercial interests of the town objected to the dates set—August 29-September 4—on the grounds that they would interfere with normal resort business prior to the Labor Day week-end.

Carroll described as unfortunate the association's plans to open the fair August 29, but added that he had committed himself up to \$36,000 for contracts for the midway, thrill show and other features, which made it impossible to alter the dates. The earlier opening was decided upon because it was believed that prospects for favorable weather could be expected at that period—rain and fog being prevalent later in the season.

Plans Set for 150G Drive-In Cinema on 'Bama St. Grounds

BIRMINGHAM, June 5.—A \$150,000 drive-in theater soon will grace the Alabama State fairgrounds here.

Bedford F. Seale, chairman of the board of the Alabama State Fair Authority, and N. H. Waters Sr., local neighborhood theater circuit head, Wednesday (2) announced the execution of a 15-year lease on the 14-acre tract at the southeast corner of the fairgrounds.

Waters said the theater will accommodate more than 600 cars. Construction will begin immediately, he said.

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A good Carnival of about five or six Rides, thirty or thirty-five Concessions, etc. Fair to be held Sept. 9-10-11, 1948.

J. E. GRAHAM, Sec.
Marion County Fair Assn.
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A good-sized Carnival to play County Fair during the last part of September or the first part of October. Last year's paid attendance approximately 20,000. Five days and nights.

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Murphy, North Carolina

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Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended June 4.

The complete List of Fair Dates was published in the issue dated May 29. The next complete list will be published in issue to be dated July 31. See each issue of The Billboard for corrections and additions.

ALABAMA

Luverne—Crenshaw Co. Fair Assn., Oct. 11-16. W. J. Bell.

ARKANSAS

Pine Bluff—South Ark. Livestock Show Assn. Sept. 27-Oct. 1. Chas F. Varn.
Waldron—Scott Co. Fair Assn. Sept. 30-Oct. 2. Norman Goodner.

IDAHO

Montpelier—Bear Lake Co. Fair. Aug. 19-21. H. G. Nuckols.

INDIANA

Elnora—Elmore Township Fair. Aug. 18-21. Leland Sargent.

KANSAS

Anthony—Anthony Fair Assn. July 20-23. Edwin C. Toler.
Cimarron—Gray Co. Fair Assn. Aug. 26-28. Chas. S. Sturtevant.
Delphos—Ottawa Co. Fair Assn. Aug. 19-21. Harold Mertz.
Downs—Osborne Co. Fair. July 28-31. Chas. H. McConnell.

Effingham—Effingham Fair Assn. Aug. 17-20. Clarence J. Hegarty.

Ellis—Ellis Co. Jr. Free Fair. Sept. 22-25. Jack R. Nicholson.

Eureka—Greenwood Co. Fair Assn. Aug. 31-Sept. 3. Harrison Brookover.

Garden City—Finney Co. Free Fair. Sept. 29-Oct. 1. Herb W. Clotter.

Howard—Elk Co. Fair Assn. Aug. 24-26. Noel Mullendore.

Kingman—Kingman Co. Fair Assn. Aug. 18-21. Marvin Cox.

Lane—Lane Fair Assn. Aug. 13-14. W. J. Robinson.

Longton—Elk Co. Fair Assn. Sept. 9-11. Bert Spear. Howard, Kan.

Minneapolis—Ottawa Co. Fair. Aug. 25-27. J. Willard Fouts.

Oswego—Lafayette Co. Fair. Last week in Aug. Arthur T. Sanders.

Paola—Miami Co. Fair Assn. Sept. 1-3. Benj. Attebery.

Richmond—Richmond Free Fair Assn. Aug. 18-20. Ralph S. McCrea.

Scott City—Scott Co. Free Fair. Sept. 6-8. Donald Christy.

Smith Center—Smith Co. Free Fair Assn. Aug. 24-27. Paul Gilpin.

Syracuse—Hamilton Co. Fair. Sept. 3-4. Glenn E. Wilson.

Wakefield—Wakefield Free Fair. Oct. 6-8. Mrs. Mildred Eye.

Wichita—Kansas Natl. Livestock Show. Oct. 5-9. Conlee Smith.

OKLAHOMA

Bristow—Creek Co. Free Fair. Sept. 14-17. Earl H. Powell.

WEST VIRGINIA

Bellington—Bellington Fair & Festival. Sept. 16-18. James Keene.

Raise \$12,500 in Drive For Fall Festival in La.

ABBEVILLE, La., June 5.—A charter has been filed at Baton Rouge for incorporation of the Vermilion Parish Fair Association to sponsor the annual fall event at Abbeville. Stock of \$75,000 is being raised to finance the new plant and site. President P. W. Bordelon announced the initial \$12,500 in cash necessary for the official beginning of drive has been raised.

Other officers of the new association are Andrew Broussard and Paul A. Bourgeois, vice-presidents; F. J. Montague, secretary-treasurer; Stanley Parson, Frenzel Pere, John D. Sobert, Robert Hollier, Dr. Stanford J. Laborde, Robert Le Blanc and Richard J. Putnam, board members.

Jr. Exhibitors at Wis. Annuals Get Top Money

MILWAUKEE, June 5.—For the first time in history, junior exhibitors at Wisconsin county and district fairs will draw more premium money this year than adult entries, the State department of agriculture has announced.

Of the \$260,000 in premiums, approximately \$135,000 will be offered in junior departments on the 76 scheduled fairs. This, the department said, continues a program of emphasis upon youth activities and participation. A total of \$251,000 was paid in premiums last year, \$123,600 of which was in youth departments.

N. E. Ia. Association Holds Biggest Meet

POSTVILLE, Ia., June 5.—The year's largest monthly meeting of the Northeast Iowa Fair Managers' Association and the last to be held until September was held May 25 in the IOOF Hall here with officers of the local Big Four Fair hosts, reports A. S. Burdick, Big Four secretary. Dinner was served by the Rebecca ladies. The meetings resume in September at Cedar Rapids, with all Iowa Fair officials as hosts.

L. B. Cunningham, secretary, and William Campbell, vice-president, Iowa State Fair, Des Moines, and E. W. (Deak) Williams, Manchester, secretary of the Fair Managers' Association of Iowa, were guests at the three-hour afternoon meeting. Officers of the Northeast group are Tom Searcy, Independence, president, and Norton Bloom, Nashua, secretary.

Assn. OK's Record Number of Festivals

BATON ROUGE, La., June 5.—At a meeting of the reorganized Louisiana State Association of Fairs this week, dates for 36 parish fairs and fall livestock shows, nine regional fairs, a State fair and a half dozen agricultural festivals of national and international scope were approved.

This is a record-breaking number of events, according to W. E. Anderson, recently elected commissioner of agriculture and president pro-tem of the State association. For over 55 years, the association was headed by Harry Wilson, who died last winter.

Pennsy Farm Show Awards Top 49G

HARRISBURG, Pa., June 5.—A premium list and prize awards totaling \$49,536—\$5,000 more than 1948—has been approved by the Pennsylvania Farm Show Commission for the 1949 event, which will be held here January 10 thru 14.

Money awards for prize livestock were increased all along the line. At the same time the number of premium awards was raised from the 9,042 offered this year to 9,241 for the competitive exhibits entered in the 1949 show.

Pomona Exhibition Clicks

POMONA, Calif., June 5.—The two-day annual exhibition, with over 1,400 agricultural entries by more than 300 members of 21 4-H clubs in the San Gabriel Valley Council, closed here recently after the most successful run in history. Closing day attendance was estimated at more than 2,500, said D. L. Liddle, assistant farm advisor in charge of county 4-H Club work.

Appanoose, Ia., Cuts Gate

CENTERVILLE, Ia., June 5.—The Appanoose County Fair Board has voted to lower the outside gate admission this year from 50 to 40 cents. The board has decided it would rather see a large crowd at the fair, regardless of gate receipts. The board also will sell season tickets this year for \$1.75. The fair will run August 10-13.

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FARMER CITY, ILL.

RB CONTINUES TO STRAW 'EM

2 Men Killed In Pittsburgh

Runaway wagon, train are death instruments--injured natives sue for 125G

PITTSBURGH, June 5.—Ringling Bros. and Barnum & Bailey Circus continued to do turnaway biz here but a pall of gloom settled over the whole organization as the result of two accidental deaths during the show's five-day stand, ending yesterday (4).

Customers were strawed for both shows Memorial Day. Tuesday (1) matinee was light but not unexpected following the holiday. However, the show drew a three-quarter house at night. Wednesday (2) was near capacity, while Thursday and Friday (3-4) played to three-quarter matinees and turnaways at night.

Manager Art Concello was unhappy about the new lot which has a 35-foot drop from the midway to the back yard. No parking facilities are available, and Concello said that if the show couldn't secure a better lot next year, Pittsburgh would be passed up.

Two Are Killed

Circus employee Huston A. Ascher, 26, New Orleans, was killed when he attempted to pole a runaway wagon away from the circus crowds who were milling around the lot the day before opening. Yesterday another employee, Robert Springer, 50, died of injuries when he was struck by a train.

The accident that brought death to Ascher might never have happened on a level lot. The huge Gargantua cage wagon broke loose and was headed for a crowd of onlookers when Ascher attempted to stop it.

The accident resulted in injury suits totaling \$125,000. Mrs. Pearl Clough, Pittsburgh, brought suit for \$75,000 for injuries received, while her husband, Edwin, asked \$25,000 for being "deprived of her companionship." An additional \$25,000 was asked by Clarence Platt, Mrs. Clough's father, who said he suffered back and leg injuries and shock.

Help Unsettled

The help situation was alleviated somewhat Monday, when 125 workmen were brought on. However, most of the men walked away in small groups, and the shortage again became acute. A number of them were picked up on vagrancy charges by local cops, and this action prompted a wholesale return to jobs.

The new seats were put to an acid test here due to the topography of the lot. A poll of patrons revealed that most of them were pleased with the accommodations. Typical comments were: "Sure nice to have a comfortable seat at the circus," and "Well, I didn't notice but I guess it must have been all right."

Packs Signs Wallendas

CHICAGO, June 5.—The Wallenda unit has been signed by Tom Packs to play his circuit beginning Sunday (13) in Houston, it was announced here today.

The deal was negotiated by Ernie Young, Chicago, and Jack A. Leoncini, Wallenda business manager.

Polack Run at San Fran Sets New All-Time High in Grosses

SAN FRANCISCO, June 5.—Polack Bros.' Western Unit wound up its 11-day engagement here Sunday (May 30) with the biggest closing night crowd in the eight years the show has played here.

The same applies to the entire run. Gross receipts topped all previous records, and Louis P. Stern placed the total attendance at upward of 175,000.

Capacity business started earlier than usual this year and continued without let-up. Matinees were big, some of them being turnaways, as was the second Friday night.

George W. Westerman chalked up a promotion in keeping with an unprecedented membership ticket sale. He goes next to Salinas and Santa Cruz, which he will handle jointly.

Incidentally, Islam Shrine Temple here and Aahmes Temple in Oakland usually finish with approximately the same net take. San Francisco, with a somewhat higher price scale,

piles up a bigger gross but also has a bigger nut to meet.

Show opened in Stockton next night after closing here. A strong opener promised a successful week's run. Date is the show's fifth for the San Joaquin Shrine Club, affiliated with Ben Ali Temple, Sacramento. A. E. (Buck) Waltrip, handling Stockton for the first time, reported a record promotion.

Stockton will be followed by two two-day stands, both outdoors, at Modesto and Merced.

Dailey Jams 'Em on Tour Thru N. Y.

Weather, Flack Help

ONEONTA, N. Y., June 5.—Aided by ideal weather and strong advance flack, both via the newspapers and radio, Dailey Bros. is chalking up some red ones on its New York State tour.

On a one-day stand here the show played to capacity at the matinee and put them on the straw at night. It was the same at Glens Falls, altho the matinee was just a shade lighter than that here.

In Elmira, N. Y., the show played to two strong houses, an ice show giving competition.

Americano Clicks In Puerto Rico

PONCE, Puerto Rico, June 5.—Gran Circo Americano's biz on the Island has been better than expected so far this season. Org, under direction of Jerome D. Wilson, is planning a short return engagement to San Juan before embarking for Ciudad Trujillo, Dominican Republic. Show debuted with a new big top in San Juan and in Ponce with a new menagerie top. Show has two new dressing tops on the way. Outfit is playing Mayaguez, June 3-10, and Arcibo, 19-26.

Show recently received a shipment of some animals, including two elephants formerly with the Ringling show, and a mixed group of two lions, two bears and two Great Dane dogs, formerly part of the act presented by Alfred Court.

Waterbury Circus Contracts 16 Acts

WATERBURY, Conn., June 5.—The annual Grotto Circus will be held in the municipal Stadium Monday thru Saturday (21-26). Sixteen acts, the largest number ever used, have been contracted for thru Joseph H. Hughes, field representative for the George A. Hamid Agency, who will also stage the production.

As in the past the date will be sponsored by the Grotto Club, Inc., for the Zindah Grotto, with proceeds going to charity. John L. Lineburg Sr. is general committee chairman. Arnold Plancer is co-chairman.

H-M Scores Big In Harrisburg

HARRISBURG, Pa., June 5.—The Hamid-Morton Circus scored one of the best week's of its current tour at the State Farm Show Arena, ending May 29.

Simone Zacchini suffered a twisted knee in the double cannon act Wednesday (26). Col. Robert H. Morton, circus co-owner, said the 22-year-old Simone would be out of the act for some time. Zacchini reported that his wife, Germanna, probably would fill in.

The engagement was played under Shrine auspices.

King Org Biz Booms In Swing Thru N. Y.

MASSENA, N. Y., June 5.—Sunny skies and warm weather greeted the King Bros.' Circus on its tour of New York, and the org played to full ones here Wednesday (2), in Ogdensburg Tuesday (1) and in Watertown Saturday, May 29.

Show played to a small matinee house here, and it is believed overall attendance was hampered by the fact it was two days before payday in town's No. 1 industry and three days before arrival of Dailey Bros.

Beatty Passes Up Three Spots--Flood

CHICAGO, June 5.—The Clyde Beatty Circus, which has been plagued by bad weather since leaving its successful Los Angeles stand, found the going too tough in the flood area and reported it was forced to pass up Longview and Chehalis, Wash., and Portland, Ore. Org hoped to pick up its route at Auburn, Wash., and continue as scheduled.

The Beatty train was caught by the floods at The Dalles, Ore., and the route situation, for a time, was confused.

At Salem, Ore., the show enjoyed good weather and played to two full ones.

Youngstown, Canton Good To Cole Org

Greensburg, Pa., Delay Hurts

GREENSBURG, Pa., June 5.—A 99-mile jump from Youngstown, O., and unavoidable transfer delays resulted in the failure of Cole Bros. to arrive here until Wednesday afternoon (2). The matinee did not get under way until 5:45 and as a result the crowd was only fair. It would have been a near-capacity house had the show started on time. A strong crowd caught the night show.

At Youngstown the org enjoyed a red one. The first show to play Youngstown this year, the Cole org drew a good matinee crowd, despite the fact it was more than an hour late starting, due to a two-mile trek from the rail yards to the grounds. At night it was a straw to the ring banks.

Canton gave with an overflow in the afternoon and a turnaway at night. A two-day stand at Akron, May 29-30, produced only one good day's business. The exodus of Akronites on the three-day Decoration Day holiday undoubtedly hurt.

Mansfield, O., came up with a fair matinee and near capacity at night. Warren, O., accounted for two straws.

New Westminster Rains Hit Bailey

NEW WESTMINSTER, B. C., June 5.—Heavy rains which eventually caused floods thruout much of the surrounding area hurt Bailey Bros. here Friday, May 28.

Previous stand, a four-day affair at Vancouver, May 24-27, was a red one, however, getting off to a fast start with six turn-away performances on opening day. The occasion was Victoria Day, the first general Canadian holiday of the summer. Biz held up well the next three days, with a matinee and two evening shows staged daily.

General Agent P. Camp and Dan Pine, in charge of the press department, broke circus precedent here by running prices in press display ads.

The org plans to tour Canada for 60 days, according to Camp. Verna Reaver and Dan Meggs, contracting agents, are working eastward into Alberta.

Kelly-Miller Gets 2 Full Ones in Neb.

AINSWORTH, Neb., June 5.—The Al G. Kelly-Miller Bros. org played to full houses here Friday, May 27, despite rain and cold. The previous night in Bassett, Neb., org drew two full ones. Matinees at both spots were big.

Police Circus in St. Louis Draws 252,697 for New Mark

ST. LOUIS, June 5.—The 252,697 who paid to see the 24 performances of this year's Police Circus here, May 9-23, established a new attendance record, according to Capt. John A. Buck, chairman of the event.

Total attendance in 1947 was 242,483.

Ringling-Barnum

The lot in Pittsburgh proved a hilly one, and it was like being on a Roller Coaster when walking around the lot.

Weather is ideal and sunbathers are out bright and early each day. It seems that washing your laundry in the bucket is a thing of the past now that we are playing near the self-laundry concerns. Among showfolk taking advantage of this opportunity were three midgets, who really were laden down with their laundry bags. Frankie Saluto proved himself a hero during the recent game between the girls and midgets by saving the game for the little men.

The Ringling soccer team lost a hard fought game to the Philadelphia Phoenix team, 3 to 2. Art Springer is now doing the singing during spec and the *Monte Carlo* number and is doing a good job. Joe Dunn, time-keeper, closed the season in Philadelphia.

Eugene (Hunkey) Gutman, of the novelty department, passed away in the Saranac Lake, N. Y., Sanatorium after a long illness. Marcel Wolthing celebrated his birthday. Bob Reynolds is on the sick list.

Visitors: Joe Menchen, Mrs. Mel Hamlin, Mr. and Mrs. McKenzie, Margie Geiger's sister and brother-in-law; Stanley Wathon, Joe Lynch, Sally Dare, Mrs. Al Tucker and Chick Thompson.

Around the lot: Joe McCarthy and the wardrobe department doing a good job in helping the spec floats stay clean and freshly painted. Mr. Boots, Merle Evans's dog, is with it at last. He made spec in one of the little cage wagons. As he passed the bandstand, Merle almost dropped his cornet in surprise. Joan Sharkey has everyone wondering what she tells her dancing partner, Modoc, each day. Bill Ballantine and Chesty get plenty of laughs during the elephant number with their pantomime waltz. Tex Rowan putting up the band top has the American flag as the landmark, making it easy for all to find.—MARY JANE MILLER.

Polack Bros.' Western

Eddie and Mabel Stark fulfilled their contract in San Francisco and returned to Los Angeles to complete the technicolor film, *Song of India*. Before their departure a young reporter asked Mabel her age. Miss Stark immediately replied, "There are two things a performer never discusses—salary and age."

San Francisco's Chinatown saw Chai and Somay Huang entertaining many of the performers on various occasions, and ordering authentic Chinese dishes, which had to be eaten with chop sticks. Our clever Chinese couple would leave Chinatown only long enough for their performances in the ring.

Rex Ronstrom earned the title of dog catcher by returning one of Dwight Moore's wayfaring mongrel actors to the fold. Bobby, Dwight's (See *Polack Western on page 95*)

ELASTIC NET OPERA HOSE
 Black, suntan, white and pink, \$4.95. Elastic net tights, \$7.50. Silk tights or leotards, \$4.50. Rhinestone punches, \$4.50. Rhinestones, metal spangles, chainette tringes, ostrich plumes, etc. Folder? Yes.
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 High Acts, Circus Acts, Animal Acts for E. N. Williams Hippodrome Thrill Circus, week July 5th, Greenville, S. C.; week July 28th, Springfield, Ill.
 Write . . . Wire . . . Call
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 203 N. Wabash Ave. CHICAGO, ILL.

Dressing Room Gossip

Dailey Bros.

Finally received a break in the weather after a freeze which ruined first part of the week.

Johnny Williams and His Syncopators were guests at the Elks Lodge in Du Bois, Pa. Chicken and Louisiana rice were served. Band played the *Grand March* and Cardessa Williams was emcee. Line up of band: Duke Walter and David Hicks, trumpets; Pop Huggins, Elmo Wheeler and Martin Cole, saxophones; Red Jackson, trombone, and Hooks Royal, drums.

Candy Plumley, Hawaiian dancer, recently joined the Side Show. Mrs. Bessie Snyder, school teacher in Hornell, N. Y., puts on circus entertainment in her classes, each youngster taking the name of some famous personality. Bandman Phil Wright entertained E. F. Call and other friends during the stand in his home town, Elmira, N. Y. Tommy Madden visited Milt Robbins. He was with Bob Hunting's railroad show when Milt was born on the lot. Madden joined the Ringlings in 1883.

Recent visitors have included Phyllis Darling and Ira Gaskill, dancers with Rogers Bros.; Dore Miller and Jimmy Salter, Dales Bros.; Al Pitcher, former frogman and trapeze artist; Mrs. Putnam, a newspaperwoman, and her mother; Mrs. Hibbard, Joe B. Webb and Norman Anderson of the James M. Cole Circus; Harry Strait, Mr. Robert and Greibel Buckingham.

Personnel of the Johnny J. Jones Exposition visiting Butch Cohen, Jean Allen and Jo Rittley Webb included Evelyn Kleider, Frances Scott, Cleo Hoffman, Ralph Lockett, Peasey Hoffman, Jimmy Rose and Morris Lipsky. B. C. Davenport caught a matinee of the James M. Cole Circus.—HAZEL KING.

Hunt Bros.

Decoration Day found us at Stamford, Conn. Three shows and full houses at each performance in spite of threatening weather. Dr. Andy Ross, New Rochelle, visited Roy Short recently. Among recent visitors were Howard Suesz, of Clyde Bros.' Circus, and Ted Worth, who has a magic show in these parts.

We are sorry to hear of Al Losch's hard luck. Seems a growth of some sort has developed in his throat. He went to New York for an examination, and as a result has to go to a hospital for treatment.

Red Simpson and his Brahma bull go over good in the concert. Clown alley is headed by Jim O'Donnell. His levitation is very good. He is assisted by Delveny and Mrs. O'Donnell. The writer claims to be the champ chess player. However, if Charles Post or Truzzi, the juggler, reads this, I am only fooling.—NORMAN HANLEY.

Dales Bros.

Our seventh week was spent in Pennsylvania and business and weather were ideal. We have been fortunate, so far, to have every Sunday off. A recent Sunday was divided between visits to the Cole show in Akron, Ringling in Pittsburgh, and Lake Chautauqua near-by Warren, Pa., our Decoration Day town. The Ferris Shows were pulling off the lot as Dales Bros. pulled on in Warren, and we day and dated the Majestic Greater Shows earlier in the week.

A new club has been formed and bears the distinctive title of GIDHATC (Glad I don't haul a trailer club). Izaac LaBird is president, and brother Charlie is secretary-treasurer. Meetings are held on every muddy lot, to gloat over the trailerites who invariably find the going much tougher.

E. Braunley joined clown alley and has several clever walkarounds. Bill (Rusty) Rusterholtz, *The Erie* (Pa.) (See *DALES BROS. on page 95*)

Cole Bros.

Col. Harry Thomas, after 22 years at the microphone without missing a performance (it says here), had to give up because of laryngitis. He couldn't speak above a whisper. Edgar (Doc) Wilson again proved himself the real fan by jumping into the breach and handling Harry's duties for five days. Doc proved a good announcer and won the plaudits of all.

Queen June Cristiani holds court every day, surrounded by her ladies in waiting. Alabama Campbell's ponies went on strike the other day and decided to do their act on the track instead of in the ring. Alice Privett joined and is working in the Wild West with her husband, Tommy. Wonder who Henry Kyes takes all that coffee to every morning from the pie car. He says it's for his men. Most of the folks on our side are wearing grouch bags. Mrs. Luckey is making one for the writer because he's always losing his keys. Heather Pugh is raising a family.

News from the Side Show: R. V. Lewis, band leader, and his boys are doing a fine job, ably assisted by Mrs. Lewis. A flock of birthdays celebrated by the personnel, including Arthur Hoffman, manager, who was presented with many gifts; Billee Nicks, Hawaiian dancer; Tommy Thompson, knife thrower; Mae Sabor and Genevieve Wright, also from the Hawaiian department. A big day for Ginger Benson in Columbus. She was visited by her hometown folks. The Joe Hawthorns are the parents of a son. George Churchill, sign painter and ticket taker, took a day off to visit his sick sister. Fred Harris and the entire Side Show were guests of Doctor Neff and his spook show in Mansfield, O. New addition (See *COLE BROS. on page 95*)

Bailey Bros.

Our first day in Vancouver proved a busy one, with a morning performance at the Crippled Children's Hospital and five—count 'em—five full and complete shows. None of us had to be rocked to sleep that night. It was a legal holiday in Vancouver, Empire Day, honoring Queen Victoria's birthday. This fact helped to bring out the Vancouverites. Dan Pyne, head press agent, received fine co-operation from *The Vancouver News-Herald* and *The Vancouver Sun*. Those playing the hospital show were Skinny Goe and his band; George Myers, emcee; Albert White, Lew Kisk, Buck Leahy, George Barnaby, Koko and Loco Fairburn, Swede Johnson, Hunky Johnson, Emanuel Barrangen, the Cardenas Brothers, George Geddis, William Francis, Baldy Hunter and the prop crew.

Tuesday and Wednesday, May 25-26, business was so good we were forced to give three shows each day. Thursday, 27, we played to two full houses for a total of 13 shows for the four-day stand.

Bill Walker, Vancouver, joined the press staff to work our Canadian dates. O. N. Crafts, owner of the Crafts Shows, flew his own plane from Los Angeles on business and visited Hank Carlisle, legal adjuster.

P. Charles Camp, our Canadian agent, worked hard to help make this date a success and got fine support from Dan Meggs and Vernon Reaver. A. K. McMartin, Vancouver representative for *The Billboard*, was around the lot. We enjoyed sunny weather all four days and our lot in Hastings Park was ideal.

New Westminster Notes: Biz at New Westminster was fair despite rain both days. Pat Gerow, musician, from Station CKNW paid the writer a visit. At this time of writing Old Man River, the Fraser, is on a rampage.—RUSTY BADER.

Orrin Davenport

It's our 22d week and we are on the home stretch.

Calgary, a new stand, was a big one. A liars club was formed during the stay there. Leo Hamilton started it all by announcing he had just partaken of a full course dinner, including a steak which covered an ordinary plate, for 75 cents. George Hanneford declared he had just eaten the same thing but for 65 cents. Ralph Velarde proved the first liar hasn't a chance when he said his steak covered a big platter and cost only 55 cents. George LaSalle, however, was elected president of the club when he said he had the full course dinner with the platter-size steak, and went back for seconds. All kidding aside, you can get a good steak dinner in Canada for less than a dollar.

Checked caps are the current rage up this way, and many of the folks are wearing them. Among those sporting the visored chapeaus are Earl Shipley, Frank Cervone, Chester and Joe Sherman, Joe Lewis, Bert Dearo, Francis Hogan, Eric Oranto, Harry Haag and Bill Moore. Cabbage DeKoe would like to learn from Giovanni Baptisti Gallosolli Bagonghi just where he got the name of Cabbage. Brownie is putting out picture post cards bearing instruction for building an atomic rocket.

Jimmy Davison is writing a book on safe driving.

Over on the ladies' side, packages galore bearing Hudson Bay Company and Eaton's labels are arriving. Could be a new wardrobe is in the making, so watch Ruby Haag, Cleo Fleet, Eleanor Velarde, Eva May Lewis, Corrine Dearo, Viola Rooks, Lola Montes D'Oca and Mrs. Orrin Davenport.—DICK LEWIS.

Polack Bros.' Eastern

In Amarillo, Tex., we had the Freedom Train for opposition. Nobody objected. Many of the personnel took advantage of the opportunity to view the historical documents.

School days at an end means two things, early matinees and heavy practicing for Pepi and Nita Borza and Wanda Malikova.

The GAT club had a party in Amarillo, and orchids go to Hanna Pallenberg, Terry Peers and Elmer Santana who worked all day to prepare the feast. Hanna fried 20 chickens, while Elmer and Terry labored diligently over 10 pounds of shrimp. The dinner was layed out behind a gaily painted canvas drop on the stage and when the curtain went up there came a mixture of gasps (See *Polack Eastern on page 95*)

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 Fearless Stars, Billboard, Cincinnati 22, Ohio

Columbia's Benefit To Be Annual Event

COLUMBIA, Mo., June 5.—Initial Boone County Benefit Circus, under joint auspices of the Boone County Fair Association and Columbia Recreation Commission, was adjudged successful enough to warrant plans for the presentation of a similar event next year, sponsoring officials said this week. Much local publicity attended the debut of 12-year-old Carla Wallenda, daughter of Karl and Helen Wallenda, on opening night. She appeared on the Spanish web in the aerial ballet.

Features also included Miss Rietta, swaying pole; Johnnie Weldy's Scandinavian bears; Tiny Smith, funny Ford; the Karrells, the Brannocks, Loyal Repenskys and Zeffa (Dolly) Loyal and Uncle Joe Loyal, trampoline.

Johnnie Weldy's bears escaped their cages near the close of the stand causing considerable confusion, but no damage other than spilling paint in the dressing tent.

HUNT BROS.' CIRCUS

WANTS

To join on wire, strong Aerial Team that do at least one act strong enough to feature. Can use other Acts that double. Also Working Men and Pushers in all departments.

Bristol, Conn., 10; New Britain, 11; Middletown, 12; Manchester, 14.

WANTED

Candy Butchers for two Shrine dates, opening La Crosse, Wisconsin, June 20; Winona follows. Will sell Novelties outright these two dates. I have the exclusive on all Concessions with the Terrell Jacobs Circus for ten weeks' State Fairs, opening Milwaukee, August 7th.

Eddie Billetti

P. O. Box 56 or Phone 6026-9,
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ROGERS BROS.' CIRCUS

CAN USE

Good Family Act with own transportation, also Comedy Bar Act and Wire Act, to enlarge Big Show. Pay every Sunday, no holdouts or holdbacks. Girl to ride Menage and Aerial. Need good, sober Cook. Si Murray, answer. Calliope Player wanted. Can always use good Workmen; come on. Long season, good pay and regular. Tamaqua, 7; Alden, 8; Plymouth, 9; Stroudsburg, 10; Bangor, 11; Walnutport, 12; Pottsville, 14; all Pennsylvania.

WANT PROMOTIONAL MANAGERS

Who can handle Phone Men. Must be sober, reliable and no limbers. Also able to finance self. If you are broke, do not answer. Must be ready to start immediately. Write or wire, stating where you can be reached by phone.

JACK MILLS

c/o MILLS BROS.' CIRCUS
Terre Haute, June 8; Crawfordsville, 9; Kokomo, 10; Noblesville, 11; Winchester, 12—all Indiana; Bellefontaine, Ohio, 14; Marion, Ohio, 15.

MAN WANTED

TO HELP WITH

Happy Harrison's Animals

HARTFORD, MICH. RED KELLY, WIRE.

WANT AT ONCE

EXPERIENCED TELEPHONE SALESMEN
Not 1 or 2 Men—But 50

BEST DEALS IN AMERICA

Do not stop for letter or telegram exchanges, but get going—for Birmingham, Ala.

BRYCE BENNETT

Hillman Hotel, Room 540

PATTERSON BROS.' CIRCUS WANTS

Boss Canvasman that can handle new sixty with three thirties. Man and wife to run Grab Stand, Butchers, Workingmen in all departments, Mechanic. Can always place good Phone Men.

PATTERSON BROS.' CIRCUS

Holly, Mich.

BAR PERFORMER

AT LIBERTY

AERIAL OR GROUND BARS

LOUIS OCZAVIRK

1112 German St., Erie, Pa.

UNDER THE MARQUEE

Huffy Hoffman, Cole Bros.' clown, is ill at his home in Zanesville, O.

Circusbiz has produced many men who can whip their weight in muddy lots.

Jimmie Millette is touring Australia with the Wirth Circus.

The *Bridgeport* (Conn.) *Sunday Herald* of May 22 carried a lengthy yarn on P. T. Barnum.

Elmer A. Simpson attended the Polack Circus, Eastern unit, in Municipal Auditorium, Amarillo, Tex.

Every little circus boy has a chance to grow up to be a manager, or at least a pusher.

The James M. Cole Circus, aided by clear and warm weather, played to strong houses at both performances in Little Falls, N. Y., June 2.

Bones Brown, on the Big One, says he is convinced that Ira Millette is a better pinochle player than Freddie Freeman, Ira having his IOU's to prove it.

Employee who says his personal habits are none of the boss's affairs wasn't educated in the old school.

Clyde D. Wixom, Detroit, owner of the pioneer Mat Wixom Great Show title, and Mrs. Wixom, are planning to attend the convention of the Circus Historical Society at South Bend, Ind., June 18-20.

During the Cole Bros.' Circus engagement in Akron, Jesse Amonett visited Joe and Fannie Haworth, friends of 20 years standing whom Jesse first met on the Mighty Haag Shows. Amonett also visited Kenneth Waite on the org.

One kind of a stake sharpener is the canvasman who thinks he's doing fine as long as he makes the stake shorter.

Attendance was small at both showings of the Hunt Bros.' Circus in Danbury, Conn., May 23. Poor crowd was believed due to fact of threatened strike in local hat factories, which constitute the city's largest industry.

William Fields, well-known Broadway legit publicist, who also works the Big Show's New York engagement as the result of former full-time pub-thumping for the circus, is working on a biography of John Ringling ready for fall publication.

An interesting question is how many shows does a man have to be chased off of before he is considered unreliable.

The Snell brothers, clowns, after playing Nashville, visited the Milt Hinkle Rodeo at Knoxville before returning to Chicago. They will play Soldier Field, Chicago, July 4 and several fairs for the Barnes-Carruthers Theatrical Enterprises, Chicago.

Sam and Jenny, rube comedy team, have just completed an 80-day stand working at the American Bowling Congress session at the Michigan State Fair Coliseum, Detroit, combining concession operation and checking during the three-month rolling session.

Old-timer never notices his age until the first of May's wink when he tells them how they moved shows with horses in '98.

Arthur Lamont, known professionally as Bozo the clown, visited the Chicago office of *The Billboard* last week. Lamont, last year with Clyde Beatty, returned from Honolulu in April where he appeared with the E. K. Fernandez Circus. At present he is vacationing in Decorah, Ia.

Hans and Isolite Clair were injured severely when their auto crashed into a culvert while they were en route to Anthony, Kan., to play a celebration with Clyde Bros.' Circus. Hans suffered a broken nose, four broken ribs and head lacerations, while Isolite received a broken leg. Both are at the St. Francis Hospital, Wichita, Kan.

Education costs more than it used to and that also goes for the money it costs to teach beginners.

Capt. Roman Proske, animal trainer, was clawed by a Bengal tiger in an arena of his North Miami Zoo Thursday, May 27, while putting the animals thru their paces. Proske, rushed to a hospital, suffered torn muscles in his right leg in addition to bites and gouges on the right thigh.

When I. W. Boden's donkey ball org opened its season at Ruffin, N. C., the Bodens were guests of Rex and Fannie Ingham. Show played there under auspices of the school baseball team. Mrs. D. B. Shores again is ahead of the show.

Hick town merchant is one who goes to a circus to see how many of his customers have money to waste on shows but none for their back bills.

Walt Matthie, Long Beach, Calif., miniature circus tycoon, and formerly on the advance of the Clyde Beatty Circus, is building a large stage on which to display his big one-inch scale model of the old Al G. Barnes show. Walt has several dates booked for the exhibition.

Harris W. Reynolds, wire performer, was a guest of Marjorie Towson and her parents at their home in Detroit prior to start of his season for Charlie Zemater. The pair were members of the Young Nelsons acrobatic act before World War II. Mrs. Towson leaves Detroit in June for her summer home in Minnesota.

Fact that circus business is run on traditions, such as "The Show Comes First" and "I'm not a dry weather trouper," doesn't eliminate the necessity of keeping pushers around.

Visitors on Hunt Bros.' Circus lot during its stand in Norristown, Pa., included J. Rudolph Conway, George Kienzle Sr. and Jr., Mr. and Mrs. Joseph Conway and son; George W. Jones, Denny Berkey, Mr. and Mrs. Herbert A. Douglas, Bill Moll and Russell Campman.

From force of habit the spry-happy showman now expects the temperature to drop to 35 every time cooler weather is forecasted.

Dave Murphy, beating the drums for Clyde Beatty Circus in Medford, Ore., had an elephant and a donkey parading thru the streets Primary Day, May 21. Both animals wore signs saying, "Don't forget to vote. Don't forget the circus." Murphy and Walter Fleck are dividing the advance work for the Beatty org.

Gamest gambler in circus business is the musician who is willing to work out a week's holdback if he doesn't have to play the concert.

Bev Kelley is author of a piece in the current *Saturday Evening Post* on the baby elephant which Ben Davenport imported a while back for his Dailey Bros.' Circus. The yarn, in addition to being loaded with pachyderm lore, is a dandy plug for the circus, of which Kelley is head tub-thumper.

The Providence city council recently smothered a proposal that a permit issued to the Ringling circus to (See Under the Marquee on page 84)

Rogers Bros. in Pa. Gets Small Crowds

BERWICK, Pa., June 5.—Rogers Bros. were greeted by small crowds at both shows here May 31, with both performances starting late.

Threatening weather in the afternoon and a light rain at night slashed attendance at Bloomsburg, Pa., May 29.

The org, however, played to a full one Friday night, May 28, at Jersey Shore, Pa., with the crowds displaying an eagerness to see Shirley Temple, the elephant which recently was the object of a dispute involving the movie actress of the same name.

Circus Historical Society

WICHITA, Kan., June 5.—The third annual convention of CHS will be held in South Bend, Ind., June 19-21. Headquarters will be in the Hotel Oliver. Cole Bros. plays South Bend June 20-21.

Ted Meyers, Iola, Kan., reports he is getting great response on his new venture. The writer, in company with Dora Lee Stevenson, drove to Tulsa, Okla., and caught the fifth annual Shrine Circus there, produced by Gil Gray. Other shows caught were the Kelly-Miller org, three times, and Monroe Bros. at Florence, Kan.

The New England chapter of CFA and CMB&OA held its annual spring meeting May 16 in the Hotel Manger, Boston. After lunch those attending caught the R-B show at the Boston Garden. John Crowley was chairman of the meeting and attendance was 35, including Bluch Landolf, Lillian Leitzel's uncle.

Jim McInnis, Alburtis, Pa., saw James M. Cole and Hunt Bros., and visited with Deacon Albright on King Bros.' lot. He reports that Chris Viohl and John Van Matre also were on the lot.

Charlie Kistler is recovering from a recent illness. Charlie Campbell, author of *Today Is Circus Day*, called on Mr. and Mrs. Ernie White, Chattanooga. Ernie is on banners with Bailey Bros. Dr. E. N. Olzendam, Manchester, N. H., reports he attended R-B in Boston and plans to be on hand to welcome the show when it plays Manchester June 30. Walter Pietschmann is in Canada on a short vacation.—BETTE LEONARD.

E. R. Braly Org To Play Arkansas Livestock Expo

YAZOO CITY, Miss., June 5.—The Braly Circus will play the Arkansas Livestock Exposition, George Marquis, org's special representative, announced here. Marquis said this gives the circus 10 major Southern fairs, plus many small fairs for the smaller unit of the show. The Braly org this year will boast a major unit and a small five-act unit. E. R. Braly is managing director of the show, James Neeld secretary-treasurer, and Marquis field representative.

The Program

Display 1.—Overture, featuring Princess White Cloud, soloist and organist. Display 2.—Grand entry. Display 3.—Jimmy and Idama, riders. Display 4.—The Dutton riding troupe. Display 5.—Art and Marie Henry, rolling globe and juggling. Display 6.—Clowns. Display 7.—Dick and Pauline, roly boy. Display 8.—Rosita and Maybelle, aerial gymnastics on single ropes. Display 9.—Clowns. Display 10.—Miss Marie and her pets. Display 11.—Jim-Jam, comedy juggling. Display 12.—Heerdink and Company, horizontal bars. Display 13.—Henry's Liberty ponies. Display 14.—Phil and Bonnie, balancing. Display 15.—Clowns. Display 16.—Ida Mae, contortion. Display 17.—Phil and Bonnie Bonta, perch. Display 18.—Clowns. Display 19.—The Valentines, featuring Freddie, trapeze. Display 20.—Dutton's equestrian revue. Display 21.—The Great Fussner, teeterboard. Display 22.—Exit march.

WANTED

3 EXPERIENCED BANNER U. P. C. PHONE MEN
For circus advance. Start Wooster, Ohio, Monday, June 13, finish sunny Florida Jan., 1949. Grotto, Shrine, Police, Fire auspices. We have A-1 contact man. Things all set in each city. 25% plus bonus. No lost time from here, all big cities. If you drink O. K., but not between 9 a.m. and 5 p.m. Address: PROMOTIONAL DIRECTOR, 122 1/2 Liberty St., Wooster, Ohio. Wire or Phone 84. You pay on your end.

IT'S THERE WHEN WEATHER OK

36,000 See Strates in Pawtucket

Sothorn Gets \$1 Admish

PAWTUCKET, R. I., June 5.—With ideal weather prevailing thruout the entire week, the James E. Strates Shows, first biggie to play here in 10 years, cashed in one of its best stands since the preem Washington engagement. Gate attendance for the week ran over 36,000 and, as a result, every show scored heavily.

Since the date is in the heart of prime park territory the rides did only fair business during the first three days, but did okay for the remainder of the stand.

Georgia Sothorn and her *Night on Broadway* revue packed them in from the start and played to capacity to the last performance, which didn't get under way until 12:30 a.m. Sunday (30). Closing night admission price was hiked from the usual 76 cents to \$1. Raul Roriguez, talker, took over the front here.

Nate Eagle's *Hollywood Midget Stars* also went over big at 25 and 50 cents admission. By mid-week the top was being packed with one bally. Claude Bentley's two Side Shows scored by playing to the biggest crowds of the season. Doc and Betty Hartwick's *Wildlife and Stella* shows grabbed their share of the spending spree for their biggest take to date. Nat Rodgers's *War Show*, managed by John Jacoby, has been getting its share of the gross right along.

Advance Manager and Mrs. Nelson Thomas celebrated their first wedding anniversary with a dinner in the New Bedford Hotel Sunday (30), with James E. Strates as their guest. Mrs. Thomas will join her husband on tour Wednesday (28).

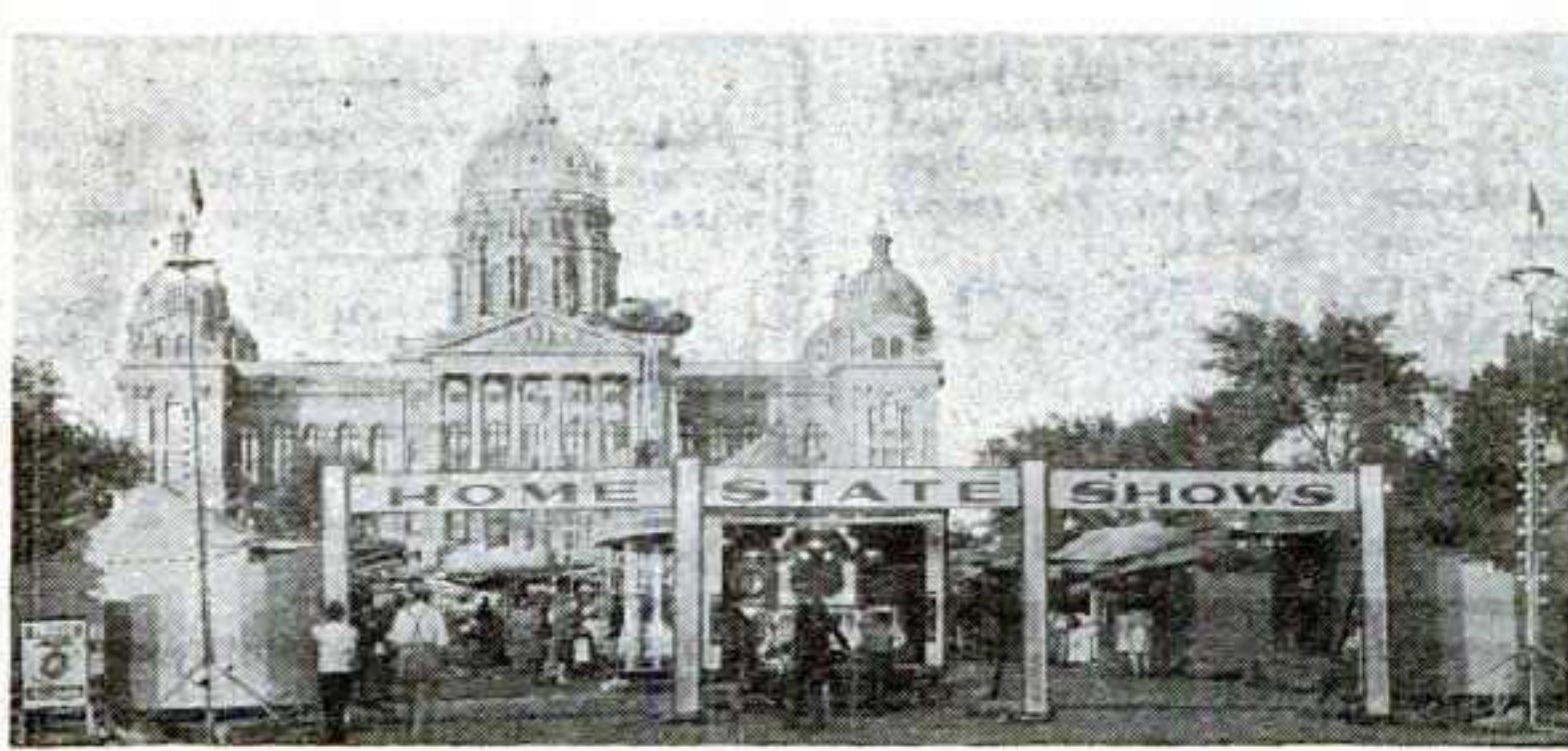
Lew Hamilton, veteran Midget Show talker, joined here too late to work the date for Nate Eagle. Mrs. Hamilton will be on a main gate box. Mrs. Al Campbell joined her husband here from her home in Florida. Frank Chrofolo and Frank Spina opened another booth for a total of three.

Jack Gallagher Now Sole Owner Of Playland Org

DETROIT, June 5.—Jack Gallagher and C. Joe Bennett, partners in the Playland United Shows, have parted, with Gallagher taking over the show properties. The break was amicable, according to Gallagher, and was due to general business conditions and to a friendly difference in point of view over operating policies.

Bennett, formerly general agent for the Joyland Midway Attractions before forming the partnership with Gallagher a year ago last winter, will take a rest before going into independent promotion of celebrations and special events, booking rides and other show attractions for each event.

Gallagher, who has been a concessionaire for 35 years, and who formerly was with Eastwood Park here, will run the show himself, and is expanding the outfit with the addition of new shows and concessions. Org



FOR THE FIRST TIME in the history of Iowa, a carnival played the Capitol grounds in Des Moines. The Home State Shows, owned by Carl Larsen and Don Trueblood, and of which Lee Bostwick is general manager, played the Capitol grounds for a three-day stand recently under auspices of the Baldwin Patterson Post of the American Legion, Des Moines. Hollis Miles is post commander. According to Rube Liebman, of the Barnes-Carruthers office, Des Moines, who sent in the picture, the show did big business on the three-day stand.

Endy in Bout With Weather; Needs Only Sunshine To Win

By Jim McHugh

NEWBURGH, N. Y., June 5.—Endy Bros.' Shows have battled the weather to a draw since their Miami preem six weeks ago, but while Owner Dave Endy and his personnel are a bit winded they are a long way from throwing in the towel. "We'll come out all right," Dave says. "We always have. The important thing is that people are coming out and spending money when the weather is all right." Endy has had some proven dates but weather, all of it bad, nixed them. However, there are more to come, including the stand here, which started slow but should wind up a winner,

adjacent Poughkeepsie next week, followed by Boston's Safety Valve Celebration for Bunker Hill Day (17) in Charlestown.

World of Mirth Tabs Big Date In Plainfield

PLAINFIELD, N. J., June 5.—A record Decoration Day take was garnered by the World of Mirth Shows in their 16th annual appearance here. Considerable rain, which fell over the three-day holiday week-end, was so timed as to have little effect on the operation of the org.

Bad weather brought thousands of folks back to this and adjacent communities early from the seashore resorts. As a result the play was heavy with all units doing well. Business thru today was good, and only fair weather thru tonight is needed to make this the best still date of the season.

The previous week in Perth Amboy was very good with only one night of rain. Shows were predated by the James E. Strates Shows, but there was little evidence that the competition hurt.

The tear-down and the move overland had to be accomplished in a heavy downpour. However, shows were on the lot and up in time for a full-dress prevue Sunday night (30), a day ahead of schedule. A downpour, however, voided the effort.

Flash White, featured Motordrome rider, took a spill in Perth Amboy but returned to work immediately after receiving emergency hospital treatment under the supervision of Dr. James K. Bozeman, shows physician.

Hermine's Midget Show joined here.

carries seven rides. A line-up of seven fairs, in addition to a number of celebrations, has been booked in the Michigan territory.

Fairs Wanted

The org, however, is anxiously awaiting a crack at the finest fair route it has ever had. "If I don't get it at my fairs, it ain't to be had," Dave says.

Dave tried to beat the weather this year by opening three weeks later than he did a year ago. The ruse, however, didn't even come close to working. The shows almost got lucky last week in Pottsville, Pa., Endy's hometown, which was fire-truck red right thru Friday. A downpour on closing Saturday (1) washed out a probable record take.

Endy has come a long way in the four years since he made the switch from trucks to rails. The original 14 cars and 41 wagons have been boosted to 30 cars and 82 wagons. The equipment, despite a succession (See *Endy in Bout on Page 78*)

Hurd Will Manage Brydon's Side Show At Michigan Annual

CHICAGO, June 5.—Ray Marsh Brydon came up with a mild beef this week regarding the story in the June 5 edition of *The Billboard* about the operation he will have at the Michigan State Fair, Detroit, this year.

Brydon, in repeating he would have five shows at the Michigan annual, Terrell Jacobs's Wild Animal Circus, Sam Howard's Aquacade; a Side Show, Globe of Death and a Girl Show, *Scan-Dolls*, which will be handled by Walter Hale, said that the Side Show will be managed by Jimmy Hurd and not by Max Gertz, as *The Billboard* story stated. Gertz, Brydon said, will manage the *Globe of Death*.

Money Free, Records Fall

Carnivals, rides, concessions report big holiday take—especially in the Midwest

CHICAGO, June 5.—"Biggest single day still date in five years . . . very, very good . . . crowds were big, and, what's more important, spending apparently was free. . . ." Those are a few of the quotes from Midwest carnival owners, ride operators and concessionaires in the carnival business regarding the three-day Decoration Day holiday.

While the story wasn't as good for the Eastern railroad orgs, mainly because of the weather, it wasn't a sad story. The East was plagued with rain and chilly winds, especially Sunday, May 30, but the carnivals benefited from the workable Saturday and Monday weather, since, for the most part, Sunday operation wasn't planned.

Railroad shows playing the Midwest—Royal American in St. Louis, Hennies Bros. in Kenosha, Wis.; Cavalcade of Amusements in Cedar Rapids, Ia.; Imperial Exposition in Kankakee, Ill., and John R. Ward in Rockford, Ill.—chalked up red ones. Officials shied away from giving actual attendance figures, but they left no doubt that crowds were big, and that spending was free.

Bill Naylor, veteran press agent for (See *It's There When on Page 78*)

Joyland Grosses Good in Detroit

DETROIT, June 5.—With virgin locations boosting grosses well above last year, Roscoe T. Wade's Joyland Midway Attractions concluded 11 successful weeks of business here with a line-up of four major rides and two kiddie rides.

Entire show made its bow May 22 at Van Dyke Avenue and 9½ Mile Road under Veterans of Foreign Wars Post auspices. Committee's failure to procure a permit prevented the presentation of the scheduled opening-day fireworks program on the 10-day run. However, the midway was jammed and heavy grosses were reported.

Visitors from Michigan Showmen's Association praised the smart appearance of the midway. Along concession row was Morris Glinea & Company, pitch-till-u-win, balloon darts, huckleby buckley, duck pond and bear hoopla. Charles Morgan and family had slum skillo, high striker, ball game and mitt camp.

Sam Solof and Newell Taylor operated a bowling alley, dart store, rolldown, clothespin pitch, cat rack and razzle dazzle; Vic Edwards, pan game, penny pitch and chuck wheel; Edward Horwitz, fuzzy bear wheel; C. H. Meyer, string game; Louis Malin, beat-the-dealer; Sam Fishman, swinger; Victor Ferguson, corn game and long range gallery; Mrs. Hazel Liddon, buckets; Nadean Bellick, popcorn; Frenchy Williams, cork gallery; Eddie Bell, photos and novelties; Herman Goldberg, jewelry; Parker Dairy Company, Saginaw, Mich., ice cream; H. Conklin, cookhouse, and Hymie Stone, who managed eight concessions for Manny Brown.

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.

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AUGUST 11TH TO 14TH

Sponsored by American and Canadian Legions
With Prominent Citizens of Buffalo and Fort Erie Co-Operating

100,000 VISITORS EXPECTED

Will Book Outstanding Attractions — Modern Rides and Legitimate Concessions

This will be one of the largest & best events in 1948!

ADDRESS: FRANK R. CONKLIN

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TED'S BROADWAY SHOWS

WANTED — WANTED — WANTED

We need two more Major Rides, such as Ferris Wheel and Flying Scooter, to complete and fill requirements. Also two more Side Shows and non-competitive Concessions, only Legitimate Stands need inquire. Exclusives only on this Show.

WELL BOOKED. TOP SPOTS. ONE OF CANADA'S BEST ROUTES.

Inquire at TED'S BROADWAY SHOW, Tedford Mines, June 5 to 12

MATTHEW J. RILEY ENTERPRISES

For Following Dates and Season

RIDES—Rolloplane, Octopus, Ridee-O, any major ride.

WANT SHOWS with own outfits.

WANT CONCESSIONS—Strictly ten cents.

WANT FOREMAN for Chairplane.

WANT MAN to put up and take down Concessions. Will pay good salary to good man.

Barren Hill Firemen's Fair, June 16 to 26; LeMott Firemen's Fair, June 28 to July 3; five more to follow. Cars given away. All bona fide dates. Address:

MATTHEW J. RILEY

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Philadelphia, Pa.

AMERICAN EAGLE SHOWS

WANT FOR MT. OLIVE, ILL., SPRING FESTIVAL AND OTHER GOOD CELEBRATIONS:

CONCESSIONS OF ALL KINDS: Diggers, Grab, Photos, Ball Games, String Game, Jewelry, Basket Ball, Pan Game, Pea Pool, etc.

WILL PLACE GIRL SHOW AND MECHANICAL SHOW.

Address: DANNY ARNETT, Mgr., Auburn, Ill. (Street Celebration), this week; then Mt. Olive, Ill.

WHEELS

Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages; Cards; and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

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New York 11, N. Y.

MIDWAY CONFAB

Cuban Mac, with Side Show, joined Florida Amusement at Auburn, Ind.

Paul Trent advises from Chicago that Clyde Wilson has his store booked on the J. J. Kirkwood Shows.

Midway financial expert is the concessionaire who explains how a show made money even tho it was rained out.

When the M. A. Srader Shows played Hastings, Neb., Mr. and Mrs. Roy Coan purchased a new car.

Paul McSa is a recent addition to the midway on the Johnny J. Jones Exposition.

Edgar Hart, well-known carnival trouper, is caretaker of the animals at Davey Fineman's Zoo in Chicago.

We are approaching the time of the season when we can no longer boast "The first show in every town."

Hazel Rusher Jarvis, who retired from the carnival business four years ago, is making her home in Houston.

Vernon Hoff reports he opened June 1 at the Flamingo Club in Hollywood, Calif.

Whitey Nolte joined Lee United Shows with his Model Show at Three Rivers, Mich.

Success is what puts a general agent in a position where no fair secretary can see him except by appointment. Huh?

Raymond Peterson, of Kirkland, Wash., joined Pacific Coast Shows at Kalama, Wash., with his bingo stand.

While Pacific Coast Shows were playing Kirkland, Wash., C. S. Finch, of Hillsboro, Ore., joined with two concessions.

Richard Blittschau, bingo operator on the Model Shows, took delivery on a new semi at Kansas City, Mo., recently.

Day coaches on railroad show trains are things a workingman can brag about to a truck showman—even tho he didn't get a seat.

Joe McMann joined the World of Pleasure Shows during their engagement in Muskegon, Mich., to handle street advertising.

George Landsaw, former concessionaire with the Lee Becht Shows, is with the Tiny Cove, Cheviot, O., supper club.

Pinky Pepper, who closed with the Cavalcade of Amusements recently, joined the L. B. Lamb Shows at Taylorville, Ill., as annex attraction in the Side Show.

We seem to get most of our information about "the good old days," whenever those were, from some young trouper looking for a touch.

Bill Morton, for many years connected with various carnival cook-houses, has been appointed steward at the Orkney Springs Hotel, Richmond, Va., summer resort spot.

Joseph Lehr letters from Philadelphia that F. W. Shlam, grocery wheel agent for William Hagelman on the Matthew J. Riley Shows, is getting top money with that concession.

Billy Boxer visited William Hagelman and friends on the Matthew J. Riley Shows during the org's recent stand at 62d Street and Kingsesing Avenue, Philadelphia.

During the John R. Ward Shows' stand in Peoria, Ill., Rene Rachelle,

Frankie Mickols and Bobby Maxwell visited Mona, annex attraction with the Side Show.

"What's all the tension about?" asked a concessionaire who hadn't been paying attention to the beef about him being six weeks behind with his privilege.

Ralph Clawson, former manager of Cavalcade of Amusements and before that general manager of the John R. Ward Shows, is manager of Milt Hinkle's Rodeo.

The Kuel family joined the Art B. Thomas Shows in Cherokee, Ia., recently. Dick, Pat and Jeanie are presenting a tumbling and contortion act, while Lowell and Lois are offering their clown turn.

Mr. and Mrs. Trusty McCulley and sons, of Hot Springs, recently visited Mrs. Ida Steffin, who has been in a Hastings, Neb., hospital for the past year. They report Mrs. Steffin is showing vast improvement.

Arthur Frayne, of Joyland Midway Attractions, recently elected commander of the Joey Moss Michigan Showmen's Post of the American Legion, was a visitor at the Detroit office of *The Billboard*.

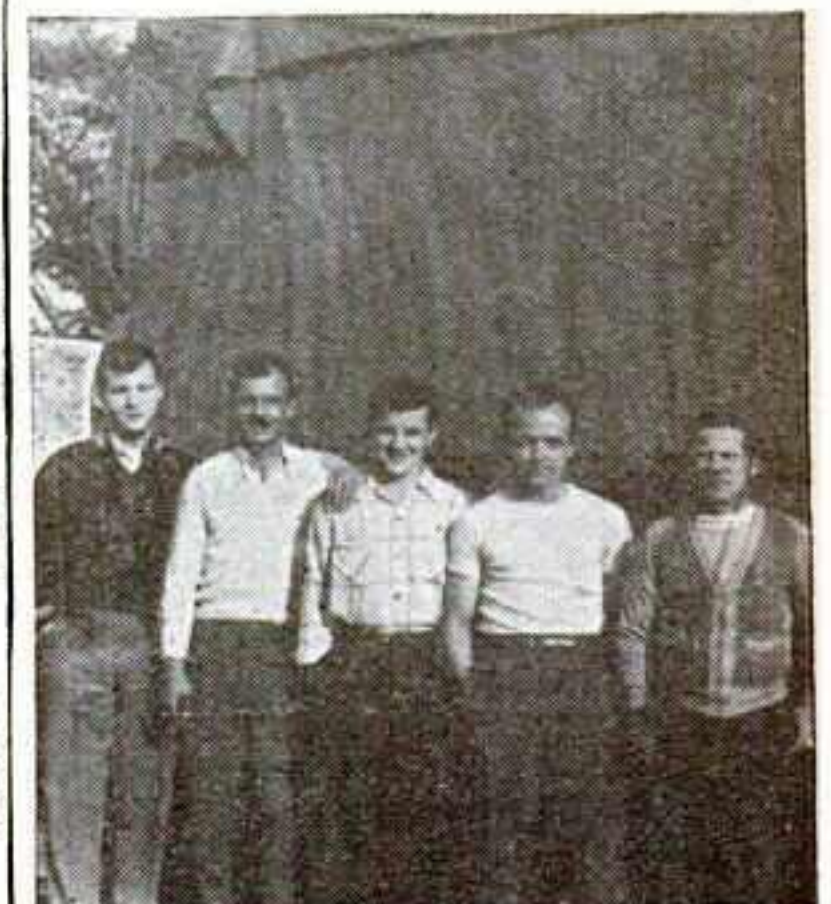
Orville Crafts, owner of Crafts 20 Big Shows, flew to Vancouver Wednesday, May 26, from North Hollywood for conferences with PNE (Pacific National Exhibition) executives.

Pinky Pepper and Bobby Fransee, recent additions on the L. B. Lamb Shows, were guests of Bernice Lamb Jackson at a picnic at State Park in New Salem, Ill. Others present included Linda Lopez, Jimmy Farmer and Jerry Vasulka.

There is nothing more binding in the middle of winter than a contract between a broken talker and a manager, sealed with a handshake after the talker gets a C-note to join on.

A new panel front has been added to Jean Nadja's *Strip Follies* on the Pioneer Shows, Nadja reports from Norwich, N. Y. He adds that personnel of the shows were guests at a party held on the midway May 22, with Mrs. Percell as hostess.

Graves H. Perry, general agent of the W. C. Kaus Shows, reports business has not been terrific, but more than satisfactory since org opened April 2. Biz is "much better than



HERE is the crew of Al Boxall's No. 3 corn game on the Penn Premier Shows. Left to right: Jack Smith, Marvin Schoenemann, Frank McHardy, Luther Inmann and Ray Thompson. They work under the management of Aulden McClellan.

JOHNNY J. JONES EXPOSITION

MORRIS LIPSKY & HAROLD PADDOCK, Operators and Managers

RALPH G. LOCKETT, Gen'l Representative

*Presenting the Exclusive Midway Attractions
and Concessions at the*

COOK COUNTY FAIR

Soldier Field, Chicago, Ill.

August 27—September 6

The first time a collective outdoor amusement organization has ever been presented at the Soldier Field location—in the heart of Chicago! Cook County Fair is a recognized State agricultural fair with the co-operation of civic and industrial leaders of Chicago and environs and supported by the heaviest and most outstanding advertising and publicity program of any outdoor event held in Chicago.

We will consider booking one or two outstanding attractions that can be classified in the "top entertainment class" of the outdoor field. Talent Bureaus and Agencies are invited to submit "name attractions" for this engagement.

A very limited number of strictly legitimate concessions that have the neatness and appearance for Soldier Field will be considered.

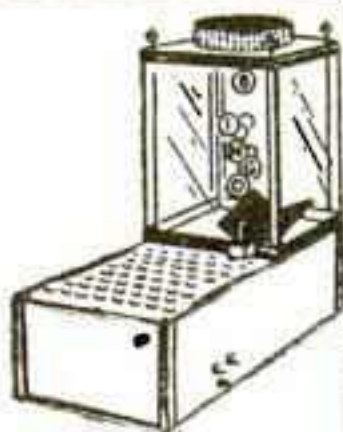
JOHNNY J. JONES EXPOSITION

North Tonawanda, New York, this week; Niagara Falls, New York,
June 14 to 19

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BINGO BLOWERS

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OUR FAIR ROUTE

PENNSYLVANIA
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SOUTH CAROLINA
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CHARLESTON (Colored)
BISHOPVILLE

PRELL'S BROADWAY SHOWS

BOOK NOW AND BE ASSURED OF SPACE AT ABOVE FAIRS

Want Now—Posing Show Manager with show up to this show's standard. Have marvelous equipment. Can place Scales and Guess Your Age. Can place American Palmistry. Can place Penny Arcade. Will place Eat and Drink Stands or all types for Fairs.

CONCESSIONAIRES—This show has for the balance of this year, proven territory. Can place now all Grind Stores who will work for stock. Wire. Ride Help—We pay highest salaries and bonuses to reliable Help; those who drive semis preferred. Everybody wire—write or phone:

SAM E. PRELL, PRELL'S BROADWAY SHOWS
NEW LONDON, CONN., THIS WEEK; THEN PER ROUTE.

FOLEY & BURK SHOWS

Want for **CALIFORNIA STATE FAIR**
SACRAMENTO, September 2 to 12 Inclusive

SHOWS — That are capable of getting money where there is money.

Will book Rides that are outstanding, with own transportation; like to hear from independent operators of Hi-Ball, C-Cruise, Caterpillar or Hey-Dey.

FAIRS START IN JULY. What have you? Write or wire:
P. O. Box 148, Fruitvale Station, Oakland, California

WANTED FOR SILVER STAR SHOWS

Experienced Secretary; must be sober. State salary and where last worked.

Can place Pit or Grind Shows. Place Roll-o-Plane. Good, capable people all departments. Herb Usher wants Grind Show Agents. Jim Campbell can use Percentage Agents. Can use Legitimate Concessions.

CALDWELL, IDAHO, WEEK JUNE 7; JEROME, IDAHO, WEEK JUNE 14;
POCATELLO, IDAHO, WEEK JUNE 21; REXBURG, IDAHO, WEEK JULY 4.

THE JOLLY SHOWS

Will book Roll-o-Plane, Tilt, Octopus. Want Second Men for Rides.

Can use Agents for office Stock Stores. This is a closed midway.

Damascus, Md., this week; strong route to follow. Useful Carnival People, come on.

THE JOLLY SHOWS

2235 FIRST ST., N. W., WASHINGTON 1, D. C.

BILL ENFANTE

JACK ROBINSON

expected," he states, and weather has been fine.

Doc Morehouse, former World of Mirth Shows' office assistant, is a patient at MacGuire General Hospital, Richmond, Va.

Employees of the Marks Shows, led by Owner John Marks, placed a wreath on the grave of P. T. Barnum while showing Fairfield, Conn., recently. The deed was recorded in story and pix in *The Bridgeport Sunday Herald*.

Recent visitors on the World of Pleasure Shows included Howard Ingram, Art Mitchell, Al Drake, Nate Silbey, Lena Howell, Mrs. James Heshner, Mr. and Mrs. L. Kelley, Lou Bright, Mrs. William Muehe, Lou Yeakey, Mr. and Mrs. Don Elliott and Ben Sawyer.

While World of Pleasure Shows were playing Battle Creek, Mich., Bill Bailey, Lou Yeakey and Fats Norton entertained amputees from the Percy Jones Hospital. During the Lansing, Mich., stand Norton was host to 142 children from the Eaton Rapids Veterans' Home.

Mrs. Betty Lankford, cookhouse operator on United States Shows, has returned to the org following a two-week illness in a Princeton, W. Va., hospital. During her hospitalization Mrs. Lankford was the recipient of numerous flowers and gifts from friends on the shows.

Ernest R. Jones, cookhouse operator and ride man, is in Ogelthorpe Hospital, Savannah, Ga., recovering from an operation for the correction of a spine injury sustained in the war. He expects to leave soon for his home in Chico, Calif., and would like to read letters from friends.

Jack Downs, general manager of the Gem City Shows, has been discharged from St. Vincent's Hospital, Little Rock, and is back with the show. During his illness the show was in charge of W. E. (Bill) Snyder, business manager. Show had a good week in Columbia, Mo., and at Mexico, Mo.

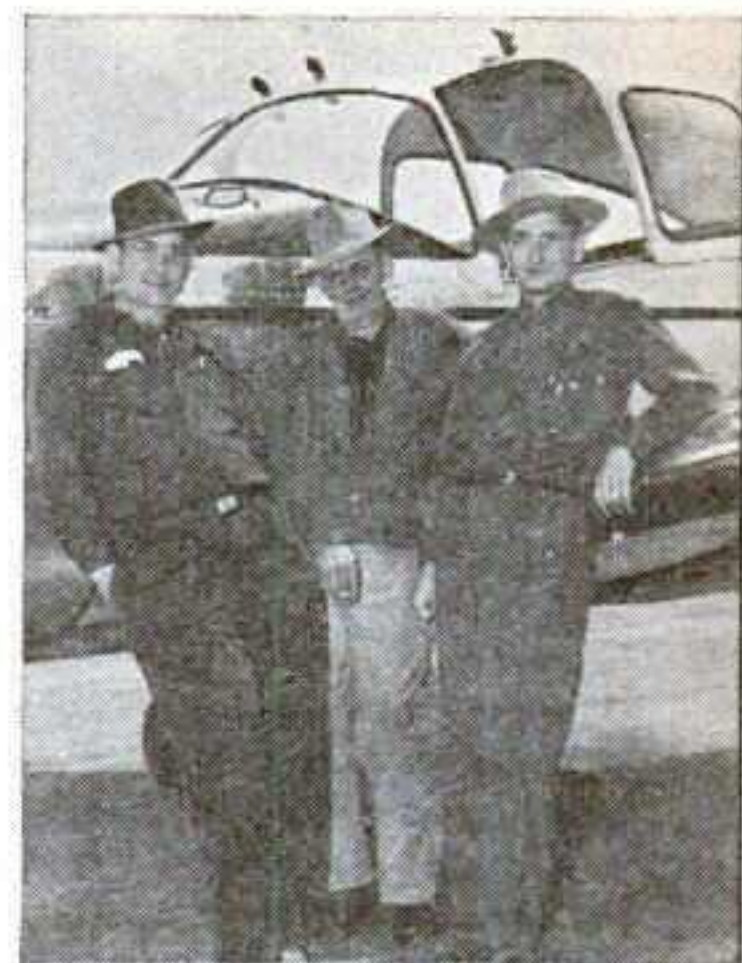
Mrs. Kenny Slaughter and Mrs. Roy Allan were hostesses at a shower for Mrs. Tommie Comer, all of the Joseph J. Kirkwood Shows, at Oswego, N. Y. Attending were Mrs. Clyde Wilson, Mrs. Alma Bayliss, Mrs. Billy Stone, Eunice De Meers, Oneita Renfrow, Mrs. Edna Smith, Mrs. Ann Hudson and Mrs. Sammy Glickman.

Real marvel of the age is the way gal show workers get themselves ready for the stage with cold creams, eyelashes, paddings, eye shade, lipstick and rouge without ever having taken a course in interior and exterior decorating.

Lois (Pinky) Sylvester, daughter of Mr. and Mrs. William Sylvester and granddaughter of Sam Prell, of Prell's Broadway Shows, celebrated her fourth birthday at a party held in her honor May 14 in Dundalk, Md. Guests included Ralph Croby, Douglas and Ronnie Guttermuth, Clyde Knott, Terry Peterson, Donald Powers and Georgiana and Larry Williams.

Leon Claxton, operator of *Harlem in Havana* on the Royal American Shows, thanks the International Association of Showmen and members of the Royal American Shows, for the contributions to the fund which was raised by Claxton while in St. Louis for the Annie Malone Colored Orphans Home in that city. A television set was among the things purchased for the orphanage, Claxton reported.

Cherise LaVerne reports from Eagleville, Pa., that she has joined



JIMMY BYERS (right), formerly of the Byers Bros.' Shows, visited with J. H. Sharp (left) and H. W. Bartholomew, co-owners of the American Beauty Shows, during the latter org's recent engagement at Moberly, Mo.

the Garden State Shows as annex attraction on Bill Demarest and Howard Spector's Side Show, with Sharon Lee as nurse. Line-up also includes Professor Martinelli, magic and fire eater; Howard, lobster boy, and Princess Zarda, snakes and inside lecturer. Demarest and Spector also operate the *Parisian Follies*, with Arletta Demarest as talker and Carmecita, featured dancer, and Dolly and Bubbles Martin, dancers.

Mr. and Mrs. Emmitt Bejano are with the Lorow Bros.' Side Show on the Hennies Bros.' Shows.

Henry W. (Duchess) Mason, female impersonating clown, rambled into Chicago last week from Des Moines after helping publicize the champion auto races for the Za-Ga-Zig Shrine at Iowa State Fairgrounds. Assisting Mason was Happy Jack Darling who worked the come-in at the grandstand and did street bally for two days.

Swazette and Jack Rodgers, of the Rodgers Side Show on the Caravella Amusements, were hosts at dinner to Peggie Ule and Tommie Wilson, of the Clyde Smith Shows, during their stand in Huntingdon, Pa., recently.

PUNKS and 6 CATS

Packed as tight as a rock, and beautiful with that new look. Flash and colors galore.

PUNKS FOR CAT RACKS \$27.00

15 in. tall, immediate delivery. Per doz.

SIX CATS \$7.50

Packed Solid. Ea.

Immediate Delivery:
#1 PENNY PITCH BOARD \$60.00

5 color job, beautiful finish. Complete

Still Going Strong!
HOOPLA BOXES \$50.00

3 sizes for 7 rings. Per set of 30

Write for Catalog.

RAY OAKES & SONS

BOX 108 BROOKFIELD, ILL. Phone: Brookfield 7624

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.

PLAYTIME SHOWS WANT

Grab, Candy Floss, Candy Apples, Bumper, Fish Pond, Scales, Age, Coke Bottles, Darts, Ball Game, Jewelry, High Striker. Book Shows, Merry-Go-Round. All Stock Stores, \$10.50. Free gate at all times. Celebration committees, have few open dates; July and August.

Creal Springs, Ill., this week; then per route. P.S.: Girl Show Manager; Womack, get in touch.

PIONEER SHOWS

high class midway attractions

RED ONE - RED ONE - RED ONE
WATSONTOWN, PENNA., JUNE 14-20

All vets celebration. Three big parades, several hundred dollars in parade prizes, veterans organizations' bands, drum corps from all over Central Pennsylvania. Want Concessions, French Fries, Popcorn, Jewelry, Penny Arcade, Long Range Gallery, Legitimate Concessions of all kinds. Want rides and Rolloplane, Kiddie Rides. No junk. Want Funhouse, Shows of all kinds.

Following week one of Pennsylvania's largest old home weeks.

Can always place useful Help in all departments. Outstanding High Act. Our 4th of July is New York State's best. We hold exclusive contracts for Central New York 21 County Firemen's Convention and New York, Pennsylvania Firemen's Convention combined. Address:

MICKEY PERCELL
 GALETON, PENN., JUNE 7-12

HAMMANTON, N. J.—BIG ITALIAN CELEBRATION

WEEK JUNE 21-26

FIREWORKS - BANDS - PARADE - BABY SHOW

Want Rides, Shows and Concessions of all kinds. Can place High Free Act. Other Celebrations to follow. Want 1 or 2 more Rides, also Hanky Panks, for Brooklyn, N. Y., all summer. Will lease or buy small Light Plant. Cecil Purvis, wire. All address:

LEO BISTANY

SHERATON HOTEL LEXINGTON AT 37TH ST. NEW YORK, N. Y.

VICTORY EXPOSITION SHOWS

WANT WANT

Merry-Go-Round and Tilt-a-Whirl Foreman. Good Pay for good men. No other need apply. Contact Alvin or Lowell Vandike. Need one man to head Count Store. Need Agents in all departments. No drunks. Contact:

FOOTS REEVES, Legal Adjuster
 Sreator, Ill., this week; then per route



For Biggest PROFIT\$!
 Swing into the Season
 with the Polar Pete's Snow Cone Machine

IMMEDIATE DELIVERY!

A DIME WILL GET YOU A DOLLAR!

Now you can get immediate delivery on the "Polar Pete" Snow Cone Machine—the 900% profit-maker everybody's talking about. Check the profit figures for yourself. Fifty pounds of

ice and one gallon of syrup make about 175 five-ounce cup snow cones. Syrup costs about \$1.35 per gallon or 85¢ if you make your own. Ice is 25¢. Cups—about \$3.00 per thousand. The 175 snow cones mean \$17.50 in sales. And your total material cost has been \$1.65. **That's Real Profit!**

And "Polar Pete" Snow Cones Really Sell. Everyone likes the refreshing, fluffy mounds of snow flavored with syrup in the handy cone. One location reported \$600 worth of business in one day.

Place your order today — for the biggest profit maker on the market!

\$395.00

F. O. B. DALLAS, TEXAS

Terms: 50% Cash with order, bal. C. O. D. Immediate Delivery — Quantity Discount. DISTRIBUTORS: WRITE, WIRE or PHONE your orders NOW! Requirements are reasonable. Profit possibilities unlimited!

CHECK THESE FEATURES!

- NEW method of merchandising snow cones . . . revolutionary!
- EXCLUSIVE with Multiple Products Corp. No other machine like it!
- BEAUTIFUL CABINET will decorate even the finest location!
- RUSTLESS METALS Aluminum and stainless steel used throughout!
- REAL SNOW from the patented ice shaver . . . 250 lbs. per hour!
- SYRUP DISPENSERS two of plexiglas. No funnels needed to fill!
- ICE STORAGE 100 lbs.—two removable pans in bottom of cabinet!
- LEAK PROOF—NO MESS because entire cabinet bottom is one piece!
- CASH DRAWER and a BIG one! In the back where it's handy.
- CUP STORAGE placed overhead . . . out of the way but convenient; fast!
- LOW OPERATING COST motor and one light globe—120 V. 60 cycle, A/C!
- COMPACT 30" wide, 20" deep, 60" high. It fits almost anywhere!
- PLEXIGLAS DISPLAY of snow and syrups . . . sanitary . . . spectacular!
- ILLUMINATED section of plexiglas in top . . . and light on display!
- COLORFUL decals . . . large, beautifully designed customer attraction!
- SWITCHES conveniently located to right of operator on back panel!



MULTIPLE PRODUCTS CORP.

3612 Cedar Springs, Dallas 4, Texas. Phone Lakeside 4147

WANTED

Top flight Talker for the Original Zorine and her Nudist Unit to open June 21 on the Ward Shows. Excellent Route. Top salary and percentage. Also Boss Canvasman and Assistant.

Write or Wire

TRANS AMERICA MANAGEMENT, INC.
 203 N. Wabash Ave. Chicago, Ill.

TRACTORS—FOR SALE, \$8,500.00—TRAILERS

TWO WHITE 1½-TON TRACTORS (Saddle Tanks)
 ONE FRUEHAUF 30-FT. VAN SEMI (10-ft. Possum Bellies)
 All of the above purchased new in December, 1946
 ONE FRUEHAUF, 26-FT. RACK SEMI (1939 Model)

The above Equipment is in first-class shape. Approximately 8,000 miles on Tractors. Used one season to haul Caterpillar Ride. Can be seen at 701 Vandeventer Ave., St. Louis, Mo.

CONTACT

P. F. (PAT) DOWNEY, 390 Arcade Bldg., St. Louis, Mo. (Phone: Chestnut 0443) or
 BOB K. PARKER, 10915 Griffing Blvd., Miami, Fla. (Phone: 70342)

WANT FOR SIDE SHOW OPENING JUNE 17

Magician—One who can lecture. Ticket Seller who can make second openings.

One more good Attraction.

Belmont Park, Montreal, for 8 weeks; then 8 weeks of Fairs.

Peter Kortez, c/o Belmont Park, Montreal, Que., Can.

MITT READER WANTED

TO JOIN AT OAKLAND, CALIF.

10 DAY JULY 4TH CELEBRATION

Several good Fairs to follow. Week of June 14th, Modesto, Calif.; then Oakland. Long season.

NONI DAVIS, CRAFTS 20 BIG SHOWS

DEL-MAR SHOWS

CAN PLACE THE FOLLOWING

CONCESSIONS—Guess Your Age, Novelties, Country Store, Frozen Custard, Fish Pond, Duck Pond, Photos, Cat Rack, String Game, Blower, or any Legitimate Concessions. RIDES—Will book or buy #5 Wheel, must be A-1 condition. No junk wanted. Can place experienced man on Allan Herschell 10-Car Auto, Roto Whip and Airplane Ride. Now booking Rides, Shows and Concessions for Struthers Homecoming, Struthers, Ohio, AUGUST 16-21. Write or wire:

DEL-MAR SHOWS, Yukon, Pa., this week; Greensburg, Pa., next week.

WANT MED LECTURER

Have attractive year-round proposition for capable Lecturer. Must be a real promoter, good appearance, ability to meet executives and handle group sales. Constant travel. Car essential. Can earn \$15,000 yearly. Permanent. Reliable organization. Give full particulars, age, photo.

INDUSTRIAL ENGINEERING ASSOCIATES

P. O. BOX 1517, INDIANAPOLIS, INDIANA

LIMITED NUMBER NOW AVAILABLE!

EXCELLENT SALES
 and DISTRIBUTOR

TERRITORIES
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**For Fast-Selling Snow
 Cone Machines**

Attractive

Profitable Proposition.

For Complete Information

WRITE — WIRE — PHONE
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3612 Cedar Springs, Dallas 4, Texas
 Phone: Lakeside 4147

HERMAN WEINER CAN PLACE

Capable Man for head of well-framed Balloon Dart Store. Prefer park operator. One Count Store Agent who can grind and obey orders. Also one Bucket Store Agent.

W. G. WADE SHOWS
 Marion, Ohio (this week)

HEART OF THE SUMMER RESORTS

Best 4th of July spot in the East. Fireworks, parades, free acts. Other spots to follow. Well advertised and properly promoted. Good proposition to Rides and Concessions that do not conflict. Wire or Phone

RUSS GREEN

84 Elm Street Morristown, N. J.

AGENTS WANTED

Skello, Count Store, Ball Game, Stock Store and Penny Pitch.

Clyde (Tex.) Brawner
 c/o Page Bros.' Shows Mount Pleasant, Tenn.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

WANT GIRL SHOW MANAGERS

In the money country. Can use two Girl Show Managers. Must have at least three girls. Also, have own sound system. Mel Boyer; H. Leman; "Curley" McCann. Norman Woodard, what happened to you? Join on wire. Garrett, Ky., this week; Ashland, Ky., next.

FRANK W. PEPPERS
 Mgr. Peppers All States Shows

ATTENTION—RIDE HELP WANTED

Can use A-1 foreman for 1947 tilt; also, A-1 Smith & Smith Chairplane Foreman. Top Salary. Must drive Semis. Wives on tickets. Must be sober and reliable. That is the reason for this ad. Join on wire.

Garrett, Ky., now, then Ashland, Ky.

FRANK W. PEPPERS
 Mgr. Peppers All States Shows

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

Wants for Regional Market Grounds, SYRACUSE, N. Y.

FOR TWO SUNDAYS (AFTERNOON AND NITE) STARTING JUNE 20TH

FIRST SHOW IN DOWNTOWN SYRACUSE IN FIVE YEARS

ATTRACTION and Concession People joining now will be given preference for our FAIRS starting at WASHINGTON, PENNA., and followed consecutively by CHARLESTON, W. VA.; LEXINGTON and STATESVILLE, N. C.; WINSTON-SALEM, N. C. (Colored), and MANNING, S. C., followed by THREE MORE GOOD FAIRS. ATTRACTIONS: Motor Drome, Fat Show, Monkey Circus, Hillbilly and Chimp Show. RIDES: Octopus, Kiddle Auto, Train and Pony Ride; will also BOOK or buy FOR CASH \$5 FERRIS WHEEL.

CONCESSIONS: All open, starting at the Syracuse date will place Stock and Dart Wheels or any TEN-CENT GRIND STORES, and will give EXCLUSIVE on Novelties, Jewelry, Photos, Guess Your Age and Weight, and Custard.

Season's work for high-class SCENIC ARTIST who can letter.

RIDE FOREMEN: For Fly-o-Plane, Wheel, Roll-o-Plane and Caterpillar. RIDE HELP: Second Men on all Rides, prefer those who can drive trucks. RIDE SUPERINTENDENT: Who knows RIDES and can HANDLE HELP. Useful Show People in all departments can always get placed here.

REPLIES TO:

Corning, N. Y., this week; Auburn, N. Y., next; then the BIG ONE at the REGIONAL MARKET GROUNDS, SYRACUSE, N. Y.

BUFF HOT HOTTLES SHOWS

WANT

Shows of merit that do not conflict. Especially want Side Show, Fun House and well framed Girl Show. Will book all shows with own outfits for 25% to play outstanding Fairs and celebrations starting July 4 at Metropolis, Illinois; then following fairs: Vandalia, Ill.; All Veterans Reunion; Pickneyville, Ill.; Harrisburg, Ill.; Benton, Ill.; Vienna, Ill.; Anna, Ill.; Salem, Ill.; Mayfield, Ky.; Jackson, Mo., Homecoming, on the Streets; Thibodaux, La.; Oberlin, La.; South Louisiana State Fair, Donaldsonville (free gate); Washington Parish Free Fair, Franklinton, La., with several other fairs and the best of South Louisiana still spots to follow. Free Gate at all still spots and all Louisiana fairs. Can use Custard and any 10c concessions that work for stock. Ride Men that can drive semi-trailers and can stay sober. Jack Thomas wants Ball Game Agents. Will buy Kid Ride except Kid Auto. Red, the Sign Painter, get in touch. Address:

BUFF HOTTLE, Mgr.

Union City, Tenn., this week; then per route.

WANT

PLEASURELAND SHOWS

WANT

Stock Concessions, Girl Show or any Grind Shows
Roseville, Ohio, Homecoming on the streets, June 7th to 12th;
South Zanesville, Ohio, Homecoming, on the streets, June 14th to 19th.
Big 5-day July 4th spot.

P.S.: Stock Stores open for Agents.

PAUL'S AMUSEMENT CO.

Needs now and for the rest of the season: Legitimate Stock Concessions, Shows of all kinds with own outfits. Good proposition for Cookhouse. Foreman for #5 Eli Wheel. This show has the best 4th of July week in Arkansas, also the best of Celebrations and Fairs in Missouri, Oklahoma and Arkansas to follow. Booked solid from the 4th to October 2nd. Springfield, Ark., 4th, the big one. 30,000 people. All reply to

P. A. SCRIMAGER

Paul's Amusement Co., Claremore, Okla., June 7-12; then per route.

FERRIS WHEEL FOREMAN WANTED

TO JOIN ON WIRE.

Ride Help on other Rides. Place a few Legitimate Concessions. Wire:

NEW ENGLAND AMUSEMENT CO.

Fitchburg, Mass., now; Winchendon, Mass., June 14 thru 19.

SRADER SHOWS

CONCESSIONS—Can book Photo, Novelties, Glass Pitch and Scales. Jockey Jones can use Help on Wheel and Count Store Agents.

SHOWS—Any Shows with own equipment not conflicting. Two experienced Girls for Girl Show.

M. A. SRADER SHOWS

Cozad, Nebraska

Midwest Holiday Biz a Bonanza

(Continued from page 48)

ing his org's stand at Kenosha, Wis., said, "Very good," which, for McCaffery, is tantamount to "out of this world."

Al Wagner, general manager of the Cavalcade of Amusements, which showed Cedar Rapids, Ia., over the week-end and which closes there tomorrow night, minced no words in commenting upon business there Decoration Day. Said Wagner, according to a source close to him, "It's the biggest Decoration Day I've known since I've been in the carnival business."

Royal American Shows had a big stand in St. Louis. Org opened May 18 and closed May 31. A source close to the org said "Weather was perfect during the entire stand, and Sunday and Decoration Day were very big."

Weather Holds Key

Midwest parks, of course, enjoyed ideal weather. Not so in the East or West Coast. But as if to indicate that Eastern and West Coast funspots would have enjoyed big business had the weather been good, those in the industry sighted A. B. McSwigan's Kennywood Park in Pittsburgh.

Pittsburgh, unlike most Eastern cities, had sunny skies and drew 65,000 persons to equal last year's gate. Idlewild, at Ligonier, combated rain and cold thruout the week-end, and attendance was down from last year.

Riverview Park, Chicago, pointed the way with an attendance of 101,091 for four days—Friday, Saturday, Sunday and Monday. Riverview's Decoration Day crowd, according to George A. Schmidt, president-general manager, hit 51,575, which topped the 30,253 of a year ago. Schmidt left no doubt about business conditions from the park angle when he said: "Just give us this kind of weather and we'll show you some record-breaking figures."

Cites Figures

Concessionaires and ride men at Riverview all told of big spending. Ray Marsh Brydon, who operates the Palace of Oddities, said: "I put better than 6,000 paid admissions thru my gate Monday and that's a lot of people in a 32 by 64-foot building. It's the second best single day I've ever had at Riverview. The best was a July 4th during the war."

In a nutshell, the week-end can be summed up: Where good, or even fair weather prevailed, it was the best holiday period since the war, much better than anticipated in most instances.

Showmen, especially in the Midwest, were enthused about the attendance, more so over the spending. They feel it indicates a good season

ahead, following a slow start this spring which had many of them a bit on the worried side.

Counting on Sunshine

In the East attendance and gross, which few Eastern units have had the opportunity of gauging under favorable weather conditions to date, would seem to indicate that only clear weather is needed for a good season.

However, because of its importance, the loss of even a part of the contemplated take on the first of the season's three important holidays will take a lot of making up.

Sunflower State Shows

WANT

Stock Concessions of all kinds. Will book you regardless of what you have. Want small Cookhouse or Grab for season. Also want Diggers, Candy Floss, Scales, Age. Slum Stores all open. Bill Davis will book your outfits. Can always place good Count Store and Skillo Agents. Will book or frame Monkey Shows, I have equipment. Want Octopus Foreman and Second Men that drive on all Rides. Want Bingo Manager. This show carries 6 Rides, 4 Shows and 30 Concessions. Have 15 Fairs and Celebrations booked, starting June 7.

For Sale—Dark Fun House, new this spring, same as King. Wurlitzer No. 125 Organ, repaired this spring, needs tuning. First \$225.00 gets it.

WIRE OR COME TO HOLYOKE, COLO., THIS WEEK

WANT

Girl Show Talker, Grinder and Ticket Seller. Also can place two Dancers. Salary, \$50.00 week. Want Candy Pitchman that can sell package candy. Wire

F. W. MILLER

c/o Wade Shows

Marion, Ohio, this week; Muncie, Ind., week June 15.

CAN PLACE

High-class Talker for Girl Show. Must be capable and able to sell high-class revue. Salary and percentage. Need Boss Canvasman and Working Men for Girl Show. Also a few Ride Hands.

Cavalcade of Amusements

Norwood Park, Ill., June 9-19; then Joliet, Ill., June 21-26.

WANTED

SLUM STORE AGENTS

Men or Couples. Wonderful route. Wire or write. John Shea is no longer connected with the Bammel Concessions.

CLIFF BAMMEL

Hennies Bros.' Shows, Hammond, Ind., or c/o Billboard, Cincinnati 22, Ohio.

FOR SALE—ERIE DIGGERS

10 machines mounted on trailer. Coin operated or string tripped by hand.

RUTH HUFNAGEL

c/o Hales Shows of Tomorrow, Lenox, Iowa.

PARK AMUSEMENT CO.

CAN PLACE
NOW
FOR

RIVERVIEW, CHICAGO, ILL.
PALISADES, PALISADE, N. J.
SAVIN ROCK, CONNECTICUT

Side Show, Museum Acts of all kinds, also animal acts (small) such as Seals, Chimps, trained and dressed Monks, first class Dog Act, Cockatoos, Pick-Out Pony, etc.

★

WANT Novelty Acts, two Sword Acts, lady and gentleman. Real Torture Act, Knife Throwing (Diamond Ray will give you all of the tats plus \$75.00 and I furnish the girl, this for SAVIN ROCK). BOBO, Big Jig Headhunter with the picture "Freaks," will pay you \$85.00 net money weekly to open at Riverview Park, Chicago, at once. Want two or more Novelty Musical Acts. Can always place attractive Girls with or without wardrobes. Long park season, with best route of Fairs in North America. Toronto, Canada, Aug. 27th, thru Texas State Fair, Dallas, Oct. 24th. All reply to

RAY MARSH BRYDON

915 W. Wilson Ave., Apt. 403

Chicago, Illinois

WANT

Capable Man to operate Grab Outfit. If you drink do not answer. Also have opening for Waiters for Cookhouse. Pullman accommodations.

MRS. AL WAGNER

Cavalcade of Amusements
Norwood Park, Ill., June 9-19; then Joliet, Ill., June 21-26.

TRUCK MECHANIC WANTED

Must be A-1 and able to move fleet of trucks. Must have his own tools and be sober and reliable. All year round job. Join on wire.

Frank W. Peppers, Mgr.

PEPPERS ALL-STATES SHOWS
Garrett, Ky., this week; then Ashland, Ky.

AGENTS WANTED

Bucket Store and Swinger Agents that can and will take orders, also Stock and Slum Store Agents. No drunks.

TEX ROBERTS

c/o WOLF SHOWS
Mankato, Minn., June 7-13; then as per route

WANTED

Ferris Wheel Foreman

To join at once. Also MAN TO TAKE CHARGE OF FUN HOUSE. Address:

WM. T. COLLINS, Mgr.

WM. T. COLLINS SHOWS

Devils Lake, No. Dak., this week; Minot, No. Dak., next.

WANT—OCTOPUS—WANT

Want to buy 8-Tub Octopus; must be in A-1 shape and priced right for cash.

W. J. WILLIAMS

c/o Rogers Greater Shows
Kokomo, Ind., this week; Elwood, Ind., to follow.

RIDES FOR LEASE

Smith & Smith Adult Chairplane, two Kiddie Rides, Blue Goose and Auto Ride, all in A-1 shape.

W. J. WILLIAMS

c/o Rogers Greater Shows
Kokomo, Ind., this week; Elwood, Ind., to follow

SHORTY DONALD DAVIS

Get in touch with me: Hotel Mellen, Fall River, Mass., until June 12, or Strates Shows.

ED McTEAGUE

CLARENCE (WALK-AWAY) KELLY

Contact me or come on. Kirksville, Mo., this week; Ottumwa, Iowa, June 14-19.

TED TAICLET

c/o Snapp Greater Shows

SECOND-HAND SHOW PROPERTY FOR SALE

\$6.00 Government Desk Truck, slightly used. Flags on Streamers. All sizes. Write for list. \$16.50 New Coleman Stove with tank. Bargain. \$20.00 Officers' Used Wall Tent With Poles. Others. Folding Organ, 3 1/2 Octaves. Playing cond. Cheap. **WEIL'S CURIOSITY SHOP**
20 So. 2nd St. Philadelphia 6, Pa.

MERRYLAND SHOWS

Chesaning, Michigan, June 7-10

Sponsored by Chamber of Commerce and Rotary Club

Want major Ride not conflicting. Octopus preferred. Photo, Novelties, Concessions that work for stock. No grift. Tony Carl wants Agents for French Fries, Ball Games, Short Range. Shows of merit. Midland, Michigan; then the best 4th of July Celebration in Michigan—Sand Lake. Get with a new, clean show. Funhouse Happy, come on.

KEN MOYER, General Manager

BEDFORD LIMESTONE CENTENNIAL

BEDFORD, INDIANA, JUNE 14 TO 19

CONCESSIONS—Need Duck and Fish Pond, Bumper, String Game, Pitch Till You Win, Striker and Cracker Jack. Bloomfield, Indiana, June 7th to 12th. Can be contacted Thornton Park, Bedford, Indiana, Sunday, June 13th.

HOMER M. GINTHER, BLOOMFIELD, INDIANA

Notice—Jasper, Ind., Celebration has been changed to July 12 to 17.

Mustering Out Fund Pays 38G

(Continued from page 48)

mainder of the money in the fund will be split up among all concerned. We plan to wind up this fund this month and we urge the six men who have not been heard from to send in their records right away or at least write me so that we may take care of them."

Streibich's records show a total of \$50,754.37 received by the mustering out fund. Of this total, \$30,745.11 came from donations, \$10,000 from the 101 Club, \$6,787.50 from the bonds award, \$2,278.72 from the directory and \$743.04 from interests on bonds.

A total of 133 members, who were in the service, have shared in the \$38,726.94, already divided. Balance in the fund is \$12,027.43, which, after a certain amount is set aside for the six yet unheard from, will be divided equally among the 139 ex-servicemen.

Those who have received their payments from the fund to date are:

Joe Archer, Randolph Avery, Ben Beno, Carl J. Berg, Seymour Berger, Harry Bernstein, Curtis Eberstein, Sam Beyers, Frank E. Birce, William Bloom, Matt E. Borup, James P. Butler Jr., Ivory Christy, Moe C. Claman, Bruce M. Chase, Eddie Coe, Robert H. Cohn, James M. Cole, Leroy R. Cooper, George L. Crowder, William B. Daly, Harold A. Dabroe, Frank B. Downes, Sam Delaney, Russell Donnelly, John M. Duffield, Joseph M. Dugas, J. W. Dughl.

Walter Dupont, James Edgar, Joseph Eule, W. B. Featherston, Morris Fien, Louis Fulgona, James George, Sam H. Gilckman, Lewis Greene, Heinie Hallin, James R. Hardy, Eugene A. Harper, Maxwell Harris, George W. Hill, John A. Hill, Edwin J. Hock, Arval R. Hoyt, J. P. Hudgins, Clarence M. Hunter.

Edward M. Hunter, R. W. Hutchinson, Russell L. Ingle, Johnny J. Jones Jr., Woodrow Jones, Albert Kamm, David A. Kann, Paul Kleider, W. C. Lanko, Clifford Lapham, Fred T. Lauerman, John Lempart, Ben Levine, Nate Lewis, William Lipsky, Roger S. Littleford Jr., Elwood C. Lorman, John L. Lorman Jr.

Jack McDonald, Alex McLachlan, Earl L. Maddox, John Mattell, Arden W. Morris, Bernie Mendelson, Joe Miles, Henry Minash, Joseph A. Morton, Leo Mulvey, John J. O'Connell, Albert J. Oleson, Patrick H. O'Sullivan, Leo Overland, Julius Oakley, Charles Owens, William O. Perrot.

H. V. Petersen, Petey Pivor, Herman Pluda, Sam T. Polack, Richard Pronath, Irving C. Ray, Nick P. Raymond, James A. Redd, Paul Revolt, Robert Revolt, J. C. Rosenheim, Charles Rosenmutter, Wolfe W. Rosenstein, Roland Royer, William E. Saunders, Robert J. Schulze, Joseph Sciortino, Carl J. Sedlmayr Jr.

Max Shaffer, Irving J. Shapiro, William Shulman, Morrie Silverman, Luther M. Sinclair, Eugene Skerbeck, John A. Sloan, Harry Smiley, James L. Smith, Albert J. Sproull, Michael Stark, Fred B. Steinberg, Hymire Stone.

John M. Stone, Paul Studebaker, Henry Susk, Albert J. Sweeney, Earl Tauber, Ernest H. Taylor, Lloyd I. Thomas, William E. Thompson, Leonard Traube, Ben R. Troutman, Julius Turovh, Herman Weiner, Ward (Flash) Williams, Robert Waldrop, Ernest E. Wenzik, Sam Wilner, Frank R. Winkley, Charles V. Winkley and Whitey Woods.

Payment of the share of Al Sopenar, who was killed in action, was made to his widow. P. E. Gooding was chairman of the mustering-out fund, with James P. Sullivan and J. W. (Patty) Conklin, co-chairmen for Canada. Other members of the committee were William Carsky, Mel G. Dodson, M. K. Doolan, David B. Endy, Sam Gordon, Morris A. Haft, Arthur R. Hopper, Fred H. Kressmann, Art Lewis, Morris Lipsky, J. C. McCaffery, Andy Markham, Harold Paddock, Bob Parker, Carl J. Sedlmayr, Al Wagner and G. L. (Mike) Wright. Members of the board of approvals of the fund were, in addition to Gooding, Frank P. Duffield, Sam Levy and J. C. McCaffery.

SERVING THE WEST OVER 20 YEARS

WEST COAST SHOWS

Mike Krekos GENERAL MANAGER

CAN PLACE

For long season, including 12 Fairs and Celebrations, beginning with the Yreka Gold Rush Celebration, June 24-27, and Klamath Falls' Greatest 4th of July to follow, June 30-July 5, and other Fairs and Celebrations.

CONCESSIONS:

Ham and Bacon, Grocery and Candy Wheels, Balloons, Penny Pitch, Bumper, String Game, Hoop-La, Frozen Custard. Agent for Scales and any legitimate Concessions that do not conflict. Hi-Striker.

SHOWS:

Mickey Mouse, Snake Show, War Show, Glass Fun House or any Grind Show that does not conflict. Must have own transportation, and we will give reasonable terms for the season.

RIDE HELP:

In all departments; semi-drivers preferred. NO DRUNKS. Contact

HARRY MYERS, Manager

As Per Route

Remember—We close Nov. 11 with the Greatest Armistice Day Celebration at Porterville, Calif.

WEST COAST SHOWS, 500 Clement St., San Francisco 18, Calif.

HERMAN S. LIST WANTS AGENTS

For Ball Games, both Cat Rack and Milk Bottle; also have well framed 20-foot Huckley-Buck and P-T-U-W. Want all kinds of Bingo Help. Can use one Count Store and Swinger Agent. R. H. Gee (Little Ky.) wants Cook House Help, Waiters and Griddle Man.

HERMAN S. LIST

Jones Greater Shows, Cedar Grove, W. Va., this week; Richmond, W. Va., next week.

L.B. "JUST A GOOD CLEAN SHOW" FAIRS CELEBRATIONS Lamb SHOWS

WE HOLD CONTRACTS FOR 18 FAIRS AND 4 CELEBRATIONS ENDING IN NOVEMBER 18 FAIRS
2 BIG JULY 4 CELEBRATIONS 2 WANT

SHOWS with own equipment: Fat Show, Mechanical, Illusion, Snake, Motordrome, or any show that can get money.

CAN PLACE ACTS FOR SIDE SHOW

Concessions—Hanky Panks that work for stock. Fish Pond, Duck Pond, Blower, Darts, Short Range. Can place a few sober ride men that drive semi. Always room for capable agents. Wire, write, or come on. Vandalia, Ill., this week; Galesburg next.

FOR SALE—Cotton Candy Machine, double spinner head, A-1 shape; 8x8 top and cyprus frame, four way awnings, complete outfit, ready to operate, \$200.00. Come and get it.

HAPPY HOLIDAY SHOWS

WILL BOOK

Legitimate Concessions and Shows with own transportation. No gypsies. 11 Mile and John R, Detroit, Mich., June 4-12, or Portland, Mich., 14-19; then Nashville, followed by Michigan's best July 4th Celebration (4 big days), School Section Lake, Mecosta, Mich.; after that comes the tops in Celebrations. Good wages for good, sober, reliable Ride Help. If you have what we can use, come on.

Want—ORANGE BLOSSOM SHOWS—Want

To join now for the Greater Greensburg, Ky., 4th of July Celebration. First show this year, 15,000 attended last year.

Will book Ball Game, Pitch Till U Win, Add Darts, Hoop-La, Novelties, Guess Your Age or Weight, Short Range Gallery, Duck Pond or any Stock Concession not conflicting. Privilege \$18.00, two for \$35.00. P.C. if you have Stock Stores. Will sell X on two clean Mitt Camps. Will book any Grind Show with own outfits. Want Merry-Go-Round and Octopus for our Fairs and Celebrations. Ride Help on Ferris Wheel, Chairplane, Kiddie Auto. Agent for Penny Pitch, Ball Game and other Stock Stores. Working People in all departments. Concessions joining now given preference. Morgantown, Ky., this week; then as per route. All replies to

A. P. HINNANT or W. H. MYERS

P.S.: Will sell X on big Cookhouse for Fairview, Ind., Fair, Aug. 16-21.

1932 TO 1948

RADIO-PA-SPEAKERS**REPAIR SERVICE**

Cones, field coils installed. Output trans. replaced. PM magnets recharged. Air gaps corrected. Frames straightened. Pole pieces recentered.

(48 HOUR SERVICE)

A TRIAL WILL CONVINC YOU OF THE SAVING

PA SYSTEMS — SPEAKERS MICROPHONES AND MIKE CABLE

AT A PRICE YOU WANT TO PAY

PEMBLETON LABS.

604 Barr St.
Fort Wayne 2, Indiana
Phone: E 1812

WANT AGENT

For Fuzzy Bear Toy Wheel. Must work for stock. Excellent route, all uptown Street Celebrations until Fair time. Montana Fairs starting in July. Only Wheel on show. No drunks.

A. LITVIN

c/o Northern Expo. Shows
Lebanon, S. D., June 8-9; Bowdle, S. D., 10-11; Lehr, N. D., 12-13; Linton, N. D., 14-15.

Mighty Monarch Shows**HAVE FOR SALE**

60 Kw. Diesel Light Plant, three phase, 110-220 volts; Merry-Go-Round, Rides and Trucks. Georgia Fairs start in August. Fred Shorty Davis, get in touch with me; can use you now. Johnny Keeler, write. All address: N. P. ROLAND, 822 N. E. 82nd St., Miami, Fla. Phone 78-5136.

BETTY BAMMEL WANTS

Experienced Slum Concession Operators, couples or men preferred. Good proposition to reliable people. Contact

BETTY BAMMEL

Care Cavalcade of Amusements
Norwood Park, Chicago, Ill., June 7-19

WANT AGENTS

For Over 12 Pan Game, also Balloon Dart Game, Slum Bowling Alley. Agents who can stand prosperity. State Fairs to follow. No drunks.

SAM BERK

c/o SHAN BROS. SHOWS
PAINTSVILLE, KY.

SHOW GROUNDS**AVAILABLE**

in NEWNAN, Georgia, for Carnivals, Circuses, Pony Shows and others. Utilities alongside.

ROBERT DUKE LEE

Newnan, Georgia

RIDE HELP WANTED

For Octopus, Ferris Wheel and Kiddie Ride.

HADJI DELGARIAN

2303 N. Melvina CHICAGO 39, ILL.

FROM THE LOTS**Crafts 20 Big**

VISALIA, Calif., June 5.—Shows pulled in here from Shafter, Calif., where they played to excellent crowds and enjoyed fine weather. Org is playing its fifth celebration of this season and goes from here to another in Tracy next week.

During the 11 weeks out the weather has been uncertain. Every type of weather has been encountered from five days of rain at the National Orange Show to a gale that blew down the front entrance in Chowchilla. During the last two weeks, however, it has been okay.

The week-end in Shafter was one of the best of the season to date. Friday night business was almost as good as Saturday night.

Mr. and Mrs. O. N. Crafts flew down for a visit in their twin-engine 10-passenger Beechcraft. They took off from Marysville earlier in the day.

A new addition to the ride list is a Fun-in-the-Dark under the supervision of Jake Boyd. Org now has a total of 12 rides.

Recent visitor was Charles Cornforth, scenic artist, who may join later in the season. Roy Franchine and Eddie Trotman closed recently. Hank Arnold has taken over the management of the show-owned p. c. concessions formerly managed by Franchine and Trotman.

Mr. and Mrs. Eldon Short are now operating the No. 1 pan game.

May 26 and 27 shows' personnel was interviewed by Pat Michaels over KTKC, Visalia. Michaels interviewed Speedy Mullins, Motordrome rider; Dale Woods, of the Circus Side Show; Nadine, snake charmer, and Thomas Houston, emcee and talker on the Big India Oriental Revue. Secretary J. W. Gilman introduced the performers over the air.

Hill's Greater

RATON, N. M., June 5.—Shows arrived here in plenty of time for Monday night's opening, but rain sent patrons scurrying from the lot. Tuesday night drew a big crowd and fair business, which continued thruout the week here. George Clark, of Snyder Motor Company, delivered two new trucks the final night and renewed friendships with personnel of the shows.

Clyde Runnels, chief electrician, is installing fluorescent lights on all rides. Visitors here included Mr. and Mrs. Buckley, Kansas City Mose and members of the Forsyth Shows.

Shows got off to a good start in Pueblo, Colo., and Mr. and Mrs. Hill entertained George Clark. Mr. and Mrs. R. Dillow joined with their jewelry concession.

H. P. Hill motored to Denver where he purchased two new trailers. His nephew left for Faribault, Minn., to take delivery on a new Tilt-a-Whirl. Mrs. Dorothy Zimmerman was given a shower by the women on the org and she received numerous gifts. Mrs. Cleo and Thelma Hill served the refreshments.

Mrs. John Mason visited Mr. and Mrs. Meisterman. A group of junior sheriffs were shows' guests Saturday afternoon. Corky Zimmerman treated them to refreshments at his Midway Cafe.—**BONNIE HALIFIELD.**

Model

FORT MADISON, Ia., June 5.—Biz was fair the opening night here. Owner Jack Robinson took delivery on a new light plant. Margie Robinson joined last week and is clicking on the hit and miss ball game. Mr. Blitche is improving the bingo counters. Tiny Karnes went to Kansas City, Mo., to get a new house trailer. Mrs. Richmond is visiting friends at Macomb, Ill.—**BING BREWER.**

Majestic Greater

AMBRIDGE, Pa., June 5.—Oil City was very big and one of the best of the year, altho the gross was below that of last year. Saturday matinees are getting bigger each week.

Owner Sam Goldstein flew to Detroit and back and then journeyed with Bob Hallock, general agent. Mrs. Goldstein is reported doing very well following a recent relapse. Duke joined to take over the front of Paradise Revue. Herman Weiner reports good business with his concessions. The Lees and their kiddie land are doing okay.

Newspaper and radio publicity has been good, with two yarns in the local sheet and the airing of a half-hour wire recording made on the lot. Betty Gould is doing a nice job in the front gate box. Dorso and Goodman's bingo, with Jack Burke in charge, chalked up another good week. The Rocket crew has a new Chevrolet tractor. Art, the new Ferris Wheel foreman, is getting it up and down. Whiskey Pete reports good business.

Jim Rapple's mug joint is winning with the younger set. Johnny Huntsman joined but will leave for Detroit to take care of Owner Goldstein's park interests. Dick and Babe Keller are busy peddling popcorn. Pauli, electrician, is readying new junction boxes. Conservative McCoy and his ginny crew are busy repairing horses. The office wagon is to be remodeled. Mr. Hetrick was a nightly visitor.—**HARRY E. WILSON.**

Frear's United

KANSAS CITY, Mo., June 5.—Org heads north into Nebraska following three stands here and in North Kansas City.

Received good break in the weather during stand at 23d and Brooklyn, adjacent to the ball park, week of May 24 and all rides and concessions had a big run. Show was under auspices of an American Legion post, which gave excellent support.

Show moved to lot at St. John and Belmont for week of May 31, under auspices of American Legion post of the Northeast district. This stand was followed by an engagement, starting tonight in North Kansas City.

Eddie Geyer is the feature attraction on the midway and presents his high pole act nightly. Mr. and Mrs. Roy Frear, operators of the show, keep the org moving at a lively pace. William Myler is lot superintendent.

Sunflower State

FORT MORGAN, Colo., June 5.—Rain cut the crowds on three nights of the stand starting here May 24, but biz was good whenever weather was okay. A total of 600 paid at the gate after the rain stopped at 8:30 Saturday night, May 29.

The Rolloplane grossed top money for rides. A new kiddie ride arrived May 27 and was in operation the following night.

Mr. Stephenson joined here with his cycle ride, monkey Motordrome and Mickey Mouse Circus. Mrs. Frank Gaskins left May 29 for her home in Laurel, Miss., on business.—**FRANK GASKINS.**

Rupes Midway for Fun

TRENTON, Neb., June 5.—Shows' opening here was not up to expectations. The writer tendered her nephew, Bill Cartwell, a party in celebration of his 21st birthday. He received numerous gifts and Mrs. Rupe, Mrs. Boot Boltman, Mrs. Barbee and the writer served the refreshments.

Bob Boltman was stricken ill en route here and is confined in Veterans' Hospital, Lincoln, Neb.—**BELLE EVANS.**

WANTED**FIRST-CLASS ELECTRICIAN**

Wayne Kingsley and Leo Hout, answer if at liberty
Also want experienced Merry-Go-Round Foreman. Address

JOHNNY J. JONES EXPOSITION

North Tonawanda, N. Y.

Victory United Shows WANT

Second Men on Ferris Wheel, Merry-Go-Round. Also Agents on Balloon Darts, Double Bumper, Penny Pitch. Curly Smith wants 2 Slum Skillo Agents. DEBS, wire me. Positively no drunks. Two spots per week. Route: Hettlinger, N. D., Celebration, June 11-12-13; all spots following are Celebrations, Hazelton, N. D.; Strasburg, N. D.; Bowman, N. D.; Lemmon, S. D., July 3-4-5.

PERCY M. JONES, Owner & Gen. Mgr.

1 YEAR OLD CHIMPANZEE

Tame, intelligent, acclimated. Buttons, wire if you want it. Price \$600.

ROY BIBLE

General Delivery Battle Creek 1, Mich.

WANTED

Concessions and Shows for hot spots in Colorado, Kansas and Nebraska. Have Bingo, Glass Pitch, Cat Rack, Candy Floss and Country Store open to all. Legitimate Concessions, no gypsies. Have our own free act.

CARL SCHULTS

c/o ROCKY MOUNTAIN SHOWS
Salida, Col., till June 8; Canon City, 12-13.

MERRY MIDWAY SHOWS

MILLERSBURG, IND., JUNE 7-12;
NORTH WEBSTER MERMAID FESTIVAL,
JUNE 14-19.

Want Stock Concessions, Snow Ball, Pitch-Till-U-Win, Clothes Pin, Bumper, Scales, Coke, anything that doesn't conflict with what we have. We only book one of a kind. Contact:

ALBERT BARKER

MILLERSBURG, IND., JUNE 7-12.

FREAK HORSE FOR SALE

Live Double-Sexed Horse. Most unusual Horse in existence. A great Freak Animal or Side Show Attraction.

STEVE MAKRES

3849 Olive St., St. Louis, Mo.
(Phone: Jefferson 3693)

WANTED**FOR BELLEVILLE, ILL., HOMECOMING**

Market Square, July 9th, 10th, 11th.
Concessions of all kinds.

CHAS. OLIVER

1417 Grattan St., St. Louis, Mo.

COUNTER AND GRIDDLE MAN WANTED

For Cook House. Louis Childres, wire. Jack Pot Cafe.

VETERANS UNITED SHOWS

Clarksville, Iowa, June 7-9; Fredericksburg, June 10-12; Aiden, 14-16; Rolfe, 17-19; then as per route.

CARNIVAL WANTED FOR BIG ANNUAL OWENSVILLE BOOSTER CLUB'S PICNIC, JULY 24

Address: ERVIN REED, Pres.
Owensville Booster Club, Owensville, Mo.

Ted "Speck" Alexander

CONTACT
CHUCK IN MINNEAPOLIS
For Siding and Roofing Deal.
Br. 0577

PRODUCING AMERICA'S BEST
BANNERS
SNAP WYATT STUDIOS
1608 FRANKLIN ST., TAMPA, FLA.
Phone: M-93582

**CARNIVAL
CONCESSIONERS
TOP THE MIDWAY
30-Inch All Plush Bears
\$3.00 Each
FACTORY SALES CO.
332 3rd. Ave. Pittsburgh 2, Pa.
50% deposit on all orders.**

SHOW PRINTING
New Designs • Latest Styles Type
• Pictorial • Cards • Posters for
Every Occasion • See our samples
first. Prompt Service. Union Printer
METROPOLITAN PRINTING CO.
1326-34 VINE STREET • PHILA • PA

WANTED
Talker for beautiful Mermaid Show; also
dependable Ticket Seller-Grinder on Girl
Show—New "Look" Revue. Wire (no col-
lects):
BUDDY BERNSTEL
c/o KING REID SHOWS
Plattsburg, N. Y., this week;
Massena, N. Y., next week.

**COOKHOUSE HELP
WANTED**
Mac Mahoney, Jack Engman, come on.
Address all answers to
SNIPPY KOLB
c/o ALAMO EXPOSITION SHOWS
Dumas, Tex., this week; Perryton, Tex.,
next week.

**WANTED
HELP FOR BINGO**
Counter Men and Truck Drivers
MOUND CITY SHOWS
Roodhouse, Ill., this week

**ATTENTION!
MENTAL ACTS**
HAVE OPENING FOR A HIGH-CLASS ACT.
Must have own equipment and transporta-
tion. THIS IS IT! No Mitt Camps on the
midway. Babe Keating, wire at once.
SAILOR KATZY
c/o WORLD OF PLEASURE SHOWS
Port Huron, Mich., this week

**Tivoli Exposition Shows
WANT**
Ferris Wheel Foreman immediately for either
one or two Wheels. Contact
H. V. PETERSON, Mgr.
Kewanee, Ill., this week; Keokuk, Iowa, to
follow.

Kiddie Aeroplane Ride
16 passenger, 8 planes, each plane has own motor.
All mounted on 4-wheel trailer.
WILL TRADE OR SELL
Want small Popcorn and Candy Floss Trailer.
H. O. WEBB
BOX 153, PACIFIC, MO.

WANTED
Ride Help of all kinds, Concessions of all kinds for
Roodhouse, Ill., Street Fair; Jerseyville, Ill., Lions'
Big Celebration; American Legion Celebration, Troy,
Missouri; Memphis, Missouri, 4th of July Celebration;
Carthage, Illinois, Harvest Days, on the Streets.
MOUND CITY SHOWS
Roodhouse, Illinois

CONCESSIONS WANTED
Not a Duck or Fish Pond, Bowling Alley, Cigaret
or Long Range Gallery, Photo, Under 12 on our
lot. Good opening. Merry-Go-Round and Wheel
Foremen wanted.
MIKE ZIEGLER
Mliner Hotel PHILADELPHIA, PA.

Mighty Page
HAZARD, Ky., June 5.—Rowland Page, owner's son, had a narrow escape on the run from Corbin, Ky., to this city, when the air hose on the truck he was driving broke as he was going down a mountain. The only alternative was to run the tractor and trailer into the side of the mountain and jump. Page was not injured but the truck was badly damaged.
Bill Page and C. A. Kirkland, lot superintendent, visited the governor of Kentucky. C. V. McHouse, business manager, took delivery on a new house trailer, a \$4,500 job. Bob Buffington's stepson, W. C. Daniels Jr., just out of college, is assisting on bingo. Four new light towers have been completed.
Visitors at Hazard were Mrs. Bill Page, Mr. and Mrs. Earl McDoner, Hobe Cole, Mary Lee Dobens; General Agent R. C. McCarter, of the Cetlin & Wilson Shows; C. A. Stevens, C. A. Stevens Shows; Norman Anderson, Anderson Greater Shows; Bob Roberts, manager of the Derton No. 2 Shows.

Personnel of Org
Staff: Bill Page, owner-manager and agent; Roland Page, assistant; Mrs. Langley, secretary-treasurer; E. J. Langley, office assistant; C. V. McHouse, concession business manager; C. Smith, billposter and special agent; C. A. Kirkland, lot superintendent; W. A. Hendrix, chief electrician and truck superintendent; Geechie, assistant electrician; J. D. Vick, carpenter; E. J. Langley, front gate; Red Corbett, Diesels. Capt. S. Songer does high-dive free-act and handles the mail and "The Billboard."
Rides: Tilt-a-Whirl, Pat Leatherman, foreman; Merry-Go-Round, Pee Wee Calhoun; Rolloplane, Jesse Langley; Ferris Wheel, Red Brown; Octopus, W. E. Fuller; Chairplane, H. L. Jones; train, B. Roberts.
Shows: Frank Zorda, Side Show; Lee, owner-manager Snake Show; Dave DeCort, manager "Artists Models;" Frank Poluga, manager Maries' "Queens of Burlesque;" Joe Poluga, Animal Show.
Concessionaires: Ray Price, cookhouse, popcorn and other concessions; George Kiefer; C. A. Kirkland; K. C. Miller, custard; Glen Good manager; Bob Buffington, bingo; James Ristick, mitt camp; Bill Thompson, candy floss and apples; Meekins, short-range gallery; Pat McCarthy, Robert Saulsbery, concessions and sound truck; E. Simms.—BOB BUFFINGTON.

Lee United
THREE RIVERS, Mich., June 5.—Despite a week of good weather, crowds weren't too big until the latter part of the stand. The Clark brothers have their wheels here. Butch Bowder has his ride crew repainting for the celebration dates.
Peggy (Runt) Odbert was elected president of the beef and whine society. John Lewis has his crew building new equipment. Eddie Herman added several stores, with Paul Buley in charge of stock. Martha Manchak has her ice cream stand in operation. Jack Halstead has placed Nick Geopolopolous in charge of the cookhouse. Preston's mug joint has installed a new camera and enlarger.
Grace Haywood and Alice Porter entertained the personnel at the first corn roast of the season.—WALTER A. SCHAFER.

La Cross
MIDDLEBURY, Vt., June 5.—Shows' opener in Bloomfield, Conn., prove a red one despite cold weather and the following four spots were good when weather permitted. Org got away to good business here after a long jump from Easthampton, Mass.
Among concessionaires are Bob Buck, cookhouse; Rene Bourget, two ball games; Freddie Prumos, scales; Wilfred Remmillard, cork galley; Jack Sundenfield, diggers and rotaries; Ray Hemingway, Richard Morlock and Ray Routhier.
Personnel includes Mr. and Mrs. Wilfred, he being electrician and lot foreman, and Mos Cross, office.
Rides are Merry-Go-Round, Armond Thibault and Alexander Paquette; Ferris Wheel, Francis Malenfant and Everett Slocum; Kiddie Whip, A. Willett; Pony Ride. Bob Buck also has the Snake Show, and Larry Saunder has the Girl Show.—PAUL LaCROSS.

**JOYLAND
MIDWAY
ATTRACTIONS**

ROSCOE T. WADE 16845 Lindsay
Detroit 27, Mich.
Phone: VErmont 5-5232

ROUTE LIST

- June 7-13, Hazel Park, Mich., 9 Mile and John R, downtown—Sunday is Big Day.
- June 14-20, Warren, Mich., Mound and 13-Mile Rd. First show in 10 years.
- June 21-27, New Hudson, Mich., Community Fair. Large Exhibit Tents, Horse Pulling Contest, Fireworks, Automobiles Given Away.
- June 30-July 5, Port Sanilac, Mich., Centennial. Only celebration in the County. This will be a Big One.
- July 7-11, Fair Haven, Mich., Mid-Summer Festival on Lake Erie in heart of 50,000 tourists.
- July 12-25, Detroit suburb, to be identified later; don't care to mention. This Will Be It!
- July 26-31, Belleville, Mich., Community Fair. Fireworks, Free Acts and Exhibit Tents.
- Aug. 2-7, Clio, Mich., on the Streets. All Concessions guaranteed to work.
- Aug. 9-14, Pontiac, Mich., Oakland County 4-H Fair. Free Gate, 100,000 expected.
- Aug. 16-21, Wauseon, Ohio, Street Fair. 5th time Show has played this one!
- Aug. 23-29, Erie, Tenth Annual on the Streets. Elaborate Fireworks Display Opening Night.
- Aug. 30-Sept. 3, Crosswell, Mich., Sanilac County Fair. This was last year's Top Spot.
- Sept. 4, 5, 6, Romeo, Mich., Peach Festival. If you know Michigan, you know this one!
- Sept. 7-11, Frazier, Mich. First Show in. Featuring a Rodeo.
- Sept. 13-18, Imlay City, Mich., Lapeer County Fair. We have the entire midway!

TWO BICYCLES GIVEN AWAY!! CHILDREN'S DAY EVERY WEEK TWO BICYCLES GIVEN AWAY

WANT HANKY PANKS—We guarantee you a "bang up" Children's Day every week! Don't wait until too late or say you weren't invited.

WANT ANY SMALL SHOW, neatly framed, that can show on streets.

WILL BOOK ANY RIDING DEVICE that does not conflict with present rides.

WANT HIGH ACT—Have several weeks open.

WANT SIGN WRITER—Can join on wire.

WANT RIDE FOREMEN—2d and 3d men not wanted.

**REASONABLE PRIVILEGE AND GOOD
TREATMENT GUARANTEED**

JACK NORMAN**WANTS****BOSS CANVASMAN**

For Charm-Hour Revue. Top money to Top Man who can get it up and down. (Frank Ligget, contact.) **ALSO TICKET SELLER FOR FRONT. RED ROGERS ALSO WANTS TICKET SELLER AND GIRLS FOR POSING SHOW.**

Write, don't wire.

JACK NORMAN
HENNIES BROS.' SHOWS
HAMMOND, IND.

WANTED

Ride Help that can drive. Can place 10¢ Merchandise Concessions, Hi-Striker, Custard. Can join on wire, Novelties. Want Agents for Slum Concessions. Dixie Bob and Helen, get in touch with Barney Abel at once. **Crisfield, Md., this week; Pocomoke City, Md., week 14 to 19.**

MODERNISTIC SHOWS

All wires to John Keeler

FERRIS WHEEL MEN**WANTED**

Sober and reliable. Will buy Minstrel Show Top, no junk.

Cumberland Valley Shows

Pulaski, Tenn., this week.

DOBSON'S UNITED SHOWS**WANT**

Will book Spitfire, Octopus or any Flat Rides. Can use two more Shows. Get in touch with us as per route.

Red Wing, Minn., this week.

5—Rides Wanted—5**Oldtime Celebration, Monday, July 5**

Wonderful set-up, and you will have the people to work to. Address:

G. S. Coltrane
Kernersville, N. C.

Florida Amusement Co.**WANTS**

Fun House, one more Show; Hanky Panks all kinds, \$20.00; French Fries. Open Clare, Mich., this week; Gaylord, Cheboygan, Sault Ste. Marie, 4th July Celebration. Copper country follows. Have eight Street Fairs, sixteen Southern Fairs. All Address:

HOWARD INGRAM
FLORIDA AMUSEMENT CO.

KIDDIE RIDES**WANTED TO BUY**

Any good Ride, new or used; must have immediately. Write or phone after 12 p.m.

JULIUS SILOGY
4338 Hickory St., Hammond, Ind.

OHIO VALLEY SHOWS

Want Stock Concessions. Want Athletic Show. Want Side Show. Wire

ROXIE HARRIS

Crawfordsville, Ind., this week.

MOON LIGHT SHOWS

Rides that don't conflict, 20%. Showman with own outfit, 20%. Hanky Panks, \$15.00; no cut in. Percentage, Pop Corn, Palmistry, small Grab and Bingo, Ball Games open. Address: **La Follette, Tenn.** P.S.: Sober Ride Help, come on.

WANT FOR NO. 2 SHOW

Vaudeville Teams to put on Negro Acts, Cowboy and Radio, Musicians, small Circus Acts for stage trapeze. One and two-day stand. M.C.-Comedian. One show daily. Address:

WM. KETROW
PARIS, ILL.

FROM THE LOTS**Pacific Coast**

KALAMA, Wash., June 5.—Org moved in here for the first of a series of six fairs and celebrations in a row, after a poor stand at Junction City, Ore. Other fairs and celes to follow are Winlock, Wash., June 6-12; Mossyrock, Wash., June 14-19; Springfield, Ore., June 21-27; Sutherline, Ore., June 20-July 5, and Tacoma, Wash., July 7-11.

With the exception of the first day at Junction City, continuous rain marred business. Spot was auspiced by the local fire department.

Many showfolk visited the Clyde Beatty Circus during its stand at Eugene, Ore. Between showers at Junction City, painters brightened concessions, rides and trailers in preparation for the fairs and celebrations. Seen weilding brushes were Ellen Barber, Blanche Pickard, Dorothy Bowman and Mrs. Pete Stevens.

With the arrival of Frank Ward, general agent for the Redwood Empire Shows, a contract was signed by General Agent E. Pickard combining the two orgs for a celebration in Springfield, Ore., July 21-27 under combined auspices of the American Legion and Veterans of Foreign Wars Posts and Springfield Chamber of Commerce for the benefit of the Veterans Hospital there. Another contract for the combined showing of the two orgs at Tacoma, the second week in July, also was signed.

Pete Stevens has constructed a new penny pitch. General Manager James Barber and General Representative E. Pickard made several trips to Salem on business.—**WALTON de PELLATON.**

L. B. Lamb

TAYLORVILLE, Ill., June 5.—This is the last org to play Hoover showgrounds here as, following this stand, ground is being broken for the erection of a hospital. Move here from Effingham, Ill., was made in record time, with the Spitfire up and ready to go before noon Sunday. Every show and ride was ready before 11 a.m. opening day.

The Breeze-Courier co-operated. Local airport authorities flew planes over org's midway at night to help demonstrate power of shows' two searchlights.

Irish McCormack joined the Side Show. Bob Hill and Red Bateman are keeping show well supplied with fish. Ross Sinderson visited Renaissance, Ind., and learned his new miniature train will be on the lot in about three weeks. Mrs. Murray and the writer took delivery on a new trailer. Kiddie Day tie-ups are clicking and the crowds are not too bad. George Peterson continues to take pinocle lessons from the rest of the fellows.—**ERNIE MURRAY.**

Bright Lights Exposition

FROSTBURG, Md., June 5.—Shows are in here for the current week after playing last week in Moorefield, W. Va., where it opened to a good crowd Monday (24), playing on a lot in the center of town under auspices of the fire company. Business was exceptionally good and the largest grosses of the season were reported.

Sue Knapp and Tex Grimes joined with their Hawaiian Girl Show and George Kemp came on with custard. S. C. Constable's Rolloplane was top ride, followed by the Merry-Go-Round. John Till's Girl Show lead the show and Daniel Donnini reported splendid business with his concessions and bingo. Everybody left Moorefield in a happy mood, as all had had a splendid week and made money.—**FRANK Z. HYDE.**

World of Mirth

PLAINFIELD, N. J., June 5.—Business is improving each week. A record Decoration Day play wasn't hard to take.

Stock of the pony ride, operated by Pony Bud and his mother, was increased by one this week with the birth of a donkey.

Hermine's Midgets joined. Bucky Allen's concessions are about the way he wants them, all well flashed and uniform. Johnny Anderson gets a heavy play from the younger set patronizing the front end. Dudley's show continues to straw 'em in the back end, as does Joe Sciortino's revamped gal show.

Flash White is rapidly recovering from injuries received when he spilled in a Drome accident. The Motordrome mascot, Herman, has refused to take his usual place on the bally since the accident.

Dr. Bozeman is all smiles over his new auto of conventional, if antiquated, design, and his new medical wagon. New Snake Show, *The Terror*, presents a real jungle-like appearance. Show is managed by Duffy, midway vet, with Harry Osborne handling the inside.

Mrs. Hilda Bergen, wife of the owner-manager, is a nightly visitor, shooting everything and everybody with her new movie camera. Ronald Driver, electrician, has the org well lighted. Recent visitors included Ike Eichelberger, Allentown, Pa., and Bernie Mendelson, of the O. Henry Tent & Awning Company.—**ED HOWE.**

Florida Amusement

AUBURN, Ind., June 5.—A new boat ride arrived here. Mr. and Mrs. Tommy Delph are operating the cookhouse, and Jack Reid's De Luxe bingo, managed by Johnny Dowling, is doing well. Mrs. Spud Murphy has the ball games, and her husband is doing a good job with the pea pool.

Mrs. Dixie Bailey, who has the pan game, took delivery on a new car. Ross Houghton, master mechanic, is keeping the shows moving. T. J. McManua is manager and legal adjuster. The writer is still taking care of the Diesels. Cuban Mac joined with his Side Show.

Shows left Auburn which was the wind-up of the Indiana dates until August when the schedule of street fairs opens for Marshfield, Mich., where they were the first shows to play there in seven years, outside of the fair.

Owner Howard Ingram returned from a trip and produced several contracts. The Sweet family arrived and is presenting the free act nightly. Owner Ingram is trying to arrange for shipments of fruit from Florida and hopes to give a Florida orange to each customer each Monday night as an advertising stunt. Org has started bubble gum matinees on Saturdays. At the Cheboygan, Mich., date, Owner Ingram hopes to have ladies night Monday, lodge night Tuesday, red head night Wednesday, blonds Thursday, give away night Friday and the bubble gum matinee Saturday.—**IODINE BAILEY.**

Thompson Bros.' Unit No. 2

CONEMAUGH, Pa., June 5.—Opening here Monday night (21) under local fire company auspices saw crowds arriving early and leaving late. Business was good every day but Friday, which was lost to rain. Saturday's matinee was good, with the Ferris Wheel topping rides and Looper second. Funhouse lead shows.

Ride line-up includes Ferris Wheel, Johnny Cole; Looper, Leo Thompson; Merry-Go-Round, Lee Ruark; Chairplane, Jerry Hugar, and kiddie ride, Stewart Yengling.—**BUD WIEGAND.**

WANTED

ALLEY, BLOWER, WHEEL AGENTS

CAN PLACE

TWO GOOD P. C. AGENTS

JACK GILBERT

ENDY BROS.' SHOWS

Poughkeepsie, N. Y.

D. D. HALE WANTS

Count Store and Slum Skillo Agent. All worked for me before, contact **Herman Duvorsky, James Dailey, Gerald Wantz, answer. You pay no 10 per cent. All replies Salyersville, Ky., next week.**

AGENTS WANTED

Nick Kelley wants Agents for Razzle and Dazzle. Chief Dave Chisholm wants Agents for Bowling Alley. Week June 7th, New Rockford, N. Dak.; then 16 Street Celebrations, starting June 14 at Noonan, N. Dak.

Address All Wires:

R. W. ROCCO

Gold Bond Shows New Rockford, N. Dak.

WANTED WANTED JACK'S SIDE SHOW

Due to expansion, Jack Munroe wants extra Ticket Sellers, Front Man, Working Acts, good Mentalist, Tattooer, Glass Blower; also Freak to feature. No drunks or chasers. I want people who want to make money. All replies to **JACK MUNROE, World of Today Shows, Beardstown, Ill., this week; then as per route.**

COOKHOUSE WANTED

Must cater to show people; that's reason for this advertisement. **Bill Basil, join on wire.**

PEPPERS

ALL STATES SHOWS

Garrett, Ky., this week; Ashland, Ky., next week.

WANT TO BOOK**CUSTARD**

For balance of season. Good route of Fairs and Celebrations.

Caravella Amusements

Petrolia, Pa., this week.

WANT SHOWS

Fun House, Monkey or Animal, Big Snake, Midgets, Silo Drome. Have new Side Show outfit will furnish for reliable party. Concessions open: Novelty Jewelry, Novelties, Ice Cream, Custard, Basket Ball, Ride Help that drive Semis.

Union, Mo., City Park, this week; then the big one.

DYER'S GREATER SHOWS**CHARLIE BAILEY****WANTS**

Razzle Dazzle Agents. No tear downs or sit-ups. No ten per cent. Polock, answer.

CHARLIE BAILEY, Canyon, Texas

Care Harry Craig's Heart of Texas Shows

PEARLENE AMUS. CO.**WANT WANT**

For Carman, Okla., and one of the biggest Fourth of July Celebrations in Oklahoma, Perry, Okla., June 28 to July 5. Rides: Loop, Merry-Go-Round, Chairplane, Train or Pony Shows; any Show with own transportation. Concessions: Bingo, Jewelry, P. T. W., Coke Bottles, any Stock Stores. P.C. open. Ride Help, come on. Five Fairs and Celebrations to follow.

E. F. UNDERWOOD, Owner

Pearlene Shows, Carman, Okla., June 7 to 12.

LUCKY DARNELL**WANTS**

Working Acts, Inside Lecturer, also Annex Attraction for 10-in-1. Address:

Care CENTRAL STATES SHOWS
Hastings, Neb., June 7-12

AGENTS WANTED

Frenchy Fay wants Agents for Count Stores and Skillo and one Line-Up Man. We work every week. H. Kermit Sumner, legal adjuster. Pee Wee, we couldn't reach you that night.

Anderson's Greater Shows
Manchester, Ky., this week

RIDE HELP WANTED

For FLY-O-PLANE and DARK RIDE. WANT MAN TO WORK INSIDE OF GLASS HOUSE. If sober and the right kind of help, your job is good for all winter in the Islands. No wires accepted.

CHAS. T. GOSS
c/o HENNIES BROS.' SHOW
Hammond, Ind., this week; Aurora, Ill., next week.

FLOYD O. KILE SHOWS

Opening for Pop Corn, Sno, Grab and Stock Concessions; exclusive, low privilege. We live and let live. Want capable Agents, 50 per cent above stock, 25 per cent no stock. All new tops. No drunks or bosses. Want capable Merry-Go-Round Man that can up and down, take full charge; \$40.00 and bonus end of season; married man preferred; not necessary you drive. Place Wheel or Chairplane, 15 per cent. You can't miss here with Major Ride. We play the stocks where the money is. No blanks yet. Wire or come on. You will be placed. Best of treatment.
FLOYD O. KILE, Jackson, La., June 7-12.

RIDES, SHOWS AND CONCESSIONS AVAILABLE

For July 4th week in Northern Illinois or Wisconsin. Contact immediately.
BOX 211, Care Billboard, St. Louis 1, Mo.

GREATER RAINBOW SHOWS WANT RIDE HELP

Foremen for Tilt-a-Whirl, Merry-Go-Round and Ferris Wheel. Second Men for all Rides. Top wages or percentage to good men. CONCESSIONS. We are playing all Celebrations and Fairs from now on. Address:
WYMORE, NEBR., (on Streets), this week; BYRON, NEBR., Celebration, June 14-16; CLAY CENTER, NEBR., Celebration, June 17-19.

FOR SALE

10-Seat Ferris Wheel with transportation, \$3000.00, or will trade for other Ride. Want to buy 10-Car Kiddie Ride and 80 or 90-Seat Bingo.
BURKHART AND THEISS AMUSEMENT CO.
Yorkville, Ill., this week; Roselle, Ill., next.

JOHN R. WARD SHOWS

Western Fair Route starts June 21, Grand Forks, N. Dak.

WANT Ride Foreman for Scooter, Rocket and Merry-Go-Round. Ride Help for all rides. Want Trainmaster, Bill Harvey and Jess Warren, answer. Also want Polers, Train Help and Tractor Drivers. Top season and long season, closing December 1 at Harlingen, Tex., Mid-Winter Fair. WANT SHOWS—Glass House, Fat Show, Unborn or Life and War Show. Feature Dancers and Singer for Girl Review. Want Monkey Show Manager. Want Merchandise Concessions. Help in All Departments. Enlarging show for long Fair Route. Address
JOHN R. WARD, this week Sioux Falls, S. D.

WANTED—C. A. STEPHENS SHOWS

FAIR SECRETARIES, get in touch with us for your Fall Fairs. Manager, C. A. Stephens; Business Manager, Charley Griggs; Agent, Herman Q. Smith; Advertising, R. W. Macrae; Secretary, Mrs. Stephens; Electrician and B. B. Agent, Bill Jr.
CONCESSIONS—Will book a limited number, open midway—Photos, Lead Gallery, Popcorn, Snow, Age, Weight, Custard, Six Cat, Buckets, Nail, Swingers. Chet Ellis, get in touch with Peggy. RIDES—Good territory, what have you? Shows not conflicting with Girl Show, Side Show, Snake Show, Glass House. Two Fourth spots, one in Virginia, one in Kentucky.
Replies to DANTE, VA., THIS WEEK.
P.S.: Can use Ten-Cent Store Agents. Jack Renfro, wire Charley Griggs.

WANT—LEE BECHT SHOWS—WANT

A Midway of Moral and Refined Entertainment
CONCESSIONS—Fish Pond, String Game, High Striker, Bumper, Penny Pitch, Hoop-La, Snow Balls, or any Concession that works for stock not conflicting. Only booking one of a kind.
RIDES—Will book Merry-Go-Round, Tilt, Octopus, or any Ride not conflicting.
RIDE HELP—Need Second Man on all Rides. No drunks or chasers need apply. All replies:
LEE BECHT SHOWS, Portland, Ind., June 7-12

E. J. Casey

WINNIPEG, June 5.—After a week at Fort Garry, under sponsorship of the Community Club, the main unit will play around the Winnipeg territory until Tuesday (15) before leaving on its regular tour. Org opened in Norwood, Man., May 12 to good business and weather.

Unit No. 2 left on its country circuit, taking in such spots as Holland, Stonewall and Carberry. Both the main and No. 2 units are larger than last year. New rides added are the Tornado, two-abreast Merry-Go-Round and a Miniature Train. Personnel of the main unit includes Adolph Malkoske, Ferris Wheel foreman; Harry Wowchuk, second man, and R. J. Harrow and Mike Marciszyn; J. Donovan Martin, Merry-Go-Round foreman; Leonard Weger, second man, and Tom Bulbark and Walter Gatzke; Tony Tucker, Loop-o-Plane foreman, and Kenneth James; Alex Powell, foreman, and Jack McBeth, Tornado; Bill Creed, foreman, and Art Bodnar, Miniature Train.

Concessionaires are Jack Baillie and John Bodnar, big six; Ceasar Cunningham, over and under; Billy Sorochan, bingo; Frank Todd, cat rack; Orest (Jonesy) Hrynchshyn, milk spill; George Gurr, darts; Joe Kowan, airguns; Spike Hendricks, jingle board; Johnnie Dubeski, hoop-la; Jo-Jo Potters, duck pond; Mousey Moore, scale; Jock Proulx, blocks; Mike Kieshka, lead rifles; Hollywood Birmingham, photos; Wally Bolonchuk, novelties; Doc Naskar, popcorn; Ted Naskar, candy floss; Buddy Boyce and Johnnie Strachan, custard and dip, and Ken Goodison, grab joint.

Side Show: The Singing Swede and his Tumbleweeds and his horse, Poyken; Professor Emile, reptiles.

No. 2 unit: Albert Klepatz, foreman, Steve Walchuk and Clarence Douglas, Ferris Wheel; Tony Kizlik, foreman, Cliff Barbour, second man, and Paul Kizlik, Merry-Go-Round; Ken Sutton, Huggie O'Neill, Ben Falk, plane and kiddie rides. Comy Falk and Paul Peoksi, Funhouse; Dave Griffiths, 10-in-1.

Concessionaires: Norman Day, diggers; Percy Hart, milk spill; Ray Johnson, airguns; Joe Herman, hoop-la; Shorty Kerslake, big six; Stan Bonkowski, rifles; Blondie Marsden, darts; Murile Goodison, grab joint; Ron Goodison, popcorn; Bill Melnyk, candy floss.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Therefore, commencing with our June 5 issue and continuing thereafter until further notice

Final closing time for late show ads will be SUNDAY NOON (Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them
Special Delivery Direct to THE BILLBOARD PUBLISHING CO.
2160 PATTERSON ST. CINCINNATI 22, OHIO

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

LAFAYETTE, LA., COMMUNITY CENTER

June 7-20—First Show in Four Years

Can place a few legitimate Concessions—Scales and Age, Hi-Striker, Photos, Frozen Custard, Jewelry.

Want Agents for Cork Gallery, Milk Bottle, Ball Game. Want Ride Help that can drive truck. Want Tilt Foreman, salary \$60.00 a week. Want Man to make openings on Colored Minstrel. Ray Stevenson wants fast Griddleman.

Want for No. 1 Unit in Bogalusa 4th of July Celebration, Jewelry, Scales, Photos, Frozen Custard.

All Replies **ED GROVES** Lafayette, La., June 7-20

VICTORY EXPOSITION SHOWS

CAN PLACE AT ONCE
ELECTRICIAN

Have Diesel plant. Lawrence (Skitooth) Smith, also wire at once.

ALVIN VAN DIKE, Manager
STREATOR, ILL., ALL THIS WEEK.

PINE STATE SHOWS

EVARTS, KY. . . . First Show in 12 Years Downtown.

We play the coal fields until our 10 Fairs start. We have the best 4th of July spot in Kentucky booked. WANT RIDES—Will book 1 Flat or High Ride. Good proposition with low percentage. CONCESSIONS—Will book any Stock Concession . . . only 1 of a kind. Want Mug, Jewelry, Novelty, Shooting Gallery, Bingo and Mitt Camp. Want Roll Down, Skillo, Razzle Dazzle and Line-Up. Only 1 of a kind. Good proposition for Minstrel Show. Have complete set-up. Also want operator for Girl Shows with two or more girls.

P.S.: Chuck and Dixie, contact. Mr. Savage, get in touch with us at once. Herbert and Ella Clark and Chuck Lazine, contact Mrs. Cole.

JOHNNY CARUSO, Owner; FRED WEBSTER, Bus. Man., EVARTS, KY., this week.

WANTED RIDES, CONCESSIONS, SHOWS

FOR YEAR-ROUND OPERATION

BEAUTIFUL IDLE HOUR PARK

Phenix City, Alabama, 5 minutes from Columbus, Ga., and world's largest military camp. Ft. Benning, Ga. 300,000 to draw from. 7-day week. Ten-cent city bus to door. Free gate, free acts weekly. Will play straight P.C. All Major and Kiddie Rides, Concessions and Shows not conflicting. No deposit or privilege required. We furnish lights. Contact

J. L. MARLOW, General Manager
P. O. BOX 348 TELEPHONE 23823 PHENIX CITY, ALA.

CAPTAIN RITZ

WANTS WANTS WANTS

FIRST-CLASS GIRL TALKER

One who can stand prosperity, to join at once. Pay your own wires. All answer to
CAPT. RITZ, c/o ROYAL CROWN SHOWS, SHARON, PA., THIS WEEK.

WANTED—RIDE HELP—WANTED

Foreman for Whip, also good reliable Second Men for Whip and No. 5 Ferris Wheel. Address all replies to

CHAS. GERARD
900 Grand Concourse, Bronx, New York City (Phone Jerome 7-4700)

BOW SHOWS

WANT GRIND STORES

All Concessions open. Want Fun House and Kiddie Train. Want Side Show; have outfit. Also a 30x50 for any Show. Can place Grind Shows. Want Foremen for Rides, and Second Men, Semi Drivers. Want Man or Lady Talker for Posing Show. Coplay, Pa., June 7 to 12.

DUMONT SHOWS

Featuring

THE GREAT WILNO, Shot Over Ferris Wheel

LEBANON, PA., June 7-12—ALTOONA, PA., June 14-19

WANT CONCESSIONS—Cat Ball Games, Pitch-Till-You-Win. Coca-Cola Bottles, Cork Gallery, Penny Pitches, Spot, String Game, Huckly Buck.

Will book Fat Show or Geek Show

Address **LOU RILEY, Mgr., per above**

JONES GREATER SHOWS WANT

RICHWOOD, W. VA., CELEBRATION, week June 14; BUCKHANNON, W. VA., LEGION CELEBRATION, week June 21, and the GREATER PENNSBORO FOURTH OF JULY CELEBRATION, with TWELVE BONA FIDE COUNTY FAIRS and the BIGGEST LABOR DAY CELEBRATION IN WEST VIRGINIA to follow.

SHOWS—Want Mechanical, Uncle Ezra, wire; Side Show, Snake, Unborn, Bill Dimsdale, wire.

CONCESSIONS—One Custard, Keith, wire; Novelties, String Game, Jewelry, Bumper, Penny Arcade, American Palmist.

HELP WANTED—Second men for Wheel and Merry-Go-Round that drive. Can place Experienced Help in all departments. Address

JONES GREATER SHOWS

Cedar Grove, West Virginia.

MAGIC EMPIRE SHOWS

WANT FOR NOW

AND LONG SEASON OF CELEBRATIONS AND FAIRS

Including big July 4 Celebration at Falmouth, Ky., and 18 bona fide Fairs. Want Concessions, Stock and one or two Grind Stores, such as Bowling Alley, Blower, Pins, Bird Wheel. Want capable Agents for Office Joints. Bob Meyers has left this show with his concessions account other interest in South. Want Athletic Show People for new outfit, Girl Show with or without equipment, Side Show. Mrs. Golden, Kitty Kelly and Cuban Mack, answer. Any show with own equipment, especially Monkey and Arcade. Everybody wire. Capable Ride Help always welcome. Address

A. SPHEERIS, Mgr.

Elizabethtown, Ky., this week; then as per route.

NOTE—Want Musicians and Performers for Minstrel. Salary from office.

WANTED WANTED WANTED

AGENTS FOR SLUM STORES

Well-flashed Stores—plenty of stock. No drunks wanted. 12 good Fairs starting July 22. Address:

JACK ROWE, c/o Snapp Greater Shows
Kirksville, Mo., this week; Ottumwa, Iowa, next week.

WANT WANT

String Game, Fish Pond, Cigarette Gallery, Photos, Glass Pitch, Basket Ball, Groceries, Country Store, Long Range Gallery, Bowling Alley and Blower. Short Jumps. Wonderful Hanky Pank territory. Wire or write

BARNEY TASSELL UNIT SHOWS

Permanent summer address: 4501 Madison Ave., Riverdale, Maryland, two miles out of Washington, D. C. Phone: Union 4549.

Alamo Exposition

GUYMON, Okla., June 5.—Org opened here Monday afternoon, May 31, to a fair crowd, followed by a big gate that night.

Snippy Kolb has taken over the cookhouse, assisted by his wife and brother, Tye. Ruth Saunders and Betty Thomas were feted at a birthday party May 31 in the French Casino top. All the ride boys are displaying some group pictures taken recently. Lil Murphy says it's been so long since she's been on skates that she has almost forgotten how.—**SAMMY SAPSON.**

Harrison Greater

FREDERICK, Md., June 5.—Two new tractors were delivered in Winchester, Va. Bill Pinkerson has a new truck. Billy Baskette, on the front of the Carolina Minstrels, is still topping the shows. Slim Young's side shows, *Streets of Cairo* and *Night in Paris*, are holding their own, as is Martin's Monkey Speedway. The org will be in Oakland, Md., for the Fourth of July.—**STAN REED.**

NO. DAKOTA CELEBRATION

Showmen, Concessionaires,
Demonstrators, Pitchmen

New booking for 15 Annual Celebrations.
Two or Three-Day Celebrations.

Proven North Dakota spots. Street or downtown locations. Plenty of advertising. Acts, Parades, Fireworks, etc. Short jumps, no lost time between spots.

Then Minnesota and Wisconsin Fairs. WANT—Wild or Freak Animal Shows. Dark Ride, Cookhouse, Grab, Custard, Juice, Jewelry, Novelties, Scales, Age, Hanky Panks or Stock Concessions.

Demonstrators and Pitchmen using Kitchen, Auto, Farm, etc., gadgets (no medicine) Farm Paper Workers using premiums (no glasses). Or what have you.

Contact Mickey Rankin, General Agent, or Mickey Stark, Mgr., Gold Bond Shows, New Rockford, N. D., June 9-11; Noonan, N. D., June 13-15.

AVAILABLE JULY 4

JOHNNY HAND'S HELL DRIVERS

Complete Auto Thrill Show. Eleven Cars, Drivers, Two Clowns. Two hours death defying thrill stunts. Interested, Tenn., Ky., Mo., Ohio, the Carolinas or Va. Wire care Robert Lee Hotel, Athens, Tenn., thru June 13. Then care Farragut Hotel, Knoxville. Happy Jack Darling, contact immediately.

WANTED RIDES

Book or lease Train, No. 5 Wheel and Fun House.

FOR SALE

Root Beer Barrel, \$85.00.

R-T-S AMUSEMENT CENTER

Dodge City, Kans.

CARNIVAL WANTED

Having 6 to 8 Rides

FOR BIG JULY 4TH CELEBRATION, PRYOR, OKLA., JULY 1-5. Auspices V.F.W. Big Annual Event. Mammoth fireworks display nightly. Contact **CLINT SUIT, Commander, Pryor, Okla.**

GREATER UNITED SHOWS

WANT SHOWS Octopus, Rolloplanes, Spitfire and Mix-Up Can Place Side Show, Monkey Circus, Big Snake, Hilbilly or any non-conflicting attraction

GOOD OPENING FOR FUNHOUSE To Open at Amarillo, Tex.,

June 14

OTHER TEXAS FAIRS AND CELEBRATIONS FLOYDADA, TEX., Gala July 4th Celebration

WICHITA FALLS, Legion Jubilee
MT. PLEASANT, Free Fair
CORNICANA, Fair and Agr. Show
TEMPLE, Central Texas Fair
NEW BRAUNFELS, Comal County Fair
CALDWELL FREE FAIR
YORKTOWN, Diamond Jubilee and Free Fair

ALICE, Free Fair

BEEVILLE, Fair and Rodeo

LAREDO, Legion Jamboree

1949 OPENING DATE

WASHINGTON BIRTHDAY CELEBRATION

FEB. 15 TO MARCH 6

And Don't Forget We Have
Contracts Until 1953

Wire

J. GEORGE LOOS

Week of June 7th, Memphis, Tex.
June 14th to 26th, Amarillo, Tex.

Midway of Mirth Shows

WANT CONCESSIONS

For Wood River, Ill., Home-Coming, June 8-15, and Cottage Hill, Ill., Home-Coming to follow. Also want FERRIS WHEEL FOREMAN. Address: Wood River, Ill., until June 15.

CARNIVAL OR RIDES

WANTED

For Stock Show and Annual Celebration, La Harpe, Ill., July 29-30. Contact **WM. W. HOPKINS, La Harpe, Ill. (Phone 134)**

FOR SALE

COOKHOUSE

Booked on show. Everything complete. Butane gas. Will sell 1941 Chevrolet Truck and Semi Trailer. **D. L. HALL, c/o WALLACE BROS.' SHOWS** Somerset, Ky., this week; Corbin, Ky., next.

RIDES WANTED

Especially want 2 or 3 Kiddie Rides. For Big St. John the Baptist Church Building Fund Celebration **ROME, N. Y., JUNE 25-26-27.** Contact

JOSEPH RAINONE

219 East Dominick St. ROME, N. Y.

HELP WANTED

Want Working Man for French Fry. Good pay and long season. Positively no drinkers.

IVAN G. MILLER

c/o Lawrence Greater Shows
Corning, N. Y., this week; Auburn, N. Y., next.

TURNER BROS. Shows

WANTED SHOWS AND CONCESSIONS WANTED


FOR THE BIGGEST JULY 4TH CELEBRATION IN THE STATE OF ILLINOIS

OLNEY—5 BIG DAYS AND NIGHTS, STARTING THURSDAY, JULY 1, THRU MONDAY, JULY 5

Will place Snake, Midget, Fat or any Show of merit with own equipment. All Concessions open. Can place Girls for Girl Show. **MRS. MARIE TURNER** wants Bowling Alley and Fish Pond Agents and Cook House Help. **JERRY DONDINEAU** wants Scale, Age and Penny Pitch Agents. Address: **PERU, ILL., THIS WEEK; THEN PER ROUTE.**

W. G. WADE

Shows



MUNCIE, IND., JUNE 14-19

Want for Balance of Still Dates and Long Season of Good
Reliable Fair Dates Starting in July
MOTORDROME AND ANIMAL SHOW
Or Other Neat and Nonconflicting Attractions.

Legitimate Merchandise Concession Privileges Open. Contact
W. G. WADE SHOWS
Marion, O., this week (Marion, Ind., June 21-30, follows Muncie)

WANTED

Straight Wheel Agents for Lowell, Mass., 4th of July Celebration; Spring Mill Firemen's Fair and a long list of Celebrations and Fairs, including Allentown and York, Pennsylvania.

HAVE FOR SALE

One 20x30 Gee Top and Table; cost \$750.00, will sell complete for \$400. Less than cost of Table.

Write or Wire
CARL H. BARLOW
2126 36TH PL., S. E. WASHINGTON, D. C.

DICK'S Greater Shows

NINE RIDES ★★ SEVEN SHOWS

WANT—SIDE SHOW ACTS and Talker, GIRLS for Posing and Dancing Shows. Top salaries.

CONCESSIONS—Age and Scales, Novelties, Photos, Pitch-Till-Win, Cat Rack, Penny Arcade.

AGENTS WANTED for Count Stores and Coupons. Get in touch with Blinky Bernstein.

Have For Sale: MOON ROCKET, with or without transportation. Can be seen on the Show. Priced right for cash.

R. E. GILSDORF, General Manager, Chester, Pa.

PUBLIC AUCTION

AT IDEAL NOVELTY COMPANY

2823 Locust Street, St. Louis 3, Missouri

Monday, June 21st, and Tuesday, June 22nd
12 to 5 P. M., and 6:30 to 10:30 P. M., Monday and Tuesday

ALL USED COIN OPERATED EQUIPMENT WILL BE SOLD

Bids will be accepted by Mail, Telegram, or in Person. No reasonable offers will be refused. This Auction will be the first of a series of one every two months. Phonograph Sales in Missouri, Illinois and Arkansas can be financed.

WATCH FOR FURTHER ANNOUNCEMENTS!!!

GRACELAND GREATER SHOWS

WANT WANT

For one of the best Fourth of July spots in Western Ohio, and 5 Fairs and 16 Celebrations

CONCESSIONS: Penny Arcade, Hoop-La, Glass Pitch, Bowling Alley, Add-'Em-Up Dart or any Hanky Panks not conflicting.

SHOWS: Good proposition for Shows, 5-in-1 or any Shows of merit not conflicting, especially Girl Show.

RIDES: Will book, buy or lease Tilt and Octopus. Want First and Second Men on Merry-Go-Round, Ferris Wheel, Chairplane and Loop. Top wages to sober, reliable Ride Help.

Address: **CARRETT, IND., this week.**

LAWRENCE CARR SHOWS

New England's Finest

WANT FOR BIG ITALIAN CELEBRATION, MILFORD, MASS., JUNE 14-19
Giving away new Car, Fireworks, Refrigerator, Washing Machine, Radios, Etc.
CONCESSIONS OF ALL KINDS.
STONEHAM, MASS., June 7-12; MILFORD, MASS., June 14-19.

Morris Hannum Shows

A tradition at Veterans' Conventions

SUNBURY, PA., JUNE 14-19

SIX COUNTY FIREMEN'S CONVENTIONS


Heart of Town—Special Events, Bands, Fireworks—
\$3,000.00 in Prize Money

WANT SHOWS—Capable Side Show for our outfit. No time to write letters, come on. Iron Lung, Penny Arcade, Mechanical City, Snake, Unborn, Illusion. Doc Dillon and Speedy, hurry.

RIDES—Will book another Wheel and one Flat Ride. Want A-1 Tilt Man immediately.

CONCESSIONS—Jimmy Davidson will book two Count Stores and two Wheels. Want Root Beer, Novelties, Scales, Hanky-Panks, Photos. Our July 4th date is Phoenixville, Pa. Free gate, \$3,000 in prizes and free acts. Followed immediately by the biggest 10 days in Eastern Pennsylvania—the Spring Mill Fair at Conshohocken, Pa.

All replies to
MORRIS HANNUM
Necho Allen Hotel, Pottsville, Pa.



CARAVELLA AMUSEMENTS

Will book for season any Show or Ride that doesn't conflict. Can use good Ride Help; must be sober. Will place Legitimate Concessions: Hanky Panks, String Game, etc. Pre-War Privilege. Agents for Roll Down, Swinging Ball Percentage, Hanky Panks. Contact Geo. Smith. Freaks and Acts for Side Show. If you enjoy good treatment, contact Jack Rodgers.

All wire or write or come on. **PETROLIA, PA., this week; DU BOIS, PA., next.**

WILLIAM R. HICKS **RAY DELANO**
General Manager Secretary-Treasurer

BULLOCK AMUSEMENT CO.

lean entertainment for the whole family

WANTS

Small Cook House, must be clean and cater to Show People. Can use few more Legitimate Concessions. No gate. No racket. Will book Little Train. Can place sober, reliable Merry-Go-Round Foreman that can drive Semi. We hold contracts to furnish all amusement for Lilly Reunion at Flat Top, W. Va., week of August 9th. Largest celebration in the East. Nothing too big.

WEST JEFFERSON, N. C., this week; MOUNT HOPE, W. VA., week of June 14th.

GEORGE CLYDE SMITH

Shows

WANT Hoop-La, Cane Rack, Cigarette Shooting Gallery, Watch-La, Bowling Alley, Scales, Spot the Spot. **WANT** Side Show, Monkey Show, Girl Show, Motordrome, Mechanical City, Pony Ride. **WANT** Wheel Foreman, Octopus Foreman. **WANT** Semi and Truck Drivers. Whitey Kulp wants Relief Caller and two Counter Men for Bingo. All replies:

GEORGE CLYDE SMITH SHOWS
COALPORT, PA., this week; BARNSBORO, PA., next week.

GOLDEN RULE SHOWS

Mt. Union, Pa., June 14 to 19. Firemen's Celebration; Lewistown, Pa., to follow.

Want High Striker, String Game, any Concessions not conflicting. American Palmistry, Sound Truck. Any Show with own equipment. Kiddie Rides, Help on all Rides. G. V. Minden wants Agents. John and Ruth Orick, please contact.

LEMOYNE, PA., this week.

GIVE TO THE DAMON RUNYON CANCER FUND

Wallace Bros.' Shows

"America's Most Spectacular Midway"

15 FAIRS 2 July 4 Celebrations and Fairs Starting 15 FAIRS

SPRINGFIELD, KY., JUNE 21-26

HOPKINSVILLE, KY., JUNE 28-JULY 3

HARRODSBURG, KY., JULY 5-10

WANT

SHOWS: Fun House, Ezra's Farm, Motor Drome, Wildlife.

CONCESSIONS: All Stock Concessions open. Want Age, Buckets, Swinger, Blower, Bowling Alley, some P.C., Novelties, Jewelry, Photos, Arcade.

EATS: Grab, Floss, French Fries, Root Beer, Shake-up.

SHOW HELP: Acts to feature in 10-in-1. Girls for Shows. Talkers—Annex.

RIDE HELP: Useful Help on Tilt, Spitfire, Merry-Go-Round, Ferris Wheel; must drive Semis. Ticket Sellers.

SLIM CUNNINGHAM WANTS

Wheel, Roll-down, Skillo, Bowling Alley Agents.

EARL LIVINGSTON WANTS

Skillo Agent.—(John Taylor, wire.)

All Replies

E. E. FARROW, Mgr.

Somerset, Ky., this week; Corbin, Ky., next week; then Springfield Fair.

AT LIBERTY ACCOUNTANT-SECRETARY

Know All Tax Forms, Accounting Systems. Need one week's notice to make change. Prefer Midwest. State best salary for year-round proposition.

Address:

BOX ST. L-25, c/o THE BILLBOARD
Arcade Bldg., St. Louis, Mo.

WANTED ONE GOOD HANKY PANK AGENT

L. BURTO
c/o FIDLER UNITED SHOWS
Aurora, Ill., this week

BILLPOSTER WANTED

A-1 Combination Biller who can drive panel job truck. Salary no object if you can handle the job. Long, pleasant season.

Herb. Shive
Lawrence Greater Shows

Corning, N. Y.

W. E. ATTRACTIONS CAN PLACE

Grab and Slum Concessions. Want Agents for Ball Game and Slum Skillo.

DAYTON, TENN., this week;
KINGSTON to follow.

W. E. WEST, Owner

It's There When Weather's Nice

(Continued from Page 65)

Cavalcade, reported that Saturday, May 29, the org's kiddie matinee at Cedar Rapids broke all kiddie matinee records for that show. Naylor reported a gross take of \$2,500 on rides alone. "That's a lot of money at 9 cents a pop," Naylor said. He also said Decoration Day business in Cedar Rapids second only to the biggest single day's business for a still date since the org bowed to the public on a Sunday five years ago in St. Louis.

Royal American Shows, which played St. Louis from May 18 to May 31, had a big stand in the Mound City, topped off by a gigantic holiday week-end.

Rain Helped Some

In the East the railroad orgs benefited from the workable Saturday and Monday weather. Also helping carnivals was the return of thousands from shore resorts, who gave up early Monday and left the rainy beaches. The World of Mirth, for instance, playing Plainfield, N. J., had a big take Monday night as a result of the crowds returning home in time to give the midway a fling.

Not so fortunate was Endy Bros., which was rained out Saturday night as it prepared to wind up the season's biggest date at Pottsville, Pa.

Carnival owners as a whole were well satisfied with the holiday take, even those in the East, who were confident that, had they gotten the same weather break as the shows in the Midwest, stands would have been red ones.

Owners were confident that the business done by shows, with good weather over the holiday week-end, proves that midway entertainment can still lure the trade. Given any kind of a break in weather the rest of the summer, most show owners figure it will be recorded as a much better than average season.

"People seem to be spending their money for our kind of entertainment, as is proven by the takes registered by Midwest orgs over the holiday period. All we need is weather," one show owner said.

Endy in Bout With Elements

(Continued from Page 65)

of muddy lots, is in eye-appealing shape.

Earning Power

When the break comes the org will gross some big dough. It has plenty of earning power in the back end, with Stepin Fetchit headlining the Minstrel Show, and the Mercy Boys handling the Posing and Girl Shows. Jack Gilbert's front end is ready for the big ones, with multiple well-framed stores.

Org's units had to be sliced to squeeze on to the small lot available here. All but a few wagons were parked about a block away, and only three of five Courtney-built revolving towers were up. The shows are well lighted, with the usual lavish display of neon and fluorescent tubing. The front is practically covered with neon, and searchlights are used. The extra lighting load used this year required the addition of another Diesel.

Principal bugaboos of the rail show owner, playing in rough weather with its resultant light grosses, is the upped cost of train movements. Endy said his moves to date had cost about \$21,000. Added to this is the on and off cost averaging around \$750. Storage for the cars has jumped from \$25 to \$50 a day.

Big Grosses Needed

Faced with that kind of a nut, it doesn't take a fast man with a pencil long to figure that a rail show can't get along these days on pre-war grosses. Help is at an all-time high and scarce. All other costs are up proportionately.

The move from here to Poughkeepsie, a total of 17 miles, will run to around \$1,700, Endy said, since it will have to be made on two roads at minimum rates.

Visitors here included Ralph Decker, manager of the Joseph J. Kirkwood Shows, and Arthur E. Campfield, head of the canvas firm bearing his name.

BILL HAMES SHOWS

WANT FOR OUR CREAM OF TEXAS FAIRS AND CELEBRATIONS

GIRLS FOR GIRL SHOW ACTS AND USEFUL PEOPLE FOR SIDE SHOW
PERFORMERS FOR COLORED MINSTREL SHOW
FOREMEN AND SECOND MEN FOR RIDES GOOD ELECTRICIAN

All address:

BILL HAMES SHOWS, INC.

P. O. Box 1377, Ft. Worth, Tex.

MAJESTIC GREATER SHOWS

Can Place for Long Season of Fairs and Celebrations

Fun House, Snake Show and other Grind Shows with own equipment. Dancing Girls for Girl Shows, Strip, etc. Legitimate Concessions of all kinds. Second Man for Spitfire. Helpers on all Rides. Preference to those who drive semis. Address:

SAM GOLDSTEIN
DRAVOSBURG, PA., THIS WEEK

WANT

Cookhouse catering to show folk. Can use Concessions—Pan Game, Fish Pond, Slum and any Stock Store. Winlock, Washington, Fair, June 7 to 12; Mossey Rock, Washington, Fair, 14 to 19; Springfield, Oregon, Celebration, 21 to 27; Southern and Oregon Lumber Centennial, June 30 to July 5.

PACIFIC COAST SHOWS

WANTED

OCTOPUS AND FERRIS WHEEL FOREMAN
Also Capable
RIDE SUPERINTENDENT
Must drive and join immediately.
All replies to
NEW ENGLAND AMUSEMENT CO.
Fitchburg, Mass., now;
Winchendon, Mass., Follows.

MEN AND WOMEN AGENTS WANTED

For Pea Pool, 3-way Over-Under, Ball Games, Penny Pitch and Photo Studio. All 50-50 basis. If you can cut it and stand prosperity, wire or come on. Every spot so far a red one and still the best to come. All wire:

JIMMY BROWN, c/o Garden State Shows
Belvedere, N. J., week June 7 to 12;
and then the big one, the

Port Providence Improvement Asso. Fair
PORT PROVIDENCE, PA., JUNE 14 TO 19

WANTED DROME RIDERS

Man or woman immediately account accident. Good salary and tips. Wire:

F. E. EGBERT
CETLIN & WILSON SHOWS
Beckley, W. Va., or

EARL PURTLE
1025 Palisades Ave., Palisade, N. J.

ALBERT R. PETKA WANTS AGENTS

For Coke, Darts, Basket Ball, Scales and Age and Ball Games. Bill Somerson, contact Blackie Keenan.

17 Fairs and Celebrations. Wire:
J. R. LEERIGHT SHOWS

Beloit, Kan., 7-12; Franklin, Neb., 14-16;
Cothenburg, Neb., 17-19.

D. S. DUDLEY SHOWS

WANT: Foreman for Ferris Wheel, Ell No. 5.

WANT: Agents for Grind Stores, Stock Stores and Percentage. Will book Stock Stores and Ball Games.

MULESHOE, TEXAS, JUNE 7-12

D. S. DUDLEY

WANTED AT ONCE

Ride Men, top salary, commission plus bonus. Have new equipment for Girl Show and two Grind Shows. Experienced Cook Show Help. Agents for ten assorted Hanky Panks. Have opening, inside and out, for Flat Outfits. Address all letters or wires to:

KENNETH OR RUTH THOMPSON
c/o PALACE SHOWS

Meade, Kansas, this week; then as per route.

FOR SALE

Sit Down Grab Outfit; all new Royal Blue Canvas. Now operating.
Want to buy 8 or 10 Herschell Kid Auto Ride.

TEX EANES
c/o BULLOCK AMUSEMENT CO.
Mt. Hope, W. Va., this week.

EARL KELLY WANTS

Grind Store Agents, Slum Skillo Agents, and 2 good Wheel Men. Dapper Dan, Joye Ray, Norman Livermore, Ralph Clark and Lou Moore, wire Garrett Hotel, Garrett, Ind., this week.

FOR SALE

COMPLETE ORGANIZED CARNIVAL. Including 6 Rides, 4 Shows, 10 Trucks and Semis. Fun House, new Light Plant, 25 Concessions booked. Have contracts for Fairs and Celebrations until October 1. Priced reasonable. Takes \$20,000 to handle, balance easy payments. Contact **PAT DOWNEY**
St. Louis 4, Mo.
c/o Billboard

TRIANGLE SHOWS

WANT RIDE HELP

Must be capable, sober and reliable. No tear down or set up. Steady jobs available on following Rides: Caterpillar, Octopus, Wheel, Looper, Merry-Go-Round, Kiddie Rides. Wire:

JAKE SHAPIRO
SPARROWS BEACH, ANNAPOLIS, MD.

WATCH GARDEN STATE IN '48

WANT

Now contracting for the RHODE ISLAND STATE FAIR, KINGSTON, R. I., AUG. 28th to SEPT. 6 inclusive, 2 SUNDAYS, 2 DAY-NIGHT; and other FAIR dates.

WANT: ROLL-O-PLANE, OCTOPUS, SPITFIRE, MOON ROCKET, other Rides not conflicting. WANT: Monkey Circus, Snake Show, Wild Life, Iron Lung, Glass House, Fun House, Arcade, Motordrome, Grind Shows of all kinds. Want to hear from Hillbilly Outfit for Show to be placed in a permanent building on the Fair Grounds. WANT: Concessions of all kinds, Auctions, Novelties, Sales, Fitchmen. Can place reliable, sober Ride Men and Semi Drivers. All address: R. H. MINER JR., Belvedere, N. J., this week.

WANT

ALAMO EXPOSITION SHOWS

Can place for biggest 4th of July date in Oklahoma, Woodward, Oklahoma: Shows of merit that do not conflict. Dark Ride, Boat Ride. Have complete Snake Show for capable people. Will book up-to-date Penny Arcade. Joe Rosen can place Agents for Razzle Dazzle with prettiest Bird Store flash in the business. Martha Rodgers can place Agents. Jack Saunders can place Agents for Count Store. Dick Haven can place Agents for Bowling Alley. Snippy Kolb can place Cooks and Waiters. Also want Novelties, Photo Gallery, and any Merchandise Concession, also High Striker. Capt. Allen can place Acts for Side Show.

Have 14 Fairs and Celebrations and four more pending. Fairs start the 4th of July and end in the middle of October. This Show stays out till the last week in November. All answer to:

JACK RUBACK, MGR., ALAMO EXPOSITION SHOWS

Route as follows: Dumas, Texas, June 7-12; Perryton, Texas, June 14-19; Wellington, Texas, Rodeo, June 21-26; then Woodward, Oklahoma, the 4th of July.

HERE IT IS AGAIN!

Y.F.W. Annual Celebration Around Courthouse Square at Paoli, Indiana, June 21 thru 26 Especially want Tilt or Octopus. Any good Grind Show.

CONCESSIONS OPEN: Clothes Pin Pitch, Basketball, String Game, Bowling Alley, Hoop-La, Cat Rack, Custard, Jewelry, Penny Pitch, Ice Cream, Candy Apples. Can place Wheel Foreman. All replies:

JOHNNY'S UNITED SHOWS

MARENGO, IND., JUNE 7-12;
JOHN PORTEMONT
WORTHINGTON, IND., JUNE 14-19.

ANDERSON'S GREATER SHOWS

The Grand Old Show With the Fine Old Name

WANT

WANT

WANT

For Manchester, Ky., and Pineville, Ky. The right spot at the right time; also booking now for the BIG ONE, Garrett, Ky., June 28 thru July 7—Sunday, too.

Sell "X" on Photos, Diggers, Custard, Novelties, French Fries and Jewelry. Want Six Cat, Bucket Store, Set Joint, Spot the Spot and Bee Hive. Will place a few more 10¢ Stock Stores. Need Man who understands large 60-inch General Electric army searchlight to take charge and operate same. Want Man to take charge of new office-owned Sound Car.

Have good proposition for Bingo and Pan Games for Pineville and balance of season. Can place Shows with own outfits. Get with a winner. The season is on. All address: **ANDERSON'S GREATER SHOWS, Manchester, Ky., this week.**

PIKE AMUSEMENT SHOWS

WANT

SHOWS—Exceptional proposition to Animal Show or Pit Show, Girl Show. Bob Houssels, wire. CONCESSIONS—Stock Concessions of all kinds. Agents for Grind Stores. We positively play 22 Picnics, Celebrations and Fairs, beginning June 14th, Annual Festival and Homecoming, St. James, Mo.; Buffalo, Mo., Reunion follows. Two Fourth of July Celebrations: Harrison, Ark., June 28-July 3; Salem, Mo., July 5. Write or wire, as per route.

BILL PIKE

IRON LUNG FOR SALE

22 ft. long, 1941 Ford Van, perfect condition. Complete set-up best in the business. Formerly belonged to the late Johnny Sheesley. Working every day. This outfit gets money. Can be bought reasonable. Other interests force this sale. Will get your money back in a short time. Or would lease to responsible party who could post cash bond. WIRE, WRITE, SEE

IRON LUNG, AMERICAN EXPOSITION SHOWS
BEAVER FALLS, PA., JUNE 8-14; WEIRTON, W. VA., JUNE 18-22.

WANT

WANT

WANT

Bingo Caller who can grind. Also fast stepping Counter Man who can relief call. Permanent location. Operates seven (7) days a week. Won't tolerate drunks.

ART D. HANSEN, FOLLY BEACH, CHARLESTON, S. C.

SUNSET AMUSEMENT COMPANY WANTS

Rope Man and Semi Driver for Ferris Wheels. Help on Dodgem and C-Cruise. Working Acts for Side Show, Fighters and Wrestlers for Athletic Show. Can book Independent Shows. Fairs start July 3 at Albert Lea, Minnesota.

Fort Dodge, Iowa, this week; Boone, Iowa, next.

GULF COAST SHOWS

WILL SELL EXCLUSIVE ON BINGO FOR SEASON

Must know how to operate Bingo, and not operate for over 10c. New beginners, save your time, as you will not last over here. We are booked solid until October 4, then into the Cotton Country. We have several Fairs and Celebrations booked.

WILL ALSO SELL EXCLUSIVE ON FROZEN CUSTARD AND ICE CREAM
CAN ALWAYS PLACE STOCK STORES AND BALL RACKS
WANT CAPABLE RIDE HELP ON FERRIS WHEEL AND CHAIRPLANE

All address

FRANK M. SUTTON SR., Mgr.

Marshall, Mo., this week; then per route.

Fidlers United Shows

WANT

WANT

RIDE HELP—FIRST AND SECOND MEN THAT DRIVE SEMIS. Top salaries, and you get it every week. SHOWS AND CONCESSIONS OF ALL KINDS.

Aurora, Ill., this week; Calumet City, Ill., next week.

GREAT SUTTON SHOWS

We sell exclusive on Frozen Custard, Diggers, Wonder Bar and Candy Floss. Can place any legitimate Stock Concessions. Will book Spitfire, Chairplane, Octopus or Scooter. Want Second Men on all Rides, Foreman for 10-Car Kiddie Auto Ride. Want Man to promote Kid Matinees, in conjunction with Banners. Contact

F. M. SUTTON JR., Mgr.

Centerville, Iowa, this week

LIONS' CLUB 4TH JULY CELEBRATION

Crescent, Okla., week July 5th, 6 days and nights—6. Annual 4th Celebration, over 8000 last year, City Park. Free gate. Parades, bands, speaking, ball games, fireworks nightly. WANT CONCESSIONS that work for stock, no flaties: Photos, Ice Cream, Custard, Hi Striker, Jewelry, Novelties, Fish Pond, Pea Pool and Chuck open. SHOWS with own equipment. WANT Motordrome Rider take over Drome. 50-50 to capable, sober party. Buddy Gentry, Speedy Harris, answered your wires—good Drome, have cycles, P.A. set. RIDES—Will book, buy or lease a 2 Abreast Merry-Go-Round, pay CASH; no junk wanted. Will book Kiddie Airplane, Miniature Train, Boat Ride; good opening for Tilt-a-Whirl. We own 6 major Rides, Fun House and Motordrome. RIDE HELP Foreman for No. 5 Wheel, salary \$50 and bonus; Second Men, \$35. Help for Octopus, Rolloplane and Chairplane. Drunks, stay away. Address:

A. C. HARRIS, Mgr. Harris United Shows

Okmulgee, Okla., this week; Legion Celebration, Ada, Okla., week June 14th.

WANT

WANT

WANT

THE BEST AND BIGGEST IN THE EAST

BUNKER HILL CELEBRATION

Six Big Days Starting Monday, June 14. Sullivan Square, Boston. Can place all legitimate Concessions, Monkey Show, Fun House, Eats, Drinks, Novelties, Jewelry, all open. Come on, will place you. Answer:

CURTIS BOCKUS

BRADFORD HOTEL

BOSTON, MASS.

BUFFALO SHOWS

FERRIS WHEEL FOREMAN wanted for No. 5 Wheel. Must be sober and reliable. Can use other clean-cut Ride Help. Want Concessions which do not conflict.

Port Allegany in the streets in front of Greyhound Bus Station, week of June 21. Space is limited. No C's. Sensational Apollos Free Act and Parades.

JULY 4TH FIREMEN'S CELEBRATION IN PENNSYLVANIA.

For County Fair, Angelica, N. Y., and other Fairs, want Concessions and Attractions. This week, JERSEY SHORE, PA.

JOHN McKEE SHOWS

WANT

WANT

Relief Caller and Counter Man for Bingo. Jimmy Lee, contact us. Kitchen and Counter Help in Cookhouse. Capable Candy Floss Agent. Second Men on Wheel and Merry-Go-Round, also Loop Foreman. Electrician capable of taking care of Diesel.

JOHN McKEE, week June 7th, Alma, Mich.

Want for Now and Martin & Trenton, Tenn.

4th of July Celebrations and 10 Fairs (none pending). Spitfire, Roll-o-Plane, Octopus, Tilt, or any Ride not conflicting with Wheel, Chairplane, Merry-Go-Round, Loop-the-Loop, Train and Kiddie Boat Ride. Show Concessions of all kinds. Sell X on Pop Corn. Shows—Have Jig Show complete, want Organized Troupe.

PAGE BROS.' SHOWS

W. E. (SHOTGUN) PAGE, Mgr.

MT. PLEASANT, TENN., this week; FRANKLIN, TENN., next week.

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.)

Alamo Expo.: Dumas, Tex.; Perryton 14-19.
American Beauty: Bushnell, Ill.
American Eagle: Auburn, Ill.; Mount Olive 14-19.
American Expo.: Beaver Falls, Pa.; Weirton, W. Va., 16-22.
American Midway: Seneca, Kan.
American United: Missoula, Mont.
A.M.P.: Throop, Pa.

Anderson Greater: Manchester, Ky.; Pineville 14-19.
Badger State: Glenwood, Minn.; Grand Forks, N. D., 14-20.
Baker United: Martinsville, Ind.; Indianapolis 14-19.
B. & B.: Coplay, Pa.
Becht, Lee: Portland, Ind.
B. & C. Expo.: Auburn, N. Y.; Newark 14-19.
Bee's Old Reliable: (Fair) Flemingsburg, Ky.
Bernard & Barry: Toronto, Ont., Can.
B. & H.: Woodruff, S. C.
Big Four Amusement: South Elgin, Ill.
Big State Am. Co.: El Campo, Tex.; Brenham 14-19.
Blue Grass: Princeton, Ind.
Bogle & Reese: Jerico Springs, Mo.
Bohn & Sons United: Bethany, Mo.
Boone Valley: Dumont, Ia., 7-9; Grundy Center 10-12; Rhodes 14-15; Blairsburg 16-17; Bayard 18-19.
Border State, Cudney's: Elmore City, Okla.
Borderland: Bremond, Tex.; Marlin 14-19.
Borup's United: Leitchfield, Ky.
Bright Lights Expo.: Johnstown, Pa.; Cherry Tree 14-19.
Buck, O. C.: Buffalo, N. Y.
Buffalo: Jersey Shore, Pa.
Bullock Am. Co.: West Jefferson, N. C.; Mount Hope, W. Va., 14-19.
Burdick's Greater: Burkburnett, Tex.
Burkhart & Theiss: Yorkville, Ill.; Roselle 14-19.
Capell Bros.: Eufaula, Okla.
Capital City: Stanford, Ky.
Caravella Am.: Petrolia, Pa.; Du Bois 14-19.
Carr, Lawrence: Stoneham, Mass.; Milford 14-19.
Casey, E. J., No. 1: St. Vital, Man., Can., 7-14; (Fair) Deloraine 16-17; (Fair) Selkirk 18-19.
Casey, E. J., No. 2: Pilot Mound, Man., Can., 9-10; Gainsborough, Sask., 12; Carlyle 14; Reston, Man., 16; Glenavon 18.
Cavalcade of Amusements: Norwood Park, Chicago, Ill.; Joliet 14-19.
Central States: Hastings, Neb.
Cetlin & Wilson: Beckley, W. Va.
Cherokee Am. Co.: Marysville, Kan.
Coleman Bros.: Willmantic, Conn.
Collins, Wm. T.: Devils Lake, N. D.; Minot 14-19.
Columbia: Howland, Me.
Continental: Morrisville, Vt.
County Fair: Valentine, Neb.
Crafts Expo.: North Sacramento, Calif., 8-13.
Crafts 20 Big: San Jose, Calif., 8-13.
Craig, Harry: Anadarko, Okla.; Canyon, Tex., 14-19.
Cumberland Valley: Pulaski, Tenn.
Curl, W. S.: Xenia, O.
Daniel's Greater: Smith Falls, Ont., Can.
Del-Mar: Yukon, Pa.; Greensburg 14-19.
De Luxe: Plainville, Conn.; Rockville 14-19.
Dick's Greater: Chester, Pa.
Dobson's United: Red Wing, Minn.; Winona 14-19.
Dowland: Cudahy, Wis.
Down River Am. Co.: Ecorse, Mich.
Douglas Greater: Salem, Ore.
Dudley, D. S.: Muleshoe, Tex.
Dumont: Lebanon, Pa.; Altoona 14-19.
Dupree, Jimmie: Manassa, Colo., 12-14.
Dyer's Greater: Union, Mo.
Eddie's Expo.: Cheswick, Pa.
Elliott, L. W., Am. Co.: Flushing, Mich.
Endy Bros.: Poughkeepsie, N. Y.
Exposition at Home: Newton, N. J.
Fairway Am.: Gilmer, Tex.; Jefferson 14-19.
Ferris Rides & Shows: Portville, N. Y.
Fidler's United: Aurora, Ill.; Calumet City 14-19.
Fleming, Mad Cody: Lafayette, Ga.
Florida Am. Co.: Clare, Mich.
Francis, John: Gary, Ind., 9-19.
Franklin, Don: McGregor, Tex.; San Saba 14-19.
Frear's United: North Kansas City, Mo.
Galey: E. Rochester, N. Y.; Auburn 14-19.
Garden State: Belvidere, N. J.; (Fair) Port Providence, Pa., 14-19.
Gem City: Quincy, Ill.
Gentsch, J. A.: Providence, Ky.
Georgia Am. Co.: Ellijay, Ga.
Ginther, H. M.: Bloomfield, Ind.; Bedford 14-19.
Gold Bond: New Rockford, N. D.; Noonan 14-19.
Golden Gate: Drakesboro, Ky.
Golden Rule: Lemoyne, Pa.; Mount Union 14-19.
Golden West: Crocket, Calif., 8-13.
Gra-Loy: Knightstown, Ind.
Graceland Greater: Garrett, Ind.
Granite State, No. 1: Providence, R. I.
Granite State, No. 2: Whitinsville, Mass.
Great Sutton: Centerville, Ia.
Greater Rainbow: Wymore, Neb.; Bryon 14-16.
Greater United: Memphis, Tex.; Amarillo 14-25.
Groves Greater: Lafayette, La., 7-20.
Gulf Coast: Marshall, Mo.
Hale's: Lenox, Ia.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Hannum, Morris; Pottsville, Pa.; Sunbury 14-19.
Happy Attrs.: Defiance, O.; Kenton 14-19.
Happy Holiday: (11 Mile & John R. St.) Detroit, Mich.
Happyland: Pontiac, Mich.
Harris United: Okmulgee, Okla.; Ada 14-19.
Harrison Greater: Frederick, Md.
Hartsoc Bros.: New London, Mo.
Hawkeye State: Hedrick, Ia.
Hennies Bros.: Hammond, Ind.; Aurora, Ill., 14-19.
Henson, J. L.: Morehouse, Mo.
Heth, L. J.: Franklin, Ind.
Hill's Greater: Laramie, Wyo.
Home State: Columbus, Neb.; Mitchell, S. D., 14-19.
Hottle, Buff: Union City, Tenn.
Howard Bros.: Masontown, Pa.
Imperial: Pekin, Ill.
Jayhawk Am. Co.: Saint Marys, Kan.
J. & B.: Hughesville, Md.
Johnny's United: Marengo, Ind.; Worthington 14-19.
Jolly: Damascus, Md.; Remington, Va., 14-19.
Jollytime: West Fairview, Pa.
Jones Greater: Cedar Grove, W. Va.; Richmond 14-19.
Jones, Johnny J., Expo.: North Tonawanda, N. Y.; (Hyde Park) Niagara Falls 14-19.
Joyland Midway Attrs.: Hazel Park, Mich.; Warren 14-20.
Kaus, W. C.: Morgantown, W. Va.; Shinnston 14-19.
Kile, Floyd O.: Jackson, La.
Kirkwood, Joseph J.: Herkimer, N. Y.
Kuntz Bros.: Fairview, N. J.
La Cross: Randolph, Vt.
Lamb, L. B.: Vandalla, Ill.; Galesburg 14-19.
Lawrence Greater: Corning, N. Y.; Auburn 14-19.
Lee United: Bay City, Mich.; Saginaw 14-19.
Leeright, J. R.: Beloit, Kan.; Franklin, Neb., 14-16; Gothenburg 17-19.
Lone Star: Valparaiso, Ind.
Lottridge, Harry: Pearisburg, Va.; Princeton, W. Va., 14-19.
Magic Empire: Elizabethtown, Ky.
Maine Am.: Madawaska, Me.
Majestic Greater: Dravosburg, Pa.
Manning, Ross: Westbrook, Me.
Marion Greater: Chester, S. C.
Marks, John H.: Schenectady, N. Y.
McBride Bros.: Mayodan, N. C.
McKee, John: Alma, Mich.
Meeker, Ralph: Walla Walla, Wash.
Merit: Lawrence, Mass.
Merriam & Robinson: Manilla, Ia., 7-9; Ida Grove 11-12.
Merry Midway: Millersburg, Ind.; North Webster 14-19.
Merryland: Chesaning, Mich., 7-10.
Midway of Mirth: Wood River, Ill.
Midwest: St. Anthony, Idaho.
Midwestern Expo.: (Fair) Villisca, Ia.
Mighty Hoosier State: Chillicothe, O.
Mighty Page: Pikeville, Ky.
Model: Oskaloosa, Ia.
Model Shows of Canada: (Fair) Ormstown, Que., Can.
Modernistic: Crisfield, Md.; Pocomoke City 14-19.
Moonlight: Lafollette, Tenn.
Moore's Modern: W. Terre Haute, Ind.
Mound City, No. 1: Roodhouse, Ill.
Murray Am. Co.: Milledgeville, Ill., 7-9; Polo 10-12.
Nelson, George W.: Mount Ayr, Ia.
Nessler's: Virginia, Ill.
New England Am. Co.: Fitchburg, Mass.; Winchendon 14-19.
Nolan, Larry: Kearney, Neb.; Denver, Colo., 14-19.
Northwestern Am. Co.: Holland, O., 10-13; Waterville 16-19.
Ohio Valley: Crawfordsville, Ind.
Olson's Greater: Page, N. D.
Omar's Greater Am.: Batesville, Ark.
Orange Blossom: Morgantown, Ky.
Pacific Coast: (Fair) Winlock, Wash.; (Fair) Mossy Rock 14-19.
Page Bros.: Mt. Pleasant, Tenn.; Franklin 14-19.
Page, J. J.: War, W. Va.
Palace: Meade, Kan.
Palmetto Expo.: Gray Court, S. C.
Paul's Am. Co.: Claremore, Okla.
Pearlene: Carmen, Okla.
Penn Am.: Washingtonville, Pa.
Penn Premier: Williamsport, Pa.
Peppers All-State: Garrett, Ky.; Ashland 14-19.
Pike Am.: Sullivan, Mo.; St. James 14-19.
Pine State: Everts, Ky.
Pioneer: Galeton, Pa.; Watsontown 14-19.
Playland United: Dundee, Mich.
Playtime: Creal Springs, Ill.
Playtime Am.: Medford, Mass.
Pleasureland: Roseville, O.; South Zanesville 14-19.
Powelson Greater: Crestline, O.; Willard 14-19.
Prel's Broadway: New London, Conn.
Queen City: Williamsburg, O.; Hamilton 14-19.
Raftery, James M.: Ayden, N. C.; Mt. Olive 14-19.
Raines Am. Co.: Broken Bow, Okla.
Reid, King: Plattsburg, N. Y.
Robertson Bros.: Raven, Va.
Rocky Mountain: Salida, Colo., 8; Canon City 12-13.
Rogers Greater: Kokomo, Ind.; Elwood 14-19.
Rogers Bros.: Lisbon, N. D., 10-12; Aneta 14-17; Northwood 17-19.
Rosen, H. B.: Salyersville, Ky.
Royal American: Davenport, Ia.
Royal Crown: Sharon, Pa.
Rupe's Midway for Fun: Wauneta, Neb.; Stratton 14-19.
Schafer: Yoakum, Tex.
Scotty's United: Ute, Ia.
Shan Bros.: Paintsville, Ky.
Shugart, Dr. & Son: Clarksville, Tex.; (Rodeo) Idabel, Okla., 14-19.
Silver Bros.: Idaho Falls, Idaho.
Silver Slipper: Lancaster, Ky.

Silver Star: Caldwell, Idaho; Jerome 14-19.
Silver States: Norton, Kan.
Smith Am. Co.: Houston, Tex.
Smith, Casey: Buffalo, Okla.
Smith, George Clyde: Coalport, Pa.; Barnesboro 14-19.
Snapp Greater: Kirksville, Mo.; Ottumwa, Ia., 14-19.
Southern Am. Co.: Crowell, Tex.
Southern Valley: Cape Girardeau, Mo.
Srader, M. A.: Cozad, Neb.
Stafford's United: Roanoke, Ind.
Starlight Am. Co.: Waco, Tex., 7-9; Fredericksburg 10-12.
Starr, Joe: Southwest City, Mo.
Stebler: Hot Springs, Va.
Stephen's: Kellogg, Ia.
Stephens, C. A.: Dante, Va.
Strates, James E.: Fall River, Mass.
Strong's Am. Co.: Lawrence, Neb., 8-9; Bee 12-13; Bancroft 17-18.
Stumbo, Fred R.: Crane, Mo.
Sunflower State: Holyoke, Colo.
Sunset Am. Co.: Fort Dodge, Ia.; Boone 14-19.
Tatham Bros.: Clinton, Ill.
Texas: Eunice, N. M.
Thomas Am.: Monticello, Ind.
Thomas Joyland: Wheeling, W. Va.
Thompson Bros., No. 1: Renova, Pa.
Tidwell, T. J.: Monahans, Tex.; (Fair) McCamey 14-19.
Tinsley, Johnny T.: Elberton, Ga.
Tip Top: Lodi, Wis.
Tivoli Expo.: Kewanee, Ill.; Keokuk, Ia., 14-19.
Triangle: Sparrows Beach, Annapolis, Md.
Turner Bros.: Peru, Ill.
20th Century: Grand Island, Neb.; North Platte 14-19.
Twin City: Grinnell, Ia.
United States: Oceana, W. Va.
United Expo.: Mount Carmel, Ill.
Van Billiard, No. 1: Denton, Md.
Veterans United: Clarksville, Ia., 7-9; Fredericksburg 10-12; Aiden 14-16; Rolfe 17-19.
Victory Expo.: Streator, Ill.
Victory United: McIntosh, S. D., 7-9; Hettlinger, N. D., 10-12.
Virginia Greater: Union, N. Y.; Rutland, Vt., 14-19.
Virginia Midway: Galax, Va.; Honaker 14-19.
Vivona Bros.: Hoboken, N. J.
Wade, W. G.: Marion, O.
Wallace Bros.: Somerset, Ky.; Corbin 14-19.
Wallace Bros. of Canada: Sault Ste. Marie, Ont., Can.
Wallace, L. K.: Harrisonburg, Va.
Wallace & Murray: Narrows, Va.
Weaver, L. O.: Waterloo, Ia.; Marshalltown 14-19.
W. E. Attrs.: Dayton, Tenn.; Kingston 14-19.
West Coast: Grants Pass, Ore.; Medford 14-20.
White, Art: Carapopolis, Pa.
Wilson Famous: Monmouth, Ill.
Wilson Greater: Delta, Colo.
Wolf Greater: Mankato, Minn.; Waseca 14-16; Glencoe 18-20.
Wolfe Am. Co.: Bloomington, Md.; Corriganville 14-19.
World of Mirth: Elizabeth, N. J.
World of Pleasure: Port Huron, Mich.
White Star Attrs.: Nevada, O.
World of Today: Beardstown, Ill.
Ziegler: Marysville, Wash.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Yakima, Wash., 8; Kennewick 9; The Dalles, Ore., 10; Walla Walla, Wash., 11; Lewiston, Idaho, 12; Spokane, Wash., 13-15.
Cole Bros.: Jamestown, N. Y., 8; Niagara Falls 9; Buffalo 10-12; Ashtabula, O., 14; Lorain 15; Findlay 16; Defiance 17; Toledo 18-19.
Cole, James M.: Bennington, Vt., 8; Keena, N. H., 9; Bellows Falls, Vt., 10; Claremont, N. H., 11; Springfield, Vt., 12.
Garden Bros.: Pembroke, Ont., Can., 7-12.
Gainesville Community: College Station, Tex., 11; Denison 17-18.
Gould, Jay: Ruthon, Minn., 8; Lambertson 9-10; St. Peter 11-12; Winthrop 13-15; Grove City 16-17; Little Falls 18-20.
Hunt Bros.: Bristol, Conn., 10; New Britain 11; Middletown 12; Manchester 14.
Kelly, Al G., & Miller Bros.: Cherokee, Ia., 8; Sheldon 9; Rock Rapids 10; Worthington, Minn., 11; Spencer, Ia., 12.
King Bros.: Franklin, N. H., 8; Concord 9; Laconia 10; Woodsville 11; Littleton 12; Berlin 14.
Mills Bros.: Terre Haute, Ind., 8; Crawfordsville 9; Kokomo 10; Noblesville 11; Winchester 12; Bellefontaine, O., 14; Marion 15; Bucyrus 16; Gallon 17; Mount Vernon 18; Newark 19.
Polack Bros. (Eastern): (Auditorium) Colorado Springs, Colo., 7-9; (Hi-School Stadium) Trinidad 11-12; (Softball Stadium) Grand Junction 16-19.
Polack Bros. (Western): (Fairgrounds) Merced, Calif., 11-12; (Auditorium) Fresno 13-19.
Ringling Bros. and Barnum & Bailey: Lancaster, Pa., 8; Reading 9; Trenton, N. J., 10; Upper Darby, Pa., 11-12.
Rogers Bros.: Aiden, Pa., 8; Plymouth 9; E. Stroudsburg 10; Bangor 11; Walnutport 12; Pottsville 14.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bardex Minstrels: Weirton, W. Va., thru June 16.
Bradley & Benson Hillbilly Jamboree: Winnipeg, Man., Can.
Coleman's State Side Shows: Worthington, Ind., 7-12.
Hand's Hell Drivers, Johnny: Athens, Tenn., 7-12; Knoxville 14-19.
Holiday on Ice (Coliseum) Oklahoma City, Okla., 10-15.
Jewell-Harris Players: Childress, Tex., 7-12.
Punkett's Stage Show: Goodland, Kan., 7-9; Benkelman, Neb., 10-12.
Slout Show: Edmore, Mich., 7-12; St. Louis 14-19.

Associated Independent Midway Operators, Incorporated

Wants To Hear From

ABE TAVLIN

DAN PAYNE

RALPH CLAUSEN

MILT HINKLE

LEE HINKLEY

RALPH FORSYTHE

Note to Show Operators who have written us in the past month. Letters and contracts are being mailed now, so if you have moved send your new address to

RAY MARSH BRYDON

915 W. Wilson Ave., Apt. 403
WILSON-WINSOR
Chicago, Illinois

ROGERS BROS.' CIRCUS WANTS

Side Show, Concession People, good Store Men. Long season. Coody Phillips and Hall River Brownie, contact.

KEN DRAKE

Wire Per Route

WANTED

Cowboys and Cowgirls for June 12 at St. Clairsville, Ohio. Can use some Specialty Acts. Can use good Advance Man. Have other dates to follow. Wire

CHRIS CHURCH, C. & L. RANCH RODEO
General Delivery St. Clairsville, Ohio

WANT

Experienced Man for Octopus, Help for new Kiddie Ride. Will buy Floss Machine. Loop-o-Plane for sale, good condition. J. R. Green and Harold Jessup, let me hear from you.

JACK KELLY

La Grange, Illinois, June 7-13.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Therefore, commencing with our June 5 issue and continuing thereafter until further notice

Final closing time for late show ads will be **SUNDAY NOON** (Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

CINCINNATI 22, OHIO

W. C. KAUS SHOWS

AMERICA'S FINEST ATTRACTIONS

19TH ANNUAL TOUR

Can place Concessions: Age and Scales, Basketball, Bowling Alley, Fish Pond, French Fries.

Shows: Monkey Show, Crime Show, Glass House, Girl Show with three or more Girls.

Rides: Spitfire, Cat, Tilt, Motor Drome.

Larry Rapp wants Girls for Girl Show—salary, \$50.00 weekly. Those who worked for me before come on. Others wire.

Contact

RUSS OWENS, Manager

W. C. Kaus Shows, Morgantown, W. Va.

BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

Want Side Show Operator. We have complete outfit, banners, etc.; everything complete. Place Musicians and Girls for Minstrel Show or place any Show not conflicting. Good opening Drome, Penny Arcade. Place Concessions, must be legitimate. Place Mug Joint, Custard, Darts, Bumper, String, Snow Balls, Cane Rack, Hoop-La, Huckley Buck, Coca-Cola Bottles, Basketball, Pitch-Till-U-Win, Jewelry, Country Store. Can also place Pony Ride. Playing all Celebrations, Conventions and Fairs till last week in October. Write or wire

JOHN GECOMA or L. C. HECK

Johnstown, Pa., this week; Cherry Tree, Pa., Big Firemen's Celebration, week June 14.

FOR SALE

New Modern Chocolate Dip Trailer

14 ft. stainless steel. Last word in flash. Plenty neon. Freezing cabinets for 100 gallon brick ice cream. Enclosed with sliding plate glass. Hot running water. This outfit will pass most rigid health inspectors. Will guarantee it to work Florida Fairs. Trailer is made to locate in center of midway. A credit to any midway. This is no home-made trailer. Special built by General Equipment Co. A high-class trailer throughout. Interested contact

GOLDING'S CONCESSIONS

2915 E. RIVERSIDE DRIVE PHONE: TALBOT 1437 INDIANAPOLIS, INDIANA

DICK'S GREATER SHOWS

Have complete Side Show, one hundred twenty foot front, double deck banner line, new top. Platforms and everything ready to work. Want Manager and Acts. Good proposition to right party. Reason for this ad, account of illness. Big July 4th Celebration. Fairs start first week in August. Can place Wild Life Show.

R. E. GILSDORF
Chester, Penn.

MODEL SHOWS, INC.

NOW BOOKING

For Celebrations and Fairs, including Independence, Iowa, July 3, 4 and 5.

CONCESSIONS—Coke Bottle, Age, Weight, Jewelry, Milk Bottle, Ball Games, Fish Pond, Bumper, Clothes Pins. Will book American Palmistry.

RIDE HELP—Octopus Foreman, Dodgem and Whip, First and Second Men. Will book Roll-o-Plane, Ferris Wheel or Spitfire.

OSKALOOSA, IOWA, this week; then 3 Celebrations that are tops.

FOR SALE—COMPLETE CUSTARD TRAILER

Mills Machine with Electric Dipping Cabinet, hot and cold running water, fluorescent lights. 25 gal. per hour capacity. Ready to go. Price, \$1,150.00. See at Oskaloosa, Iowa, this week.

JOHN L. ROBINSON, MODEL SHOWS, INC.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Can place Carnival Press Agent. Also Special Agent for balance of season. State qualifications. Address:

JOHN H. MARKS

c/o Marks Shows, Schenectady, New York, this week; then as per route.

John FRANCIS Shows

PLAYING THE FOLLOWING STELLAR DATES—LOOK THEM OVER!

GARY, IND., JUNE 9-19—First show in Gary in 5 years. Playing the Armory Lot in the heart of uptown.

DARIEN, WIS., JUNE 22-27—Big American Legion Celebration. One of the best early Celebrations.

MONROE, WIS., JUNE 29-JULY 5—The biggest July 4th Celebration in Wisconsin. Big 4-Day Celebration, with Free Acts, Attractions, etc. Sponsored by the American Legion, in the Fair Grounds.

Want Concessions of all kinds that work for stock. Want Ride Men that drive semis, on 12 major rides. Will book Rides not conflicting for fairs, celebrations and picnics. All address:

JOHN FRANCIS, Mgr.

Gary, Ind., until June 19; then as per dates above

Harry Lottridge Shows

NEWEST AND BEST
AMUSEMENT EQUIPMENT

PLAYING THE BEST MONEY-MAKING TERRITORY—OUT TILL NOV. 27
WE KNOW WHERE TO GO AND WHEN

HAVE TWO OF THE BEST FOURTH OF JULY CELEBRATIONS IN WEST VIRGINIA
CONCESSIONS—Need only a few more. Number of Concessions on Midway limited, thereby giving them all a chance to make money. If you have been playing blanks here is your opportunity. Canvas must be ROYAL BLUE and in good condition. Especially interested in the following: French Fries, Waffles, Custard, Photos, Knife Rack, Cane Rack, Bowling Alley, Blower, Slum Wheel, Pitch-Till-U-Win, String Game, Bumper, Cigarette Pitch, Clothes Pin Pitch, Huckley Buck, Coke Bottles, Add-'Em-Up Darts, Short Range Gallery or any other kind operated for Merchandise that are legitimate and do not conflict with what we already have.
BINGO—Fully experienced Counter Man. One not afraid of work. Must have good appearance. Semi Driver preferred.
SHOWS—Man and wife to operate one of the finest SNAKE SHOWS on the road. Built on truck. Everything new and plenty of Big Snakes. Also have Front, Banners and Top for Snake Girl Illusion Show. Operator must have own Illusion. Everything for this Show is also new. Good proposition to anyone that can operate both Shows.
RIDE HELP—Foremen and Helpers on Merry-Go-Round, Wheel, Comet, Chairplane. Rides are practically NEW. Top wages, mileage and bonus. Must drive and have license. If married, can use wife as Ticket Sellers or Concession Agent. We only want capable, reliable people in all departments. Boozers, chasers, drifters, agitators, don't answer. That is the reason for this ad.
FOR SALE—32-Foot Merry-Go-Round Top with 8-foot Sidewall, Olive Green, good condition, \$200.00. Reason for selling: All our Canvas is ROYAL BLUE.

HARRY LOTTRIDGE, Manager

Pearisburg, Virginia, this week; Princeton, West Virginia, next week.

LARRY NOLAN SHOWS

WANT

WANT

Flashy Pond Ride. A few Hanky Panks open. Want one more good Dancer for Hula Show. Will place husband on Concession or Rides. All wire, don't phone.
Kearney, Neb., this week; Denver, Colo., week June 14.
We hold contracts for Fairs from Wyoming to Texas. Now on Streets for Kearney Diamond Jubilee; then Fire Department on East Colfax Celebration, Denver.

FOR SALE—For \$100.00 cash. One Toledo Candy Floss Machine. New Motor, all in perfect condition. Reason for sale, have two. Send deposit, will ship C. O. D.

TWIN CITY SHOWS

CONCESSIONS WANTED—Flashy Bingo, good route, Stock Stores only, Coke Bottle, Bumper, Basket Ball, Country Store, Cane Rack, Watch-La, Hoop-La, String Game, Add-'Em-Up Darts, Custard, High Striker, Lead Gallery, Huckley Buck, Ball Games, or any other good Concessions.

WE HAVE 15 FAIRS AND CELEBRATIONS

NOTICE, Fair and Celebration Committees: Open dates in September, want a good Labor Day. We carry no racket and have no gate. Office owned Rides. Grippers and Agitators, stay where you are. Want man and wife to take complete charge of Pan Game or Rat Game.

GRINNELL, IOWA, ON THE STREETS, JUNE 7-12

GEORGE CRABLE, Mgr.

HARRY CRAIG WANTS

Manager, Acts for Side Show, Girl Show, Manager with Girls. Help for Athletic Show, Half and Half, Working People, Ticket Sellers. Ride Help that drive. Concessions needed: Photo Gallery, Jewelry, Hoop-La, Guess Your Age and Scales, Basketball, Novelties. Swinger Agents for Grind Stores, Roll Down, Bowling Alley, Razzle Dazzle, Penny Pitch. Help for Line-Up Stores. Anadarko, Okla., showed to 1/4 million people last year.

This week, Canyon, Tex.; then per route. All address:

HARRY CRAIG

P.S.: Need extra Rides for world's largest Indian Exposition.

RIDE HELP WANTED

Foreman for new #5 Eli—salary \$60.00 week. Must be able to get it up and down. Toppins (Atkins), come on. Stock Concessions wanted except Ball Games. No P.C. Wanted—Frozen Custard and Waffles. All Street Celebrations.

NORTHWESTERN AMUSEMENT CO.

Holland, Ohio, this week; Waterville next week.

WANTED

Relief Caller and Counterman for deluxe Bingo, top salary. Pea Pool Dealer. Will consider right man for head of new Bucket Store. All contact:

VINCE McCABE, SUNSET AMUSEMENT
FT. DODGE, IA., THIS WEEK; BOONE, IOWA, NEXT.

QUINCY, MASS.

AMERICAN LEGION POST 95

THE LARGEST CELEBRATION IN NEW ENGLAND

8 BIG DAYS & NIGHTS **8**
JUNE 28 THRU JULY 5

FREE ACTS — FIREWORKS
BIGGEST BONFIRE IN STATE
AUTOMOBILE GIVEN AWAY

WANTED

RIDES — SHOWS — TEN-IN-ONE — FUN HOUSE
GLASS HOUSE — ALL KINDS OF LEGITIMATE
CONCESSIONS

NO EXCLUSIVES — NO GRIFT — NO GYPSIES

Can Join Plymouth, Mass., Great Show Town, June 21-26

Contact EDWARD O'BRIEN, 7 Milford St., Boston, Mass.

WANTED

For Biggest Fourth of July Celebration
West of the Mississippi

Rides and Concessions. Free Gate. Range Riders and Kiwanians Combined.
Rodeo and Barbeque. Over 100,000 Last Year.
Heart of the Wheat Belt, Wednesday Through Monday.
Concessions must work for stock. No grift. Wheel, Tilt, Merry-Go-Round, Auto Ride
booked. All others open. All Concessions open except Bingo.
ROUTE: Springer, New Mexico, this week; Raton, week of the 14th to the 20th; Clayton,
N. Mex., 22nd to the 27th; and then the BIG ONE, 4th of July, Amarillo Fair Grounds.

S. B. RHODES
LONE STAR AMUSEMENT

Permanent Address: 1701 Harrison St., Amarillo, Texas.

CHARLES (Buddy) WAGNER

Have written you two letters and sent you two wires, but received no answer.
Wire or call me by June 10 or consider your contract cancelled.

BUCK OWENS

Have never received your paper; have written you twice but received no answer.
Call or wire me not later than June 10th.

PHIL H. HEYDE, OLNEY, ILLINOIS
CHAIRMAN, AMERICAN LEGION CELEBRATION COMMITTEE

WANT CARNIVAL OR RIDES

FOR PAUL BUNYON'S 4TH OF JULY CELEBRATION, JULY 1 TO 5

\$10,000 IN PRIZES GIVEN AWAY DURING CELEBRATION.

Sponsored by Sequoia Post 96, American Legion, Fort Bragg, Calif. Good spot.
Exceptionally good proceeds.

Contact NEIL BERKOVITS, Chairman

WANTED SHOWS, RIDES AND CONCESSIONS

FOR

SAPULPA'S 50TH ANNIVERSARY GOLDEN JUBILEE CELEBRATION AND HOMECOMING

6 BIG DAYS, JULY 5TH THROUGH 10TH. CALL, WRITE OR WIRE

SAM SHEEHAN

GOLDEN JUBILEE HEADQUARTERS, 16½ SO. MAIN ST., SAPULPA, OKLA.

WANTED LEGITIMATE CONCESSIONS

For the 9th Annual Bluegrass Festival at Maitland, Mo., June 23 to 26, and the largest Fourth of July in Northeastern Kansas, Saturday and Monday, around the Court House Square, in the heart of the city. 18 Fairs and Celebrations to follow.

Jayhawk Amusement Co.

ST. MARY, KANSAS, THIS WEEK

Shive Inks Syracuse For Lawrence Org

TONAWANDA, N. Y., June 5.—Herb Shive, general agent of the Lawrence Greater Shows, which closes its stand here tonight, announced he had signed for an eight-day stand in Syracuse, starting Sunday (20). Shows will be spotted at the regional market grounds and will, according to Shive, be the first show to exhibit in downtown Syracuse in five years.

Business here has been good, Shive said. He reported that 5,029 paid admissions went thru the gate Decoration Day afternoon, "not counting some 300 slip-ins," he said. Tuesday night (1), according to Shive, 3,200 went thru the turnstiles. Shive reported the stand at Jamestown, N. Y., a week ago was excellent.

Recent visitors to the Lawrence org have included W. C. (Bill) Fleming, general representative of the James E. Strates Shows; Peasy Hoffman and Jack Rose, of the Johnny J. Jones Exposition; Harry Copping, Dr. and Mrs. H. C. (Dud) Bantly, Mrs. Willie Glick and nephew; Frankie Tezano, Jack Bart, Bob Wills and Maj. Bobbie Cohen.

Midsummer Festival Set At Bellevue, O., July 13-17

BELLEVUE, O., June 5.—Plans have been completed for the annual Midsummer Festival here July 13-17, Joe Castned, chairman for the sponsoring American Legion Post No. 461, announces.

The Ohio Valley Shows have been signed for the midway, with other entertainment to include free acts, drawings and contests.

East Granby Dates Changed

EAST GRANBY, Conn., June 5.—Local firemen have changed the dates of their annual carnival to August 26 thru 28 as the result of a conflict with the Tariffville, Conn., firemen's celebration.

Bryte Slates July 4 Cele

BRYTE, Calif., June 5.—A celebration here July 3-5 will be held under auspices of the San Pedro Lodge.

Wanted for Celebration

JULY 3-4-5
Penny Pitch, Fish Pond, Tall Striker, Spill the Milk, etc. Will book Short Range Shooting Gallery. W. Klenke Amusement Co. Rides are booked. Write:

R. R. GRAHAM
CELEBRATION CHAIRMAN
Box 206, Freeland, Mich.

Rides Wanted July-4-5

We can use some good Rides for our Celebration on July 4-5 at Stillwater, Oklahoma. 20,000 persons expected. We will have a community carnival and free attractions.

STILLWATER CHAMBER OF COMMERCE
BOX 112

DICKERSON SHOWS

CAN PLACE

For Cherry Grove Beach, S. C.: Merry-Go-Round, Ferris Wheel or any Ride that doesn't conflict, P.C. basis. Address:

FRANK E. DICKERSON, Ocean Drive Beach, S. C.

MOON LIGHT SHOWS

FOR SALE

Junior Chairplane, 10-Car Auto Kiddie Ride. Plenty cable. 200 amp. Fuse Box. Three Concessions, New Canvas. Above in A-1 condition, newly painted.

Address: La Follette, Tenn.

OMAR'S GREATER AMUSEMENTS WANT

Independent Rides, Shows, Concessions for two mammoth July 4th Celebrations and balance of season. Portia, Ark., July 2-3; Corning, Ark., 4-5. Want Photos, Diggers, Bingo. Want Agents of all kinds, Cook House Help.
Batesville, Ark., this week.

WANT CARNIVAL

With about 4 Rides and proportionate Shows and Concessions for

AUGUST 27-28-29

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Ruhlman Preps Big Schedule For Pitt Spot

PITTSBURGH, June 5.—Air-conditioned Lexington Roller Rink here will remain open this summer, reports operator H. D. Ruhlman. To operate nightly except Mondays, he has set up a price list of 65 cents for evening sessions; 33 cents for Tuesday, Thursday and Saturday matinees; 50 cents for Sunday afternoon sessions, and 20 cents for Saturday morning kiddie sessions.

Lexington holds its benefit night for the Roller Skating Operators' Association of the United States Wednesday night (16). It will feature exhibitions by some of the winners of the RSROA Eastern regional contests which were held May 30-June 1 at the rink. Proceeds of the night are used for the advancement of amateur roller skating.

Friday nights loom large on the Lexington calendar, Ruhlman having scheduled special events thru the night of June 18. May 28 the rink staged a rowdy-dowdy night, skaters being free to dress in any fashion they choose. Last night was carnival night featuring special events and souvenirs. June 11 is to be a surprise night and June 18 will be termed jamboree night.

June 1 marked the opening of dance classes. They will be held once weekly, from 7 to 8 p.m., during the month but will be discontinued thru July and August. Fundamentals will be taught in the June classes so that skaters may practice during the summer and join advanced classes when regular operations begin in September.

RSROA Enrolls 7 New Members

DETROIT, June 7.—Seven more operators have joined the Roller Skating Rink Operators' Association of the United States, it was announced this week by Fred A. Martin, secretary-treasurer, from his offices here.

The new members are William W. Scholle, Skateland, Canton, O.; Charles W. and Harold M. Stang, Roll Arena Skating Club, Inc., Elyria, O.; William Kaster, Wal-Cliffe Roller-drome, Elmont, L. I., N. Y.; N. J. Byrd, Byrd's Roller-drome, Mobile, Ala.; Dock M. and Marie Tice, Tice's Roller Rink, Biloxi, Miss.; Anna M. Kellahan, North Charleston Roller-drome, North Charleston, S. C., and Charles V. Harlow, Hippodrome Skating Rink, Long Beach, Calif.

Maritime Figure Skating Club has been organized in Halifax, N. S., by Jack McCarthy, coach of the local Bluenose Skating Club, who has been named president and instructor of the new club.

Aussie Spot Uses Procession Bally

SOUTH BRISBANE, Australia, June 6.—G. H. Flanagan, general manager of Bridge Glideway Skating Club here, reports a novel stunt which has done much to publicize skating here. Whenever any organized parades are staged, the club decorates a float for the procession and engages one of its expert skaters to do trick skating on the platform during the parade. At least 100 club members follow the float on skates.

Flanagan also operates a rink the year-round at one of the nearby seaside resorts. During the Christmas season he concentrates on teaching children to skate at the resort. As a result of this program there is a noticeable increase in attendance at the city rink upon the children's return, he says.

The local rink also promotes hockey matches for ladies and men over periods of three months, the winners receiving trophies. These have been good drawing cards, Flanagan says. The matches are played after regular skating seasons.

\$3,500 Damage Action Brought Against Yingst

KNOXVILLE, June 5.—Alleging that she was beaten by a gang of female skaters at Chilhowee Park Roller Rink here, Mary Louise Giles, 16, brought suit in Circuit Court recently for \$3,500 in damages against N. A. Yingst, operator of the rink.

The girl said skaters were permitted to "rough up, trip and abuse" other skaters and that she was "incited to slap" one of them April 9. She further said that she had advised the rink manager, Robert Beard, and operator Yingst the next day that the gang had threatened her, but that Beard and Yingst assured her she would be safe.

That night, five girls beat her in the women's dressing room while two boys stood guard at the exits, she charged. She also said that the girls bloodied her nose, bruised her eyes and knocked her down three times.

Bal-A-Roue Benefit Dance

MEDFORD, Mass., June 6.—The Fred H. Freeman Figure Skating Club of Bal-A-Roue Rollerway here is holding a dance June 9 in Medford Armory in an effort to raise supplementary funds to cover expenses of sending skaters to the national championships of the Roller Skating Rink Operators' Association of the United States, to be held July 12-17 in the Cleveland Roller-cade. Efforts are being made to have other local rinks participate in the dance, with benefits to their clubs also.

La Mar Williams Turns Pro

MONTEREY, Calif., June 6.—La Mar Williams, formerly of the Martinez (Calif.) Figure Skating Club, has accepted a pro-manager position with George Girus, operator of Skateway Roller-Rink, Merced, Calif., reports Paul J. Gilbert, manager of Del Monte Roller-drome here. Williams, a former novice pairs champion, is a former Gilbert pupil.

William Morris, operator of New Sharon (Ia.) Roller Rink, and Dolores Geil, of Sigourney, Ia., were married recently in a ceremony performed on skates in the rink.

Capacity Crowds Turn Out For Pomona ARSA Contests

MONTEREY, Calif., June 5.—Record crowds turned out for the California championships of the United States Amateur Roller Skating Association, held May 8 and 9 in Bill Black Roller Palladium, Pomona, reports Paul J. Gilbert, manager of Del Monte Roller-drome here. Both days spectators utilized all of the 800 chairs Black had rented for the occasion.

There was also a large turnout of operators, including Mr. and Mrs. George Girus, Skateway, Merced; Mr. and Mrs. Paul J. Gilbert, Monterey; Mr. and Mrs. D. Huckabee, Buena Park Roller Rink; Mr. and Mrs. Jack Thayer, Sonoma Roller Rink; Mr. and Mrs. Morton, Phoenix, Ariz.; Mr. and Mrs. Cisco, Redlands; Harry Dickerman, Harry's Roller Rink, San Bernardino; Anthony Callahan, Auditorium Roller Rink, Watsonville, and Mr. and Mrs. Stoddard Gumaer, Moonlight Rollerway, Pasadena. Among professionals in attendance were Margaret Ridge, Del Monte Roller-drome, Monterey; Gladys Pollastrini, Hollywood Roller Bowl;

La Mar Williams, Skateway, Merced; Manuel Carvalho, Diamond Roller Rink, Oakland; Clifford and Mildred Neschke, Moonlight Rollerway, Pasadena; Ted Nassir, Roller Palladium, Pomona; Bob Humphreys, Salinas; Eugene Turner, Arctic Blades Figure Skating Club; Hynes, and Don Fay, Buena Park Roller Rink.

Probably the closest competition took place in the junior ladies' figure skating in which Patricia Quick, Oakland, nosed out Barabara Ziem, Martinez, altho the latter outskated her rival in the free-style division to win the Hazel G. Barker trophy.

Results: Juvenile men's figures, Ronald Holland, Pasadena, and Gary Ellison, Sonoma. Juvenile ladies' figures, Barbara Henricksen, Monterey, and Katherine Althouse and Peggy Bone, Pasadena. Novice dance, Cooper and Bushong, Pasadena; T. Bender and P. McCune, Pasadena, and H. Fisher and V. Jones, Pomona. Novice ladies' figures, Betty Broun, Pasadena; June Mathieu, Pasadena, and Peggy Pocock, Pomona. Junior ladies' pairs, K. Althouse and P. Bone, Pasadena, and S. Kirk and B. Pellodini, Sonoma. Novice men's figures, Robert C. Bent, Pasadena; Guy Abbott, Oakland, and Alva Cooper, Pasadena. Junior ladies' figures, Patrick Quick, Oakland, and Barbara Ziem, Monterey. Juvenile dance, R. Holland, Pasadena, and B. Henricksen, Monterey; D. Earl and C. Colbert, Monterey, and G. Ellison and S. Kirk, Sonoma. Junior dance, R. Bent and M. Benson, Pasadena. Novice mixed pairs, T. Bender and J. Mathieu, Pasadena; J. Hutchens and J. Marljar, Oakland, and R. Crawford and P. Wayland, Oakland. Senior ladies' pairs, B. Broun and C. Smith, un-contested.

Trophy winners were Cooper and Bushong, CARSA novice dance challenge trophy donated by Moonlight Rollerway, Pasadena; R. Holland and B. Henricksen, Huckabee challenge trophy donated by D. Huckabee, Buena Park Rollerway, for juvenile dancing; Pasadena Figure Skating Club, Stoddard Gumaer challenge trophy donated by Stoddard Gumaer, Moonlight Rollerway, Pasadena, for the high-point club; Patricia Quick, junior ladies' figure skating trophy, donated by Moonlight Rollerway, Pasadena, and Bill Conover, Pasadena, the Bill Black trophy to high-point man in speed events. Pasadena won all races.

Blast Hits Pennsy Rollery

NORRISTOWN, Pa., June 5.—Art's Skating Rink, a frame and concrete structure three miles east of here, was damaged by an explosion May 23, 30 minutes after 300 skaters had left the building. Police said evidence pointed to a time bomb planted under the floor of the rink. The only person in the rink at the time was a watchman, James DeGideo, who escaped injury. The explosion wrecked half of the building, blew out its windows and splintered doors. George March, Norristown, is president of the corporation owning the rink.

Hockey Draws at Del Monte

MONTEREY, Calif., June 5.—San Francisco's Ambassador Roller Rink hockey team defeated the Bulldogs of Del Monte Roller-drome here by a 3-2 score before a packed house Sunday afternoon, May 23, reports Paul J. Gilbert, Del Monte manager. The Del Monte team will play a return game at the Ambassador rink June 10.

Roland Cioni, of Park Circle Roller Rink, Brooklyn, plans to hold open speed classes at the rink during the summer.

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Scholle Victor Vs. Canton's City Dads in Zoning Fight

CANTON, O., June 5.—William W. Scholle, operator of Skateland on Stark County Fairgrounds here, has won a legal victory in Common Pleas Court over city council, which had sought to halt Scholle's operation on the grounds that it violated city zoning ordinances.

After Scholle, who had leased a fairgrounds building from county

commissioners, had laid 26,000 square feet of maple flooring and had spent an additional several thousand dollars for other improvements to the property, city council called upon him to explain his lease. The legal tangle arose over the fact that the fairgrounds is within the city zoning area, altho it is county property.

Faced with an injunction and getting nowhere with city council, Scholle took the problem to court. In the trial before Judge George N. Graham the city charged that because the property is within city limits it should be subject to city zoning laws. However, the court upheld the county's and Scholle's claims that the property is not subject to city laws. Judge Graham decreed that city council had no power to authorize the city solicitor to bring action for injunctive relief, and sustained the defendant's demurrer in the city's action to halt operation of the rink.

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Roller Rumbblings

Jack Bain and Keith Johnson have opened a new roller rink at Bloomfield, Ia.

Earl Ahrens is constructing a \$20,000 roller rink at Osage, Ia. It will be 54 by 105 feet and air conditioned.

Melvin Johnson and his son, Howard, of Bode, Ia., have completed construction of a roller rink at Humbolt, Ia. It is 60 by 120 feet.

Star Skating Rink, East Gadsden, Ala., features a Wednesday night tacky party. Broadcast over Station WGNH, prizes of \$150 are offered.

Revival of long-distance roller races between Halifax, N. S., and such towns as Truro and Windsor, N. S., has been proposed.

Elliott Ryan, former manager of the Americus Hotel, Allentown, Pa., has purchased Mealey's Roller Rink there.

Gay Blades Roller Rink, New York, has dropped weekday morning and afternoon sessions during the summer.

Eddie Gray, formerly of Hillside Rollerrome, Richmond Hill, L. I., N. Y., has joined Fordham Roller Rink, Bronx, N. Y., as organist.

Maryville (Mo.) Rollerrome completed its first year of operation May 10, reports E. O. Ellis, owner. The rink has a 44 by 120-foot plastic floor and is neon-lit, inside and outside.

Mineola Sets Summer Sked

MINEOLA, L. I., N. Y., June 5.—Earl Van Horn's Mineola Roller Rink closes its regular season June 19 with special numbers and skating until midnight. During July and August it will operate Wednesday, Thursday and Friday nights. George Werner, Mineola pro, will conduct summer dance and figure classes on Tuesday nights during the summer, starting June 22. They will be two-hour sessions, the price for each being \$1. Gladys Werner and Louise Campbell will assist him.

Kid Nights in Montgomery

MONTGOMERY, Ala., June 5.—Monday kiddie nights at Looney's Skating Rink here offers a 31-cent rate to children under 13. The same price prevails on Wednesday to girls wearing blue jeans, and on Thursday to boys wearing sports shirts. Tuesday is beginner's night, when free instruction is offered.

around to it sooner or later," he said. Whitey's Detroit address is 5387 Seminoles Avenue, Detroit 13.

Harry and Marge Chipman caught Bailey Bros. at Renton, Wash., and the Shipstad & Johnson ice show in Seattle. At Portland, Ore., they visited Jerry and Gladys Mackey, who now have their shows and concessions at Jantzen Beach Park. The Chipmans also report that Curley Mason, general agent for American United Shows, visited their Circus Inn at Yakima, as did Arthur Hockwald, contracting agent for Clyde Beatty, and Vern Reaver, who closed off en route to Milwaukee. The Chipmans visited Doris Douglas at the Douglas Greater Shows' quarters in Midway, Wash., and also report that when the Clyde Beatty show plays Yakima June 8, all the local circus fans, headed by Vice-President Harry Chipman, will be on hand to welcome the first big show in two years.

Cailles Take Over Printz Roller-Way At Wilmington, Del.

WILMINGTON, Del., June 5.—Printz Roller-Way near here reopened May 28 under the management of Caille, Inc., which leased the rink from Philip Vaccarini, former proprietor. The new operators are Vic Caille, organist, and his wife, Dorothy.

The rink's interior, formerly green, has been redecorated in rose, blue and ivory. Its membership in the Roller Skating Rink Operators' Association of the United States continues. Vi Kelly is the rink pro. Arrangements have been made for regular Sunday radio broadcasts from the rink at 11:15 p.m. by Station WAMS. Prices of 60 cents for skaters and 25 cents for spectators have been established.

A skating show was the featured opening-night attraction.

UNDER THE MARQUEE

(Continued from page 64)

appear at Niagara and Sackett Streets Friday and Saturday (21-22) be rescinded. Altho some 350 neighborhood residents were said to have objected, several councilmen openly voiced their approval of the skedded appearance of the circus and the site chosen.

Whatever became of the old-fashioned canvasman who showed up with an extra shirt, a canvas needle, a sewing palm and a spike for splicing rope?

J. M. VanSplunter, who reputedly perfected the steam calliope and repairs calliopes in his shop in Grand Rapids, Mich., recently was the subject of a feature story, with a picture, in *The Grand Rapids Press*. According to VanSplunter he perfected his first steam calliope in 1893. His plant, he says, is the only one in the country that repairs and rebuilds "rowdy" organs.

A good cookhouse dinner is any meal put on the table, unless somebody wants to lock horns with the steward.

Whitey Harris, clown, who suffered a severe eye injury during the early part of the Barnes Bros.' run in the Chicago Stadium this spring, and who has been unable to work since, was a visitor to the Chicago office of *The Billboard* last week while in the city for medical attention. Whitey reports he is residing with his mother in Detroit and said he has received many letters and cards from friends. Because of his condition, he says, he is unable to answer. "But I'll get

Sefferino Has Another Sock Year in Cincy

CINCINNATI, June 5.—William F. Sefferino's Rollerrome here closed another successful season May 30, assistant manager C. V. (Cap) Sefferino reporting that business was on a par with that of the 1947 season, which was one of the best in history for the drome.

During the past season club membership showed a slight increase over the preceding year, it was reported. The Sefferino policy of offering a diversified program aimed at pleasing every type of skater remained unchanged.

Mr. and Mrs. William Sefferino are currently preparing for a June 15 departure on their annual fishing trip to Lake of the Woods, Ontario. They will remain there until late August, returning to Cincinnati for the early September opening of the rink. During their absence Cap Sefferino will supervise renovation of the drome.

The Sefferino brothers recently entertained Eastern guests paying a social visit. They were Mr. and Mrs. Victor J. Brown, of New Dreamland Arena, Newark, N. J., and Mr. and Mrs. Joseph P. Seifert, of Bay Ridge Roller Rink, Brooklyn. Wednesday night (2) the Browns and Seiferts, accompanied by the Sefferino brothers and their wives and Mr. and Mrs. Frank Marino, friends of the Browns, went to Beverly Hills Country Club, Newport, Ky., nitery across the river from Cincinnati, to see the Ted Lewis show that was playing there. The Browns left Friday (4) for Newark.

Three figure skaters and eight speed skaters of the Rollerrome, winners in the recent Ohio championships of the Roller Skating Rink Operator's Association of the United States at Springfield, leave tomorrow for the RSROA Great Lakes Regional competitions taking place June 7-9 at Arena Gardens Roller Rink, Detroit.

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TERRITORIES AVAILABLE — HIGH TYPE beauty preparations. Attractive containers. Substantial profits. LaDien Grenard, D13, 913 Main, Kansas City 6, Mo.

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A BETTER BUY WITH SATISFACTION GUAR-anteed. Rattlers fixed or hot, Boas, Dragons, Tegus, Alligators, Turtles. Serving America's showmen since 1907. Snake King, Brownsville, Tex. je12

ABSOLUTELY UNEQUALED STOCK — RARE Animals, Birds, Reptiles brought by our own collectors from four corners of the globe. Get big free 1948 price list from world's largest importers. Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y.

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ALL ARE ATTRACTIONS—COATIMUNDIS, Squirrels, Agouties, Giant Pacas, Porcupines; Spider, Ringtail, Owlface, Marmosette Monkeys; Caracara Hawks, King Vulture, Other Stock. Snake King, Brownsville, Tex. je12

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ELEPHANTS, CHIMPANZEES, TIGERS, Pumas, Leopards, Bears, Camels, Yaks, Gnu's, all species. Animals, Birds and Reptiles, lowest prices. Special, Llamas, \$150 each. Animal trainers wanted. World Jungle Compound, Thousand Oaks, Calif. je26

FOR SALE—100 PONIES, CARTS AND RUN-abouts. Geo. Bayer Pony Farm, Mt. Healthy, O. Phone: Jackson 8224 je19

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MOTHER POSSUMS WITH BABIES, \$10; Baby Crows, \$10; Ground Hogs, \$10; Prairie Dogs, \$7.50 pair; Talking Parrot, \$100; Tame Turkey Vulture, \$15. Rex Ingham, Ruffin, N. C.

PLENTY HEALTHY SNAKES, ALL KINDS. Also Armadillos, Alligators, Boas, Horned Toads, Gila Monsters, Opossums, Giant Jungle Rats, Guinea Pigs, Rats, Mice, Porcupines, Peafowl Bantams, White Doves, White Fantail Pigeons, Raccoons, Monkeys, Coati Mundis, Hamsters, Ground Squirrels, Badgers, Grey Foxes, Red Foxes. Wire orders Western Union. Otto Martin Locke, New Braunfels, Tex. jy17

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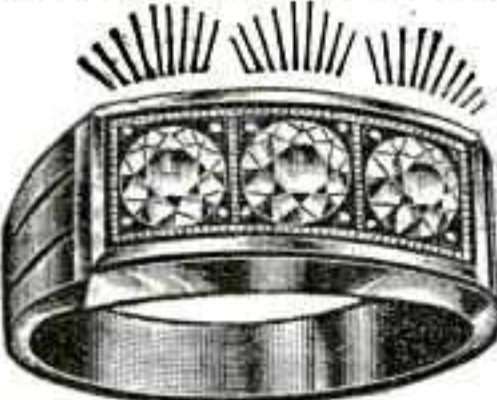


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"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a lifetime, spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept. 218F, Roanoke 4, Va. ju26

COMBINATION TRAILERS—BUILT REAR opens up with platform for demonstrating, photo studio, etc. Living quarters front. \$850 up. Walter Filer, Mfr., Mount Clemens, Mich.

EARN MORE DOLLARS—SELL SPECIALTIES. Four easy ways. Martin, 57 Hart, New Britain 20 B., Conn. ju26

EXCELLENT SALES AND DISTRIBUTORS' territories for fast-selling Snow Cone Machines now available. Limited number. Contact Multiple Products Corp., 3612 Cedar Springs, Dallas 4. See our ads in Carnival Section, page 69.

FREE—NEW FROZEN CUSTARD OR ICE Cream Machine. Send \$1 for details how to get it. Box 893, York, Pa.

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 98 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts with leis, \$7.50; Straw Hula Skirts, \$2.50. Spangle trimmed Strip Panel and Bra Sets, \$6.50. Rhinestoned G-Strings, \$6.50. Bras, \$1.50. Chorus or Strip Pants, \$1.10. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

ATTRACTIVE CHORUS AND SHOW GIRL COSTUMES, \$2.50 up; also other costumes. Bundles of assorted Costumes and Gowns, \$5. State wants. No catalog. C. Conley, 308 W. 47th St., New York, N. Y.

BEAUTIFUL NATIVE MADE GRASS HULA Skirt. Sent anywhere in U. S. prepaid. Send \$3. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif. ju12

DICKEY FRONTS AND PAPER COLLARS—BY mail. Reversible Paper to collars, pkg. of 10, 60c. 14 1/2 to 16 1/2 paper Dickey's, box of 10, \$1.10. State collar size. C. O. D. Mort's Supply, 190 N. Wells, Chicago 6, Ill.

EYELASHES, THEATRICAL, \$1.35; RUBBER Busts, \$1.50; black nylon sheer Opera Hose, \$4.50; elastic net Opera Hose, \$4.75; Theatrical Footwear, Folder? Yes. E. Rowe, Box 233, Radio City Station, New York 19.

MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. ju19

PAPIER MACHE PROPS MADE TO ORDER AND for sale. J. Praetorius, 449 West 51st St., N. Y. City. ju26

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ju26

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES—All electric popping units, peanut roasters, copper caramel, candy kettles, display cases. Northside Co., Indianola, Iowa. ju24

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ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 All-Electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ju24

AIRPLANE RIDE—NEW DESIGN, FLASHY, top money maker, \$2,000. Truck available. Pictures, details, write L. G. Abbey, 14429 42 Ave. So., Seattle 88, Wash. ju12

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y. ju26

BIG BALL CHUCK WHEEL, \$40. 48 INCH 54 Space Chuck, \$35. Big Six or Dice and Wheel, \$50. All have posts and laydowns. Ed. Roach, Rolla, Mo.

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COMPLETE EQUIPMENT FOR 450 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. ju19

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FOR SALE—NICE LONG-RANGE LEAD GALLERY built on semi trailer. In good shape, ready to go with plenty guns and ammunition. Box 1632, Chesapeake, O. ju12

FOR SALE—4-PASSENGER BICYCLE, GOOD condition. Price \$300. Also track type Merry-Go-Round, good condition. Price, \$1,200. Ike Tegeler, Dyersville, Ia. ju12

FOR SALE—PREFLIGHT TRAINER, COMPLETE, A-1 condition. New prop and motor. \$200 F.O.B. Phillipsburg. Crating, \$25 extra. 1/2 deposit. S. C. Lamphere, Phillipsburg, Kan. ju19

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POPCORN TRAILERS—NEW. TEN AVAILABLE; two sizes. Krispy Korn, 120 S. Halsted St., Chicago, Ill. ju3

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SHORT-RANGE TARGETS—MADE RIGHT, priced right, 15 kinds. Free samples. Wooley, 115 Donald, Peoria, Ill. ju19

POPCORN, PEANUT, SNOW, NUT, TAFFY. Chip, Juicer Machines. Like new, Candy Floss Machine, \$225. Jones, 131 Vine Street, Philadelphia 6, Pa. ju24

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TESTED PLANS FOR BUILDING PARK AND Carnival Kiddie Rides: Auto, Airplane, Boats, Chairplane, \$5 each. Free 9 plan catalog. Brill, 228-B, North University, Peoria, Ill.

THEATER SEATS, PROJECTORS, SCREENS, Folding Chairs, Tents, Stage, 16mm. Film, Blues, Benches. Lone Star Film Co., Dallas, Tex. ju19

30x60 FLAMEPROOF AND WATERPROOF Tent, used one season; green top, trimmed with red inside; 9-ft. green and white sidewall. Complete and in first-class condition. Price, \$400. Will ship on \$50 deposit; balance C. O. D. Al. Clarkson, Western Union or General Delivery, Grand Forks, N. D. June 16 to 26.

35MM. SOUND FILMS—OUTRIGHT SALE. New low prices. Also rental service. Listings. Oakley Films, 242 Kontner, Nelsonville, O. ju19

35MM. FILM FOR SALE—SACRIFICE PRICES. Good prints. Bargains. Free list. West Show, Erwin, N. C. ju19

60x100 KHAKI PUSHPOLE TENT—5 KW. Light Plant, 35mm. Films. Cash. Stored. Cincinnati. Box-44, care Billboard, Cincinnati, Ohio.

200 FOLDING THEATER SEATS—UPHOLstered bottoms. Good condition. 300 dollars takes all. Nat. Dantzie, 19 Church St., Keyser, W. Va. (Continued on page 88)

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25% DEPOSIT WITH ORDER \$7.20 per dozen Samples, \$1.00 each

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25% with order.

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\$2.75 DOZ.
\$31.50 GR.



40-inch New Look Doll, Silk Dress, Lace Trimming, Real Hair... \$42.00 Dz. Stand for Dolls... .60 Ea.



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12" All Plush Bear	9.00 Dz.	Inside Whistle Birds	10.00 Gr.
20" All Plush Bear or Panda	18.00 Dz.	Jumbo Mottle Airship Pkg.	10.00 Gr.
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Worth Special Baseballs	2.25 Dz.	#9 Mottle Paddle Balloons	3.75 Gr.
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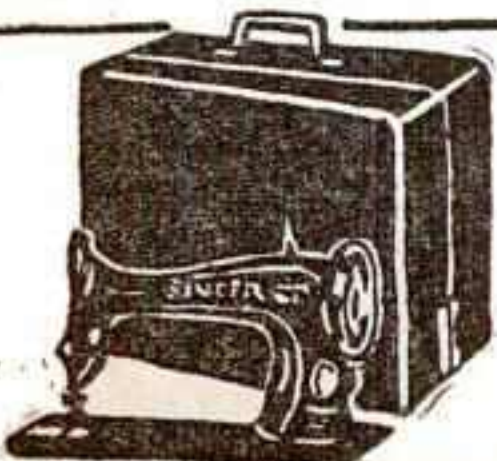
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Puzzle Pup, carded 1 dz. @	1.26	Pillow Tops, Bronc, Sweetheart, Mother, etc., design with mailer	9.00
Skull, moving jaw, carded 2 dz. @	1.26	Cactus Handkerchiefs, packed 1 dz. asst. colors	1.35
Puzzle Foot Ball, carded 2 dz. @	1.26	Bandanas, red or blue, fast colors	2.50
Puzzle Ball, carded 1 dz. @	2.10	Miniature Boxing Gloves (Pr.)	3.50
Boot & Pistol Charms, carded 3 dz. @	.84	Straw Cowgirl "Lasso" Hat, red or beige	7.20
Asst. Games, Roulette, etc., carded 2 dz. @	2.10	Straw Carlbad Cowboy Hat, asst. colors	5.25
Scarf Slides:		Western Charm Bracelets, gold or silver finish	2.50
Nickel Steer Head or Saddle	2.00	Boot or Pistol Charm Earrings	3.00
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Plastic Hat, carded 1 dz.	1.40	Rayon Cowgirl Scarfs, 20"	5.50
2-Piece Felt Cowgirl Suits	38.00	Rayon Cowgirl Scarfs, 24" @	9.00
Czecho Rings, 3 dz. asst. stones, gold plated @	1.00	Spurs, with leather straps	9.60
Asst. Slum	1.25	Cactus, asst. blooming varieties	.72
Lucky Prize Boxes, retail value up to 35¢, asst.	.50	Cactus in novelty chamber pots	1.80
Squirt Rings	1.80	Genuine Arrowheads, carded	1.80
Metal Sooner Dogs, with eggs	1.75	Gourd Charms, flashy colors	6.30
Extra eggs, carded 3 dz. boxes @	.50	Miniature Pottery Tea Sets	3.90
Sachet Malters, Indian, Cowboy or Mexican Design	1.00	Silver Pony Cap Pistols, double action	5.95
Whoo-pee Cushions	2.70	Mustang Cap Pistols, pearl-like handle, silver finish	12.00
Trick Lariat	5.50	Red Roll Caps, packed 5 dz. @	.38
Itch or Sneeze Powder, pkd. 1 dz.	.45	Balloons #8, asst. colors	1.25
Hot Chewing Gum	.70	Balloons #7, asst. cats, owl, devil-st. ears	4.90
Trick Matches, carded 1 dz.	.40	Balloons #724, mouse head & body	14.00
Barrel o' Fun, cig. loads, etc., carded 15 25¢ pkgs. Price per card—\$1.68.		Reed Sticks, 24", best grade	1.05
Magio Cigarette Race	.60	Asst. Spun Glass Animals, pkd. 1 dz.	1.20
Magio Penny Match Box	1.80	Comi Cards, assorted	1.80
Auto Hot Shots	.70	Pic Tease, 25¢ retail	1.80
Armado Baskets	20.00	Flower Lapel Squirt	2.50
2-Piece Felt Cowboy Suit	42.00		
Kilroy Was Here Statuette	1.50		
Roy Rogers Bolero Vest	7.50		
Roy Rogers Bandanas	2.90		

QUICK DEPENDABLE SERVICE

M. NOWOTNY SALES 1401 BROADWAY SAN ANTONIO 2, TEXAS



PRICE \$68.50 EACH
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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.

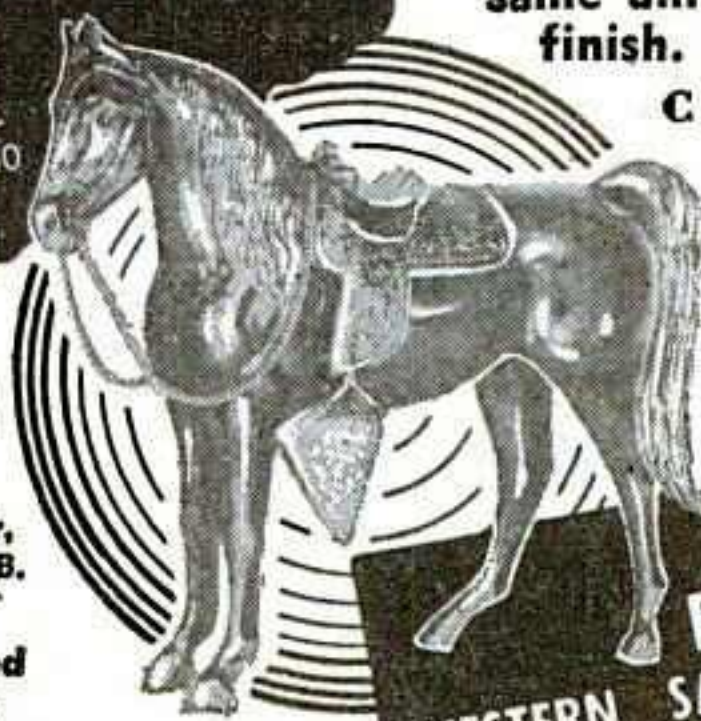
F. O. B. New York. 25% with Order, Balance C. O. D. Rebuilt Singer Drop Head, complete with treadle stand (foot power)—Price \$52.50. Prompt shipment.

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5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

POPULAR SIZE WESTERN SADDLE HORSE
Height 10 1/4" Length 11 1/2" Weight 4 lbs.
\$4.00 each in doz. lots.
Less than 1 doz. \$4.50 each. Sample \$5.00 postpaid.



IT'S THE QUALITY THAT COUNTS!

All our horses have the same uniform high quality finish.

COMPARE THEM FOR VALUE AND EYE-APPEAL

It's their rich, expensive-looking two-tone finish that makes them sell.

SPECIAL PREMIUM SIZE WESTERN SADDLE HORSE
Height 8" Length 10" Weight 3 lbs.
\$2.25 each in doz. lots.
Less than 1 doz. \$2.50 each. Sample postpaid \$3.00 each.

* Ideal for premiums, salesboards, concessionaires, dealers.
* 25% Dep. with order, balance C.O.D., F.O.B. N. Y.
* Write for illustrated circular of other sizes available.

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250 4th Ave., New York 3, N. Y.

SLUM SPECIALS

	Per Gr.	10 Gr.		Per Gr.	10 Gr.
Chinese Paper Sun Spex	.35	\$3.00	Celluloid Teeth	\$1.00	\$ 8.50
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Plastic Thimbles	.75	6.50	Comic Paper Goggles	1.00	9.50
Plastic Crosses	.75	7.00	Styptic Pencils	1.00	9.50
Metal Rakes, Hoes or Spades	.75	7.00	Dart Balloons	1.00	9.50
Metal Simplex Whistles	.75	7.00	Plastic Combs	1.50	14.50
Swiss Bird Warblers	.90	8.00	Crickets	1.75	17.00
Metal Chinese Puzzles	.90	8.50	Metal Bangle Bracelets	2.25	22.00
Plastic Stand-Up Charms	1.00	9.50	Medium Lois	3.25	32.00

25% Deposit With Orders. Prices Do Not Include Shipping Charges.

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Amazing new discovery sells on sight to fishermen. "FAST BITE" comes in a tube . . . squeezes out 7 feet of worm-like bait, yet actual tests prove "FAST BITE" works better than worms because of secret food ingredients and oils that lure fish. "FAST BITE" won't dry, is durable, can't spill and never fails. Catches any fish that can be caught on hook. Cleanliness and ease of handling make it a natural for women and children.

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A real boon for women. Prevent wet pavements from spotting hose or leg make-up. Sell 35¢ pair. Dealer cost, 18¢ pair. Send \$1.00 for 4 assorted size pairs.



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WIGGLES, TWISTS, WRITHES, SHATTERS! Every golfer wants this ball to play tricks on his fellow golfers. Biggest thing since the beginning of golf. Sell like hotcakes.

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LOOK! Hand Painted Zipper Wallets Today's Sensational Big Seller — Direct From Manufacturer



MAKE 100% PROFIT AND MORE

FAST-SELLING \$1.25 to \$2.00 Retail Value YOUR NEW LOW COST \$9.00 per doz. \$8.40 per doz. in 3 doz. lots. \$7.60 per doz. in gross lots.

GENUINE LEATHER, all-around zipper, 4 cellophane windows, zipper change purse, 12 appealing, multi-colored designs. Big demand. Popular gift item. Send 25¢ deposit, balance C.O.D. SELL STORES AND DIRECT—Write today for FREE ILLUSTRATED NEW CATALOG big value leather goods, novelties for all the family.

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ATTENTION! PITCHMEN AND NOVELTY STORES

Rush \$1.00 for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.80 Retail Value. Please Mention Line of Business.

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5 KEENEY BONUS SUPER BELLS—COMB. 5 and 25c. Write best price. Earl's Novelty Service, Crowley, La.

(Continued on page 90)

WESTERN SADDLE HORSES

Jobbers • Salesboard Operators • Dealers Our Large Western Stallion 10 1/2-inch Horse, the nicest horse on the market today—bar none. Beautifully high-lighted. Has 2-tone color which makes other horses look like platers. Price, \$3,500 each, any amount. Weight, 5 pounds. Can shade the price to large users. Sample, send \$4.00. Satisfaction or money back. Be con- vinced. Have other sizes at reduced prices. Now ready: New small midget horse that will be a knockout, cheap enough for give-away or for small prizes. We first introduced these horses in Billboard last May, 1947. Buy direct and save the difference. From factory direct to you.

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CIGAR HOLDERS, 1 doz. to card. Per Gr. 3.00
"BRIGHT STAR" 2-Cell All-Metal Chrome Flashlights. Per Doz. 6.00
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Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised. No experience needed. Get all the money-making facts now. Send for our booklet, "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

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Transparent Plastic, 1/2" round, 3/4" round and square. Vesco Plastic, 1/2" round. Rubber, 1/2" and 3/4" round. 1M or 1# to 10 million or 1 ton.

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 Novelties, Toys, Brooches,
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 many other items too
 numerous to mention.
3,000 PIECES ASST.
\$25.00
 Some Items Retail Up
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PRIZE BOXES
 Assorted Novelties of All Kinds
\$4.50 Gr. Boxes

SPECIAL LOT
KAYSAM RUBBER ANIMALS (ASST.)
 Ducks, Elephants, Boats, Fish, Kuple Dolls,
 Lambs, Rabbits, Cats, Dogs, Etc., \$9.00 Gr.
 Better Flash Than Plaster.

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Locketts, 24 Kt. GP, 18-inch Chain, Doz.	4.50
Crosses, 24 Kt. GP, 18-inch Chain, Doz.	4.50
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Perfume, silk box, asst. odors, Doz.	3.00
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Earrings, asst., plastic backs, Gr. Pr.	2.25
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Post Cards, flags of Americas, 1000, M.	1.50
Indian Beads (bulk), Lb.	1.50
Washable Animals, asst. D.	4.50
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25% Deposit, Balance C. O. D.

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THE NEW SENSATION!
 SELLING LIKE WILDFIRE ALL OVER THE COUNTRY

Whirling Beanie
PROPELLER HATS

•ALL COLORS—TWO TONE—ALL FELT—FIRST QUALITY
\$3.50 Per Doz. — \$33.00 a Gross

Immediate Shipment.
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NEW PRICE
STAINLESS STEEL BANDS, \$1.50 EACH
 LOTS OF 12 OR MORE, \$1.00 EA.

Also have Gold-Filled Bands at \$2.50. Same
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 consists of 75% SS, 25% Gold Filled.



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No Jewel Wrist Watches
 Swiss Made
 AN IDEAL WATCH FOR GIFT OR PRIZE

RADIUM DIAL AND HANDS
 SWEEP SECOND HAND
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 TWO PIECE CASE — BEAUTIFULLY
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 UNBREAKABLE CRYSTAL
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\$3.25 Each

Minimum order, 6 watches. Re-
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NEW handy 3-in-1 gadget



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The Most Sensational Item of its Kind Ever Shown!

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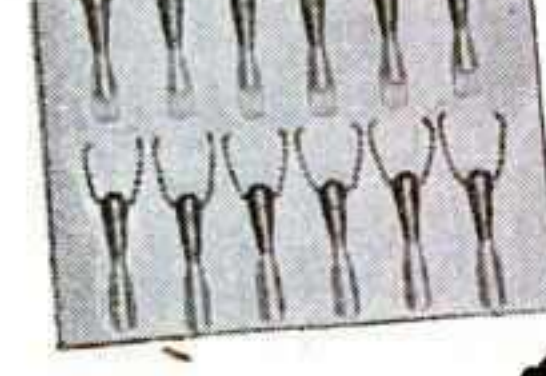
Housewives all go for "POPPO"
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• Beautifully anodized aluminum handles in rich shades of Red, Gold, and Blue Highly polished steel with smooth lustrous finish and no rough edges. A precision-built TRIPLE-VALUE—that's "POPPO"!

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EYE CATCHER! this dynamic, self-selling, 3 color "POPPO" Display Card! Packs 12 on Card. Show it and watch it SELL for you! Inquiries invited from Sales Operators who know how to handle a real VOLUME seller! Write—right now!



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5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .
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Forms Close Thursday for the Following Week's Issue

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AT LIBERTY—EXPERIENCED BAND MAN-
ager, advance man. Former Internal Revenue
man. Willing to travel anywhere. Honest, ex-
cellent references, bondable. Reply Billboard,
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YOUNG MAN—AGE 23, MARRIED, SOBER
and reliable. Desires permanent rink job. Can
work counter, floor, repair dept., or can take com-
plete charge of rink if desired. Reference and
bondable. Leon Stephens, 1605 Broadway, Par-
sons, Kan.

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AT LIBERTY JULY 3RD, 4TH, 5TH—BAL-
Baldoni's Orchestra, 6 pieces; phone 425, or
write Staunton, Ill.

COLORED BAND FOR NIGHT CLUBS, COCK-
tail lounges, taverns, etc. 3 or 4 men entertaining
and singing. Jump Jackson, 4719 S. Dearborn, Chi-
cago, Ill. je19

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Quartet, featuring Fred Robson's tenor saxophone
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tail lounges and resorts. Will travel. Fred Robson,
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Campus Band. 6-8 pieces; for resort, hotel or
club. Fully organized, union. Fern Abraham,
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ROY SANDERS SOCIETEERS—UNION, 8 TO
11 men. Commercial style; available for schools,
colleges, parks. Can use reliable agent. 1017 N.
9th St., Reading, Pa.

CIRCUS AND CARNIVAL

CAN JOIN CIRCUS, CARNIVAL IMMEDIATELY.
June college graduate, with experience presen-
ting, public relations, administration. Have
typewriter, no car. EH Katz, 1030 East 22 St.,
Brooklyn, N. Y.

FAMILY TROUP—THREE HIGH SCHOOL
Horses, Dogs and Goats. Lady Acrobats, own
transportation. H. R. Miller, Circle M Rodeo,
Wilton, Wis. je26

FANNIE BLAIS, HALF AND HALF—EXPERI-
ence, ability, clean flash, make annex openings.
Have new front banner and life-size photo. Nice
costumes and stage drapes. To good show will go
anywhere. Jack Bragdon, 707 N. 19th St., Phila-
delphia, Pa.

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LA-MAR — MAGICIAN, MENTALIST, ILLU-
sions, Spooks, Lady Assistant. Two-hour show.
Auditoriums, theaters, entertainments. Booker
wanted. La-Mar the Magician, Cambridge, O. ju19

MISCELLANEOUS

AVAILABLE — HARVEY THOMAS, VAUDE-
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cians, Clowns, Jugglers, Ventriloquists, Punch-Judy,
162 N. State, Dearborn 2734, Chicago, Ill. up
VERNON HOFF, FEMALE IMPERSONATOR.
"Rhythm Singer of Today's Popular Songs!"
Free picture to anyone. Vernon Hoff, Flamingo
Club, Hollywood, Calif.

MUSICIANS

A-1 TRUMPET LEAD, ALSO VOCALS—SEMI-
name band experience, read, cut anything, fine
tone, sober, union. Available June 15; immediately
upon right offer. Robert Campbell, 287 W. College
St., Oberlin, O. ju12

AT LIBERTY—CLARINET AND ALTO. AR-
range. Radio experience. Prefer combo or
commercial location. Will travel. Experienced
sober, conservatory training. Ralph K. Jones, 1106
W. High, Springfield, Mo.

AT LIBERTY—TENOR AND CLARINET. PRE-
fer commercial location. Will travel. Experienced,
sober, serious, conservatory training. Roland T.
Robertson, 1158 E. Elm, Springfield, Mo.

AT LIBERTY—LADY DRUMMER, AGE 30.
Heavy set, good appearance. Reliable, union. Prefer
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AVAILABLE IMMEDIATELY—FAST FOUR-
Piece Combination Piano; Clarinet, double Sax;
Electric-Spanish Guitar, and Drums. We play
relaxed, fill any spot anywhere. Jack Weber, 118
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AVAILABLE—TROMBONE MAN, GOOD TONE,
read well, jazz or commercial, sober. Eight
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ance, clean character, sober, fully experienced. Re-
liable offers appreciated and answered. Can join on
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Per Doz. \$18.00

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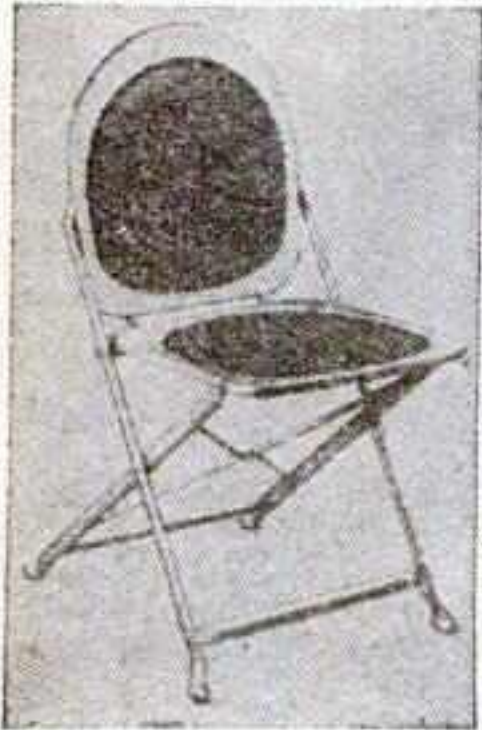
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RINK ORGANIST—AVAILABLE FOR EASTERN location. Male, dependable. Good metronomed rink music. Organist, c/o Box C-36, Billboard, Cincinnati 22, O. ju19

STRING BASS—EXPERIENCED, READ, FAKE, available now, appearance, reliable, write or wire: Musician, 3004 Lorain Ave., Suite I, Cleveland, Ohio.

STRING BASS—DESIRES WORK IN NORTH or Southeast. Consider anything. Union, car, basamp with bass. Several years' experience in club and radio. Prefer small combo. Wire or call Buddy Wooten, 2414 East 19th St., Chattanooga, Tenn. Phone 2-9507.

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TENOR SAXAPHONE AND CLARINET— Available immediately. Wire or write Eddie Kish, 2350 College Ave., Indianapolis, Ind.

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TRUMPET—READ, RIDE, TONE, SOBER. Reliable, experienced, union, 18. Arrange, no mickey. Send ticket. Joe Ott, 409 Pleasant Ave., Pleasantville, N. J.

VIOLINIST—DOUBLE ACCORDION, BANJO, guitar, sax. Orchestra director, age 39. Music school or engagements. Philip Gutwirth, 5305 Maryland Ave., Chicago, Ill.

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Forms Close Thursday for the Following Week's Issue

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MUSICIANS—FOR FINE DANCE ORCHES- tras, work steady, guaranteed salaries. Write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. ju12

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Strong—lightweight, ribbed, tubular steel—rubber non-slip tips—steel step adjustable every 3"—overall length 63"—weight 4 lbs.—colors enameled in bright red with yellow step and top—or other contrasting combinations.

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LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

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.

- Parcel Post**
- | | |
|---------------------------------|------------------------|
| Cotton, Roy (License Plates) 5c | Silver, Mrs. Olson 10c |
| Hinkle, Marvin 10c | Zawalze, Jack A. 15c |
| Kennedy, Mae & Al 25c | |
- Abbott, Chas. A.**
Adamick, John A.
Adams, Dewey P.
Adams, Eddie J.
Adams, Joe C.
Adams, Verna
Adkins, Carl
Allen, Eddie
Allen, Herbert W.
Allen, Roy
Allen, Wm. Harrison
- Allison, Margaret A.**
Alvarez, F. J.
Anderson, Dick
Ankin, Jr., Geo.
Anthony, Milo
Antrop, R. E.
Arbocast, H.
Archer, Louis D.
Argar, Mrs. Vona
Armstrong, Army
Arnold, Irving
Aston, Thos. R.
B. & S. Concessions
Babbs, Speedy
Bailes, Jack
Bailey, Bill
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Ballard, G. W.
Barfield, Emmett A.
Barile, Anthony
Barker, Gerald
Barnes, R. A.
Barnhart, Dr. H. G.
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LaBa, Mrs. Grace
Lankford's Overland
Shows
Langley, George
Larkee, M.
Lefevre, Reid

**MAIL ON HAND AT
ST. LOUIS OFFICE**
390 Arcade Bldg.,
St. Louis 1, Mo.

Est, Sadie Waters
Forester, Gus &
Mary
Fortune, Mrs. Geo.
Feerer, Jerome
Fulton, Mrs. Gale
Gardner, Lee Bum
Gloyd, Mr. & Mrs.
Geo. W.
Goldman, Jerome
Gowdy, Pamela
Graner, Donald A.
Greer, E. S.
Grotha, John D.
Hall, Eddie
Hargrave, Eugene
Harrington, Hugh C.
Harris, Roxie
Harry, W. H.
(Bill)
Harvey, Mr. & Mrs.
H. F.
Hatchert, Robert
Hinkley, Jack
Hodine, Joe
Houts, Walter Ira
Hughes, Willis L.
Jenkins, Nathaniel
Jennings, Harold
Johnson, Harold
Johnson, Luther
Johnson, Maurice
Johnson, Mrs.
Winston
Kane, Miss Mar-
garet L.
Kanth, Mary
Ragan
Karnes, Joseph E.
Kaus, Joseph E.
Kearns, Miss Marie
Kerns, Mary
Kennedy, Charles B.
Kimbrough, Earl
Knapp, G. W.
Kurtz, Elwood S.
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Langley, George
Larkee, M.
Lefevre, Reid

**MAIL ON HAND AT
CHICAGO OFFICE**
155 No. Clark St.,
Chicago 1, Ill.

Aldrich, Dee
Anderson, Hfary
Anderson, Mary
Ardit, Paul
Bailey, Ernest H.
Baldwin, Bill
Ballard, Jack
Barry, T. A.
Bascely, Lake G.
Beasley, Emmitt O.
Beaumont, Jimmy
Bellera, Clarence
Bergman, Leo H.
Berry, E.
Blake, Walter
Botto, Charles S.

**MAIL ON HAND AT
CHICAGO OFFICE**
155 No. Clark St.,
Chicago 1, Ill.

Bourgeois, Mrs.
Camille
Bucklatz, Mr. &
Mrs. L.
Burck, Lester
Cameron, Catherine
Carroll, L.
Case, Dolly
Chaffee, Marjorie
Champine, Jean
Clark, Bobby
Clemens, Jane
Collins, Ruby
Colyes, Mrs. Lenny
Corin, Bob
Comarota, Winifred

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Champine, Jean
Clark, Bobby
Clemens, Jane
Collins, Ruby
Colyes, Mrs. Lenny
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TWO ENTIRELY NEW GIANT SAVINGS BANKS
(HOLDING \$1,000 IN COINS)
Made of terra cotta composition, beautifully colored, by artists of rare ability.

WORKS OF ART

Both grinning, as both expect to get in, and their grin is contagious.

#6074 K Elephant
(mouth is money slot)
Retail for \$4.00

#6075 K Donkey
Retail for \$3.00

13 in. high, 10 1/2 in. wide, 6 in. deep.
Weight: 50 lbs. to the doz.

← **\$24.00 per doz.**
In less than doz. lots.
\$27.00 per doz.
Packed 1/4 doz. to the carton.

12 1/2 in. high, 5 in. wide, 7 in. deep.
Weight: 26 lbs. to the doz.

\$16.00 per doz. →
In less than doz. lots
\$18.00 per doz.
Packed 1/2 doz. to the carton.

Remember, this is election year
We Have Pig Savings Banks From \$3.60 to \$36.00 Per Dozen. Illustrated price lists mailed on application.

SALESMEN WANTED
Liberal commission, samples sent on receipt of retail price, which will be refunded as soon as orders for 6 doz. in all are sent in.
MONEY-MAKING SIDELINE

LEO KAUL IMPORTING AGENCY, Inc.
333 and 335 K South Market St. Chicago 6, Ill.

Western Saddle Horses

Made of Bronze highly lustrous finish. Detachable Saddle and Saddle Blanket. Comes in five popular sizes.

#201 10 1/2" Tall, 12" Long \$4.00
SAMPLES \$5.00 EA. ea. in doz. lots

#202 8 1/2" Tall, 10" Long \$3.00
SAMPLES \$4.00 EA. ea. in doz. lots

#203 4 1/2" Tall, 5" Long \$7.20
SAMPLES \$1.00 EA. per doz.

#204 5 1/4" Tall, 6 3/4" Long \$10.80
SAMPLES \$1.25 EA. per doz.

#205 6 3/4" Tall, 7" Long \$15.00
SAMPLES \$1.50 EA. per doz.

Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.
928 Broadway...New York 10, N. Y.

STAPLE CARNIVAL ITEMS LISTED BELOW AS USUAL PRICED LOWER AT LEVIN'S

BALL GAME GOODS

Aluminum Milk Bottles, not loaded. Ea. \$ 1.10
Wood Milk Bottles, not loaded, 1 lb. Ea. .65
Wood Milk Bottles, loaded, 1 1/4 lb. Ea. .80
Wood Milk Bottles, loaded, 2 1/2 lbs. Ea. 1.10
"Worth" Baseballs. Dz. 2.25
Plaster Doll Asst., 13 1/2 to 15 1/2 in. Dz. 3.00
Swaggers, Full Size. Gr. 9.00
Plastic Crook Handle Canes. 100 for 15.00
Batons, Tinsel Head. Gr. 13.50
Tinsel Batons, With Bells. Gr. 15.75
Composition Monkey on Stick. Gr. 28.00
8" Fox Tails, W/Comio Card. 100 for 5.50
20" Jumbo Fox Tails. Dz. 4.50
Medium Leis. Gr. 3.25
"Jumbo" Leis. Gr. 6.50
9 in. Rainbo Balloons. Gr. 9.00
9 in. Mottled Balloons. Gr. 7.00
9 in. Asst'd Decoration Balloons. Gr. 7.50
Chinese Reed Sticks. Gr. .75
Beacon Mingo or Magnet Bkts. Ea. 3.25
Beacon Toba or Midway Bkts. Ea. 2.60
Case Lots of 30—10¢ Less Per Blanket.

NOVELTY GOODS

Dice Lamp, Electric. Dz. \$18.75
Yellow Flying Birds (Whistler). Gr. 9.80
Metallic Flying Birds (Whistler). Gr. 12.00
Radio Snakes. Gr. 9.80
Chinese Paper Snakes. Gr. 6.50
Metallic Foil Pin Wheel. Gr. 9.00
White Sailor "Gob" Hat. Gr. 24.00
Miniature Cowboy Hat. Gr. 14.25
Miniature Spanish Hat. Gr. 21.00
Robin Hood Hat. Gr. 18.50
Comio Yodler Hat. Gr. 24.00
Mexican "Cholo" Hat. Gr. 30.00
Full Size Spanish Hat. Gr. 30.00
Full Size Cowboy Hat. Gr. 33.75
Coille Straw Hats. Dz. 2.75
Miniature Mexican Straw Hats. Gr. 9.75
Miniature Straw Katys. Dz. 1.25
Beanie, Propeller Hats. Dz. 3.50
Cardboard "Pop Gun." Gr. 4.25
2-Way Mirror. 100 for 4.50
1 1/2 in. "Comback" Balls. Gr. 4.50

GLASSWARE

Miniature Beer Mugs. Gr. \$ 3.50
9 Oz. Glass Tumblers. Gr. 3.95
Glass Teacups, green tint. Gr. 5.00
Glass Saucers, to match cups. Gr. 5.00
Glass Candle Holders. Gr. 4.80
Glass Ashtrays. Gr. 3.50
Glass Custard Cups, Fire-King. Gr. 4.50
Glass Dessert Dishes. Gr. 4.50

FAST MOVERS

Automatic Model Repeater
Cap Pistol. Dz. \$3.65
Roll Caps, Fits Above, 300 Rolls for 1.60

SLUM

Enamel Tin Cigarette Cases. Gr. \$ 4.00
Stone Set Rings. Gr. .90
Gold Plated Band Rings. Gr. 1.65
Plastic Toy Knives, Forks and Spoons. Gr. 1.00
Decorated Aluminum Ashtrays. Gr. 3.25
Nosco Plastic Animal Stand-Ups. Gr. .95
Metallic Pin Wheels (Misprints). Gr. 4.25
"Kiddy" Sun Specs. Dz. 1.15
Plastic Bean Blower. Gr. 3.00
Bean Blower Ammunition (250 Pkgs.) 5.40
Min. Metallic Paper Hat 2.00

FREE!! WHEN REQUESTED, CHANGE APRON INCLUDED WITH EACH ORDER SHIPPED

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

Ladies' and Gent's Famous WRIST WATCHES

● CRUEN
● BENRUS
● ELGIN
● BULOVA
● WALTHAM

All are reconditioned like new and are complete with leather strap. Yellow 10-Kt. R.G.P. Cases.

7-Jewel Round Case. \$9.50
Square & Rectangular Cases. \$10.95
15 Jewel \$14.95
17 Jewel 16.95
21 Jewel 19.95

Rhinestone Dials, \$2 additional.
Expansion Bands, \$1.95 additional.

WRITE FOR SUPPLEMENT TO 1948 CATALOG.

JOSEPH BROS. Dept. B-12
59 E. Madison St. Chicago 3, Ill.

HI JOE!
THE ORIGINAL HICKORY PIPE WITH RUBBER GLOVE HAND POPS IN — POPS OUT

A natural direct from the world's largest manufacturer of Corn Cob, Hickory and Novelty Pipes. Send cash or check with order. Shipment prompt.

**\$12.50 PER GROSS
1.25 PER DOZ.
add 10% for postage.**

**DEPT. BW
BUESCHER'S
WASHINGTON, MISSOURI**

Pipes for Pitchmen

By Bill Baker

HARRY MATERS . . . is en route to his home in Alabama following a trek thru the East.

Popularity: More pitchmen than ever!

CHARLIE KASHER . . . is en route to New York following a brief stay in Milwaukee.

THEY TELL US . . . that Cowboy Williams is still corraling the lucre with foot med in Chicago.

A constant grind is what gets results these days.

KID CARRIGAN . . . has returned to his Floyd Hotel, Los Angeles, headquarters from Joplin, Mo., where he cut short his planned walking trip from the West Coast to New York. After heel and toeing it into Joplin from Los Angeles in three months and 10 days of steady walking seven days per week he decided to call it quits. In El Paso, Tex., he froze his toes and encountered bad weather thru Oklahoma and a blizzard going into Missouri. En route to the Coast he stopped off for visits in Chicago, Indianapolis and Cincinnati.

Being friendly with your tips always pays big dividends.

WHAT SHOULD . . . prove a lucrative spot for all pitchfolk electing to make the event is the Better Homes Exposition to be held in the Fifth Regiment Armory, Baltimore, September 24-October 3. Real Estate Board of Baltimore and the Home Builders' Association of Maryland, sponsors, report that 85 per cent of all exhibit space for the 10-day show, which is under direction and management of Joseph Brooks, already has been contracted for. A

Brooks - directed Home Show in Louisville, April 2-15, attracted 101,643, making the event what was believed to have been the most successful of its kind ever presented in the Kentucky city. Sponsors of the Baltimore show anticipate an equally large turnout for their exposition.

There's no time for fiddle-fad-dlin' around in pitchdom.

TUMBLE BLOCK SLIM . . . is collecting the long green on the Franklin Street lot, Chicago, with a neatly flashed horn nut layout.

JACK MALES . . . veteran novelty worker, following a successful run in Texas, has closed his stripes and keister and shoved off for the East where he will play a number of fair dates.

Work cleanly and you've gone a long way in corraling the lucre.

BREEZES FROM . . . the Windy City indicate that the Decoration Day week-end resembled old home week for the stripes and keister fraternity. The big target balloon, from all reports, is getting hefty play on the Monroe Street parking lot. Some of the boys and girls sighted cutting it up there over the holidays were Tom Harmon, the Vaughn brothers, Lil and Tip Hallstrom, Curley Warwick, Joe Miller and Larry Friedman. This pillar's agent tells us that all looked as tho they were well heeled, indicating that business isn't too bad for the hard workers.

Unless you give your item the ultimate in promotion, you can't expect to collect a thin dime.

EDDIE CURRAN . . . is working a jewelry layout in the Grant store, Chicago, to slick returns.

THEY TELL US . . . that novelty workers have been getting their share of the geedus working lots in Corpus Christi, Tex.

We believe it was E. L. Kiehl who once remarked: "Each generation seems destined to live to a certain age before roused to appreciation of past masters."

SOL ADDIS . . . comes thru with a documentary on two lads who started out three years ago as street pitchmen. "These two young men," says Sol, "are operating a book and jewelry store on West 42d Street, New York. Their nut to operate this spot is a terrific one. These two ambitious workers, Paul and Danny by name, have the swankiest jewelry layout I have ever seen. When the people look at the counter to see this lovely display they remark that it's among the most attractive they have ever seen. The boys have many pitchmen handling their stock. Professor James is manager of the book department, with Doc Nathan in charge of the store."

Spring business is usually spotty and subject to weather hazards. This year has been no exception, but pitchmen feel there is nothing to be discouraged about.

HENRY H. VARNER . . . letters from Akron that "there are a great many people in this world who wonder how a show manager and the pitchman live." "How many of those same people have it more difficult when it comes to a tough problem?" Varner asks. "We have been up against the wall many times but always found a ladder of ability to help us climb over the wall. Where is the ideal spot to live and work? I want to hear the good points on all the places. I've been here and there

WORLD'S LARGEST PIGGY BANK

HOLDS \$2,000.00 IN COINS



14 in. High
17 in. Long
NOTHING LIKE IT ANYWHERE
Pink Terra-Cotta HAND DECORATED. Your Price, each \$4.00
Immediate Shipment. F. O. B. Chicago. Packed 1 only to the carton. 50% Dep. with order, balance C. O. D.
Write for circular on other banks and carnival items.
NOVELTY MERCHANDISE CO., INC.
804 W. Roosevelt Rd., Chicago 8, Illinois

ATTENTION: DEALERS



Stock this Sharp-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.

INSTANT NICKEL

NO CURRENT OR BATTERIES USED



JUST PATENTED—Now everybody can NICKEL PLATE. No equipment or electricity needed. Just rub. A BLESSING to Doctors, Hobbyists, Auto, Machinery and Home Owners and practically everybody. NO POISONOUS CYANIDES OR QUICK-SILVER. It will heavily plate, INSTANTLY, Steel, Iron, Copper, Brass, etc. It's NEW, DIFFERENT, PRACTICAL, ECONOMICAL—Just rub with a cloth to any thickness—fascinating hobby—plate for neighbors and friends.
MONEY-BACK GUARANTEE
C. O. D.'s few cents extra.

INSTANT PLATING PRODUCTS, Dept. 7
3439 So. Michigan Chicago 18, Ill.

Sell Ultra-Blue Stock Signs

to stores—over 1000 slogans, comedy, general, religious; ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs.

COST 6c SELLS 35c
15 Samples Ultra-Blue Store Signs, 7x11, \$1.00 Postpaid.
15 Samples Ultra-Blue Religious Signs, 7x11, \$1.00 Postpaid.
15 Samples Ultra-Blue Comedy Signs, 7x11, \$1.00 Postpaid.
100 Ultra-Blue Store Stock Signs, 7x11, \$6.00—No C. O. D.'s
L. LOWY, 8 W. Broadway, N. Y. 7, N. Y. Dept. 398

MEDICINE MEN

Sell the Finest! . . . Enjoy Repeat Business! Write today for low prices on our quality line of Herb Compounds, Laxatives, Liniments, Pills, Salves, Powders and many other fast selling, big profit repeat items. EST. 1895.

QUAKER MEDICINE COMPANY
220-24 George St., Dept. B, Cincinnati 2, Ohio.

When in Michigan See Us

Complete line of ALUMINUM WARE, ENAMEL WARE, SMALL APPLIANCES, TACKLE BOXES, EARTHENWARE, SPECIALTIES.

Discounts to Carnival People
Sample rooms open
NEW WAY ENAMELWARE & HARDWARE CO.
2412 20th St. Detroit 18, Mich.

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 MANUFACTURERS PHARMACEUTISTS established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
127 E. SPRING ST. Dept. X COLUMBUS 19, OHIO

"SALLY STORK"

Long-Legged Celluloid Stork, 10" high, flashy colors.
A "Natural" Prize for the Girls!
\$6.00 Doz.
Special prices to quantity buyers.
Sample, 75¢ postpaid. 1/3 Dep., Bal. C. O. D.
CHARLES WHOLESALE SUPPLIES
57 WEST 27 ST. NEW YORK 1

OAK-HYTEX

PATRIOTIC BALLOONS

July 4th Money Getters

Timely, Fast Sellers

PATRIOTIC ASSORTMENT Available in No. 9 and No. 11.
PATRIOTIC CIRCULAR STRIPES Available in No. 11.
See your jobber at once.
Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond label.

The OAK RUBBER CO.
RAVENNA, OHIO.

DEMONSTRATORS—RING WORKERS—ATTENTION!
OVER 1001 DIFFERENT RING NUMBERS IN STOCK!!!

1R106 White
1R107 Yellow
\$24.00 Gross
2.10 Doz.

1R104 White
1R105 Yellow
\$24.00 Gross
2.10 Doz.

1R100 White
1R101 Yellow
\$36.00 Gross
3.25 Doz.

1R102 White
1R103 Yellow
\$36.00 Gross
3.25 Doz.

... JUST OFF THE PRESS!
NEW ENGRAVING JEWELRY CATALOG
FEATURING THE MOST COMPLETE LINE OF FAST-MOVING JEWELRY

No. 2X1
\$22.50 Per Gross

No. 1X7
\$12.00 Per Gross

NO. 4X14—GOLD FINISH. . . . \$2.65 DOZ. | NO. 4X15—WHITE FINISH. . . . \$2.65 DOZ.

WRITE FOR CATALOG 103—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

LOOK AT THESE LARAE SPECIALS!

HEAVY MEXICAN RINGS \$10.80 Doz.
5 Popular Numbers

CIGARETTE EXTINGUISHER ASH TRAY, \$6.75 DOZ. PLATE LIFTERS New Stock \$1.90 Per Doz. 6 Fl.	Going Like Wildfire "BOTTOMS UP" Laugh Provoker \$2.50 Doz. \$18.00 per 100	BARREL NOVELTY AN OLD FAVORITE \$2.50 Doz. \$18.00 per 100	OSCILLATING DOGS Hilarious, Rocking Novelty. These are NOT Magnetic. \$2.50 Doz. \$18.00 per 100	ORIGINAL PIC-TEASE AND DERBY CARDS \$4.75 Per Doz. Packages
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25% WITH ORDER, BALANCE C. O. D. F. O. B. PITTSBURGH, PA.
LARAE INDUSTRIES, 2039 Fifth Ave., Pittsburgh 19, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND

ever since I was 15 years old. Personal contacts were swell in many places, but where is the super town with no worries or financial hardships? A modern Utopia is difficult to find. That's why I like it here. I may vacation elsewhere, but I always get back to Ohio and its industry. Things are going well. Prices are high, but the old equalizer will level it off soon. Took a recent trip to Sandusky, O., via Lorain, O., and noted a number of novelty workers on Route 22. Novelty workers did good business here during the Cole Bros.' Circus engagement."

Fancy Freddie says: "The pitchman learns his item's entire usefulness by constant practice and study."

JOE MANN . . . who recently invaded Chicago from St. Louis, left the Windy City after a brief stay and headed for Pittsburgh where he plans to work rad.

All the good towns aren't closed. You just have to be a good business man to work them.

"NOTHING WORKS . . . here on Sunday and pitchmen are conspicuous by their absence in this sector," letters Joe (Oddie Dottie) Colby from Courtenay, B. C. "Every spot here is a sneak spot and merchandise has been difficult to obtain. All American-made stuff is barred and you can patch any town with a stalk of celery. Because of the flooded conditions east of Vancouver Island, I'm leaving soon for Alaska. My advice to Paul Hauck and his organization is to be sure every member is a bona fide booster and not a knocker. Let's have some pipes from Speedy Hascal, Fred Judsmith, Mary Ragan, Charley Kasher, Tom Kennedy and Max Marstrom."

The pitchman has contributed to American business much in the way of accepted suggestive selling which cannot ever be appreciated by local merchants.

DALES BROS.

(Continued from page 63)

Daily Times, photographed the show and worked in clown alley.

Calliope Frankie is featuring a beautiful arrangement of Nature Boy in his pre-show concert. He also has been supplying back-ground music for the Tommy Bentley-Vivian Reeh singing duet. The latter promises to make a fine feature for the Wild Life Show Annex.

Billie Morgan hosted everyone with a watermelon spree recently. Bill Spake emceed the proceedings.

The Romig-Rooneys, Joe Scharoun and Jimmy Booth are no longer with the show. C. H. (Steve) Jordan from the banner department is acting 24-hour man.

Cora Davis is presenting her trap and spin routine in a featured spot of the show. Also receiving much acclaim from press and public is the Florenz Trio, composed of Flo McIntosh, Jerry Pressley and Thomas Bentley.

With the advance of hot weather, the sport is gin rummy. Practicing is now limited to the younger generation with Dian Pressley, Bonnie Davis, Patsey Reeh, Carol Altemose, Carl Balmer and Cheetah keeping the webs and ladders in constant action.

One of the busiest men on the show is Slim Biggerstaff, who performs umpteen duties with the show besides presenting his traps and contortion acts. Another busy beaver is Charlie Cuthbert, who drives the band bus and the musicmakers, handles press, banners, radio, mail and The Billboard.

Visitors: Glenn Henry and family, en route to the James M. Cole show; Louie Oczvirk and Al Bainbridge, who have formed a new bar act for fairs and club dates; the Sunset Ramblers, H. B. Heintz, Chester Drake and Danny Miller—GEORGE HUBLER.

POLACK EASTERN

(Continued from page 63)

and guffaws, for there stood Hanna, dressed as a French maid, and Elmer and Terry, with big black mustaches, garbed as French chefs, behind a seemingly endless row of tables laden with food. There was caviar, too.

Speeches were made by Rudy Ducky, who was welcomed into the club, and by Sam Polack.

The late Gene Randow emceed the show and headlining his array of sterling talent was June Wilbert, whose take-off on a burlesque cutie doing her first performance was sensational. Others participating were the Wilsons, the Boyds, the Pallenbergs, the Lewises, Kinko, Ray Wilbert, and Gene.

Opening night reflections—Charlie Post again finding himself the target for many unusual happenings. Flying cables, crashing hooks, soccer playing boxer dogs, performers, property men, all more or less ending up in the band's laps. Poor Charlie was harrassed beyond words. Hedy May, doing a new kind of web. The close proximity of the stage caused her to entangle in the guy wires of a near-by rigging.

Casualties—Darby Hicks, of the concession department, is in the Veterans' Hospital, Amarillo, for an operation. He will be there several weeks. Hans Erikson dislocated a shoulder, but was out for only one show.

There were two winners in the recent poll conducted by the writer nominating the best dressed woman on the show. They are Adrianna Lopez and Irene Lafferty. Adrianna received a gardenia corsage and congratulatory kiss (which was returned, oh boy!) for being the most glamorous, and Irene, a corsage of red roses, likewise a kiss, for being the neatest.

Fragments: The Polacks and Chester Stanley returned from the Coast. Irene Lafferty celebrated her birthday and received many gifts. Juanito Lopez has a new 1949 Packard. Conchita's daughter, Marsha Lewis's sister, Charlie Post's wife and Hanna Pallenberg's sister are visiting. Of all the impromptu broadcasts, the one the writer made prior to the opening, in a gasoline station, with a hillbilly band in the background, takes the cake. Speaking of music, Edythe Boyd's rendition of Nature Boy is enchanting.—BILLY BARTON.

COLE BROS.

(Continued from page 63)

tion to the ticket department is Joe Nelson.

Columbus, O., proved the bust of the bust of the season. The lot was next door to the Red Birds' ball park and the club played three games while we were there, including a Sunday double header. Winn Partello had a big day in his hometown of Mansfield, entertaining relatives and friends. The Cristiani boys practice their new horses between shows. They are going to have some fine rosinbacks. I wish there were horses like that when I was riding.

One for the books: Tony Concello and Eileen Harold are in the same hospital for the same operation and have the same doctor. I don't know, but I think both have their right arms in slings. The girls are in the 57th Street Hospital, New York.

Visitors: Mr. and Mrs. Tom Gregory, Ted Deppish and his trusty camera; Pete and Florence Mardon, Carl E. Elwell, Mrs. Jannie (Mum) Langhurst, Clarence Alspack, and Freddie Freeman III, who flew from London, Ont., with his mother to say hello to his grandparents. The girls on the show wish to say thanks to Mum Langhurst for those nice handbags.—FREDDIE FREEMAN.

POLACK WESTERN

(Continued from page 63)

infant son, is recuperating from an eye operation. Thomas K. Upton entertained with interesting movies of the Polack org's past shows. After a visit to Seal Rock, Roland Tiebor reminded his flipped hams how lucky they are to be trouping with Polack Bros. Slivers Madison rejoined the Aching Back Club when his sacroiliac was displaced during a performance with his elephant charges. The great Francisco received plenty of oh's and ah's with his sway pole almost touching the auditorium's ceiling. Friends of Don Dorsey and Jack Klein from the local niteries were on hand for several performances.

Ross Paul's younger brother, Don,

returned home after an extended visit where he predominated in Truzzi's popcorn gag. Also leaving for a few weeks' vacation are concessionaires Lee Gohosky and Mike Nidos. Mike Healy cleaned up on the chameleon board and Reggie Reppart's novelty stand was focused in a spotlight all week.

Visiting from the studios of Hollywood were the owners of the MGM elephants, Frank Whitbeck, George Emerson and Louis Goebels; and Mr. and Mrs. Eddie Silbon, who were celebrating their 54th anniversary.

An excellent promotion job was handled by A. E. (Buck) Waltrip, setting a new record with 67 single banners and the largest program in the history of this date. A capacity crowd was on hand for the opening performance.—HAROLD BARNES.

TOP THE MIDWAY WITH MYCO SUPER VALUES



Whips . . .

Medium Hawaiian Lei, Flashy Colors	\$ 3.00 Gr.	All Plush Jumbo Bears, 30 inch	\$36.00 Dz.
Large Hawaiian Lei	8.50 Gr.	Stuffed Cuddly Doll	
Comic Hat Bands	12.50 M	Sensational Intermediates	4.50 Dz.
Worth Baseballs	2.25 Dz.	Jojo Monkey, Asst. Colors	9.00 Dz.
Swagger Canes w/Tassels	9.00 Gr.	Pedro Clown, Asst. Colors	15.00 Dz.
Ball Top Swagger Canes	10.50 Gr.	Trombones	1.80 Dz.
Red, White, Blue Bell Batons	15.00 Gr.	Dart Balloons #5	.90 Gr.
Cowboy Lash Whips	12.00 Gr.	#9 Balloons	3.00 Gr.
Mexican Challo Hat	24.00 Gr.	#9 Round Mottled Balloons	6.50 Gr.
Spanish Hats	30.00 Gr.	#9 Cat Mottled Balloons	5.50 Gr.
Cowboy Hats	36.00 Gr.	#14 Cat Mottled Balloons	9.50 Gr.
Fur Tails, Medium	15.00 H	Balloon Reed Sticks	.75 Gr.
Fur Tails, Jumbo	35.00 H	Flying Birds, Real Whistlers	9.00 Gr.
Assorted Color Pocket Combs	1.50 Gr.	Jo Jo Monkey	21.00 Gr.
6 1/2 Inch Composition Dolls	15.00 Gr.	Jingle Bell Monkey, With Fur Tails	27.00 Gr.
Feather Plume Doll Dresses	9.00 Gr.	Large Fur Monkey	6.00 Dz.

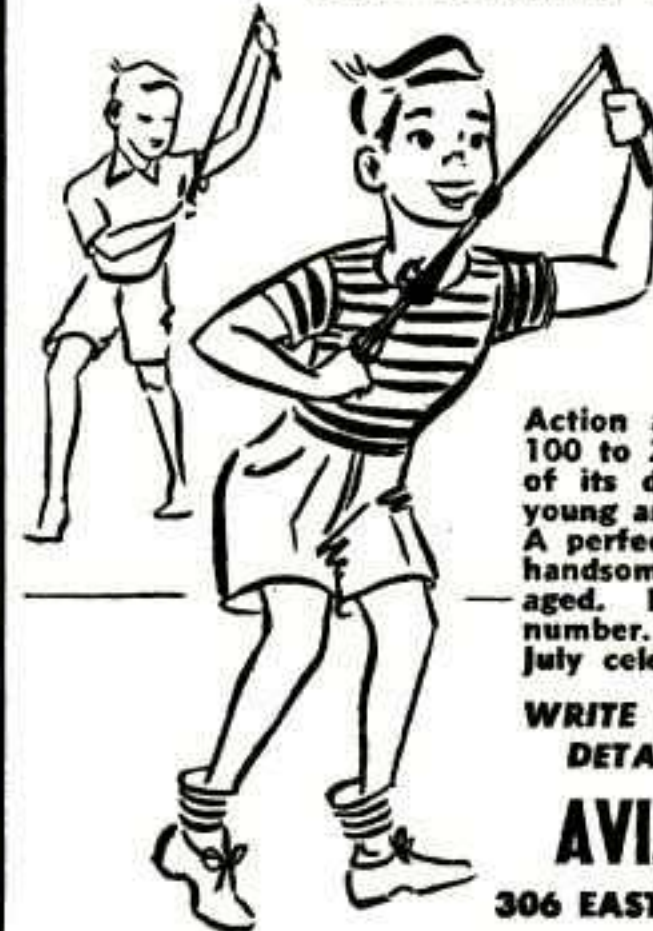
25% Deposit With All Orders, Balance C. O. D.

MILTON D. MYER COMPANY

332 Third Avenue THE UNDERSSELLING SUPPLY HOUSE Pittsburgh 22, Penna.

AMERICA'S NEWEST SENSATION

THE ARROW PARACHUTE



An Arrow — a Nylon Parachute—and a Sling Shot—all in one.

Action all the way!—shoot the arrow 100 to 200 feet into the air—the thrill of its descent will draw the crowd— young and old will want one. A perfect 50¢ to \$1.00 seller—offering handsome, quick profit. Colorfully packaged. Excellent carnival and holiday number. Immediate delivery for 4th of July celebrations.

WRITE FOR QUANTITY PRICES AND DETAILS. MANUFACTURED BY

AVIATION PRODUCTS CO.

306 EAST 39TH STREET, NEW YORK 16, N. Y.

World's Largest Manufacturers of Carnival Baseballs. Write for Samples.

SENSATIONAL VALUES!!!

• 240 28" RAYON PLUSH BEAR \$27.00 Assted. Colors Per Doz.

CARTON OF 2 DOZ. ONLY \$50.00!

• 252 30" Real Fur Grizzly Bear, \$42.00 Per Dz. Assted. Colors.

Special Set-Up for Jobbers. | SALESMEN: Choice Territories Still Open! Write Now!

• Send for latest folder "B" and price list listing over 100 outstanding numbers in fur and plush.

Mention Billboard to get these special low prices!



ACE TOY MFG. CO. 122 WEST 27 STREET NEW YORK 1, N. Y.

HOT BINGO ITEM

Complete Fishing Kit, made by Ocean City Cub Set, consists of the following items: Rod, Reel, Spinner Hooks, Cork, Sinker; all in handy carrying case. 12 to Case—Per Case, \$12.00. Sample, \$1.50 Postpaid, 25% Deposit on C. O. D.'s.

M. G. NOVELTY CO.

19 S. WALKER STREET OKLAHOMA CITY, OKLAHOMA



**FLASH!
LOOK!**
The
Greatest
Novelty
Sensation
Multi-Color



ATOMIC TOPPER

"The Whirling Whirlwind"

Fast Action 39c Retailer

Stupendous—sensational—all plastic—air cooled—feather weight. A fun producing thriller for boys and girls alike.

RUSH YOUR ORDER Stock heavy for fast selling action. TERMS: Cash with order or 25% deposit with order, balance C. O. D.

PRODUCTS INDUSTRIES

330 S. Wells St., Dept. BB-1
Chicago 6, Ill.

**YOUR COST
Only**
\$ 2.32 DOZ.
\$13.50 6 DOZ.
\$25.50 12 DOZ.
F.O.B. Chicago

JOBBER!

AGENT!

DISTRIBUTOR!

SMOKE CURLS
UPWARD →

LOG CABIN ASH TRAYS SELL ON SIGHT!

Really new and novel! A natural for homes, schools, resorts, lodges, taverns, curio shops, etc. An easy demonstration sells them! Beautifully made of genuine Art-Stone in the shape of a rustic log cabin. Cigarette smoke curls realistically through chimney of the removable roof. There's room for a full pack of cigarettes and matches. Hand finished in attractive antique effect. 8x4x3 3/8-inch size. Individually boxed, packed 12 to a carton. Your cost \$10.80 per doz. FOB Chicago; fair trade at \$1.98 apiece. Send for free money making details. Only \$1 brings you sample demonstrator. Immediate delivery. We want representatives.



Write for Quantity Discounts!

DISPLAY NOVELTY CO. Dept. B
58 W. LAKE ST., CHICAGO, ILL.

CREW HAT WORKERS, ATTENTION

Two Tone Crew Hats, \$5.50 a Dozen; \$63.00 a Gross

Felt Crew Hats, First Quality, Assorted Colors,
\$3.50 Dozen; \$36.00 a Gross

THESE HATS ARE THE FINEST MADE IN THE COUNTRY

We ship same day. 25% deposit required.

HARRIS NOVELTY CO.

1102 ARCH STREET

PHILADELPHIA, PA.

"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
Novelty Rubber Shimmie Dancers. Doz. 70c. Hundred \$5.00.
"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.

WRITE FOR OUR LATE CIRCULAR NO. 248

New Low Prices on All Carnival Merchandise

MIDWEST MERCHANDISE CO.

1010 BROADWAY
KANSAS CITY, MO.

FOR SALE

We have 42,000 pieces of SLUM that we purchased from New York Mide. Co. at regular price of 3,000 pieces for \$25.00 that we offer at 3,000 pieces for \$18.00, or entire lot for \$200.00. This has never been unpacked and in original cases. Good assortment Jewelry, Key Chains, Cosmetics, etc. Also offer After Dinner Mints in cellophane bags, attractive package, regular 5¢ seller. Special close-out at 1¢ per bag. 24 bags to box and 24 boxes to case.

SPECIALTY SALES CO.

North, S. C.

ENGRAVERS!

BUY DIRECT FROM ORIGINATOR

Massive All-Alum. Ident.
\$3.50 Doz. \$40.00 Gross.

Other New Items—Send for Catalog.

MILLER CREATIONS MFR.
6628 Kenwood Ave. Chicago 37, Ill.

CONCESSIONAIRES

WHILE IN CINCINNATI

Plasterto 35¢ ea.
Swagger Canesto \$ 9.00 gr.
Plush Bears, 27" 35.00 doz.
Boudoir Dolls..... 42.00 doz.

BROWN NOVELTY CO.
1006 Central PA 3484

ELGIN-WALTHAM

Rec. Mov., 12 or 16 size—brand new cases
Chromium case, boxed.

7 Jewel \$9.75

15 Jewel \$11.75

17 Jewel \$13.75

All Watches
Quaranteed.
Minimum order,
3 Watches.
25% Deposit.
Balance C.O.D.
1948 Catalog
Now Ready



IRVING BERK 145 W. 45th St.
New York 19, N. Y.

TRICKS

CUPS & BALLS ILLUSION—Sample \$1.00
ORIENTAL RING ILLUSION—Sample .50
JOBBER AND PITCHMEN
Send for Samples and Quantity Prices.

SEMCO PLASTIC CO.

1515 N. Broadway, St. Louis 6, Mo.

LOOK! ENGRAVERS!

Are you looking for low-priced Engraving Articles? We have Bracelets, Whitestone Rings, Signet Rings, Grab Bag Stock at very low prices. If you are looking for cheap articles, we have it! Send \$2.00 for samples.

MILWAUKEE NOVELTY CO.

224 Metropolitan Block MILWAUKEE 3, WIS.

**Weather Crabs
Holiday Biz at
Eastern Spots**

(Continued from page 59)

by Fred Murray wound up the park's week-end festivities and kept the crowd on the midway until closing time. Jose Basile's band and chirper Bubbles Ricardo gave with special patriotic melodies.

Asbury Park, which normally should have drawn a big week-end influx from near-by New York and Newark, drew only an estimated total of 110,000 for the three-day holiday week-end.

Away from the Atlantic Coast, apparently the holiday week-end weather was more favorable. Prexy A. B. McSwigan, of Kennywood Park, Pittsburgh, reports that while it was cloudy Saturday (29) and cool at night, the weather conditions were good Sunday (30) and Monday (31), altho on the chilly side at night. Attendance this year was approximately the same as last year. Saturday and Sunday each drew gates of 20,000, while Monday's attendance hit 25,000—a week-end total of 65,000.

Rolling Green Tops

Weather conditions at Sunbury, Pa., were also better than in the coastal regions. Owner - Manager R. M. Spangler, of Rolling Green Park, reports that attendance this year topped that of last year's Decoration Day week-end. Despite some rain Saturday (29), the park drew an estimated 2,500. Sunday (30), cloudy and cool, netted a turn-out of 24,000, while Monday, with ideal weather, brought out 20,000—a three-day total of 46,500. Rolling Green Park has been open week-ends since May 1. Altho week-end weather has been anything but favorable the park's business so far approximately equaled that of last year.

Reports from Idlewild Park, Ligonier, Pa., indicated rain Saturday (29) and cold weather on all three days of the holiday week-end. Vice-President C. C. MacDonald estimates attendances as follows: Saturday, 10,000; Sunday (30), 12,000, and Monday (31), 15,000—a total of 37,000, which was below that of last year when weather conditions were good.

Compounce 1/2 Off

Secretary Julian H. Norton, of Lake Compounce at Bristol, Conn., reports that this year's Decoration Day week-end was one of the worst holiday week-ends, insofar as weather conditions are concerned, that he can remember, with steady rain Saturday (29) night and intermittent showers all day Sunday (30) and Monday (31), but the fireworks display Monday was held as per schedule. Dancing did very well on all three nights. Rain on all three days held down attendance to an estimated 10,000 Saturday, 8,000 Sunday and 12,000 Monday. A three-day total of close to 30,000 was just about half of the total for the three-day Decoration Day week-end last year.

Ed Carroll, owner of Riverside Park in Agawam, Mass., bemoans the fact that the Eastern Seaboard has been beset by foul weather for the past two months, climaxed by rain on all three days of the holiday week-end. Estimated attendances at Riverside were Saturday (29), 4,000; Sunday (30), 6,000, and Monday (31), 10,000. The three-day total of 20,000 was a third less than that of the Decoration Day week-end of 1947, but the slump was definitely due to the weather, since a five-minute token appearance of the sun on Monday afternoon hyped attendance immediately. The preview of Carroll's new stadium attracted a good turn-out.

Fitchburg Dittoes N. Y.

Whalom Park in Fitchburg, Mass., reports weather conditions similar to

those in the New York area. According to General Manager H. D. Gilmore, fair weather Saturday (29) drew attendance equal to that of last year; rain Sunday (30) killed off the turn-out, and cloudy skies Monday (31) netted a larger crowd than that of last year's Decoration Day. The total attendance for the three-day week-end was under that of last year's Decoration Day Period.

Ocean Beach at New London, Conn., drew an attendance of 6,000 Saturday (29) with good weather prevailing, but laid goose eggs both Sunday (30) and Monday (31) when rain washed out attendance. Ocean Beach is a de luxe beach resort and primarily a swim and tan spot depending on fair weather to bring out the crowds. J. K. Balentine and William R. Canty, directors of activities at Ocean Beach, report that Saturday's attendance topped that of Decoration Day last year, when the gate registered only 1,505.

HOTTEST
SPECIALTY OF THE YEAR!
**NOVELTY MEN!
SPECIALTY MEN!
STREET MEN!**
Sell These
Folding Umbrellas

19" Long!
14" Spread!
\$2.00
Doz.
Minimum Order 6 Dozen

Sells Like **HOT CAKES!**
American made of HEAVY print paper with crepe fringe trim. Opens and closes like a real umbrella . . . **REALLY WORKS!** Ass't colors. 25% deposit required on all orders, balance C. O. D.

ORDER NOW—QUANTITIES LIMITED!
KRAVITZ & ROTHBARD
720 E. Baltimore St. Baltimore, Md.

RING VALUES

No. AR3 \$22.50 Per Doz. 1/30 14K R.G.P.
No. QR10 \$20.00 Per Doz. 1/20 12K G. F.
No. KR17 \$18.00 Per Doz. 1/30 14K R.G.P.
No. DR10 \$18.00 Per Doz. 1/30 14K R.G.P.

1948 Catalogue FREE
Please State Your Business

SUPERIOR
JEWELRY COMPANY
740 SANSOM ST., PHILA. 6, PA.

SALESBOARD SIDELIGHTS

Reuben Berkowitz, Bee-Jay Products, Inc., Chicago, picks out firm's new Voter's Choice dime play board this week for a plug in print. Reuben

backs up his enthusiasm on initial reception of the new number by saying "what player can find fault—he has the elephant and the donkey staring him in the face!" This in reference to the illustrations on the board's punching area. Bee-Jay is shipping the new board upon receipt of order, Reuben states.

PUSH CARDS

50c
50c

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.

Universal Manufacturing Company, Inc., Kansas City, Mo., leading jar game producer, general manager by Joseph Berkowitz, reports that its new bingo item, Nu-Play, using from 1,000 to 1,260 tickets, is piling up orders. The foot-long by 3 1/2-inch high by 3 1/4-inch deep box containing the tickets makes a neat counter piece. . . . Charles Leedy, traveling sales manager of Gardner & Company, Chicago, is due in Seattle this week-end on another leg of his extensive Western trip.

Harlich Manufacturing Company, Chicago, saw sales director Manny Gutterman off on a two-week tour of the East Tuesday (1). Firm's sales manager, Sam Feldman, took off with his family for a short vacation jaunt over the Decoration Day week-end. Visited Minneapolis. Sam says Harlich is debuting a new series of coin boards this week. . . . Harold Boex, Pioneer Manufacturing Company (Chicago) vice-president, left town Wednesday (2) on a 10-day to two-week journey thru the South. Harold is again driving over the highways. Pioneer's secretary, Rosemary Namyst, is continuing to keep Pioneer staffers and phone customers happy with her prompt cheerful courtesy.

Dave Rice, Empire Press (Chicago) vice-president, upon returning from his Wisconsin fishing jaunt last week-end, is preparing a 10-day plane trip thru four Western States. . . . The McNamara Company, Chicago, continues to relay word that its Color-Ado sales-board stands, with variety of insert pellet boards growing weekly, is receiving steady interest in the trade, both operator and location-wise. Brothers Walter, Philip and Bill McNamara are actively rooting for a continuation of same, with their sales and production chores being taken in stride.

Art Paule, handling inside sales of A-P Distributing Company, reports that the line of bronze horses is selling well. He adds that the Tri-State ticket line is becoming better known weekly. This is due to the "accuracy of the numbers and the quality of paper used," he says. Carl Trippe is the lad handling A-P Distributing outside sales. Carl is major-domo of Ideal Novelty Company, occupying same headquarters as A-P Distributing.

EMPIRE

FOR THE *Finest*
in SALES BOARDS

WRITE FOR CATALOGUE

EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

IMMEDIATE DELIVERY!

Original

JAR O-DO

**BINGO TICKETS
RWB TICKETS
PAD DEALS**

And all other Universal Products.
FAST DELIVERY — AT FACTORY PRICES
Write or Call

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 21 PA
LOmbard 3-2676

SALESMAN WANTED

To handle reputable Parts and Supply Line.
PROTECTED TERRITORY
BOX 178, c/o The Billboard Pub. Co.
155 No. Clark St. Chicago 1, Ill.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.80
980	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
980	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.80	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 28.80	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes 1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 840 COLUMBIA SALES CO. 302 MAIN ST. WHEELING, W. VA.

NEW BINGO!

BINGO -NU-PLAY- BINGO

88 Winners — 14 WAYS TO BINGO — 88 Winners

NUMBERS: 258, 264, 277, 288, 299, 306, 311, 322, 333, 344, 355, 366, 377, 388, 399, 400, 411, 422, 433, 444, 455, 466, 477, 488, 499, 500, 511, 522, 533, 544, 555, 566, 577, 588, 599, 600, 611, 622, 633, 644, 655, 666, 677, 688, 699, 700, 711, 722

READING UP DOWN DIAGONAL AL FORWARD BY REVERSE EACH BINGO RECEIVED \$1.00

READING UP DOWN DIAGONAL AL FORWARD BY REVERSE EACH BINGO RECEIVED \$1.00

NUMBERS: 11-22-33-44-55, 66-77-88-99-100, 111-122-133-144-155, 166-177-188-199-200, 211-222-233-244

25c 50c

NU-PLAY BINGO

TAKES IN 1000 TICKETS @ 5¢ \$50.00
PAYS OUT (ACTUAL) 40.00
PROFIT (ACTUAL) \$10.00

Can Also Be Used With 1020, 1080, 1200 or 1260 Tickets for More Profit.

Appearance When Closed—Actual Size 3 1/4"x3 1/2"x12". This is a Complete Deal. No Cards or Stands To Bother With. Excellent for Closed Territory, Wagon Men, etc.

Write Today for Free Literature and Discounts

UNIVERSAL MANUFACTURING CO., INC.
"THE WORLD'S FOREMOST MFR. OF JAR GAMES"
405-411 E. 8TH STREET KANSAS CITY, MISSOURI

For Fast, Dependable Service in the States of Ohio and Pennsylvania. Send Your Orders to

UNIVERSAL-BEE JAY PRODUCTS
EUCLID AVE. AND E. 57TH ST. CLEVELAND 3, OHIO

Gardner's DIE-CUT SEAL BOARDS

360 POSITIVE SAWBUCKS
DEFINITE PROFIT
ALL 36 SEALS GO
EXTRA THICK—6 NOS. ON A TICKET

TAKES IN: \$90.00
PAYS OUT: \$53.00
DEFINITE PROFIT: \$37.00

360 GOLD SEAL SPECIAL
10¢ PLAY
6 NOS. ON A TICKET

TAKES IN: \$36.00
PAYS OUT: \$17.84
AVERAGE PROFIT: \$18.16
MAXIMUM PROFIT: \$26.00

WRITE FOR CIRCULARS ON NEW DIE-CUT SEAL BOARDS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

SALESMAN

Now calling on Salesboard trade can add considerable to income by handling sensational Abbott Wares Horse Radio and Horse Clock.

Direct Factory Representation. All Replies Held in Strict Confidence.

BOX 180, c/o THE BILLBOARD PUBLISHING CO.
155 N. Clark St. Chicago 1, Ill.

NEW LOW PRICES!

PUNCH BOARDS

Table listing various punch board models and their prices, including 'EVERYTHING GOES', 'JACK IN THE BARREL', 'THE \$64 QUESTION AND ANSWER GAME', etc.

THE FOLLOWING BOARDS WILL BE AVAILABLE WITHIN 3 WEEKS. NICK-A-NICKEL, PLAY BALL, BEAT THE KITTY, SAWBUCK SPECIAL.

Terms: 25% Cash—Balance C.O.D., F.O.B. Chicago. R & B NOVELTY CO. 2319 BROWN AVENUE EVANSTON, ILLINOIS

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.

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines. A-1 BUYS!—CANDY, CIGARETTE, GUM, PEANUT, Popcorn, Sanitary, Scales, Stamp Machines, Folders. AA-1 BARGAINS—50 ASCO 5c HOT NUT MACHINES, reconditioned, \$15 each.

A Winner... 'TWO OF A KIND' The Latest in COIN BOARDS with PLAYING CARD TICKETS. 1200 R. M. Holes. 25c Play-Thick. FORM NO. 12310. Takes In \$300.00, Ave. Payout \$215.50, AVE. PROFIT \$84.50.

SALESBOARDS AND TICKETS ALL ORDERS SHIPPED SAME DAY RECEIVED. 2170 5¢ R.W.B. Singles, \$1.10; 5-Fold, Def. \$36.50 \$1.35. GIANT-HOLES 15 Ass't. Nos. 6 FOR 25c and 3 FOR 10c SPECIAL \$2.50 each.

INTERNATIONAL TICKET SCALES—LIKE Woolworth uses, good appearance. Original cost, \$250; twenty at \$75 each. Large supply tickets, 50c per thousand. Austin Scale Co., 4120 Austin, Houston, Tex.

LYNCH SETS MARKS (Continued from page 48) capacity outgoing bus and train facilities. Among those making radio appearances were Helen Howe, "princess of dynamite"; Captain Frakes, who presents the act; Jimmie Lynch Jr. and Jimmy Van Cise.

Galentine NOVELTY COMPANY. FAST SELLING SALESBOARDS MERCHANDISE DEALS JAR-O-DO TICKETS. ALWAYS A SQUARE DEAL WITH GALENTINE. 520 EAST SAMPLE ST. SOUTH BEND 18, INDIANA

SALESBOARDS LARGEST SELECTION IN THE NATION LOWEST PRICES. FREE: 64-Page Illustrated Catalog. PROFIT MFG. CO. 50-11 40TH STREET LONG ISLAND CITY 4, N. Y.

Table listing immediate deliveries with columns for Holes, Name, Profit, and Price. Includes items like 400 5c Dollar Bd., X.Tk., 1000 25c Charley, etc.

WORLD'S BEST BOARDS, TICKETS, CARDS DELUXE MFG. CO. DeLuxe Building Blue Earth, Minn. PUSHCARD OPERATORS Start making \$200 a week without investing one penny. Details FREE. MAMMOTH SALES 1311 Widener Bldg. Philadelphia 7, Pa.

COIN LEGISLATION COOLING

Outdoor Arcades Cash In On Heavy Holiday Business

CHICAGO, June 5.—Penny Arcades, both those with carnivals and those in amusement parks, are in for a big year if bellwether signs, hung up on the Decoration Day week-end, hold true. Except where rain curbed attendance, crowds poured down midways in a spending mood and arcades got their share.

In Chicago, Art Moss, general manager of three arcades at Riverview Park, saw 101,091 people come thru the turnstiles during the three days. Decoration Day crowd was 51,575, second largest crowd in history of the park. In Milwaukee more than 35,000 visited Wisconsin State Fair Park during the three days to beat last year, Jack Reynolds, assistant manager, reported. State Fair Park, Dallas, drew 95,000, which was a 15 per cent increase over 1947. Fifteen thousand (3,000 more than '47) thronged Wendona Beach Park, Bay City, Mich., on Decoration Day, and 35,000 was the week-end total despite cold weather Saturday which O. D. Colbert, manager, said held visitors at home. In Vermilion, O., Crystal Beach Park drew 10,000 on Decoration Day.

The rain hampered attendance on both Coasts, crowds were still considered good, and arcade operators were pleased with play. At Virginia Beach, Va., despite a cloudy Saturday and Sunday and rain on the holiday, 31,000 people took in Seaside Park. Whitney's Playland, San Francisco, was hit by Decoration Day rain and business was off last year's mark. In Utah, however, with fair skies, parks reported capacity biz.

Two reports from carnivals playing the Midwest are typical of all.

Set Final Stage For New York's Game Situation

NEW YORK, June 5.—New York's campaign to outlaw coin-operated games from city locations by law moved into its final stages this week as the City Council's Committee on General Welfare reported out favorably an administration-sponsored bill affecting gaming and amusement devices. This is the same bill, plus minor amendments, which was introduced April 30, and on which a public hearing was held May 6 (*The Billboard*, May 15).

With the passage of the measure deemed probable when the council meets next Tuesday (8), or by the following week, industry leaders indicated that the law's constitutionality is certain to be questioned by court action. They stated again, as they did at the public hearing, that the proposed law was a clear case of discrimination against a lawfully conducted business.

Thus, as an additional court fight loomed on the local games' horizon, coinmen tried to weigh the possible effect of passage of the bill on the trial, scheduled to begin next week, (See *Final Stage* on Page 119)

John R. Ward Shows, Rockford, Ill., had about 12,000 on the lot Decoration Day. At Cedar Rapids, Ia., Al Wagner's Cavalcade of Amusements reported the biggest Decoration Day since he entered the carnival business. Kid matinee Saturday set a record for the carnival. All rides, shows and Penny Arcade got heavy play.

These reports are regarded as testimony to the fact that people are spending money for amusements and that Penny Arcade operators have reason to foresee good business. Given the weather on week-ends, the season could easily turn into one of the best on record.

Profit, Steady Progress Shown By Mills Report

CHICAGO, June 5.—Steady progress was indicated in a financial report issued this week governing Mills Industries' over-all operations for the month ended April 30. Total sales during the month were \$1,348,637.48, a substantial gain over 1,199,825.93 announced for the previous month.

Other evidence that the firm was doing a strong job in effecting economies in production was shown by the fact that the latest report showed a net profit of \$29,810.76, compared with the March loss of \$53,152.72.

A. E. Traganza, Mills executive vice-president and general manager, explained that the increasingly strong position shown by the firm was made possible by reducing overhead in general. As examples, he pointed out that factory expenses for April were reduced \$173,000 compared with the monthly average for 1947. Other (See *Mills Report* on Page 119)

Perc Smith Dies, Ending Career of Pioneer Coinman

CHICAGO, June 5.—P. C. (Perc) Smith, vice-president and arcade sales manager for Exhibit Supply Company here and one of the industry's best-known and most active pioneers, died at his home in suburban Oak Park last night after an ill-



ness of more than a month. Burial will take place Monday (7) in Oak Park.

Smith joined Exhibit Supply's sales organization 30 years ago. He remained in continuous service with that firm until his death and was widely recognized as one of the industry's outstanding authorities on arcades. Born April 13, 1877, in Binghamton, New York, Smith had previously been associated with the Meade Cycle Company, Chicago, and with the sales staff of Mills Novelty. While with the Meade firm, he went (See *Perc Smith Dies* on Page 119)

Scott Bill Seen Doomed

Important industry issues in committee as Congress prepares for adjustment

WASHINGTON, June 5.—With Congress approaching adjournment, not a single major bill directly affecting the coin machine industry has been enacted, altho it appears certain that a half-dozen currently moribund measures will be revived in the new session.

Most of the measures are now hopelessly bottled up in committee, and only one is given the slightest chance of passage. This is the measure (See *Legislation* on Page 107)

British Coinmen Set Dates for '49 Convention

LONDON, June 5.—Dates for the 1949 convention of English coinmen have been set by the board of directors of the Amusement Trades Exhibitions, Ltd., for February 22, 23 and 24. Place will again be the new Royal Horticultural Hall.

While many groups sought to move the convention to an earlier date, directors were unable to secure suitable accommodations for any but those selected.

This will be the third post-war convention for British coinmen. Last year's event, held same weeks and at same place, was somewhat curtailed by electricity cutbacks necessitated by fuel shortage. Nevertheless, event attracted buyers from all parts of the Isles as well as from France, Holland and Belgium.

CMI Promotes Football Game

Boston Pinball Permits Delayed For Second Time

BOSTON, June 5.—Altho Boston's pinball ordinance became effective Tuesday (1), issuance of permits to operators will be held up for at least a week pending preparation of an amendment allowing minors 17 to 21 to play. Present version of the ordinance excludes all under 21.

Charles H. McGlue, supervisor of pin licenses, claims "there is no reason such persons should be excluded from arcades and amusement centers."

Pending amendment will also specify just where pins may be installed outside jurisdiction of the Boston licensing board.

2 Bits for Cancer

MINNEAPOLIS, June 5.—Dave Gottleib, president of the Coin Machine Industries, Inc. (CMI), will turn pitchman when he attends the grand opening of the new Hy-G Music Company headquarters here Wednesday (9). Gottleib and Hy Greenstein, owner of the distributing firm, will set up a photomat machine at the party, and will ask all coinmen attending to have their pictures taken, at a quarter a toss. With more than 200 visitors expected, Gottleib and Greenstein expect to raise in excess of \$50 thru the machine—with all proceeds to go to the Damon Runyon cancer fund.

Cancer Fund Will Receive All Proceeds

Chi's First Bowl Game

CHICAGO, June 5.—Coin Machine Industries, Inc. (CMI), this week assured the city of Chicago its first football "bowl" game when arrangements were completed to bring two outstanding collegiate teams to the city next winter. The move is being promoted by CMI in order to raise funds for the Damon Runyon Cancer (See *CMI Promotes* on Page 119)

WHAT ABOUT SHOE SHINERS?

Spot Survey Reveals Most Units Installed on Coast

Elsewhere operators adopt "watch-and-see" attitude pending proof on location—improvement of machines bids well for future of shiners as service venders

CHICAGO, June 5.—Automatic shoeshining machines, after months of big-figure production talk with few location installations to back up the output statements, may be on their way to widespread public location and operator acceptance. But the shoe shiner still has to prove itself to most operators before its future, either as a novelty or as a genuine service vender, is established. These are the frank opinions gleaned this week from a spot survey made by *The Billboard*.

Announcement of improvement in the shiner's cleaning and polishing action made recently by manufacturers could mean that this type of

equipment will hold a permanent place in the automatic merchandising industry even long after the novelty has worn thin.

But in most parts of the country, except the West Coast, operators are still skeptical of the machine's earning power and practicality. This (See *Survey Reveals*, opposite page)

Atlantic City Cig Ops Mull Answer to Pricing Problem

ATLANTIC CITY, June 5.—When New Jersey's 3-cent-per-pack Cigarette tax goes into effect July 1 it will present a double-barrelled problem for this resort city's cigarette merchandising firms. Some operators, rather than go to 23 cents, intend to convert their equipment to a quarter price, but most are still debating the advisability of jumping a nickel above the current 20-cent price.

After July 1, operators will be paying a total of 5 cents State and local taxes—3 cents to the State and 2 cents to Atlantic City under the municipality's existing tax law.

Normal selling price of cigarettes now is 19 or 20 cents, with all vending operations pegged at the higher price because operators maintain the cost of penny packs would eat into profits.

Earlier, cigarette merchandising firms were unsuccessful in their attempt either to have the Atlantic City 2-cent levy removed entirely or to hold the State tax to 2, rather than 3 cents.

Sol L. Kesselman, executive director and counsel for the Cigarette Merchandisers of New Jersey, protested the 3-cent tax levy. Kesselman said New Jersey now accounts for nearly 12 per cent of the nation's cigarette sales, largely because surrounding States had high State cigarette levies. New York, for example, has a 3-cent levy and Pennsylvania, 4 cents. Kesselman argued that if the New Jersey tax were as

Massages Go Automatic -- What Happens to the Poor Masseuse?

NEW YORK, June 5.—With production of Massage-o-Mat, the coin-operated massage device, currently at a level of 300 units a month, Abe Benjamin, president of the Massage-o-Mat Company, disclosed this week that 50 of the newly introduced machines have been placed on location here. On location in beauty parlors, reducing salons, athletic clubs, department stores (for employee use) and similar establishments, the 50 machines are the initial delivery to an operating firm which has been given an exclusive franchise for the city's five boroughs, he stated.

Device, which offers 15 minutes of massage for 50 cents, is basically a canvas-covered couch in which 270 separate rollers, traveling back and forth, exercise massage action. Can be used to massage any part of the body, depending on which position the user lies. Rollers rest on springs and thus conform to individual body contours. Pressure is dependent entirely upon user's weight.

At the same time, Benjamin announced his firm's new distribution policy which permits partial financing of equipment thru operating revenue, and promotional aids the parent company is preparing to aid franchise operators in boosting take.

Down Payment One-Half

Typical of the contract provisions under which the massage machine is offered to operators, the New York franchise holder (name withheld) pays half the full cost of each unit upon delivery. The remainder can be paid out at the rate of \$5 a month, or by setting aside 10 per cent of the operators' take, whichever is higher. When the full purchase price is paid, the operator is complete owner of the machine and under no financial obligation to Massage-o-Mat Company.

When the machine was first introduced at the International Beauty Show (*The Billboard*, April 17), the plan of the firm was to require a royalty payment per machine from each operator for the life of the franchise agreement.

The present plan does specify, however, that the operators do not resell their equipment direct to locations. Contracts, as in the New York case, are to be signed for a period of 10 years, the duration of Massage-o-Mat's patent rights.

Test of Earning Powers

To enable prospective franchise holders to judge the machine's earning powers by actual location use, Massage-o-Mat Company will sell them small numbers of the units, far below the area's potential, together with an option for a full franchise (See *Automatic Massages!* page 105)

Stoner Unveils New Model '80'

AURORA, Ill., June 5.—Stoner Manufacturing Corporation introduced this week its new Univendor Model "80," a four-column general merchandise and sandwich vender. Machine was built to meet needs of industrial locations for a machine capable of vending sandwiches, cookies, doughnuts, pouch tobacco and other general odd-sized items, Bip Glassgold, sales manager, stated.

Standard features of the Univendor line incorporated in the new machine include merchandise selectivity, permitting dispensing of merchandise in any three combinations of 5, 10, 15 and 20 cents. Quarter coin mechanism, vending any three combinations of 25, 50 and 75 cents or \$1, is optional at extra cost.

New machine was held to four columns deliberately, Glassgold pointed out, to keep down the size and thereby gain access to many desirable spots in plants into which a larger sized machine cannot fit. Each measuring 5¼ inches wide by 5¾ long by 15/16 high, column has 20 compartments, thus giving the machine an over-all capacity of 80 items. Customers can see exactly what they are buying thru (See *STONER INTROS* on page 105)

First DuGrenier Shipments Start Later This Mo.

HAVERHILL, Mass., June 5.—First shipments of DuGrenier Candy Man bar vender are scheduled to be delivered to operators later this month, officials of Arthur H. DuGrenier, Inc., revealed here last week.

Machine is the same that firm formerly manufactured before the war and has been put back into production because of the number of requests firm has received from operators who still have them on their routes, Blanche E. Bouchard, secretary, stated.

Vender has 72-bar capacity and displays and vends 12 varieties of candy. Machine is available in blue, green, brown, white and gray finishes.

Problems, Solutions Outlined At L. A. NAMA Regional Meet

LOS ANGELES, June 5. — Nearly 150 members and guests attending the third annual meeting of the National Automatic Merchandising Association (NAMA), Region X, held here Friday (4) in the Biltmore Hotel, saw D. J. Davidson re-elected regional chairman to serve a second year and heard a tax expert, suppliers and health officials outline their problems and solutions as they affect the vending machine trade.

In the opening morning session, talks by Chairman Davidson; J. Sidney Jones, Dallas, NAMA vice-president; Tom Hungerford, NAMA public relations director, and Fred Brand-

high as 3 cents, the competitive advantage, by which New Jersey dealers sold into adjoining States, would be destroyed.

In its unsuccessful attempt to have Atlantic City's 2-cent luxury tax on cigarettes abolished, the New Jersey cigarette trade argued that the State already had a surplus of nearly \$200,000 from the luxury tax. This surplus was recently diverted to cut real estate taxes.

Penny Starts

Meantime, operators who intend to go to the 23-cent price, rather than try for a quarter, are buying equipment and setting up their operations to accommodate the change.

Reuben Jacoby, president of Atlantic City Vendors, said his price would be 23 cents in the city. "Sure, it will cost extra to change over to the new price," Jacoby said, "but regardless of added expense the customers will get their 2 cents change." Jacoby pointed out that the city now pays operators for their work in stamping the cigarettes and he anticipates a similar return from the State.

Another operator, who preferred that his name not be used, argued against going to the quarter price. He said, "people won't buy cigarettes for 25 cents. Those venders who set the even price will find their business tobogganing. Maybe a few ultra spots, where money is no object, won't mind keeping the place from being cluttered up with pennies, but you can't even tell there."

strader, of the legislative council, were heard.

Brandstrader's address was informal and reviewed the legal progress made by the association. He stressed the co-operation of operator members as essential in NAMA's fight against discriminatory taxes and regulations. Legislative battles in Virginia, South Carolina and Kentucky were highlighted. Brandstrader declared that the group had "won three and lost one," but that this had been an "off-legislative year. Next year, he added, 44 States will have legislative sessions, making co-operation among (See *NAMA Region 10* on Page 106)

Venders Going Into Outdoor Fruit and Vegetable Stands

CHICAGO, June 5.—Vender installations in semi-outdoor locations are increasing in this area, with most recent locations of this type being the open air fruit and vegetable stands outside the city along the highways. Automatic Canteen Corporation is taking the lead in such locations, with battery installations of its candy, gum, nut and cigarette machines.

A representative location of this type is a large stand on the North Avenue divided-lane highway. Five Canteen venders are installed just inside the open front of the building, positioned next to vegetable displays, refrigerator, etc. When stand closes in late evening, overhead doors are lowered to protect merchandise and machines.

Venders in the North Avenue location include a cigarette, two candy bar, and one penny nut and gum machine.

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2 for 1c
BALL GUM VENDOR**



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No missing—no adjustments.

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."

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AT ALL THE BEST DEALERS OR WRITE
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622 DIVERSEY PARKWAY, CHICAGO, ILL.

Survey Reveals Most Shoe Shiners Set Up on Coast

(Continued from opposite page) skeptical attitude seems to stem, the spot check reveals, from personal experience with a few hastily built units produced in the immediate post-war period.

High initial cost of many machines has undoubtedly been a factor in making operators reluctant to try out the shoeshining equipment. Currently, eight manufacturers are in production on shining equipment, with prices ranging from \$189.50 (Siro's machine which does not apply polish) to a \$700 two-color unit (Shine Betty).

On the West Coast, where the shoe shiner was pioneered and where the great majority of units are now in operation, operators are confident that their shoeshine routes will grow and expand into a profitable business. Most operators there, the spot check shows, are averaging about \$10 per week gross, which allows them sufficient margin for profit.

Elsewhere operators are in the "watch-and-wait" stage and many of them who believe the shiners are strictly novelty units will need strong selling proof before they buy.

Brief summary of results obtained by the spot check in some principal cities follows:

Begin Trials

WASHINGTON—In the nation's capital no shoe shiners have made their appearance. Hirsh De La Viez, Hirsh Coin Machine Corporation, plans to put out six of the machines on a trial basis "soon."

Other Washington operators have not been sold on shining machines. All have heard of them, but they are reluctant to move into the field before they have checked with operators elsewhere on performance and gross.

Slim Response

NEW YORK—Despite its size, New York so far as the spot check could determine, has only three shiners on location. Two are in the Brooklyn Navy Yard and a third is in a Times Square cigar store.

Predicts Growth

DETROIT—Check of representative operators here indicates interest in shoeshining machines. Shoe shiners were first talked of here before the war when Arthur J. Jacques, associated with the Detroit Fire Department, developed such a unit. His pilot model is still in operation but plans for production await adequate financing.

One veteran operator-distributor, Henry C. Lemke, maintains that the rapid rate at which new shine machines are being introduced scares operators away from this type of business. But Lemke is confident that the shine machines will have a permanent place in the service machine picture.

Good Foothold

LOS ANGELES—Both the number of machines on location and the number of operators, most of them part-timers, is small in this area. But shoe shiners have gotten a good foothold here and operators already in the business indicate that they intend to expand in this line.

Machines on location here operate at both a nickel and a dime, and most operators say they are averaging a weekly gross of approximately \$10. For the most part, operators believe the machines are well built, but they do have concrete suggestions for improvements.

One of the most prominent shoeshine locations in this area is the Earl Carroll Theater-Restaurant in Hollywood. There, Harry Long, Carroll's assistant, reports the machine has been in operation for a month and

that neither he nor his customers have had reason to complain about the service.

Routes here are growing slowly, but every operator contacted, who now has shining equipment, reported he intended to stay with it and expand.

Not Tested

CHICAGO — Shoe shiners have never been given a thoro location trial here, but local distributors predict that machines will shortly appear in Loop locations.

One of the shoeshine distributing companies, Jack Nelson Company, announced this week that it had completed a survey of some 1,400 Chicago barbershops to determine both location-owner and public reaction to the machines. Said Nelson after the survey was completed, "The public does not expect as high a shine from a machine as that received from a shoeshine boy. For a nickel or a dime the customer gets an adequate automatic shine. Manually done, the job would cost a minimum of a dime or 15 cents plus the customary 10-cent tip."

A customer-suggested improvement in the shoe shiners, Nelson said, was the addition of a bell or chime to sound at a certain interval to denote when the patron should move his foot from the dauber wheel to the shiner or buffer wheel.

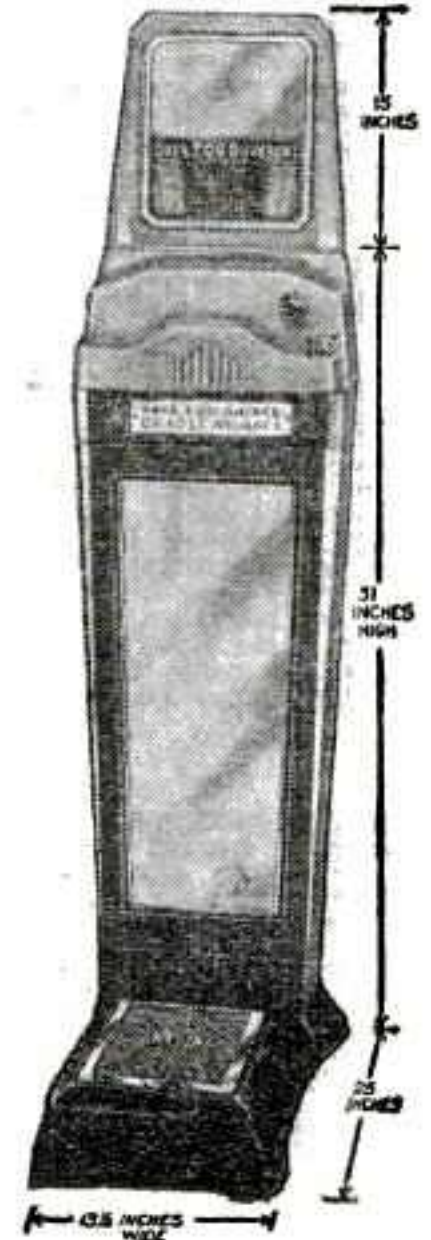
Ala. Hits M.-O. Cig Sales

BIRMINGHAM, June 5.—Both the State of Alabama and Jefferson County are clamping down on mail order sales of cigarettes with plans to file both civil and criminal actions.

State Department of Revenue officials estimate that mail order sales, evading the Alabama tax of 3 cents per pack, cost the State \$25,000 to \$30,000 monthly. The State has collected more than \$2,000 in escaped taxes in the last 60 days, they said.

March Cocoa Prices Down

WASHINGTON, June 5.—Wholesale cocoa prices hit the lowest level in seven months in March with an average pound price of \$.394, Commerce Department reported this week.



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Packed in
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bushel bags \$1.12
In handy
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Shipped anywhere in the
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YOUR MONEY BACK IN 30 DAYS IF NOT SATISFIED

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NORTHWESTERN MODEL #39	14.40
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NORTHWESTERN MODEL #40	10.95

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NORTHWESTERN MODEL #33 PEANUT (6 Lb. Globe)	7.95
NORTHWESTERN MODEL #39 ALL-PURPOSE (4 1/2 or 6 Lb.)	9.95
NORTHWESTERN MODEL #40 ALL-PURPOSE (4 1/2 or 6 Lb.)	7.95
NORTHWESTERN STANDARDS, 1¢ and 5¢ (5 Lb. Globe)	11.95
MASTERS 1¢ MERCHANDISE WHEEL	8.95
MASTERS 1¢ TWO FOR A PENNY BALL GUM	9.95
PEERLESS HOT NUT, 5¢, (6 Lb. Globe)	14.95
CASH TRAYS (Like New), 5¢	3.95
COLUMBUS (Like New), 5¢	8.95
VICTOR 1-CENT, NEW (Only a Few Left)	10.75

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BOSTON BAKED BEANS (32 Lb. Cartons)	28¢
LICORICE LOZENGES (38 Lb. Cartons)	30¢
M & M CHOCOLATES, NEW SMALL SIZE (25 Lb. Cartons)	40¢
JUMBO PEANUTS (30 Lb. Cartons)	31¢
SPANISH PEANUTS (30 Lb. Cartons)	24¢
MIXED NUTS (10 Lb. Cartons)	51¢
CASHEW WHOLE, 450-500 COUNT (15 Lb. Cartons)	58¢
CASHEW BUTTS (15 Lb. Cartons)	50¢
PISTACHIO QUEENS, ZENOBIA (5 Lb. Bags, 60 Lb. Cartons)	74¢
PISTACHIO QUEENS, ZALOOM (5 Lb. Bags, 60 Lb. Cartons)	74¢
PISTACHIO QUEENS, AGRESS (25 Lb. Cartons, Bulk)	73¢
ZENOBIA LARGE RED TULIP (5 Lb. Bags, 60 Lb. Cartons)	60¢
TEENY ALMONDS (5 Lb. Bags)	85¢
OHARMS (1,000 Bag)	\$3.50, \$4.50, \$5.00 and \$6.00

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Two New Candy, Gum Firms Bow

CHICAGO, June 5.—Two new firms announced plans for entering the confection field this week. In Philadelphia, Fo Lee Gum Company revealed plans for launching new penny bubble gum to be known as Superman Bubble Gum. Firm revealed plans to launch product with a series of movies, *The Adventures of Superman*, thru a tie-in with Columbia Pictures. Frank Levy is president of firm. Harlan H. Hill is chemist and formerly was associated with Bowman gum.

Second is Candy Corporation of America located in Los Angeles, of which Edgar Bergen is vice-president. Firm's first entry into the confection field, already in production, is called Bergen's Better Bubble Gum, featuring Charley McCarthy and Mortimer Snerd. Additional products planned include items to be tied in with the names of Jack Benny (Benny's Penny Pinchers) and Ed Gardner (Duffy's Tavern items). Firm's officials, besides Bergen, are M. L. Merrick, president and Howard Burrell, secretary.

Candy Is Food, Mfrs. Tell D. C. Committee

WASHINGTON, June 5.—As soon as the fact became known that the District of Columbia's subcommittee on fiscal affairs was seeking to include candy and confectionery items among the "non-food products" to be considered taxable under a new proposed tax measure, members of the candy manufacturing industry lost no time in making known their opposition.

One of the spokesmen who appeared officially before the committee as a National Confectioners' Association (NCA) representative was Charles F. Scully, of the Williamson Candy Company, Chicago, who declared "... when a municipality, or in this case the District of Columbia, proposes a tax in which they propose not to tax foods but to tax candy because it is not a food, we... feel that we have to make a case..." He then reminded the committee that the products of the confectioners were recognized as food by the armed forces and were included in military rations.

Gordon P. Peyton, counsel for the Association of Cocoa and Chocolate Manufacturers of the U. S., followed Scully with an additional plea against the tax.

Final action on the proposal still hasn't been taken.

March Cig Consumption Up

WASHINGTON, June 5.—Cigarette consumption in March increased almost 6,000,000,000 units over February, while cigar sales jumped about 10,000,000, Commerce Department has announced. March sales of 29,154,000,000 cigarettes represented the second highest level in the past 18 months. Cigar sales, which had been on the downgrade since December, amounted to 470,099,000. Cigarette sales for the first quarter of 1948 have been approximately 80,000,000,000, an increase of about 8 per cent over the same period of 1947. Total cigar sales have amounted to about 1,392,000,000, almost identical with sales for first quarter of 1947.

New Plant for Brach

CHICAGO, June 5.—Edwin J. Brach, president of E. J. Brach & Sons here, during his recent annual report to stockholders, revealed plans to add 80,000 square feet of storage space to the firm's facilities by erection of a new plant in New Brunswick, N. J. Now under construction, it is expected to be completed in 1949.

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There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

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Rowe President, 10 Cols., 475 Pack Cap.	\$115.00
Rowe Royal, 10 Cols., 400 Pack Cap.	95.00
Rowe Royal, 8 Cols., 320 Pack Cap.	85.00
Rowe Imperial, 8 Cols., 270 Pack Cap.	70.00
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
Uneeda Model 500, 9 Cols., 350 Pack Cap.	115.00
Uneeda Model 500, 7 Cols., 250 Pack Cap.	100.00
Uneeda Model E, 9 Cols., 270 Pack Cap.	59.50
National 9-30, 270 Pack Cap.	75.00
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
8 Columns	35.00
NEW Uneeda, 8 Cols., 510 Pack Cap.	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Cols.	100.00

SPECIAL, \$55.00

CANDY MACHINES

DuGrenier Model W, 9 Cols., 300 Pack Capacity.	\$ 90.00
Rowe, 8 Cols.	75.00
Uneeda Candy, 5 Cols.	67.50
DuGrenier Candyman	32.50
Advance Candy Machine	32.50

SPECIAL, \$75.00

DuGrenier Champion, 9 Cols., 420 Pack Capacity.
DuGrenier Champion, 7 Cols., 325 Pack Capacity, \$70.00.

10c CIGAR MACHINES

Single Column, Capacity 50, \$22.50—1 Machine; 10 or More, \$15.00 Ea. 1¢ Stick or Tab Gum Machines, 500 Cap., \$17.85 5¢ Mint and Gum Machines 17.85

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

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.

SHIPMAN TRIPLEX STAMP MACHINE

STAMP FOLDERS

For Shipman, Schermack, Victory.

10,000 ... \$ 5.75
25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Slugproof, compact, foolproof.

Immediate Delivery.

Operator's Price **\$39.50**

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE. DEPT B • MADISON 1447 • BALTIMORE, 17, MD.

AN IMPORTANT NOTICE

CONCERNING THE 'POP' CORN SEZ AUTOMATIC, ELECTRICALLY OPERATED POPCORN VENDING MACHINE

Patent applications were filed in 1946 (in the name of Frank P. Emerson and in the name of Paul H. Rice) and are under prosecution in the Patent Office of the United States of America on important features of the popcorn vending machine herein illustrated. Auto-Vend, Inc., of Dallas, Texas, has the exclusive right to manufacture the vendor containing the features covered by such patent applications. This company has granted franchises for distribution to a large number of sales organizations across the nation.

NOTICE FOR THE PROTECTION OF DISTRIBUTORS, OPERATORS AND LOCATIONS

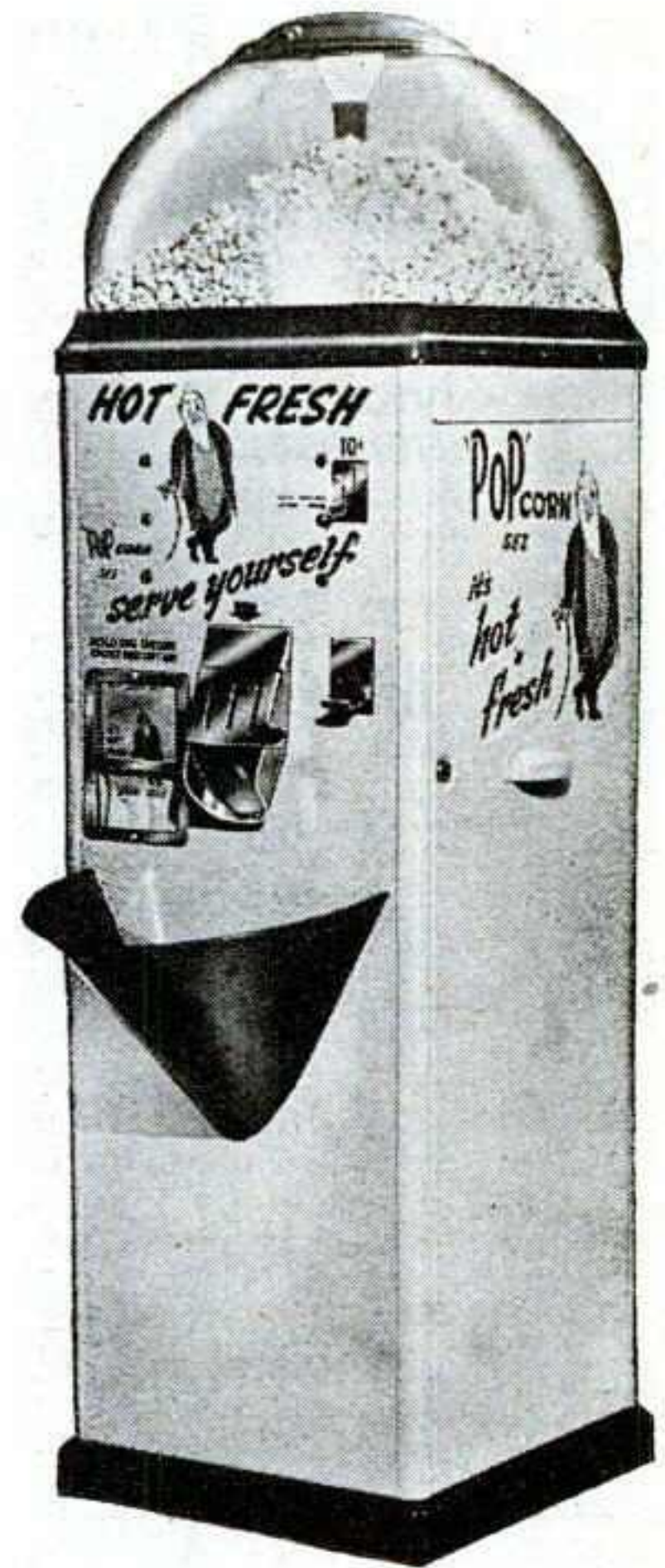
The great success of 'POP' Corn's Vendor has led unauthorized imitators to enter the field. Until the Emerson or Rice patents issue, no suits for infringement can be brought against these imitators. If and when the patents issue, Auto-Vend, Inc., will have the right to stop all unauthorized sales by distributors or use by operators or locations whether produced before or after the granting of the patents. Auto-Vend, Inc., intends to enforce all such rights.

FOR YOUR PROTECTION

Purchase only the 'POP' Corn Sez Automatic Vending Machine.

FOR YOUR PROFIT

Purchase only the leader—over 90% of the popcorn vending machines sold since 1941 are 'POP' Corn Sez Automatic Vendors.



POPCORN OPERATORS!

Don't buy 'til you see the

ARISTOCRAT

The QUALITY machine of
the Popcorn Industry

Surpasses all other automatic
vendors

- ... for SALES
- ... for STYLE
- ... for PROFITS

Stops Passers-by! Fascinates Customers!
Mechanically Sound! Minimum Servicing!

An ARISTOCRAT route means BIG-
GER profits and LESS servicing.

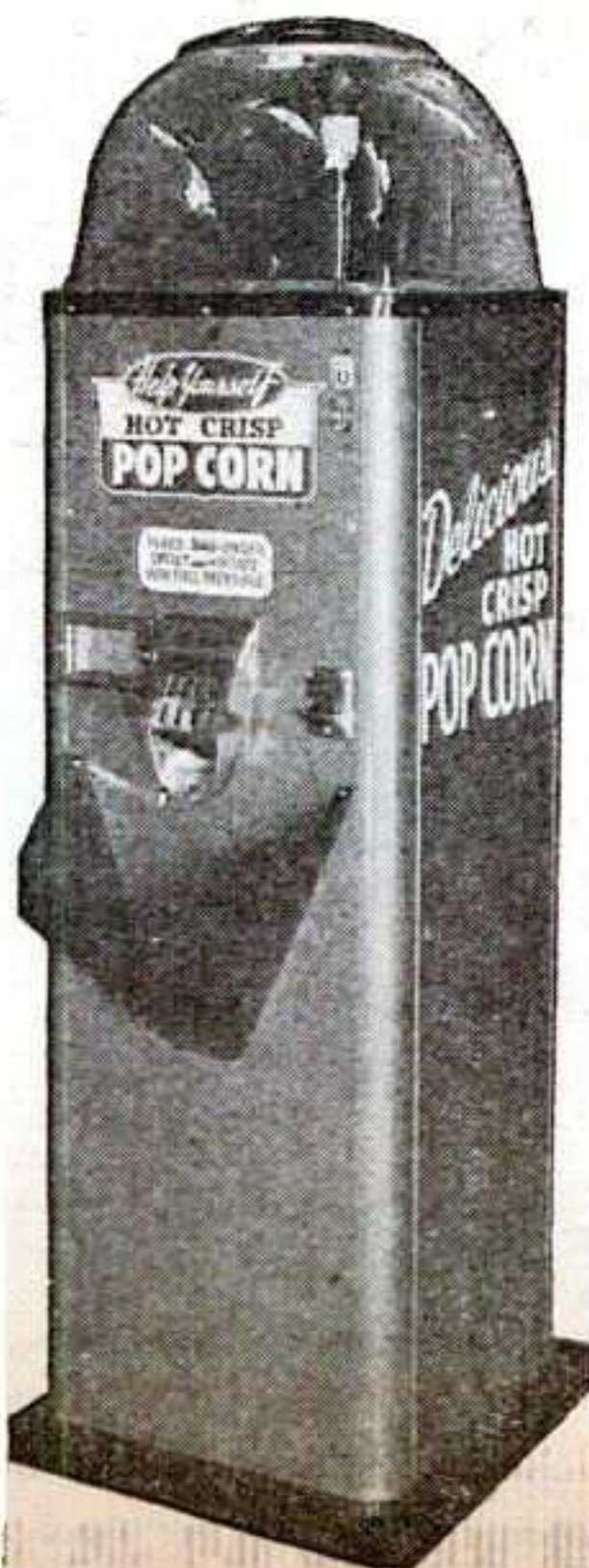
Operators' profit charts show how this
machine pays off for YOU!

Write, wire, phone for nearest distribu-
tor. Ask for complete details and
demonstration.

Exclusive State and Territorial Franchises
Still Open for Qualified Distributors

J.R. Giesler
AND ASSOCIATES

Exclusive Manufacturer's Representative
8804 Hollywood Blvd., Hollywood 46, Calif.
CRestview 5-5950



Headline Performance

with UNIVENDOR

VENDS CANDY AND
ASSORTED MERCHANDISE
FROM 5c to 20c

UNIVENDOR heads the
sales parade in every loca-
tion—tempting every cus-
tomer with a wide variety
of assorted merchandise.
Simple adjustment sets the
columns for items most
popular at each location.

- * SWINGING DOOR—
FREE WHEELING MECHANISM
- * STEEL CONSTRUCTION—CHROMIUM TRIM
- * IMPROVED COIN MECHANISM
- * AUTOMATIC "OUT SIGN"
- * ATTRACTIVE MERCHANDISE DISPLAY
- * ADJUSTABLE BASE

SENIOR 8 COLUMN UNIVENDOR
Other UNIVENDOR models are available
in Junior 6 column, Senior 8 column, and
8 and 16 column Theatre design—and
in wall models. Write today—for illus-
trated literature.



Moner Mfg. Corp. Aurora, Illinois

PIONEER OFFERS ALL PURPOSE



VICTOR MODEL V
Sample ...\$12.50
Lots of 24. 11.75

VICTOR MODEL V-K
Sample ...\$12.95
Lots of 24. 12.25

VICTOR UNIVERSAL
Sample ...\$13.95
Lots of 24. 13.50

SPECIAL—This Week Only
25 Lbs.
PISTACHIO NUTS
\$18.00

CAMERA CHIEF. EA. \$19.95
Virginia Peanuts, 30-lb. ctns. 28¢ lb.
Spanish Peanuts, 30-lb. ctns. 22¢ lb.
Licorice Lozenges, 37 lb. ctns. 28¢ lb.
M & M's, 25-lb. ctns., limited amount 35¢ lb.

5/8-140 Ct. Colored Bubble Ball Gum
(Makes Colored Bubbles)
25 Lb. Ctns. 28¢ Lb.
100 Lb. Ctns. 27¢ Lb.
(Freight Prepaid)

REG. 5/8 BUBBLE BALL GUM
25 Lb. Ctns. 26¢ Lb.
100 Lb. Ctns. 25¢ Lb.
(Freight Prepaid)

FULL CASH WITH ORDER

PLASTIC CHARMS. PER 1000 . \$3.25
Pee Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
Pee Wee Boston Baked Beans, 33 lb. ctns. 28¢ lb.
Boston Baked Beans, 33 lb. ctns. 25¢ lb.
1/3 Deposit, F. O. B. Brooklyn, N. Y.;
Balance C. O. D.
Orders Under \$10.00, Money In Full.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
481 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

NCWA Pegs Program On "Which Way in Candy Distribution?"

WASHINGTON, June 5.—National Candy Wholesalers' Association, Inc. (NCWA) will peg its third annual convention and exposition, to be held in the Sherman Hotel, Chicago, June 14-16, on the theme, "which way in candy distribution?" Exhibition space has been reserved by 79 candy manufacturers and is 50 per cent larger than at the 1947 meet. Of interest to candy operators will be the discussions of "which way" on jobber selling of more candy, improvement of local competitive situations, and fair trade sessions. The exhibition hall is scheduled to open Monday at 4:15 p.m.

Featured as first principal address of the convention, *Which Way, America*, a general survey of economic conditions in the country, will be delivered Monday (14) by Dr. Deane Malott, chancellor, University of Kansas.

Iowa Firm Making New Ice Vender

DES MOINES, June 5.—Ice vending station cabinets, using S & S vending mechanisms, are now being manufactured by F. B. Dickinson & Company here, wood product prefabricator. Under the trade name, Sturdy Built, the ice venders, suitable for 24-hour outdoor operation, are designed for operation by ice companies to obtain 'round-the-clock sales of block or cubed ice.

Block ice is delivered thru two chutes in the base of the machine, one at either side, while cubed ice in special paper bags is vended thru a single chute, waist high, on the right side, front.

April Candy Sales Drop for N. E. Mfrs.

BOSTON, Mass., June 5.—The long expected falling off in candy sales became fact in this area today when Walter L. Guild, managing director of the New England Manufacturing Confectioners' Association, announced that volume sales of 21 companies (20 in Massachusetts and one in Connecticut) were off 22.7 per cent in April this year, as compared to the same month last year. Sales of the 21 manufacturers for April, 1948, were \$3,203,829; for April, 1947, \$4,147,120, a decrease of 22.7 per cent.

For the first four months of this year, however, volume sales are still ahead of 1947. Sales for first four months of 1948 totalled \$17,223,639; sales for first four months of 1947 were \$16,286,795, an increase of 5.7 per cent.

A stiffening consumer resistance, along with bad weather on weekends and holidays, and the summer trimming of inventories by jobbers was said to have contributed to the April decrease of 22.7 per cent.

Reports that candy manufacturers have stored thousands of pounds of confections in the Quincy cold storage warehouse because they could not sell their stocks on hand are circulating in the area.

Along with this, the big candy jobbers say that consumers in pre-war days consumed little candy in the summer, and that they expect the pattern to return this year. Consequently they are trimming inventories to the bone, except for the few who have invested in refrigeration for candy products.

BUILT for OPERATORS



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. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
85 EAST ARMSTRONG ST., MORRIS, ILLINOIS

Authorized Northwestern Distributor
Full Line on Hand.
Immediate Delivery!

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

NEW LOW PRICES CIGARETTE MACHINES

DU GRENIER W, 9 Col.	\$35.00
DU GRENIER S, 7 Col.	30.00
UNEEDA E, 6 Col.	25.00
UNEEDA E, 8 Col.	30.00
NATIONAL 9-30	47.50
ROWE ARISTOCRAT, 6 Col.	22.50
STATLER NIX 5¢ BISCUIT, NEW	55.00
2 COL. POSTAGE MACH.	7.50
U-SELECT-IT, 72-Bar Candy Mach.	30.00
SELECT RIA, 62 BAR CANDY MACH.	17.50
5 COL. GUM & CHICLET, 1¢	7.50

One-Half Deposit
HARRIS VENDING
2717 N. PARK AVE. PHILADELPHIA, PA.
Phone: Ba. 9-0606

ATTENTION! DISTRIBUTORS AND OPERATORS!

A Permanent Investment! THE MARION SCALE



The **MARION Scale** Ready for Immediate Delivery

—has been accepted by some of the most critical coin men in the industry. Order from your own distributor! If he cannot supply you, write or wire us. Some choice territories are still open. Appointed distributors are protected. We have a very attractive plan for you. If you want the best for the least — you will buy — Marion — "It's Guaranteed."

SPECIFICATIONS:

- Only 64 Lbs.
- Only 41" High
- Base 12"x22 1/2"
- Enamel Finish
- Box Holds \$64
- Rigid Construction
- Single Adjustment
- Accurate
- All Weather Operation

CHEAT PROOF Beautiful Design Low Price Guaranteed Only Six Moving Parts Trouble Proof Rust Proof Inside and Out

COLORS AVAILABLE:

- Red
- Blue
- Green
- Yellow
- Black
- White
- Ivory

Patents issued and pending

\$79.50 F. O. B. Marion, Ohio
25% Cash, Balance C. O. D.

WORLD SALES INC.
SOLE FACTORY DISTRIBUTORS
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APPOINTED DISTRIBUTORS

SICKING, INC., Cincinnati, O.
CENTRAL OHIO COIN MACHINE EXCHANGE, Columbus, O.
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EMPIRE COIN MACHINE EXCHANGE, Chicago, Ill.
MONARCH COIN MACHINE COMPANY, Chicago, Ill.
DENVER AMUSEMENT CO., Denver, Colo.
BRYANT SALES, Dallas, Texas
LONDON DISTRIBUTORS, Philadelphia, Pa.
MIKE MUNVES CORP., New York, N. Y.
INTERSTATE COIN MACHINE CO., INC., Springfield, Mass.
SHAFFER MUSIC CO., Charleston, W. Va.
SHAFFER MUSIC CO., Wheeling, W. Va.
SHAFFER MUSIC CO., Columbus, Ohio
AUTOMATIC GAMES SUPPLY CO., St. Paul, Minn.

IN STOCK!

Less than 25. \$12.60
Less than 100 12.40
100 or more. 12.25



Write for prices on Models 40, 39, Deluxe and 33 Ball Gum.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22



Victor's Sensational New Custom-Built UNIVERSAL
Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.
Manufactured by VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

- Misc. 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.

2118 Market St. Philadelphia 3, Pa.

VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**
5701-13 Grand Ave. Chicago 39



CASH Rolls in-DAY AND NIGHT

SILVER KING
The operators' choice for ball gum bulk goods. \$12.50 in lots of ten. Sample, \$13.95. Let us send our DOLLARS FROM PENNIES.
Address mail to Dept. B.

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky. Phone 2131

ROUTES FOR SALE

Liquid Dispenser for use of Lotion, Hair Tonic, Liquid Soap in the following places: Milwaukee, Wisconsin (31); Gallon, Ohio (50); Harrisburg, Pennsylvania (45); Buffalo, N. Y. (100).

Universal Enterprises

806 Elm Street Youngstown, Ohio

Supplies In Brief

Popcorn Prices

WASHINGTON, June 5.—Average price paid to farmers for popcorn is expected by the Agriculture Department to hit the highest level in history this year. Current estimate is that the tab will be close to \$5 per hundred pounds of ear corn. Previous high was set last year when the average price was \$4.79.

According to Agriculture statistics, the average price at the farm level tripled during the war years and then started on the downgrade until last year when a short crop boosted prices to \$4.79 from the 1946 mark of \$3.51.

Peanuts Steady

WASHINGTON, June 5.—Average price tab per pound of peanuts at the farm level has advanced only a fraction of a cent in the past year, Agriculture Department announced this week. Average price to the farmer in May, 1947, was 10 cents per pound, advancing only to 10.4 cents in May, 1948.

Farm prices were almost identical this past May in the three main peanut producing areas, according to the Agriculture Department. In Virginia-Carolina farmers averaged 10.9 cents per pound, Southeastern growers collected an average of 10.3 cents, while in the Southwest the price was 10.2 cents.

Candy Dollar Sag

WASHINGTON, June 5. — First 1948 sag in dollar sales of candy manufacturers occurred in April, Commerce Department disclosed this week. Not only were sales down 17 per cent from March levels, they were also off 2 per cent from April, 1947, sales.

For the first quarter of 1948, however, sales amounted to some \$276,000,000—an increase of 8 per cent over the corresponding period in 1947.

Those manufacturers who also do wholesaling or retailing fared even worse, according to a Commerce breakdown. Manufacturer-retailers reported sales down 44 per cent from a year ago, while manufacturer-wholesalers said their dollar volume dropped 12 per cent.

Despite the drop in over-all candy sales, bar goods showed an increase over April, 1947, both in pound and dollar sales. Value of candy bars sold increased from \$22,825,000 to \$31,602,000, while poundage sales went up from 64,829,000 to 74,935,000 pounds.

Sugar Crisis Officially Over

WASHINGTON, June 5.—The Ag Department also officially took the opportunity to point out this week that the danger of inflationary prices for sugar users (including candy makers, soft drink firms, etc.) "is now past." Because of the shortage of foreign purchasing power, a surplus of sugar is available for domestic consumers, said Ag. The department added, however, that in carrying out provisions of the sugar act it cannot permit sugar prices to fall to depression levels while prices of things farmers buy remain high.

Sugar Distribution Drops

WASHINGTON, June 5.—A continued drop in domestic sugar distribution was shown in the latest report by the Agriculture Department for the week ending May 22. Dis-

Automatic Massages! What Happens To Poor Massaeuse?

(Continued from page 100)

to be picked up within 30 days, according to Benjamin.

The local franchise holder, the only set to date, has contracted for a total of 3,000 machines, it was learned. In addition to operating machines with coin mechanisms (the Robco meter is used), the operating firm rents Massage-o-Mats to certain locations at a per-day fee, or, in the case of several department stores, on a yearly basis.

Benjamin stated that the promotional aids he is now preparing for franchise holders will be supplied at cost. They include posters, to be displayed over each machine, which explain Massage-o-Mat's operation; an instruction manual for beauty store personnel, mailing pieces for operators and location owners, and window displays.

At present, Benjamin is discussing franchise arrangements with operators in New Jersey, Connecticut, Maine and Florida. All business is being conducted from the firm's New York offices, with no distributor set-up planned for out-of-town sales. Massage-o-Mat Company is located in the Hotel Seville here.

Stoner Intros New Model '80' Machine

(Continued from page 100)

glass compartments above the delivery chute set flush with the face of the machine. Delivery is via push-pull lever-type. Model "80" is available in standard colors of white, green, etc., as well as a new special coffee brown and cream combination especially made to harmonize with finishes on coffee venders. Machines are pegged in same price range as Stoner's Univendor Senior models.

"A very high percentage of plant managers, as well as operators with machines in industrial plants, stated there was a definite need for a machine of this type capable of dispensing general merchandise in the survey of medium and small-sized industrial plants we made recently in Ohio, Tennessee, Texas, Georgia and New York," Glassgold stated. "We designed this machine to fit their needs—to be spotted independently or as a companion piece to soft drink, milk, coffee and other type machines, especially in factories where in-plant feeding on a round-the-clock schedule pose problems that venders can best solve."

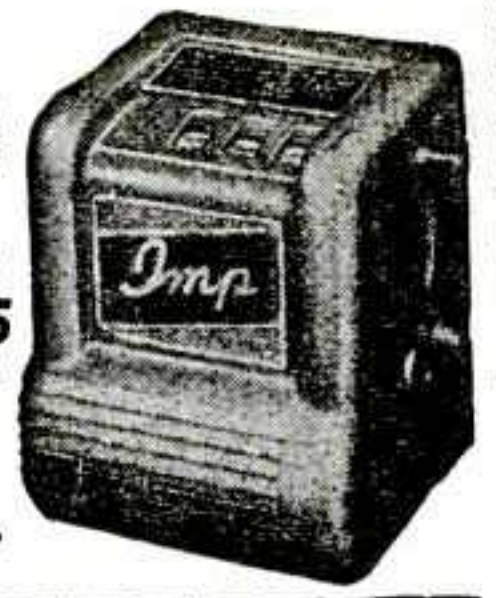
tribution by primary distributors during that week totaled 130,556 tons, compared with 132,267 tons the previous week. However, the total for the week ending May 22 this year was more than 1,400 tons greater than in the corresponding period a year ago. The week-by-week decline in distribution has been fairly steady during May.

Plan Cocoa Program

NEW YORK, June 5.—Sponsored by the Cocoa Research Committee, the recently formed corporation, Liberia Company, is held to be the first step in a long-range program to hike world cocoa production by development of cocoa farms in Liberia. Firm expects to produce annually, by 1960, a minimum of 50,000 tons of cocoa, after development of a large number of small farms to be owned and operated by Liberians.

Project to develop the natural cocoa-growing Liberian resources will be initiated thru use of American technical skill and private capital, in addition to that available in the West African State. Ultimate aim is to "achieve independence from British and Brazilian cocoa sources."

World's Smallest Slot Machine Just Arrived
Brand New IMPS \$12.95
Lots of 12 \$13.75
Lots of 5 \$14.50
Sample 1¢ or 5¢ Clg. or Fruit Reels



RECONDITIONED VENDING MACHINES

READY FOR LOCATION

- Victor Model V, Metal Cabinet Type \$10.00
- Northwestern Deluxe, 1¢ & 5¢ Comb. 20.00
- Master, 5¢ (Two Turn) 10.00
- Silver King, 1¢ 7.50
- Silver King, 5¢ 8.50
- Columbus, 1¢ 7.50
- Asco Hot Nut, 5¢ 17.50
- Variety Shops—5 Comp., 1¢ 14.50
- Cash Trays (New) 8.95
- Adams Gum Vendors, 4 Cols. 17.50
- Shipman Duplex Stamp 22.50
- Adams Gum and Chiclet Vender (Brand New), 6 Col. 24.00
- Adams Gum Available.

SHIPMAN TRIPLEX STAMP VENDORS (NEW) \$39.50

Brand New BAT-A-BALL Jr.
PLAY AMERICAN vs. NATIONAL
Most Exciting Counter Game Legal Everywhere.
Originally sold for \$49.50
CLOSING OUT AT \$10.00 EA.
First Come—First Served.

Send for Complete List of New and Used Machines and Merchandise.
Certified Deposit Required on All Orders for Quick Service.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA. Lombard 3-2676

IMMEDIATE DELIVERY!

SILVER KINGS
All VICTOR Models MASTERS, COLUMBUS and ADVANCE
SEND FOR COMPLETE CATALOG AND PRICES

FRANK DISTRIBUTING CO.

605 SPRING GARDEN ST., PHILA. 23, PA. Market 7-5181

Reconditioned

1c or 5c **SILVER KINGS**

Late Model \$8.95 EA.
Lots of 10 Sample, \$9.95



Repainted Pipe Stands Weight 35 lbs., \$3.50 ea.

Bubble Ball Gum, 5/8", 28c lb. Pistachios, 1ge., 60-lb. ctn., 74c lb.

ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD STREET, NEWARK 5, N. J. BIGELOW 3-7744-5

CHARMS

Write at once for free details on how CHARMS can double or even triple your profits in bulk vending. Lowest prices on Plastic and Metal Charms, Stone and Cameo Rings, Gold and Silver Wedding Rings, Knives, Jacks, Skulls, Balloons, Bells and Jumping Beans.
BECKER VENDING SER. BRILLION, WIS.



Atlas

WRITE FOR PRICES AND DETAILS
Jobber Inquiries Invited

1c DE LUXE VENDOR

Vends all types of Bulk Merchandise. Ideal for Gum, Charms and Pistachios.

Atlas Mfg. & Sales Corp.

12220 TRISKETT RD. • CLEVELAND 11 OHIO ESTABLISHED 1925

First Choice OF SUCCESSFUL OPERATORS



Internationally Famous FRANTZ MIR-O AND ARIST-O SCALES

Check These Features!

- ✓ Authentic height and weight chart on both models.
- ✓ Attractive, eye-catching, weather-resistant Hammerloid finish in Orchid, Blue, Green, Silver.
- ✓ Mir-O model 62" high, Arist-O 48" high.
- ✓ These scales have the greatest earning power of any scale on the market.
- ✓ Fully guaranteed against material imperfections and faulty workmanship
- ✓ Immediate Delivery
- ✓ Also available in Kilo metric system. Foreign inquiries invited.

BUY ON OUR EZ PAYMENT PLAN
COME IN OR WRITE FOR FULL DETAILS

We are Exclusive National Sales Agents for
J. F. Frantz Mfg. Co., Chicago, Ill.

J. ROSENFELD CO.

SCALE DIVISION
3218 OLIVE STREET, ST. LOUIS 3, MO.



ARIST-O MODEL, List \$115.00
OPERATORS PRICE \$97.50
MIR-O MODEL, List \$125.00
OPERATORS PRICE \$97.50
25% deposit with order,
Balance Sight Draft

NAMA Region 10 Re-Elects D. J. Davidson

(Continued from Page 100)

members more important than ever before.

Arnold Anderson, of the Municipal License Tax Association, told the group that he was pleased with the move of the public relations staff in changing the description of the work done by its members from "vending machine operators" to "automatic merchandisers." Under the former title, he stated, merchandisers had been subjected to unfair tax leveled at other groups. Anderson also pointed out that from now on the group would have to be alerted for unfair taxes as governmental costs had increased thruout the State. However, the Municipal License Tax Association is watching to see that each tax-paying group pays its just share. The tax expert urged each member to keep informed of impending levies and organize to carry on an efficient program against unjust regulations.

George M. Seedman, Rowe Corporation, New York, told of the formation of NAMA to fight taxation. However, he stressed that the group was not attempting to evade taxes but to see that they were fair and just. Members were told that it was thru NAMA efforts that during the war the operators were able to secure a higher ceiling price on cigarettes to take care of a half-cent increase in wholesale costs. This was cited by way of showing how the association can work for its members.

Seven representatives of supply houses told of their problems. This was not a rosy picture for out of the seven only three reported that restrictions in manufacturing were easing up. Of the three, two had their war problems because of sugar and the third because of paper. Pat L. Cantwell, of the Hershey Chocolate Corporation, said that he did not see any increased supply of cocoa beans available at the present. Howard M. Tripp, of the Vendorlator Manufacturing Company, Fresno, Calif., advised the group that his company was having difficulty in securing metal.

E. C. McNeil, Western representative of National Vendors, Inc., and Sam M. Malkin-Illion Company, cigar machine manufacturer, went along with Tripp on the metal shortage. Fred T. Krein, of the Dixie Cup Company, said that paper supplies were becoming adequate. Jules Trist, representing the Coca-Cola Company, declared (See Problems on Page 122)



ORDER NOW FOR
IMMEDIATE DELIVERY
MASTER #2

PENNY-NICKEL
COMBINATION VENDOR

Handles Pistachios or Any Other Merchandise, Time Tested and Proved... **\$17.50**

MASTER #6-2 — Straight Nickel Vendor — 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.
TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York, N. Y.
FACTORY DISTRIBUTOR
Address mail to Dept. B

T. O. THOMAS CO.

Phone 2131
1572 Jefferson Paducah, Ky.

30,000 POUNDS VIRGINIA JUMBO PEANUTS

PACKED IN 30-LB. CARTONS
23¢ PER POUND

For a limited time only
1/3 deposit required with order.

WRITE FOR PRICES ON OTHER MERCHANDISE

SAN FILIPPO & CO.

37-65 77TH STREET

HAvemeyer 9-8946

JACKSON HTS., L. I., N. Y.

VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.

A Product of
**VICTOR
VENDING CORP.**
5701-13 Grand Ave.
Chicago 39



ALL VICTOR MACHINES

recommended and sold on
TORR TIME PAYMENT PLAN

Pay for same in 16 weekly payments.
WRITE FOR DETAILS

SPECIAL

Imported—Small Stone Set Rings, 10 Gr. to Carton, \$12.75. Samples, 25¢. Full Cash With Order. Parcel Post Paid.

ROY TORR

LANSDOWNE,
PENNA.

CLOSEOUT!

50 BRAND NEW 5c
ADVANCE NUT VENDORS
\$10.00 Ea.

50 BRAND NEW 1c
COLUMBUS BALL GUM
\$10.00 Ea.

1/3 Deposit With Order—Bal. C. O. D.

CAMEO VENDING SERVICE

432 West 42d St., New York 19, N. Y.
Longacre 3-1334

VICTOR'S SPECIAL FINISH

MODEL V-K

24 or more... \$12.25
1 to 23... 12.95

EMPIRE

**COIN
MACHINE
EXCHANGE**

1012 Milwaukee Ave.
Chicago 22, Ill.



5c BANTAM TRAY VENDOR IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD., CLEVELAND 11, OHIO
ESTABLISHED 1928

Atlas

VENDS ALMONDS,
NUTS, CANDY,
PISTACHIOS
Write for Circular.
Jobber Inquiries Invited.



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- Boston Baked Beans, etc.

HOW CAN OPS HIKE INCOME?

Mfrs. Speak On Operator \$\$ Problems

Suggest Some Remedies

CHICAGO, June 5.—Just as the music operator makes his living from his route, the manufacturer depends upon the operator to buy his machines. Many of the manufacturers have formulated ideas as to the means by which operators can improve their business. And these ideas, which follow, do not necessarily advocate the purchasing of new equipment. They are ideas based on equipment upkeep, better business tactics, etc.

Represented in the following comments are Rock-Ola, Filben, Packard and AMI. Not represented are the J. P. Seeburg Company, the Rudolph Wurlitzer Company or the Aireon Manufacturing Company.

The following is by William P. Bolles, advertising manager of the Packard Manufacturing Company, (See Mfrs. Speak on page 118)

Alabama Ops To Reorganize Assn. At July Meeting

MONTGOMERY, Ala., June 5.—The Alabama Music Operators' Association (AMOA), inactive since January 1, will hold a State-wide meeting of operators next month at which time a reorganization of the association will be effected, and plans laid for the 1948-'49 season. Col. R. E. L. Choate, former business manager, is no longer actively associated with the group, but has been looking after the AMOA interests in Montgomery until a new business manager is hired. This will probably be done at the meeting next month.

Present officers and directors of the association include Claude Hall, of Jasper, president; T. E. Farned, Russellville, vice-president; J. H. Weinand, Fairhope, second vice-president; Sam H. Stewart, Tuscaloosa, treasurer, and I. E. Cohen, Montgomery, secretary.

Directors are Nathan Allen, Birmingham; C. L. Cawlishaw, Mobile; Paul Daniels, Montgomery; Max Hurvich, Birmingham; Jimmie James, Gadsden; Joe Joseph, Dothan; W. B. Loosier, Decatur; B. C. Pritchett, Demopolis; J. Sanderson, Tuscumbia, and Johnnie Walters, Selma.

Temporary headquarters of the association continue in Montgomery.

CPMA Will Augment Hit Tune Promotion

CLEVELAND, June 5.—In a further move to promote its hit tune of the month, the Cleveland Phonograph Merchants' Association (CPMA) has signed up for street car signs. Initial promotion ties in the June hit tune, *Tea Leaves*, as recorded by Alan Dale for Signature.

The CPMA places the monthly hit tune selection on 3,000 juke boxes throughout the greater Cleveland area, with the selection in the No. 1 spot on all machines. Special title strips are used to call attention to the tune.

Editorial

Increasing the Gross

"This week business is up—next week, like last week, it's down." That's the way many operators talk these days. And their words are echoed in the headquarters of other segments of the industry—at the distributors' showrooms and in the manufacturers' plants.

There is no doubt that the No. 1 problem in the music business today is: "How can the operator increase his income?"

And just like any problem, there are hundreds of persons with as many different ideas as to how it can be solved.

This week, in the adjoining columns, are to be found a few of the ideas advanced by some manufacturing officials and distributors. Most of these men speak in generalities—but from their words it is obvious that they have the welfare of the operator uppermost in their minds.

In next week's issue of *The Billboard*, operators will offer their thoughts on this problem. Many of these operators have thrown petty business jealousies to the four winds—and have come up with some workable ideas that they have tested and found to be money makers. These ideas may not be adaptable to every music route in the country, but among them may be an idea that will answer your immediate problem.

Some people have asked us: "What does *The Billboard* have up its sleeve in presenting these 10-cent play and how to increase business stories?"

Well, we don't have anything up our sleeve but our arm. We just want to see the music operator make a living for himself and his family, and we all know that if the business is healthy, we all prosper. We also know that the one group within the industry that can solve the problem is the operator, and those most closely associated with him.

That's why we went to him, and his associates for the answers. This is no job for any sidewalk superintendents. It's much too serious.

Aireon's Reorganization Plan Filed in U. S. Court

KANSAS CITY, Kan., June 5.—A plan for the reorganization of the Aireon Manufacturing Corporation was filed in the United States District Court of Kansas last Saturday (29) by Harry Miller Jr., trustee of the firm. The plan, which will be heard by the court June 22, provides for a sharp scaledown in the firm's debt, which, according to Miller, "is necessary to permit the company to carry on under a new corporate frame."

Aireon last November filed a petition of corporate reorganization in the district court, and was, shortly thereafter, placed under a trusteeship.

Acceptance of the reorganization plan will not interfere with the firm's operations it was stated by Harold Pearson, president and co-trustee. Pearson stated Aireon will continue with the manufacture of phonographs, radio speakers and oil service display cabinets, but under a new corporation.

Miller's Estimate

Miller stated that in his opinion the value of the company will not exceed \$1,460,000 and that all assets of the company were insufficient to provide for the secured claims of the Reconstruction Finance Corporation (RFC) because debt created under the trusteeship had prior claim on the assets.

Charged against Miller's valuation of \$1,460,000 were \$133,479 of trustees' certificates, exclusive of interest; \$1,395,837 of RFC debts, exclusive of interest; \$965,097 of State and federal taxes, and \$797,019 of unsecured creditors' claims.

In addition, Aireon has outstanding 866,288 shares of common stock which are to be eliminated according to the proposed reorganization.

One hundred thousand dollars was estimated as the amount of money necessary for the re-organization, with this sum also having a prior lien ahead of the RFC debt.

The RFC entered the Aireon picture

in March, 1947, at which time it advanced the firm \$2,000,000 to help out when Aireon incurred heavy operating losses in its post-war reconversion program.

The reorganization plan would give the RFC \$1,175,000 in the form of a \$275,000 second mortgage note; \$235,000 of Class A income debentures, and \$665,000 of Class B income debentures.

Working capital would be forthcoming thru the sale of \$225,000 of notes secured by a second mortgage, and the sale of 3,750 shares of \$10 par common stock. Of the new common stock, 2,500 shares would go to the group furnishing the new capital and 1,250 shares to the management. Paid in capital would be \$37,500.

Only one claim, that of the Lawrence Warehouse Company for \$30,091, would be paid in cash. All other claims would be settled thru notes and debentures maturing from 5 to 30 years and bearing interest of 4 per cent. Some of the debt interest would be paid only if earned.

No Jukes?

WASHINGTON, June 5.—The thief who held up band leader Earl Bostic at gun point last week outside the Howard Theater and relieved him of two suitcases, must have received a shock when he examined his loot. For the suitcases contained some 300 pressings of Bostic's recording of *Temptation* which he was delivering personally to a local juke box operator.

The band leader later commented: "Too bad he didn't get a larger selection so he'd have some variety."

Don't be surprised if 300 juke boxes disappear here one day soon.

Distributors Say Many Factors Hamper Gross

Offer Ideas for Solution

By Norman Weiser

CHICAGO, June 5.—With only a few exceptions, distributors of music equipment thruout the country are agreed that the operator must get more money from his operations. Increased costs of labor, records, equipment and general overhead have far outstripped the profit margin of many an operator, and with play definitely off as compared with a year and two years ago, drastic action is called for.

In this, and the report from some manufacturers (see separate story) distributors discuss the plight of the operator, and offer some suggestions to improve the on-location income.

Next week, operators will speak out thru the columns of *The Billboard*. They will offer suggestions to increase play, many of them which have been tested and proven successful by individual operators who will pass along these ideas to other ops thruout the country.

No Punches Pulled

There is no secret about the feeling that sometime exists between distributors and operators. However, in the survey made by *The Billboard* in selected areas, it was obvious that the No. 1 man in the life of the distributor is the one who buys his machines and operates them. The distributors readily admit they are in the business to sell equipment—and for that very reason, they are the first ones to want to see the operator succeed.

Some, like Jean Minthorne, See- (See *Distributors Say* on page 108)

Legislation On Machines Is Cooling

Congress Preps Adjustment

(Continued from page 99)

ure designed to aid cigarette vendors and retailers in high-tax States by forcing customers to pay the tax on out-of-State shipments. The bill passed the House this week, but it looks doubtful if the Senate can act before adjournment. If stalled this session, it is certain of passage in the next session.

Another bill certain to be reintroduced in the coming session would simplify the change problems for vendors by encouraging ciggie makers to put out dime packs of cigarettes. This would be done by cutting federal excises sharply on dime cigarettes. Preoccupied with income tax cuts and technical tax revisions, the House Ways and Means Committee hasn't gotten around to considering the bill.

Juke box operators can expect to find a copyright bill or two again plaguing them next session. It is generally conceded even by advocates, however, that the Scott Bill is (See *Legislation* on Page 119)

Distributors Say Many Factors Work Against Hyped Income

(Continued from page 107)

burg distributor in Los Angeles, have gone to special pains to devise ways and means for their operator-customers to increase their income. Hy Greenstein, Minneapolis, has even issued a *Ten Commandments* booklet for his customers.

In any event, these distributors have gone on record as to the current problem. They are all anxious to see the music machine business swing upward. For added income to the operator means more sales for the distributor.

Los Angeles Says

LOS ANGELES—Music machine distributors here unanimously agree that operators must get increased revenue due to hiked costs of labor and supplies. The distributors, however, are not in accord on the way to accomplish this end. Suggestions have been made which include increased commissions, top money and one distributor recalled at least one system used years ago as a possible means of solving the operator's problem.

Operators have, in some instances, actually stymied themselves by their policies instead of progressing in the direction of increased revenue, ac-

ording to these spokesmen. The principal procedure followed—wherein money-making possibilities have been reduced—is the policy of renting machines to locations for a flat fee. Cases in which operators are getting only \$15 a week from machines grossing \$40 and upward a week have been cited. Tho this policy, when adopted by operators who have a large number of machines on location, has certain advantages, mainly because it allows him to figure on a known income, it does not permit him to get the best return from machines in well-paying locations.

Up Commission

F. E. McGlone, local manager of Clark Distributing Company handling Wurlitzer machines, has taken time to analyze the situation, going into the matter thoroly with several operators as to what the future holds. According to McGlone, the take of machines in general is holding up and in some quarters has improved during the past month. McGlone explained that many machines are grossing \$16 and \$18 a week on an average. This, on the basis of normal times, is fair business. Taking for granted that the operator has \$18 a

Some Distributor Suggestions

Following are a few of the suggestions offered by distributors as regards increasing the operator income. More complete explanations of these suggestions will be found in the accompanying story:

- 1. Unity of operator activities.** In one California community the music machine operators have banded together, and, with 100 per cent unity, have been able to increase their commissions.
- 2. Six-for-a-quarter play.** Several distributors have taken up the question of six-for-a-quarter play, and outlined its advantages, and shortcomings.
- 3. Lower priced equipment.** A variety of opinion on this one, with many distributors joining with the operators in the fight for lower-priced juke boxes.
- 4. Ten Commandments.** A series of 10 suggestions for operators to hypo their income advanced by Hy Greenstein, Minneapolis.
- 5. Hold the 5-cent price line.** The distributors join in the cry against 10-cent play, altho here again there are several who favor the latter price.
- 6. Distributor-operator unity.** Failure of the distributors and operators to get together is seen as a disturbing factor in the industry today.
- 7. Better on-location maintenance.** Distributors advise operators to take better care of their equipment. It will last longer, and "a clean juke will attract nickels—a dirty one will attract flies."

week to split—his take, on the usual 50-50 deal, is \$9. It is imperative for the operator to get more than \$9 of that amount for a profitable operation. This can be done, McGlone suggests, thru top money or guarantee, or increased commission.

Operators here are not big when compared with certain other sections of the nation. This set-up makes for a large number of operators with limited routes rather than a few firms with many machines. A route of 125 to 150 machines is considered among the largest here. With this smaller operator field—and many of them having a difficult time making payments on equipment—it is a tough job getting the operators in general to agree upon a commission policy and stick to it.

Op Unity

In one Los Angeles suburb several operators have unofficially formed an association and are working together on methods of increasing their take. The manner in which this is being done has a degree of logic for the operator serves notice on the location owner that he will have to have more revenue from the machine. His fellow operators stick by their collective decision and no matter whose machine is in the place, the location's commission will be the same, thus eliminating cut-throat competition among the operators. Such deals are necessary in order for the men to stay in business, they say.

Jean Minthorne, who distributes Seeburg equipment in this area thru his well-known Minthorne Music, has been trying to devise a feasible way for operators to increase their take. Minthorne sets \$15 a week as the minimum profitable take from a machine.

Fred Gaunt, of General Music Company, Rock-Ola distributors, would not venture a suggestion as to how the operator could increase his revenue. He did recall that years ago when the old AMI company, then the largest operator in the business, had machines and the commission policy was cut and dried. AMI had a set policy of paying no commission on a take of less than \$4 a week and paid the location 25 per cent on money from the first nickel up to \$10. When the take was over \$10, the location received one-third. AMI even charged the location transportation when a machine was installed or removed.

Overhead Cost

A distributor, who asked to remain anonymous, said that he felt the operator should get two-thirds of the take but the request for it would take a smooth operator-salesman to put over the deal successfully. In fact, he declared, the operator would have to approach the location on the basis that the money would be divided one-third to the location, one-third to the operator and one-third to be allowed

for operating costs. The operator would, of course, collect 66 2/3 per cent of the gross money. Backing up this suggestion, the distributor said that merchandise salesmen in various other lines are often called upon to turn in a minimum of at least three times their salaries in order to hold their jobs. One-third covers the salary the salesman is receiving, one-third goes to the business represented and one-third covers overhead. Since operators are merchandising music, this principle could probably be applied to the automatic phonograph business with good results.

Des Moines Ideas

DES MOINES—Distributors in this area came thru with suggestions of guarantees, sliding scale, streamlined juke boxes and five-for-a-quarter play as means of bringing increased revenue to the operators.

Generally, the distributors agreed the operators are having a hard time making both ends meet with one declaring the situation is acute and must be remedied immediately.

Phil Moss, of the Atlas Music Company—"Operators should get a guarantee or use a sliding scale to bring in necessary revenue. Several operators are getting guarantees while others are using a sliding scale on the take. The locations are making money and the operator should have a fair share of the receipts for his investment.

Streamline Jukes

Irv Sandler, of the Sandler Distributing Company—"Definitely the operator will have to raise the price per record while the manufacturer should streamline models by producing machines without the elaborate trimmings to meet the acute situation which must be remedied immediately. The manufacturer can take a lot of trimmings off a machine and bring the price down as much as \$300 which would aid the operator trying to meet present conditions.

Other distributors claimed the manufacturer is bringing out too many models requiring operators to replace equipment too often.

One distributor came out in favor of 10-cent play with five-for-a-quarter on the grounds the single 5-cent pieces are two far apart. He contended that a patron formerly would put in two or three nickels while now he puts one in only once in a while and that five-for-a-quarter would bring in increased revenue.

Twin Cities Aids

MINNEAPOLIS—Higher percentage of take, snappier operation and smart promotion were cited by Hy Greenstein, of Hy-G Music Company, Seeburg distributor in the Northwest, as a three-fold method for operators to

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FOR PROFITABLE
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Juke Box Performance
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The MIRACLE POINT Needle performs better with its round precious metal tip. Your records last longer, play more often between needle changes, give the clear, true tones that mean pleasant listening. These advantages add up to greater enjoyment for your patrons, reduced costs for you.

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30¢ each,
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follow in increasing profits in their music business.

Present split between operator and location ranges from 50-50 to 60-40, but Greenstein believes it should be 65-35. Free money spending is over, he says, and the operators will find little resistance on the part of the location owner.

Along this line, Greenstein thinks that six-for-a-quarter play is impractical, eliminating a 5-cent piece right off the bat and providing little incentive for speedier play.

He urged installation of remote boxes "costing 10 per cent the total cost of a phonograph yet yielding 25 per cent of the juke's take if properly placed in a booth or on a counter."

"One thing operators must learn to do," he emphasized. "They must keep their machines in cleaner condition and provide better operating—preferably modern—jukes. If a serviceman forms the habit of wiping a machine with a rag everytime he services it, before long the location owner will get the habit and keep the unit clean himself. A bright, sparkling juke box will attract more money than will a dirty, dusty machine."

Greenstein also urged planned music for certain locations rather than the indiscriminate hap-hazard method of filling machine with platters.

"Good operators keep a constant check on their play popularity meters," he declared. "They study their locations for types of music most played and make every effort to provide such music."

He said he has heard reports from some operators using them that request cards, placed at juke box locations, help build patronage for the machine—if the operator follows thru with the requests and puts the disks into the unit.

Ten Commandments

Greenstein not too long ago compiled what he called *Ten Commandments* for operators to follow. He distributed them among the coinmen and the response was good enough to force him to prepare additional copies for distribution.

Here they are:

1. Keep your phonograph clean.
2. See that all burned out lights are replaced.
3. Be sure to check your needle, and remove any scratchy records.
4. Check your record meter and double up on the type of records that are getting the extra money.
5. Keep your mechanism cleaned, oiled and greased, and be sure that you do not overfuse any section.
6. Sell a location the idea that for the six square fee of store space that the juke box occupies it is the greatest individual income source for the amount of rental space taken that he has in his place.
7. See that the sound is evenly distributed. With the nominal cost of speakers today it pays you to have enough speakers so that you can hear the music in any corner without it blasting in any one spot. Your jobber will help you with scientific sound distribution.
8. Never leave keys with the location under any circumstance.
9. See that you and your service man know your equipment. Minimize service calls. Your jobber and manufacturer maintain a service school open to your men at any time.
10. Service your phonograph with coins to see if it is operating the same as tho a customer is playing it. This has saved many a return service call.

Those are Greenstein's "musts" and he is sincere in his belief that if operators generally follow them, the coinmen will find their incomes going upward. Those who have taken this jobber's advice have reported that it has paid off, he has been told.

More Co-Operation

SALT LAKE CITY—Failure of distributors and operators to see eye to

eye on changes which might improve the music box industry, and failure to agree among each other as groups has retarded progressive changes in this area. This seems to be the consensus among three of the four largest distributors contacted here.

None, however, was prepared to lay the blame for a rather lackadaisical attitude upon their competitors or upon the operators.

Declared Bill Jennings, sales manager of Wolf Sales Company, Wurlitzer distributors. "Nothing has been done this year to hypo the juke box income nor to increase the take. Last year a move was made for a 10-cent play, with three-for-a-quarter, but it quickly blew up when the change-over was not general. Locations

wouldn't stand for the competition and operators had to go back to nickel play. There is no active move being made now to do anything to help. Operators seem disinclined to act until there are assurance that they will all stick together."

Matthews Agrees

His opinion was seconded by Richard Matthews, Consolidated Amusement Company music manager, largest coin machine operators in the area.

"I have been here only a few months," declared Frank Richey, manager for the Jones Distributing Company (Seeburg) "and am not acquainted with the earlier attempts here to try three-for-25 cents play.

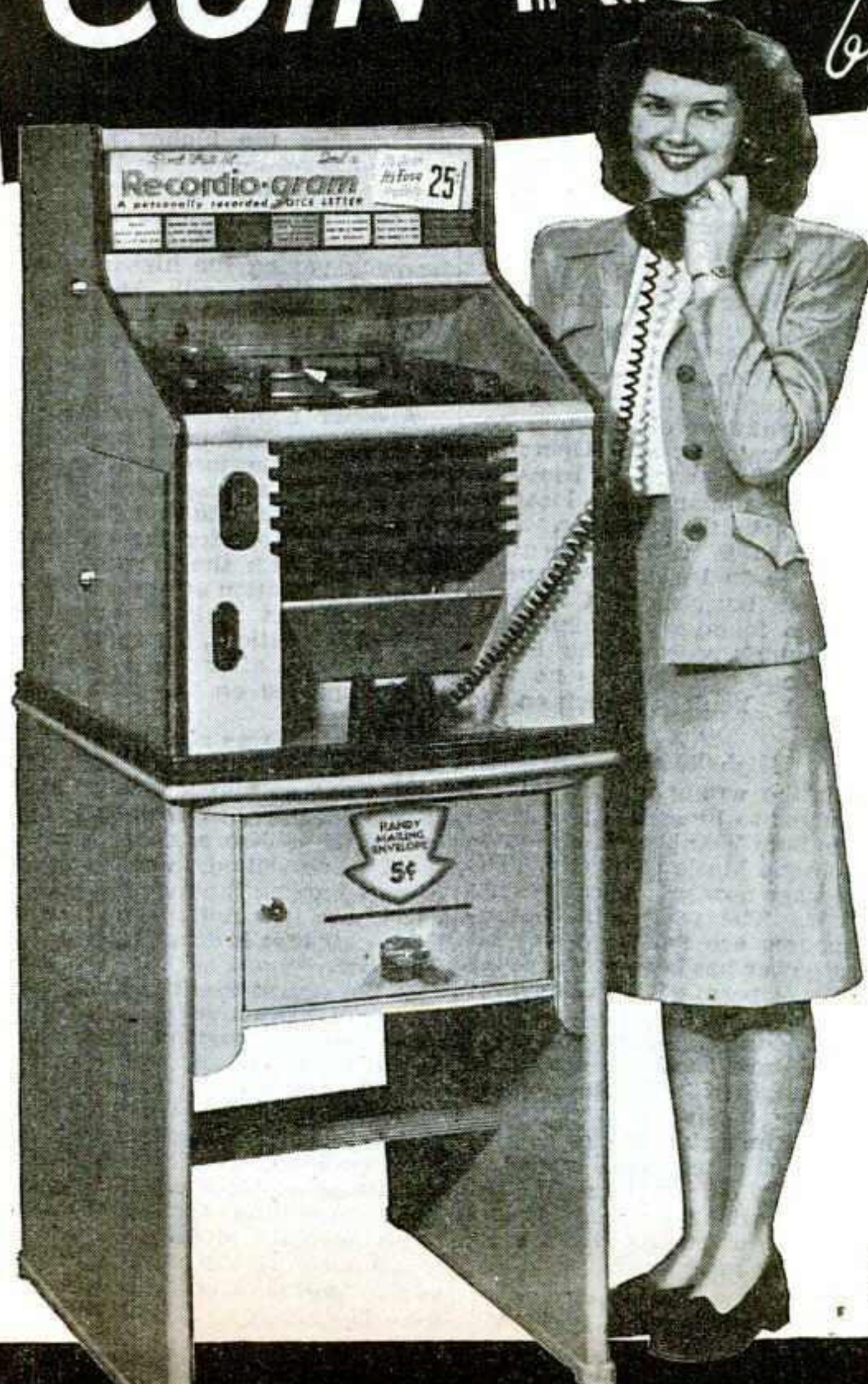
Management of locations is pretty much up to the operators."

Heber Rutter, manager for the Rock-Ola Distributing Company verified the same sad tale of lack of co-operation to improve the lot of the operator. He added, however, that there was a move afoot here to use a 10-cent play supplemented by a five-for-a-quarter big-coin bargain, but no active campaign is on due to lack of co-operation.

The latter theory of operation finding favor here has some obvious advantages in that it would furnish a 10-cent take for spot selections, and with the half-rate for a quarter play would tend to increase business and lost time for the box. In addition (See *Distributors Say* on page 110)

so simple! so profitable!
Just "pick up the phone" and make a record!

Everybody likes to make records—and COIN RECORDIO makes records so easily! The microphone looks and works like a telephone. The customer talks or sings into the mouth-piece—and then hears the completed record played back through the same "phone" in privacy, or if desired, through a self-contained speaker



SELF-OPERATING
Makes "talking letters" at the drop of a coin!

COIN RECORDIO requires no attendant. Inserting a quarter makes a record, plays it back, and delivers it—all automatically. Easy-to-follow recording instructions light up in proper sequence. Compact (only 29 1/2" high, 21 1/4" wide, 28 3/8" deep without base) COIN RECORDIO takes little space, but makes BIG profits.

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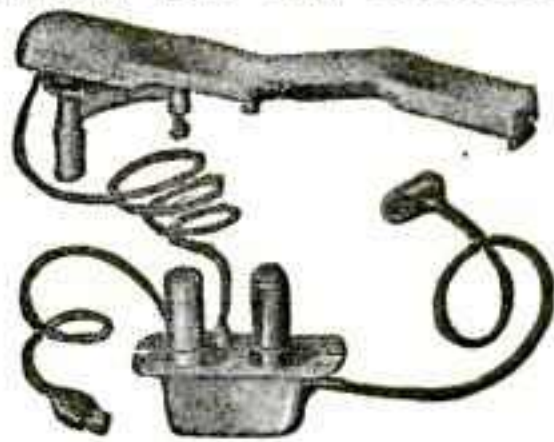
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UNION CANCER FUND

Distributors Say Many Factors Work Against Hyped Income

(Continued from page 109)

it would get away from the public complaint of 100 per cent rise in prices.

Pat Ryan and Laddie Gale, managers of Vogue Wester, distributors of AMI, were out of the city and could not be reached for comment.

Sandusky Report

SANDUSKY, O.—“We are opposed to any change in present prices for juke box play because we feel that the customers do not have the money to spare for increased rates,” declared Herman Stein, of Buckeye Music & Novelty Company here.

Stein said that he and other distributors felt that the present rate of 5 cents a single play, two for a dime or five-for-a-quarter should be continued, especially in this area. He added that many spots have mostly 5 and 10 play while only a few locations bring in more quarters, especially clubs where “moneyed” men spend their time.

Buckeye is distributor for Seeburg machines.

High Investments

INDIANAPOLIS—Prices on equipment are too high, and the investment is too much for operators, according to Peter Stone, of the Indiana Automatic Sales Company. The operator under present conditions cannot make any money, and it would be unwise at this time to go to 10 cents. Manufacturers must reduce their prices, control production, eliminate price cutting tactics and flooding the market with phonographs. The operator must solve his own problems, and to do this, he must have a lower price on his merchandise. His cost of doing business is prohibitive at the present level.

One distributor who did not wish to be named says: “The distributor and manufacturer are to be blamed for this condition. When operators refused to replace some good old equipment, ruthless distributors entered the operators’ field. Operators were working on a 25-75 basis, 25 cents of every dollar to the location, and 75 cents to the operator. Distributors came in with new equipment on a 50-50 basis. They upset the operators’ business, and to their sorrow, soon found it out, and realized it wouldn’t work. The injury had been done and there is no way to remedy it. You can’t work on the split basis.”

High Wages

“This is the wrong time to talk of raising prices to 10 cents a play,” according to Sam Weinberger, of Southern Automatic Music Company. The ordinary wage now prevalent does not warrant it. The workman’s household expenses are too high, and his spending power has been cut. Living costs will not permit it. Prices must come down as well as costs of all other commodities. When we reach a sane and safe level the operators’ trouble will adjust itself, and not until then.”

One of the important things pointed out here is the fact that operators do not keep an accurate set of accounts. Many don’t know if they are making money or getting into the red, or are already in the red.

Philadelphia Story

PHILADELPHIA—Local distributors of music machines all point out that they are in the same position as operators in respect to the sharp decline in business.

“To hear operators talk,” one declared, “you would think that they

are the only ones losing money today. Granting that equipment is high, that’s no reason for everybody to hide their heads in the sand. All equipment is high. Builders of homes are paying more today for steel, lumber and plumbing among other things than at any time in their memory. But that doesn’t stop them from building houses. And people are still buying. By the same token, department stores have announced that they are doing more volume business today than before but that their profits are lower. You don’t see the department stores closing the doors because their profit is lower. Instead, they are continually devising new ways to increase the volume in order to maintain their profit level.”

One of the distributors said that the operators have no choice but to increase the play price to 10 cents rather than cut with six-for-a-quarter appeals.

Up Price

“The operators here haven’t given the dime play a fair trial,” he added. “They haven’t got the guts to try it out on a fair trial basis. Instead, they are always letting the next guy do it. And when the next guy tries it and it doesn’t work out to his satisfaction, up goes a yelp—‘There, I told you, it’s no good. He was a sucker to try it.’ But that’s not the way to give any merchandising practice a fair chance. The local newspapers jumped from two and three cents to a nickel. People didn’t stop reading the newspapers. Sure, circulation dropped for awhile. But with consistent promotion, the same number of people are reading the newspapers and paying the higher price. Increase the record play to 10 cents and there will be a heavy drop. But all the people won’t stop playing the records. And in time, the people will be back paying the higher price for the music they want. And for those that won’t return to the machines, the increase in collections will more than make up for the few dropping away.”

Another significant comment was made by a distributor, stressing the fact that operators will have to change their arrangements with the location owner. He said that it is no longer profitable for the operator to split 50-50 with the location. “Stop giving the location owner a 50-50 split with the first nickel. In view of present conditions, there should be no split until after you have cleared your expenses on the machine,” he added.

Suggestion was also made that the operators take better care of the equipment on the location. Neglect of the machine so that it soon becomes an eye-sore in an establishment has resulted in many location owners moving the machine to a corner where it is not conspicuous with the result that it doesn’t get the play it should.

If the operator will make his machine an attractive piece of equipment, and in particular make sure that it is ever clean, lighted and polished,” said one of the distributors, “the location owner will be more inclined to feature the machine in his establishment. I have seen many machines in places where they were most uninviting for the player to come near it. Remember, the machine must have eye appeal as well as ear appeal in order to attract the players.”

Boston on Record

BOSTON—Six-plays-for-a-quarter seems definitely to be the answer in this area for the juke box operator’s never changing problem of how to make more money. The 10-cent play

Sunday Jukes

PITTSFIELD, Mass., June 5.—For the first time in the history of this community, licensed locations may now offer customers the use of their music machines on Sunday. However, in order to keep the juke turntables spinning on the Sabbath, location owners will have to pay a \$1 per Sunday permit fee.

is out. Surveys show that beefs are all too frequent on a 10-cent play, but when the consumer has the choice of the six-for-a-quarter, the take zooms.

Harry Poole, a long-time member of the industry here who has just opened the Beacon Coin Machine and taken on the AMI line, says that in a survey he made over a six-month period, 50 per cent of coins on a six-for-a-quarter operation were quarters.

Other distributors, in general, feel the same way. Some point out that there are locations which are grounded to the straight nickel play, but the feeling is that even those locations can benefit by the six deal.

Lower Prices

NASHVILLE — C. V. Hitchcock, Hermitage Music Company, says: “Music is still a 5-cent item in this territory. There are some spots, exclusive, where the dime, three-for-a-quarter, machine would pay.

“My advice to operators is stay off the high price equipment. Try to get by with inexpensive jukes, etc.”

L. H. Smith, S. L. Stiebel Company: “We’re going thru a period of adjustment. Business is good. I hear operators say they aren’t making money but they still drive automobiles, eat and seem to have what they want. The new laws (whereby jukes have to be inspected) should help the legitimate operator.”

Leon Payne: “I tell the operators to attend to their machines. Give the customer the best in clean entertainment.”

New York Comment

NEW YORK—Tony (Rex) Drenzo, Rex-Lee, Rock-Ola: “10-cent play is not the answer to the operators’ difficulties. With the present high cost of living, a tavern patron would rather spend that dime for an extra glass of beer rather than on three minutes of music. And as far as quarter play is concerned, I have seen people ask the bartender for change of a quarter and play their five nickels one at a time before putting the entire quarter in the machine. But give them a bargain such as six plays for a quarter, and the story might be different.”

Spagnola Speaks

CHICAGO—Mike Spagnola, of the Automatic Phonograph Distributing Company here, had the following to say regarding the operator situation:

“As a distributor, I naturally feel that the greatest play promoter is new equipment. I have been present in locations after a new phonograph was installed and heard many enthusiastic comments from the patrons. I have seen them play the new machine, not only because they wanted music, but because they also wanted to see and hear the phonograph operate. Operators’ collection records prove conclusively that new equipment makes income spurt. Comparison with other lines of business proves the same point. New taxi cabs, busses or trains always attract more riders than old, dilapidated equipment.

“Of course, with present day cost of equipment higher than pre-war prices and phonograph play still at 5 cents per record, the average operator does not feel that he can replace as

high a percentage of his phonographs as he did previously, even tho his 'average' has gone up along with the price of equipment. As an alternative to new phonographs, cleaning up the old ones would do much to stimulate business. A casual survey of machines on location will show that the majority of them have broken or dirty plastics, burned out light bulbs; worn records, needles or tubes; title strips not typewritten, and in general rundown condition. It is not surprising that the public ignores such unappealing equipment. On routes purchased, merely cleaning up the old equipment increased the income from 10 to 20 per cent.

A third method, and one that produces highly satisfactory results, is actual location promotion. Special records selected for the type of patrons frequenting the place, auxiliary equipment such as wall and bar boxes and extension speakers where needed, and, most important of all, educating the location owner, bartenders and waitresses as to the business increasing potentialities of the phonograph. A phonograph which is played often makes the location livelier and keeps the customers there longer. When patrons have enjoyed themselves, they come back again and bring new customers with them. When location owners have been convinced that playing the phonograph not only increases bar and restaurant business, but that the coins they put in the machines will be returned to them in their share of the higher total earnings, since the customer will also put more money in the phonograph, then the music operator is well on his way to better income and even more advantageous terms.

"Three things then can stimulate phonograph earnings: (1) New equipment where the location warrants it; (2) better maintenance of old equipment, and (3) individual location promotion and education."

Detroit Skeptical

DETROIT—Jack Brilliant, of the Brilliant Music Company, local Rock-Ola distributor, is skeptical over any plans to build income at this time:

"The only really worthwhile thing to do is to see that the public earns more money. This is especially important in this part of the country, as a result of strikes, labor uncertainty and general decrease in earnings.

"Certainly dime play is not the answer—when people don't have a nickel to spend freely.

"Inside the industry itself, the only real attack on increasing earnings is to increase commissions—to a 70-30 basis in my opinion. The operator must see that the present commission arrangement, averaging 50-50, is adjusted in the light of present economic conditions if he is to build his income."

D. Carl Angott, of the Angott Sales Company, Packard distributors, also skeptical, suggested a concrete aid from the distributor to help the operator sell his location owners.

"We know very well that the cost of equipment and of records is too high, and operators are not getting enough out of a location. That is the only place they can get it today—and it is necessary for the operator to get a guaranteed amount from his location. But as long as operators are location-hungry, and jump at a 50-50 deal, there is no solution.

"Operators will have to go out and do a selling job. Lots of times operators come to us and ask us to go over and talk to the location owner—we are glad to send a salesman over and explain to the location owner that the operator is buying a brand new machine, what it costs, and the operator must get a certain amount out. When you are putting in a brand new machine in a location for the first time—that is when the operator has a chance to increase his percentage because he can show the merchant how important—and expensive—his new investment is. But most operators won't even take advantage of this assistance from distributors even when it is offered."

Hartford Reactions

HARTFORD, Conn.—Ralph Colucci, owner of the State Music Distributing Company, Hartford, said that distributors and operators can be assured of more money by making sure of securing good records. He added that if operators would only band together in some sort of organization, setting up specific prices for specific situations, more income would be realized.

He said that there's no basic principle on which the operator can run his business today, for different locations mean different set-ups. In one place, for example, an operator may work on 50-50 percentage deals, while in other places the same operator may split profits with the situation over a certain figure.

In other words, an organization of operators in a locality would mean a better break all around for all parties concerned—with certain situations being charged certain rates, resulting in a consistency of operation policy.

Former Op

Colucci, a former operator himself, therefore speaks for both distributor (which he is today) and operator. Colucci said that in his opinion the idea of six plays for a quarter doesn't mean as much to the operator as the straight 5-cent play. "After all," he said, "a fellow thinks he has more money to spend by putting in five coins (nickels) than one coin (a quarter)."

Operators can make more money by the placing of top tunes in the No. 1 and 2 spots on the juke box. "I've heard of situations," said Colucci, "where three different persons in a bar or restaurant will put in a nickel to hear the No. 1 tune at the same time. The box gets 15 cents for playing one tune."

More Showmanship

"The only way to increase juke income in these times is thru showmanship and public relations," says Hirsh de la Viez, president of Hirsch Coin Machine Corporation, sole distributor in Washington. De la Viez pointed to the current promotion program of the Washington Music Guild,

"The tie-in between operators and disk jockies plus plugging top tunes thru posters has increased take tremendously in the last couple of months."

Nat Cohn says: "The trouble with many operators is that they scrimp on records and don't give their customers the music they want to hear. Why not let them indicate to the operator the records they like. It can be done." Cohn suggests as an example that ops place a card on the juke or near-by walls with the legend "we'd be glad to put your numbers in the machine," and let the patrons jot down their preferences. "And then put those numbers in the juke," says Cohn. "The customers like to see that their requests are honored, and will feel that juke box operator is really performing a service for them."

According to Barney Sugarman, "There are just too many music operators around today who are not real business men. And they don't conduct their operations as business ventures. Spoiled by high wartime take, they still want to take out of their businesses the same juicy weekly drawing account. And it just isn't there to take. Too many don't realize that they must set aside a fair amount of their revenue for depreciation and the cost of new equipment, if their business is to be sound. Let these fellows who are living high draw less each week and do a little more work themselves. By getting out and visiting locations they can cut overhead and maybe even contract with storekeepers for front money. This isn't as hard as it sounds, but it has to be worked at. Most operations today are returning a fair profit, when the total investment is considered. It's just that so many operators still mourn for their wartime earnings, when it wasn't unusual for a music operation to return, free and clear after weekly drawings, a 50 per cent net profit."

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New York:

Abe Benjamin, Massage-o-Mat Company president, has his new offices and showroom all set up in the Hotel Seville. His private office has a special attraction for visitors—that's where the coin-operated massage machine is located. Weary visitors can lie down on it and take a refreshing treatment while they talk business.

Earl Winters has resigned from Signature Records. Formerly he was associated with Nat Cohn at Modern Music Sales. . . . Jack Pero, Spacarb sales and advertising director, was in Atlantic City over the Decoration Day week-end. . . . Seeburg's 100-record Select-o-Matic phonograph is being promoted to home users here thru the Liberty Music Shops.

Dick Steinberg, of the Music Guild of America (MGA), reports that the association will soon introduce a "tested plan" to increase music operators' take. For the time being, the plan must remain under wraps, he says. Meanwhile, MGA advises its members to examine their operations critically. Overhead should be reduced wherever possible and operators should determine which accounts are operating at a loss. Low return locations should have their commission arrangements altered, MGA advises, or the machines should be pulled out.

Sam Eppy, of Samuel Eppy & Company, charms manufacturer, says his firm is pushing its new skull charm for prizes in bulk vendors. Seems the kids love them. "It can't be macabre enough for them," says Sam. "They want it as near a death skull as we can make it—deep hollow eyes, sunken cheeks, drawn chin and bald head." The new charms come metal-plated or in plastic.

Hamilton Hoge, president of United States Television (UST), reports that the firm is experimenting with a set to offer a theater-size television picture of 12 by 16 feet. UST, a 10-year-old firm, has its sets located in 17 States, as well as Washington, Canada and Mexico. . . . Morris Hankin, Georgia distributor, was a visitor to coin row last week on biz.

With rain and cloudy skies marring the Decoration Day week-end, arcade ops in town and near-by seashore resorts reported a far smaller take than they expected. F. McKim Smith, president of the National Association of Automatic Machine Operators, had the same dismal report on the week-end in Atlantic City. But things there are looking up with a few large conventions scheduled to check in soon. Immediate effect of the week-end was to slow down orders at local arcade equipment distributors. But, as Al Blendow, of Blendow & Meyers, Inc., said, "All that's needed are a few sunny days."

Regal Music execs, Charlie Bernoff, Ben Linn and Lou Falkin, took things easy at the Concord Hotel in the Catskills, last week-end. . . . Nat Goros, of Commercial Amusement, spent a good deal of his Decoration Day holiday on horseback.

Game operators saw the administration-sponsored bill to outlaw pins and roll-downs reported out of committee at the city council this week. Hopes were dashed that the bill might be amended to permit limited operation under strict regulation. But, on the other hand, the possibility still remained that the measure would be changed before a final vote was taken. Meanwhile, ops are waiting to see how the court case on police seizures of games will turn out. Trial is scheduled to begin Wednesday (9).

Victor Trad, of Tradio, announced last week that the firm has appointed Barnett Enterprises, of Philadelphia, as exclusive distributor for Tradio-Vision in that area. The large-screen project. (See NEW YORK on opposite page)

COINMEN YOU KNOW

Boston:

Beacon Coin Machines, Inc., timed its grand opening festivities to coincide with the first New England showing of the AMI Model B phonograph here last week. During the four-day showing Jack Mitnick and Harry Poole, president and treasurer, respectively, treated their many guests to a buffet luncheon and refreshments. Firm also handles Exhibit Supply games.

Among those attending the Beacon opening were Joe Friedman, Bridgeport, Conn.; Tom Libbey and Herbert Ryan, Haverhill, Mass.; J. C. McNeil, Lowell, Mass.; Hal Marsh, Brattleboro, Vt.; Louis Caporrico, Watertown, Mass.; Dick Johnson, Brocton, Mass.; Joseph Gnecco and Walter Lubby, Worcester, Mass.; Joseph Goldberg, Roxbury, Mass.; Eddie Dresser, Concord, N. H.; Bud Caron, Pittsfield, Mass.; Jack Tilton, Portsmouth, N. H.; Edward Tetreault, York Beach, Me.; Jerry Belleview, Fitchburg, Mass.; Walter Strong, Gloucester, Mass.; Randy Foote, Winthrop, Mass.; John Lazar, Manchester, N. H.; John Caruso, East Boston; Barry J. Barenbaum, Winthrop, Mass.; Al Dolins and Ralph Lackey, Pioneer Music Company; Betty McCarthy, Mary Dempsey and Betty Bernbaum, Redd Distributing; Donald Smith, Luke Levine, Joseph Greene, and Larry Greene, well-known band leader.

Des Moines:

Irv Sandler, of the Sandler Distributing Company, won a desk as top distributor in the Midwest region among the Rock-Ola distributors. . . . Phil Moss, of Atlas Music Company, spent the Decoration Day holidays in Chicago. . . . Richard Eaton, of the Eaton Distributing Company, attended the Wurlitzer company conference at Cross Lake, Minn. . . . All three of the distributors had displays at the Iowa Restaurant Association annual convention in Des Moines, with their set-up in the hotel lobby.

Columbia, S. C.:

Biz for the new Seeburg Select-O-Matic "200" Library has been good, according to D. H. Fisher, manager of the Columbia office of Sparks Specialty Co., Georgia-South Carolina Seeburg distributor. . . . The music trade generally in the Palmetto State has been off for the past three months. The trend, however, has been up in the last month. Early indications are for a good season at State resorts, ops report.

Detroit:

Jay and Arnold Wells and Samuel Schulman are forming the Jay Automatic Equipment Company, with offices on the East Side. . . . Theophil A. Mroz is taking over the Down River Vending Company in Wyandotte as sole owner. His former partner, Frank Goodyear, is withdrawing from the firm. . . . Francis J. Higgins and Robert H. Fischer are going into partnership as the Royal York Vending Machine Company.

James Ashley, veteran operator and distributor, is heading up the new firm of Ashley Television Industries. . . . Louis Ambrosine is forming the L. A. Music Company in the suburb of Dearborn. . . . Visit of Errol Flynn to the pinball set-up at Willow Run Airport the other day drew a line in Tony Weitzel's gossip column in The Detroit News. . . . Henry Weitz, of the Lynco Coin Machine Company, is changing over production to a new model roll-down.

Baltimore:

Cee-Gee Music Company here took over a special showroom at the Emerson Hotel for a four-day showing of the Filben Maestro '48 music machine, with the doors opening Sunday (30) and closing Wednesday night (2). Joe Gigliotti, Cee-Gee's president, reported that some 300 operators from Maryland, Washington and Delaware attended. William W. Rabin, president of the Filben Manufacturing Company, and Sam A. Drucker, vice-president of the National Filben Corporation, were on hand to greet the visitors.

Indianapolis:

Horace Moorman, executive of the Sidener Van Riper Advertising Company, and William Boles, advertising manager of the Packard Manufacturing Company, flew to Cincinnati Thursday (27) and visited the plant of The Billboard Publishing Company. . . . The new AMI Model B and the 40-selection wall box were on exhibition June 3 in the Boulevard Room at the Hotel Antlers. Paul F. Jock, of the Arrow Distributing Corporation, was the host to approximately 100 operators from all parts of Indiana. The operators received the new Model B with enthusiasm. Luncheon and refreshments were served.

Chicago:

Lindy Force, AMI manager of general sales, left Thursday (3) for a business tour of several Southern cities including New Orleans and Memphis. John Haddock, firm president, disclosed that response to the Model B has been gratifying, with the Grand Rapids, Mich., plant doing all it can to step up production. . . . Frank Mencuri, Exhibit Supply, spent a few days at the office after an extensive jaunt thru several of the East Coast's top amusement park areas, including Atlantic City and Ocean City, N. J.; Philadelphia, Baltimore, Washington and New York. He is currently jumping off on a similar trip.

Ray Riehl, United Manufacturing assistant sales manager, and his wife, Mildred, were in Boston last week. Ray is conducting a survey of operator and distributor conditions that will be completed after several more weeks of research.

Charley Schlicht, on an extended trip as Jennings's director of sales research, conferred with Dick Mathews, Southern division head in Nashville, over the Decoration Day week-end. Mathews makes his headquarters in New Orleans. Schlicht has appointed three firms as tentative Jennings dealers. They are T & L, Cincinnati, headed by Len Goldstein; Ohio Specialty Company, Louisville, headed by Ben Rosen, and F & W Company, Knoxville and Coatesville, Ky., headed by Frank Burke. Recent Jennings visitors included Ben Schroeder, Cut Bank, Mont.; Jack Rosenfeld, St. Louis, and Howard Budlong, who is well known to coinmen in Multnomah (Portland) and Columbia counties, Oregon.

Harry Jacobs Jr., accompanied by his wife, arrived in town Friday, May 28, from Milwaukee. Harry took the week-end off from United Coin Machine Company to visit with United Manufacturing Company. . . . Billy DeSelm, United's sales manager, spent the holiday week-end in Indiana with his family. However, Billy reports he started for home early Monday (31) to beat the road jam caused by the 160,000 people at the Indianapolis race. . . . O. O. Mallegg, exporter of AMI products, returned Thursday (3) from a flying trip to Havana. While there he contacted Cuban coinmen who were interested in handling distribution for that country.

Stanley C. Mitchell, retired Sydney, Australia, manufacturer, and his son-in-law, William T. Cook, were visitors at The Billboard this week. Mitchell was en route to visit a daughter living in New Ulm, Minn., while Cook was South Africa bound with his wife. Cook, until recently an operator in Sydney, will re-enter the trade upon arrival in South Africa, probably as distributor.

Herman Paster, head of Mayflower Distributing, St. Paul, left for the Twin Cities but will return soon to open up offices here. . . . George Jenkins, Bally Manufacturing, says the firm's new game, Rancho, which features a turret kicker, is building up a healthy following.

Juke box tunes will mingle with cries of "fore" this summer at the Billy Caldwell Golf Course here. A & M Music, headed by Adolph Raymond, installed a juke at the club this week, spotting it outdoors adjacent to the refreshment stand. Machine is his first to be set up in such an outside location, Raymond said, and is strictly an experiment. As it is an older, 12-record type model, play will not have to be high to make it a profitable location. Juke will be moved into the refreshment stand nights.

Bill Fuller, Vendall Company sales manager, was all smiles this week upon receiving the report of a Milwaukee candy operator that one of his (See CHICAGO on page 114)

Calendar for Coinmen

- June 10—National Automatic Merchandising Association (NAMA), Region XI (Northern California, Nevada, Utah, Wyoming), J. D. Roberts, vice-chairman, regional meeting, Palace Hotel, San Francisco.
- June 13-19—National Dairy Council (NDC), convention, Edgewater Beach Hotel, Chicago.
- June 14-17—National Association of Music Merchants (NAMM), convention, Palmer House, Chicago.
- June 14-16—National Candy Wholesalers' Association, Inc. (NCWA), convention and exposition, Sherman Hotel, Chicago.
- June 14-17—Radio Manufacturers' Association, (RMA), convention and exposition, Stevens Hotel, Chicago.
- June 17—National Automatic Merchandising Association, Region XII (Washington, Oregon, Idaho, Montana), dinner meeting of operators, H. Dan Bracken Jr., chairman, presiding, Olympic Hotel, Seattle.
- June 20-25—National Confectioners Association (NCA), convention and exposition, Waldorf-Astoria, New York.
- June 21-22—South Dakota Phonograph Association (SDPA), association meeting, Aberdeen, S. D.
- June 22-25—National Sanitation Foundation (NSF), first annual sanitation clinic (liquid dispensers), University of Michigan, Ann Arbor, Mich.
- June 28-30—National Small Business Men's Association (NSBMA), convention, Palmer House, Chicago.
- July 6-10—International Store Modernization Show, Grand Central Palace, New York.

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DALLAS 17, TEXAS

Twin Cities:

Leave it to Don Leary, top-flight coinman here, to come up with new ideas for his business venture. In addition to his coin machine routes, record and radio-appliance shop, Leary now retails television. Realizing that the public isn't too sure yet whether it wants video, Leary rents TV sets at the rate of \$1 daily, with the rental fee applying on the purchase price if the customer decides to buy the set. Another new fadangle by Leary, indicating how important he rates promotion and advertising in his business, is the window signs he puts up with every commercial television set he installs. His signs read: "Television—a Don Leary, Inc., installation."

Don F. Ehmman, secretary of the Minnesota Amusement Games Association, has circularized Minnesota jobbers warning them to be on the lookout for a man named Larson who reputedly is selling locations direct in the Winona-LaCrosse area. . . . Frank Kummer, Spring Valley, Minn., operator, was in the Twin Cities last week buying music and other equipment.

Manny Karon has joined the sales staff of the Hy-G Music Company and has been assigned to cover the North and South Dakota territory. Nels Nelson, Hy-G salesman, will concentrate his efforts in Minnesota hereafter, according to Hy Greenstein, firm owner. . . . Oscar Truppman has decided to rejoin Ted Bush, and has gone to Miami where Ted has opened the Bush Distributing Company of Florida, Wurlitzer distributor. Truppman had considered staying in the Twin Cities and becoming associated with Harold Lieberman, of Lieberman Music Company, new Wurlitzer distrib here.

Pershing Gulden, of Elliott, N. D., last week loaded his new station wagon with equipment he bought at the various jobbers in the Minneapolis-St. Paul area. . . . Ted Bush arrived from his new headquarters in Miami and will attend the open-house reception planned for June 9 by Hy Greenstein, of Hy-G Music Company, Seeburg jobber here. . . . Herman Paster, of Mayflower Novelty Company, played host to a group of coinmen last week who came to Minnesota for some fishing.

Philadelphia:

For the closing *Click Tune-of-the-Month* party of the school season, the music operators' association offered the school youth jamming Frank Palumbo's *Click* to select the hit song potential as the music spins from the records in the juke box a double treat. Guests on deck at the June 5 party were Benny Goodman and Louis Armstrong. . . . Ned Yaffe, of Y & Y Popcorn, and his wife went fishing down New Jersey way. . . . Berlo Vending Company added the Crest Theater in Woodcrest, Del., to its chain of location stands.

The *Evening Bulletin* took an editorial poke at the city council of Ventnor, resort town in Southern New Jersey for its far-reaching ordinance regulating establishments having pinball or machines of a like nature (*The Billboard*, May 29) in an editorial entitled *Pinball De Luxe*. After pointing out that the requirement of 10,000 feet of floor space is a lot larger than most city houses, *Bulletin* added: "Players, presumably, will bathe and perfume themselves on entering, and park their ermine wraps and top hats at a checkroom in a separate building. Council overlooked telling the players what kind of clothes they may wear."

Miami:

Willie Blatt, head of Supreme Distributors here, went yachting last week with Mr. and Mrs. Sam Gensburg, just before the Chicago game manufacturer returned to his Windy City offices. . . . Ted Bush, who was

recently appointed distributor of Wurlitzer in this area, is really going to town in redecorating the former Modern Vending showrooms. These same premises were used to display Wurlitzer equipment some years ago. Bush states that he has sold his Minnesota home and plans to live in Florida permanently.

Mr. and Mrs. Lou Koren left for Chicago. He owns the King Cole Hotel here. During a hot caluge game here between the Blatts and the Korens, just before the Korens took off, there was so much kibitzing going on between the four players that the fish had a hard time avoiding the temptation to jump up and play a few hands, Lou states.

New York:

(Continued from opposite page) tion television receiver is specially designed for public locations. . . . Mac Pollay, of United Phonograph Service, using some of his spare time to build television sets. The custom-built units are for friends, says Mac.

Edward W. Barnett, head of Cameo Vending Service here, announced the addition of Sam Mendelsohn to firm's sales force this week. Mendelsohn will have charge of sales on the Revelation cup vender, which is currently being shown in Cameo's showroom. Mendelsohn was formerly with the Seeburg Corporation and the Premier Coin Machine Manufacturing Company, New York.



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MONTERREY
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MARDI GRAS
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BAFFLE CARD	45.00	MISS AMERICA	45.00
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GOLD BALL	69.50	SPELLBOUND	39.50
HONEY	69.50	STAGE DOOR CANTEEN	39.50
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LUCKY STAR	89.50	TORNADO	69.50
MAISIE	69.50	VANITIES	69.50
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\$25.00 EACH

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- 4 Big Hit
- 1 Big League
- 2 Canteen
- 2 Dynamite
- 7 Fast Ball
- 2 Liberty
- 1 Monicker
- 3 Sea Breeze
- 1 Sky Chief
- 1 Spellbound
- 2 State Fair
- 3 Step Up
- 6 Superliner
- 3 Superscore
- 2 Surf Queen
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- 1 Rocket
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- 1 Fiesta
- 8 Kilroy
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- 1 Bowling League
- 1 Carousel
- 1 Marjorie
- 2 Nudgy
- 1 Smarty
- 1 Maisie

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- 1 Crossfire
- 1 Flamingo
- 1 Lucky Star
- 2 Ranger
- 2 Tornado
- 1 Lightning

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- 1 Gold Ball
- 2 Sea Isle
- 2 Mexico
- 2 Williams All Stars.
- Each
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Chicago:

(Continued from page 112)

Vendall 8-column machines, installed in a truck terminal for the past year and a half, has vended over 39,000 candy bars without need for repairs. Vendall's new candy carrying tray, with open lattice-work bottom and partitions, is meeting with operator acceptance, President A. Gerrick Alex says.

Among the prominent coinmen dropping into Buckley's trading post last week were Breezy Bill Corcoran, San Francisco; B. G. Strausbaugh, Club Services, POA, Honolulu; Doc Watson, Cedar Rapids, Ia., and C. S. Ward, who is equally well known in Jacksonville, Fla., as a coinman and realtor. R. E. Smith, of Buckley, left Friday (4) for a one week's vacation in McHenry, Ill., where he will supervise the building of a new year-round home.

Mike Spagnola, Automatic Phonograph Distributors, is helping carpenters and painters put the finishing touch on the firm's redecorated Milwaukee Avenue quarters. . . . Walter Graham, Self Service Laundries president, got back from a 10-day fishing trip into northern Ontario. His sales manager, Bob Soper, went on active duty at Glenview Naval Air Station Monday (1). He will be on active status for the next two weeks as part of the reserve training program.

Nate, Sol and Dave Gottlieb all arrived in Dallas June 5 to celebrate the 25th wedding anniversary of their brother, Maury, who lives in the Texas metropolis. Nate flew down while Sol and Dave made it via rail. Maury's son is making rapid strides as an announcer and sportscaster with one of the top Houston radio stations. Following his Monday (8) return, Nate will hop a Minneapolis-bound plane for the special showing Hy-G will have at its new Twin Cities showrooms June 9.

Sam Drucker, Filben vice-president, finally made the Cee-Cee Distributing showing of the Maestro in Baltimore after being delayed for a couple of days due to a sudden operation on his mother-in-law. Bill Rabin, Filben head, also caught the showing and later dropped into New York to negotiate some business with Gotham's coinmen.

Clayton Nermeroff, Monarch Coin Machine Company, reports the foreign demand for coin equipment is holding up, with some new countries shooting in initial orders during the past few weeks. A sizable shipment of pins, bells and arcade equipment went out for South Africa this week, he says, and a repeat order came in from Lebanon, Syria. Monarch bell division is continuing to ring with the approving comments of coinmen, Clayton states, with Carl Huppert as division head doing a fine job.

Sam Wolberg and Sam Gensberg, heads of Chicago Coin, state that their new game, Spinball, will prove to be the shot in the arm the game industry needs. They claim that the constant cries of "new, new, new" caused them to go into a huddle for something that would be the answer to that new cry. So they point at their 2,400 r.p.m. spinning bumper on the new game as the answer.

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K.O. Fighter	185.00
Chester Pollard Racer	150.00
Skill Derby Racer	100.00
Bally Racer	95.00
Hockey (Muto, or Seeburg)	75.00
Ping Pong, Exhibit	100.00
Santa Anita Handicap	145.00

SCALES

Kirk Astrology	\$ 95.00
Watling Low Model	65.00
Watling Large & Small Dial, Porcelain	45.00
Watling Astrology	100.00
Watling Tom Thumb Jr. (New)	Write
Watling 200 Fortune Telling	Write
Marion (New)	79.50
Arista (New)	95.00
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Big Hit (Single Play)	17.50	Hawaii	97.50	Step Up	22.50
Broncho	82.50	Kilroy	39.50	Suspense	21.00
Carousel	42.50	Kismet	17.50	Super Score	32.50
Cood	79.50	Lucky Star	69.50	Star Lite	115.00
Cyclone	54.50	Manhattan	169.50	Singapore	137.50
Dynamite	29.50	Mystery	42.50	Surf Queen	17.50
Fast Ball	27.50	Nevada	103.00	Sea Breeze	32.50
Fast Ball w/Flippers	29.50	Oklahoma	18.00	Superliner	24.50
Flying Trapeze	99.50	Playboy	59.50	Spellbound	24.50
Fiesta	34.50	Ranger	69.50	Smarty	34.50
Gold Ball	49.50	Rocket	42.50	Tornado	52.50
Havana	59.50	Show Girl	32.50	Victory	12.50
Honey	58.00	Sea Isle	112.50	Wagon Wheels	17.00
Hi Ride	97.50				

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MONEY-BACK GUARANTEE

Entertainment Centers For Small Towns To Use Plenty of Coin Machines

500 Scheduled for Erection This Year

CHICAGO, June 5.—Vending machines, juke boxes and coin amusement machines are pegged as an important part of a new community entertainment venture being organized here under the name of Theaterdromes, Inc. Pierre Robichaud, president, and V. Lespinasse, publicity director of the enterprise, plan erection of the first 500 of these all-purpose public gathering centers this year.

Primarily designed for those towns without existing entertainment or community house facilities (theaters, skating rinks, meeting halls, etc.) Theaterdromes, Inc., will provide the building plans, materials, and use of its name to individuals in such communities desiring to operate under the corporation's set-up.

Buildings will be of the large Quonset hut type. Firm plans that

each will include batteries of venders, and a juke box, to be operated by independent operators under the Theaterdromes name. According to current plans, however, coin machines located in such buildings will be operated by local coinmen, who will be required to pay a portion of the location percentage to the Theaterdromes operator and the central corporation.

Commission Rates

Coinmen placing their equipment in Theaterdromes centers, according to present schedules, will be required to pay the following rates of location commissions: For juke boxes, 40 per cent to location operator, 10 per cent to Theaterdromes, Inc.; soft drink venders (cup machines are mentioned), 10 per cent to location, 5 per cent to Theaterdromes; candy venders, 5 per cent to both location and corporation; popcorn venders, 20 per cent to location, 5 per cent to corporation; photomatic and voice recorders, 20 per cent to location, 5 per cent to corporation; penny and nickel bulk venders, 20 per cent and 5 per cent; ice cream venders, 15 per cent and 5 per cent, and scales, 20 per cent and 5 per cent.

Because of the versatility of such Quonset structures, interior can be easily converted to accommodate movie audiences, roller skating, dancing, special farm equipment and general industry exhibits, fashion shows, auctions, etc., Theaterdromes, officials contend. Several different types of programs or forms of entertainment can be offered during the course of a single week. Another use for the structures, it was suggested, is that of local teen club centers.

First installation is reported to have been contracted for by a La Crosse, Wis., businessman. Erection is scheduled to begin shortly.

Chi Coin 5-Ball Has Spinning Bumper Feature

CHICAGO, June 5.—Chicago Coin Machine Company, thru Sam Wolberg and Sam Gensburg, this week announced full production on a new five-ball game featuring a bumper that spins continuously at 2,400 r.p.m.

Called Spinball, the game's spinning bumper is placed in the center of the playfield. It works in conjunction with a pair of player-controlled flipper bumpers and also with two pairs of Chicago Coin developed "up 'n' down" roll-over switches.

Spinball's playfield is divided into three play theaters. Top theater concerns four-lettered bumpers, placed in a wide triangle and bearing letters of the word "spin." Hitting bumper "P" or "N" tallies 5,000 points and jumps the game's bonus build-up 5,000 points.

Second theater contains three 10,000-point bumpers, one of which scores 50,000 points at odd intervals; two 5,000 roll-over up 'n' down switches that register 50,000 points when S-P-I-N sequence is made, and two 5,000-point switches that register 50,000 points after bumpers B-A-L-L (third play theater) are made.

Spinning bumper revolves clockwise. With the aid of two flanking flippers, player can feed ball in play on rotating bumper. If player's coordination and timing are set so as to feed balls on whirling bumper with some degree of accuracy, it is possible for him to hurl ball high up on playfield and garner many additional points. If, however, his timing is inaccurate the ball will be shot in a downward movement toward the outsole.

In Spinball's third theater are three transfer bonus holes, the B-A-L-L sequence and the bonus score board. Ball falling in bonus kickout holes transfers bonus to main score. When player has made all lettered bumpers kickout holes light up. If after this sequence takes place player drops a ball in transfer bonus holes, he collects double bonus. Two "L" bumpers in this theater are worth 5,000 regular and 5,000 bonus points. When S-P-I-N-B-A-L-L sequence has been made, they add 25,000 points to bonus score, which gives a maximum 200,000 points when collected on double bonus.

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In business 15 years. Part can be financed. Optional to rent building.

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G-E LAMPS

GENERAL ELECTRIC

ADVANCE RECORD RELEASES

(Continued from page 35)

LATIN-AMERICAN

A Puerto Rico
M. Guerra Conjunto (Candito) Verne V-0289
Al Fin Sucedio (It Finally Happened)
Kubavana Conjunto (Empego Naroco) Victor 23-0856
Al Fin Sucedio (At Last It Happened)
Conjunto Tropicavana (Pa Fricase) Stinson 804
Always in My Heart
P. Green Cuban Caballeros (Tico, Tico) Pan American Pan 82
Anoranzas y Quimeras (Homework)
Vegabajeno Trio (Un Gran) Victor 23-0851
Asi La Pagaras (Sooner or Later)
A. Andino (Reir y) Verne V-0340
El Belle Belle
B. Capo (Hasta Manana) Seeco 651
Bermuda
Catalino Ork (El Embrollon) Verne V-0318
Blanca De Que? (They Called You What?)
J. Rodriguez Trio (Que Pollo!) Verne V-0321
Bo Bo Baila
R. Mendez ork (Mi Corazon) Exclusive 12X
Cancion Desesperade (Desperate Song)
J. Ross (La Carta) Verne V-0315
Candito
M. Guerra Conjunto (A Puerto) Verne V-0289
Contestacion (A Por Seguir Tus Huellas)
C. Ferrer Conjunto (Pellizcame) Verne V-0365
Dandy De Belen
M. Guerra Ork (La Droga) Verne V-0176
Dime (Tell Me)
M. Jimenez Cuarteto (Si Te) Verne V-0331
Dos Gardenias (Two Gardenias)
C. Ferrer Conjunto (Dos Vidas) Verne V-0366
Dos Vidas (Your Heart and Mine)
C. Ferrer Conjunto (Dos Gardenias) Verne V-0366
El Arree (The Cow Boy)
P. Pistolas Trio (El Hijo) Verne V-0353
El Cotompintero (The Man From Cotompintero)
Samperlo Hermanos (La Burrita) Victor 23-0854
El Embrollon (Tangled)
Catalino Ork (Bermuda) Verne V-0318
El Gallo (The Rooster)
P. Pistolas Trio (En Revancha) Verne V-0352
El Hijo Desobediente
P. Pistolas Trio (El Arree) Verne V-0353
El Talisman (The Talisman)
M. Silva (La Dominadora) Victor 23-0849
El Yerbero
Machito Ork (Pregon Criollo) Verne V-0066
Empego Naroco
Kubavana Conjunto (Al Fin) Victor 23-0850
En Revancha (In Revenge)
P. Pistolas Trio (El Gallo) Verne V-0352
En El Tibiri Tabara
Conjunto Tropicavana (Vive Como) Stinson 803
Hasta Manana Vida Mia
B. Capo-E. Flores (El Belle) Seeco 651
Havana Special (Esa Multa)
M. Valdes-N. Morales (Tambo) Seeco 4102
Hay Que Vivir El Momento (We Live For the Moment)
Conjunto Tropicavana (Obsesion) Stinson 802
Ilusion Perdida (Lost Dream)
Marcano Grupo (La Gitana) Seeco 656
India Caribe
Canario Grupo (Que Plena) Verne V-2778
La Burrita (The Little Donkey)
Samperlo Hermanos (El Cotompintero) Victor 23-0854
La Carta (The Letter)
J. Ross (Cancion Desesperade) Verne V-0315
La Dominadora (The Master)
M. Silva (El Talisman) Victor 23-0849
La Droga
M. Guerra Ork (Dandy De) Verne V-0176

La Gitana (The Gypsy)
Marcano Grupo (Ilusion Perdida) Seeco 656
Illegaste
N. Morales (Morena) MGM 10203
Lolita
Sexteto Flores (Un Momento) Verne V-0208
Los Brujos
M. Dumont Ork (Mi Despertar) Verne V-0285
Mi Corazon
R. Mendez Ork (Bo Bo) Exclusive 12X
Mi Despertar
M. Dumont Ork (Los Brujos) Verne V-0285
Morena
N. Morales (Illegaste) MGM 10203
Nuestra Noche (Our Night)
P. Galindez-P. Flores Ork (Que Te) Seeco 654
Obsesion (Obsession)
Conjunto Tropicavana (Hay Que) Stinson 802
Out of My Mind
Catalino Ork (Te Quiero) Verne V-0319
Pa Fricase Los Pollos (Chicken Fricassee)
Conjunto Tropicavana (Al Fin) Stinson 804
Pellizcame (Donde No Me Duela)
C. Ferrer Conjunto (Contestacion) Verne V-0365
Por Tus Ojos
J. Carrion (Queja Del) Verne V-0040
Pregon Criollo
Machito Ork (El Yerbero) Verne V-0066
Presentimiento (Misgiving)
T. Pizarro-C. Ferrer Conjunto (Que Haz) Verne V-0312
Pulpo O Calamar
Sexteto Flores (Tu Lo) Verne V-0206
Que Has Hecho (What Have You Done?)
T. Pizarro-C. Ferrer Conjunto (Presentimiento) Verne V-0312
Que Plena, Vida Mia
Canario Grupo (India Caribe) Verne V-2778
Que Pollo! (What a Girl)
J. Rodriguez Trio (Blanca De) Verne V-0321
Que Te Pasa a Ti (What's the Matter With You?)
P. Galindez-P. Flores Ork (Nuestra Noche) Seeco 654
Queja Del Alma
J. Carrion (Por Tus) Verne V-0040
Quizas, Quizas (Perhaps, Perhaps)
P. Vargas (Vuelve Otra) Victor 23-0846
Recuerdos De Borinquen
C. Diaz Soler (Rigoletto) Verne V-0296
Reir Y Sufrir (Laughing Through Tears)
A. Andino (Asi La) Verne V-0340
Rigoletto
C. Diaz Soler Ork (Recuerdos De) Verne V-0296
Si Sabes Reir (If You Know How To Laugh)
J. Ross (Solo Tu) Verne V-0314
Si Te Interesa (Here's My Love)
M. Jimenez Cuarteto (Dime) Verne V-0331
Solo Tu (Only You)
J. Ross (Si Sabes) Verne V-0314
Tambo
M. Valdes-N. Morales (Havana Special) Seeco 4102
Te Quiero Mucho (I Love You)
Catalino Ork (Out of) Verne V-0319
Ten Piedad (Have Mercy)
A. Andino (Yo Perdi) Verne V-0341
Tico, Tico
P. Green Cuban Caballeros (Always in) Pan American Pan 82
Tu Lo Sabes
Sexteto Flores (Pulpo O) Verne V-0206
Un Gran Amor (A Great Love)
Vegabajeno Trio (Anoranzas Y) Victor 23-0851
Un Momento De Amor
Sexteto Flores (Lolita) Verne V-0208
Vive Como Yo (Live Like Me)
Conjunto Tropicavana (En El) Stinson 803
Vuelve Otra Vez (Come Back Again)
P. Vargas (Quizas, Quizas) Victor 23-0846
Yo Perdi (I Gambled and Lost)
A. Andino (Ten Piedad) Verne V-0341

RELIGIOUS

Dig a Little Deeper
M. Jackson (If You) Apollo 181
Dig a Little Deeper
Rainbow Four (If I) Rainbow 60001
Dig a Little Deeper
Smith Jubilee Singers (Eyes I) Modern 20-597
Down on My Knees
The Speer Family (Over in) Columbia 20435
Eyes I Have Not Seen
Smith Jubilee Singers (Dig a) Modern 20-597
Gabriel Blows His Horn
Golden Gate Quartet (Rock My) Victor 20-2921
Hear Me When I Pray
Deacon Utley-Smile-a-White Quartet (I've Got) Columbia 20440
I Want That Kind of Blessing
J. Daniel Quartet (You've Got) Bullet 107
If I Could Just Make It In
Rainbow Four (Dig a) Rainbow 60001
If You See My Savior
M. Jackson (Dig a) Apollo 181
I'll Fly Away
Reverend B. C. Campbell and Congregation (Promised Land) Apollo 185
I've Got That Old Time Religion (In My Heart)
Deacon Utley-Smile-a-White Quartet (Hear Me) Columbia 20440
Just a Little Talk With Jesus
The Rangers Quartet (Looking for) Bullet 106
Over in the Glory Land
The Speer Family (Down on) Columbia 20435

Looking For a City
The Rangers Quartet (Just a) Bullet 106
Promised Land
Reverend B. C. Campbell and Congregation (I'll Fly) Apollo 185
Rock My Soul
Golden Gate Quartet (Gabriel Blows) Victor 20-2921
Standing in the Safety Zone
Southern Harps (What Could) King 4221
The Church in the Wildwood
Victor 20-2882
The Church in the Wildwood and Other Hymns of the Heart Album (4-10")
The Harmonizers . . . Victor P-211
Have Thy Own Way, Lord . . . Victor 20-2882
I Love To Tell the Story . . . Victor 20-2883
Just as I Am . . . Victor 20-2883
Let the Lower Lights Be Burning . . . Victor 20-2884
Rock of Ages . . . Victor 20-2881
Softly and Tenderly . . . Victor 20-2884
Tell Me the Old, Old Story . . . Victor 20-2881
The Glory Train
The Calvary Quartet (What You) MGM 10205
Tumbling Tumbleweeds
B. Light (Wagon Wheels) Tempo TR-602
What Could I Do
Southern Harps (Standing in) King 4221
What You Gonna Do?
The Calvary Quartet (The Glory) MGM 10205
You've Got To Move
J. Daniel Quartet (I Want) Bullet 107
Reissue

INTERNATIONAL

A Balaton Partjan (On the Banks of Balaton)
K. Honka (A Kanyargo) Standard F-15003
A Kanyargo Tizspartjan (The Winding Tizsa)
K. Honka (A Balaton) Standard F-15003
A Meidele in Die Jehren
I. Kremer (Hazilicho-No) Seva 700
A Wieglied
I. Kremer (Der Boite) Seva 702
All My Love
V. Turpeinen (Anniversary Song) Standard F-5025
Anniversary Song
V. Turpeinen (All My) Standard F-5025
Az Si Dam Solo Hrat (Request Polka)
J. Pobuda Ork (Stesti V) Victor 25-2057
Bell Polka
Zath-Mary Polka Ork (Upstate Polka) Rainbow 40001
Cara Piccina
N. Chayres (Torna Piccina) Victor 25-7092
Chlopek (Young Fellow)
F. Curylo (Wesele Kaski) Standard F-3043
Cukierek (Sugar Daddy)
W. Leopold Ork (Hiszpanka) Seva 205
Czys Gotowa Na Pitnik (Ready for Picnic)
Basiv and Frankie (Pusc Mnie) Standard F-3045
Danse Ecossaise
J. Allard (Reel De) Victor 25-1119
Darling, Je Vous Aime Beaucoup
H. Rene Ork (Poeme) Victor 25-1120
Der Boite Priziv
I. Kremer (A Wieglied) Seva 702
Die Mahatonim
I. Kremer (Rabeinu-Tam) Seva 701
Du Kannst Nicht Treu Sein (You Can't Be True, Dear)
M. Helmut Wessels (Liebesstand-Chen) Standard F-11018
En Vardrill (Springtime Thrill)
Franzen and Eriksson (Sea Bright) Standard F-5026
Fireman (Strazak)
W. Ossowski Instrumental Quartet (Jenny Polka) Victor 25-9185
Happy Bee-Bee Boys
The Polka Kings (Hey! Ba-Ba-Re-Bop) Continental C-1229
Hasliche-No
I. Kremer (A Meidele) Seva 700
Hey! Ba-Ba-Re-Bop
The Polka Kings (Happy Bee-Bee) Continental C-1229
Hispanka (La Spagnola)
W. Leopold Ork (Cu-Kierek) Seva 205
J' Ai Ta Main
J. Sablon (Le Doux) Victor 26-7009
Jakszybko Mijaja Chwile (How Swiftly Moments Pass)
Labuda's Melody Kings (W Mojej) Seva 201
Jenny Polka (Janja)
W. Ossowski Instrumental Quartet (Firemen) Victor 25-9185
Kan Du Vissla Johanna (Can You Whistle Johanna)
F. Albeck (Necken) Standard F-5017
Kawaler (Boyfriend)
Trzy Zuchy (Pocaluj Jeszce) Seva 203
Komm in Meinen Rosengarten
W. Baumgartner Ork (Lill Marleen) Continental Elite E-309
Krazy Kat Polka
L. Savitts Famous Polka Dot Ork (Polka Dot) 4 Leaf Clover M-100
Kwiaty (Flowers)
Labuda's Melody Kings (Pa-Da Deszczuk) Seva 202
La Runidera (Wanna Lot o' Love)
J. Curbelo Ork (Tu Sonrisa) Victor 26-9036
Laughing Polka
The Melody Riders (Red Wing) De Luxe 1149
Le Deux Caboulet
J. Sablon (J'Al Ta) Victor 26-7009
Liebesstanchen (Serenade)
M. Helmut Wessels (Du Kannst) Standard F-11018
Lill Marleen
P. Heymans (Komm In) Continental Elite E-300
Me Husband's Flannel Shirt
J. McGettigan (Paddy McGinty's) Victor 26-7502
Mentre Nevicava (While Snowing)
Eccelsior Quartetto (Tarantella Napolitana) Standard F-6043
Mia Ghittara in Mare (At Sea With My Guitar)
T. Martino (O Mia) Standard F-6042
Necken (The Water Sprite)
F. Albeck (Kan Du) Standard F-5017
Nie Chec Wiecej Robic (I Don't Want To Work)
F. Curylo (Pytala Sie) Standard F-3039
O Mia Bella Napoli (My Beautiful Napoli)
T. Martino (Mia Ghittara) Standard F-6042
Fada Deszczuk Po Leszczynie (Rain in the Woods)
Labuda's Melody Kings (Kwiaty) Seva 202
Paddy McGinty's Goat
F. Quinn (Me Husband's) Victor 26-7502
Plocki
Six Rascals (Promyk) Continental C-764
Pocaluj Jeszce Raz (Kiss Your Gal Again)
Trzy Zuchy (Kawaler) Seva 203
Poeme
H. Rene Ork (Darling, Je) Victor 25-1120
Polka Dot Polka
L. Savitts Famous Polka Dot Ork (Krazy Kat) 4 Leaf Clover M-100
Pusc Mnie Tam (Let Me In)
Basiv and Frankie (Czys Gotowa) Standard F-3045
Promyk
Six Rascals (Plocki) Continental C-764

Pytala Sie Pani (Asking the Young Doctor)
F. Curylo (Nie Chec) Standard F-3039
Rabeinu-Tam
I. Kremer (Die Mahatonim) Seva 701
Red Wing Polka
The Melody Riders (Laughing Polka) De Luxe 1149
Reel De La St. Valentin
J. Allard (Danse Ecossaise) Victor 25-1119
Sea Bright
Franzen and Eriksson (En Var-Drill) Standard F-5026
Slodkie Usta (Sweet Lips)
W. Leopold Ork (Ulubione Hujawiaki) Seva 204
Stesti V Piani (Fortune in Song)
J. Pobuda Ork (Az Si) Victor 25-2057
Tarantella Napolitana (Neopolitan Tarantella)
Eccelsior Quartetto (Mentre Nevicava) Standard F-6043
Torna Piccina
N. Chayres (Cara Piccina) Victor 25-7092
Tu Sonrisa (Your Smile)
J. Curbelo Ork (La Runidera) Victor 26-9036
Ulubione Hujawiaki (Old Favorites)
W. Leopold Ork (Slodkie Usta) Seva 204
Upstate Polka
Zath-Mary Polka Ork (Bell Polka) Rainbow 40001
W. Mojej Dryndzie (In My Jalopy)
Laduda's Melody Kings (Jak Szybko) Seva 201
Wesele Kaski (Katy's Wedding)
A. Szuberla (Chlopek) Standard F-3043

CLASSICAL AND SEMI-CLASSICAL

Boatner: On Ma Journey
C. Brice-J. Brice (Johnson: My) Columbia 17524-D
Corelli: Suite for String Orchestra (12")
The Philadelphia Ork-E. Ormandy, Dir. . . . Columbia 12836-D
Frederic Curzon: March of the Bowmen (From "Robin Hood Suite") (12")
C. Williams Concert Ork (Donald Phillips) Columbia 72527-D
Debussy: Clair De Lune (12")
Janssen Symphony of Los Angeles-W. Janssen, Dir. (Liszt: Liebestraum) Artist UA-1004
Ives: Sonata No. 2 (Concord, Mass., 1840-1860) Album (5-12")
J. Kirkpatrick . . . Columbia MM-749
Johnson: My Good Lord Done Been Here
C. Brice-J. Brice (Boatner: On) Columbia 17524-D
Liszt: Liebestraum (12")
Janssen Symphony of Los Angeles-W. Janssen, Dir. (Debussy: Clair) Artist UA-1004
Morton Gould Symphonic Band Album (4-10")
M. Gould Symphonic Band . . . Columbia MM-743
Gould: Fourth of July . . . Columbia 4517-M
Gould: Home for Christmas . . . Columbia 4518-M
Prokofiev: March Op. 99 . . . Columbia 4518-M
Sousa: Washington Post March . . . Columbia 4516-M
William Grant Still: Work Song (No. 1 of "From the Delta") . . . Columbia 4519-M
Traditional: Irish Tune From County Derry . . . Columbia 4517-M
Traditional: Shepherd's Hey . . . Columbia 4516-M
Yankee Doodle . . . Columbia 4519-M
Nelson Eddy in Songs of Stephen Foster Album (4-12")
N. Eddy-R. Armbruster Chorus and Ork . . . Columbia MM-745
1. Come Where My Love Lies Dreaming; 2. The Merry, Merry Month of May . . . Columbia 7599-M
1. I Will Be True To Thee; 2. Jenny June . . . Columbia 7602-M
1. Jeanie With the Light Brown Hair; 2. There's No Such Girl as Mine . . . Columbia 7602-M
1. My Old Kentucky Home; 2. Dolly Day . . . Columbia 7601-M
1. Oh, Boys, Carry Me 'Long; 2. De Campdown Races . . . Columbia 7600-M
1. Old Black Joe; 2. My Brudder Gum . . . Columbia 7599-M
1. Open Thy Lattice, Love; 2. Fairy Belle; 3. Oh! Susanna . . . Columbia 7601-M
1. Sweetly She Sleeps, My Alice Fair; 2. Uncle Ned . . . Columbia 7600-M
Night Life on Two Piano Album (4-100")
Morley and Gearhart . . . Columbia MM-746
All the Things You Are . . . Columbia 4522-M
Baby Boogie . . . Columbia 4522-M
Body and Soul . . . Columbia 4521-M
I Got Rhythm . . . Columbia 4520-M
Limehouse Blues . . . Columbia 4523-M
1. Russian Lullaby; 2. The Love for Three Oranges—March, Op. 33 . . . Columbia 4520-M
Stardust . . . Columbia 4521-M
Stormy Weather . . . Columbia 4523-M
Donald Phillips: Skyscraper Fantasy (12")
C. Williams Concert Ork (Frederic Curzon) Columbia 72527-D
Puccini: La Boheme—"Vecchia Zimarra, Senti" (12")
E. Pinza-F. Cleva, Dir.—Metropolitan Opera Ork (Rossini: The) Columbia 72528-D
Ravel: La Valse Album (2-12")
Pittsburgh Symphony Ork-F. Reiner, Dir. . . . Columbia MM-296

Record Reviews

(Continued from page 32)

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

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

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

POPULAR				
THE EMILE COTE SERENADERS (Bob Evans, Dir.) (Columbia 38230)				
<i>Tea Leaves</i> This is the Algene original on this tune which shows semblances of hit-dom; it's a cappella.	87	87	87	87
NICK DE FRANCES <i>In Martha's Eyes</i> Nick sounds like a younger Sinatra in phrasing and quality.	70	73	67	69
FRANKIE LAINE (Carl Fischer Ork) (Mercury 5143)				
<i>All of Me</i> Laine's showmanly delivery shines on this medium jump version of the oldie; similar to the recent Sinatra version.	84	85	83	83
<i>When You're Smiling</i> Another familiar tune done with small jazz group; good Laine; fine Tony Scott clary.	81	84	78	80
JERRY COLONNA (Capitol 15098)				
<i>Where Do You Work-A, John?</i> Colonna does a feeble job with the old novelty fave.	55	55	55	55
<i>Pass a Piece of Pizza, Please</i> This side's feeble too but may find nickels in the restaurants mentioned in the second chorus.	55	55	55	55
LEN McCALL ORK (Percy Rodgers) (20th Century 20-64)				
<i>Letter to My Baby</i> Blues in the Louis Jordan fashion; okay material; passable vocal and orking.	68	66	66	71
<i>I Said It and I'm Glad</i> We heard it and we're sad.	33	30	30	38
BEN LIGHT (Herb Kern-Lloyd Slopp) (Tempo TR-604)				
<i>The World Is Waiting for the Sunrise</i> Piano with Hammond and Novachord backing does oldie with planola runs and ragtime beat. Deftly done—could score in tavern jukes.	73	72	70	80
<i>Alice Blue Gown</i> More of Light's fancy 88-ing, but doesn't have rhythm and simple appeal of flip.	67	65	65	70
MICHAEL O'HIGGINS (Frances Flanagan Ork) (American Beauty 200)				
<i>Ballycotton</i> Novelty ballad about one of Eire's scenic spots. O'Higgins has a pleasing baritone voice. Harp backing and sound effects for ould sod flavor.	63	60	65	65
<i>When McCormack Sang</i> <i>Mother Machree</i> Sentimental ballad, not as good as flip, with chirping strained in key that sounds too high. Neither side well recorded.	58	57	61	60
ADELE CLARK (Decca 24444)				
<i>Someone Said</i> Unfortunate sibilance is conspicuous in Miss Clark's vocal.	55	56	53	55
<i>For Heaven's Sake</i> Don't chirping as through difficulties staying on the note.	48	48	48	48

POPULAR				
ELLA FITZGERALD (The Song Spinners) (Decca 24446)				
<i>My Happiness</i> Ella's a knockout as she leaves the bop department long enough to do the hit ballad straight. Tops for phrasing, control, and voice quality.	90	90	90	90
<i>Tea Leaves</i> Not quite as polished as flip, but still a quality job. Both sides backed a cappella.	87	87	87	87
DANNY KAYE (Johnny Green Ork) (Decca 24445)				
<i>Molly Malone</i> Danny does the folk ballad straight and sweetly.	78	79	77	79
<i>Dena's Lullaby</i> A charming lullaby, soothingly warbled by the funny man.	76	78	78	75
FERKO STRING BAND (Palda P-114)				
<i>Roll 'Em Girls</i> Plunka-plunk. comedy item, with vocal overpowered by "ork."	59	57	56	65
<i>Alibi Baby</i> Nostalgic type tune reminiscent of the 20's. Well-suited to string-band treatment, and band does it in top golden bantam fashion.	80	79	78	84
PERRY COMO (Russ Case Ork) (Victor 20-2888)				
<i>It Only Happens When I Dance With You</i> Perry does the Berlin flicker tune in an easy, relaxed manner reminiscent of the Crosby of a dozen years back.	84	84	83	85
<i>Better Luck Next Time</i> Also in the old Bing manner. Perry sacrifices some of his romance and long-held notes to achieve the effect—but the result is fine.	86	86	85	88
FREDDY MARTIN (Victor 20-3027)				
<i>The Girl Who Came From Peru</i> (The Martin Men) Bouncy ballroom rumba, North American style.	75	80	73	73
<i>It Began in Havana</i> (Stuart Wade) A blend of slow vocal ballad and fast piano treatment on a rumba kick. Change of pace lacks continuity.	58	60	54	58
UPTOWN STRING BAND (Rob Runkle Jr., Dir.) (Krantz K-1023)				
<i>That's My Gal</i> Routine string band item with little drive or special interest.	40	40	40	40
<i>Let a Smile Be Your Umbrella</i> Ditto, only more so.	37	37	37	37
THE PIED PIPERS (Paul Weston Ork) (Capitol 15103)				
<i>Smiles</i> Pipers don't do much with the oldie.	70	69	68	72
<i>Judaline</i> Tune, from flicker "A Date with Judy," gets an extra-pretty Piper piping. Nice Weston orking supporting.	78	81	78	76

Vender Cartoons Make Good Story

NEW YORK, June 5.—A vender which punishes deadbeats who deposit slugs by booting them in the rump and dousing them with water is only one in a fanciful series of cartoons featured in a recent issue of *This Week*, Sunday supplement of *The New York Herald Tribune*. The feature entitled *Slot Machine Age* (they misname venders as slot machines to the sorrow of automatic merchandise men) has artist Charles Pearson depicting his view of what the future has in store. One coin-

operated robot, which he calls the Concessionomat, is specially designed for the baseball fan. At one fell swoop it gives him a soft drink; inserts a bag of peanuts in his pocket, tosses out a score card and jabs a frankfurter in his mouth. Another machine labeled the Valetomat shows a seedy looking gent climbing into the device while another is popped out freshly showered and shaved, with his shoes shined and his suit cleaned and pressed—all for 95 cents, according to the sign. Offering all the service of a super gas station, a lighter fluid dispenser runs a miniature vacuum cleaner around the customer's hat, wipes his glasses and winds his watch at no extra charge.

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<p style="text-align: center;">Keeney's TWIN BONUS SUPER BELL</p> <p>The all-time favorite! Five coin multiple. Brand new. Original Crates. Write or Phone Now for Special Price!</p>	<p style="text-align: center;">WANTED TO BUY!</p> <p>Mills Blue Fronts Mills Brown Fronts Mills Black Cherry Bells Mills Jewel Bells Mills Golden Falls</p> <p style="text-align: center;">Any Quantity Must Be Originals</p>	<p style="text-align: center;">Keeney's WILD BELL</p> <p>Newest sensation! Twin model with any two coin chutes—for single coin play. You'll go wild over it! Brand new. Write, Wire or Phone for Price!</p>
<p style="text-align: center;">NEW SAFE STANDS</p> <p>Chicago Metal's Famous Revolv-A-Rounds DeLuxe, Weighted Stand Single \$48.00 Double 87.00 DeLuxe, Weighted Safe Single \$119.50 Double 174.25 Triple 262.00</p> <p style="text-align: center;">Also "UNIVERSAL" Line—Write!</p>	<p style="text-align: center;">Williams' Amazing New Five Ball YANKS YANKS YANKS</p> <p style="text-align: center;">Phone! Wire! Now for IMMEDIATE SHIPMENT!</p>	<p style="text-align: center;">CONSOLES Perfectly Reconditioned!</p> <p style="text-align: center;">Keeney Bonus Super Bell</p> <p>Single \$325 Twin 575 Three Way 795 Bally Triple Bell 550 Mills Jumbo Parade, Late, P.O. 65 Pace Twin Reels, 10-25¢ 85 Pace Saratoga, 10¢ 50 Pace Saratoga, 25¢ 50</p>
<p style="text-align: center;">NEW MILLS SLOTS</p> <p style="text-align: center;">JEWEL BELLS, BLACK CHERRYS, MELON BELLS</p> <p>5¢ Play \$248 10¢ Play 253 25¢ Play 258 50¢ Play 338</p> <p style="text-align: center;">GOLDEN FALLS, BLACK GOLD, BONUS BELL</p> <p>5¢ Play \$258 10¢ Play 263 25¢ Play 268</p>	<p style="text-align: center;">ONE BALLS Keeney's FAVORITE</p> <p>Everyone's favorite! The ideal game for your one-ball operation. We have them brand new at only \$475. Remember—FAVORITE is combination FP and PO</p> <p style="text-align: center;">RECONDITIONED</p> <p>Bally Turf King \$75 Bally Jockey Club 75</p>	<p style="text-align: center;">New Jennings Slots STANDARD CHIEF</p> <p>5¢ Play \$269 10¢ Play 279 25¢ Play 389 50¢ Play 399 \$1 Play 599</p> <p style="text-align: center;">SUPER DE LUXE LIGHT-UP CHIEF</p> <p>5¢ Play \$324 10¢ Play 334 25¢ Play 344 50¢ Play 454</p> <p>With Tic-Tac-Toe Reels—Same prices.</p>

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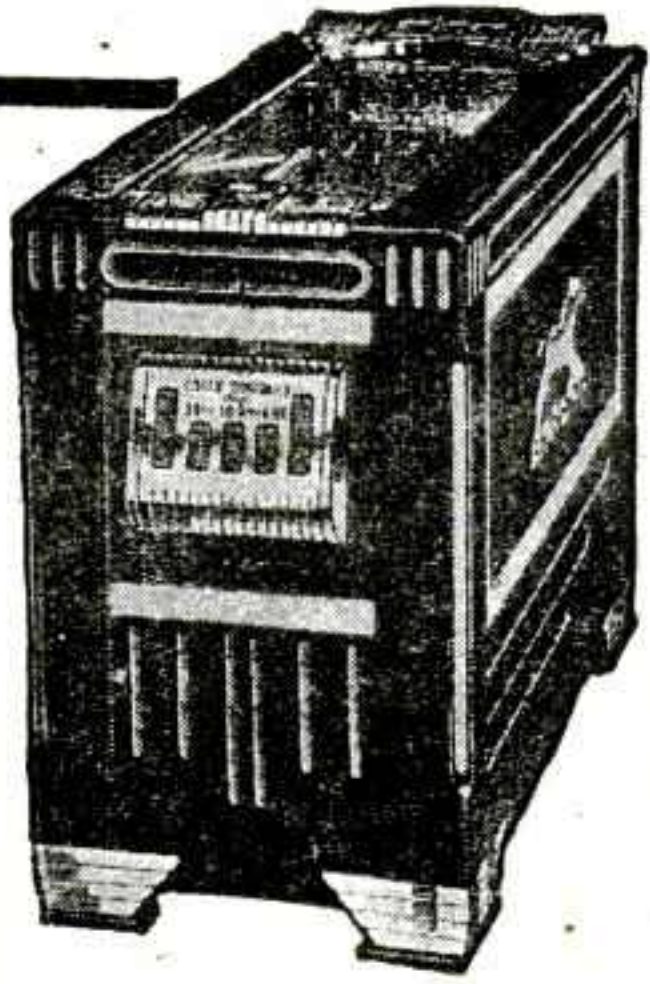
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(PLAY BOOSTER)

(Continued on page 121)



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Mfrs. Speak on Operator Problems; Suggest Remedies

(Continued from page 107)

Indianapolis. According to Bolles, "this true short story convinces me a lot of little things (cleanliness, for one) go to make up a profitable music route." His story follows:

Indianapolis—"Last week, while driving from Louisville to Indianapolis, I stopped at a small town in Southern Indiana for lunch.

"Like many small towns of about 2,500 population, most of the business was clustered along the main street.

"Being a stranger I was at a loss as to which of the three restaurants to choose until I noted a freshly lettered sign on the window of one—Cat Fish, Caught This Morning—Sandwich, 50 Cents.

"That made up my mind, and on entering I congratulated myself for a wise choice because of the cleanliness of the interior.

"The furnishings were nothing out of the ordinary, but everything looked spic and span, scrubbed and polished. There were booths along one wall, a bar along the opposite wall, tables in between—and, oh yes, a brand-new phonograph up front with wall boxes along the bar and in the booths.

"The fish sandwich was everything the sign led me to believe it would be—sweet, succulent, done to a turn. And the generous wedge of deep-dish Dutch apple pie was all on the plus side too.

"The man behind the cash register was young, personable and with an engaging grin. I complimented him on the meal while paying my check, and asked, 'Did you catch the fish?'

"No, my boy caught 'em in Blue River this morning,' he replied. He likes to fish and my customers never seem to tire of really fresh fish.

"Then I, disarmingly, added, 'Say, that's a fine new phonograph you have there. But isn't it rather expensive for a restaurant in a town of this size?'

"He grinned again and answered, 'Well, in the first place it isn't mine. A friend of mine bought several from the factory that makes them. He operates what he calls a music route.'

"Then he leaned forward, confidentially, and continued, 'He allows me a percentage of the earnings. That machine there hasn't gone below \$42.50 per week for the five months since he installed it.'

"I whistled in approval at its earning power and added, 'But you say it's five months old? Gosh, it looks like he put it in this morning.'

"He answered, 'Oh, that's easy. He uses that new glass wax on the glass and furniture polish on the wood. And I often help him. I guess I'm as proud of the phonograph as he is.'

"I thanked my restaurant friend again for an enjoyable lunch and drove away from that small town in Southern Indiana with the feeling that a lot of little things go to make up a profitable music business, and one of them is no more difficult of achievement than simple cleanliness."

AMI Report

Grand Rapids — John Haddock, president of AMI, had the following to say about the operator problem.

"Up-to-date, modern operators today are not losing business. This type of operator was among the first to realize that war play had dropped off and immediately did something to try to keep the play up. He watched his overhead carefully, bought new equipment for top stops to insure his holding those locations and worked out various promotions to fit his locations and the general community.

"One operator in a highly competitive Midwestern area recently placed new machines on locations on a rental basis. This operator receives \$20 a week as rental for his equipment, with all income from the coin box

going to the location. This operator has found the rental idea highly successful. The location owner takes a greater interest in the equipment too."

Chicago — Constantly in contact with operators thruout the country, Art Weinand, sales director of Rock-Ola, has seen the operator at work, and is cognizant of the tremendous problem he (the operator) faces. Some of Weinand's observations on the problem and solutions follow:

Music machines leave the factory in perfect condition, says Weinand, and operators should do their utmost to keep them in that condition after they are on location. The trouble is, however, that most operators do not do this. A check on practically any location will open a person's eyes. Broken plastics, shoddy appearances and a general unappetizing presentation of music to the public is seen.

Modern Music in Denver, according to Weinand, is an example for other operators. This firm employs a number of spotters who have only one job—to check equipment on location and make sure it is in top-notch shape. These men are not servicemen, but they do make sure that every machine on location is constantly in its best operating condition.

Appearance Counts

"It's just like a girl who is dressed up like a million dollars but the seams in her stockings aren't straight," says Weinand. The appearance must be perfect. One burned out light in an otherwise perfect machine can make it unattractive to the customer.

Weinand also believes in operator analysis of a route. Some cases might call for consolidation of a route with unprofitable stops eliminated. The savings then follow down the line, and an operator can find himself making more money by dropping some locations. Thru this same type of analysis an operator might find that the addition of wall boxes could bring up the level thruout the location, without making the music objectionable to some patrons because it was too loud in their area or too soft in another part of the spot.

Weinand agrees that the music machine operator must make more money, but he emphasizes they cannot do it at the expense of the public.

Chicago—Sam A. Drucker, vice-president of the National Filben Corporation, offered the following information:

"The music machine business has undergone many drastic revisions since the end of the war. The effects of these changes have been felt from the manufacturing level to the operating level. Today it is vital that the problem of the operator be considered at all levels of the business. For he or she is the one person that the distributor and the manufacturer are most concerned about.

"Sensible, business-like methods in operating, I would say, are absolute requisites for all operators. Analyzing locations, a strong public relations program with the location owner and his customers and clearly crystalized methods of business procedure are all important if the end result is to be profitable.

"Many, if not all, top locations require up-to-date equipment, well-serviced and well maintained. But what might be considered a top spot in one locality, financially might not begin to compare with a similarly regarded location in another area. Where the operator is forced to replace equipment, the price factor is most important. It is the concern of the manufacturer to see to it that the average operator can replace a given percentage of his equipment each year and do it profitably.

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Legislation On Machines Is Cooling

Congress Preps Adjustment

(Continued from Page 107)

doomed this session. This measure is the surviving partner of a pair of bills to end the copyright exemption given jukeboxes under the Copyright Act. American Society of Composers, Authors and Publishers (ASCAP) has been pressing for such a bill for the past decade and is gearing to renew pressure in the new Congress.

A separate bill contingent on passage of a bill similar to the Scott measure is not likely to reappear. This bill, which was killed off by a House judiciary subcommittee, would give recording artists a whack at juke royalties if the exemption were ended. National Association of Performing Artists (NAPA) put up a vigorous battle for the measure last June but is apparently reconciled to defeat.

The record ban of American Federation of Musicians (AFM) may possibly be over before a new session and the union will still be in the middle of a congressional squabble. A joint labor-management committee is ready to take up amendments to the Taft-Hartley Act once the elections are out of the way. One proposal would eliminate the act's ban on welfare funds, which precipitated the present AFM disk walk-out. Should AFM's welfare fund be again permitted to operate, the union would probably remain at peace with diskeries.

The changes which Representative Carroll Kearns (R., Pa.) performed on his prospective bill to levy a fee on records used commercially (jukeboxes and radio stations), appears to be the congressman's final decision on this subject for the remainder of the year, and he is not considered likely to change his mind. Some other legislator may proffer the idea in the future, but no chance of passage is foreseen.

Chances for the coin machine industry to get a cut in the excise tax look no better next session than this. Uncle Sam collects about \$20,000,000 annually from this source, but legislators don't even mention a coin machine cut, even tho some two-score bills slashing other excises have been introduced.

Coin Locations Show Biz Gains

WASHINGTON, June 5. — April business in such coin machine locations as restaurants, taverns and filling stations was up for a half-dozen cities in the central U. S., the Commerce Department reported this week. On the other hand, drugstore receipts for these cities were off.

Cities covered in the business survey were St. Louis, Minneapolis, Kansas City, Mo.; Houston, Dallas and San Antonio. Biggest jump over March sales was chalked up by filling stations, whose average gain in these cities was 8 per cent.

Business done by eating and drinking places was up 6 per cent in Houston; 3 per cent in Kansas City, Mo.; 2 per cent in Dallas, St. Louis and Minneapolis, and 1 per cent in San Antonio.

Drugstore business, however, was off sharply in all but Kansas City, Mo., which registered a 2 per cent increase. Declines ranged from 10 per cent in San Antonio to 5 per cent in St. Louis and Minneapolis.

Mills Report Shows Profits, Progress

(Continued from Page 99)

decreases in operating expenses in the same comparison involved sales expenses, which were cut \$64,000, and administrative costs, reduced \$28,000. Traganza also pointed out that Mills' over-all inventory had been decreased \$816,000 since the first of the year, while bank loans were reduced by \$459,000 in the same period. Further reductions in overhead are expected when the next monthly financial report is analyzed in approximately two weeks.

To Sell Plant

It was also disclosed that the Mills management has decided that all interest would be best served if one of the plants is sold. Idea behind this is that with the sale of one plant all production would be unified under one roof, thereby effecting additional economies.

During the week it was revealed by the creditors that certain rumors have been afloat for sometime relative to the general condition of the firm's recent progress. In answer to this the creditors' committee stated that it is convinced that satisfactory progress has been maintained thus far and the condition of the company is obviously improved during the period in which operations have been under the supervision of the committee. Along this line the committee reports that the company has promptly met all current obligations for purchases and are hopeful that the program now being effected by Traganza and management will continue to reflect improvements and benefits to all concerned.

CMI Promotes Football Game For Cancer Fund

(Continued from Page 99)

Fund and to further cancer research. Sponsored by CMI, the Chicago Health Bowl game has tentatively been scheduled for December 4 at Soldier Field here. Collegiate athletic officials have assured their support for the game, which will bring together two teams who show up as contenders for the national championship during the 1948 season.

Money collected will be turned over to the American Cancer Society, thru the Damon Runyon Cancer Fund, for allocation for cancer research thruout the country.

David Gottlieb, CMI president, stated: "It is hoped that two of the top college teams in the country will be available. We have been assured of co-operation from collegiate athletic officials.

"The entire proceeds, after expenses, from the game will be turned over to the cancer fund."

A nationwide committee for the Health Bowl will be appointed at a later date, and will work under Ray Moloney, national chairman of the CMI cancer drive.

Promoting the event will be Walter Winchell, on his coast-to-coast radio programs, as well as national newspaper syndicates, local newspaper and radio stations.

PERC SMITH DIES

(Continued from Page 99)

to England as production manager of that company's British plant. Before returning to this country, he married. His widow, Florence, survives.

To honor the memory of the firm's oldest senior employee, Exhibit Supply Company announced this week-end that its offices would be closed Monday afternoon. As one of the pioneers in the pro-

Final Stage Set For New York's Game Situation

(Continued from Page 99)

on a permanent injunction to restrain police seizure of game equipment unless actually used for gambling. It was learned that the trial, set for Monday (7), would be postponed until Wednesday to await the return of former Supreme Court Justice Samuel Rosenman, attorney for the industry, who is now in California.

Altho an attorney in Rosenman's office stated that they will appear in court ready to argue the case Wednesday (9), some observers predicted that the trial judge and the corporation counsel, representing the police department in the action, might attempt to have the case laid over until the city council votes on the bill before it.

Further Amendments?

While the city council is expected to vote on the measure banning games, Tuesday (8), the possibility still remains that the bill may be further amended and action delayed.

In its present form, the measure seeks to amend the city's administrative code to prohibit any game which involves the "element of chance." While frankly aimed at pin games and rolldowns, the bill, by definition, states that any game involving the element of chance is for that reason a "gaming device" and, therefore, illegal.

Specific exemptions from the provisions of the bill are made for such games as Shuffleboard and Skee Ball, but the all-inclusive character of the phrase "element of chance," throws open the possibility that the operation of other coin-operated games, whose legality has never yet been questioned, might be affected.

Bill Definition

A gaming device is defined by the bill as "any game involving any element of chance which is caused to operate or may be operated as the result of the insertion of any piece of money or coin . . ." or "which may be played by one or more persons, singly or collectively, upon the payment of a fee, charge or other consideration directly or indirectly." Pin games and baguettes are specifically mentioned by name.

Violators of the local law, if passed in its present form, will be guilty of misdemeanors. The bill states that "it shall be unlawful for any person, by himself or by an agent or employee, to possess or maintain a gaming device or permit the maintenance or operation of any such gaming device in any premises or place."

Bally Continues On Triple Bell

CHICAGO, May 29.—Bally Manufacturing will remain in production on Triple Bell for an indefinite period, George Jenkins, firm vice-president and general sales manager, stated this week. Console was first introduced in October, 1946, and has remained in continuous production since then.

Triple Bell has three coin chutes, permitting simultaneous play of three coins during a single play. Console is available with all nickel, dime or quarter chutes or any desired combination of the three.

motion and merchandising of arcade equipment, Smith launched hundreds of arcade proprietors, assisting them in their choice of machines and in planning the layout of their stores.

In addition to his widow, Smith is survived by his brother, R. (Smitty) Smith, Buckley Manufacturing Company, and his daughter and son-in-law, Hazel and Willard Jorkman.



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Exhibit Supply Announces New Game, Jamboree

CHICAGO, June 5.—Jamboree, a new five-ball game highlighted by a last-minute kick-out feature, is now in full production, at Exhibit Supply Company, John Chrest, vice-president, announced this week.

New game's equipment includes four numbered series bumpers, seven 50,000-point bumpers, four roll-over switches, four kick-out holes, four skill flippers, a roll-over button and eight bonus build-up features.

Play of Jamboree follows: Player first tries to hit bumpers 1, 2, 3 and 4 or go thru a pair of roll-over switches on either the left or right of the playfield. If he succeeds in making the four numbered bumpers or a pair of roll-overs, two changing value bumpers at the top of the playfield and a kick-out pocket in mid-playfield become 50,000-point bumpers in later contact. Same action also lights up all four roll-over switches, makes two outside switches worth 50,000 points and inside roll-overs add 25,000 to bonus score when hit. When contacted unlit same four switches tally 10,000 points on regular score.

Other scoring bumpers include a 10,000 point bumper which tallies 50,000 points at intervals, a fixed 10,000 point bumper just above score board and a pair of 5,000 point bumpers which also add 5,000 bonus points when contacted.

Bonus collection kick-out pockets give double value in these instances: Left pocket, when series bumpers 1 and 2 are made; right, when 3 and 4 are made. Since bonus score can retain up to 100,000 points it is possible to collect 200,000 points from

Now! A Coin-Op Sling Shot Range

DETROIT, June 5.—Plans of Ernest P. Gonzer to establish a sling-shot range, using small steel balls which he has developed, were given preliminary approval by Detroit City Council this week. Proposal is to amend the existing city ordinance covering shooting galleries and archery ranges to allow the slings to be used on an equal basis.

Gonzer is planning a coin-controlled feature in connection with his sling, using a dispensing machine on the order of a standard penny ball gum vender to pass out the pellets to his customers. Slings would be supplied by the range, and usable only on the property.

Pa. Towns in Tax Actions

HARRISBURG, Pa., June 5.—Two communities in Pennsylvania this week were involved in tax actions which would include coin machines. In Connellsville the South Union Township School District discussed the following proposed taxes: \$15 per year on music machines; \$25 on pinball machines, and \$5 on vending machines. In Marietta, the borough council, which has been involved in an amusement tax ordinance discussion for some time, this week passed an entirely new measure which includes a \$20 annual tax on pinball and music machines.

the bonus score.

A special kicker channel to the immediate left of the out-hole serves to hold player interest to the completion of each game. This channel gives 25,000 bonus points normally, and if 1-4 series is already made, adds 50,000 to main score.

Start Shipping Newest Gottlieb Game: King Cole

CHICAGO, June 5.—D. Gottlieb & Company has started making deliveries on its new five-ball game, Olde King Cole, Dave Gottlieb, firm president, announced this week. Game features drum roll sound effects, a crown bumper and hypersensitive player-controlled flipper bumpers.

In Olde King Cole, player has six possibilities of running up a high score, highlighted by two complete sequence series, bonus, double bonus and advance bonus. New game contains the Gottlieb developed animated backboard feature, which in this case consists of King Cole puffing smoke rings as certain scoring bumpers are hit. In each of the rings is the picture of a girl.

Object of the newest Gottlieb product is to hit bumpers bearing letters of the name King Cole in sequence.

In the King Cole play, no points are registered when the ball strikes a lettered bumper unless the preceding lettered bumpers have been made. However, each time the already made bumpers are hit again they run up points.

Drum roll sound effect feature, designed to attract other players when the game is already being played, goes into action when balls pass thru side roll-over switches.

It is possible for the player to run up 100,000 points on the bonus score board that can be collected by dropping a ball in a kick-out pocket in the center of the playfield. If the patron is able to hit all the lettered bumpers in sequence and later drops a ball in the bonus collection hole double bonus score is realized.

La. Sets Bell Fees

NEW ORLEANS, June 5.—The Louisiana Senate yesterday (4) passed unanimously a bill taxing bell machines \$100 per year without legalizing them and levied a \$10 per machine fee on coin-operated amusement games. It passed the House last week.

Bill passing both Louisiana houses was amended to eliminate a provision that would give parishes and municipalities authority to levy a similar tax.

State administration estimated that the bell bill will return the Louisiana treasury about \$1,000,000 annually.

Lincoln Licenses 21 Game Operators

LINCOLN, Neb., June 5.—Lincoln's city council approved Tuesday (1) the applications of 21 operators to place amusement games on location in territories designated by a recently approved ordinance. Cobe S. Venner, public safety director, predicted that the total revenue from games for a year would be \$2,130.

Ordinance, sanctioning amusement games, specifically bans payouts, limits machines to areas patrolled by policemen on foot and provides that persons under 16 years old may not play them. It also specifies that equipment can not be placed in the vicinity of schools or residential areas.

License fees for operators are as follows: \$5 inspection fee, \$50 for a game permit and \$50 occupation tax for equipment on more than penny operation; \$5 inspection fee and \$25 for permit and \$25 occupation tax for penny operated games.

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1948 (FOURTEEN FEET)

THE ONLY AUTOMATIC SCORING AND PIN SETTING BOWLING ALLEY

30 NEW SPECTACULAR FEATURES

NEW PIN PULLEY UNIT

- New drive • Alloy parts hardened
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NEW ALL METAL SPRING PIN

- Won't chip • Won't break
- Will last life of game
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- Suspense noise still in machine—sound deadened.

NEW ALL METAL SHIELDS

- New simplified ball release
- All metal runway
- Only two roll-over switches
- Dust proof
- No adjustment
- Added protection
- Non-breakable
- Cabinet reinforced
- New service doors
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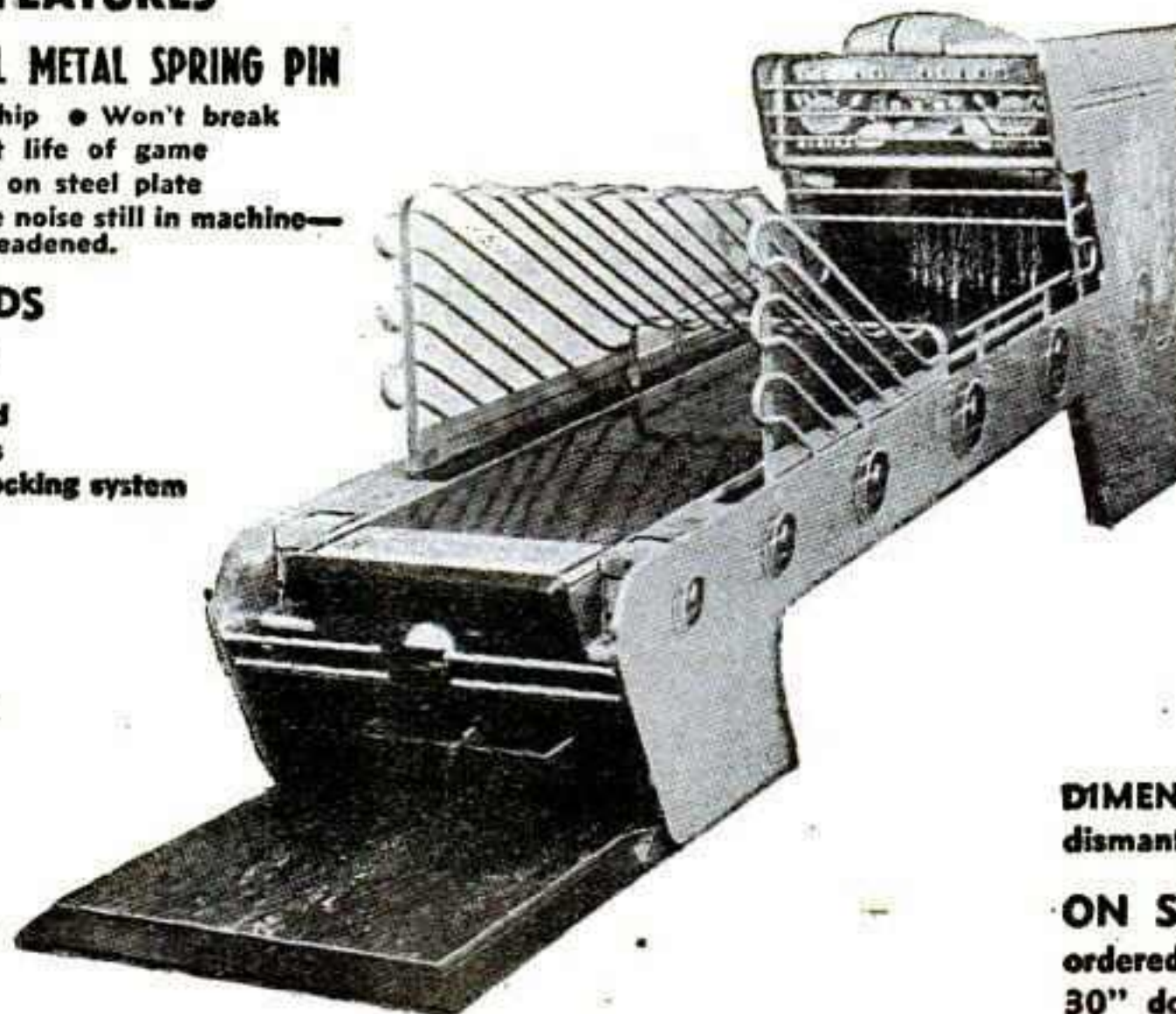
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- Stressed at 600 lbs. sq. in.
- Cable fully spring covered

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- Two 5 or 10c Coin Chutes
- Coin trips game

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New Latex-Covered Alley Cushion
NEW FOUL LINE STAND



All Electric Scoreboard

This colorful all electric scoring unit increases the player's interest.

Great Business Stimulator

Attractive, modern—attention getting. Draws business into any location.

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Proven on location.

Tested producer of big profits on locations of every description. It's a game with universal appeal for young and old alike—men, women and children.

DIMENSIONS: 14 ft. long, 33 in. wide. Game dismantles into two sections.

ON SPECIAL ORDER—Machine can be ordered with divided head for clearance through 30" doors.

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Token Worries Over For N. Y. Coinmen

NEW YORK, June 5.—Almost 8,000,000 metal tokens, the remainder of the more than 10,000,000 inherited by the Board of Transportation from the Interborough Rapid Transit Company (IRT), are going to be melted down to salvage their nickel and silver content. This ends the worry of some coinmen that, if put into circulation as fare tokens, they might find their way into venders and other coin machines.

The tokens were purchased 20 years ago by the IRT when it petitioned, unsuccessfully, for a fare boost from 5 to 7 cents. When it was recently decided to raise transportation fares here to 10 cents, the city made plans to dispose of the space-consuming coins.

The Schiavone-Bonomo Corporation, of Brooklyn, bought the tokens for a reported \$14,894. Previously, a smaller number had been sold by the city to the Hudson & Manhattan Railroad and the Cincinnati, Newport and Covington Railway.

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Record Reviews

(Continued from page 117)

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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

POPULAR

LARRY VINCENT (Skyliners-Pearl Sextette) (Pearl 20) <i>Wedding Bells Are Breaking Up That Old Gang of Mine</i> Oldie sung in lilting up tempo. Vincent's appealing voice and tune could make this a winner in tavern jukes. <i>You're the One I Love</i> Not up to flip tho treatment is similar.	78	75	74	84
ALVINO REY ORK (Jimmy Joyce) (Capitol 15104) <i>Friendly Mountains</i> Solovox echo effects highlight side. Tune is from "Emperor Waltz" film.	74	77	73	72
ALVINO REY <i>Bye Bye Blues</i> (The Three X-Reys) Alvino strums a snappy Eddie Peabody guitar behind a smart vocal trio job. Lots of the razzmatazz flavor, might become a juke favorite.	79	79	74	83
GALLA-RINI (Charlotte Laughton Tinsley) (Tempo TR 626) <i>Lover, Come Back to Me</i> Straight accordion, harp-supported rendition of the Romberg standard. Nothing happens, despite teasing flourishes and arpeggios.	58	60	58	56
Mardi Gras A Ferde Grofe piece, interestingly played by Galla-Rini and his harp accompanist. Piece well suited to the novel instrumentation.	71	75	73	65
CHARLIE SPIVAK (Victor 20-2874) <i>This Is the Inside Story</i> (Irene Daye) Smooth Irene Day vocal and orking of a pleasant pop.	76	79	74	74
Lonely (Tommy Mercer) Conventional chirping and Spivak muted horn breaks on a slow ballad.	73	75	72	71
HELEN CARROLL-THE SATISFIERS (Russ Case Ork) (Victor 20-2868) <i>Walk a Little, Talk a Little</i> Well arranged vocal and ork stuff but material is thin.	74	76	74	72
Takin' Miss Mary to the Ball Swing rhythm job of tune from "On an Island with You" film.	80	81	79	78

FOLK

ZEKE MANNERS BAND (The Singing Lariaters) (Victor 20-2875) <i>The Old Piano Polka</i> Western-flavored polka featuring some dextrous nickelodeon pianistics. Might take even in non-hillbilly juke locations.	77	75	73	82
The Strangest Family Comedy folk lyric sung in heavy corn style with orking to match. Funny, too.	72	76	70	79

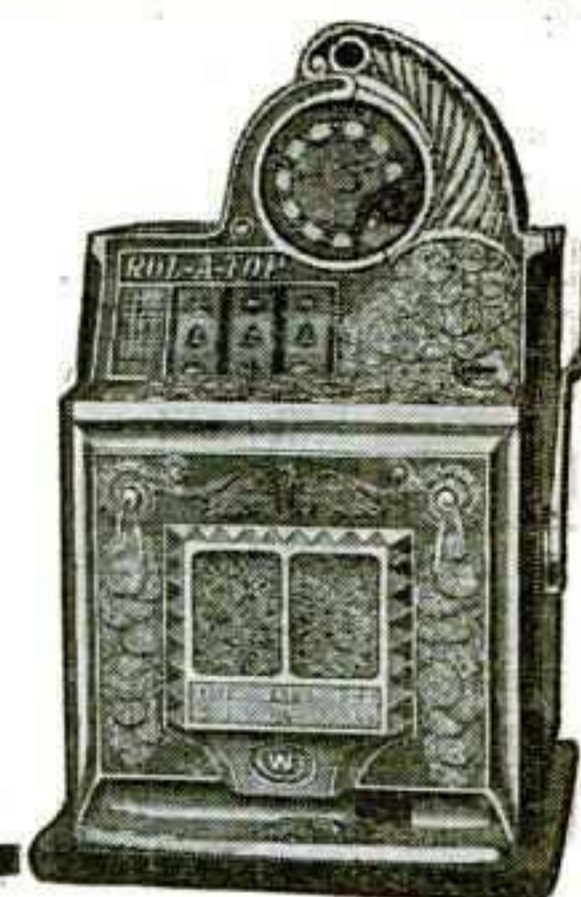
ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

DAVE DENNEY (Victor 20-2890) <i>If That's the Way You Want It (That's the Way It's Gonna Be)</i> Folk tear-jerker well chirped by Denney, a specialist in the sobbing catch. <i>Who Cares, Who Cares?</i> Vocal and orking okay, but tune not up to flip.	72	73	70	73
JIMMY WAKELY (Capitol Americana 40107) <i>Milk Cow Blues</i> Jimmy warbles the folk blues classic in fine fettle, abetted by a crying trumpet and steel guitar.	79	79	77	81
Bouquet of Roses Original ballad, feelingly chirped with capable band backing.	76	75	74	78
DEWEY GROOM AND HIS TEXANS (Mercury 6108) <i>(I Got) A New Thrill From an Old Flame</i> Routine folk material, routine performance.	57	56	55	58
Don't Be a Baby Lively instrumental backing and chirping of novelty tune.	69	70	68	70
SPADE COOLEY BAND (Victor 20-2866) <i>That's the Last Straw</i> Good beat and quality instrumental work highlight side.	72	71	70	74
Oklahoma Waltz (The Spadettes) Dreamy h. b. waltz chirped by gal trio, good ork backing. Possibilities for rural jukes.	75	75	72	78

RACE

LONNIE JOHNSON (Decca 48078) <i>I'm Nuts Over You (But You're Just a Teaser)</i> Original blues by Lonnie, singing and accompanying self on guitar. Quiet, easy-riding, and unspectacular.	72	69	68	75
It Ain't What You Usta Be Flip, also a Johnson original, has more guitar ride and authentic blues spirit.	75	73	70	79
BIG MACEO (Victor 20-2910) <i>Chicago Breakdown</i> Traditional boogie woogie piano solo with rhythm, cleanly and expressively played.	72	70	69	76
If You Ever Change Your Ways Maceo sings and plays a slow blues with rhythm backing. Side has a fine swing.	75	74	71	79
LONNIE JOHNSON (Victor 20-2903) <i>Get Yourself Together</i> Lonnie's guitar nicely augmented by another as he sings his version of the "Rocks in My Bed" blues with drive and feeling.	76	74	70	82
In Love Again Flip is a pop ballad written by Lonnie. Piano and bass backing, and singer's deep race phrasing have a light, easy charm.	81	81	76	85



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- Twin Head Wild Bell \$800.00
- Gold Nugget 800.00
- Twin Super Bonus Bells 800.00

7 POST-WAR MODELS, SCIENTIFIC POKERINOS, LIKE NEW, \$225.00 Each.

BUBBLE BALL GUM

30¢ per pound—all sizes—any quantity.

USED CONSOLES

- 8 Keeney 5-5-25 Super Bells \$225.00
- 5 Bally Draw Bells 265.00
- 5 Buckley Track Odds, '46 Model 550.00
- 2 Buckley Track Odds, Latest Model 650.00
- BRAND NEW BALLY TRIPLE BELL...WRITE**
- 4 Keeney 3-Way Super Bonus Bells. \$695.00
- 4 Keeney 2-Way Super Bonus Bells. 495.00
- 3 Single Super Bonus Bells 275.00
- 5 Bally Triple Bells, 5¢-5¢-5¢ 475.00
- 4 Super Bonus Bells, 5¢-5¢ 495.00

85 NON COIN OPERATED MARVELS

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Brand New 5¢ J. P. Models, \$22.50 each

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Brand New, Special \$59.50

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- A.B.T. Challenger 42.50
- A.B.T. Model F. 47.50
- Kicker & Catcher 35.00
- Champion Basketball 22.50
- Acme Electric Shocker 19.50
- Camera Chief 19.95
- Smiley 15.00

USED COUNTER GAMES

- Pop Up \$ 14.00
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M. B. GIBSER, Sales Mgr.

Problems, Solutions Outlined At L. A. NAMA Regional Meet

(Continued from Page 106)

that his company was able to get ample supplies of sugar necessary for the manufacture of sirups. Lowell E. Tjaden, who only Thursday (3) was elevated to the post of vice-president of the Chase Candy Company, pointed out that in addition to sugar being available in sufficient quantities, eggs, butter, honey, etc., were also coming thru in sizable amounts. McNeil stated that styles in cigarette machines were changing and that they were able to operate more efficiently since they are electrically controlled.

Lunch was served in the Renaissance Room, with Philip Morris & Company and Universal Match Corporation supplying the entertainment. Jack Bailey, of the Queen for a Day radio show, emceed. Also appearing were Gloria Wood and George Tibbles, the latter the composer of Woody Woodpecker. Ray Erlinbohn gave demonstrations of radio sound effects.

Members of the Los Angeles Health Department appeared at the afternoon session. Dr. George M. Uhl, city health officer, told NAMA-ers that joint meetings of food vending machine operators and health officials have pointed the way to higher standards for regulating the design and operation of new machines. The groups have already made recommendations which have been adopted by the Los Angeles city health commissioners, with possibilities that the rules will be followed nationally.

Charles L. Senn, director of the city's health department's sanitation bureau, went on record as favoring an "underwriter's laboratory" seal on approved equipment just as the fire underwriters stamp materials bearing their acceptance. Senn said he would recommend such a procedure as the logical function to be carried out by the National Sanitation Foundation, which meets in Ann Arbor, Mich., this month. Such a step, Senn said, would make certain that food poisonings from such machinery would be eliminated by anticipating structural faults and requiring construction and operation according to standards set up for the seal. This policy would protect the industry from hasty and restrictive local action that might result from a poisoning incident, not to mention the loss of trade and prestige.

Dr. Uhl said he was becoming increasingly concerned about thoro protection of the consumer in such machines because of the rapid public acceptance of the vending machine and its appearance thruout Los Angeles.

"The industry has a great deal at stake, and its co-operation in accepting new design for health reasons is most gratifying to me. A country-wide standard has been much too long in coming, but now that we all agree

it is essential, the sooner we adopt it the sooner the industry and public alike will benefit," the health officer declared.

Fred Ramsey, Bill Herrin and Chick Monsieur, health department inspectors, also attended.

Sam Hayes, radio newscaster, appeared thru the courtesy of Peter Paul Candy Company. He spoke on war-time broadcast restrictions and the move to establish 9,000 living war memorials.

Wally Button, manager of Canteen of Los Angeles, served as moderator of the open forum. Health officials and Hayes remained for the session to answer questions in their categories.

Davidson was re-elected after the nominating committee, headed by James Shalda, of Peerless Weighing Machine Company, made its recommendation.

NAMA officials left here to attend the regional meeting in San Francisco.

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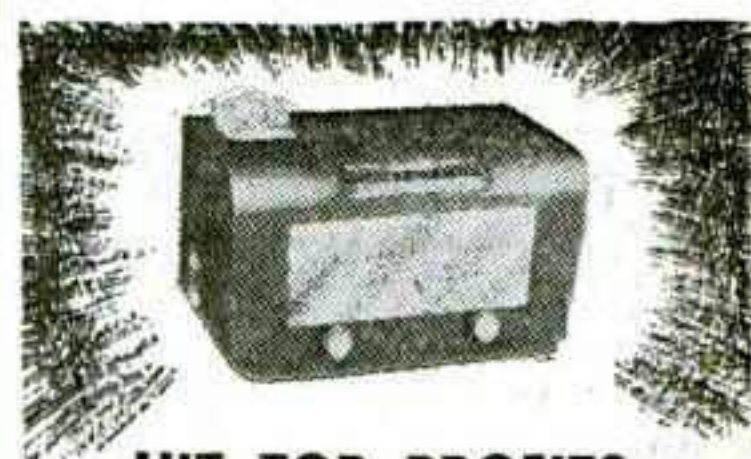
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<p style="text-align: center;">USED</p> <p>Draw Bells, Regular . \$229.50 Draw Bells, Red Buttons 259.50 5¢ Bonus Super Bells 295.00 5¢-25¢ Twin Bonus Supers 595.00 5¢-5¢ Twin Bonus Supers 575.00 5¢-10¢-25¢ Keeney Triples 795.00 5¢-5¢-25¢ Bally Triple 545.00 5¢ Bally Club Bell . . . 89.50 5¢ Paces Reels, Comb. 49.50 5¢ Paces Reels, C.P. . . 49.50 5¢ Bally Big Tops, C.P. 79.50 5¢ Evans Gal. Dominos, '47 415.00</p>	<p style="text-align: center;">ARCADE EQUIPMENT</p> <p>Batting Practice . . . \$ 79.50 Sky Fighter 119.50 Air Raider 79.50 Tommy Gun, Late . . . 79.50 Panorams 259.50 Undersea Raiders . . . 149.50 Lite Leagues 149.50 Voice Recorder 69.50 9-Ft. Skee Roll 79.50 Scientific Baseball . . . 69.50 Jack Rabbit, New . . . 300.00 Buckley Diggers 99.50 2 Exhibit Rotary Diggers 195.00 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</p>	<p style="text-align: center;">MUSIC</p> <p>Rock-Ola Standard . \$109.50 Rock-Ola DeLuxe, '39 149.50 Rock-Ola Master, '40. 159.50 Rock-Ola Super 179.50 Seeburg Hideaway, RC 249.50 Singing Towers 89.50 Alreon, Like New . . . 295.00 AMI Highboy, 40 Selections 295.00 Wurlitzer 800-R 99.50 Wurlitzer 500, Victory Cabinet 145.00 8 Wurl. #125 Wall Boxes, Ea. 15.00 8 Seeburg Bar Boxes, RC 35.00 616 Wurlitzers 89.50</p>																																																							
<p style="text-align: center;">CONSOLES</p> <p style="text-align: center;">NEW</p> <p>5¢-25¢ Bonus Super Bells \$800.00 5¢-25¢ Gold Nuggets 800.00 5¢ Bally Wild Lemons 542.50 5¢ Bally Double Ups. 542.50</p>	<p style="text-align: center;">NEW SLOTS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">5¢</th> <th style="text-align: center;">10¢</th> <th style="text-align: center;">25¢</th> <th style="text-align: center;">50¢</th> </tr> </thead> <tbody> <tr> <td>Mills Black Cherry . . .</td> <td>\$248.50</td> <td>\$253.00</td> <td>\$258.00</td> <td>\$338.00</td> </tr> <tr> <td>Mills Jewel Bells</td> <td>248.00</td> <td>253.00</td> <td>258.00</td> <td>350.00</td> </tr> <tr> <td>Mills Golden Falls . . .</td> <td>248.50</td> <td>253.50</td> <td>258.50</td> <td>350.00</td> </tr> <tr> <td>Mills Vest Pockets . . .</td> <td>74.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>Jennings Std. Chief . . .</td> <td>269.50</td> <td>279.50</td> <td>289.50</td> <td>399.00</td> </tr> <tr> <td>Jennings Club Chief . . .</td> <td>324.00</td> <td>334.00</td> <td>344.00</td> <td>454.00</td> </tr> <tr> <td>Groetchen Columbia . . .</td> <td>—</td> <td>—</td> <td>—</td> <td>145.00</td> </tr> <tr> <td>Watling Rotatop</td> <td>175.00</td> <td>200.00</td> <td>225.00</td> <td>300.00</td> </tr> <tr> <td>Pace DeLuxe Chrome . . .</td> <td>245.00</td> <td>255.00</td> <td>265.00</td> <td>375.00</td> </tr> <tr> <td>\$1.00 Pace DeLuxe</td> <td>—</td> <td>—</td> <td>—</td> <td>550.00</td> </tr> </tbody> </table>			5¢	10¢	25¢	50¢	Mills Black Cherry . . .	\$248.50	\$253.00	\$258.00	\$338.00	Mills Jewel Bells	248.00	253.00	258.00	350.00	Mills Golden Falls . . .	248.50	253.50	258.50	350.00	Mills Vest Pockets . . .	74.50	—	—	—	Jennings Std. Chief . . .	269.50	279.50	289.50	399.00	Jennings Club Chief . . .	324.00	334.00	344.00	454.00	Groetchen Columbia . . .	—	—	—	145.00	Watling Rotatop	175.00	200.00	225.00	300.00	Pace DeLuxe Chrome . . .	245.00	255.00	265.00	375.00	\$1.00 Pace DeLuxe	—	—	—	550.00
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<p style="text-align: center;">PIN BALLS, \$19.50 EACH</p> <p>Air Circus, Bolaway, Bosco, Defense, Victory, Hollywood, Invasion, G.I. Joe, Amer. Beauty, 5-10-20, ABC Bowler, Jungle, Legionnaire, Ten Spot, Zig Zag, Star Attraction.</p>	<p style="text-align: center;">USED AND FACTORY REBUILT SLOTS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">5¢</th> <th style="text-align: center;">10¢</th> <th style="text-align: center;">25¢</th> <th style="text-align: center;">50¢</th> </tr> </thead> <tbody> <tr> <td>5¢ Blue Fronts</td> <td>\$ 79.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>10¢ Blue Fronts</td> <td>89.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>25¢ Blue Fronts</td> <td>99.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>5¢ Brown Fronts</td> <td>89.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>10¢ Brown Fronts</td> <td>109.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>50¢ Chiefs</td> <td>249.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>50¢ Blue Fronts</td> <td>249.50</td> <td>—</td> <td>—</td> <td>—</td> </tr> <tr> <td>\$1.00 Chief</td> <td>475.00</td> <td>—</td> <td>—</td> <td>—</td> </tr> </tbody> </table>			5¢	10¢	25¢	50¢	5¢ Blue Fronts	\$ 79.50	—	—	—	10¢ Blue Fronts	89.50	—	—	—	25¢ Blue Fronts	99.50	—	—	—	5¢ Brown Fronts	89.50	—	—	—	10¢ Brown Fronts	109.50	—	—	—	50¢ Chiefs	249.50	—	—	—	50¢ Blue Fronts	249.50	—	—	—	\$1.00 Chief	475.00	—	—	—										
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<p style="text-align: center;">NEW PIN BALLS</p> <p>EXHIBIT—SAMBA UNITED—MONTERREY UNITED—WISCONSIN UNITED—RONDEVOO UNITED—MANHATTAN GENCO—MARDI GRAS CHI COIN—SHANGHAI CHI COIN—TRINIDAD WILLIAMS—YANKS</p>	<p style="text-align: center;">COUNTER GAMES</p> <p>1¢ Sparks, Check P.O. \$12.50 1¢ Daval Marvels . . . 19.50 5¢ Gushers, New 29.50 5¢ Davals, Free Play. 39.50 1¢ Marvel Pop Up, New 25.00 1¢ Target Skills 22.50 1¢ Gottlieb Grip Scales 32.50 1¢ Daval Buddy-Cigarette 27.50 5¢ Jennings Grandstands 12.50</p>																																																								
<p style="text-align: center;">REBUILTS LIKE BRAND NEW</p> <p>5¢ COPPER, GOLD AND BLUE, Hammeroid Finish . . . \$119.50 10¢ COPPER, GOLD AND BLUE, Hammeroid Finish . . . 129.50 25¢ COPPER, GOLD AND BLUE, Hammeroid Finish . . . 139.50 (Drill Proof and Knee Action)</p>																																																									
<p style="text-align: center;">SAFES & STANDS REVOLVAROUNDS</p> <p>Single \$ 79.50 Single DeLuxe 119.50 Double 116.50 Double DeLuxe 162.50 Triple DeLuxe 262.50 Heavy Double 265.00 Box Stands 25.00</p>																																																									

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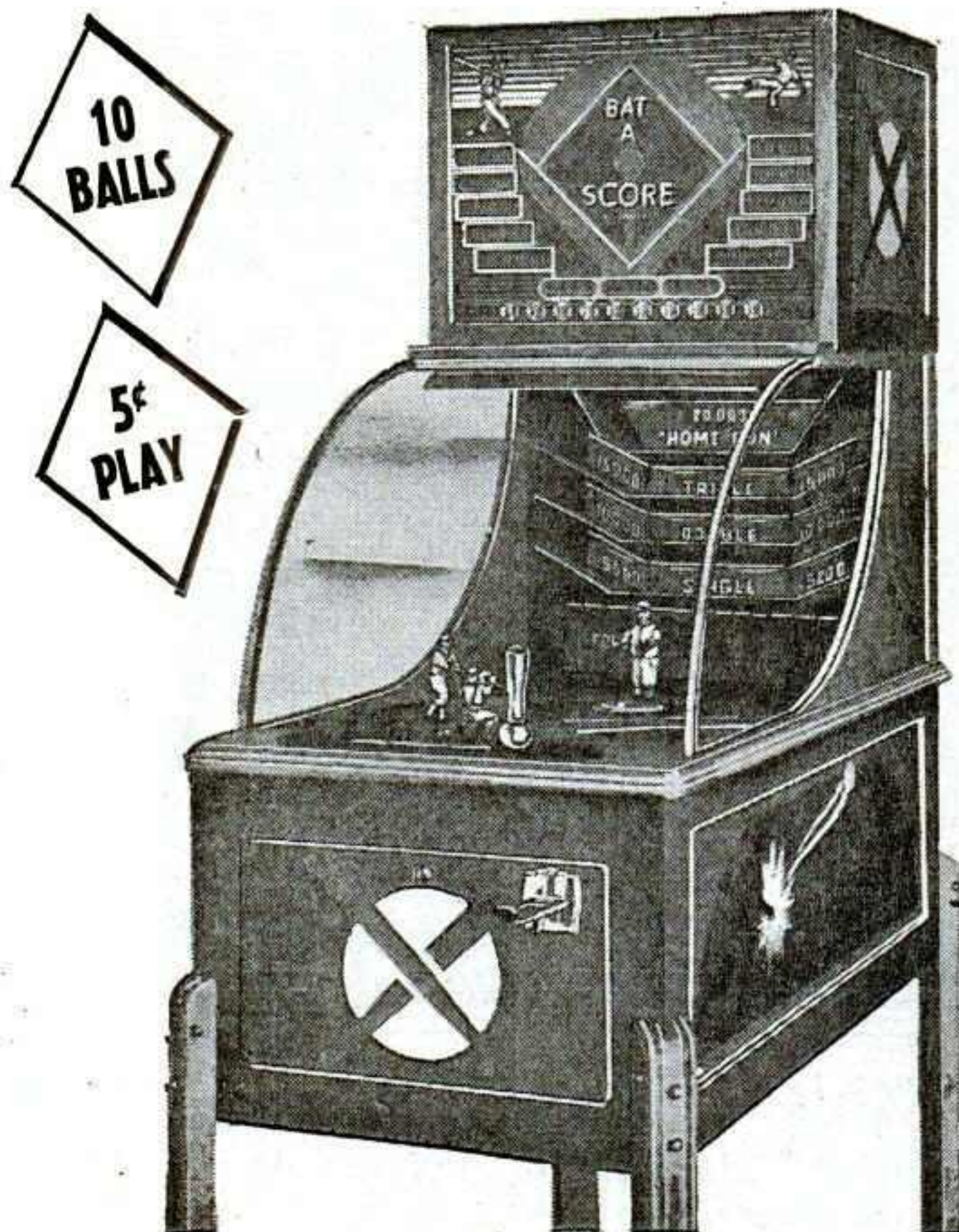
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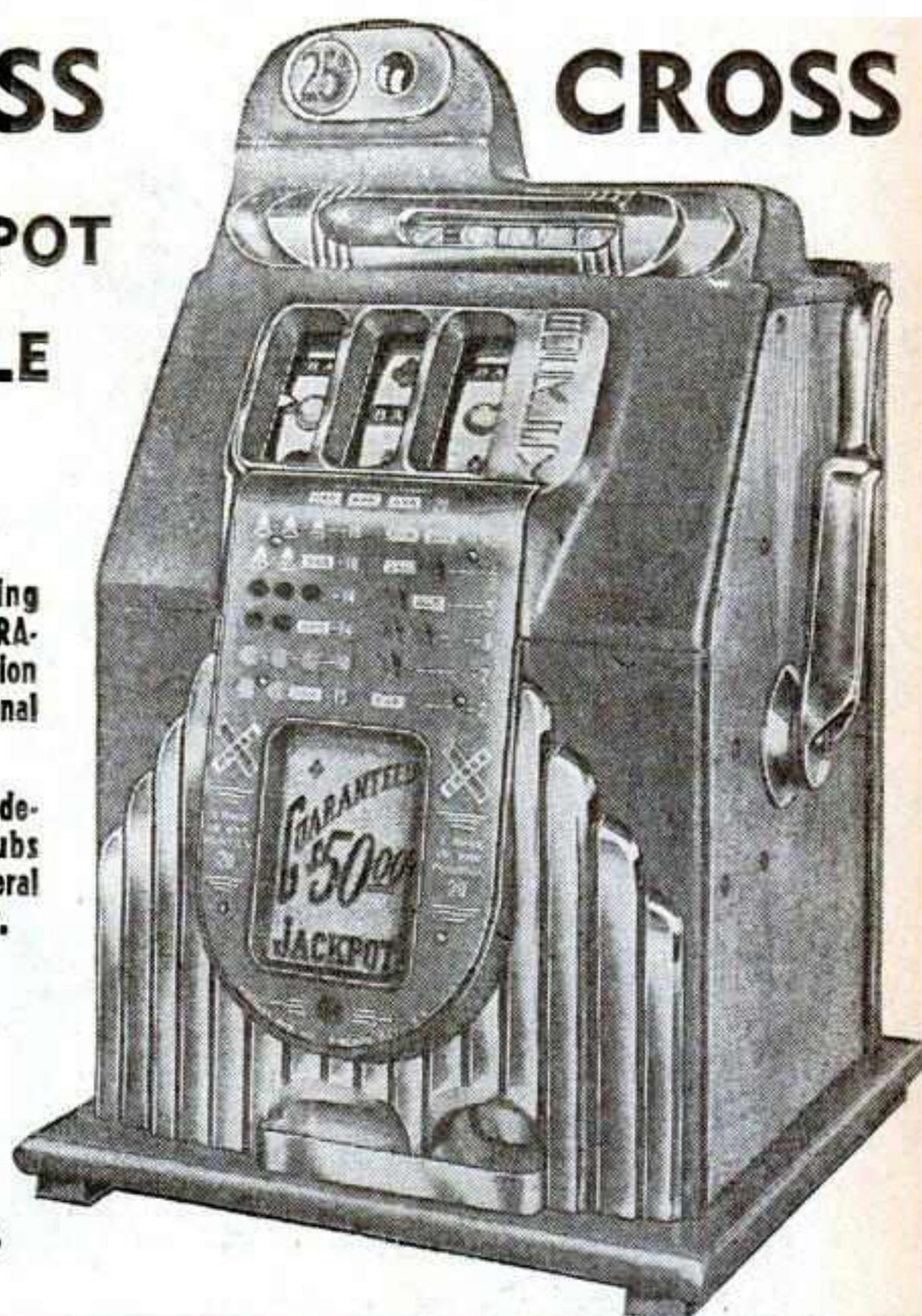
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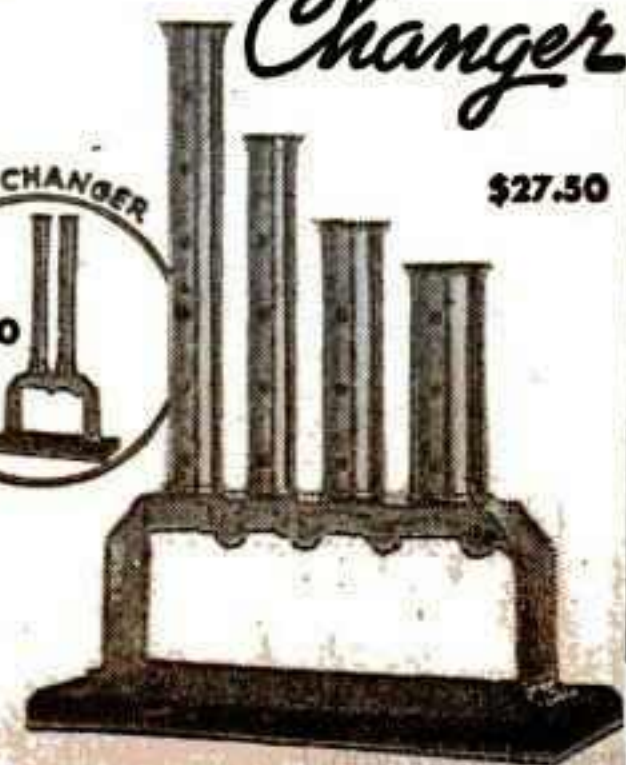
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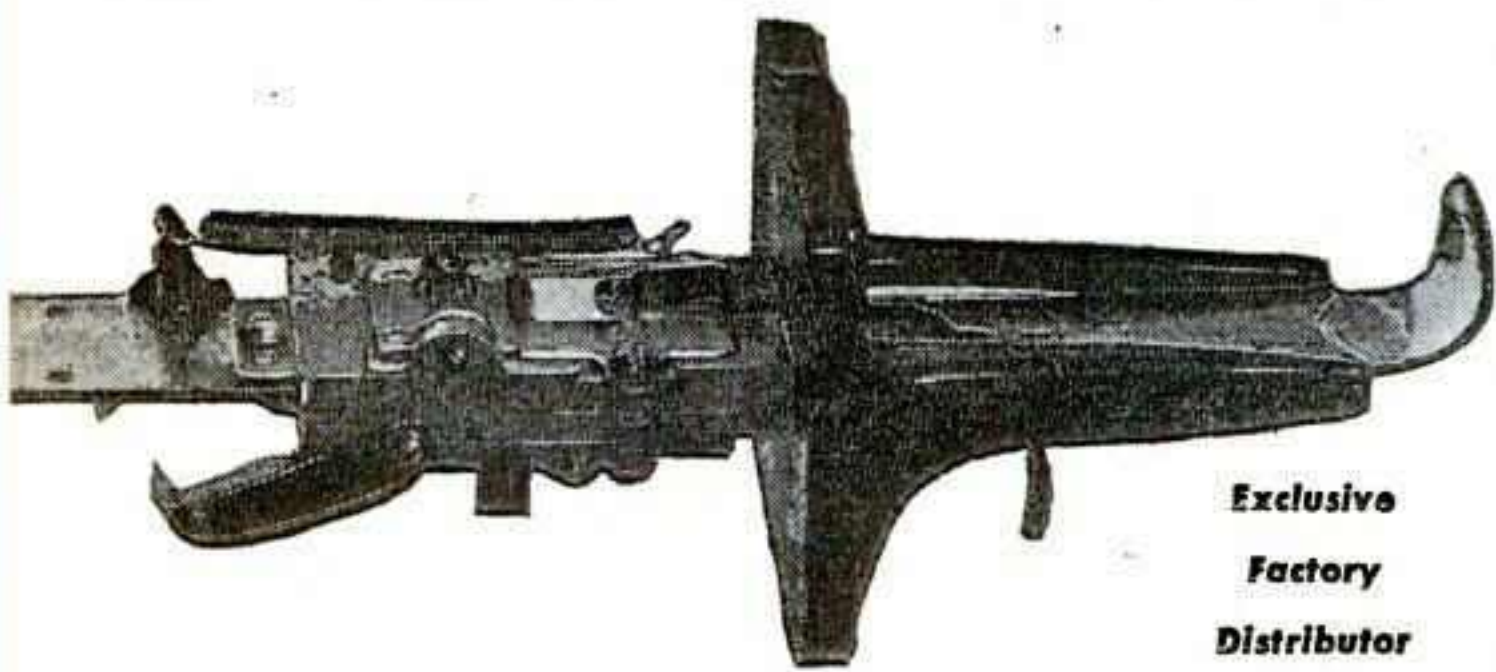
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Single Lots

BRAND NEW EXHIBIT BANJOS

\$169.50
Each

CONSOLE BARGAINS

5¢ Pace Reels Jr. \$ 49.50
Bang Tails 425.00
5¢ Big Game .. 49.50
5¢ Jenn. Club
Console 79.50
25¢ Jenn. Club
Console 89.50
Sport King 59.50
Turf King, P.O. 79.50

5c WIRELESS WALL-O-MATICS (WS-2Z)\$19.50

5-10-25c WIRELESS BAR-O-MATICS (WB-1Z) 32.50

Each Unit completely reconditioned and re-finished. All worn parts replaced.

GUARANTEED PERFECT

MILLS PANORAM, Late Serial\$225.00

NEW JENNINGS BELLS

Standard Chief, 5¢\$289.50
Standard Chief, 10¢ 278.00
Standard Chief, 25¢ 389.00
Standard Chief, 50¢ 599.00
Standard Chief, \$1
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 389.00
Super DeLuxe Club Console 424.00
*With Tic-Tac-Toe Reels. Same Prices.



MEMBER

Terms:
1/3 Dep.
Balance
C. O. D.

BELL SPECIALS

5¢ 4-Star Chief\$ 89.50
5¢ Jenn. Chief 85.00
5¢ Jenn. Silver Chief 85.00
5¢ Jenn. Bronze Chief 125.00
5¢ Jenn. Red Skin 79.50
10¢ 4-Star Chief 79.50
10¢ Super DeLuxe Chief
(Lite-Up) 175.00
10¢ Watling Rolatop 60.00
10¢ Pace Comet 60.00
25¢ Mills Brown Front 99.50
25¢ Mills War Eagle 85.00
25¢ Pace Bantam 49.50
25¢ Watling Rolatop 75.00
50¢ Mills Goose-neck 75.00

Used equipment completely reconditioned and re-finished—
GUARANTEED TO BE PERFECT!

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARmitage 5005 · CHICAGO 47

Division of ATLAS MUSIC CO.

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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9



SERVICE

Genco's Mardi Gras

**A BRAND NEW IDEA—A
1 to 4 ROLL-OVER BUTTON
COMBINATION**



FLIPPER ACTION,
KICK-OUT HOLE,
SINGLE-DOUBLE-
TRIPLE-BONUS,
SUPER HIGH SCORE,
7 EXTRA ROLL-OVER
BUTTONS
AND 3 100,000 BUMPERS

Even
Greater
Playing Ap-
peal Than
Triple Action
& Trade Winds
Combined!

It Has Terrific
Action with
FIVE WAYS
to Score!

Operators
Acclaim It,
The Public
Demands It.
It's Genco's
MARDI GRAS!

**OPERATORS REPORT
MARDI GRAS doing BIG as a 3-BALL GAME
ORDER FROM YOUR NEAREST DISTRIBUTOR**

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

MILLS LATEST MACHINES



← GOLDEN FALLS
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the 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**



MILLS QT
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 payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.** 5¢ Play \$65.00 1/3 Deposit

SICKING, INC. Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25 .. \$695.00	KEENEY BONUS 1-WAY, 5¢	\$275.00
BALLY TRIPLE BELLS, 5-10-25 ... 575.00	KEENEY BONUS 2-WAY, 5-25	575.00
BALLY TRIPLE BELLS, 5-5-25 ... 565.00	1847 GALLOPING DOMINOES, P.O.	295.00
MILLS 1947 THREE BELLS	1847 BANGTAILS, P.O., F.P.	295.00
MILLS 1941 THREE BELLS	BALLY DE LUXE DRAW BELLS ...	295.00
KEENEY 4-WAY SUPER BELLS ...	BALLY DRAW BELLS (R. B.) ...	245.00
KEENEY TWINS, 5-25, F.P., P.O. ...	MILLS DRAW BELLS (M. B.) ...	225.00
KEENEY SINGLE SUPER, F.P., P.O. ...	MILLS JUMBO, LATE F.P., P.O.	49.50
MILLS JUMBO, LATE F.P.	MILLS JUMBO, LATE P.O.	39.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$495.00	SEEBURG MODEL 1-47 M	\$545.00
WURLITZER MODEL 1080	550.00	SEEBURG MODEL 1-46 M	475.00
A.M.I. 1946 MODEL M	595.00	ROCK-OLA MODEL 1426 (1947) ..	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946) ..	375.00

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG., 25¢	169.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG., 50¢	295.00	SINGLE WEIGHTED STAND	22.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE.	149.50

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

WANT ARCADE MECHANIC

Due to disappointment, need Arcade Mechanic, experienced in all kinds of modern Amusement Arcade Machines. Prefer single man. Good salary. Wire or see:

RODGER M. WORK

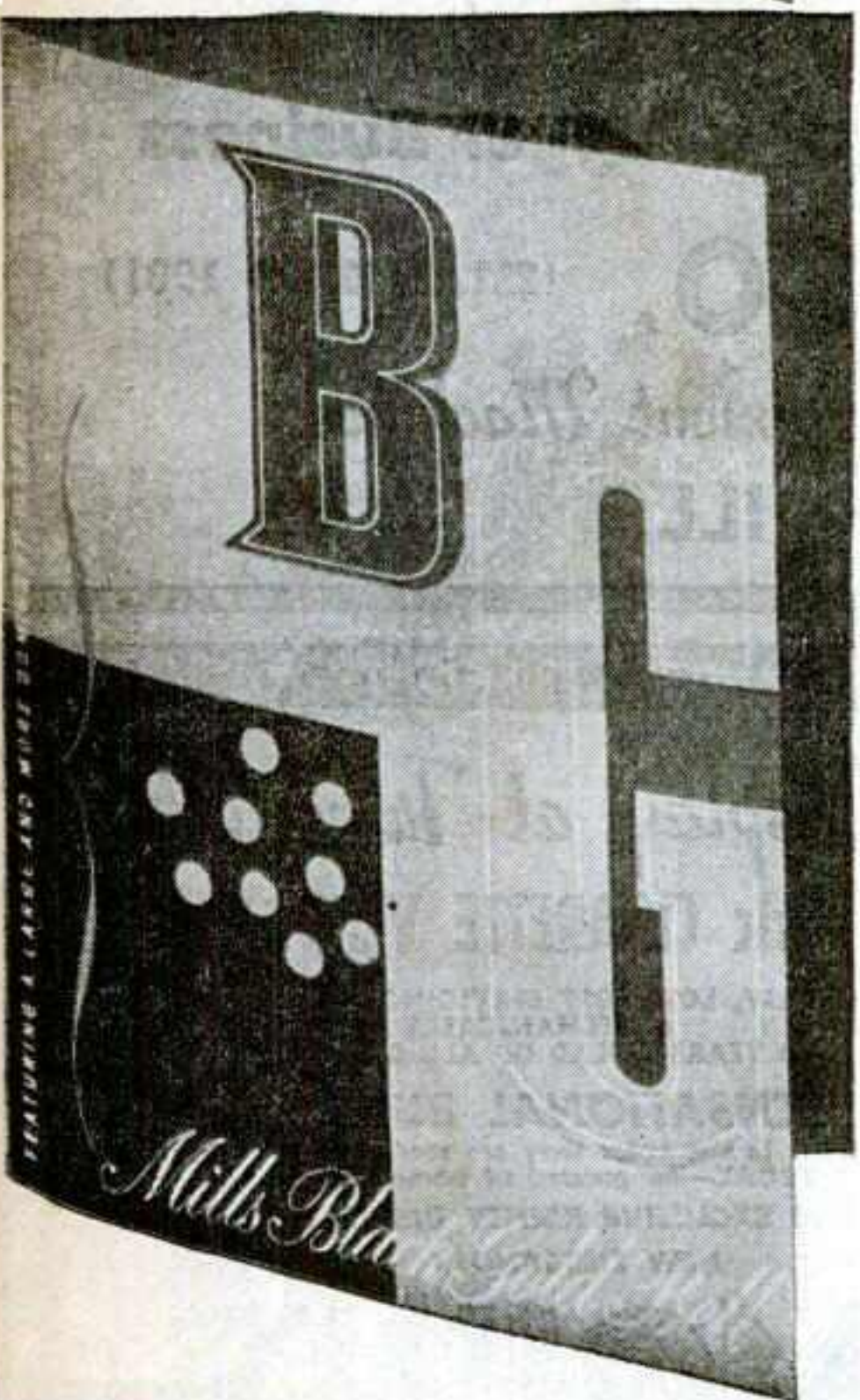
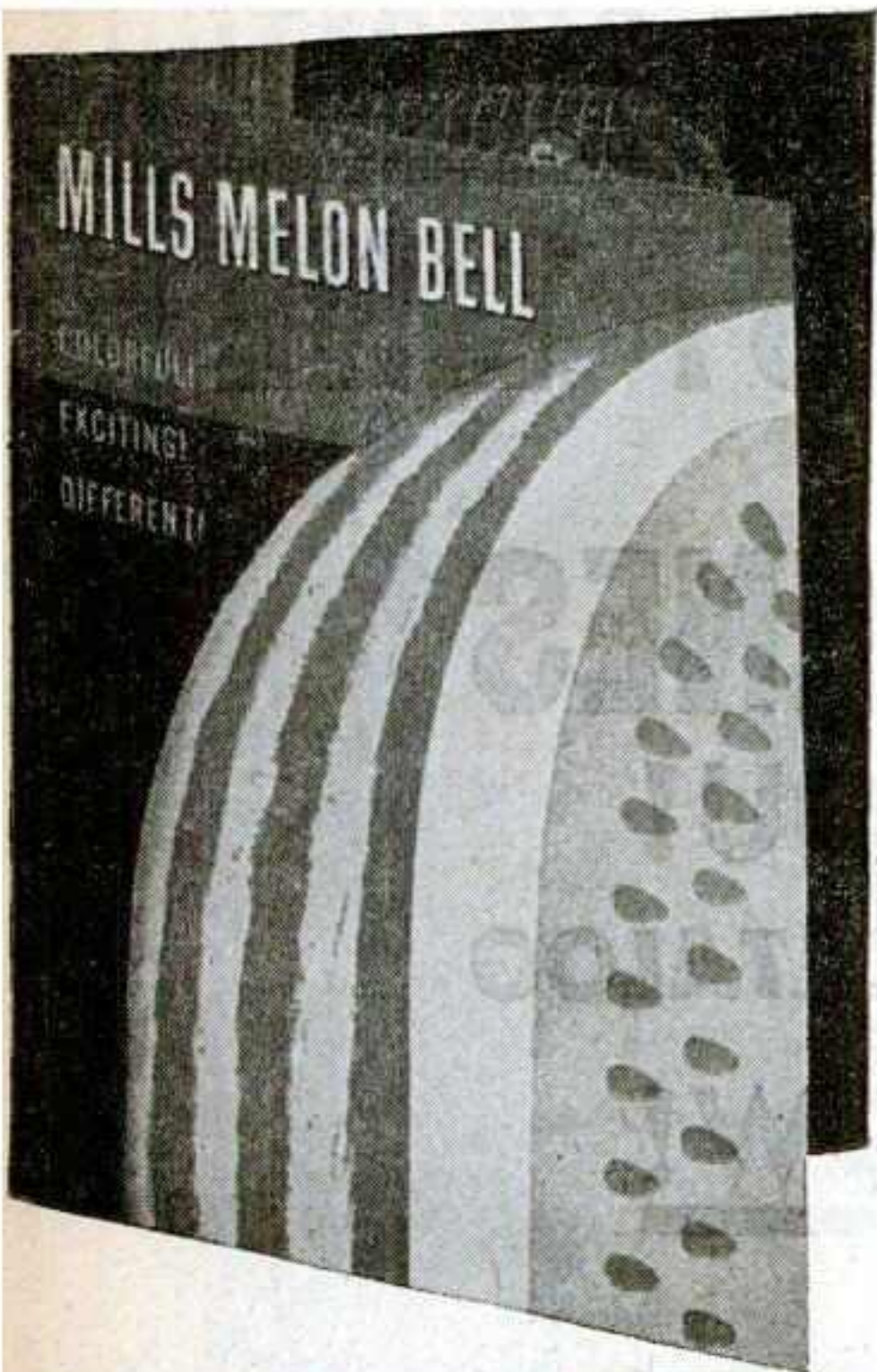
Playland Amusements, c/o F. E. Gooding Shows
SILVERTON, OHIO

ATTENTION

Long established coin machine operation is offered for first time. This operation has been in business since 1927. Consists of about 250 music locations with wall boxes, speakers, etc. This is located in the largest city in the Rocky Mt. Territory. This will be sold only for \$100,000.00 cash down and balance in 18 months. Business well established and has plenty of good will. Earnings are satisfactory and is a good opportunity. Will pay out in about two years. Reason for selling, owner wishes to retire. No information given unless you can show the cash. Write to:

BOX D-337

c/o THE BILLBOARD, CINCINNATI 22, O.

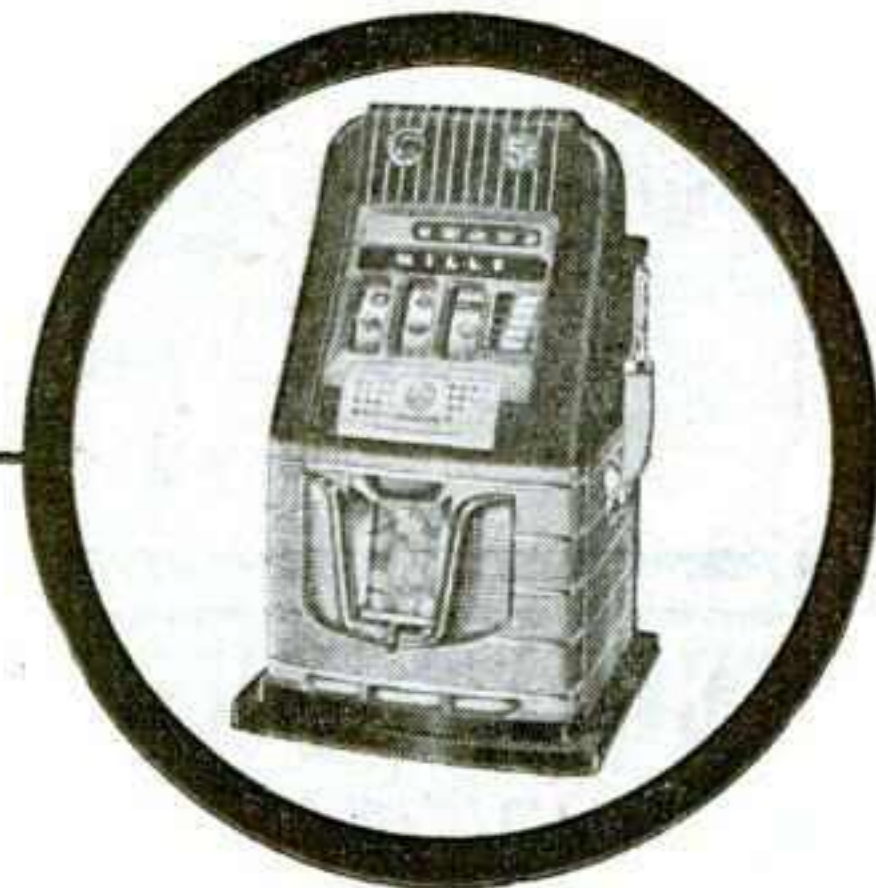
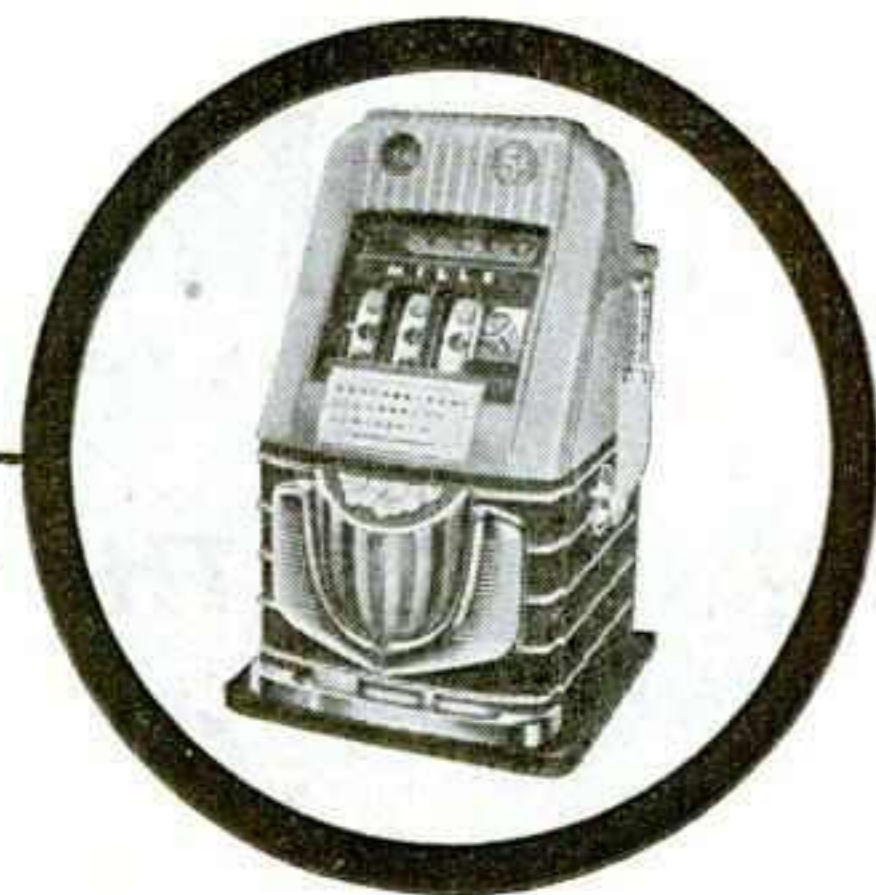


F

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Beautiful Color Brochures!

Two, beautiful, new color circulars on Melon and Black Gold Bells are off the press. These circulars picture the Bells in all their colorful glory, plus copy describing the attributes and operating advantages of our new Bell creations. Mills Bell men have devoted their entire lives to improving the Mills line, and in these two machines they have come up with real winners. Next to the actual machines themselves, these color circulars are your best bet to get acquainted with the new Melon and Black Gold Bells. Drop us a post card; state how many circulars of each you want, and we will mail them to you at once.

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR • MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

ARCADES SPORTLANDS and LOCATION OPERATORS

THE WORLD'S GREATEST LINE

OF COIN OPERATED

AMUSEMENT MACHINES

NOW READY FOR YOU!

SEE THEM IN OUR NEW BIG CATALOG

GET YOUR COPY NOW!

WRITE US TODAY

Our Field Representatives Available To Assist You for a Bigger Business

(ESTABLISHED 1901)

EXHIBIT SUPPLY CO.

(ESTABLISHED 1901)

World's Largest Manufacturer of Coin Operated Amusement Machines

4218-30 W. LAKE ST. • CHICAGO 24, ILL.

REBUILT PHONOGRAPHS! UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
950, 850, 800...\$219.00	HITONES, E.S. ...\$139.50	SUPER\$99.50
780 224.50	COMMANDER 149.50	MASTER 99.50
500 119.50	MAJOR 149.50	DELUXE 99.50
600 99.50	COLONEL 149.50	STANDARD 99.50
24 99.50	CADET 149.50	TWIN TWELVE.... 69.50
24 VICTORY 79.50	CROWN 105.00	TYPE ONE..... 49.00
616 49.50	REGAL 89.50	COUNTER MODEL.. 39.00
71 79.00		
61 64.50		

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

POST-WAR PHONOGRAPHS	AIREON NEW ACCUMULATOR AND MECHANISM . \$239.00
	ROCK-OLA 1422 \$329.00
	WURLITZER 1015 \$499.00

SEEBURG LOTONE, Professionally Rebuilt. \$289.50

WALL BOXES Seeburg: S-20-1Z, \$3.95; WS-2Z Wireless, \$19.50; DS-20-1Z 3 Wire, \$15.00. Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

DAVIS

DISTRIBUTING CORPORATION
SEEBURG
FACTORY DISTRIBUTORS

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BUFFALO
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★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★

Now on Display at Trimount
Keeney's Electric CIGARETTE VENDOR

- ENGINEERED FOR EASY, LOW-COST SERVICING
- HANDSOMELY STYLED
- STREAMLINED
- MECHANICALLY PERFECT
- YEARS AHEAD OF ALL OTHERS

A SENSATIONAL BUY!!

We will fill requests in the order they are received. So order from TRIMOUNT TODAY—be assured of immediate delivery.
TRIMOUNT IS EXCLUSIVE KEENEY DISTRIBUTOR IN NEW ENGLAND

TRIMOUNT
COIN MACHINE CO.
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MUSIC & GAME ROUTE FOR SALE

This route established over period of fifteen years, built up by good will and good service, and netting an exceptionally good return on the investment. The route consists of 100 new and late model Phonographs, late Pin Ball and One Ball Games and over 50 latest type Consoles. Included with this route are three new trucks, complete shop and office, good lease, reasonable rent and good location; efficient help if desired. This route has never been offered for sale before and will stand rigid inspection. Located in one of Tennessee's largest cities. If interested owner will furnish satisfactory reason for selling.

BOX D-331

c/o THE BILLBOARD CINCINNATI 22, O.

**IMMEDIATE DELIVERY
ON ALL NEW FLIPPER GAMES**

LEAP YEAR	VIRGINIA	YANKS
SAMBA	JACK 'N' JILL	MARDI GRAS
WISCONSIN	CLEOPATRA	BANJO

Write for special prices on used games

MID-STATE COMPANY 2369 MILWAUKEE AVENUE
CHICAGO 47, ILLINOIS
Phone: DICKens 3444



THEY'RE ALL CRYING FOR

Williams
YANKS

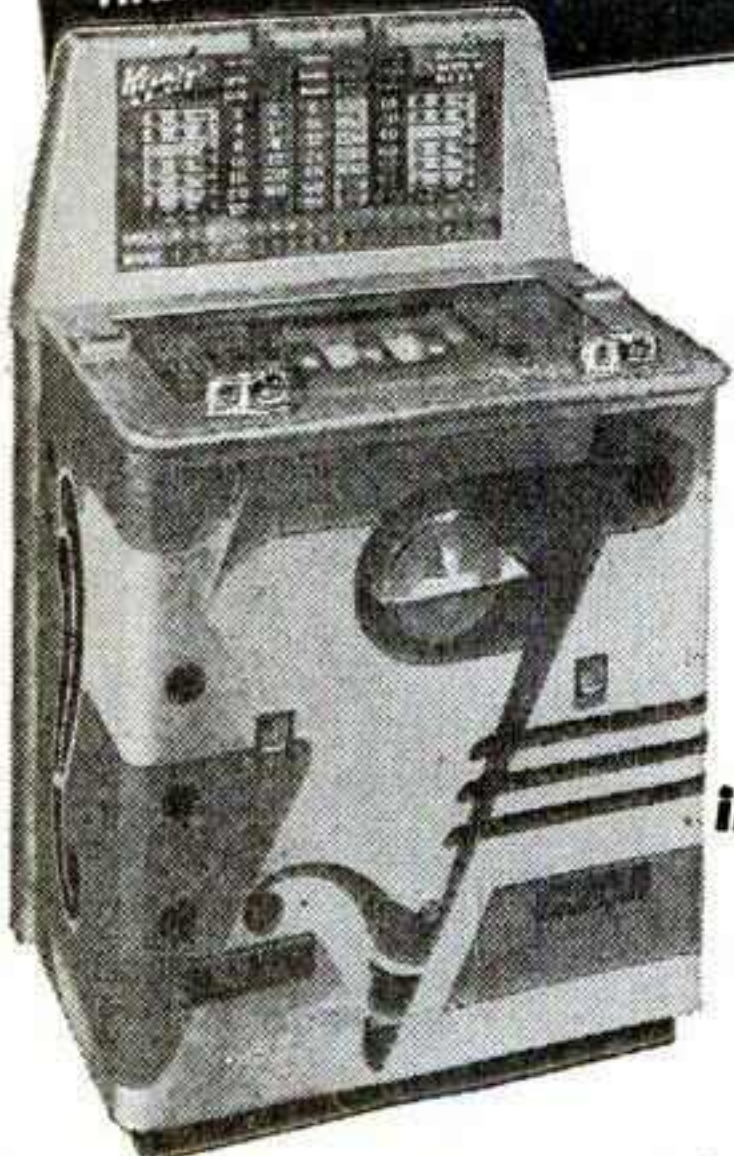
ORDER FROM YOUR
DISTRIBUTOR
TODAY!



Williams
MANUFACTURING
COMPANY

161 W. Huron St., Chicago 10, Ill.

EARN MORE per individual unit
than a Complete Route of other equipment



with **KEENEY'S**
BONUS
Super Bell

Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — y o u r Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

in Heavy Production
Now by
Popular Demand!
See Your Nearest Keeney Distributor

There's a Keeney Console for Every Location

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
 - ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
 - ★ WILD BELL, new "wild" symbol, single coin, 2 chute console.
- Any combination of 5c-10c-25c chutes available for each machine
Order from your Keeney Distributor NOW!

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



JOE ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

BIG HIT.....	\$ 24.50	ROCKET.....	\$ 44.50
DYNAMITE.....	24.50	SINGAPORE.....	119.50
HAWAII.....	94.50	STAGE DOOR CANTEEN.....	24.50
HUMPTY DUMPTY.....	129.50	SUPERLINER.....	24.50
HAVANA MOTOR UNIT.....	54.50	SUPER SCORE.....	34.50
KILROY.....	39.50	SPELLBOUND.....	24.50
LUCKY STAR.....	64.50	SURF QUEEN.....	24.50
MANHATTAN.....	139.50	SUSPENSE.....	24.50
NEVADA.....	104.50	TROPICANA.....	124.50
PLAYBOY.....	49.50		

Brand New
Keeney 3-Way
BONUS SUPER BELLS
In Original Crates
\$920.00

Brand New
Keeney Twin
BONUS SUPER BELLS
In Original Crates
5-Coin Multiple
\$720.00

WANTED! SEEBURG 3-WIRE WALL-O-MATICS
Covers and Parts must be O. K. State quantity and best price in letter.

1/3 With Order — Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

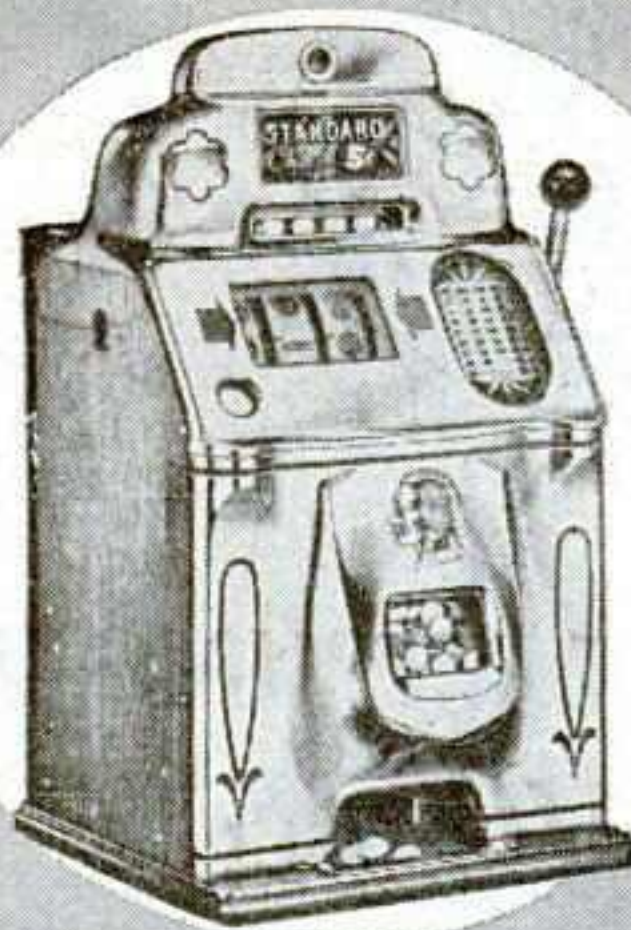
666 N. Broad St.
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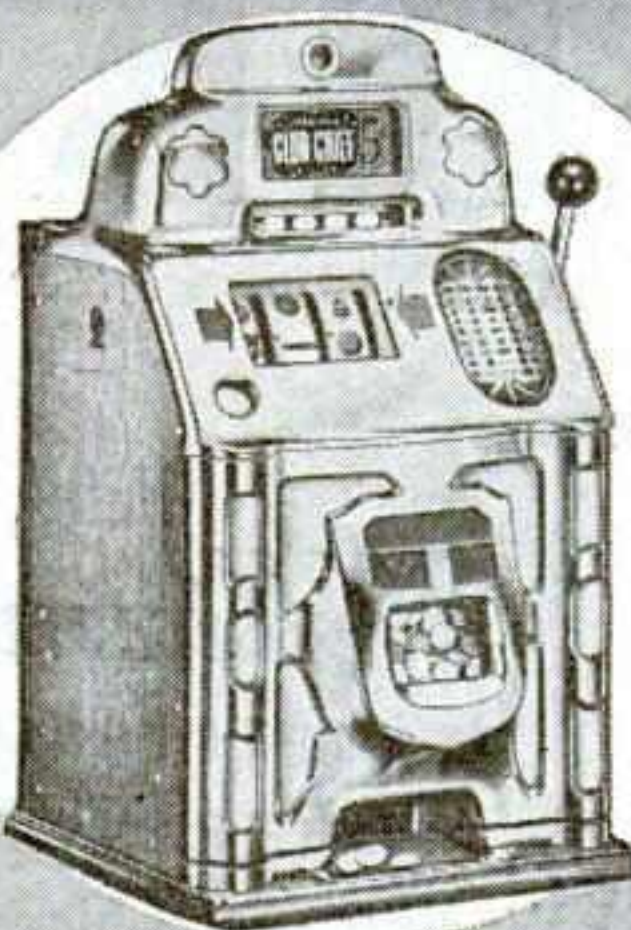


"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

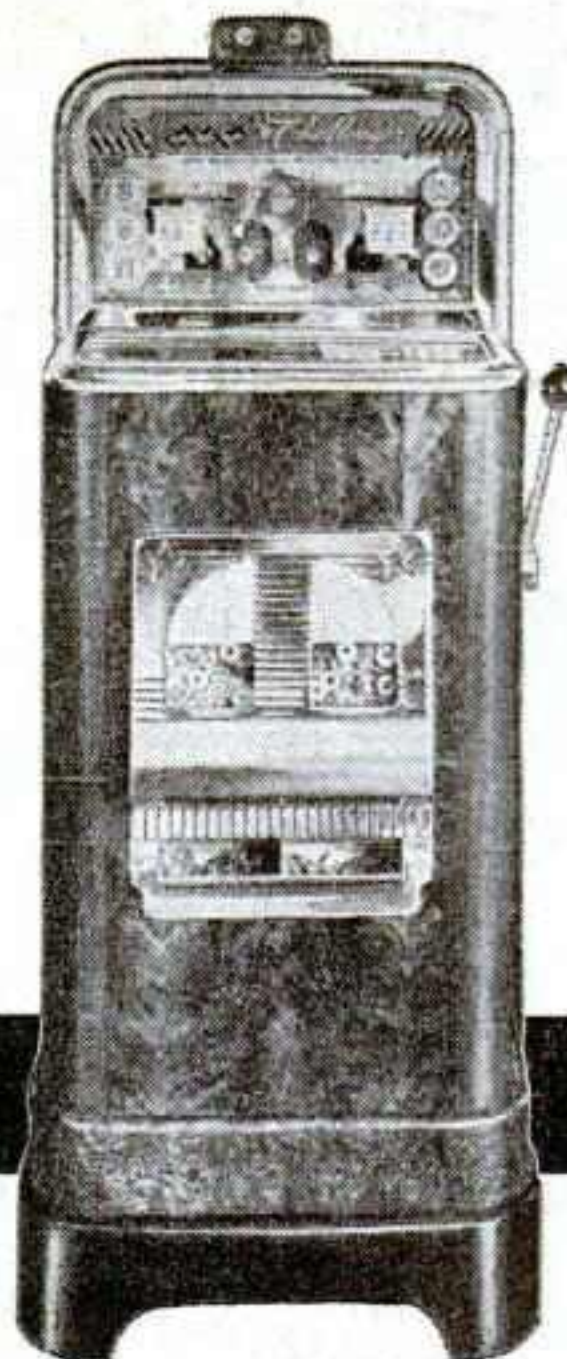


**Jennings
STANDARD CHIEF**
1c - 5c - 10c - 25c - 50c - \$1.00 Play

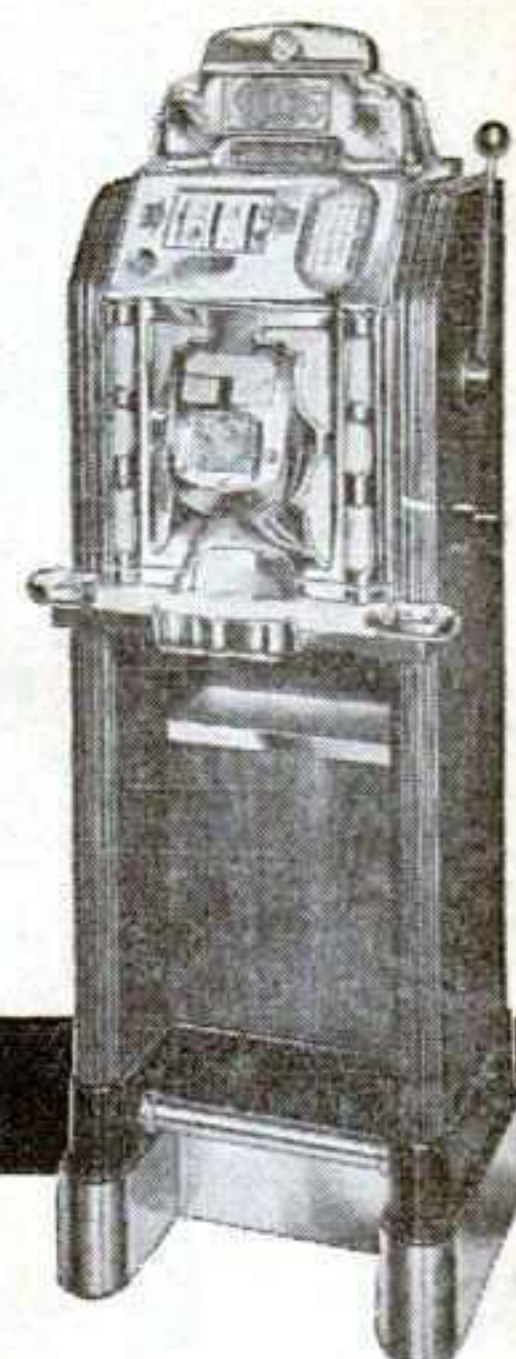
THE COMPLETE JENNINGS LINE!



**Jennings
Super De Luxe
CLUB CHIEF**
1c - 5c - 10c - 25c - 50c - \$1.00 Play



**Jennings Twin Play
CHALLENGER**
5c - 5c 5c - 10c 5c - 25c Play



**Jennings
CLUB CONSOLE**
1c - 5c - 10c - 25c - 50c - \$1.00 Play

★ ALL THESE MODELS AVAILABLE IN TIC TAC TOE

A post-card will bring you our new descriptive TIC TAC TOE Folder . . . Jennings' new payout sensation.

O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS

**YOU BE THE JUDGE AND JURY —
HERE ARE THE PRICES!**

SURF QUEEN\$19.50
FOUR ACES 19.50
STAGE DOOR CANTEEN 19.50
SUSPENSE 29.50

SEA BREEZE\$29.50
STREAMLINER 19.50
WAGON WHEELS (Flippers). 29.50
SUPER SCORE 29.50

BAFFLE CARD\$39.50
STEP UP.....\$49.50

KILROY\$49.50

BASEBALL\$ 89.50
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CYCLONE 89.50
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FAST BALL 39.50
HAVANA 59.50
HI RIDE 109.50
HUMPTY DUMPTY 169.50
MAISIE 99.50
MISS AMERICA 79.50

LADY ROBIN HOOD\$169.50
NEVADA 149.50
MEXICO 89.50
PLAY BOY 99.50
RIO 69.50
ROCKET 69.50
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TROPICANA 169.50
TREASURE CHEST 99.50

Write for Complete List.
All Types of Equipment.



TERMS: 1/3 Deposit,
Balance Sight Draft.

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MUSIC COMPANY, INC.**

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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

**FOR SAVINGS — SERVICE — SATISFACTION
TRY A LONDON BUY!**

Regals } 99.50 EA.
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9800 ESRC } 210.00 EA.
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500K } 99.50 EA.
600K }
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Super Master } 109.50 EA.
Standard DeLuxe } 99.50 EA.

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Stage Door Canteen \$29.50
Surf Queen }
Midget Racer } Each

Sea Breeze \$49.50
Spellbound }
Big Hit } Each

Step Up \$39.50
Shooting Stars }
Big League } Each

Superscore \$54.50
Double Barrel }
Fast Ball } Each

SUMMER — SPECIALS — RESORT
ARCADE
GOALEES — \$99.50
ALL STAR }
HOCKEY } \$49.50 Each
SCIEN. BATT. }
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ALL STARS
\$249.50
BLACK CHERRY
CABINETS
Complete \$24.50
NEW ACE COIN
COUNTERS
Complete with Carrying Case \$99.50

SKEE BALLS
SKEE BALLS }
TARGET ROLL } \$69.50
SKILL ROLL } Each
ROLL-A-SCORE }
ROLL-A-BALL }
ROCK-O-BALL }
ROCKET BALL }
ADVANCE ROLLS } WRITE
BING-A-ROLLS }

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.
PHONE: KILBOURN 7323

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

Jamboree

by EXHIBIT

- EXCITING SKILL KICKOUT WITH LAST MINUTE WINNERS!
- SEVEN—50,000 POSSIBILITIES PLUS SINGLE AND DOUBLE BONUS HOLES
- 8 BONUS BUILD-UP FEATURES
- 4 SKILL FLIPPERS

GET IT!! from your DISTRIBUTOR

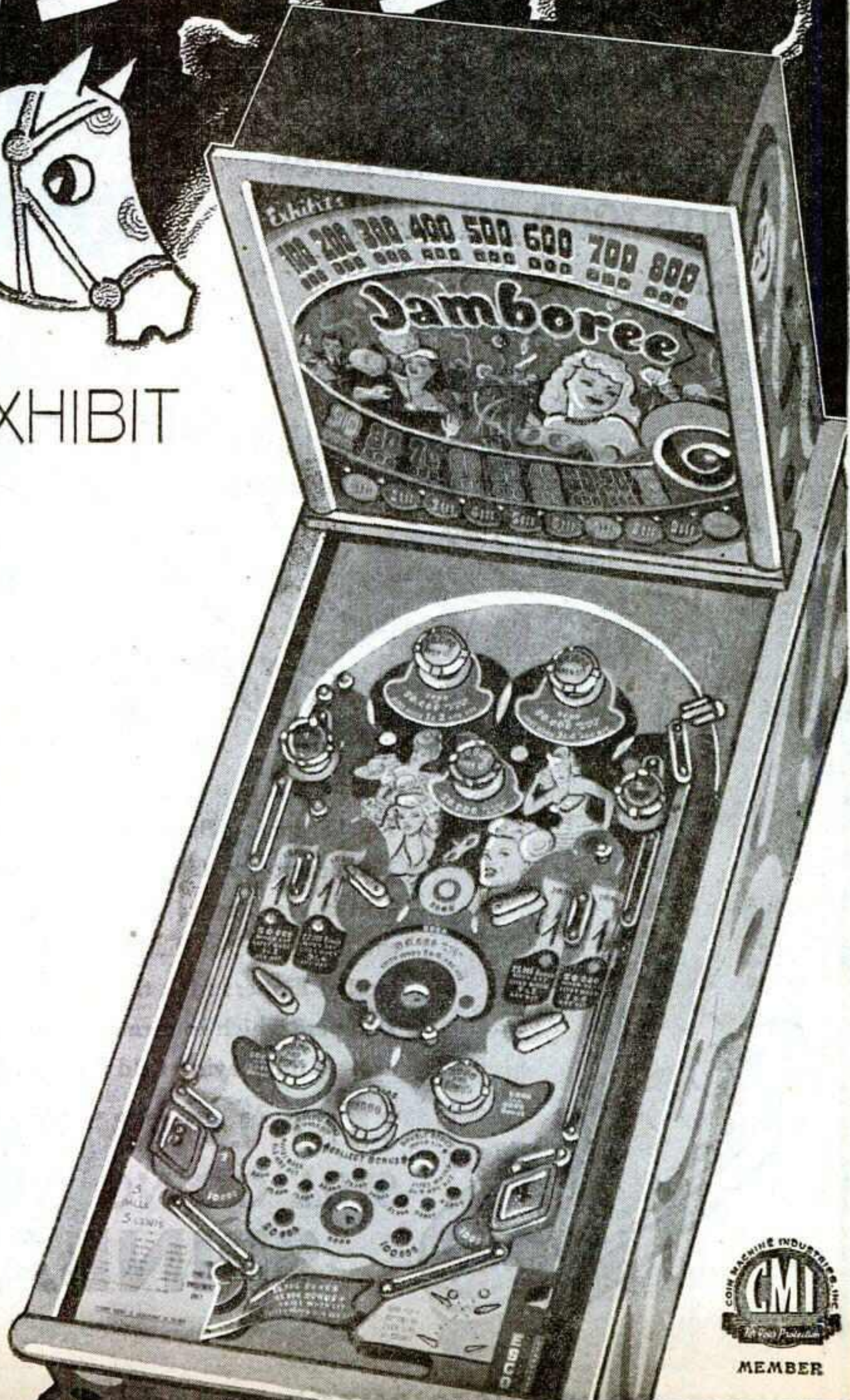


EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

4218-4230 W. LAKE STREET • CHICAGO 24, ILL.

**Just What
You Ordered!**

**IT'S NEW! IT'S FAST! IT'S CRAZY!
IT'S EXCITING! IT'S REALLY GREAT!**

IT'S *Chicago Coin's* SPINBALL

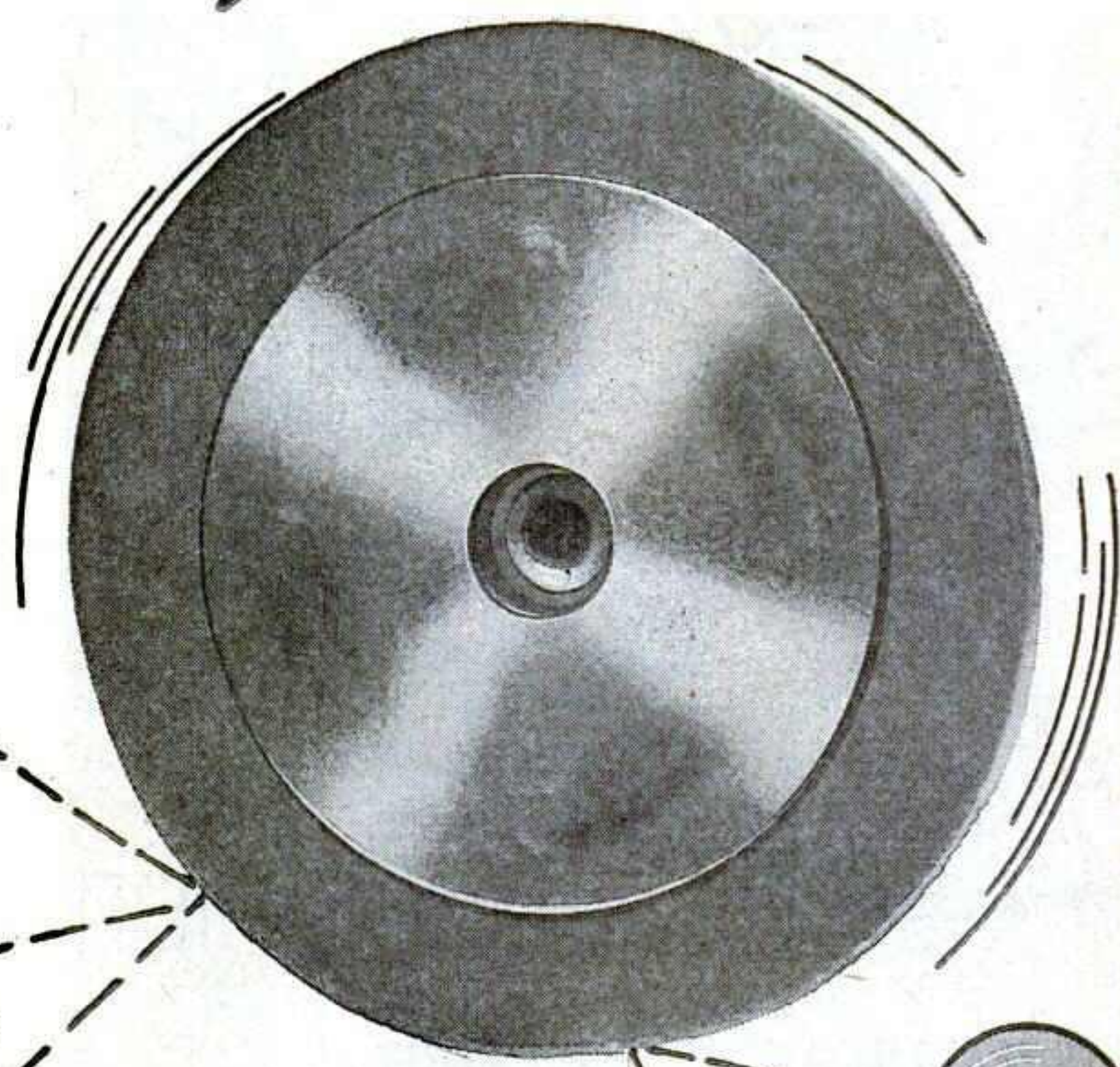
FEATURING THE *new*
"Spinning Bumper"

WITH CONTINUOUS ROTATING ACTION

BALLS ZOOM AND WHIZ

The sensational NEW "Spinning Bumper" revolving at the terrific speed of 2400 R. P. M. makes this new 5-Ball game the fastest yet played.

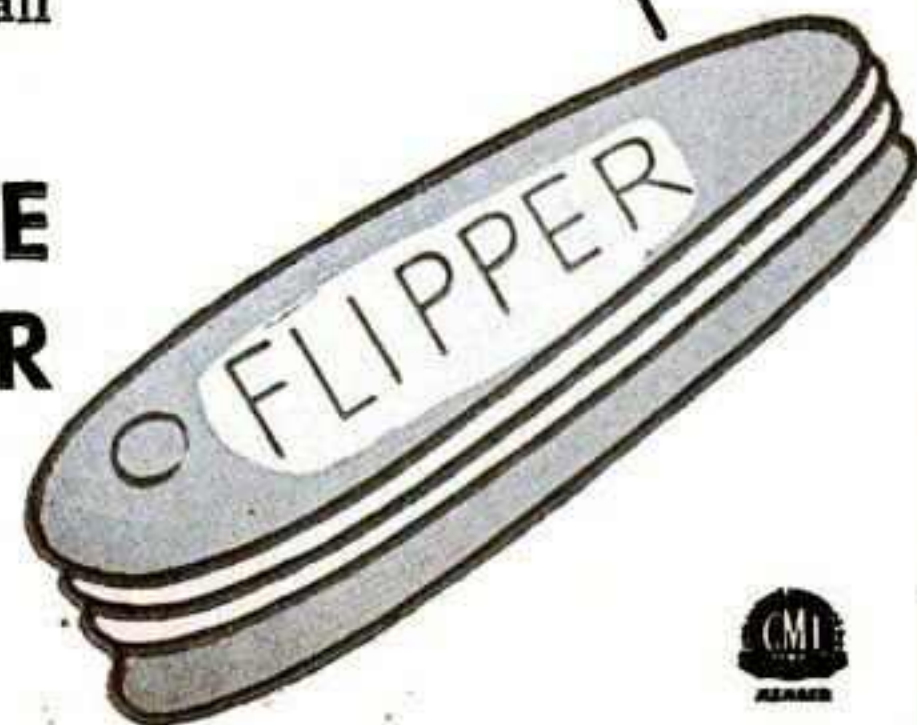
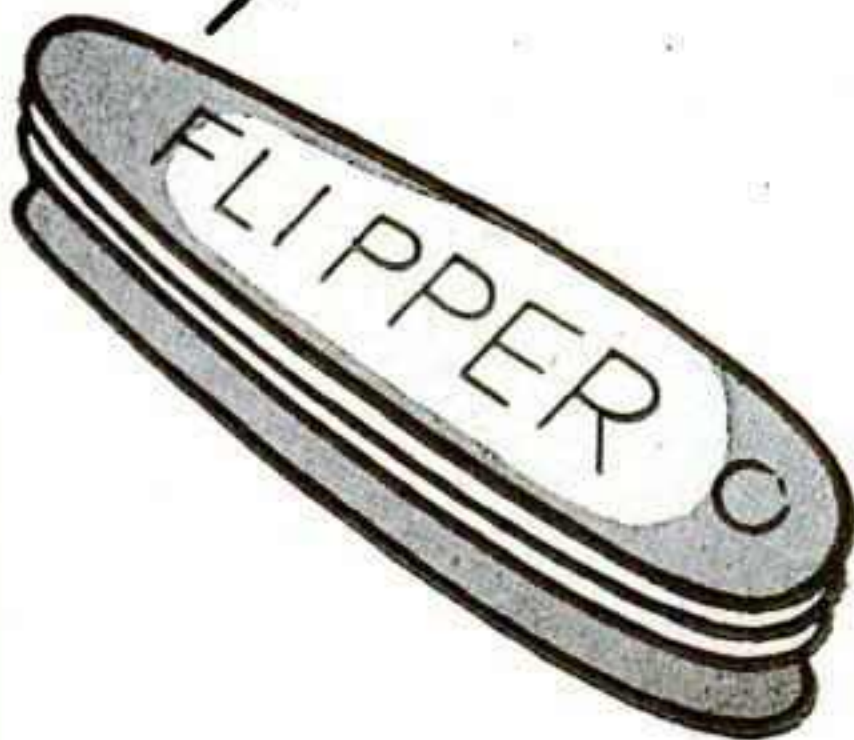
Its rotating action kicks and spins balls to all corners of the playing field, adding greater scoring and thrills.



Action! Action! Action!

The "Spinning Bumper" united with SPINBALL'S 2 super-power flippers, make the entire playing field a giant score board . . . skillfully located at the lower end of the playing field, the player controlled flippers kick the balls up to the "Spinning Bumper" which in turn zooms and whizzes the ball around the playing field for added score.

**TEST LOCATIONS ARE
STILL GOING WILD OVER
SPINBALL!**



**VISIT YOUR DISTRIBUTOR
TODAY! SEE AND PLAY
SPINBALL**

**CHICAGO COIN MACHINE
COMPANY**

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

Magic Carpet to PROFIT-LAND



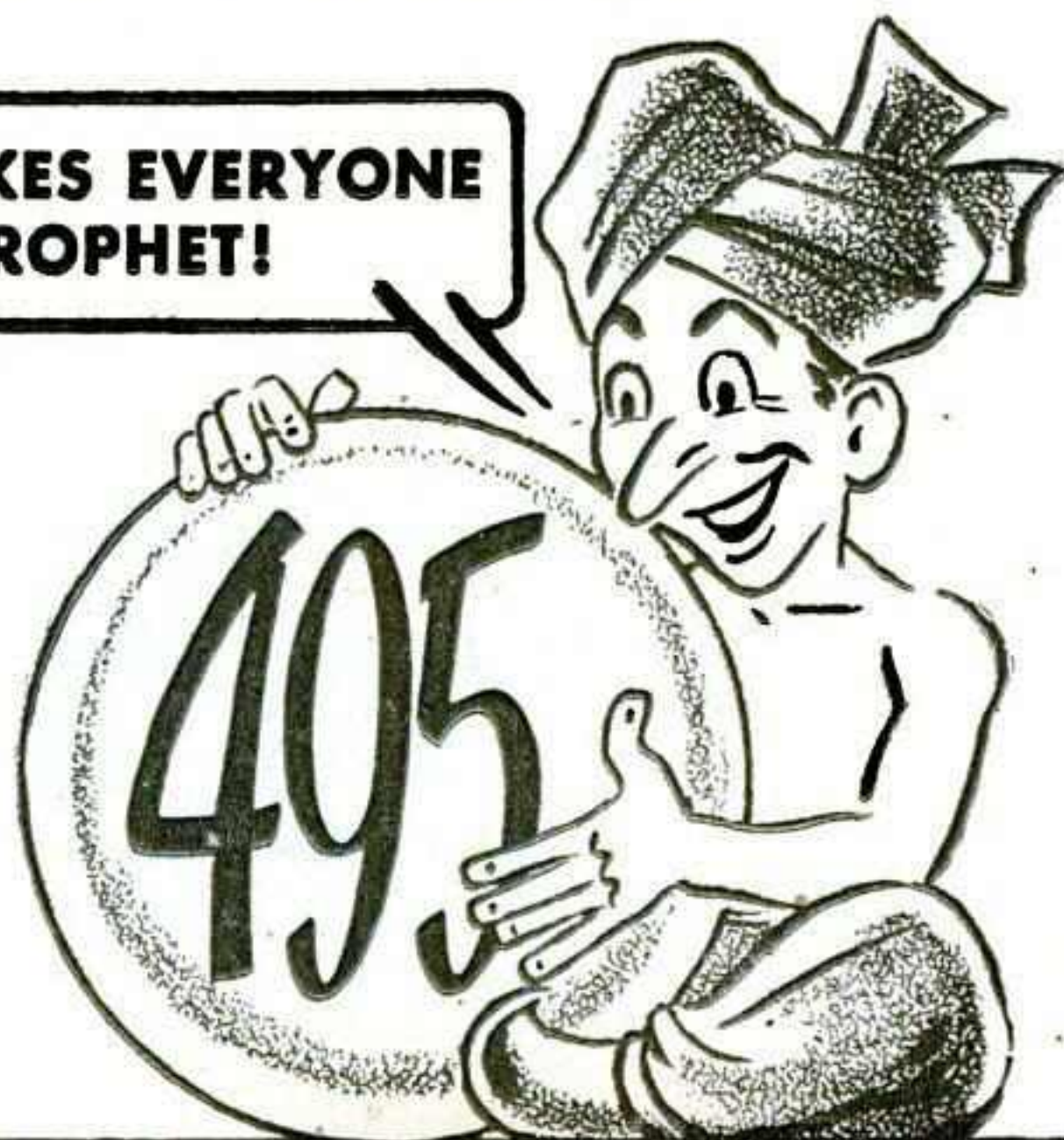
IT'S A SHORT TRIP WITH Aireon's Coronet

From Bagdad to Boston, operators are talking about this sure way to make profits—and keep 'em! A sensible price ...\$495.00...A practical payment plan ...\$4.00 a week. Aireon's CORONET gives you precision performance, flawless operation, famous P. A.* design ... ALL for \$495.00...the lowest price ever paid for perfection.

* Play Appeal

The World's Finest Phonograph Equipment
...at the World's Lowest Prices

**MAKES EVERYONE
A PROPHET!**



Aireon

MANUFACTURING CORPORATION

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
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UNITED'S MONTERREY



**Greater Than
Wisconsin!**

**FIVE-BALL
NOVELTY
REPLAY**

KICKER
CONTROL
BUTTON
→
EACH SIDE

↑
REPLAY BUTTON

See Your
Distributor



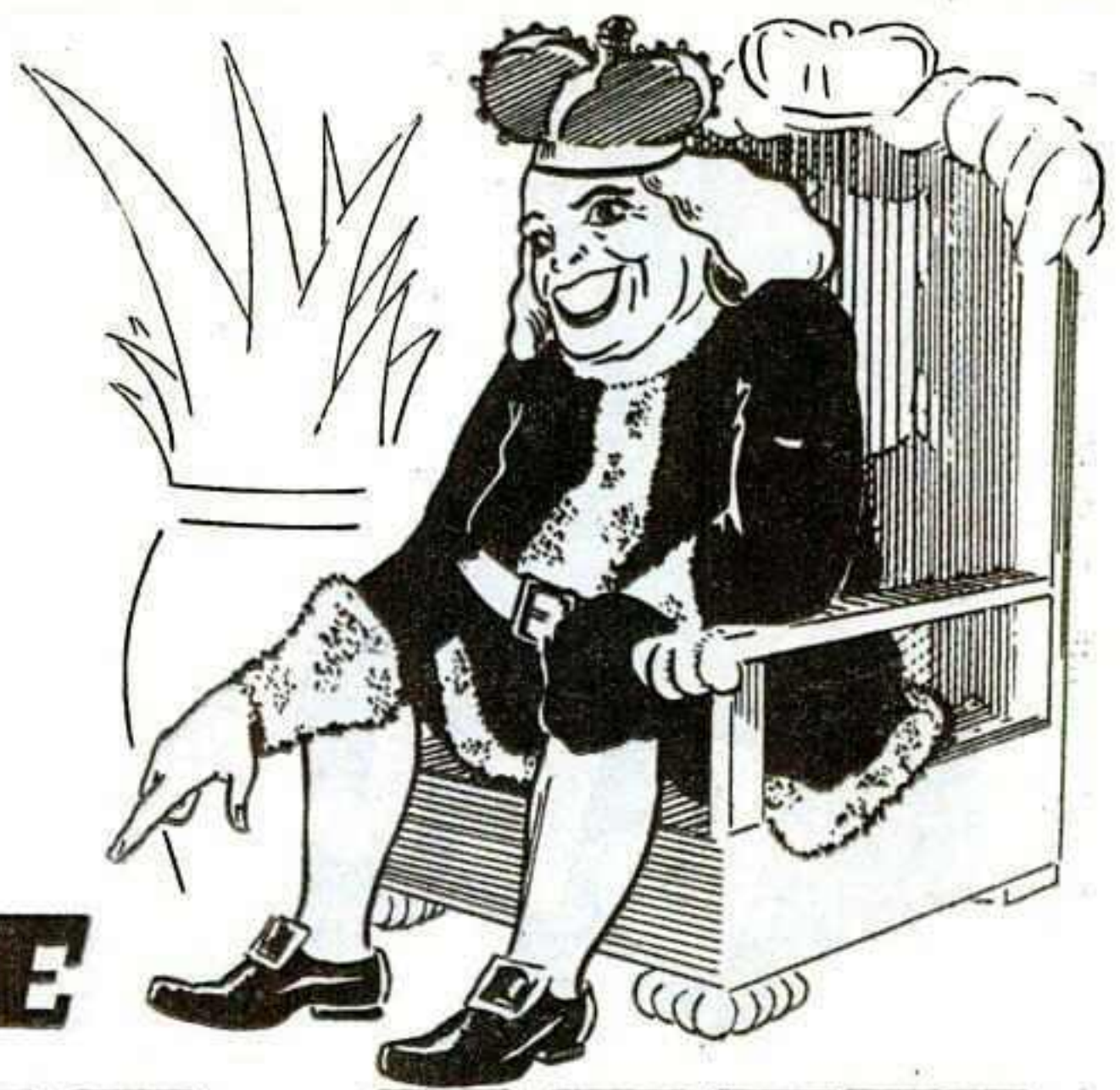
UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Olde King Cole is a merry old soul,
 And a merry old soul is he.
 He calls for the game
 That carries his name
 And enjoys himself royally!



OLDE KING COLE

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**2 COMPLETE SEQUENCES!
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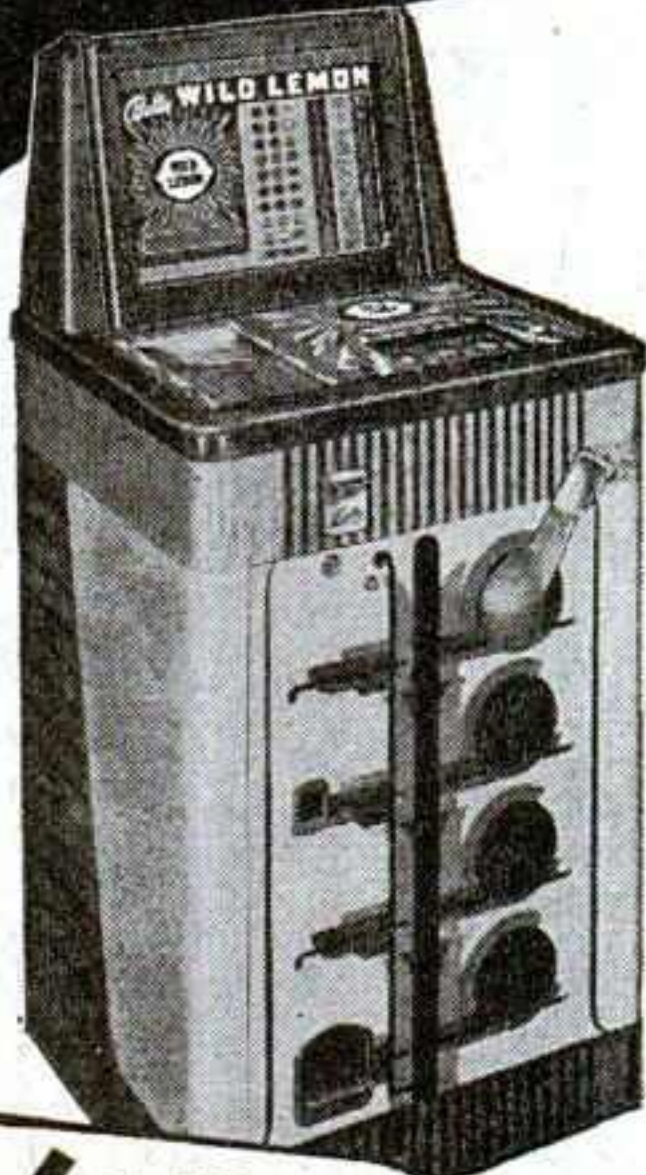


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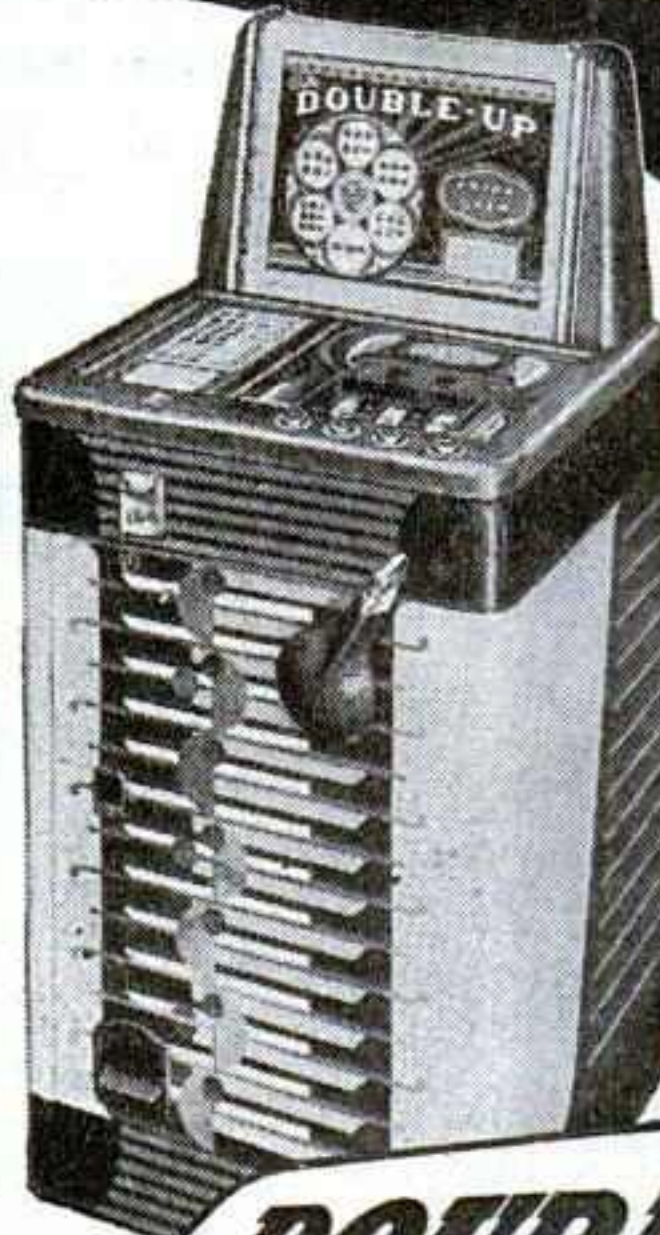
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Features famous
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plus new DOUBLE
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Nickel or Quarter play.



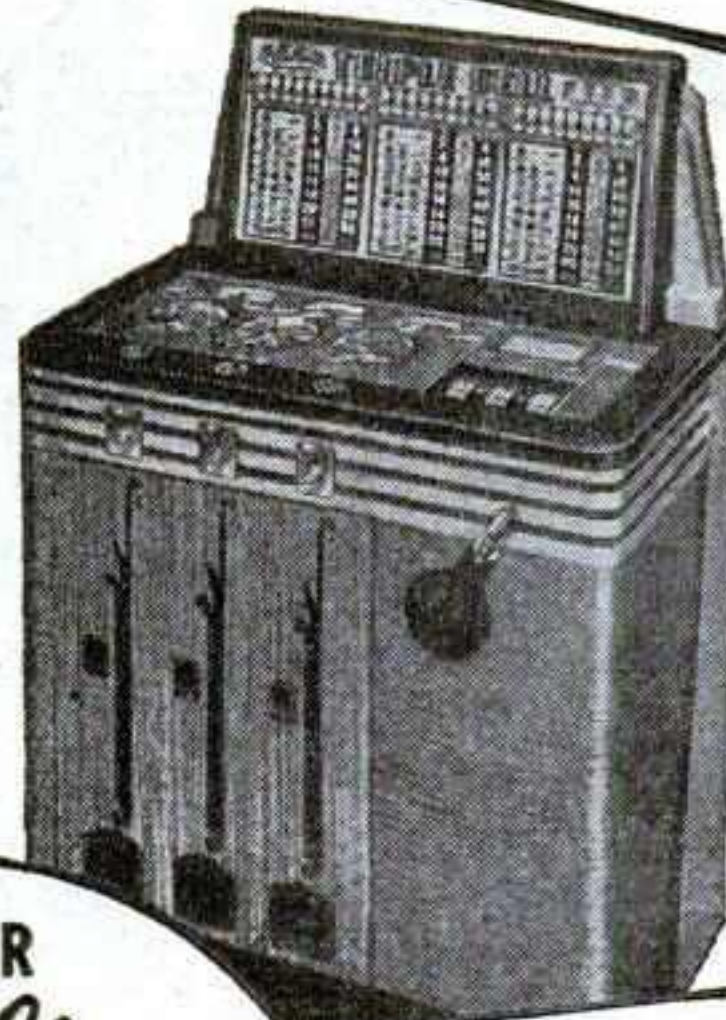
DOUBLE-UP
HOLD AND DRAW BELL CONSOLE

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
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Triple Coin Chutes permit three
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spin. 1000 Super Special
Awards plus plenty of
other big awards. Any
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Nickel, Dime,
Quarter.



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TRIPLE PLAY! TRIPLE PROFIT!

OTHER
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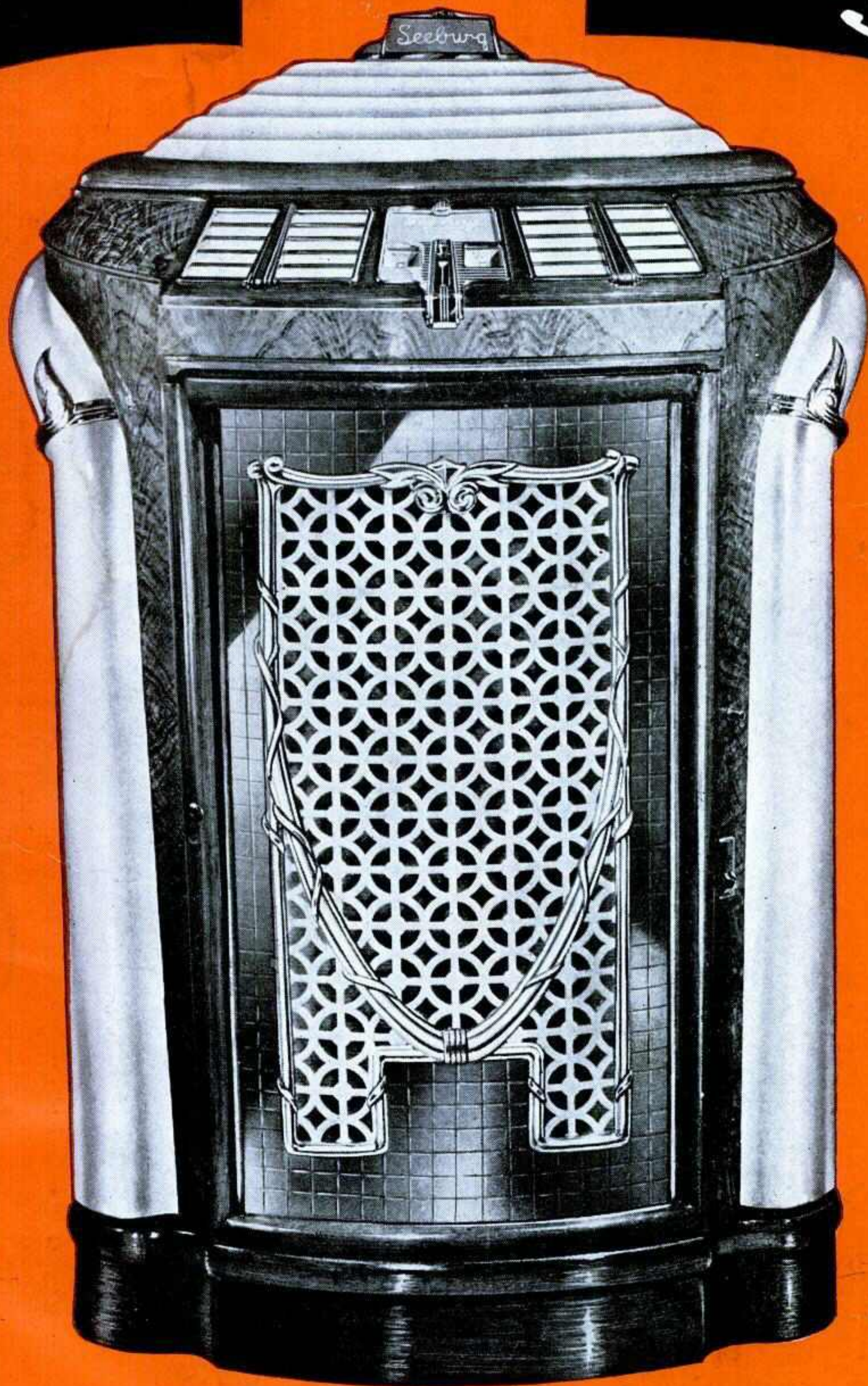
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