

The Ravens and Dinah Washington, the "Steam Roller Unit" which has been racking up a flock of top grosses on a series of one-nighters, at a recording session. Standing left to right are Warren Shuttles, Maithe Marshall, Leonard Puxey, Dinah and James (Rickey) Ricks, the latter the Ravens' leader. The Ravens' latest sides for National include "Deep Purple" and "Leave My Gal Alone," and Dinah recently did "Laughing Boy" and "You Satisfy" for Mercury. Universal Attractions has scheduled the unit for a bevy of upcoming dates following the April 15th engagement for one week at the Apollo Theater, New York. Included are Armory, Indianapolis, April 23; YMCA Circus, Keil Auditorium, St. Louis, April 24-30; City Auditorium, Kansas City, Mo., May 1; State Theater, Cincinnati, May 6-12; Paradise Theater, Detroit, May 13-19; Regal Theater, Chicago, May 20-26; Auditorium, Toledo, May 27; Nu-Elms Ballroom, Youngstown, May 28, and East Market Gardens, Akron, May 29.

## PRE-RELEASE ORDERS INDICATE THAT THIS WILL TOP "BALLERINA" "COOL WATER" AND "LET IT SNOW"

PP



www.americanradichistory.com

Vol. 61. No. 16



April 16, 1949

The World's Foremost Amusement Weekly

## "SURVIVAL" NAB OPENS Have Luckies Got CBS on

## **Hook for 35G, With Rebates** For Benny's Falling Hooper?

#### **NBC** Wears Smirk Over Report of Secret Clause

#### By Sam Chase

trade this week was buzzing with a Hooper reports covering Benny on and Mrs. North, Philip Marlowe and (See HAVE LUCKIES on page 10) Casey the Crime Photographer-all Hawkshaw characters who do their gumshoeing on the Columbia Broadcasting System (CBS). That puzzler is: Does or does not the CBS contract with the American Tobacco Company have a clause in it which calls for the web to rebate \$3,000 for every Hooper point the Jack Benny show falls below the rating scored in the comparable rating period last year on the National Broadcasting Company (NBC)?

need the help of a magnifying glass do with tassel-tossers or beauty to hunt out the small-type clauses, queens. nd there just isn't one handy. But it takes little more than grade school afternoon which shook loose an 85arithmetic to figure out that, if such foot steel chimney behind the theater. a clause actually does exist, Lucky and the building inspectors demanded Strikes' exchequer gained some \$35,400 last month, a tidy sum which by apartment house tenants vacate, may help to quell some of the embarrassing questions slated to be asked old Howard management said the job Hollywood. The following day, Nick at the cigarette firm's stockholders would take only a couple of hours meeting next week.

NEW YORK, April 9 .- The radio point difference between the two new mystery which would take, to CBS in March, and those covering the solve it, the combined efforts of Sam | comic on NBC in March, 1948. The Spade, Mr. Keen, Mr. Chameleon, Mr. first report for March, 1948, showed

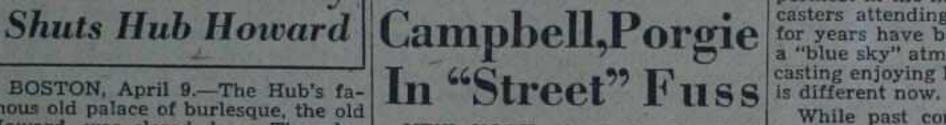
## Loosened Chimney

BOSTON, April 9.- The Hub's famous old palace of burlesque, the old Howard, was closed down Thursday (7) because of a new variety of shimmy and shakes-nothing alarming, It's no use checking those who tho. The close-down was effective The Hub had a big gale Wednesday that the theater close down, and nearuntil the chimney could be fixed. The This estimate is based on the total would reopen immediately.

#### Blackout

NEW YORK, April 9.-The Vaughn Monroe promotion in connection with the RCA Victor disking of the Leeds tune, Dreamy Old New England Moon, is scheduled to be held at the Meadows, Framingham, Mass., Tuesday (12). A flock of New England college girls have been invited to attend-the idea being to take their pictures while they are waltzing with Vaughn Monroe in the light of the moon. This is lovely, admittedly, but there won't be any moonlight. The Hayden Planetarium (and who should know better?) predicts an eclipse for that evening.

"The moon," said someone who might be Mrs. Hayden, "enters shadow about 9:28 p.m., E.S.T. Tuesday."



Music and Porgie Music, both of lems of the industry, the overtones whom claim ownership of publication this year are clearly different. The rights to the song My Street, yester- burden is, oddly enough, lighter on should be in the know. They seem to only for a day, and it had nothing to day submitted the matter to attorney those stations in television or with John Schulman for arbitration, Schul- construction permits, this despite the man, who is counsel for the Song- investments involved, for they at least writers' Protective Association (SPA), know where they are going. But is arbitrating as a private individual, those not yet in the medium, or in not in connection with the SPA. The difference arose January 17, available, face a completely unchartwhen Al Friedman, Coast rep for able future. Their thoughts, and Porgie, signed Arnold Koppitch, those of many of the speakers, will be writer of the tune, to a binder in directed toward keeping radio as Campbell signed Koppitch to a formal after work began, and the theater contract for pubbing rights to the SODE.

## **Tele Growth** Angle Ends Honeymoon

Code ? to the Fore

#### By Jerry Franken

CHICAGO, April 10 .- The management half of 27th annual convention of the National Association of Broadcasters (NAB) opened here today (Sunday) and, for the first time in the history of the organization, the question, "Can we survive?" is uppermost in the minds of many broadcasters attending. NAB conventions for years have been characterized by a "blue sky" atmosphere, with broadcasting enjoying lush days. The story

While past conventions have paid NEW YORK, April 9 .- Campbell close attention to the business prob-

> cities where no further channels are (See NAB OPENS on page 5)

## **Mexico Preps** Video Plunge; Asks US Rules

WASHINGTON, April 9. - With Merico preparing to launch video around the end of the year, a Mexico-U. S. Conference over allocations in the vicinity of the border is in the wind. The plans for an official confab are still indefinite, officials of the Mexican Department of Telecommunications have been in touch with the Federal Communications Commission (FCC) with regard to current and prospective U. S. TV regulations.

Before Mexico begins full-scale video operations, a conference with the FCC and State Department representatives will be necessary to divide up allocations for stations within 250 miles of the Mexican-U. S. border. Since this is likely to involve the loss of some channels now assigned to Texas, Arizona, New Mexico and California, the confab is certain to be a hot potato as far as the FCC and the State Department are concerned.

Both agencies are mindful of the furor aroused when a tentative Canada-U. S. agreement was disclosed which proposed the turning over to Canada Buffalo's Channel 13 and the removal of Channel 9 from Cleveland

#### Mexico Sites

Since most of the probable sites it is known that the Justice Depart- for Mexican TV are located farther (See ASCAP WRITERS, page 25) (See MEXICO PREPS on page 17)

### **Top Sport Scribes** Stars at MBS?

425G In Till As Big Top Unfolds

Still Bigger and Better

**33-Day Stem** 

**Run Opens to** 

Stunning Biz

#### By Jim MeHugh

NEW YORK, April 9,-A typical Ringling Bros. and Barnum & Bailey Circus performance-a liberal helping of top tanbark talent in a brilliant kaleidescope setting-was unfolded Wednesday night (6) in Madison Square Garden. It was colossal, stupendous, colorful and lengthy and. during its 33-day (65-performance) run here, and its later tour of the hinterlands, the newest John Ringling North extravaganza will do much to secure, and even build, the justly claimed tag line-"The Greatest Show on Earth."

In the till on opening night, and entirely unexpected by the Garden and Big Show managements, in view of current showbiz trends and a (See 425G IN RINGLING, page 63)

NEW YORK, April 9 .- A new twist on a network sports show was regarded as a hot property at the Mutual Broadcasting System (MBS) this week. Titled Press-Box Round-Up, the airer is a 15-minute baseball show slated for airing across the board in an evening time period pending negotiations now going on with several potential bankrollers. 'The show features the top-name baseball correspondents who cover the 16 major league baseball clubs,

The show each night cuts into major league cities where games have been played, for terse, personalized eye-witness summaries of the contests by the scribes-turned-sportscasters, a departure from the usual runs-hits-errors summaries taken from the wire services by local gabbers. Such participants as Warren Brown and Ed Burns, of Chicago, Hy Hurwitz and Jack Malaney in Boston, and Ken Smith, Bill Roeder and Rud Rennie in New York lend Round-Up keen local interest around the circuit, something web sports shows heretofore have lacked.

## **Its Writers**

**ASCAP Ready** 

Reshuffle

#### **Reclassification Is Set**

NEW YORK, April 9 .- The Jongawaited revised writers' classification plan of the American Society of Composers, Authors and Publishers (ASCAP) is ready to go.

Where it's going is down to the Department of Justice, for the government sharpshooters to check over for incorporation into the projected new ASCAP consent decree.

Motivation for the revision, first news of which was reported exclusively in The Rillboard, Novembor 29 is compounded of about equal parts of the Society's drive to present a acrubbed and shiny face to the gov- to Canton, as well as the reshuffling ernment and the public, and its de- of channels alloted to smaller cities sire to offer its clamoring young in a half-dozen States. writer members a fair hunk of the revenue. Admittedly, these two purposes are not mutually exclusive-for

#### The Billboard

April 16, 1949

NY Palace To Revive Vaude <sup>3</sup> Quit British Equity Posts **RKO** Skeds Acts' Return **About May 30** 

GENERAL NEWS

#### In Union Huddles

NEW YORK, April 9.-The Palace will go back to flesh on or about Decoration Day. RKO circuit toppers are dickering with the stagehands and musicians union for terms and conditions. As soon as an agreement is reached, the announcement will be made.

The plan is to use full-week stands of eight acts plus a picture, tho emphasis will be placed on small acts who need showing dates for bookers to see them at their best. The house will have a full pit band, lights and everything else it had when the Pal-(See FLESH RETURN on page 54)

### 'Aqua Parade' 72G In 6 Days in Cincy

CINCINNATI, April 9. - Buster Crabbe's Aqua Parade of 1949, water show-vaude combination touring under the guidance of the Arena Managers' Association, attracted 42,149 paid admissions, with ducats tabbed from \$1 to \$2.50, to chalk a gross of \$72,000 in seven performances at the new Cincinnati Garden, March 31-April 5. It was the show's first appearance in Cincinnati. Besides Crabbe, the attraction featured Vicki Draves, Dick Smith, Joe Peterson, Johnny Riley, Bill Lewin, Stubby Kruger, Pat Robinson, the Lucky Girls, the Stuart Morgan Dancers, Renald and Rudy, Al Gordon and Company, Margaret Hutton, and Billy Rayes, emsee. Troupe moved from here to New Haven, Conn., and hops from there to Boston.

FCC Demanding "Cash on Line" For Bid Decish

WASHINGTON, April 9 .- Cash on the line is the credo of the Federal Communications Commission (FCC) in deciding whether an applicant is financially qualified, it was emphasized this week in a decision rejecting the bid of KUOA for a station in Silom Springs, Ark. If a bidder fails to have the construction money at the time of a hearing he must be able to show the source and terms of loans covering the necessary amount to build, the FCC stated.

The FCC said KUOA's principal witness declared: "I am not saying board of RCA, commenting on how it (the station) is to be financed, but the money will be ready." In its decision, the FCC remarked, "This is not enough. Proof is required at the hearing, before the decision, not after."

The FCC went on to say: "Upon the issue of financial qualifications the burden is on the applicant to make the satisfactory showing. If the record shows neither cash nor liquid assets available and committed for the purpose of financing the proposal, and, therefore, the applicant must resort to loans or advances of money, a failure to indicate the source and terms of such loans and advances is fatal."

The FCC emphasized that "specific plans for financing a broadcasting enterprise must be shown and they must be shown upon the record."

## Swope Joins Staff of RCA

NEW YORK, April 9. - Herbert Bayard Swope has joined the Radio Corporation of America (RCA) as a include work with the National Victor Records division and the communications division affiliates as well as with the parent corporation.

Swope recently resigned as a director of the Columbia Broadcasting System (CBS), a post which he had held since 1932.

Swope's appointment, said: "I am glad to make this announcement because I believe it brings additional strength to the ranks of RCA, NBC and our other affiliated companies. Mr. Swope's wide experience in journalism, broadcasting, public entertainment and public policy will prove of value to these organizations."

Swope told The Billboard that he is "happy to have made the affiliation, in view of the leading role of RCA in this electronic age." Speaking of the radio division, he added, "I've rarely seen an organization more on its toes than NBC under Niles Trammell."

#### **Detroit Censor Cuts**

the Detroit censor took a spurt dur- atrical profession who are swayed

# As "Commu

LONDON, April 9 .- Alleged Communist influence in the British Actors' Equity Association (BAEA) has prompted three of the union's organizers to resign. They are Eddie Lattimer (pic organizer), Harold Hespolicy consultant. His activities will man (Northern area organizer), and John Cummings (road shows and re-Broadcasting Company (NBC), the vue organizer). Cummings stated he knew of the Communist activities because he was a Communist until February.

In a statement following their resignation the three said they were protesting against "certain activities of the administration of the council of the association which we consider to David Sarnoff, chairman of the have Communist direction and to be subversive in their influence."

#### Remain in Union

They alleged that Communist policy was discussed in relation to the problems of their union. The three men remain members of the BAEA.

Cummings, who said he had been a member of the Communist party for nine years, said: "I became a Communist to better conditions for theater folk. Then, as an organizer in Equity, I found Communist influence was at work to gain control and disrupt what I was working for, They were not interested in the little folkthey were only interested in themselves and their party politics."

Herman said: "We are still members of Equity and we intend to fight this influence as far as we can. In the Equity council of 40 there are DETROIT, April 9 .- Activities of loyal and honest members of the the-

Next major touring attraction set for the Garden is Harold Steinman's Skating Vanities of 1949, which comes in April 26-May 1.

#### In This Issue

Broadway Showlog
Burlesque
Carnival
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Classified Ads
Coin Machines
Fairs and Expositions
Final Curtain, Births and Marriages
General Outdoor
Honor Roll of Hits
Legitimate
Letter List
Magic
Merchandise
Music
Music as Written
Music Machines
Music Popularity Charts
Night Clubs
Parks and Pouls
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The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, 519. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1949 by The Billboard Publishing Company.

## Version on Tele

HOLLYWOOD, April 9 .- Plans to launch a tele version of Life of Riley, starring William Bendix, are currently under discussion by the National Broadcasting Company (NBC). Top web spokesman said that altho Riley has been canceled by Procter & Gamble at the close of current season, the net feels show has tremendous tele possibilities. NBC hopes to have video version ready for airing over KNBH, Coast tele outlet, by A Pennsylvania charter has been early fall, with kine syndication to Eastern affiliates part of the plan.

Because of his film experience, Bendix is considered a tele natural. Cast members, including such vets as John (Digger O'Dell) Brown are also sor entertainment enterprises, and hot video material. With Columbia to engage in activities necessary to, Broadcasting System (CBS) reportedly hot after Riley, NBC is understood anxious to crystalize its tele Davis, Jean Rau and Helen A. Huver, ideas as soon as possible,

TWELFTH STREET RAG

NBC Eyes 'Riley' ing March, with five eliminations of various types ordered in local night month this year, altho the number of individual visits by the censor squad dropped from 231 to 201. The first two "corrections" of the year in the legitimate field were ordered, with an equal number of cuts in burlesque. Two other theaters were ordered to revamp their advertising fronts. The censors made 76 visits to theaters of all types.

#### Pa. Showbiz Charter

HARRISBURG, Pa., April 9 .--issued to the L. & D. Theatrical Corporation, 23 North Sixth Street, Lyric Theater Building, Allentown, Pa., authorizing the new company to capitalize at \$10,000 "to promote and sponor in connection with, such business." Incorporators are listed as Manuel all of Allentown.

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8	mun	list	few	7. T	hey	do	not	re	alize	they
	are	be	ing	50	infl	uene	ced.			

Leslie Banks, president of Equity, in commenting on the resignations. said: "We can only reaffirm our stand that freedom of political thought must be maintained as long as it does not undermine Equity policy."

Billboard
The World's Foremost Amusement Weekly
Founded 1894 by W. H. Donaldson Publishers
Roger S. Littleford Jr. William D. Littleford
E. W. Evans Lawrence W. Gatto
Roger S. Littleford Jr
Dick Armstrong Executive News Editor
Managers and Divisions
W. D. Littleford, Gen. Manager Eastern Division 1564 Broadway, New York 19, N. Y. Phone: PLaza 7 2000
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Main Advertising, Circulation & Printing Offices 2160 Patterson St., Cincinnati 22, Ohio Phone: DUnbar 6450
Subscription rates parable in advance One year, \$10, fwo years, \$17,50. These rates apply in the United States, U.S. Possessions, Canada and countries in Pan-American Postat Union Rates in other foreign countries sent upon request, Subscribers when requesting change of address should give old as well as new address.
The Billboard also publishes: Verd, the monthly megazine or automatie merchandising.
Turnover, the monthly magazine for record and phonograph dealers.

### NUMBER ONE ACROSS THE MUSIC-DISK BOARD

41 M	OIL SILE EXECUTED STOLEN
	CRUISING DOWN THE RIVER
No. I	Sheet Music Seller
	CRUISING DOWN THE RIVER
No. I	Most Played on Disk Jockey Shows
	CRUISING DOWN THE RIVER. Blue Barron Ork, MGM
No. 1.	Disk via Dealer Sales
	CRUISING DOWN THE RIVER, R. Morgan Ork, Decca
No. I	Disk in the Nation's Juke Boxes
	CRUISING DOWN THE RIVER. R. Morgan Ork, Decca 2
No. 1	Most Played Juke Box Folk Record
	DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold.
No. 1	Best Selling Retail Folk Record
	DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold,
No. 1	Most Played Juke Box Race Record
	HUCKLEBUCK, P. Williams, Savoy 683
No. I	Best Selling Retail Race Record
	HUCKLEBUCK, P. Williams, Savey 683
No. 1	Sheet Music Seller in England

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 34 to 50 in Music Section.

The Billboard

**Mayflower** Doctrine Out, Says Miller in Key, Talk

CHICAGO, April 10 .- The Federal | The charge that radio is also con-Communications Commission trolled by a handful of national adhas "abandoned" its Mayflower Doc- vertisers is also without substantiatrine, which prohibits editorializing tion, Miller said, pointing out that of the news by broadcasters and only 3 per cent of all radio advertisbroadcast licensees, Judge Justin ing expenditures goes to the webs, Miller, president of the National As- with local retail advertising having sociation of Broadcasters (NAB), de- the largest classification of radio exclared here today (Sunday). The penditures at 40 per cent. judge's statement came during the course of his major speech at the 27th annual NAB convention, when he addressed the non-affiliated stations at their "independents' day" session.

Altho the FCC has not formally renounced its Mayflower stand, Miller declared that a recent ruling had, as far as he was concerned, "shown that the commission was no longer applying its provisions. The Mayflower Doctrine was promulgated by the FCC some years ago following partisan electioneering by a Boston station. Miller's point was made during an address in which he pointed out (as reported previously in The Billboard) that constant claims that the networks dominate American radio were completely unfounded. Insofar as the Mayflower regulation goes, Miller declared:

analysis in hundreds of broadcasting wouldn't be working a 39-week sked. stations thruout the country. This Furthermore, he will welcome guest has already begun to effectively off- shots to help plug his forthcoming set a trend toward network commentary monopoly, which had theretofore been encouraged by the arbitrary prescriptions of that ill-advised administrative dictum." Miller pointed out that network monopoly charges could not be true since, among them, the webs only own a total of 18 stations out of the nation's 2,000-odd. In addition, a large percentage of U. S. stations have no network affiliation whatsoever, operating completely independently.

IAB OPENS "SURVIVA

NAB CONVENTION

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



HOLLYWOOD, April 9.- Al Jolson will limit his radio activities to guest shots for the immediate future, following his May 26 bow-out from the Kraft show. His contract expires April 22 and will not be renewed by the cheese maker. Jolson was en route East at press time.

According to intimates, the jazz singer has frequently voiced his preference for guesting to a regular show. He receives \$7,500 per week for his "Fortunately, the abandonment by Kraft series, which nets him \$700 FCC of its Mayflower Doctrine has after taxes. Joley feels he can get resulted in widespread development \$7,500 per guest shot and probably of news, commentary and editorial net more than he does now since he

HOLLYWOOD, April 9.-Outcome of a proposed capital gains deal between Jim and Marion Jordan (Fibber McGee and Molly) and National Broadcasting Company (NBC) rests upon the Treasury Department's interpretation of salability of the fictional radio characters of Fibber and Molly. Preliminary agreement has healthy as is possible as television been reached between web and comedy team's attorney Loyd Wright following series of confabs with top web brass in New York. Capital gains lems, with a considerable emphasis on proposal, first discussed with the Jordans by Niles Trammell several developing new business or new months ago, is understood to have sources of revenue. This applies both been one of the pledges which induced Jordans to remain with NBC. Insiders feel there is a strong first time in NAB history, have a full chance that the government will okay day being devoted to their particular the deal inasmuch as the set-up is basically the same as the Amos and Andy capital gains structure with Columbia Broadcasting System the authority of the board of directors (CBS). Both Fibber and A and A are fictional characters created for radio and hence salable properties. Legal eagles hold that sale or lease of Fibber radio-tele rights to NBC would be totally within the scope of the cap-

**Treasury Brass** 

ital gains law. Specific terms have not been disclosed but the web is understood to have offered the Jordans a guaranteed income over a 10-year spread. NBC would, in turn, control all video, radio and fringe rights.

## **Tele Growth** Eye NBC-McGee Cap Gains Deal Angle Ends Honeymoon

#### Code ? to the Fore

(Continued from page 3) gains additional strength each day.

The agenda of the convention is in itself indicative of the economic probsales problems, either in the way of to the general agenda and that of the non-affiliated stations which, for the problems.

Meanwhile, just before the convention opened, it was announced that to promulgate a standard of practice (code) had been substantiated in a mail referendum. The legality of the code adoption had been challenged by Ed Breen, KVFD, Fort Dodge, Ia., but a vote of 760 to 270 supported the board's powers. This removes any doubt of the code becoming effective next month for all NAB-member stations, many of which have actually been operating under its provisions since the first of the year. The big question remaining, however, now, is whether the code will gain observance as sales problems grow increasingly complex. The same referendum also saw the membership vote to place a limit on NAB directorships, with a new limit of two consecutive terms enacted. The convention will be one of the largest in years, with an expected registration in excess of 1,500 and a total attendance of 2,500 or more.

"Voice" \$\$ Cut **May Not Stick** 

WASHINGTON, April 9. - The State Department is looking to the Senate to restore at least a part of the \$2,000,000 whacked off the 1950 budget of the agency's educational funds by the House this week. The House accepted the recommendation. of its appropriations committee and allotted \$34,000,000 to the State Department for education work abroad, which included the Voice of America.

How much the Voice would suffer by the House cut would depend upon how the State Department decides to spread the cut. The State Department had earmarked \$11,900,000 for the Voice in its request for \$36,000,000 to carry on the international educational activity. With the Voice taking up about one-third of the educational budget, presumably it would absorb one-third of the cut, or about \$666,000.

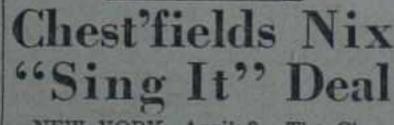
Contrary to Voice history, neither the House nor the appropriations committee displayed any animosity toward the international broadcast set-up. The whole educational program was praised by a number of legislators, who pointed out that the cut in the budget request was made chiefly to make sure activities did not expand too rapidly. It was further pointed out that despite the \$2,000.000 reduction, the State Department would still get \$2,900,000 more than it received for this activity in the went to White River Valley Broadcurrent fiscal year.

pic which will be released in August. He will meet with J. Walter Thompson execs while in New York as well as huddle with tax officials during a hop to Washington.

**Powell for NBC** Sun. 7 P.M. Slot NEW YORK, April 9 .- A new Dick Powell whodunit, titled Richard Diamond, Private Detective, has been selected by the National Broadcasting gram to the advertising budget.

Company (NBC) to take over the 7 p.m. Sunday period starting April 24. the web to increase the program's The time is being vacated by the jackpot to 50G and move it into the is moving back down to 10:30 Sundays.

a score of entries. Chances are, how- the web for recordings. ever, that the new "sophisticated murder series" will fill the spot only prepping a show with more vitamins



NEW YORK, April 9 .- The Chesterfield Cigarette (Liggett & Myers) deal to acquire Sing It Again, now on the Columbia Broadcasting System (CBS) Saturday nights 10 to 11 p.m., has fallen thru. The sponsor is said to believe its other radio commitments would preclude adding another pro-

However, the reported decision of Horace Heidt amateur show, which Sunday evening at 7 p.m. slot as a summer replacement for Jack Benny has hypoed sponsor interest, Several The Powell show was selected over prospective bankrollers have asked

during the summer months, with NBC for its fall opposition to Jack Benny.



WASHINGTON, April 9. - The Federal Communications Commission (FCC) is apparently ready to proceed stronger than ever on its policy of preferring bidders without newspaper affiliation in competing applications. In a decision this week, the used, but still lost out. FCC gave a grant to a non-newspaper despite remarking that the latter had a better developed program schedule and offered a better integration of ownership.

In rejecting the bid of the Batesville Broadcasting Company for a station in Batesville, Ark., the FCC said the fact that the majority stockholder of the company was also the owner of the only daily paper was the "controlling" factor. The grant casters.

In past decisions on competing bids. the FCC has usually preferred nonnewspaper bidders, but only when other factors were similar for both as secretary. Frank Schreiber, of applicants. In the Batesville case, the WGN, Chicago, was elected as new newspaper was rated better quali- Mutual director, succeeding Chesser fied on two of the three criteria Campbell.

bidder over a newspaper applicant that Batesville Broadcasting "pre- Jess Barnes, sales; Abe Schecter, sents a greater degree of integration news, special events and press; Bob of ownership in the proposed day-to- Schmid, program sales; Jimmy James, day management of the station" and promotion advertising; Ade Hult, that it recognized that "the program Midwest division; Pete Johnson, enplans of Batesville Broadcasting Com- gineering and station relations, and pany have been further developed James Wallen, treasurer. than those of White River Valley Broadcasters.

> siderations outweigh the newspaper issue which we consider to be conrolling."

## Frank White Succeeds Kobak As MBS Prexy

CHICAGO, April 9 .- The formal appointment of Frank White as president of Mutual Broadcasting System (MBS), was announced yesterday, following a meeting of the network's board of directors. White, now president of Columbia Records, succeeds Edgar Kobak, with Kobak entering the business consultant field. Mutual is his first client. White's election finally substantiated rumors which have been current several weeks.

Ted Streibert, president of WOR, is the new Mutual board chairman, succeeding Lew Weiss, of Don Lee. Thomas O'Neil, of Yankee, is vicechairman and E. M. Antrim continues

In addition, all Mutual vice-presi-The FCC said that it recognized dents were elected, these including

No action on a program vice-president to succeed Phil Carlin, recently "However," said the commission, resigned, is expected until White "we do not believe that these con- takes over. (For story concerning White's successor at Columbia Records, Edward Wallerstein, see Music Department this issue.)

#### The Billboard

NAB

April 16, 1949

## Another Meet **Gives** Chance To Talk Shop

6

NAB CONVENTION

Telemen Bolt

#### Not Start of Trade Org

CHICAGO, April 9. - Dissatisfied with their inability to discuss top trade problems in any meeting set up within the framework of the National Association of Broadcasters convention at the Stevens Hotel here, about 25 sales managers of television stations thruout the country will hold their own confab at the hotel Tuesday afternoon (12). One TV station manager summed up the need for a separate meeting by saying, "Why should we wait for the radio industry to form an organization, or set up a meeting in which we can air our problems or try to arrive at solutions which will benefit our operation? If the industry convention does not give us an opportunity for the type of meeting we need, why can't we do the job ourselves?"

The meeting was called by George Harvey, sales manager of WGN-TV, Chicago. He stated that he sent out invitations to about 50 TV sales managers and at press time already had notifications of acceptance from about 25. Harvey also pointed out that altho the NAB was devoting a Wednesday morning session to a general discussion of TV, the organization (NAB) had no particular interest or machinery for TV sales managers to informally gather and discuss their problems and plans. TV sales managers were not thinking of starting their, own trade organization. He indicated that if any informal body of video sales execs was formed Tuesday, it undoubtedly would be absorbed by NAB and would operate within the framework of the association. Other sources, nevertheless, pointed. out that TV station execs, in general, were dissatisfied with NAB's lack of a definite policy as to how or when TV would fit into the organization. They said the sales managers meeting had great significance in view of a possibility that it indicated TV stations might break completely from NAB and that the often discussed merger between the NAB and the Television Broadcasters' Association (TBA) could be very remote.

## Cassandra Aylesworth

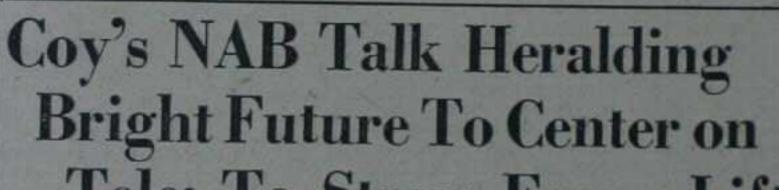
CHICAGO, April 9 .- Radio execs gathering here for the National Association of Broadcasters' (NAB) Convention will be greeted with a prediction, in the forthcoming issue of Look magazine, that "within three years the broadcast of sound, or ear radio, over giant networks will be wiped out." This Cassandra-like warning was written by M. H. Deak Aylesworth, former president of the National Broadcasting Company (NBC).

The Aylesworth piece, titled Radio Is Doomed, is expected to create a flurry of comment among station and web execs, with the latter scurrying about at the convention seeking to reassure affiliates that AM still is very much here to stay, as far as network planning is concerned. However, privately, some web officials admit that Aylesworth probably is calling the turn correctly and express envy at his position of being able to speak forthrightly.

This situation throws the spotlight on the tenuous tight-rope being walked these days by network officialdom, faced with the need to throw all possible effects into the video race on the one hand, and, on the other, to keep AM affiliates happy by underplaying the magnitude of the television effort.

The problem is emphasized by the fact that the vast majority of the AM web affiliates have no interest in tele other than as a potential competitor. Altho the higher-powered outlets, in the main, have taken steps to get into video, the small and medium-watters, by and large, are hewing closely to the standard broadcast line. The networks with which they are affiliated thus are forced to put on an air of unconcern as regards the rapid emergence of television, to keep the affiliates in line.

While the date given by Aylesworth for AM's demise is a highly debatable one, there is no denying that the webs, which must take a coldly analytical, objective view, agree generally with his theme. But they ain't talking.





#### KLZ Announcer ED SCOTT

Personable Ed Scott has been showwise since he was 13; does a brisk job as KLZ's platter-master and handles a number of top local programs.

KLZ, DENVER

## NLRB Declares **WSB** Unfair in Labor Practice

WASHINGTON, April 9 .- The National Labor Relations Board (NLRB) this week ruled that WSB, Atlanta. "has engaged in unfair labor practices" and ordered the station to stop interfering with the right of employees to join the American Federation of Radio Artists (AFRA) or any other union.

LIMA, O., April 9 .- Bob Gilmore has joined Station WLOK here as sportscaster. Formerly an aid to Waite Hoyt at Station \*WCPO, Cincinnati, Gilmore lately has worked as a sportscaster with stations WPFS, Middletown, O., and WONE, Dayton, O.



## **Tele; To Stress Freeze-Lift**

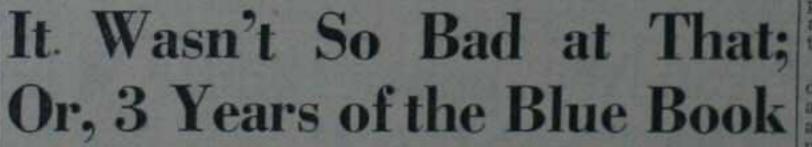
CHICAGO, April 11 .- Chairman | the distant future use of commercial Harvey stressed, however, that the Wayne Coy, of the Federal Communications Commission (FCC), in addressing the National Association of Broadcasters' (NAB) convention here today (11), will sound an encouraging note for the broadcast industry's future, with his heaviest optimism centering on television. The speech will provide a springboard for the FCC chairman's latest and oft-repeated reminder that the television freeze will be lifted at an early date. The FCC's sights have been set for the freeze-lifting next month or June. according to the chairman. In his speech, skedded for delivery at the NAB management conference, Coy is sticking to his assertion that the freeze-lifting step will keep secure the very - high - frequency (VHF) channels in the nation's metropolitan ture color video operation, but com-

channels in ultra-high-frequencies (UHF) which presumably will go largely to communities that are denied video on VHF.

With 60 TV stations on the air and another 60 under construction, Coy is anticipating that the freeze-lifting will pave the way for a construction pace that will bring the nation's total of television stations to around 400 by the end of 1951, all on VHF channels. The FCC's plans embrace allocations for additional future stations on UHF channels, the bulk of which will operate in secondary market areas.

#### Color Plans

Coy is also letting it be known that the commission is contemplating the reservation of UHF channels for fuareas, while it will open the door to (See COY'S NAB TALK on page 23)



#### By Ben Atlas The Billboard's Washington Bureau

the Communications Act.

troversy is far from dormant. The (See IT WASN'T SO BAD, page 23) to a \$239.50 console model.

WASHINGTON, April 9 .- Another | FCC itself is paying what seems to be battle-royal on the Federal Com- perfunctory attention to the Blue munications Commission's (FCC) fa- Book policies-a procedure perhaps mous Blue Book is expected to flare influenced by the fact that of the when congressional committees get seven members of the FCC, when the down to work on legislation to recast public service report was issued, only the Communications Act, Altho there Commissioner Paul Walker remains. has been occasional crackling from Despite the comparative quiet which the National Association of Broad- is reigning in the Blue Book realm casters (NAB) recently against the at the FCC, fireworks could easily now three-year-old Blue Book, the crackle again at any time the Com-NAB is likely to unleash some of its mission decides to make a real issue heaviest broadsides when the indus- of program content. That it has not try re-launches its famed "self-rule" been doing so recently is borne out argument against new attempts to in- in a study of a number of FCC docket corporate the Blue Book policy into decisions. In the first year and a half following the inauguration of Blue total absence of fireworks, the con- peting applicants for frequencies,

WSB was further ordered to post in its studios copies of a notice in which WSB promises not to interfere with labor activities of its employees and agrees to bargain collectively with AFRA as the sole representative of staff announcers.

Under terms of the order, WSB is ordered to "cease and desist" from questioning employees as to their union membership, threatening them with salary cuts if they choose AFRA. refusing to bargain with AFRA, or in any way interfere with their right to join any union.

### Auto Workers Out To "Sell" Station As a Public Fave

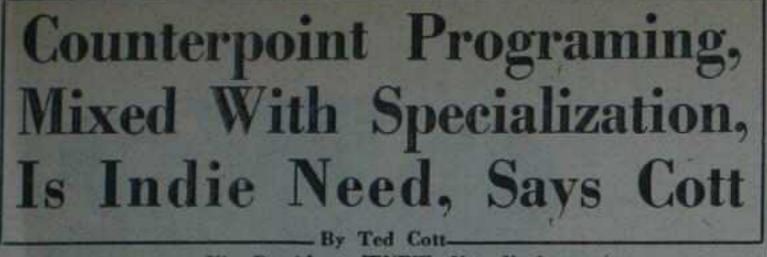
DETROIT, April 9 .- WDET, first station to be operated by the United Automobile Workers (UAW), is setting out to sell itself to the Detroit public as a community station with a unique program appeal, rather than just a union station.

Various advertising media, in addition to the station's own air time. are being used, with some 10,000 automobile windshield stickers promoting the call letters to be distributed, largely for UAW members who will be counted on to take pride in identification with their own station. while street car and bus cards are also to be used.

Major exploitation, however, bows Wednesday (13) in the form of a special radio section in The Detroit Times, running four or more pages and devoted to the station. Editorial style copy will be devoted to explaining FM to the public, with congratulatory messages on the new station, which has been in actual operation with regular programs only about three weeks.

A contest gimmick to pick an advertising slogan for the station will also be used, breaking in the Times Altho the Blue Book passed a quiet Book policy the commission, time section Wednesday as well as on the third birthday last March 7 with a after time, in deciding between com- air, with a string of nine or more prizes of AM/FM sets, ranging up

#### The Billboard



Vice-President, WNEW, New York

The quality of programing today is slice of the listening apple pie. Too often managers and other programing personnel feel that the key to higher ratings is big names, big jackpots and big orchestras. Fanfaring your way into the listener's home may be noiser but perhaps not as efficient as simplicity. It's hard to be patient and eye your schedules with relaxed conviction when the competition gets keener, but one must invest in new ideas, simple ideas, pleasant moods to keep up his end of the kilocycle band.

Here at WNEW we have been a constant exponent of "switch programing." Our basic pattern evolved by scheduling those features which were not generally available at other stopping-off points on the radio band. We balanced our schedule against the others. A station that is alone in its community must provide a more varied bill of fare, but in cities of multiple outlets there ought to be less carbon copying. Such programing doesn't call for large expenditures. Money in bundles is a nice thing to have, but it is a poor substitute for ingenuity.

#### Counterpoint Programing

You may be interested in some of the things we've done. When every one had news on the hour, we scheduled ours on the half hour. When everybody went mad with giveaways we arranged a "takeaway" program. When people attacked spot announcements we earned a wall full of cards by using that very technique to "sell" tolerance, fire prevention, traffic safely, GI Insurance and the United Nations. When the nets hired comedians to be funny we hired them to be serious; we had Milton Berle playing Romeo, Henry Morgan doing The Telltale Heart, Mrs. Nussbaum as Lady Macbeth-all playing it straight for their favorite charity. Above all, in the process, we built a definite personality for the station. We had an identity. When people sat at home and felt in the need of music, they thought, "Let's turn to 1130." We put our news on regularly-nothing short of the President keeps it from its appointed rendezvous-so that when someone wanted to know what was going on they looked at their watches and knew that at haif afte any hour they would be served the headlines buffetstyle.

WHERE programs are concerned, has already taken root in our schedtoo many stations feel they must ules. Adventures With Stamps have Gollath on their team when makes a direct pitch for the several really Little David would be the hundred thousand philatelists in our pace-setter to billings and ratings, area. On tap are programs on dogs, cooking for men, photography and the edge that will cut up the bigger amateur participation sports, such as bowling and softball league returns. We also schedule casting news for the 20,000 thespians around town, a provocative Gilbert Seldes commentary for the intellectual aristocrats. It is these specialty tuners-in who create kilocycle traffic. An important note: We always plug a regular feature after a specialty program.

#### Handling Records

The very nature of records is such green stuff you use as it is the gray stuff you apply.

Hollywood tunes packed together as in radio today makes concerted ac-(See Counterpoint Programing, p. 14) tion on the part of the independents

**Sell Indies in Packaged** Groups, Urges Cal Smith, As Counter-Move to Video

#### By Calvin Smith, General Manager, KFAC, Los Angeles, Director, NAB 16th District

T IS no secret that the experienced a matter of life and death to many men in the sound broadcasting of them. business do not anticipate the future Those in the South have different with any great degree of optimism, problems than those in the North It is becoming increasingly apparent and East, and both have different that our national economy cannot problems from the Midwest and West, stay on the uphill grade forever, as it Metropolitan and small-market stahas been the last 16 years. The tions are not comparable. We are tremendously increased number of not tied together by a common bond, stations which are coming into being as is true of the network affiliates, daily in the AM, FM and television It is essential to our survival to fields add an acute problem for the strive for a unified front because, in established AM investments. It is in- spite of the geographical and cultural creasingly evident that astute management will be required in future operations to stay in business and that many marginal stations are going to drop by the wayside.

In the case of the network affilithat the guy who comes up with the ates, their situation is inevitably tied "different twist" in the handling of up with the national trends in the his disk shows will be the one who network field. In the case of the wins on points. Identical records are independent operator, his own judgobtainable by all stations. Matching ment and ability in management are up an idea with the records is more the only factors between survival and and more an important item. Here bankruptcy. In past years it has again the yardstick is not how much been virtually impossible to get the independent stations united in any concerted action for their own bene-On WNEW's schedules you'll hear fit. I believe the condition we face

"Had Your Brakes Checked?" ---A Lesson in Top Promotion By Lee Little-

differences of our various areas, our basic problems are the same

#### Need National Biz

The one large source of revenue virtually untapped by the nonaffiliated station is the national advertiser. The reason we have never tapped this source is that we have offered no practical package they could buy. For a time buyer in a national agency to attempt to weed the wheat from the chaff in the offerings of a thousand independent stations is obviously an impossibility. Your representative may do a bangup job for you, but I'll warrant your percentage of national revenue is quite small.

There is a practical answer to all this. That answer is to create a package that is salable on the national level.

What I propose here is naturally in the idea stake. There will be many obstacles in the way of its realization, but it can be done. By coordinated program specialization in comparable markets and the offering of a group of these specialized stations as a single package, the nontime to establish the desired audi-

#### "Operation Fluid"

To the local operator, opportunism is something that should be part of the trade. Musclebound Goliaths can't move as fast as supple Davids, Keeping your operation fluid, ready to leap thru every opening is what scored program touchdowns. It is impossible to chart a course of action without being in possession of the facts, but a basic outlook and an organization geared to move fast is necessary as a prime step. This business of being on top of a situation is important. It demonstrates to the listener that your outfit is thinking depend on you.

It was for this reason that we have their passengers. recently looked about to cater to Promotions can be amusing and

#### Station KTUC, Tucson, Ariz.

best station promotion of the year in display advertising. connection with that program. In If our promotion is high-powered, ence. this article, he outlines certain proma- It's because it's done in such a way tion basics-which, in view of radio's (See HAD YOUR BRAKES, page 23) position today, are more urgent than ever before.

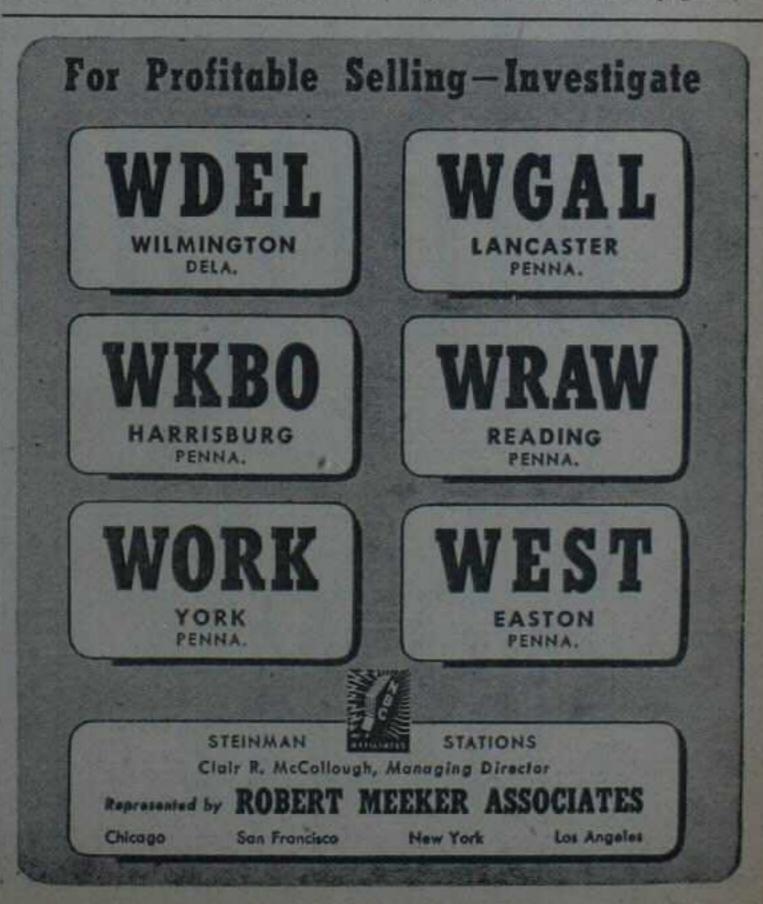
THE PROMOTION of KTUC and its programs and various activities is based on a very simple formula (policy). The promotion ideas we have used in the past are those with which no one can quarrel. Some of them have commanded community support-support from civic organizations, city officials, law enforcement bodies, and many others. After all, no one can quarrel with "good." If a promotion concerns itself with something more than straight commercialism-a public service twist-many people will pitch in and help that promotion without realizing the commercial side of it.

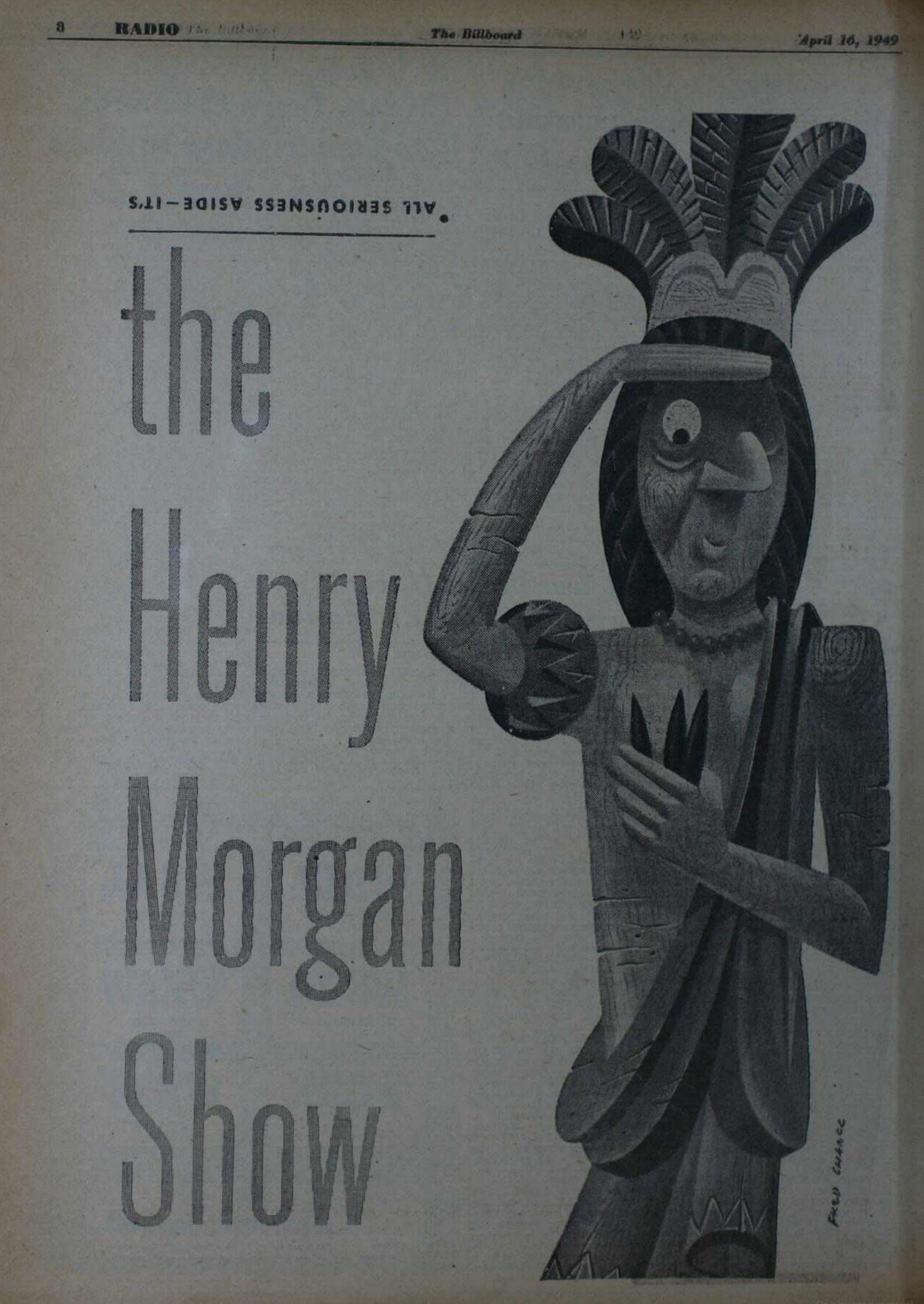
As an example, no one can quarrel with safety. Our Safety Campaign promotes first of all-highway safety -then our network, CBS-our call letters, KTUC-and our position on the dial. The sheriff of our county recognized the value of these highway signs, asked for and got a supply, and at his own expense installed them in locations where they do the most good. This is a good example of a promotion which commands the help of law enforcement bodies. Incidentally, these highway signs are at the of them at all times. They grow to edge of streets and highways visible to all drivers of automobiles and

minority interest groups on the entertaining, too. A good example theory that if we picked the proper is using a stage set on a big truck subjects we would score high in- and a live cast which paraded the tensity ratings in time periods when streets of Tucson publicising moving we couldn't score quantitative rat- the Ford Theater to KTUC. This in ings. This type of programing- itself is not unusual, but when a specialized programing if you will- large crane lifted the Ford Theater

Lee Little, manager of KTUC, and from the truck and actually moved it network station can offer beamed the author of this article, is a "two- to KTUC, people got a laugh and audiences at a lower cost than has time" promotion winner this year. He remembered it. In this case, because ever been done in radio before on a won first place in The Billboard's the stunt was novel, the moving large scale. Specialization may Annual Competition and the Ford people did their work for free and either be applied to the entire station donated by the Ford Theater for the used pictures in some of their local or to substantially large blocks of

Certain national advertisers would (See SELL INDIES on page 16)





... proving there's no better way to die than laughing at happy Henry Morgan, back' on his favorite cigar-store corner and putting the Indian sign on any straight face, tight lip, or raised eyebrow within earshot.

#### MORGAN'S CREW

... GERARD, famous for his unreconstructed voice; for the face that frightened guest-sponsor Fred Allen into remonstrating "What *is* this? Give me a stick so I can beat it to death!"

... LISA KIRK, singing sensation of Cole Porter's "Kiss Me, Kate," and the accomplished music of Milton Katims and his orchestra.

... PATSY KELLY, uneasy owner of the cigar store and hilarious hunter of men.

THE HENRY MORGAN SHOW has everything -everything but a full-time sponsor who won't flinch when his sales go up like a' jack-in-the-box.

# an NBC PRODUCTION

THE HENRY MORGAN SHOW is one of many choice NBC productions now ready for low-cost sponsorship. Information on these new programs is available on request. Within 6 Mos. Benny with a 28.7 on NBC, compared with 21.5 in the circular from page 3)

RADIO

10

Set-Up Tough on Musickers

HOLLYWOOD, April 9. - Within six months over 80 per cent of all network shows originating here will be done via tape recordings, according to Phil Fischer, radio-tele rep of Local 47, American Federation of Musicians (AFM). While some tradesters were inclined to add more time to that estimate, agreement was general that this trend is definitely under way. Fischer said the trend to tape was rapidly assuming widespread acceptance after a slow start, with indications that all but straight musical stanzas may eventually switch to tape. Shows which pioneered in tape recording, such as the Crosby stanza, have proven successful from every angle, thus encouraging general industry use.

Switch from live to tape sessions has shown a marked increase during said Mr. Riggio. Reached at his home, the past two weeks, Fischer reported. According to Local 47 records, following shows will use tape exclusively or combine taping with live airers, one was signed three or four months depending on requirement of individual broadcasts: Burns and Allen, my audit department to find out if Alan Young, Al Jolson, Eddie Cantor, Martin and Lewis, Ozzie and Harriet, clause? I just can't remember that Roy Rogers, Groucho Marx, Abbott clause." and Costello, Judy Canova, Life of Riley, Blondie, Dennis Day, Sam Spade, Double or Nothing, This Is Your FBI, Hallmark Playhouse, Take It or Leave It and Screen Guild Theater. Advent of tape-recorded airers hasn't set well with orksters of Local 47 officials say. Altho scales for taped shows are approximately 25 per cent higher than live fees, musicians working taped airers report loss of work because of conflicting, irregular recording skeds. Unlike regular weekly live broadcasts, tapings are being set up on a catch-as-catch can basis, often forcing orksters to refuse other calls because of conflict in taping dates.

# AFM Rep Says Have Luckies Got CBS on 80% on Ribbon Hook for 35G Over Benny?

The Billbourd

HYPOED TREND

(Continued from page 3) with 21.5 in the similar report last month, 'The second March, 1948, Hooper report gave the comic 24.3, against 19.7 in the last report. The total difference is 11.8 points, or at the rate of \$3,000 per point, \$35,400.

#### High Brass Mum

But you can't prove it by the powers that be. The Billboard tried, and met with some highly unusual results. A top official of the agency handling the show, Batten, Barton, Durstine & Oshorn (BBD&O), said simply: "I can't tell you a thing about it. I just can't say whether it's so or not." He refused to deny that the clause exists, or that he has knowledge of any rebate, but maintained that he was as mute as the monkey that speaks no evil.

Vincent Riggio, the president of American Tobacco, might be considered in a position where he'd know of such a windfall of loot. But not so, he maintained stoutly: "I just don't remember. You know, so many contracts come over my desk. And this ago. Wasn't it? I'd have to check any money came in. That rebate

smirks on their faces.

The American Tobacco stockholders meeting, slated for Flemington, N. J., next Wednesday, is believed due to be leaving his present post as vicehave a few choice exchanges over the president in charge of the National switching of networks by the show. George Washington Hill Jr, is said to sion to become TV sales manager of the company, which he left when a dispute over policy forced him out of yet been made, and that it would not the ad manager's job last year. And be made for at least another month. a couple of other ad agencies, includ- Showerman indicated the move was ing Young & Rubicam and Foote, Cone & Belding, are known to be lurking about in case a revolt jars the account loose from BBD&O.

clause has been puzzling tradesters ever since the network switch at the end of last year, when the story first who was offered Showerman's post, was bruited about. Denied at the has definitely turned down the change time, it nevertheless has continued to crop up. And while it can't be con- in New York, speculation concerning firmed at this date, neither was it denied.

#### AFRA Settles 7-Wk. Strike Vs. WSAY ROCHESTER, N. Y., April 9 .- The American Federation of Radio Artists (AFRA) settled its strike against

## **Showerman Hop** To NBC's Video **Post Undecided**

April 16, 1949

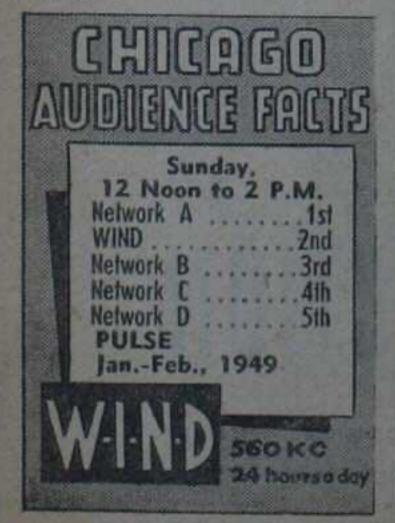
CHICAGO, April 9 .- Liklihood that I. E. (Chick) Showerman might still Broadcasting Company central divibe prepping an all-out campaign to the net in New York was seen here retrieve his high post of authority in this week when Showerman said the final decision on the matter had not definitely still in the wind.

Talk about the possible change continued hot at NBC headquarters here this week, with insiders expressing The mystery of the \$3,000-per-point the opinion that Showerman definitely would move,

In view of the fact that Ken Dyke, because of his determination to stay Dyke's future with NBC continued. One top source said that Dyke definitely would not move to Chi, and in view of his reluctance to take a public relations post offered him by NBC, there was a strong possibility that he would be leaving the net for other pastures.

With the possibility still existing that Showerman will leave here, and with Dyke out of the running, it appeared most likely that if Showerman went to New York, a local NBC exec would take over as Chi v.-p. Most likely successor to Showerman in that case, it was stated from a top authority, would be Paul McCluer, present network sales manager of the central division.

WHITE SULPHUR SPRINGS, W. Va., April 9.-Clarence B. Goshorn, president of Benton & Bowles, this week was elected chairman of the board of the American Association of Advertising Agencies. Other officers chosen at the org's 31st annual meeting here were Fairfax M. Cooper Company, Seattle), secretarytreasurer.



NBC Looks Happy

As for network officials, not one at CBS could be reached who would comment. But those at NBC, while they wouldn't talk, wore suspicious

#### No Bess

NEW YORK, April 9 .- Emphatic denial that WVNJ, Newark, N. J., was negotiating with Herman Bess for a sales post at that station were made this week by Ivan Newman, manager of the Newark outlet. The report was published in The Billboard last week.

Newman declares that WVNJ does not contemplate any move Bess-wise; that no negotiations have been held and none will be. He means it.

WSAY, here, Wednesday (6) with the signing of a pact guaranteeing the station's employees union conditions. The strike against the outlet, which is owned by Gordon Brown, lasted for seven weeks.

It was the first contract that Brown has inked with a labor org, having previously beaten the National Association of Broadcast Engineers and "Football Roundup" struggle several years ago. The agreement will mean that the four announcers at WSAY will get assigned fees, hiking their salaries about 10 per cent. The pact also guarantees them vacations, security provisions and a union shop.

seven stations here to contracts. This week it renewed the first of these pacts with WHEC. The new WHEC contract will bring the announcers at the Frank Gannett station \$10 and \$12.50 more per man.

## Air Force Mulls CBS

NEW YORK, April 9 .- The United States Army Air Force this week was reported interested in sponsoring the Columbia Broadcasting System's (CBS) Saturday afternoon Football Round-Up next fall. The program which was initiated last year by Red In one year, AFRA has signed all Barber, the web's sports director, has radio correspondents stationed and reporting to the CBS audience from many big football games throout the country.

CBS has made an incomplete study of audience reaction to last fall's trial broadcasts and found that interst was especially acute at the beginning and end of the afternoons. Football Round-Up is a costly package to buy, the approximately \$6,000 weekly tab accumulating from the heavy line charge and the salaries to Barber, who acts as chief sportscaster, and his correspondents.

## Cone (chairman of the board of Foote, Cone & Belding), veepee, and Warren E, Kraft (veepee of Honig-Warren E, Kraft (veepee of Honig-Seek Hypoed Cuffo Waxings

seeking cuffo time on indie stations thruout the country to organize themselves into a group which would raise the quality of the material they send broadcasters and possibly work out rotating schedule whereby campaigns would not be skedded in conflict with others. The plan was set up at a meeting of the pro-tem subcommittee of the non-affiliated station group of the National Association of Broadcasters (NAB), attended by representatives of 30 pubserv orgs.

The NAB sub-group was concerned with setting up unified procedure for the pubserv groups to submit their material to the local indies and also with upgrading the quality of the waxing and scripts sent. The sub-group was authorized by 420 the pubserv groups for improved ley, of WOV, both also local indies.

NEW YORK, April 9 .- A move was | material and to supply these groups on this week for public service groups | with a mailing hist of the stations participating in the deal.

> The pubserv groups, which have tried fruitlessly in the past to coordinate their efforts, are going to have another go at it, with a meeting tentatively set for May 2 at the Young Women's Christian Association. These outfits will likely discuss such topics as emphasis on fund raising as against educational campaigns, how to get more name talent on waxings, the increased number of orgs seeking cuffo time and how to schedule efforts of different outfits so they don't conflict without anyone group losing its identity.

The NAB sub-group was headed by Ted Cott, of WNEW, New York, with other members Eleanor N. San-NAB indie members to negotiate with ger, of WQXR, and Arnold N. Hart-





**ON YOUR** 

DIAL

Represented by John Blair & Company

## ON THE AIR 24 HOURS A DAY



# OUMONT

Du Mont television broadcasting started April 1, 1939

... another Du Mont "First"

FIRST in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

FIRST in Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

FIRST in Radar. In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw. That was radar.

FIRST in Telecosting. Du Mont was the first to operate a television network and first with daytime telecasting.

FIRST in Station Equipment. Many stations have been planned and built by Du Mont.

> FIRST in Fine Receivers. Du Mant built the first commerical home receiver (1939) and was first on the market with fine postwar receivers (1946).

First in all phases of television . . . and only in television

For information on television advertising, write or call:

DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N.Y.

Copyright 1949, Allen B. Du Mont Laboratories, Inn.

www.americanradiohistory.com

#### The Billboard

#### RADIO 13

BBC Commercial Drive 96 Applicants Crowd FCC Hearing Docket

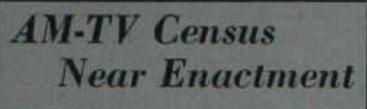
## Ad Men Plot Sponsored AM

**Charter Ends in '51** 

LONDON, April 9 .- The top advertisers of England this week were planning moves thru which they intend to plump for sponsored radio over the British Broadcasting Corporation (BBC) in 1951, when the BBC's current charter expires. The Incorporated Society of British Advertisers (ISBA), representing the biggest investors in advertising in this country, has set up a radio committee, which is polling the ISBA members on their views for the best way of setting forth evidence in favor of commercial broadcasting.

The ISBA testimony, along with that of other interested organizations and individuals, will be presented before a special committee of inquiry into BBC activities, chaired by Sir Cyril Radcliffe, K. C. This committee will be delegated to "consider evidence in connection with important questions" which will arise upon expiration of the present charter of BBC.

ISBA's members now spend an estimated \$80,000,000 per year on black and white space. It is believed they would put out at least that much for broadcasting, should the ban on bankrollers be lifted. About ears ago me advertising group polled its membership to determine whether they favored commercial use of continental radio stations, similar to that undertaken in prewar days. This poll was inconclusive, showing a wide divergence of opinion, but there is expected to be something resembling a solid front on the question of British radio going commercial.



WASHINGTON, April 9.-Legislation providing for a count of radio-Push in Eng. TV homes every 10 years, along with an over-all housing census, is slowly moving toward enactment in Congress. A subcommittee of the House Post Office and Civil Service Commithousing census bill this week. proval by the full committee is ex- ment survey.

pected shortly.

Under the proposed legislation, the next such census would be taken in 1950 along with the population count. Census Bureau officials estimate that it would add an additional \$25,000,000 to the census cost to include housing.

The bill provides that statistics are to be gathered to show the types of utilities and equipment present in each home in the United States, Ha-Virgin Islands. Past housing census tee gave unanimous approval to a have invariably included the number Ap- of radio homes as part of the equip-

## 96 Applicants Crowd

WASHINGTON, April 9 .- A busy summer hearing schedule involving 96 applicants in the AM-FM field and 64 separate hearings was announced by the Federal Communications Commission (FCC) this week.

The list contains those applications designated for hearing between September 1, 1948, and March 25, 1949, according to the commission. Ten of the hearings are set for the field; the remainder are to take place in the nation's capital.

CINCINNATI, April 9 .- Morning waii, Puerto Rico, Alaska and the Matinee and Fifty Club, aired daily over Station WLW here by Ruth Lyons, are slated for television soon, with the shows' current informal format remaining unchanged.

**Television Service of The Nation's Station** is now available to nearly 900,000 families

#### U. S. Dollar Flow?

With mounting pressure from advertisers and heavy criticism of current programing from the public, the switch to commercial airings is no longer considered unlikely. The effect of such a policy change would be far-reaching, extending to talent and also to inclusion of American programs and advertisers. Use of waxed American shows, featuring top U. S. talent and bankrolled by the same sponsors, is a likely result of a new policy. Top British government figures are believed studying the situation as a means of luring a new flow of dollars into this dollarhungry nation.

Commercial radio was banned here in 1923 by the Syltes Committee, and this decision later was confirmed by the Ullswater Committee in 1935.

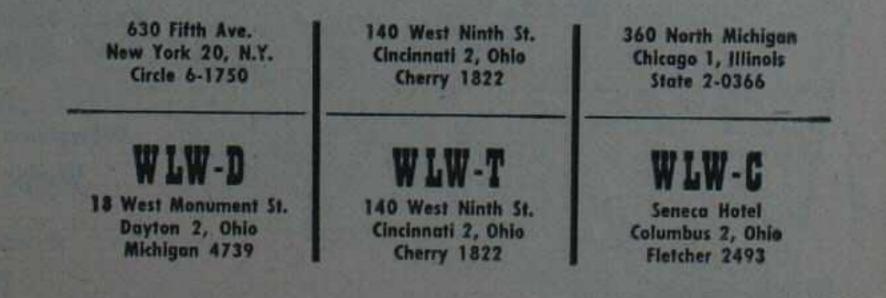


## WLW-G, CHANNEL 3, COLUMBUS WLW-D, CHANNEL 5, DAYTON

WLW-T, CHANNEL 4, CINCINNATI

The second and third television stations of the Crosley Broadcasting Corporation are now on the air in Dayton and Columbus. Linked by micro-wave relay to WLW-T, Ohio's First Television Service, these three stations are now providing a well-rounded schedule of programs and service-available to nearly 900,000 families-afternoon and evening, seven days a week. Affiliated with the NBC and DuMont networks, on a non-interconnected basis, the threa Crosley stations are providing both network and local programs and service features on a par with those available anywhere.

Complete information on rates, availabilities and market data for any or all three stations is available upon request to any of the following offices:



Crosley Broadcasting Corporation

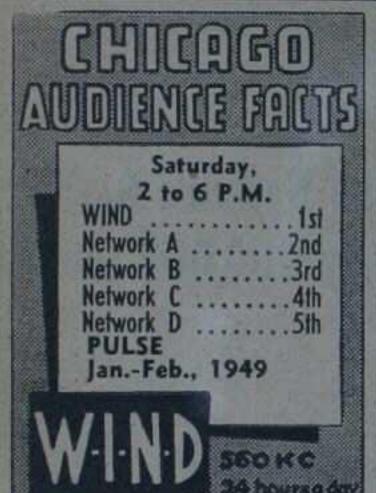
#### 14 RADIO

April 16, 1949

## Counterpoint Programing, "Avril Doorak!"- FCC Blue Book **Specialization Is Indie Need**

(Continued from page 7)a newsreel from the cinematown, much money to run a Shakesperean you'll hear us re-create with records | Festival; there are hundreds of disks an old bill at the Palace Theater on with great stars available; you prob-Vaudeville Isn't Dead; you'll hear a ably can even borrow them from the children's record program Sunday local record store. morning that tops the other 22 stations in audience size. We have a color wheel that spins out records with colors; we play Red Sails in the "What can we say about it?" If you Sunset with Blue Skies and get Deep, Purple. We're about to present ing, "Listen today when the color grand opera as soap opera. All these "frames" make the picture look better, get people talking about you and get sponsors buying your shows.

Important too is our Spoken Word. program, where we bring together the vast dramatic material on records with such features as Olivier doing Hamlet and Charles Laughton the



Gettysburg Address. You don't need

A good yardstick to the measurement of this plus ingredient in your show is the answer to the question can cross-plug a record show by saywheel spins. How many songs do you know with green in their titles? Listen today at one!" This as against the courtesy ax which goes, "Listen today at one when we'll play some records by Tommy Dorsey."

#### Public Service

committed in the name of public service. Every local chapter feels that they want to read a book over the air utilizing the elocutionary services of an untrained Thursday luncheon speaker. Reflecting your community is an important step in audience building and acceptability. But today competition forbids the sloppy handling of this type of program. The same showmanship that is allocated to your No. 1 sponsor is deserved by your public service organizations.

Recently the American Legion in New York asked for time for a 15minute speechmaking series. We sat down with their radio chairman, assayed their needs and came up with a show called Our American Heritage. This series, which even has a good rating, is compounded of some records sewn together with red, white and blue continuity. On



BOSTON, April 9 .- It had to hap-John Thornton and Martin Bookspan, of Boston's music station, WBMS, to obscure composer.

stolen directly from Tchalkovsky, FCC's decision. Mahler and Bruckner. Others said There are many broadcasting sins they were delighted, and one wanted to know, "When is Toscanini going factor" the superior local programto record it?"

> audience for its response and then let them in on the joke. First, "Avril" the Russian for fool. The "sym- than would that of Kentucky." phony" itself was composed of the first movement of Tchaikovsky's "Polish" symphony; the second movement was the adagietto from Mahler's Fifth; the third was the scherzo from Bruckner's Ninth, and the finale was the last movement of Dvorak's Second Symphony. All are relatively unfamiliar works, so any but the most erudite listener was sure to be fooled.

ing the works of Walt Whitman, Burl Ives with a folk song and Bing Crosby in The Ballad for Americans, of far superior local program pro-Stations cannot afford duliness, no posals,"

## **Policy Upheld Again in Court**

WASHINGTON, April 9 .- The pen sooner or later, and it was left Federal Communications Commission for the program and music directors, (FCC) has another court decision supporting its Blue Book policy of examining program content as a cripull off a real musical April Fool's terion in deciding between competing gag. On April 1, during their fea- applications. Support for the FCC's tured afternoon concert, the two policy was given this week by the went on the air to extol the merits of U. S. Court of Appeals for the Disa "newly discovered" Symphony No. trict of Columbia in affirming the 2, Op. 13, by Avril Doorak, and relate commission's grant for a Louisville some biographical details about the station to the Mid-America Broadcasting Company. The rejected bid-During the performance, a few out- der, the Kentucky Broadcasting Comraged music lovers phoned the sta- pany, appealed to the court, citing tion to complain that Doorak had a number of alleged errors in the

The court stated that the FCC "seems to have taken for a deciding ing proposed by Mid-America. "We When the performance was over, find," the court ruled, "ample and Thornton and Bookspan thanked the substantial evidence of record to support the finding that Mid-America's proposed service would better serve is the French for April; "Doorak" is the need of Louisville and environs

> The court opinion pointed out that Mid-America would carry the programs of local musical organizations, including the Louisville Symphony Orchestra, and of local religious groups, while there were no comparable proposals by Kentucky. The latter, said the court, proposed only to carry web religious programs.

> "It is thus apparent," the court stated, "that the commission was completely correct in deciding in favor of Mid-America on the basis

this show we present Helen Hayes matter in whose name it is perpe- Most of Kentucky's other allegations reading from her Victor album of trated. Be the "advertising agency" of error were brushed off by the patriotic poems, Ralph Bellamy offer- of your public service clients.

Billboerd

In outstanding achievement

NETWOR

LE PROMOTION

## The A / Stations WIN AGAIN !!! PACIFIC NORTHWEST BROADCASTERS

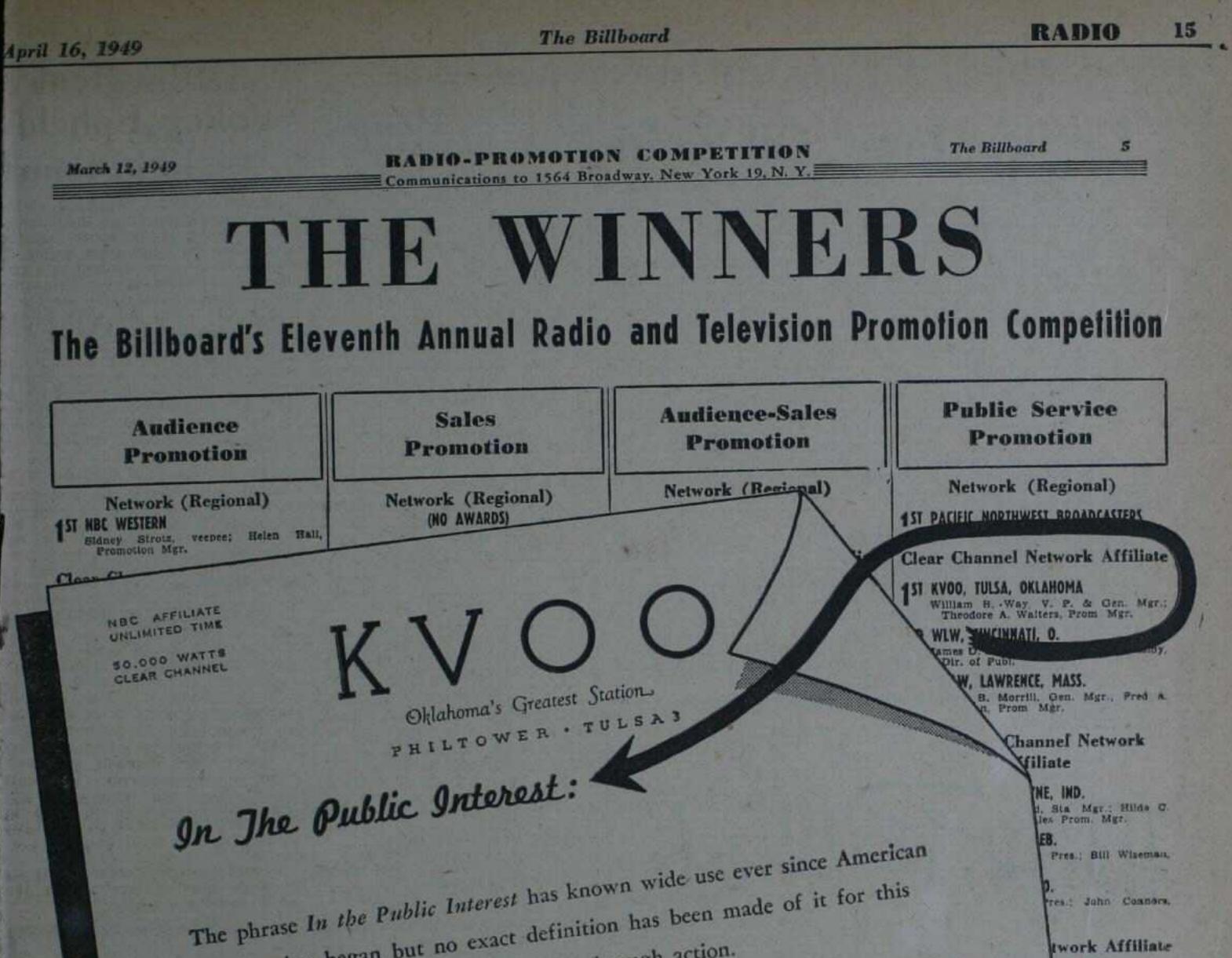
**KXL**, Portland **KXLE**, Ellensburg **KXLY**, Spokane KXLL, Missoula

**KXLK**, Great Falls KXLJ, Helena KXYQ, Bozeman **KXLP**, Butte

**KING**, Seattle

Eastern Sales Manager: Wythe Walker-551 5th Ave., N. Y.

> • Western Sales Manager: Tracy Moore-6381 Hollywood, Los Angeles



broadcasting began but no exact definition has been made of it for this basic requirement can be defined only through action. We are proud and grateful, therefore, that our efforts to serve In the Public Interest have been recognized by Billboard Magazine and it's distinguished panel of judges. Our thanks to them for First Place Award among clear channel stations for our Public Service Promotion of our Of all competitive honors in broadcasting we prize most one such as this, Public Interest programs.

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Stanley Roberson

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Ro

for broadcasting In the Public Interest is our fundamental and most valued

In accepting this award we recognize that this honor requires policy. increased responsibility on our part to zealously continue and expand our public interest broadcasting and the necessary attendant promotion of these programs which insures their success. This is an obligation which we gladly accept, for we are convinced that such a policy brings g-eater rewards for listeners, advertisers and station, alike. Radio Station KU00

Ouned and operated by Southwestern Sales Corporation

EDWARD PETRY AND CO. ING MATIONAL REPRESENTATIVES

Mgr.; Jay Heltin. 000 Watts 10-20,000 Forbes, Prom. Gene Oach. 20 Watte Cal Cannon, llian Blaxs, e Waters.

AND REDEAL SASK

Bits Way,

Harold A. Crittenden, Gen. Mgr.; Kett-

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Prom

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Warren Middleton,

s.; Leon P. Gorman

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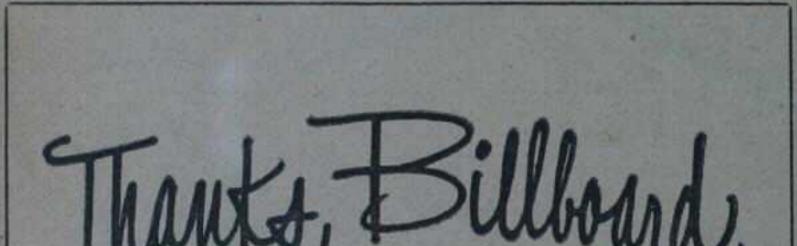
16 RADIO

## **Sell Indies in Packaged** Groups, Urges Cal Smith

(Continued from page 7) surely be interested in Western shows with stations of like nature in comif they were organized so that they parable markets, they would be as could be bought and handled as a salable on the national market as complete package in certain sections, network radio, or even the entire country Just as certainly there would be a market for how the commercial and sales maclassical music handled in the same chinery is to function, but now is the way. Other specializations, such as time to go to work on it if the idea disk jockey stations, sports stations, foreign language stations, could work together. With such a ready-cut audience, it would be practical for the advertising agency to tailor commercials to fit the audience much more effectively than can possibly be done with the present spot sales methods.

In most large metropolitan areas specialization is already well under way. WQXR has been successful in the classical music field in New York. At KFAC in Los Angeles we have also specialized in good music for some 10 years. In Los Angeles there are two stations grinding out Western music all day with commer- 11:45. Sponsorship begins Sunday cial success. Two other stations are (10) and continues for 13 weeks. The at present engaged in competition program stars Joan Brandon and for the top sports position. One of features magic tricks of special inthese supplements sports with disk terest to moppets. lockeys quite successfully.

If these stations could further de- count.



|velop their specialties and combine

I do not have all the answers on seems to have merit to non-affiliated stations generally.

Whether you agree with the need for a concerted national sales effort as I have outlined here, or not, it must be obvious to those of you in metropolitan areas where television is moving in, that specialization is certainly yor best insurance. Obviously, with the investment and limited hours of television, specialization is not going to be practical in that field.

NEW YORK, April 9 .- The Gold Medal Candy Company has purchased WNBT's new TV show, More Magic, on Sunday mornings 11:30 to The Doherty Advertising Agency handles the ac-

### Hooper Vs. Pulse

NEW YORK, April 9 .- C. E. Hooper, Inc., via its monthly Highlights commentaries, which accompany its regular coincidental telephone program rating reports, recently gave the aided recall method employed by The Pulse, Inc., a prime going over. Extensive quotes from Radio Audience Measurement, by M. N. Chappell and Hooper, published in 1944, were used, setting forth the argument that any number of outside factors reflected on the memory element on which recall ratings are based, with consequent distortion.

Among the Hooper claims, as cited in the March 15 Highlights, are: Program age gives older programs inflated ratings; certain program types-variety, for example-have higher memory values; recall methods fail to provide a constant base, whereas the entire telephoned sample is a constant in phone surveys. "Not-at homes," on the other hand, distort recall surveys, Hooper claims, since the interviewing is done the day after the broadcast or broadcasts involved.

As a matter of trade interest, The Billboard asked The Pulse to comment on Hooper's claims. The Pulse reply is in the form of citing rating comparisons, comparing Hooper and Pulse surveys.

Listed below are some of the main questions raised by Hooper, with appropriate "rating replies" supplied by The Pulse. Also cited are Pulse criticisms of the Hooper method, with figures offered as their proof.

#### DOES THE ROSTER-RECALL TECHNIQUE INFLATE "NAME" PROGRAMS?

	Pulse HoyDec. Avg.	Phone Coincidental NovDec. For Same Quarter Hrs.
Lux Theater (Mon., 9:00)	23.2	25.0
Walter Winchell (Sun., 9:00)	22.5	22.9
Fibber McGee-Molly (Tues., 9:45)	20.2	11.6
Bob Hope (Tues., 9:15)	19.7	15.6
Jack Benny (Sun., 7:15)	18.0	24.2
Godfrey's Talent Scouts (Mon., 8:4	5) 17.3	22.1
Burns & Allen (Thurs., 8:45)	16.2	10.4
My Friend Irma (Mon., 10:00)	16.0	17.5
Fred Allen (Sun., 8:45)	15.8	12.7
Kraft Music Hall (Thurs., 9.15)	15.7	14.2
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DOES THE ROSTER TECHNIQUE OF INTERVIEWING DEFLATE RATINGS OF LESSER-KNOWN PROGRAMS? Monday-Friday Ratings

	Pulse NovDec. Ave.		Phone Coincidental	
8:00 a.m.	.7	WINS	0.2*	

FOR THE AWARD YOU MADE TO US FOR OUR SALES PROMOTION PROGRAM

Really, though, it's nothing unusual for us. We take pride that each advertiser's program makes itself felt \_ strongly in its sales figures.



FREE & ETERS, INC. Exclusive National Representatives



ABC Network-Indianapolis

GEORGE HIGGINS, General Manager

1.0	WMCA	0.4*
	WMGM	0.3*
	WNEW	2.1
	WINS	0.1*
	WMCA	0.3*
	WMGM	0.5*
		1.2
		0.4*
		0.1*
	WMCA	0.4*
		0.3*
	WNEW	2.1
	WQXR	0.3*
	WINS	0.2*
	WMCA	0.2*
	WMGM	0.4
	WNEW	1.7
	WQXR -	0.3*
	1.0 .6 1.5 .6 1.1 .9 1.6 1.0 .7 1.0 1.2 3.2 3.2 .8 .7 1.0 1.4 4.0 .8	.6WMGM1.5WNEW.6WINS1.1WMCA.9WMGM1.6WNEW1.0WQXR.7W4NS1.0WMCA1.2WMGM3.2WNEW.8WQXR.7WINS1.0WMCA1.4WMGM4.0WNEW

\* Six Months' Averages

#### WHICH METHOD OF INTERVIEWING PRODUCES RATING STABILITY?

		Putse NovDez Avs	Coincidental NovDec Report
Sun.	4:30 p.m. WOR Detective Mysteries	4.5	9.3
	4:45 p.m. WOR Detective Mysteries	4.7	6.2
Sun.	5:30 p.m. WOR Quick As a Flash	6.2	4.8
	5:45 p.m. WOR Quick As a Flash	6.4	9.8
Sun.	10:00 p.m. WCBS Lum 'n' Abner	4.8	3.5
	10:15 p.m. WCBS Lum 'n' Abner	4.7	3.4*
Sun.	6:00 p.m. WNEW Night Life in N. Y.	1.4	1.1*
	6:15 p.m. WNEW Night Life in N. Y	1.5	2.4
Mon.	8:30 p.m. WCBS Godfrey	18.4	12.8
ara oran	8:45 p.m. WCBS Godfrey	18.7	22.1
Tues.	3:30 p.m. WCBS Mr. & Mrs. North	12.3	9.0
	8:45 p.m. WCBS Mr. & Mrs. North	12.3	6.8
Tues.	8:30 p.m. WJZ America Town Meeti	ng 4.2	4.6
A DODE	8:45 p.m. WJZ America Town Meeti	ng 4.2	4.4
	9:00 p.m. WJZ America Town Meeti	ng 4.2	1.5
	9:15 p.m. WJZ America Town Meeti	ing 4.0	4.8
Tues.	8:00 p.m. WNBC This Is Your Life	6.4	2.7
T. In success	8:15 p.m. WNBC This Is Your Life	6.2	7.0
	* Six Months' Average		
		NAME OF A PARTY OF A P	

#### PROGRAM APPEAL IN TELEPHONE AND NON-TELEPHONE HOMES

	WOOD	Rating in Pulse Telephone Homes 6.9	Rating in Pulse Nan-Phone Homes 2.6
America's Town Meeting Ethel'& Albert Make Believe Ballroom Hil Jinx My True Story Serenade to America	WCOP WJZ WNEW WNBC WJZ WNBC	6.4 4.0 3.6 4.4 4.4	3.2 8.1 1.9 5.5 2.2

#### The Billboard

IN DURING DAME (STOC) 17

Corporation, prime exponent of phonevision, the system whereby TV signals would be brought to home via telephone for a charge, this week released results of a postcard survey of 25,000 American homes that indicated many would be willing to pay \$1 to see first-run movies. The corporation, as a result of the survey. is convinced its phonevision system were put into full-time, regular operation in many cities.

The postcard survey made in 25 cities from coast to coast was completely handled by the Zenith Company and was not under the jurisdiction of any independent research organization. The cities were selected TV Casts of Chi to provide a cross section of the country and included large and small population centers. Many of the cities were markets in which regular, freeto-the-public television service was being provided.

#### Survey Expanded

Initially a random sample of 5,000 telephone homes in five cities (Chicago, Los Angeles, Syracuse; Tueson, Blackhawks, National Hockey League Ariz, and Great Falls, Mont.) was surveyed, but results were so "startling" Comdr. E. F. McDonald Jr., Zenith's president, had the survey expanded to 20 more cities. Of those answering cards in the first survey, 83.5 per cent backed phonevision.

The survey covered only three points. It listed all of the 21 Hollywood productions released in the past 10 years that grossed more than \$5,000,000 each and asked those receiving the postcards to indicate the films they had seen. Then it asked, "Would you pay \$1 per picture for you and your family and friends to see first-run movies, like these, in your home on television with telephone wires?" It also requested the card recipient give their age and sex.

CHICAGO, April 9 .- Zenith Radio and Miami Beach. Lowest affirmative vote came from Atlanta, a TV city, where only 66 per cent of those replying said they would pay for television movies.

Average number of the 21 pictures seen was 10.13. Highest movie attendance was indicated to be in Oklahoma City, where those replying had would be backed by the public if it seen an average 11.41, and the lowest was in Seattle, where an average of only 8.36 were seen.

> **Tobin Squelches Blackhawk Tilts**

CHICAGO, April 9. - Another out against the granting of television and general manager of the Chicago team, announced that next year he would not allow the telecasting of games his team played here. He declared that television had hurt his gate and thus he would not grant future rights, at any price.

In the trade here, however, Tobin's remarks were greeted with little reaction and there was practically unanimous conjecture that Tobin's Blackhawks would be performing for the video cameras next year, providing the ante is raised.

## 80.25% of Public Turns Thumbs Mexico Preps Tele Plunge; Up in Zenith's Phonevision Poll Officials Query U. S. on TV **Regulations; Confab in Wind**

#### Allocation of Channels May Be Hot Potato

(Continued from page 3) than 250 miles from the border, the of the border or to adopt U.S. standsituation will probably not be as complex as was the case with Canada. However, Mexico is likely to ask for channels in a half-dozen cities and towns which would affect U. S. allocations.

Already on the air on an experimental basis is XEZA, Mexico City, operating on Channel 4 with the low power of 1 kw. XEZA has been experimenting with a 625-line standard. Around two score other TV applications have already been filed with the Telecommunications Department in anticipation of the adoption of TV standards.

Only a handful of receivers are available in Mexico, and these have major sports figure this week lashed been assembled from parts imported from the United States. At present rights, Bill Tobin, principal owner Mexican authorities are uncertain whether to adopt picture definition standards at variance with those in this country in order to build up a

### Sponsors Lined Up . For Helsing Nitery Shows Via WGN-TV

CHICAGO, April 9 .- Following the trend of closer tie-ins between television, niteries and night club talent, Wednesday (20) WGN-TV will inau-Tobin got about \$1,000 per telecast gurate a weekly series of video proof about 30 home games from WBKB, grams from Helsing's Vodvill Lounge local indie TV station, for video here. Contract for the series is being shows under the joint sponsorship of Teletronics, local TV dealer, General Electric and Helsing's. Show will be aired from 8:30 to 9 p.m. Wednesdays and will feature Al Morgan, cocktail lounge pianist and singer. Cost of the package is reported to be about \$1,000 per program under the present contract. But if the program continues under sponsorship and if a bigger bankroller is found, package price will increase and Helsing's will drop out of the cost split. Morgan is reported to be getting about \$600 per program for the initial series and will get more if the show goes over. If the program gets a sponsor willing to meet higher costs, Morgan will stay on at Helsing's and will continue to be featured as star of the video series. Because Morgan has been drawing crowds for Helsing's the nitery's mancelebration will mark not only the retaining him and is backing the

TV set manufacturing industry south ards in order that receivers may be easily obtained from this country.

Regardless of the determination of that point, Mexico is expected to follow U. S. television procedure closely on such matters as channel range, channel separation and operating methods. Mexico tele experts have obtained a number of copies of FCC TV regulations and are reported to be studying them closely.

## **Film Musickers** Want TV Pact

HOLLYWOOD, April 9.-Motion picture studio musicians have launched a drive to speed signing of an agreement between film makers and American Federation of Musicians (AFM) on the use of live music for tele films, it was learned this week.

Orksters are currently circulating a petition among AFM Local 47 membership demanding that union Prexy James C. Petrillo set tele scales as soon as possible.

Petition states in effect that the union is depriving members of gainful employment and losing time by delaying settlement of the video film problem. Further stalling will result in additional lost wages and encourage film makers to skirt the use of live orksters by dubbing recorded music onto film sound tracks. Union officials here have been casting fearful eyes at pic makers who have resorted to use of canned music for tele films. Unless the union gets going and sets an equitable scale, insiders hold that the pic industry may elect to use recorded music even after wage scales are set.

#### 35% Respond

The survey received responses from about 35 per cent of those receiving cards. Of the cards returned, 80.25 per cent voted "yes" to the question fact that the team was below past of payment for movies via television. The affirmative average had a high of 86 per cent in three non-television cities-Lincoln, Neb.; Oklahoma City,

rights last season. Station sources said signed next week and will call for 13 they believed the money the Blackhawks received from TV more than compensated for any loss in gate receipts. These sources also pointed out that if the Blackhawks suffered any loss in gate this year it was due to general economic conditions and the standards.



VANCOUVER, E. C., April 9 .their screens as soon as the Odeon Theaters of Canada can get a TV license from the Canadian Broadcasting Corporation (CBC).

Sprague, treasurer of the chain, on a large on their agenda.

hurt movie attendance. Some people late in May. would stay at home to watch TV in their living rooms, but many others would be enticed into the theaters by screen trailers in their homes, he said.

### FCC Accepts Filing Of 3 UHF Bids in Pa.

WASHINGTON, April 9. - Three additional bids for experimental ultra-high-frequency (U-H-F) sta- the B&K chain, is expected to give tions were accepted for filing this the observance a personal send-off week by the Federal Communications Commission (FCC).

All three were for Pennsylvania cities and would use 511-519 mc. with a power of 5-kw. Bidders were Associated Broadcasters, Inc., Bethlepany, Harrisburg, and the Reading splash with its celebration to hypo Broadcasting Company, Reading.

CHICAGO, April 9 .- WBKB, local Balaban & Katz (B&K) video sta-Flicker houses in Vancouver and tion, plans a mammoth celebration across Canada will have television on of its eighth anniversary in June. Station execs are talking about a possible week of special programing, featuring top show business names. The agement is said to be interested in George Peters, veepee, and Gerald station's anniversary, but will also video series as one means of accomconstitute a formal inaugural of a plishing that end. business jaunt to Vancouver from new \$500 000 transmitter which is Toronto, made it plain that TV bulks expected to improve greatly the out- ler's orchestra and guest stars, let's picture. The new transmitter

Peters predicted television wouldn't is expected to begin test operating 4 TV Outlets Align

According to present reported plans, the station will air a series of special programs from the stage of the Chicago Theater, B&K flagship. It is also hoped that the Joe Walcott-Ezzard Charles heavyweight championship fight might be secured as a feature of the anniversary program.

#### Balaban Heads Plans

John Balaban, head of WBKB and by announcing the plans himself when they have been completed. Since Balaban heads up only the most important activities of B&K and WBKB, the fact that he is personally supervising the project has indicated its prestige in the video industry.

Show also will feature Billy Chand-

## **Baseball Screening**

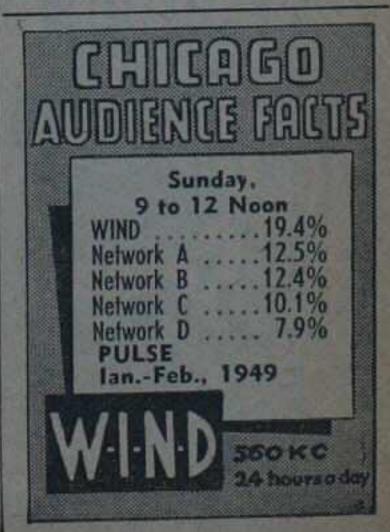
NEW YORK, April 9 .- Four TV stations, two in Ohio and two on the Coast, this week set their plans to televise baseball games this season. WLW-C, Columbus, O., will telecast all 77 home games of the Columbus Red Birds. A former major and minor league ball player, Wayne Osborne, who is sport director of WLW-D, Dayton, O., will handle the play-by-play at the home games of the Dayton Indians for that station. Both are operated by the Crosley division of Avco.

In San Francisco, KGO-TV, American Broadcasting Company outlet begins televising the home ball games hem; the Keystone Broadcasting Com- that WBKB hopes to make a big of the Oakland Oaks May 5. KPIX will lens the home games of the San Francisco Seals.

### **Rubin To Replace** "Stop Me" on NBC

NEW YORK, April 9 .- The Benny Rubin Show, starring the comic dialectition, will replace Stop Me If You've Heard This for Bona Fide Mills on the National Broadcasting Company's (NBC) Eastern network, Friday evenings 9 to 9:30 beginning April 29.

The program will be a situation comedy dealing with a vaude agent (Rubin) giving acts a chance to be spotted into the script. Rubin is writing the show, Jerry Rosen, producing, and Larry Schwab, directing.



RRF

The Billboard

April 16, 1949

## WICU in Black After Second Week on Air

#### Market Has Only 2,500 Sets

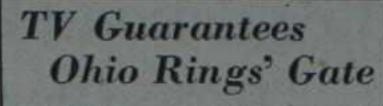
ERIE, Pa., April 9.-It has been proven in Erie that television can be operated economically in a small market.

This market area has 2,500 television receiving sets. In one month Station WICU made its sales drive, put the pattern on the air, started regular programing, and by the second week on the air, sales exceeded operating expenses.

The answer comes from Layman W. Cameron, managing director of radio and television for the Edward Lamb Enterprises, who is building local shows at low cost. Cameron formerly operated a radio package house in New York. Shows on the air include Hi Yaple, in interviews with local women; Fireside Chapel, a devotional period handled by different denominations each week; News Varieties, odd slants on the news; Dude Ranch Party with local Westerners, and Tele-Auditions for amateurs.

#### 39 Spots

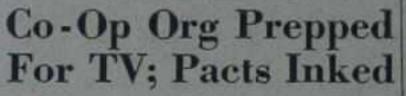
this added up to total sales of 39 spots will handle live and film shows pro- the Admiral Corporation inking for time, outlet eliminated all rehearsed and six hours and 20 minutes local duced by itself or by associate indie the first 30 minutes of the show, thru programing and went into straight time, without a single remote. Compare this with Rorabaugh report figures for the week of February 6-12 showing New Haven, Conn., with 38 spots and 15 minutes; Richmond, Va., with 17 spots and 45 minutes; Fort Worth with 15 spots and 40 minutes; Atlanta with 55 spots and 2:20 time, and Buffalo with 66 spots and 1:40 time, exclusive of remotes. Cameron states that the Erie outlet will be 100 per cent in the black within the first 60 days of operations and that within 60 days this station will exceed operating expenses to the point that full amortization of all facilities and equipment will be included and surpassed by the sales This means, it is claimed, gross. quick writing off of the \$300,000 in-



FILS

CINCINNATI, April 9. - A deal which will provide TV sporting audiences in Ohio with programing and at the same time guarantee amateur athletic clubs against loss has been set this week by Telesports, Inc., a cording to W. B. Ryan, station's gen- ing expenses. sports 'subsidiary of the Crosley eral manager. Ryan told The Bill-Broadcasting Corporation. The first board that gross sales during first announcement and participation bir, ing for TV under the arrangement than doubled the previous month's counts during March. With spots WLW-T, Cincinnati, on Wednesdays from 8:30 to 9:30.

Telesports guarantees operating expenses of each club, so that if gate admissions fail to pay the expenses, Telesports will make up the difference. In the event profits exceed operating expenses, all profits belong to the individual club.



NEW YORK, April 9 .- A co-operative sales, distribution and production outfit is being organized for television, is was reported here this week, with Charlotte Stern, former National Broadcasting Company (NBC) promotion department exec sparkplugging the outfit. The company will be

## **KFI-TV** Switch to Daytime **Pays Off in Double Dough**

THE DAMPER

switch to full-seale daylight operation estimates. At the same time, cost and the elimination of nighttime pro- of operation was only slightly above graming is beginning to pay off, ac- previous 15-hour nighttime programathletic organization to promote box- month of daytime programing more KFI-TV sold a total of 75 new acwill be the Seraph Club, here, whose billing. While break-even point is pegged as low as \$20 per insertion, fights will be televised on WLWD, still not in sight, dollar volume of excluding frequency discounts, Ryan Dayton; WLW-C, Columbus, and the 42-hour weekly daytime set-up feels experimental daytime set-up



NEW YORK, April 9 .- The American Broadcasting Company (ABC) this week continued its steady pace 8,000 homes per program for an averholding options in the wake of last sand tele homes. week's sale of the Eisenhower series. The major item was the completion March 1, KFI-TV slashed rates an For the second week's operation called National TV Associates and of the deal for Stop the Music, with average of 75 per cent. At the same

HOLLYWOOD, April 9 .- KFI-TV's was well in keeping with previous

Working strictly for volume spot will prove highly successful once volume time buyers take advantage of the low tele rates.

From audience standpoint, station is now snagging an average of 7 per cent of Hollywood's 100,000 tele set owners, according to an independent coincidental survey made by Facts, Consolidated, Inc. KFI-TV has attained individual period ratings of as high as 12 per cent of total audiences, with average of 7,700 families tuned to station during some portion of telecast day. Research study came within a few hundred listeners of KFI-TV's previous audience estimates. Station expected to reach of television sales, with two more age of 8 per cent of total set popubankrollers inked and two others lation at a cost of \$3.01 per thou-

In switching to daytime programing

FORE EED KTUC - 1400 Tucson

producers. Film syndication is also on the agenda.

Among those said to have signed with the org so far are Lamplight Productions, Sherman Beck, Henry Alexander and Dorothy Waring.

vestment, on the basis of four-yearamortization of equipment and 30year write-off of the building.

Cameron has kept expenses to a minimum. WICU uses only one camera. Lighting in the camera room consists of reflector floods on a simple pipe rack. The total monthly nut of the Erie station will average only \$10,000.

#### \$3,500 Advance

Only \$3,500 was expended in advance pay roll before operations started. No high priced television experts were brought in. Except for George Jacobs, formerly with RCA, now chief engineer for WICU, no employees had previous television experience. Cameron had to train the entire group.

This meant that the Erie personnel was organized, trained and working in less than a month. The station has only 12 employees. Right now the outlet is on the air every night except Monday, from 6:30 to 10. Plans are to pick up Monday night and new hours from 6 to 11. No remotes are anticipated until later in the year.

The sales campaign itself was a simple story. An Erie for Erie campaign. Erie television for Erie people with all the sparkle of national lead shows in between. A planned show was built and presented to each potential sponsor. It is working because sales are being realized from television advertising.

Life mag covered the station and much of Erie for the opening. The ficials this week were reported looklocal Lamb - controlled newspaper ing over possibilities of a television plugged the venture solidly. The sta- show for airing late this summer or tion location drew crowds daily while next fall. The firm, which sponsors under construction. All of these the Three Star Extra radio news show things helped. Cameron took it over on the National Broadcasting Comthe top by giving the advertiser a fair pany (NBC), has been huddling with break for his money. Lamb took it top brass of the video webs in a hunt over by giving Erie something new for a suitable show. while it is new and the community is backing the play.

miral on three video webs, their Ad- weekly. miral Revue currently airing over both DuMont and the National Broadcasting Company (NBC), and makes them one of the top-spending bankrollers in television. The second half of Stop the Music, which debuts May 5, previously was sold to Old Golds.

Derby Foods, thru the Needham, Louis & Brorby Agency, contracted with ABC's Chicago office for the second half of Super Circus, from 5:30 to 6 p.m. Sundays, starting May 1. Canada Dry bankrolls the 5 to 5:30 period. Tums has taken an option on Blind Date, the Bernard Schubert package featuring Arlene Francis, which will air at 7:30 p.m. Thursdays thru the summer, preceding Stop the Music. A final pitch will be made to the firm next week. Plymouth has optioned a new audience participation show, Hold That Camera, which is slated to start its career about July 1. Bud Barry. ABC's veepee in charge of tele, will hop to Detroit next week to try to cement the deal.

ABC, meanwhile, has made a deal with 20th Century-Fox for a series of brief film features for the 9:25 to 9:30 p.m. slot Thursdays, following Eisenhower, The briefies, titled Story of the Week, are deemed a cinch sale because of their position, and will handle the top news story each week, adding background from the film company's voluminous newsreel files. Ed Thorgersen's voice is used.

### Sunoco Hunting Seg For Summer or Fall

NEW YORK, April 9 .- Sun Oil of-

Sunoco's agency is Hewitt, Ogilvy, Benson & Mather.

the Kudner Agency. This places Ad- 12 noon to 6 p.m. sked seven days

## "Candid Mike" **Headed for TV**

NEW YORK, April 9. - Allen Funt's Candid Microphone, video style, this week was reported readying for a May debut on the National Broadcasting Company (NBC). Funt was said to be considering a change of title for the tele version to Candid Camera, and several new features are believed to be embodied in the new series. The radio and tele editions formerly aired on the American Broadcasting Company (ABC).

Current plans for the show are said to call for half live material and half film. This would have actors improvising live around a given situation, with such sketch followed by a filmed version of the situation as it actually occurred and was caught by the hidden camera. A likely time for the show is the 10-to-10:30 p.m. slot Sundays, in the period being vacated by Disney's news show and the Bates Girl About Town show, both of which are being canceled.



#### The Billboard

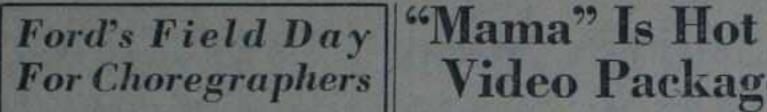
VIDEO ARRIVES AT BBD&

## Agency Sets Pace With 32 **Eager Clients More Ready Debut**

NEW YORK, April 9 .- Television definitely has arrived at the Batten, Barton, Durstine & Osborn (BBD&O) advertising agency. The outfit, one of the major agencies in every other ad medium, now is setting a hectic pace for the other ten-percenters, with more than one-fourth of BBD&O's 124 clients already in or contracted for television sponsorship, and more readying for a quick debut.

Execs in the BBD&O video departtelevision will develop into a combeen taking steps to reorganize its tele set-up to keep up with eager clients who are planning to sample the medium.

The BBD&O tele department thus has been split into three divisions. John Thomas, who formerly was account exec for Kool cigarettes, will head the account service division. assisted by Val Hill, Casey Jones and Neil Moore. Tom Wright will be in charge of the film section and also the video set-up, aided by Bob Olds and Bernie Haber. Chet Kulesza will actually on the television air. Only Hollywood ball-club. one of these is bankrolling a net-(See BBD&O Sets Hot on page 23) and Washington.

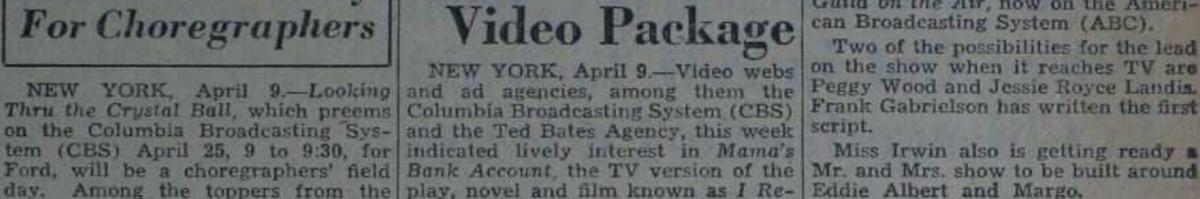


NEW YORK, April 9.-Looking tem (CBS) April 25, 9 to 9:30, for day. Among the toppers from the dance world creating patterns for the program will be Michael Kidd for the first show, Robinson Crusoe; George Balanchine for the second, Cinderella; Helen Tamiris for the third, Ali Baba, and Hanya Holm for the fourth, Gulliver's Travels. Valerie Bettis is expected to do a future program when she is free of her legit commitments.

The dance field is notorious for the fact it hasn't paid off, but these choregraphers, all of whom have had commercial successes on Brondway, will be getting more than \$1,000 for ment no longer have the time to their one shots. Dances will be done talk about the misty future when on a four-sided stage, with at least four cameras trained on the heel-andmercial medium. The agency has toe exponents to give them additional scope for their patterns. Paul Belanger is the director for the J. Walter Thompson Agency.

### **Ted Bates Lines Up B.R.'s for TV Debut**

NEW YORK, April 9 .- The Ted Bates Advertising Agency is readying several of its clients for an early TV debut, including Kool cigarettes, Conwill serve as business manager of tinental Baking and Viceroy cigarettes Kools may try a spot campaign in large metropolitan cities such as top the live production division, with Philadelphia, Chicago and Louisville. an assist from Jim Beech and Larry The product is also considering sponsorship of the Roller Derby in New Currently, BBD&O has 14 accounts York and the baseball games of the /The Continental Baking Company is work show, that being B. F. Good- also thinking about a spot campaign rich, which sponsors Celebrity Time in cities which have more than 30,000 over the American Broadcasting sets in use. It would start out with Company. The F. & M. Schaefer six or seven major markets, princi-Brewing Company last season aired pally New York, Chicago, Boston, the hockey games of the New York Cleveland, Los Angeles, Philadelphia



member Mama. The package is owned by Carol Irwin, producer of Theater Guild on the Air, now on the American Broadcasting System (ABC).

INDIA DAVI SICON

19

Two of the possibilities for the lead on the show when it reaches TV are Peggy Wood and Jessie Royce Landin. Frank Gabrielson has written the first script.

Miss Irwin also is getting ready a



the WSM Grand Ole Opry now booking shows throughout the country. Some of these persons actually present shows made up of acts never heard over WSM - others advertise shows that never appear. Beware of them!

Two Federal Courts have ruled that the title "Grand Ole Opry" is the exclusive property of WSM, and unauthorized use is illegal. Genuine Opry acts are the only ones who may use this title. Don't allow the people of your city to be misled or disappointed through fraudulent advertising.

## Benny Talks TV Fall Bow With BBD&O, Am. Tobacco

NEW YORK, April 9 .- Jack Benny | the purpose of huddling with his ago by Eddie Cantor. Benny's brief visit here was made specifically for

CHICAGO AUDIENCE FACTS Monday Thru Friday. 12 to 5 P.M. WIND Network C ..... 4th PULSE Jan.-Feb., 1949

this week appeared a sure bet to sponsor, American Tobacco, and the make his video bow in a regular Batten, Barton, Durstine & Osborn series of shows come next fall, fol- (BBD&O) Agency, concerning the lowing the lead taken a few days details of the show. The meetings were skedded for yesterday (8), today and Monday, with Benny leaving early Tuesday for his return to the Coast.

> Benny has been under pressure from American Tobacco for some time to move into tele, and the sponsor is believed determined that this autumn is the latest possible date to start. Benny said he favored doing only one show monthly, because of the pressure of his radio program. However, if the sponsor gets its way, there's a good chance he'll be airing. on alternate weeks.

#### Makes Debut

The comic made his first appearance before the cameras about six weeks ago in Hollywood, and tradesters there regarded his debut as a smash success. It is probable, Benny said, that his fall series will follow generally the pattern he used in the trial show, in which he retained his radio characterization, and added some visual stunts and some variety acts. There is no possibility (See Benny Talks TV on page 23)

All acts of the WSM Grand Ole Opry are handled by legitimate, honest bookers, and all bookings are cleared through one central office-the WSM Artists Service Bureau.

When in doubt as to the authenticity of any act or booker claiming to represent WSM or the WSM Grand Ole Opry, write or phone - 6-7181 -

JAMES R. DENNY Manager, Artists Service Bureau

'WKBO'S

**JOB'** 



. . . won second place for local channel network affiliates in The Billboard Promotion Competition. To the judges and The Billboard, our thanks-to you, a suggestion: Ask Robert Meeker Associates about the solid job we can do for you. . . .



THE NBC AFFILIATE IN HARRISBURG, PENNSYLVANIA

AM-TV: A CASE HISTO

April 16, 1949

## Jay & Graham Survey Shows Heavy Cut in AM Listening In Chicago Radio-TV Homes

#### By Cy Wagner

being made by television in combina- in this and subsequent reports. Past tion radio-television homes are em- TV surveys, both qualitative and phasized in a survey of the Chicago television audience just completed for ples and therefore have had their re-The Billboard by the Jay & Graham sults questioned. Research organization. Nevertheless, while radio does take a beating in AM-TV homes, sound broadcasting still retains a sizable hold on that segment of the audience tuning in more than two hours daily. This is revealed in the percentages of the respondents replying as follows:

Fifty-nine per cent now tune in radio two hours or less per day.

Twenty-three per cent now listen from two to four hours daily.

Twelve per cent now tune in four to six hours daily.

hours or more per day.

of Chicago TV owners still use their of great value, Jay and Graham said, radios more than two hours daily, despite the presence of a television the need for this type of TV research. receiver in their homes. On the other | The survey, the first of its type to be hand, 95 per cent of those interviewed stated that before acquiring TV sets, Jay and Graham said, because it they tuned in radio more than two comes at a time preceding an exhours per day. Complete data are pected flood of new program spon- 3 to 6 months, and 8 per cent, 1 to 3 of survey, these figures give audience shown elsewhere on this page.

CHICAGO, April 9 .- The inroads | stitutes the base for the results given quantitative, have used smaller sam-

#### Map Research

Allan Jay and Edward Graham, heads of the research org, tabulated results and provided The Billboard with guidance during planning and interpretation of the survey. They stated the project had unusually significant value at the present time, They pointed out the survey was of great worth because it was made at a time when there was a large number of sets in use here, when program preference trends had significance because of impact of network programs Five per cent tune in six to eight brought here via coaxial cable. Its discovery of qualitative facts (to be Expressed another way, 41 per cent | treated in subsequent articles) is also because of the trade's recognition of conducted here, is also of great worth,

## **Chicago Survey Highlights**

CHICAGO, April 9 .- Salient statistics in the Jay & Graham survey made for The Billboard (see story on this page) follow: Average daily radio use before and after acquiring a television set-

and an an an an an an an an an	A GARANGE CALLON BUT	A QUA QUALITA BLA	ACT HINGHAM AND	P at these same	ors Sec
	2 Hrs.				Over
	or Less	2 to 4 Hrs.	4 to 6 Hrs.	6 to 8 Hrs	8 Hrs.
Before TV	5%				
	59%				
Average dails	TV sat usa:				
2 Hrs. or Less	2 to 4 Hrs.	4 to 6 F	Irs. 6 to	8 Hrs. C	ver 8 Hrs.
	18%				
	iewing now n				
your set?	wanted us a	HUNC UN ALLS	S LASELL TRADES	2 the second of	
More	78%				
Less					
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	of TV set own	amphint			
	or I V Set OWD		1.01	12-18 1	Hor TSL
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		-12 MOS. 2	14 7/10	10-24 1	W1051 2.70
2 Yrs. or Mor		1000		telline and	Name of
	the average			eaner men	ibers of
	lests) viewing		our home?		
	ber adults 2.4				
AT A DOWN THE REAL PROPERTY OF A DOWN	iber children				
Average view	vers per set 4.	5			

Would you be willing to pay 50 cents to \$1 per hour (i.e. charged to your phone bill) to see recent movies, theatrical productions or major sporting events on TV?

No 52%

Yes 43%

Don't Know 5%

owned here, the following informa- of children was 1.6. These figures intion was gleaned from the question- cluded both members of set owner's naires: One per cent owned their family and guests. Since taverns and sets two years or more; 2 per cent, other public viewing spots were not 18 to 24 months; 7 per cent, 12 to 18 surveyed because of the belief that months, 22 per cent, 9 to 12 months; results from such spots would give 31 per cent, 6 to 9 months; 29 per cent, distorting information for this type sorship, when many decisions involv- months. This pattern definitely fol- composition factors for home viewing

were gleaned from the survey results to be made to a great extent upon indicates validity of projecting samwhich The Billboard will report in a series of four articles, of which this is the first.

only research organization which listened a great deal to radio before | chased (a point which often comes started its survey work in Chicago and now has branched out into the sults of daily radio listening before New York area, picked a random TV set ownership: Two hours or less, sample of 500 TV homes in the Chicago area for The Billboard's survey. 4 to 6 hours, 35 per cent; 6 to 8 hours, A return of 412 questionnaires, considered by local research men to be per cent. high in ratio to sample size, con-



#### **GLOSSY PROFESSIONAL** 8×10 PHOTOS IN QUANTITY

Fan mail glossy photos and post cards. Top-noich quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO Bridgeport 1, Conn. Box 1941

research results.

#### Survey Results

Survey results showed that 5 per Jay & Graham, fast growing TV- cent of the present local TV audience purchase of television receivers. Re-5 per cent; 2 to 4 hours, 17 per cent; 23 per cent, and 8 hours or more, 20

> radio listening pattern was as follows: desire to provide their families with Two hours or less, 59 per cent; 2 to 4 hours, 23 per cent; 4 to 6 hours, 12 per cent; 6 to 8 hours, 5 per cent, and 8 hours or more) only 1 per cent.

Facts concerning TV viewing also substantiated the downward trend in radio listening. Whereas only 12 per cent of those surveyed said they listened to their radio four to six hours per day, 41 per cent said they watched TV for that length of time each day.

TV viewing results folow: Seven per cent said they watched TV 2 hours or less; 18 per cent, 2 to 4 hours: 41 per cent, 4 to 6 hours; 29 per cent, 6 to 8 hours, and 5 per cent, 8 hours or more.

#### TV on Upgrade

TV viewing is on an upgrade and etc. the audience is watching programs more and more, the survey also revealed. In answer to the question "Is your TV viewing now more or less than it was when you first obtained your set?", 76 per cent said more, 7 per cent said less, and 47 per cent said it was about the same. In the main, those who said they viewed more, said it was because of the improvement of programing. This factor is considered by Jay & Graham to be an answer to the contention that TV viewing is great, because of its novelty, only when sets are first purchased. These results indicate, they said, that as TV set owners become more acquainted with program fare available they view even more than when they first purchased their receivers.

These and other significant facts ing large advertising expenditures are lows the history of set sales here and only. ple results to entire local audience, Jay & Graham maintain.

#### Explain Set Purchases

As to why the TV sets were purup for questioning in the trade), 25 per cent said they saw their neighbor's set and liked what TV offered; 12 per cent said it was because they thought price was reasonable for what TV provided; 8 per cent said their sets were gifts, and 24 per cent After the purchase of TV sets, the gave other reasons, most being their various types of entertainment and information.

> Seventy-four per cent said the presence of a set in their home, or comments about TV to their friends, had resulted in others buying video receivers. Three per cent stated they influenced no one to buy a TV set, and 23 per cent said they did not know if they had. Extent of this influence can be seen in the fact that those who had an effect upon associates could cite responsibility for purchases of from one to six sets. Twenty-six per cent said they were indirectly responsible for the purchase of one set; 2 sets, 35 per cent, 5 sets, 8 per cent; 6 sets, 6 per cent,

#### Phone Research

Of significance in the current trade controversy as to the validity of TV were the results showing that 94 per they could see entire movies. cent said they had access to telephones, while only 6 per cent said they could not be reached by phone. Jay & Graham pointed out, however, that these results should not be taken at face value. They cited the fact that many answering in the affirmative could use phones not listed in their name. Others lived in apartment hotels and rooming houses and thus would not be available for regular Hooper-type phone research.

ence was also indicated. The average number of adults viewing TV was TV effects upon expenditures for this As to how long TV sets have been 2.9 per set, while the average number media.

TV Pay Plan

In the light of present conflicting theories as to whether the public would be willing to pay for TV home entertainment via Zenith's Phonovision or other methods, results of questions treating this phase have significance, Jay & Graham feel, This question was asked: "Would you be willing to pay 50 cents to \$1 per hour (i. e., charged to your phone bill) to see recent movies, theatrical productions or major sporting events on TV?" The question of payment was put on a per hour basis, upon the advice of top local research men, in order to give a payment base comparable to charge estimates indicated by the telephone company's recent statement that Phonevision would have to use leased wires instead of regular, less expensive phone lines.

The results of this question were: "Yes," 43 per cent, "No," 52 per cent, and "Don't know," 5 per cent. In the interest of accuracy, however, it must be pointed out that many qualified their answers with statements to the effect that they would not pay that much, that they would pay only if reception were good, that they would pay for sports, but not for movies, etc. Some said they would pay 10 to 15 cents per program, others said they would pay a maximum of \$1 for two full-length films per week, others that they would pay for shows program research conducted by phone only if they had the assurance that

With this groundwork of the series, subsequent articles will analyze results of a more qualitative nature. One article will detail television's effect upon children, their living schedules and their education. Another will discuss television advertising's correlation with purchases, and will highlight program preferences, both before and after the inauguration of local coaxial cable service. Still a third-and this ought to make the Composition of the local TV audi- newspaper, magazine and movie boys sit up and take notice-will discuss

The Billboard

21 TELEVISION

A-B-T PRODUCTIONS, INC. 460 West 54th St., New York Tel: Columbus 5-7200 L. H. Simmons, Mgr. Services: F ACME TELETRONIX (NEA) 1200 W. Third St., Cleveland Tel: Main 7300 Meade Munroe, Mgr. Services: F ACUS FICTURES CORPORATION 165 West 46th SL, New York 19 Tel: Plana 7-2265 Bervices: F ADVANCE TEL. FICTURE SERVICE, 1000. 729 Seventh Ave., New York Tel: Columbus 5-5400 Charles A. Allevale, Mgr. Services: F ADVENTURE FILMS, INC. 165 West 46th St., New York 19 Tel: Plaza 7-2328 William Alexander, Pres. Services: F ADVERTISERS TELEVISION SERVICE 35 W. 53d St., New York Tel: Circle 5-4915 John Sheppard Jr., Mgr. Servicea: F ADVERTISING HOUSE, INC. ADVERTISING HOUSE, INC. 670 Lexington Ave., New York Murray Hill 8-0250 2: M. Giells, Mgr. Services: F A. F. FILMS, INC. 1600 Broadway, New York Tel: Circle 7-2350 Mar Mias R. Kossoff, Mgr. Services: F AGUILA FILMS, S. A. Reforms 503-401, Mexico, D. F. Tel: 11-26-98 Oscar Dancigers, Gen. Mgr. AIRSHOWS, INC. 612 N. Michigan Ave., Chicage II Tel: Superior 7-0506 James E. Anderson V. P. Services: F Services: F EDDIE ALBERT PRODUCTIONS 1133 N. Highland Ave., Hollyweed Tel: Gladstone 4116 Eddie Albert, Mgr. Services: F ALEXANDER FILM CO. Alexander Film Bidg., Colorado Springs, Colo. J. Don Alexander, Pres. Services: F New York 18, 500 Fifth Ava. Tel: Pennsylvania 6-3005 Kilburn D. Clark ALKAR PRODUCTIONS 545 Fifth Ave., New York Tel: Murray Hill 7-6665 B. E. Karlen, Mgr. Services: F ALLEN & ALLEN PRODUCTIONS 3947 W. 59th PL. Los Angeles 43, Call. George E. Allen, Gen. Mgr. George E. Allen, Gen. Mgr. Services: F DOUG ALLEN PRODUCTIONS, ENG. 112 W. 89th St., New York Tel: Schuyler 4-5450 Doug Allen, Mgr. Services: F ALL-SCOPE PICTURES, INC. Taft Bidg. Hollywood 28 Georgen 5. Mitchell Gordon S. Mitchell Services: F AMERICAN FILM & TELEVAD CO. 759 W. Seventh Bi., St. Paul Tel: Dale 4620 Bart O. Fom, Mgr. Services: F AMERICAN FILM CO. 1329 Vine St., Philadelphia T Tel: Walnut 2-1800 Ben Harris, Mgr. Services: F AMERICAN FILM SERVICES, INC. 1010 Vermont, N. W. Washingten Tet: Excentive 4525 H. V. Hosgland, Mgr. Services: F AMERICAN FILM FRODUCEES AMERICAN FILM PRODUCEES 1000 Broadway, New York Tel: Plaza 7-5015 Robert Gross, Mgr. Services: F FRED AMSTER TELEVISION CARTOONS 719 11th St., N. W. Washington 1 Tel: Union 7600 Services: F Servicear P AMTEL CO. (American Merchanis Tel. Co.) 635 S. Kenmare Ave., Los Angeles 5 Tel: Drexel 3265 CALIF. COM'L & INDUSTRIAL FILM 5629 Brighton- Way, Beverly Hills, Calif. Tel: Crestview 6-3196 Wallace Worsley, Free. Services: F AMUSEMENT ENTERPRISES, INC. 415 N. Bedford, Brwerty Hills, Callf. Tel: Crestview 5-2517 Bernard Luber, Mgr. Services; F ANIMATED VIDEO FILMS 531 N. La Cienega Bivd., Los Angeles Tel: Adams 5159 A. Gamer, Production Head Services: F APEX FILM COEP. Butterfield 8-6073 W. H. Buch, Eastern Rep. W. H. Buch, Eastern Rep. Services: F ABGOSY TELEVISION COMP. 9238 W. Washington Bird. Cuiver Chy, Calif. Tel: Texas 0-2001 Merian C. Cosper, Bus. Mgr. Services: F & P ASSOCIATED TELEVISION ARTISTS 6000 Sunset Bird., Hollywood 25 Tel: Hillside 6295 Ed Dunn & Bob Schow, principals Berrices: F Services: F ASTOR PICTURES CORP. 150 W. 40th St., New York Tel: Bryant 9-5467 E. M. Savial, Mgr. Berylees: F

On these pages The Billboard presents the first part of a series of listings of television production organizations. The list will be broken down into three groups: Producers of film exclusively, producers of both film and live shows, and producers of live shows only. In this issue, we present half of the film-only listing, alpha-betically, thru the letter "M". In succeeding issues, the remainder of the organizations will be printed.

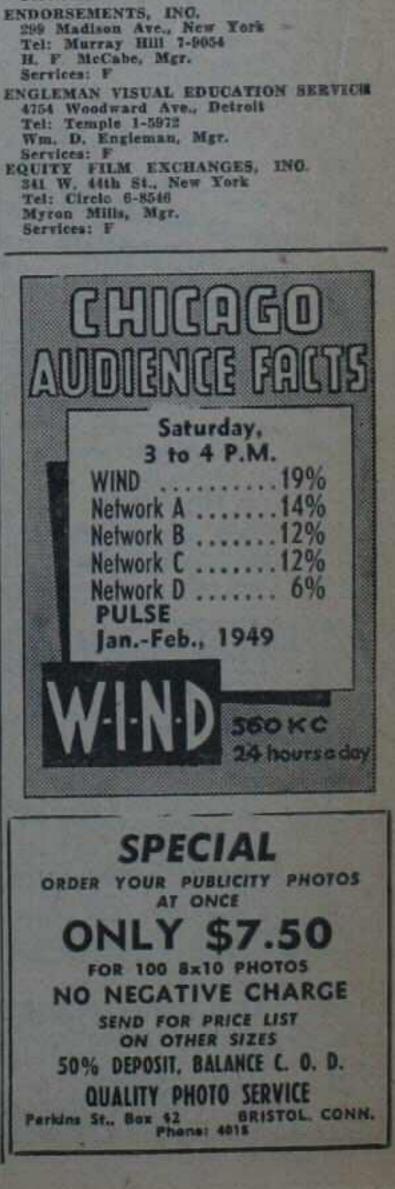
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#### April 16, 1949

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#### T'M ALWAYS TRUE TO YOUUUU ....

And, Darling, "my fashion's" extra speciali Gives you the grandest photo reprot yell At prices that prove I really love your



(Continued from page 7) that the people for whom it is intended either enjoy it or get some other benefit from it. Another amustheater tickets. Now, this, itself, is not new or different, but the distrievidence of close co-operation bethe community which it serves.

#### Simplicity Keynote

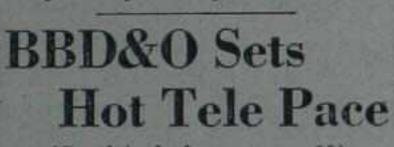
Most eveyone is familiar with high powered, expensive promotions which have failed. Failed because they have been too 'complicated-involved too many angles. Some of them shot off in directions which had no bearing on the original idea. We have found that the simple promotion ideas which could be used by stations of any size, at almost no cost; such as rolling out a "red carpet" for prospective clients who come to the studio for an audition. Or a simple little radio leap year birthday party for people who have a birthday once every four years. You will find that merchants will co-operate gladly and supply small gifts. Simplicity in promotion cannot be over-emphasized.

A recent promotion which is the best example of complete co-operation from all law enforcement bodies, newspapers, and the public alike, was a brake test campaign. Here was the very simple idea to check the brakes of all automobiles in our area. At that time there were some 18,000 registered. We explained our idea

#### supplies were flown in.

We believe that this campaign prevented many accidents and perhaps saved some lives. This was so iming, but effective promotion for the portant to our area that both morning Ford Theater was the printing of and evening newspapers carried a daily box score on the number of automobiles checked and the number bution was rather unusual. We asked found unsafe. This promotion reour largest local department store to sulted in complete saturation. Reinclude one of these tickets in all member that our network affiliation, of their outgoing mail. This is CBS, our dial position, 1400, and our call letters, KTUC, were on each tyreen station and business people in automobile twice. And the sticker was signed by the chief of police. Total cost for this promotion, including daily newspaper ads for two weeks, printing of 25,000 windshield stickers, and the services of a checker to count the automobiles was about \$600-one of our most expensive pro-

> motions. "Good" station promotion is based on simple ideas-kept simple, and whenever possible should perform a service for people to whom it is directed. Let commercialism be secondary and you'll get support from many unexpected quarters.



(Continued from page 19)

Rangers and will also sponsor the Brooklyn Dodgers baseball telecasts this summer. Other sponsors are on with local programs in various cities, but the majority are easing into tele via spot campaigns to test its value to their products.

Besides the 14 on the air now, to the police, highway and sheriff BBD&O has 18 others which have

## "Had Your Brakes Checked?" --- It Wasn't So Bad at That; A Lesson in Top Promotion Or, 3 Years of the Blue Book

#### (Continued from page 6)

bowed in the direction of the Blue Book by mentioning that one bidder or the other had planned a larger percentage of public service programs. Lately, however, this has been soft-pedaled. Not in the past six months has there been a single decision where this has been a determining criterion.

#### **Renewal** Case

In deciding on license renewals, the FCC in recent months has not been particularly forceful on the subject of sustaining public service programs or in cracking down on so-called over-commercialized stations. The ToCenteronTele one big Blue Book renewal case-WBAL, Baltimore-has been pending the past couple years. It is interesting to note that, during the three years of the Blue Book's existence, not a single station has lost its license for failing to adhere to Blue Book pronouncements, and that WBAL is the only station now in the slightest danger of not getting a license renewal for that reason.

Meanwhile, it is recognized that the very existence of the Blue Book may tend to have the effect of a hanging sword over the head of broadcasters, and that whether or not the FCC invokes the Blue Book, the threat is there.

#### Blue Book Attacks

Reviewing the general slant of anti-Blue Book attacks in the first year or so after its birth, it is apparent that broadcasters feared. NAB Prexy Justin Miller called the Blue Book "government by intimidation." This theme was pounded on by Miller and other broadcasters for more than a year after issuance of the report.

more birthdays in the same unostentatious manner as its third, especially should attempt to nullify the code succeed.

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The final question involves radio's economic pains, which obviously will grow more severe within the next five years. Should broadcasters react by lowering program and economic standards, the FCC might well embark on a campaign of re-emphasizing its Blue Book as a big stick.

## Coy's NAB Talk

#### (Continued from page 6)

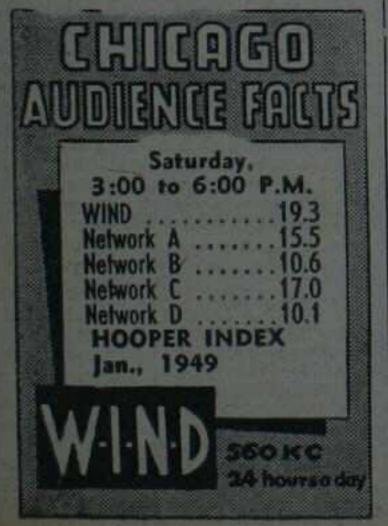
mercial UHF color is seen in the still more distant future. Several experimental channels have been used for color video for some time, and this experimentation is expected to grow. The FCC's next allocations plan is expected to open the way for use of synchronizers to reduce interference of co-channel stations and may possibly allow for some additional assignments on VHF.

Coy's NAB talk is slated to touch on broad aspects of the entire broadcast industry, with a special note on the current situation resulting from the race for advertising revenues in the crowded AM field and the FM and video fields. In a New York City speech Thursday (7), before the Rotary Club of New York, Coy gave the threat was the chief thing that video a thumping plug when he told the Rotarians that "television will be your most compelling advertising tool." He declared that "it is becoming increasingly evident that because of its effectiveness, television advertising may prove to be the cheapest One aspect of the Blue Book that form of advertising-cheapest when measured by sales made by per adearly 1946 was the FCC's statement vertising dollar invested." Coy reminded the Rotarians that "the service "is self-regulation by the American people have taken this new art (television) to their heart with such enthusiasm that they have dug the text of NAB's code was made down into their pockets and purchased over half a billion dollars worth of sets" and that they are buying sets "as fast as they roll off the assembly lines," with 3,000,000 sets codes-perhaps more stringent than slated to be produced by the year's end, and with 17,000,000 homes-half of all the homes in the nation-expected to have sets by the end of 1952. "We were told by some that television was so costly that few advertisers would be able to afford it," Coy said. "Yet today over a thousand advertisers are using television." Attorney General Tom Clark's The FCC, however, still feels that speech at the convention will emphasize the role of radio as an industry provement of programs even the the made up of many small businesses Blue Book is not being rigorously preserving the small business free followed. There is not the slightest enterprise tradition of the nation's inclination among commissioners to economy (The Billboard, April 9). repudiate the document. Odds are Clark will address the NAB the day

department, designed a double-face windshield sticker for cars whose brakes were OK.

Checking lanes were set in the street in front of the station. Police officials tested the brakes and actually put our sticker on the car. The sticker had a big "OK" on it; it had our call letters, dial position, and our network affiliation on both sides, and was signed by the chief of police. The campaign opened with paid newspaper space and a large number of spots on our station. The mayor, president of the chamber of commerce, superintendent of public schools, and chief of police all attended the opening of the checking station and the campaign was underway.

We had intended to run the event for a month, but in two weeks time we had checked 23,958 automobiles and found about 1,400 bad brakes. We know that all these people had their brakes repaired, and came back thru our testing lanes. An interesting side-light is that every garage and automoble repair shop in this area ran out of brake lining and extra



signed to begin tele campaigns which have not yet been announced. This received relatively little attention in total of 32 clients is believed a high in tele activity for any ad agency at present and far exceeds expectations of BBD&O's own toppers. The agency has believed strongly in gradual entry into the field and, in most cases, has urged clients to proceed with caution, testing as they go, rather than to leap in with costly shows. It is certain that a trial of tele, possibly via spots, well be sufficient to convince the accounts to expand their billings.

Some of the spot campaigns used by the agency are out of the ordinary category. Curtis Publishing Company has been testing spots for The Saturday Evening Post and the Ladies Home Journal in Philadelphia and Baltimore. One of the Post spots featured Milton Berle in a oneminute stint plugging a yarn about him in the magazine. On the other hand, the agency has been testing unusual low-cost live commercials, such as those done for Schaefer beer at the hockey games. Production effects enabled BBD&O to secure especially good impact for nominal sums, and the agency intends to experiment further along these lines at this summer's baseball games.

#### BENNY TALKS TV

(Continued from page 19)

that the video series will be a simulcast of his AM show. The length of the tele opus has not yet been decided, with the best bet that it will be a half hour stanza.

Despite Benny's desire to continue airing from the Coast, he may have to pull up stakes and originate his shows from New York, in deference to television. The decision will rest with the sponsor, he said, and will be based on the relative improvements which may be made in kinescoping between now and fall. Should the kine product be developed considerably in the interim, Benny will be able to do his stint in California; otherwise, a New York origin will be inevitable.

that a force in improving program industry itself thru its trade associations." Little more than a year later, public. Miller has emphasized that the new code was a normal development, that NAB has had previous codes and that there will be more the present one.

Thru the ever-broadening codes, NAB feels that the industry has not lagged behind in the improvement of radio programs, and the association insists that this self-regulation is the only way that radio can be improved.

#### Program Improvement

it can do much in directing the imthat the Blue Book will observe many after the Coy talk.



#### 24 . RADIO-PHONO-TV

#### The Billboard

#### April 16, 1949

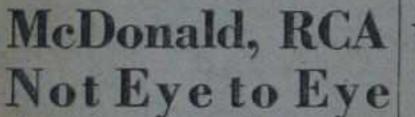
### Sen. Committee Awaits FCC Info **On Obsolescence**

WASHINGTON, April 9 .-- The Senate Interstate Commerce Committee, which has been considering set obsolescence as part of an over-all communications study, is marking time on that issue pending receipt of any additional information from the Federal Communications Commission (FCC). The group met Wednesday (6) but confined its activity to routing consideration of nominations.

. It appears unlikely that any official action on obsolescence will be taken by the committee, altho one or two members would like to see legislation passed forcing the placing of tags on TV sets for sale, cautioning about the possibility that the sets might be made obsolete by future TV developments.

In view of the staunch opposition to such legislation by the majority of FCC commissioners, it is considered doubtful that such legislation will even be introduced. The only commissioner who favors that sort of legislation is Frieda Hennock, the newest member of the FCC.

The Senate committee is now concentrating on such radio-TV matters as monopoly and patent controls. The commission has been asked to send the group a mass of information regarding past and present FCC policy on granting of TV stations to concerns implicated in anti-trust actions.



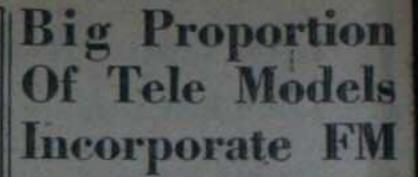
### How They're Selling Them

(As advertised in the nation's press.)

Billboard staffers glean newspapers for radio-tele-phono advertisements from coast to coast. No results of sales as yet reported.

- RCA VICTOR LED THE INDUSTRY ADwise last week with full page spreads in the country's leading papers and magazines. The feature, of course, was the 45 r.p.m. system. Diaks and players received equal emphasis in both straight company and store-co-op ada.
- THE WORLD'S FASTEST RECORD changer-the new 45 r.p.m. distortionfree record. Player and records malled free anywhere in the U. S. Invites reader to come in for a demonstration; advises "your present record player is not obsolete," RCA will continue to supply conventional records. Suggested items are listed from the available list of 76 albums and 133 singles .- Liberty Munic Shops, New York.
- THE IDENTITY OF MADAME X IS REvealed in a full-page institutional ad in the N. Y. Times weekly magazine section. The "madame" is the code name used during fesearch and development for the new RCA Victor 45 r.p.m. system, which is described in detail .--Radio Corporation of America, New York.
- SALE ON SCOTT AM-FM RADIO-Phonos. Newest models, play all makes of records (78, 45 and 33 1/3 r.p.m.) 28 tubes-20 to 20,009 cycles per secoud range, Regularly \$995, now \$420. \$1,280 de inxe model on sale at \$635. Acolian Co., of Minsouri, St. Louis.
- IV PICTURE 126 SQUARE INCHES BIG shown in actual-size illustration. Full page spread touts RCA Victor model 8T270 at \$495, plus tax and installation .- Bruno, New York.
- RADIO WEEK AT WARDS. ORIGINAL \$398.95 FM-AM combination with new two-speed phonograph sells for \$209.95 with liberal trade-in allowance. No brand name given .-- Montgomery Ward, Chicago.

- 20 DIFFERENT SPOKEN LANGUAGE courses taught via records. Book publinher's full-page in N. Y. Times maga-time section offers "10-day free trial" of the first two records from any set. Disks are unbreakable, courses sell at \$50 each. Time payment plan offered.
- FREE PURCHASE BOND INSURANCE with TV sales. Year-to-pay budget plan with no interest or carrying charge. Unique feature is "cancellation of unpaid balance in case of breadwinner's death." Also extension of payments during unamployment based on "cred-it equalization plan:"-Carson's, St. Louis.
- FREE! REGULAR OUTDOOR ANTENNA completely installed, With purchase of OE tele set at \$335. Ad features aft-EFI-TV.-Herleys, Los Angeles.
- RADIO FREE WITH PURCHASE OF A Philes refrigerator. Limited time only. tie-in deal offers \$31.50 Philco table model radio with purchase of a refrigerator. No store named in manufacturer's full page layout .- Phileo, Los Angeles
- BUY BY COMPARISON, COPY EMPRAsizes TV as a family group-participation matter. Offers choice of eight nationally advertised brands, advises "know your dealer if you don't know television."-Good Housekeeping Shop, Detroit.
- SILVERTONE 3-IN-1 CONSOLE. IT'S A record player-it's a radio-it's a wire recorder. Mahogany venter someole exbinet tabbed at \$159.35. Ad also fea-tures regular \$159.95 radio phono combo at \$97,-Sears, Chicago.



WASHINGTON, April 9,-A large proportion of TV models now rolling off the production line incorporate FM receivers, according to a survey by the FM Association (FMA). Of 246 different models checked in the survey, the FMA stated that 112 are equipped to receive FM in addition to TV.

The FMA pointed out that only two of the TV sets are equipped for AM broadcasts only, while 19 feature FM without AM. All TV sets being produced by DuMont, Stromberg-Carlson and Crosley include FM reception, while all of the 16 models produced by Garod provide both AM and FM.

According to the FMA, manufacturers who include FM in more than half of their TV models are Admiral, Andrea, Ansley, Farnsworth, Freed, Magnavox, Sparton, U. S. Television, Westinghouse and Zenith.

### **59c Disk Rack** Put on Stove By Oberstein

NEW YORK, April 9 .- Eli Oberstein, Varsity record topper, plans a record rack starting May 1. In an experimental venture, with distribution handled by Hearst magazines, it is planned to use 200 locations in 20 areas. Price of the disks will be 59 cents, including tax, and the records will be black unbreakable plastic. The areas will be non-competitive to music shops. The label has not yet been determined, but according to present plans most of the mosters will he the same as used for the Varsity disks. The rack will contain the 10 top disks with 20 hit tunes. Oberstein figures that the difference in price (Varsity label is 35 cents plus tax) will protect him from competing with himself.



NEW YORK, April 9 .- The statement made by the Radio Corporation of America (RCA) exec. J. G. Wilson, relative to the status of television in the event TV is moved to the ultra high frequencies, is disputed by E. F. McDonald Jr., Zenith topper. Mc-Donald quotes Wilson as stating that "investigations have not reached the stage that will permit the establishment of commercial standards," and again, "it has already been demonstrated that a suitable converter can readily be applied to sets now in use so that the sets will not only receive the 12 channels for which they are designed but will tune in broadcasts on the higher frequencies as well."

McDonald states: "I would like to know why Mr. Wilson leads the public to believe that converters will make present receivers work on new frequencies if he does not know what the standards are to be ..., he should know that if the present six megacycle standards are changed, no converter will work on the new frequencies and none of the present receivers can be made to function properly on the ultra highs. The answer to this question to me will be the answer to the soundness of his statement."

### W.-G. Sales Mgr. **Post to Roberts**

CHICAGO, April 9 .- V. L. Roberts, electronics industry veteran, this week was appointed sales manager of the Wilcox-Gay Corporation, recording and television manufacturers. The appointment was made by W. L. Hasemeler, vice-president in charge of sales for the corporation.

Roberts formerly was with the Holland radio stores in Chicago, the Zenith Radio Corporation and Sears Roebuck & Company. In the Sears organization he devoted his time exclusively to buying radio-phonograph combinations and magnetic recording equipment.

man) Muntz, prominent West Coast car dealer, who began manufacturing and selling TV receivers there a few months ago, this week started an extensive sales campaign in the Chicago area and in the first few days sold over 350 sets. Muntz's firm, operating under the name of Muntz, Inc., also has opened a factory here.

Muntz, who operates under a factory-to-consumer set-up, is selling a 65-square inch screen model for \$269, and estimates that if he used distributors and dealers another \$100 would have to be added to the sales price.

#### Features One Control

The Muntz set also features "one knob picture control," which, it is claimed, eliminates ordinary controls such as fine tuning, brightness and horizontal and vertical adjustments.

By November Muntz plans to be selling his sets "thru direct factory salesrooms" in New York, Detroit, St. Louis, Houston and San Francisco. techniques used by Muntz as a car He plans to start a sales campaign in I dealer.

Present capacity of the Muntz plant here is about 2,400 sets per month. In a couple of months the production capacity is expected to reach 3,500 and eventually will be 5,000 per month, Muntz said.

In each major market he enters Muntz said he plans to spend about \$40,000 per month for advertising and promotion.

#### **Big** Names

Associated with Muntz, who is president of the company, are such tcp names as Bob Hope, Sid Strotz, National Broadcasting Company v.-p.; Hal Strotz, exec with the Wilding Col'bia LP To Sport film company; T. E. Courtney, head of the Northern Illinois Corporation, and Ed Bonia, Bendex Corporation sales exec.

Advertising for the project is being handled by Mike Shore's agency, which developed the unique sales

## **TSMC Tees Off Vs. Zenith On Obsolescence Viewpoint**

clamor for calmness during the pres- is being sold. The statement set forth ent controversy over possible ob- that, after a long and exhaustive solescence of television receivers was increased this week when Television Shares Management Com- conclusion there was no need to worry pany (TSMC), sponsor of the \$2,000,- about present TV receivers becoming 000 investment trust, Television Fund, Inc., issued a statement counter to the stand taken by the Zenith Radio will be television in the UHF band, Corporation. The fund, owned by 1,850 stockholders thruout the country, has investments in about 36 television and electronic stocks.

Television Shares, in announcing its anti-Zenith stand, stated that it had sold out its holding of 500 shares UHF band is in considerable doubt. of Zenith stock.

#### Tells Study Results

The Television Shares announcement was sent to its "dealers" in before UHF television can really be

CHICAGO, April 9 .- The growing | many markets where the fund's stock study of the video controversy, the fund's managers had come to the obsolete.

> The announcement stated, "There but this will be growth and not replacement. No set will be obsolete but will require some addition or new equipment to receive the additional service. The time when there will be television broadcast service in the . At least one year and maybe several years after the Commission makes its decision will be required

The racks will be specially built and will contain sheet music in addition to disks.

## 10-In. Series of Pops

NEW YORK, April 9 .- Columbia's LP disk line will sport a new 10inch series featuring special selections of pop material recorded by the label's dance bands. The new series, which will be selected from the Columbia catalog and not be duplicates of standard pop albums, is tabbed Dance Parades. The first release, spotting four 10-inch LP disks which will retail at \$2.85, will be available next week.

The first release will spot eight elections each from the Columbia catalog of the Frankie Carle, Benny Woody Herman and Goodman, Claude Thornhill orks. The latter three orks are no longer with the Columbig label. The next release in the series will spot LP disks by the Les Brown and Kay Kyser orks and will be out in mid-June or July.

#### considered a service."

The report concluded: "Present day sets could relatively easily be supplemented to handle at least part of these high bands. The sending equipment for the higher bands in in a complete state of flux and much engincering must be done before they even reach the perfection already attained by the VHF bands, and it is still an uncertain question whether any or all of these high hands will be assigned to television."

Communications to 1584 Broadway, New York 19, N. T. The Billboard 25

**ASCAP Writers Reshuffle Set** 

## A&R, Speeds Push on Sales WASHINGTON, April 9.-The retail list prices of RCA Victor rec-newly organized Washington Associa- ords. Should such a general price

#### Alex Bard Going on Road

NEW YORK, April 9.-RCA Victor's record division, by streamlining and realigning some personnel, is accelerating its sales push, in fact, several artist and repertoirs men are scheduled to join the field force very soon. Alex Bard, international department a-r head, will spend the major portion of each week on the road. splitting the country with head international sales rep Frank Amaru Baru will continue, however, to pick international tunes and talent. Ed Dodelin, hillbilly a-r staffer, is also set for a field job, and Brad McCuen is an added sales rep for the Atlanta area.

In New York, Latin-American a-r head Herman Diaz moved from the general a-r offices to the RCA international offices, location of the export department (The Billboard, April 9).

Music staffers Henri Rene and Charlie Grean are now associate musical directors, with Rene acting an house conductor on vocal dates, etc. Grean will probably supervise most of the cleffing in the folk and kidisk departments.

This week Victor will hypo its 45-r.p.m. drive with the first new release on the new-type platters. The diskery's 12 best selling pops, including such artists as Eddy Arnold and Perry Como, will be made available for 45-r.p.m. players. Commencing with the April 29 release, all new releases will be made available on both 45 and 78-r.p.m. disks. For the present, 45-r.p.m. releases may follow the standard-type disks by one week, with each release including three pop disks, one pop specialty, one country, one blues, and ard and classical fields. one Western.

## **RCA Revamps RCA Assures Dealers Price Protection in Case of Slashes**

tion of (WARRD) this week disclosed re- future, the following policy will apceipt of a telegram from RCA Victor ply effective immediately for the Records Company stating that Vic- period April 1 to September 1, 1949. tor's current plans call for no general You are assured price protection on price reduction but that, in event of all RCA Victor records purchased a future cut, dealers are assured price during the 30 days prior to the effecby RCA Victor Veepee J. W. Murray.

it was revealed this week discussions between WARRD and Columbia Records are now going on.

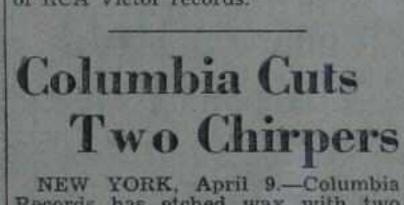
The text of the RCA Victor telegram, released by WARRD and received Monday (4), is as follows:

Ashley May End Jobber Duties, profit the superior artist of RCA Victor records." **Stress Pubbing** NEW YORK, April 9.-Concurrent with the disclosure this week that the National Screen Service has bought the building at 1600 Broadway, necessitating vacating by all present tenants by June 31, it was

Retail Record Dealers reduction become necessary in the the price to you resulting from any the wealth.

reduction as to all records shipped you during 30-day period."

The wire continued: "From time] to time, RCA Victor may elect to "RCA Victor's current plans call for recommend special retail list prices no general reduction in the suggested by selection for inventory clearance purposes. Such special prices will not be covered by the above price protection policy. We believe this policy will enable you aggressively to merchandise and promote at a profit the superior artists and quality



**New Blueprint** Goes to Govt. For Look - See Leslie-Ahlert-Meyer Plan

#### By Jerry Wexler

(Continued from page 3) protection. The telegram was signed tive date of any future general re- ment has been taking a dim view duction in the suggested retail list of ASCAP's conduct since the signing WARRD has been contacting major prices of such records. That is, we of the consent decree in 1941. One diskeries on the price situation, and will credit you with the difference of the chief points of censure has between the price we billed you and been ASCAP's method of spreading

#### Chief Features

Here are the chief features of the new plan, which was described by an ASCAP topper as "George Meyer's synthesis of features of the Leslie, Ahlert and Meyer plans":

(1) Concrete recognition of the performance factor. A percentage of the yearly revenue allotted to writers will be placed in a performance pool, and distributed among writer members in exact ratio to their performance. It is not known at this time what this percentage will be-figures from 15 to 25 per cent have been mentioned. Assuming that the figure is 15 per cent, here's how it might work: 15 per cent will be taken out of the writers' take and reserved. Each writer will then receive 85 per cent of what he would receive ac-NEW YORK, April 9 .- Columbia cording to his present rating, plus a Records has etched wax with two chunk of the performance pool. The chunk will be determined by dividing jorie Hughes, who are spotted with the number of performances he obtained during the year into the Society's total number of performances. attractions. Miss Clooney, who sings He will then receive exactly that proportion of the performance pool. (2) Promotion and demotion. Under the present subjective rating factor ("nature," "character," "prestige," "vogue," etc.), it is hard for a young member to be promoted and harder for an old-timer to be demoted. Under the new plan, a writer will The diskery's local activity in the have to earn no less than the average fem chirp department will be rounded of the bracket below his in order not to be demoted. He will have to earn the equivalent of the average of the bracket next above him to be promoted. This will be the sole basis of upgrading and downgrading, and will be mandatory and automatic.

In response to the demand from distributors, Victor is making 1 special release this week of Vaughn Monroe's Riders in the Sky, on 45r.p.m. disks.

reported that the Ashley Music Supply, which has off :es at 1600, may discontinue its music jobber activities after that date. When queried, Abe Ashley, firm's topper, and Al Weiss, sales manager, would not comment.

According to reliable sources, the present plan is for the Ashley firm to cease music jobbing in favor of full-time music publishing. The firm has six catalogs, covering pop, stand-

The it is not known who will purchase Ashley's jobbing assets (reported to exceed \$100,000), if they are offered for sale, a combination headed by a present Ashley employee out Tuesday (12) with a date feais said to have the inside track.

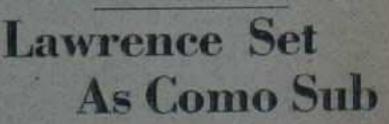
chirpers, Rosemary Clooney and Marorks who also record for the label. Both chicks will be featured as single with the Tony Pastor band, sliced a couple of sides last week, while Miss Hughes, who sings with her father's (Frankie Carle) crew, turned in four sides Thursday (7), with arrangements and orking conducted by the diskery's new musical director, Hugo Winterhalter.

turing thrush Julie Wilson.

#### Specials for Longhair

(3) Special compensation for writers of standard and classical works. Since the longer and the longhair material cannot possibly be performed with anything resembling the frequency of pop songs, ASCAP doesn't want to penalize serious com-

(See ASCAP Scribes on page 31)



NEW YORK, April 9 .- Bill Lawrence, young warbler being given the big-time push by the RCA Victor diskery and by flack George Evans, this week landed a radio plum in the form of the summer replacement period on the Chesterfield Supper Club. He will sub for Perry Como in the Monday-Wednesday-Friday ciggie show spots. Lawrence begins the 13-week sub series in the early part of June.

Lawrence is not signed to any booking agency, which may have some significance, since the General Three professional men are likely Artists Corporation has been supplyto be added for New York, Chicago ing the Chesty show with talent for the past few years.

## Victor Signs Gracie Barrie

PHILADELPHIA, April 9 .-- Gracie Barrie, nilery song bird who warbled with Dick Stabile's band when she was Mrs. Stabile, has been signed by Victor Records. Now at the Latin Casino, she will wax a "night club" album when she returns to New York later this month, being tentatively set for the Copacabana there.

The proposed "night club" album rather than for radio plugging-the songs selected for the set being on the blue side

### RCA's Murray To Con Europe

NEW YORK, April 9.-James Murray, RCA vice-president in charge of the Victor records division, is set to go to Europe this month. Purpose of the trip is to survey the disk market in Europe and gauge the interest there in Victor's newtype 45-r.p.m. disks.

Murray also plans to scout new talent in France and England. He'll be gone for two or three months.

## **Robbins Concludes Multiple** Pacts With Foreign Pubs

bins has concluded a flock of deals pact renewals would be on a 50-50 with foreign publishing houses for basis. The Kassner pact is a 50-50 widespread distribution of his music deal, with both having an interest overseas, and a number of pacts are in copyrights. still pending. The publisher, who just about three years ago severed the Budapest firm of Rozsavolgyi & his connection with the big three and Company, the original publishers of will be geared for home spinning began building a standard catalog, Bartok, but since the iron curtain has set arrangements with the fol- fell over Budapest, says Robbris, he lowing:

The Edward Kassner Music Company, Ltd., London, will handle pacts with Establecimento Musical British territory for Robbins; Edi- Neumann, in Buenos Aires; Dr. Manzione Curci, with offices in Rome, uel Pellon Havana; E. S. Mangione, Naples and Milan, thruout Italy; Rio De Janeiro, and Hnos, Maruez, Reuter & Reuter, of Stockholm, thruout the Scandinavian countries; J. Labert & Son, Pty. Ltd., of Sydney, covering Australia and New Zealand, and Ediciones Armonico, thruout Spain and Portugal.

Robbins is also working on a deal with Herve Dugardin, French publisher. When and if completed, this pact would give coverage thruout France, Belgium, Holland and Switzerland.

The above pacts, with the exception of that with Kassner, are straight | and Coast exploitation.

NEW YORK, April 9 .- Jack Rob- five-year deals, with the proviso that

Robbins had a deal cooking with has had no answer to four letters.

The publisher is also working on Mexico City.

Robbins, who to date has spent \$300,000 on his venture into the standard field, is preparing a major push into the popular business via the Leo Robin-Jule Styne score of Gentlemen Prejer Blondes, the Anita Loos musical which is scheduled for a fall debut. Sixteen tunes are in the score, with the toppers figured as Just a Kiss Apart and Bye, Bye, Baby.

#### The Billboard

CONSTANT DISK BALLY Survey Reveals Only 15% **Buy Consistently; Sales Off** 

NEW YORK, April 9 .- The record | singles. In other words, for each six business is in drastic need of a hypo singles, one album is sold. in the form of continuous promotion of the product, according to a recent chased, six are singles. In other and highly authentic survey of the words, for each six singles, one album record-buying public. This need is is sold. indicated by statistics which show that two-thirds of all records sold chased, six are pops, two are classics, are purchased by the upper half of and two are of other types (hillbilly, the income group, and by figures race, children's, etc.). which indicate that only 15 per cent of the people who own phonographs are consistent buyers of records. By total record buyers account for 75 consistent buyers is meant those customers who purchase some records situation which highlights the necesevery month. According to the sur- sity of catering to that 2 per cent via vey, "active" record buyers purchase between 25 and 30 disks a year. The average buyer purchases 11 or 12 a year, and "occasional" purchasers get three or four. A great weight of evidence exists, according to the survey, tending to show that millions of owners of phonographs have a strong in- to drop, with the swing in the direcitial interest in records (else why would they purchase a phono), but this interest gradually lapses to zero.

MUSIC

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#### Other Findings

The survey, which analyzes purchasing habits, covers the last half of 1947, all of 1948 and January of 1949. Additional pertinent points brought out by the statistics are as follows:

(1) Consumer purchases of records in the third quarter of 1948 were onethird below the third quarter of 1947, probably owing to the record ban. customers, dealers and operators re-Album sales for the third quarter of assuring them that the diskery will 1948 were off 42 per cent as compared to the same period in 1947, and single record sales were off 24 per cent. Classical albums declined more than pop. Columbia, by this time, was out with its LP innovation.

(3) Out of every 10 disks pur-

(3) Out of every 10 disks pur-

(4) A study of the classical market indicates that only 2 per cent of the per cent of all record purchases-a mailings, promotion, etc.

(5) During 1948, about 30 per cent of all record sales were made by companies other than the big four. The independents, of course, had their field day during 1948, and during 1949 the 30 per cent figure is expected tion of the majors who have the name artists and best distributor set-ups.

(6) Out of a total of approximately (See Constant Disk on page 33)

## **Decca** To Hold **Present Prices**

NEW YORK, April 9.-Decca Records this week issued a letter to its stick to its current 75 cents plus tax price line. The letter, signed by Decca's general sales manager, Sidney N. Goldberg, reads as follows: "There are many rumors spreading around the industry as to actual or possible price reductions. We at Decca feel very strongly that, because of our great roster of talent and the wonderful creative abilities of our artists and our organization, the price of our records is a fair one. The costs involved in the manufacture of these records and the attendant high talent costs make it necessary that we maintain our present price level if we are to maintain our department as a technical consultant great product.

### No Long Hair!

NEW YORK, April 9 .- A chronicle of barbershop singing. tracing that lusty masculine art from its first recorded reference in Pepy's Diary down to 1948's regional and national contests, has been published in book form by SPEBSQSA (Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America). Major emphasis is on the history of SPEBSQSA, now 10 years old and still growing. The author, Deac Martin, wrote the book, titled Keep America Singing, "to preserve the flavor, traditions and some principal records of progress during the society's first 10 years . . . in order to encourage further progress and preservation."

## **Cap Technical Post Given to Roy Marquardt**

HOLLYWOOD, April 9 .- Roy C. Marquardt, in charge of Capitol's Scranton, Pa., plant, was named director of international engineering for the firm. New post was created by Cap Prexy Glenn E. Wallichs to help solve technical problems arising from the diskery's association with foreign firms handling Cap wax. Marquardt's plaining that the masters, which the

## Cap - Mercury T'funken Suit Set for Fall

April 16, 1949

#### Chi Firm Continues Waxing

CHICAGO, April 9 .- Capitol's suit against Mercury Records over the exclusive right to press and distribute Telefunken platters in this country (The Billboard, April 9), filed two weeks ago in a New York District Court, will probably not be heard until late in October or November, a Mercury legal rep told The Billboard this week. Irving Green, prexy of Mercury, said that the impending suit will have no effect on Mercury's release of future Telefunken material, unless an adverse court decision is received. Green added that the regular monthly releases on both 78 and LP would continue as scheduled.

Green said that the Gramaphone National Works Corporation (GNWC), of Czechoslovakia, had been distributing the foreign masters in the U.S. for two years, previous to working out the Mercury arrangement. The GNWC records were peddled here under the Supraphone label, but were discontinued when Mercury worked out its royalty agreement with the Czech waxery.

#### Explains Mercury Claim

Mayer Goldberg, Mercury attorney. clarified the Mercury claim by exinitial task will be in engineering the company has claimed, were originally construction of a complete record stored in Czechoslovakia by the Nazis in the mid-war years. When the Nazis were forced out of Czechoslovakia the Czech government, under the late President Benes, expropriated the disk horde, with the of seizure as a reparation of war. Goldberg pointed out that during the period from 1945, when Supraphone first came to the U.S. until now, there had been no claim against the Telefunken masters. Green said that John Hammond and David Hall, who visited Czechoclovakia personally and worked out the agreement with GNWC, took 'special care" to see that the metal parts (matrixes) from which Mercury is pressing, were parts which were in the established property of GNWC. Green emphasized that Mercury has paid a specific royalty on every record made from the GNWC masters.

(2) The survey indicates that out of every 10 records purchased, six are

## **MCA Sets Jones** For Texas Fair **At Nifty Figure**

HOLLYWOOD, April 9. - Grandstand attraction of the State Fair of Texas, Dallas, October 9-23, was plucked this year by Spike Jones thru Music Corporation of America's (MCA) Larry Barnet.

According to Barnet, deal promises Jones the highest figure ever paid a batoner by the fair association. Barnet refused to divulge details, stating only that the deal is on a guaranteeplus-percentage basis.

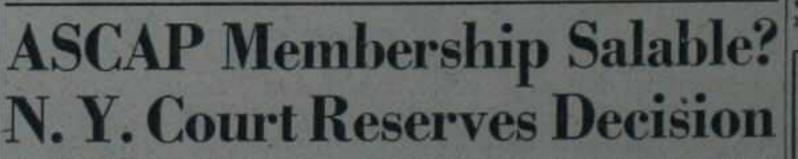
It differs, therefore, from the transaction made by Arthur Michaud last year when he negotiated the Jimmy Durante-Harry James package, since Durante-James played the event on a buy-out basis, paying the fair association \$25,000 and taking over the entire grandstand. They handled its promotion and exploitation in addition to providing talent. In 1947, Annie, Get Your Gun took over, while in 1946 the event was played by Tommy Dorsey. It was during that engagement that Dorsey received a record \$60,000 guarantee plus percentage and reportedly netted \$100,000.

According to MCA's Barnet, Jones will be strongly favored in fair dates during the forthcoming season. In addition to the Texas booking, he has already been set for the Indiana State Fair, Indianapolis, September 1-3 on a \$25,000 guarantee against a 60 per cent split.

sued a statement to the press to the funken, English Decca, Pan Amerieffect that Decca has no intention of can Discos, Articulos Domesticos and reducing its prices."

production plant to be built in Venezuela by the Barsa Company, one of Cap's manufacturing and distributing agents in South America. M. S. Hardy, present head of Cap's Los Angeles plant, will take over the reins disks being taken over on a decree at Scranton.

According to Wallichs, rapid growth of the foreign mart and Cap's future plans for an increasingly important role in the international field, necessitated the creation of Marquardt's appointment. Marquardt will report directly to Wallichs and work with the label's international for its international licensees. These "We have, accordingly, today is- include, in addition to Barsa, Tele-Sintar.



(ASCAP) is "merchantable" or "salable," and whether it can be transconsideration in Municipal Court bereserved decision.

The case, considered precedental, involves a claim of \$179 royalties, writer plaintiffs by Stephens in con- a publisher. nection with the tune, I'm Afraid to Love You. Plaintiffs obtained an attachment of royalties from Decca Records, amounting to some \$70, so the sum remaining to be paid is very small, but the principle involved in the case is intriguing tradesters. Abner Greenberg, attorney for the plaintiffs, filed a motion to make ASCAP

NEW YORK, April 9 .- The ques- | a third-party defendant in order that tion of whether a publisher member- the writers of the tune could collect ship in the American Society of Com- the money allegedly owed them. posers, Authors and Publishers Greenberg's motion would compel ASCAP to turn over Stephens's publisher membership in the Society to ferred to another party, is now up for the plaintiffs, on the ground that such begin broadcasting bop to listeners a membership is a financial assetfore Judge Byrnes in the case of Pat just as is a seat on the stock ex-McCarthy et. al. vs. Bob Stephens change. ASCAP opinion is that Greenand Decca Records. Judge Byrnes has berg's philosophy is erroneous and that the Society's by-laws do not permit such a transfer. Greenberg ventures in Jazz, carried over the argues conversely, claiming that toallegedly owed McCarthy and other day a person needs "no artistry" to be makes recordings of the audio por-

According to plaintiffs' counsel, the point they are trying to establish is that writers should be entitled to take away a pubber's membership (in the event the pubber owes them money) inasmuch as such a transfer of membership would enable the writers to collect royalties themselves.

State Dept. "Voice" To Air Bop Abroad

NEW YORK, April 9 .- Bop is now officially a part of American culture. This became evident this week when it was learned that the State Department's Voice of America program will in Europe, Latin America and the Far East.

Voice will broadcast bop via portions of the Columbia Broadcasting System (CBS) television show, Ad-TV web Friday, 8-8:30 p.m. Voice tions of the CBS show.

#### London Disk Prices Stet

NEW YORK, April 9 .- London Records this week announced that there will be no change in its present price schedules. Pop platters continue at 75 cents plus tax, specialty and in-ternational platters at \$1 plus tax.



I M MAKING DELIEVE		EVERYWHERE YOU GO	Decca 24549	The structure of transpo	20114 - 1907
INTO EACH LIFE SOME RAIN MUST INK SPOTS and	FALL ELLA FITZGERALD Decca 23356	DON'T ROB ANOTHER MAN'S I'M BITIN' MY FINGERNAILS	AND THINKING OF YOU	EVERYWHERE YOU GO HOW IT LIES, HOW IT LIES, HOW IT BING CROSBY and	EVELYN KNIGHT
STAR DUST	BING CROSBY	ANDREWS SIS	TERS and ERNEST TUBB	uith JUD CONLO	ON'S RHYTHMAIRES
DEEP PURPLE	Decca 25285		Decca 24592	TAKE ME OUT TO THE BALL GAME	Decca 24612
		I LOVE YOU SO MUCH IT HUR	TS MILLS BROTHERS	IN THE GOOD OLD SUMMERTIME	
TICO-TICO	ETHEL SMITH	I'VE GOT MY LOVE TO KEEP M	E WARM Decca 24550	ANDREWS SISTERS	and DAN DAILEY
LERO LERO-BEM TE VI ATREVIDO	Decca 23353	1		THINKE & S SISTERS	Decca 24605
		YOU, YOU, YOU ARE THE ON		THAT WONDERFUL GIRL OF MINE	AL JOLSON
PAPER DOLL	MILLS BROTHERS	FOREVER AND EVER	Decca 24569	I ONLY HAVE EYES FOR YOU	Decca 24601
I'LL BE AROUND	Decca 18318	ONCE IN LOVE WITH AMY	RAY BOLGER		
		and the second sec		BALI HA'I	BING CROSBY
DRY BONES	FRED WARING	MARE A MIRALLE WITH AL	lyn McLerie Decca 40065*	SOME ENCHANTED EVENING	Decca 24609
OLD MOSES PUT PHARAOH IN HIS	PLACE Decca 23948	FAR AWAY PLACES	BING CROSBY	HURRY! HURRY! HURRY! (Back To /	Me)
BRAHMS' LULLABY	BING CROSBY	TARRA TA-LARA TA-LAR	Decca 24532	I DIDN'T KNOW THE GUN WAS LOAD	
SWING LOW, SWEET CHARIOT	Decca 25052	BLUES IN MY HEART	RED FOLEY	States with a provide the	Decca 24613
		TENNESSEE SATURDAY NIGHT		DON'T CALL ME SWEETHEART ANYMOR	TAPPY FOTINE
AVALON	AL JOLSON			UNLESS YOU'RE REALLY AND TRULY IN	
ANNIVERSARY SONG	Decca 23714	I DON'T SEE ME IN YOUR EYE	S ANYMORE	UNLESS TOU RE REALLT AND TRULT IT	LOVE Decta 24303
Allow ALLOW		BECAUSE YOU LOVE ME		A GOOD MAN IS HARD TO FIND	CASS DALEY
SUGAR BLUES	CLYDE McCOY		DUSTERS with Orchestra	ALL RIGHT, LOUIE, DROP THE GUN	Decca 24600
I'VE FOUND A NEW BABY	Decca 25014	Directe	d by GORDON JENKINS		
			Decca 24576	SKYSCRAPER BLUES	DICK HAVNES
A REAL PROPERTY OF A REAL PROPER	RMEN CAVALLARO	SO TIRED	RUSS MORGAN	EVERY JIME I MEET YOU with GORDON JENKINS A	DICK HAYMES
WARSAW CONCERTO	Decca 23791	I HEAR MUSIC	Decca 24521		Decca 24606
DOES YOUR HEART BEAT FOR ME?	RUSS MORGAN	AGAIN	GORDON JENKINS	WHILE THE ANGELUS WAS RINGING	GUY LOMBARDO
SO LONG *	Decca 25080	SKIP TO MY LOU	Decca 24602	NEED YOU	Decca 24614
	Dects 2,000				
		*10" Unbreakable-\$	1.00		

Unbreakable - \$1.00

RECORDS

Prices do not include Federal, State or Local Taxes

Don't wait for your salesman...ORDER NOW ! SINGLE RECORDS 75¢ each plus taxes, except as noted

Look to DECCA for the greatest collection of the greatest records! 28 MUSIC

April 16, 1949

## **ACTUAL SUCCESS STORIES**

of

331/3

45 78 in

## TODAY'S RECORD MARKET

What can smart merchandising on the part of the dealer do to sell 33 1/3, 45 and 78 successfully and profitably?

Are you going to "hold back" and risk competition in your territory "stealing the play" on the sales of these records and the players for each?

## Madriguera Bids

NEW YORK, April 9 .- Modifying the Latin-American kick in favor of the sweet groove, Enric Madriguera is making a bid as a college band specialist. He's played a number of engagements for colleges in the area in recent months, including the Zeta Beta Tau goldet, anniversary shindig at the Waldorf and the New York University (NYU) junior prom at the Astor. As a result of the fraternity hop, Midwestern schools are reported to be interested in the band, and Leo Gray, who books Madri- \$1.25 for the 12-inch classical albums. guera, has lined up a college tour in the Midwest and West, beginning disks is comparison of standard and next October.

here following the Art Mooney show, and has been tapped for the NYU senior prom at the New Yorker June 11.

**Pond Hop Eyed** By Granz Jazz Troupe, Disks

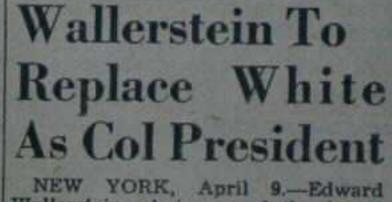
Granz is planning to take his Jazz at the Philharmonic group and his JATP disks into Europe, with a business trip already set for early summer. Granz, Mercury Records' jazz a .and-r. chief, said that Mme. Nicol Barclay, of Blue Star, French record firm, visited him last month in Pittsburgh and a preliminary deal has been set, whereby Blue Star would peddle the JATP Mercury singles and albums in France, Switzerland, Italy and Belgium. During his trip, Granz will contact record reps for other Wallerstein, chairman of the board European countries outside the Blue and chief executive officer of Colum-Star coverage and explore possibili- bia Records, Inc., will reassume the ties of touring his JATP troupe. title of president May 1, on which Granz said that JATP had two pre- date the resignation of Frank K. vious offers, but bids were shaky be- White becomes effective. White leaves cause of financial conditions in Eu- the presidency of CRI to head up the rope, so the offers were refused. Because of his increased activity as both a jazz impresario and record rep, Grantz says that he is setting up definite advance plans for both Mercury JATP releases and p.-a. tours. Both the forthcoming tours and JATP albums will be released on a fourtime per year basis. His next tour, which will last 10 weeks, will start Columbia Broadcasting System, to in September at Carnegie Hall. The buy the record company in the 1930's. September JATP hegira will carry the same personnel as the last four, with Flip Phillips, Coleman Hawkins and Ella Fitzgerald again getting top billing. Two of the newcomers uncovered for the JATP tour, Sonny Criss, alto, and Tommy Turk, trombone, will be cut soon for exclusive Mercury disking.

**30** - Cent Saving For College Dates Offered by Cap **On LP Longhair** 

> HOLLYWOOD, April 9. - Disk buyers will pay less for Capitol's 45 line than for the same items in standard 78 r.p.m, shellac form. Cop is asking \$1.25 per shellac 12-inch Telefunken single, but for the same platter in a 45 r.p.m. version, Cap will take only 95 cents, giving the buyer a saving of 30 cents per classical single. In addition, Cap is charging only 50 cents for its "de luxe" boxes holding its 45 r.p.m. Telefunken disks while it is asking

An example of lower cost 45 r.p.m. slower speed versions of the six-Madriguera goes into the Capitol disk Beethoven Eroica symphony, part of the initial Telefunken release. Standard shellac album costs \$8.75 (album included) but in 45 rp.m. form same will be sold for \$6.20 (box included), giving consumer saving of \$2.55.

In the pop line, Cap will charge same per disk in both standard and 45 form (i. e., 60 cents for red, 75 cents for purple label platters). However, saving will be in album cost since diskery will charge only 35 cents for 45 r.p.m. boxes as compared with 85 cent charge for the CHICAGO, April 9. - Norman 10-inch standard albums. Hence, buyers will get doughnut disk albums for 50 cents under their shellac price.



Can you handle ALL THREE profitably RIGHT NOW?

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### Pay Up, Aussie **Orks Lose Out**

ing on an application for a hike in made by Manie Sacks, diskery's overtime rates for musicians it was a-and-r head, currently on the Coast. testified that in the last 12 months Sacks strongly denied trade reports four large bands had been disbanded that Palitz was leaving Columbia. from Aussie pic theaters and that more were to be dispensed with be- Schurer Ork Again The Australian Musicians Union AMU) was seeking an alteration in overtime rates so that time and a half would be paid for overtime work before a performance and double time for overtime after midnight.

of the show business, no increase in in the park's ballroom. and dance halls.

Mutual Broadcasting System, as indicated in The Billboard last week (see Radio Department this issue for additional details).

Wallerstein, regarded as one of the outstanding pioneers in the record industry, is credited with having nlayed a major role in convincing William S. Paley, chairman of the board of

## **Palitz Returns To Duty at Col**

HOLLYWOOD, April 9 .- Morty Palitz, associate a-and-r director for Columbia Records, will report back to work on Monday (11) in Hollywood following a two-and-a-halfmonth siege of illness. Palitz will have charge of all recording sessions on the Coast as well as assist Ben Selvin in handling artists relations. SYDNEY, April 9.-During a hear- Announcement of Palitz's r: was

## At Lake Compounce

HARTFORD, Conn., April 9 .- Lake Compounce, amusement park at nearby Bristol, Conn., has launched its 104th season, with Russ Schurer and In spite of high costs in all forms his ork booked for their 11th season

admission prices has been permitted; The name band policy is being by the government since the war continued at the park, also, with started in 1939. Where orks have this season's name features starting not been removed from pic theaters. April 17. The opening attraction their size has been reduced, and the will be Ray McKinley and his ork, same idea is being used at cabarets followed by Johnny Long April 24 land by Vaughn Monroe May 1,

to Turnover

88-49

The Billboard

## Fairbanks TV Musical Film **On 2 Outlets** First Series for Video

HOLLYWOOD, April 9. - Jerry Fairbanks will kick off his Mexicanfilmed musical Videocine series on 22 tele outlets this week. Series is tagged Paradise Island and consists of 26 15-minute episodes, stars Danny O'Neil and Anne Sterling, boasts 90 songs, 26 musical production numbers with Everett England and his ork, 18 dance productions, 27 tunes written for the series plus specialty acts. This is the first film musical series produced for TV. Footage for the 26 shorts is equivalent to six full-length films.

According to Fairbanks, the series will enjoy the largest potential audience of any video show when it hits the air and is expected to be booked by 35 stations by the end of this month. Paradise is the first of many video films being produced by Fairbanks in Mexico. Other series in-Places With Uncle George and Musical Journeys.

and Hoagy Carmichael.

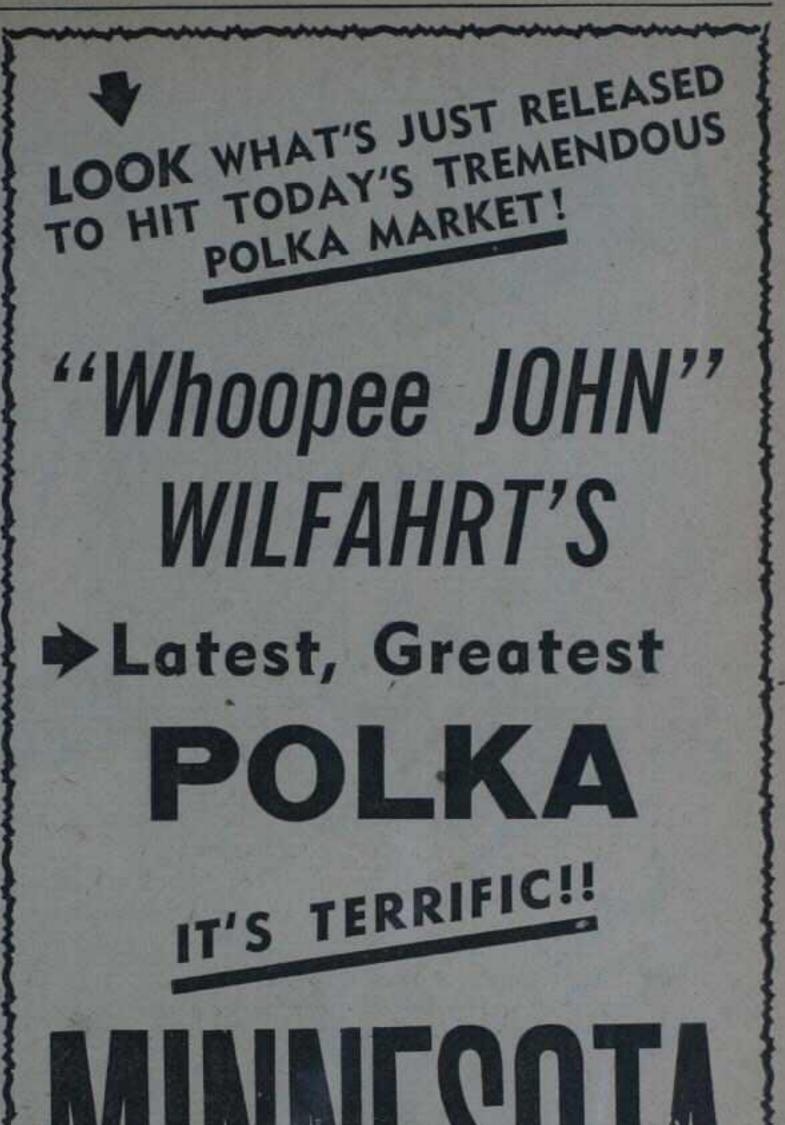
### **Best Selling 45**

WASHINGTON, April 9 .- For the second successive week, Hecht's department store here reported a new RCA Victor 45 r.p.m. album in the best-seller list. The album was Nuteracker Suite, played by the Philadelphia Symphony Orchestra, Eugene Ormandy conducting. The album ranked fifth in this week's bestseller album list at Hecht's. Last week, the Victor album, Strauss Waltzes, made the list in fifth place, marking the first appearance of either an LP or 45 r.p.m. album among the store's best sellers (The Billboard, April 9).

## N. Y. Presseries Form Org, File **Corporate Paper**

NEW YORK, April 9.-Papers of incorporation with the secretary of State are to be filed by Harold Kaplan, counsel for the Record Molders clude Television Close-ups, Going Association, Inc., an organization of the record pressing industry now being formed. At a meeting at the Hotel Original tunes introed in Paradise New Yorker this week, attended by include Words of Love, Paradise Is- 36 persons, it was voted to form the land, I'm Gonna Be Needin' You, It's organization in order to promote the the Little Things You Do and Rhap- interest and welfare of the pressing sody of Love. Tunes will be plugged industry. The org intends to establish to exploit the films. Cleffers repre- a code of fair commercial practices sented include Sandy Stevens, Al and to establish a credit bureau to be Stewart, Bernie Wayne, Augustin made available to members for check-Lara, N. Roubanis, Margarita Le- ing the credit standing of any label. cuona, Allan Rankin Jones, Irvin The association expects to co-operate Graham, Jack Baker, Monia Fleischer with associations servicing other branches of the disk business.

Specialty acts are Rosa Linda, Temporary officers elected include



and others.

Dance numbers are headed by Pierre Andre; Laura Corbay, formerly with Billy Rose's Diamond Horseshoe: Judith Sargent, Broadway dancer, and Leil Guerrero, hula dancer. Edward Paul was in charge of music. Dances were by Andre, and Oscar Yerg was art director.

### Jordan Signed For South Tour

NEW YORK, April 9 .- Louis Jordan and His Tympany Five (actually containing seven tootlers) have been set for a 32-date swing thru the South, beginning September 28 and running thru November 2. Jordan's crew will play a seven-day-a-week sked on the tour. The orkster's guarantees for the tour total approximately \$65,000. He is working most of the dates on a guarantee against 60 per cent of the gross basis, with a couple of private flat rate dates thrown in.

All 32 dates are already inked and confirmed with General Artists Corporation (GAC), Jordan's agents.

## **Cathode** Tubes Up 361% in '48

WASHINGTON, April 9.-Reflecting the sharp rise in television set singers Donald Richards (of Finian's vesterday.

Sales last year numbered 1,265,472 valued at \$7,758,203.

chestra; Leo Diamond, harmonica Manufacturing Company, president; player; Tony Larue, marimba; John H. Weinraub, Plastylite Corporation, Matson, accordionist at Earl Carroll's; secretary, and George L. Bard, Bard Reggie Dvorak, mimic; Ken Card, Record Company, treasurer. A tembanjo: Royal Hawaiian Serenaders porary board of directors of seven men were also appointed.

The next meeting is scheduled for May 5 at the New Yorker.

## **Jock Revives** "Ting-a-Ling"

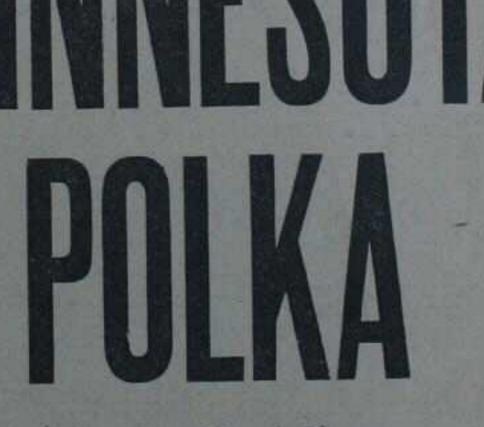
NEW YORK, April 9 .- Ed Mc-Kenzie, WJBK, Detroit, disk jockey known as Jack the Bellboy, has begun ringing some bells with an ancient Jesse Crawford organ waxing of a tune called Ting-a-Ling in the past couple of weeks and paved the way for Mills Music to ring up more coin as a result.

The McKenzie plugs of the Crawford waxing have caused some stir on the old waltz in the Detroit area and have provoked the waxing of new readings of the tune, with Blue Barron already having it in the bin at MGM Records. The tune is published by the Mills firm.

### **Mercury Cuts 'South Pacific'**

NEW YORK, April 9 .- Mercury Records is preparing to issue an album containing the songs from the score of the smash musical South Pacific. The Mercury album, which is being rushed to hit the market within a couple of weeks, will feature production, sales of cathode ray tubes Rainbow fame), John Laurenz, Patti last year increased more than 361 Page and Kitty Kallen. This packper cent in number of units and more age should hit prior to the issuance than 142 per cent in value compared of Columbia Records' planned origiwith 1947 sales, the Radio Manufac- nal cast waxing of the score, which turers' Association (RMA) announced will go into the recording studios in the next couple of weeks.

Capitol Records also has been resets valued at \$31,985,461 compared ported as readying a South Pacific with the 1947 total of 274,008 tubes package, with some of the label's own talent spotted.



Polka with Vocal Chorus

and

### MARIECHEN WALTZ

(Theme Song) Instrumental Waltz

"Whoopee JOHN" WILFAHRT and His Orchestra



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## ASCAP Scribes **Reshuffle Set**

(Continued from page 25) osers by subjecting them to a strict erformance criterion.

The plan has other features, but letailed description of the revision Department has seen it.

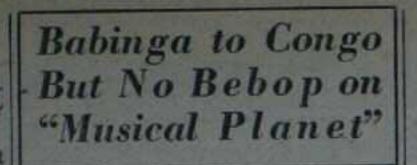
two features-performance credits olus promotion and demotion accordng to average earnings-that the reclassification board hopes to reach a based ultimately on performances. The government and many members would like to see the performance standard emerge as the sole criterion or writers, but to institute such system at once would cause heroic dislocations in the structure. A string of hits can, under the new system, ease a young talent from the bottom of the ladder to the top in a continuous progression, because his performances will increase his average earnings, and the rising averages will boost him into continuously higher brackets.

The converse will be true, with unproductive writers moving down by stages on the basis of no-performances and decreasing average earnings. The plan, however, safeguards sudden plummets by the old-time toppers, with a system of checks which will cushion and decelerate downgrading.

In a period of years, in theory, at under the new plan.

#### Pubbers' Pay-Off

As to the pubbers' pay-off, Uncle Sam is said to be not quite as criti- The disks formerly maintained a cal-but critical nevertheless. With 55 per cent of the pubbers' share based on performances, a large slice of equity is guaranteed. The remaining 45 per cent is based on the less lar exclusive outlets in each city, atisfactory (to the government and billed at the regular price, with the independent ASCAP pubber members) standards of "availability" and "seniority." Since availability ratings determine the weight of publishers' votes, the government is said to be interested in the way a knot of movie-affiliated publishers has been able to perpetuate its domination of the Society by voting itself juicy availabilities so that it can vote itself back into office so that it can vote itself juicy availabilities, and so on, ad infinitum. This so-called self perpetuation arrangement is said to be the despair of those vigorous, active young indie pubbers who are turning out a considerable portion of the hit songs today, but who feel they are not being paid in proportion. The government is understood to be examining this modus operandi to see whether it is consistent with the promises ASCAP made in signing the consent degree.



CHICAGO, March 9 .- One of the hese three are paramount. A more most unusual platter shows ever presented got its start here Friday (B) will be revealed after the Justice over WMOR, local FM outlet, when Dr. Richard Waterman, professor of It is by a combination of the first anthropology at Northwestern U, did his first This Musical Planet show.

Waterman, a collector of foreign folk records and possessor of countless lengths of recorded tape made system of bracketing that will be during his scientific expeditions, provided an unusual hour show, with records that included folk music of the Babinga pygmies of Central. Africa, the masked and unmasked pascola of the Yaoui Indians of Pueblo, Mex.; You Are My Sunshine and Clementine, as sung by Micronesian natives; selections from the Chinese opera, Cuin-Hu Tests His Wije; a modern Chinese bolero, an East Indian version of Red Wing, drum music from the Watusi giants in the Belgian Congo, and West African Yoruba music, reminiscent of Cuban rhythms.

The professor as yet has not organized an expedition into the strange bebop country.

## **Now Spotlites** Can Go at 37c

NEW YORK, April 9 .-- By means least, all talent has to find its level of a special advertising-promotional allowance, Spotlite Records may now be retailed for as low as 37 cents, tax included, according to the diskery's general manager, Frank Marks. minimum price of 44 cents, tax included.

According to the diskery's plan, releases will be shipped to the regucredit rebates granted monthly on receipt of proof that ads have been run by the account. Marks emphasized that dealers do not have to cut price unless they want to-that in many cities dealers can now make more than the usual 40 per cen profit. It is expected that most outlets will advertise the disks at 39 cents, tax included. This move by Spotlite follows last week's price reduction on Eli Oberstein's Varsity platters. These disks were cut from 44 to 39 cents.

## **Misses Stafford**, Lee Set Tours

NEW YORK, April 9 .- Peggy Lee and Jo Stafford, Capitol Records stars and both under management pacts with General Artists Corporation (GAC), will embark on thester tours thru the summer months. Both chirps also are regulars on the Chesterfield Supper Club airer.

Thrush Lee, who will work with Prescott Gives Pope hubby Dave Barbour, begins her the Chicago Theater, Chicago, and is set for a New York Paramount or the Lee-Barbour package.

Chicago Theater. She plans to make appearances at a number of veterans' hospitals. Miss Stafford also made a similar tour last summer.

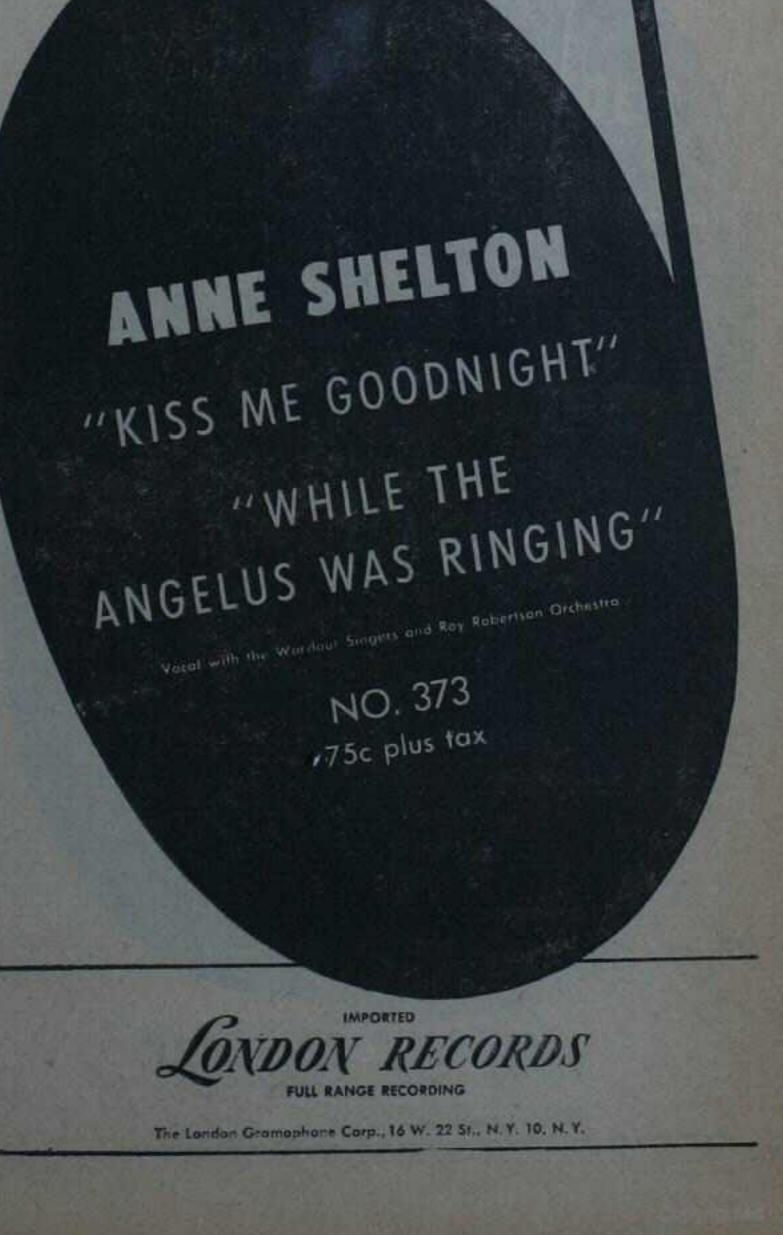
### Merc Stresses LP Longhair

NEW YORK, April 9 .- Mercury Records' Veepee John Hammond this week stated that the diskery was placing full concentration on the production and sales of its LP classical line. He pointed out that the firm hereafter would press its classics on shellac only to fill orders.

Hammond also said that Mercury would stick to its current 75 cents plus tax price line on its pop disks. The company this week sent out letters to its distribs, customers and operators explaining that no change in price was expected in the next 90 days.

## tour June 24 with a one-weeker at Tolerance Job Award

NEW YORK, April 9.-J. Parker date with Jimmy Dorsey's ork, be- Prescott, head of the Exclusive Recginning either July 6 or 13. Miss ords office here, yesterday (8) pre-Lee also is set for a one-week show- sented a plaque to Fortune Pope, gening at the Steel Pier in Atlantic City, eral manager of WHOM, for foster-She made a similar tour last summer ing inter-racial and anti-discriminaund earned between \$3,500 and \$5,000 tion activities. The presentation, which took place at WHOM's studios, Miss Stafford kicks off her tour was made in behalf of the Exclusive July 8 with a two-weeker at the diskery in recognition of the Willie Bryant-Ray Carroll disk jockey show. Among the speakers was Elmer Carter, of the New York State Commission Against Discrimination.





## Music-As Written

#### New York:

General Artists Corporation (GAC) inked singer Dennis Day to a part for setting his personal appearance dates only. . . . Mercury Records la week renewed the recording pact of the Cootie Williams ork. . . . Johnn Long's ork set for a four-weeker at the new Shamrock Hotel, Houston, be ginning May 24. ... Vic Damone unveiled a new nose last week. ... Jea and Joe Wolfson (he's the William Morris Agency percenter) are prou parents of a girl, Sue Ellen.

When the Royal Roost switches its policy from bop to a Cotton Club styled revue April 21, the featured artists will include Nellie Lutches Stump and Stumpy, Sabby Lewis's ork and a rumba crew, plus a line of girls and a couple other acts. . . . Gene Williams's new ork is skedded for two weeks at the Glen Echo Park in Maryland, beginning May 14. . . Thrush Fran Warren opens a date at the Philly Latin Casino April 26. Frankie Laine returns to the Hotel Ambassador's Cocoanut Grove in Lo Angeles, April 26, for four weeks. King Cole and His Trio is skedde as the headliner of the second Bop City nitery show, beginning May 5. Dizzy Gillespie's ork is booked into Chi's Blue Note nitery for three weeks beginning May 2.

Ben Ventura, bary-playing brother of Charlie Ventura, formed hi own crew and will record for Manor Records. . . . Jimmy Dorsey, hospital ized for 10 days, returned to the bandstand at the Hotel Statler's Cafe Rouge last week to round out a four-week date there. . . . Lionel Hampion's crew is due into the Strand Theater here April 15. ... Universal Attractions inked warbler Herb Lance to a management pact.

Attorney Francis J. Purcell has left the firm of Tucker & Shea to form his own firm of Murphy, Strasburger & Purcell. . . . George Shearing's Quintet opens at Cafe Society Downtown, April 19. . . . Deejay promotion flack Jerry Simon has added Horace Heidt's Magnolia label and Esy Morales's Magic line to his stable. . . . Contact man Tommy Tempesta has switched from London Music to Feist. . . . Dick Nash, formerly with Sam Donahue, has joined Glen Gray as lead trombone. . . . Vaughn Monroe picked up a \$1,000 savings bond in first prize money for his entry, "Men of the Army," in the army's first song contest.

Nat (King) Cole and his trio will work one-nighters on a coast-to-coast itinerary which will take the group from May 26 thru July 10. . . . Trumpeter Ray Wetzel and chirp Trudy Richards joined the Charlie Barnet band; bop tenorist Dick Hafer also came into the band to replace Dave Mathews, who remains to clef for Barnet. . . . Stan Kenton returned to the United States after an extended South American vacation. . . . Charlie Ventura's bop crew is skedded for two weeks at Ciro's in San Francisco, beginning April 20. . . . Vaughan H. Harris has purchased the interest of Howard A. Wasden in the Harris-Wasden Music Hall in Las Vegas. ... Spike Jones is slated for a one-nighter at the State Armory, Schenectady, Wednesday (13), to be followed by Johnny Long April 21.

## JOY NICHOLS "GREAT GUNS" Joy Nichals with the Keynotes and Nat Temple Orch

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## HARRY GOLD

"AN EIGHT PIECE BAND ON A NINE DAY CRUISE" "DID YOU EVER TRY FRYIN' SNOWBALLS"

Horry Gold and his Pieces of Eight

NO. 402 75c plus tax



The London Gramaphone Carp., 16 W. 22 St., N.Y. 10, N.Y.

Decca Records held its annual meeting of stockholders Tuesday (12) here. . . . Signature Records last week inked the De Marco Sisters to a waxing pact. . . . Sam Donahue's ork opens the dance season for Palisades Park here next week. . . . Red Ingle's zany crew is being submitted for a series of concert dates. . . . General Artists Corporation is submitting Buddy Baer, the former heavyweight boxer, for dates as a warbler. . . Frankie Carle's ork heads the first vaude bill due at the RKO Palace Theater in Rochester, N. Y., for the week beginning June 15.

#### **Philadelphia:**

Buddy Williams has registered the name of his band and music slogan, also getting legal protection for entertainment features with the band. As a result, he holds full legal rights to the titles of "Buddy Williams Music (Music for Millions)," "Hi-Life Harry and Lo-Life Larry," and the "Philharmanacs (Comedy a-la-King)" . . . Josephla Monaca is dropping out as maestro of the 18-piece Ocean City (N. J.) Municipal Orchestra, with Vic Marrandino, of Atlantic City, getting the call to lead the resort-sponsored band. . . . James G. Thompson Jr., placed his "Do You Remember?" with the Stasny Music Company. . . . Lou Schrader, vet Earle Theater leader, is giving up his maestro post for health reasons, with Frankie Juele, former leader for Meyer Davis units, taking over the pit chores. . . . Songbird Fran Warren will make her first major bow as a nitery single at the Latin Casino here April 27. . . . George Chipps will convert his Embassy Ball-room, across the river in Camden, N. J., into a nitery. . . . Bob Horn, WPEN deejay, latest spinner to get a video assignment, is being assigned to the "Laugh, Grin and Giggle" show on WCAU-TV.

#### London:

Bert Ambrose left the exclusive Nightingale Club April 4. Reports are that he will go to either the Dorchester Hotel or Cafe de Paris. At the Nightingale he is replaced by Miff Ferrie and his 12-piece ork, with chirp Kay Harding. Almost every band in London auditioned for the job. .... Nat Allen returned to Ciro's April 11 from the Club Des Champs Elysees, where he was appearing in place of Bernard Hilda. The latter is finishing up at Ciro's. Allen will play a short season prior to the return of Maurice Winnick.

## "More British!"

LONDON, April 9 .- The Dance Chief instigator of the move was Band Directors' Association (DBDA), Lew Stone, DBDA president, who at a meeting held Friday (8), decided has been conducting the American to appeal to the British Broadcasting musical, Annie Get Your Gun since Corporation (BBC) for more British its opening here three years ago. tunes on the air. One point the The move has caused much talk association failed to realize was that in England and several band leaders the remedy lies in its own hands, are in complete disagreement. It 'The Musical Publishers' Association is felt that a 50-50 basis would be sends out a list of about 200 current fair and that the move for a greater longs each month. Each publisher majority of British is out of all pros allowed only four titles on this portion.

list, and the April list has 57 British pop tunes on it. Allowing three minutes playing time and no announcements, a band leader could Cry Is Sour play for two hours and 51 minutes non-stop and all British.

## **Constant** Disk **Bally Is Needed**

(Continued from page 26) 20,000 dealers thruout the country, about 2,000 "aggressive" dealers do as much business as the remaining 18,600. Or, 10 per cent of the dealers do 50 per cent of the business. According to the company making the survey, this accounts for the average dealer's complaint that business is group of alert dealers who claim business is good. The number of record dealers now is double the prewar figure,

#### Disk Sales

The year 1946 was apparently the Taft-Hartley Act. banner year for record sales, with an estimated 270,000,000 sold. In 1947 this figure dropped to an estimated 250,000,000, and in 1948 the figure was an estimated 225,000,000. What will happen in 1949 is problematical, depending on how the public takes to the new technological developments in recordings, the development of lower-priced players and the promotional and selling job done by manfacturers, distributors and dealers.

#### **Need Continuous Promotion**

The job of the future for the entire as a musician. industry is one of continuous promotion of recordings, it is indicated in here from Chicago last September. the survey. Continuous promotion, He presented his Chicago musicians' particularly along the lines of broad- union card and asked for admission ening the buying base (currently the to the Philadelphia union. This was upper half of the income bracket buys refused, he charged, on the ground two-thirds of all records), and along that all opportunities for hiring a the lines of maintaining the buyer's local tuba player had not been exinitial interest in recordings. latter, of course, has reference to the fact that only 15 per cent of phono owners buy records all year-round. The survey also indicates that more intensive promotion must be given

### **Tuba Man Blows** Top on Philly's Ork and Union

PHILADELPHIA, April 9. - The long-standing feud between the Philadelphia Orchestra and Local 77, American Federation of Musicians (AFM), over a tuba player had been arbitrated to the satisfaction of all concerned-except the tuba player. bad, and also accounts for the small As a consequence, compah-virtuoso Clarence O. Karella, central figure in the controversy, blew a sour note into the settlement this week by charging both the orchestra and local with unfair labor pratices under the

> Karella filed his charges with the National Labor Relations Board (NLRB), An NLRB spokesman said that they would be investigated and a hearing would be held later if warranted. Thru his attorney, J. Raymond Kremer, Karella charged that he is the innocent victim of a fight between the symphony and the local union over control of the hiring of musicians and that a settlement of that dispute, reached by arbitration, violated his rights under the Taft-Hartley Act and prejudiced his career

Karella, a disabled veteran, came This hausted.

He said the orchestra threatened to strike in January if he played, but reneged on the threat at the last minute. On February 21, he said, the union served an ultimatum that if the classical category so as to keep Karella were not dismissed by March 7, members of the symphony would not play. The threatened strike was averted when the issue was sub-The survey shows that the record mitted to arbitration. The arbiters



constant track of the 2 per cent who buy 75 per cent of these disks. Ditto the kid, race and hillbilly fields.

business is now getting back to the ruled that Karella remain with the seasonal pattern which was evident orchestra until April 23 and then be in prewar days. In the peak year of replaced by another tuba player who 1946, the seasonal pattern was not was a member of Local 77 here. evident, except for the buying splurge at Christmas. The highs and lows are back now, however. For instance, in the last four months of 1948, about 45 per cent of the year's business was done. About 25 per cent of the year's business was done in the first quarter of the year. The slump, of course, is heaviest in summer, with July usually the lowest month.

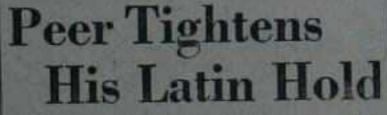
To return to the non-seasonal selling pattern, according to indications inventory and promotion.

## **Joyce Adds Slim To Victor Folks**

signing a booking exclusive on Mon- log includes words by Villa-Lobos, tana Slim, Western singing star linked Ponce, Ginastera, Fernandez, Revuelwith the Victor Record label and the tas and others. Columbia Broadcasting System (CBS), the Jolly Joyce Theatrical Agency has the bulk of the Victor Kelton Plans Records folk artists for personal appearance at parks, fairs and auditoriums. In addition to Montana Slim, the Joyce agency already has the booking exclusive on Elton Britt, Texas Jim Robertson, Jesse Rogers closing this week of the New York and the Sleepy Hollow Gang.

agency is also cashing in on the top process of setting up his own pubbery. the-range recording artists booked by the Joyce agency for the coming park activity and fair season are Capitol's Jimmy M-G-M's Jack Day.

Karella complained that the arbitration award was in reality a ruling. in support of a closed shop and hence a violation of the Taft-Hartley Act.



NEW YORK, April 9. - Ralph in the survey, will necessitate close Peer's Southern Music Pubbery has attention to merchandising, ordering, taken a new step to strengthen its Latin-American music empire, signing a pact to represent Editorial Co-Operativa Interamericana de Compositores, of Uruguay, thruout the world.

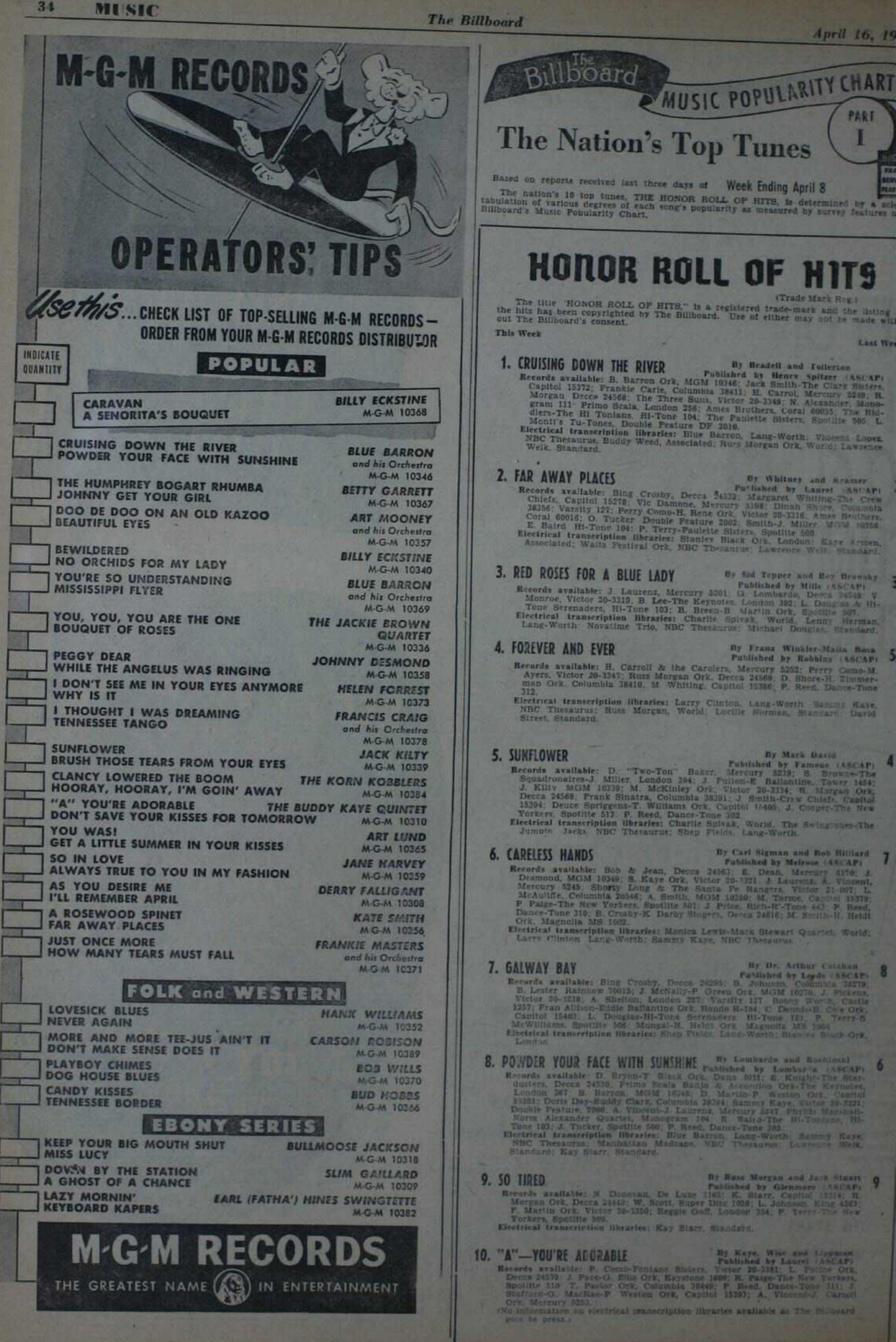
This Latin composers' co-op, with headquarters in Mcntevideo, was found by Dr. Francisco Curt Lange, PHILADELPHIA, April 9. - In foremost L-A musicologist. Its cata-

## **Own** Pubberv

NEW YORK, April 9 .- With the office of Freddie Martin's Fremart & While the Victor label artists domi- Martin Music firm, former profesnate the booking sheet, the Joyce sional manager Frank Kelton is in tolk artists lined with the other re- The firm's contact man. Irwin Timcord labels. Among the home-on- berg, has joined his father, Herman Timberg, in personal management

Martin is keeping the space to use Wa'cely, King's Hawkshaw Hawkins as offices when he is in the city. The and Grandpa Jones, Decca's Dick Fremart & Martin Music firm con-Thomas, Mercury's Eddie Dean, and tinues with Hollywood offices under Dick Arnold.

The London Gromophone Corp., 16 W. 22 St., N.Y. 10, N.Y.



Just out! Tex was never better!

# BET ON HESE TO CLIMB,

MIDNIGHT SERENADE AND RCA VICIOR 20-3395

- los Beneke

MISSISSIPPI FLYER AND RCA VICTOR 20-3340

OL R

A terrific pair of sure-fire folk tunes!

THE CERTAIN SEVEN (Best-sellers that no dealer can afford to miss) Vaughn Monroe 20-8319 Red Roses for a Blue Lady 20-3347 Forever and Ever 20-3321 Careless Hands 20-3316 Fat Away Places 21-0002 Don't Rob Another Man's Castle 20-2305 Bouquet of Roses 11-8851 Clair de Lune

Perty Como Sammy Kaye Perry Como Eddy Arnold Eddy Arnold

LOUIS PRIMA

EVE YOUNG

DENNIS DAY

ALFRED DRAKE

ERSKINE HAWKINS

VAUGHN MONROE

20-3410

20-3411

20-3412

20 3413

20-3408

20-3416

## Jose Iturbi

## AND RCA VICTOR 21-0030

SLEEPY HOLLOW RANCH GANG

21-0036

21-0037

PEE WEE KING

SS IN IEVAS

THIS WEEK'S RELEASE

#### POPULAR

r's A Cruel, Cruel World All Right, Louie, Drop The Gun

liders In The Sky **Bingle Saddle** 

Cabaret s Me

Because You Love "e Galway Bay

Wish Somebody Cored Enough To Cry Baas Hop

Molaguena In The Spring Of The Year

> THE STARS WHO MAKE THE HITS

#### POP-SPECIALTY

MAIN STREET STRING BAND When You Wore A Tulip 20-3415 Keep A Twinkle In Your Eye

#### FOLK

Till The End Of The World Three Wishes

Alabama Moon Tennessee Tears

I'm Casting My Lasso Towards The Sky SLIM WHITMAN I'll Do As Much For You Someday 21-0038

BLUES

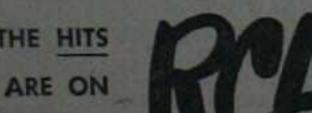
Kind Hearted Women Cutting Out On Me

MILDRED WHITE 22-0015

#### NEW THREE SUNS "SERENADE" ALBUM! P-241

The Donkey Serenade Serenade	20-3363
Penthouse Serenade Frasquita Serenade	20-3364
Serenade (from "The Student Prince") Serenade In The Night	20-3365

Dealers | Are you ringing up those extra profits with RCA Victor's new Multi Play Mendle? Courter displays, Co-op Mote, and national advertising add up to easy sales.



RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



#### Billboard MUSIC POPULARITY CHARTS MUSIC POPULARITY CHARTS PART II II Based on reports received tast three days of Week Ending April 8

### **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) ind cutes tune is in a film: M) indicates tune is in legit musical; (R) indicates tune is available on records.

#### POSITION Weeks Last | This todate Week Week

10	1	1.	CRUISING DOWN THE RIVER (R)
17	2	2,	FAR AWAY PLACES (B)
16	5	а.	FAR AWAY PLACES (R)
11	4	4.	GALWAY BAY (R)Laurel
6	3	5.	RED ROSES FOR A BLUE LADY (R)
8	7	6.	SUNFLOWER (R)
14		7.	FOREVER AND EVER (R)
4	10	8.	"A" YOU'RE ADORARIE (P)
8	8	9.	"A" YOU'RE ADORABLE (R)
3	1 9	10.	CARELESS HANDS (R)
1	-	10.	AGAIN (F) (R)
2	15	12,	I DON'T SEE ME IN YOUR EYES ANYMORE (R)
2	-	13.	SOMEONE LIKE YOU (F) (R)
3	11	14.	I'VE GOT MY LOVE TO KEEP ME WARM (R)
1	-	15.	IT'S A BIG WIDE WONDERFUL WORLD (R)

#### 

Vocal by Johnston and Deon with the One Nighters

NO. 420 75c plus tax

## DICK JAMES "WHO DO YOU KNOW IN HEAVEN?"

Vocal by Dick James and the Stopletones

NO. 399 75c plus tax

## TED HEATH "TEQUILA"

Vocals by Jack Parnell and Quarter with Ted Heath and His Music

NO. 416 75c plus tax



in Landari Grimminhanin Const. TK'w. 22 St. TC F. 10, N.Y.

			HEART OF LOCH LOMOND. Unit
17		4.	CUCKOO WALTZ
	7	e.	POWDER YOUR FACE WITH SUNSHINE Chappell Lumbards
- 7	5	7.	ON THE FIVE FORTY FIVE. Strauss Miller Shapira-
14	3	8.	ON A SLOW BOAT TO CHINA
28	8	9.	WHEN YOU'RE IN LOVE Bradbury Wood Chappell
27	9	10.	BUTTONS AND BOWS Victoria
3	15	11.	PUT 'EM IN A BOX. TIE 'EM WITH A RIBBON Connelly
-3	9	12,	CRYSTAL GAZER Danh Leeds
. 8	11	13.	IT'S MAGIC Campbell-Connelly Witmark
2	19	14.	MOTHER'S DAY Billy Reid
1	-	15.	
6	.12	16.	FOR YOU
1	-	17,	HOW CAN YOU BUY KIL- LARNEY Peter Maurice
1.0	16	18.	PERHAPS, PERHAPS, PERHAPS
2	16	19.	LILLETTE
1	-		YOU WAS Cinephonic Crystal
			not available as The Billboard such to acces

### CANADA'S TOP TUNES

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

	081110	)N.	
	West	West	
9	1	Sec.	CRUISING DOWN THE RIVER
15	3	2	FAR AWAY PLACES
21	2	3.	GALWAY BAY
13	5	4.	POWDER YOUR FACE WITH SUNSHINE
	7	5.	RED ROSES FOR A BLUE LADY
3	4	4.	SUNFLOWER
4.	.9	7.	I LOVE YOU SO MUCH IT HURTS
8		7.	I'VE GOT MY LOVE TO KEEP ME WARM
3	32	1	FOREVER AND EVER
12	-	10.	BRUSH THOSE TEARS FROM YOUR EYES
10	4	11.	LAVENDER BLUE
2	12	12.	CARELESS HANDS
1	- 1	12.	"A" YOU'RE ADORABLE
1	-	24.	FOR YOU
3	11	14.	SO IN LOVE
1	-	14.	YOU, YOU, YOU ARE THE ONE

10

TIC.



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 broout the country Univers snown in this chart, other available records of tunes inted have will be found in the Honor Rail of Hits, Music Popularity Chart, Part 1 Pi indicates tune in team a film, indicates tune is from a legit musical.

	151111		
sterner	West	VC HOL	sac Bo
	1		CRUISING DOWN THE Blue Barron Ork. MGM 10346-ASCAP
7	2	2.	CARELESS HANDS M. Torme-S Barke Ork. Capitol 15379-ASCAP
8	6	3.	RED ROSES FOR A BLUE V Monroe Victor 20-3319-ASCAP
11	4	4.	SO TIPED R Morgan Decca 24521-ASUAT
8	3	5.	CRUISING DOWN THE J Smith-The Clark Sistera-F. De- RIVER Vol Ork Capitol 15372-ASCAF
7		6.	CRUISING DOWN THE R. Morgan Ork. Decca 21565-ASCAP
20			FAR AWAY PLACES M. Whiting and the Crew Chiefs
5	10	8.	CRUISING DOWN THE F Carle Ork-M. Hughes
16		9.	
			Raind-The Hi-Tonians, Hi-Tone 1011
11	. 7	10.	50 TIRED
	14	11.	FOREVER AND EVER P Como-M. Ayers
8	17	12.	CARELESS HANDS S Kave Ork
			(Contanued on page 142)

### SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to in formation supplied by the Richard Himber (RH) logging system. Numerical point total are computed as follows 1 point per sustaining instrumental; 2 points per sustaining vocal; 1 points for commercial instrumental; 4 noints per commercial vocal Thus, commercial vocal carried in New York. Chicago and California would receive 12 points, etc.

Week of April 1-7

# MANTOVANI "DREAM OF OLWEN"

		Add													
Songe	Pon	He 2 51.9	V		Ev H	51 5	V I	b) 51 (	He	ard St 1	SVO	112	50	IT I	Tot
A Chapter in My Life Called	Shaplro- Bernutein	3	10	0	1	3	7	1	2	8	1	D	1		65
A Little Bird Told Me	Bourne	0	3	0	2	1	7	1	4	4	0		1	10	64
Again (Road Houte)	Robbins	3	11	0	4	0	5	0	3	.6	9	0	2		95
Always True to You in My Fashion (Kiss Me, Kate)	T. B. Harma	?	3	0	3	2	7	-	3	3	2	0	3		73
B All-Ha'l (South Pacific)	Williamton	7	1	1	4	1	1	1	3	2	3	0	3	2	75
Careless Hands	Matrote	0	5	0	3	0	7	0	4	1	2	0	4	10	83
Cruisins Down the River	Spitzer	2	3	0	11	0	0	0	10	2	6	0	9	5	147
Down by the Station	American	1	2	0	4	3		0	14	2	3	0	5	10	91
Dreamar With a Panny (All for	Simon	6		0	3	0	1	0	- 6	7	4	0	5	2	10

### SONGS WITH GREATEST RADIO

#### (Beginning Friday, April 1, 8 a.m., and ending Friday, April 8, 8 a.m.)

There 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 Audienc-Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting S rules in New York, Radio Checking Service in Chicago. Ratio Checking Service in Tos Angeles. Littled are the top 30 imore in the case of thes innes alphabetically. The music checked is proponderatily (over 60 per cent) alive if 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 locensing agency controlling performance rights on the tune is indicated. The feature is copyrighted 1917 of the office of Research, Inc., 3470 Broadway New York 31. S. Y. No reference may be made to any of this material except in irade papers' no other use is permitted, au radio broadcasts utilizing this information may be aired infringements will be prosecuted

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

"A" You're Adorable (R)
Again (F) (R)
Always True to You in My Fashion (M) (R)
But Mail Links (D)
Ball Ha' I (M) (R)
Busy Daing Nothing 1R1 ASCAP
Careless Hands (R) Aleirose-ASCAP
Cora Roca (R)
Coca Rora (R) United-ASCAP Cruising Down the River (R)
Deep he the Station (P)
Down by the Station (R) American Academy-ASCAP Dreamer Wills a Penny (M) (R). George Simon-ASCAP
Dreamer Walls a Penny IMI IRI.
Everywhere You Go (R)
Far Away Places (RIASCAP
Forever and Ever (R)
Galway Bay (R)
Great Guns
The second
I Couldn't Stay Away From You (R)
I'm Beginning to Miss You iBi
I've Got My Love to Keep Me Warn 121Berlin-ASCAP
I'm Beginning to Miss You (R) I've Got My Love to Keep Me Warm (11)
Mississippi Flyer (R)
Once in Love Wilh Amy (M) (R)
Build and the work of the second seco
Powder Your Face With Subshine (R) Lombardo-ASCAP
Red Roses for a Blue Lady (Rt
Sa in Love (M) (R)
Some Enchanted Evening (M) (R) Chappell-ASCAP
Someone Like You (R)

(Continued on page 41)

The Original Recording in America Mantovani and his Concert Orchestra

> B-12006 \$1.50 plus tax

# MANTOVANI "THE WINDSOR MELODY" "POEM TO THE MOON"

Mantovani and his Concert Orchestra

B-12014 \$1.50 plus tax

### DICK JAMES "I'M WEARING LAST NIGHT'S SMILE TONIGHT"

Dick James with Cyril Stapleton Orchestra and The Stapletones

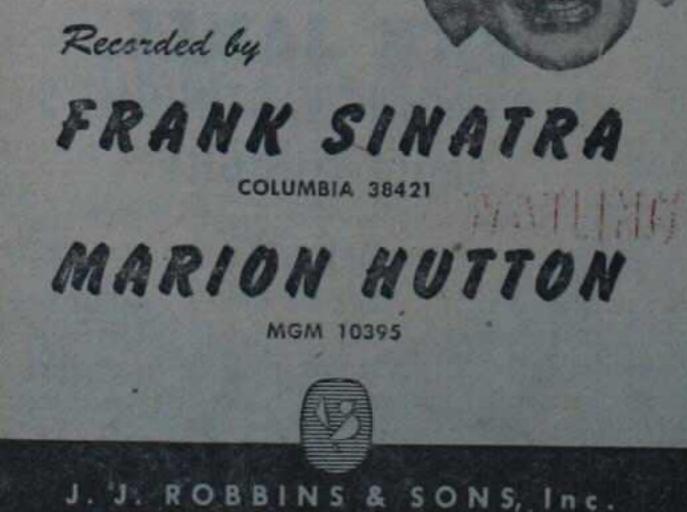
NO. 391 75c plus tax







Words by WALTER BISHOP Music by JULE STYNE



201 WEST 52nd STREET NEW YORK 19

	1. J. J		Canadiana Decca 24614; Patay Montana & D. Denny-Th
nde ad a	ihe n uns	headi	ING: in utilizing these charts for buying purposes readers of time a reader has been on the chart, and whether a record's used or decreased This information is shown in the left-hand col- nes: "Weeks to Date" "Last Week" and "This Week." If a record's post run, p. if its current position "this week" versus "last we rop, readers should buy with caution.
8	10	14.	Buckerpos, Victor 30-00101 RED ROSES FOR A BLUE LADY
3	10	15.	LADY Everywhere You Go CARELESS HANDS Always True to You in My Fashion
5	22	10.	BLUE SKIRT WALTZF. Yankovic and His Yanks-T Charlie Was a Boxer Marlin Sisters
	1.3		1H. Harding, Grand G-23013; H Carroll & Carniers, Mercury 5252, Li Duchow Red Raven Ork, Victor 10-1136 Sora o Habar Polks Ork, Derca 45068; V Zembrusky, Continental C-1260; Harminy Bells Ork-J, Conway & The Wayfarers Clans 2042;
6	13	17.	WITH SUNSHINE
4	14	18.	Missouri Walts
1	1	19.	AGAIN I Love You So Much It Hurts (V. Lynn, London 310; M. Torme, P. Bussis Ors. Sector 1200
5	15	20.	SUNFLOWER
	20	21.	Tell Me the Truth CRUISING DOWN THE RIVER Crea Raca
•	29	22.	Core Roca SO IN LOVE Always True to You in My Fashion
	1	23.	LADY OF SPAIN R. Noble Ork. For Got My Love to Keep Victor 20-3302-ASC Me Warm (M Hurth-J Given, Deces 25420; Philharmonics Trie, Capitol

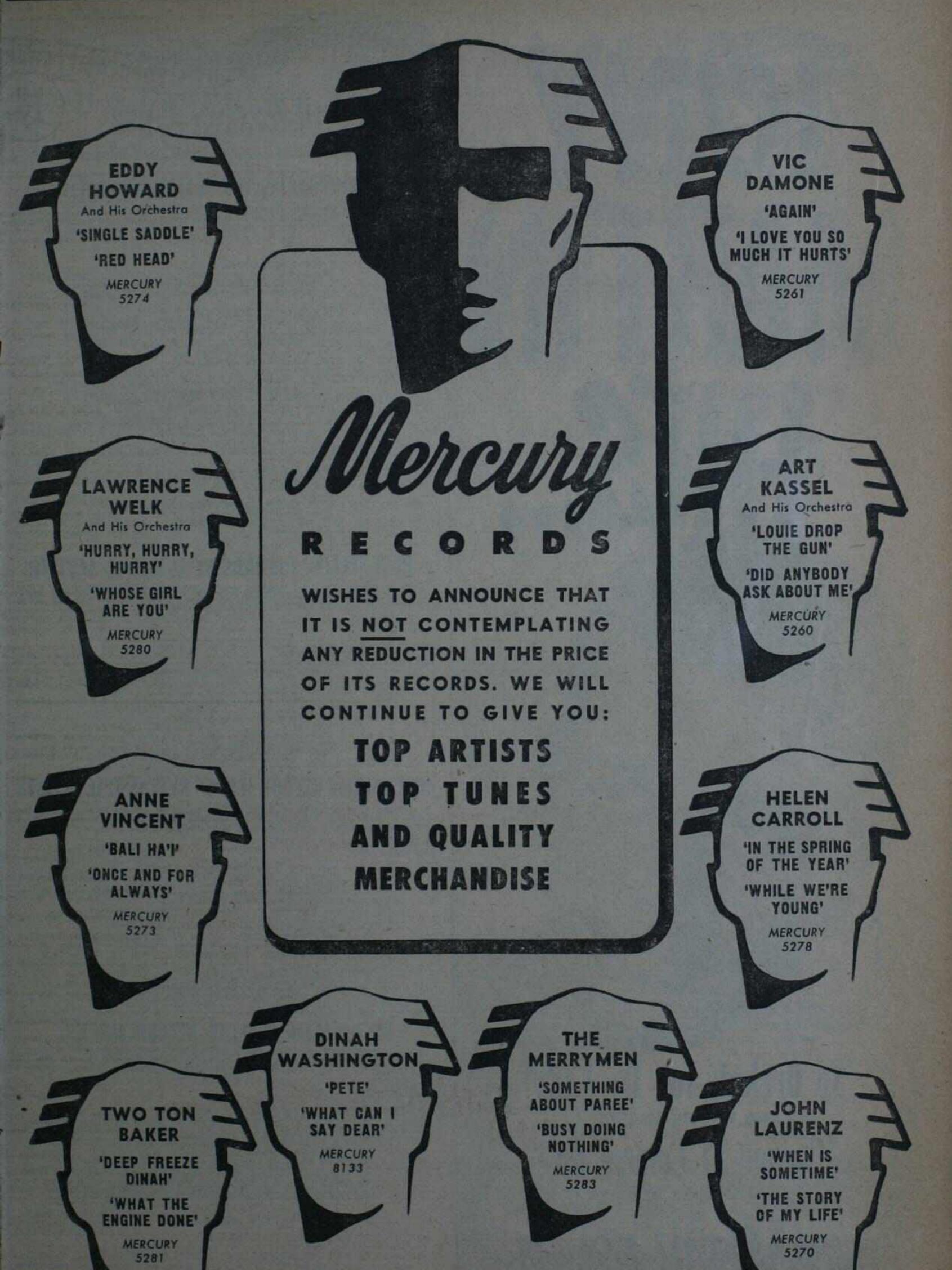
AGAIN Blue Moon

YA WANNA BUY A BUNNY? Knuch, Knuch I DON'T SEE ME IN YOUR EYES ANYMORE. Recume You Look Me HI. Forrest MOM 10152; V. Lynn-S. Browne-B. Farmon Ork, London 401 F. Como-M. Ayers Ork, Victor 20-2247-YOU YOU, YOU ARE THE ONE B. Margan Oct. David 74560. Bu

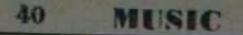
ONE ----R. Margan Ork Diccs 24569-B

ONE Forever and Ever id. Erger & Esger Beavers E. Munette Ork, Grand G-25010; Ames Hron. Coral 60015; H. Rene Munette Ork, Standard T-142; D. James-H. Smart, London 391; Jackie Brown Quartet, MGM 16036 M. Law-B. Martin Ork Spotlite 311; Three Suns, Victor 20 3322; K. Griffin, Honde R-1860 28. BLUE MOON Amon Mel Torme-P. Rugolo Ork. Amon Mel 15428-ASt

IP. Cavanauch Trip, Signature 15180; B. Ecksline, Mona 16311







The Billboard

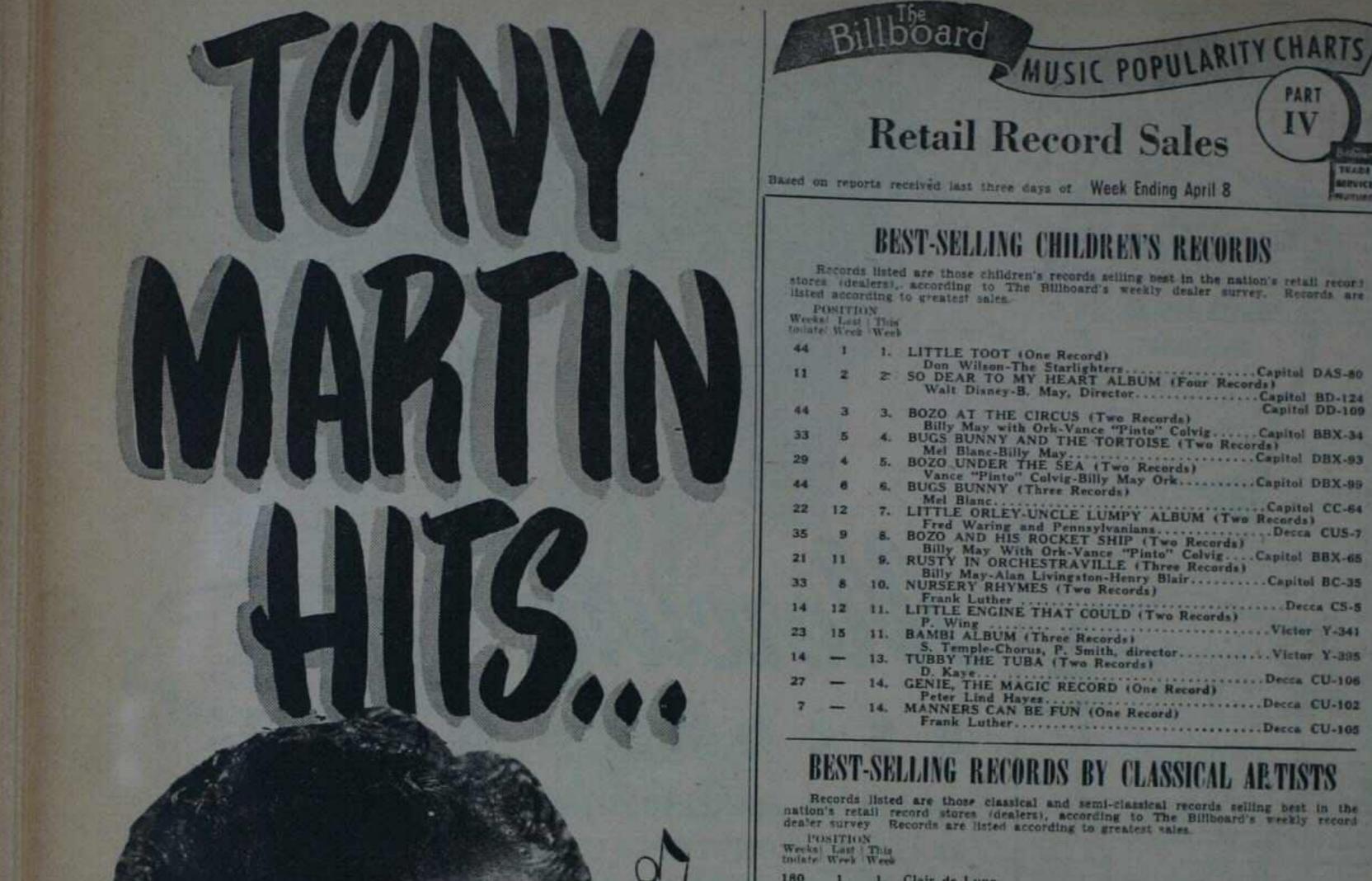
PART

IV

Capitol DD-109

112211

MERVICE



100	1000	1. 1. 4. 4.	Clair de Lune
123	2	2.	Jose Iturbi
			Boston Pops, Arthur Fiedler, conductor: Leo Litwin
171	3	2.	
1	-	4.	Chopin's Polonaise Jose Iturbi
13	14	5.	Bidu Sayan
			Marian Anderson,
	-	5.	Tales of Vienna Woods Stokowski, director Philadelphia Ork
			Of A Contraction of A Contract of A Contract of A Delas

### BASY ESTELLANCE REMOTED ADBUMS BY CLA

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

POSITION Weeks Last | This todate Week | Week

0

"No Orchids for My Lady" RCA VICTOR 20-3376

"Comme Ci Comme Ca"

RCA VICTOR 20-3367

RCA VIETOR Records

3

	1000000	10.000	the second se
17	3	1.	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator
1	-	.2.	Scheherazade (Five Records)
1	-	2.	Philadelphia Symphony, Eugene OrmandyColumbia MM-772 Treasury of Grand Opera (Four Records) G. Swarthout, L. Albanese, J. Melton and Others
1	-	2,	Music To Remember (Two Records) Jose Iturbi
1	-	5	Beethoven: Violin Concerto (Five Records) J. Heifetz-NBC Symphony Ork, Toscanini, director
1	-	8.	Nuteracker Suite (Three Records) A. Rodzinski-New York Symphony
21	-	<b>5</b> .	Chopin's Favorites (Three Records) First Piano Quartet

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

POSITION. Works Last | This todate Work Week

1	4	1.	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J.
	z	2.	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyzon-J. Garland-A.
1	Э	3.	Sothern-L. Hayton Ork. STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy
6	6	4,	SUPPER CLUB FAVORITES (Three Records) P. Comp.R. Case-The Satisfiers-L. Shaffer Ork Victor P-237
	1	5.	JAZZ AT PHILHARMONIC, VOL. IX (Three Records) I. Jacquet-J Jones-F. Phillips-H. Jones-H. McGhee-R. Brown- B. Hayes
	4	6.	ROSES IN RHYTHM (Four Records) F. Carle
	7	7.	TO MOTHER (Three Records) E. Arnold
		8.	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork. Victor P-234
	10	9.	SEQUENCE IN JAZZ (Three Records) W. Herman
		10.	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow



### THE JIKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's luce voxes List is based on The Billocard's werk's survey among 3,558 operators in all sections of the country Liste under the time 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 nore will be found in the Honor Roll of Hits, Music Popularity Ethars PLAT

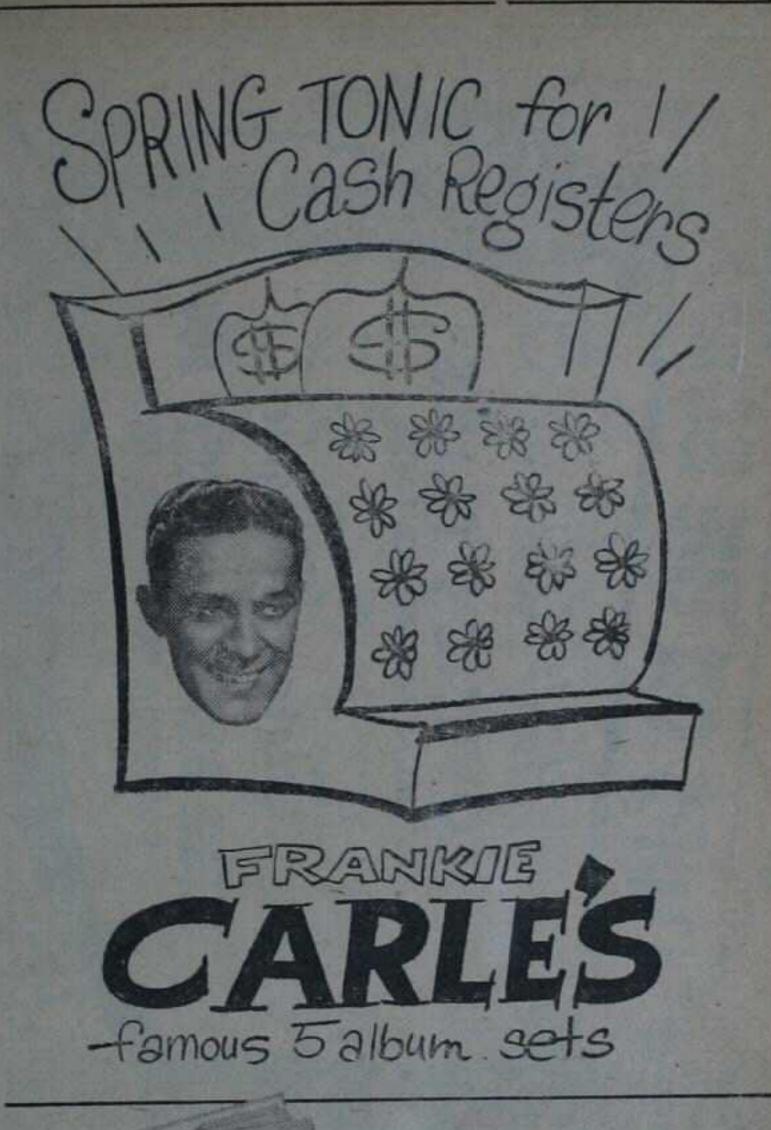
Wands- Law

14

20

10000	20.00		
	1	. 1 .	CRUISING DOWN THE R Morgan Ork Decca 24563-ASCAP
		1.5	URULDING DOWN THE Blue Barron Orle
11	2	2	RIVER MAN THE BAR BAR MAN 10316-ASCAP
		1000	RED ROSES FOR A BLUE V. Monroe Ork
14	6	-3	VIETAL STUSSIN-ASCAL
			PROPERTY FILL ANTE CLUB ANTERIAL LITE
5	19	. 4	POREVER AND EVER. Decca 24569-ASCAL
100	1.1.2	100	R Marman Deca 21355-02CAT
	. I.	3.	AND THE PLAN PLAN PLAN PLAN PLAN PLAN PLAN PLAN
100	10	100	R Mouran, Decca 21521-ASUAT
		7	
4	10		A TOTAL OF
16	4		Dens on a while EACE F Smitht The Stardusters.
	1.00		WITH SUNSHINE Decca 21530-ASCAP
0.5	1000	100	FAR AWAY PLACES B Crosby-K Darby Choir
15	3		Decca 20302-MACAI
100	100	100	arn posses FOP & RILLE G Lonihards Otk.
10	12	11	Liecca 24391 - ActuAl
1.4.4		12.	CATILLAN DAY H LICES
11	13	13.	CAD AUAV PLACES PLANOR, IS CUIR
10.5.6	13		Victor 20-3016-ASCAI
1000	23	14	I LOVE YOU SU MUCH IT
			LUIDTS Mills Bros Upcca 2 Sap-Gill
			The strait reaction of the 20-21 and the store the
			The second statement of the second se
			Smith & Gold Coast Hous Crestal 192. 6 Clar E Hagen. Co-
			lumois 2406, V Damone-G Osser Ork, Mercury 2511
	and see a		and the second

in utilizing these charts or auying purposes readers are urged to pay particular attention to information listed which shows the length of time a re ore has been an the riad on who her a record's popularity has increased or decire, of The nimit or is shown in the left-hand column's under the headings: 'Weeks to Date that Wiek and 'This Weeks if a record has ad an unusually long run of the its current shows a sharp drop readers should buy with aution.



504, E Baird-The HI-Tontans, HI-Tone 101)

15

ton Ork. Capitol 15393-ASCAI (Wealey & Marilyn Tuttle, Capitol 15423 The Highway Screna-ders, Highway H-1459, B. Crosby & Crew Chiefs, Column in 20450, J. Bradford, Victor 20-3418, G. Lombardo & His Royal Canadians, Decca 14614; Patsy Montana & D. Denns-The Buckeroon Victor 20-0040+

19.

21 YOU, YOU, YOU ARE THE 27 ONE R Morgan Ork Decra 24563-Bhi (J asget & Eager Beavers-E Musette Ork, Grano G-25010 Ames Bros, Coral 60015 H. Rene Musette Ork, Standard I-142, D James-H. Smart London 191 Jackie Brown Quartet MGM 10335 M. Law-B. Martin Ork, Spellite 511 Three Suns, Victor

20-3322, K Griffin, Rondo R-1861

20-3322 K Griffin, Rondo R-1860
 22. SUNFLOWER F. F. Sinatra Columbia 38391-ASC 1
 23. EVERYWHERE YOU GO...G. Lumbardo
 Decca 24549-ASCA
 id Pace-G Ellis Ork Keystone 1800. F Mailters Ork, MGM
 10386: W. King Ork, Victor 26-3394 J. Garber Ork, Capitol
 15397 E. Howard Ork, Mercury s248, E. Crosby-E. Enight-J.
 Conton's Rhythmatres, Decres 246129
 24. "A" VOLUPE ADOR ARLE In Stafford C. MacRae-P. Weston

24. "A" YOU'RE ADORABLE...Jo Stafford-G. MacRae-P. Weston Ork.....Capitol 15393-ASCAP

POWDER YOUR FACE

25. FAR AWAY PLACES ..... M Whiting and the Crew Chiels

- Capitol 15278-ASCAF
- I DIDN'I LIKE IT THE
- FIRST TIME Julia Lee Capitol 15367-ASCAP I DY OF SPAIN. R Noble. Victor 20-3302-ASCAP M Herth-J Green Decce 25420 Philmarmonics Trio, Capitol 15346: A Smith & Bie Cracker Jucks M 3M 10380-26 30.

### SONGS WITH GREATEST RADIO AUDIEN

(Continued from page 37)

Streets of Laredo (F) (R)	Famous-ASCAP
Sunflawar (R)	Famous-ASCAP
Underneath the Linden Tree (R)	
While the Angelus Was Ringing (Rt Chas. K.	Harris-ASCAP
You Broke Your Premise (R) Pl	c Munic-ASCAP
You Was (R)	Crystal-ASCAP



.

### ROSES IN RHYTHM

Set C-174 or ( CL-6032\*

Roses Of Picardy, Mexicali Rose, Honeysuckle Rose, Only A Rose, My Wild Irish Rose, Rose Of Washington Square, Rose Room, One Dozen Roses.

#### CARLE COMES CALLING Set C-129 or () CL-6002\*

Star Dust, I'll Get By, Runnin' Wild, Deep Purple, Penthouse Serenade, I Want A Girl, Chopin's Polonaise In Boogie, If You Were The Only Girl.

#### FRANKIE CARLE AND HIS GIRL FRIENDS

Sal C-97 or ( CL-6018\*

Ida, Charmaine, Margie, Louise, Liza, Diane, Rose Marie, Josephine.

FRANKIE CARLE

ENCORES

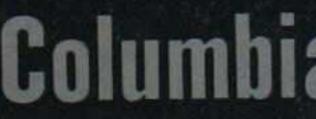
Sal C-70

### AT THE PIANO

Set C-23

\*Columbia Long Playing Microgroove Records

HEAR THE GREAT ARTISTS AT THEIR BEST ON





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







The Billboard

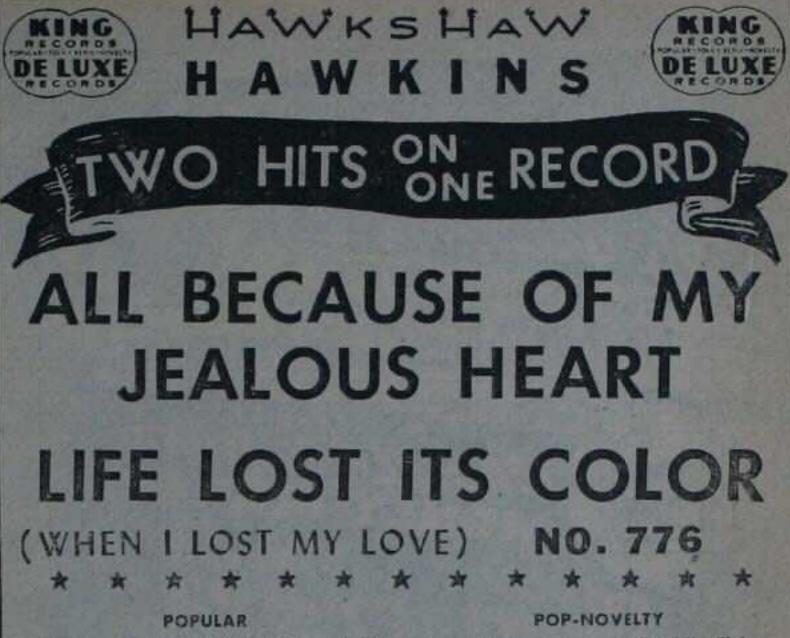
MUSIC 43

### MUSIC POPULARITY CHARTS. VI **Folk Record Section** TRADI d on reports received last three days of Week Ending April 8 STRYKE PEATURE

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 af whose customers purchase folk records

Werks		This Week	
7	2		DON'T ROB ANOTHER MAN'S CASTLE
8	1	2.	CANDY KISSES George Morgan
49	7	3.	BOUQUET OF ROSES Eddy Arnold, the Tennessee Plow- Texarkana Baby boy and His Guitar
28	3	4.	TENNESSEE SATURDAY NIGHT
25			I LOVE YOU SO MUCH IT HURTS I Don't Want Your Sympathy
6	4		LOVE SICK BLUES
3	-6	7.	TENNESSEE BORDERR. FoleyDecca 46151-BM! Condy Kisses
8	T	8.	PLEASE DON'T LET ME LOVE YOUG. MarganColumbia 20547-BMI Candy Kisses
Larity under had a	the h	ength ncreat leadin sually	NG: In utilizing these charts for buying purposes readers are of time a record has been on the chart, and whether a record's popu- ted or decreased. This information is shown in the left-hand columns as: "Weeks to Date," "Last Week" and "This Week." If a record has long run, or if its current position. This week" versus "last week" op. readers should buy with caution.

8	11	P.	CANDY	KISSES. Be Sorry	From	Now	E. Britt	and	the Vic	Skytop tor 21-	persBM
	_	10.	CANDY	KISSES			Cowboy	Cope		King	777-BM



Palsing Around With You Louise Carlyle Why Should I Worry King 15000 Al Grant Cabare!

1 Do, 1 Do, 1 Do Al Grant, Louise Carlyle

King 15004

#### FOLK

One Hoort, One Love, One Life Hank Penny King 770 Red Hot Mana Blow Out All The Condles Redd Stewart When I'm In My Indiana Home King 778 Torn Between True Love and Desire Poul Howard King 779 Texas Boogie

Freddle Fisher Schnickelbop King:15002 Well Have Soup

#### SEPIA

Roy Brown Rockin at Midnight DeLuxe 3712 Judgment Day Blues

Long About Midnight

Whose Hat is That

#### Grandma Plays the Numbers Wynonie Harris

I Feel That Old Age Comin On King 4276 You're Mine You Lonnie Johnson My My Boby

King #278

Roy Brown DeLuxe 3154

		Forever
	31.	CANDY KISSES E. Kirk Capitol 15391-BMI
		- Save the Next Walts for Me
12	12.	TILL THE END OF THE
		WORLD
		Daddy, When Is Mommy
		Coming Home?
1.1	12	TOY HEART
and the second second	10000	Blue Grass Breakdown Boys
14	1000	HITT TOU EVER BEEN
1.00	1.40	LONELY?
		IV end Martin
		We Said Hello
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	15.	DON'T RUD OTHER E. Tubb and Andrews Sisters-
		MAN'S CASTLE
		I'm Bitin' My Fingernoils Decca 24592-BMI
-	15.	
		TATER
		Pennies for Papa J. DickensColumbia 20548

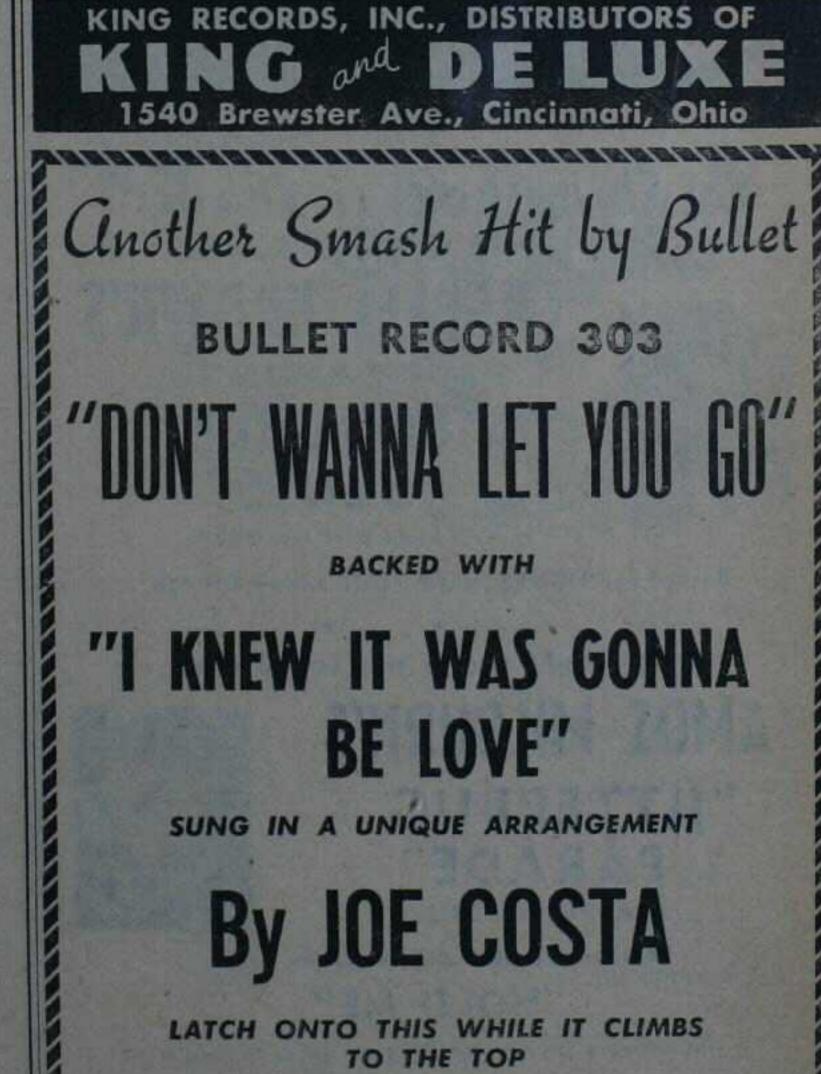
### ADVANCE FOLK RECORD RELEASES

Alabama

A Broken Bears is Good For You J. Irby & His Texas Rangers (Uplown Bwing) MGM 10396 Lary Navajo The 4 Aces (Aces Swing) 4 Star 1293 Long Tall Gal From Tennessee A Million Miles Away J. Saul (Fire Crackers Stomp) 4 Star 1291 D; Denny (Are You) -- 21-0072 Love Sick Blues B. Christian & His Texas Cowboys Smilln' Eddle Hill & His Boys Melling (Please Don't) 4 Star 1297 Steeli ApoBo 202 (Why Dun't Someone Marry) Mary Ann Acro Swing G. Trexel & The Stars . . . Plonter 612 The 4 Aces (Lazy Navajo) 4 Star 1292 Are You Klasin' Samcone Else P. Montana-D. Denny & The Buckaroos New Baby Doli "T" Texas Tyler (Dead Ashes) 4 Star (A Million | V 21-0053 1285 No One for Me Baby Girl L. McAuliffe & His Western Swing Band Somebody Else: Col 20565 Oh So Many Years Armstrong Twins (1 Know) 4 Star 1293 Chime Bella Yodeling Slim Clark (Trail - Riders Bailes Bros (You il Be) Col 20566 Moon) Continental C-8041 One Kiss Too Many Coul Water E Arnold, The Trunessee Plowboy (The Echo) V 21-0051 Pappy Howard & His Connecticut "Hernels" (I Wanna) Bullet 633 Please Don't Let Me Lore You Dead Ashes "T" Texas Tyler (New Baby) 4 Star 1385 B Christian & His Texas Cowboys (Love, Deepfreese Dinah Sick) 4 Star 1297 Jimmle Rodgers Memorial Album-J. Rod-Dude Martin & Ris Round-Up Gang (Oh How) V 21-0047 gers (2-10") V P-244 Fireracker Stoms Away Out on the Mountain. J. Saul (Long Tall) 4 Star 1091 V 21-0042 Flame of Love T. Daffan's Texans (Fm That: Col 2056) Blue Yodel . . . V 21-0042 Daddy and Home V 21-0043 Frankie and Johnny V 21-0044 Never No Mo' Blues V 21-0043 The Brakeman's Blues V 21-004 Good for Nathing Cowboy G. Troxel & The Stars of the Prairie (Mary Ann) Pioneer #12 Gravy Train J. Tyler & The Riders of the Rio Grande (It Ain't) V 21+0083 Somebody Else Is A-Beatin' My Time L McAuliffe & His Western Swing Banc Here Schmidt. (No One) Col 20565 Someday You'll Call My Name B. Christian & His Texas Cowboys (Ten. Pretty: 4 Star 1294 I Knaw My Daddy's There Armstrong Twins (Baby Girl: 4 Star 1293 J. Wakely (I Wish) Cap 57-40153 Ten Pretty Girls Christian & His Tenas Cowboys (Herr Schmidti 4 Star 1296 t Wanna Go Fishin' Pappy Roward & His Connecticut Eerneis Tennessee Tarm (Cool Water) Bullet 63 B. Hughes (I'm Going) 4 Star 1298 I Wish I Had a Nickel J Bond (I'm Bliing) Col 20576 I Wish I Had a Nickel J. Wakely (Someday You'll) Cap \$7-40153 I'm Bliing My Finger Nails and Thinking E Arnold-The Tennessee Plowboy (One E1881 V 21-0051 Traitrider's Moon Yodeling Silm Clark (Chime Bellis Contimental C-8041 of You. J Bond 11 Wish: Col 20538 I'm Guing Te Stop My Worrying Over You B. Hughes (Tennessee Parm) 4 Star 1398 hou Told a file F. Willing & His Ritters of the Purple Sage 1 Had, Cap 57-10101 Fou'll Always Be the Only One Bulles Bros (Ob Boy Col 20566 I'm That Kind of a Gay 7 Daffan's Texant Planie of: Col 20507 IL Ain't Far in the Par

You'll Have To Talk It Over with My Heart

V 21-0044



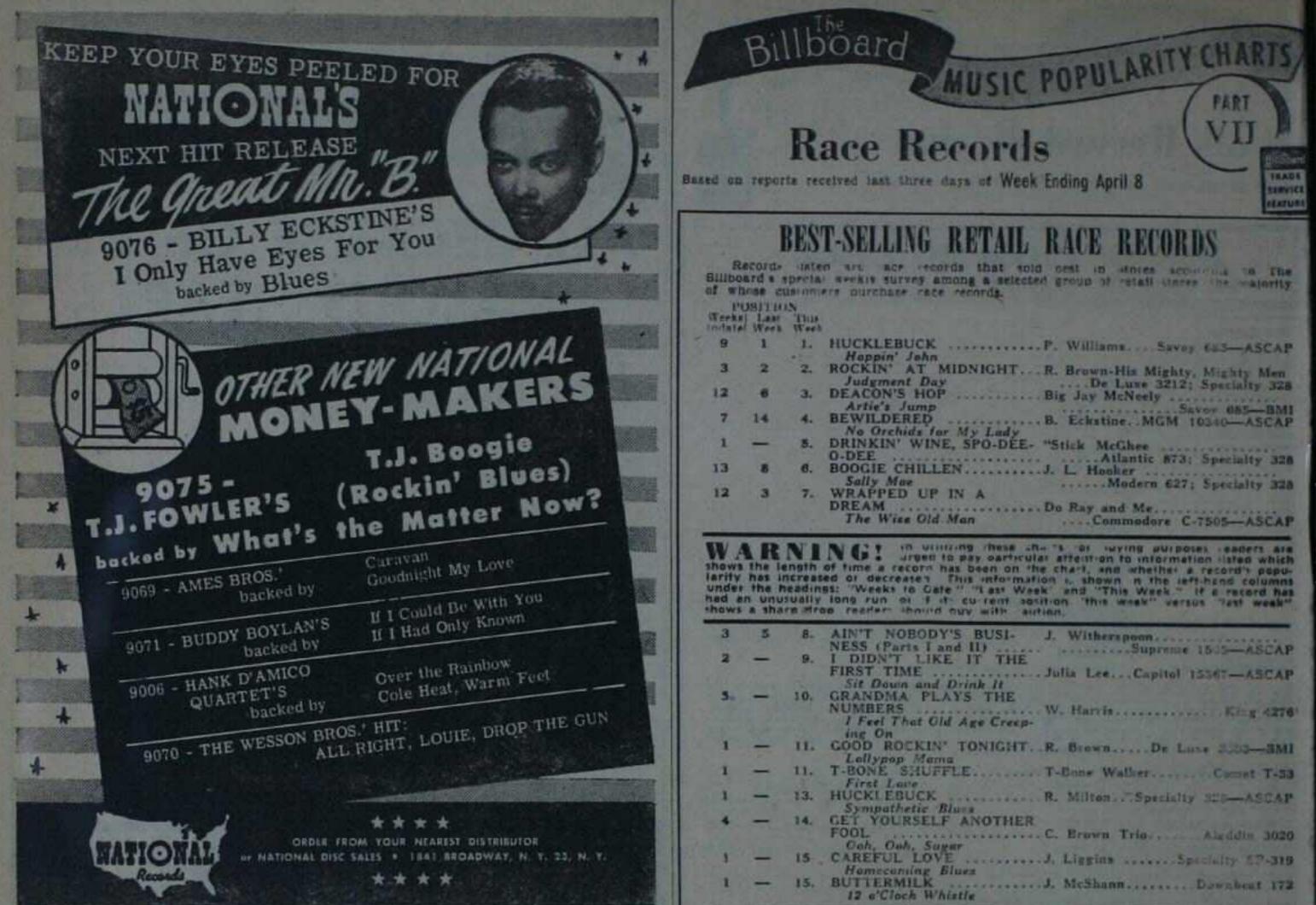
ORDER FROM YOUR NEAREST DISTRIBUTOR OR

BULLET RECORDS



44 MUSIC

April 16, 1949



	1 - 15. BUTTERMILK 12 e'Cloch Whiatle
	MOST-PLAYED JUKE BOX RACE RECORDS
<section-header><section-header><section-header><section-header><section-header><text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text></section-header></section-header></section-header></section-header></section-header>	<section-header></section-header>
PARADE"	Close Year Eyes M. Rocco & His Rhythm (Why Does) V 22-0019 Danny Boy Balny Weather Hiuss J. Turner (I Don'i) MGM 16097 Unwelcome Blues Blues Taylor (Eackenrace Mama) Cap
Backed by the strictly-for-the-boxes	B. Balley (Worst Blues) Mer 2138 Empty Ballroom Blues, Pt. 1 & H N. Esposito Ork 4 Star 1394 Every fime 1 Get To Drinkin' Every fime 1 Get To Drinkin' Mer What Can 1 Say Dear, After 1 Say Fim
"HOLD ME"	8133 Ge 'Way Frem My Dear M. (Mor) Jackson (Move II) Mer Mer 8133 Wen'i You Please Come Back!
(THE DEE-JAYS LOVE IT, BUT SOME OF "EM CAN'T SPIN IT)	Hackensach Mama Blues Taylor (Unweicome Bines) Cap 57-10003 Worst Blues I Ever Had B. Balley (Danny Boy) Mer 2120 Wrang Man Blues
Aladdin #	Trory Joe Hunter Ork (Blues ati 4 Biar 1283 I've Get Se Many Wetries V 22-0019
The The The Transferrer of the T	A. Stidnam Ork in Mer Sillen R. Murphy (The Best) Mer Sillen Milk Cew Blues B. Marshall-C. Cele Ork (Until 2) Dee #8161 Will Twn Belleve in My Love? B. Jennings (Lament to) Apolio 1143 Tau Goita Show if to Me, Baby Blu Lu Barker & D. Barker Seatet (Buy Me) Apolio 200

Where the Mountains







74 -- 74 -- 74 -- 74 with kids and adults as Meet the Moon weil More of the same. Warbler displays fine quality. sounding not unities Bing Crotby in good form. Quartet") MEL TORME (Musicraft 595) You're Driving Me and a bear. 73--73--73--73 Crazy A re-pressing of one of Torme's popular ballad 10.015 73--73--73--73 County Fair Re-issue of the sparaling job-Torme really makes a tiptop production of the tune he co-authored status with Hoh Wells. Cut. down from a 12-incher. Raindrops TEX BENEKE ORK (Victo: 20-3301) Midnight Serenade 81--82--80--80 there of Beneke's best instrumentais-evolting the Misler band more closely inon anything in recent months 74--74--74--74 Pin-Striped Pants tex tremolos a fetching socal on ' promising unvelty ditty. WAYNE KING ORK (Victor 20-3394) When You're in Love 64 -- 64 -- 63 -- 62 (Nanty Evans) Dull treatment of a pretty ballad. 81--81--31--81 Everywhere You Go Tune is picking up imsuperiative vocal by Leech and deft orking, slicuid be a popular side. MARJORIE LAW (Bob Martin Ork) (Epotlite 511) You, You, You Are 65--- 58-- 70-- 68 the One Good-enough, placid sort of rendition of the wallz hit, but nothing to give presious versions a tustic, except the 44-cent 110151 BUD BREES 67 -- 61 -- 70 -- 70 Equiful Eyes lineward, out or doesn't have the big notes sound tane meeds. thythm ditty Wabash Cannonball (Merle Travis Ork) NEW YORK, April 9,-In a recent Plenty of juke and jock play is the forecast for issue of The Billboard the review of

Dinah Shore's The Story of My Life thrush's one swinging

76--30--78--70 Elmer and the Bear (With "Jack Benny's More of the typical Harris patter here, with Phil talking up a frantic novells race between a man PETE BERTASSO (Micor M 1) 44--40--47--45 Day Unto Day Jerry Romano warbles professionally here with the Hamm nd organ, but the tune has amateur Running Between the 49--50--48--48 Livilier side has a catchy tune, but amateurish lyric, and distorted organ tone doesn't help VAUGHN MONROE ORK (The Moon Maids) (Victor 20-3382) 75--75--75--75 **Busy Doing Nothing** Bouncy tune from "Connecticut Tankee" score as a Monroe vehicle 89--89--88--89 I- It Too Late? Monroe and the Maids leam to do an areneis pleasing job with an antiable fort of allag FREDDY MARTIN ORK (Merv Griffin) Victor 20 2284: 68--68--68--68 1400 Dream Street Mary Griffin and the Martin Men dimense the ancharine-in en in-ico of a bouncy n's item. The Little Old Church Near Leicester Square 83--86--83--80 Mery Griffin warnes the words to this promising new plug barad while Martin and crew supply their usual tasty and dansmable backing KAY STARR Frank DeVoi Ork (Capito, 15419) How It Lies. How It 37--87--87--87 Lies, How It Lies The inimitable Start in on this fast coming

Columbia	F	rank Yarkovic
Coral		Ames Brothers
	L	
MGM		Art Mooney

NEW YORK 19. N. Y.

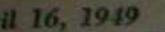
Southern Music Publishing Co., Inc. 1619 BROADWAY



83--84--81--84



the juke value also,		A Chapter in My Life Called Mary Clark's to fine voice and	87895
DAN DAILEY-ANDREW	/5	inaliad Ted Dale's ork	
Clancy Lowered the Boom This entry on the trish novelty is inte, but the Andrews' rousing work,	83835084	Whispering Waters intk sings well searn on a Western-styled bal- init with chinral and or- chistral macking.	82848
anii the strong diss ner- sonality ' revealed by Dailey should pull a fair modifier of juse coin.		JACK SMITH Capitol 154201 Senora Cute and clever Latto-	82851
I Plad a Hat I when I Came Ini The same treatment sors for another Irish novelty. his on stready a stand- ard	75757276	styled material ditty fraws one of Smith's best was efforts as he assumes the Mexican touch: suit- ners should go for this one	
IO STAFFORD (Paul V/eston Ork) Tabletok 154241 Once and for Always Jo three in one of her patter hous on this top	86878685	Busy Doing Nothing The Clark Susters Join Smith for this houncy "hty from the 'Connecti- cut Yanker' flick score and help make pleasant was of U.	7880
why Can't You Behave	81828080	LES BROWN ORK Columbis (SEE4) 1400 Dream Street Voculists (LLT (Cellwege	6869
ness and most cohenive waxing of this morcher from the "Kiss Me Kate" from the "Kiss Me Kate" from the "Kiss Me Kate" forces is Btafford to furth in a great job.		and Betty Taylor do an best as can be expected with the lyric unlie the Brown crew affers taste- ful vacking. A Fine Romance Another the instrumental	8458
CORDON MacRAE (Paul Weston Ork) (California 16426) A Chaper in My Life	89918987	in the firown I're Got My Love To Keep Me Warm" grouve this she with serie wight times of you showing	
Called Mary Bernst bat ourdon im- proves with each new disking He turns in a statiat job with this new offic behad.		OWEN BRADLEY Deina IB 1603 Laurel Waitz Institution Tails Instru-	5352
The Little Old Church Near Leicester Square MacRar again sings ex- tremely sells and again tremely sells and again		Warnies an the organ. Do You Still Love Me (Free Watters Warnier and organ sage- ing the a malena can down of a fail, ballad number.	6060
Simple tastefui back- trounds oy Weston.		THE THREE SUNS	
MARGARET WHITIN	G 85903580	Ballin' the Jack	7978
When is Sometime Mangie is in fine voice for the pretty waits from the "Connecticut Yau- kee" score: DeVot iends superative backing.		Hurry! Hurry! Hurry! Hurry! Hurry! Hurry! Another affinities side from the Suns with the Pon-	7978
The Story of My Life	85908580	Heid polks.	



Billboard

The Billboard

(Gow) TRACE SERVICE **MATURE**  MUSIC 47

# MUSIC POPULARITY CHARTS IX **Record Possibilities** an reports received last three days of Week Ending April 8

### **BILLBOARD PICKS**:

In the opinion of The Billboard music staff, records listed below are most ity to achieve popularity as determined by entry into best selling, most red or most heard features of the Chari.

The hot Mr. Morgan has another potential winner in this gay and resounding waxing which is sort of a Pitzpatrick travelog in song covering all kinds of bars. taprooms, pubs, etc., in just about everywhere. The Shythmaires supply the lyrics to this item which will earn its biggest favor via the juke box route.

Leave it to Bing to come up with a distinctive rentition of an unbackneyed chunk of Americana. Right on the heels of a fine Vaughn Monroe waxing (Victor) and an original Burl Ives etching (Columbia), out comes Crosby with a reading which is completely apart from the previously picked pace-setters. The Ken Darby Singers lend superb support.

Two strong and simple renditions of a plaintive sort of publisher plug ballad seems destined to pick up some coin after you hear the tune repeated a couple of times. MacRae seems to improve with each outing while Clark hasn't been quite as effective as on this side in his past few diskings.

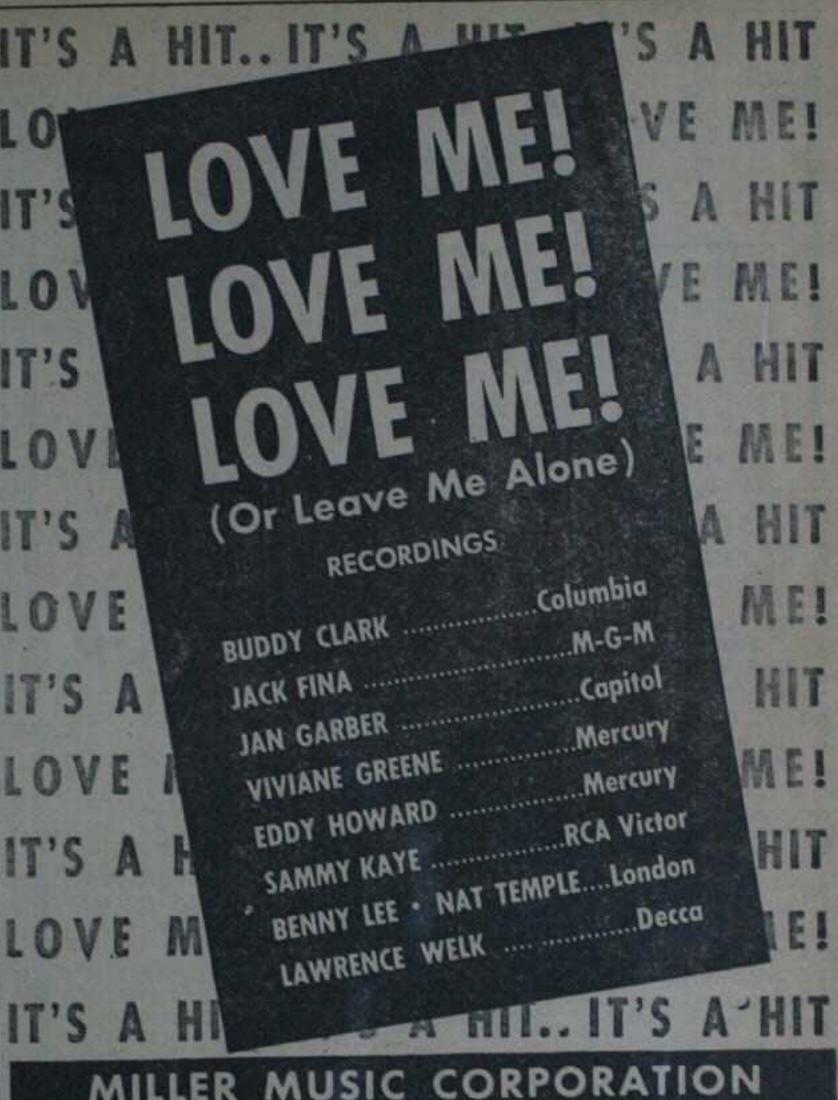
#### U RED HEAD

SGLE SADDLE. Mercury 5214 Eddy Howard turns a couple more of super-sales jobs with a couple of real promising tunes. "Saddle" is a Western-styled ballad with cute lyrics while "Red Head" has plenty of that old iwo-beat bounce and infection. The Howard Trio joins the singing massire on both sides while the ork offers solid and tasteful support.

### IB DISK JOCKEYS PICK:

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

GUN 



	SOME ENCHANTED EVENING Jo Stafford
	A WONDERFUL GUY
10.00	HOW IT LIES, HOW IT LIES, HOW IT LIES
э.	YOU'RE SO UNDERSTANDING Jerry Wayns Columbia 38437

### HE RETAILERS PICK:

otthin a siz-week period are not repeated below. Based on a weekly survey

IT LIES ..... Coral 60044

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 will be:

1. FIVE FOOT TWO
2. I DON'T SEE ME IN YOUR EYES Gordon Jenkins Decca 24576
A. HOW IT LIES, HOW IT LIES, HOW
4 RIDERS IN THE SKY
5. AGAIN Jenkins
A ALL RIGHT LOUIE, DROP THE
GUN 7. CANDY KISSES
& EVERYWHERE YOU GOGuy LombardoDecca 24549
a EVERYWHERE YOU GO
10. I'M BITIN' MY FINGERNAILS Ernest Tubb-Andrews Sisters
THINKING OF YOU

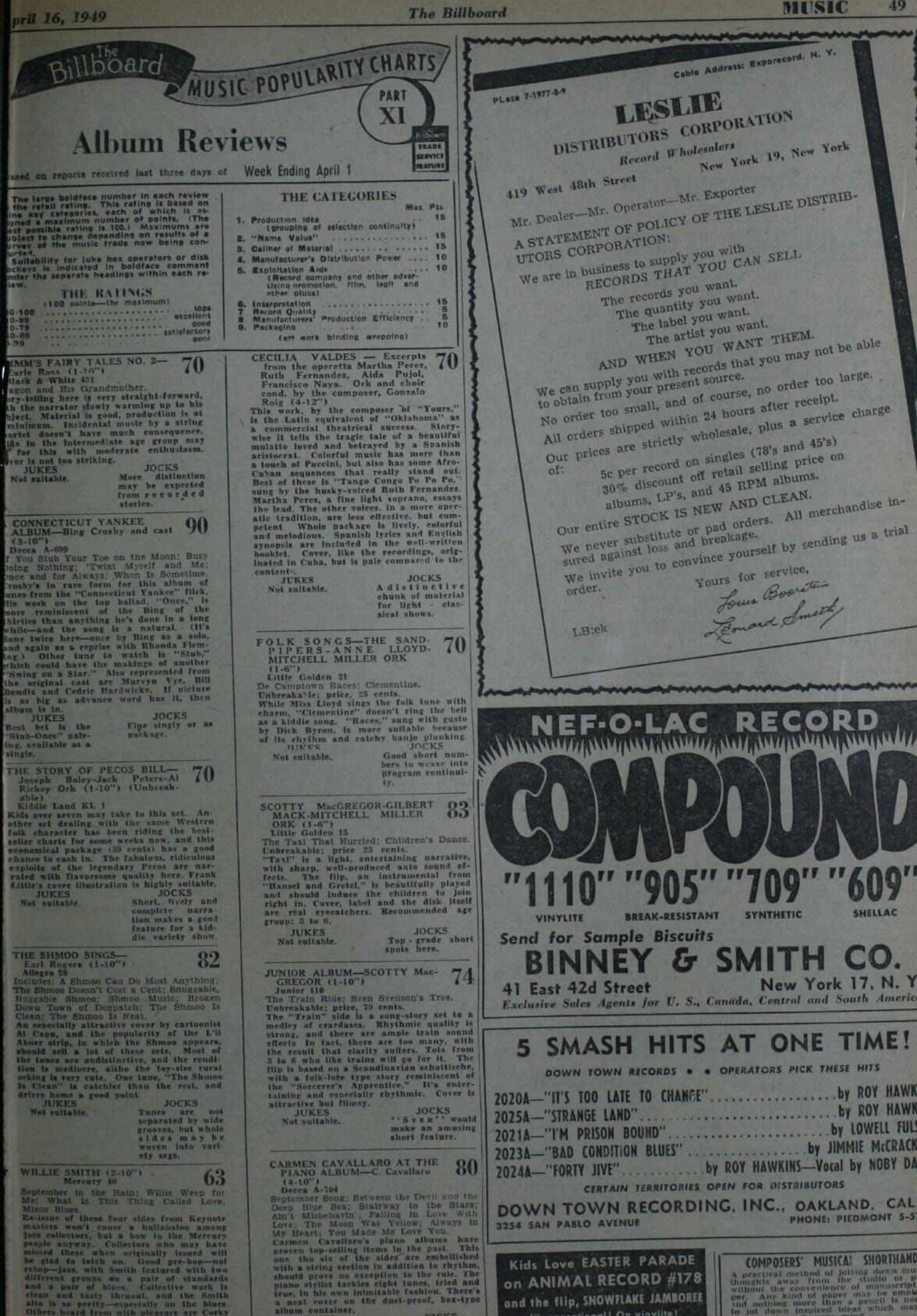
bing dates ... Billy Scott and His Rural Rangers are now at WRFD, Worthington, O. with Wally Brown, accordion; Chuck Haynes, reeds; Bob Boyer, bass; Miss Helen, vocals, and the leader's guitar and emseeing. . . . Don Kidwell, solo singer, has joined WWVA, Wheeling, W. Va. Johnny Johnson and the Carolina Sunshine Girls have departed from WPAQ, Mount Airy, N. C., and are touring the Southwest and West with Bagwell's Hillbilly Jamboree. . . . The Tennessee Pariners are now working at WIBK, Knoxville. . . . "Saturday Jamboree" has returned to the air over WJEL, Springfield, O., with Harry Wellman, the Banch Hands, Little Fern Wellman and the Adams Brothers in the cast. .. Radiozark Enterprises sold a series of 52 15-minute shows to Dearborn Motors Corporation, Detroit, national marketing org for Ford Tractor and Dearborn Farm Equipment. Tagged "Dearborn Round-Up," the series is available to 2,800 Ford farm implement dealers for use on local radio stations. Featured on the shows are Shorty Thompson, the Jordanaires and Penny Nichols,

### BROADWAY . NEW YORK 19

NORMAN FOLEY, Gen. Prof. Mgr.



48 MUSIC	The I	lillboard	April 16, 1949
HOLLYWOOD	REX HOLLYWOOD	Billboard MUSI Advance Infor Based on reports received last three days	TRADE
and the second se	ES IN ST. LOUIS AND KANSAS CITY. OBERTS RECORD DISTRIBUTING	ADVANCE RECO	ely two weeks in advance of actual velease
KA	Y STARR	records of those manufacturers voluntarily	d in advance by record companies. Only supplying information are listed.
	RE ORDERS COLLECT UNDER OUR POLICY ALL INITIAL ORDERS 100%	J. Wayne-The Dell Trio (Loneliness) Col 38459	If I Could Be With You (One Hour Tenight G. Lomhardo & His Royal Canadian (The Best) Dec 24620 Fin Happy Being Me Mills Bros, (Words) Dec 24621 Fm Just Wild About Animal Crackers M Blanc-The Sportsmen-B. May Or (Big Bear) Cap 57-560 In a Little Spanish Town V. O Brien (A Bird) Dec 24622 It Isn't Fair
JAY'S BLUES	RACE BLUES	A Symphonic Perirait of Cole Perter Al- bum-G. Luypaerts, Dir. (3-10") Cap ECD-156 1 Berin the Beguine; 2. Medley	R. Durey (Too Many) Gold Medal GM 94 It's a Big, Wide, Wonderful Warld H Parr-H. Heidt Ork (A Dreamer) May nolis MS 1003
PART 1 & 2 THAT'S CRAZY WAY OUT	JAY MESHANN'S ORCHESTRA REX 28000	Cap 88-536 1. Just One of Those Things; 2. I Get a Kick Out of You Cap 89-537 1. Love for Sale; 2. Anything Goes	R Vallee-B. Krueger Ork (Stein Bong Castle 1263
REAL GONE BOOGIE	RACE BOOGIE WILLIAM PAUL ORCHESTRA REX 29000	Cap 89-538 1. Night and Day; 2. You're the Top Cap 89-536 1. What Is This Thing Called Love; 2. You Do Something to Me	Like a Melody Played in Blue D. Falligant (As Time) Castle 1103
AGAIN	POPULAR BOB GRAHAM-VOCAL REX 28011	89-537 1. Why Shouldn't I; 2. All Through the Night Cap 89-538	38459
COMME CI COMME CA BALI HA'I DREAMER WITH A PENNY	BOB GRAHAM-VOCAL	E. Griffin (Neapolitan Nights) Rondo R-189 Again, Again, Again	Lost My Baby J. Perry-J. Williams Trio (I Wish) U. town 210
	EYES ANY MORE MARGIE RAE-VOCAL REX 28010	L Welk Ork (Pretty Mary) Coral 60054 Ain't She Sweet Mr. Goon Bones & Mr. Ford (The Shelk) Crystalette S-1803	B Croshy-K. Darby Singers (Riders 4
SOME ENCHANTED EVENIN	MARGIE RAE-VOCAL REX 28016 SHERYL KAY & DON BURKE	Alanetta	B. Crosby-K. Darby Singers (Carelo
	SHERYL KAY & DON BURKE	Alt Wien	Mi Bumbane Machilto Ork (Besos Ardiente) Co
FOREVER AND EVER DINGY SONG	REX 28009 RUTH WALLACE REX 28007	Always True in My Fashian M. Smith-H, Heidt Ork (So in) Magnolia	UTE (Canby Kisses) Cap Stade
and the second se	BOP-COMBO TEDDY EDWARDS	G. Mirros Ork (That's Your) Round	My One and Only Highland Flug F. Martin Ork (Havin' a) V 20-3432 Neapolitan Nights
BODY AND SOUL R. B.'s WIG REXOLOGY	REX 25059 TEDDY EDWARDS	As Time Goes By D Fallicant (Like a) Castle 1103	K. Griffin (After the) Bondo R-109 Old Fashlaned Song B. Crosby-The Crew Chiefs (Don't Ca Col 38458
THREE BASS HIT	REX 25058 TEDDY EDWARDS REX 25057	Ames Broz. (We'll Still) Coral 60052	Open the Door Polka B. Mureno Ork (Drop Daid) V 20-3 Perhans, Perhans
STEADY WITH TEDDY BIRD LEGS	TEDDY EDWARDS REX 25056	C-9018 Big Bearlake	J. Mazurus-S. Black Ork (Granad London 415 Peinciana R. Pord (Hawallan War) Crystale
STORY OF LOVE	OP-BIG BAND CHARLIE MINGUS (Stan Kenton's Sidemen) REX 28002	(Fm Just) Cap 57-560 Candy Kisses J. Mercer-The Starlighters & P. Westor Ork (Missouri Walking) Cap 57-558 Canders Hands	Pepcorn Polka E. Felice Quartet (You Gotta) Cap 57- Pertrait of Jennie C. Cavallaro Ork (The Dream) I
	SPIRITUALS SELLING by PROF. JAMES E. HINES	B. Crosby-E. Darby Singers (Memories, Dec 24616	24617 Pretending You're Mine C. Sweeten Ork (Where the) Castle 1
THESE ARE THE BIGGEST SPIRITUALS IN THE CO	UNTRY with Vocal Ensemble from St. Paul's Baptist Church Choir of Los Angeles	Magnolla MS 1003 Country Gardens B. Allen Ork (I Double) Cap 57-562	Put Your Shoes on, Lucy The Pepperettes-H. Heidt Ork (I Didn Magnolia MS 1006
LOOK FOR ME IN HEAVE YES, GOD IS REAL HE'S A FRIEND OF MINE	REX 114	Don't Call Mc Sweetheart Anymers B Crushy-The Crew Chiefs (Old Fash	Biders in the Sky B. Crosby-K. Darby Singers (Luiis Land) Dec 24618
BUT THIS I PRAY, OH LO	ORD REMEMBER ME	Four Enights (Wrapped Up) Coral 6004	Pearl Pour (Pishing Song) Pearl 0011 Rumbalers, Piz. I & H J. Wald Ork Col 38455
SOMEBODY LOVES ME JESUS IS MINE GOD BE WITH YOU	REX 116	B. Moreno Ork (Open the) V 20-3435 Fishing Sang D. Barlow & Boys (Hore Room) Pear	T. Pastor Ork (When You're) Col 38 Save a Fiere of Wedding Cake for Me F. Carle Ork-B. Lochen (Tulaa)
MY JOURNEY TO THE SH IN THESE DARK HOURS	OF DISTRESS REX 110	Galway Bay J. Mungal-H. Heidt Ork (You're Irish Magnolia MS 1004	Seven Beers With the Wrung Woman L. Duchow Ork (Artistry in) V 30-3
PRECIOUS LORD IF I COULD HEAR MY M STAND BY ME		Granada J. Mazurus-S. Black Ork (Perhaps, Per	M Smith-H, Heidt Ork Always Tr
I HEARD HIS WHISPER	WITH THEE	B Ford (Poinciana) Crystalette BB-60 Hame on the Range	Tell Me Se The Oricles (Deacon Janes) Jubiles S
JUST A CLOSER WALK WEACH DAY		R. Sigwald-H. Heids Ors (and Lord & Magnolia MB 1007 Hot Canary Polka Merrie Musette Ork (Valencia) V 20-339 Hew It Lics, How It Lies, How It Lies]	B G. Mirros Ork (An Onion) Round 17 The Best Time of Day O Lombardo & His Royal Canadiana
CHRIST IS ALL	ALBUMS	D. Day (If I) Col Stead Hurry! Hurry! Rurry! B. Eberly-The Taillers (You Red) Core	I) Dec Main The Dream of Olwen C. Cavallaro Ork (Portrall) Dec 24 C. Cavallaro Ork (Portrall) My Bra
"SPELLBOUND"-MUSIC	DIRECT FROM SOUND TRACK COMPLETE-EXCLUSIVE REX A- BLE PIANO SOLOS BY THE "MASTER" HIMSELF REX A-	2 1 Didn't Know the Gun Way Londes The Pepperetter-H, Heidt Ork (Pu Your) Magnolia MB 1006 1 De, I Do, I De	The Little Old Church Near Leister Squ H. Parr-H. Heidt Ork (Careless Ham Magnolia Mrs 1002
5280 HOLLY	WOOD BLVD., Hollywood, Calif.	I Den't Know Why I Lave 100 to Q Yan (All Sheed) Castle 1215 I Double Dare You B-Allen Ork (Country Gardens) Ca 57-562 I Got the Blues in the Maraia' The Master Keys (You're Not) Jublic 1004	B. Sigwaid-H. Hieft Ors Home of Magnolia MS 1007 The Shades Are Dawn on Cobble Str X. Oriffin (Lady of) Rondo R-188 The Sheik of Araby Mr. Bones & Mr. Fund (Ain's St Crystaleties 1852 The Whittenpust Song
Pho	one GLADSTONE 2244	Lown 210	Castin 1365
SOME THE	RRITORIES STILL OPEN!	D, Dug (How II) Col 18453	Copyr titled in



SHELLAC BINNEY & SMITH CO. New York 17, N.Y. Exclusive Sales Agents for U. S., Canada, Central and South America. 5 SMASH HITS AT ONE TIME! DOWN TOWN RECORDS . OPERATORS PICK THESE HITS 2020A-"IT'S TOO LATE TO CHANGE"..... by ROY HAWKINS CERTAIN TERRITORIES OPEN FOR DISTRIBUTORS DOWN TOWN RECORDING, INC., OAKLAND, CALIF. PHONE: PIEDMONT 5-5776 COMPOSERS' MUSICAL SHORTHAND A practical method of joining down musical thoughts away from the studio or plano without the convenience of manuscript pa-per. Any kind of paper may be employed ind nothing more than a pencil is needed to jot down impired theas which may be cumums through your mind I Unabridged Mathon, \$1.00 alle is so pretty-especially on the blues. Others heard from with oleasure are Corky Corcoran on tenor, Dode Marmarusa on plano and Emmett Berry on horn. It's sensational! On vinylite! JOCKS JUKES Cavallare stand-All sides worth a STAPLETON INDUSTRIES, INC. 694 Saw Mill River Rd., Yonkers, New York ards always make apla. 792 The Arcade, Cleveland 14, Ohio JUKES JOCKS Only for Die jam fare. good fare. (Continued on page 140)

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Billboard

XII

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#### April 16, 1945

### The Honor Roll of **Popular Songwriters**

### HARRY AND ALBERT VON THEZR (PART ID

#### By Jack Burton

songwriter and publisher led to the Negro songs with equal facility. Most establishment of the greatest brother of Harry's songs, however, were senact in Tin Pan Alley during the first | timental, being based on some hutwo decades of the present century. Harry was the trail-blazer and shining example for a quartet of four younger brothers who followed him to New York: Albert, who found at least five million-copy songs in the keyboard of his piano; Will, who wrote the lyrics for Albert's first hit, That's What the Daisy Said, and now heads the Broadway Music Corporation; Jules, president of the Harry Von Tilzer Music Publishing Company, and Jack, who before his death guided the destinies of the York Music Company.

Like his older brother, Albert Von Tilzer was a self-taught pianist. He came to New York at the turn of the century from Indianapolis, where he was born on March 29, 1878. There he worked as a shoe salesman until Steinway. he had completed a course in harmony and was ready to demonstrate Collaborators his songwriting ability. Both Harry Both were versatile and could turn ator was Andrew B. Sterling, who day led to Broadway engagements Norworth, at Laguna Beach.

Harry Von Tilzer's success as a out ballads, comedy numbers and man-interest incident that he had witnessed or heard about. Albert, on the other hand, often looked to the headlines for inspiration and wrote Take Me Up With You Dearie, the first airplane song, and Oh How She Could Yacki, Hicki Wacki Woo, which made America hula-hula conscious.

MUSIC POPULARITY CHART

Both Harry and Albert Von Tilzer knew the glare of the spotlight, but where Harry had stepped from behind the footlights into Tin Pan Alley, Albert reversed the process, playing the Orpheum circuit for several seasons after he had written such million-copy sellers as Take Me Out to the Ball Game and Honey Boy. As a vaudeville headliner, Albert teamed with his wife, Caddie, who worked from a stage box as a heckler while he went thru his song routine at a

Brief biographies of the great writers of popular music, complete with . . .

- CHRONOLOGICAL LIST OF THEIR GREATEST SONGS
- . PUBLISHERS (Where no publisher listed, song is in Public Domain)
- BACKGROUND DATA ON SELECTED SONGS
- . . MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

This anthology of American popular music, which covers mainly a 60year period from 1890 to the present day, is based on 20 years of research by the author a former newspaper magazine and advertising copy writer who has made the study of popular music his hobby.

This anthology does not attempt to list the complete putput of these Instead the song listing is restricted to those titles that have

rained either, top ranking or appreciable popularity. In the musical comedy and film musical fields, nowever, the complete scorer will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion picture songs

Songs are listed according to the date of their original copyright, the stage musical songs according to the year such musicals were produced, and the film songs according to the year of their public release.

All songs that have attained a sheet music sale of a million or more copies, according to the most suthentic and ur biased records available are marked with ar asteriak (\*).

In the publisher listing the name of the present publisher and not the original publisher is given, and songs now in the public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In the listing of song recordings, no so-called collector's items are given, and while such a list is representative, it makes no pretensions of being complete.

from which Manuel Romaine or Later, Lew Brown collaborated with Reese Prosser could wring the last Albert, starting a brilliant career a tear, or a comedy song like Alexan- a songwriter that reached its zenit der or What You Gonna Do When the in the late 1920s when DeSylva Rent Comes 'Round? These latter Brown and Henderson were tops were surefire endman material.

Albert Von Tilzer was partial to two authors who knew their way around a lyric thru stage experi- Jules. Harry died in 1945 at the as ence; Jack Norworth, who headlined of 73, Jack's name also is listed of in vaudeville and musical comedy after his discharge from the navy at the close of the Spanish-American War, and Junie McCree, whose Harry Von 'Tilzer's chief collabor- portrayal of a "dope" in the two-a-

could write with equal case a ballad | in girl-and-music shows and revue Tin Pan Alley.

The Von Tilzer brother act is now reduced to two members, Will an Tin Pan Alley's obituary roll, and Albert has retired to a home Beverly Hills, close by the miniatur shop of his former lyricist, Jac

# \* \* \* ALBERT VON TILZER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE \* \* \*

Unless otherwise noted, all songs in the Albert Yon Tilser catalog are published by the Breadway Munic Cerporation.

Popular Songs 1903-THAT'S WHAT THE DAISY SAID Lyrics by Wilbur Gumm. 1904-TEASING Lyrics by Cecil Muck. (Available on Columbia record No. 35808 in Set C-36, Beatrice Kay and Bay Bloch's Orchestra.) TELL ME WITH YOUR EYES Lyrics by Arthur J. Lamb. BUNKER HILL Lyrics by Sam Ehrlich. 1905-THE MOON HAS HIS EYES ON YOU Lyrics by Hilly Johnson, Broadway Music Corporation and Jerry Vogel Music Company A PICNIC FOR TWO Lyrics by Arthur J. Lamb. Broadway Music Corporation and Jerry Vogel Music Company. COODBYE, SWEETHEART, COODBYE Lyrics by Arthur J. Lamb HAVE YOU SEEN MY HENRY BROWN? Lyrics by Dave Clark. 1907-HONEY BOY Lyrics by Jack Norworth, Broadway Music Corporation and Jerry Vogel Musie Company. This was a musical tribute to George (Honey Boy) Evans, the minstrel-mono-logist who wrote "In the Good Old Sum-mertime, and following his death, minsirel troupes playing Streator, Ill., always visited his grave and played it. (Available on Columbia record No. 35809 in Set C-26, Beatrice Kay and Ray Blech's Orchestra.) 1908-BL-ND P-C SPELLS BLIND PIG Lyrics by Jack Norworth. Broadway Muzic Corporation and Jerry Vogel Music Company. Music Company. (Available on Columbia record Na. 35450 in Set C-14, Beatrice Eay and Ray Bloch's Orchestra.) STAKE ME OUT TO THE BALL GAME Lyrics by Jack Norworth, Broadway, Music Corporation and Jerry Vogel Music Company. While this is baseball's theme scog. Albert Von Tilser never saw a ball game until 20 years after it was written. (Available on Columbia record No. 20422, Housier Hot Shots.) THE STORY THE PICTURE BLOCKS TOLD 1909-CARRIE MARRY HARRY IS & BEAUTI-FUL RHYME' Lytics by Junie McCree. TAKE ME UP WITH YOU, DEARIE

Lavies by Junie McCres

NORA MALONE Lyrics by Junie McCree. HOW DO YOU DO, MISS JOSEPHINE? Lyrics by Junie 1910-PUT YOUR ARMS AROUND ME. HONEY, HOLD ME TICHT Lyrics by Junie McCree. (Available on the following records: Columbia No. 35806 in Set C-36, Beatrice Kay and Eay Bloch's Orchestra; Decea No. 18565, Dick Haymes and the Song Spinners.) I'LL CET YOU YET Lyrics by Addison Burkhart, M. Witmark & Sons. This song was written for the "Ziegfeld Follics" of 1910. OH, THAT MOONLICHT CLIDE ON THE NEW YORK, NEW HAVEN & 1920-CHILI BEAN 1911-THAT COLLEGE RAC HARTFORD 1912-I'M THE LONESOMEST GAL IN TOWN Lyrica by Lew Brown. This song was recently revived in the picture, "Make Believe Ballroom." (Available on the following records: Capitol No. 48051, Kay Star with erchestra: Columbia No. 26941 in Set C-115, Bratrice Kay and Ray Bloch's Or-RENTUCKY SUELyrics by Lew Brown.PLEASE DON'T TAKE MY LOVIN' MAN<br/>AWAYLyrics by Lew Brown.PARISIENNELyrics by Lew Brown.Lyrics by Lew Brown.PARISIENNELyrics by Lew Brown.MY LOVIN' MAN AWAYLyrics by Lew Brown.Lyrics by Lew Brown.Lyrics by Lew Brown.Lyrics by Lew Brown.MY LOVIN' MAN AWAYLyrics by Lew Brown.Lyrics by Lew Brown. chestra: Decca No. 25123 in Album A-412, Ella Fitzgerald with orchestra.) 1915-MY LITTLE CIRL FLOATING DOWN THE MISSISSIPPI RIVER ON MY WAY TO NEW ORLEANS Lyrics by Ballard MacDonald Lyrics by Jack Norworth, Broadway 1916-DOWN WHERE THE SWANEE RIVER Munic Corporation and Jerry Vogel FLOWS Lyrics by Charles McCarron and Charles Alberta. FOREVER IS A LONG, LONG TIME OH, HOW SHE COULD YACKI HICKI WACKI WOO Loricz by Stanley Murphy and Charles PUT ON YOUR SLIPPERS. FILL UP YOUR PIPE IYOU'RE NOT COING OUT Lyrics by Ed Moran and Will Heelan. 1917-AU REVOIR BUT NOT COOD-BYE. TONIGHTI SOLDIER BOY Lyrics by Low Brown GIVE ME THE MOONLICHT, GIVE ME THE CIRL TAY BE CONE FOR A LONG, LONG

Lorins by Lew Brown. Introduced in

TIME

"Hitchy-Koo." Grace LeRue made this one of the most popular songs of World WHEN THE MOON GOES DOWN IN WAT I DIXIE Lyrics by Charles McCarron. EVE WASN'T MODEST TILL SHE ATE THAT APPLE 1918-WATERS OF VENICE Lyrics by Neville Fleeson. 1919-WAIT TILL YOU GET 'EM UP IN THE AIR, BOYS OH. BY JINCO, OH. BY CEE Lyrics by Lew Brown. ALCOHOLIC BLUES Lyrics by Ed Lasks SOMEWHERE SOMEONE IS WAITING FOR ME (Available on Decea record No. 24021 in Album A-1920, Nat Brandwynne Or-I USED TO LOVE YOU BUT IT'S ALL OVER Lyrins by Lew Brown. (Available on Decra record No. 54015 in Album A-1950, Nat Brandwynne Orchestra.) BLOSSOM TIME Lyrics by Lew Brown. (Available on Decca record No. 54016 in Album A-1921, Carmon Cavallaro and 1926-MY CUTIE'S DUE AT TWO TO TWO With Irving Bibo. Lyrics by Leo Robin. Stasny Music Corr 1934-SOMEBODY LOOKS GOOD Lyrics by George Whiting. Sam Fex. Publishing Company. DON'T LET THIS WALTZ MEAN Lyrics by Jack Meskill, Sam Fox Pub-lishing Company. These two songs were introduced in the picture "Gift of COOD-BYE 1935 ROLL ALONG. PRAIRIE MOON With Ted Florito. Lyrics by Cwell Macz. Robbins Music Corporation. 1938 WHEN A COWBOY COES TO TOWN Lyrics by Cecil Mark. Sam For Pub-lishing Company. Introduced in the 20th Century-Fox picture, "Rawhide." Musical Comedies 1911-THE HAPPIEST NIGHT OF HIS LIFE Hook and sprice by Junie McCree and Sydney Rosenfeld, and with a rasi headed by Certrude Vanderbilt, Emma

Littlefield, Victor Moore and Junie Me Cree. Harms, Inc. OH. WHAT A BEAUTIFUL MORNING WE ARE LAUGHING WIDOWS BECAUSE IT CAN'T SIT DOWN NEW YORK AND CHICAGO THE HAPPIEST NIGHT OF HIS LIFE THERE'S ONE BORN EVERY MINUTE HURRY, BOTS ETIQUETTE I'M JUST OUT OF MY TEENS NECTAR FOR THE GODS A JOY RIDE BLIND MAN'S BUFF THINGS LEFT UNSAID THE FIDDLER MUST BE PAID ANE WHAT A DIFFERENCE WHEN YOU'S MARRIED THE LITTLE CHURCH AROUND THE CORNER TWENTY-FOUR HOURS OF LOVE 1920-HONEY GIRL A musical comedy based on Henry Bio som's "Checkers" with a book by E ward Clark and lyrics by Nevi Flesson. The cast was headed by Lyr Overman, Ocorge McKay, Louise Meye and Edna Bates. Broadway Music Co SHOPPING A SMALL TOWN GIRL I'M LOSING MY HEART TO SOMEON IT'S A VERY SIMPLE MATTER ANYTHING YOU LIKE CLOSE TO YOUR HEART RACING BLUES CAN I FIND A TOREADORP TO PLACE A BET YOU'RE JUST THE BOY FOR ME WHY WORRY? SONG M THE FELLOW 1922-THE GINGHAM GIRL Hook by Daniel Eussetii, lyrins by in while Pleeson, and starring Rodbe Br as 7 in a cast that included Heien Fo Louise Allen and Walter Jones, Hart THE DOWN EAST FLAPPER THE TWINKLE IN YOUR EYE YOU MUST LEARN THE LATEST DANG AS LONG AS I HAVE YOU THE 424 STREET AND BROADWAY THE 414 STREET AND DROMONANT STRUT DOWN GREENWICH VILLAGE WAY TELL HER WHILE THE WALTZ IS PLAYING THE WONDERFUL THING WE CALL LOVE LIBBY SWEET COOKIE NEWLYWEDS LOVE AND KISSES 1923-ADRIENNE Boot and byrics by A. Seymour Bro-and with a cast hended by Vivier Begal, Billy B. Van and Richard Co.

HATTIS, INC.

#### The Billboard

### April 16, 1949

LIVE WHILE YOU'RE HERE HINDOO HOP LOVE IS ALL AS LONG AS THE WIFE DOESN'T CHEER UP SINC SINC IUST A PRETTY LITTLE HOME KING SOLOMON WHERE THE CANGES FLOWS DANCE WITH ME

27-BYE BYE, BONNIE

BYE BYE, BONNIE Book and lyrics by Louis Simon and Bide Dudley. During the out-of-town tryouts of this musical comedy. Fritzi Schaff and Frances White were fea-tured but when the production reached Broadway, they were replaced by Laine Biaire and Dorothy Burgess in a cast that included George Hale and William Frawley. Harms, Inc. HAVE YOU USED SOFT SOAP? PROMISE NOT TO STAND ME UP ACAIN OUT OF TOWN BUYERS LOOK IN YOUR ENCAGEMENT BOOK YOU AND I LOVE YOU AND ME

YOU AND I LOVE YOU AND ME QUEENS EYE BYE, BONNIE

TOODLE-OO WHEN YOU GET TO CONGRESS LOVIN'S OFF MY MIND TAMPICO TAP

### **"inturin's 'Tea Time'** For Day's Patmar

HOLLYWOOD, April 9. - Cleffer eter Tinturin this week closed a deal with Dennis Day's Patmar Music for oub rights to Tea Time on the "hames, Tinturin's tune recently waxed by Nick Lucas on Capitol. Deal marks the second sale the cleffer has made in recent weeks, following in heels of Jewel Music purchase of Don's Gamble With Romance.

Tinturin will launch his expanded Fine Arts Records label with an April 15th release featuring Merry Macs on The Monkey and the Organ Grinder backed by trumpeter Frank Wooley's Legend of the Rose. Both are Tinturin compositions.

### SONGWRITERS **COMING UP!** April 23 Issue GEORGE M. COHAN (Part I)

In Issues Subsequent to April 23 The Billboard Will Present

GEORGE M. COHAN (Part II) JEAN SCHWARTZ ERNEST BALL J. ROSAMUND JOHNSON **IRVING BERLIN** CHRIS SMITH AL PIANTADOSI **GUSTAV LUDERS** THEODORE MORSE EGBERT VAN ALSTYNE JULIAN EDWARDS RAYMOND HUBBELL A. BALDWIN SLOANE KARL HOSCHNA WILLIAM C. HANDY . . . And others

### Heidt Unit's **Record Gross**

NEW YORK, April 9 .- The Horace Heidt Road Unit, led by accordionist last week with a record-breaking allocation comes from the AFM's regross of \$14,613.47. On the last two Booking in Orks days of the engagement the house cut the feature picture, jumping the unit from four to six shows. The same unit, playing the Orpheum Theater, Madison, Wis., set a new record for theaters in that city, pulling a \$5,346.83 gross for six shows Wednesday (5). The show also in-The air base hires the orks to play cludes Richard Melari, vocal impressionist; the Pepperettes, vocal group, and warbler Tommy Check. It opened at the Riverside Theater, Milwaukee, Thursday (7). Heidt himself is taking a month off in California after a seven-month tour. He plans to tour the West which will open the fall season for Coast this summer.

### Neisner Handles **Double Feature**

CHICAGO, April 9 .- Bill Putnam, prexy of Universal Records, last week closed the first of a series of deals with chain retail outlets to handle Double Feature platters on a direct basis. Putnam has worked out an agreement with the Neisner chain and is meeting this week with reps of two other chains to work out similar agreements. Within 10 days, Putnam expects to be releasing his first plastic disks on the Double Feature line,

Universal recording studios and the home offices of Universal Records and Double Feature platters will move from the Civic Opera Building sometime in June, as the space is being taken over for video studios. Putnam said that he is negotiating for other space, which will be larger than his present holdings because of additional recording studio equipment which he is purchasing.

### **5G for Philly Negro** AFM's Free Music

PHILADELPHIA, April 9.-Local 274, American Federation of Musicians (AFM) local Negro union, has been allocated \$5,161.86 to continue its free public music program for the third year, it was announced by Local Secretary Henry Lowe, The allotment for the all-colored Local is approximately \$7 per member on a membership of 726. The per capita appropriation last year was \$9.40 and in 1947, \$10.20.

Planned for this year in Philadelphia and vicinity are further concerts in hospitals, canteens, public Dick Contino, finished four days at schools, community parks, homes for the Capitol Theater, Sioux City, Ia., the aged and recreation centers. The cord royalties fund.



# **Texas** Air Base

NEW YORK, April 9 .- The Lackland Army Air Base, San Antonio, this week played and paid the Hal McIntyre band and also has set Henry Busse and his ork for a one-weeker beginning May 27.

dances in the officer and non-com clubs, with the brass footing the bills.



Small or Large Quantity Labels - Processing - Masters SONGCRAFT. INC. New York SG. N. Y.



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It's new! It's great! It's vinylite!

STAPLETON INDUSTRIES, INC. 742 The Arcode, Cleveland 14, Ohio

### **Ballen Inks Artist** And Distrib Deals

NEW YORK, April 9 .- Ivan Ballen, owner of the Ballen Record pressery, 20th Century, Gotham and Apex labels, with headquarters in Philadelphia, has returned from a Southern trip with several new distributor and artist deals. The new distribbers signed are Burns Distributing Company, Oklahoma City; F & F Distributing, Charlotte, N. C., and Barnett Distributing Company, Baltimore. Artist pacts, all for the Gotham label, were inked with the Dick Davis combo, Doc Bagby's ork and vocalist Tiny Tim.

### **Gentile Big in Bridgeport**

BRIDGEPORT, Conn., April 9 .--Despite the usual Lenten season lull in business, Al Gentile came into the Ritz Ballroom here last Sunday (3) for a one-night stand and drew 1,800 customers. The box-office scale was reduced for this attraction to \$1. As an added lure, Alan Dale, radio crooner, was featured.

The Sunday (27) before, Ray Mc-Kinley drew 1,200 customers to the Ritz. Tickets were upped to \$1.50 for this attraction. Harvey Nevins, a local lad playing alto sax, added to the draw.

### Laine To Top Bills In Syracuse, Philly S

NEW YORK, April 9 .- Frankie Laine will headline the bills which will open one and reopen another theater at the end of the summer months. Laine will help to unshutter a vaude policy at the Loew's Theater in Syracuse August 25 with a oneweek date. The singer tops the show the Earle Theater in Philadelphia September 2. This also is a oneweek stand.

Laine is skedded to do a week at the Convention Hall in Asbury Park, N. J., during the week of August 7. He also is booked for a week at the Loew's Rochester, N. Y., house, beginning August 18.



625 10th AVENUE

#### 52 MAISIC

#### The Billboard

April 16, 1949



### Wanna Hear a Record? Make Date With Detroit Library

DETROIT, April 9. - Disk-rental | vanced from 3 cents a day in 1944 to service at the Detroit Public Library blossomed this month into a fullfledged auditioning service as well, providing private listening privileges by appointment for record-lovers. The move is the formal incarnation of the "audio" end of the library's relatively new Audio-Visual Department, established on its own in 1946, which has developed a well-rounded service in the fields of projected books for ceiling use by invalids, film strips and 16mm. films, with a slide section to be established later.

Latest addition is the installation of a battery of four record players with earphones in the main library, to offer a complete record reference service. Units are available at which listeners may put on the records for study, comparison or other purposes. atomic energy, language instruction The players are made by Paneyko and mental hygiene. Outstanding Mirko, of Concert Installations, and records of the actual speech of noted are considered to be superior quality figures, including singers, actors and instruments. No general amplifier public leaders, such as Sarah Bernhook-up is used, and the records are hardt, Teddy Roosevelt, Gladstone, played right into the individual ear- Florence Nightingale and Joseph Jefphones, so that other library patrons ferson, are prize items of the collecare not disturbed by the conflicting tion.

#### 16,000 Disks

The library's record collection has quadrupled in size in the past five years-from 3,800 records in 1944 to 16,000 today.

Another expanded service has just been placed in operation, with the installation of record collections in five of the branch libraries-the East Warren, Parkman, Monnier, Mark Twain and Redford branches, with a sixth branch to be added later. About 3,000 records are available in these branch libraries.

5 cents now, with bargain package prices of 15 cents for the first two days for albums of two or three disks, and 25 cents for those of four or more, with a nickel per day per album heads of all Columbia Broadcasting thereafter on both sizes.

The second se

per cent straight music, with emphasis on the classics. There is a sizable on local disk jockey shows. volume of popular records selected as the recent albums devoted to top historical jazz field is well repretion of folk music.

#### Non-Musical Records .

represented, including lectures on Buddy Clark couplings.

Individual reactions of listeners and borrowers to date indicate that the earphones are likely to be used primarily for study purposes-to check scores and program notes. The language instruction records have

### Soup Co. Pushes **Crosby Col Wax**

HOLLYWOOD, April 9. - Campbell's Soup, bankroller of Bob Crosby's Club 15 radio series, has launched a promotional drive to herald the signing of Crosby's new disk deal with Columbia Records. Bankroller this week sent letters to System (CBS) affiliates airing the The collection today is about 80 stanza, asking for special co-operation in plugging the Crosby platters

First Crosby releases will hit the for historical purposes, however, such stalls Monday (22), and will include Need You and Three Wishes. Followpop songs of various years, and the up release, to be issued April 25, will be Old Fashioned Song and Don't Call sented. There is also a large collec- Me Stoeetheart Anymore. Diskery also plans to team Crosby with thrush Marion Morgan, ex-Harry James chirp, on a series of platters patterned Non-musical fields, too, are well after the highly successful Doris Day-

#### **Garod Dealers' Clambake**

NEW YORK, April 9.-Garod television dealers of the metropolitan area are scheduled for a Memorial Day week-end vacation trip to Atlantic City, sponsored by Belle Electronics Corporation of New York, exclusive distributors for Garod. Accommodations have been arranged at the Traymore Hotel. The group leaves May 27 and returns May 30.



The Billboard



GOTHAM GOUACHES . . . Lee Donahue, former deejay at WINC, Miami, is currently in New York, planning to settle in the East, .... Ed Stokes, WMGM, and his wife, Mildred have a new daughter. . . . Nat Cole guested with Jack Lacy at WINS last week and presented to Jacqueline Stiles, of Morris Plains, N. J., a wrist watch and his own Capitol albums, for winning the "Portrait of Jenny" contest in New York. . . . Fran Warren guested with Bob Bright on his new WJZ platter show last weekend.

CHICAGO CHATTER . . . Nick Brooks, former vocalist, is the second Negro disk jockey to be hired by WIND, Chicago. Brooks has a 15-minute show daily, bankrolled by a brewery. . . . Peewee King, whose Golden West Cowboys wax for Victor, is doing a daily d. j. stint on WAVE, Louisville, . . . Chuck McKasson, who spent five years in the South Texas territory, is now doing his daily "Hillbilly Jamboree," at WGBF, Evansville, Ind. He spices his shows with his own vocals, accompanied by his tenor banjo plucking. . . . Art Lazarow, "the Disko Kid," has switched from WEXL, Royal Oak, Mich., to WKMH, Dearborn, Mich. He is emseeing a new live talent show, featuring regional folk music favorites, from the Ypsilanti Mich., Auditorium every Saturday night. He is also taking over the pop platter show, formerly done by ex-orkster Bob Chester, who is ankling the station.

STRICTLY FROM DIXIE . . . Ray Brock, WZIP, Covington, Ky., a reformed alto and clarinet man, closes his daily two-hour pop show with a 15-minute seg of rhythm and swing, calling this portion "Up An Atom," with the Krupa disk of the same name his theme. . . . KLIF, Dallas, writes it is "sorry to announce the addition of the very unpopular deejay, Buddy Harris, who claims he had something on the management, thereby forcing them to employ him. At present, Harris is not sponsored because no sponsor could afford to take a chance having him read commercials." . . . Grady Reeves. WFUN, Huntsville, Ala., triggered the local Red Cross drive by chairing "Operation Red Cross," a two-hour talent show from the local Red Cross chapter headquarters. . . . Ed Hogan, KWBC, Fort Worth, Tex, has been upped to program director. . . . Don Barber, WAGA, Atlanta, was recently elected official "Best Beau" by over 300 young women in the Atlanta council of Beta Sigma Phi, international business sorority He will officiate at a ball climaxing the sorority's State convention to be held in Atlanta soon. . . . Snooky Lanson, warbler and jock at WSM, Nashville, had a reunion in Chicago with Ted Weems, for whom he used to sing, and there cut a pair with Weems for Mercury-"Love Me or Leave Me" and "Sleepy Hollow" ... Dana Adams. "Club 500" maestro at KTBB, Tyler, Tex., recently played host to Wayne King. . Dorothy Shay, in person, introduced her new Columbia disking of "Mr. WJBW, New Orleans. . . . Jack Williams, WGES, Miami, does a late show across the board called "The Jack Williams Show," plus a daily seg from 5 to 5:45 p.m. titled "Today's Top Five," culled from a daily tabulation of ales in local platter shops. . . . Two additions at WNVA, Norton, Va., are Art Grunewald, recently of Washington, Ill., and Tom Harrell. . . . Grady Reeves, WFUN, Huntsville, Ala., has been doing a marathon Saturday stint, spinning from 6 p.m. to 12 for the Red Cross. Listeners must pledge donations with every platter request and local mail carriers pick up the donations later on.

ears and Mr. Roebuck" over Harry Nigocia's "Midday Serenade" at

### **GOTHAM #175** (IT'S GREAT!) No. 4 IN BILLBOARD'S BEST SELLING RACE RECORDS JIMMY PRESTON'S HUCKLEBUCK DADDY SUGAR BABY

There's a Dead Cat on the Line Didn't It Rain? Eldor Beek and His Religion in	Cotham Rhythm	603	A Soldier's Plea Old Ship of Zion Mt. Eagle Quartet	Apex 1105
Up in My Heavenly Home Traveling Shoes The Silveraires	Cotham	604	Jesus Gave Me Water Do Not Pass Me By In That Beautiful Land Don't Worry About Me	DC 8056
Touch Me, Lord Jesus When My Savior Calls Me Home Angelic Gospel Singers	Gotham	605	The Gospel Stars Roll the Patrol	
Scotch Jam Liza Earl Bostic	Gotham	172	Don't Play With Love Boil Em Cabbage Down The Howington Brothers	DC 4107
Blues All the Time (voc. Mary Lo New Old Black Magic Panama Francis-All Stars		173	Anniversary Waltz Pretty Baby 20th Ce Bob Houston—with Roy Smeck	ntury 20-83 Orch.
Sam's Boogie Cabaret Doles Dicken's Quinfet	Gotham	176	Soon Now Pinky's Party Pinky Williams & Orch.	Hudson 519
When My Savior Calls Me Home Angelic Gospel Singers Scotch Jam Liza Earl Bostic Blues All the Time (voc. Mary Lo New Old Black Magic Panama Francis-All Stars Sam's Boogie Cabaret	Gotham Souise) Gotham	172  173 	The Gospel Stars Roll the Patrol Dub's Polka Don't Play With Love Boil Em Cabbage Down The Howington Brothers Anniversary Waltz Pretty Baby 20th Ce Bob Houston—with Roy Smeck Soon Now Pinky's Party	DC 4102 DC 4107 ntury 20-83 Orch.

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FEATURE

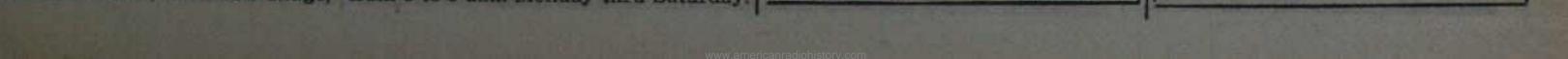
RECORDS

BE NOTTH WACKER, CHICAGO

COAST CUTTINGS . . . Bob Goerner, KQW, San Francisco, recently snared Bing Crosby for a half-hour guest shot. . . . Pat Michaels, to hypo service from distribs on albums has been using a half-hour shot titled "Star Album of Today" at KNGS, Hanford, Calif. Only one album is used during each program. . . Bob Stern on an eight-week trip thruout the West contacting disk jockeys on behalf of Leeds Music. . . . Do disk jockeys pull? Over 13,000 letters, postal cards and wires poured in to Zeke Manners at ABC-Hollywood following the announcement on his "Music in the Zeke Manners" morning disk show that he would send 100 copies of his square dance book to the first 100 listeners requesting them. The announcement was made only on one broadcast. . . . Maurice Hart. KFWB spinner, is adding aviation to his other spare time interests which include managing a San Fernando Valley gas station and breeding and training horses. Hart is currently winding up his pre-solo training hours. ... Discovery Records is getting full support of local wax whirlers thru p.-.a.'s of its artists on the deejay segs. Martha Raye guested on Silve Allen's KNX-CBS "Breaking All Records" show. ... Phil Moore, composerpianist, was Charlie David's guest on KAGH, plugging his Discovery album, 'Fantasy for Girl and Orchestra'' Georgie Auld boosted his first release, "Hollywood Bazaar" and "You Didn't Believe Me" by sharing the KXLA mike with spinner Alex Cooper.

CONTEST CORNER . . . Jerry Strong, WINX, Washington, has announced the winners in his theme song contest. They are Joseph Reno, of Washington, and John Carr. of Buffalo, whose "Listening In" will be cut by Gene Williams for Mercury and used as the theme for Strong's daily luncheon show. . . Bill Curtis, WDGY, Minneapolis, ran a contest in connection with Pee Wee Hunt's engagement at the Dome Theater Lounge there. Listeners were asked to write in telling why they would like to have dinner with Hunt at the Lounge, with same as a daily prize for the best letter. . . . Joe Webster. WVPO, Stroudsburg, Pa., is running a drive for cancelled stamps; which are turned over to the local women's club, who are sponsoring a campaign to raise 1,000,000 American cancelled stamps to send to a sanitarium in Holland. Stamps will be sold to Dutch collectors, the money to be used for patients in the sanitarium. Webster gives a Victor album to the listener who sends the most stamps each week. ... George Carroll, WEEU, Reading, Pa., is doing a thing on the Flanagan and Allen disk, "Run Rabbit Run," on London. He's asking listeners to supply first names for a pair of rabbits to be named ------ Flanagan and - Allen, with a pair of bunnies going to the winner. . . . Harry Martin, KGBC, Galveston, Tex., announced the winner of his "Gal in Galveston" contest at a dance at the Pleasure Pier recently. She was Rena Sonderup.

FOLK FARE . . . Ramblin' Lou, WJJL, Niagara Falls, is doing a three-hour stint, "Rainbow Ridge," from 6 to 9 a.m. Monday thru Saturday.



329 5. WOOD ST

54 The Billboard

#### **GHT CLUBS-VAUDEVILLE** Communications to 1564 Broadway, New York 19, N. Y.

# FLESH RETURN TO NY PALACE **RKO Toppers Plan Vaude Comeback About May 30**

(Continued from page 4) ace was the big time for all vaude would be torn down to be replaced by performers.

is motivated by a number of factors, chiefly box office. Since September, other rumors spread that flesh would 1935, when the house went into a straight grind picture policy, its The scarcity of top attractions, RKO grosess have seldom been anything to management said, made any talk of boast about. Here and there the vaude revival impossible. In recent house had a picture that made dough, but usually it was just one of those things. In recent months grosses have sagged badly, with \$14,000 for the 2,100-seat house becoming a general alterations in the building. thing.

During the war there were rumors

**Auditions Tied To Roll Calls** 

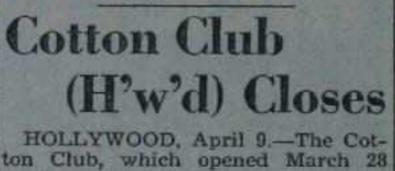
NEW YORK, April 9.-Auditions tied to attendance at membership meetings of the American Guild of Variety Artists (AGVA) will be started next September.

The idea was proposed by Jackie Bright, national AGVA board member and chairman of the New York AGVA branch executive committee. The plan is to permit all AGVA members to audition in a WOR theater backed by a 12-piece band. Admission will be open to ticket holders to be given to agents, bookers and entertainment committees and friends

that the building housing the Palace either another office building or a The return of vaude at the Palace hotel. The scarcity of building material prevented such a move. Later. come back, but each one was denied. weeks, however, RKO has renewed office leases, something it has refused to do before; has repainted its elevators and is planning to do various

While its tentative budget wasn't disclosed, it said that acts used would be in the medium-priced class to be presented with all the trimmings of the old Palace days which will make the house a showcase for potential television buyers and other bookers who now have to travel to nabe onenighters to see an act.

The Palace will be booked thru Danny Friendly as a regular thing. He has been with RKO for a number of years, with the exception of an army hitch during the war. He also books all the major RKO houses thruout the country.

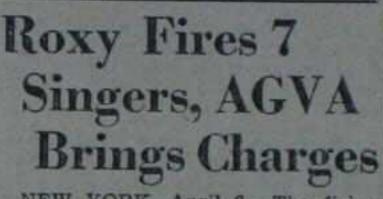


### And Cheaper!

NEW YORK, April 9 .- A couple of comics were discussing the merits, or lack of them, of various actors.

"Gee, I see that (a name comic) bombed in Philadelphia and Baltimore."

"So what are you worried about?" asked George DeWitt. "What am I worried about?" demanded the comic indignantly. "I'm using his material!"



NEW YORK, April 9 .- The firing of seven singers by the Roxy last week brought charges of bad faith by the Loew's booking office. by the American Guild of Variety Artists (AGVA) against the management and instructions by AGVA membership to deal with the matter at once, "even if it means a strike."

AGVA claimed that when it signed a contract with the Roxy, Dave Katz, house manager, promised there would be no reduction in staff. The first week the contract and the new raises went into effect, the union charged Katz gave dismissal notices to seven singers including the AGVA deputy and two others active in contract negotiations.

Katz was called upon by AGVA majors, Loew's, Paramount and RKO

## Top Bookers On Verge of All - Out War GAC-Loew Clash an Omen

April 16, 1949

NEW YORK, April 9.-Competition among circuit booking offices for available attractions is on the verge of flaring up into a major conflict, with the talent offices caught in the middle.

The most recent incident involved the booking of King Cole by General Artists Corporation (GAC) into the Paramount-owned Hippodrome, Buffalo, for a four-day date. Shay's, Buffalo, a Loew's house, playing spot shows on a full-week basis, was also said to be trying to get Cole. GAC. however, insisted there was no deal by Loew's, a statement corroborated

Despite the general denials, insiders say that the battle among the major circuit bookers is gradually shaping up. Talent sellers say they prefer to put their attractions into houses that play regular shows, or are in a position to give their acts work in other theaters in their circuit.

There are others who gay that such an attitude will prevent houses from opening and that spot shows are the rule, not the exception. Whichever way this is resolved, trade circles agree, real competition on a nationwide basis is developing among the

of the performers.

A gimmick tied to the plan is that it will be open to all New York AGVA members who attend meetings regularly. Every member will have a card to be punched at the meetings. The card will have to be punched at least three times to make the member eligible to audition. Auditions will be held monthly.

The plan was accepted by the New York exec committee consisting of Bob Fitzgerald, Danny Hollywood, Phil Irving, Charlie Banks and Virginia Richmond. The membership accepted the plan unanimously at the Wednesday (6) meeting.

#### on the site of the former Florentine Gardens, folded owing acts five weeks of their six-week contracts. Acts only worked one week. The folderoo was covered by \$2,925 bond with AGVA for Pearl Bailey, two other acts and a line of girls.

This closing makes it two top spots that closed in the past week. The first was the Copa City, Miami Beach, which went under with a bang, owing a bundle of cash to various creditors. was owned by Hal Stanley.

reps Friday (8) and said: "My hands are tied. I have orders to cut down from Spyrous Skouras." Later he agreed to rescind some firings but said a reduction was necessary to save money. Norman Steinberg, 20th Fox lawyer in on the Friday confab, refused comment referring questions to Katz. Katz's reply thru his secretary was "I have nothing to say."

Another meeting is set for Monday (11), but AGVA reps say if the The Cotton Club, a smaller operation, matter isn't adjusted a strike may be called against the Roxy.

### IN SHORT

#### **Philly Rathskeller Draws** 40-Day License Suspension

PHILADELPHIA, April 9. - The Little Rathskellar, mid-city nitery now operated by the Spiegel brothers, suffered a 40-day suspension of its liquor license this week.

The suspension, effective April 22, was for permitting minors to frequent the premises and purchase liquor.

### Pay the \$2

NEW YORK, April 9 .- The American Guild of Variety Artists (AGVA) may find itself in a peculiar position vis-a-vis another American Federation .of Labor (AFL) union in the immediate future.

The Office Employees International Union No. 153 (OEIU), claims it has organized office employees of AGVA National and has asked Dewey Barto to sit down and negotiate a contract. According to the OEIU Barto has disregarded all requests. The OEIU now threatens to file a petition with the National Labor Relations Board charging AGVA with refusal to negotiate.

Borscht hotels notified by the American Guild of Variety Artists (AGVA) that starting Decoration Day only bookings thru "authorized agents" will be permitted. To be "authorized," bookers will have to agree to new minimums for club dates. These call for \$25 singles, \$40 doubles and \$55 for triples. . . . Jack Lewis is the new booker for the Barclay Hotel, Toronto. . . . Valieda Snow will do a Town Hall concert May 20 and then goes to the Harlem Club, Atlantic City, for 12 weeks.

Forrest (Chic) Wade just closed at the Charles, New Britain, Conn. . . Texas Tommy's dog, Ulla, died while doing an International Harvester show in Grand Rapids, Mich. . . . Bob Fitzgerald opens at the Old Roumanian April 20. . . . Bob Mitchum will do a series of fast one-nighters around the country as part of a rebuilding program by RKO. . . . The Troupers (wives of showbiz people) are taking over the Latin Quarter May I for both shows. They'll put on their own show in addition to the regular show. ... Harvey Stone's cutting four sides for MGM Records on his G.I. routine.

. Harold Minsky averaged \$22,000 gross weekly just on admissions in his Colonial Inn, Hallendale (Miami) operation.

#### Cincinnati:

New York:

Christensen & Fifer, local bookers, hold the music contract at the new Cincinnati Garden. They have just finished with Ice Follies and Aqua Parade and have Skating Vanities coming up April 26. Firm also has the producing of the Campbell County Exposition, Newport, Ky., June 21-25. ... Mark Daniels, emsee, has just terminated a year's engagement at Glenn Rendezvous, Newport, Ky. After a brief vacation, he is slated to join a dance group produced by Mrs. Cecile Sanker Lindsay, to whom he is under contract. . . . Sammy Leeds and Barney Rapp have dissolved partnership in the Barney Rapp Agency, with the latter continuing on his own in the clude direct supervision of booking firm's new quarters in Carew Tower, and Leeds launching his own office agencies and theatrical booking opin the firm's former quarters in the Union Central Building.

### Dela. Bill Would Slap 20% Tax on Showbiz

DOVER, Del., April 9 .- Night clubs, theaters and other places of amusement would be hit by a tax bill introduced in the General Assembly by Sen. Leon C. Bulow (R., Bridgeville).

The measure would impose a 20 per cent tax on admissions to theaters, night clubs and other places of amusement, as well as taxes on golf club dues and greens fees. Senator Bulow said he had no estimate of how much revenue the proposed taxes would bring, but he believed it would be considerable. This tax would be in addition to the Federal 20 per cent levy.

The measure proposes the 20 per cent tax on all admissions priced above 35 cents. The tax would be applicable to admissions to cabarets and other similar entertainments where the admission charge is more than 50 cents. In this connection, the bill provides that the admission charge for cabarets and night clubs shall be deemed to be 20 per cent of the amount paid for refreshment service and merchandise, or 20 per cent of each customer's bill.

The measure proposes a tax of 5 per cent of the amount of annual membership dues in every club or organization maintaining a golf course and a 10 per cent tax on greens fees. A 10 per cent tax is also proposed on fees collected by horse riding academies as rental for horses or other ervices.

#### New Eye on Mich, Bookers

DETROIT, April 9 .- Mrs. Stella Lecznar, of Detroit, has been appointed State Superintendent of Private Employment Bureaus, succeeding Patrick Byrne, Her job will inerations in the State.

#### Capitol, New York Thursday, April 7)

Capacity, 4.627. Prices, 70 cents-\$1.50. Number of shows, four daily; five Saturdays. Cir-cuit booker, Bidney Piermont. Show played by name ork on bill.

If the house can manage its patrons, a lot of whom seem to be counterparts of the characters in the flicker, City Across the River, the new show can prove entertaining. It has listenable music, good singing, together into a pleasant 50-minute package.

"eet Two, etc., for good returns. Later the band came back for Canadian Capera, with all the trimmings of the late 1920's. It may have sounded corny by today's standards, but it makes for pleasant listening, and the commercial value of Mooney's style is attested to by his record sale. The top act spot went to James Barton, who did his standard act con-

sisting of his You Made Me Love You, a short drunk bit, the dance hall lizard and Annabelle Lee, finishing to good hands.

Rose Murphy, now carrying her own bass player, is still the same effervescent personality. Her piano is still a delight and her "ch-ch" singing of standards is equally smooth stuff. Applause was good.

Stan Kavanaugh's standard juggling act, salted liberally with chater, was well received. Occasionally he missed with the balls but handled it so well the dubs brought additional hands. His Indian club manipulations with comic overtones registered all the way.

Madelyn Russell, looking lovely in a pinkish gown, was the only fem on this otherwise male show. The gal, an attractive brunette, did only one number, Again, displaying good experience should solve. Her one number, however, showed potentials, twists. and her walk-off was big. but seemed to be suffering from comedy material has picked up coning suffered. elty (he doubles out of the band), Let 'Er Go, was an amusing number and pulled spirited applause. Bill Smith.



### NIGHT CLUBS-VAUDEVILLE

**Paramount**, New York (Wednesday, April 6)

55

Capacity, 3,654. Prices, 55 cents-\$1.50. Four shows dally; five Saturdays. House and chain booker, Harry Levine. Show played by name band on bill.

Major part of the new show is geared for the bebop trade, with Charlie Barnet and his crew (18), including a bongo, beating and blaring it out with results that endanger eardrums. A full house, however, gave the band enthusiastic hands. The ork came up giving out with Cherokee, its label, with Barnet on sax. Then came his famous Caravan, with the trumpet doing a tremendous solo, followed by another Barnet sax bit. The finale had the Rhapsody in Blue getting the Barnet treatment, winding up to big mitts.

In the act department Jerry Colonna, working in the middle, did a creditable job. His opening, coming on as a "professor of bebop," got immediate results. Intro chatter was funny, involving the use of a prop broken-down trombone that was discarded too soon. A little more talk on the latter bit would have gone better. Instead, Colonna switched to a regular slide horn and then went into his old act, Mandalay. An encore thing involving Italian dialect on Paul Revere got some good results.

#### Jack Carter Top Comic

The top comic spot was held by The featured acts are the satiric Jack Carter, who closed the bill. His tically every gag, every take-off, including a song which also included take-offs, pulled yocks. Carter is a vastly improved comic today. He has timing, punch and salesmanship. The crowd loved him.

> Margaret Phelan, in her first Stem theater job, looked gorgeous in a black gown. She missed registering on the ear because her arrangements sounded awkward. With fiddles behind her, her songs, Big, Wide, Wonderful World and So in Love, might have got better results. As it was, they sounded like a hodgepodge. Her Man Could Be a Wonderful Thing, with just a minimum of music behind her, brought her in the lead and gave her a big exit.

VAUDEVILLE REVIEWS

#### **RKO** Albee, Cincinnati (Friday, April 8)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows dally; five on week-ends. House booker, Dan Friendly. Shows played by Deke Moffitt's house ork.

Gravel-piped Louis Prima does a comedy and a standard novelty sewed deft job of steering his 14-man crew thru a typical band-show presentation, incorporating plenty of musical Art Mooney, with 18 sidemen, all fireworks thruout. Show breaks with doubling from instruments to glee Prima handling the tonsil work on a club stuff, pours it on right away fiery and brassy Caldonia to set the with his MGM record hits, opening pattern for a speedily paced stanza. with a medley of Baby Face, Five From here on band's doings represent a parade of top talent dishing up a raft of zany antics and hot trumpetings by Prima, with all seemingly getting a tremendous belt out of their work.

> Standouts include band's canary, Keeley Smith, who socks across Galway Bay and a hillbilly treated Heap Big Smoke in conjunction with Prima. Gal packs a good set of pipes and knows low to use them, handling the romancers as capably as the humorous offerings. Proves a sound foil for Prima's horseplay and jakelegging caperings on Embraceable You.

> Mike Cotton capably barys My Darling and drummer Jimmy Vincent comes thru with a smart skinbeating job on The Shiek of Araby, getting thrilling effects sans the frenzied kettle pounding and gyrating techniques used by some of his contemporaries. A sextet in exaggerated phrasing of It's a Cruel, Cruel World, and Frank Nichols' ruralistic piping of Cornbelt Symphony makes for additional lustre and laughs, as does Prima's All of Me, aided by capable band backgrounding.

Jane Wynn, attractive brunette and a striking sight turn, keeps things at phrasing and a feeling for a ballad. their hot pace with ace heel-and-toe Her stance is a little awkward, which clicking. Garners outstanding mitts with amazing cyclonic-like twirls and Radio City Music Hall, New York (Friday, April 8)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Number of shows, four daily. House booker, Leon Leonidoff. Show played by Alexander Smallens's Symphony Ork.

The lavish production, presented in two parts, entitled Glory of Easter and Spring Tidings, is sock entertainment for the holiday trade.

The timely Easter presentation, set to Rubenstein's Kamenoi Ostrow, features the Music Hall Symphony, the entire vocal ensemble and soloist Gloria Lane. Musically and visually, it's tops. Richly garbed candle-bearers line the ramps, and flower maidens march into patterns on stage within a cathedral-interior set, dominated by beautiful stained-glass windows. Reaction was of the oh-and-ah variety.

The spring pageant is lively, colorful and full of variety. In fact, only the over-long Symphony of Birds ballet fails to maintain the highest level of interest, this despite stunning lighting and especially dynamic terpsing by the house regular, Paul Haakon.

#### Satiric Dancers

dance team of Harrison and Fisher, style of throwing gags machine-gun and the Salucci puppets. Both acts, fashion was made to order. Practhe modest in physical proportions, show up strongly in the midst of the (See Radio City, N. Y., on page 56)

#### Chicago, Chicago (Friday, April 1)

Capacity, 4,200. Five shows weekdays, six shows week-ends. Exclusive booker, Harry Levine. Show played by Louis Basil's house band.

Current bill is predominantly vocal, and while Georgia Gibbs and Hoagy Carmichael have different styles, the two major acts make for an unbalanced program.

#### **Oriental**, Chicago (Thursday, April 7)

Capacity, 3,200. Five shows weekdays, six abows week-ends. Price policy, 50 to 95 cents daily. House booker, Charley Hogan. Shows played by Carl Sands' house band.

Producer Will Harris and leader Carl Sands have combined to work



The Three Nonchalants are still Danny Zappati, a slight darkish sporting their top-drawer acro roulad, did a competent accordion solo tines and all hit home here. Their nervousness. He kept watching siderably and the lads are delivering Mooney so intently that his own sell- it expertly. Their precisely timed falls, spins and general knockabout Kerwin Somerville's talk-song nov- work added up to long and loud palms. Still a thrill-packed blow-off is their three-high stand that builds from the floor, where lads are horizontally stacked one atop the other.

> Pic, Cover Up. Bob Doepker.

out a swell presentation job that correlates closely with headliner Jane Russell. Stage setting was built around a ranch house, from the door of which all acts emerged. Band was outfitted in cowboy suits, with Sands in a contrasting blue get-up. Acts worked in Western garb, with the exception of the opening number by the Merriel Abbott Dancers. Line routines which Miss Abbott presents are sloppy, except for some solo acrobatic work in the closing bit.

Will and Gladys Aherne worked themselves out of a bad opening caused by poor background music. A variety of rope tricks by the gal and the male's gags clicked. Their closer, intricate Mexican stepping while Aherne whirled a huge lasso, drew solid mitting.

Johnny O'Brien was perfect for comedy chores. His delivery and looks are on the Will Rogers side, and the comic came up with his usual stock of new material to win two callbacks.

Jane Russell has acquired plenty of poise since her last trip around, but she is visibly nervous during her vocalizing. She shouldn't be, for her voice is good and packs the same s. a. as her figure. The arrangement of Do It Again, which should be terrific for her, was written too low for her. The gal's byplay with Sands was standout, with Sands doing a swell job as the bashful boy. Pic: Take Me Out to the Ball Game.

Johnny Sippel.

Billy Wells and the Four Fays were an excellent opener with their circus tumbling act getting the show off to a fast whirl. Act offers top-notch tumbling interspersed with good sight comedy.

Bob Williams has again achieved the good dog act he had several years ago before losing Red Flash in an accident. Using a Red Skelton-ish approach while working the dogs, he has come up with some terrific straight bits, such as the dog skipping rope. These pieces mixed with his standard hokum brought sound mitting.

Georgia Gibbs, in a sparkling gown, stopped the show. hit immediately with Big, Wide Won-(See Chicago, Chicago, on page 56)

#### Bunny Briggs Hoofs

Bunny Briggs, small, mercuric hoofer, did an outstanding job as the lead-off act. An exciting entrance followed by a bop jibberish song was gleefully applauded, while his dancing was of a high order. Briggs cut amusing little dance patterns with clear, decisive taps that were as funny as they were skillful. A routine with only the rhythm section backing him was beautiful to watch. When he finished the applause almost

Pic, Bride of Vengeance. Bill Smith.



THUNDERBIRD HOTEL

Las Vegas, Nevada

Thanks to HAL BRAUDIS & JACK KURTZE

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IACK

NIGHT CLUBS-VAUDEVILLE 56

#### Chez Paree, Chicago (Wednesday, April 6)

Capacity, 525. Shows at 8:30, 12 and 2. Operators, Joe Jacobson and Mike Fritzel. Booking policy, non-esclusive. Producer, Dor-othy Dorben; publicity, Bob Curley. Estimated budget this show, \$7,500. Estimated budget last show, \$4,800.

Class spot has hiked its budget to its normal big-name policy and it's paying off well in headliner Joe E. Lewis. At show caught, Lewis's terrific special material songs surprisingly played second fiddle to his gagging. Does a complete switch on his normal routine resulting in a high-powered 40-minute stint. Lewis gagged the usual subjects, horses, his ill-fated marriage, etc., with his distinctive delivery filling every minute with yocks.

Supporting cast offers two new fem acts that show great promise. Geneve Dorn, glamorous blonde, opens with ballet acrobatics to longhair music to win terrific response. The Barry Sisters, who cut Yiddish harmony disks for Victor, are one of the sharpest looking teams around. Both striking, well-stacked brunettes, gals unfortunately wait until their third number to bring out the special material. Their opening Cuanta Le Gusta, followed by a medley of love ballads, didn't pack the sock that the succeeding A Man Could Be Such a Wonderful Thing, replete with special lyrics, does. With their looks and animation, gals could go to the top with fortified material. Blair and Dean played strictly a fill-in act. Pair, which got good response at theaters locally with cute routines like their barefoot bit, did only standard numbers here. Presentation was lackadaisical and so was audience reaction.

Dorothy Dorben had her statuesque line in lily of the valley motif gowns for a Spring Concerto routine. Closing production bit was held over from the last show. Cee Davidson's ork does a topnotch backing job. Johnny Sippel.

NIGHT CLUB REVIEWS

The Billboard

#### Cafe Society, New York (Tuesday, April 5)

Capacity, 200. Price policy, \$2.50-\$3.50 minimum. Shows at 9, 12 and 2. Owners, Louis Lewis-Max, Mansch, Booking, non-exclusive. Publicity, Ivan Black. Estimated budget this show, \$1.200.

The first show under new ownership is apparently in the same pattern followed here by the previous op. It leans heavily on the more commercial jazz, headlining Dorothy Donegan for the main draw.

On the night caught business was off, tho acts kept punching to the few customers that were present. Opener was Mary Louise (ex-Calloway canary), who looked good his familiar numbers with an ease but didn't have an act that could stand up. The gal, a typical band singer, impresses as a cute parlor performer rather than a pro. Her voice has two ranges, contralto and soprano, and she didn't seem to know which to stress. Her best-was Loving That Man, Other numbers got just tepid hands.

#### **Ronnie Graham**

Ronnie Graham (his-father is a Philly agent), a tall, wavy haired pliable-mugged comic, does voice and piano, leaning heavily to special material. He showed two numbers, Women and Psychological Love Song, Love Song is a sample of his own now he needs more experience.

Dorothy Donegan, last caught at Loew's State, is still one of the best gal planists around. Her left hand is on a bandstand, but she's hardly outstanding and her gawky lackadaisical style belies her ability. To walk-on and walk-off were clumsy, have an audience to work to.

on to back the show with skill,

#### Vanguard, New York Tuesday, April 5)

Capacity, 123. Price policy, \$2-2.50 mini-mum. Shows at 10, 12 and 2. Operator, Max Gordon Booking, non-exclusive, Publicity, Jay Russell. Estimated budget this show, 1900.

This small room is spending more than usual. It's paying off, however. One night the spot ran out of chairs and used empty beer boxes. The main draw is Josh White, in on a percentage deal. Judging from the trade, he's doing the business.

White is working better than ever. He's apparently discarded his patronizing style and is in there plunking away on his guitar and chanting that again makes him a pleasure to listen to. After five numbers the mob yelled for more.

#### Roger Price Goes Over

Roger Price, a tall, shambling bespectacled "lecturer" with an intense delivery, is made to order for this room. An erudite, almost pedantic "anatomy lesson" started giggles which time and again exploded into full-bellied yocks. An "historical" dissertation on the military background of his family when it fought with Robert E. Lee was complete madness. Price uses drawing paper to illustrate his points, getting addiwhich hit the bell. The rest of his tional howls for his scrawls. We unset suffered from anemia. If his derstand the lad has done a couple of TV shots which we haven't material, the lad has potentials. Right caught. But we can see how his act would be a refreshing change.

Marcy Lutes, girl singer formerly with Ray McKinley, may be at home ready to do a single. Her gestures, Dave Martin's four-piece combo also use advice. Miss Lutes is a itself. teed off with something called Swed- stylist, a combo of all the stylists now ish Society for a fast set, then went around. Her material, however, has a dull quality that numbs rather than Stumpy, Alan and Angell, Gwen

#### April 16, 1949

#### Ciro's, Hollywood (Friday, April 1)

Capacity, 400. Price policy, 43 minimum, Shows at 16.39 and midnight. Booking policy, non-enclusive. Owner-operator, H. D. Hover, Publicity Charlotts Rogers, Estimated budget this show, \$3,000. Estimated budget last show, \$3,000.

If looks were voice, Mary Meade would be a great singer. But as it is, Miss Mary is just a pretty gal in a pretty gown-but no voice. What's worse, she is incapable when it comes to selling a song or making the lyrics count.

Her vocal approach to It's Magic, I'm Always True to You in My Fashion; Johnny, Get Your Girl and That's Why the Lady Is Under Contract (a parody on The Lady Is a Tramp) revealed no change in personality from one tune to the next. The lyrics held no meaning nor was there any effort made in giving a song expression. It will take more than lovely blonde tresses and a white gown to make Miss Meade a nitery entertainer. It will take more than Mary Meade to attract biz to Ciro's.

Jack Nye and Rene Touzet shared the stand for pop and Latin dance. music. Lee Zhito.

### **Royal Roost Drops Be-Bop; La Lutcher** To Top New Show

NEW YORK, April 9 .- The Royal Roost will go into a straight nitery policy, dropping its be-bop plan April 21 when it opens with Nellie Lutcher in the top spot,

The original plan was to keep the Roost as a modified bop spot. But with its Bop City (ex-Nat Harris' be properly appreciated, she has to indicating a need for coaching. In Harem) opening, the management the voice department, the canary can feared it was creating competition for

> The new show, in addition to Miss Lutcher, will have Stump and



+ MUSIC CORP. OF AMERICA +

One of the best sight attractions here is a young lad, John Gary, who pacing and less to hip songs the Sabby Lewis's band will cut the isn't even an actor. His job is to move the piano. But he does that with such a flair and such earnestness that he rates ad lib giggles and hands which he always receives with shy amazement. Bill Smith.

### CHICAGO, CHICAGO

(Continued from page 55) derful World, but it was her rendition of So in Love that really rated. Her a good pacer. She closed with her standard, Ballin' the Jack, to a neat hand. excerpt from Manhattan Towers was hand.

Hoagy Carmichael can become terrife sight fare if he stays in the casual medium and doesn't try the polished line or sink to the sloppy approach. He did both, with punch being lost on each occasion. When Carmichael is at the piano, playing and singing his own record favorites, he gets rapt attention, but his talk in between needs sprucing up. His walkoffs are especially amateurish. Payees forgot weaknesses as he closed strongly with his rendition of Hongkong Blues and Stardust.

Pic, Knock on Any Door. Johnny Sippel.

### RADIO CITY, N. Y.

(Continued from page 55) more elaborate goings-on. The extremely talented dancers pulled plenty of laughs with their wildly distorted Tango. The puppets scored heavily with their standard routines, pulling the strongest mitts with their concert planist and the inevitable cigarettelighting stunt.

Meadowlark is a fresh, fragrant outdoor sequence built on such Richard Rodgers tunes as Mountain Greenery, April Fool, and June Is Busting Out All Over, Gloria Lane and George Roberts handle the vocal routine is more varied than usual, solos effectively, tho they are occasionally buried by the chorale ensem-Lighting here is especially ble. pleasing, pointing up the fickle spring Arthur's Court.

compels listening. More attention to can't handle might help her.

of excellent sets, played the show in have rumba matinees. okay fashion and did the dance Bill Smith. chores.

#### **Empire Room**, Palmer House, Chicago (Thursday, April 7)

Capacity, 500. Frice policy, \$1.50 cover Satardays; \$1 other nights, with a \$3 minimum

Merriel Abbott has returned to the one-name revue policy, which she dropped last fall, with Dorothy Shay After her opening number la Shay demonstrated the hold she has on the room's clientele, getting the heftiest mitt registered here in years. Garbed in a skin-tight jeweled gown and with a flattering new short coiffure, the "Park Avenue hillbilly" was a her standard Columbia platter hits. Miss Shay introduced a quintet of original ditties, all of which rated and got superlative mitting. Her Efficiency closer, a bit which is packed with natural animated delivery, was the top new item, with Dear Mr. Sears and Roebuck not far behind.

Miss Abbott conjured a terrific intro for Miss Shay, dressing the eight Abbott dancers in h, b, garb, which they later stripped (showing red underwear) to don fashionable "Park Avenue" costumes. Barclay Allen's ork has added a guitar man whose amplified plucking adds plenty to the Johnny Sippel. ork.

weather by changing colors on a background of moving clouds.

The Rockettes' sure-fire precision utilizing big mobile lilac bushes. Knocked 'em dead.

Pic, A Connecticut Yankee in King Bill Simon.

Tyme, eight girls and four boys. shows and Ralph Font's band will The Cyril Haynes Trio did a couple do the rumbas. The club will also

> Policy will be \$2.50 minimum, dropping the 90c admission charge, three shows nightly and a return to dancing. Ruby Fox will be the new manager. The room will close for alterations a week prior to the open-IDE.

#### Ink Spots Top Record at Thunderbird, Las Vegas

LAS VEGAS, Nev., April 9 .- An all-time record for a two-week show in Las Vegas was claimed this week by the Thunderbird Hotel, featuring the Ink Spots. With two days to go, Hal Braudis, entertainment director, reported a sellout until the end of the engagement. Capacity audiences have greeted each show to date in he hotel dining room.

The best crowds of any Thunderwinner from the start. Together with bird show before were attracted to see Hildegarde New Year's week, at which time Las Vegas claimed four of the 10 drawing attractions in the nation, with Carmen Miranda, the Marx Brothers and the Ritz Brothers featured at other hotels.



Signation in a lense

#### The Billboard

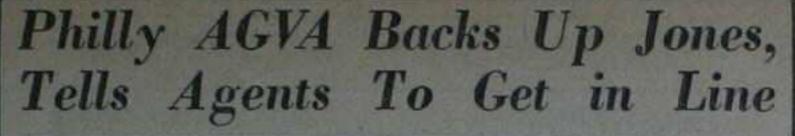
# Florine Bale **Under Fire at** AGVA Meet

#### **Charged With Rigging Board**

HOLLYWOOD, April 9.-Dissenion within local membership of American Guild of Variety Artists (AGVA) exploded this week as charges of "fixed elections" and 'rigged executive board" were hurled gainst Florine Bale, retiring Coast egional director for the union. Charges which climaxed a disorderly neeting here Wednesday (6) were eveled against Miss Bale by Irving Mazzel, AGVA field rep and former issistant to Miss Bale. Mazzei curently holds a similar slot with Eddie kio, newly appointed topper. He acused Miss Bale of rigging the execuive board by eliminating the name of vinning candidate Joe Mole and seecting an unidentified member who was runner-up to Mole. This, Mazzei harged, was done because "Mole had bught against Earl Carroll's theaterestaurant."

With Mazzei's charges, the legality d AGVA's exec board was chalenged. The status of George West, Finy Kelly, Maxine Gates and Danny Beck was questioned, thus making iny action taken since they joined the board uncertain from a legal standpoint, Remaining board members include Jean Arthur, Harry Mendoza and Jed Dooley. Miss Arthur and Mendoza are automatically on the board, having previously been elected to the national board while Dooley was named at the last membership meeting to replace Rio when the later accepted his present position.

Mazzei's claim came after several stroyed instead of forwarding the if accusations against her are not hours of feuding. At outset of the complete tally to New York, Mazzei stilled, she would take her case before contab, a motion was passed to bar paid members of AGVA and press reps from the meeting. Staffers were immediately ordered from the room. During more than an hour of bickering, for which official minutes were not kept, outspoken members demanded to know the reasons for Miss Bale's removal and transfer to New York. An attempt was made to bring Miss Bale into the meeting to explain her position, but the move was voted down on grounds that such action would be biased. Moverover, it was held that AGVA Executive Secretary Dewey Barlo and the national board had decided on the Bale transfer after



PHILADELPHIA, April 9 .- Mem- the deadline hour AGVA, according bers of the Entertainment Managers' to its constitution, is licensed to book Association (EMA), Variety Bookers' the acts themselves. "Actors won't Association (VBA) and other inde- be out of work," said Jones. pendent bookers who disregarded a agents will just be out of actors." call to attend a meeting last Monday (7) from Dick Jones, regional rep- would make no formal comment on resentative of the American Guild of Jones's telegram. The night club Variety Artists (AGVA), have until owners, who turned out Tuesday (5) noon Monday (11) to apply for an in full force for a meeting in their AGVA booking franchise. Otherwise, interests called by Jones, said that they'll be placed on the AGVA un- they had no interest in getting mixed fair list. This was the decision of the up in a fight between AGVA and the local membership at a meeting bookers and would do "the right Wednesday (6). Jones wired all thing" when the time came. agents of the ruling.

the bookers fail to come to terms by we are sitting back and laughing."

due deliberation, hence no challenge was in order.

When staffers were readmitted, Jean Arthur announced that she had been asked to resign from the board, along with Maxine Gates. Previously critical of the manner in which the Bale transfer was handled, Miss Arthur said she would not resign nor "be intimidated." She further stated that she would demand a hearing before the national board should her resignation be forced.

Mazzei immediately countered with his disclosure of Miss Bale's alleged irregular actions. He said that when the complete tally of election results Mazzei's charges, Miss Bale refuted was handed to Miss Bale, she deliberately skipped the name of Mole (who had been duly elected) and chose the next highest candidate. Moreover, ballots were tallied by paid AGVA personnel contrary to union regula- I read whatever was handed me. tions, he said. Also, Miss Bale ordered I don't know why they are trying to that several votes for Mole be de- smear me now. Miss Bale said that

"The

Officers of EMA and VBA here

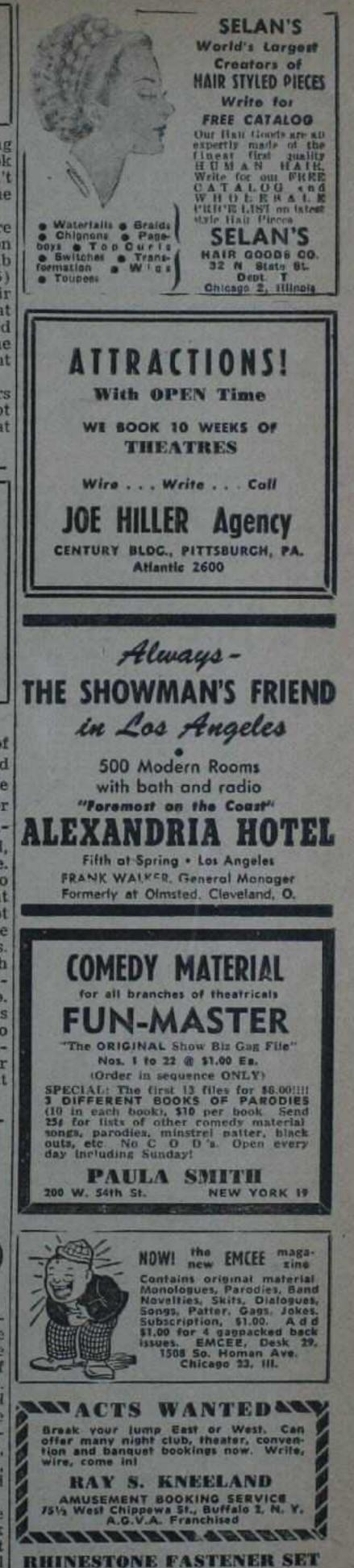
Unofficially, association officers A similar telegram was sent to all contacted said that they were "not night club owners, advising them if worried" and that "you can say that

### **Off Top Shelf**

NEW YORK, April 9 .- The A & P grocery chain will open a new supermarket at Poughkeepsie, N. Y., next week with paid talent. It has hired Jackie Bright, thru Sid Leipzig, of WOV, to emsee and do his auction act.

#### orders from Miss Bale.

When told by The Billboard of the accusations, declaring, "when the board was elected, I was on the floor answering questions. I don't remember if I read the results, but if I did,



571

IN PHILADELPHIA, PA.= 10th BELOW HULLSPRUCE 200 OUTSIDE ROOMS from 2 DAILY SPECIAL WEEKLY RATES HOUSEKEEPING FACILITIES Beautiful Air Conditioned Cochtail Lawage WALKING DISTANCE OF ALL THEATERS

WANTED **GOOD MANAGER OR AGENT** FOR EUROPEAN NOVELTY ACT NOW IN CANADA. Good for Theaters and Night Spots. Dress in Tuxedos, 80X D-170 c/o The Billboard, Cincinnati 22, 0.



charged.

Mazzei's accusations were supported by Evelyn Iles, who stated she had the task of welding together diswitnessed the counting of votes by cordant elements in the membership. paid AGVA personnel. Leight Fried- Report of events leading to this land, local AGVA secretary, told The week's crisis will be forwarded to Billboard that 30 votes were sent Barto. Rio hinted that should agitato New York, altho 33 to 35 members | tion continue he would reveal further had voted. She said she had de- damaging facts and "fight this out stroyed three votes for Mole upon to the finish."

the executive board of the Four A's.

At week's end, Rio was faced with

New York: Stem Slumps to Sad 314G; Roxy 80G, Cap 43, Para 50

NEW YORK, April 9 .- Grosses at | the Dark. presentation houses continued spotty The Paramount (3,654 seats; averlast week with receipts off to \$314,000, age \$89,000) really took it on the a drop of 391/2G from the previous chin with a weak \$50,000 gross the seven days' \$353,500. Three of the final week of its bill consisting of houses-Paramount, Capitol and Louis Jordan and the Tympany Five. Radio City Music Hall-had shows in Pat Henning, Ray Anthony and El their final week, a fact which ac- Paso. Receipts the week before were counted in some measure for the \$70,000. The new presentation (redrop.

Radio City Music Hall (6,000 seats: average \$115,000) was down to \$101,-000, one of its lowest grosses in ork and Bride of Vengenance. months, as against \$112,500 collected (reviewed this issue) is The Glory of Easter, Harrison and Fisher, Paul Haakon and A Connecticut Yankee.

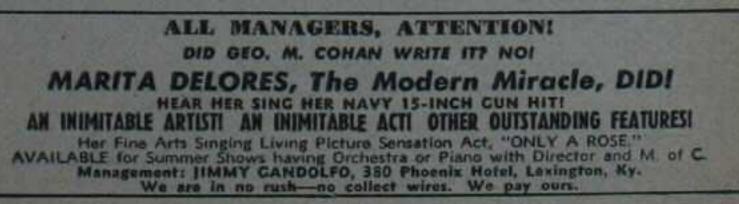
The Roxy (6,000 seats; average \$89,000) started off on the wrong foot the first week with its new presentation consisting of Ginny Sims, John and Rene Arnaut, Joan Hyldoft and the Ice Show, and The Fan. Gross was \$80,000, bad for an initial stanza.

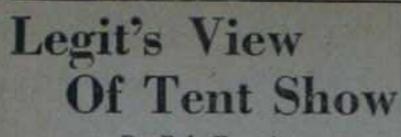
The Strand (2,700 seats; average \$45,000) was off to \$40,000 the second week as against a \$45,000 gross the seven days before. The show is Frank Marlowe, Hocter and Byrd, Guy Lombardo and ork, and Kias in

viewed this issue) is Jack Carter, Jerry Colonna, Margaret Phelan, Bunny Briggs, Charlie Barnet and

The Capitol (4,627 seats; average the stanza before. The old show was \$66,000) was another house that took Patricia Bowman, Paul Haakon, Paul a real drubbing, \$43,000 as against Sydell and Little Woman. New bill \$58,000 the previous stanza. The bill was Gordon Jenkins, Artie Dann, Cardini, and Outpost in Morocco. The new presentation (reviewed this issue) is Art Mooney and ork, Rose Murphy, James Barton, Stan Kavanagh, and City Across the River.

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By Bob Francis

NEW YORK, April 9 .- Warning is herewith served that the appearance of this report on this page is due to no aberration on the part of The Billboard's make-up editor. Elsewhere in the book, the Ringling Brothers and Barnum & Bailey Circus is reviewed by experts from guyropes down to the last button-andbow on a costume. However, since the Big One over recent seasons has borrowed more and more from legit production technique, tanbark connoisseurs Rog Littleford and Jim Mc-Hugh invited opening-night comment on that slant from this reporter. So this must be accepted entirely as a legit pew-sitter's impression and not stewpot yard know.

there is less intro fanfare this year tail the costume bill), the Broadway song-and-dance pattern has taken a of things. There is plenty of it currently in evidence at Madison Square Garden. Once more the Stem's John Murray Anderson has been drafted to add an overlap of musical comedy glitter and Miles White, one of the stage's top costume designers, to add body-drapings which would be standouts in any Broadway revue. The old pageantry, with narration songs and ballets-theatrical spectacles, making full use of circus facilities, designed to tell a story as well as pop the eye.

#### Plenty Colorful

Whether or not a veteran tanbark fan likes this infusion is beside the This Nearly Was Mine. point, since this reporter is advised lustily than ever. However, it can time in association with Leland Haybe reported that the theatrical divertissements devised this year by Messrs, Anderson and White are arena eye-poppers from every stand- James Michener's novel, Tales of the point of beauty, color and imagination. Their top contribution is spotted toward the end of the show-a centennial salute to the San Francisco of '49-replete with miners, caballeros, dance hall gals and gold rush new-rich, and the best of everything saddle and harness-wise that the circus has to offer. All of which serves as a magnificent intro for the excellent dressage exhibits by Denmark's Lillian Wittmack, Germany's Cilly Feindt and France's Claude Valois. Earlier, also, is another brilliant interlude, dedicated more directly to the youngsters and celebrating the birthdays of Mother Goose and fairy tale characters in pageantry. And for a final wind-up comes a smash Fourth of July finale, with everything circuswise decked in red, white and blue confections and culminating in the unveiling of mammoth portraits of Harry Truman to the four major points of the compass to the accompaniment of kow-towing elephants. There are no GOP signs on the bulls, however.



Communications to 1584 Broadway New York 19, N. Y.=

# BROADWAY OPENINGS

### SOUTH PACIFIC

(Opened Thursday, April 7) MAJESTIC THEATER

a musical play by Oscar Hammerstein II and Joshua -Logan, adapted from James A. Michener's novel, "Tales of the South Pa-cific, Music by Richard Rodgers, Lyrics by Oscar Bammerstein II. Staged by Joshua Logan, Sets by Jo Mielziner, Costumes by Motley, Musical director, Salvatore Dell Isola, Orchestrations, Robert Russell Bennett. Company manager, Maurice Winters. Stage manager, Charles Alkin, Press representatives, Michelmok and Helen Hoerie, Presented by Richard Rodgers and Oscar Hammerstein II in association with Leiand Hayward and Joshua Logan.

Henry Ensign Nellie Forbush ..... Mary Martin Bloody Mary's Assistant ..... Musa Williams Briefly, it would seem that while Professor Fred Sadoff Capt. George Brackett, USN ... Martin Wolfson Cmdr., William Harbison, USN, Harvey Stephens to the real circus acts (possibly to cur- Sgt. Kenneth Johnson. ... Thomas Giesson Marine Cpl. Hamilton Steeves. Jim Hawthorne Staff Sgt, Thomas Hazzinger .... Jack Fontan Scaman James Hayes. B au Tilden Lieut. Genevieve Marshall. Jacqueline Fisher Ensign Connie Walewska ...... Mardi Bayne Ensign Pamela Whitmore ..... Evelyn Colby Ensign Bessie Noonan . ... Helena Schurgot opening grand parade is a thing of the Marcel, Henry's Assistant ...... Betta St. John Ann Reeve, Chin Yu. Alex Nicol, Eugene Smith, Richard Loo, William Ferguson.

SONGS-Dites-Mol Pourquoi, A Cockeyed Optimist, Some Enchanted Evening, Bloody Mary Is the Girl I Love, There Is Nothing Like a Dame, Ball Ha'l, I'm Gonna Wash That Man Right Outa My Hair, I'm in Love With a Wonderful Guy, Younger Than Springtime, Happy Talk, Honey Bun, You've Got To Be Taught,

There is no doubt that Oscar Hamthat the turnstiles are clicking more merstein II and Richard Rodgers, this ward and Joshua Logan, have hit the musical jacknot again. The Hammermusical jackpot again. The Hammerstein-Logan-Rodgers adaptation of South Facific, will make seasonal success history,

#### THE IVY GREEN (Opened Tuesday, April 5)

#### LYCEUM THEATER

A drama by Mervyn Nelson. Staged by Roy Hargrave and Richard Barr. Setting and costumes by Stewart Chanzy, General manager, Harold Eusell. Stage manager, William Johnson. Press reprisentatives, Sol Jacobion and Lewis Harmon. Presented by Hall Sheiton.

Martin Barnard Hughes Martha Tripham Burdette-Coutte

Daniel Maclise Oliver Cliff
John Forster
John DickensErnest Cossart
Mary Hogarth
Charles Dickens
Catherine DickensJudith Evelyn
Georgina Hogarth Carmen Mathews
Maria Beadnell Leta Bonynge
Harriet Mary Lou Taylor
Ellen TernanJune Dayton
Charles Dickens Jr Donald White
Ci Ci

Stewart Chaney has devised a background of ultra-Victorian magnificence and costume confections which authentically span the 34-year march of time which passes before it. If author Mervyn Nelson had been able to bring the sparkle and imagination to his play that designer Chaney has put into his setting and body-draping, a report on The Ivy Green might be another story. However, to this reporter's ear, at least, ( See The Ivy Green on opp. page)

### **Proposed Conn. Ta On Barns Unopposed**

HARTFORD, Conn., April 9 .bill that would make it mandator for summer theater operators in Cor necticut to pay a State tax w unopposed at a hearing before th Legislature's Finance Committee la week. The measure will now sent to the House and Senate ! further action.

The bill provides that each perso planning to operate a summer theate must file a registration statement with the tax department in Hartford, list ing officers and other data.

During the hearing Ernest Good rich, of the State tax department said that it is practically impossible now to collect taxes from temporar theater owners in Connecticu virtually all of whom live out the State.

#### New Coward Play for Hartf

HARTFORD, Conn., April 9 .- Not Coward's new comedy, Present Laughter, starring Edward Everet Horton, is booked for two days, May 2-3, at the Bushnell Memorial The ater here, at \$3 top. Others in the cast are Marta Linden, Jane Seymou and Katherine Meskill.

Off-Broadway	and Katherine Meskill.		
THE MILLIONAIRESS (Opened Wednesday, April 6) PRESIDENT THEATER comedy by George Bernard Shaw, Staged by Benno D. Frank. Sets by Julian Casey, Stage manager, Charles Bice, Lighting by Norman Leigh. Presented by the dramatic Workshop of the New School of Social	BROADWAY SHOWLOG SHOWLOG Performances Thru April 9, 1949 Dramas Opened Perfs.		
Research. agamoreJohn Moore pifania	Days (Shubert) A Streetcar Named		
atricia Elly Hyman	Desire		
drian	At War With the Army. 3- 8, 49 28 (Booth)		
Robert Gibbons	STA MALE WAS		

#### Geraldos Boffo

But if a tyro were permitted to express preferences on the strictly tanbark elements of the show, he would report that the American debut of the Geraldos is one of the finest aerial acts to arrive hereabouts in years, altho the lighting and spotting of the duo's most sensational tricks was not helpfully emphasized on preem night. Damoo Dhotre's presentation of his cats is a small masterpiece of showmanship and Harold Alzano's ungodly didoes on a high wire again give a pewsitter knots in the pit of his stomach. However, his real peak of the evening was a more or less private performance in the basement put on by Mrs. (Toto) Gargantua and her mentor, Jose Tomaz. This re-

(See Legit's View on page 60)

Hammerstein and Logan have achieved a taut, dramatically rounded selection of material from Michener's book, and if neither Hammerstein's lyrics nor Rodger's score quite come up to the tuneful brilliance of Oklahoma or Carousel, South Pacific is over-all the season's top in eye and ear appeal.

Pacific is definitely off the average song-and-dance pattern. It is a musical play in the strictest sense and sticks religiously to its text. There are no production numbers, no ballet. It holds true to the familiar designboy meets girl, boy loses girl, boy gets girl. However, in this case, boy is on for comfortable middle age and he only gets girl via an heroic but Shaw could get entertainment out participation in a war at which he has been a passive sideliner. However, when Mary Martin is the gal, in a part which seems almost handtailored to her beguiling witcheries, and with the Met's Ezio Pinza transitioning from Metopera to a Stem musical to prove himself as smash actor-wise as he is vocally, Pacific (See South Pacific on opp. page)

### **Brokers Fight Philly Tax**

PHILADELPHIA, April 9 .- Common Pleas Court No. 7 here was asked Thursday (7) to restrain Receiver of image she had to create. As her pa-Taxes W. Frank Marshall from re- tient solicitor, John Moore gives a quiring ticket agencies to collect the 10 per cent city amusement tax on others, Claude Traverse, Woodrow the sale of theater tickets and remit the tax to the city. The complaint and Leoa Harlow also contribute averred that the city amusement tax ordinance of June 29, 1937, in no way applies to or imposes a tax on brokerage commissions or premiums charged by those engaged in the resale of tickets to places of amusement.

Bernard Shaw at his second best is much more rewarding than the top efforts of most of the current crop of playwrights. This thought becomes evident via The Millionniress script, rarely done in these parts, and one which includes many of Shaw's ideas which have been previously successful drama-wise.

The play, which deals with a violent female personality, is mainly a character study in the Shaw manner. Its plot concerns the gal's perpetual search for gentlemanly companionship. She marries an athlete and is dissatisfied because he left his strength on the playing field. She breaks with a pursuing ninny and cripples him temporarily for insulting the memory of her father, and she finally winds up with a Mohammedan physician who marries her because he is intrigued by her pulse count. Few of these barrelscrapings.

Shaw, of course, is a pedlar of ideas and in this play his two most persistent are the importance of money and the trapping of the male boob by the all-wise, omnipotent female. The notions have seen considerable service, but Shaw gets his mileage anyway.

The production by the New School is competent. Margrit Wyler as Epifania, a female version of Rockefeller, doesn't do badly by the role. Her timing generally gets the most from the lines. However, her awkward walk is a deterrent to the mental satisfactory performance. Among the Parfrey, Elly Hyman, Robert Gibbons substantial aid to the proceedings.

Benno D. Franks' direction is exceedingly good. The several sets designed by Julian Casey also add imagination to the mood. Leon Morse.

(NAUGDAI)	
Sorn Yesterday 2-24, '46	1,2
(Henry Miller)	
City of Kings 2-17, '89	
(Blackfriars Guild)	
Death of a Salesman 2-10, '49	
(Marasca)	
Detective Story 3-22, '49	
(Hudsen)	
Diamond Lil 2- 3, '40	
(Cornet)	
Edward, My Sen 9-29, '48	
(Martin Beck) Goodbye My Fancy 11-17, '48	
(Fultan)	
Life With Mether 10-28, '48	13
(Empire)	
Light Up the Sky 11-18, '48	1000
(Royale)	
Madwoman of Chaillot 12-27, '48	
(Belasco)	
Mister Roberts 2-13, '48	1000
(Alvin)	
Private Lives 10- 4, '48	
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### Foreign Opening

### FEERIES AND FOLIES (Fairyland and Folly)

FOLIES BERGERE, PARIS

Gerue staged by Michel Gyarmathy. Music adapted by Pierre Larrieu. Lyrics by Larrien, Jo Bouilion, Georges and Andre Tabet, Hajos, Fred Freed. Hornex and Wander. Sets and choregraphy by Michel Gyarmathy. General manager, A E. Whiley-Tell, Produced by Paul Derval.

CAST Josephine Baker, Colette Fleuriot, Teronica Bell, Yvenne Menard, Dandy, Lyne De Soura, Frederic Rey, Luska, Madeletne eyster, Jean Luthy and Ellane Meryl. Dancra, Showgiris and Models.

One of Paris's favorite tourist naunts, the Folies Bergere, has hit he headlines with its new show, with losephine Baker back to carry the righ spots. Altho not up to Ziefifeld radition, the revue is handsome, aried and likely to settle down for long run.

It bears out its name and runs the camut from a Cinderella spec to the intics of the inimitable clown, Dandy. Its 40 scenes vary only in sumptucusness. Its hundreds of costumes re equally eye-filling.

#### **Religion** at Folics!

The most spectacular sequence is Cinderella's fabulous wedding number, with coaches and costumes all n crystal, and a black-out instant hift to the nave of a cathedral where huge window comes to life via a prodigious use of phosphorescent baint. The effect is startling, even if the taste is questionable. The Folies seems a strange place to introduce religion.

There are scenes both historical and legendary: Marie Stuart condemned by Elizabeth and sent to her death; a lost Don Juan; Adam chased from the Garden of Eden; a night in the park; Josephine de Beauharnais. Michel Gyarmathy has staged it all with ingenuity and often with disternment, but his lighting is sometimes too sharp and obvious. More subtlety would add greater effect.

### Farmington Theater Gets Stars' Backing

HARTFORD, Conn., April 9.—A number of Broadway and Hollywood names have been appointed to an advisory committee which will counsel backers of the proposed \$150,000 Frank Lloyd Wright-designed legitimate theater in suburban Farmington.

According to Paton Price, one of the partners in the project, the committee includes Henry Fonda, Helen Hayes, Oscar Serlin, Guthrie McClintic, Gilbert Miller, Katharine Cornell, Louis Calhern, Charles MacArthur and Gov. Chester Bowles. This committee will act in advisory capacity on production policies and community relationships.

Kirk Douglas, actor, and Michael Ellis, Broadway producer, have joined Price and his partners as associates in the building and operation of the theater, which will be erected this summer. The 1,000-seat house is being planned for year-round operation.

#### THE IVY GREEN

#### (Continued from opposite page)

time marches on lead feet at the Lyceum. Green is a prodigious bore.

There is no doubt that Nelson has put studious research into the preparation of a character study of Charles Dickens. Biographically it is a sound job. He has taken few dramatic liberties with the facts. However, the subject of a biographical play can be saint or stinker, but he must be interesting. Nelson's panorama of Dickens covers the height of his career, the 34 years from his marriage to his death. It is a portrait of progressive arrogance, conceit, spoiled selfishness and self-indulgence. Nelson's Dickens



World premiere of the Dorothy Parker play was a huge success, a boon for Theater '49 in its yen for new scripts, and a tribute to Director Margo Jones. Collaborating with a fellow film writer, Ross Evans, Miss Parker has looked back into the early 19th century to spotlight the frailties of English literati and their yearnings for commiseration at the Thursday evenings in the Lambs' living room.

The play's focus is on the tragic mental illness of Charles Lamb's sister, Mary—periodical fits of insanity which must eventually wreck any opportunity of fulfillment of a life of his own. Lamb's devotion to his sister is traditional—and this is their story.

Illyria, despite its tragic implications, is not lacking the spark of Parker wit, Coleridge, loaded with laudanum, bemoans his fate at a Thursday evening get-together because contemporary Wordsworth has written to him and termed him a nuisance. This, while Wordsworth, writing poetry in the lake country, is "up to his rump in sunsets." Again, Wilson Brooks, as Lamb, refers to the dejected Coleridge as "Atlas, who had dropped the world from its shoulders and is dragging it behind him." Critic Hazlitt, played by Clinton Anderson, is sad over his lost loves, but after Coleridge's brilliant recitation of Kubla Kahn, calmly remarks, "It's no Ancient Mariner," Romola Robb gives a brilliant performance as a tranquil, mild woman beset by her own fear of assignment to bedlam, but who must spend herself the while quilting and befriending a parade of half-mad geniuses. Tension mounts thru the second and third acts as to Mary's stability, especially when Charles has broken his ties with his actress lady-love, Fanny Kelly, and sought solace via seven days of brandy. But with the return of Fanny, and a retirement pension from his employer, the essayist and his household are momentarily at peace. Plans are made for the lovers' marriage, but an inadvertent remark from a visitor anent throat cutting again sends Mary over the emotional brink. She pleads with her brother never to leave her. With his own happiness lost forever, the curtain brings his final commitment: "I never will. What else in God's name can I do?" Illyria's title stems from Twelfth Night, as written into Lamb's Tales From Shakespeare: "There were a brother and sister, who were shipwrecked off the coast of Illyria." Bill Parker.

### Farmington Nitery To Present Plays

HARTFORD, Conn., April 9.—The Algiers, night club at suburban Farmington, has announced plans to become a theater-restaurant on Monday and Tuesday nights of each week, starting April 18.

The Group 20 Players, local area drama organization, under the direction of Paul Neil DeSole, will present plays in the arena style at the nitery, with a stage in the center of the floor. The first program will include three one-act plays by Tennessee Williams.

The restaurant's Monday and Tuesday night sked will be: dinner from 6 to 8:15 p.m.; the dramatic production at 9 p.m.; dancing from 11 p.m. to 1 a.m.; all at a set price which the nitery management puts at \$2.50.

#### SOUTH PACIFIC

(Continued from opposite page) couldn't miss if it tried.

Their romance, that of a navy nurse and a more-or-less exiled French planter on a South Pacific island during the last war, is the basis of the plot. Digression from this in the way of comedy and drama via participation by sundry bored seabees, gobs and marines give it something of the aura of a land-bound, musical Mister Roberts.

Aside from absolutely brilliant performances from the two stars, superlatively imaginative backgrounds from Joe Mielziner and ditto costumes from the firm of Motley, supporting contributions have responded splendidly to Logan's canny staging to make Pacific a complete delight. Myron McCormick is giving the best comic performance of his career as a conniving seabee. Juanita Hall is exactly the right pick for an island little buttercup and William Tabbert and Betta St. John add an affecting secondary love interest as a young lieutenant and his South Seas belle. Martin Wolfson and Harvey Stephens are capital as representative navy brass. Whether or not one opinion is correct that Pacific does not reach the all-out tuneful and lyrical heights of Oklahoma and Carousel, Rodgers and Hammerstein have again concocted a grand score and tickling rhymes. Such ballads as Some Enchanted Evening and Bali Ha'i will doubtless rate a top lot on the Honor Roll of Hits, and specialties like I'm in Love With a Wonderful Guy, I'm Gonna Wash That Man Right Outa My Hair and Honey Bun will be magnets for juke box nickels. Happy Talk is also a delightful novelty number, but needs to be seen as well as heard. In sum, Pacific is top-drawer musical theater in every department. Its potential pewsitters who have kicked in a close to 500G advance will not have a minute's disappointment. Bob Francis.

#### La Baker the Star

Josephine Baker is on stage most of the time and the revue is almost entirely centered around her. She sings, dances, acts, appearing always in different roles: a haughty Marie Stuart; a furtive and primitive Eve, seductive and sophisticated, when singing a love song while balancing an enormous headdress of double horns; gaily shouting her wares as she sells carpets and sundries to the audience.

Beside La Baker, the rest of the cast loses significance. However, Veronica Bell sings well, Colette Fleuriot dances ditto, and Yvonne Menard is a picturesque foil for Dandy the irrepressible. The line boasts of a quota of long-stemmed beauties who effectively decorate background and proscenium.

It adds up to an eye-filling evening, and Americans in Paris this summer will find plenty of distraction.

Jean White.

### \$1.50 Hub Top!

BOSTON, April 9.—The millenium is due in the Hub early next month. A touring legit show will come to town for a run at a top price of \$1.50, unheard of since long before the war.

Max Gordon's road production of Born Yesterday, now touring with Lon Chaney Jr. and Jean Parker in the leading roles, is slated to open at the Colonial Theater May 9 and it will stay in town as long as business holds up. There's no joker to the \$1.50 top, either. That applies to orchestra seats for evening performances. is a stinker par excellence—but unfortunately the longer he survives the less interesting he becomes.

#### **Cardboard** Characters

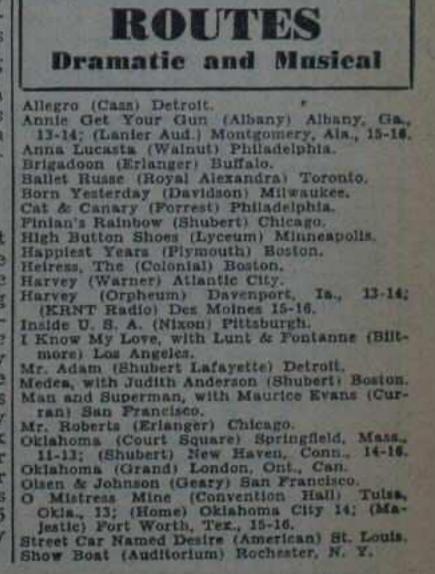
The same applies to the supporting characters with which Nelson surrounds the "great man"-and which he seems unable to endow with more than cardboard dimensions. They provide occasional moments of dramatic impact, but for the most part their adulation of an arrogant ball of conceit, completely lacking in personal charm, seems as unbelievable as the phony beard with which their idol indicates his advancing years. How anyone could like the Lyceum's Mr. Dickens or even believe that he could write a book, is certainly a secret which Nelson keeps to himself.

Hall Shelton has gathered a good company for Green, which does its collective best to give it some semblance of life. Judith Evelyn is pathetically effective as the somewhat dim-witted and long suffering wife and Carmen Mathews makes the predatory Georgina Hogarth a proper vixen. Daniel O'Herlihy struts and limps thru the "great man's" saga without growing appreciably older -except for the above-mentioned beard. Hurd Hatfield does what he can with the role of his publisher and faithful friend, as does Oliver Cliff as the illustrator of his books. June Dayton does acceptably by the little actress who helped on his final quest of youth and there are other brief contributions from such good players as Neva Patterson and Ernest Cossart. But Nelson has made them all suffer so acutely from Dickensitis that seldom does any penetrating character analysis come thru. They are literate enough examples of the master's worshipful congregation, but there is scarcely an ounce of blood and guts in the lot.

In sum, Green's future at the Lyceum looks scant. Dickensonians probably will resent it loudly as a base canard on their hero. Just plain pewsitters will dismiss its final curtain with a "who gives a damn?"

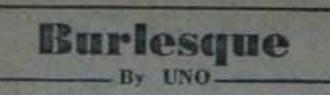
Bob Francis.

PHILADELPHIA, April 9. - First break in the box-office scale at the local Shubert-controlled legitimate theaters - ducat tariffs shouldering much of the blame for low grosseswill come with the revival of The Cat and the Canary, opening Monday (4) at the Forrest. The top house among the four legiters in town has been scaled as a pre-Easter holiday bargain, with a \$2.60 top for week days in comparison with the regular \$3.90 top commanded by all other shows. Two matinee performances also have been scaled down to \$1.95 top, with \$3.25 the high for Saturday nights.

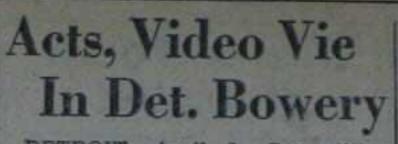


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GENERAL NEWS 60



**DENEE GRIFFIN** switched from the Monte Carlo Club, Miami, to the 3 o'Clock Club, West Palm Beach, Fla., April 1. . . . Rosalie opened April 8 at the Burbank, Los Angeles, for four weeks with option thru Lou Miller.... Bobb Lang and his nitery group were guests of Harrison and Dalkin, old-time vaude team, at their home in Grand Rapids, Mich., last week. . . . Frances Parks, producer at the Avenue, Detroit, is recovering from illness. . . . Abe Gore is set for his fifth summer at Kiamesha Hotel, Fairmont, N. Y. His mountain agent, Maurice Kurtz, will also introduce strips in another Borsht Circuit stop, the Kentucky Club, Woodbridge. N. Y. . . . Annette Robbins, formerly with the Laurel Music Company, is the new secretary in the office of the Hirst Circuit, New York. . . . Alfreda Walker has returned to producing after a long lay-off. Her first show for Charlie Fox at the Alvin, Minneapolis, opened April I, with Bimbo Davis, Estelle Montelle, Lou Devine, Eddie Yuhel, Hazel Walker and Mickey Jones in the cast. The week of April 8 has Sally Rand, featured, and Charlie Robinson, Hap Arnold, Bob Lee, Nadine and Rhoda True, principals. Benny Melton continues as house singer. . . . Arabella Andrey has returned to the Samoa. New York, after a week each at the 2 o'Clock Club, Baltimore, and the Troc, Philadelphia. Also, with her husband, Johnny Del Mar, who is straight man at the Gayety, Columbus, she is considering offers for Mexico and Casino de Paris, France. . . . Roma, Champagne Girl, joined Joe DeRita in Sidney Pink's revue at the Belasco, Los Angeles. . . Indian Princess Wah Wah Taysie, new 6-foot-3 featured strip on the Hirst wheel, was married to John G. Vaughn, interior decorator of Canton, O., her home, on the stage at the Casino, Pittsburgh, March 4.



DETROIT, April 9 .-- Competition between TV and live acts at the Bowery is making the spot a tough place to work. The TV set is about 20 feet away from the stage and kept going full blast while the regular floorshow goes on. The noise level at the spot is normally such during the floorshow that most patrons 20 feet away from the set can't hear it, unless they strain to do so, but during the rare quiet minutes in the floorshow it does compete with the live acts.

Opening night, Monday (4), the situation irked Buddy Lester, who television" during his own act, without getting any action from manager Frank Barbaro, who is a video fan.

A number of customers gather round the set right during the floorshow, regardless of who is on, to watch the screen, A fashion show drew the femme audience opening night, while, later, the males plumped for the fights which followed.

London May Set Closings at 2:30 a.m.

LONDON, April 9.-Night life in England may be extended to 2:30 a.m. in a government plan to attract the tourist trade. The present law calls for a 12:30 a.m. closing. An amendment to the new licensing bill calling for the late hour is expected to be approved by Parliament.

One of the conditions in the amendment calls for police to be allowed to enter clubs without a warrant and inspect premises.

Metropolitan Police Commissioner Sir Harold Scott says that by amending the drink laws a blow will be struck at the black market, at vice, and at crime. The amendment will also provide for strict supervision of charges made for meals. Some clubs are reported to be charging from \$1.50 to \$2 for bacon and eggs. Whiskey and cheap champagne are reported selling for \$20 a bottle. The present control price The new regulations will also help to eliminate the unpaid hostesses at some clubs. They average about \$40 a trip to New York where he placed a week in tips and commission and his Joe Thomas Magic Kit on the are fined \$100 by the management if they appear at a rival establishment.



AS A TRIBUTE to Dr. Henry Ridgely Evans, internationally known historian of magic, who died at his home in Baltimore March 29 Edward W. Dart, publisher of "Conjurors' Magazine," has dedicated the April issue of that mag to Dr. Evans. A pen-and-ink drawing of Dr. Evans appears on the front cover and an article written by Dr. Evans especially for the magazine is featured, The article, "Magic in Fiction and the Drama," was to have been reprinted in pamphlet form for distribution. . . . All Magicdom mourns the passing of the dean of American yelled repeatedly to "turn off that magicians, Edward M. Reno, who died at his home in Kankakee, Ill., April 2 at the age of 87. Details are lacking as this is written. . . . Lon Ramsdell, manager of Blackstone the Magician, reports that the latter's return to his home in Colon, Mich., following his collapse from an asthma attack in the South two weeks ago, and the resultant disbanding of the Blackstone company, has been delayed by a surgical operation which Blackstone underwent at an Atlanta hospital April 2. Blackstone is gradually improving, Ramsdell says, but will be confined in the Atlanta hospital at least another month. . . Doc Weiss, escape artist, and Mrs. Weiss were guests on the "Better Half' program over Station WOR, New York, March 30. . . . Landrus the Magician, after an extended trek thru the South and Southwest, has hit out for his home in Elmira, N. Y. for a brief rest before beginning dates in Maine and Canada. . Judith Johnson & Company, mental turn piloted by Harold Laughon, has just concluded a three-week stint at the Show Time Club, Galveston. . . Jackie Gallagher (Mrs. Hazel Ryder), former assistant to Marquis, Calvert and other magi, is now operating a

### Legit's View **Of Tent Show**

(Continued from page 58) porter has always reckoned gorillas as surly brutes-something to be examined thru glass and with a slight shudder-and to find that the lady has a fluent understanding of Spanish and a kittenish desire to count her toes, blow kisses and play patty-cake at the request of Senor Tomaz (plus the reward of a small chocolate bar) is astounding.

However, that's the circus for you. If you're lucky you learn something every time you go. So your reporter is very happy about the whole thing, even if the experts just took him along for the ride. He had a hell of a good time at a hell of a good showbut he does still miss the old-fashioned opening grand parade.

### Philly Agencies Win Selective Phone List

PHILADELPHIA, April 9 .- The combined efforts of the Entertainment Managers' Association and the Variety Bookers' Association scored another step forward for the membership in getting the telephone company to change its listings so only licensed and bonded agents would be classified as entertainment agencles.

On the strength of a ruling of the licensing law by the attorney general's office, the telephone company will change its classified listing, to be published next month, from Entertainment to Entertainment Booking Agencies, and from Theatrical Agencies to Treatrical Booking Agencies, The attorney general's office has ruled that under the law, anybody "falsely advertising under such classifications" without benefit of State license and bond "will be proseball game with her husband on cuted." Until now, the classif Harry's Greater Shows, a carnival directory has included performers, owned by Harry Lottridge and cur- part-time bookers and promoters-in rently working thru Alabama. She fact, anybody who would pay the reports that in the fall she and her charges involved in a classified phone

She was known as Dustine when she played the Midwest Circuit. ... Winnie Garrett moved from the Famous Door, New York, to the Casino, Boston, April 18.

CEORGE JAFFE, operator of the Casino, Pittsburgh, was hurt in a fall in leaving a train in New York April 5. . . State Theater, Vancouver, B. C., has returned to on food is \$1 per person. flesh shows after two years of pix. Folies Bergere, same town, is featuring Renee Villon, with two comics and a line of eight in a 60minute revue. . . . Ruth Allen, new Hirst Circuit featurer, was on the Midwest Wheel last season and before that with Los Angeles and Chicago niteries. . . . Lester Moore, of Lester and Monter, former burly straight, has been with Looie's 22 Club, Oklahoma City, the last two years. . . . Freddie Fulton will produce and provide the talent for the all-star show at Madison Square Garden, New York, May 18, for the Jewish war vets. . . . Mona Corey, new to burly from Boston and New York niteries, is talking and stripping with a new unit of principals

ATTENTION, WALKATHON PROMOTERS I have a building and all arrangements made to put on a Square Dance Marathon or a Walkathon. This building will hold 5,000 people, located on car line. Want to get in touch with a man who is a professional walkathon promoter and has the necessary finances to see a show through. This is an outstanding opportunity for the right man or group to make a lot of money. Contact: TONY SCARPELLI (Former Owner of Club Plantation) 3892 Washington Ave. ST. LOUIS, MO. Ph.: Lucas 0142; Night Ph.: Lockhart 7207

Increased employment for bands from the later drinking hours.

composed of Al Anger, Happy Hyatt, Ruth Allen, Al Baker and Marcelle which started in Pittsburgh recently, . . Shorty McAllister, recovered from a rib operation, has returned to burly via a new Hirst unit, with Ceil Von Dell, Lillian White, Walt Stanford, Mildred Sherry and Jack Murray as co-principals, . . . Fred Dulin, after four weeks in burly has joined Terrell Jacobs's wild animal act. He also will handle radio publicity for the Endor Shrine Circus. . . . Georgia Sothern is making another carnival tour, this time with the Joseph J. Kirkwood Shows. . . Frank Crowe, who resigned as manager of the Empress, Detroit, to go with the Carnegie Steel Company, Pittsburgh, has been replaced by Walter Tucker, formerly of the National and Avenue theaters, Detroit.



husband in association with Fred directory listing. Warren (Witherspoon the Magician) will launch a magic show to play school and smaller theaters.

IOE THOMAS is back at Scottie's, J Kansas City, Mo., nitery, after market at the Toy Fair. He reports that the item caught on favorably and is slated for early distribution and entertainers is expected to result in the better department and gift stores. While in New York, Thomas did a television show for DuMont, and caught Richard Himber's appearance on the Arthur Godfrey show. He also bumped into a number of other fellow magi working for the various networks. Thomas infos that Himber has worked out a corking new mental effect with cards which he plans to spring on an early broadcast. On a recent vacation jaunt to Florida, Thomas caught Mandrake and Bill Neff and says he found both turning out solid entertainment. Following his current stand, Thomas hops to Indiana; then back to Kansas City for a stand at the Drum Room. . . . Lucille and Eddie Roberts set thru April 14 on a return date in the Flame Room of Hotel Radisson, Minneapolis. . . . Bob Nelson and his Nelson Enterprises, Columbus, O., were the major topic of conversation on Ethelyn Anderson's "This Week in Columbus" program over WBNS, Columbus CBS outlet, March 27. Most of the pro-gram was devoted to the April Fool angle, and Nelson reports that the plug resulted in considerable extra business for him. The Saturday Evening Post of March 26 also carried a cartoon on the Nelson shop. ... Princess Zeella and the Great Dr.

Chanda, still in Florida theaters, will begin their trek northward in a few weeks. They tell of catching Dr. Karland's show recently.

#### D. C. Spot Shut Three Days

WASHINGTON, April 9. - The Salle de Champagne, formerly the Club Cairo, sat out a three-day suspension of its liquor license this week for displaying a sign that could be seen from the street. Local alcohol regulations ban the use of outside nitery signs in residential neighborhoods.

#### Las Vegas Fingerprinting

LAS VEGAS, Nev., April 9.-Police of North Vegas, Nev., this week are fingerprinting employees of establishments selling intoxicating liquors within the corporation under a new ordinance. Affected are bartenders, waitresses, dealers, shills and other personnel, of about 20 night clubs and taverns,



REPERIORE-ROADSHOW EILMS-OUTDOOR THEATERS The Billboard Communications to 2160 Patterson St., Cincinnati 22, O =

### Work Starts on Two **New Columbia Spots**

COLUMBIA, S. C., April 9 .-- Completion of two new drive-in theaters here soon will bring the total number operating in the Columbia area to four. Construction has begun on a new 400-car drive-in to be located one mile north of the city. To be titled North 21, it will be operated by T. G. Castles and R. C. Saunders. They said the theater would be opened May 1.

Another new drive-in, to accommodate 230 cars, will be located on Rosewood Drive in front of the main entrance to the fairgrounds. W. T. Cameron, operator, said the theater, to be called the Sky-Way, will be opened April 20.

Two other drive-ins, the Alta-Vista, an independent, and the Starlite, operated by the Palmetto theater chain under the supervision of the Parkway chain, have been in operation here for some years.

### **Conn.** Legislators **Hear Drive-In Bill**

HARTFORD, Conn., April 9 .--Connecticut State Legislature's Roads, Rivers and Bridges Committee has disclosed that it will hold a public here on a bill that would ban construction of outdoor motion picture theaters on trunk lines or State-aid highways in Connecticut.

The measure, introduced into the Legislature by Rep. Warren F. Cressy, Darien, would prohibit erection of such theaters on property "adjoining or abutting any State-aid or trunkine highway."

that the large number of cars flowing out on the highway following showing of films "create a hazard to thru traffic."

### REP RIPPLES

winter tour recently, is laying off in Boston until late in April when tor operator and night watchman at Canada's Maritime Provinces. . . Florian Players will play resort Harry Glick, well known to rep, tent towns in Pennsylvania, with opening scheduled for June. . . Elmer home in Findlay, O., where she is in Budd Players recently concluded a ill health. . . E. D. Brady will play Budd Players recently concluded a successful season around Denver. They plan a summer tour of Colorado spots. . . . Fremont Turgeon has been showing religious pix in Pennsylvania. . . . S. T. Powers is mulling a circuit of pix and vaude towns around Moncton, Vt. . . Clawson Bros. have 16mm. and religious pix in the Westerly, R. I., area. . . . Nick Hyam is laying off in Boston after completing a number of minstrel promotions. . . . Curtis E. Gates will revive various oldtime bills, like "Rags to Riches," for his Portsmouth, O., group. . . . Gott's Family Show has been playing to only fair business for the last three months around Bonner's Ferry, Idaho, because of inclement weather. Gott will not take his tent out of storage but will play halls in Eastern Washington with three people. Albert Gott left for Spokane March 21 to ready his tent-pic\_show for the summer. . . . H. J. Carlotta is readying a summer trick at El Paso. hearing April 12 at the State Capitol Tex., and will move into Central Texas soon, playing short-cast bills and specialties. . . . Leon G. Archer is settling on a spot to play dramatic bills in Western Pennsylvania. For several years Archer has been scenic artist and stage manager for various summer shows and is about to tackle something on his own. . . . Cairns and Nolan are showing 16mm. pix in the Racine, Wis., area. . . H. Geymor pens from Clackamas, Cressy said that open-air theaters Ore., that he is playing to ordinary lear main highways tend to "divert biz at halls and schools in that neck the attention of drivers" and also of the woods. Unit has run into much inclement weather. Geymor's brother is expected to join soon from Spokane and present his magic turn.

ENRI LAVINE, who closed his RAYMOND C. BROWN, veteran trouper, is employed as elevahe launches a small trick to play the Pettigrew Hotel, St. Joseph, Mo. minating a two-year battle for the . . Lelia Glick, widow of the late building of an outdoor movie theater, and tab show performers, is at her fairs with E. F. Hannan's "Expose." Brady, who has been playing sponsored dates since last fall with his magic and illusion show, will vacation in Springfield, Mass., where he will ready his summer show. . . . Wills Anderson is planning a fourperson flesh show for a number of Maine spots later in the season. Unit will comprise Anderson and wife and Jack and Ella Ninehart. . . . Roy Brooks, who has been promoting amateur shows in Eastern and Northern New York, is mulling an entertainment bureau for Troy, N. Y., which he plans to bow in the fall. . . . Carol Players are vacationing in New Orleans. . . , Herman F. Longham left Pomona Park, Fla., April 15 for Corpus Christi, Tex., to take out his pic-vaude attraction. After three weeks in halls he will switch to his tent, which is stored at Iola, Tex. He will have three people with the hall show and play short-cast bills. . . . Calway, magician and hypnotist, who has been playing the Raton, N. M., sector, moves into Northwest Oklahoma soon where he will continue playing sponsored dates. Rene Delorme opens his summer show at Megantic, Can., May 1, Show will comprise four people and will move east toward New Brunswick.

### Longo Gets Court's **Okay for Drive-In** At Medford, Mass.

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MEDFORD, Mass., April 9 .- Culduring which hearings were held and members of the clergy voiced their opposition to the petition, Judge Jesse W. Morton in Middlesex Superior Court ruled this week that Paul J. Longo, of Winchester, should be given permission to build the theater in this city's Wellington-Glenwood section.

Longo petitioned for a ruling after the Medford Building Commissioner and the Medford Board of Appeals had refused him permits for the three buildings necessary for the outdoor theater.

In his decree directing the building commissioner to issue the three building permits, Judge Morton noted that there is "no evidence given to sustain any of the reasons cited by the board" and in the absence of any evidence to the contrary found "that it could have no effect on the morals of Medford youths or any other locality."

Judge Morton said that according to sketches of the buildings which he had seen, the project was attractive rather than ugly, "especially for the locality." Three buildings will be erected, according to present plans, consisting of a screen tower, a projection booth and a box office. The area where the constructions are planned is in marshland zoned for heavy industry.



### Hummitzsch's Unit Set for Wis. Dates

SHEBOYGAN, Wis., April 9.-Mel Sambo) Hummitzsch's Dixieland May 7-8, under auspices of the Garton six weeks. Toy Goodfellowship Club, marking its eighth consecutive local appearance strel shows. He and the late Sibby for that sponsor. Veterans of Foreign Wars at Manitowoc, Wis., also will ponsor the show's appearance there.

Unit also is preparing to play summer dates again, having already inked a number of fairs, special events and celebrations. New equipment and personnel are being added, officials announced. A seven-piece minstrel band is to be used and elaborate new scenic effects are in the making, i was reported.

#### BARDEX MINSTRELS WANT

Colored Musiciana, Comics, Performers, etc. Also Canvas Man to get it up and down. Outdoor Free Platform Med. Show, 2 to 4 week stands in larger cities in North. Open-ing mid-May in Pennsylvania. Top salary. Write, stating all, to:

DR. MILTON BARTOK P. O. Box 2047, Sarasota, Fla.

Want for Tent Repertoire Leading Man, real Comedian, General Business People with specialties, Boss Canvas Man and Work Men. Rehearsals May 6th.

ROBERSON & GIFFORD Clinton, Ill.

WANT ACTS

for 3 night stand Stage Show under tent. Old time Sketch Teams. Toby Councilians, put on acts. Singers, Dancers, Musicians, Dog Acts, any Act for Stage. 25 weeks' work. W. O. Sullivan, write. Open May 2.

1995 N. W. 7Pth St.

### **Max Coden Dies** After Brief Illness

HARTFORD, Conn., April 9 .- Max Coden, 60, once a well-known rep performer and athlete, died last week Minstrel Revue has been signed to at Veterans Administration Hospital, alay the Armory Auditorium here, Newington, Conn. He had been ill

Coden produced numerous min-McNerney formed and presented a minstrel dance number for many years. During World War I, Coden was featured in Yip, Yap, Yaphank.

#### United Plans Big Drive-In

JONESBORO, Ark., April 9 .--United Drive-In Theater Corporation, Caruthersville, Mo., plans to invest about \$100,000 in a 600-car drive-in theater to be situated on a 10-acre plot between Jonesboro and Nettleton. W. P. Robertson is head of the Missouri firm. Another drivein theater, expected to be in operation by May 1, is the Sky-View. It will be constructed in the Pitts addition on Highway 39, a quarter of a mile Southwest of Jonesboro.

#### Lee Okay in Carolinas

WILSON, N. C., April 9.-Lee's Minstrel Show, headed by Willie Jones and wife, Virginia, is playing auditoriums and theaters in this area to good business, Leon Long, agent, reports. Band personnel includes Wiley Mitchell, Willie Johnson, Steve Coleman and Johnny Kehan.

#### Worley Bows 16mm. Show

FORT MADISON, Ia., April 9 .--Paul J. Worley has opened a 16mm. Mismi, Fis. Oakville, Ia., already booked,

### Adds 3 Drive-Ins

PHILADELPHIA, April 9 .- Construction of more drive-in theaters in Eastern Pennsylvania was announced here last week. Leroy Hinchcliff is constructing the Berwick Drive-In near Berwick with a 400-car capacity and spot is expected to open about May 1.

**East Pennsy Area** 

Paul and Thomas Kerrigan, who operate the Victoria and Garden theaters in Frackville, are erecting a modern 500-car capacity drive-in on the outskirts of the city. Work is being rushed for an early spring opening.

A group of Reading, Pa., interests, represented by A. A. Ullman, purchased a 15-acre tract on the Reading-Allentown main highway, at Temple, Pa., and expect to start work immediately on the construction of 1,000-car drive-in which is expected to be ready for operation by May 1.

#### Amadeo Back to Drive-Ins

HARTFORD, Conn., April 9 .- Paul Amadeo, who left the managership of E. M. Loew's Hartford Drive-In Theater, in suburban Newington about a year ago, has resumed that position, George E. Landers, Loew's division manager, said this week.

### **Enfield Duo Plans Theater**

ENFIELD, Conn., April 9.-Plans to construct an outdoor motion picture theater here have been revealed by Matthew Alaimo and Irving Shapiro. They have filed an application with the State police commissioner, Hartford, for authority to construct the drive-in.

#### Conn. Drive-Ins Debut

HARTFORD, Conn., April 9 .- Two outdoor picture theaters in this area have reopened for the season. They are the Pike Drive-In, Newington, Conn., managed by Joseph Dolgin, show, with stands in Donnelson and and the Riverside Drive-In Agawam, Mass., owned by Edward J. Carroll. Dept. L, 602 West 52d St., New York 19, N. Y.

EASTIN PICTURES "THE ROADSHOWMAN'S COMPANY" Write Dept. P at our nearest office for all the info on our 1949 releases P. O. Box 598-Davenport, Iowa

P. O. Box 613-Colorado Springs, Colo. P. O. Box 347-Chattanooga, Tenn.



Starring "FUZZY" (Al St. John), "Fighting Deputy," "Roaming Cowboy," "Moonlight on the Range" and "Melody of the Plains." New 16mm, Sound Prints, \$96 each net, outright sale. Distributor: EDWIN SCHNATZ

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**ICMM FILMS RENTED** uyes 400 Westerns to shoose from at \$5 00 each advertising loaned free. Write for estalog. Com-plets, new Somm, drive in theatre equipment, \$3174 installed. Construction and operating in-tructions furnished

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#### **16MM. PROJECTORS-FILMS**

Ampro and Holmes Projectors, \$195.00 and up. Programs rented, \$7.50. Features sold outright for \$95.00 Empty 16MM. Reels, \$1.50 each. Clean-ing Fluid, \$2.00 a quart. Supply list free. Milis Panoram Boundle Projectors in cabinat for \$175.00 each. Shipping Cases, \$3.50 each.

SIMPSON FILMS, 155 High Dayton 3. Ohio



BEAUTIFUL THEATRE CHAIRS Rebuilt. Refinished \$3.95 UP

Send for Chair Bulletin, also 1949 Hargain Calalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House. S. O. S. CINEMA SUPPLY CORP.

ALBERT-Mrs. Minna, wife of Frank Albert, Australian music publisher, March 30 in Sydney. Besides her husband, her son Alexis, who operates J. Albert & Sons, survives.

ANDREWS-Mrs. Marie Langdon, 57, lyric soprano, April 2 in Bernardville, N. J. She sang over WJZ and WOR, New York. Her husband and daughter survive.

ARNOLD-Jessie Powell, 67, who handled publicity for George Tyler, Henry Miller and Stuart Walker, among others, April 8 at her home in Louisville. Miss Arnold did most of her theatrical publicity work in New York until she returned to Louisville in 1932. She had also toured the country several times with the Stuart Walker Stock Company, and had written for The Saturday Evening Post, Collier's and The New York World, Survived by three sisters, Mrs. Edward Remon, Mrs. Christopher Bryant and Marguerite, and a brother, Gordon. Services in Louisville April 9, with burial in Cave Hill Cemetery.

BERGER-Henry A., 76, carnival trouper, March 27 in Coulee Dam, Wash, Burial in Almira Cemetery Coulee Dam.

BLISS-Cornelius Newton, 74, retired financier and chairman of the board of directors of the Metropolitan Opera Association from 1938 to 1946, April 5 in New York. Active in many fields of philanthropy and high finance, Bliss was on the board of the former Metropolitan Opera and Real Estate Company before his election to the association. His widow, daughter and two sons survive.



#### THE FINAL CURTAIN

March 6 in Jewish Hospital, Cin- star known in private life as Mrs. cinnati. He also leaves his wife, Mary Epstein, April 1 in Toledo. Be-Minnie; a daughter, Mrs. Nathan fore her career in silent films from Platnick, Bluefield, W. Va.; two other 1913 to 1924, she played in many sons, Bernard, Orlando, Fla.; Marvin, stock companies. Her husband and New York, and a brother, Jake, her niece, June Clyde, British actress, Darien, Conn.

ERDODY-Leo, 60, composer, author, violinist and conductor, April 5 in Hollywood. He was long associated with films and wrote such convention of the Federation of Musongs as Dreams I Have Dreamed, Only a Song, Never to Know, Come president, Along, Another Rainbow and Where Is Love? He also wrote the operas, Peasants Love and The Terrible Meek, besides two piano compositions and other works for violin and piano.

FARRINGTON - Fred, veteran concessionaire, recently in Onawa, Ia., of a heart attack. Burial in Onawa.

GRAVES-George, 73, Irish comedian, April 2 in London. Following his stage debut in 1896 in The Shop Girl, he made his London bow in 1898 in The Gay Grisette. Subsequent appearances in Aladdin and The School Girl preceded a tour of the United States in 1907 in The Little Michus. Later he played 3,000 performances of Baron Popoff in The Merry Widow. His second visit to the United States was as an actor-manager in 1925.

GRENEKER-Claude P., 68, general press representative and executive of the Shubert Theater Corporation, April 7 in New York. For a time after graduation from school he worked on various papers, was a press agent for a Pittsburgh theater, advance agent for touring companies and then manager of a theater near Pittsburgh. Greneker joined Lee and J. J. Shubert about 40 years ago and served as advertising direetor, first-night arbiter and adviser on plays and business deals, as well as press director. His first job with the Shuberts was publicity man for the touring company of The Blue Mouse. During his career he exploited such stars as Al Jolson, Gaby Deslys, Carmen Miranda, Danny Kaye and Olsen and Johnson. Survived by his widow. Burial in Newberry, S. C. HAMPTON-Faith, 40, former film

the Cincinnati Symphony Orchestra, | HUTTON-Leona, 57, silent screen who is also her protege, survive.

KELLEY-Mrs. Edgar Stillman, 80. widow of the composer, April 3 in Dallas. She had been attending the sic Clubs, of which she was a past

In Loving Memory

of My Sister



LAMPE-J. Dell, 54, band leader and arranger, April 2 in Amityville, N. Y. He was the son of the late J Bodewalt Lampe, composer and charter member of the American Society with the Ferris Rides & Showz

Burial in Evergreen Cemetery, L Angeles.

REBER-J. Howard, 78, theatric lawyer, April 4 in Philadelphia. Dur ing World War I he was chairman of the War Department's Military En tertainment Committee, and during World War II he served as county to the American Theater Wing Star Door Canteen. One of the founder of the American National Theater and Academy and the Philadelphi Art Alliance, Reber also headed the little theater group of Plays and Players and was a member of the Lambs and Players Clubs in New York. His widow survives.

REDDIE-Fergus, 79, Philadelphia actor and playwright, March 18 in Los Angeles. He was the author of several plays, including The Little Dog Laughed, specialized in Shakespearcan roles, was a member of the Plays and Players in Philadelphia and, until 1935, was professor of dramatics for 17 years at the University of Oregon. Survived by a son, Mac-Ivor, head of the School of Practical Art in Boston.

RENO-Edward M., 87, magician, April 2 in Kankakee, Ill. Rated by the International Brotherhood e Magicians as the dean of prestidigitators, he was honorary president of the Knights of the Ebony Wand since 1941, when the organization was founded.

In Memory of Our Beloved Husband and Father RAY W. ROCERS

Who Passed Away April 13, 1946 WIFE, EMMA N. ROGERS, AND SONS Baron R. Nowak and Joseph G. Nowak

RORICK-Kenneth C., 41, ride operator, electrician and semi driver

CAMPBELL-Parker B., 58, son of the late Al G. Campbell, owner of actress, of suffocation from a fire in Lechner and Hazel Scovill. Burial in bit parts at MGM. Fairbury, Neb., March 31.

and actor, April 4 at Carmel, Calif. He was also connected with a summer an actor when 16, by the time he was theater at Saugatuck, Mich. His widow survives.

DALY-Rev. Dr. Joseph A., 49, Catholic priest who launched a weekly column over Station WLWL in 1919, founded a Sunday morning hour in 1930's over WOR and served at one time as Catholic adviser to the Columbia and Mutual Broadcasting Systems, April 6 in City Island, N. Y. His mother, sister and two brothers he and his wife appeared, most were Protective Union, Local 637, Louissurvive.

DeMOTT-Willis Munro, 82, father of George DeMott, juggler, clown and magician, March 23 at the Berwick (Pa.) Hospital of cancer.

EVANS-Dr. Henry Ridgely, 87, internationally known authority and historian on magic and a writer of numerous magic books, March 29 in in 1935 and given the Legion of Hon-Union Memorial Hospital, Baltimore, or by France in 1931. His appear-Evans graduated in law in 1884, but later entered the newspaper field, becoming drama editor of the old Baltimore Evening News. He had also been associated with The Washington Post and The Denver Republican. He was a member of the Society of American Magicians and the International Brotherhood of Magicians, serving as historian for the latter a few years ago. group for many years. Dr. Evans was editorial assistant in the United States Office of Education, Washington, for 44 years, retiring in 1934. Survivors include his widow, Florence, and two sisters, Marion and Bessie.

EFFRON-Louis S., 64, father of Sugmund Effron, concert master of

Campbell Bros.' Circus, March 27 at her home, March 31, in Hollywood, his home in Omaha. He leaves his in which her husband also lost his wife and two sisters, Mrs. Grace life. She had recently been doing

HICKS-Sir Seymour, 78, actor, DALTON-Howard, 58, composer manager, dramatist and novelist, April 6 in London. Appearing first as 21 he had performed in 17 plays. He made his American debut in 1889. and during that tour married Ella- producer of the Ulster Theater, Belline Terriss, actress and daughter of fast, Ireland, March 22 in that city the then-famous actor William Ter- Among the many productions and riss. Sir Hicks gave service during pageants he produced in Ireland was both World Wars in entertaining troops in foreign fields. His writings include 64 plays and a dozen books. Of the 100-odd plays in which 35 years secretary of the Musicians' successful. Plays he wrote include ville, March 22 in General Hospital, The Earl and the Girl, The Gay Gor- that city. Morton had been with the dons, Cash on Delivery, The Price Frank Maharra Minstrels, was direcof Silence and The Love Habit: his tor of the Louisville Musical Club books included The Stage As I Know It, Chestnuts Re-Roasted; Hullo, Aus- orchestras. Burial in Greenwood tralians; Between Ourselves and Me and My Missus. Hicks was knighted ances covered the United States, England, Scotland, Australia, Canada, South Africa, the Middle East and France, His widow survives.

HILLIER-Alfred J., 60, old-time vaudevillian and former straight man to Jack Pearl, April 4 in Paterson, N. J. He worked the major circuits from the age of 16 until his retirement



of Composers, Authors and Publishers. His widow, two daughters, two sons and two sisters survive.



MOROSS-Ernest, 75, first manager of the Indianapolis Speedway, April 4 in Long Beach, Calif., of pneumonia.

MORROW-Fred, 74, founder and Thomson of Tir Na Nog and The Spoiled Buddha. His son survives,

MORTON-J. E., musician and for Band and had played with various Cemetery, Louisville.

OLLO-William J., 69, vaude and stock company trouper for 30 years, March 24 in Hartford, Conn. Ollo, whose stage career began at the agc of 12, was leading man in the old Star (Theater) Stock Company, Hartford. His vaude specialty was a juggling act. At one time he was teamed with Vivian Densmore in a vaude act billed as Kid and Kidder, a Kidding Pair. He left show business in 1923 to become a used car salesman. Burial in Hartford March 26.

PALMER-Mrs. Mabel, wife of Dr. B. J. Palmer, head of Station WOC Davenport, Ia., and WHO, Des Moines, March 30 in Tucson, Ariz.

PAYNE - Emily S. (Nana), 88, mother of Mrs. Elva P. Rockwell owner of the Rockwell Shows, March 23, in Compton, Calif., of pneumonia.

March 17 in Washington, Pa., of a heart attack. He had been with Ferris the past 22 years. Survived by his widow.

RUSSO-Jimmie, 67, former dancer and vaude performer, April 5 in St Clare Hotel, Pittsburgh, of a heart attack. Russo had been associated with the Imperial Five on the major vaude circuits years ago, Survived by a daughter and brother, Leo, manager of a puppet act.

ROSINSKY-Harry H., 63, owner of the Eureka Theater and part-owner of the New Broadway Theater, Philadelphia, March 17 aboard a ship while touring South America. Survived by his widow, Fannie; two brothers, a daughter and a sister. Services March 30 in Philadelphia, with burial in Alliance, N. J.

SEXTON - Morgan H., general manager of Station KROS, Clinton, Ia., March 27 in that city. He formerly worked for radio stations in Minneapolis; Rock Island, Ill., and Davenport, Ia.





ab III IDebabas

Communications to 155 No. Clark St., Chicago 1, III.

# 425G IN RINGLING SHOW'S THE

# Org Delighted With Advance At Stem's Bow

#### Show Bigger and Better

#### (Continued from page 3)

late start, was a record \$425,000 in advance ticket sales. A three-quarter house, including the usual flood of paper, paid an announced \$25,000. which was contributed to the Damon Runyon Memorial Cancer Fund. The of 43 years in show business, having record \$6 fee for choice pews constarted in 1906 with picture shows in tinues in effect and the potential gross Peru and Goshen. His first circus King Bull Tramples Lewis has been upped nearly 10 per cent job was with the Walter L. Main by the addition of 560 box seats in three tiers in front of the permanent house and was later "promoted" to side loges.

#### Production \$\$\$ Cut

Hall Circus and later to the Wallace With production costs apparently trimmed again this year as they were Mugivan & Bowers interests, and later last, the show is better geared to managed the John Robinson Circus. win money. Accordingly, there is less Moving over to the Al G. Barnes Ciremphasis on Broadway-inspired cus, he remained under four manageglamour, with which North inundated the Big Show at the beginning of his reign, and a better representation of bona fide circus talent. The staging of John Murray Anderson is on a par with his previous efforts, which is to say that the performance is unified and smooth-running. The three-hourand-20-minute opening night session resulted from too much talent rather than the usual bugs, and the normal tightening of routines will result in a compact sequence of interlocking displays. Of the 11 foreign importations presented and viewed for the first time only one, the Geraldos, French aerialists, rates accolades and top billing, European sources have been milked dry or that North and his scouts have been viewing foreign acts thru jaundiced eyes. For the third straight year the incomparable Harold Alzana provides the ultimate in spine-tingling aerial daredeviltry to continue unchallenged in the top thrill spot.

### **Beatty Staffers Old Gaffers** In Biz; 11 at Top Pile Up 435 Yrs. Amassing Know-How

- By Sam Abbott-

LOS ANGELES, April 9 .- Playing its first major date of the season here, the Clyde Beatty Circus was found to be guided by the greatest array of circus management talent of any show to play the famed Washington and Hill lot. A check into the backgrounds of 11 of its top men revealed a total of 435 years of show know-how and that figure will run even higher when the services of several, who are on the road and could not be contacted, are considered. Their experience runs from 22 to 57 with an average of 391/2 years. S. L. (Buster) Cronin, manager, has a record

BAYTOWN, Tex., April 9 .- John T. Lewis, 55, elephant trainer, sustained a crushed left chest and two broken ribs when trampled by a King Bros.' Circus elephant here Friday Lewis is now recovering in a hospital here. The elephant, Alice, severely injuried another circus employee, C. R. Rush, six days previously at Rosenburg, Tex.

### **O.** Concesh Org **Hears State Reps Pledge Support**

COLUMBUS, O., April 9 .- More than 100 concessionaires attended the meeting of the Ohio Concessionaires' Association here Sunday (3) at the Ohio State Fairgrounds, with speakers dwelling on the new organization's aims to raise the standards of concessions.

Support of the association's aims was pledged by Howard S. Foust, Ohio Stat Fair director; C. W. Van Schoick, chief of inspectors for the Ohio Department o' Health, and Guy Snyder, George Fichert and Harley Swain, all State inspectors. Some of the speakers supplemented their pledges of support by outlining suggested ways by which concessions migh' be improved.

M. H. Cohen, association president, asked the co-operation of Ohio fair officials to keep shows and games honest and clean.

Following the meeting a luncheon was served by Mr. and Mrs. Ed (Red) Hall, Another meeting of the association is planned for October.

The association was organized in January during the annual convention of the Ohio Fair Mangers' Asso-

#### Spee Will Win Kids

The principal spec, Birthdays, is lavish, but not so much so as last year's 'Twas the Night Before Christmas, or the well-remembered Toyland. This year there are only four floats in the top-claborate class in comparison with the multiple units paraded in the past. But the visual appeal is so strong that the public, if the spellbound opening night audience can be used as a criterion, will give it the acclaim afforded its predecessors. It is loaded with kid appeal and the moppets will love the storybook characters depicted in paper mache.

The menage spec, San Francisco, depicting the gold rush days of '49, spotlights the sleek Ringling equine stock and the show's fine collection. of horse-drawn vehicles which fit right into the period depicted. It also provided a fitting setting for Lilian Wittmack, Danish equestrienne import and perfectly cued mount in the center ring. In the end rings are the smooth-riding Claude Valois and Cilly Feindt, imported last year.

#### Inauspicious Start

Once again the specs are spotted in the body of the program, with the re-(See 425G in Ringling on page 72)

### **Close-Ups:** From Cage Boy to Circus Owner----It's the Story of Clyde Beatty

- By Sam Abbott-

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

"LYDE RAYMOND BEATTY (pronounced Bay-tee), a dapper, blackhaired man not half as big as one of the lions he runs around the arena, indicating that in only two years has at various times in his life been featured with Ringling Bros. and Barnum & Bailey, had top billing with Hagenbeck-Wallace Circus, appeared in five motion pictures, been credited with being the first animal trainer in the United States to work a mixed group and today owns the circus bearing his name. Beatty started as a cage boy. Some 30 years ago, in fact, he was helping Louis Roth keep things straight on the Howe Great London and Van Amberg Wild Animal Circus. Roth was working two acts-from

> five to eight lions and the same number of tigers, but not simultaneously. At that time, in the early '20s, these were considered big acts.

"Clyde," a fellow cage boy, said to him as they leaned lazily on the cage parked near Roth's arena, "some of these days you're gonna own a circus."

The cage boy, however, was insistent. "Listen, Clyde," the youth continued despite Beatty's apparent disinterest, "you've always liked animals. I know. You've told me about the shows with trained cats and dogs you used to have in your backyard in Bainbridge, O. You'll have your own circus some day."

Beatty shrugged good-naturedly. "All right, I'll own a circus-some day."

#### Becomes Circus Owner

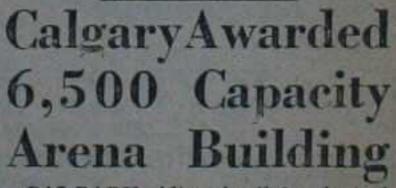
ago. Fortune, in that time, has been good to him. Already he is on his It is hoped the building will be comway to another big season, for the show recently returned from a tour of pleted by August 31, 1950. the Hawaiian Islands, where it was promoted by E. K. Fernandez. It gave the show an extra five weeks in the 1949 season.

When Beatty became owner of the Clyde Beatty Circus, he had had plenty of experience. He not only knew the ins and outs of animal training but had been associated with the business office sufficiently to recognize a good deal immediately upon seeing one. His association with the best minds in the field covered more than 25 years. 'The trainer's circus career' (See From Cage Boy on page 73)

### ciation here. **Expect** Passage **Of Bill Tilting Ore.** State Aid

SALEM, Ore., April 9.-County fairs thruout the State will benefit financially by a measure favored by the Oregon Legislature which has been reported out of committee with a "do pass" recommendation-tantamount to approval by both houses.

The measure sets a guarantee and a ceiling on racing fund revenues allotted to county fairs. After establishing the amount of money each named beneficiary will receive from racing revenues, the bill stipulates that each county fair shall receive \$7,500. Sponsors of the measure declare this figure is more than the average received by county fairs in previous years.



CALGARY, Alta., April 9.- A steel and concrete arena to seat 6,650 will be built by the Calgary Exhibition and Stampede Co., Ltd., with work to start in May.

Plans have been approved by ex-Beatty did become owner of his hibition directors but the cost will show and only a little over two years not be revealed until tenders are in.

> The fireproof arena will be built in the nor'hwest corner of the exhibition grounds. It will measure 400 by 210 feet and will have an artificial ice plant. Standing room for 2,200 will be provided behind the top rows of seats. All seats will have an unobstructed view of the arena. There will be 32 exit doors.



Shows when he worked in the cook-

the elephants. The following year

Cronin moved over to the William P.

show. For 17 years he was with the

(See Beatty Staffers on page 68)

#### CLYDE RAYMOND BEATTY

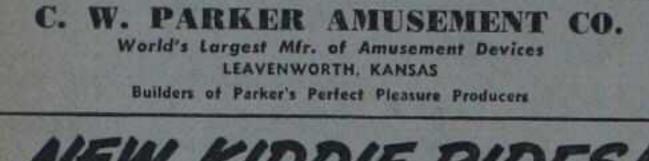
#### 64 GENERAL OUTDOOR

The Billboard

April 16, 1949



Mr. C. L. Timmerman, of Oregon, writes: "We hought a Baby 'Q' last fall from you. We set it up the first time without any trouble at all We ran 5,000 the next day. We like it fine. It is always ready to go. My boy runs it all alone. And it is not for sale. Last fall we played a little town and opened at 10 a.m. and closed at 5. The Merry-Go-Round rode 150 people every 10 minutes for 7 hours. We sold over 9,000 tickets and ran out. I will have plenty of tickets next year. We will be in to pay up in full owing to this spot, and thanks to a good ride and nice people to deal with. You made it possible for the Mrs. and me to do this." Yours truly, C. L. Timmerman.





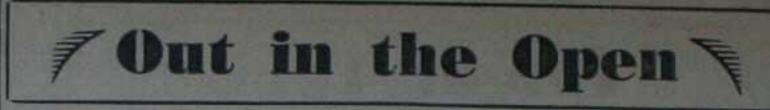
### NEW IMPROVED KIDDIE RIDES

10-CAR Kiddie Auto Ride with 5 styles of cars-Jeeps, Station Wagons, Trucks, Fire Engines and Roadsters.

chrome trim-ONLY RIDE OF ITS KIND ON THE MARKET.

sembled in one hour, ready to operate.

For Information write, wire or call



Jimmy Wilburn, one of the Mid- phries, business manager of the Hawest's leading auto race drivers, again will participate in big car racing at Midwest fairs. He was mer, seriously injured July 1 last year at Oskaloosa, Ia., in a crack-up in which he sustained a skull fracture, several broken ribs and a fractured arm. He recently took a trial spin with a midget race car and after the run announced that he would return to competition. He will race under the promotional banner of Frank Winkley at Midwest fairs.

Bert W. Lowe, manager, new Central New York Fair Association, Oneonta, N. Y., reports a steady demand for exhibit space already in progress. . . . Fred Pittera, managing director of Westchester County Fair, New York, is flooding prospective exhibitors with colorful, eyeappealing brochures outlining the advantages of the new event. . . . Bill Vail next month starts his 12th season at Alycon Speedway, Pitman, N. J. Already skedded are stock, midget and big car racing, motorcycle meets and two thrill shows. Track formerly housed the Gloucester County Fair which in recent years transferred to Paulsboro, N. J. ... Arthur E. Campfield, head of the New York canvas making firm bearing his name, reports that finished products are piling up in his shop as the result of the four-week-old railway express strike. . . . Bill Lewis, Virginia's top wrestling promoter

mid-Morton Circus, are reported engaged, with plans to marry this sum-

Digger Pugh. London booking agent, arrived in New York last week with his trampoline act, the Wallabys, which he promptly inked for an appearance on the Milton Berle video show. . . . Rockaway's Playland, Rockaway Beach, N. Y., will book its free attractions thru the Al Martin office of Boston this summer. Acts get two-week engagements at the spot and do two shows a day.

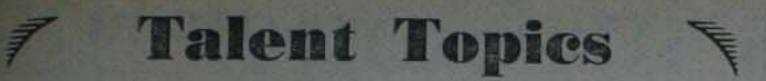


ELI BRIDGE COMPANY Builders of Dependable Products 800 Case Avenue Jacksonville, Illinois



#### The Billboard

#### GENERAL OUTDOOR



Sunny Bernet will embrace Vance Jernigan and his Wonder White Horse; Four Strongs, rope act; Gordon and Oliva, knife throwing and shooting act, and pony and horse acts. Unit, contracted by three railroads, will show the fair for three

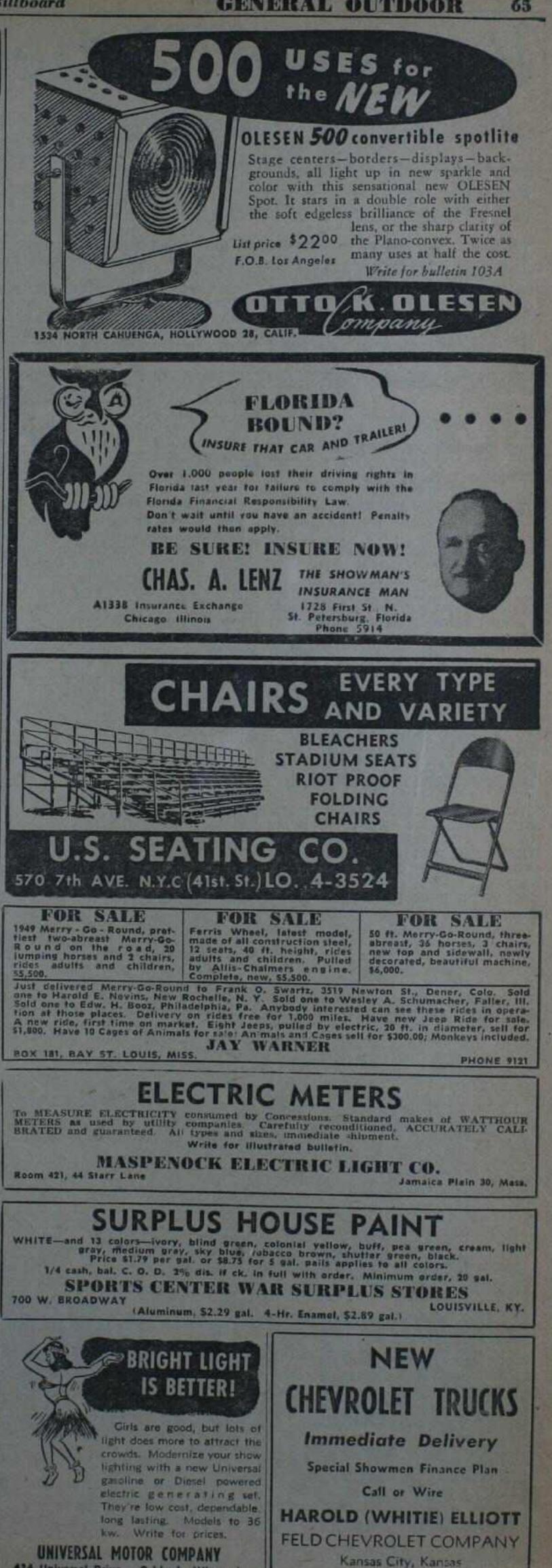


#### Available

Now tor immediate delivery -a full and complete line of New and Used Trucks and Trailers. We can arrange convonient payment terms for YOM.

The White Horse Troupe booked | weeks beginning August 1. . . . Cal into the Chicago Railroad Fair by Razor, of the Boyle Woolfolk Agency, Chicago, is working thru Illinois, booking celebrations. . . . Maschino Troupe played the Grand Rapids, Mich., sports show, which closed April 9. ... "Queen for a Day," net-work radio show, has been inked as a special attraction at the Mississippi-Alabama Fair and Dairy Show, Tupelo. . . . Ted Allen, champion horseshoe pitcher, will be an added feature this year at the Marias Fair and Rodeo, Shelby, Mont. . . . Spike Jones has been signed for an appearance at the Ashland County Fair. Ashland, O. He'll also play the Indiana State Fair, Indianapolis, this year. . . . The Hodges-Hodgini Troupe has been signed to present its comedy trampoline and single tight wire turns on Dales Circus this season. Troupe recently took delivery on new rigging and a new trailer. . . . Sam and Jenny, comedy team, the 60-day American worked Bowling Congress in Atlantic City. ... For the 29th year, Karl L. King's hand has been contracted by Iowa State Fair, Des Moines, and Clay County Fair, Spencer, Ia.

> The Smell Brothers, comedy act, are in Chicago following a visit to their stepmother in Shelbyville, Tenn. They played the Columbia (Tenn.) Mule Show April 4 and will make their next appearance in the Barnés Bros.' Circus at the Chicago Stadium, opening April 22, after which they will play celebrations and fairs. . . Johnny Pincapple, Hawaiian entertainer, and Mildred Ford, singer, have been gueststarring on the Showfolks unit, produced by Pineapple's wife, Anita Goldie, of the NSA Ladies' Auxiliary. Unit, a volunteer group, plays veterans' hospitals. . . . Albert Powell, whose trapeze act had been a perennial feature with the Ringling circus for many seasons, is not with the Big One this year, having switched to the air and park fields. Powell opens shortly at Pontchartrain Beach, New Orleans, and then will go out under the Al Martin (Boston) banner,





NEW CHEVROLET TRUCKS SPECIAL FINANCE PLAN FOR SHOWMEN GET OUR PRICES FIRST STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.



Phillip Enos, clown, visited The Billboard's Cincinnati offices April 7 while en route from Dallas to Circleville, O., to join Mills Bros.' Circus. . . . The Big Show will play Wilmington, Del., June 2 at the Wil-mington Ball Park at 30th Street and Governor Printz Boulevard as in former years.

Capt. Hugo Martinez's Society Circus will head the opening week's bill at the New Bay Shore Park, Sparrows Point, Md., just outside of Baltimore. Funspot officially tosses off the wraps May 29. . . Frank (Paneek) Panisko, clown, will go out with Meeker's Shows this season.

MELFORT, Sask., April 9 .- Melfort Agricultural Society plans to build a new attractions platform at the fairgrounds before this summer's fair. Platform will have underground dressing rooms.

mummin FOR SALE mummin SAN DIEGO, CALIF., KIDDLE PARK Vear 'round operation. Excellent Merry-Go-Round. 3-Abreast Herschell'Spillman Minnature Streamliner. Parker Kiddle Ferris Wheel, Auto Ride, Aeropiane Ride. Pony Sweep, Pony Cart, small Ani-mal Ride. Pony Track with 6 track park food, ruliding with complete equipment, including Popcorn Machine. Park well lighted. This is a high grade park with an established business. Will tell as an operating business or will accept reason-able offer on equipment. Owner has other interests.

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#### GENERAL OUTDOOR

The Billboard

April 16, 1949

Rags to Riches in Gainesville

#### By A. Morton Smith

Hometown circus started as group of little theater performers, but it has branched into a full-sized production

THERE is one circus in America set up our tent, and the Rotary Club tional staff and which is not ma- members." terially affected by the box-office receipts from day to day.

66

cus, non-professional show organized sor. "Most of the cost is transportain Gainesville, Tex., in 1930, and tion," he said. "Since we play only which inaugurates its 20th season 12 engagements a season, usually a with a home-town engagement April week apart, we have to figure trans-20-22.

a modest scale, necessitated by the or 500 miles away. Last year one of fact all of its 135 members have full- our sponsors made seven times as time jobs in their home towns as doc- much money out of a three-day entors, lawyers, public officials, store- gagement as we did, but we were keepers, newspaper editors, school glad of it because it was a worthy teachers, housewives, etc.

#### Sold on Flat Basis

There are no contracting agents, no 24-hour men, no press agents and no advance advertising crew. The reason for this nonchalance regarding promotion is the fact the show is sold to the sponsor on a flat price basis, and the sponsor is responsible ager of the principal theater in for all advance advertising, program advertising sales and ticket sales.

"When it costs a sponsor \$8,000 to put on our show, as it will at one stand this season," says President Roy A. Stamps, who has held that post 11 years, "we don't have to worry about whether they are going to put the show over. That particular sponsor already has sold \$8:000 worth of program advertising, and is now selling tickets, altho the performances figured more doting parents, brothare three months off."

which has no advance or promo- there gave a barbecue for all circus

Stamps pointed out that the circus has only a modest profit included It is the Gainsville Community Cir- in the flat price charged each sponportation costs from Gainesville to Gainesville circus travels are on the town we play, whether it is 30 cause."

#### Began as Theater Group

The Gainesville circus had its beginning as an extra-activity of a little theater group. The Little Theater had rough going during its 1929-'30 season. In the first place, sound motion pictures were new. The man-Gainesville closed his stage and said there would be no more stageshows. This left the little theater to show in outlying school auditoriums, unsuited for the purpose, and providing strong competition at the same time for sound pictures. Then came the deabout to give up.

The directors got together and decided on a burlesque circus. They ers, sisters, aunts and uncles would be in the audience if there were 150 circus performers in the cast instead of 8 to 12 as in the case of its dramatic offerings. the first show was to be strictly a tent or seats. The Denton people burlesque. But the publicity given agreed to rent tents and seats, pay

A. Morton Smith, author of this article, is the originator of the Gainesville Circus and has been lis program director and announcer since its inception 20 years ago. Smith is editor of The Daily Register, Gainesville,

their trick mules. And Bill Wingert, railway switchman, had a trapeze rigging in his back yard unbeknown to the little theater group. He contributed his troupe of neighborhood youngsters on the flying trapeze.

One by one the burlesque acts were replaced by a semblance of the real thing. The townspeople turned out and participated in the show's perin large numbers, necessitating an ex- formances in half a dozen acts. tra performance. The surprised thespression and the little theater was pians decided to make the circus an merly with Sells-Floto, gave the show annual event. In 1931, when a dis- its first iron-jaw performers, six girls trict American Legion convention co- who volunteered for the act. In 1934, incided with the circus showing, a James Parker, who came to America group of Denton veterans, who also with a trampoline act from England were directors of the Denton County for the World's Fair in 1893 and who Fair in the neighboring town, saw the was in 1934 tumbling instructor at the possibilities of the circus as a free at- Dallas Athletic Club, was employed traction. Since there was no circus talent folks, who pointed out they had no show. the impending project brought unex- all expenses of a two-day engagement and Marie Henry, who taught tight-"We didn't want to play Plano, be- pected aid. Virgil P. Keel, trainer of and contribute a profit. Thus the wire walking, rolling globe, contorbegan booking other fairs and took and they have wintered there since. Since then, it has done its limited their new numbers were an aerial Then came the Morris brothers, touring annually under many aus- bar act, comedy acrobatic turns, a

#### **Pro Instructor Helps**

In 1932, the first of a group of professional instructors assisted the amateur performers. He was Henri Stone, a tent repertoire female impersonator and contortionist. He trained an aerial ballet on swinging ladders, taught the contortionist's art to several children

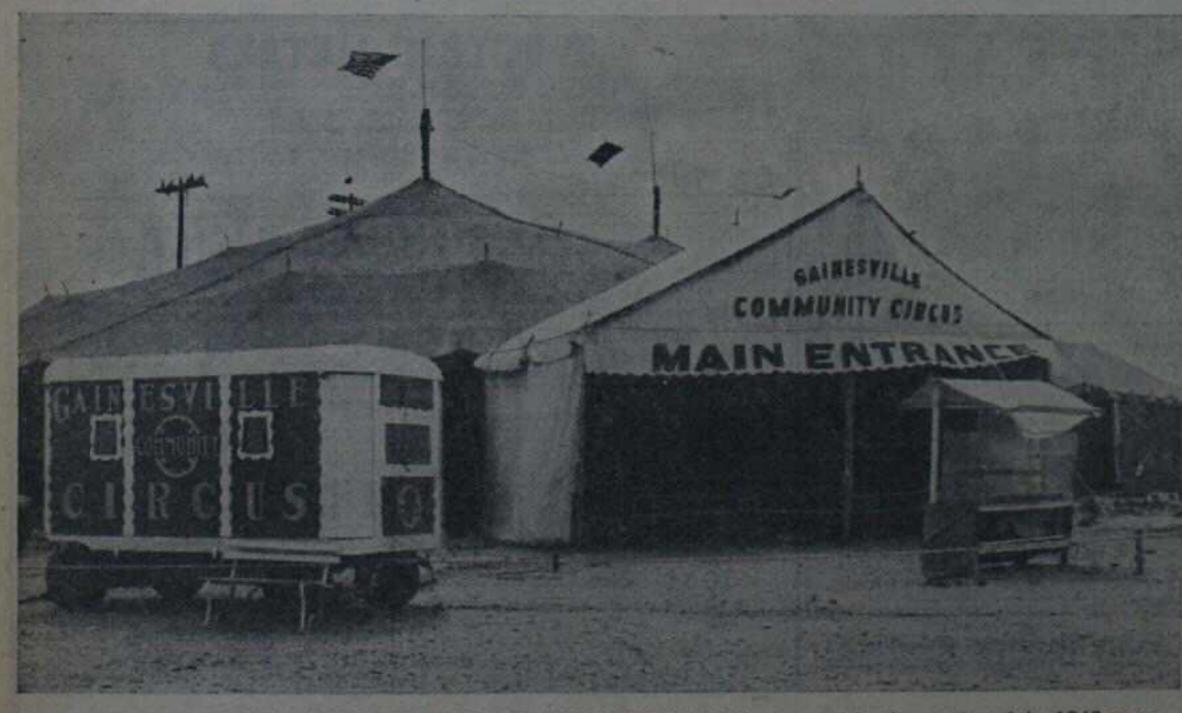
In 1933, Mrs. Ethel Livingston, forto organize a shoulder-to-shoulder They talked to the Little Theater acrobatic act for the Gainesville

Stamps, who in every-day life manages a combined ice plant, dairy products plant and Coca-Cola franchise in Gainesville, cited the little town of Plano, Tex., near Dallas, as an example.

#### Didn't Want To Play Plano

cause the population is only 2,500, gaited horses, who also had trained Gainesville circus played its first out- tion and other routines. From this which would fill our big top only Lily White, one of the first automobile of-town engagement. Because the engagement, came the Henrys' decionce if every man, woman and child hurdling equines, not only put Lily event was such a success, the circus sion to make Gainesville their home attended," he declared. "Besides, the White's act in the show but organized fire department, which wanted to be a bareback troupe of neighborhood on Ardmore, Okla., and Sherman, the sponsor, had only 25 members. youngsters, and Lily White "doubled Tex., in addition to Denton in 1932. son, Jimmy, were the instructors, and But our hesitancy only made them in brass" as a bareback horse. more determined. They sold 5,000

tickets for the two nights before we Palmer and Worth, rodeo clowns, with pices.



GAINESVILLE SHOW'S BIG TOP, MARQUEE AND TICKET WAGON as erected for the opening of the 1948 season. Note the clean appearance of the equipment and the grounds.

#### The Henrys Follow

He was followed in 1936 by Art

In 1937, Al and Bertha Conners and backward footslide and a teeth slide. They shared training chores with the Henrys for the remaining years preceding the war, when the circus's activities were suspended for the duration.

Gus Bell and Harold Ward gave the show its first flying return act for the 1943 season, and trainers this spring have been Poodles Hanneford, who worked with the bareback riders, and Eldon Day and Joe Siegrist, who tutored this year's flying act.

Despite the fact that more than 200 young people have been trained in various circus routines during the past 20 years, few have played professional engagements.

Back in 1933, the Morris brothers, Art Lanford and Ray Conley, clowns; Jess Morris and Walter Parnell, musiclans, joined the ill-fated Freckles Ray Gang Comedy Circus, framed at near-by Ardmore, Okla. It was on the road scarcely a month. Morris and Parnell went on to play with circus and carnival bands for a number of years, and Lanford was in clown alley of the Joe B. Webb Circus in 1934, later being associated with the carnival business.

#### Alexander Back

In recent years, the only member of the circus to turn professional is Billy Bob Alexander, who put in part of last season with Dailey Bros., and the Nellie Dutton and Poodles Hanneford riding acts. He is back in the fold this year, however, directing a

#### The Billboard

#### GENERAL OUTDOOR

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horses.

As might be expected, the amateur acrobats and aerialists have had numerous opportunities to turn professional but all have decided against it.

The Gainesville Circus has invested all its profits thru the years in equipment and training, and as a result has an investment of more than \$50,000 at this time.

Included is a combination training barn and storage building located on the Cooke County fairgrounds in Gainesville. This building formerly was a recreation building at Camp Howze, near Gainesville, and measures 60 by 118 feet, with dirt floor, 28 feet to the girders, dressing rooms and overhead storage space, which cost the show in excess of \$15,000, altho its original cost was more than twice that amount to the federal government,

#### Has New Big Top

The show will start the season this ear with a new 110-foot big top with three 50s, purchased from United States Tent & Awning Company, Chicago. The show's combination dressing tent and horse tent was new last season and is a 50 with three 30s. Performers dress in the ends of the round top, and the 32 head of stock, including 8 Liberty and menage horses, 2 bareback horses and 22 Shetland ponies occupy the middle sections.

This year's spec will be an old-

BARGAINS IN POWER! DIDENT

Comes the Parade, in which the 32 head of stock and 50 people will participate. In the line of march will be the show's two cage wagons, band wagon, calliope wagon, two Shetland pony buggies, clown cart, trick bicycles and eight mounted people. Other rolling stock owned by the show are a ticket wagon and a water wagon.

An idea of the performers' versatility is gained from the tentative program for the 1949 season which calls for two principal riding acts, threepeople aerial bar turn, performing dogs, aerial ballet of 15 girls on electrically lighted swinging ladders, two trampoline acts, two dog, pony and monkey riding acts, four Spanish webs, two rolling globe acts, balancing turn, two six-pony drills and horse and pony number, quadruple trapeze (a combination of two double trapeze riggings with two men and two girls doing the routine); juggling number, six-horse Liberty act, two troupes of comedy acrobats, sevenpeople bareback riding act; three tightwire troupes, aerial foot loops, muscle grind and teeth slide, three high - school horses and the fivepeople flying act.

#### Schmitz Leads Clowns

Clown alley, headed by F. E. Schmitz, Gainesville automobile dealer, numbers 20, and the acts include a Sardinian car, with 12 clowns packed into a tiny French Simca; a 27-inch automobile which Schmitz operates; stop numbers and walkarounds, and the show's traditional Chic Sale number.

There is a 20-piece band and the show carries two calliopes, one in a wagon for spec, and a larger instrument on the bandstand.

Brass railing donated by a drugstore, is used for the front entrance in the 20 by 30-foot marquee, and the 2,500 seating capacity includes 1,106 trips of the season. folding chairs on eight-high grandstands, and bleacher seats, 10 high, seating approximately 1,400 people. The show has its special big top center pole flags bearing its name, striped reserve seat netting and partitions, a four-row elevated bandstand, public address system. Eight women work in the wardrobe department. Fifteen men double as canvasmen and property men.

six-people bareback act using three time circus parade, entitled Here tracted for in Gainesville. On trips of more than 100 miles, the show moves by rail, requiring two baggage cars, one horse car, and the big top canvas and poles go overland by truck.

> The circus is administered by a board of 18 directors, all business and professional men and most of them long associated with the circus.

#### Circus Stars Look On

Many circus people break their jumps to stay overnight in Gainesville and witness rehearsals, in progress from November to the middle of April. At the quarters, they have opportunity to set up their rigging and work during the days, as the circus folk do all their rehearsing at night.

In addition to its own building, the circus leases the livestock building on the fairgrounds, where the stock is quartered during the training season, and Vern Brewer and Portis Sims do the breaking. Both have been with the show 18 years. All animals except the two bareback horses are owned individually by show members. Brewer, president of the Southwestern Shetland Pony Breeders' Association, picks the 22 head of Shetland ponies carried by the show from his herd of between 75 and 100 ponies each season.

#### **Dates** Listed

Engagements scheduled this season, and the sponsors, in addition to the opening dates in Gainesville are April 28, 29, McKinney, Tex., Band Boosters' Association; May 5 and 6, Denton, Optimist Club; May 12, Cleburne, Kiwanis Club; June 3-4, Corpus Christi, Junior League; June 9-10, Garland, Lions' Club; June 24-25, Henrietta, Clay County Baseball Association; August 25-26, Durant, Okla., Lions' Club, and Austin, September 2-3, Kiwanis Club. Only night performances are given except at Cleburne, Corpus Christi and Austin, the long Circus fans have maintained a lively interest in the Gainesville show. The late Harry Hertzberg attended the 1931 showing as president of the Circus Fans Association, and the late Frank H. Hartless, CFA president, officiated at the opening in 1935 and 1937. Dr. H. H. Conley, currently president of the CFA, came 1,000 miles to Gainesville from his Chicago home in 1940 and 1941 to catch the show's opening. He will be on hand this year, as will Karl Kae Knecht, of Evansville, Ind., founder of CFA, and Brace Helfrich, CFA of Wichita, Kan., who hasn't missed an opening since 1937, altho he had to



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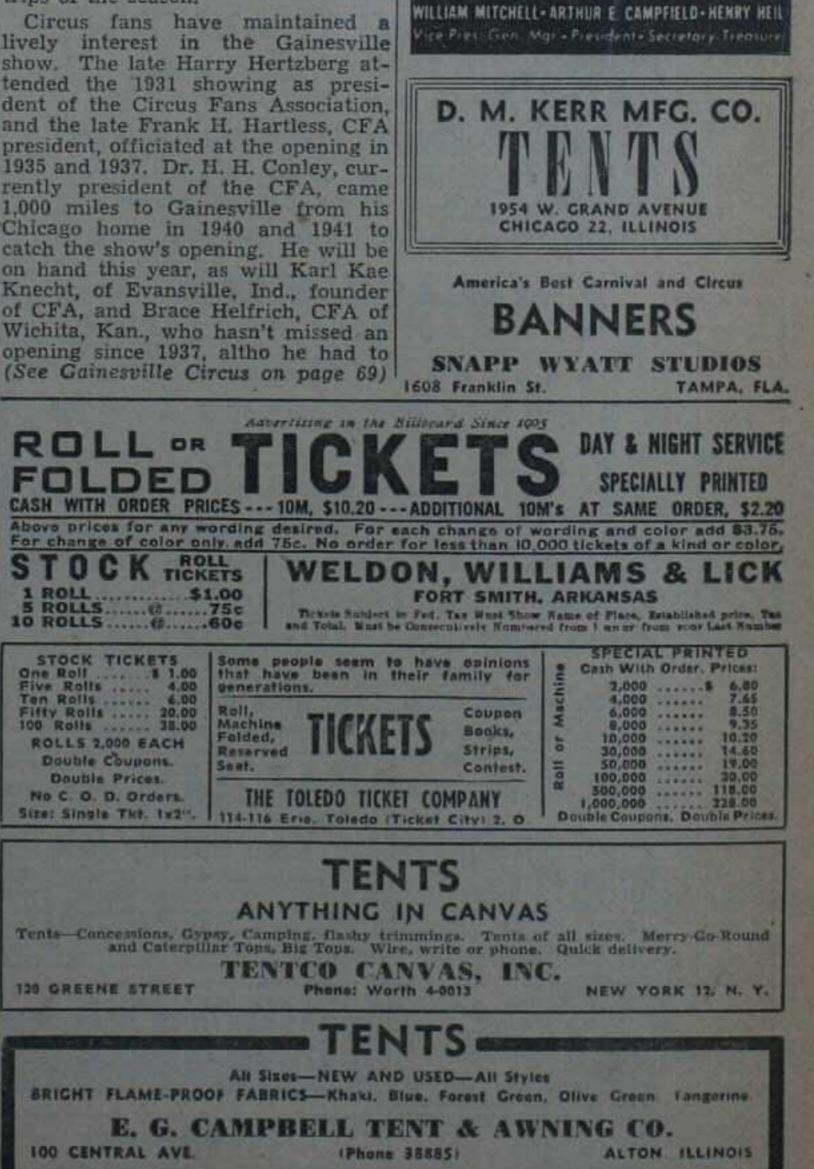
LEWIS-DIESEL ENGINE COMPANY Memphis, Tennessee "We Light the Midways of America"

#### Take Their Time

Unlike professional circuses, the canvasmen leisurely set up the equipment, requiring 21/2 days to the stand, so the 15 men may double as property men and eliminate additional men for that department. They are the only persons on full time pay during the circus season, while Paul McGehee, boss canvasman, is the show's only year-round employee. He builds and maintains equipment at the quarters.

On short trips, the circus travels on eight 30-foot truck trailers, con-





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68 GENERAL OUTDOOR

The Billboard

April 16, 1949



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### Beatty Staffers Old Gaffers In Biz; 11 at Top Pile Up 435 Yrs. Amassing Know-How

(Continued from page 63) ments. This is his first season with the Beatty show.

#### **38 Years for Eagles**

Paul Eagles, general agent, has 38 years of show business to his credit. He started out in 1911 with Al G. Barnes as purchasing agent, after having been with Russell Bros., Cronin Bros., Arthur Bros., and is in his second year. with the CB organization.

Working as contracting agent, Arthur Hockwald has put in 48 years in the business. He got his start in San Francisco in 1901 with the Orpheum Circuit and four years later transferred to the old Chutes Park Theater in the Bay City. The first road job he held was in 1910 when he went out for Arnold & Hutchinson covering the Northwest as a talker. Severing his connections with A&H, he signed with Ed Foley, later identified with the Foley & Burk Shows, to operate a Glass Show in stores. There was a brief association with Bernard's Australian Circus and in 1915 he toured for 10 years with a Negro minstrel, National Students, with Thomas J. Culligan. After several years in the State-right picture business, Hockwald put out Richards & Pringle's Famous Georgia Minstrels, a two-car show playing theaters. In 1948, after several years with carnivals, this contracting agent joined Bailey Bros." Circus but left after 19 weeks to join Beatty.

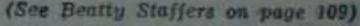
#### Albanese 20-Year Mark

Jimmy Albanese is the youngest in point of service, having only a 20year mark to his credit. Since 1945,

theaters in Chicago. Gentry called him back as general agent in 1933 but he remained only a year, moving on to Lewis Bros.' Circus, where he stayed until 1940 as general agent. Primrose came into the Beatty group in 1948 after six years with Cole Bros.

#### Robhins, Band Leader

Two years after joining the John Robinson Circus in 1922, Victor H. Robbins, the band leader, moved over to Sells-Floto for eight years. Later followed six years with Cole Bros. During the war Robbins served in the merchant marine. Upon his discharge from the service he joined Beatty and is putting in his third year. Robbins handles the mail in addition to





anly \$215.00. Popcars Kettles: 8 qt., \$13.00: 12 qt., \$22.50; 35 qt. Super Kettle, \$39.50. Also complete line of new and used Floss Machines. Write

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he has been treasurer for Beatty. He came into the circus field in 1927 when he joined Hagenbeck-Wallace. Some years ago he retired from outdoor show business to operate a number of night clubs in Columbus, O. His return to the canvas field was marked four years ago when Beatty had a truck show.

Passing 40 years of show business this year, Ora O. Parks is holding down the berth of general press representative. His experience in the field includes jobs with Klaw & Erlanger and a stretch as business manager of the Tower Theater in Chicago. From 1916 to 1924 he was with Sells-Floto and then came five years with the 101 Ranch Wild West Show. From Hagenbeck-Wallace he moved to Ringling Bros., and then to Cole Bros., where he remained until he joined Beatty January 1.

#### Lee Vet of 44 Years

Frank Lee, who was 60 years old last week, is serving as promotion manager and contracting press agent this year. In the 44 years that he has been around shows he has been a bill peddler with Ringling Bros., press representative with Clyde Beatty-Wallace Bros. and served with Gollmar Bros., Ringling Bros. and 101 Ranch Wild West. His experience off the lot includes work on newspapers in Chicago, Milwaukee and San Antonio, where he now makes his home. On the Beatty assignment, Lee has turned up some top deals with schools and has a fourout-of-five record of getting co-operation from school authorities to let kids attend the show.

From the point of service, C. S. Primrose has the outstanding record of 57 years, which is more than the years many of his cohorts have been on earth. Starting with Bailey & Winans Great London Circus in 1892, he moved to Fred Locke's Circus the following year. In 1895 he was general agent for Van Amberg and later J. H. LaPearl. He left the following to join Gollmar and then went out to Gentry in 1907. From 1908 to 1932 he had his own shows and managed



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#### GENERAL OUTDOOR 69

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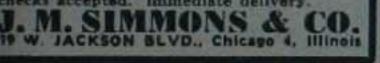
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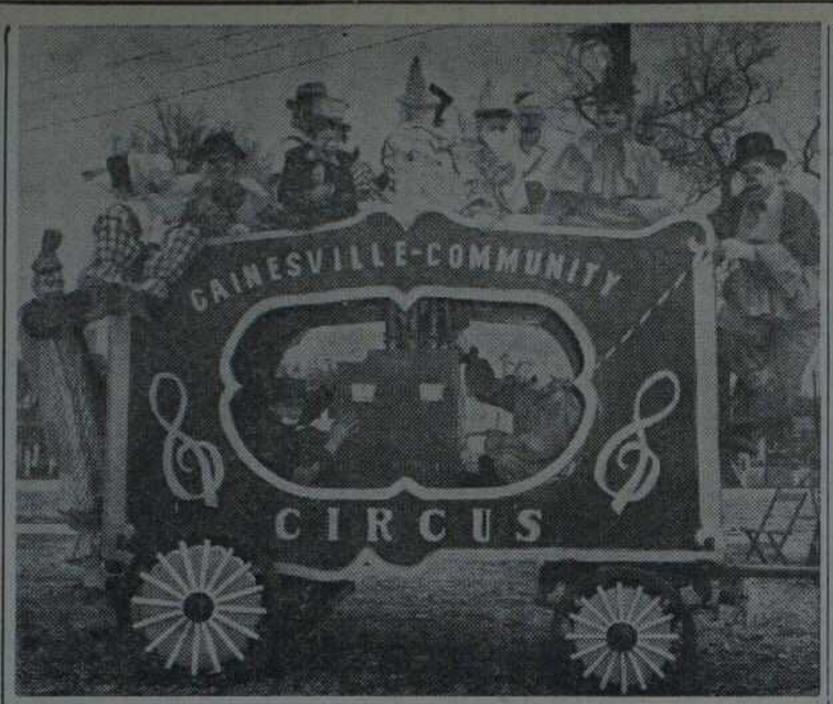
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POPCORN SNOWBALL CANDY APPLE SUPPLIES



F. E. (FRANKIE) SCHMITZ, producing clown, right, and his host of funmakers on the show's calliope wagon. Louise Smith, second from the right atop the wagon, is the show's only fem clown. She is the wife of A. Morton Smith.

#### GAINESVILLE CIRCUS (Continued from page 67)

come from Guatemala for the event in 1947. Col. C. G. Sturtevant, CFA historian, also has been a frequent visitor on the Gainesville lot.

The Gainesville amateurs join professional circus people to participate in the annual Circus Flesta held in Hugo, Okla., each spring to recognize the three circuses which winter Popular Science, Magazine Digest, there - Al G. Kelly-Miller Bros., Stevens Bros. and Hugo Bros.

half a dozen acts and sells the advertising for the show's program, and A. Morton Smith, who has been program director and announcer from the show's inception.

Few amateur amusement enterprises have received more nationwide publicity than the Gainesville circus. Among the publications which have featured the circus in articles are Saturday Evening Post, Reader's Digest, Coronet, Popular Mechanics, The Rotarian, American Magazine, This Week and Household Magazine. The show has been filmed 11 times for motion picture newsreels, short subjects and television, the latest being Warner Bros.' technicolor short, Circus Town, released in January, Gainesville show's animal acts were this year. Likewise, the circus has been featured on We, the People. Its performance, especially for a radio broadcast at the Texas Centennial Exposition in 1936, was said to have

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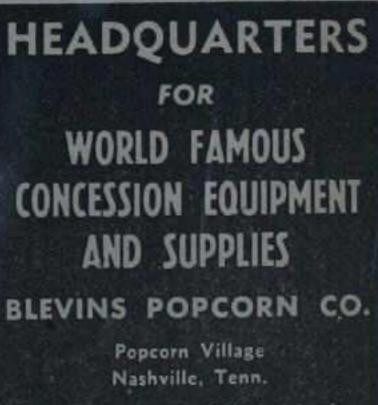
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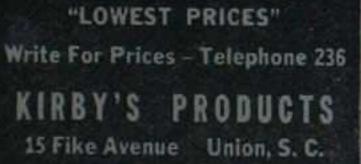
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Gainesville acts have participated in many other shows, ranging as far as Pasadena, Calif., where the pesented by Gerry Murrell and Vern Brewer in the 1946 annual Firemen's Circus in the Rose Bowl.

#### Worked in Houston

An unusual engagement for the been the first of its kind. Gainesville circus was the Shrine Circus in Houston in 1940, when the Gainesville amateurs presented their acts along with Terrell Jacobs and his wild animal acts; P. J. Ringens, high act; the Romas, flying return; the Henrys, and Downie Bros.' elephants.

Five members have been with the circus since its start. They are Alex Murrell, now chief electrician, who supervised the building of the wagons and many props; Dr. S. M. Yarbrough and J. B. Saylors, clowns; Mrs. Gerry Murrel, who takes part in

### **O. State to Gooding** Org for 30th Time

COLUMBUS, O., April 9 .--- Gooding Amusement Company this week was awarded the contract to supply all midway attractions at 1949 Ohio State Fair, marking the 30th year a Gooding organization has been granted the contract.

Gooding also announced this week the signing of the '49 Diamond Jubilee Celebration at Warren, O.

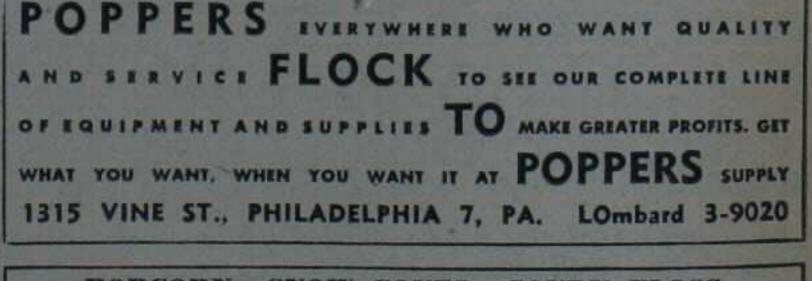
Nine ride units will be operated this year by Gooding during peak of the fair season, with the late route extending into the South.

### Wilson Ankles Gold Crown

ABERDEEN, N. C., April 9. -Harry E. Wilson announced his resignation as general manager of Gold Crown Exposition Shows this week. The resignation is effective Saturday Popcorn Square Arcanum, Ohio

650 Murphy Ave., S.W., Atlanta, Ga.

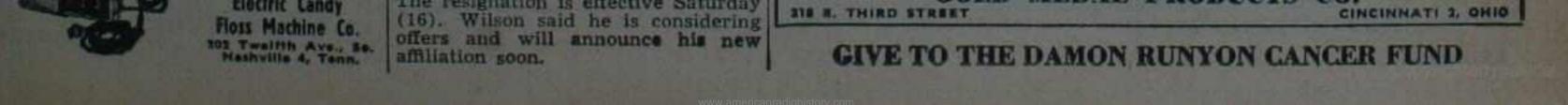






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BIROUSSES

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# Capacity Houses, Turnaways Rule; Extra Shows Added; Give 10 in 3-Day Week-End

### **Two-Day Engagement in Long Beach Is Contracted**

LOS ANGELES, April 9 .- Capacity houses, turnaways and extra performances have marked the appearance here of the Clyde Beatty Circus, which Sunday (10) closes a 12-day run at Washington and Hill, Opening Wednesday (30) with a near-capacity house, the show demonstrated a powerful pull, with the turnouts building steadily, forcing extra performances. A total of 10 shows were given Friday, Saturday and Sunday (1-3). Three. shows were given Friday, and two matinees and two night performances were presented Saturday, while Sunday had two matinees and an evening show with over 1,000 turnaways.

#### Host to PCSA

Monday night (4) Beatty was host to the membership of the Pacific the guest of the PCSA at a dinner show and accounted for part of the crowd, turnaways that night were well in excess of 500.

Matinee crowds were slow in getting into the tent and performances were delayed slightly in starting. Frank Lee, promotion manager, received co-operation from school authorities. First week out of winter quarters four out of five towns played allowed school children to attend the matinees. A backyard show was staged yesterday for 300 kids for a school for the hard-of-hearing.

To Show in Long Beach



INDIANAPOLIS, April 9 .- The Polack Bros.' Circus (Western) will wind up the Middle Western phase of its 1949 season with the close of its 11-day stay here next Thursday (14). It then will make its annual 2,500mile trek to California, to open in Sacramento April 22. The show will remain in California until late August and move from there to the Pacific Northwest.

The Western Unit opened in the Shrine's own Murat Theater here Monday (4) with two performances tendent, had it up and ready despite not advertised or open to the public. The matinee was jammed to capacity by U.P.C. tickets to relieve the pressure on the following regular matinces. The night show was sold outright to the Allison Division of Gension, each member of the party was given a "dukie book" for concessions and each family was given a

### Commercialitis

GOES BIG FOR BEATTY

NEW YORK, April 9 .- There is an extra liberal sprinkling of plugs, and even downright ads, for commercial products thruout this season's Big Show program. Principal selling job involved the use of a prop American Airlines plane, Just in case some of the spectators were dense, a sign outlining family rates was held aloft for all to see. A prop automatic washing machine was the spittin' image of the Bendix. The prop box of Duz used in connection with it was the size of an elephant howdah. A Buick was used in the clown car number. Assorted clowns were loaded with prop Botany ties and other nationally advertised products. Still missing-at least at the opening performancewere oil cloth banners hanging from the balcony and plugging Eighth Avenue merchants.

### Dales Packs Top Record Gross In Season's Bow At Union, S. C. UNION, S. C., April 9.-Ideal

weather and two capacity houses greeted the Dales Circus here Wednesday (7) as the show launched its season.

Charlie Smith, general superin-

# **Biller Debuts** Before Good Mobile Gates

April 16, 1949

### Program Runs Smoothly

MOBILE, Ala., April 9.-Biller Bros.' Circus made its debut here Friday (8) to good business. The top, which seats 3,500, was threequarter filled for the matinee and crammed at night, with some 200 persons standing.

The night show was a half hour late in starting due largely to the size of the turnout and a big party held in the lion's cage. The latter, celebrating the opening, Insted two hours.

The performance, with few exceptions, moved smoothly. The Cristianis with a new act, Teresa Morales' aerial act and Ramona Reynoss on

# Looms for R-B

NEW YORK, April 9,-With more than \$500,000 already bagged, including a record \$425,000 advance sale, the Ringling circus apparently is well on its way to smashing the top gross mark of nearly \$2,000,000 chalked up for their Madison Square Garden run last year.

Show moves out of here Sunday night (10) for one-day stands, then into Long Beach Saturday and Sunday (16-17) for a two-day stand. The deal to play this city was set at a late hour because of opposition of eral Motors. In addition to admisthe city council against shows. Claim was made that shows left the lot filled with rubbish.

The week-end after the Long Beach program. stand the show goes into San Diego for three days, after which it will play that vicinity before returning to North Hollywood for its last date in this section.

Harriet Beatty has not appeared with the show during the engagement here. She underwent major surgery in Houston but is expected to rejoin the show in about two weeks.

Extra shows and turnaways have meant additional business for the Side Show, Marvin Smith said, Personnel here includes: Smith, owner; Eddie Hagan, first talker; Leon Smith, tickets; Frank Stewart, tickets; Bob Servell, ticket taker; Bob Coleman, inside assistant lecturer; Madame Rose, mentalist; Rose Lee, snake girl; Frances O'Connor, armless girl; Wesley Upperman, half boy; Marvin Smith, anatomical wonder and lecturer; Leatha Smith, sword swallower; Verna Stewart, indestructible girl; Bozo, monkey man; Joyce Sims, elephant skin girl; Hazel and Jacqueline Morris, frog family, and Oscar C. Jones's Minstrel Jubilee Band, with Don Brown, John Webb, Pat Shelton, Lillard Driver, Tiny Glass, Petra Jones and Leon Boyd.

### **Orlando Big for Roger**

ORLANDO, Fia., April 9 .- Roger Bros.' Circus enjoyed big business in its two-day stand here Friday and

To take care of the crowds, three shows a day were scheduled for the week-end, with an extra night show Friday (8) and extra matinees today and Sunday.

Rose Gould was still out of the program here from injuries received. in a fall the day before opening at Dayton, O.

Final tally of the record-breaking nine-day run at Dayton revealed the take topped last year by 20 per cent.

Joe O'Donnell, again handling the Indianapolis date, is encouraged by the size of his promotion and advance sale to expect a new record here. Show is getting strong support from town's three dailies and four radio stations.

Mr. and Mrs. A. E. (Buck) Waltrip have gone from Dayton to Stockton, Calif., stopping briefly en route at their home in Madisonville, Ky.

Sam Ward, who handled Lansing, Mich., and Austin, Tex., for the Eastern Unit, will have charge of Fresno. Jimmy Rison is in Sacramento; E, H, (Dizie) Hebert in Santa Rosa; Mickey Blue in Oakland and George Westerman in San Francisco. O'Donnell will jump from here to Modesto, Calif.

#### Measles Hit Seal Bros.

WINTERS, Tex., April 9 .- A near epidemic of measles here hurt Seal Saturday (1-2). Houses were excep- Bros.' Circus Tuesday (5), with poor tionally good Saturday in view of attendance for both shows. Ballinger, flat against the steel sheet. The new ter from the secretary of state to opthe biggest rain Central Florida has Tex., played the previous day, netted platform is easier to set up and tear erate and rent a circus. Authorized had this year. Eustis, Fla., played a light matinee and a fair night turn- down and takes up less space in capital stock is \$20,000. Guy V. Thursday (31), yielded fair houses. out, cold weather cutting patronage. Iransit.

late arrival of new Side Show canvas. Liberty and menage horses and elephants, under the direction of Bert Pettis, cut impressive figures at the opening.

The program follows: Grand entry lead by Chief Fancher and Nelly Dutton; pony drills, Wolcotts and boards. Bedells; swinging ladders, Misses Willys, V. Smith and Bedell; principal bareback riding, Ida Mae Kerley; clown number, produced by Red Harris; wire act, Joe Hodges; Liberty horses, Bert Pettis; clowns; dog act, Wolcotts; rolling globes, Willys; contortion, Ida Mae Kerley; comedy acrobats, Bedells; elephants; aerial wel -, Misses Vinning, V. Smith and front of the loges on each side. The Kerley; trampoline, Hodges Trio; clowns; juggling, the Willys; menage horses, with Misses Pettis, Vinning, Kerley and Moser; heel and toe trapeze, Frank Doyle; tecterboard, the Bedells; riding, the Duttons; clowns, and riding school (mechanic), Duttons.

The concert, headed by Lash La Rue, included numbers by Red and Marie Simpson. Chief White Cloud (Fancher), assisted by Jane Moser, offered impalement and sharp-shooting routines.

### Calliope To Replace Beatty Pair Rodeo Winners **R-B Kid Show Band**

NEW YORK, April 9 .- The Ringling Side Show will hit the road this year with two innovations, according to Manager George (Red) White. For the first time the show will carry a calliope instead of a band, and will have new, speedily demountable steel platforms for all attractions. Mike them. Doyle will handle the calliope,

The new platforms consist of a single solid sheet of steel mounted on supports which can be quickly folded

Both Garden and Big Show officials were surprised at the flood of dough proferred for ducats in advance, particularly in view of the downward trend reported by other showbir units, and because the start of the ticket sale was delayed about a week due to the late arrival of the paste-

The sale reflects the power of the Ringling-Barnum title, since the circus tub-thumping department headed by Roland Butler had little else to herald in advance.

The top \$6 pews are first in demand, with the result that 560 top-priced pews have been added in three tiers on the arena floor and directly in added seats, with the sale of each one bringing \$5 net, will boost the possible net for the 33-day (65 performance) run \$182,000, or approximately 10 per cent of the org's previgus record take.

The first sellouts loomed for last night and performances this weekend after a three-quarters average for the first four shows. The bank of Manhattan bought the entire house last night to party its 2,502 employees and their families. The cost, with no reductions involved, will crowd the \$40,000 mark.

LOS ANGELES, April 9 .- Two of the Clyde Beatty Circus personnel were winners on the Groucho Marx You Bet Your Life quiz program here Wednesday night (6). They were Francis Kitzman, in charge of billing, and Dave Murphy, talker on the show. Both won 16mm. Apollo movie cameras and split \$150 cash between

#### S. C. Charters Circus Org

NEWBERRY, S. C., April 9 .- Cir-Whitener Sr. is president.

The Billboard

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BOLICE

WARD BROS.' CIRCUS

2018 Thermo Street Los Angeles, Calif.

### UNDER THE MARQUEE

lanta, will be with Milt Robbins' Island, Cincinnati, this summer. . . . on the Ringling-Barnum Side Show the past four seasons with the late Fred Smythe.

Even the our bank rolls are thinning, we get some satisfaction out of the thought that in another month we can speak of winter in the past tense.

Roy's Trained Animal Show notes: Jim Salter left to join the John Pawling Circus as 24-hour man. Business and weather has been fair. Rose Washington was kicked by Dick Hunt's mule and has several cracked ribs. She is working her little dog but laying off her other acts. Bobby is back again on her swinging ladder. Org will lay off several days to make a long jump into Ohio. Marie Hayes will go to Chicago to visit her niece for several days.... Benny Fox's Star Spangled Circus closed its season at Maxwell Field in Alabama after playing camps all winter. Acts included Betty and Benny Fox, sky dance; Faith King's dogs and ponies; Landos Midgets, comedy acro act; Leo Gasco, wire; Leo and Gerry Mathews, traps; Mickey King, web and planges; Slivers Johnson, comedy, Austin: the Jeffreys, rings and traps; Whirlwind Skaters: the Antaleks, perch: the Herdicks: Dorita Konyot and her horse; Clifford Mathews' flying act.

No observer needs a microscope to determine whether the towner, who went to bat for a show, was bitten by the circusfan bug.

partner in Poster Displays, returned most, if not all, performances will be FIREMEN recently from a trip to South Amer- greeted by turnaway crowds. The ica. He was skedded to leave Saturday (9) for Albany, Ga., to handle the entire house for closing Sunday the advance work for the Endy night (24). Bros.' Shows. . . . Duke Brownell, who worked for Poster Display during the winter, is due to leave soon to join the Hamid-Morton Circus. ... Kaiser Haines continues steadily employed billing fights for C. C. Choen. . . . Carl (Red) Goehmann is busy on behalf of ten theaters in Miami and Coral Gables. . . . Harry Marion, old-time burlesque agent and manager, is doing okay with Jud-Mar Distributing. ... H. A. (Kid) Morrison is back from a week in Havana, where he did some press work for the Hayana Baseball Club. . . Joe Behoff was busy during the winter billing the Homes shows in the City Auditorium. . . . There is plenty of work here to keep the union, Local No. 89, busy during the summer. . . . Recently, Percy Kingman was elected president of the local and Red Goehmann was re-elected business agent.

E. W. Adams, ticket seller of At- | Stanley at his photo gallery at Coney Side Show on Dailey Bros. He was Bernie Griggs has signed with clown alley on Clyde Bros.' Indoor Circus. . . . Lefty Lacelle, who will do his clowning on Cole Bros.' Circus again this season, spent the winter doing a circus program over Station WKLO, Louisville,

> Early-day troupers were never served orange juice in cookhouses, and that's perhaps the reason why they could double on canvas.

# H-M Washington **Take Tops 120G**

WASHINGTON, April 9.-Annual Hamid-Morton Shrine Circus, which closed a week's engagement at Uline Arena here last Sunday night (3), grossed in excess of \$120,000, as against the \$90,000 garnered last year. an advance of 24 per cent, Howard F. Foley, Shrine director, announced. Turnaway business was experienced at many performances. The advance sale was the best in the history of the show. The Hamid-Morton Circus was credited by Foley with the upsurge in business.

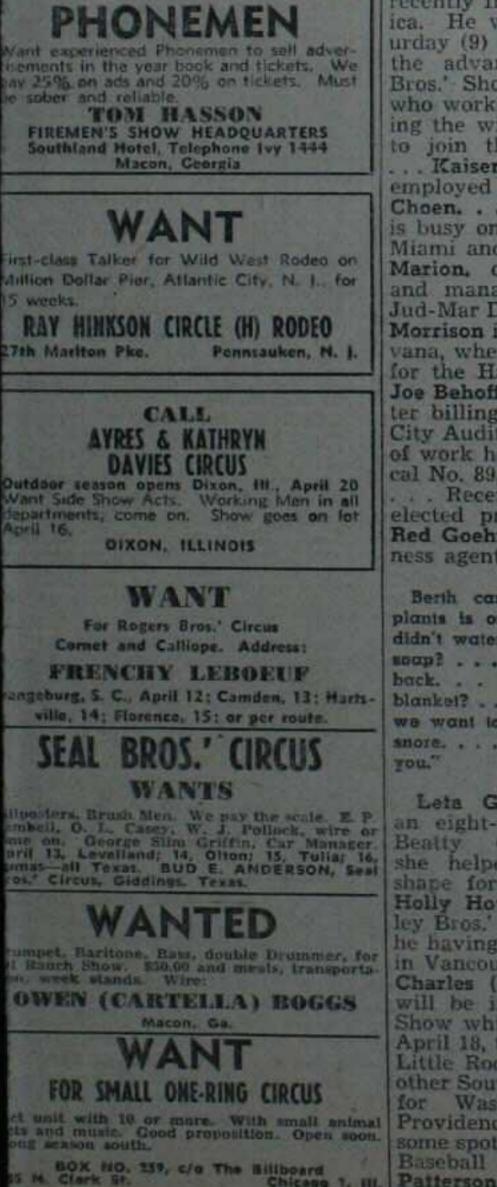
### Syracuse Shrine **Tabs Big Advance;** Wirth Inks Talent

SYRACUSE, April 9. - Advance sales for the Tigris Shrine Circus, which will be staged in the Jefferson Street Armory for one week com-Miami Billers Notes: J. B. Schfiefer, mencing Monday (18), indicate that Carrier Corporation again has bought Show again will be produced by Frank Wirth, head of the New York talent agency bearing his name. Acts already inked include Capt. Joe Walsh, trained wild animals; George Hanneford riding family; Hazel and Marvin, rolling globe and tight wire, and Torelli's Circus, consisting of eight Liberty horses and Evelyn's dogs and ponies.



CIRCUSES

71



Berth car bedtime stories: "The light plants is on the burn. . . . What! They didn't water the train? . . . Who took my soap? . . . No. the laundry didn't come back. . . . Hey, porter, how about a blanket? . . . Hey, you, down at the end, we want to sleep. . . . Just listen to him snore, . . , Excuse me for climbing over

Leta Griggs last week finished an eight-week stint at the Clyde Beatty Circus quarters where she helped put the wardrobe in shape for the coming season. Holly Howard will not rejoin Dailey Bros.' Circus as chief electrician, he having signed a contract to work in Vancouver, B. C., this season...

Charles (Kid) Koster, biller, again will be in front of the Bob Hope Show which opens at Tucson, Ariz.,

Also set are the Flying Harolds, trapeze; Lalage, one-arm planges; the Gaudsmith Bros. and their Spanish poodles; Jack Mayand and Miss Eva, juggling; Hunt's Elephants, presented by Roy Busch; Earl Armstrong's bucking Ford, and Great Veno Berosini, novelty high wire. Clown alley will include Jimmy

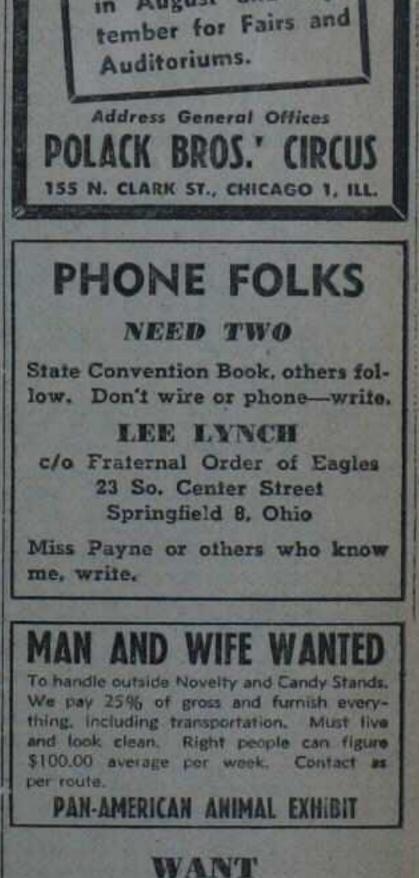
Davison, Gabby DeKoe, Laddie Lamont, Frank Cromwell, Ben Jackson and Leo Casper.

### Minor Accidents Mar Initial R-B Stanzas

NEW YORK, April 9 .- There were several injuries at Madison Square Garden during opening week of the Ringling circus run. The first was Rudolph Mathies, who was clawed by one of his tigers during rehearsals. but was able to continue work.

While making a quick change from one horse to another during her pony. express ride at Tuesday (5) night's dress rehearsal, Marion Seifert suffered a badly bruised knee but has continued to work in the pony express bit and also in the Bostock-Seifert bareback riding number.

At Thursday night's (7) performance the top-mounter of the Los Onas perch act fell and struck the



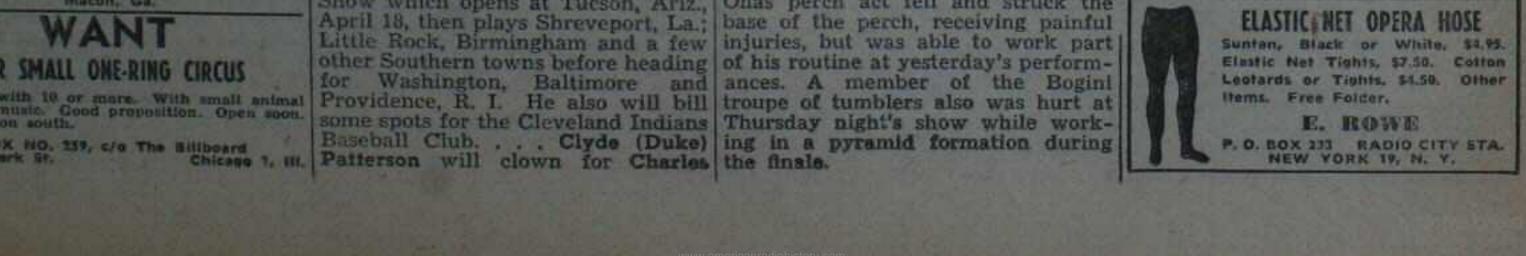
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**ROGERS BROS.' CIRCUS** 

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Orangeburg, 12; Camden, 13; Hartsville, 14; Flor-enco, 15; Columbia, 16; Newberry, 10; all S. C.



The Billboard

April 16, 1949

With Advance At Stem's Bow

### Show Bigger and Better

#### (Continued from page 63)

sult that the performance opens on a low note, sans fanfare, even tho the first dislay features the showmanly Damoo Dhotre working the Ringling black and spotted leopards, pumas and black jaguars, and Rudolph Mathies and Lis Bengal tigers Claussen's bears, skedded for the center ring, failed to arrive in time The mesh cages, introduced last year, are disposed of at the end of the display in just a few minutes and with a minimum of detracting confusion.

Back again for center ring appearances, and just as popular as when they preemed here last year, are Unus, equillibrist, and Francis Brunn juggler. Unus, whose stunt of standing on his gloved forefinger on an elevated lighted globe resulted last year in perhaps the greatest amount of newspaper space and radio time ever afforded a circus performer. is on a par with Harold Alzana in selling his stunts to the audience. The finger trick, almost incidental to his other stunts, is presented smoothly and rapidly at the beginning of the act.

Brunn, whose action is uninter- Notes Picked Up at Random rupted and as rapid as that of an expert tumbler, juggles innumerable objects with unbelievable dexterity and in a manner that places him at the top of the fraternity. Brunn's capabilities apparently include the simultaneous use and control of all for metropolitan and suburban newsappendages as well as the ability to papers used laudatory adjectives in guide objects with the flat surfaces multiples to describe the preem perof his body. He is flanked by the formance of the Big Show in Madi-Asia boys, whose smooth performance son Square Garden last Wednesday is in keeping with Oriental adeptness at balancing, and the Franklin Astrid Duo, an import from Germany. The latter is a good hand-balancing presentation, involving a measure of contortion, but the routine is ordinary The Geraldos-Rene, slim and lithesome, and Madeline, whose bulky appearance belies the nature of her work-are show stoppers. The French imports perform adagio maneuvers in mid-air without a net. With their apparatus consisting only of an aerial bar, and performing barefooted, the Geraldos present a rapid sequence of hand-to-feet and feet-to-feet catches. Split-second timing is involved, with the first miss likely to be the last one since they work as high as the limits of the Garden will permit.

# Org Delighted Ringling-Barnum '49 Program

Producer John Bingling North; stage di-rector, John Murray Anderson; designer, Miles White; general director. Pat Valdo; cho-regrapher Richard Barstow; art director. Thomas Farrar; decor supervisor, Herman Rosse; serial director, Antoinette Concello; musical director, Merie Evans; assistant to Pat Valdo, Herry Thomas, assistant to Pat Valdo, Harry Thomas; assistant to Miles White, Frank Thompson; lighting supervisor, Doug Morris, Special music by Henry Sullivan; lyrics by John Murray Anderson.

425G IN RINGLING SHOW'S

#### Acknowledgments

Costumes for production numbers and acts, animal coverings and horse trappings by Brooks Costume Company, New York; uni-forms for entire staff by Brooks Uniform Company, New York; floats by Studio Alliance, New York; furs by David J. Cohen; fabrics New York; furs by David J. Cohen; fabrics for costumes and draperies by Gludstone, Dazian's, Inc. and Cohama, New York; decor by I. Weiss & Sons, New York; shoes by La Bay Boot Shop, New York; make-up by Revion, New York; plastic props by Yugi Ito, New York; stockings by Jesse Zimmer, New York; portrait misks by Jesse Zimmer, New York; wigs by Lerch, New York; gloves by Wear Right, New York; special horse trappings and harness by H. Rokker of the Hague, Holland, and by Hermes, Paris; lighting offects by and by Hermes, Paris; lighting - effects by Century Light Company, New York; decor for menagerie cages by Ralph Hunter, Detrolt.

#### Frogram

Running order of the show on opening night was practically the same as listed in the printed program, except that some acts failed to arrive in time and one or two clown numbers were switched to the other positions. On the whole, the program was fairly easy to follow

The premiere ran close to three and a half hours, but this can be tightened up to normal length us bugs are ironed out. Principal delays were due to the little time available for rehearsing Liberty horse numbers at the Garden and greenness of some ring men assigned to handle them. All the groups of horses at dress rehearsal went thru their paces with precision but were a bit jittery at opening performance. Specs and the aerial ballet were run thru smoothly despite the unwieldly nature of some costumes and props.

#### Display 1

Damoo Dhotre and Rudolph Mathies pre-sent their big cats on Stages 1 and 2, using mesh cages inaugurated last year. Dhotre does a bang-up job handling his mixed group of six leopards, two pumas and four black Jaguars. Mathles, veteran European cat trainer, also does a top job with seven royal bengal tigers, despite the fact that he had been severely clawed during rehearsals.

#### Display 2

Only three acts, instead of five listed, worked in an aerial medley: A newcomer, La Norma, offers a neat routine of trapeze and iron-jaw bits over the center ring, while the reliable Ira Millette and the Great Trisco occupy their rigging over the end rings and offer excellent displays of novel balancing and head stands on the trapeze.

#### Display 3

Old-fashioned leaps, from a big runway, are climaxed by Ugo Bogino's leap over five elephants.

#### Display 4

Clown production, washing machine gag, is reminiscent of last year's top gag, the Adam smasher.

#### Display 5

As usual, Guistino Loyal, in the center ring, puts on a show-stopping display of bareback riding and tumbling, ably assisted by seven girls and Aldo Cristiani. The Zoppes, in Ring I, also a nine-people act, click. Marion Selfert, star of the Riding Bostocks, worked despite a badly injured knee, the result of tangling with a jittery horse at dress rehearsal. Czeslan Mroczkowski cracks the whip in the Zoppe number, and with the troupe's midget, Cucciols, takes over the center ring for a funny session of riding by the pint-sized kid.

#### Display 6

One of those European comedy numbers, the Gutis, with five people, including a woman and boy, knock themselves out in a hodge-podge of slapstick with freak props. Two of the troupe in ape get-up do a nest ascent of (See Ringling-Barnum on page 74)

### King Bros. Move Into N. E. Texas To End 1st Week

MARSHALL, Tex., April 9 .- The King Bros,' Circus moved into Northeast Texas Thursday (31) to complete its first week out. Business was fair when the show got weather. At Baytown Friday (1) rain hurt, and Port Arthur, scheduled Saturday (2), stand was by-passed because of the soggy condition of the lot. Nacogdoches, Rusk and Henderson yielded fair houses.

Highlights of the program are the Cristiani family, 12 riders and acrobats, in their group and individual offerings; the Hortans, teeterboard; Don Beal and his Liberty horses: Sylvia Gregory, Eddie Hendricks and Jane King, tight wire, and Tom Parris, trampoline act.

#### The program follows:

The program follows: 1-Opening spec parade, produced by Lucia Cristlani; 5--Trampoline, Tommy Parris, Hap-py Davis and Hagonghi; 3--Bailerina on horse-back, June Cristlani; 5--Perch pule, The Great Davisos, Louise and Daviso Cristlani; 5--Ringe 1 and 3, elephants, Jane King and John Fugh, trainers, ring 2, Liberty ponies, Oscar Clown gag firecrackers; 9--Teeterboard, fea-turing Orians Cristlani with Lucio, Oscar, Belmonte, Mogador and Daviso Cristlani; 10--Tight wire, Sylvia Gregory, Eddie Hendrin and Jane King; 11--Clown gas, magic hand-kerchief; 12-Educated canines, presented by Leian and Carl Linderman; 13--Aerial ballet, June, Marion and Coreita Cristlani and Jane King; 14-Single traps, La Louisa; 15--Liberty act, presented by Don Beal; 16-Clowa Ring; 17--Cloud swing, June Cristiani, Ente Sweet and Marion Cristlani; 16--Jungling, Fred-Ganestrell; 19-Cristlani riding sci; 20--Iroz Jaw, Sylvia Gregory; 21-Menage, Jan-Hall, Mary Padden and Irene Lesile; 22-Leapa, Tommy Genedias, Fred Canestrell, Pete, Bel-monte, Mogador, Fred Tost and Elmer Yancy; Torm, pony races, Liberty horses and Jockey monte, Mogador, Fred Yost and Elmer Yancy; aces, pony races. Liberty horses and jocksy TRCCA. Staff includes: Ployd King and Lucio Cris-tiani, owners; Lucio Cristiani, general manager: Floyd King, general agent; Mai M. Flem-ing, contracting agent; A. F. Maley, auditor; Howard Y. Bary, legal adjuster; Paul Delaney, superintendent, candy stands; Fred Allen, contracting press agent; Jess Bradley, general press agent; Hert Welshman, press agent with show: Art Stires and E. P. Clamble, managers of advertising cars; C. H. Sheppard, 24-hour agent; David Budd, timekeeper; Joe Sollivan, banner salesman: Chester Gregory, Side Show mainager, and Tige Hale, bandmaster; Prie Sadowski, boss mechanic and superintendent of transportation; M. J. McIntyre, Brit atsistant; Thomas McGee, assistant; Walter adjuster, was on hand, decked out in a tux and looking extremely fit, despite his advice to the contrary. On hand, but mostly for social ac-tivity and box box canvasman; Ray New-sum, boxs property man; Calvin Spike, boxs canvasman, and Napoleon Reed, superintendent Side Show attractions and personnel includes: Teddy Milligan Jr., Inside lecturer, and Punch and Judy; Phillip Pulton, secondion; Miller. Publisher Harry Dube was present to supervise sales of a thick program. Manager Arthur M. Con-cello was inconspicuous thruout most of the doings. His wife Antoinatta of the doings. His wife, Antoinette, George (Hooks) Tilford, tenor sas; Feuntain is back, excelling in a flying dis-play and directing the ballet girls in their web routine. Richard Barstow, choregraphy director, is due credit akers. Personnal of the hand follows: Ernest hompson, clarinet; Leo Lamberts, Lloyd Walton, Warren Rasis and Jos Horst, all cornelists, Larry O'Neil, trombons; Sylvester Larious, baritone; James Milliken, bass; Hill De Armst, drums, and Norman Hanisy, cal-Cookhouse personnel includes; Napoteon Reed, chef; John Henry Hall, assistant; Jimmie L. White, cook; Thomas Pasterola, head-walter; E. C. Marior and C. O. Deckinson, walters; Arthur Walker, wood mas; Tem Brown Barris, fireman; Earl Jones and Edgar Chomus Jr., water, and Joe Humphrey, pot washer.

#### Pantomime Weak

because it involves at least five Harry Thomas, Dover, O., caught the people, is Guti's gorilla parody, a show with his brother, Tommy, Big slapstick pantomime presentation of German origin. Since the personnel includes two men costumed as shaggy gorillas, who use their feet and hands opening. The Hollywood contingent in climbing a web, it is likely that was rumored to have numbered sevthe group was obtained to replace the popular Natal, whose simple routine wowed crowds last season The Gutis have the format of clown production gag with prop animals, an exploding cage, the tearing of the dress of a woman member and even a make-up imp resonation of Charlie Chaplin.

The Rola Rola Duo, perfectionists in balancing on a free-rolling cylin-(See 425G in Ringling on page 74)

# At Opening of the Big One

NEW YORK, April 9 .- Reviewers | (4) to catch the opening of the Hanight (6). The Geraldos, best of the imported acts, got a head start in compiling press book material and seem likely to be of the most aid in helping Roland Butler and his tubthumbing staff to corral splash notices. Prexy John Ringling North became a gossip column item soon after arrival, when his name was again linked with ex-flame Jean Mc-Cormick.

masse to catch the opening. The initial viewing will perhaps be the last for those whose jobs keep them play and directing the ballet girls in ahead of, or away from, the show. Nat Green, of the Chicago office, and his frau, were on hand. Nat returned to Chi the next day, while aloft as well as on the tanbark and Mrs. Green remained to vacation with friends in Westchester. Mr. and Mrs. F. A. (Babe) Boudinot had a relaxing evening after Babe had Given an entire display, perhaps finished supervising billing the date, Show traffic manager.

Flicker stars Joseph Cotten and Kirk Douglas were recognized at the eral more.

#### Former Acts Attend

Ex R-B performers, including a member of the Goetschis Cycling Troupe and Rose Behee, of the Fly- an otherwise hidden ability. Pat during which time he served in a ing Behees, were plentiful. Agent Valdo, general director, must have similar capacity with Ben Daven-Stanley Wathon, who has booked been pleased with the smoothness of port's Dailey Bros.' Circus. Gerald many of the programed acts in the the preem performance, despite the Snellens, World of Mirth Shows past, spent considerable time back necessity of urging the ring boys to exec, eyed the ad-thick program and stage renewing acquaintances.

Many Big Show troupers jour- bulls. neyed to Newark, N. J., Monday

mid-Morton Circus. Digger Peugh. London agent, planed in with the Wallabys, a trampoline act, in time to catch the opening.

Herbert Duval, a member of the board of directors and circus legal adjuster, was on hand, decked out

tivity since their season doesn't get of the cookhouse. under way until the big top goes up, were concessionaires Frank and Paul Miller. Publisher Harry Dube was Ringling staffers turned out en cello was inconspicuous thruout most choregraphy director, is due credit for the girl's symmetry of motion stages.

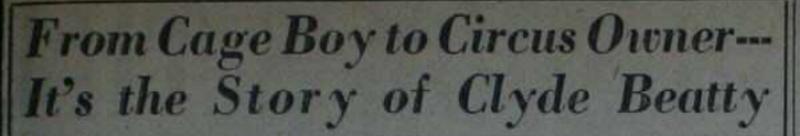
#### Stebbinses Entertain

Mr. and Mrs. Walter C. Stebbins, of Small Car Enterprises, partied a group in his firm's palatial Garden offices after the show and until dawn. Among those present were Fred C. Murray, of the International Fireworks Company, and Ida Cohen. Chicago insurance consultant. Stebbins is associated with Alexis Thompson, millionaire sportsman, in best known circus fan, was on hand, staging midget and big car race as usual. Publicist Allen Lester meets.

lyrics for this year's show, revealing sence from the press department, greater efforts in the wake of the the many commercials spread thru-

Melvin D. Hildreth, the nation's his eyes.

looked at home glad-handing in the John Murray Anderson wrote the Garden lobby despite a year's about the performance with envy in



(Continued from page 63) really began when he joined the Howe Great London and Van Amberg Circus in Chillicothe, O., a few years before 1920. He learned the ropes from Louie Roth. In 1921 the show wintered in Montgomery, Ala., and Roth left to join the Al G. Barnes Circus. When the next season rolled head trainer and Danny Odom the manager. There also was a man, whose name Beatty doesn't recall, working a polar bear act.

#### **Takes Over Act**

When the show, which was now known as Gollmar Bros.' Circus, was about half thru its season, the polar bear handler was suddenly calledoff the show. Naturally, Guilfoyle was to take over the act-no one thought of any other successor-that is, no one except Beatty.

Going directly to Odom, he begged for the chance to handle the act. Odom assured him he knew of no better way to die young. But Beatty won the brief argument and was given the trainer's coat and cap, both much too large. When he put them on he was no example of sartorial big show closed its New York run, he splendor. In fact, when he entered the ring draped in the oversize uni- the remainder of the season. This form, the audience thought it was a schedule was followed for five years, comedy act and reacted accordingly.

Altho he liked the polar bears and the act was one of the features of the show, Beatty had a hankering to the famous English circus family, have a mixed group. When he opened for his second year with Gollmar, featured were Beatty and his mixed group which included two lions, a black and a spotted leopard, a Himalayan, two Russian and two polar bears, two tigers, three pumas tigers, males and females-continued and three hyenas.

taking a deeper bite and shaking him to death as is the tiger's way of killing its prey, when old Nero, a lion, attacked the tiger and drove it away from the unconscious Beatty.

With his great knowledge of wild animals, Beatty was certain that it was not Nero's love for him as much as it was his hatred for the striped around, Chubby Guilfoyle was the beast that provoked the well-timed attack.

> The mixed group had emerged as the big feature of the circus and the polar bears were carried along as fillers. However, the entire act was to come to an unfortunate end several years later. The show wintered in Peru, Ind. Polar bears thrive in cold climates. To make their Indiana habitat as near like the Arctic as possible, the cages were placed on the fringe of the quarters, but in a matter of only a couple of years they all contracted pneumonia and died.

#### Wins Acclaim

By this time Beatty was well established on the Hagenbeck show and was signed to open with Ringling in Madison Square Garden. After the returned to Hagenbeck-Wallace for until 1935. In that time he met many people prominent in show business. One of these was Frank Bostock, of

Bostock saw Beatty's first opening in the Garden and hastily went backstage to compliment him upon his fine work.

Beatty appreciated the encouragement. The mixed group-lions and to play to applause over the nation.

## DRESSING ROOM GOSSIP

### **Ringling-Barnum**

The Big One opened its 1219 sea-

son with all the thrills and excitement and notices saying it's bigger and better than ever. After a very fast run from Sarasota to New York. everyone was busy getting the show set for the opening. Murray Anderson called rehearsals Sunday night (3), with everything going along smoothly.

Full dress rehearsal was given Tuesday. Opening night was packed with famous celebrities and notables for the Damon Runyan Cancer benefit. Show was timed well for the first night with no accountable delays.

Also noted: All the clowns trying out their new gags and getting plenty of laughs. . . . Prince Paul inspecting the new laundry machine, which met with his approval. . . Johnny Tripp showing Albert White how to throw the suds in the Mairzy Doats gag. Lou Jacobs rehearsing his midgets for their big number. Coffee joint downstairs kept busy all the time.

. . . Everyone starting to lose their Sarasota tans. . . . Curtis Genders full of stories about his days at school here. . . . Claire Faucett passing out the first editions of her new book, We Fell in Love With the Circus. . . . Side Show had their big events too, one of them when Barbara White received the floral horseshoe on opening night. . . . Wardrobe ladies always finding just the right places for the hundreds of costumes. . . . Opening over and everyone

getting into the routine of two shows a day.

Visitors: Mrs. Emil Pallenberg. (See Ringling-Barnum on page 109)

### **Clyde Beatty**

After a week of one-day stands to good business, we again are in Los Angeles at Washington and Hill streets, repeating the record attendance of last year. It is rumored that we are to be the last circus on this lot, as it has been sold for a building. site.

Now moving at a fast pace, the show is receiving plenty of praise. Norman and Shirley Carroll have kept every one busy on radio and television and it seems that every time you look around you see someone coming or going to a broadcast. Several network broadcasts are in the making. Bobby Kay, Mark Anthony and Shorty Sylvester made the first television show of the season.

Huey Kyles' group of clowns have joined for the local dates. Monday night (3) the Pacific Coast Showmen's Association members attended (See Clyde Beatty on page 109)

Dales

Recent arrivals were the Hodges (Hodginis), Betty Tom and Joe, from Peru, Ind.; Lash La Rue, Hollywood; Red and Marie Simpson, Orlando, Fla., and the Bedell Troupe, Jeffersonville, Ind.

Rehearsals in the new big top started April 5, and the program was quickly whipped into shape, with W. (See DALES on page 109)

WANT

For ROY'S TRAINED ANIMAL CIRCUS Circus and Side Show Acts, also man to handle Side Show; have new complete outfit for same, Can place amail Grab Outfit, Candy Floss and Ball Game. Working Men; pay every night, HARRY LAROY PEEBLES, OHIO

#### **Expands** Animal Show

The following year, 1923, Gollmar Bros. changed the title to John Robinson Circus. To make the season one of the biggest, an act comprised and romantically profitable for of 14 polar bears was secured from Beatty. The H-W show was playing the Hagenbeck-Wallace Circus. Beatty put these into his mixed group,

given Beatty his first chance as a trainer, Danny Odom, left the Robinson show for Hagenbeck-Wallace. Clyde moved over to this banner, too, and here was associated with Pete Taylor, to whom he gives much credit for his showmanly tactics today. Taylor was featured with a mixed group and Beatty went back to his initial type of act-polar bears.

sisted he could complete the season.

#### Saves Instructor's Life

One day, just as Taylor stepped into the safety compartment and was about to enter the arena, he suffered a nervous breakdown and collapsed. Beatty immediately saw the situation. ran into the cage and pulled his teacher to safety just as a lion fought at the gate, the way in which Taylor had framed the act's cpening.

Taylor never recovered sufficiently to assume his duties as a trainer and Beatty took over the mixed group in addition to putting the polar bears thru their routines.

to make 25 trips to the hospital in date in Honolulu, Beatty shows signs his explosive career as an animal of hanging up another big year. Retrainer, had not come face to face cently 20 wagons used by the Sparks with the fury that jungle animals can Circus were purchased in Renton, unleash. He did know that animals Wash., and were repainted in the CB ing; the art is in knowing how to read them:

#### Saved by Lion

The animals were being put thru their routines when suddenly a tiger pounced on him, knocking him to the ground. The animal ripped into his

#### Success, Romance

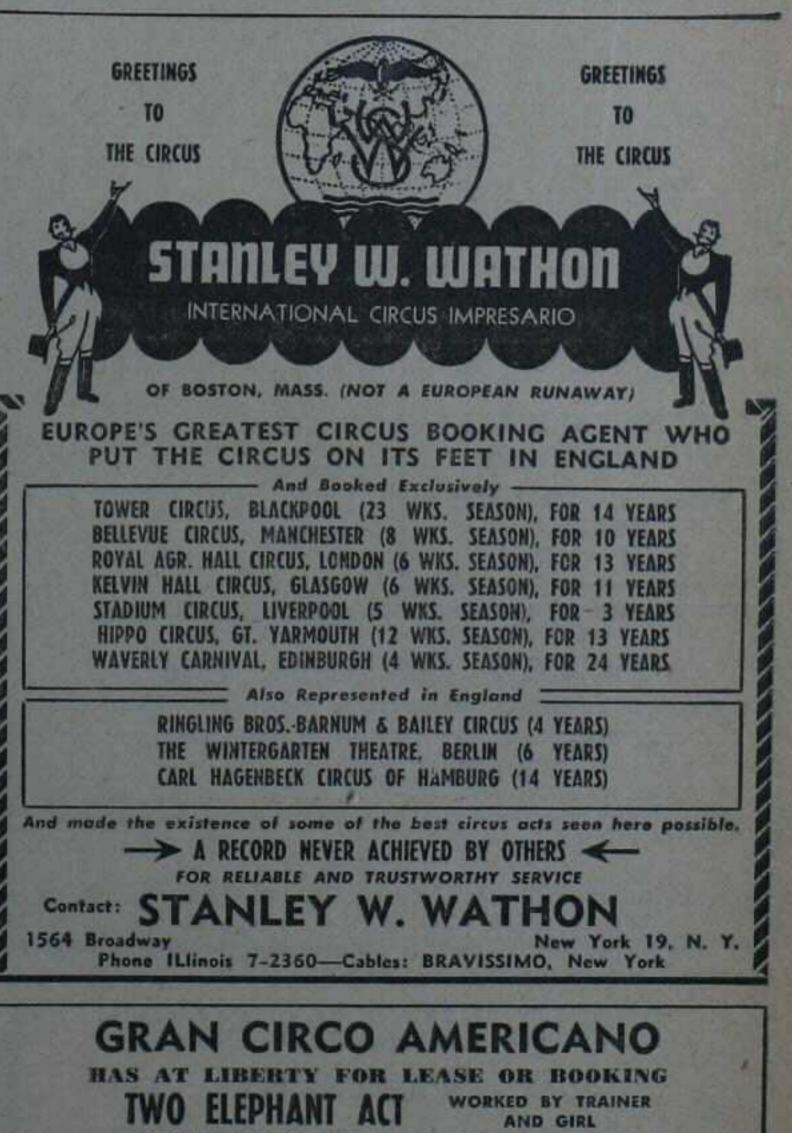
The tie-in with Ringling Bros. while working on the Hagenbeck-Wallace show were both financially its opening date in Kokomo, Ind., in 1930 when a group of girls came down from Chicago to appear in the spec. Shortly after this the man who had Among them was Harriet Evanisky. Three years later they were married.

At the end of his fifth year with Hagenbeck-Wallace and the Ringling New York opening, Beatty thought it was time for him to start building something of his own. He joined Cole Bros. and his name was added to the title. After three years of this association he and the late Jess Adkins and Zack Terrell made an agree-Because he so admired Taylor, ment thru which Beatty acquired Beatty always stood near the arena some of the Cole equipment. He when he was performing. Taylor pulled out and played the entire seahad not been well and was under a son on the Million-Dollar Pier in physician's care. However, he in- Atlantic City. In 1940 and 1941 he took his circus on the Johnny J. Jones Exposition. Then followed a year's association with Ray Rogers as the Wallace Bros.-Clyde Beatty Circus. Clyde shifted to the West Coast to be featured with Russell Bros.' Circus but returned East and in 1945 took out equipment from the Wallace Bros.' Circus. The following year he again joined Art Concello with whom he had been associated on the Russell show and the Beatty name was featured. He started on his own in 1947.

#### **Big Year Ahead**

Opening his third season in Los Up to that point, Beatty, who was Angeles in March with a pre-season always give warnings before strik- colors. Also playing this season and in some cases day and date will be the film, Africa Screams, which Beatty made with Abbott and Costello. These should add up to box office.

Beatty, despite his business success, is not one to say he can't make clothing and was in the process of (See The Beatty Story on page 74)



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#### The Billboard

# 425G in Ringling Show's Till; Ringling-Barnum '49 Program Advance on Stem Bow a Honey

(Continued from page 72). der, spark their performace with plenty of showmanship. Altho billed as appearing here for the first time. the act toured the nation about seven years ago when it was originally brought in from South America. A new girl has replaced the original lass, who combined a remarkable combination of beauty and ability. The male member, working alone, does most of the work, and has the audience gasping as tho he were working aloft instead of only a few feet from the ground. Flanking them are the Grecian Joanidies, in a fine slack-wire routine, and Lola Dobritch, who rides a unicycle on the tight wire,

Moon, directed this year for the first hurriedly concocted three-bull act to time by Antoinette Concello, wife of replace Charles Peterson's dogs, an the show's general manager, is the import which failed to arrive. Also smoothest of the many preemed here missing, the programed, were Naitto's by the Big Show. The 39 girls work- dogs. Patterson's Liberty ponies, an ing webs suspended from sparkling import, were on hand and presented quarter-moon props performed in handsome stock in a fast-moving near perfect unison. Their perfec- routine. Woolford's daschunds, a top tion was undoubtedly aided by the dog act of long stancing, altho better elimination this year of traps, iron adapted for the stage than the circus jaws, breakaways and aerial perches were substituted and capably took which have formerly resulted in some care of canine representation. Bosof the rapidly schooled girls hanging tock's mules performed Liberty rouon to rigging in an obviously fright- tines in a well-trained manner, and ened manner on opening night. The statuesque Betrice Dante put the heralded Alma Piaia, imported from France for the top spot in this spec, works a web above the center ring and features an abbreviated costume and a delayed head-first descent on the web. Veteran aerialists Kay as a performer after an absence of Burslem and Jean Sleeter capably fill the featured spots over the two end rings.

#### Swanson Fizzles

The Great Swanson, an import possibly counted on to fill a top thrill spot, fizzled over an end ring, altho originally set for the center spot. Swanson began his routine with an awkward cloud swing and finished with a short, head-first drop with his neck encircled by a hangman's noose In the same display the Three Margas, comely imports, performed a neat aerial bar routine with a mini-

mum of thrills as the result of rigging trouble. The had the center ring spot. The Mandos Sisters, holdovers from last year, also had gimmick trouble and failed to finish out their routine, altho their stunts on a unique revolving prop resembling an anchor add up to a succession of thrills.

Del Morals, an imported perch act, was side-ringed, along with Les Deux Jacques, to flank Los Onas, a holdover. The Morals presented a good precision routine, as did the Jacques. but it was the understander of the Onas supporting the perch on one foot while in a prone position who won top favor.

In the display featuring trained small animals, Hugo Schmidt, ele-The aerial ballet, The Girl in the phant trainer, had to substitute a Ringling chimps thru laugh-filled capers to finish out the display.

#### Flying Acts Click

Antoinette Concello again appears several years and stars in a display of flying acts which includes 12 flyers. among them the Harold Voise Troupe. back on the show after several years Nets for the three groups are hung lengthwise, so patrons in side arena cluding dancing horse and one, two and three seats get an unobstructed view. The hornes rearing. change also makes it possible for three groups to fill the Garden air with action from one end to the other. The work of all principals was flawless. Another import, the Great Bokaros. presented a good teeterboard act, with the usual perch-supported chair catches, and catapulted various members from board to shoulders to build three high. Other tumbling-acro troupes in the same display were the likes it. Romanos, the Acros, the Robenis and the Boginos. All are top-flight in the art of ground gyrations. The Boginos form the Ugo Troupe, which was again featured in a display with springboard leaps over the backs of elephants. Ugo Bogino did the difficult leap over five bulls.

(Continued from page 72) a vertical web, a in Natal, and climb over pew-holders, but are not on a par with Natal.

#### Display 7

The spec commemorates birthdays. The usual Big Show spec is brautifully costumed and replete with floats, clowns and animals,

#### Display 8

The Geraldos, double trapeze, are imports from Europe. They worked a bit slowly but dished out several sensational hand-to-hand and fest-to-fest catches. Better selling would enhance the act. Their stunts are performed so smoothly that the public possibly fails to grasp the perfect timing required.

#### Display 9

Francis Brunn and sister put on their juggling act in the center ring and chalk up a hit. Brunn seems to be juggling faster and better than last season. While the cute fem acts as assistant and fills in while her brother winds up for another spurt, she is an ace juggier. Franklin and Astrid present neal hand-to-hand routines, plus a bit of smooth contortion by a young girl member. The Asia Boys (3) click with excellent hand-to-hand and balancing tricks.

#### **Display** 10

Clown walkaround

#### Display 11

Rola Rola act is a top-notch duo on a freeolling cylinder. The fem member is new here. The original act played with the Big One several years ago. Lola Dobritch rates an orchid for a neatly presented wire act. a nice personality and fine showmanthip. Two male members of the Joanidies offer some difficult juggling on the wire which nets them a good hand.

#### Display 12

Clown walkaround.

#### Display 13

The serial ballet, "Giri in the Moon," pre-sents 40 girls, 20 on each side, in an excellent web routine, with May Burslem and Jean Sieter working over end rings. Alma Piala, French importation, does some graceful routines on the trapere and web, but offers nothing sensational.

#### Display 14

The beautifully matched and well-trained Liberty horses in three rings were a bit jittery. Czesland Mroczkowski handles the center ring, his wife, Gene Lipkowska, holds down Ring 1, and Andre Fox has Ring J. Each ring has 12 horses. The Mroczkowskis lake over the center ring for some special bits, in-

by Marion Selfert precedes heautiful high Denmark, Lilliam Wittmark, works in the center ring: Claude Valois in Ring 1 and Cilly Feindt in Ring 2. The girls are excellent riders and striking in appearance.

#### Display 26

The clown production, "Bchool Date," has a few bugs to be fromed out but has plenty of noise and action.

#### Display 27

Whiriwind tumbling goes on all over the arena, with the Romanis, Robenis, Boginis and the Bekaras-the last-named newcomers-presenting good testerboard tumbling.

#### Display 28

The Alzanas in their sensational high-wire act feature Harold Alzana, who keeps pewholders gamping. The girls are also nervy and excellent performers, with Elsie joining Harold in the stunt of walking up a guy wire from arena to platform.

#### Display 29

The finale, "Glorious Pourth," offers Cohanesque tunes and flag-waving, show girls as Atlantic City beauty contestants doing strip leases, and a speciacular parade with the ballet, doubling as drum corps, leading ele-phants and clowns around the arens. Red, white and blue-clad tumblers form pyramids as the girls climb ladders flanking hugh ban-ners which drop to reveal portraits of Preti-

dent Truman. The audience ate it up. As usual, Pat Valdo, Merie Evans, John Murray Anderson, their assistants and performing and working personnel rate a pat on the back. Antoinette Congello, aerial director, and Richard Barstow, who supervised ballet routines, deserve special mention for a wellregulated aerial ballet.

#### Merle Evans' Band

Line-up of musicians in this year's band is: Cornets-Joe Browning, Al Hillensmith, Frank Sering, Jack Carroll, Philip Garkow, Jack Sparrowhawk. Flute and piccolo-Max Ring. Clarinets-Everett Gavin, Gene Ray, Fred Dini, Tony Ramires, Nick Altroth. Rudy Bundy, Horns-Paul Davis, Frank Simaner. Baritones -John Horak, Clarence Benentt, Tromhones-Lew Bader Andy Sindler, E. B. Morse, Andy Grainger Basses-Bill Bell, Harvey Phillips, Drummers-Ray Floyd, Roland Sherbondy, Organ-William E. Stem.

#### Side Show Staff

George (Red) White, manager; Charles (Chuck) Gannon, assistant manager; Lloyd Priddy, inside lecturer; Normane Robinson, assistant lecturer; Al Eisenberg, Blaine Young and Gene Nodrau, ticket sellers; Alex Novack and Bay Jacobs, ticket takers; Robert Brazil, sound technician, and Mike Doyle, calliope.

#### Side Show Attractions



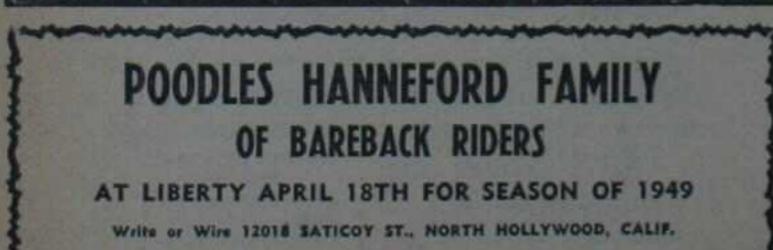
The display of riding acts promises to be excellent, altho the opening

(See R-B Jams 'Em on page 111) THE BIGGEST & BEST OPENS ITS 1949 SEASON TEXAS RODEO, INC.

### 20-WEEK SEASON-STARTING SUNDAY, APRIL 17, TO APRIL 24, AT 10,000 SEAT ARMORY, WASHINGTON, D. C.

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ALLEN at HOTEL AMBASSADOR, Washington, D. C. The Topnotch Western Show of the Nation



#### Display 15

The Mandos Sisters, working over Slage 2, repeat their last year's success with novel aerial routines. The Three Margas, European fem aerialists, present a medley of neat webbing and trapers stunts, climaxed by a break-away. Badly hung rigging cramped their atyle. The Great Swanson did a so-so cloud swing over Stage 2 and a meaningless plunge in a hangman's noose which left the sudience unmoved.

#### Display 16

Unus, excellent equilibrist, is back again featuring his one-finger stand. The audience

#### Display 17

A commercial plug for an atriine tied in with the usual overloaded clown car. Their divers collapsible objects dumped out results in awkward halts while the liems are assembled.

#### Display 18

Elephants in all rings are well handled and offer several good stunts. Hugo Schmidt has the center ring with eight bulls. End rings hold five each.

#### Display 19

Clown walkaround.

#### Display 20

The Dei Morals, two men and a girl, and the Two Jacks occupy end rings in okay perch routines. Los Onas hold the center ring with a top-notch perch act, climaxed by under-stander balancing perch on the sole of one foot while jugging a hoop with the other.

#### Display 21

Woolford's Dachshunds pinch-hit for Peter-son's jockey dogs who falled to arrive for the opener. Woolford's pooches, presented by Nana Woolford, are fine performers. Bostock's Liberty Mules occupy Ring 3, while Patterson's Liberty Ponies go thru their paces in Ring 1. Beatrice Dante presents Ringling chimpansees on Stage 2 in several amusing bits on tricycle, wire and stills. A heatily reheared slephant wire and stillts. A hastily rehearsed elephant number, using a barbershop gag, was thrown in to replace Naitto's Dogs, unable to make the opener. It was okay

#### Display 22

Lou Jacobs' clowns with a vest-pocket car that runs. Beveral new gags have been added.

#### Display 23

Three of Art Concello's flying acts work neghwise of the arens, giving spectators a netter view of the action. Antoinette Concello, top fem flyer, is featured in the center with the Flying Concellon. Wife of General Man-ager Art Concello, she is staging a comeback after lengthy lay-off.

#### Display 24

Clown walkareund.

#### Display 25

The menage number, "Ban Francisco," dis-plays Hingling horses, carriages and ballet girls in the act in the act years later.

Nacole Hawallan Troups; Doll midgets; Lloyd Priddy, maginian; Singh Lee, fireproof man; Bose Westlake, sheep-headed giri; Sealo, seal boy; Jahann Petursson, Ice-landic giant; Sam Alexander, two-faced man; Alex Linton, sword swallower; Baby Irens, fat girl; Freda Pushnik, armiess-legiess girl; Bar-bara White, anakes; Marvelo, juggier, and Don James and wife, glass blowers, and Funch. Ted Wolfram.

#### THE BEATTY STORY

(Continued from page 73). a mistake judging animal nature.

The year following his first opening in the Garden with Ringling, Beatty was in Peru getting his act into shape to open at the Shrine Circus in Detroit. Things did not seem to go right that day and the trainer sensed something was wrong. He moved cautiously, alerted to impending danger.

#### Attacked by Lion

As he put the animals thru their turns, he cracked his whip in the face of a lioness. Old Nero, the lion that had saved Beatty's life a few years before, did not think kindly of the trainer hitting his girl friend. Nero struck Beatty to the ground and sank his teeth in his right leg above the knee to the bone. The beast was clawing him savagely across the back as cage boys rushed in and beat the lion into submission.

Beatty was removed to the hospital where he remained for 16 weeks. When Nero embedded his teeth in the trainer's leg, he infected it with jungle fever. Attending physicians were unfamiliar with the disease. He was delirious for 12 nights.

A specialist found that the leg muscles were tightening and that an operation was necessary to remove the tension. Upon opening the wound a poison tumor eight inches long was found. It was drained and removed.

When he had recovered, Beatty went right back into the arena. Old Nero went thru his routines as if nothing had happened and remained in the act until his death several

The Billboard 75

**Free** Attractions Accented at Bay

SPARROWS POINT, Md., April 9 .-ree attractions, topped by shows n a large beach stage, will be feaared at Bay Shore Park here, Reese I. Jones, public relations director, nnounces.

Altho park will not open offially until May 29, pre-inaugural perations have been set for May 15 nd May 22 to catch Sunday motorts. Ample facilities are provided or parking, the capacity now being 500, double that of last year.

#### **Plan Innovations**

Park has skedded many picnics, reluding some for large Baltimore dustrial organizations, as well as chools, churches and civic orgs. A ackage deal, embracing rides, bathng, dancing and picnic facilities was old

Several innovations are planned by harles W. Swan, park director. Inluded are the installation of a speed oat ride, weekly concerts by a large nixed choir and a marathon swim cross Chesapeake Bay.

The ride area, supervised by Henry i. Grayner, is being readied. Charles A. Strapelli, games manager, has tarted painting the concession buildngs. New this year will be an lectric dart game.

#### Build Restaurant

A modern restaurant, featuring



PARKS-RESORTS-POOLS

Communications to 155 N. Clark St., Chicago 1, Ill.=

I.J. SPOT IN MILLION & DEAL

Robert E. Freed, secretary and assistant manager of Lagoon Park here, announces that the funspot will open May 7, highlighted by formal opening of the new \$150,000 swimming pool.

Lagoon officials also had a new bathhouse constructed. The pool, Freed said, is the latest in design and has the new diatomite filter, designed by R. N. Perkins.

Two new rides have been added to the midway. These are a Funni-Cycles, purchased from Walter Nilson, and a Kiddie Jet ride, purchased from Bisch-Rocco.

Lagoon will operate week-ends until May 28 when daily operation begins.

Freed said Lagoon this year will go in for larger promotions and use of name bands.

Lagoon officials, in addition to Freed, are Ranch S. Kimball, president-general manager; Dean K. Swaner, assistant manager; Milton Hess, maintenance- superintendent, and Peter Freed, assistant manager.

audience participation show will be aired daily over WMID from Million Dollar Pier beginning June 11 and continuing thru September 9. Show is the first major attraction to be inked by the new management and was secured thru the Jolly Joyce Agency, Philadelphia. Jimmy Costello, who has been conducting similar shows over WGN, Chicago, for the past three years, will be the emsee. The show will be staged from 10:30 until noon each day with a special

Daily Radio Show

ATLANTIC CITY, April 9.-An

#### half-hour broadcast from 11 to 11:30. Participants will be given prizes.

# **Cincy's Coney** Sets Free Acts

of free attractions for the early weeks of its 1949 operation, it was announced this week by President-Fireworks displays have been set for

each Saturday and Sunday night during the pre-season week-end sesand continue thru May 15.

May 21, when the park formally opens facilities.

# Seaside Casino To N. Y. Group

Plans call for coaster, other new rides - Dave Simon heads new company

NEW YORK, April 9 .- Seaside Heights Casino, one of two major funspots at Seaside Heights, N. J., was reported sold this week to a New York combine for more than \$1,000,-000.

Title was transferred to the Atlantic Land Corporation. The operating company is the Venice Amusement Corporation. Officers of both companies are David Simon, John Christopher and John J. Fitzgerald Jr. Simon and his partners operate about 18 arcades thruout the East.

Simon said here yesterday (8) that the deal was consummated too late to allow for extensive renovations in CINCINNATI, April 9. - Coney time for this season. However, he said Island Park here is planning a series that negotiations are already under way with the Philadelphia Toboggan Company for the construction of a 4,000-foot Roller Coaster in 1950 and General Manager Edward L. Schott. that 1,500 to 2,000 cabanas will be added this spring.

Permanent equipment includes four major rides, three kiddie rides, a Funsions, which get under way April 30 house, 14 concessions, 6 refreshment stands, 2 restaurants, a large pool, During the two weeks beginning arcade, shooting gallery and picnic

and goes into daily operation, except One of the most valuable features on Mondays, Coney will present a is approximately 1,000 feet of park-

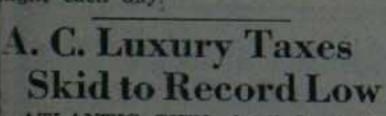
nore dinners, is being built by William F. Schinnick, who has the exn all food and drinks. Set-up is to nclude umbrella tables set on the ay front, plus colorful tables and ecorations in the dining room, and tile kitchen and serving area.

Special arrangements are being nade to provide additional bus ervice between the funspot and parrows Point. Car traffic from altimore is via a dual highway ilmost from the heart of that city.

# Add New Funhouse To A. C. Steel Pier

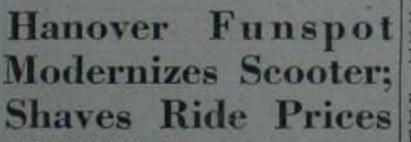
ATLANTIC CITY, April 9.- A new unhouse titled Spook Castle is being dded to Steel Pier. Unit will be completed in time for the Easter veek-end preem beginning Saturday 16).

The holiday week-end program will eature Lanny Ross plus vaude acts n the Music Hall, In the Marine Ballroom Alex Bartha's band will play for dancing Saturday (16). Harry James's ork will play Sunday (17). Screening of full-length motion pictures is also skedded. The pier will be open from noon thru midnight each day.



ATLANTIC CITY, April 9.-Luxtry tax collections, the best index of business at this resort, totaled only 559,861 for the month of February -the lowest figure for any month since the tax was instituted in June, 1947-it was revealed this week by Allen Wiesenthal, luxury tax bureau administratora

\$66,516. ax on cigareltes.



HANOVER, Pa., April 9.-Forest Park here will open Sunday (10), with the Covered Wagon Boys as the free attraction.

A fleet of 30 Scooter cars purchased from Palisades Park, Palisades, N. J., will be pressed into use. Scooter ride has been remodelled and an island has been installed in it to permit one-way driving. A Wurlitzer Caliola, said to be the only one of its kind in this section, has been installed in the Merry-Go-Round building.

operations on Wednesday, Saturday and Sunday nights, Sunday after- remodeling program now under way noons and picnic afternoons. Park's at Riverside Park. ride prices will be lower than last year.

good for free rides, reduced rates, the present parking areas have been contests and prizes, are to be mailed resurfaced. Edward J. Carroll, park out within the next few weeks.

### Lakeside, Roanoke, Va., **Buys** Octopus, Caterpillar

ROANOKE, Va., April 9 .- Lakeside Swimming Club has purchased an Octopus from Eyerly Aircraft Corporation, and a Caterpillar from Allan Herschell. Improvements and purchases this year will cost around \$20,000, H. L. Roberts, manager, said. The park bows May 1.

### Suttle Adds to Picnic Area

CHARLOTTE, N. C., April 9 .-The collections for the same month Ralph A. Suttle, owner of Suttle Park ast year were \$68,641 while for here, announces the purchase of 381/2 January of this year they totaled acres of wooded land for a new picnic street lights in the 214 blocks to and The February collections area, making a total of 55 acres for from the rides, at a cost of \$2,000, ncluded \$49,311 from the tax on the park. The spot began week-end Hugo Meyer, superintendent, anhotel rooms, amusements and liquor, operation Friday (1), and starts daily nounced. Spot bows May 30. Plans ger of the spot, with Natalie Moswhile \$10,500 was obtained from the operation Friday (15). A Kiddle Boat are to operate on Sundays in the fall kowitz publicity director, and Blackie ride has been added.

free aerial show twice daily. Booked owned boardwalk with fun and con-Four Carrolls, trapeze act.

a later date is the Peaches Sky works Festival several years ago. as soon as practicable. Schott reported that plans call for other free acts to be presented periodically during the park's summer run.

## **Riverside**, Agawam **Resurfacing Roads**

AGAWAM, Mass., April 9.- A new and improved parking area, plus a new macadam roadway leading from The skating rink is to continue the main highway to the head of the midway, are included in the extensive

Bulldozers have been clearing additional areas in the main parking More than 30,000 school tickets, zone adjacent to the highway, and owner, estimates that parking space for patrons will be increased by about one-third.

Carroll reports that the new hard surface road is something of an experiment. Frost heaves in winder have raised havoc with the roadway been reluctant to install new roads. However, engineers have made sevreached a solution by installing a May 30. experiment works out well and stands provements. up under weather and usage, Carroll expects to resurface other roads.

#### New Lights in El Paso Spot

EL PASO, Tex., April 9 .- Washington Park has installed 23 extra from September 15 to November 15.

for the initial two weeks are the cession units bordering each side. The change in ownership will not af-Another free attraction inked for fect concessionaires holding leases. An area equal to approximately 200

Revue, trapeze ballet, which high- city lots is involved. Simon said that lighted Coney's Sky Revue and Fire- plans call for adding many new rides

## **Natatorium Buys** New Rock-o-Plane

SPOKANE, April 9 .- Natatorium Park here has added a Rock-o-Plane, purchased from Eyerly Aircraft Corporation, Salem, Ore., to its line-up, Louis Vogel, co-owner, reports. Vogel said the new ride, installation of a shooting gallery and Custer Speedway ride for kids and general repairing will cost around \$25,000.

Starting this month, the park is open week-ends. Daily schedule will start in mid-May.

Natatorium will use name dance bands thruout the season. Fireworks are scheduled for July 4 and promotion will be heavy on picnics.

Co-owner with Louis Vogel is Lloyd Vogel.

#### Kenosha Spot Gets 3 Rides

KENOSHA, Wis., April 9 .- Playtime Park has installed an Auto leading thru the park, and he has ride, Airplane (on wheels) and miniature train, Frank Van Duzer, owner, announced. Week-end operaeral tests and now believe they have | tion starts May 1, and daily operation About \$5,000 is being proper base for the macadam. If the spent on landscaping and other im-

#### **Pleasure Pier Sets Debut**

GALVESTON, Tex., April 9 .- Cityowned Pleasure Pier, which bows June 1, announced opening-day festivities will include the appearance of the mayor and a name band. A number of midway attractions have been added. Jodie P. Hall is mana-Childers, ride superintendent.

#### PARKS-RESORTS-POOLS The Billboard 76

April 16, 1949



# **Supplementary List**

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras

Welchman, owner-mgr.; has pool, penny

Jacobs, owner, has two concession games, pool, rink, penny arcade, coin machines; books free attractions.

Guernewood Park-Guernewood Village, Jack W. Wright, mgr.; has two rides, eight con-

laff & Harris, owners-mgrs.; has pool; books orchestras and attractions.

Estes Park, G. H. Gillan, mgr.; has four concession games, rink; books orchestras,

Hillingly-Wildwood Park, P. J. Sheridan, owner-mgr.; has beach, rink, coin machines; books orchestras and attractions. Rockville-Sandy Beach Park, George D. Bokis, owner-mgr.; has rink, penny arcade;

Pensacola-Pensacola Beach, S. Mones, mgr.; has concession games, penny arcade, coin machines; books orchestras and attractions.

Macon-Lakeside Park, Irving Scott, mgr.; has lake, coin machines; books orchestras. Macon-Ragan's Park, Will C. Ragan, mgr.; has five concession games, lake, rink, penny arcade, coin machines; books orches-

Savannah-Barbee's Pavilion and Park, Isle of Hope, Will M. Barbee, owner-mgr.; has pool,

Hamilton-Circle Park, D. B. Waterhouse, mgr.; has two rides, four concession games, pool, rink, coin machines; books attractions La Fayette-Columbian Park, owned by city;

Port Dodge-Exposition Park, Armstrong Realty Co., owners; Jay Longstaff, mgr.; has

Ruthven-Electric Park, J. K. Maple, ownermgr.; has lake, rink; books orchestras, pay attractions.

Waterloo-Electric Park, C. E. Peterson. owner-mgr.; has 10 concession games, penny arcade; books orchestras; attractions occastonally.

#### KANSAS

Wichitz-Sandy Beach, Norris B. Stauffler, coin machines books orchestras, pay and free attractions.

#### MASSACHUSETTS

Palmer-Porest Lake Park, Linn A. Conger, mgr.; has one ride, neach, rink,

#### MICHIGAN

Banton Harbor-House of David Park, Clarence (Chic) Bell, mgr.; has two rides,two

concession games, penny arcade; books or-chestres and vaudeville acts. Beulah-Crystal Park, C. W. Patterson, owner-mgr.; has two rides, two concession games, penny arcade, coin machines. Detroit-Tashmoo Park at St. Clair Plats, Paul Circolon, but ourse has inco rides.

Paul Greeley, bus, mgr.; has two rides, four concession games; books orchestras, Grand Haven-Hyland Gardens, R. W. Haynes, owner; Don W. Haynes, mgr.; has two concession games, beach, rink, arcade, coin machines; books attractions occasionally.

#### MINNESOTA

Pairmont-Hand's Park, E. R. Hand, ownermgr.; has beach; books orchestras and at-tractions occasionally. Lynd-Lyndwood Park, Dave J. Lamphere, owner-mgr.; has two rides, 10 concession games, rink; books orchestras and attrac-

#### MISSOURI

Excelsior Springs-Lake Maurer Park, Chas. E. Gardner, mgr.; has two rides, three con-cession games, pool, rink; books attractions. Fenton-Spring Lake Park, A. J. Koller, owner-mgr.; has two concession games, pool, penny arcade, coin machines. Eirkwood (St. Loui)-Sylvan Beach Park.

Carl P. Trippe, owner-mgr.; has one ride, aix concession games, pool, penny arcade; coin machines.

#### MONTANA

Miles City-Leon Park Amusements, D. P. Leon, mgr.; has concession games, coin machines; books orchestras, pay and free SILINGULO.



Will book rides that do not conflict.

Owing to accident can place Merry-Co-Round on very attractive proposition.

Want Photos, Age and Weight, High Striker, any games or wheels not leased. Only three locations left.

WIRE

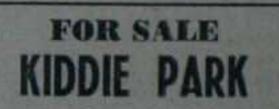
C. W. SWAN New Bay Shore Park Knickerbocker Building, Baltimore, Md.



Strobilite will add new thrills to your Pretzel and Dark Rides. Counitiess intriguing and spec-tacular effects can be sitained with Strobilite Luminescent Colors (that glow in the dark) and Strobilite U.V. Lamps (Blacklight).

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At sacrifice, due to health, at Sylvan Beach on Onelda Lake in Central New York State, 1,000,000 population within 30-mile radius.

#### NEBRASKA

Crete-Tuxedo Park, F. J. Kobes, mgr.; has one ride, concession games, lake; books orchestras and attractions.

Omana-Peony Park, Joseph Malec, mgr.; has pool, coin machines; books orchestras.

#### NEW HAMPSHIRE

Spofford-Ware's Grove, F. H. Cheever, owner-mgr.: has lake, rink, coin machines; books orchestras.

#### NEW JERSEY

Burlington-Sylvan Lake Park, Ed Buth, owner-mgr.; has four concession games, pool, ring; books orchestras; pay and free attractions scentionally. Vineland-West Side Park, Charles Safranek,

owner; Al Marks, mgr.

#### NEW YORK

- Averill Park-Crystal Lake Park, Gertrude Wagstaff, mgr.; has one ride, 10 concession games, beach, coin machines. Cuba-Olivecrest Park, Wm. Rasmusson, owner-mgr.; has three rides, six concession games, lake, rink; books orchestras and free all ractions. free attractions.
- Evans Center, Buffalo-Grandview Park Thornton Garlock and Chet Nowak, mars.; has eight concession games, beach, rink,
- penny arcade, coin machines. Maple Springs-Midway Park, Thomas Carr, owner-mgr.; has two rides, eight concession games, beach, rink, penny arcade, coin machines.
- Silver Lake-Walker's Lakeside Amusement Park, Harry R. Wishman, mgr. (314 Court St., Rochester); has lake, penny arcade, coin machines. Wantagh, L. L.-Jones Beach State Park, owned by State: has pool, rink.

#### ощо

Alliance-Lake Park, R. D. Williams, mgr.; has two rides, three concession games, rink. Arcadis-Midway Park, Heury Mareches, own-

- ar-mgr.; has four concession games, pool, rink; books free attractions. Canal Winchester-Edgewater Park, Chas. E. Geritng, owner-mgr.; has five concession games, coin machines. Coshocton-Coshocton Lake Park, James E.
- Bice, mgr.; has pool, penny arcade; books orchestras.
- Mentor-on-the-Lake-Mentor Beach Park, Mentor Beach Business Assn., operators: has 15 concession games, rink, penuy arcade,
- coin machines. New Philadelphia Tuscora Park, owned by city; Harold E. Meese, mar.; has five rides, one concession game, pool, rink, penny ar-cade, coin machines; books orchestras and attractions.

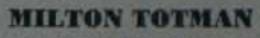
#### OKLAHOMA

Lawton-Doe Doe Park, William Hutchins, mgr.; has pool, rink; books free attractions

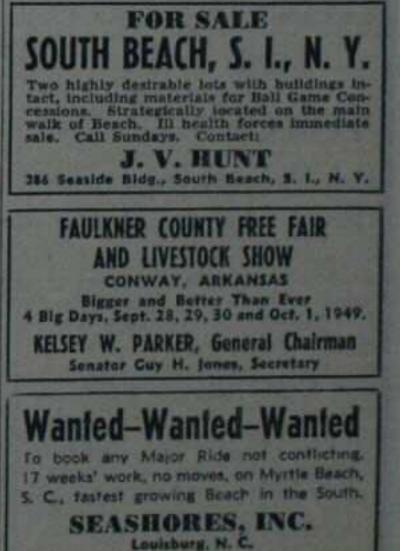
#### PENNSYLVANIA

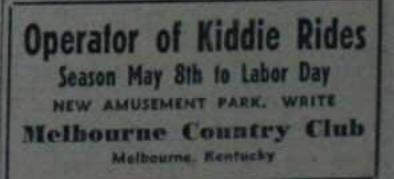
Bloomshurg Columbia Park, Thomas Shaffer, mgr.; has rink; books attractions.

(Contnued on page 97)



SYLVAN BEACH, N. Y.





WANTED By a reliable person a spot in a park or beath to place a brand-new Riddle Train, streamliner, with 570 reet of track, gas driven, made by Ministure Train & Ballroad Co., Rensselser, Indiana, on percentage

BOX 2497 Silver Serings, Marvland

#### CONCESSIONS WANTED

Someone to coule and operate Cooressions mich as Ferrie Wheel, Riddle Rides, etc., on popular midway just outside city limits, Per-centage basis. Instatre

RED BRIDGE PARK, Chembersburg, Pa. N. P. FENNELL, Mgr.

The Billboard

PARKS-RESORTS-POOLS





# See License Nix For Eastwood In East Detroit

DETROIT, April 9. - Eastwood Park in East Detroit will be denied a license as a result of the re-election Monday (4) of Mayor Mildred B. Stark and the election of Mrs. Betty Hayes, incumbent, and George S. Stone Sr. and Russell de Beauclair to the four-member city council.

Only carry-over councilman, Walter Sullivan, whose term expires in 1950, is in favor of granting a license to the park.

"We regard the results of the election as a mandate to refuse the par': a license," Mrs. Stark said.

The revoked park license expired Wednesday (6).

The funspot will open Easter Sunday (17) despite lack of a license, William Henry Gallagher, attorney for the park owners, announced. "The East Detroit ordinance governing licensing was held void last October 26," Gallagher said.

A Macomb County Circuit Court show-cause hearing has been set for April 19 to determine why East Detroit officials should not be restrained from interferring with the park's operations.



#### parent 50 - foot target range, the It takes less than 5 square feet of floor space. A PROVEN

MONEY MAKER

ORDER TODAY!

COMPLETE LINE OF ALL THE LATEST EXHIBIT MACHINES ON DISPLAY IN

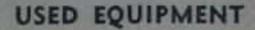
## NEW EQUIPMENT

77

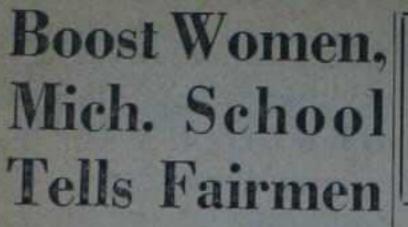
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American Gr	inuele		 	 . 155.90

## COUNTER GAMES-NEW

United 10th Inning	97.50
Stand for Same	7.50
Ideal Card Vendor	19,50
Shipman Art Show	49.50
Kicker & Catcher	34.50
Bally Heavy Hitter	85.00
Acme Shocker	19.50
Skill Thrill	24.50
Camera Chief	19.50
Bat-A-Ball with Stand	24.50
Whirl-A-Ball	18.50
Gottlieb Gripper	25.00
Groetchen Skill Test	69.50



Williams	All	Star	Ba	teb	11			\$195.00
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## **Discuss Management Phases**

LANSING, Mich., April 9 .- Maintaining that women exhibitors and patrons are taken for granted by fairs, Mrs. Moxie Mulrooney, assistant secretary of Saginaw Fair, this week urged Michigan fair execs to pay more attention to the role women play in fairs.

Speaking here Thursday and Friday (7-8) at the third annual Fair Managers and Directors' School sponsored by the Michigan Association of Fairs, Mrs. Mulrooney recommended at least one woman be named to each fair board. She also suggested that women department heads be encouraged to visit other annuals and thus pick up ideas.

#### Urges Entry Publicity

Emphasizing that too little thought had been given to women's participation, she pointed that "nobody seems to have any idea on how to exhibit frozen foods," tho frozen food is eclipsing canning.

Mrs, Mulrooney also urged fairs to publicize the ease which with entries are made. She contended that many potential exhibitors refrain from showing at fairs because they erroneously think that the filing of entries is a complicated procedure.

#### **Broad** Participation

The two-day short course, which was held in the Hotel Olds, drew a strong representation of fair executives. Considerable time was devoted to discussions of bills before the Legislature which, if enacted, receive. One bill would end pari- cycle and other gate prizes as lures will not be affected and will pay the groups received that limit of State aid end the subsidy for county fair har- meet. ness races that comes from the Northville track, which operates mutuel machines. participation in discussions. Presi- this year will be five nights of track dent Gordon Schlubatis presided. Besides Mrs. Mulrooney, other speakers and their subjects were: Carl Mantey, Caro, Uniformity of Classifications in Premium Lists; Hans Kardel, Charlotte, and Clarence Harnden, Saginaw, Entries and Payment of Premiums of 4-H Clubs; Arnell Engstrom, Traverse City, Legislation Affecting Fairs; Harold G. Sellers, Cheboygan, Issuing and Honoring Passes at Gate and Grandstand; L. R. Schrader, Centerville, Suggestions for Arrangement and Supervision of Exhibits and Midway; J. H. Snow, Allegan, Sanitation and Health Supervision; Harold P. Lindsay, Escanabs, Stimulating Attendance by Special Days, Drawings and Prizes; Moxie Mulrooney, Saginaw, How To Cass polis; John B. Strange and Increase Interest in Women's Department and Activities; Clinton D. Buell, ers, Cheboygan; Gordon Schlubatis, Fairs and Horse Shows, which was The track formerly operated under Kalamazoo, Parking Automobiles, House Trailers and Commercial Ve- Pearsall, East Jordan; Harold Lindsay hicles; Irving L. Pratt, Ludington, Importance of Harness Racing; Clar- thur Gronlund, Evart, and Thurman host. Plan of the State association closed NS contracts. The Shreveport ence Harnden, Saginaw, Improving Our Attractions, and Rose Sarlow. Ionia, Publicity for Our Fairs. A high point of the course was Leach, Hartford; Mr. and Mrs. Andy a banquet Thursday (7) evening. Adams, James I. Post and Mr. and Speakers were Charles M. Zeigler, Mrs. Harry Kelley, Hillsdale; Rose tion asking for State aid to county rora, III, August 7, following the end State highway commissioner; Charles Sarlow and Allen Williams, Ionia; Figy, director of agriculture, and C. P. Milham, Ithaca; D. C. Richard-Clinton V. Ballard, director of exten- son, C. B. Buell and Sherm Read, sion at Michigan State College, A Kalamazoo; William F. Balduf, Lake number of legislators were guests of Odissa; Irving L. Pratt, Ludington; the association for the evening. Entertainment was provided in the Marne: Roy H. Brigham, Marshall; form of two movies. Hans Kardel Mrs. Ethel Nichols and Joy Davis, showed a film he took in his native Mason; Clarence Harnden and Moxie Denmark during a recent vacation, Mulrooney, Saginaw; Albert Hall, and representatives of Ionia Free Fair Harold Brown and A. A. Pattullo. showed a film taken at their fair last Sandusky, and Arnell Engstrom, year.

# Annuals Set Plans: Seal Pool Will Be New Free Attraction at Danbury, Conn.

CAURSDAPOSITIONS

Communications to 155 N. Clark St., Chicago I. Ill.

A newly constructed seal pool comparable to that at the Bronx Park (New York) Zoo will be a new free attraction this year at Danbury (Conn.) Fair. The pool is one of 15 new attractions planned by the Danbury event. Chief among the others is the "Main Street, New England" exhibit, purchased from the New Haven Railroad, which displayed it in the Grand Central Station, New York.

The Skowhegan (Me.) State Fair this year for the first time is tying in with Atlantic City's Miss America contest to select Miss Maine. Another feature of the Skowhegan annual will be a revival of its automobile show, a popular lure when last held in conjunction with the fair,

New to the East Tyler (Tex.) Fair this year will be an outdoor stage show. The program, booked in for five nights, was contracted thru the Barnes-Carruthers Theatrical Enterprises. Chicago. The Texas annual also will offer a larger fireworks program than heretofore and has skedded band concerts as a new addition to Its bill.

The South Georgia Fair, Valdosta, has mapped an extension of its scope of action by the fair's board of diand a broadening of its attraction rectors. program. Two Florida counties have been included in its premium list shows or horse show will remain at classifications, bringing the total of 60 cents, including tax. counties covered up to eight. New this year will be three nights of fire- moppets under 12 years a 25-cent down that total as follows: Premiums, works, a boys and girls' hobby show and a women's department. Elaborate plans have been made for school that they must be accompanied by ment of more than \$10,000 to any would threaten State aid county fairs day, which this year will offer a bi- their parents. Those over 12 years society, and all but 15 of the fair mutuel tracks and the other would and will also feature a school track regular admission fee of 60 cents.

ets to be provided free and placed in pay envelopes by employers. The Alabama annual is to build a new broadcasting booth from its grandstand stage, and this is expected to increase its radio coverage.

A canopy over its 1,200-capacity bleachers is to be introduced this year by the Cumberland County Fair, Bridgeton, N. J. . . . The McCurtain County Free Fair, Idabel, Okla., is planning on three fairs in time for its '49 event. The planned buildings would be used for commercial exhibits, poultry and small animals, and home demonstration and 4-H exhibits.

# **Cut Front Gate** Price to 50c At Sacramento

SACRAMENTO, April 9 .- Frontgate admission to the California State Fair here this year will be dropped from the 60-cent, tax-included price, to 50 cents, tax-included, as a result

Admissions to horse races, night 1947.

admission to afternoon races when \$406,456.84; harness races, \$179,there is pari-mutuel betting, ruling 184.23. The law prohibits reimburse-

# Million - Plus Attend N. Y. Fairs in '48 **Total Receipts Up 200G**

April 16, 1949

ALBANY, N. Y., April 9 .- The 48 fairs conducted in New York State last year attracted a total paid attendance of 1,185, 625 persons.

This figure and others pertaining to the county and town fairs in which 50 societies took part, were made public today by the Department of Agriculture and Markets. The department audits the fairs' premium payments, inspects facilities and exhibits and assists fair managers in improving their displays.

Total receipts by the annuals, not including State aid, were \$2,474,185. This was a gain of \$131,779 over the 1947 season, despite a slight decline of \$33,649 in paid attendance State aid provided an additional \$460,839.05 out of a appropriation of \$461,500.

#### Gate Receipts Up

Gate receipts at the 48 fairs were \$432,942, an increase of \$2,110 over 1947 when 47 fairs were staged. Concessions, midways and other privileges returned \$288,815 to the societies, or \$42,404 more than in the preceding year.

Grandstand receipts for 1948 and 1947 were level, with last year's total of \$269,592 falling only \$6,702 below

Premiums and harness racing purses paid out by the fairs came The directors also voted to charge to \$585,641.07. The department broke

at Liberal, Kan., this year will offer Sessions were marked by broad five days of horse races. Also new and grandstand entertainment, consisting of two revue-type programs, one of auto races, and two thrill-show performances. Two additional exhibit buildings and an additional race horse barn are to be completed in time for the event.

> The North Alabama State Fair, Florence, has tagged its first two days as Industrial Days. Special tickets, two to each employee. will be sold industries at onethird the regular price, with tick-

ston, Atlanta; William E. Logan, Bad Axe; Norman Mason, Big Rapids; Carl Mantey, Caro: William Ervin, Hans Kardel, Charlotte; Harold Sell- The new Kentucky Association of 15, at the Wayne County fairgrounds. Coldwater; Ed Rebman and Claud organized formally in January, Is to CSRA sanction. and Victor Lemmer, Escanaba: Ar- 28, with the Bullitt County Fair as port, rounds out the list of recently Scofield, Hale.

Also Paul F. Richter Sr., Paul F. Richter Jr., Robert Bangs and Clare E. F. Dinkel and Jack Bronkema, Traverse City, Also present were Enrollees at the session were J. H. George McIntyre, deputy commis-P.n Manning, Alpena; Mrs. M. Hu- Bolander, chief of fairs for the State, president.

The board awarded the beverage and hot dog and hamburger privilege The Five State Fair and Race Meet to the Pacific Catering Company of San Francisco, which bid .04891 per capita of attendance for the beverages and .01651 for hot dogs and hamburgers.

> A request by the American Racing Association of San Leandro, Calif., thru Charles Currier, to stage auto lord White), who have established races at the State fairgrounds May 29-30 was nixed by the directors

> J. M. Gibbons, of Venice, Calif. offered an increase from 10 to 15 per Columbus, Ga., in poor weather, this cent of the gross revenue for opera- week announced the signing of four tion of auto trains for transportation dates in addition to their previously of fairgoers. His bid was accepted

# Shepherdsville, Ky., Annual To Host State Association Meeting

SHEPHERDSVILLE, Ky., April 9 hold a meeting here Thursday, April is to hold four meetings throout the is a repeater, with two days of racing year, Secretary L. (Doc) Cassidy, to be presented, on the opening Sat-Louisville, announced.

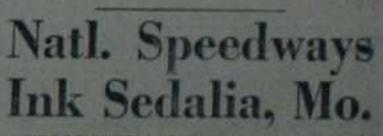
At the meeting here the association's committee to act on a resolu- sent a still date at Aurora Downs, Aufairs will make its report.

turning to operation this year after tional Speedways' route now totals a lapse of almost 20 years. Its revival close to 50 dates. was implemented by efforts of the State association.

#### Annual for Agassiz, B. C.

Agricultural Association has an- inking of attractions contracts with nounced plans for a fair to be held the Richland and Wernersville, Pa., here in mid-September. L. W. Davis fairs. The NBC Southernaires were is president, R. M. Hall first vice- set for July 9 at Richland and Johnny Snow, Allegan; C. N. Standen and sioner of agriculture, and Clarence president, and F. Appel, second vice- Olsen and his Radio Rumpus Room

money.



BIRMINGHAM, April 9 .- National Speedways, Inc. (Al Sweeney-Gaytheir operations base here for their Southern spring circuit which opened Sunday (3) before 3,000 persons at announced schedule

A newcomer to National Speedways' activities is the Missouri State Fair, Sedalia, which operate: under the Sloan banner for the past 20 years. The Sweeney-White combo will stage two days of big car IMCAsanctioned racing at Sedalia. Another newcomer, Fairfield, III., has been signed for a still date Sunday, May

The Louisiana State Fair, Shreveurday and Sunday of the fair.

The Sweeney-White org is to preof the troiting season at that track, The Bullitt County Fair here is re- With the latest additions, the Na-

## Joyce Inks 2 Pa. Annuals

PHILADELPHIA, April 9 .- The AGASSIZ, B. C., April 9 .- Agassiz Jolly Joyce Agency announced the for Wernersville, August 20 and 21.

#### The Billboard

#### FAIRS-EXPOSITIONS 79

# Southern Colorado Annuals Organize; Harrison Prexy

PUEBLO, Colo., April 9 .- The Southern Colorado Fair & Rodeo Association was organized here Monday (4) at a meeting of representatives of 15 rodeo and fair associations. M. R. Harrison, Rocky Ford, was elected president; Harry J. Capos, Walsenburg, vice-president, and W H. (Bill) Kittle, manager of the Arkannas Valley Fair, Rocky Ford, secretury.

Ten directors were chosen and they have scheduled several board meetings for the year. An annual meeting will be held in January.

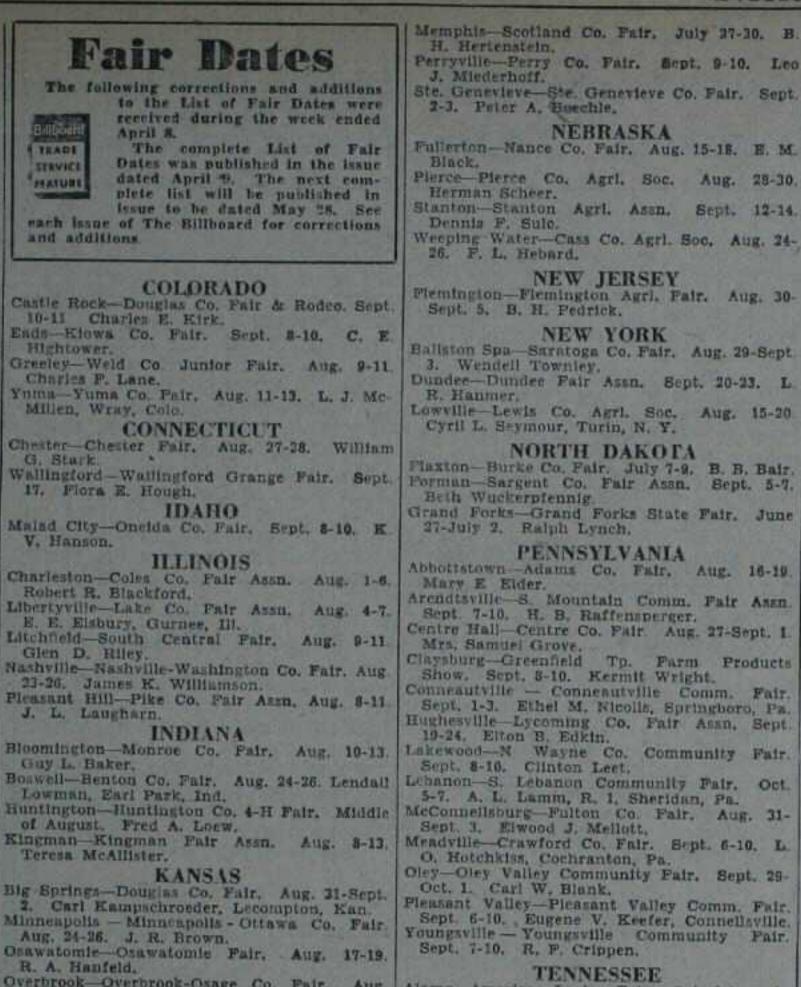
# Kidd Inks Du Quoin For All Speed Events

BU QUOIN, III., April 9.-J. E. (Buck) Kidd, Springfield, Ill., this week closed to stage all of the motor Litchfield-South Central Fair. Aug. 9-11. speed events at the '49 Du Quoin State Fair here.

He will present a 100-mile A. A. A.sanctioned 100-mile national championship race September 3, championship A. M. A.-sanctioned motorcycle races September 4 and a 100-mile A. A. A.-sanctioned midget auto race September 5.

## New ESE Administration **Building Plans Readied**

WEST SPRINGFIELD, Mass., April 9 .- Plans and specifications are being prepared for a proposed two-story structure of cement blocks and brick facing to serve as administrative headquarters of the Eastern States Exposition. A final decision on construction will be made after bids have been received and costs determined.



- Overbrook-Overbrook-Osage Co. Fair. Aug. 24-26 Emery E. Fager.
- Richmond-Richmond Free Fair Assn. Aug. 22-24. John H. Roeckers.

#### KENTUCKY

- Burlington-Boone Co. 4-H Fair. Aug. 12-13. Mrs. Vernon Pope. Central City-Muhlenberg Co. Fair Anan. July

Memphis-Scotland Co. Fair, July 27-20, B. H. Herienstein,

Perryville-Perry Co. Pair. Bept. 9-10. Leo J. Miederhoff.

Ste. Genevieve-Ste. Genevieve Co. Fair. Sept. 2-3. Peter A. Huechle.

#### NEBRASKA

Fullerton-Nance Co, Fair, Aug. 15-18. E. M.

Stanton-Stanton Agri. Asan. Sept. 12-14.

#### NEW YORK

Ballston Spa-Saratoga Co, Fair. Aug. 29-Sept.

Dundee-Dundee Fair Assn. Sept. 20-23. L.

Lowville-Lewis Co. Agri. Soc. Aug. 15-20 Cyril L. S=ymour, Turin, N. Y.

#### NORTH DAKOFA

Plaxton-Burke Co. Fair. July 7-9, B. B. Bair. Forman-Sargent Co. Fair Asan. Sept. 5-7.

27-July 2. Ralph Lynch.

Arendtsville-S. Mountain Comm. Fair Asen. Sept. 7-10. H. B. Raffensperger.

Farm Products Show, Sept. 5-10. Kermit Wright.

Sept. 1-3. Ethel M. Nicolls, Springboro, Pa. Hughesville-Lycoming Co. Fair Assn. Sept.

Lebanon-S. Lebanon Community Fair. Oct. 5-7. A. L. Lamm, R. 1, Sheridan, Pa.

Sept. 3. Elwood J. Mellott.

Meadville-Crawford Co. Fair. Sept. 6-10. L.

Pleasant Valley-Pleasant Valley Comm. Fair. Sept 5-10. Eugene V. Keefer, Connellsville. Youngsville - Youngsville Community Pair.

1-3. Lester Hill Jr.

Alamo-American Legion Fair. Oct. 1st week. P. B. Fewell.

Athens-McMinn & Meigs Twin-County Fair. | Sept. 26-Oct. 1, H. L. Moses.

Bolivar-Hardeman Co, Fair. Sept. 19-24. R. P. Shackelford.

UTAH

Bolivar-Bardeman Co. Colored Fair. Week of Oct. 3. W. B. Hunt.



CONTACT The ronsville-Cumberland Co, Fair Assn. Sept. ERNIE YOUNG AGENCY Gallatin-Summer Co. Fair. Aug. 17-20, R. For Your **GRANDSTAND SHOW** Suite 2306 203 N. Wabash Ave. Chicago, Illinois ATTENTION OUTDOOR ACTS We are still contracting for Parks and Fairs.

Exposition officials plan to erect the Greenup-Greenup Co. Fair Assn. Aug. 10-12. new headquarters close to the main gate, thus consolidating all activities. The fair offices are now maintained in Springfield.

## Kentucky Charters Org

STURGIS, Ky., April 9 .- A charter to Union County Fairs, Inc., a non-stock corporation here, was issued by the Secretary of State. Albert Thornsberry, M. Y. Nunn and Rudy Norman were listed as incorporators.



ON AUGUST 10, 11, 12 & 12. A. E. LESSER

30 S. Ohio, Martinsville, Ind.

James Melvin. M. Roese Jr. Hardinsburg-Breckenridge Co. Fair. Sept. 23-24. W. C Pate. Winchester-Franklin Co. Fair, Aug. 18-19. Hartford-Ohio Co, Fair, Sept. 8-10, J. R. Floyd Anderton. Russell. La Center-Ballard Co, Fair, Aug. 23-26, R. Heber-Wasatch Co. Fair. Aug. 12-13. Mrs. F. Pace Jr. A. C. Moulton. Owensboro-Davieza Co, Fair & Parm Expo. Murray-Salt Lake Co. Fair. Aug. 24-27. Mae Bello, 2636 S. 20th St., Salt Lake City. Toocle-Toocle Co. Fair. Sept. 9-10. Oren Aug. 2-14. Mrs. Louise H. Barrett. Warnaw-Gallatin Co. Farmers Fair. Aug. 18-20. Robert Jones. Probert. LOUISIANA VIRGINIA Alexandria-Central La, Agri, Fair. Oct. 5-9. Clintwood-Farmers Fair, Sept. 8-10, Alfred B. W. Baker. Ar Skeen Jr. Dungannon-Scott Co. Fair Asan, Sept. 14-17. Amile-Tangipahoa Parish Fair. Oct. 6-9. J. H. Golds y. Bastrop-Morchouse Parish Pair. Oct. 9-11. Fred E. Shuler. Charles W. Compton, Wood, Va. Gainx-Galax Agri, Fair, Aug. 15-20, J. L. Palmer. Clinton-East Feliciana Parish Fair, Oct. 19-Near Lynchhurg-Campbell Co. Am. Legion 22. Thomas Beauchamp. Fair, Sept. 5-10, S. J. Thompson, Rustburg, Farmerville-Union Pariah Fair. Oct. 12-15. Vn. S. D. Reech Suffork-Four-County Fair, Sept. 5-10, Eather Pranklinton-Washington Parish Fair. Oct. Wright. 13-16. Mrs. Onida K. Troxler. Tazewell-Tazewell Co. Agri, Fair, Aug. 30-Houms-Terrebonne Agri, Fair Assn. Oct. 1-2. Sept 3. Herbert Ward. Andrew J. Bernard. Waverly-Suzzex Co. Agri. Pair. Sept. 12-17 Jennings-Jefferson Davis Parish Pair. Oct. Philip D. Harcum, 20-23. T. E. Owens. Mansfield-DeSoto Parish Fair Assn. Oct. West Point-Tidewater Fair Anan. Sept. 12-17. B. C. Graves, Providence Forge, Va. 13-15. May Huson. Marksville-Avoyelles Parish Fair. Oct. 6-9. WEST VIRCINIA Mare Dupuy. Gassaway-Lions Club Community Fair. Aug. Minden-Webster Parish Fair Assn. Oct. 10-15. 15-20, Carl L Skidmore. Harold G. Quartly. Grafton-Taylor Co. Pair Assn. Sept. 1-3. Morgan City-La, Shrimp Festival & Fair Asan J. A. Keller, Sept. 16-18 Mrs. Lella Lehmann. WISCONSIN New Roads-Pointe Coupee Parish Fair Ann. Bloomington-Blakes Prairie Agri. Soc. Sept. Oct. 14-16. J. Wade LeBeau. 15-18, Robert O. Brodt. Oak Grove-West Carroll Parish Fair. Oct. Seymour-Outagamie Co. Fair Assn. 'Aug. 11-17-22. J, Wayland Smith. Olia-North Central La, Fair, Sept. 27-Oct. 1. 14. Michael Burns. Success-Washburn Co. Junior Fair. Aug. 23-H. Vinyard 28. W. H. Dougherty. Union Grove-Racine Co. Fair. Aug. 26-25. Opelonias - Louisiana Yambilee Asin, Oct. 19-20. Jack Tensler. Earl A. Policy, Rochester, Wis, Ringgold-Bienville Parish Fair Asan. Sept. WYOMING 28-Oct. 1. Mr. Knowles. Lunk-Niobrara Co, Fair, Aug. 20-22, Dr. Shreveport-Caddo Parish Fair. Oct. 20-21 C. S. Shirley. Tallulah-Louisiana Delta Fair Assn. Oct. 18-Walter E. Reckling. 21. J. M. Glifoil. Thibodaux-Lafourche Parish Agri. Fair. Sept. 24-25 S. F. Blanchard. West Monroe-Ouachita Valley Fair. Oct. 4-10. John H. Birdsons. Winnfield-Winn Parish Fair. Bept. 21-24. H. E. Crawford. Winnsboro-Franklin Parish Fair. Oct. 12-15. Bule Scriber. MAINE Farmington-Franklin Co. Agrl. Boc. Sept. 20-24. Frank E. Knowlton. MASSACHUSETITS Sterling-Sterling Pair. Sept. 14. Charles W. Wiles. MISSOURI Aurora-Tri-County Fair, Bept. 18-Oct, 1. Garrell Medlin. Butler-Butler Fair. Sept. 14-10. A. F. Hilgedick. Cuba-Cuba Community Fair. Aug. 31-Sept. 3. James I. Dodd. Edina-Hnox Co. Fair. Aug. 10-13. Richard Kelly

Marahfield-Webster Co. Fair. Sept. 1-3. Ellis

Jackson.

HETZER'S THEATRICAL BOOKING AGENCY

307 1st Hig. Nat'l Bank Arcade Huntington, West Virginia

#### WANDED

Rides, Shows, Concessions, Free Acts.

Three nights, two days, August 17, 18, 19, Our Tenth Successful Show. Must be presentable in Rodeo and Horse Show ring without stationary equipment.

NEW WINDSOR FAIR AND HORSE SHOW Percy E. Thomas, Secy. New Windsor, Illinois

#### WANT

Acts of every description for West Coast Fairs and my Hippodrome Outdoor Circus, Opening June 24,

#### JOHN H. BILLSBURY

Pantages Theatre Bidg., Hollywood 28, Calif. Phones: GR 0155-HI 2747



We are now taking orders for Fireworks Displays and Spectacles of all types. Years of experience. We employ the best of pyrotechnicians in the business.

# GREAT LAKES FIREWORKS CO., INC.

RICHMOND, MICHIGAN

Rey Stecker, Member Michigan Showmen's Assn, and Showmen's League of America

## WANTED

FOR ANNUAL SCHOOL FAIR

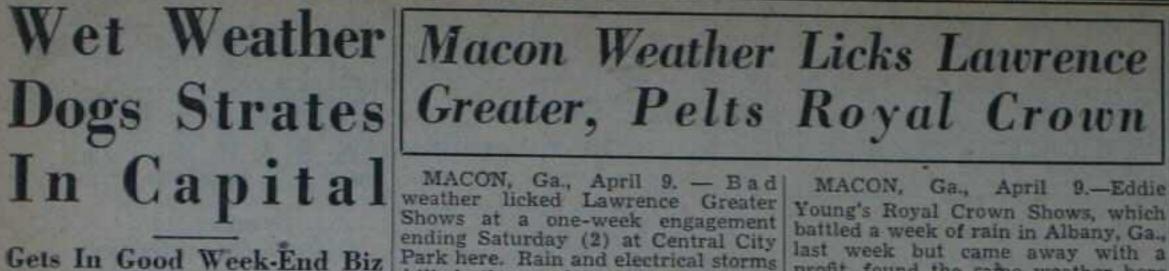
5 RIDES

TO BE HELD JULY 15-16 OR JULY 29-30. ANSWER:

JOHN L. WISSING

201 S. PRAIRIE

GALESBURG. ILL



WASHINGTON, April 9 .- Altho dogged by rainy weather during most of its run here, the James E. Strates Shows got a cheery break on its two major matinee days Saturday and Sunday (2-3), when the skies cleared and the carnival drew heavy crowds for afternoon and night shows. The weatherman forecast clear weather for Sunday (10), when the Strates org is expected to get the heaviest turnout of its 10-day run at the grounds at Benning Road and Oklahoma Avenue N. E.

Over 12,000 paid admissions were racked up on each of the matinee days last week-end following the rain-drenched openers. Showers fell almost nightly this week, with a lengthy rainfall occurring last night in time to dampen midway spirits and gate receipts.

#### Army Day Hurts

Wednesday's matinee (6) brought an exceedingly poor turnout, not only because of uncertain weather but also because of some heavy competition from the capital's annual Army Day parade downtown.

Incidentally, outdoor showfolk were relieved to learn that newly appointed Secretary of National Defense Louis Johnson announced that this year's Army Day celebration would be the last. The day will hereafter be known as National Armed Forces Day and, for the present at least, Pentagon officials are ruling out presidential-review parades on this day in the future.

#### Take to Radio

# Wet Weather Macon Weather Licks Lawrence Strong Finish Dogs Strates Greater, Pelts Royal Crown For W. Coast

CARNIVALS

Communications to 155 N. Clark St., Chicago 1, Ill=

ending Saturday (2) at Central City Park here. Rain and electrical storms killed three nights and unsettled weather the other three resulted in poor business.

Mrs. Shirley Levy, who with her husband, Sam Levy, operates the shows, arranged for a special kids' matinee Saturday, with bargain tickets, radio broadcasts, newspaper tie-ins and other stunts. Hundreds of children were arriving on the lot at preceded Royal Crown, were located 2 p.m. Saturday when a heavy down- in the parking area in the front part pour hit.

battled a week of rain in Albany, Ga., last week but came away with a profit, found the same weather here early this week.

Org has 15 rides and 15 shows, and in a last-minute switch was able to obtain use of the infield of the onemile track at Central City Park, ordinarily reserved for use only during the Georgia State Fair.

Lawrence Greater Shows, which of the fairgrounds, but the Royal As rain set in for the day the tear- Crown location required the closing

# Macon Deluged With Shows

MACON, Ga., April 9 .- A parade of carnivals moves steadily into this mid-Georgia city. Three shows have played here since the season's opening three weeks ago and a fourth has been booked for a six-week run on neighborhood lots.

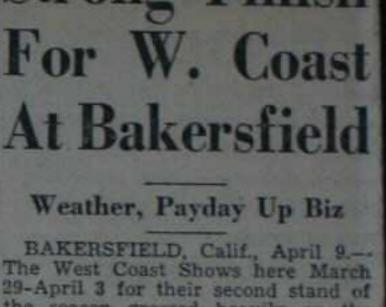
C. M. Willis, of Willis & Myers Shows, formerly the Kentucky State Shows, closed with the 40 and 8 for six different locations, starting the week of April 11 at First and Amos streets, locally known as the Catholic Playgrounds. The Willis & Myers org has 4 rides, 3 shows and 20 concessions and will make a 125-mile move in here from Edison, in South Georgia.

Willis formerly played some local spots as a cookhouse owner with the Jim McCall Shows. The Willis & Myers outfit was formed four weeks ago and it had a big winner at Sylvester, Ga., two weeks ago. Steady rain marred last week's Moultrie date.

Saturday and by midnight everything baseball park. was loaded for the 100-mile jump to Columbus, Ga.

tendent, received word that his wife city officials to request use of the and daughter will come on from the street. Manager Young said the family home in Dallas next week. shows could not use the other allotted Herb Shive, general agent, was back space in the parking area because of on the shows for several days. Shive, ailing from an abdominal condition, E. Wilson, Police Chief Ben T. Watis on the road to recovery. He re- kins and Alderman A. Mack Dodd, ports that shows will go into new Midwest territory this season and has for the carnival. Late Sunday aftera route of fairs in Iowa.

Complaints from baseball fans attending big league exhibition games Fitzie Brown, concession superin- concerning traffic congestion caused city park chairman, went to the front nival contract for the State Fair here noon the lot inside the racetrack was obtained and shows moved on, over planked track. chairmen for the Royal Crown en- Frock and Meyer bid only on the kidgagement, which is sponsored by dieland, while Ferris Greater Shows Macon Voiture of 40 and 8. Monday bid 10 cents per capita. night's (14) opening, partly clear was unusually good by Macon standards Girl Shows and the sale of beer in but an all-day rain Tuesday cut into receipts. This is Royal Crown's first appearance here but Manager Young and wife, Dolly, were kept busy entertaining friends dating back to years ago when they played the spot with other attractions.

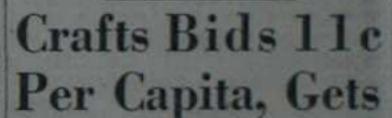


April 16, 1949

the season grossed heavily on the closing days of the engagement when a combination of clearing skies and payday in the oil fields kept the turnstiles clicking. Playing at the Kern County Fairgrounds with a 20-cent gate, the org did solid biz for the Tuesday (29) opening, but hit rain the following day. Altho Wednesday was not entirely lost, biz slowed, Attendance built steadily the following days when typical spring weather had them lined up for the rides.

#### Fresno Weather Hurt

Shows teed off with its 22d annual tour at Fresno March 17. Five days of the 11-day stand were lost due to wet weather. The first Saturday and Sunday were a complete loss, it was reported. Aside from the weather factor West Coast was further handicapped by having to crowd onto a 180 by 250-foot lot, which forced some of the rides to be canceled out due to lack of space. Downtown location did not pay off because lack of parking space kept many spenders away. As if the weather wasn't enough of a hazard the fire department decreed that no tops could be used on shows down order was given at 4 p.m. of a new street leading directly to the (See Weather and Pay Day, page 88)



As the the rainy weather were not enough to cut down attendance at the Strates showing this year, there was a one-day pressman's strike at all of the capital's four daily newspapers, cutting off Washington newspapers for the first time in 71 years and leaving Strates without newspaper publicity for Wednesday (6). Starr De Belle, the show's press agent, said he coped with the latter emergency by doubling his radio advertising that day.

Scattered showers are forecast tonight, but the worst of the Strates shows' worries are over, as far as Washington weather for the current run is concerned. The carnival stands a chance to cash in on a good weather break as well as lack of competition from any official capital events for the two wind-up days. For the first time in weeks this week-end will find the capital without a single\_official celebration scheduled.

# Manning Org Inks **Oneonta Annual**

NEW YORK, April 9.-Bert Lowe, manager of the new Oneonta (N. Y.) Fair, awarded the midway contract to the Ross Manning Shows Thursday (7).

Manning reports that refurbishing of the org at his winter quarters on the New Jersey State Fairgrounds, Trenton, is progressing rapidly, despite some unfavorable weather in recent weeks.

## Lynch Set for Halifax Date

City Council has granted a permit to Merry-Go-Round horses stored inthe Bill Lynch Shows to show on the side. A paint job will be necessary city-owned Central Common, June to put other ride horses in condition. 21-July 30. The license was set They had been loaded on a truck at \$50 per day. The stand will be outside the building and were made during the city's bicentenary scorched. celebration. Lynch will open its tour of maritime provinces in late prevented flames from destroying rides were stored, altho the roofs of May.

Eddie Coe, for many years with the Johnny J. Jones Exposition, has the bingo here and reported that the opening week in Savannah far exceeded expectations for his concession.

**O. Valley's Shop** Struck by Fire; Several G Loss

FINDLAY, O., April 9 .- Fire believed to have originated in an overheated stove destroyed the paint and repair shop, shop equipment and some minor show equipment of the Ohio Valley Shows in a 2 p.m. winter quarters fire here Wednesday (2). The loss, estimated by Owner Roxie Harris at several thousand dollars, was not covered by insurance. Officials said all show equipment losses will be replaced in time for the April 30 opening.

The fire was first observed leaping up the building's walls by Harris and some of his personnel, who were working outside the structure. In several attempts to get inside to save equipment some of the personnel suffered minor burns, including Harris and General Agent Bill Harris.

Other equipment lost was a recently HALIFAX, N. S., April 9.-Halifax completed light tower and four

> Firemen and the quarters crew other buildings where trucks and several buildings caught fire.

# Several Orgs Debut At St. Louis Spots

ST. LOUIS, April 9 .- Plagued with the itch to get going and imbued with the usual optimism over a successful season's operati a which runs rampant in early spring, a number of carnival orgs have sprung their attractions in this area in the past several weeks. Some formally opened their 1949 season, while others came up with preview showings.

Sam Fidler debuted one of his units on the Spring and Chouteau streets lot, while Hennies Bros." Shows will be the next entourage to sport its wares there.

John Francis directed his shows' getaway on the season at 4300 North Broadway, while John Maher's org began operations at 1200 South Broadway.

Speroni Shows, under direction of Esther Speroni, started their season in Madison, just across the river from the Mound City.

# space requirements and Mayor Lewis Calif. State Fair

SACRAMENTO, April 9 .- The car-September 1-11, this week was awarded to Orville Crafts of Crafts Exposition Shows, on an 11-cent per capita deal. Foley & Burk, who had Chief Watkins and Dodd are co- the midway last year, bid 10 cents,

> This year the fair board has nixed the carnival area.

## Weatherman Crimps **Dver's Greater Bow**

WEST HELENA, Ark, April 9 .--Altho Dyer's Greater Shows opened here Friday (1) in rain and cold, the weather failed to dampen the spirits of show officials, who predicted a good season with improvement in weather. An extensive repair and refurbishing job has been given all equipment.

In the line-up of concessionaires are Mr. and Mrs. Robert Thomm, Penny Arcade; Mrs. Freda Haag, p. c.; Mr. and Mrs. Curley Hobbs, coke bottle; Mr. and Mrs. George Campbell, watch-la; Mr. and Mrs. Red Harrington, novelties; Mr. and Mrs. C. D. Reid, popcorn, juice and snow cones; Mrs. Al Stribling, candy apples, popcorn and cotton candy; Mr. and Mrs. O. A. Tipton and Mrs. Dorothy Kerner, short range gallery and balloon darts; Mr. and Mrs. D. G. Richardson, long-range; Shorty Orchard, bingo; Joe Williams, p. c., and Smoky Helzer, cookhouse.

With the rides are Bernard Lawton, Octopus; Al Stribling, Merry-Go-Round; Gene Carnell, Caterpillar; Smitty Brown, Tilt-a-Whirl; Jimmy Reed, Ferris Wheel; Shorty Davis, Kiddle Autos, and Jack Holland, miniature train and electrician.

# RAY MARSH BRYDON

Can place, to open Saturday, April 16, for Revere Beach, Mass., the finest in Mussum or Side Show Acts, De Lonx, wire. Want party with real Blade Box. Can place Musical Act, Girls, etc. Act quickly, don't dicker. Need sober Unit Manager, one who can make openings. State all first letter.

HOTEL PRESIDENT, NEW YORK, N. Y.

FOR SALE SUPER ROLLOPLANE In A-I condition, completely overhauled this winter.' Beasonable for cash. World of Pleasure Shows

WYANDOTTE, MICH., APRIL 14-28

Who doesn't Lush and can work them. All replies to: HERMAN REYNOLDS ALL AMERICAN MIDWAY SHOWS Woodville, Texas, April 11 to 16; Lufkin, Texas, April 18 to 23.



Riddle Rides and Concessions. Few open dates for Bazzars, Celebrations and coming events. Phone: Little Falls 4-0611-J.

GEORGE E. FERNLEY & SONS

# Central's Debut OK in Beaufort

BEAUFORT, S. C., April 9.—Central Amusement Company opened its season here Saturday (2) to surprisingly good business, according to Mrs. David Wise, wife of the show secretary. Central Amusement has opened here for a number of years. With the exception of attractions brought in for an annual one-day Decoration Day celebration, it is the only show to play here during the year.

Because of limited space, only two shows were set up, a flashy new Side Show and a Minstrel Show, Rides operating here were a Merry-Go-Round, Fred Burns, foreman, and Francis Hudson, second man; Ferris Wheel, Steve Bennett, foreman; Chairplane, Mariner Gibbs; Boat Swings, Dick Smith, and kiddle rides, Rex Parker.

In the Side Show were Billy Duggins, sword ladder, iron tongue, smoke pictures and sword barrel; Lola, mentalist and bearded lady; Charles LaVigne, glass, torture board and pin cushion, and Burnell in the annex. W. L. Ballou is producing the Minstrel Show, with H. B. Scott, openings and stage manager; Sally Ballou, chorus producer; Faye Johnson, Tondalaye Furdie, Sandra Hawkins and Margaret Taylor, line girls; Marylyn Scott, guitar and vocals; Jimmy (Duck) Holmes and W. L. Ballou, comedy, and Rudy Ewing, W. L. Ballou and Kid Cozy, band men.

Concessionaires: Mr. and Mrs. Earl Husted, cookhouse and snow balls; Mr. and Mrs. Don Husted, popcorn, apples and high striker; Mr. and Mrs. Harold Raley, bingo, fish pond, coke bottles, blower and glass pitch; Red Gerber, bowling alley and huckley buck; Mr. and Mrs. Ben Gross, ball game and floss; Mr. and Mrs. Charles Saunders, photos and cork gallery;



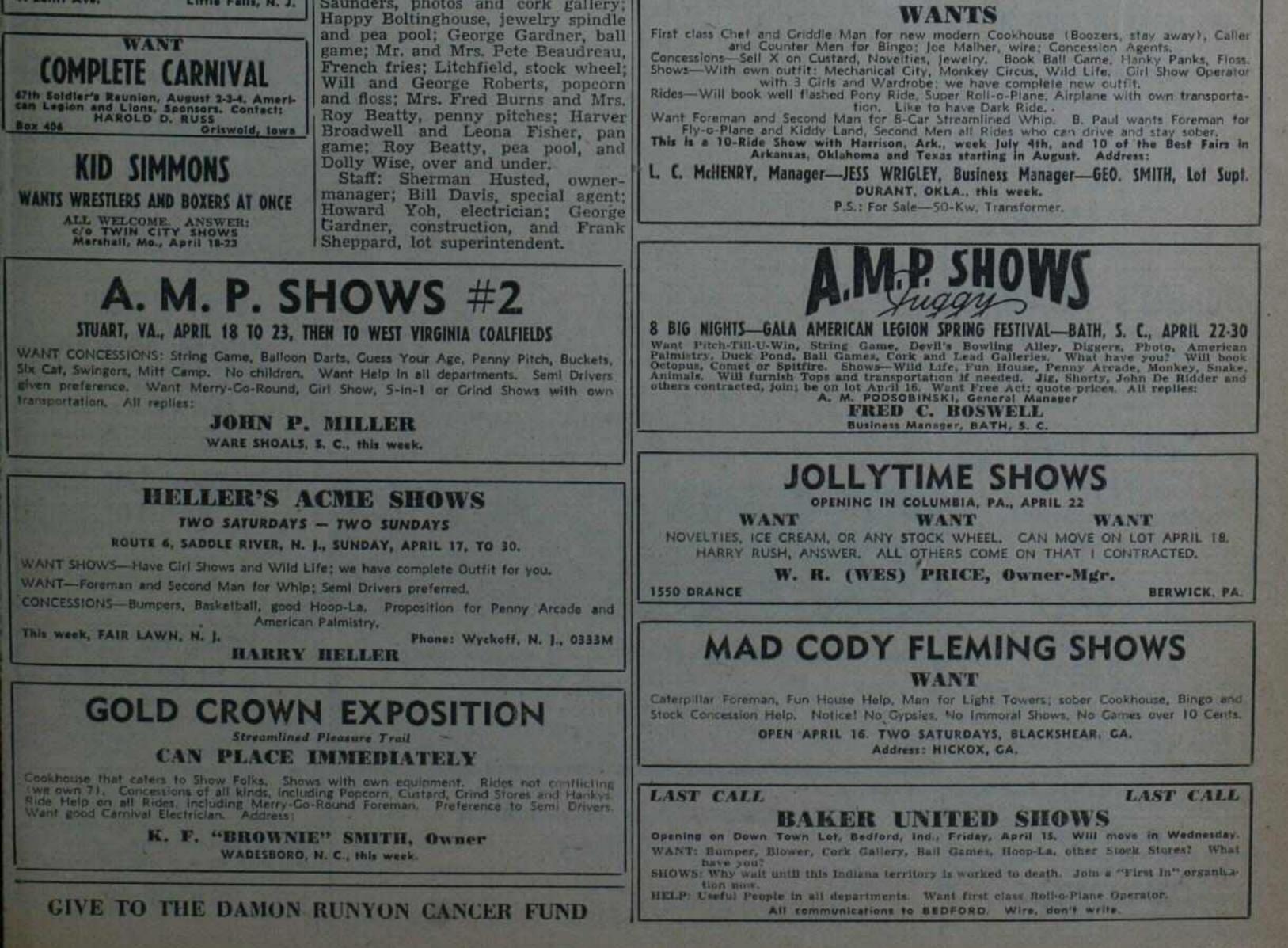


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- WANT-High class Girl Revue Manager, one in keeping with this Show. Have beautiful frame-up.
- WANT-Wild Life, Unborn Show, Midget, Mechanical Mickey Mouse or any high class attraction.
- WANT—All kinds of Grind Stores and Concessions: High Striker, String Game, Spot the Spot, Huckley Buck, Botile Game, Watch-La, Hoop-La.
- WANT-All kinds of Ride Help. Semi Drivers preferred.

All unswer DURHAM, N. C .; BURLINGTON, N. C., to follow.

# CRESCENT AMUSEMENT CO.



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#### 82 CARNIVALS

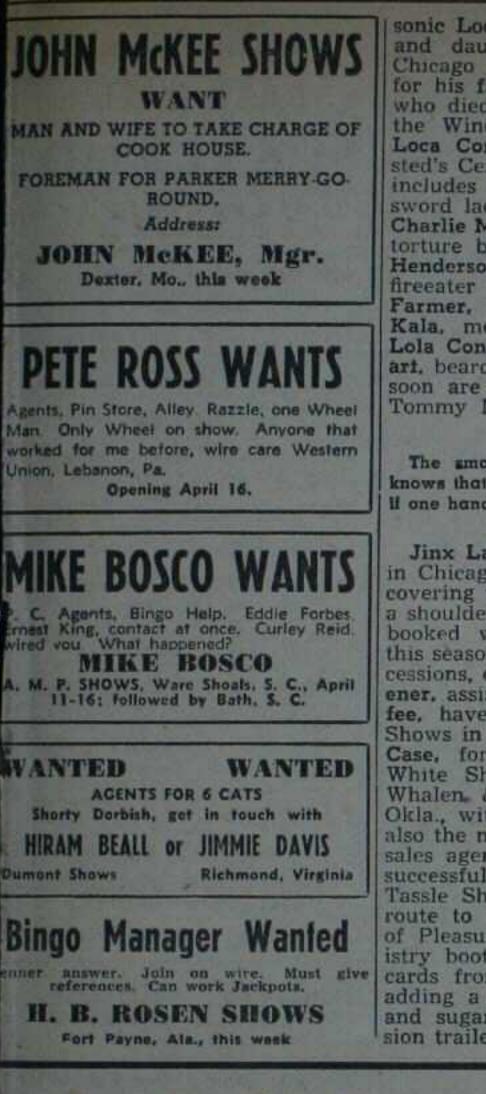
#### The Billboard





Grind Store and Spindle, Want Chairplane Foreman. Second Men on other Rides that drive Semis, Want to book Girl Show

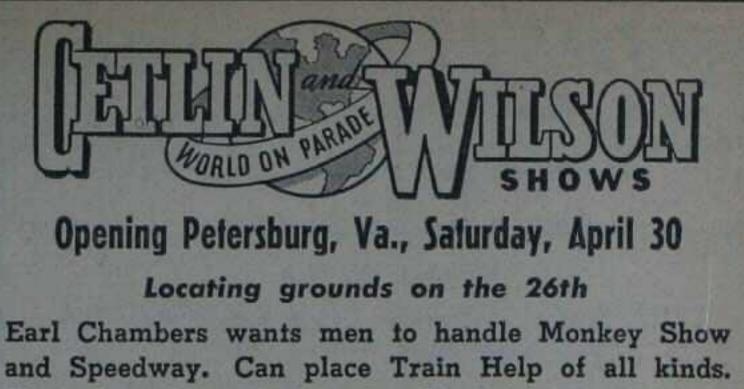
The Billboard



sonic Lodge. Several days later he and daughter, Alice, planed into Chicago to attend funeral services for his father, Robert H. Robinson, who died in Columbus Hospital, in the Windy City. . . . Line-up of Loca Conklin's Side Show on Husted's Central Amusement Company includes Billy Leroy, iron tongue, sword ladder and sword swallower; Charlie Marvello, human pincushion, torture board and block head; Fay Henderson, blade box; Kate Barlow fireeater and smoke pictures; Max Farmer, front man; Torrice Kala Kala, mental act and hypnotism, Lola Conklin, annex; Frances Bainart, bearded lady. Expected to join soon are Esther, alligator girl, and Tommy Melton Sr., and Jr.

The smart show operator is one who knows that there is a way to make money if one handles enough dimes.

Jinx Lane, Girl Show operator, is in Chicago Osteopathic Hospital recovering from a fractured skull and a shoulder injury. Her attraction is booked with Great Sutton Shows this season. . . . T Over Lazy S Con cessions, owned by Capt. Tex Scrivener. assisted by Col. Hugh G. Coffee, have joined the Gold Crown Shows in North Carolina. . . . G. O. Case, formerly with the Blue & White Shows, recently joined the Whalen & Riley Shows in Hugo, Okla., with his slum spindle. He's also the mailman and The Billboard sales agent there. . . . Following a successful winter tour with Barney Tassle Shows, Gertrude Barr is en route to Detroit to join the World of Pleasure Shows with her palmistry booth. . . . Buck Maughiman cards from Canton, O., that he is adding a new candy floss machine and sugared waffles to his concession trailer for this year's tour.



and Speedway. Can place Train Help of all kinds. Want first-class Blacksmith. Can place experienced carnival ride and show workingmen in all departments.

Can place all legitimate merchandise concessions.

All report at winter quarters April 20th.

FAIRGROUNDS P. O. Box 787

Petersburg, Va.

# **DODSON'S IMPERIAL SHOWS**

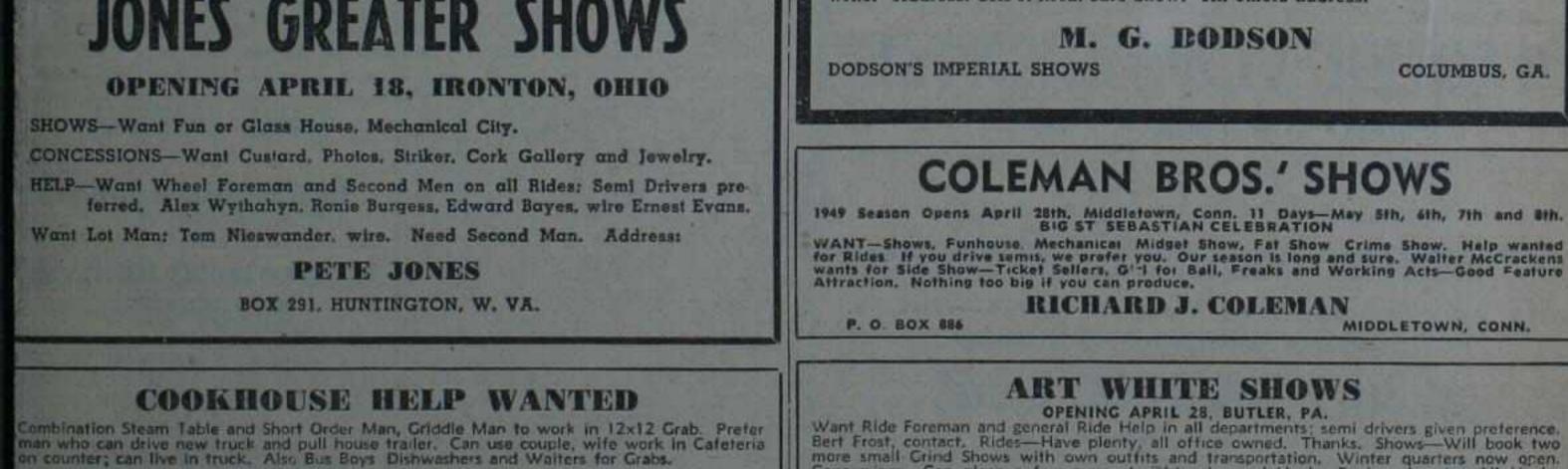
35 - RAILROAD CARS - 35

#### OPENING STOCK SHOW, BIRMINGHAM, ALABAMA, MAY 2

Legitimate Concessions of all kinds, come on, we will place you. Working Men who are sober and reliable, we will place you; salary sure and best of treatment at all times. Train Help, Polers, Chalkers, etc. Can use two good Tower Men.

Musicians on all instruments for our All-American Concert Band.

Captain Ritz would like to hear from Riders and first-class Talkers, also Clowns who can work in with my Acts. People I contacted at Tampa during the Fair. write. Address: CAPT. RITZ. care Show. All others address:



GEORGE REINHARDT

JOHNNY J. JONES SHOWS, BOX 1180, DE LAND, FLORIDA. Open in Washington April 27. Leave here April 22.

#### JIMMIE CHANOS SHOWS

#### OPEN APRIL 16, MUNCIE, IND.

Want legitinmate Concessions-Fish Pond Duck Pond, Ball Games, High Striker, Pitch-Till-U-Vin or any other legitimate Concessions. Ferris Wheel Foreman, Caterpillar men, Ride Help if all kinds; prefer those who drive semi. Auto Mechanic; must have own tools and reference. Book any Show with own transportation. All replies to

JIMMIE CHANOS

GREENVILLE, O., UNTIL TUESDAY, THEN MUNCLE, IND.

## **TIVOLI EXPOSITION SHOWS**

For Paragould, Arkansas, week April 11th, and West Frankfort, III., to follow.

Pop Corn. Jeweiry, Penny Pitch, Corn-Cola, Blower, Heart Pitch, String Game, Fish Pond, Balloon Dart, Novelty and any other Concession that works for stock. No grift, Can place Shows that have samething to offer that do not conflict. Wire or come on. Can place irst-class Cookbouss to join at once

Contact H. V. PETERSEN, Mur.

#### **MOTORDROME FOR SALE OR LEASE**

30-foot Silodrome, completely equipped and ready to operate. Brand-new orange and blue flameproof top. Will sell with or without machines and rollers. Complete drome and machines load on one semi. Also C.O.E. International Tractor with sleeper cab and 33-foot semi trailer. Mechanically perfect, very low mileage, new paint and new 9.00x20 tires. This is no junk. If you know me you know my equipment is the best and always carefully. ept in top condition.

L. HARVEY CANN

#1 MECCA DRIVE, SARASOTA, FLORIDA

Phone: Sarasota 60-963

Want Ride Foreman and general Ride Help in all departments; semi drivers given preference. Bert Frost, contact, Rides—Have plenty, all office owned. Thanks. Shows—Will book two more small Grind Shows with own outfits and transportation. Winter quarters now open. Concessions—Can place a few more straight sales and Hanky Panks. Agents—All Hanky Pank Agents and Percentage Dealers contact Cecil C. Rice, All others contact

ART WHITE

**317 BROWN AVENUE** 

**BUTLER, PENNSYLVANIA** 



Due to disappointment, need Giri Show Operator. Have 20x80-ft. Top complete for a Side Show Operator with worth while Attractions. Need: Second Men on Tilt and Merry-Go-Round. Open: Few Stock Concessions. Paul Nelson, answer. SRADER SHOWS, Liberal, Kan., April 13-23.

**GUST KARRAS'S GREATER SHOWS** 

CONCESSIONS: 4 Ball Games, Glass Pitch, Cork or Lead Gallery, Darts, Bingo, Basket Ball, Fish Pond, or any other Legitimate Concessions. No Grift, No Gypsies. HAVE 9 FAIRS BOOKED - Contact at once.

GUST KARRAS

124 So. 9th St., St. Joseph, Mo. Phone: 21427.

SHOW OPENS IN MAY.

M. C. M. SHOWS

Opening April 25th, Fifth Annual Celebration of the Veterans of Foreign Wars, Dept. of Rhode Island. Hopkins Park, Providence, R. I.

Can use Legitimate Concessions, I Ride which will not conflict. Get set with:

JOSEPH L. COSTIGAN

PROVIDENCE 8, R. I.

NEW NAME

**Telephone: Elmhurst 763B** The oldest Show operating out of Providence!

224 HOME AVE.

**NEW SHOW** 

#### The Billboard

# MILLION DOLLAR PIER

### ATLANTIC CITY, NEW JERSEY

### UNDER NEW MANAGEMENT

New Policy-Admission Free

**Opening May 28th** 

WANT: Shows, Concessions, Games and Exhibits and Legitimate Stock Wheels. Address

## **GEORGE J. COSTELLO**

**General Manager** 

"The Midway Where Fifteen Million People Pass"

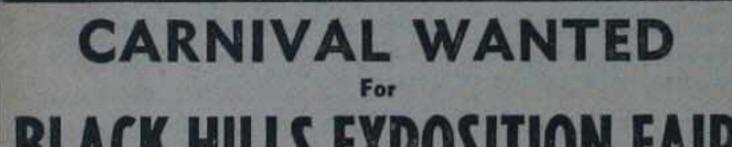


## NOW OPEN

Want Help-Want Man to handle front marquee and sell tickets on front gate; must drive truck. Man to operate Fun House; must drive truck. James Ayers wants Chorus Girls and Performers for Minstrel Show. Preacher Monroe wants Side Show Acts, one outstanding Freak and Useful Show People. (Freddie Smith, Dee Painter, Frank "Frisco Kid" Kid, write.) Ride Help-Want settled Man to operate new Caterpillar Ride in City Park in Birmingham, Ala. No ups or downs. Second Men for Rides who drive semi-trailers. Concessions-Hanky Panks of all kinds open.

For Sale-Set of 5 Minstrel Show Banners, 8x10, used one season; also 3 Girl Show Banners.

All reolies: P. O. BOX 5415, NORTH BIRMINGHAM, ALA. Phone 54-7912



# WINTER QUARTERS

### Virginia Greater

SUFFOLK, Va., April 9 .- Lastminute preparations are keeping ev- Work is being rushed for the April eryone busy. Four new trailer units 30 opening here. Most of the rehave arrived. Raleigh, Fletcher and painting has been finished by Ira James Gibson came on from their Pickard, org's painter. The Merry-Charlottesville, Va., home. Raleigh, who is ride superintendent, is convalescing from recent hospitalization. Arthur Gibson has a crew finishing five streamlined ticket boxes, all of which have fluorescent lighting.

W. C. (Bill) Murray, general agent, is back after an extensive booking trip. Mr. and Mrs. Bob Coleman came on from their home in Tennessee and are busy getting their bingo in shape. Others reporting include Mr. and Mrs. H. W. Arnold and corn. daughter, Mr. and Mrs. Paul Linebarrier, Mr. and Mrs. Jimmie Cooper D. S. Dudley and family, and Mr. and Mrs. Quey Cooper. Jimmie Cooper will have the mitt camp privilege.

Russell E. (Big Boy) Lane reports that he will join shortly. Mr. and Mrs. Ed Conley and Joe Conley are en route from Florida. Mr. and Mrs. Ed Chockler will have candy floss and balloon dart. Mr. and Mrs. M. Phanto will have a photo gallery Mr. and Mrs. Dick Killinger, operators of Parisien Girl Revue, spent several days at their home in Savannah, Ga. Leo Matina, of the midget troupe. assisted by his twin brothers, Mike and Ike, completed building new light standards and a fence for the minnie train. Rocco Masucci, general manager, accompanied by Bob and June Coleman, motored to his home in Montelair, N. J. Mrs. Masucci will return with them. The writer will again be mail man and The Billboard agent.-H. W. (HAP) ARNOLD.

## **Catlett Greater**

KANSAS CITY, Mo., April 9 .- Mr. John McKee, of the John McKee and Mrs. William G. Catlett took Shows, and Pat Bales, Moore's delivery on a new Packard and an Modern Shows. International tractor to pull the Tilta-Whirl trailer. Charles Klausen, advance agent, bought a new Dodge station wagon; P. L. Patterson a new 1949 Buick Roadmaster, and Eugene Catlett a house trailer. Mrs. Amos Wolf is recovering from a back injury suffered in an auto accident near Tarkio, Mo., as Mr. and Mrs. Wolf were en route home after spending the winter in the South. Wolf's car and house trailer were demolished. **Owner-Manager** Catlett reports rides in good shape. He just completed a Ferris Wheel for Winwood Beach Park here. Two new kiddle rides will be added to the org. Mr. and Mrs. Curly McBrien, concessionaires, have returned from the Rlo Grande Valley. Mrs. Klausen will be The Billboard sales agent. Org will open at Merriam, Kan., May 6 .- WALTER L. WHITMER.

### **Dobson's United**

WILLERNIE, Minn., April 9 .--Go-Round packs plenty of flash, having been completely redecorated.

The mechanical work on trucks and trailers is being handled by Pete Jensen, assisted by Frank Ironi. Curley Walters is readying his Funhouse and other units. Tex Roberts heads up the crew at work on the office concessions, for which new tops have been ordered.

Now improving, Neal Lanigan is expected to go out with his pon-

MANKINS, Tex., April 9,-All rides have been set up and are being painted and shows and concession stands are being repaired. Reporting to quarters recently were Mr. and Mrs. Floyd Capps, Mr. and Mrs. Floyd Venson and children, Mr. and Mrs. Sammy George, Mr. and Mrs. Jack Johnson Pete Marks and family, Jack Page, Paul Kensey, Mr. and Mrs. Leonard Grace and Mr. and Mrs. Ross Chapman,

Mr. and Mrs. Sonny Stafford have taken delivery on a new trailer, it being a wedding present from Mr. and Mrs. D. S. Dudley. - MRS. MICKEY MCCOY.

### American Beauty

PERRYVILLE, Mo., April 9 .--Work is being speeded up for the April 16 opening. A new office wagon has been ordered. Herbie Ballentine, Steele, Mo., will be the new secretary. Recent visitors were

August 31-September 1, 2 and 3

WRITE OR WIRE

A. L. HAINES, Sec'y, Rapid City, South Dakota

## Wanted-Opening Last Week in April-Wanted HAVE 21 MICHIGAN HOMECOMINGS AND CELEBRATIONS

LBER'S WOLVERINE

Can use a few more Concessions- Bingo, P.C. already sold. Will book, buy or lease #5 Wheel-no junk. Will book a small Show with own transportation. This is a Michigan show playing Michigan territory. All replies:

HENRY O. WILBER, 398 E. Michigan Ave., Paw Paw, Mich.

# COLBERT'S AMUSEMENTS WANT

IDEPENIDABLE RIDE HELP Foreman for Merry-Co-Round, Ferris Wheel, Chair Plane. Have for Sale-Eight 10x14 Concession Tops; eight 14x14 Buttertly Awning Tops, complete with bally, no frames; two

Tops for Allan Herschell 40-Foot Merry-Co-Round, in good condition, cheap for cash.

COLBERT'S AMUSEMENTS, Main Street, Boylston, Mass. Telephone: Boylston 3051.

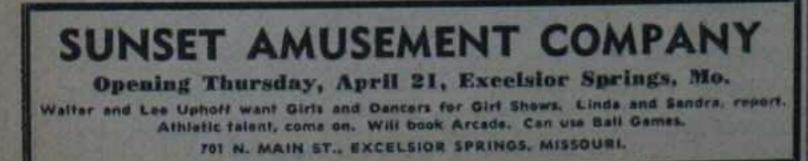
# **TAYLOR BROS.** OUTDOOR AMUSEMENT CO.

OPENING MAY 1ST. Want to book Legitimate Concessions of any kind. Will only book one of a kind. Also want to book Penny Arcade or any small Show of merit with transportation. Also Ride Help for 5 office owned Bides: top salary. Our Route consists of bona fide Conventions and Celebrations. Address:

116 HESS AVE.

TAYLOR BROS. Telephone 185-J

MARTINSBURG, W. VA.



## Art B. Thomas

LENNOX, S. D., April 9 .- Two Side Shows and a trailer for the race horse game have been completed by the crew which is well ahead of schedule in repairing and repainting equipment.

Staff for 1949 includes Art B. Thomas, owner - manager; Mrs. Thomas, secretary-treasurer; Bernard Thomas, assistant manager and general agent; Edward Drowden, mechanic and Diesel electrician; Lester Birk, ride superintendent; Elroy Judd, carpenter, and Larry Ford and Robert Ruymann, painters. The Morris Troupe, McMahon and Adelaide, Musical Vaughns, and Tex and Ginny DuBose have been signed as free attractions. Mr. and Mrs. Art B. Thomas are in Long Beach, Calif. They plan to fly their plane here | EAGLES' CLUB, 139 W. Grand Ave., Bainit, Wise. about April 15.

Concessionaires lined up are Mr. and Mrs. Vern Thomas, Mr. and Mrs. Leon Smith, Mr. and Mrs. Gene Peterson, Edward and Alice Drowden, Roy and Cora Flynn, and Carl and Lucille Johnk .- BERNARD THOMAS.



Shows — Motor Drome and Grind Shows, Few more legitimate Concessions, Ride Help, contact Bob Laughlin, For Sale—Side Show Top, 20x80, with 110 banner line, complete with banners, all in good strape. Price \$375.00. Opening April 16th, 2 Saturdays, Lincoln, Nebr. Outstanding route of Fairs and Celebrations.

#### BEE'S OLD RELIABLE SHOWS, INC. WANT WANT

WANT: Hanky Panks of all kinds, 523.50 each week. Especially want Ball Games. Will book two Grind Stores; must have Hanky Panks. Want Concession Agents for office owned outfits. Tom Fleming and Dale Parris, contact Hed McFarlin, Legal Adjuster. McMINNVILLE, TENN., APRIL 15-23, COOKEVILLE, TENN., APRIL 15-23,

Shows - Rides - Concessions, Etc. July 2-3-4 Fra. Order of Eagles Annual July 4 Celebration Write or Wire WANTED LONG RANGE SHOOTING GALLERY

MUST BE IN GOOD CONDITION N. W. EDENS BENNETTSVILLE, S. C.

#### The Billboard

CARNIVALS

85

### John H. Marks

RICHMOND, Va., April 9 .- Finishng touches are being placed on equipnent in preparation for opening of org's 22d annual tour at the Petersburg Pike grounds April 19.

Forty-two members of the shows re here. Recent arrivals included Paul Lane, who is framing his conressions. Harry Schrieber, business manager, and Mrs. Schrieber came in from Miami and T. A. (Red) Shulz, mailman and The Billboard sales igent, came in from Tampa.

Eddie Reiter, master mechanic, has inished building new fronts for the anities. Del Crouch's crew has completed a new Wall of Death. He announced that he will have two boys enr.

T. W. (Slim) Kelley, Side Show mpresario, has his two attractions et for the opening and, with Joe Decker, took off for Washington, to isit the James E. Strates Shows,

Mrs. Ola Pinchbeck is in charge of he quarters commissary, with Jinny Austin as chef and Eddie Kuhn as the latter's assistant. Joe Decker is ready to go out with his all-new midway cafeteria. George Sleeman will handle the grab stands and sevral refreshment stands. Henry Hallien, secretary, is doubling as purchasing agent at quarters.

Members of the W. W. Workmen Tent, Circus Saints and Sinners, this city, will be the lot guests of Owner Marks at a Circus Saints and Sinners' night, Tuesday (19), an annual feature before the war. A. D. (Ham) Watson, tent president, is in charge of arrangements.

Recent visitors included Izzy Cetlin and Whitey Walker, Cet'in & Wilson Shows; Jack and Lena Wright; Vernon McCreavy, here to handle the advance for the Richmond police-sponsored Hamid-Morton Circus's June engagment; Ralph and Molly Decker. K. C. McGary, Nick B. Stepp, Willie Lewis, and Col. Lew Alters, all of the Joseph J. Kirkwood Shows; Lou Riley, owner, and Eddie Cooper. general agent, Dumont Shows; C. Foster Bell, press agent, and Fred G advertising agent of the Cat and Conary roadshow company, and Arthur E. Bitters, general agent of the Hormel all-girl radio unit and roadshow .- WALTER D. NEALAND.

### O. C. Buck

TROY, N. Y., April 9.-Work has been progressing rapidly in anticipation of the Thursday (21) opening here on the Armory grounds. Secretary Dick Tolman has returned from Boston and is giving the office trailer a coat of paint. Orville Hagen has completed the rebuilding of the Drome. Sid Goodwalt is readying his cookhouse, grab and French fry joints. He has purchased a new truck.

Mr. and Mrs. Larry Arcassio have arrived and are refurbishing their concessions. Mickey McBride will handle the office stands. Jim Quinn is preparing his units for the opener. James and Edith Thompson stopped off en route to New Haven to advise and as many girls on the wall this they would soon be in to ready their Side Show, Eddie Evans is expected with his usual concessions and arcade. Roxie Lee will join shortly with a line-up of girls for the revue and posing shows. Both show fronts have heen rebuilt, new seats have been rebuilt and new canvas purchased. Harry Schwartz and son will again have the custard. Charlie Zucker will have the novelties; Bill Bowman, concessions, and Mr. and Mrs. Jean O'Donnell will manage the Jones bingo.

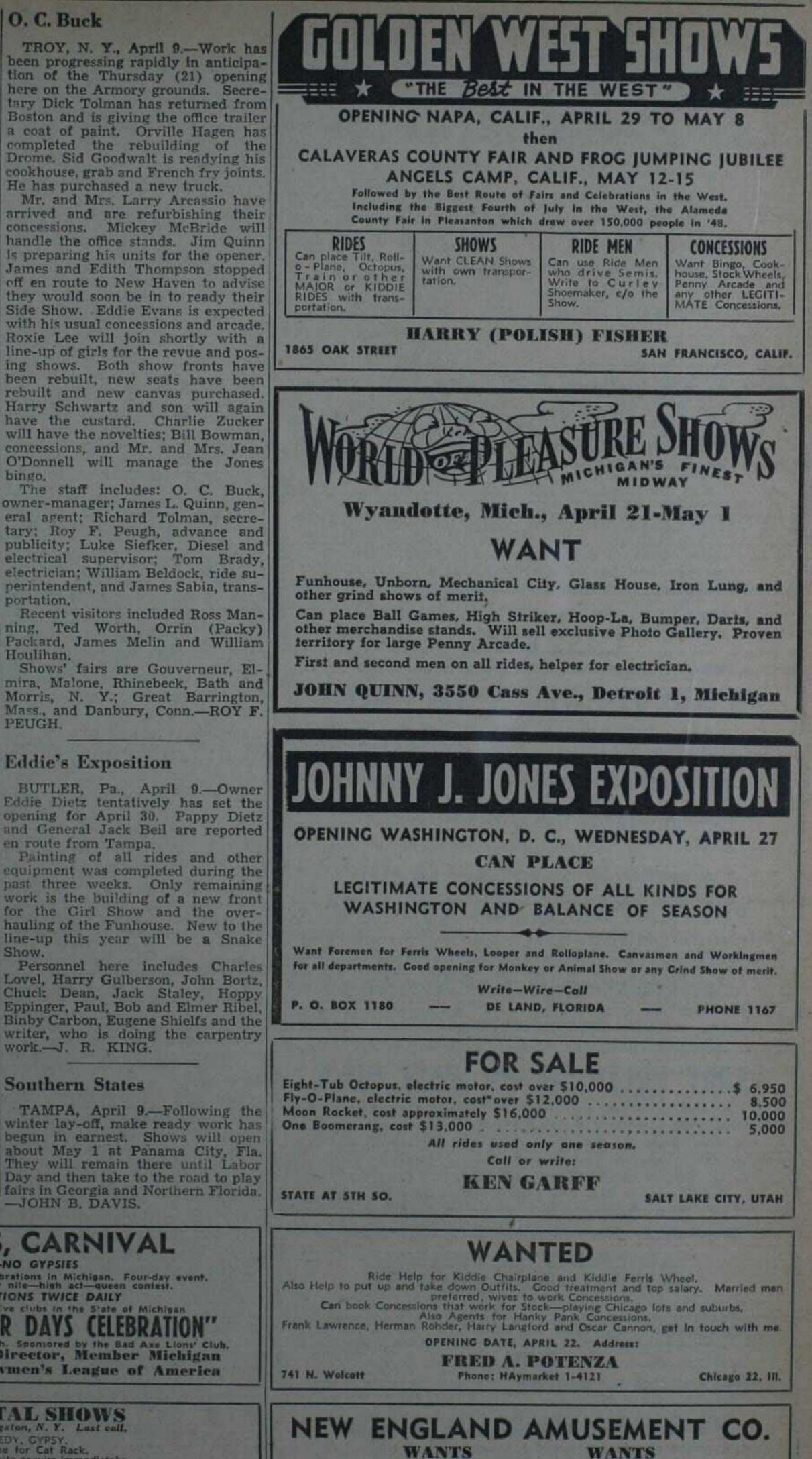
> The staff includes: O. C. Buck, owner-manager; James L. Quinn, general agent; Richard Tolman, secretary; Roy F. Peugh, advance and publicity; Luke Siefker, Diesel and electrical supervisor; Tom Brady, electrician; William Beldock, ride superintendent, and James Sabia, transportation.

> Recent visitors included Ross Manning, Ted Worth, Orrin (Packy) Packard, James Melin and William Houlihan.

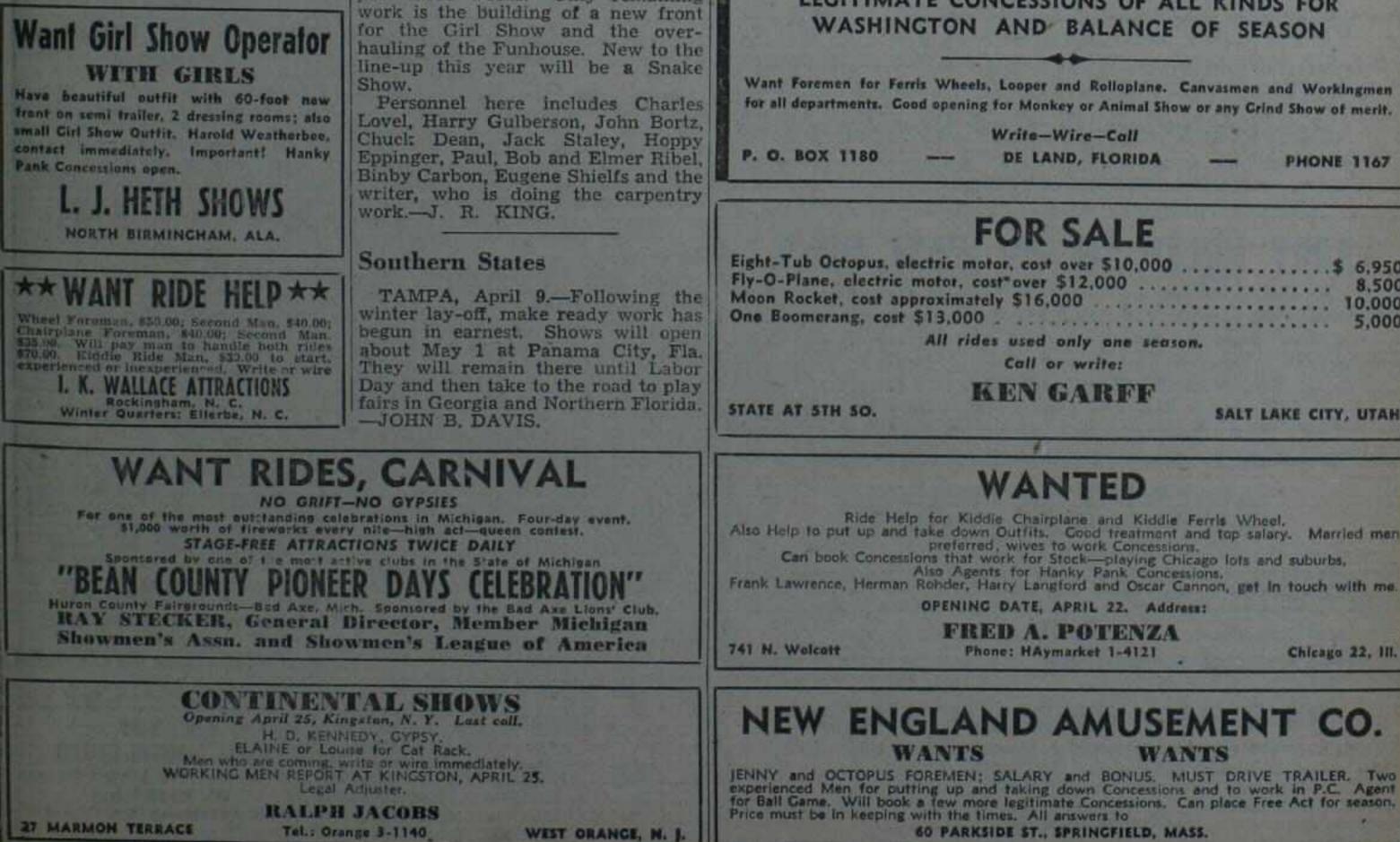
Shows' fairs are Gouverneur, Elmira, Malone, Rhinebeck, Bath and Morris, N. Y.; Great Barrington, Mass., and Danbury, Conn.-ROY F. PEUGH.

**Eddie's Exposition** 

en route from Tampa.



60 PARKSIDE ST., SPRINGFIELD, MASS.





# LAST CALL **OPENING APRIL 23, SPARTA, N. C.** PEERLESS CELEBRATION

Good opening for Shows with or without equipment. Following please contact: Jack Ort, Helen Golden, Ruby and Francis Emmitt, Rabbit Boy: Alice, the Alligator Girl; Girl Show. Ride Help: A-No. 1 Man for Wheel; must drive. Concessions: Bingo Man, take full charge. Jack Natlock, contact. Hanky Panks that do not contlict. Some P.C. if you have Line Stores.

# FROM THE LOTS

### Joseph J. Kirkwood

RICHMOND, Va., April 9.-Org moved in here this week from Charlottesville, Va, where it played to good weather and excellent businesfor the week ended April 2. The game department, headed by Mollie Decker and Hom Zolom clicked in decked with oak. Charlottesville,

Charlottesville's kiddle matinee, closing day, drew a thronged midway Operators of the hanky panks and of the two candy floss units did well

Harry Lewis, with his newly framed Cavalcade of Magic, clicked in Charlottesville, and smiling faces also were noted around the Funhouse and the rides. The nights were on the chilly side, but Art Ludwig's bingo did okay. Ludwig concedes he misses the services of his wife, Maxine, who has shifted from being his checker to become a beat-my-roll queen under the management of Mrs. Decker.

Shows' season's opening was half way between High Point and Thomasville, N. C., a distance of 150 miles from Wilson, N. C., winter quarters The run was made without mishap and everthing was up and ready for the opening March 19. The stand which ran thru the following Saturday, was favored with good weather. only a little cold and rain marring one day.

Manager Ralph Decker arranged with bus lines in both Thomasville and High Point to run busses directly to the lot between 6 and 12 p.m. at 10 cents per rider, and the amusement-hungry mill workers thronged out and spent liberally.

Shows' back-end is headed by Col. Lew Alters' Side Show, which has a Royal Blue 40 by 120-foot top fronted by doul le-deck banners, 140 feet long. Geargia (Dolores) Spears is in the annex. Also with the unit are Major and Mrs. Carl Smith; T xas Joe, ristol expert and whip cracker, and Ann Hardini, escape artist; Professor King, human ostrich; Serpentine; Billy Seays, iron lung, and Devil (dog with two noses). Shows sport a new cookhouse under the direction of Harry Basile .--- K. C. MCGARY.

### **Dodson's Imperial**

COLUMBUS, Ga., April 9 .- Work under the direction of Ray Cramer is rrogressing at a satisfactory pace. All rolling stock, which includes 76 wagonz, has been completely rebuilt, verhauled and repainted. The 25 flas cars have been relined and

Personnel here now numbers 84, among whom are four pictorial painters, Harry L. Johnson, Ralph E. Johnstone, John W. Duffy and O. W. Kirkland. The blacksmith shop is under the direction of Tex Montgomery.

Eddie Gambie, who will have charge of several of the concessions, is here with a crew framing new joints.

Mrs. M. G. Dodson recently purchased a pony buggy ride from the King Amusement Company, Mount Clemens, Mich. Harry Ward, brother of John R. Ward, owner of the shows bearing his name, has booked on his Caterpillar and two kiddle rides Harry has been here for the past three weeks building all-steel wagons to carry the rides. William Pink has booked on his Tilt-a-Whirl, confirming arrangements this week from his Los Angeles home. He will join in Birmingham.

Visitors here during the past few weeks included J. C. McCaffery, Herbert W. Bye, Slim Wells, Mr. and Mrs. Charlie Wright, Dave Pickard, Felix Jenkins, secretary of the fair here, and Robert Kline, general agent of the Endy Bros,' Shows.

M. G. Dodson, general manager, made available the use of the fairgrounds, site of the shows' winter quarters here, for the Greater Lawrence Shows, April 4-9, for a stand sponsored by the Columbus Police Department.-HARRY L. MOORE.

#### Gold Crown Expo

ABERDEEN, N. C., April 9 .- The seven-day debut date in Red Springs, N. C., produced nothing startling in thy way of grosses. The opening March 26 drew a small crowd and spending was light. Monday was rained out, but business picked up some during the week, with Saturday the big day. A bubble gum matinee handled by the writer, while not big. produced the best draw of the week The Veterans of Foreign Wars committee and the local press co-operated. Owner Brownie Smith's health is improving. Concessionaires on the show include Al Stempin, popcorn; Jimmy Tiernan and Al Williams, cookhouse General Agent Doc Hamilton has his Iron Lung on the show. George Ward is lining up a good Oriental Revue. Howard Stuart, secretary, left for Tampa. Mabel Smith is handling the office.-HARRY E. WILSON.

WM. J. MESPELT, Box 242, Mt. Airy, N. C.

#### "JUICE STAND OPERATORS" LOOK !!! HIRES CONCENTRATED FRUIT JUICE SYRUPS PUNCH PINEAPPLE ORANGE

ORANGE PINEAPPLE PUNCH Beverages made from Hires Fruit Juice Syrups are distinctive and outstanding. Assures repeat sales and GREATER PROFITS. Made from real fruit juices by James K. Hires Co. since 1917 Quality guaranteed Price \$2.25 per gallon. Each gallon makes 6 to 8 gallons. No sugar required. Send for samples. Also all types of Beverage Dispensers and attractive Advertising Signs. CANDY APPLE MEN: Skewers Coconat. Granutated Peanuts, Colors. FRENCH FRY STANDS: Cooking Oils, Paper Cups. CUSTARD CONCESSIONAIRES: SPECIAL VANILLA. Powdered Skim Milk. FLOSS OPERATORS: Cut Floss Paper, Powdered Colors, POWDERED Flavors. SNOW CONE STANDS: Flavors Cups. POPCORN POPPERS: Popping Corn, Boxes Popsit, Salt. S. W. KENNEDY CO., 138 SOUTH FRONT STREET, PHILADELPHIA 6, PENNA.

Service is Our Motto

LARRY NOLAN SHOWS WANT

Second Man for Rolloplane Fast, neat Counter Man for Bingo, Agents for office Hanky Panks. Can use flashy Pony Ride, Animai Show and a few more Stock Concessions. NO Flats or Camps, please. Remember, we mave it twice a week. The boom is over and spending off, so two towns a week get you fresh money more otten. Wire, don't phone.

#### LARRY NOLAN

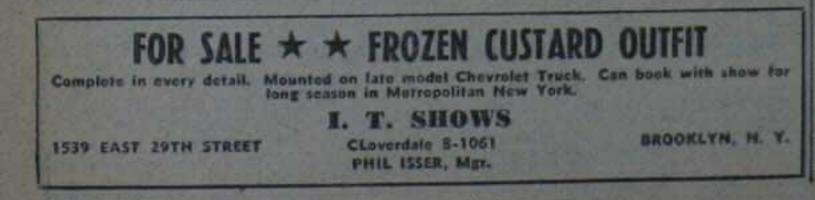
Shamrock, Texas, April 14 to 16; Syracuse, Kansas, 18-20.

F. M. SUTTON SR., PRESENTS

**GULF COAST SHOWS** 

DUE TO DISAPPOINTMENT WILL FURNISH COMPLETE OUTFIT WITH ALL NEW BANNERS FOR STRAIGHT SNAKE SHOW EXCEPT SNAKES, WILL FURNISH ALL NEW OUTFIT FOR GIRL SHOW YOU MUST HAVE 2 OR MORE GIRLS. (PHILLIPANO JIMMY, WIRE.) CAN USE MANAGER FOR ATHLETIC SHOW. CAN USE ONE MORE BIG RIDE.

Address: Caruthersville, Mo. until April 16: Cape Cirardeau, Mo., April 18-23.



#### Alamo Exposition

AUSTIN, Tex., April 9. - Org launched its season auspiciously here Saturday (2), pulling a huge turnout.

Again back are Joe and Ethel Rosen, who have the pet show and cork gallery, respectively; Joe Ulcar, Ferris Wheel; Babe Ulcar, with dart balloons; Dick Haven with his wheel, and Roy and Neal Jones, ball game Fred Miller and Curley Hilton have the peanuts, popcorn, floss and candy apples. Fred and his daughter, Eileen, do the free act.

Topsy and Bill and Bertha Williams, of the Monkey Show, were elated early this week by word from Trefflich Animal Importers that the bab chimp they ordered will arrive here late in the week.

A new kiddy boat ride was delivered this week by Sam Holman, of Tampa.

Denny Pugh, accompanied by Chuck Moss and Earl Majone, the latter of knife rack note, visited Lere.

#### Wolfe Amusement

GREER, S. C., April 9 .-- Shows are the first show in here since 1939, the city having been closed to a carnival or circus since then, Stand, sponsored by the VFW Post No. 9138. opened big Monday night (4), but was rained out the following night. However, Wednesday (6) was clear and the folks came out.

Indications at the end of the first three days were that this stand would prove the best of all spring dates. providing the weather is with it thru the finish. New to the shows this week were Dot Coon, ball game, and Mr. and Mrs. Womble, ball game and penny pitch. A miniature train also have been added to the midway .--was added .- ERNEST SYLVESTER. L. R. MCNEECE.

## Heart of Texas

WACO, Tex., April 9 -- Due to a muddy lot, caused by rain Friday ht the org remained here . a second week. Manager Harry Craig said the engagement was profitable. L. W. Whitson, glass pitch concessionaire, was rushed to the hospital Monday due to a stomach disorder and remained five days. He has recuperated, Among recent visitors were Mrs. Craig and son, Bucky; Mr. and Mrs. Johnnie Nichols, Mr. and Mrs. Casey Frussell, Mr. and Mrs. Jimmie Theinas, Billie and Blackie Worthman and daughter, and Whitie Owens.

Mr. and Mrs. Barney Allen joined with a newly framed pet shop and several other concessions. Johnnie Haves received delivery on a blue and red top for his nail joint, Jess Hagerman, with popcorn concession, got delivery on a 1949 Spartanette house trailer, and Mr. Carter, with cookhouse, got delivery on a 1949 Spartan Manor house car Leonard Dungan and his Harlem Swing Review will join in Temple, Tex. Sonny Billard will replace Tex Dowler on the Athletic Show. Four new light towers

#### The Billboard

#### CARNIVALS 87

#### Whalen & Riley

STRATFORD, Okla., April 9.-Org pened its tour at Boswell, Okla., farch 21, to fair biz. Show is under nanagement of C. E. Riley. Co-owner d Whalen is not with it. He has the ie car and is legal adjuster on the Celly-Miller Circus. Riley has reurned from a booking trip that will ake the org thru Northern Oklahoma, Cansas and Nebraska.

Mr. and Mrs. Riley, assisted by Mr. nd Mrs. Norman Froy, gave a birthlay party for Uncle Cats Stilts, who vas 80 April 1, at Caddo, Okla. He as been in showbiz 56 years. Show wns the Ferris Wheel, Chairplane ind kiddie ride, Jimmie Gregrich is uperintendent of rides and electriian. Concessionaires: Mr. and Mrs. roy, cookhouse; C. E. Armstrong. ingo; Mr. and Mrs. Lovell, bumper nd glass pitch; H. I. Hansen, add-mlart; B. M. Beck, clothes pin; Clyde lish, coke bottles: Mr. Hines, popprn; Stilts, percentage; Marie Gregch, ball game: G. O. Case, slum pindle, mail man and The Billboard ales agent .- G. O. CASE.

#### III-American Midway

WOODVILLE, Tex., April 9.-Cold ger; Joe Faye Reynolds, secretary; naintenance superintendent; Patsy lar'on, front gate; Bill Maryley, dams and Heavy Burgess.

larral, Freeman Call, Eddie Servis, W. Graham, Walter Sneed and larry Roberts.

spragle, bingo; Mr. and Mrs. L. A. forenstein, popcorn; Mr. and Mrs. . W. Smith, cookhouse; Jimmy Ross, iggers; Mrs J. O. Martin, hoop-la; ames Ross, photos; Jack Hale, age nd scales; Clyde Wolfe, cork gallery; rene Servis, penny pitch; Mrs. Floyd oon, knife rack; Louis Glaze, glass ack; Audrey Hammond, set joint; fargie Taylor, whisky bottles; Mararet Husted, cat rack; Cecil Barton, olidown; J. B. Barton, razzle dazzle; oe Hammond and Roy Coon, skillos; . O. Martin, add-'em-up darts; Pat fitchell, swinger; Fatima Carrejo, ortunes; Alonzo Carrejo, pin store nd line of hanky panks; Vernon and ylvia Bell, pitch-till-you-win; Artur Mitchell, two mitt camps. Firl Show; Ed Nelson, Snake Show, and Jimmy Carter, illusions. E. S. Doc) Barr is show painter and Atlee and Fred Salis, second man. Wickersham has his Sunshine Choothoo booked with the org for the seaon. Visitors included W. A. Shafer alley; Criss Jergin, manager, and and Archie Hensley, of Shafers Bob Donothan, agent of the color Shows; Bud Palmer; Charlie Ragland, nanufacturer of kiddie rides, from ufkin, Tex. Show has 12 fairs lined and A. C. Eargle, cigarette shooting ID.-JOE FAYE REYNOLDS.

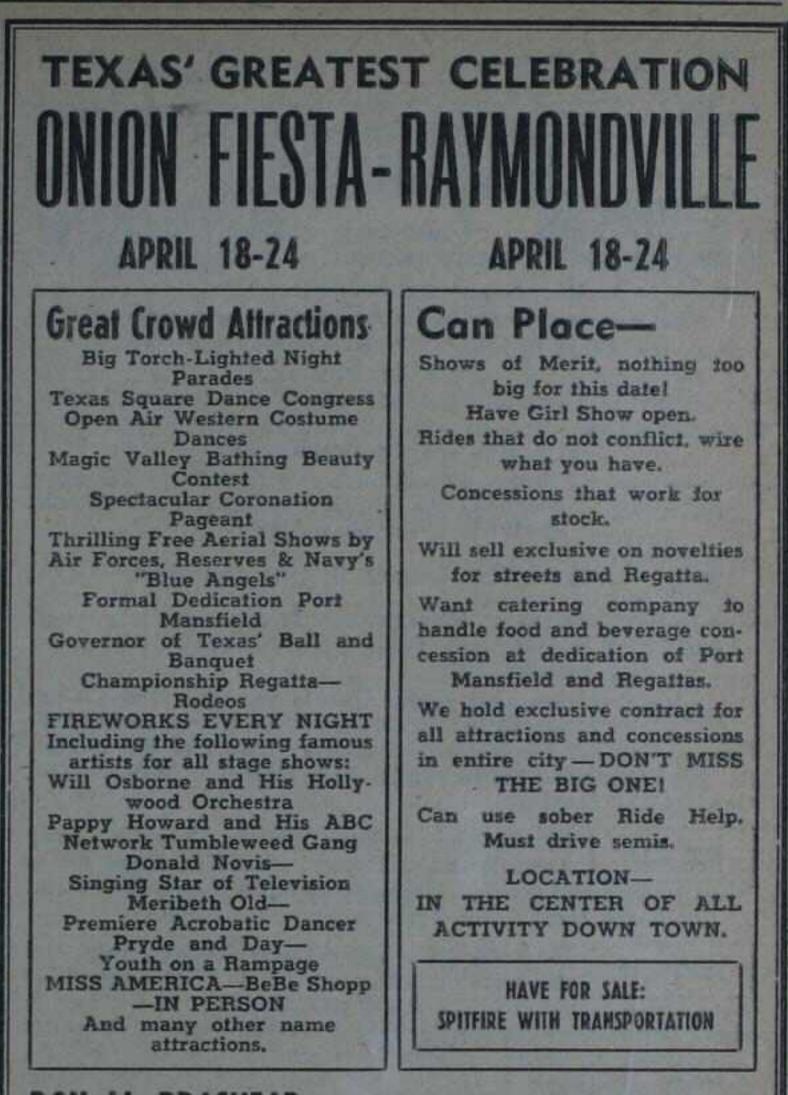
## West Coast

BAKERSFIELD, Calif., April 9 .--When West Coast Shows opened the season at Fresno, March 17, General Manager Mike Krekos and Mrs. Krekos were present for the kickoff. They later returned to their San Francisco home. Krekos predicts a good season for outdoor show business in the Far West. During the winter he took care of his real estate holdings in Shasta County and his varied enterprises in Oregon.

Loui. Leos, secretary - manager, wintered at his Los Banos, Calif., home with Mrs. Leos and his daughters. However, Leos took time out for his annual fishing trip to Monterey Bay. Harry Myers, manager, left the shows' winter quarters at Madera, for a well-earned vacation at the springs, Business Manager George Coe wintered in Los Angeles, with Mrs. Coe, giving most of his attention to the Pacific Coast Showmen's Association, of which he was president last year.

Visitors to the lot included Bob Mathews, Art Craner, Joe Toscano, supervisor of Merced County; Mr. and Mrs. Meeker, of the Meeker Shows; M. E. Arthur and the personnel of the Imperial Exposition Shows, on their way to open in Tuiare; Mrs. Ted Forstal, Mrs. Moro reather hampered first three days Bagsley, Mr. and Mrs. Bailey, Joe ere but warm weather helped the Krug, Lee Brandon, of California eek-end. Staff includes Herman Shows; Hap Young and his bride, teynolds, owner; Louis Ringol, man- the former Realy Castle; Mr. and Mrs. Phil Horn, Johnny Hicks, Mr. L E. Lewis, advance; Raymond and Mrs. George Anton, Mr. and frown, Diesel engineer; Jack Heath, Mrs. Charlie Walpert; Mr. and Mrs. Red Dunn, of Vancouver, who are touring the U. S.; M. M. and Madge ight watchman. Ticket sellers: Jo Buckley, Thomas and Rosemary anne Mallory, Barbara Barton, Billy Crosby, Eddie and Marie Tait, and Al Flint, executive secretary of the Ride foremen: Al Steffins, Victor Pacific Coast Showmen's Association.

Teddy and Mary Texiara, who sold ti eir photo stand to Mrs. V. Latiker, Concessionaires: Eddie and Bessie will join the Foley & Burke Shows



### Hill's Greater

PORT LAVACA, Tex., April 9 .-weather was a bit wet, but nights were good.

Max Levine is building a new grab oint, and Tex Chambers is framing wo new concessions. Org took Imperial Exposition telivery Friday (1) on three light towers, making a total of eight. The new Ch-vrolet tractor on the lot belongs to Joe Williams.

the Battle of the Flowers with their popcorn and candy apples. Other visitors inc. ed N. L. (W. ey) Dixon and family; George Clark and Mr. and Mrs. Louis Turner, uncle and aunt of H. P. and C. O. Hill.

with bingo.

#### **Bullock** Amusement

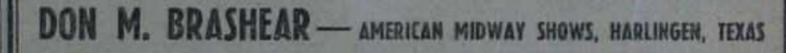
GREAT FALLS, S. C., April 9 .--Org opened here Saturday (2) at ong, glass pitch; Mrs. Katherine the American Legion Spring Festival and was greeted by a good crowd of free spenders.

> Rolling stock, all in excellent condition and much of it new, is painted in red and silver.

Personnel includes J. S. Bullock, owner-manager; Mrs. J. S. Bullock, secretary; M. H. Baker, electrician and superintendent of rides; Merry-Go-Round, Nelson Benfield, foreman. and Charlie Lamb, second man; Chairplane, Foster Wells, foreman, Floyd Long, Funhouse; Tex Wilson, with W. E. Cambell, second man, and John Taylor, third man, and Ferris Wheel, Bob Ediso, foreman,

Concessionaires include Mr. and Mrs. Tom Wilson, cafe and bowling game; Bill Price, diggers; Mr. and Mrs. Edd Diebert, bingo; A. R. Eargle gallery; Frenchie Ray, kiddie ride, popcorn and high striker; Mr. and Mrs. Harvey Drew, jewelry and grab bag; Sunny Poplin, ball game and center game, with Bill Ringvist, agent; Mr. and Mrs. Frenchie Conshow made the jump here from ner, bumber and pitch til you win; Aransas Pass, Tex., without any Mr. and Mrs. Redfern, fish pond. auspices of the VFW. The daytime sound truck, mail and The Billboard agent, and Taylor and Mickey Trout, clothes pin pitch .- TAYLOR TROUT

MADERA, Calif., April 9 .- Org Is in its eighth week of the season. Electricians George Smith and Bill Han-Art and Hazel Martin visited in son have been installing fluorscent their new Hudson. They are playing lighting thrucut the grounds. Doc Stanton, carpenter, and six assistants are building a Girl Show, Vanities of 1949. Manager Martin E. Arthur designed the new main entrance and Smiley Webber, painter, carried out the design -- MICKEY PAYNE.



## LONE STAR SHOWS WANT

Hanky Pank Concessions. No P. C., Flats or Gypsies. Want capable. sober Agents for Count Stores, Buckets, Peak Stores. Wire E. O'Connell. Want Fun House, Spiffire, Fly-o-Plane, Pretzel, Rock-o-Plane with own transportation. Don D. Giovanna wants capable Girls for Girl Show and Posing Show. Wire. Want Fat Show, Midget Show, own equipment. Mrs. Golden wants Working Acts and Freaks for Side Show. Best route in country for truck show. Note route previous Billboard.

All wire

MANAGER LONE STAR SHOWS

Elizabethtown, Ky., this week; then Central City, Ky.



SIONS—Frozen Custard, Snow Cones, Photos, Candy Apples, Cane Rack, Hanky Panks, etc. SHOWS—Fat Show, Illusion, Snake Show, Mechanical Show. Want Girl Show Manager with at least three girls. Must have own sound system. Have beautiful front and complete equipment. Must be sober. Attention, Curley McCann and Bill Carey: If you can stand prosperity this is your opportunity. Can place sober and reliable Concession Agents. Johnny and Mary Carpensky, let us hear from you. Want Pan Game Agents, also Over and Under Agent. GOING INTO THE COAL REGIONS. ALL JOIN ON WIRE. Address:

BOBBY SICKLES, Mgr., Vicksburg, Miss., this week; Madison, Tenn., next week.

## FLORIDA AMUSEMENT CO. WANTS

Side Show, Mr. White, wire. Want Girl Show, Clarence Thames, wire. Good proposition to Bingo. Can work jackpots every week. Hanky Panks of all kinds, \$15.00 per week. Ice Cream, Scales, Age and Novelties open. Mac wants Pin Store and Grind Store Agents. Tony Baress wants Count Store Agents. Address:

Calhoun, Ga., all this week; Harriman, Tenn., April 18-23. All wires to

T. J. MeMANUS, Mgr.

### DOR SALE

#12 Eli Ferris Wheel, \$6000.00 cash. Completely rebuilt with all latest improvements, including V-bett drive, Eli power unit, new drive gear with fiber pinion gear, new bull wheel, two-piece brake, new steel mud sill, new steel A frame with steel props. New set of ropes and cables. Ride completely repainted, including white enamel seat, seat covers and uphol-stering in good condition. Reason for selling: Have three #5 Wheels. Write

#### THOMPSON BROS.

2906 FOURTH AVENUE

ALTOONA, PA.

88

The Billboard

April 16, 1949



Truly one of America's Largest and Finest Carnivals. See this Show and compare it with any Carnival on the road. Seeing is believing. THE BEST OF STILL DATES, "14 FAIRS"-STARTING IN JULY

### CAN PLACE

For Nashville, Tenn. (and balance of season), American Legion Spring Festival (two weeks). One of the best locations in city, 40th and Charlotte streets

# CONCESSIONS

Photos, Novelties, Penny Arcade, Ball Games, String Game, Bumper or any Hanky Pank. No Wheels, Coupon Stores.

RIDES

Caterpillar, Looper, Spitfire or Rocket.

Monkey, Mechanical, Midget or any well framed and flashed Grind Show with own transportation.

SHOWMEN

SHOWS

Acts and useful People for Side Show. Contact Billy Burke. Girls for Revue and Posing

Show. Contact Joe Sciortino. Canvas Men and Front Men for big tops, must drive semis. Also Help for Motordrome. Contact Red Snyder.

RIDE HELP

Wheel Men for Turn Wheels. Help for 15 car Auto Scooter. Second Men for other rides. Must be licensed semi drivers. No drunks. Top salaries and bonus. Long season. All winter's work in Florida.

DIESEL MAN

Must be A-1, know Caterpillar engines and understand 3 phase wiring. Four Caterpillar

plants. No drinking tolerated. Must know how to wire large show (we furnish assistant), also drive semi truck. Drinking the reason for this ad. Must have carnival experience and furnish references.

> All replies to E. L. YOUNG, Mgr. Rome, Ga., this week: then Nashville, Tenn.

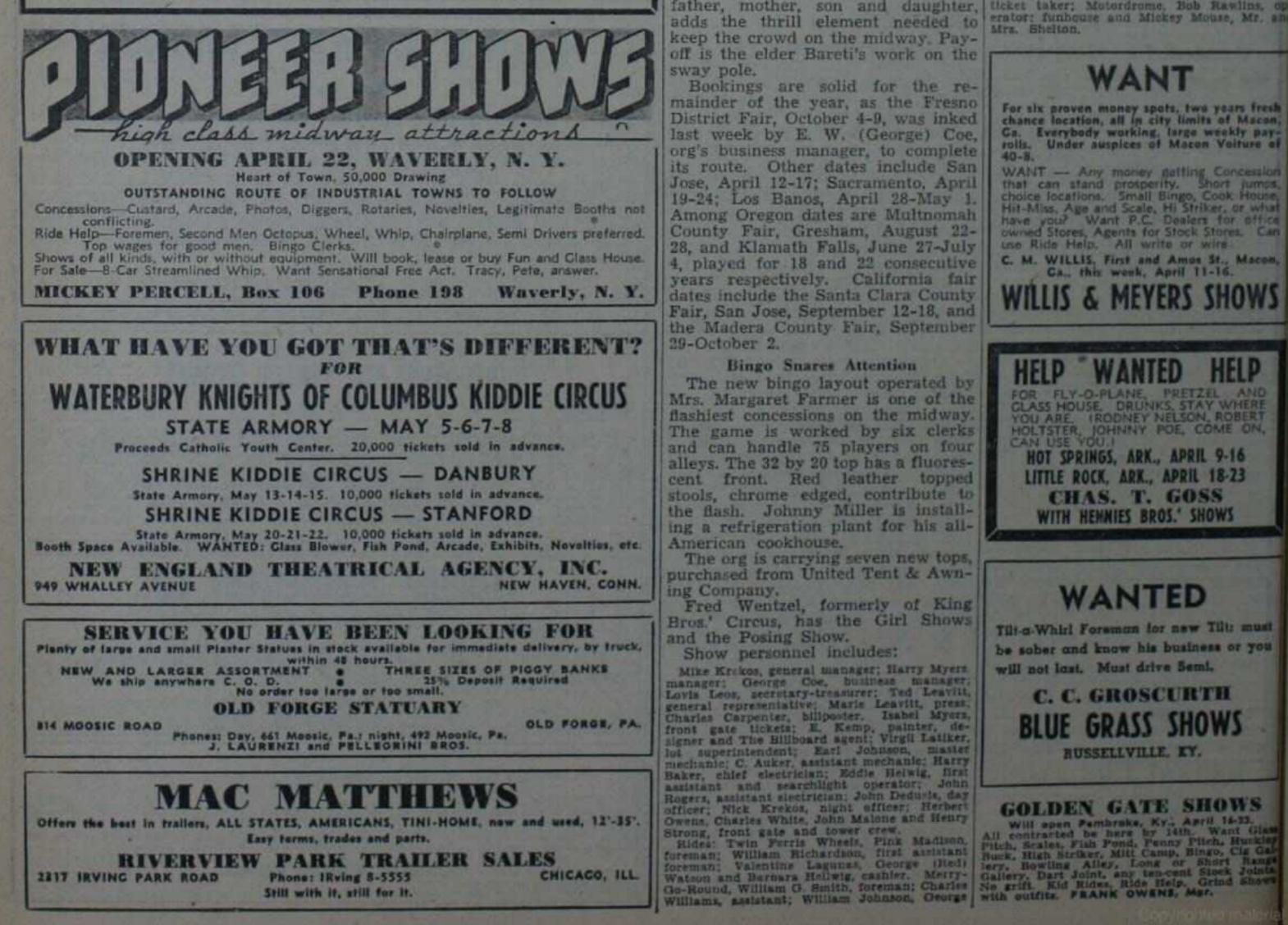
# Weather and Pay Day Up Biz For West Coast at Bakerfield

year, being entirely repainted in red. A rebuilt marquee in fluorescent trim and five additional light towers were also added, making a total of 15 towers. A pair of 60-inch searchlights, mounted on a semi, spotted near the entrance, helps the night bally. Shows and concessions also came in for refurbishing with new banners for the Side Show, a fluorescent front on the Penny Arcade and a new front for the

being kept in the barn and will be used to fill in on big dates. The shows also carry 4 kid rides, 37 con-

(Continued from page 80) so performers had to work in the open.
Following the wet curtain raiser, the org finally managed to salvage the tail end of the date when fair biz was experienced on the final week, end (20).
Chettre, and Thela Barber, cashier. Octopus West, cashier. Boll-o-Plane, Ardo Rose, fore man: Bernard Hessler, asslitant, and Charles White Jr., cashier. Tilt-a-whirl, Raiph Bur won, foreman: Willard Higgs, asslitant; Robert won, foreman: Willard Higgs, asslitant; Bobert und from the final week, end (20).
Shows lean heavily on flash this year, being entirely repainted in red.

Mrs. Oscar Scarberry, pony track. Concessions: Cookhouse, Johnny Miller owner-manager: Country Yegar, chel: San Rhodes, Gene Weber, Fred Marks, Gus Angus, Otto Madewell, and Jack Beams, manager n Miller's grab joint. Scales and sge, Z Kemp, Pat Dorsey. Monogrammed hats and jeweiry, and glass joint, Mr. and Mrs. Her Leigant. Photos, Mrz. V. Latiker, Sharde West Rat game, Earl and Kenny Lawrence Pan game, Leo Taylor, Ronnie Lawrence: Toy stand, A. H. Rodiln, Sam Dolman, Charle stand, A. H. Rodlin, Sam Dolman, Charl Crouse: Western store, Eddle Burnett, Thage Turner, Charles (Backy) Pord; race hore games, Norman Schue, Lillian Schus, Hay Mickey Mouse Show. The org moves on 32 semi-trailers, with individual trucks making a total of 54. A \$32,000 light plant with a 200-kw. capacity, purchased last year when a power shortage threatened to black out the shows, is again being carried. Hoagland and Doris Beams; Pitch-till-you-win Rides Are Added The shows have added a new Her-schell three-abreast Merry-Go-Round and another Ferris Wheel, making a total of eight major rides. A new Herschel Boat Ride is also skedded for an early unveiling. The date here was played sans Fly-o-Plane, but the ride will be picked up at winter quarters before the next date. The old Parker Merry-Go-Round is build for an the bare and will be French fries, H. C. Mansur, Betty Martin erator, Mickey May, Susan Bishop, Ginny Walsh Toby Bergman, Ernie Bergman, Boi Walsh, Bob Goodfellow: Wild Life, Mr. and Mrs. Oscar Scatherry: Side Show, A. J. Budd operator: Rodello, strong man: Rostin, lady A free high pole act, the Baretis, goes on at 10:30 p.m., with a matinee on week-ends. The act, composed of



Mrs. Shelton.

For six proven money spots, two years fresh chance location, all in city limits of Macon, Ga. Everybody working, large weekly pay-rolls. Under auspices of Macon Voiture of 40-8.

WANT - Any money getting Concession that can stand prosperity. Short jumps, choice locations. Small Bingo, Cook House, Hit-Miss, Age and Scale, Hi Striker, or what have you? Want P.C. Dealers for office owned Stores, Agents for Stock Stores, Can use Ride Help, All write or wire

C. M. WILLIS, First and Amos St., Macon, Ga., this week, April 11-16.

WILLIS & MEYERS SHOW!

HELP FOR FLY-O-PLANE, PRETZEL AND CLASS HOUSE DRUNKS, STAY WHERE YOU ARE IRODNEY NELSON, ROBERT HOLTSTER, JOHNNY POE, COME ON. CAN USE YOU. HOT SPRINGS, ARK., APRIL 9-16 LITTLE ROCK, ARK., APRIL 18-23 CHAS. T. GOSS WITH HENNIES BROS.' SHOWS

WANTED

Till-o-Whirl Foreman for new Till: must be sober and know his business or you will not last. Must drive Semi.

C. C. GROSCURTH BLUE GRASS SHOWS RUSSELLVILLE, IY.

## GOLDEN GATE SHOWS

The Billboard

#### April 16, 1949

# JAMES M. RAFTERY'S SHOWS

## Washington, N. C., April 18-23

and a very good route of still dates and fairs

WANT Girls for Girl Show. Talkers, Grinders and Ticket Sellers for Single "O" and Grind Shows. Can place legitimate Concessions of all kinds. WANT Ride Help on all Rides. Semi Drivers and Help in all departments. WANT Special Agent to join at once, must be capable. Sam De Carlo and Sam Riggs, contact Joe Rowe for Cookhouse. Chile Small wants Bingo Caller. Charles Small, contact. WANT Man for Rat Game and Pea Pool. Address:

> JAMES M. RAFTERY Morehead City. N. C., this week.



# CALL Opening April 19—Springfield, Illinois CALL

IN ACCOUNT OF DISAPPOINTMENT HAVE FOR SALE COMPLETE COOK HOUSE, 18x36. (as equipped, top used one season. Will book on Show. WILL BOOK ANY SHOWS NOT CONFLICTING, ALSO PENNY ARCADE AND FUN HOUSE. RIDE HELP Foreman for Till and Second Men. Must drive semis. Address

Petersburg, Ill., until April 16 (Phone 230); then Springfield, Ill.

# WANT

Colored Musicians. Salaries paid from office. Want Manager and Girls for Girl Show. Contact

BOB STEWART, MGR., SHAN BROS.' SHOWS Gainesville, Ga., this week.



CARNIVALS

Want 10c Grind Stores. Address

Mrs. Matthew J. Riley, Clinton Hotel, Philadelphia, Pa.



www.americanradiohistory.com

#### Michigan Showmen's Association 3153 Case Ave., Detroit

DETROIT, April 9. — First Vice-President Nate Golden presided at the April 4 meeting in the absence of President Jack Gallagher. Julius Kaplan and George Lewis are new members.

Letters were read from the Ladies' Auxiliary and Mary Sibley. After the meeting a roast beef dinner was served by Victor Johnson.

The clubrooms will remain open during the summer for the convenience of visiting show people and members who are playing near the city.

#### Caravans, Inc.

#### P. O. Box 1902, Chicago

CHICAGO, April 9.—President Pat Seery was in the chair at the April of 5 meeting. Also on the rostrum were Past President Lucille Hirch; Mae Oakes, second vice-president; Isabelle Brantman, third vice-president; Isa-Irene Coffy, financial secretary, and Claire Sopenar, treasurer.

Chaplain Mollie Foster gave the invocation. Lillian Lawrence protemmed as corresponding secretary and read the correspondence. Evelyn Lee wrote she is opening her own beauty shop; Mariana Pope carded from Florida, where she is vacationing;



# **CLUB ACTIVITIES**

### National

Showmen's Association 1564 Broadway, New York

NEW YORK, April 9.—At a meeting of the eligibility committee March 31, the following applications were approved: Irving Greene, Ben Gross, Mortimer Hertz, Norman Schwartz and Samuel Weiss, sponsored by L. D. King, and Jack Siegel, by Sam Rothstein. Hyman Goldman has applied for membership.

James Cox gets a three-day Easter holiday pass from the Pawling Sanitarium in Wynantskill, N. Y. Robert Drew is getting along okay at the General Tilden Hospital. Victor Weinberg is at the Lenox Hill Hospital for a check-up.

Bill Powell, club's globe-trotter, currently is visiting India. Al Burt is back from Florida vacation. Harry Schwartz is getting ready to join the Oscar C. Buck Shows after wintering in Miami. Gerald Snellens, of the World of Mirth Shows, and Ben Allen, of Philadelphia, were recent visitors. Other recent callers

(See NSA on page 92)

### International Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, April 9.—John Francis presided at the March 31 meeting, the last of the season. Secretary Euby Cobb and Treasurer Leo Lang assisted, with Cobb delivering the invocation in the absence of Roscoe Walkup, who was confined to his home with illness.

Elected to membership were Robert Willis, presented by Joe Mrazek; Wesley E. Oliver, by Harry Ray Ware; E. W. (Slim) Wells, by Euby Cobb, and Jack Lang and Jack Spencer, by Dave Prevost.

Mort Silvers, George Regan, Dave

## Heart of America Showmen's Club 913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 9.—The April 1 meeting marked the end of regular meetings until the fall. F. W. (Boxie) Warfield, third vice-president, presided, with George Carpenter, treasurer, and Al C. Wilson, secretary, also present.

Sam Benjamin, chairman of the banquet and ball committee, said that the group is working on plans for the event which again will be held New Year's Eve in the Georgian Room of the Hotel Continental.

The sum of \$200 was added to the building fund during the meeting. K. H. Carman, owner of the Sunset Amusement Company and chairman of the building committee, starts out with \$1,700 already subscribed to the fund.

As chairman of the ways and means committee, Warfield reported his comittee is working out plans for the summer campaign.

Frank Layman's Shows opened here Saturday (2) at Broadway and Southwest Boulevard and will play local spots for the next few weeks. Captain and Mrs. Hugo and their. daughter, Lorelli, opened Friday (8) with the Jayhawk Amusement Company at Independence Avenue and White here.

#### Miami Showmen's Association 236 W. Flagler St., Miami

MIAMI, April 9.—President Carl J. Sedlmayr Sr. presided March 22, the final meeting of the season. Also on the rostrum were David B. Endy, past president, and Robert K. Parker, president of the Showmen's League of America.

A. R. Zaicbich was elected to membership.

The relief committee reported that

## Showmen's League of America

#### 400 S. State St., Chicago

CHICAGO, April 9.—Attendance at meetings continues to drop at members take to the road. Mike Wright presided at the April 7 meeting, with Treasurer Walter F. Driver and Secretary Joe Streibich also at the table.

Approval of the purchase of a Buick for an award has been received from seven of the trustees, and the ways and means committee will make the necessary arrangements. The car will be used during the summer for display and promotional work in the campaign and then turned in so that the winner will receive a new car.

Secretary Streibich reports that '49 dues continues to come in, but that there are a number of members who remain delinquent. Ray Oakes and Henry F. Tode have arranged a novel birthday card and after a few changes it probably will be accepted by the club.

Chairman Ed Sopenar and Co-Chairman Morris A. Haft, of the (See SLA on page 92)

#### Hot Springs Showman's Assn. 3103/2 Central Avenue

HOT SPRINGS, April 9,—The April 1 meeting, with President Noble Fairly in the chair, was well attended. Following the session, the Ladies' Auxiliary provided a buffet supper. Fourteen new membership applications were accepted at the board of governor's meeting. As a result, prospects are bright for the club's membership to hit 250 before the end of the summer.

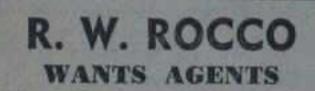
A farewell party to members on the Hennies Bros.' Shows has been set for Sunday (10).

Plans have been set up for the club's first annual banquet and ball to be held in November before the trek to the Chicago conventions.

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#### The Billboard

G. P. O. Box 1488 Detroit 31, Michigan



For Razzle Dazzle and Roll Down. LORENZO, why haven't I heard from you? Are you coming on with Concessions? All wires to R. W. ROCCO, c/o Gold Bond Shows Opening Quincy, Ill., April 16

Only one of a kind on midway.

Prevost, Charles Chaney and Danny O'Connors were given a vote of thanks for their efforts in making the parties successes.

Short talks were given by John Francis, Euby Cobb, Leo Lang, Frank Grimm, Dave Keiffer, Dave Prevost, George Regan and Les Williams.

A telegram from Ken Garman, Heart of America Showmen's Club, Kansas City, Mo., was read.

Clubrooms will be kept open during reasonable hours by Leo Lang and Euby Cobb.

Sam Palitz and William Heiman were resting at their homes following their release from the General Pratt Hospital.

A membership drive which will run thru December 31 is under way, Mike Roman, co-chairman of the membership committee, reported in behalf of Jack Gilbert, chairman. Prizes (See MSA on page 92)

Missouri Show Women's Club 415A Chestnut St., St. Louis

ST. LOUIS, April 9.—President Ida McCoy, Treasurer Norma Lang, Secretary Gertrude Lang, Chaplain Minnie Quilliam and Third Vice-President Estella Regan were on the rostrum for the March 31 business meeting. Verne Schantz was secretary pro tem.

Daisy Davis was reported ill and confined to her room at the Baltimore Hotel. Adele Voelker is confined to her home here. Sally Prevost went to Wisconsin to attend the funeral of Mr. Reilly.

Lotis Francis, Ida McCoy, Florence Cobb and Verne Schantz were hostesses at the March 31 card party. Lee Belmont won first prize, Alice Belmont second and Josephine Wood

(See MSWC on page 92)

#### Show Folks of America San Francisco

SAN FRANCISCO, April 9.—The regular meeting was called to order March 28 by President Eddie Burke. Jimmy Lynch filled in on the rostrum for Ted Levitt.

Corresponding Secretary Albert Roche read letters from Leonard Christenson, in Comstock, Tex., and Ernest Collicut, who wrote from Napa, Calif. Mr. and Mrs. Spiller sent letters from Chile.

Guests, new members and members who had been away for some time included George Sickles, A. J. Mitchell, Mr. and Mrs. Orrie Blome, Kenneth Kilpatrick, Josephine and Jimmy Lynch, Charles Albright, Lowell Long, Eddie Harris, Tony Soares and Dr. (See SFA on page 92)



MORRIS HANNUM SHOWS Capitel Heights, Md.

#### GOOD OPENING

For Snake, Illusion, Mechanical Shows, Will book String Game, Watch La, Photo, High Striker, Bee Hee, Bomber and Long Range Gallery, Curly Migrathy wants Lefty O'Connect, C. W. Cohle, Snake Show Blacky to rome of

BURKHART SHOWS

WANT CAPABLE CONCESSION AGENTS

Wire BARNEY TASSELL UNIT SHOWS

For Grind Stores and Caller for Bingo. Jack Davis, contact me immediately.

NOTICE-INDEPENDENT RIDE OWNERS

GET WISE TO YOURSELVES AND JOIN THAT BIG LITTLE SHOW

WHAT HAVE YOU?

Can place Concessions of all kinds except Bingo, Grab, Watchla, Fish

Pond, Short Range, Popcorn, Ball Game, Doll Wheel and P. C.

Opening regular summer season week April 18, Laurinburg, N. C.,

week April 25; Hamlet, N. C., BIG railroad pay day and 35,000 soldiers

on maneuvers with pay day same week; week May 2, Norfolk, Va.

(Port Lock section), So. Norfolk, the only money spot in Norfolk.

c/o V. F. W., Laurinburg, N. C.

P.S.: Can place Sensational Free Act for season.

O. J. "WHITEY" WEISS, Concession Manager, Cavalcade of Amusements Opening Saturday, April 16, Mobile, Ala.

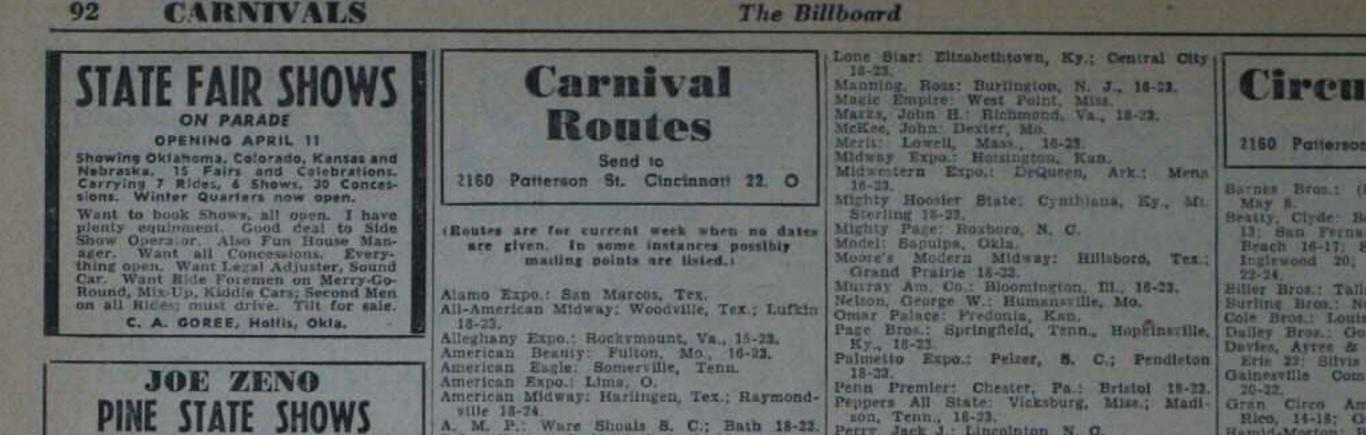
## WANT IMMEDIATELY

Experienced Ride Help in all departments. Must drive semis, Want Man for Towers. SHOWS-Can place Wild Life or Arcade. Address all wires and mall to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows Chester, Pa., this week; Bristol, Pa., next week.



WANT CONCESSIONS: Will sell "X" on Photo Gallery, Lead Shooting Gallery, Frozen Custard and two Mitt Camps. Good opening for stock Shows: Will book Wild Life, Iron Lung or any show of merit with own



WANT AGENIS For Skillo and Rarrie Darrie. Mack and Joan, can place both. Ride Help who can drive and have license. Will book Cook House, Girl Show and all Hanky Panks. Doc White, get in touch with me for Side Show. Wire JOE ZENO, Care Show, Talbotton, Ga.



CAVALCADE OF AMUSEMENTS

## D. D. HALE WANTS AGENTS

For Count Stores, Skillo and Buckets, Ted Harrell, Kellar, Britt, Tommy Coleman, Mickey, Jimmy Clark, Cold Tooth Brownie, answer at once. All replies to

D. D. HALE, Care Johnny J. Denton Shows Marion, Va., this week.

## SIGRID SORENSON WANTS ACTS FOR SIDE SHOW

Maglelan, Torture Act, Fire Eater, Half and Half to feature. Any Acts that pitch, Baily Acts. Will give you good proposition. Any Acts who worked for me in Museum, please answer. OPEN MAY 1 NEAR ST. LOUIS.

A. M. P.: Wure Shouls 5. C.; Bath 18-23. Baker United: Bedford, Ind., 16-23. Barlow's Big City: (15th & E. Broadway) East St. Louis, Il., 11-17. Bee's Old Reliable: McMinnville, Tex.; Cookevile, Tenn., 18-23. Blue Grass: Russellville, Ky. Bogle & Reese: Armia, Kan. Bohn & Son United: Perryville, Ark. Buck, O. C.: Troy, N. Y., 21-30. Bullock Am. Co.: Lancaster, S. C.; Badin. N. C., 18-23. Burke, Harry; Denham Springs, La. Burkhart: Sheridan, Ark. Burkhart: Lonoke, Ark. B. & V.: Garfield, N. J., 14-23. California: Santa Maria, Calif., 12-18; King City 18-23. Capell Bros.: Shawnee, Okgia. Capital City: Cambellsville, Ky. Cavalcade of Amusements: Mobile, Ala., 16-23. C. & B. Am. Co.: Crenshaw, Miss. Central Am Co.: Conway, S. C. Central States: Wellington, Ean.; Great Bend 18-23. Chanos, Jimmie: Muncle, Ind., 18-23. Community Fairs: Venice, Calif.; San Fernando 20-24. Crafts Expo.: Compton, Calif. Crescent Am, Co.: Durant, Okia. Grystal Expo.: Barnesville, Ga. De Luxe Am. Co.: Liberty Hill, S.C.; Summerville 18-23. Denton, Johnny J .: Marion, Va. Dick's Greater: Lebanon, Pa., 18-23. Dickson United: Davis, Okla. Drew, James H.: Gastonia, N. C. Dudley, D. S.: Nocona, Tex. Dumont: Richmond, Va. Dupree & Keeler: San Antonio, N. M., 12-17; Los Lunas 18-23. Dyer's Greater: Earl, Ark. Fleming, Mad Cody: Hlackshear, Ga., 16-23 Florida Am. Co.: Calhoun, Ga.; Harriman. Tenn., 18-23. Pranklin, Don: Angleton, Tex., Victoria 18-23.

Frear United: Emporia, Kan., 14-33. Gem City: Camden, Ark. Gentsch, J. A.; Natchez, Miss

son, Tenn., 16-23. Perry, Jack J.: Lincolnton, N. O. Pike Am.: Bartleaville, Okla. Pine State: Talbolton, Ga. Prell's Broadway; . Durham, N. C.; Burlington 18-23. Queen City: Mayaville, Ky., 16-23. Raftery, James M.: Morchead City, N. C.; Washington 18-23. Rain-bo: Lewisburg, Tenn. Rockwell, Mike: Clinton, Okla., 14-23. Rogers Greater: Metropolia, III.; Harrisburg 18-23 Rosen, H. H.: Port Payne, Ala, Royal Crown: Rome, Ga.; Nashville, Tenn., 10-23. Sam's Funland: Albemarle, N. C. Schafer's Just for Fun; Tyler, Ter., 18-22. Shan Bros.: Gainesville, Ga. Newberry 15. Shugart, Dr., & Son: Daingerfield, Tex. Siebrand Bros.: Miami, Aris. Silver Slipper: Lawrenceburg, Tenn. Smith Am. Co : Mineral Wells, Tex, Snapp Greater: Nevada, Mo. Southern Valley: Eldorado, Ark. Sparks, J. A.: Soddy, Tenn. Srader, M. A.: Liberal, Kan., 13-23. State Fair: Hollis, Okla. 17 Stehlar, J. G.: Dallas, N. C. Stephens, C. A.: Etowah, Tenn. Strates, James E.: Wilmington, Del. Stumbo, Fred R.: Fayetteville, Ark. Sunset Am. Co.: Excelsior Springs, Mo., 21-30. Tassell, Barney: Laurinburg, N. C., 18-23; Hamlet 25-30. Tatham Bros.: Westville, Ill., 16-23. Thomas Joyland: Williamson, W. Va.; Logan 15-23. Tidwell, T. J.: Levelland, Tex.; Borger 15-23. Tinaley, Johnny: Elberton, Ga. Tivoli Expo.: Paragould, Ark.; West Frank-10wn 19. fort, III., 18-23. Turner Bros.; Springfield, III., 19-13. 19th Century: Withits, Kan. Twin City: Marshall, Mo., 18-23. United Am.: Pawtucket, R. L, 16-23. United Expo.: McKinney, Tex. United Liberty: Bloomington, Ill., 16-23. Utah Expo.: Grand Junction, Colo., 17-24. Virginia Greater: Suffolk, Va., 15-23.

**Circus** Routes Sund to 2160 Patternon St. Cincinnati 22 O. Barnes Bros.t (Stadium) Chicago, Ill., 224 Beatty, Clyde: Bellflower, Calif., 12: Arcadia 13: San Fernando 14: Lynwood 18: Long Beach 16-17: San Pedro 18: Redondo 18: Ingirwood 20; Econdido 21; San Diego Biller Bros : Talladega, Ala., 14, Burling Bros.: New Martinsville, W. Va., 23. Cole Bros.: Louisville, Ry., 14-16, Dalley Bros.: Gonzales, Tez., 18, Davies, Ayres & Kathryn: Dixon, III., 29-31; Eris 22; Silvis 27. Gainesville Community; Gainesville, Tex, Gran Circo Americano: Humacao, Puerte Rico, 14-18; Guayama 19-25 Hamid-Morton: Buffato, N. Y., 15-23. Hoxis Bros.: Holly Hill, S. C., 13; Elleret 14; Olanta 15; Timmonsville 16. King Bros.: Fordyce, Ark., 14. Mills Bros.: Circleville, O., 16; Chillicothe 18; Washington C. H., 19; Hillsbore 20; Wilmington 21; Osborn-Fairfield 22; Camden Pawling, John: Hagerstown, Md., 16. Polack Bros. (Eastern): (High School Audi-Polack Bros. (Restern): (Auditorium) Sacra-mento, Calif., 22-May 1. Ringling Bros. and Barnum & Halley: (Madi-son Square Garden) New York, thru May 8. Rogers Bros.; Oraugehurg, S. C., 12; Camden 13; Hartsville 14; Florence 15; Columbia 16; Scal Bros.: Levelland, Tex., 13; Olton 14; Tulia 15; Dumas 16. Warner Broz.; Reedley, Callf., 12; Eingaley 13; Selma 14; Fowler 15; Sanger 16; Clovia 101 Wild Ranch Show: Macon, Ga., 14-16. Misc. Routes Send to 2160 Patterson St. Cincinnati 22 O. Herbers & Ragon Exhibit: Gary, Ind., 11-16; E. Chicago 15-20; Hammond 21-23. Lee's Colored Minstrels: (Dixie) Tarboro, N. C., 13; Robersonville 14; Tillery 15; E. Arcadia 18-17; Chadbourn 18; Ellrabeth-Marquis-Karston Show (Rialio) Danville, Va.

April 16, 1949

13; (National) Greensboro, N. C. 14; (Carolins) Wilmington 15-16; (Paramount) High Point 18; (States Greenwood, 8, C.

Pan-American Animal Exhibit: Troy, Ala, 13-14; Union Springs 15-17; Pratrville 15-19; Calera 20-31; Childeraburg 22-24.

Plunkett's Stage Show: Iraan, Tex., 14-16;



Georgia Am. Co.: Toccoa, Ga., 16-23. Gold Bond: Quincy, III., 15-23. Gold Crown: Wadeshoro, N. C. Golden Gate: Pembroke, Ky., 16-23. Golden Rule: Runnemede, N. J., 18-23. Grand Union; Henryetta, Okia, chester, Conn., 18-23. Great Plains: Snyder, Okla. Great Sulton: Blytheville, Ark. Groves Greater: Baton Rouge, La., 11-24. Gulf Const: Caruthersville, Mo., Cape Girardeau 18-23. Hannum, Morris: Capitol Heights, Md., 16-23 Happy Holiday: (John R. & 11 Mile Road) Detroit Mich. Harrison Greter; Thomasville, N. C., Sanford 18-23. Harry's Greater: Roanoke, Ala.; Pell City Hawkeye State: North Des Moines, Ia. Heart of Texas ; Stephenville, Tex.; Abilene Heller's Acme: Fairlawn, N. J. Hennies Bros.: Hot Springs, Ark, Little Rock 18-23. Heth, L. J.: No. Birmingham, Ala. Hill's Greater: Plainview, Tex. Holston's Modern: Waynesboro, Miss, 16-23 Home State: Lincoln, Neb., 16-23, Hottle, Buff: Golden Mendow, La., 11-24. Imperial: Galesburg, Ill. Imperial Expo.: Madera, Calif. Inland: Pangburn, Ark.; Heber Springs 18-33. J. & B.; Victoria, Va.; Creiwe 15-23. Johnny's United: Tracy City, Tenn.; Spata Jones Greater: Ironton, O., 18-22. Kaus, W. C .: Oak Ridge, Tenn. Etrkwood, Joseph J.: Trenton, N. J.; New-burgh, N. Y., 18-23, Lamb, L. B.: Opelika, Ala.

Lawrence Greater: Hapeville, Oa.

# DELUXE AMUSEMENT COMPANY

### CAN PLACE FOR LONG SEASON

Hanky Panks of all kinds, Bingo, Frozen Custard, Candy Apples, Pop Com, Ball Games, etc. Wanted on account of disappointment-2-Abreast Merry-Co-Round. This show booked 8 weeks in the best money-making spots in North and South Carolina. Then north to an amazing chain of proven territory. This week, Liberty Hill, South Carolina, auspices Liberty Hill Red Sox Ball Club. Week of April 18th to 23rd, Summerville, S. C., auspices Elks' Club. Then the big one, Greenville, S. C. All address:

ABE R. PRELL, Mgr.; CHAS. M. POWELL, Bus. Mgr. CHARLESTON HOTEL, CHARLESTON, 5. C.



Wallace Bros.: Jackson, Tenn. Wallace, I. K., Attra.: Ellerbe, N. C., 18-23. Wallace & Murray: Forest City, N. C.: Chilhowie, Va., 18-23. Ward, John B.: Priscoville, St. Bernard, La., 1-17; New Orleans 19-26. Granite State: Manchester, N. H., Man- West Coast; San June, C-lif., 12-17.; Sacramento 10-24 Whalen & Riley: Seminole, Okia, Willis & Myers: Macon, Ga. World of Pleasure: Wyandotte, Mich., 14-22, World of Today; Oklahoma City, Okla. Wrightaman Am. Co.: Red Bluff, Calif., 14-17.

### SLA

(Continued from page 90) cemetery committee, plan an early visit to Showmen's Rest to direct work needed at the cemetery.

Friday nights. Al Rossman was welcomed at the clubrooms after a long absence. Eddie Murphy, back in from Arizona, looks well and reports feeling greatly improved. Jack Klein, on a short lay-off, attended the meeting.

Ozy Breger left to join the Bailey Bros.' Circus. Jack Hawthorne is busy making ready for the opening of the Cole Bros.' Circus. Frank Perry was in for a brief visit, Chick Bolidan left for Detroit. Chick Schloss reports he expects to be with the Royal American Shows this various shows include Harry Schrie-SEASOR.

for an operation. Ned E. Torti, chair- Glosser, Lew Bernstein, Leo Bistany man of the ways and means commit- and Sam Weiner. tee, advises that he is awaiting replies to his recent letter on the committee's work.

#### SFA

(Continued from page 90) Quinlan, Paul Richelle introduced Herb Lustig, of the Orpheum Theater.

The board of directors voted to rescind their February 27 action, raising the initiation fee to \$10 and the yearly dues to \$10. The initiation fee will remain at \$3, and the yearly dues at \$9.

Dr. Mannheim reported Roy Corell is under his care, and Billie Hodges is again well enough to attend meetings.

Skating Vanities (Olympia) Detroit, Mich. 19-24.

## NSA

(Continued from page 90) were Albert Franko, Clarence Pool, Murray Friedland, Henry Kaufman, Sam Robbins, Louis Reiben, Tom Quincy, Stanley Wathon, C. D. Sullivan, Jullus Roth, Sam Stillman, Albert Halpin, Morris Glass, Andrew Stryker, Ward Graves, Harry Weintraub, David Solomon, Charles Buchbaum and Sam Finkel.

Many of the NSA members are heading for their shows. Letters have Bingo continues to go strong on been received from Sam J. Levy, L. G. King and Frank Wirth.

Next regular meeting, Wednesday (13). Only a few more meetings left, so make an effort to attend.

#### MSA

(Continued from page 80) to be awarded those bringing in the most members are a television set, a wire recorder-radio combination and a three-way portable set, first, second and third awards, respectively.

Members who have left to join ber, Bennie Glass, L. I. Thomas, Jack Thomas F. Stevens writes that he Yazac, William Cowan, Harry Mo-will enter a San Francisco hospital dele, Murl Deemer, Ep and Ben

#### MSWC

(Continued from page 90) third prize. Mr. Pigeon was an unexpected party visitor.

The next afternoon social will be held Wednesday (13), with Marguerite and Gertrude Donnelly, Arlene S'denberg and Tillie Kahl as hostesses.

Past President Nell Allen is ready for the season at her Palace Courts, Waynesville, Mo. Past President Grace Goss wrote she was ready to open Saturday (9) at Hot Springs with the Hennies Bros.' Shows and is looking forward to the St. Louis stand, Kathleen Gawle opens the season today in Nevada, Mo.

#### CARNIVALS 93

## TRAILER COACH SPECIFICATIONS

Detailed Specifications of Every Trailer Coach Model Manufactured by Members of the Trailer Coach Manufacturing Association Are Listed Below:

> Symbols: (6)-Sleeps Six; (S)-Shower; (T)-Toilet, (†)-Optional; Sgle.-Single; Tan.-Tandem; Car.-Caravan; Con.-Conventional; M-Masonite; A-Aluminum; P-Plastic; S-Steel.

Model	Length Overall	Length of Body	Width of Body	P-Plast Height Exterior	Height Interior	Azle	Туре	Exterior	Weight	Drawbar Weight
			Contraction of the second	States 1			x y pe	contring		
Super Monarch (68T1) Monarch	31'	28:	7'10"	8'7" 8'7"	6.8.,	Tan. Tan.	Car. Car.	MM	5350 lbs.	400 Ibn.
King Prince	25'	22' 18'	7.10"	8'7'' 8'7''	6.6., 6.6.,	Sgle.	Car. Car.	M M M	4250 lbs. 3250 lbs.	375 lbs. 350 lbs.
Homecrest (TIS1)	24'6"	23'6"	A.	merican (	Coach Co	Sgle.	Con,	м	3985 lbs.	495 lbs.
Hywayhoms (T1S1) Clubcoach (T1S161)	24'6"	22'6" 25'6"	8, 8,	8'8'' E'6''	6.8.,	Tan. Tan.	Con. Con.	M	4095 lbs. 4895 lbs.	470 lbs. 560 lbs.
Transition of the local division of the loca	12			astle Coa						
Imperial (81T1) Commodore Stylemaster	27 27 25	24* 24' 22'	8' 8'	8'10" 8'10" 8'10"	6'9%" 6'9%"	Tan. Tan. Sgle.	Car. Car. Cur.	M M M	4400 lbs. 4400 lbs. 3950 lbs.	350 lbs. 350 lbs. 375 lbs.
Castle DeLuxe Cust Made (6ST) Roadmaster	33°	31° 20'	8' 8'	8'10" 8'10"	6'9%'' 6'9%''	Tan. Sgle.	Car. Car.	M M	5250 lbs. 3750 lbs.	400 lbs. 350 lbs.
				Chicago		Salita Salita				
Frinceton Deluxe Shoreland Tan.	24'6" 30'	22'	8.	0.0.1	6'11"	Sgle. Tan.	Car. Car.	M M		
Bun Six Super Deluxe (T1S5)	33.	27'6"	8' 8'	D.Q., D.Q.,	6'11"	Tan.	Car.	м		
Sun Bix Eleeper (816) Sun (S1)	28'6"	26'6"	8' 8'	9.6., 8.2.,	6'11" 6'11"	Tan Tan,	Car.	M M		
Dot	20.8.	18'8"	7	9'4''		Sgle.	Car,	M	and and	
-20"	22'	20	7'6''	lumbia T	6'6''	Sgle	Car.	м	3100 lbs.	300 ibs.
115"	17	17' 15'	1. 1.8.,		6.6.	Sgle. Sgle.	Car, Car,	M M	2600 lbs. 2100 lbs.	250 lbs. 225 lbs.
290 Deluxe (T1561)	28"6"	27*	Con	tinental 9'6''	Trailer (	Company Tan.			1100 IL-	100 11-
Imperial 300 (TS)	30,	28*	- a.	9.8.,	6.9	Tan.	Car. Special Custom	M A	5500 lbs. 5000 lbs.	500 lbs. 500 lbs.
Deluxe 320 (TS6)	3.2*	29'8'*	8'	9'6''	Berter	Tan.	Car.	M	6000 lbs.	550 lbs.
DuoEmpress (TS6) DuoMonarch (TIS)	33'	30'	8' 1	8'10'5" 8'6"	6'10'4"	Tan.	Car.	A	6500 lbs.	650 lbs,
		40		lcar Coac	6'6"	Tan.	Car.	•	5200 lbs.	520 lbn.
Elear (T151) Elear Big 6 (T1516)	25'	22' 27'	8' 8'	8'6'' 8'6''	6.6., 9.6.,	Sgle, Ten.	Car. Car.	M M	4200 lbs, 5000 lbs,	420 lbs. 525 lbs.
Star Star "Super" (ST)	19'3'' 19'3'' 25'6''	16' 16' 22'	7 T	8'4" 8'4"	ę.g.,	Sgle. Sgle	Car. Car.	M A	2925 lbs. 2840 lbs.	290 lbs. 280 lbs.
- mper mit)	200			8'6"	e'e"	Sgle.	Car,	M	4200 lbs.	450 lbs.
"E'	25'	22'	7'10"	R.R.	6'9''	Sgle.	Car.	м	3800 lbs.	300 lhs.
3 Star General	1816	16"	Ge	eneral Co			2.4			
6 Star General	38%	26'	7'9"	9.9., 8.	6.0., 9.3.,	Sgle Tan,	Car. Con,	M	2300 lbs. 4600 lbs.	290 lbs. 475 lbs.
10	20'8"	18*	8' G	lider Tra	e'e"	npany Sgle.	Con.	м	3250 lbs.	450 lbs.
35 66 (6) 77	25'8" 27'8"	20' 25' 24'	n' 0'	8.3 8.3 8.3	6'6" 6'6"	Sgle. Tan.	Con. Con,	MA	3700 lbs. 5200 lbs.	475 lbs. 550 lbs.
88 (T18) 90	27:8"	25'	8' 3'	8.3., 8.3.,	6.6., 6.6.,	Tan. Tan. Sgle.	Con. Con.	A A A	4500 lbs. 5150 lbs. 4300 lbs.	525 lbs. 550 lbs. 525 lbs.
100 (T156) 110 (6)	29'8''	27* 37'	8. 3.	3.2., 0.3.,	6'6'* 6'6'*	lan Tan	Con. Con.	Å	5500 lbs. 5150 lbs.	575 lbs. 550 lbs.
Howard 28-49 (T18)	36'	25'	7'10'*	Howard						
Howard 21-49 Howard-Mansion 35	24'	21'	7'10'*	8'6%"	6'5%"	Tan. Sgle.	Car Cer.	S	5300 lbs. 4680 lbs.	610 lbs. 570 lbs.
40 (1180)	35,	32'	7'10"	8'6'5''	6'5'5"	Tan	Car.	5	7740 (bs.	810 Ibn.
Warrior (T1) Chieffain (T15)	24'	21'3"	8' 1110	iian Trai	6'612"	Sgle.	Car.	м	4200 lbs	360 lbs.
Super Chief (T(S) Super Chieftain	32'	50.3.4	8'	9,8,, 9,2,,	6.8++ 8.4.+	Tan. Tan.	Car, Car,	M	4950 lbs. 5650 lbs.	325 lbs. 350 lls.
(TS6)	33.0.	30'7%**	8°	8'9''	6'8%"	Tau.	Car.	м	6000 lbs.	350 Ibs.
Luxury Liner (Tf)	25'6"	23"	T'8" T'8"	hn Inglis	6.6.	Tan.	Con.		4250 lbs.	530 ibs.
Commodors	20. 6.	18.	1.2.	1'4''	6'6''	Sgle, Sgle,	Car. Con.	A, A	2625 Ibs. 3375 Ibs.	100 11 N.
No. 15 (BITI)	Retain			rood Trai		hes, Inc. Sgie &				
No. 35 (B1T1) No. 30 (61)	20'9"	25'10'*	8* 8*	9°	8'4" 6'4"	Tan. Tan.	Car. Car.	Å	3900 lbs. 5200 lbs.	350 ibs. 600 ibs.
Champion	25'	23.	N K 🖏 ( 1991 19	Manufac s'6"	6'6''	ompany Sgle.	Car.	4	1800 ibs	340 iba.
Eit Companion** Eit Companion**	20%* 16%* 16%*	16' 13'8'' 13'8''	8' 6'11'4''' 6'11'4''	T11%" T11%" T11%"	6'3'' 6'535'' 6'535''	Sgle. Sgle.	Car. Car.	*	2500 lbs. 1990 lbs.	300 lbs. 239 lbs.
THE REAL PROPERTY.	-		Permanent	Bed Model	***C	Sgle. onventions?	Car. Model	*	1930 bs.	240 lbs.
C D	24'3"	22'2'4"	77.0	Kozy Cos	6'5'	Sgle.	Con.	M	4030 ibs.	600 ibs.
The second second	20.3.	24.2.2	7'9"	8.3 8.3	8'5'' 6'5''	Ian Tan.	Con. Con.	M	4600 lbs.	625 lbs. 625 lbs.
Commander President (T1816)	25'	22'3"	- 8.	alle Coac	6.8.4	Sgle.	Car.	м	3900 lbn.	360 ibs.
Senstor (TIBI)	20'	30.3	8" 8"	· 9'4"	6.10., 0.10.,	Tan. Tan	Car. Car.	M	6500 lbs. 5200 lbs.	600 lbs. 500 lbs.
Charles and		Carlon of the		Continue	d on pag	ne 94)		Lining	and the second	



AGENTS WANTED FEDDY COLE



1110 Morgan Bldg.

#### 94 CARNIVALS

#### The Billboard

April 16, 1949

## BUCKLEY MFG. CO. OF CHICAGO

Made only one Race Horse Electric Con-trolled Machine for Parks and Carnivals. This machine was designed after their famous Buckley Track Odds, and has a 60° diameter glass with horses numbered and in beauti-fully designed colors. There is a three-way lay down counter for players to make their bets. Having a dollar limit on it and with a transpht hree hour run. I has an earning capacity of \$300 an hour. This machine can be bought complete with Trailer made with opening sides and electric outlets. You are ready for business when you drive on lot. There are the counters, also a tent and a club room lay down table. As described, this equipment cost \$4100.00. Can be bought for \$2000.00 The finest concession your money will ever buy. Inspection invited.

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Naver a breakdown with guaranteed Amico Quick cameras. Patented features mean more profits. Obtain list of bargains. New Used, Low Prices. Beautiful, Dur-able. Also Portable Camoras. American Stamp & Nevelty Mfg. Co. Houston 6, Tex. (formerly of Okia, City)





# TRAILER COACH SPECIFICATIONS

					from pag			IONS		
Model	Length Overall	Length of Body	Width of Body	Height Exterior	Height Interior	Axte	Туре	Exterior	Wright	Drawbar Weight
The second second			Lib	erty Coar	h Compa					
25' Deluxe 27' Deluxe (T1S1)	25' 27	22° 24'	7'10'5"	9' 9'	6'5" 6'5"	Tsn. Tan.	Con.	M	5100 lbs,	525 Rus.
29' (TIST) 33' Standard	33.	20"	7105"	9°	6'5" 6'5"	Tan. Tan.	Con. Con.	M M M	5850 lbs. 6550 lbs. 7300 lbs.	610 lbs, 610 lbs, 600 lbs,
33' B-4 (TS) 33' B-6 (TS6)	33.	30,	7'10'5" 7'10'5"	8. B.	6.2.	Tan. Tan.	Con. Con.	M	7500 lbs. 7600 lbs.	850 lbs. STO lbs.
aller and an			Lig	hthouse !	Trailer Co	ompany	Self 3			TOP DO
Silver Princess Silver Queen (TS6)	23' 23'	2114° 30'	8' 1."	9* 8*7**	7' 6'5"	Sgie. Tan	Car. Con.	A	2009 the. 5200 lbs.	300 ibs.
Silver Ambassador	12				S-1 182	Sgle. & Tan	Car.	A	4000 Ibs.	300 Ibs.
(T1S1) Sliver Queen (TS6)		25'5'	8" 8"	9' 9'	7	Tan. Sgle, or	Car.	A	5000 lbs,	300 lbs.
Silver King (T1S1) Silver Prince	27	24' 20'	8. 8.	8: U.L.	6.6.	Tan. Sgle	Con.	Å	4800 lbs. 3100 lbs.	300 lbs. 300 lbs
	S NY NY	a bet it.	Luxor-	Luffingw	ell Coach	Company		1. 1. 1. 1. 1.		
225-49 Luxor 25-49	25' 25'	23*4** 23 4**	7.4"	9. A.	6'7" 6'7"	Sgle, Sgle,	Con. Car	M&H M&H	3800 ibs. 3750 ibs.	450 the; 450 the
20-49	20'	18'	T'4"	9'	6.2.	Sgle.	Car.	M&H	- 3400 lbs.	350 lbs.
Silver-Loafer	13'	100				Company			1300 /24	900 Ike
Silver-Loafer Silver-Lark Silver-Lodger	16'6'*	10° 14' 16'	7" 7" 7"	78%" 78%" 710%"	6'2" 6'2"	Sgle. Sgla Scin.	Car. Car. Car.	A	1300 lbs. 1500 lbs. 2300 lbs.	200 lbs. 250 lbs. 200 lbs.
Sliver-Liner Silver-Luxome	22'6"	20' 28'	7.	7'11'* 8'	6'3" 6'4%"	Sgle. Tan.	Car. Car.	A A	2800 lbs. 4800 lbs.	350 lbs 500 .bs.
			M	aiestie C	oach Com	nany	-			
Majestic	27	24%	7'8''	p.e.,	6.8	Tan.	Car.	M	4500 108.	475 ibs.
Majestic. De Luxe	31'	29'	T.B.,	B.Q.,	Q.B.,	Tan.	Car.	м	5800 tha.	000 Ibs.
(6ST)		1000 E	and the sea	1		Mar Sala	1.916 zł			the same
Modern 23A-2	23'	20'	N 711"	Iodern Ti 8'5"	ailer Con		Con.		3400 ibs.	385 lbs.
Modern 23A-2				1997 - C. L.						
Walco Century				a generation of	Frailer Co				enero litro	500 lbs.
(TS5) Walco Standard S:		30.8.	8.	8.8.,	6'7%"	Tan, Sgie,	Car.	M	6250 lbs.	and Ida.
(TISI) Walco Special Del	26' uxe 28'	23'8"	8. 8.	8.8.,	6'7%'' 6'7%''	Sgle.	Car.	M	4600 lbs.	550 the
(TISI)	70	23.8		Strandball		The state of the			anti-	
Caravan	25'	22'4"	B'	tional Tr.	ailer Corp	Sgle.	Car.	м	3800 168.	400 Ibs
Castle Bungalo	27' 18'	25' 16'	8' 8'	5'8" 5'8"	0.e.,	Tan Sgle.	Con. Con.	M	5000 lbs. 3300 lbs.	600 Ibn 500 Iba.
12 10 10 10 10 10 10	1 Entre		0.	erland Ti	railer Coa	ch Inc.	THE R.		I Start	Star and
25	25'6''	24:3"	T'9"	9'	6.9.	Sgle.	Car.	A	4859 108.	395 lbs.
			Pace	maker Tr	aller Con	npany				
2850 De Luxe (6ST1)	26'35"	24'	7'6''	B"	7.6.	Sgle.	Cur		2975 lbs.	ars ibs.
The Contraction	1000			Palace	Corporat	ion				
Palace Royale Majestic Liner (TS	24' (6) 2T	72' 25	8' 8'	9' 9'	6'9'5"	Tan.	Con.	*	1975 ths. 4650 ths. 3735 lbs.	400 lbs, 470 lbs 385 lbs.
Model Leader Palatial Manor	30'	21 27	8,	8'5" 9'	6'5'5"	Sgie. Tan.	Con. Con.	Â	5150 lbs.	520 lbs.
	3 2 2		Pan	-America	n Coach	Company			in the second	-
Pan-American 33 (TS6)	33'	30'	8.	8'	0.1.7.	Tan.	Car.	M	6710 15s.	610 lbs.
Pan-American 31 ( 31 Twin (S†)	31'	25' 28'	8' 8'	8' 8'	675	Tan. Tan	Car. Car. Car.	M M M	6060 lbs. 6190 lbs.	- \$10 lbs
Pan-American 27 27 Six-Sheeper (6	15' 27'	24' 24'	8'	R B	6.6. 6.6.	Tan. Tan. Sgle.	Car. Car.	M	6420 lbs.	510 ibs. 408 ibs.
24 (S1) Paramount (6)	24' 27	21' 24'	B'	a.	6.0	Tati.	Car.	M	4890 .bs.	440 lbs.
A CONTRACTOR	a la b		25.115		Mfg. Com	pany			4800 164.	425 804.
49-29 President (T) 49-27 (T1S1)	27	26' 24"	T.9" T.9"	9.2"	6.6"	Ian Tan,	Con.		4400 lbs. 3600 lbs.	400 lbs. 375 lbs.
49-23 Piper	23.	20'	79"	9'2"	6.6"	Bele.	Con.			No.
23	23'9"	21'	T10%	8.	er Compar	Sgie.	Con	MAA1 MAA1	4400 lbs. 4660 lbs.	490 lbs 530 lbs
25 (STT)	24'9"	22.	710% T10%	9. 0.	675"	Tan. Tan Ian	Con. Con. Con.	MAA1 MAA1	5040 (bs.:	530 Ibs. 455 Ibs.
315 (ST) 31D (ST)	31'	28" 18"	7115"	8	6'7%" 6'75" 6'75"	Tan. Tan. Tan	Con.	M&A1 M&A1	5740 lbs.	635 lbs.
31B (ST6) 33 (ST6)	33.8.	28" 30' 30'	T115" T115" T115"	9	675.	Tan. Tan.	Con	M&A! M&A!	6760 lbs. 6760 lbs.	700 ibs 705 ibs.
33 Custom (BT)			Prairi			r Company	9		-	400 104
15	23:	20	To"	#'10" #'10"	6'4" 6'4"	Sgle Sgle	Con.	Å	3400 lbs.	400 Ibs. 400 Ibs.
100 Southlander	23, 23, 23,	20'	7.9"	8'10" #'10"	6'4''	Sgle. Tao.	Con Oes	A .	2750 ibs. 4670 ibs. 4050 ibs.	See Ibs
200 (TS61) 226 (6) 300 (TS5)	29' 31'	26.	79" 79"	8'10" 8'10"	8'4" 6'4"	Tau Tau	Con Con	à	5740 ibs	Std. S
					luce to the	The second second				
Fravelo 25 (T181)	27'6"	25"	Raym	8	6'4'	apany, Inc	Car.	4	4800 ibs. 3800 ibs.	850 lbs
Travelo 20 Travelo	22.6.	30'			5'4" 5'4"	Sglo. Bgle	Car.		2900 the.	250 itm.
Sporteman"	19/	16					SALES OF	Contraction of the second		
Sportaman, Jr.	19'	17	79"	ardson Tr	aller Mil	g. Co., Inc Bgle, Bgle,	Car.	~ M	2500 lbs. 3200 lbs.	345 (be. 391 (be. 435 (be.
Sportsman Regent (T1816)	23'	21'	19" 79"	£.1.	64"	Tan.	Car.	M	4500 lbs.	and the
A STREET PLANE	10-12 E		B	toycraft C	Coach Co	npany Tan	Car.	M	1540 (tm.	440 lbs.
471	25%	23'						The law of		144.00 1
Commodore	31	15	5	Schult	6'T"	Sgle. Tab.	Con. Con.	MAA	3400 Ibs. 4480 Ibs. 5825 Ibs.	445 ibs. 521 lbs. 600 lbs.
Lux Liner (TS) Aristocrat (TS6)	26'	11 11 11 11 11 11 11 11 11 11 11 11 11	r" " "		C.L.	Tan	Con.	NLRA Nº Ibé.	583 Up Caval	
30 <sup>,</sup> T	1	10 Concelland		STREET, STREET	States of the local division of the	State of States			S Copy	whited materia

RIDES WANTED Border City Hose Co., Inc., Geneva, N. Y. FIREMEN'S FESTIVAL, AUG. 1-6 Firemen's parade Friday night. Television set given away Saturday night. No Concessions necessary. Contact J. L. BUSHLACK, RFD 3. Geneva, N. Y.

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Equipped with fland Organ, well flashed, want to book with good Show or on Beach for season (Want to Huy: Merry Go-Round.)

MURRAY JACKSON Bennettsville, S. C.

## CARNIVALS 95

# **TRAILER COACH SPECIFICATIONS**

Madel	Length Overall	Length of Body	Width af Body	fleight Exterior	Height Interior	Axle	Type	Esterior Covering	Weight	Drawba Weigh
10 17	18'4'' 19'4''	16'4'' 17'4''	7'9'' 7'9''	Silver Do	ome Con 6'4''	sgle. Sele	Con. Con.	MM	2500 lbs. 2809 lbs.	450 lb 450 lb
Spartanette 24	25'2"	23'	8'	partan Ai	6'8"	Sale.	Car.	A*	3680 Jbs.	450 Ib 450 Ib
Manor 25 (ST) Manufon 25 (ST) Manujon 20 (ST)	25'934" 25'934" 29'934"	24'6'* 27'11'5''	8' 8' 8'	8.6., 8.2.,	6'3 % " 6'3 % " 8'6 % "	Tan. Sgla. Tan	Con. Con. Con	A* A* A*	3900 lbs. 3700 lbs. 4975 lbs.	450 lb
Royal Mansion 33 (6ST)	33'7"	31.8.,	8*	8.0.	6'3%"	Tan.	Con	A* *Stressed	5300 lbs	650 Ibi
				Sportsma						
Colonial Standard Colonial Deluxe Colonial Manor	25° 25°	23,	7.6"	8,10,,	6.6., 6.2.,	Sgle. Sgle. Tan	Car. Car. Car	Å	3800 lbs. 3800 lbs. 5200 lbs.	
(6ST?) Colonial Six Sicepe	r 29'	26' 26'	8, 8,	8'10'' 8'10''	6.Q., 6.Q.,	Tan.	Car.	٨	5200 lbs.	1
Castle 13 (651T1).	32'35"	30'	8' 8'	Stewart C	oach Cor	npany Fan	Car.	A	5500 ibs.	490 15
(B)TI)	28.	25'		8.6.	6'6"	Tan	347.		4320 lbs.	
Superior Week-Ende Superior Special	r 17* 23*	15' 20'	7'	Superior I 8'1" 8'7'4''	6'3" 6'7"	s, Inc. Sgie. Sgle.	Jon Con t		2200 ibs.	335 lb 410 lb
Superior DeLuxe	36'	23.4.	8.	8.4.2	6.4.	Sgle	Con.1	•	3970 lbs.	450 10
Tand. (T'S!) Superior Turret Topper	27'	24'4"	8' 8'	0.12	6.4.	Sgle.	Con.‡		4200 lbs.	410 lb
(TS6)	33,	30,	0"	* 8'7\5" 8'7\5"	6'7"	Tan.	Con. Con.t		3850 165. 5980 765.	425 lb
		A DE TRAL	c	uneorus Th	milar Co	ICieresta	ary *Mol	ded Tru-Si	de	
Layfair (T15161) Layfair (T151)	29'	25 6"	8'	upreme T	6'6''	Tate	Car.	м	5495 lbs.	400 10
abranette (T'St)	27' 25' 23'	24'6'' 22'6'' 20'6''	8' 8'	0, 0,	6.6. 9.9.	Tan Sgle. Sgle.	Car. Car.	M M M	4995 lbs. 3975 lbs. 3575 lbs.	375 lb 350 lb 350 lb
abranette	10'	16.6.	Ű,	u.	Q.Q.,	Sgle.	Car.	M	2795 165.	300 lb
Cini Home	22'	19.6.	6'	Tin 8'9"	i Home	P.d.	-		- Service -	
Ini Home 16 toomette	16.3.	19'6' 14' 10'	5. 7. 6.6.	8. 0. e., 8. d.,	6.1 9.4	Bgle. Bgle Sgle	Car Car Car,	Act M Adt M	1150 lbs. 2250 lbs. 1250 lbs.	210 Ib 185 Ib 175 Ib
			Transc	ontinental	Trailer	Corpora	tion		1	2.20
50 DeLuxe (T/S) 00 Sporter	25' 20'	23' 17%'	8, 8,	8, 8, . 8, 8, .	6'7'* 6'4''	Sgle.	Car. Car.	M M	3950 ibs. 3200 ibs.	400 ID 350 Ib
				ravelite T	railer Co	mpany				
17 Homette (ST1) Homette 627 (6) 13 Homette (fST)	27' 27' 33'	24'6" 24'6" 30'	7'9" 7'9" 7'9"	8'T' 8'T'	6'7'' 6'735'' 6'735''	Tan. Tan.	Oar Car.	Å	5400 lbs. 5200 lbs.	450 Ib 450 Ib
			-	master Co		Fan	Car.	•	7200 lba	475 lb
Regal (T186)	33"	30'4"	a.	8'4"	ere"	Tan	Car.	MAA	6970 Iba.	675 lb
Imperial (TIS!)	27		*	8'4"	6.0.	Tan.	Our.	MarA	5190 )bs.	460 lb
Standard (TIS!)	33.	30'		8.4.,	6.6.	Sgle.	Car.	ASMA	3960 lbs.	390 15
9-A	22'5"	19.6"	aia.,	Trotwood	6'8"	Inc. Sgle.	Car.	H	3500 ibs.	350 lb
949 Economy	18.8.	12.8.	4.7	8.10.,	6.4	Sgle	Car.	H	2500 168.	260 lb.
nternational Monar (STI)	ch 17	T 8	e V Trai	ler Coach	Manufac	turing Co Tan	ompany Car.	ALC: NO.		
Prince (6 ST1)	19° 31'	16'6" 26'6"	8' 8'	8'4" 8'4"	6.6**	Sgle Tan.	Car. Car.	A A A	3966 lbs. 2280 lbs. 4620 lbs.	370 lb 370 lb 382 lb
rincess	33,	20.6.	a,	8.4.	6.6.	Sgle	Car.	Ä.	2020 /bs.	280 lb
Universal 21'	21'	18' 22'	iversal	Trailer Co	erporation 6'4'' 6'7''	Sgle.	Con	M	J200 105.	300 16
Intversal 31" (TS6)	222	24' 28'6''	8' 7'10"	图·名**	6.7" 6.7"	Tan. Tan.	Con. Con. Con.	M M M	1970 lbs. 4800 lbs. 5800 lbs.	250 /bi 400 lbi 400 lbi
		and all a	Univers	l Trailer (	Corporatio	on of Chi	cago			
Hodel 48-27 (651T) DeLuxe Model 25	27' 25'	24'	7'9"	2.6"* 8.7"	6'7" 5'5"	Tan Sgle	Car Con	M	4000 ibs. 3800 ibs.	400 Ibs
Model 48-01	21'	18*	1'0''	8.3.	6.2.	Sgle.	Con.	M	3000 lbs.	250 lbs 250 lbs
V-23 (T181) V-29 (T1S:01)	23'	20'8"	F	/indale Co	ach Con fra'' 6'7''	sgle Tan	Car. Cur	M M	3225 ibs. 4850 ibs.	420 Hos 580 Hos
A02-S (TS)	29.2"	26'2" Va	gabond	Coach M						10-11-1
262 · 232-T	26.3"	33,3,4	5' 5'	8.6" 8.6"	6'4'5'' 8'4'5'' 8'4'5''	Tan Tan Tan	Con. Con. Con.	A A A	4050 ibs. 4850 ibs. 4600 ibs.	500 ibs 500 ibs 530 ibs
		23.3.	8' Whit	#'6" ley Manuf	Cals"	Sule.	Con.	A	4350 (bs.	600 lbs
Traveler Cruiser	23'6"	17.	T.	and -	6.6.	Sgla. T .n.	Car.	M	3270 lbs.	375 lbs 375 lbs
Mobiliner Mobil-5 (8) Qusen (ST1)	28'	24'6" 24'6" 24'6"	8' 8'	8,3,+ 0,3,+ 8,3,+	6.6., 6.6.,	Tan. Tan	Car.	M	4500 lbs. 4500 ibs.	400 lbs 400 lbs
Buper-Liner (6971)	ĴĴ'	30.	8,	8.3.,	0.0.	Tan	Car. Car.	M	4700 1bs. 5900 1bs	400 lbs 400 lbs
Caravan Wee Zim	25' 10'	22"4"	Zimm 8' 6'11'5''	er Boat &	"Trailer 6'6'' 6'2''	Compan Sele	y Car. Sport	M	3800 lbs.	400 Ibs
(TIS6) (TIS6) Colume MD	30'	37	T'9"	6.6.	64"	Tan	Can	M	1620 lbs.	160 lbs
(T'S'6) A Delaus MD (T'S Standard & 6 De	30'	27 37	7:9" 7'9"	6.6. 6.6.	6"4" 6"4"	Tan Tan	Con.	Å	4400 lbs.	575 lbs
4 Standard & 4 De-	27'	24'	7.0"	6.6.	8.4	1an_	Con	A	4200 158.	· 525 lbs
luxe (TISI)	27	24'	7'9"	6'6'	<b>6</b> .4**	Tan	000		4200 104.	525 Jbs.

WANTED CARNIVAL - RIDES - SHOWS for Third Annual V-J Day Jubilee Celebration AUGUST 10 - 11 - 12 - 13 Lust Year's Crowd 25,000 Held on Large High School Athletic Field 1 Block from main 4 corners. Fireworks, big prize drawings nightly, car drawing. Reply to: W. R. MONROE Chairman c/o The Johnson Corporation THREE RIVERS, MICH. WANT Rides and concessions or complete Carnival for May 26th to 30th at

Crown Point Fairgrounds. AUTO RACES, INDUSTRIAL AND MERCHANTS' EXHIBIT AND SPORT SHOW GEORGE WEBB

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500 brand new airplane cushions,

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Also two 24 inch searchlights.

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# RINKS AND SKATERS

Communications to 2160 Patterson St., Cincinnati 22, O. =

# **Policy a Keynote in Denver** Skateland's Do-Re-Mi Saga

DENVER, April 9 .- In a four-page The woman who operates the room advertising circular put out by Den- in which privately owned skates are ver's Skateland are mentioned some checked has been with Skateland policies of management which ex- since it opened. She knows hundreds plain, in part, why Skateland business of skaters and the skates they ow-. has been consistently registering gains Checks are unnecessary. The lobby in a period marked by declining club booth serves a multitude of purgrosses for many operators. Prepared by Carl C. Johnson, Skateland of the rink. It is the recording office owner, the mailing piece is designed for club activities and the salesroom to present the roller sport to the public in an attractive manner and to sell ular brands of equipment are kept in Skateland as the rink in which Denverites may obtain maximum skating rented are subject to daily care and pleasure. Along with text, the circular contains pictures of Skateland's is available, set to a standard of adinterior and personnel.

In pre-Skateland planning days, the Perry B. Rawson. circular relates, Johnson's whole thought was to build a rink that would attract the "very nicest people." It was to be spotlessly clean. . . it was tr be spacious and decorative. Patrons would all be well dressed and the atmosphere would be such th: ' people would be courteous and well behaved. It was to be a friendly rink, with a multitude of amusing club activities. It was to be the headquarters in the West for good skate dancing, and the music and floor were to be the best that money could buy. It was to have ample room for perfect customer service, friendly booths with testimonials by Gloria Nord, around the sides, and a "like home" feeling.

#### They Dress the Part

This ideal, the circular states, has been followed to the letter. For example, the men who control skating on the floor wear tuxedos. There is more to this required dress than merely to have the men look well. The tuxedo carries out the whole Skateland ideal of high grade conduct. Behavior depends upon environment, and the tuxedo is symbolic of culhotel. tured surroundings. Each man on "It is worth remembering," the the floor is a mature, carefully trained Skateland circular remarks, "when diplomat who keeps order without the relative merits of ice and roller blowing whistles and shouting comskating are discussed, that the entire mands. Vanities cast remarked after the visit Two carefully chosen officers stand to the icery, 'Ice skating is too much at Skateland's door. These men are like work." picked to be both graial and firm. **Gymnastics** Out Each man is a trained first aid expert. The troupe had been performing Their orders are definite. No one may enter Skateland who is im- on rollers for months and the sudden properly dressed. Jeans and T-shirts change was the basis for the remark, are taboo. No one passes the door "and it is a sound basis for comparing with intoxicants in his possession or the two methods of skating," the struction has started here on an 80 on his breath. Gentle firmness, which circular concludes. Miss Nord and by 190-foot roller rink of concrete the admission will be an additional is the keynote of Skateland's manage- her partner found they could dupli- block, frame and steel which will cost 10 per cent, making a total of 30 per ment policy, is exemplified by these cate their whole pair routine on a an estimated \$200,000. Emery Ward cent tax." small patch of ice. On the roller two police officers. Two checkrooms are provided and skating surface, the routine covered no charge is made for the service. (See Policy a Keynote on opp. page)

poses. It is the information center for new skating equipment. All popadequate supply. Skates which are adjustment. A complete size range justment meeting the specifications of

#### Makes Party Pitch

Skateland continues its sales pitch the rink, who explains the ease with which skate dancing may be mastered and the added pleasure the art provides. Then there is another article highlighting the advantages and services Skateland offers business houses and other organizations that may wish to take advantage of the rink's special rates for parties.

Skateland clinches its sales message featured performer with Skating Vanities, and John Kraft, Denver nationally known educator and amateur golfer.

The Nord testimonial, which compares the relative merits of roller skating and ice skating, was born during a recent Vanities layover in Colorado Springs, Colo., prior to the troupe's opening in Denver. Miss Nord and other members of the show made the comparison after trying cut an ice rink in a Colorado Springs

# **Omit Flowers**

HALIFAX, N. S., April 9 .-Local citizens were amazed at not only the skill of the Skating Carters, a four-people roller skating act, but at the vehicle they used in traveling the 1,000 miles from New York. It was a motor hearse which carried the two men and two women and allowed space for all the act's paraphernalia. For their debut in the provinces the Carters performed twice daily at the 1949 edition of the Lions Club indoor fair, held in the Armory for a week,

# 3,000 Turn Out For Kleinman's in the circular with an article by RolladiumDebut

NEW YORK, April 9.- An estimated crowd of 3,000 skaters and onlookers, coming from as far away as Connecticut and Pennsylvania, jammed Staten Island Rolladium at New Dorp for debut ceremonies Thursday evening (7). Most were lavish in their praise of the \$400,000 modernistic super arena.

Entertainment at the Hollywood type premiere consisted of a U.S. Amateur Roller Skating Association (USARSA) show, A Cavalcade of Chammions, directed and produced by USARSA Prexy George Apdale, Johnny McEvoy was at the organ.

with association officials, manufac- for recreational purposes, of which turer representatives and instructors, the arena is and perhaps will remain were on hand. Among guests intro- the most popular playground of the duced were Arthur T. Berge, former city, but could not receive funds from New York State assemblyman; Dr. the city fund. What effect this will Keith Kahn, plastic surgeon and an have upon the business is yet to be amateur roller official; architect Mat- seen. It is safe to say that it will rethew Lizer, operator Harry Kleinman duce the attendance. One can be and coach Ann Manion. Cornelius taxed out of business. We have in-Hall, borough president of Staten Island, officiated at pre-opening ribbon cutting ceremonies on Tuesday evening (5).

# New Local Tax **Hurts Milam's Biz in Pennsy**

WASHINGTON, April 9 .- Despite a strong protest by Cecil Milam, owner of Arena Roller Rink here, Washington City Council has passed an ordinance putting a 10 per cent tax. on admissions to places of amusement in the city. Designed to raise revenue for city recreational activities, the ordinance was passed under provisions of a State bill, No. 481, which permits local taxation on "anything and everybody," according to Milam.

Following passage of the measure, Milam bought advertising space in the local press to print a letter that will probably build public antagonism against the levy. In his letter, addressed to various organizations that had contracted for skating parties at his rink, Milam said rates for the parties would have to be revised because of the tax. His ad read as follows:

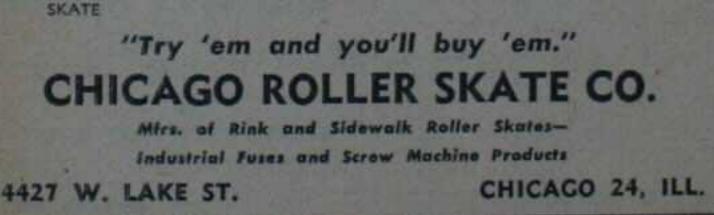
"On Wednesday, March 9, the Washington city council passed an ordinance placing an amusement tax of 10 per cent on many places which already have a federal tax of 20 per cent. Upon the strength of the fact that the roller skating rink is not an amusement but a recreation whereby the patron uses his own energy, and in view of the fact that about 30 per cent of our patrons are teen-agers or under, we entered a protest only to be overruled by the city council. This means that about 1,000 children a week must pay more money in order to participate in the recreation they Many local rink operators, along love. The tax collected is carmarked

No. 85 Special Illustrating New Rubber Hub Cap No. 89 with No. 88NS off-set "D" Washer. Can be mounted on any "CHICAGO"

a 785 Specia abber Tira

RUBBER TIRES FOR WAXED FLOORS-

This wheel has been developed of pure grey gummed rubber. It will not mark or harm any polished wax floor. Used successfully by some for years.



# Ward Building 200G **Drome in Sandusky**

SANDUSKY, O., April 9 .- Conwill be the owner.

drome a short distance from the new (See New Local Tax on opp. page) location. A chain store is using the old one for a warehouse. Ward said that he has had many requests to open a new rink and hopes to have it ready by fall.

## **Appoint 3 Judges For Queen Contest**

NEW YORK, April 9. - Three judges were named Thursday (7) for the 1949 (\$1,000 prize) Skate Queen contest finals May 7 at Empire Rollerdrome, Brooklyn. They are Harry Conover, model agent; his wife, Candy Jones, who is a cover girl herself, and Boris Kaplan, head talent scout in the East for Paramount Pictures.

Judges for eliminations, April 30 at the same rink, will be named shortly.

## **Skateland To Primp Interior**

DENVER, April 9 .- Carl C. Johnson's Skateland here is to embark soon on an interior decorative job. City officials have given the management permission to drape the steel girders spanning the ceiling with fireproof decorative material. Johnson also plans to treat the glazed tile walls with acoustical material.

vested \$70,000 to give Washington one of the finest recreation centers in the country. We are proud of it and are proud of the people that we can count by the thousands who make the arena their playground.

#### Now 30% Bite

"This is to notify the many church, schools and various other organizations who have already contracted the arena for roller skating parties for the month of April or later that

The ordinance stipulates that Ward formerly operated a roller- amusement operators in the city shall



## RINKS AND SKATERS

## **Prominents** Attend Mineola "Carnival"

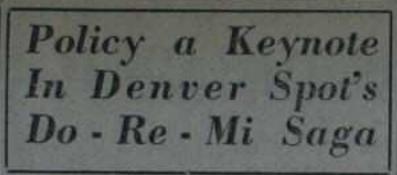
MINEOLA, N. Y., April 9 .- Many prominent people identified with the aller rink business attended the March 28 opening of Winter Carnival, annual extravaganza staged by the Earl Van Horn Figure Skating Club in Mineola Roller Rink, reported operator Van Horn.

Among those seen at the affair were the William Opatrnys, Empire Rollerdrome, Brooklyn; Mr. and Mrs. Victor J. Brown, New Dreamland Arena, Newark, N. J.; Mr. and Mrs. William Schmitz, America on Wheels chain; Barney Fluke, Peekskill, N. Y.; James Gradwell, Jax Roller Rink, Jacksonville, Fla.; Eugene Regalia, Florham Park (N. J.) Rink; Mr. and Mrs. Jack Hoffman, Hoffman's Skateland, AIbany, N. Y.; Herbert Daisley, National amount of push." Arena, Washington; Herbert Wilson, Gay Blades Roller Rink, New York; Emil Lence, Eastern Parkway, Brooklyn; Bill Holland, Reading (Pa.) Fairgrounds Rink, and Irwin Rosee, Roller Skating Institute of America. this," Skateland says, "is the fact numbers Wednesday night (20), offering \$90 in cash prizes to three is now a large enough percentage winning couples. Another such contest is scheduled for children Saturday (23). 'The rink's annual championship contests are scheduled to be plenty of skating companionship." held Sunday, May 1.

## 75G Skatery for Ames, Ia.

AMES, Ia., April 9 .- Floyd and Robert Penkhus and Jack Hoeppner have announced plans for construction of a \$75,000 roller rink here. The building will be 100 by 150 feet, with hard maple flooring, and will be located four blocks south of Highway 30 on Highway 69.

## SAME DAY DELIVERY AT FACTORY PRICES ON CHICAGO SHOE SKATES . SKATE CASES . WHEELS . LACES . POMS AND PARTS



(Continued from opposite page) the whole Denver Auditorium stage. "The glide is missing on ice," said Miss Nord. "One little push on rollers, and you are across the stage. The same little push on ice and you've moved only a few feet." Miss Nord is also quoted as saying that a skater can be more graceful on rollers, and that on ice a skater must strain and push so hard to get momentum that he is a gymnast, not a dancer. "It is a fact," says Skateland's advertising, "that on rollers you get 20 times the glide you get on ice for the same

The Kraft testimonial bears the N. J. RSROA Meet to Ventuor caption, Who Said Roller Skating Is a Ilid's Sport? It is prefaced by the claim that more adults than children patronize Skateland. "One reason for Mineola resumes its trio voo-doo that the management has for years cultivated the grown-up trade. There of grown-ups skating during each evening session to make a mature person feel comfortable and to find

Kraft is typical of this group, says Johnson, who quotes the local golfing whiz as saying that roller skating is one of his favorite nighttime pastimes because it requires skill, like golf. "I've tried other evening sports, like bowling, but enjoy roller skating most," Kraft said.- "When I tell some of my socially elite friends that I'm going roller skating, they often raise an eyebrow, but those whom I've induced to tag along with me to the rink, wind up as enthusiastic about the sport as I am."

## **500 Skaters Attend Beauliew Vt. Debut** BURLINGTON, Vt., April 9 .- Un-

seasonably warm weather prompted the early unshuttering of Ethan Allen Roller Rink here Sunday (3) and jammed the rollery with 500 skating enthusiasts, it was reported this week by Ralph Beauliew, owner-operator.

The opening was earliest in the 15 years' existence of the rink, which is located two miles from the city's business center.

It is reported that George P. Clary, owner of Bayside Roller Rink and Pavilion in the resort village of Mallets Bay, eight miles north of Burlington, will open Easter Sunday (17). The rink caters to summer trade. Clary also offers dancing, dining and beach facilities.

VENTNOR, N. J., April 9.-Edmund W. Young Jr., manager of Ventnor Roller Rink, announced that Ventnor Athletic Center Roller Skating Club will sponsor the New Jersey championship of the Roller Skating Rink Operators' Association (RSROA). The competitions get under way Monday (18). Program will include speed and artistic skating events in all divisions. Finals will be held in the evening. One of the youngest competitors will be Hazel Louise Young, daughter of the Ventnor rink manager, who will compete in juvenile figure and speed events.

## NEW LOCAL TAX

(Continued from opposite page) file an application for permanent, temporary or itinerant permits with the city treasurer. Upon approval of the application and payment of fees, the treasurer shall issue each applicant a permit. The treasurer may suspend or, after hearing, revoke any permit whenever he finds that the holder has failed to comply with any provision of the tax ordinance. The law also stipulates that if persons are admitted free or at reduced rates to a place of amusement, the operator shall pay the full tax.

FOR SALE ROLLER RINK & Located in North Eastern part of Ohio, this rink hat had a continuous increase in business over a period of 12 (iwelve) years. This is not just another rink, but a business that enjoys an enviable reputation for its select patronage. Year-round operation, with parking grounds. For further information, write, BOX D-169

97

c/o THE BILLBOARD, Cincinnati 22, O.

# FOR LEASE SKATING RINK

Present Lease Expires June 2nd, 1949. Floor Space 60x110, Skate Counter at Entrance, Storage Space in Rear of Building. Rest Rooms Inside. Oil Furnace Heat. Located Between Columbus and Cleveland, Ohio. Population of City Where Located, 15,000.

WRITE AT ONCE TO:

RAYMOND RENHON 102 East Ohio Ave., Mt. Vernon, Ohio



#### WALTZ LIGHTS

We have the latest stock of Shoes and Skates in the country! Why carry a large inventory-use our fast fill-in service.

#### AGENTS FOR

"By-Lo" Aluminum Skate Cases; "Pro-Tek-Toe" Stops-Cleveland Skates; Hyde, Gilash, Basco Skate Shoes; Rossco Toe Stops, and Royal Precision Wheels, all at Factory Prices.

WRITE FOR PRICE LIST

OHNNY ONES ... TI DRATHAN ST. FICISBULCH IN PA

#### WANT

Portable Skating Rink; have very desirable location for rent, intersection at Festus, Mo.

#### WM. KLEIN c/o Klein's Drug Store 123 Main St.

### Festus, Mo. AVAILABLE

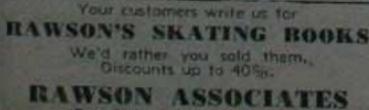
For Portable Roller Rink in good amusement park. Must be first-class equipment.

> THE IDORA AMUSEMENT CO. Youngstown 7, 0.

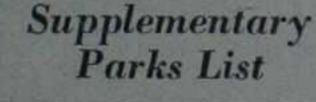
#### COMPLETE PORTABLE RINKS Oldest Manufecturers of Rink Equipment BILT RITE FLOORS & RINKS 1317 S. Wall, Tyler, Texas Phone 6033-J

# FOR QUICK SALE

HILLCREST ROLLER RINK, doing good business, 50 by 100 ft., Quonaet building, tile front, modern equipment, good location, built two years ago All goes. For further information write-D. L. Thompson, 110412 Wallace St., Clovis, N.M.



Box 310, Asbury Park, N. J.



- (Continued from page 76) Cannonsburg-Willow Beach Park, Dominick Falconi, owner; Patsy Verona; mgr.; has four concession games, pool, rink; books orchestras and attractions,
- chestras and attractions. Elwood City-Rocky Point Park, Ray Daellen-bach, bus. mgr.; Nauncy Nastas, mgr.; has three concession games, beach: books cr-chestras, pay and free attractions. Hanover-Willow Beach Park, Dave Witmer, owner; Hyles Hagy, mgr.; has two con-cession games, pool. rink, coin machines. Hegins-Dell Lake Park, Herman Otto, owner; Paul Stutzman, mgr.; has two rides, six concession games, pool: books orchestras
- concession games, pool; books orchestris and attractions.
- Johnstown-Ideal Park, Milan Diklich, owner; has one ride, four concession games, pool, rink, coin machines. Lancaster-Maple Grove Park, R. W. Coho, owner; Dan Templeton, mgr.; has pool, rink; books orchestras.
- deReesport-Rainbow Gardens, L. R. Travis,
- mgr.; has pool tink, penny arcade. Parkenburg Parkesburg Amusement Park, J. W. Talley Jr., owner; Russell P. Pyok, mgr.; has rides, concession games, rink; books
- orchestras, attracilonz. Pennsburg-Sleepy Hollow Ranch Western Amusement Park, Ken and Dan Newman, owners-nigra; has two -ides, 10 concession games; books pay attractions. Somerton, Philadelphia - Somerton Springs
- Park, Vernon D. Platt, mgr.; has pool, rink, penny arcade, coin machines; books at-tractions occasionally. Union City-Marcresan Beach Park, C. Max
- Lee, owner-mgr.; has four concession games, pool, rink, penny arcade, coin machines, Yerkes-Grand View Park, Grand View Park Co., owners; Jack Fitzcharles, mgr.; has one ride, three concession games, pool, penny arcade; books pay and free attrac-
- tions.

RHODE ISLAND akland Beach-Oakland Brach Midway, Joseph L. Carrolo, mgr.; has two rides, six concession sames, rink, penny arcade, coin Onkland machines

#### SOUTH CAROLINA

Charleston-Riveralde Beach Park for Negroes. E. A. Hamilton mgr ; has one ride, conces-sions, coin machines; books orchestras, acts

#### TENNESSEE

Columbia- Mid-State Fair Park, George L. Buchnau, mgr., has three rides, 12 conces-sion games, rink, coin machines; books or-chestras and attractions.

- Memphis-Rainbow Lake Amusement Co., Joe Pieraccint, mgr.; hes pool, rink. Memphis-East End Park, Ted Moyes, mgr.;
- has pool, rink.

#### TEXAS

- Cisco-Lake Citco Amusement Co., Bill Berry, mgr.; has pool, rink; books orchestras and attractions.
- Fort Worth-Gastno Park, George T. Smith, mer.; has coin machines; books orchestras, floorshows.
- Port Worth Forest Park, owned by city; Harry Adams, supt.; has five rides, pool. concessions, soo.

## **Karst Maintains Schedule**

HANOVER, Pa., April 9 .- August F. Karst, who has been operating the roller rink in Forest Park here Wednesday and Saturday nights and Sunday afternoons and nights, will continue that schedule thru the park's operating season. Afternoon sessions also are planned when picnics are booked into the park.

#### UTAH

Salt Lake City-Sunset Beach, Ira Dern, owner; Phil Dern, mgr.; has five concession games, coin machines; books orchestras and attractions.

#### WEST VIRGINIA

Morgantown-Riverside Park, S. C. Reynolds, owner-mgr.; has pool, coin machines; books free attractions. New Cumberland-Mineral Springs Park, D. C.

Pease, owner-mgr.; has pool, penny arcade, coin machines; books free attractions.

#### WISCONSIN

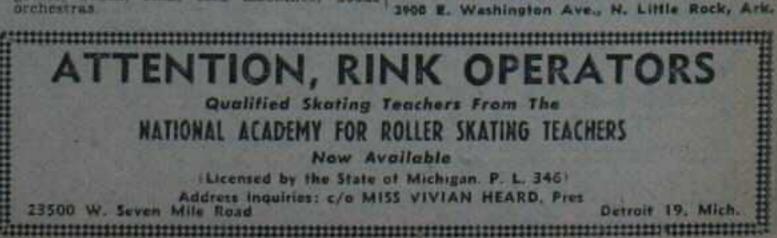
Appleton-Waverly Beach, Howard Campbell, owner; Rud Fischer, mgr.; has two rides, rink, penny arcade, coin machines; books orchestras, free attractions.

Beloit-Waverly Beach, S. L. Cashman, onper-mgr.: has two kiddle rides, Sve concession games, rink; books orchestras occasionally. Chippewa Falls-Wissota Beach, E. C. Cote, mgr.; has one ride, two oncession games; books attractions.

Green Bay-Bay Beach Park, owned by city; Glarence Edges, mgr.; has two rides, one concession game, rink; books orchestras and free attractions.

Hortonville-Dyne's Resort, E. A. Buchman, owner-mgr.; has one ride, three concession games, pool, ice rink, coin machines; books attractions.

Racine-Beachland Park, B. D. Freeman, owner-mgr.; has three rides, four concession games, beach, rink, colu machines; books orchestras.





Warnoco Amusements 1403-47 Second St., Greeley, Colo.

Special Exclusive Offer Here is a new book . . . the only one of Hs kind . . . available to ROLLER SKATING RINK OPERATORS Benefit by the experience of hundreds of other owners, managers and operators. "ERECTION AND OPERATION OF A **ROLLER SKATING RINK"** \$1.00 per copy. THE COOPER ENTERPRISES P. O. Box 16, Oxford, Ala.

FOR SALE 50'x100' Portable, Maple Floor Skating Rink, Tent, Railings, Lighting System and 20'x50' Buckle Room. \$2,500 Skates, Amplifiers and other equipment optional. TRINCHERO & ARNTZEN 1541/2 E. Santa Clara St., San Jose, Calif. Phone: Columbia 4416-J MIDWEST FLOORS & RINKS Manufacturers of Portable Rolles Rink Floors and Complete Portable Rinks MIDWEST FLOOR COMPANY Calumet City III. 213 Pulaski St.

KHAKI COLORED TENI 40 by 100, Red and Blue trim on Inside. IMMEDIATE DELIVERY, \$750.00. ROSE CITY ROLLER RINK

## MERCHANDISE

#### April 16, 1949



#### The Billboard













**Build Solid** SALES VOLUME with America's Greatest Line of China & Porcelain Lamps **Complete with Shudes** for Promiums, Cive Aways,

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The ONLY aylon have in the whole world actually guaranteed against runs, mags or excessive wear, REGARDLESS OF CAUSE! Yes no matter what the couse, whether use or obuse Kendes nylons ore replaced FREE if they run, unog or become unfit for wear within guarantee period - a period up to three whole monthal Not sold in stores. Extra uteer 15 denier, theer 30 denier and service 68 denier Latest colors Lengths 28 to 35 inches. Both seconed and seconders Also complete line men's. line havery guaranteed for ONE FULL YEAR or replaced FREEt No money or experience needed to earn big, steady income writing orders in spars or full time. We deliver and collect lust up Guaranteed Against Everything and the sale is made Advance cash plus huge bonus Complete money making value purfin fifth and prepaid No. abligation Haiting to pay now or later. Simply rush your name and oddress on a postcard and you I be making money mest week KENDEX COMPANY, BABYLON 47 H. Y.

The Billboard

6-4137.

OSTRICHES FOR SALE-PLACE ORDER NOW for delivery: 2 year old Ostriches, \$400 each. 3 year old, \$500: six feet Alligators, \$70: trained male Ostriches with sulky cart and liarness, with cage, ready to drive, \$3,000 each, complete outfit; six foot Crocodile, \$150; all are F. O. B. St. Augustine, Fin, cash. Casper's Gator Jungle, P. O. Box 256, St. Augustine, Fin

ap16 PET ARMADILLOS-KURT APELT, APELT Armadillo Farm, Comfort, Tex. up30

SHETLAND PONIES, MATCHED PAIR -Young, very styliah, spots, wall broken: Ex-press Wagon with Four Pony Hitch, Brass Trimmed Double Harness, also Hussel Har-nesses and Rubber Tired Buggy with Pole and Shafts. King Storage Warchouse, Inc., P O. Box 1264, Syracuse, N. Y. ap16

SHOWMEN'-LARGE HEALTHY RATTLERS, Blue Bulls, Coachwhips, Boas, Iguanas, Pol-sonous Lizards; fair prices, prompt shipment; Dens. Reptile Gardens, Washington Park, El Paso, Tex. ap23

WANT HIGH DIVING DOG-GIVE FULL PAR-ticulars, breed, age, sex, weight, lowest price; will buy ladder. Bud Hawkins, 4138 Langland Street, Cincinnati 23, O.

WILDLIFE SHOW FOR SALE WITH TRUCK and Top included; no animals; can be bought at your price; can be seen at Stoffel's Zoo, Greensburg, Pa. Write Bill DuBois, Roosevelt Hotel, Oaktand, Calif. ap30

#### BUSINESS **OPPORTUNITIES**

AMUSEMENT PIER IN OCEAN PARK-OPEN all year; two new rides on good location: 90 foot frontage; Looper Ride, 20 passengers; C-Cruise, 32 passengers; sacrifice for cash, or make deal, Golden, 206 3rd Ave., Venice, Calif. aple

ANALYZE HANDWRITING FOR PROFITIUI-Complete Outfit, \$1: profits \$20-\$50 daily: extra charts, \$7.50 1,000. Graphologers, POH-971, Philadelphia. ap30

BE OUR DUDE RANCH REPRESENTATIVE in your locality; commission basis; year around vacation paradise; free booklet. Sun-set Guest Ranch, Narcoossee, Fla. ap16

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CHICAGO MAIL ADDRESS-LETTERS, TELE grams, etc., received, forwarded wherever you are; strictly confidential; send \$1 monthly. Faultless, L-3439 Michigan, Chicago 15. ap16 ap16

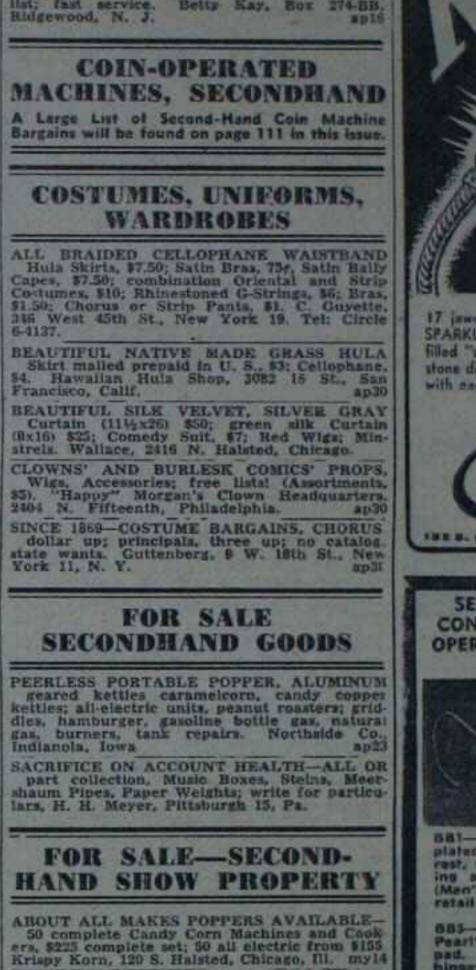
COMPLETE PORTABLE ROLLER BINK -50x120, maple floor, tent used two seasons, \$7,000. Will sell equipment separately. Fenton Ankeny, Brownsdale, Minn. ap23

DO NOT PASS THIS UP-I AM OFFERING for sale, for the first time anywhere, a sound, respectable business plan that can bring you as much as \$40 a day; this will never be offered for sale again, so act now; here is a money back guaranteed plan that any man or woman can put into operation very simply; this plan comes to you complete with every detail for only \$1 postpaid; for something worthwhile, that you will never regret, send your dollar to Adams Sales & Spec. Co., 38 Hub City Courts, Spartanburg, S. C.

NOTICE SHOWMEN - READY NOW BLACK Bears, Raccoons, Opossums, Skunks, Civet Cats, Bobcats, Foxms, various Birds and Snakes, poisonous and non-poisonous, L. E. Thompson, Ciewiston, Fia. my14

Sideline or full time. We instruct you. Stamp for particulars. Pier, 718 Main, Dubuque, Iowa

1.000 ASSORTED SEQUINS, MATCHING Beads, 40r; free fewelry instructions, supplies list; fast service. Betty Kay, Box 274-BB, Ridgewood, N. J. spl5





SPARKLING thinestone case, Beautiful goldfilled "make" band included (add \$1 for rhinestone dial) ... Attractive gift box and guarantee with each watch.





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500 of America's fastest day in and day out sellers from your national distributor. From 70s per group to \$70.00 per dozen. We send samples for your inspection. Write, staling your require-ments, BLUE MOON CO., Dept. 11, Ravenswood, W. Va. Special-GOLO PLATED Foo'ball Key Chams, Gross prepaid, \$6.60-Trial dozen grepaid, \$1.00.

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GET 500 MONEY MAKING DEALS-FORMU-las, Schemes, Plans, Secrets; wholesale supply sources; folio free. Formico Mart, Box 572. Dayton, O. ap30

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BARGAINS GALORE-THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S Cinema Supply Corp., Dept. L, 502 W. 52d St., N. Y. 19. np ap30

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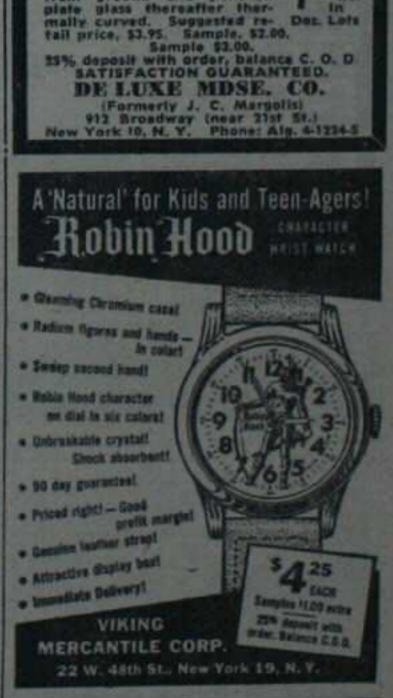
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HAVE '42 CHEVROLET TRUCE, 1% TON BUS, will sell reasonable. Gen. Del., Wheating, Ark. F. E. Bennett.

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Cotorful Chenille Canary Case, small, 83.00 dozeni large, 86.00 per dozen. Monkey Trees, 53.60 per dozen. Imported Fur Monkeys, 514.40 gross. Good give-a-way Bingo-bazas - hot numberal Samples of one dozen only

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MUST SELL-MANLEY POPCORN MACHINE, 1946 model, clean, perfect condition, 5400; Easyway Custard Machine, like new, used just one season, \$1,250. Lambert Brothers, Play-land Park, 9200 South Main, Houston, Tex. ap30

NEW CORN GAME-USED ABOUT 8 WEEKS. It cost \$500; will sell for \$225. Les H. Pritch-ard. Wesson, Minn.

READY FOR DELIVERY-25 MIGHTY MOUSE Circus: hig earnings without operating cost; Mice, Banner and Display Cage, \$175 cash with order. Amusement Supply Co., 1501 Third Ave., Huntington, W. Va.

SHORT RANGE SHOOTING GALLERY - 2 new Super Deluxe Models; most sensational gallery on road; photos on request. Supreme Welding Co., 3320 14th St., Detroit, Mich. my14

SMITH & SMITH CHAIRPLANE-24 SEATS, larger, older model, excellent working condi-tion. \$1,000. M. Greska, R.F.D. #1, Foster Center, R. L. on Rt. 6, 1 mile from Conn. State line.

STAGE COACH FOR SALE-100-YEAR-OLD authentic coach, sturdy, good condition: fine parade or museum piece. Contact George Ket-cham, KTUL, Tulsa, Okia.

THEATER SEATS-MANY RECONDITIONED: 1.500 Folding Chairs, Tents, 16mm. Film Pro-jectors, Lone Star Film Co., Dallas Tex. ap16

27x8 CONCESSION TRAILER - LIKE NEW. fully equipped with ice cream freezer, 60-gal. hardening cabinet, root beer barrel, carbonator, etc.; neat. comfortable living quarters; rea-sonable. Willard Nelson, 442 South Indian St., Palm Springs, Calif.

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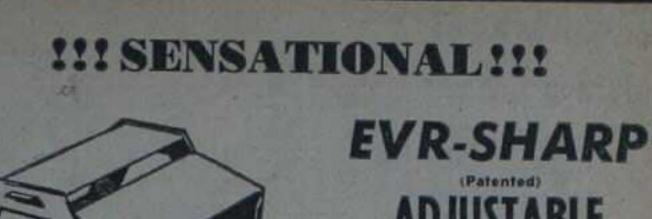
"THE BOOK OF WILD PETS"-BY CLIFFORD B. Moore, an informative volume about feed-ing and care of wild animals; price, 55 postpaid anywhere in U.S.A. Boss Allen's, Silver Springs, Fla. Phone 369.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10\*. Balda. The Lightning Cartoonist, Oshkosh, Wis. my7

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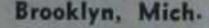
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# W. R. FEEMSTER CO.





# "Give an ESKY instead of a TIP"

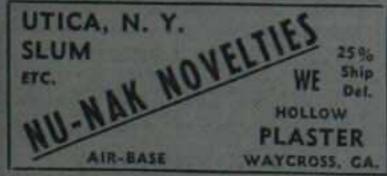
Two sides-both GOOD-Today's Fastest Seller. Sample 25r. Dozen \$1.30. Gross \$11.00. "ESKY" Ash Tray. Sample \$1.00. Dozen \$9.00. HAPPY LANDING Folder with envelope. Sam-ples 2 for 25r. 15 for \$1.00. 100 \$5.50. NAUGHTY MARY-ETTA. Sample 35r. Dozen

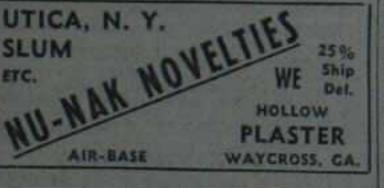
TELESCOPES and PEEK-A-BOO Key Chains. Dozen, all different \$2.00. Sample Telescope with 15 all different films \$1.00. Three different

With 15 all different films \$1.00. Three different Peeks \$1.00. KILROY STATUETTES, packet size, doz. \$1.50. PIC-TEASE, Barometers, 60 different poses, 20 to box. Dozen boxes \$5.40, 3 dozen \$15.00. 3 boxes, all different \$2.00. 20 Semples \$1.00. 4 samples 25t. Photo-finish Races same price. 01PPY-DILLY Drinking Bird. Dozen \$7.00. Sam-ple \$1.00. Man On Flying Trapeze same price. Sample of both \$1.50.

MOLLYWOOD Realife Viewer with 10 Beaufies. Dozen \$7.20. Sample \$1.00. Four kinds, 40 differ-ent photos \$2.00.

or Novellies That Sell write LEWIS, 1108-B, E. 42nd Place, Chicago 15, Ill.







To stores; over 1600 slogans, com-edy, 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. 15 Samples Ultra-Blue Religious Signs, 7x11, \$1.00. 15 Samples Ultra-Blue Comedy Signs, 7x11, \$1.00. 100 Ultra-Blue Store Stock Signs, 7x11, \$4.00. No C. O. D.'z. L. LOWY, & W. Broadway, N.Y. 7, N.Y., Dept. 445



400-PAGE CATALOG OF 2,000 TRICKS -Pocket, parlor, stage; world's finest magic; send \$1 for catalog (refunded first \$5 order). Kanter's, B-1311 Walnut, Philadelphis 7. ap16

### MISCELLANEOUS

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TIRES-SAVE 1/3: NEW, BUGGED ALL PUR-pose alrpiane tires: 10 inches to 55 inches high; complete wheel assemblies allach eavily to your axels: free details: write card today. Arplane Tire Co., Box 1201 K Tulare 12, Calif. 201120

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3 19 36 49 64 card is very - 14 flexible. It can be bent Full size of without card, 5x7 in. injury.

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#### MAR-MATIC MFG. CO. 27 WEST BIDDLE STREET BALTIMORE I, MARYLAND Foreign orders require full payment in advance plus 10% shipping charges. One-third down payment required on orders placed inside continental limits, balance C. O. D.



102 MERCHANDISE



## PERSONALS

The Billboard

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ANYONE ENOWING WHEREABOUTS OF JOseph A. Bradley, please communicate with Father E. A. Schweier, 1207 Columbia St., La Fayette, Indiana. Anyone having certain knowledge of his death, please communicate.

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\$29.50 BUYS A NEW COMPLETE COMBINAtion Direct Positive and Black Back Street Camera. Also lowest prices on direct positive chemicals and street camera supplies. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

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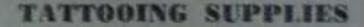
SELL SURPLUS HOUSE PAINTS-ALUMINUM Enamels, all colors; commissions \$50 daily; sell direct to commission, farmers, dealers, Write War Surplus Stores, 700 West Broadway, Louisville, Kr. ap.23

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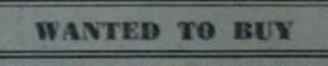
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#### The Billboard

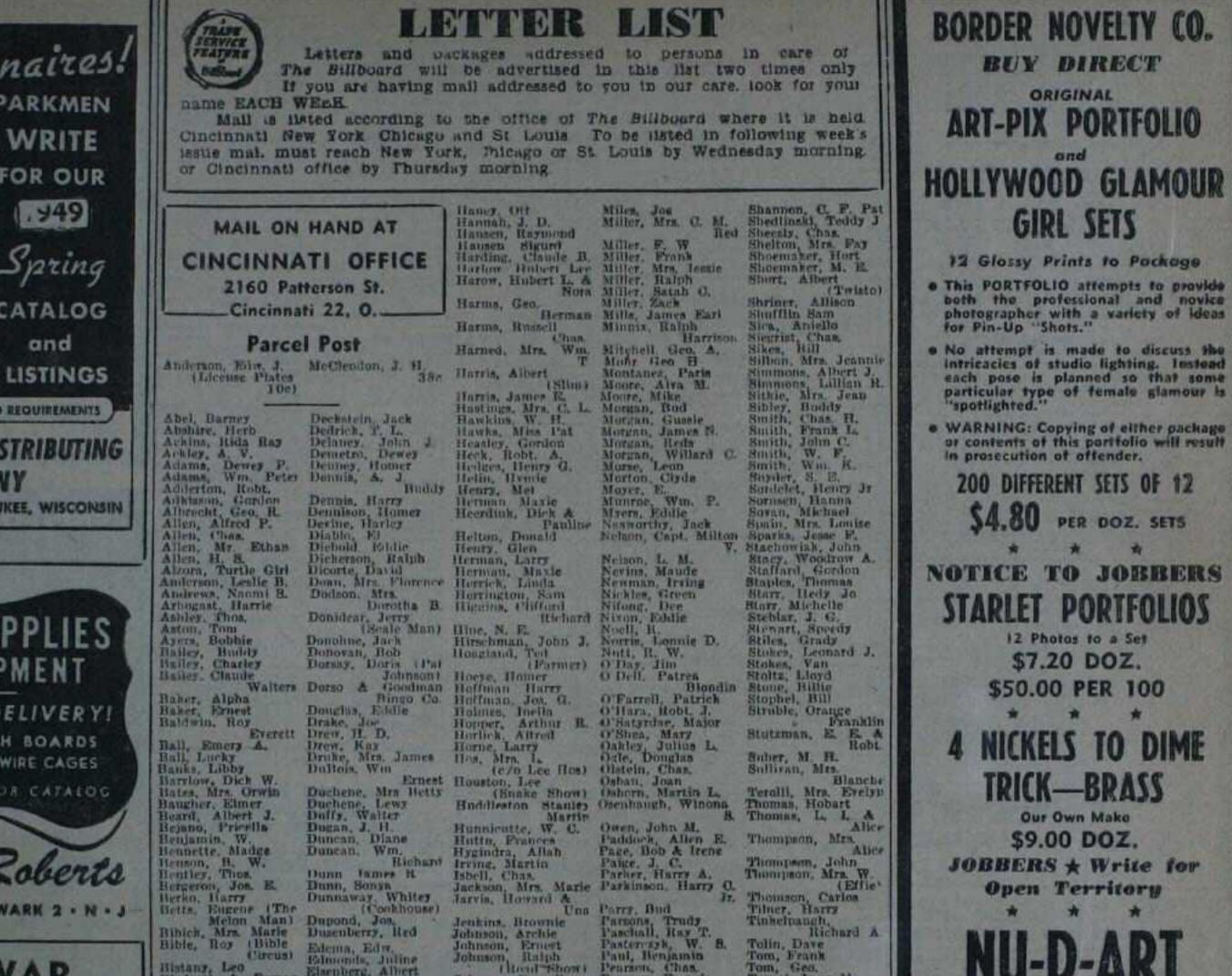




The Billboard

#### MERCHANDISE 105





# 101/4 INCH WESTERN HORSE \$27.00 Doz.

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#### MERCHANDISE 106

#### Allen, Wilbur H. Amer, Jack Anderson, Lucile Annin, Ralph J. Gowdr. Pamela LETTER LIST Palmateer, Richard 800 Shot Paper Pop Gun (Shoots Palmateer, Richard Paris, Forrest Oral Paris, Pouny Petres, Mrs. Luco Patrick, T. W. Petry, John Whites Philipson, Woll Philipson, Woll Philipson, Woll Philipson, Woll Philipson, Woll Philipson, James A. Purcell, James A. Granger, Allen Paper Rolls) Ammunition for Paper Gun (1500 OUT THEY GO (Continued from page 105 Granger, Mrs. Shots in Box) Airfire Guns (Shoots Ping-Pang .80 Doz. Lombard, Linda Auskings, Clarence Simpking, Arthur, Evelyn Lorraine, Blanche Sinitzen, Olya Garnett Baley, Charley Baley, Charley Equipment Equipment Corp. Greez, Dallas SPECIALS Lustgarten, Lew Binitzen, Olya Marks, Miller Gamett MacAleer, Norman Smith, Jack or Ann McGarry, Kirby Call Stichland, Rosley T. Moore, Clonnes E. Stoll, Carl Austin, Mrs. Wennie Grittin, Harold Hall, Ed. L. **Telebeauts**-Television Andrew Hollifield, Norman Rogers, Hogh Corp. Hams, Lois Corp. Hams, Warren M. Hamilton, Jack I Harris, A. J. Kirby Call Stichland, Rosley T. ounce E. Stoll, Carl as Terrill, Harry, Tom Rosenberg Tomaini, Auriello mes S. Townes, Freidy Albert John Trennell, Sally Manch L. Velasco, Lolitz Iarry A. Vestal, James Wendell Walter, Clarence The Great \$36.00 Gross Beach, Harry M. Beach, Mildred Becker, Lawrence MFCTS, MAR. CUTIE TELESCOPES (Low Prices) Cap Guns (Kilgore-5 Six Shooter Models) (Low Prices) Write for illustrated circular of Cap Guns Nelli, James S. Nerins, Albert John Noveno, Blanch L. Barofsky, Harry Blackman, Andrew \$12.00 Gross Caps-Kilgore Derf. Roll (60) ..... \$ 1.90 Ctn. Caps-Kilgore Disc (60) ..... \$ 1.90 Ctn. Caps-Kilgore Bang Roll (60) ..... 1.45 Ctn. Caps-Off Brand-Roll (60) ..... 1.30 Ctn. Cigarette Loads (Loud) ..... 3.20 Gr. Parker, Harry A. Phillion, Wendell Richard The Great PEEK-A-BOOS Hope, Miss Lois Hudson, Don Bland, Rocky 1 Tosta Sayren, William Boatwick, Lee Branson, John T. Brown, Ann W. Brown, Mr. & Mrs. Hubby Wilcor, Ramsey Woolsey, Joseph Wsule, Thomas L. Young, Lounie Schuldt, Stanley Arthur \$9.00 Gross Roberts, Bob Huimn, Gene Itoberts, Don Jackson, Stash Servis, Mrs. E. F. Silcor, Beulah Robertson, Wallis B. Sangor, John E. Schubert, Erwin mported TARANTULAS Spring Jameson, Bill Jr. Silcor, Beulah Johnson, C. F. Edna Johnson, Mrs. Iren<sup>a</sup> Silcor, Mr. & Mrs. Comic Buttons (21/4 Inch) Canary in Cage (Drinking Bird) ... Feather Bombs (Best) 4.00 C Bullock, R. T. Burto, L. Byers, C. W. 9,00 Doz. \$2.25 Dox. Boxed \$22.00 Gross 4.68 Gr. Johnston, Everett Johnston, Miss Joe Finger Traps Exploding Matches Parasols, 14 Inch (Large) **NEW - SENSATIONAL** 1.50 Gr. diss Swain, Cecil V. Marjorie Smith, Henry MAIL ON HAND AT 3.00 Gr. Byers, J. O. Campbell, Cecil Schmoo Key Chain Puzzles 1.00 Dol. Juliano, Mr. & Mrs. CETTIAN CHICAGO OFFICE Jon. 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English, Italph Evans, Mr. & Mrs. (I'm with it since 1907) MAIL ON HAND AT Originator of the Send for New Ring Catalog Marsonn, John E. Mayberry, Wayne . Meck, Harold K. Milanese, Jos Miller, Mr. & Mrs. Ruchard J. ST. LOUIS OFFICE ALL-ALUMINUM IDENT. WHITE ZIRCONS Rob Wibur, Jno. J. Williams, Barney 390 Arcade Bldg., Fortney, Mr. & Mrs. \$2.50 Dox., \$25 Gr. Don St. Louis 1. Mo .-George. Fowler, Donald Grab Bag Jewelry-40 different items Milla, Mrs. Ida Feland, John Willise, Cash complete-Sample Assortment 53,00 Gaitner, Woodie Lealie 2225 Parcel Post Garde, Gerhardt Garnett, Mrs. W. A. Gibson, Pete (Ting) Mulkey, Harold Norman, Gall Ogilric, L. G. Womack, D. Womack, Mrs. Jewei Wrught, Donald M. Warich, Brite Yawm, Elliah H. SHELLS and GOLD WIRE FOR WIRE WORKERS Sterling Silver, Gold Burge, Mrs. A. ScForster, Gus. 11100000 Have worked stores with jewelry joints Filled and 10 & 14K Oklatner, Harry Olson, Paul Goodale, Evelyn myself for years and know your needs. Cold. Allan, Andy Goodwin, John M. Acidey, Ann. Adkisson, Gordon O'Hourke, W. F. LOWEST PRICES AVAILABLE \$2.00 to \$13.50 SEND FOR CATALOG MILLER CREATIONS MFR. Wholesale only. **Merchandise You Have Been Looking For** 6628 Kenwood Ave. Chicago 37, III State your business. Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Classware, Blankets, Hampers Hassocks, Plaster Slum, Flying Birds, Whips, Harry Mahren Ring Co. Balloons, Hats Canes Ball Game Specials Bingo Merchandise. New York 16 Catalog Now Ready-Write for Copy Today IMPORIANI of Goods You are Interested in 303 Fifth Ave. MERCHANDISE BINGO Full Line of Housewares, Appliances, Aluminumware, Enamelware, Clocks, etc. **Chinese Firecrackers** Special prices to quantity buyers. REMIUM SUPPLY CORP. 1-dc4 ECONOMY SALES CO.

The Billboard

April 16, 1949

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Buarancees that all or ders accompanied with remittance for sweet

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# NATIONAL NOVEL

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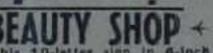


The Billboard

#### 107 MDRCHANDISE

The Latest Scientific Marvel





#### 108 MERCHANDISE

#### The Billboard

#### April 16, 1949



The Billboard

#### MERCHANDISE 109

ing machines also have been added, 1945 that he returned to the fold Guver said.

#### THE MITCHELS ....

Texas Jim and Mae, will not take out their med opry this season, but will continue operation of their reptile and wild animal farm in Sarasota, Fla.

#### AL AND EVA POWERS ....

are purveying their Sav-Tyme Rug Braiders out of their Salem, O., headquarters to successful returns.

#### DOC ROSS DYAR ....

is still making his headquarters in the El Commodore Hotel, Miami, where the latch string is ever out for visiting members of the pitch fraternity. Dyar is doing plenty of fishing and will remain in-Miami until June when he returns to Columbus, O.

#### R. E. STAFFORD . . .

producer of electric pencils, advises from Indianapolis that he has switched his headquarters to a Merdian Street location in the Hoosier apital

#### PAT SMITH . . .

Miami, where he is driving for Doc Ross Dyar.

#### MYRTLE HUTT BEARD ....

in the Newberry store, Phoenix, Ariz, following a successful 10-week tand there. She left for her daughter's home in Glendale, Calif.

#### BEATTY STAFFERS

(Continued from page 68) the cornet and has the reputation of getting more circus music per capita than any other leader.

George Davis, who has the cooknouse, has been on shows for an estimated 40 years. Coming from a family long associated with feeding circus people, Davis has had the tent with he flag on the Wallace, John Robinon and Cole Bros.' shows. The youngest of the cooking boys, he joined Beatty this year.

with the C. R. Montgomery Shows. This is his second year on the tax box for the Beatty aggregation.

#### Kitzman's Been Around

There are perhaps a half dozen more on the show with records that are comparable to these. Francis Kitzman, one of the best known billposters in the field, has an enviable list of show affiliations. Tom Plank, 24-hour man, put in years as a clown before getting into the present phase of the business.

The first of the year Beatty secured 20 wagons from the Sparks Circus. These have been completely overhauled and painted. The addition of this rolling stock makes the show one of the best equipped on the road this season.

And in line with the equipment is manpower.

#### CLYDE BEATTY

(Continued from page 73) and in turn gave a banquet and dance for show personnel after the night performance.

Dick Lewis received a sprained of med show note, is still around ankle and was out of the program a few days. Suffering from gall stones, Don Hayden was rushed to a hospital but he is expected back soon. Letha Smith and Jack Wolf celebrated has closed her needle demonstration birthdays. Abie Goldstein, after being away from circuses 12 years, says it seems as tho he had been away only over the winter. Dorothy Herbert has added a dog act to her varied repertoire. The Thommans and Medina acts, recent importations, are proving as popular in dressing rooms as with audiences.

Recent visitors included Parley and Ernestine (Clark) Baer, Peggy Forstall, Doodles Demar, Fay Avalon, Joe Metcalf, Hoot Gibson, Billy Hammond, Jimmy Mader, Larry White, Everett Hart, Charles Post, Jack Mc-Afee, Bernie Griggs, Mrs. Buckingham, Mrs. Harrison, Tiny Kline, George Perkins, Pinto, Del Graham, Barbara Hammond, Poodles and Grace Hanneford, Mr. and Mrs. Marvin Marvel. Gracie Hanneford. Irving Marvel, Mr. and Mrs. Pete On the local date, the boss canvas- Cortez, Merlin Hinkle, and Prince man, Joe Applegate, afforded the Paul and Ethle, - LAWRENCE



The product! A sensationally successful \$4.98 electric water heater that snaps onto any cold water faucet, plugs into any electrical outlet AND GIVES IMMEDIATE FLOW OF HOT WATER! So compact. weighs only one pound, yet a masterpiece of precision efficiency. Sells on sight to every home and cottage, to dealers, canvassers, agents, factories, stores, garages, contractors-hundreds of other outlets.

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Jump into big-time selling! We give you a protected business in your area backed by a national advertising campaign (over \$200,000).

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COSTS: \$2.50 EACH (only \$30 per dozen) YOU POCKET A FULL 100% ON EVERY HEATER SOLD . . . A FAT \$2.48 WHEN-EVER THE HOT WATER POURS!

Send for first dozen heaters at once. Include 25% deposit. We will ship balance C. O. D. Or send \$30 and we will pay all · For use in fACTORY, shipping charges.

Act Now! If you want a convincer, send only \$3 (refundable) for sample heater. Put it on your own faucet. See how it works . . . see its irresistible appeal to everyone who wants hot water last, cheap, and oh so easy!



. For BABY'S BOTTLES

. For quick LAUNDERING . Fer FARMS, BUNGALOWS and COTTAGES that do not have regular hot water supply or where not readily available.

. For SHAVING early in the

SHOP AND STORE . For GARAGE, BASEMENT, . When HEATING PLANT BREAKDOWN steps het water supply

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#### Started Out in 1899

photographers with good, printable CROSS. art. Resembling an old-time prospector from Sutters Creek with his aw of fuzz that has won him the nickname of whiskers, Applegate tarted with the F. J. Taylor Wagon Show out of Preston, Ia., in 1899. there was one season with Joe Mclahon Show and a tour with Buffalo Bill. In 1907 he deserted the big top for a thespian role with a dramatic show. Since then he has been in Sells & Downs, McDonald and King Bros.' shows. This is his second year on the Beatty circus.

Al Moss claims only 29 years in how business, yet his time schedule hows 30, for it was in 1919 that he started out with the Barnes show as an usher. After a time with the American Circus Corporation, he returned to Barnes as a head usher. The rear 1938 found him with Tim Mcoy and Ringling Bros. and Barnum & Bailey. Moss was at the Golden Gate Exposition in San Francisco for the 1939-'40 run and it was not until

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, 0. JANE MILLER.

BINGO

#### DALES

(Continued from page 73) McK (Bausy) Bausman and Jimmy Hurtt, equestrian director, respectively, cueing and timing.

The usual last-minute rush to make ready found everyone helping out. Nellie Dutton was occupied on wardrobe changes and elephant covers: Virginia Smith, Shorty Jordon and Rose Dale painting front and back door curtains; the Willys, Elizabeth, Clara, Eugene and Willy, touching up their props, and Bob and Nora Cusson doing the same on the comrushed to Charlotte to pick up a few things that had been forgotten.

em satisfied," and Earl and Dorothy Focht apparently are on the right misses a meal.

on a circus. "It's just like changing movie locations every day," he says.

There are 22 trailers in our back yard, ranging from Slim Biggerstaff's seven-footer to Charlie and Virginia Smith's 32-foot apartment.

Opening night found flowers in the marquee from H. L. Kirby, president of Union County Fair, and Bernie Mendelson, O. Henry Tent & Awning Company, Visitors were Mrs. Ted Lewis, Jane McCloy, Dolores Sandusky and Pat Tumber .---IDA MAE KERLEY.

#### RINGLING-BARNUM

(Continued from page 73) Connie and Bruce Anderson, Harold Barnes, Laurencia Klaja, Joan Sharkey, Bill Talbot, Claire Faucett and father, Jean Rockwell, Roberta and Bill Ballantine, Aileen and Bernie Pisarsky, and Bill Thompson-MARY



Blue and Green Glassware Items. Blue and Ivory Fire-King Ovenwore. Decorated Tumblers of all Kinds. Prices F. O. B. St. Louis.





#### SALESBOARD SIDELIGHTS

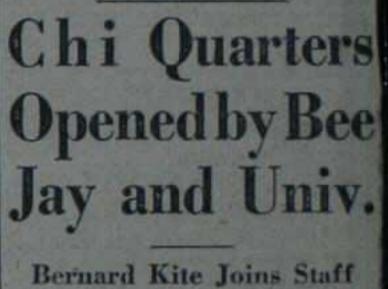
Jack Morley, vice-president of his current Iowa-Illinois trip. . . Container Manufacturing Company, Peerless Products, Inc., Chicago, has St. Louis, reported that after a recent series of trips with his firm's field representatives, checking on the pulse of the punch business, he garnered some accurate ideas of what the forthcoming months will hold, sales and board type-wise. One obvious trend, still in the ascendancy, is the pellet type number. Jack says Container's pellets have met with unusual success during recent months, and an additional line of the order hit-parade. With the firm's such boards is now in preparation. Firm's Ernie Marley (dubbed by Jack one of the foremost board representatives in the country) has been a victim of the flu for the past week, confined to his home in Kansas City, Mo. But he's expected to be up and at 'em again soon, calling on his friends in Missouri, Kansas and Nebraska.

Thomas A. Walsh Manufacturing Company, Omaha, has been perking at peak production during the past three weeks, keeping D. L. Gruhn busy tending to the multiple chores connected with same. R. A. Parsley, sales manager, back in Omaha for over a week now after a successful tour, is planning a Southern jaunt for his next trip. He'll be accompanied by president Thomas A. Walsh; both boys will contact representatives in their respective territories, spending two or three days with each.

After a brief conference last week with Joseph Berkowitz, major domo of Universal Manufacturing Company, Kansas City, Mo., and Bee-Jay Products, Inc., Chicago; Jack Brody, national sales director for both firms, left Kansas City with John E. Pratt, new representative. Pratt will cover Kansas, Nebraska, Missouri and Oklahoma. Shortly after his return to the Chicago headquarters, Brody will leave for the West Coast where he will work with the salesmen recently installed by Berkowitz, Meanwhile, Berkowitz is planning his itinerary for a trip thru the South and East, which will take him to New York in time for the National Association of Tobacco Distributors (NATD) convention in the Statler Hotel April 25-28. Both Universal and Bee-Jay will have a seven-man crew on hand to work the double display in the Keystone Room during the meet. Officials of the Punchmaster Company, Portland, Ore., report their new Punchmaster salesboard stands, with punch-peg, are meeting with high initial acceptance by operators. The stand features a concealed bell which sounds when the board is in play. Firm states that use of the stand awakens player interest in salesboards and simplifies their operation on location. Empire Press, Chicago, is another firm to chime in with news of good production and sales levels. Joseph Zimmerman, company head, and Micky Ellyne, general manager, agree with current hypoed business reports from the field in general. Firm's recently introduced catalog has been mailed out in a steady stream and has been instrumental in keeping the order-rate up, they claim.

settled into a smooth production run on its new line of boards, with Ben and Marshall Maltz adding their voices to the trade's optimistic forecasts.

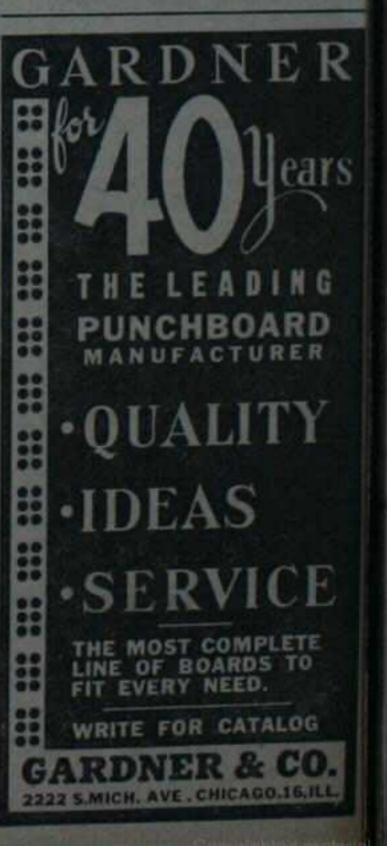
Gardner & Company, Chicago, reports that its line of "salesbooster" girl Jackpot boards for '49 have hit Charles B. Leedy and Maury Kaye bringing in tidings of climbing acceptance over the country, the complex production arrangements at Gardner are being geared for greater activity. Leedy has just returned from his Southern and Southwestern trip, while Kaye is still out covering Eastern territory. The firm announces it will release additional new boards featuring that "golden" punch touch" within a few weeks,



KANSAS CITY, Mo., April 9 .-Joseph Berkowitz, general manager of Universal Manufacturing Company here and Bee-Jay Products, Inc., Chicago, announced that Universal will open a stockroom and Bee-Jay a second display room in Chicago about May 1. The move is being made to serve the Chicago area with a stockroom for quick pickups and delivery on Jar-o-Do games and ticket deals. Bee-Jay will display salesboards in the same location, which will be in the Wholesale Florists Building on West Randolph Street. Berkowitz also announced that Bernard Kite, formerly sales manager with Peerless Products, Inc., Chicago, will be in charge of the new facilities as sales supervisor for both Universal and Bee-Jay in the Chicago district.

Dick Hitter, head of both Carol Sales Company and M. R. Hitter Company, Inc., in Elmira, N. Y., explained the non-competitive set-up of the firms. He said that while, Carol Sales sells via mail, thru advertising and circulars, it does not conflict with the Hitter firm because it does not make mailings in New York State. Latter is covered by Hitter, Inc., with the Bee-Jay and Universal lines.

Jay Zelle, general manager of Triangle Manufacturing Company, Minneapolis, continues to relay re-ports of the successful nature of





BARGAINS-CIGARETTE AND CANDY rending Machines; all makes, models; lowest res: what have you to sell? Mac Postel, 5416 Newgard Ave., Chicago, ap23

ARGAIN-8 ATLAS ACE NUT VENDERS, SIN: N.W. Model 33's 55 each. Kramer Vend-ig Service, Box 372, Burlington, Ia.

ic innings WANTED, IN GOOD CONDi-tion; state quantity, serial number, condition ad best price. Box C-293, Billboard, Cincinonio ap16

HOICE: REDFORD OR ADVANCE BALL from Vender filled with gum, \$6 each. Ste-hens, 108 Cox Ave., San Antonio, Tex.

GGERS-ERIE HAND OPERATED, EXHIBIT non Claws, Merchantmen, Buckleys, Muto-nes, Exhibit Rotary Merchandisers: we buy, exchange diggers. National, 4243 Sansom,

FTY PANAMA DIGGERS-IN VERY GOOD sorking condition; entire lot or individually: reasonable offer accepted. U. S. Shuffle-ard Exchange, 60 East 42d Street, New York,

#### BARGAINS IN SALESBOARDS

#### WHILE THEY LAST

All Boards Purchased Before Price Increase. Holes Name Profit Price 1000 25¢ Jackpot Charley, N. P., X. TH	SACRIFICE - 14 ADV Venders ready for loca 314 West Gurley, Prescot
1000 25: Jackpot Charley, Pro., X. Tk	SACRIFICING SEVENT Kings: thirty perfect \$8: forty-five slightly stands, \$18: the works i
100 25: Pocket Play	f.o.b. Pioneer Enterpris Mont.
800. 107 Looks Good A. 39.00 1.95 1000 107 St. Louis Sadie A. 44.30 2.15	STAMP FOLDERS DIRE turer: low, low price write for prices and sa 1645 Bedford Ave., Broo
1200 St Boards, X. Tk., Girlie or otherwise, Double Jackpot, 25 Different	TWO PHOTOMATICS, W Areade Machines, 2 Wi Tourist Court, Bt. 2, Fra
Numbers	TWO TELEQUIZ MACHI perfect condition, \$43 tries, 1332 W. 69th St., C
=00 25: Double Sawbuck, 5 Nos. on 1 Ticket	WANTED - EXHIBIT disers, pusher type: I and Mutoscope Cranes w
100 25¢ Fin and Sawbuck Jr., 5 Nos. on 1 Ticket . A. 10.70 1.10 240 25¢ Kwik Fin, 6 for 25¢ . A. 30.00 2.25 1000 Plain Boards	Amusement Center, 1481 2 REVCO CUP ICE CRE each. Advance or Colu
1000 Plain Boards	gum, \$7 each, 110 lf Jer \$7.50 each, 2 Shoe Shir with neon lights, \$150 each
1360 Bingos on Sticks 74 Sewed Seal Bingo Jackpot Cards	Games like new, \$15 each new with films, \$12.50 e Machines like new, \$12.50
100 Bingo Jackpot Board	Ball Gum Venders, \$15 467 N. Milwaukee Ave. 6 6-7533.
1000 Grab-A-Fin Pads, 5 for 25c A. \$24.00 1.40 Large Stock of Combination Jar Tickets and Prize Ecords.	
25% Deposit with order, balance C. O. D.	R-B JAMS 'EM (Continued fr
SPENCER SALES COMPANY	performance was
	possibly because of hearsal time. The
REE LAV CALECDOADDC	hold down the co
BEE JAY SALESBOARDS	Riding Bostocks per
UNIVERSAL JAR-O-DO TICKETS	even tho Marion Sei thru the routine
We specialize in selling to	injury. The third
OPERATORS AND CLUBS	Zoppes with Cucc
AT WHOLESALE PRICES	an import last yes
MATCH PAKS - MERRY-GO-ROUNDS CLUB BELL PELLET BOARDS WINDY CITY WITH INSERTS	proved. Cucciola, sembled a human f from a riding me
IMMEDIATE DELIVERY	schooled to perform
Write for illustrated viewing	a par with the norm

FOR SALE-SKY FIGHTER, \$55; DRIVEMObile, \$85; both perfect condition, like new; 1/3 deposit. Rialto Amusement Arcade, 1481 Broadway, N.Y.C.

FOR SALE-GOOD USED 5 BALL ROCKET. \$30 f.o.b. Stanley Gochenoor, Mauertown, Va.

FOR SALE-TEN THREE COLUMN AND EIGHT Two Column Shipman Postage Stamp Ma-chines; good condition; bargain, \$250 cash. F. H. Mattingly, 119 Hanover Street, Cumberland, Md.

JUST OFF LOCATION-100 ADVANCE D BALL Gum Venders, \$3.50 each, any quantity: 7 like new Atlas DeLuxe is venders, \$7 each, Adair Company 6926 Roosevelt, Oak Park, Ill.

NATIONAL SHUFFLEBOARD-COMPLETELY reconditioned like new, Two 16 ft National and one 10-ft rebound National 3 cushion. One

RAY GUN OPERATORS - CONVERT WITH our new type extra moving target conver-sions; complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill. my7 REBUILT CIGARETTE MACHINES-PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Ma-chine Exchange, 1010 Myrtle Ave., Brookiyn. N. Y.

CRIFICING SEVENTY FIVE 5. SILVER lings; thirty perfect condition machines if STOT.

AMP FOLDERS DIRECT FROM MANUFACturer: low, low price; immediate delivery; rite for prices and samples. J. Schoenbach, 45 Bedford Ave., Brooklyn, N. Y

WO PHOTOMATICS, WURLITZER JUKE, 12 Arcade Machines, 2 Walling Scales, Brownies mrist Court, Bt. 2, Franklin, O.

nusement Center, 1481 Broadway, N.Y.C.

(Continued from page 74)

erformance was ragged in spots.

ith the nimble Justino featured,

old down the center ring.

ANTED - EXHIBIT ROTARY MERCHAN-

Mutoscope Cranes with roll chutes. Rights

the Great Triscoe, who was imported last year, Two other imports slated for the same display, Martine and Ruggeria Ranzana, failed to arrive. The Liberty horse acts, featuring Czeslan Mrockowski in the center ring and Gena Lipkowska (Mrs. Mrockowski) and Andre Fox in the end rings, was ragged on opening night. A faltering opening performance here is not unusual, however, since ring stock is seldom given adequate rehearsal time.

The Alzanas, working a show for the first time since a nearly fatal tumble at season's end last November a year ago in Miami, have added to their breath-taking routine. Elsie now walks the anchored wire from the ground to the perch, but only Harold descends without the aid of a parasol. Harold's disdainful capers on the wire, including hopping across on one foot and rope skipping, again on one foot, all without the aid of a balancing pole, are unecualed. The group presentation, with Harold pedaling a bicycle while one of the girls is mounted on his shoulders and the 14-ft. Brunswick. 1299.50 each, freight, crating prepaid. U. S. Shuffleboard Exchange, 60 Eact other two are suspended beneath 42d Street, New York, N. Y. the wire on trapezes hung from the cycle frame, is a show-stopper.

#### Bulls Work Well

A total of 18 bulls, masterfully trained by Hugo Schmidt, are presented in three rings. The routines, run thru rapidly and flawlessly, are climaxed when the eight bulls in the Venders ready for location, \$4.95 each. Kraus. A West Gurley, Prescott, Ariz. hind legs and revolve in a tight circle

Despite several hard efforts, the forty-five slightly used models, \$6: six clown production numbers are not ands, \$18: the works including repairs, \$495 a.b. Pioneer Enterprises, Box 579. Billings, up to Big Show standards, and the stand-out joey routine is still that of Lou Jacobs and his midget auto An attempt to capitalize on the longstanding popularity of the "Adam Smasher" is made by substituting a prop resembling a modern automa-WO TELEQUIZ MACHINES-6 WEEKS OLD. tic washing machine for the prees, 1332 W. 69th St., Chicago, Hudson 3,2387 viously used prop cyclotron. A school set has been substituted for the bargain-counter scene in the School Daze number, but the antics remain the REVCO CUP ICE CREAM MACHINES-5150 same. The clown car number, with REVCO CUP ICE CREAM MACHINES Sign same. The cloud for the formation of the a small army, with the perennial favorites, Emmett Kelley, Felix Adler and Paul Jerome, in the front.

#### SALESBOARDS 111





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FOR THE

in SALES BOARD

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CHICAGO 5, ILLINOIS

oppes with Cucciola, the midget, coved. Cucciola, who last year re-

geared for comedy and he scores well when given the center ring to finish most recently, with Orrin Davenport's off the display.

#### Ira Millette Back

La Norma, an import, performs a neat aerial act in the same display with the perennial Ira Millette and

The Fastest-Moving Merchandise Punch-

board Deals in the Country. Send name and address for our catalog.

SIDAL RECEIPTISTING

WE ARE MANUFACTURERS

302 MAIN ST.

1753 Broadway, Rm. 506 Chicago 40, 111.

(inds—PULL TICKET GAMES

Buy Direct From Manufacturer At Very Vers Renzonable Prices

-Columbia Sales Co.-

WHEELING. W. VA.

#### Finale Colorful

The finale, The Glorious Fourth, is ossibly because of the lack of re- an arena-filling colorful spec that arsal time. The Justino Loyals, shows the ballet girls off to advantage while providing a liberal helping of The patriotism. Three huge portraits of liding Bostocks performed creditably, President Truman are unfurled from ven the Marion Seifert had to hobble the top of the arena as a climax. The hru the routine with a bandaged Republicans, however, shouldn't feel nee, the result of a practice session too bad, since their symbols, the jury. The third act, the Riding elephants, are on en masse.

Special music composed by Henry import last year, is vastly im- Sullivan sounded a little less circusy than that usually coming from Merle mbled a human football suspended Evans and his band, which did their om a riding mechanic, has been usual good job. John Murray Anderhooled to perform some stunts on son wrote the lyrics for the specs par with the normal-sized members These are sung capably by Don Ort the troupe. His routine is still lando. Harry Thomas, serving his first term with the Big Show (he was units and Cole Bros.' Circus), does a good job in handling the announcements which, unfortunately, agair this year are too brief to point uthe thrilling numbers on tap. Thomais also assistant to Pat Valdo, general director. Other credits: Richard Barstow, choregraphy; Thomas Farrar art director: Herman Rosse, decor Antoinette Concello, acrial director Sammy Grossman, orchestrations Doug Morris, lighting, and Fran! Thompson, assistant to designer Mile-White.

NEW LOW PRICES - GIGANTIC ASSORTMENT - FASTEST SELLERS.

10th year giving immediate delivery on finest boards.

ARCANSHARD SAMES

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FREET

P. O. BOX 86-F

COIN MACHINES



April 16, 1949

### '49 Exports Running Ahead AMA Marks 20th Anniversary at **Of Last Year; Jukes, Games, Venders Show \$\$** Increases

Average Price for All Machines Continues To Climb

WASHINGTON, April 9. - With Philippine coinmen leading the way, January exports of U. S. made music, vending and amusement machines totaled \$201,728 for 797 units, a sharp rise over the \$137,543 for 593 coin machines shipped to overseas operators in the same month of 1948. Since the first of the year is consistently the low point during the year, export coinmen are anticipating steady business thruout the year and an increased dollar volume over the \$2,-309,581 officially reported by the Department of Commerce for the 12 months ended December 31, 1948 (The Billboard, April 2).

In addition to the Philippine total of \$48,671 for 278 units, other quantity buyers during January were Cuba, whose coinmen purchased 123 phonographs and games worth \$33,409; Venezuela, 49 jukes and venders valued at \$33,105, and Colombia, whose music operators purchased 57 machines for \$19,577.

Coin phonographs, backbone of the export side of the trade down thru the years, accounted for the bulk of the dollar volume in January with foreign music men spending \$121,157 for 299 juke boxes. During the same period a year ago, 259 phonographs were shipped out of the country with an aggregate value of \$115,459. Vendder and game sales were up even more. Last year, January automatic merchandisers brought but \$12,023 on the export market while this year the figure jumped to \$47,748, almost a 300 per cent increase. Game sales olimbed from \$10,061 in 1948 to \$32,923 in January of this year, up 225 per cent.

All three phases of the business reported prices to be holding up on exports. Music prices averaged \$405 per unit, mostly for used equipment, while vender prices were up to \$142 per merchandiser, compared with \$51 (See 1949 Exports on page 124)

### **Jennings Bows** Solid Fronts In Reno Show

RENO, Nev., April 9.-Over 500 operators and guests attended the first showing of the new O. D. Jennings line held at the Mapes Hotel here Tuesday and Wednesday (5-6). The display featured the 1949 solid chrome front Sun Chief, and was under the direction of Henry Strong, factory representative, assisted by Charley Robinson, Jennings' Los Angeles distributor.

The new Sun Chief is available with either automatic or hand load jackpot, while the de luxe version of the solid front series stresses the Jennings developed dual tube payout mechanism and silent pull reel stop. With the use of the dual mechanism both the jackpot and its reserve are fed on an even basis with the result that each major award section remains approximately the same at all times. The dual tube mechanism is also being marketed by Jennings distributors as an accessory for other Sun Chief models. Strong declared that part of the big attendance at the second day's showing, numbering over 300, was due to a series of four spot announcements on Station KOLO, Reno. The announcements called attention to the new Jennings line and reached coinmen in Winnemucca, Ely and other Nevada resort areas. Following the success of the radio announcements it was decided to run similar four-a-day announcements for 30 days. Walter Young, Jennings vice-president, will conduct a showing of the new Jennings line in New Orleans at the Jung Hotel within the next two weeks.

# Banquet; Silverman Gets Award

PHILADELPHIA, April 9. - The to the association executive.

annual dinner dance of the Amusement Machines Association of Philadelphia, marking the 20th anniversary of the founding of the local association of pinball operators, was the most elaborate and best attended affair in the history of the organization. Some 450 persons who attended the affair last Sunday night (3) at Frank Palumbo's Theater-Restaurant, were unanimous in that opinion. Not only was the event a personal tribute to Joseph Silverman, business manager of the association for a dozen years, but it turned out to be a testimonial

#### **Op** Wins Award

LAS VEGAS, Nev., April 9 .-One of the largest bell machine operators in the world is making an important contribution to American history. Harold's Club, in Reno, this week received an award of merit from the American Association for State and Local History. The group honored Harold's series of unusual ads which now run in 28 Nevada newspapers, once a week.

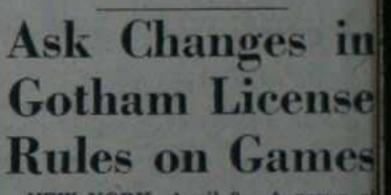
Running for more than a year now, the ads tell romantic true stories of early silver and gold bonanzas in Nevada. Written entertainingly, the stories are authentic. Featured have been such incidents as The Commotion at Como, when woodcutters mistakenly thought the Indians were on the warpath, and Su-. tro's Coyote Hole, which describes the multi-million dollar tunnel blasted to drain waters from the deep Comstock lode, permitting removal of more millions in precious metals. The ads offer reprints to readers free of charge. The first 64 were compiled in booklet form and are available to the public for 35 cents. During 1949, an additional 60 tales will be published in book form. Copy and illustrations for the ads are prepared by the Thomas C. Wilson Advertising Agency. The only reference to the club's bell machine and gaming activities is a line over the signature cut, "More than 5,000 visitors daily-four out of five from outside Nevada."

In appreciation of his many services to the association, Silverman was presented with a handsomeiv engraved plaque, cast in bronze and mounted on a wooden shield. The inscription read; "Presented to Joseph Silverman for many years of faithful service ... from the Amusement Machines Association of Philadelphia

#### Stern Re-Elected

The presentation to Silverman was made by Samuel Stern, who was reelected president of the association In paying tribute to Silverman, Stern pointed out that the greatest measure of the association's success over the years, "and particularly during those many trying periods when conditions were none too bright for all of us in the industry, has been due largely to the ceaseless and untiring devotion of our business manager All of us are well aware of the fact that we are an efficient and well organized group because of the efforts expended in our behalf and in behalf of the entire industry by Joseph Silverman."

In accepting the token of appreciation, Silverman returned all the glory (See AMA Marks on page 144)



### **Bell Bill to Md.** Gov. for Okay

ANNAPOLIS, Md., April 9 .- If a bill passed by the Maryland Legisla-Thre Monday (4) in the closing hours of the 1949 session is signed by Governor Lane and approved by a local referendum, bell machines will become legal in Ocean City, popular sea here resort. The measure would license bell machines and other gam-Eling devices in Worcester County, altho use of the bell machines would the restricted to the city.

It provides that licensees must not only be residents and property owners of Worcester County, but also to have held at least five music-box I denses for a period of three years or more. The same rule would limit the issuance of licenses for other supplies and higher prices is the gencon machines thruout the county.

in each district of the county, between June 2 and June 30. It also merce Department. would set up an amusement-licensing board of three members with author- duction will be close to the 70,000,000 lumber. Stocks of hardwoods jumped ity to issue licenses, among other ton break-even point for the year. A some 200,000,000 board feet over the things, for carnivals, circuses, punch- cut-back in allocations announced re- previous January, while stocks of board locations, pinball without cently will result in some 5,000 tons softwoods increased about 150,000,000 awards, pinball with awards, console- a month extra on the open market. board feet. Plywood stocks nearly type devices with awards, and bell Latest price figures are for January doubled over the one-year period. At machines.

\$100 a device, and licensees author- 1948, price of 3.6 cents for finished \$4 per thousand board feet. zed to operate them would pay \$1,000 steel. a year. The first \$75,000 collected annually from fees would go for the in recent weeks, the January price gross, approximately equal to the The remainder would go into the gen- with 15 cents during the previous pected to hit an 800,000 gross average eral funds of the country.

NEW YORK, April 9 .- A group of 30 industry leaders met with the newly appointed license commissioner, Edward T. McCaffrey, Thursd day (7), to request changes in the present regulations on amusement game licensing to simplify location operation. Max Levine, president of the Scientific Machine Corporation and spokesman for the group, charged that present rules discriminate against route operators by preventing relocal tion in any tavern of games that prove unprofitable. He pointed out that are cades have long had the privilege of changing games and suggested that the operators be extended the same right.

Operators now pay a \$50 license fee for approved games. But unde the provisions of "common show" regulations, which cover game operation, licenses specify specific games in specific locations. Licenses are (See Asks Rule Changes on page 124

### More Supplies, Higher Costs, Seen as General Trend in '49

WASHINGTON, April 9 .- Greater | from 20,645 tons to 38,656 tons. The bill provides for a referendum coin machines, according to latest available statistics from the Com-

Prediction for steel is that proand they show a rise of 1/2 cent a the same time, the average price of The bell machine fee would be pound over the average January, all types of lumber increased about

January. Stocks, however, climbed by summer, with prices holding firm.

Copper stocks of 91,053 tons in eral 1949 trend in materials used in January represented a hike of 30 per cent above the same month last year, while prices climbed from 21-2 cents a pound to 23 cents.

The same trend is holding true for

January production of soft drink The lead prices have been dropping bottles amounted to about 400,000

#### **Bells=Stadium**

SPOKANE, April 9 .- Bell machine revenue will be used to construct a \$450,000 public athletic stadium in Spokane.

Representatives of private clubs in Spokane this week voted to finance the entire project. Altho they didn't say so, their ac+ tion generally was taken as a "thank you" to Spokane voters who recently okayed continued operation of the bells in private clubs.

During the spirited election campaign, opponents of the bells predicted the clubs would offer to build the long-proposed stadium to buy votes. The offer came a month following the election.

The Athletic Round Table of "Bundles for Congress" fame started the fund with a \$250,000 donation.

The Billboard

#### VENDING MACHINES 113

**Probes Location Contract Needs** 

### N. Y. Bottlers Hear Talk **On Venders as Sales Aid**

Bottlers of Carbonated Beverages here this week, the 200 bottler representatives at the three-day confab also heard a featured address on Building Soft Drink Sales Via Vend-172.0

Arthur E. Yohalem, a frequent contributor to Vend magazine, who elivered the talk at the New Yorker Hotel, told the bottlers that some firms account for 10 to 30 per cent of their sales of bottled soft drinks thru venders. Yohalem, also the automatic merchandising editor of the Vational Bottler's Gazette, estimated that there are now more than 300 bottle venders on location thruout the country. He characterized automatic merchandising as a selling de-

### Vendma Reports **New Scenic Card** Vender Program

Samuel F. Kepner, Vendma official, tated that a direct-to-operator sales program had been adopted instead of the franchised dealer-operator plan announced earlier this year. 47.50 f. o. b. Los Angeles, with a 37.50 peg for orders of 10 and over. Machine, as described last winter (The Billboard, December 18), renains unchanged. It holds 600 tamped post cards, packed in sets of three, and vends 200 such sets at a dime each. The picture post cards are supplied exclusively by Curt-Teich & Company, Inc., Chicago.

NEW YORK, April 9 .- With the vice which could open "plus markets" 5-cent price line a major topic of for the soft drink industry, but caudiscussion at the 27th annual con- tioned that bottle vending must be vention of the New York State "intelligently tailored" to individual territories.

#### Panel Discussion

Yohalem also answered questions on vending during a panel discussion. Participating with him in the discussion were Walter S. Mack Jr., president of Pepsi-Cola; T. H. Stanley, Nehi executive vice-president; James C. Lee, head of Buffalo Rock and a member of the executive board, American Bottlers of Carbonated Beverages, and Edgar J. Forio, Coca-Cola vice-president.

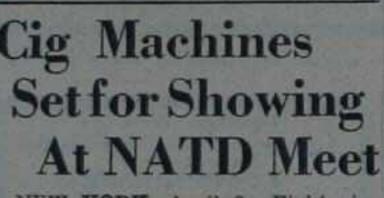
During this session, Yohalem declared there was little over-lapping, competitively, of bottle and cup reserved booth space for the display machines. Each is designed to meet of venders at the 17th annual cona different need, he said, and cost of the equipment is a governing factor in its placement. In the final analysis, anticipated volume of sales and the amortization of the different units will determine which should be installed in a particular spot, he said.

#### Price Hike Urged

with mounting costs, raise the price of soft drinks. He pointed out that CHICAGO, April 9 .- Final sales other industries have upped the repolicy on the Shipman illustrated tail price of their products, and thru Illion. post card vender was announced this explanatory advertising have made week by Vendma Sales, Inc., here, the increased price acceptable to national sales agent for the unit. the public. "Follow suit," he advised. This argument was countered by others who reported that many bottlers can still realize a respectable nounced by NATD as: "Is it feasible profit at the nickel tab, Consensus was that bottlers would have to The price of the vender is set at determine for themselves whether the nickel price should be retained.

#### "Sweet" Movies

NEW YORK, April 9 .- Pointing up the growing importance of candy sales in theater lobbies, via vender and counter installations, the Motion Picture Herald reported in a recent issue that such sales accounted for 29 per cent of all candy sold in the country. It was also stated that 81 per cent of all independent theaters sold candy.



NEW YORK, April 9.-Eight cigarette machine manufacturers have vention of the National Association of Tobacco Distributors (NATD), scheduled to open at the Statler Hotel here April 24. The week-long confab will also feature a round-table conference on automatic merchandising.

Manufacturers to show up-to-date cigarette vending equipment, both manual and electric, are J. H. Keeney, Mack urged that bottlers, faced Lehigh Foundries, National Vendors, Rowe and U-Need-A Vendors, the association disclosed. Cigar venders will be shown by Cigaromat and Malkin-

R. T. Axton, of the Axton Candy

### **Vend Article Examines** Use **Of Contracts**

#### **First in Special Series**

CHICAGO, April 9 .- Timed to today's increased competitive tempo, the April issue of Vend (out this week), sister publication of The Billboard, devotes its lead article to the much-discussed subject of location contracts. Prepared at Vend's request by Fred L. Brandstrader, legislative counsel for the National Automatic Merchandising Association (NAMA). the article goes into detailed analysis of what such contracts do and do not do for the operator.

In the first of a series of studies on the advisability and proper use of contracts between operator and location management, the Vend article examines the meaning of the term "contract" and advances grass-roots reasons why the written agreement should be favored over the oral understanding.

#### Verbal Vs. Written Contracts

Stating that past discussions of the verbal versus the written contract during meetings of the industry have so far failed to set up a general rule, Brandstrader observes that there is no evidence of agreement or disagreement that written contracts should & Tobacco Company, Louisville, will or should not be used universally. The Marshalling facts to support the use of the written contract, the article points out that a prime purpose of such an agreement is to prove ownership of equipment in the event a location goes out of business or creditors of a location move in to tie up its assets.

As the operator is required to place the 1-cent stamps on each of the ards, Vendma is offering an automatic stamp affixing machine as an perating aid, Kepner declared. Price of this unit will be announced shortly.

### **Doyle Resigns** Alco-Deree; To **Open Own Firm**

CHICAGO, April 9 .- Frank Doyle, ince January sales manager for Alco-Deree here, announced this week that he had resigned his connection with that company to set up a national distributing firm which will handle the Lyceum coffee vending machine.

William Deree, president of Alco-Deree, confirmed the fact that Doyle had left the firm, but added his company plans to go ahead with the rerigerated and non-refrigerated candy bar vender, the shoe shiner and the wall box which it showed during the Coin Machine Institute Convention here in January.

Doyle, who started with Alco-Deree anuary 12, has set up temporary ofnces for his distributing company at 2303 Westchester, New York. He aid in Chicago this week that Lyceum would start delivering its \$750 coffee machine next week.

The three-day convention ended Tuesday (5).

chairman the vending session. topic assigned for the vending conference Wednesday (27) was anfor wholesale tobacco distributors to encourage, as well as engage in, the vending machine business?"

The full program for the convention will be released next week, according to association officials.

Brandstrader asserts that "if a (See VEND ARTICLE on page 120)

SET VENDER COUPON PLAN **Practical Products Merges Cite 3 - Point** With Gross-Given Mfg. Co. **Profit Boost** 

Products Corporation, Minneapolis, and the Gross-Given Manufacturing Corporation, St. Paul have merged their manufacturing facilities for the

production of venders, it was learned here this week. Owder the name of the Automatic Products Company, with offices at Practical's headquarters, the new firm will turn out the Refresh-o-Mat drink vender and the Smoke Shop cigarette machine, introduced at the last National Automatic Merchandising Association convention.

The sales agency for the manufacturing company, Automatic Products Sales Company, 250 West 57th Street, was also known formerly under the Practical tag. Sam Kresberg, executive vice-president of the sales company, said the reorganization of manufacturing facilities was accomplished primarily to segregate the coin machines to be made by the firms from other production commitments. He said this would result in greater production efficiency.

Kresberg, who has as his director

NEW YORK, April 9 .- Practical of sales, Maury Auerbach, reported that deliveries of the two Automatic Products' venders will start this month. Other coin-operated devices will be produced later.

> Heading up Automatic Products are E. J. St. Lawrence, president; William Gross, vice-president, and Art Gross. secretary-treasurer.

### **Golden Heads New Cigarette Operation**

LOS ANGELES, April 9 .- Will R. Golden announced his resignation this week as Pacific Coast manager for National Match Book Advertising, Inc., to accept an appointment as president of the newly formed California Cigarette Concessions, Inc. The firm will operate "a substantial number of cigarette venders in Southern California," it was announced.

years in the match industry which Harold Hayward, engineer, makes it has brought him into close association possible to attach the coupons on

#### Intro Coupon-Affixing Unit

For Cig Ops

CHICAGO, April 9 .- Pin-Money Exchange, Inc., announced the launching of its coupon plan for cigarette operators this week with the introduction of a specially-developed automatic unit for attaching coupons to the outside of each pack vended. The plan, originally aimed at increasing vender sales thru a straight premium offer (The Billboard, August 21, 1948), now offers a three-point extra profit potential with the addition of coupon discounts to operators (coupons will sell for less than face value to the operator) and the elimination of pennying costs thru use of the coupons.

Development of the electrical coupon attaching device by Harold Golden has a background of 18 Lachman, Pin-Money official, and with this phase of the vending field. (See Vender Coupon Plan, page 119)

#### 114 VENDING MACHINES

The Billboard



### YOUR CHOICE HOT CHOCOLATE C or HOT COFFEE (with or without Cream and/or Sugar)

### **\*NOTE THESE FEATURES\***

Designed, engineered and manufactured by coin machine experts with long records of successful operation, the HOT-O-MAT features nationally known devices of proven merit.

Location tested under most difficult conditions with outstanding success. Size 71 inches high. requires only 2 x 21/2 feet floor space. Refrigeration of 40° or less on syrup concentrates and cream. Every drink served piping hot (160° to 180°) in 5 seconds. Heating tank and syrup compartments of finest stainless steel. Push button selector of latest design that holds coin till drink is selected. Serves 10 to 12 drinks per minute.

Serves Hot Chocolate or Hot Coffee. Coffee

#### ORDER NOW FOR EARLY DELIVERY Write for details!

THE GREATEST PROFIT MAKER THE GREATEST PROFIT MISTORYI P IN VENDING NACHINE HISTORYIL · Your choice of 5-cent or 10-cent operation or combination of both. . Streamlined attractive appearance of HOT-O-MAT insures appetizing SALES. . Component parts so constructed and designed to insure maximum profits with minimum service and maintenance for the operator. . Complies strictly with all sanitation and safety regulations. . Standard warranty against defective parts and workmanship. . UNLIMITED PROFITS AND LOCATIONS. . After two years of extensive research, engineering and actual location testing, we are proud to offer HOT-O-MAT, the nation's ONLY hot drink dispenser for both Hot Chocolate and Hot Coffee. The HOT-O-MAT is proving to be the greatest TWIN profit maker in vending machine history. Accepted by Boards of Health, Building and Safety, Electrical and Plumbing!

WRITE OR WIRE US TUDAY FOR DELIVERY DATE E ASSOCIATES Phone: GRanite 6235 6061 Santa Monica Blvd. Los Angeles 38, California

HERE IT IS! · Wall or stand mounting • Small size .... 81/2"x7"x24" . Large capacity .... 316 dozen · We deliver packaged handkerchiefs at \$19.80 per gross \$49.50 Each F. O. B. Kansas City 25% with order, balance collect. Quantity discount. "TUX" Handkerchiels and Vending Machines 3115 Coleman Road Kansas City 2. Mn.

AIN-BLO

The original colored

Bubble Ball Gum

EMPTIES MACHINES

FASTER!

LEAF GUM CO., Chicago 22.11

VENDORS

Diment Malance C O D

Lots of 5

\$8.75

Lots of 25

57.75

BRAND NEW

BLOYD MEG. CO.

VALLEY STATION MY.

PArkway 3208

Another in the great family of Electro Distributors...

2101-03 Pacific Avenue Dallas, Texas 1049 Unien Ave. 910 Calhoun St. Memphis, Tenn. Houston, Tex. 900 N. Western Ave. Oklahema City, Okla. 241 Broadway San Antonio, Tex. Distributors of Electro in Texas, Louisiana, Oklahoma, Ala-bama, Tennessee, Missib sippi and Arkensas.

IGARETTES

S. H. Lynch & Co., Inc.

0 America's Inest MIlectric ligarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE UNLEAL MOTORS BLDG. NEW YORK IT NY.

A FRODUCT OF CHILABORATORIES

#### The Billboard

**Jacobs Company** Shuts Two Plants

INDIANAPOLIS, April 9 .- The F. L. Jacobs Company announced this week that it was closing its plant here and in Louisville, moving all operations to the Detroit and Traverse City, Mich., facilities. The Indianapolis plant, which made Launderall automatic washers, drink venders for Coca-Cola, and parts for Chrysler cars, has operated at a loss since last year, officials reported.

With closing of the Indianapolis factory (employing 450 workers) the firm's Launderall production will be shifted to the Detroit plant and the drink vender and auto part production moved to the Traverse City plant.

The company, it was announced had a net loss of \$90,014 in the six months ended January 31, 1949, comparing with a profit of \$853,570 in the first six months of 1948.

#### Lily-Tulip Corp. Completes **Expansion**: Does Record Biz

NEW YORK, April 9.-Lily-Tulip Cup Corporation reported this week that its expansion program, started in 1945, had been completed and that the re-equipped Brooklyn plant was continuing the three-shift op-eration begun this year. The firm's new Augusta, Ga., factory, finished in January, is also on a three-shift schedule, officials said. Manufacturing, however, they said, had been discontinued at two smaller specialty plants at Paducah, Ky., and Cayuga, Ind. The machinery in these plants was transferred to other factories.

Firm also reported that sales and earnings for 1948 had reached an alltime high.

WASHINGTON, April 9. - Sugar distribution for the year thru March 19 ran well above the same period last year, according to the Agricultural Department. Domestic distribution totaled 1,449,879 tons as compared with 1,073,727 tons for the 1948 period.

#### FRIGIDRINK BEVERAGE VENDING MACHINES 23 Units-No reasonable offer refused. FRANKLIN BEVERAGE CO. 335 E. Jersey St. Elizabeth, N. J.

### **OPERATORS EVERYWHERE AGREE FALCON'S** SHOE SHINER

#### TOPS THE FIELD

#### BECAUSE:

- Extremely Low Price
- No Depreciation
- No Obsolescence
- No Service
- No Upkeep
- Beautiful Appearance
- Finest Quality Material
- Efficient Design
- **An Established Product**
- **A Proven Money Maker**

FOR DETAILS AND DEMONSTRATION



#### 115 VENDING MACHINES



Only SA 500 F.O.B. Aurora

Per M.

Detroit

So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-ofmine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery. "Others as low as \$10.55 in quantities, "Hot Nut", Nut and

All kids go for Gum Balls. And they go for Charms.

The Billboard

### **REVOLUTIONIZES OPERATING!** NOW OPERATORS CAN COLLECT THEIR PROFITS 0 70 10

So easy ... so simple .. so profitable, with such a very small investment for each location unit that Hot-POP can make its cost out of profits in just a few weeks of operation.

#### Here's How Hot-POP Works in Practical Operation

You, the Operator, place each "Hot-POP" Vendor on location with the agreement that you will allow the proprietor to have the use of "Hot-POP" free of charge. All popcorn must then be purchased from you, cash on delivery. You make your profits in advance! The location then sells the popcorn out of your "Hot-POP" Vendor over the bar or counter, and makes his own big profit. He doubles his money.

#### A GREAT BUSINESS STIMULATOR

In addition, the sales of hot, fresh popcorn stimulates the entire business of the location, especially bar business . . . so the location makes money iwo ways,

#### LOCATIONS EASY TO GET

Locations are easy to get because of Hot-POP's very attractive modern design and size. Every location falls in love with it and they start making profits immediately, without obligation to buy or rent the equipment. It's the greatest operating deal ever created! Big profits are made with exceptionally small investment.



FRESH TASTY POPCORN

#### APPROVED BY UNDERWRITERS LABORATORIES, INC. SPECIFICATIONS

Height, 31 inches. Base, 14 inches in diameter. (Occupies very little space.) Capacity slightly more than one bushel of popcorn. Vends about 44 ten cent or 88 five cent portions from each filling. Equipped with one 100 watt heat element that keeps corn hot at all times. Comes with 7 feet of cord. Operates A.C. or D.C. current. One electric bulb illuminates Hot-POP. The top part of globe is made of plastic. Transparent for excellent display of corn. Easy to remove for cleaning. The cover on top of globe is made of red plastic, easy to remove when location fills Hot-POP. New feather touch release trigger. Positive delivery chute, easy to keep clean. Toggle switch in front to turn off or on.

Write for free profit chart and colorful circular with full and complete details.

STO1-STIS WEST GRAND AVENUE



ORDER NOW FROM YOUR DISTRIBUTOR

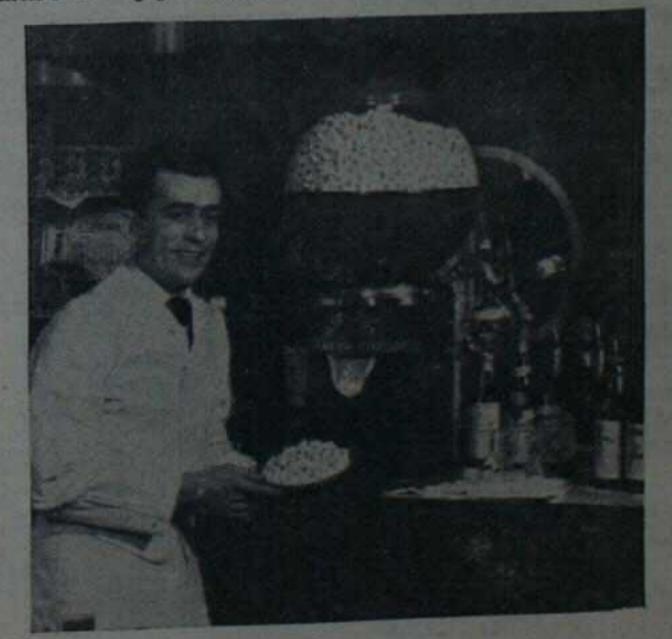
MANUFACTURED BY VICTOR VENDING CORPORATION

#### **OPERATORS COLLECT...IN ADVANCE**

You, Mr. Operator, collect your money in ADVANCE when delivery is made, usually once a week. The location services "Hot-POP" for you by keeping it full of popcorn. There are no other service calls, as "Hot-POP" is not coin operated. No keys necessary. After "Hot-POP" is placed on location, you merely deliver popcorn and collect when delivery is made.

#### BUY PRE-POPPED OR POP YOUR OWN

The popcorn you sell to your locations can be purchased in your own vicinity from your local jobber or any wholesale popcorn supply house ... or you can pop your own corn. There is big profit for you which ever way you wish to handle this end of the business.



CHICAGO 39, ILLINOIS

The Billboard

#### VENDING MACHINES 117

SPECIAL AT A LOW, LOW PRICE NOVELTY CARD VENDOR Brand New in Original Cartons. Original Price \$29.50. CLOSEOUT S PRICE Capacity 500 cards . . . 250 cards in each column. A steady money maker. Exhibit Cards—all series—\$4.00 per M. 14 With Order-Balance C. O. D. **Distributor of Advance Vending** Machines 1647 Bedford Ave. Brooklyn 25, N. Y. **CIGARETTE VENDING** MACHINES RECONDITIONED -- REBUILT **READY FOR LOCATION** 

ATIONAL 20 OR 25c VEND	
9E ELECTRIC	\$239.50
9A 350 CAP. KING SIZE	110.00
9-50 350 CAP. KING SIZE	110.00
9-50R 350 CAP. NO KING SIZE.	87.50
9-30 270 CAP. KING SIZE	67.50

### Set Production **On New Sun Tan** Lotion Machine

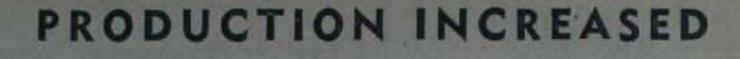
OLD HICKORY, Tenn., April 9.-After a four-month location test of 20 experimental sun tan oil spray venders, the Hayes, Jakes & Brittain Vending Company here will place a refined model of its unit in immediate production. The machine, invented by Howard Hayes and Bryan Jakes, is called Spray-a-Tan and list for \$225. It will be sold thru regional distributors.

Initial production will be at the rate of 25 machines a week, Jakes told The Billboard, Third member of the firm, L. P. Brittain, helped fi-nance construction of the original 20 units.

#### **Returns Big Gross**

The vender, 4 feet high, 22 inches wide and 18 inches deep, is finished in white enamel and weighs 110 pounds. Cabinet is of Alclad, an aluminum alloy (first models were of marine plywood) and contains one gallon of specially prepared sun tan oil in a replaceable container. Oil, which is manufactured by the same company, will be available in quantity within a month and will be sold to operators for \$7 per gallon. Jakes stated that one gallon will vend approximately 512 quarter-ounce applications, which at a dime would bring in an average gross of \$51.20.

Actual delivery of the oil, at 40 to 45 pounds per square inch pressure, is made thru a 36-inch long transparent plastic tube and spray nozzle. The oil itself is a pale red. A valve prevents the oil in the tube from flowing back into the container. Prescreening of the oil before it is placed in the vending container eliminates need for special screens in the machine, according to Jakes. Thirteen of the 20 pilot models, installed in outdoor locations at Miami Beach, are being replaced this week with the new metal cabinet units, Jakes reported.



**Priced So That Every Operator Can Afford The Best** 

**TROUBLE FREE OPERATION** 

### DUAL MODEL IMPERIAL

SHOE SHINER Is 2 Machines in One

DUAL MODEL IMPERIAL SHOE SHINER

59

**Absolutely Best** Shine Available

**Both Black and Brown Polish** applied in ONE Machine

\$129.50 f.o.b. Miami, Fla.

1/3 Deposit With Order, Balance C. O. D.

UTHERN COIN-O-MAT DIST. CO.

TO N. W. ITA AVENUE

MIAMI, FLORIDA

6.50

5.95

9.95

8.95

12.50

19.50

12.50

14.50

Write

29.50

8.00

7.50

22.50

10.00

7.59

1.76

50

4.00

Harrison, N. J.

OWE 20	C VEND	ONLY				
CRUSAL	DER 8				\$	110.00
CRUSAL	DER 10					115.00
EASTERN	ELECTRI	83 3				169.50
	H ORDI	FR. 8.	AL.	ON	DEL	IVERY

L. H. CANTOR, INC.

Northweste

17.55 EACH

ALSO IN STOCK

Dual Nut .... \$45.90

3 Ball Gum. 11.55

rite for Quantity Prices

Andel 29

1219 Superior Ave., Cleveland, Ohio

COIN MACHINE

EXCHANGE

IOW HI-HO'S

BASEBALL PLAYER CHARMS

90% Luminous

BASEBALL SEASON COMING

THIS WILL BE A WINNER \$1.50 Gr. Positively No Samples.

SILVER Sales Mgr. SILVER San Francisco, Calif.

012 MILWAUKEE AVE. CHICAGO 22

### Northwestern's Model 49 Shown Southwest Ops

DALLAS, April 9.- The Northwestern Corporation's Model 49 bulk vender was introduced to operators in this area this week during a special showing by the firm's Southwestern distributor, Fisher Brown, Ltd. W. E. Bolen, Northwestern president, was on hand to assist in the presentation.

The showing coincided with Fisher Brown's 24th anniversary. The firm began operations April 1, 1925, with a borrowed \$75, two employees and a 20 by 60 feet space. Its present location, covering 14,000 square feet, is largely allotted to the manufacturing of vending machine edibles, and is staffed by 85 plant employees and six office workers.

During the week-long showing, visitors were conducted thru the plant to view the processing of candycoated peanuts and salted Spanish peanuts.



1/3 Dep., C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

NOW ON DISPLAY - READY FOR DELIVERY

New Jersey Territories Open. Contact:

SUPERIOR VENDING CORP.

Phone: Humboldt 2-9485

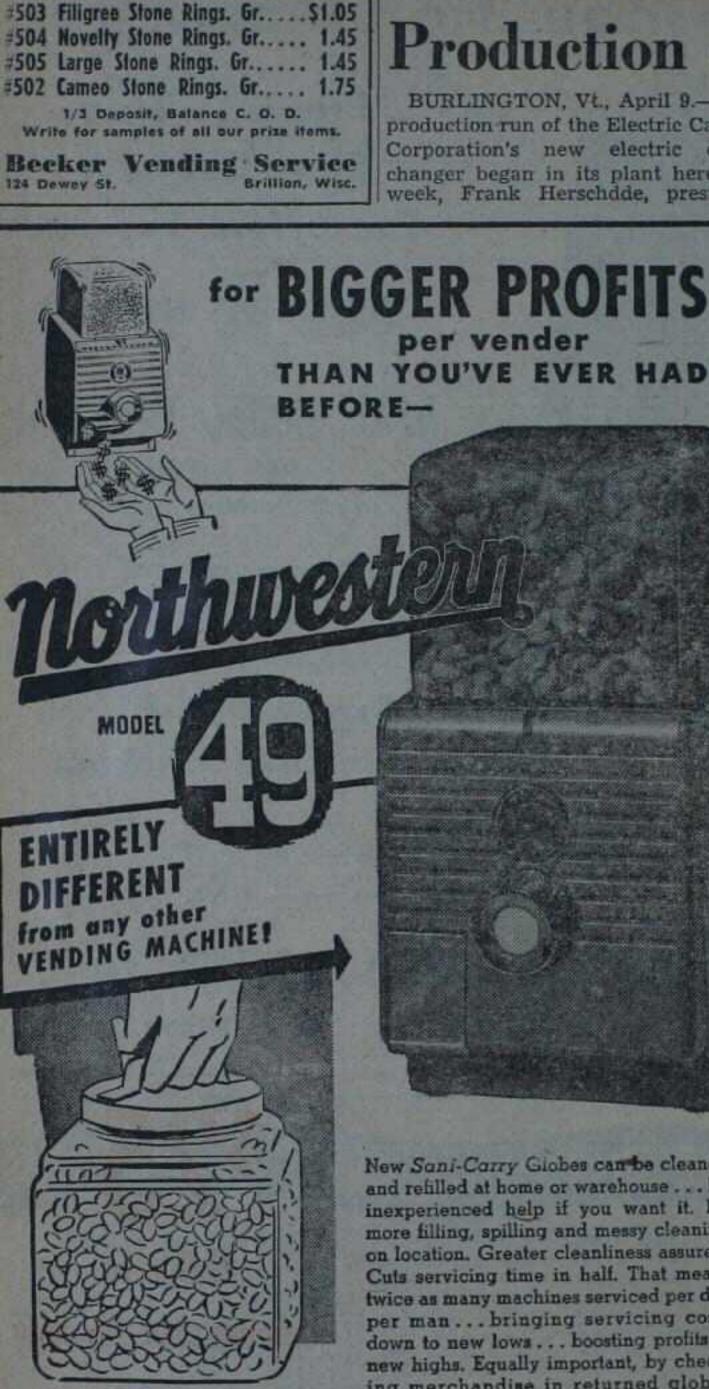




#### VENDING MACHINES 118

STONE RINGS

The Billbourd



### **Electric Cashier Corp. Starts Production on New Changer**

production run of the Electric Cashier Corporation's new electric coin changer began in its plant here this week, Frank Herschdde, president,

BURLINGTON, Vt., April 9 .- First said. The built-in coin changer, which will be marketed to vending machine manufacturers and probably to bottlers, is the first product of the Electric Cashier Corporation.

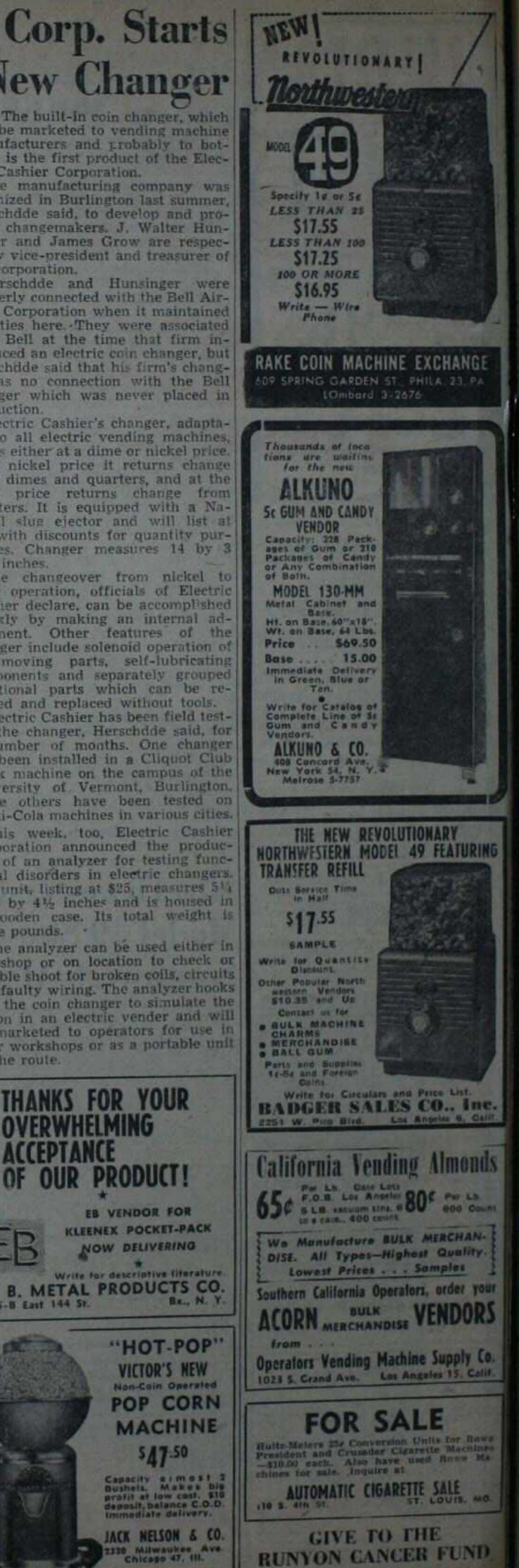
The manufacturing company was organized in Burlington last summer, Herschude said, to develop and produce changemakers. J. Walter Hunsinger and James Grow are respectively vice-president and treasurer of the corporation.

Herschdde and Hunsinger were formerly connected with the Bell Aircraft Corporation when it maintained facilities here. They were associated with Bell at the time that firm introduced an electric coin changer, but Herschilde said that his firm's changer has no connection with the Bell changer which was never placed in production.

Electric Cashier's changer, adaptable to all electric vending machines. vends either at a dime or nickel price. At a nickel price it returns change from dimes and quarters, and at the dime price returns change from quarters. It is equipped with a National slug ejector and will list at \$55 with discounts for quantity purchases. Changer measures 14 by 3 by 5 inches.

The changeover from nickel to dime operation, officials of Electric Cashier declare, can be accomplished quickly by making an internal adjustment. Other features of the changer include solenoid operation of all moving parts, self-lubricating components and separately grouped functional parts which can be removed and replaced without tools.

Electric Cashier has been field testing the changer, Herschdde said, for a number of months. One changer has been installed in a Cliquot Club drink machine on the campus of the University of Vermont, Burlington, while others have been tested on Pensi-Cola machines in various cities.



New Sani-Carry Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man ... bringing servicing costs down to new lows . . . boosting profits to new highs. Equally important, by checking merchandise in returned globes

against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. Wire, phone or write for details.

This week, too, Electric Cashier Corporation announced the production of an analyzer for testing functional disorders in electric changers. The unit, listing at \$25, measures 514 by 8 by 41/2 inches and is housed in a wooden case. Its total weight is three pounds. .

The analyzer can be used either in the shop or on location to check or trouble shoot for broken coils, circuits and faulty wiring. The analyzer books into the coin changer to simulate the action in an electric vender and will be marketed to operators for use in their workshops or as a portable unit on the route.

IR PRODUCT!

THE NORTHWESTERN CORPORATION 818 EAST ARMSTRONG ST. . MORRIS, ILLINDIS ALL NORTHWESTERN MODELS Recommended and sold on Time Payment. 20 weeks to pay. Write for details. For better cash returns try RAIN-BLO BUBBLE BALL GUM 225-8 East 144 St. TORR DELUXE SALTED NUT MIX Packed 25 Lbs. to Carton Sath 140c 170c Made up of Cashews, Pecans, Filberts, Virginia 210c and Spanish. Packed 30 lbs. to carton. 500 lbs. or over ..... 26c lb. 28c lb. 47c PER LB .- \$14,10 PER CTN. Freight paid on 100 lbs. or over FULL CASH WITH ORDER Cash with order-F. O. B. Philadelphia. **ROY TORR**, Lansdowne, Pa. NEW FUNNY FACE CHARMS Series consists of INDIAN, CLOWN, PIRATE, CANNIBAL and DEVIL - very attractive. Plastic, \$4.50 per M - Metal-Plated, \$7.50 per M SAMUEL EPPY & CO., INC. RICHMOND HILL 19. L L. N. Y.

FOR GREATER PROFITS IN VENDING MACHINES AND CELLOPHANE PACKAGES ask for Finest Quality - De liciously Roasted-Crisp - Highly Polished - Spotlers. The Fastest Selling Grade of Indian Nuts on

he Market Packed in 5-Lb. Monture Proof Bags-12

5-Lb Bags to a Carton

Available in 25-Lb Cartons and 100-1b Bags

> RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



America's Original Masters in Roasting and Salting of Pistochio & Indian Nuts

### Vender Coupon Plan Set; **3-Point Profit Boost Cited**

(Continued from page 113) ing" element. An average of 2,000 for eash if so desired from location packs can be couponed in an hour management. with the machine, which will be available to operators at a nominal rental charge plus a small deposit which will cover all necessary servicing of the unit. (At this writing, the amount of such charges had not been determined.)

#### Coupon Changes

sired as both a sales booster and and Wyoming pennying substitute, in 3-cent and point values, respectively, when merchandise (ranging from standard small items to larger items as is supplied by John Plain & Company. tobbers of gifts and housewares. Number of points set for each premium item, when based on the cash value of the coupons, results in the vender customer saving 35 to 40 per cent on the retail price of such items.

#### Good for Cash

When used as an alternative to pennying, the 3 or 2-cent coupons may be redeemed for cash at the vender location if the customer de-

Tie-in promotional material for 10 packs at a time. This is done by venders, in the form of adhesive means of an electrically heated signs, are furniished the operator by "stamper" which secures the coupons Pin-Money. Attached to the vender, at six points to the back of each the sign, in green and red, explains pack. Special coating on the back the premium plan, informing the cusof each coupon furnishes the "stick- tomer that he can redeem his coupon.

#### 26 States Okay

Premium coupon use is definitely approved in 26 States, Pin-Money officials report, with a current check expected to reveal that many more also will okay their use. The 26 States are: Arizona, California, Connecticut, Delaware, Georgia, Illinois, Original coupons were not suitable Kentucky, Maine, Massachusetts, for pennying substitutes; they were Michigan, Minnesota, Missouri, Nepriced at 12-cent each to the operator vada, New Hampshire, New Mexico, and carried a 1-point premium value. New York, Oklahoma, Oregon, Rhode New coupons may be had in this Island, South Carolina, South Dakota, straight premium form, or if de- Tennessee, Texas, Vermont, Virginia

Officers and stockholders of Pin-2-cent values. Latter carry 6 and 4 Money, Inc., are Verne E. Hurst, vicepresident of John Plain & Co.; Jack turned in on merchandise. Premium Kelner, Biel Cigarette Service; Harold Lachman, president, John Plain Co.: Bertram M. Lazarus, president, S. electrical appliances and furniture) Lazarus & Sons: David M. Levinson, director, Hotel Sherman, Englander Corp., and Walter H. Richter, treasurer, John Plain Co.

### Intro New All-Metal **Beverage Bottle Case**

GRAND RAPIDS, Mich., April 9 .-An all-metal beverage bottle case is being manufactured here by the newly formed Weiner-Stevenson Com-





Atlas Charms in your machines Don't miss FREE PROFIT CHARTS SHOW HOW

TO BOOST EARNINGS

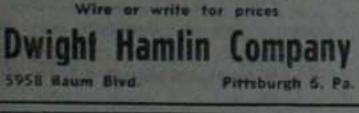
There's no guess work in extra profit mak its when you do it the Atlas way Our free profit charts will prove that you can make big profits, double sales quickly Ari now! Don't cheat yourself out of easy extra

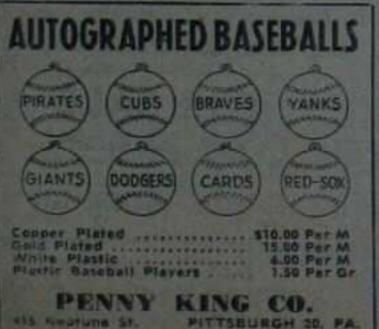
OF	T PALE O	MARM SAMPL	ES NOW!
The At	las Mig.	Sales Corp., S	Dept. BCH-416
1727	O Trisket	Rd., Clevelan	d 11, Ohio 1
Rush n	ne FREE	samples Atias	Charms and
profit-p	proving c	harts.	and the second second
SAANE.			

NAME III IVALUATION AND INCOMPANY AND
ADDRESS
CITY, STATE

#### ATTENTION POPCORN MACHINE **DISTRIBUTORS** and OPERATORS

upRoopt hybrid specially made POPPEL of popcorn vending mathine or warmer packed in one bushel moistureproof bags 2 to shipping carton by express anywhere Can furnish excellent reconditioned POP ORN SEZ machines.





sires, with all such coupons being replaced by Pin-Money without cost to the operator. However, initial location tests by Jack Kelner, Biel Cigarette Service, Chicago, indicated that after the first three months a location's turned-back coupons dropped to a minimum, as customers saved enough to obtain premiums Sales increased up to 27 per cent. it was found. Too, the coupons eliminated need for a premium catalog, as each carries a different illustration of merchandise available.

Universal Match Announces **Plans for NATD Convention** 

ST. LOUIS, April 9. - Universal Match Corporation and its Schutter Candy Division have announced plans for their display and entertainment participation in the NATD convention in New York April 24-28.

beef open house" April 27 in the signing promissory notes for \$1,862,-Hotel Statler's Manhattan Room, and then failed to fulfill his obliga-Dislays of matches and Schutter's tion. The company repossessed the candy bars will be set up in a special machines and sold them at auction. display suite in addition to exhibit A motion to set aside the verdict was floor space.

pany, which has announced that its original production schedule has been tripled due to its initial reception.

Meyer C. Weiner, president, said the new case was being produced for the Coca-Cola interests. It was designed by his firm in conjunction with the Reynolds Metal Company. The life of the metal case is said to be at least five times that of the wooden cases now in use. It also provides a weight saving of 40 per cent. Made of an alloy of aluminum and magnesium, the case is being marketed under the name Alnesium

#### **CMAC** Wins Decision

NEWPORT NEWS, Va., April 9 .--Damages of \$4,653 were awarded the Coin Machine Acceptance Company in a suit against Samuel F. Harrell in the Circuit Court. The company contended that Harrell on three different occasions bought 10 popcorn vending machines on contract, in each case Universal has scheduled a "corned giving \$850 as a down payment and overruled.



Taverns, Rinks, Bowling Alleys, Theaters, etc., are all wonderful prospects to make Easy, Every Day Big Profits. TERRITORIES AVAILABLE

Special Plan for qualified operators. Write today for FREE facts. No obligation.

We ship "French Boy" Pop Corn all over U. S. in moisture-proof bags-24c a peck or 96c a bushel. F. O. B. Chicago.

A. B. C. POPCORN CO., Inc. 3441 WEST NORTH AVE., CHICAGO 47, ILLINOIS Exclusive Producers of "Little Giant" Dispensers and Genuine "French Boy" Poptorn





#### VENDING MACHINES 120

The Billboard

April 16, 1949



is truly a creation! Beautifully designed and of finest materials; strong, clean, smooth and trouble-free through and through

#### VICTOR'S MODEL "V"

The original Ball Gum and Charm Vender . . , most attractively designed and sturdily built bulk vendor on today's market. Assures many years of profitsole and satisfactory service.

For Greater Capacity It's the Custom-Built DE LUXE 1c or Se UNIVERSAL



### Vend Article Investigates Location Contract Needs

(Continued from page 113) written contract does very little more so dubious as to back away from a than serve as evidence of ownership it may justify its existence many times." When using the verbal agreement, the operator is vulnerable if a location closes or is taken over by creditors, even if his equipment is identified as his property by a nameplate or decal.

Brandstrader disposes of the leading operator objection to use of written contracts, which is that a prospective location shies away from signing legal-looking documents, in this manner: If the location owner is really sold on the desirability of a vender, he will not object to signing what can be no more complicated than a receipt when the equipment is placed.

The more strenuous objectors to the written contract are those operators who have not faced the problem of proving title to a piece of equipment, or seen how simple such a form can be made, the article points out. The

To Put Shiners In Stations of Penn. Railroad

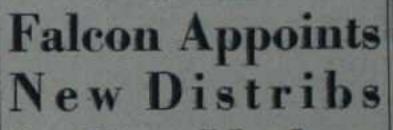
NEW YORK, April 9 .- Kennedy & Stept, Inc., operating firm with midget movies and shoeshine machines in stations of the Long Island Railroad, has been awarded the right to place coin-operated shiners thruout the station network of the Pennsylvania Railroad, it was learned this week. James Kennedy, president, disclosed that permission has been granted by the railroad to install the equipment in stations now without bootblack concession agreements. It was estimated that as many as 800 automatic shoeshine machines may be placed by the operating firm. Before placement will begin, however, a thoro survey of stations will be made, said Kennedy. This survey is to begin this week and may take a month or more to complete. A special study will be made of traffic flow in commuter lines operated by the Pennsylvania, he reported, since stations doing a heavy commuter business are expected to be among the best locations. Kennedy, who is now approaching equipment manufacturers for quotations on shiners, said that he will organize regional service subsidiaries to handle the widespread operation. First machines placed under the agreement with the railroad will probably be located in the Philadelphia area. The firm now has 25 midget movies operating in 17 stations of the Long Island Railroad. It also operates about 12 shoeshiners on that line but expects to increase the number to 50 in the near future. Tele-Quiz may be the next type of coin-operated equipment it will install on the Long Island, according to Kennedy.

author observes that "if a location is receipt (which is all many a written contract is, essentially) it will probably prove to be a short-lived account anyway."

The Vend article further makes it clear that the written agreement is not a substitute for top-grade merchandise and service; nor is it a defensive measure on the operating side of the automatic merchandising picture. Instead, it is a perfectly natural procedure to set forth the obligations of both the location and the operator, one to the other, in uncontestable terms. Because a written contract does away with most misunderstandings, it will tend to improve operator-location relations. Where a multiple-machine location is concerned, the need for a written agreement increases proportionately, Brandstrader states.

Subsequent issues of Vend will carry additional factual information and discussion of the written contract question. The May issue will feature the second article in the series, dealing with specific points a contract should cover-forms in current use; lease or license; unilateral, bilateral and third-party agreements.

(Editor's Note: Single copies of the April Vend, in which the first of this contract series appears, may be obtained by sending 35 cents to Circulation Manager, Vend, 2160 Patterson Street, Cincinnati 22, O., requesting that particular issue.)





MAIL COUPON NOW IF YOU WANT **Bigger Profits** ATLAS BANTAM 5c VENDOR

OITT

A wonderful counter tray rendor whilch slides from customer to customer slong coun-ter. V ands candles, pistactitos, muts, almonds without breaking them. A real profit maker in bars. Covered by largest insurance in vending industry to protect you against liabilities. Designed by operators to stre you most profit. Get facts on Bantam Vender and Location Chart. Mail coupon. ATLAS MPG. & SAL HS CORF., Dast. 88-416 12220 Triskett Re., Gieveland 11, Ohis Rush facts on Bantam Vendor plus Location Otart. No poligation.

NAME ADDRESS

#### In Five Markets

DETROIT, April 9 .- The Faicon Company, manufacturers of the Falcon Shoe Shining Machine, has expanded its distribution organization with the appointment of five additional representatives in Eastern and Southern territories, according to David Ruen.

New distributors are: Cincinnati, Sicking & Company; Columbus, O., together with branches at Charleston and Wheeling, W. Va., Shaffer Music Company; New Orleans and Atlanta, FAB Distributing Company; Pittsburgh, Lazar Company, and Baltimore, Parkway Machine Company. Response to the Falcon machine, for which an extensive promotional campaign was recently launched, has been satisfactory, Ruen said.



doril 16. 1949

The Billboard

MUSIC MACHINES 121

Juke Box Patents on Downgrade Johnson Quits Wurlitzer Post; Late '30s Were Peak Years Firm Intros Personalized Juke

NORTH TONAWANDA, N. Y., NORTH TONAWANDA, N. Y., April 9 .- Carl E. Johnson, vice-presi- April 9 .- The Rudolph Wurlitzer dent and general manager of the Company here this week announced North Tonawanda division of the Ru- a new personalized phonograph for dolph Wurlitzer Company, this week use in commercial locations. Using tendered his resignation. R. C. Rolf- the Wurlitzer 1080 model because ing, Wurlitzer president, accepted the its design is most adaptable to the new resignation and announced the pro- program, the unit features a name motion of Ray C. Haimbaugh, director crest, supplied by the manufacturer, of engineering for the company, to individualized to each location. Acthe managership of the North Tona- cording to company officials, without wanda division.

the Wurlitzer firm for about 15 years, having joined the company in 1934 at placed on a plastic panel mounted the same time that Rolfing took over as general manager. Both Rolfing and Johnson were previously connected with the Oliver Farm Equipment Company and the Grigsby-Grunow Company, both of Chicago.

**PMA** Meeting Will Discuss **Buckeye** Tax **April 19 Program Set** CLEVELAND, April 9. - Jack Cohen, president of the Phonograph Merchants' Association (PMA) and chairman of the convention committee, has announced the agenda for the business session of the meeting to be held at the Hotel Hollenden here April 19. Included will be a discussion of Ohio's impending tax bill which calls for an annual tax of \$75 per phonograph. "We plan to discuss items of national importance which vitally affect the industry, such as the effect of television on juke boxes, new equipment and other similar subjects," Cohen revealed. the business session, a luncheon, cocktail party, banquet and entertainment program.

extra charge to the operator, the Johnson had been associated with name of the location in which the phonograph is to be used will be above the record-changer compartment. A special illumination is used behind the plastic to emphasize the name.

> Wurlitzer distributors will furnish operators the complete phonograph, personalized with the location names. In addition, a standard mirrored panel will also be supplied the operator in case he later desires to shift the unit to a different location.

> The over-all illumination of the 1080 has been made considerably brighter, in line with the personalizing program, and a bright gold background is now used in the recordchanger compartment,

> Ed Wurgler, in announcing the new unit, stated: "There's nothing like the personal touch in selling. Manufacturers of belt buckles, tie clasps, cigarette lighters and many other articles know how true this is."

# In Development; First TV-Music Combo Okayed in 1944

#### Most Patents Granted Assigned to Manufacturers

WASHINGTON, April 9 .- Patents granted for the design of juke boxes have been dropping off since the peak years of the late '30s and early '40s. a survey of patent office files disclosed this week. A total of 101 such patents have been issued since 1935, with 1941 having hit a high of 20 grants. Only two juke box design patents were issued during the first three months of this year, while but six were granted in 1948 and the same number the previous year. The low year was 1942 when only two patents readily identified as belonging in the juke box design category were



CLEVELAND, April 9 .- The appointment of two new distributors for its wall and bar boxes was announced this week by the Encore Manufacturing Company. According to Meyer Marcus, firm head, World Wide Distributing, Chicago, will now handle Northern Illinois, and Coin Machine Distributing, Pittsburgh, will represent the line in Western Pennsylvania.

granted. The years 1938, 1939 and 1940 were good for patents granted

Among the leaders in having the greatest number of design patents granted were David Rockola, Lloyd Andres, Paul Fuller and Harry Roberts, all of Chicago. Among the four of them, they hold more than half of all juke design patents.

Unlike most vender design patents (The Billboard, March 19), the majority of juke design rights were assigned to a manufacturer at the time they were granted.

#### **RFC** Holds Patents

The survey showed that the Reconstruction Finance Corporation (RFC) is the holder of two design Marcus, who recently returned from patents on juke boxes. According to an extensive road trip, reported the patent office records, the designs we Wurgler also said that "when it's new Dial Lighting feature of the patented by Ernest Thompson, Tuck-Juke designs on the whole appeared success on locations. Use of a new to look fairly reasonable, but now and switch also has stepped up installa- then a peculiar one appeared. A design patented in 1940 showed a juke in the shape of a tree trunk apparently covered with bark. The most World Wide Distribuing is headed skinny juke box was designed in 1938 and appeared to be no wider than a coat rack. About the time of New ing Company. Both appointments York's World Fair, a New Yorker pat-(See JUKE PATENTS on page 144)

#### Pick Hit Tune

As a feature of the convention banquet, Russ Carlyle and his Coral recording orchestra will introduce Don't Tell My Heart, which has been selected as the Hit Tune of the Month for May in Cleveland. 'The song, according to Sanford Levine, was written by Gertrude Cohen, wife of the association president, and Buddy Kaye. The latter, with his quintet, have recorded the tune on the MGM label, and this disk will be featured in more than 3,000 music machines in this area next month.

#### Arnold Wins Award

WASHINGTON, April 9. -Victor recording artist Eddy Arnold was selected as the top juke box performer of the year by the Washington Music Guild (WMG). He was presented with the Guild's annual award by disk jockey Eddie Gallaher at Constitution Hall March 27. Arnold put on two performances that day for the United States Coast Guard's memorial chapel fund Both shows, held at Constitution Hall, were sponsored by the Variety Club.

(the phonograph) in, it stays in (the firm's products, which was developed ahoe, N. Y., and assigned to RFC. location). It's tough to move out a phonograph with the location's name on it."

the new personalized phonograph was the Club Thirty One in Buffalo. S. John Radice, operator servicing the club, and Leo DiGiulio, a partner in the club, both reported a definite upswing in patronage as a result of the new box.

by General Electric, has proved a One of the first locations to get tion time, Marcus reported, eliminating the use of screw drivers, socket wrenches and soldering irons.

by Al Stern, while John Larocca is owner of the Coin Machine Distributwere made effective immediately.

A large attendance of out-of-town visitors is expected at the conven-tion, which includes, in addition to the business session, a luncheon, a luncheo Seeburg Juke Box Helps Store Sell Spring Sport Duds AMMIPostpones Election; Pushes Member Drive

> GREENFIELD, Mass., April 9 .- A music service proprietor and a clothing store merchant has recently scheme.

window of David W. Bartlett's cloth- the gathering, was again postponed ing store on Federal Street is an immense new Seeburg juke box that cluded. The object is to give new has attracted the attention of hundreds of passers-by. New to the New members accepted into the people of this section, the machine group were James Barley, Zinbar plays 50 records (or 100 selections) continually for a six-hour period.

Tying in the theme "The swing is to spring," the juke box was placed membership drive will continue for in the window by Arthur K. Strahan, owner of the Mohawk Music Service on Shelburne Street, with a speaker heard the continual stream of popuconcealed in the transom above the doorway entrance. Surrounded by it came from. Then spotting the colorful sports clothes, the juke box juke box, they stopped to look it just plays on and on-the music pouring out as people pass on their look at the new fashions in men's shopping errands.

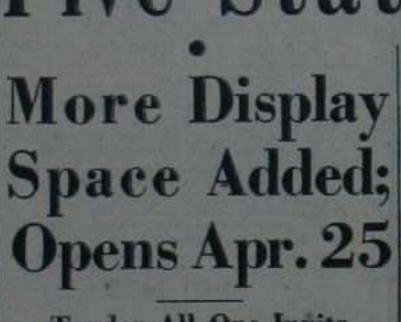
But they didn't scurry for long as

INDIANAPOLIS, April 9.- The Association of Music Merchants of Indiana (AMMI), Chapter 1, held its joined hands in a unique publicity regular monthly meeting Tuesday (5) in the Indianapolis Athletic Club. Parked square in the middle of the The election of officers, scheduled for until the membership drive is conmembers an opportunity to vote.

> Music Company; Harold Meeker, op-erator; M. G. Butler, and Robert Damp both local operators. The another 30 days.

> lar music-wondering at first where over and at the same time had a wear.

The machine played after closing (See 5-STATE MEET on page 144) they approached Bartlett's store and hours as well as during the day.



#### **Tender All Ops Invite**

MINNEAPOLIS, April 9.-Shaping up as the most successful regional music meet undertaken in the history of the phonograph business, the five States phonograph operators' convention, to be held here April 25-26, is now in its final planning stage. Nineteen firms have taken over the 28 booths assigned for display purposes on the merzanine floor of the Hotel Radisson, while four additional exhibitors have taken room space on other floors. At least one new item will be introduced at the show, while a'l major distributors and jobbers in the Twin Cities will exhibit this year. This is in comparison with the light showing made by these organizations at the '48 meet.

**MUSIC MACHINES** 122

The Billboard



### CONSTELLATION

The ever-present curiosity of the phonograph fan is aroused, nourished and thoroughly satisfied with tip-top Constellation performance-every time ... in every way!

Through the clear, smartly decorated front and top glass, players may see for themselves what's going on. As pattern-lighting in constantly changing colors spotlights the action, they gaze in fascination at the precision-timed rhythm of Evans' Tuside Record Changer, tone arm and turn-table. From the big Dynamic Speaker in the acoustically perfect sound chamber comes rich, wide-range tone reproduction to inspire frequent visits to the Tip-Touch Program Selector and its 40 Selections!

Yes, when you operate Evans' Constellation-"America's Brilliantly New Phonograph"-locations become more profitable for you! See your Evans' Distributor now for complete information.



Ork (The Freily) Continental C-783 The Preity Country Girl V. Zembruski & His Connecticut Polish Ork (The Beer) Continental C-783 B Wagner's Dutchmen (Lights Go) Col 12400-F You'll Be Surry From Naw On P. Yankovic & His Yanks (Rosalinda Waltz) Col 12399-P HOT JAZZ Beptration The H. McGhee Buptet (The Skunk) Blue Note 558 Baby Grand Shuffle G. Barkley Quintet (Zig-Zag) Uptown 125 Ca-Ba J. Moody & His Bop Men (Moodamorphosis) Blue Note 554

'Gator Tails, Piz. 1 & II C. Williams Ork . . . Mer #131 T. Dameron Septet (Lady Bird) Blue Note 559 Jahbereo Lady Birs. T. Dameron Sextet (Jahbereo) Blus Note 559 Moodamorphosis J. Moody & His Bop Men (Cu-Ba) Blue Note 554 Somewhere Over the Bainbew H. D' Amico (Cols Heat) National 9000 The Skunk H. McGhes Boptet (Boperation) Blue Note HOVE Lennie Tristano Sextette (Cross-Current) Cap 57-80005 ZIE-ZAE G. Barkiny Quintet (Baby Grand) Uptown 135

#### Beis Bartok; Sonata for Violin and Plans No. 1 Album-Y. Menuhin A. Baller-Victor 12-0753-12-0755 Franck: Panis Angelleus-J. Melton-ECA Victor Ork-F. Bach, Dir. 160 and Godard: B receive: Carbes Dans Cet Aslie-J. Melian-RCA Victor Ork-F. Black, Dir. Luis: Le Roi D'ys: Act III-Vainement, Ma-Birn Aimer-B. Gigli-Royal Opera House Ork-R. Zamboni, Dir. (Verdi; B-Lisst: Hungarian Rhapsody No. 11, Pts. 1 & II-Boston Pups Ork-A. Fledler, Dir. Listz: Les Preisdes (Symphonie Poem No. III) Album-L. Stokowski Symphony Ork 12-12" 1277 V 13-0679-0680 Rachmanioff: Yocalize, Op. 34, No. 14-J. Heifeis (Ravel; Menuet) (1-12") V 12-0105 Ravel; Ma Mere L'oye-Suite Album-Baston Symphony Ork-S. Kaussevilsky, Dir. (2-12\*\*) Victor DM 1265 ¥ 12-0633-12-0634 Ravel: Menuet (1)-Tanıman: Mauvement Perpetuel (1)-J. Heifets (Rachmanin off: Vocalize) (1-12") V 12-0765 Schumann: Manfred Overture, Op. 115 and Beethoven: Consecration of the House Overture in C Op. 124 Album-NBC Symphony Ork-A, Teeranini, Dir. (5-12"") Victor DM 128T V 12-0759-12-0761 Richard Strauss: Der Resenkavaller: Waltzer, Pis, I & II-Boston Pape Ork-A. Fiedler (1-12") V 12-0762 Verdi: Il Trovatore: Ast IV-Al Nostel Menti-C. Elmo-B. Gigil-E. Berrettuni. Dir. (Lale; Le Rali (1-17") ¥ 12-0107

#### CHILDREN

Elecula Tete Pete, the Penguist-Chartie the Chipmunk-Lizzie the Lizzrd-Beity Beaver (The Ice) Animal 116 The Ice Cream Song Johnny, the Mud Turtle-Suils Squirrel (Piccols Pate) Animal 178

nomalia

### Now the WURLITZER 1080

# WITH THE LOCATION NAME

### The greatest idea yet for getting and holding the best locations

Every location owner will want one of these 1080s because there is no touch like the personal touch. That is why the Wurlitzer 1080, personalized with the location's name, has an appeal that no other phonograph can offer.

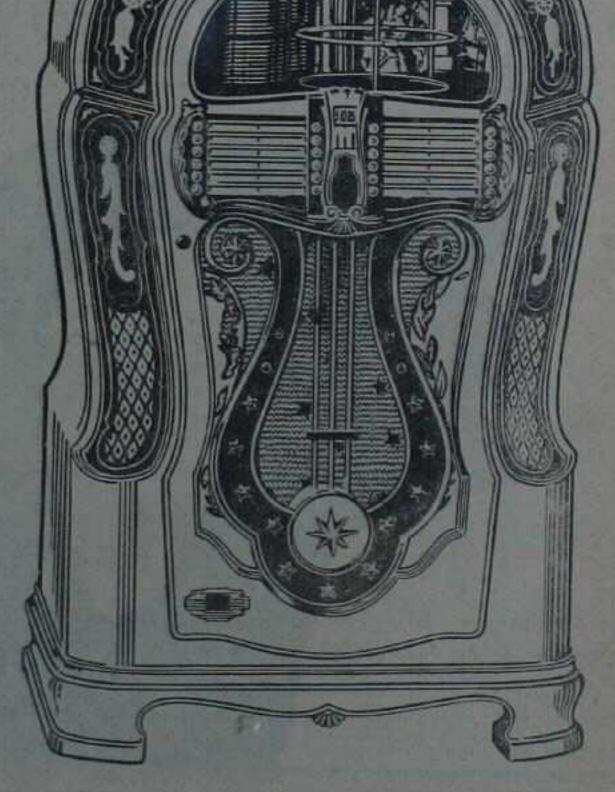
#### AT NO EXTRA COST

Absolutely without extra cost to you, the name of the location is designed harmoniously into the phonograph on the plastic crest just above the changer compartment.

#### **EXCITING NEW BRILLIANCE**

Furthermore, the 1080 has brighter overall illumination and a new gleaming gold record-changer compartment background to give it greater eye-appeal — stimulate MORE PLAY — BIGGER COLLECTIONS. And, because the Wurlitzer Model 1080 is the lowest priced quality phonograph on the market, this means larger profits for you.

> Here is a phonograph that will land all types of locations...and sew them up good. It will be tough for competition to move out a phonograph that is *personalized* with the location's name.



Remember, too, it is a 24-record phonograph that saves you the expense and bother of supplying unnecessary records.

#### Model 1100

Finest deluxe phonograph ever built. Features the famous Zenith Cobra Tone Arm that virtually eliminates record surface noise and record replacement. Novel Sky-Top Turret Window, Encore Program Selector and brilliant, play-stimulating illumination.

#### SEE YOUR WURLITZER DISTRIBUTOR

He will arrange financing—handle all the details —deliver 1080s to you already personalized to install in your locations. The Rudolph Wurlitzer Company, North Tonawanda, New York.

www.americanradiohistory.com

MACHINES 124

A DESCRIPTION OF A DESC	
For the Finest in Record Reproduction Use the New G. E. Magnetic High Fidelity INCOMPANIENCE PERCEUP With Removable Needle With Removable Needle Only ½ O2 Needle Pressure High Fidel ty Output for the Stratch Dang Record Life Dust Plug In Wuritzer S14 95 and Disconter makes	Co Phili Re Cuba Veno Colo Pana Japa Briti Mex Cura Cana Dorr
ADVANCE MUSIC CO 160F Grand Mansas Cites Mr. <b>LIGHTWEIGHT PICKUPS</b> For All Wurlitzer and Seeburgs Perfect Tone—Easy on Records	Re Switt New Unit Sc Can Free M Unit
Sil O	K Per Kuv Ger Tur Oth C
Nothing to change-just plug it in JACOBS MANUFACTURING CO. INC Stevens Point Wisconsin Bole Ganadian Distributor BT CHOMAS COIN SALES LTD Bt Thomas Ontarlo Canada	24 0
USED JUKE BOX RECORDS	last \$187 Janu

Wanted Prefer records not over three months old. We pay sine cents F. O. B. Boston. Let us hear from you

> SHELDON'S RECORD CENTER 31 Tremont St., Boston B. Mass

### **Coin Machine Exports**

January, 1949

	-	at at		Dhonostrophe	Are	Va	a long	A		Amusemen	
Country	No.	otal Value	No.	Phonographs Value	Av. Price		Value	Ave. Price	No.	Games Value	Av. Price
Philippine	1400	A SULCE	110.	value	TTHE	1404	value.	Trice	1402	value .	FIRE
Re ublic	278	\$18 671	6	\$ 3,476	\$579	225	\$35,330	\$ 152	47	\$ 9,865	\$209
Cuba		33.409	111	31,969	288	-	-	0 102	12	1,440	120
Venezuela	40	33:105	16	30,979	673	3	2,126	708	12	100	100
Colombia	221	19,577	- 57	19,577	343	-			-	States and the	
Panama		9:393	16	9,253	577	38	640	- 17			
Japan		9,625	6	3,302	550	13	3.346	- 257	16	2.977	186
British Guiana.		8 000							20	8,000	400
Mexico		6.537	9	3.120	346	12	1,475	123	22	1,942	87
Curacac		4.838	8	4,838	605			X II NOT		A States	-
Canal Zone		4.517	10-	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		6	770	145	26 -	3,807	146.
Dominican											1994
Republic	13	3.465	10	2,583	258	3	882	294	-		
Switzerland		2,177	4	1,302	325	12	875	73	-	12.1	24 -
Newfoundland.	14	2,903	5	2,220	444		1		9	683	74
Union of					300						
So. Africa.	. 7	2.310	2	1,362	681	-			5	848	184
Canada	18	2,148	-	(11%)	1000	6	746	124	12	1,438	119
French			5.00								
Morocco	. 6	1.950	6	1,950	325	-	-		-	1000	
United		The Third State					1.000				
Kingdom	. 1	1,450			-	1	1,450	1,450	-		
Peru		1,211	2	1,211	605	-					-
Kuwait	. 1	925	1	925	925		1000	10 A. C.	-		1000
Germany	. 1	709	1	709	709		-	1000		1000 -	10 200
Tunisia	. 2	715	2	715	358	S. 15	-				
Other	14		11. 21		and and a second	1700	100	20	120	2011	100
Countries .	17	2,506	The state of the	1,675	239	3	108	36	1	723	103
Totals	797	\$201,728	299	\$121,157	\$404	322	\$47,748	\$148	176	\$32,823	\$186
TUtals		4201,120	400	Plainter .	WIDT.	000					

### 9 Exports Running Ahead Ash Appointed f '48; \$\$ Increase Revealed

Continued from page 112) year. Game prices climbed to per unit in the latest report. In January a year ago, games brought an average price of but \$99.

Cuba and two South American neighbors, Colombia and Venezuela, were the principal music buyers last January. Cuba's music merchants

spent \$31,969 for 111 jukes, Venezuela \$30,969 for 46 machines while Colombian coinmen purchased 57 phonographs worth \$19.577. Two countries long absent from music export lists. Germany and French Morocco, bought phonographs during January. The German operator bought one juke for \$709, while a Moroccan music man spent a total of \$1,950 for 6 units

While these sales were not impressive

in dollar volume they indicate that

both nation's have retained an inter-

est in the field and when current re-

strictions are scaled down or elimi-

nated both will return as regular cus-

tomers of U. S. made jukes. Kuwait

an island nation in the Persian Gult

under British control, made its first

appearance in the list when a music

man there bought a new coin phono-

New Distributor For Wurlitzer

PHILADELPHIA, April 9. - Joe Ash, veteran distributor of coin-operated amusement devices, has been named to handle the Wurlitzer music machine line in Eastern Pennsylvania. Southern New Jersey and part of Delaware, it was learned here this week Headquartered here for the past 12 years. Ash's Active Amusement Machines Company has never before carried juke box equipment. Ash announced he was equipping a service department for music machines and has taken on Joe Hrdlicka as supervisor. Hrdlicka has a background of 18 years with the Wurlitzer company. Ash himself will visit music operators in his territory to acquaint them with his sales policy. said to be based on an appreciation of current operator problems. Ash's branch offices in Newark, Philippine coinmen dominated N J., and Scranton, Pa., will not carvender exports in January, spent ry Wurlitzer phonographs, it was re-\$35,330 for 225 merchandisers or \$152 ported since the manufacturer has per unit Venezuela and Japan were other distributor commitments in

Quick Change from 5c to 10c, 5c

Now Available: L.M. Conversion Kit. We furnish 5c-10c Slug Rejector, Credit Unit, New Name Plate and Rivets, Complete Instructions.

127 NORTH DEARBORN ST., CHICAGO 2

Incorporated

Venders

graph for \$925

among the few other volume buyers those cities. of venders in January. The United Kingdom bought one vender for \$1,450, marking the second appearance of Britain on the list in three years. In 1947 a London operator bought a single unit valued at \$10,000.

Game sales were centered around the Philippines and British Guiana. Philippine operators spent \$9,865 for 47 games which reflects continued popularity of games in the island republic. British Guiana spent \$8,000 for 20 units. Japan, the Union of South Africa and the Canal Zone were among the quantity game buyers in January. British Guiana paid the highest average price for games, \$400, Philippine operators spent an average of \$209 per game.

#### ASKS RULE CHANGES

(Continued from page 112) good for a year, but a new permit tor. must be secured if it is desired to change games.

that their request would be taken under advisement. He did not indicate for a special promotion. when a decision would be reached.

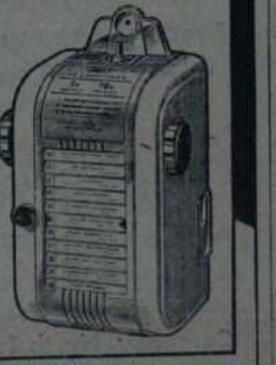
er who was recently elevated to a Tune of the Month in all PMA boxes. judgeship, coincien had also requested The Detroit and Cincinnati associathat the \$50 license fee be made pay- tions have adopted the same song as able in quarterly installments.

**PMA Monthly Hit Tune Selections** Aiding Other Ops

CLEVELAND, April 9 .-- Value of the Hit Tune of the Month recordings and promotion was demonstrated here this week when it was learned that the Phonograph Merchants' Association (PMA) selection in January, Don't Take My Heart has blossomed out as a hit, with additional recordings by Helen Carroll and the Satisfiers on the MGM label: Jon and Sondra Steele's version on the Damon label, and another on the London label. A Spade Cooley recording, and a straight pop disk, are scheduled for release in the near future by Vic-

After the PMA had featured the original recording by Rainbow as a The commissioner told the commen Hit Tune of the Month, the song was selected by several other associations

A second Hit Tune to receive addi-At earlier meetings with John M. tional promotion is Don't Tell My Cannella, former license commission- Heart which will be the May Hit their flit Tunes for May-



#### The Cillboard

LEAGUES BOON TO LOCATIONS

SHUFFLEBOARDS 125

In Green Bay; Arcade Included

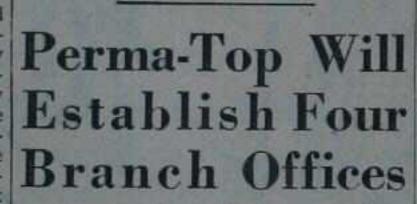
GREEN BAY, Wis., April 9 .- The | erator has for the parlor arrangement. first of a series of Midwest shuffleboard parlors was opened here last week when Smitty's Shuffleboard Salon, 1105 Main Street, started operations with two exhibition matches, featuring championship women's and men's doubles teams of the area. The parlor is owned and operated by local business men, is equipped with six Monarch shuffleboards, remote controlled scoreboards, 25 amusement machines, soft drink venders, and also serves popcorn, candies and ice cream.

April 16, 1949

Despite the handicap of bad weather, the opening night crowd approached capacity, according to Roy Bazelon, head of Monarch Shuffleboard. Up from his Chicago factory for the occasion, Bazelon assisted the local operators with the premiere activities. His firm was responsible for the floor plan of the establishment as well as all the equipment installed on the premises. Last weekend, Smitty's reported a full house for both Friday and Saturday evenings.

Within the next two weeks, the Green Bay parlor will begin scoring on each of its six shuffleboards on a remote control, much the same way scoring is done in large bowling St. Louis office under the direction praise of shuffleboards as a trade alleys. The players will go to a cashier, who will direct them to a numbered shuffleboard after players and Minneapolis-St. Paul, Ingoglio to league play, business on other

Since his staff is working on the model project, Bazelon said that the new type shuffleboard showroom should be completed within 10 days. He also said that his frame attachment for scoreboards now on the point system is ready for delivery. In addition to the frame attachment. Monarch is in production on a standtype scoreboard which records both points and frames. On this unit, singles players get up to 15 points or eight frames, while doubles players get up to 21 points or 12 frames.



CHICAGO, April 9 .- Perma-Top Corporation will open regional offices in four key shuffleboard areas in an effort to step up service and supplies to operators. Jim Guichard, president, announced Wednesday (6).

of Carl Ingoglio, followed soon by stimulator. They also pointed out offices in Salt Lake City, Cincinnati that while Mondays are given over have dropped their fees in coin-op- has been working out of Perma-Top's nights was also hypoed by players

### Shuffleboard Parlor Unveiled Draws Patrons on Off-Nights **To Increase Gross; Owners** Had To Be Sold on Idea

#### Locations Do Heavy Monday Night Business

CHICAGO, April 9 .- Proof that they could see little if any possibilileague shuffleboard play is a boon to the location owner as well as a natural promotion for the industry was reflected in an on-thescene-survey made by The Billboard a board for some time did they bestaff of two of the eight local leagues sponsored by National Shuffleboard of Chicago. The survey was conducted Monday (4) night. Six locations, where 12 teams participated, were covered.

Most significant discovery was that each location visited was doing an unusually heavy Monday night trade. This was attributed to the fact that each 10-player team brought along some friends and relatives as a private cheering section and the number of patrons in each location was 40 or more. Considering that some of the places contacted were of the smaller variety, the over-all effect on the tavern trade on league nights was surprisingly favorable. Location owners interviewed in several of the The first to be established will be a league spots were unanimous in their

ties in the game as an aid to overall revenue. It was only when some enterprising operator asked them to be his guest and visit a spot that had gin to see the light. Once the boards were on location a few weeks in their own spots, they began to improvise their own promotional shuffleboard angles. But all stressed the value of the league idea.

National Shuffleboard of Chicago is headed by Bud Beasley and Bill McGuire. Their representative in charge of league play is Pete Rozgus, who is experienced in the intricacies of league play and handles activities of eight leagues visited in Chicago, four on the North and four on the South Side. The leagues visited this week were League No. 1 and No. 3, both on the South Side in an area of less than five square miles bounded by Kedzie Avenue (West) State Street (East), 63d Street (North) and 74th Street (South).

First league call was at McCabe's, 6758 S. Halsted Street, owned by Terry McCabe. McCabe's team is leading League No. 1 by six full

erated scoreboards.

Returning from Green Bay early this week, Bazelon announced that he will set up a completely packaged shuffleboard parlor in miniature at his Chicago plant. From this he will be able to show operators just what type of floor plan and equipment to use depending on the space the op-

### **Builds Trophies** For Tournam'ts

LOS ANGELES, April 9 .- A new huffleboard trophy for leagues and tournaments is being put on the marset by Val Dente, of the National Select Sales Company here. The company claims this to be the first trophy turned out exclusively for shuffleboards. It is finished in 24 karat gold plate and comes with an all metal base. Plastic bases are used on the lower priced models. Sales are being slanted toward shuffleboard owners.

The firm is negotiating with dealers and distributors to get nationwide overage for the product.

#### Spokane Firm In **Production With** New Shuffleboard

SPOKANE, April 9 .- Shuffleboards with laminated maple tops and legs finished in Spanish leather are being manufactured in Spokane by Simonon's Woodcraft, N2554 Market. Kent A. Simonson heads the firm.

Many Spokane taverns have been installing various types of shuffleboards as replacements for pinball rames, which were banned by a new ity ordinance. Players are charged 10 cents a game.

Wells Street branch here.

Guichard explained that each office will be fully equipped with pucks. wax and maintenance tools as well as location owners admitted that when Sandy's, is sponsored by Sandy's the firm's line of black and colored operators first approached them on Tavern at 511 W. 69th Street, Terry wax and maintenance tools as well as location owners admitted that when

who keep the boards in constant use.

Sell Owners

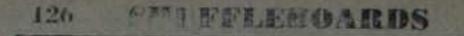
matches as the league goes into its final week. Crowd including 20 players and their relatives numbered ap-Oddly enough, the majority of the proximately 200. The visiting team, playfields and shuffleboard cabinets. the subject of locating a shuffleboard, (See Leagues Boon on page 130)



ficial rules and regulations covering the four-day tourney were sent out. printed on a poster which can be mounted in each location where players are eligible to enter the meet. Dean E. Douglass, executive secre-

tary of the Standard Shuffleboard Congress of America, reported that 48 playfields (boards) will be used in the tournament. One hundred teams, 123 doubles and 256 singles will compete in the men's division, and 50 teams, 64 doubles and 128 singles will be in the women's play-offs, all vying for the \$15,000 in prize money to be (See Set 4-State Tourney, page 128)

JACK TRESKES, Tacoma, Wash., helped to solve his home town's juvenile delinquincy problem by opening up the above shuffleboard parlor last fall. As a result of this, the installation blossomed out as a meeting place for not only the teen-agers in the afternoons, but their parents in the evenings. Plant employees make the spot their headquarters, having formed regular leagues with nightly play. The successful civic venture has turned into a profitable business and has done a good job all around. Eight National shuffleboards are located here and a fountain serves soft drinks.



v

#### The Billboard



The Billboard

#### SHUPPHDBDARDS 127

### PUCK PATTER

#### Chicago:

E. A. Cosson, newly appointed disn the Knoxville area, was in Chiago for a conference with Jim Guichard, Perma Top chief. Cosson hinks his locale will prove a good outlet for shuffleboard despite the act that there will be no tavern ocations. ..., L. Lewis, Mero Indus-ries, claims that the stainless steel

.

gather for a few friendly games after league schedules have been completed on Monday nights. The boys ributor of Perma-Top shuffleboards have purchased a new location just opposite their present one on 71st Street and expect to move in shortly. Frank and Al consider themselves lucky to get the new location in the same block just as their lease was expiring.

Pete Rozgus, who sees that league tops are the fastest playfields to hit play runs smoothly for National he market.... Frank & Al's tavern Shuffleboard of Chicago, probably in the South Side is rapidly becom- has one of toughest schedules of anyng the place where league players (See Puck Patter on page 129)



**CONTACT US IMMEDIATELY** For Open Dealer and Distributor Territory

NATIONAL SELECT SALES CO.



4334 North Western Avenue, Chicago 18, Illinois

IRving 8-8717

7520 MELROSE AVE.

LOS ANGELES 46, CALIF.

THE BEST SHUFFLEBOARD DEALS IN AMERICA **ALL-STEEL SHUFFLEBOARDS** 

**GREATEST DEVELOPMENT IN 15 YEARS** 

0 2000

WORLD'S FASTEST TOP

Stainless Steel Top

Unconditionally Guaranteed

Indestructible

Lightweight

DISTRIBUTOR'S PRICE

ONLY

NEW ELECTRICAL SCOREBOARD **Reduces Playing Time!** Increases Profits! Games end on points or frames, whichever comes first.

IMMEDIATE

DELIVERY

TAKE A PLANE, PHONE OR WIRE FOR EXCLUSIVE TERRITORIES

#### SHUFFLEBOARD SPECIALISTS WEBSTER 9-3793-6-7

1114 S. MICHIGAN AVENUE, CHICAGO S, ILLINOIS

PATS. PEND.

#### First Time Offered NO COMPETITION HOTTEST SELLER IN THE AMUSEMENT INDUSTRY

· The only all-steel shuffleboard in America.

- · Exclusive leg-leveling device in top. No bending.
- · Sponge rubber lining throughout eliminates noise.
- · Eliminates daily maintenance, costly resurfacing.
- · Unconditionally guaranteed not to warp, twistor dept.

BUY FROM FACTORY See all steel Shuffleboards

made

LOWEST PRICES ON WOOD SHUFFLEBOARDS With Maple Wood Formica and Black Tops FT., \$99.00 22 FT., \$295.00

#### SHUDDARDS 128

April 16, 1949



UNIT AVAILABLE Makes "Frame-Scoring" Board of your present MONARCH SCORE BOARD Attaches in minutes SEND FOR INFORMATION

### THE ORIGINAL "FRAME-SCORING" SCORE BOARD

MONARCH

**OTHERS FOLLOW!** 

#### **Electric, Coin-Operated**

First and finest Shuffleboard Score Board to incorporate Frame and Point Scoring! Scores 15 points or allows 8 frames for 2 players; 21 points or 12 frames for 4 players. Game ends when necessary points are scored or all frames are played. Makes Shuffleboard play faster, more interesting. more profitable! Available in Wall, Floor and Center-Overhead Models.

MONARCH Electric, Coin-Operated SCOREBOARDS For Any Shuffleboard and Any Kind of Play-STANDARD-"HORSE COLLAR" or "BASEBALL"-FRAME SCORING AVAILABLE IN FLOOR, WALL AND CENTER-OVERHEAD MODELS · Floor models feature sturdy stand of highly Polished chrome steel tubing. Comes knocked down, can be assembled in minutes with simple bolt arrangement. · All Monarch coin-operated Score Boards equipped with National Slug Rejector. Over-size Coin Box holds approximately \$150.00 in coins. MONARCH DELUXE SHUFFLEBOARD

### Set 4-State Tourney Rules; Play-Offs To Start June 16

(Continued from page 125) awarded.

Official rules, as listed by the sponsor, follow:

1. All games will be played according to the rules as set forth in How to Play, published by the Standard Shuffleboard League, Inc., and approved by the Standard Shuffleboard Congress of America.

2. All Championship Tournament shuffleboard equipment used will be furnished and approved by the Standard Shuffleboard Congress of America.

3. Entries will be by singles, doubles and teams. Singles constitute one player, doubles constitute two players, teams constitute six players plus two alternates.

4. Entries will be received from 100 June 8, 1949. men's teams, 50 women's teams, 128 men's doubles, 64 women's doubles, 256 men's singles and 128 women's singles.

games played will be scratch games.

6. The Championship Tournament will be conducted on an elimination basis in flights of eight (teams, doubles or singles).

7. Each match will consist of three games-winner must win at least two games out of three.

8. All byes will be scheduled in the first round of each flight.

9. All byes will be drawn by an official bye committee.

10. Teams shall be certified and entered by three divisions-A, B and C. Each division will be matched as follows:

1st game	Ed game	3d game
A-A	А-В	A-C
B-B	B-C	B-A
C-C	C-A	C-B
1 Any	deviation from	the origina

be drawn from certified team members only.

16. Any entry reporting more than five minutes late for any game, automatically forfeits the game.

17. Best game shall be considered game won with lowest score.

18. Entry fees include the fee for the use of the boards.

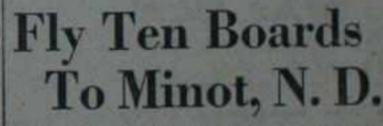
19. 100 per cent of entry fees will be returned as prizes to the players.

20. Each entry upon being registered will receive a badge of identification which will serve as a pass to the playing room, good at all times during the schedules of Tournament play.

22. NOTICES AND LETTERS OF INSTRUCTION regarding day and hour of opening play will be mailed to each team captain by Wednesday,

23. Prize money will be distributed on a basis proportionate to the total entry fees collected in each division. In each division cash prizes will be 5. There will be no handicaps. All awarded to the winners of 1st place, 2d place and 3d place ties, plus the winner of each flight, plus best game out of money in each flight except the Championship flight.

24. Employees of Standard Shuffleboard League, Inc., 3200 W. Chicago Avenue, Chicago 51, Ill., and/or its affiliates, are not eligible to participate in this Championship Tournament.



MINOT, N. D., April 9 .- Interest in shuffleboard in this area has been so high that the North Dakota Sales

Don't take our word for it! Ask anyone who operates a Monarch Board, They are the finest that money can buy!

#### NOW DELIVERING: 18 ft. and 22 ft. **Regulation** Sizes

#### SOON: 12 Ft. Junior Model

545 NO. FAIRFIELD AVE

Fluorescent lighting built into moulding of all 4 corners and ready to plug in is available at moderate additional cost. Greenfield Cable insures safety.

Also available: Automatic Leg Levelers. Self-adjusting to all floor conditions.

- SOLID MAPLE, ALCOHOL RESISTANT TOPS!
- 22 FT. BOARDS ALSO WITH WALNUT INSERTS!

· EASILY, QUICKLY INSTALLED · SPECIAL PIANO-TYPE LEGS FOR STRENGTH . BOARDS COME COMPLETE WITH NECESSARY SUPPLIES FOR IMMEDIATE OPERATION, INCLUDING ELECTRIC WINDOW FLASHER

SIGN!

MONARCH BUSINESS OPPORTUNITY OF A LIFETIME! OPERATE A Reg. U. S. Pat. Off. MONARCH SHUFFLEBOARD Pat. Pend. 8 Ft. Top-Action Re-PARLOR bound! Takes in 20c Monarch Planned in Entirety! per Game, 2 Players. Loaded With Profit Potential! Delivery in About 2 INVESTIGATE OUR PLAN! Wecks. Write for Information or Visit Monarch's Demonstration Salon! HEADQUARTERS FOR SHUFFLEBOARD SUPPLIES, ACCESSORIES, TROPHIES. Write us your needs. Aleboard In

CHICAGO 22, ILL

ARMITAGE 6-1434

team line-up as submitted on the entry blank must be corrected at the time of registration or one hour prior to each match.

12. Each entry must be registered at least one hour prior to the first game it is scheduled to play.

13. The final line - up for teams must remain constant during the course of any match. In doubles matches there shall be a change of individual opponents in each succeeding game.

#### **Entries** Certified

14. All entries must be certified by the Standard Shuffleboard League secretary and accompanied by check or money order for total fees.

Company last week chartered a plane to fly in a load of the boards so as to get them on location as soon as possible. Bob Sande and J. W. Stearns, co-partners in the North Dakota Sales Company, said the plane shipment, comprising 10 standard 22-foot length boards, was already on location in cafes, bars and clubrooms thruout the city, and that as soon as additional equipment could be transported into town, other spots would install them.

While shuffleboard is comparatively new to this area, interest has already spread to surrounding towns, -Sande reported, and play is constant. Boards now on location feature black fiberloid playfields, are 30 inches 15. Doubles and singles entries will wide and stand about 3 feet high.



NATIONAL SHUFFLEBOARD of Chicago, League No. 1. is in its ninth week of play. Two men on McCabe's team (foreground) vie with two women representatives of Sandy's Tavern team. McCabe team leads the league by six games as league play enters the 10th and final week. At left is part of the crowd viewing match, which indicates why location owners are going for shuffleboards.

#### The Billboard

#### 129 SHUFFLEBOARDS

### PUCK PATTER

(Continued from page 127) body in the field on Monday and wishes he was twins. Mrs. Rozgus, Tuesday nights. On these nights Pete's better half, is out of the hos-Pete tries to cover as many tourna- pital and on the way to recovery ment spots as possible. Since there from her second operation since are several leagues running simul-



Because it is definitely less abrasive by chemical laboratory tests and superior in every respect of speed, stability and laying powers.

SOME DISTRIBUTORSHIPS AVAILABLE: WRITE FOR INFORMATION

WAX-OLA CHEMICAL CO. 510 FRANKLIN AVE. NUTLEY, N. J. **Telephone Nutley 2-4084** 

We also manufacture SLuffleboard Paste Wax, Shuffleboard Cleaner,

taneously, he says he sometimes Christmas. On league nights, Pete ≥ sometimes takes four DePaul Uni- 9 versity students with him to locations to take photos. They also take pictures for their college paper. . . . 8 Jack Karter, Perma Top representative in the Twin Cities area, is scheduled to have exhibit space at the Five States Phonograph Operators' convention in Minneapolis April 25-26.

#### Los Angeles:

Ed Wilkes, of the Paul A. Laymon Company, reports he is getting a good play from his two local shuf- ≥ fleboard scoring units, Modern and Lam-o-Matic. . . . Walter (Solly) Solomon, local manager for the E. T. Mape Company, says he has been shipping quite a few Sterling shuffleboards to the Northwest, where the game is really catching on.

Jack Millspaugh, of the Western Shuffleboard Company, is still ex- 2 perimenting with a revolutionary type playing field for his boards. . . . Dave Gould, of the American Shuffleboard Sales Company, is awaiting a new shipment of his combination rebound board. Dan Lufkin, sales manager for the firm, reports the game to be very hot.

#### Dallas:

Interest in shuffleboards is increasing steadily here. And a number of out-of-town operators are coming in for a look-see at the new boards. ≥ Ray Barnes, Palestine, Tex., opera- 2 tor, spent last week in "Big D," visit-ing American Distributing Company's local office to add some Royal Shuffleboards to his route.



ORDER NOW!

RDER

GET THE

0

Shuffleboard Covers and other allied products.



WRITE FOR PRICE LIST

#### Indianapolis:

A game room with eight American Shuffleboards, along with a dart and other amusement games, is being featured at Ole's Ranch, dude ranch and Western-styled night club near Marlton, N. J. The game room with its shuffleboard feature was given prominent mention in newspaper advertisements heralding the opening of the Ranch night club for the spring and summer season.

#### **Philadelphia**:

Marguerite Stone, official secretary of the Rock-Ola Shuffleboard in Indiana, reports that two more leagues are being formed in Indianapolis, one for women and the other for men. . . . WXLW is broadcasting the shuffleboard standings of the leagues, pertinent news about the boards and all information about the different leagues at 4 o'clock every Saturday. The broadcast is causing a widespread interest in shuffleboard.

Approximately 60 persons interested in shuffleboard gathered at the recreation center of M. L. Stuckers, Columbus, Ind., April 2, for an elimination tournament and selected players for various teams for league play. . . . Thursday night (March 31) the Fraternal Order of Indianapolis Police held an elimination contest in its recreation center, and officer Hindsley won first prize as timer.





WRITE

#### 130 SHUFFLEBOARDS

The Billboard

April 16, 1949



#### AMERICA'S **FINEST Shuffleboard**

8 FOOT LAMINATED MAPLE PLAYING FIELD-2 INCHES THICK AND 101/2 INCHES WIDE WITH HIGH SPEED FINISH OVERALL LENGTH 9 FEET-WIDTH 201/2 INCHES

#### ACT NOW!

JOIN THE "SHUFFLETTE PROFIT PARADE"

PRICE \$199.50

AVAILABLE FOR ESTABLISHED AGENTS, DISTRIBUTORS PHONE Garfield 2577

TERRITORIES

### SHUFFLETTE, INC.

CINCINNATI 2. OHIO

ACTUAL

WEEKLY

CERTIFIED

INCOMES

FURNISHED UPON

REQUEST

### Leagues Boon to Locations; **Draw Patrons on Off - Nights**

(Continued from page 125) McCabe said that prior to the intro- significant things about the stop at duction of league play nine weeks Sheehan's was that during the league ago, Monday was one of the slowest matches a good fight was being telenights of the week as far as trade vised from Chicago's Marigold went. When the league plays in his Gardens but only one patron was location on alternate Mondays, gross paying any attention to the contest. business now rivals Saturday night trade. He also said that other nights are also steady now since shuffleboard has become a familiar game in his neighborhood.

#### Helps Trade

Street, Mrs. Ruth Liston, location pointing out the large Monday crowd, owner, pointed out that shuffleboard said that shuffleboards appeared play came to her establishment at when tavern grosses were in the a time when the tavern business was doldrums and stimulated trade. The hitting a low ebb. Trade has picked home fields this week were Frank up noticeably since her tavern has and Al's, 3017 W. 59th Street, owned become a shuffleboard center, she by Frank Slezak and Al Torporcer, said. Smaller in size than McCabe's, Gus's Tavern, 2701, W. 71st Street Ruth and Les' was doing a much bet- and Wasco's on West 63d Street. ter than average Monday night business. Opposing team Monday was phant, Gabril's and a team from Joe The Friendly Tavern, 7353 Vincennes Avenue. The Ruth and Les' team is tied with Duncan's Tavern reached at 11 p.m. or later it was for second place while The Friendly obvious that league play had brought team, sponsored by Elizabeth DeWolf, big turnouts and the locations were is in fourth place.

place at Sheehan's, 6753 Wentworth in League No. 3 were on the point Avenue, a spot owned by George score basis. Sheehan. His team opposed Duncan's and followers of both teams plus other patrons of the place made for stording room only while league play was in action. Location owner Sheehan stated that altho his team is but fifth in the league none of the team's players have lost their enthusiam for the game and are hoping to do-better when another season gets under way. He claims that Monday night trade before shuffle-

the past three months. One of the

#### Frame Basis

All contests in League No. 1 were on the frame basis.

Later the same night, the three home fields for the night for League No. 3 were visited with much the At Ruth and Les', 208 W. 68th same results. All location owners, Their opponents were the Pink Eleand Sophie's Tavern.

Altho each of these places were benefiting from the interests in the Final match of League No. 1 took games on the schedule. All contests

> AS FEATURED IN ARTICLE ON PAGE 198 OF BILLBOARD DATED APRIL 9 HERE IS THE MASTER PORTABLE FOR MAPLE SHUFFLEBOARD TOPS OUTS TRUE AND COMPLETE JOB IN 3 HOURS Write for full particulars **U. S. SHUFFLEBOARD EXCHANGE** OD EL AKND SI.

SIZES: 16, 18, 20, 22 FT.

**REGULATION SIZE: 22 FT.** 

OHIO JR.: 11 FT.

117 SYCAMORE ST.

boards was hardly worthwhile but has increased several times over in

THE OHIO BEAUTIFUL

THE BEST YET

### I. M. SHUFFLEBOARD CO.

17 N. SCHENLEY AVE. YOUNGSTOWN 9, OHIO

PHONE: 9-3496 IMMEDIATE DELIVERY

ORDER YOUR SUPPLIES FROM US

Weights, Score Sheets, Powdered. Liquid and Paste Wax. "T" Squares. If you are a shuffleboard

manufacturer we will be glad to supply you with supplies.

If you want the best get in touch with us. The OHIO looks the same today, tomorrow, or next year. Get a sample to be convinced.

### WANTED

Distributors and Operators. No contract to sign unless requested. Solid maple tops only-Masonite by request.

Start out as an operator and later you can become a distributor

The Billboard

vantage of the strike."

#### SHUFFLEBOARDS 131

"Naturally, the strike will hurt any shuffleboard producer using masonite tops if it lasts for a prolonged period. With our present stock of five weeks' supply we hope to have enough on hand to weather the strike. However, strike lasts for several weeks and my since we also make boards with maple top supply runs out, I will close the tops, we hope to switch some cusplant, take a vacation and wait for the tomers from the masonite tops to strike to end. There will be no at- maple if the strike turns out to be a tempt to increase prices to take ad- long one. We have found that some operators prefer masonite tops while Dick Heramb, Mercantile Display: others are just as sold on maple."

### Nationally acclaimed the finest scoreboard ever made! SHUFFLEBOARD HORSE COLLAR SCOREBOARD **DeLuxe Ultra-Modern Unit**

Mechanism has been tested and proved on location since last June, Designed for fast, easy scoring. Unit completely self - contained. Control buttons mounted conveniently. Instant push-button action. 10c drop chute, Automatic coln counter. Moulded Masonite cabinet with chrome trim. Can be attached to wall or used with hichrome pedestal stand. Alternate "Shuffleboard - Only" panel, easily installed, for locations so desiring available at small extra charge.

SHUFFLEBOARD SECTION LIGHTS ON DEPOSIT OF 1 TO 4 DIMES .... FIFTH DIME SWITCHES PANEL LIGHTS TO HORSE COLLAR SEC-TION.

### **Maple Fields Unaffected**

Now on Hand

LAUREL, Miss., April 9 .- With the strike which has halted production on all masonite products now beginning its second week, indications were that the work stoppage would continue for at least several more weeks The plant here is the sole producer of masonite die-stock as used for manufacturers,

an midnight March 31 after the firms affected: union's one year contract had expired. During the six weeks prior to the lieve that masonite playfields are the stoppage, masonite labor relations most satisfactory for shuffleboard officials and union spokesmen con- play. My firm will continue to proferred an average of two times a duce at capacity until there are no week, but the parties in dispute were more tops available. At present unable to agree on a satisfactory Perma-Top has six weeks' supply of

settlement. Over 2,300 workers are | masonite tops on hand. If the Laurel affected by the strike.

HIIS MA

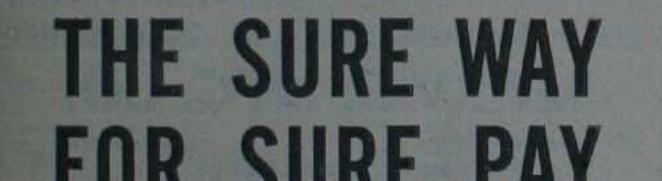
#### Supply Shipments

5 to 6 Weeks Meanwhile, in Chicago, spokesmen from the firm's executive offices de-**Top Supplies** clared that masonite shuffleboard supplies in the company's warehouses would be shipped to customers with previously placed orders until the supply is exhausted. They also disclosed that, since firm representatives and union spokesmen will continue to meet to discuss a new contract. there is still hope that the strike will come to an abrupt end. But they emphasized that a long strike is anticipated.

#### Firms Affected

Among the firms affected by the stoppage are Perma-Top, Chicago Coin and Mercantile Display, all of Chicago; Olympic, Los Angeles, and Penn Shuffleboard, West Chester, Pa. playfields by several shuffleboard All stated that they had in the neighborhood of five to six weeks supplies The strike, involving the Inter- of tops of hand. Following are comnational Wood Workers (CIO), be- ments by officials of some of the

Jim Guichard, Perma-Top: "I be-

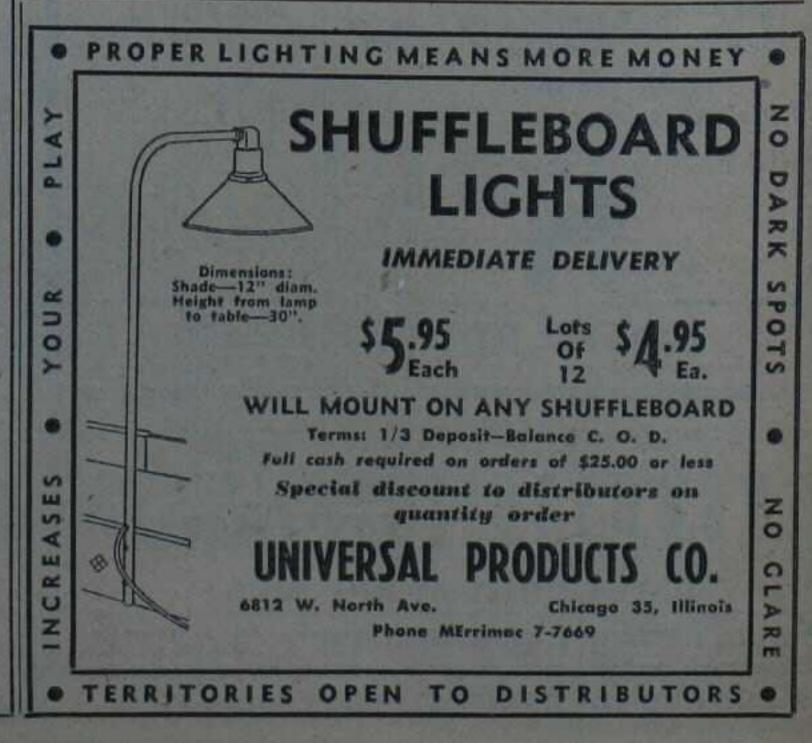


# IS THE SHUFFLEMASTER W COIN OPERATED EBOUND SHUFFLEBOARD

Increase your take and hold those top locations with the nation's amoriest, most trouble-free acoring unit. Inquire about distributorship availabilities.



Write! Wire! Phone! L. & F. ENTERPRISES **1157 POST STREET** SAN FRANCISCO 9, CALIF. Phone: PRospect 6-2630



9 FT. REBOUND FORMICA TOP SCORING UNIT COIN OPERATED

LOWEST

SEE YOUR DISTRIBUTOR FEW DISTRIBUTOR TERRITORIES STILL AVAILABLE

PHONE-PArkway 2900

PRICED REBOUND ON THE MARKET

OHIO SPECIALTY COMPANY 29 WEST COURT STREET CINCINNATI 2. OHIO

132 SHUFFLEBOARDS The Billboard

April 16, 1949



The Billboard

#### COIN MACHINES 135

### 7 COINMEN YOU KNOW

#### Chicago:

Mike Spagnola, Automatic Distributing Company, says the current sales-tale on the AMI juke line is one of "satisfactory-plus" proportions. Among the visitors during the past week were Illinoisians John Dochi, J & G Distributing Company, Rockford, Ill.; Al Morandi, Peru, Ind., and Mrs. F. B. Ford, Decatur, Ill. Mrs. Ford is ably handling her husband's music operation while he is recovering from a recent illness. . . Fred Hebel, heading a corporation bearing his name, introduced a new type of ice cream vender last another shop man to the San Anweek. Machine, called the FHC Vendor, is a five-flavor unit with bars stocked in revolving drums; latter are spring powered. Hebel was nstrumental in popularizing the Good Humor bar.

A. Garrick Alex, head of Vendall Company, entertained a Canadian (See Chicago on page 135)

#### **Baltimore:**

Jacham, was confined to his home for them with receipts. with tonsilitis. If and when Pete decides to have those bad tonsils anked, the boys of the Amusement Machine Operators' Association of Greater Baltimore (AMO) are going to chip in for a giant ice cream cone to speed his convalescence. He is of 75 per cent of the receipts. A later one of the founders of the AMO.

duced recently in the Maryland priations for the meter purchases

#### Dallas:

B. H. Williams, vee-pee of Commercial Music Company, Wurlitzer and Y Popcorn Supply Company, Oklahoma and New Mexico, and first transportation. Adding United's fiveball tables and Williams' five-ball for the No. 1 spot on the selectors vealed, upped the firm's personnel area. . . . Rex Alexander, record proby three sales representatives and two shop men in Dallas, and added tonio branch.

O. W. Wahlstrom, head of Wahlstrom Industries, is on a fast north-

(See Dallas on page 134).

#### Atlantic City:

After refraining for years from purchasing new parking meters because the cost would be included in the budget, the city commission this week awaited passage of a bill in Irvin Blumenfeld, of General Vend- the State Legislature which would ng Sales Corporation, says the firm permit payment for the meters out is momentarily expecting delivery of of receipts. The bill would permit the Gottlieb and Williams new five- municipalities to contract for the ball games. . . . Pete Mongelli, of purchase of parking meters and pay

A similar method was used when Atlantic City obtained its first parking meters in 1937. The meters were installed and payment was made to the manufacturer by the allocation decision by the New Jersey Supreme Court, however, made it necessary Eventual passage of the bill intro- for municipalities to make appro-

#### Philadelphia:

David Yaffe, announced that his Y distributors in Houston, San Antonio now at 1226 Vine Street, will move day (29) acted as a magnet attracting and Dellas, announces his firm has about April 10 to new quarters at added Universal's Photo-Finish, new 256 North 13th Street. . . New one-ball machine, and the Universal Click-Tune-of-Month selection, voted luncheon meet. Some of those who Console. Territory embraces Texas, by teen-agers, turning out for the showed up included George Seedman monthly juke box party staged at machines were delivered last week Frank Palumbo's Click by the music in Dallas via Commercial's own machine operators association, was tional Mutoscope; Ike Houston, of "All Right Louie, Drop the Gun" novelty play in 1948, Williams re- for all the music machines in the motion chief for the Motor Parts Company, local Columbia distributors, has turned to record retailing in purchasing a partnership in the Premier Record Shop.

> Telenational Corporation, New York City, advertising for part-time operators to lease its coin-operated television sets in local hotels and hospitals. . . , Four vending machines in the Casino Theater were broken open and a total of about \$50 in coins taken, it was reported to Twin Cities: police by the manager, Maurice Felt. . . . At near-by Atlantic City, the coinman, who was stricken while on opening of the Beer Barrel Cafe by a trip to Minneapolis-St. Paul and Michael Pacula Jr. provided a new cigarette vending machine location for several weeks, was recovered for the Toomey Vending Company, The Beer Barrel is also the first loca-Elco-bowl, a scaled-down fully automatic bowling alley. . . . National Land Title Building, is franchising the operation of automatic shoe shining machines in the territory.

#### Indianapolis:

Company, visited Cincinnati, Thurs- Sales, Minneapolis, has returned and to advertise for bids. Several day (7) buying records. . . Distribu- from a similar stay at Miami Beach,

#### New York:

The Sales Executives Club precedent-setting confab on vending Tuestop coinmen from near and far to the Roosevelt Hotel, scene of the and Bern Bernard, of Rowe; Bill Rabkin and Herb Klein, of Interna-Spacarb; Paul Berkely, of Vendex; Zenn Kaufman, of Philip Morris; Louis Leverone, of Automatic Canteen; Harry Alexander, of Chalex; Clint Darling, of the National Automatic Merchandising Association; Buddy Rosenthal, of Coldrinx; Neill Mitchell and Julius Levy, of Lchigh Foundries, and Charles Maloney, of Interborough News. The day of the meet was also Neill Mitchell's birthday.

George Trad has announced that Sidney Pincus has been named by (See New York on page 134)

Glenn Radcliffe, Superior, Wis., confined to a Minneapolis hospital sufficiently to be moved back to his home last week. . . . "Ed and Mildred tion in the territory to feature the Berkemeier, of Litchfield, Minn., are postcarding coinmen in this area from Palm Springs, Calif., and Builders Supply, with offices in the Phoenix, Ariz., where they are vacationing. . . . Fred Gross, St. Paul operator, has returned with his son from a 10-day stay at Hot Springs. ... D. K. Carter, Minneapolis operator, is back from three weeks in Cali-Clarence Hohman, Janes Music fornia, while Phil Moses, of Philips

see Ballimore on page 135)

#### Washington:

coin machine licenses in Arlington, Va., was March 31. While definite dropped. gures were not yet available, Paul Besson, of the city license bureau Los Angeles: aid that until the last minute aplications for all types of business censes had been slow coming in. similar situation has existed every ear in the past, he added. The Alexandria license rates for coinmerated machines duplicate the tate fees. Penny gum ball and tamp machines are charged \$1; 5-(See Washington on page 134)

#### Martford, Conn.:

Cigarette Vending Service, of Hartford, has moved to larger quarters at 252 Franklin Avenue. Two prothers, Gershon and Nathan Weil, are operating the business. The conern was started about two years igo. The company installs and servces cigarette vending machines.

Nathan Weil, partner in the Cigarette Vending Service Company, which recently moved into larger quarters, reports that the location contains more than 1,600 square feet of floor space. This figure is quite a jump over the footage available at he vending concern's old address. The company, now at 252 Franklin Avenue, moved from 726 Wethersfield Avenue, where it was located since its organization in March, 1947. Weil's partner in the business is his brother, Gershon. The company (See Hartford, Conn. on page 134)

#### Betroit

Al Broder is establishing an extenfive route of Training Devices' new Quizzer in local theaters, making his headquarters at the Rainbo Theater He is acting as a special theatrical representative for the Brilliant Music Company, headed by Joseph and Jack Brilliant. . . . Harris Porter has closed the offices of the Poter Distributing Company, juke box firm, here. . . . Lester F. Docking, of Arradia Records, has returned from a (See Detroit on page 146)

years ago the city commission made plans to purchase several hundred The deadline for obtaining annual parking meters but because of the high court decision the deal was

Larry Jackson is working around the clock trying to train his new springer spaniel for the field trials, field. . . . Henry Van Stelten was write a radio show and turn out seen on Pico Street last week look- Ray Maloney and family, and Mr. copy for Bill Levenhagen's bulletin ing over some new equipment. He and Mrs. Dan Maloney, who are enwhich goes to all record operators. headquarters out Whittier way.

William R. Happel Jr., of Badger Sales, had Ray Ressel. Crestline coinman, as a visitor last week. . . . Badger also played host to Irene Boling who came down from Bakers-

tors of coin-operated phonographs Fla. report a sudden spurt in demand, and also increased collections. . . R. B. Craft, operator at Kokomo, Ind., was a coinrow visitor, buying parts and shopping generally. . . Roy Snodgrass, Evansville, Ind., was in buying and shopping.

Nels Nelson, of the Ray R. Powers Company, is still trying to peddle his fishing boat. He's thru trying to snag the elusive marlin. He'll (See Los Angeles on page 143)



BELL-O-MATIC STAFF plays host to President Vince Shay at a party in the Morrison Hotel celebrating his 30 years in the coin field. Among guests helping Shay cut his anniversary cake are (left to right); Roy Mc-Ginnis, R. P. McGinnis & Company, Baltimore; Shay; Cece Mills, a relative of Herb and Ralph Mills, Oak Park, III.; Midge Ryan, Bell-o-Matic vicepresident; Irving Ovitz and Oscar Schultz, Automatic Coin Machine & Supply, Chicago; Bill Marmer, Sicking, Cincinnati, and Herb and Relph Mills, Mills Industries.

Distributors report an upsurge in business in recent weeks with operators showing considerable interest in acquiring new merchandise. Interest (See Twin Cities on page 134).

#### Wiecesse:

Willie (Little Napoleon) Blatt has been playing host to Mr. and Mrs. joying a late vacation in the Sunny South. Ray Maloney, Blatt, John Christopher, Bally distributor in Baltimore, and Blip Glasgold all got together for a luncheon meeting at the Saxony the other day.

Willie Cohen, Silent Sales, Minneapolis, is ready to go back North, but is reluctant to leave the beach. ... W. Levy and his wife are here and staying at the Georgian Hotel. . . . Lou Coran, Illinois Simplex, is anxious to get to Chicago to attend to business, but he also owns the King Cole Hotel here, and can't leave for the Midwest because the hotel is loaded with late winter vacationers.

#### Cleveland:

Jack Cohen, president of the Cleveland Phonograph Merchants Association, reports the Barton Brothers, Russ Carlyle and Skitch Henderson have all been signed to appear at the 10th anniversary banquet to be held by the association April 19 at the Hollendan. . . . Joe Caldron, AMI's assistant sales manager, has advised local ops he will be on hand for the PMA meeting and wants to say hello during his brief stay in town.

Meyer Marcus, president of the Encore Manufacturing Company, is back in town after an extended business trip. Marcus reported he spent several days in St. Louis visiting the J. Rosenfeld Company, Encore rep in Missouri, Southern Illinois, Northern Arkansas and Western Kentucky. He also advised that the firm will exhibit at the Five-States convention in Minneapolia April 25-26.

#### COIN MACHINES 134

#### Dallas:

Continued from page 133) ern trek via automobile to check on production models of two new items ha refrigerated air room cooler and a portable electric clothes drier. Accompanying him is T. P. Smith, director of engineering. The two will visit plants in Greenville, Ill., Fort Scott, Kan., and Kansas City, Mo.

Jack A. Prock, formerly the Houston sales representative for General Distributing Company, has joined since its organization. the Dallas headquarters as general sales manager. Firm, owned by George Prock, also has branches in San Antonio and El Paso. Distributorship covers North Texas Oklahoma and New Mexico with products of Rock-Ola Manufacturing Company, Genco Company and J. H. Keeney & Company. Jack Aderhold, formerly of Oklahoma City, is a recent addition to General's staff, as sales representative for Rock-Ola Shuffleboards.

Harold Rheder, head of Canteen Service of Texas, announces that his firm's Joe Neshitt proved top cigarette route man in a 60-day sales contest. Prize was a Hallicrafter television set, complete with aerial, installation charge-the works! All Joe had to do was turn it on. And there was more for Joe: His ability was recognized by Rheder, and the ciggie salesman was promoted to supervisor.

J. H. Lynch, in the New Orleans office of S. H. Lynch & Company, is author of "Helpful Hints on Operating Cigarette Vending Machines" -a 38-page booklet that's almost required reading. It tells the sales talk and made lots of knots in Manning's on the Electro vender.

Robert C. Thompson, head of Thompson Distributing Company, is also sold on the Electro product. He started dealing with Lynch & Commany salesmen, and double the number of Electro venders.

### COINMEN YOU KNOW

#### Hartford, Conn.:

Continued from page 133) maintains 24-hour service on cigarette vending machines in the Hartford area. It's certainly a tribute to the new concern's ingenuity to note the tremendous trade expansion that it has achieved in the two years

John E. MacNaughton, of Seven-Up Springfield Bottlers, Inc., of Springfield, Mass., has been elected president of the Massachusetts Bottlers of Carbonated Beverages.

MacNaughton, who is vice-president and general manager of the Springfield bottling company, is the first Springfield man to be named president of the State organization, Edward J. Ryan, of the Country Club Soda Company, Inc., of Springfield, has been named to the board of directors of the Massachusetts Bottlers of Carbonated Beverages.

Pinball game pilfering continues to figure in Connecticut news. It seems that while business was proceeding normally at Buddy's Grill, Stamford, Conn., the other day, someone cut the electric wire attachment to the pinball machine, broke the glass on top, and made off with \$25.

his Aireon music box men in Denton -Joe Akers and Fred Barnes-for a week-end trip to Lake Texamo. On those broad waters the trio fished Chris-Craft cruiser. After the trip, Manning spent three days in Okla-homa City, checking business in in the fire," he said. Manning spent three days in Okla-Aireon locations.

Coin and vending machine business got a big publicity break locally newest Aireon juke for a dance.

#### **Twin Cities:**

Continued from page 133) in the show and meeting to be held here in Minneapolis late this month has been mounting steadily, with 100 per cent co-operation by distributors and operators alike in prospect. . . Amos Heilicher, of the Advance Music Company, Minneapolis, recently held a grand opening of his new quarters at Third Avenue and Fifteenth Street. . . . Ray Kohner, of Winona, was passing out cigars recently-a grandson. His son, Don, is affiliated with Ray in the coin machine business.

George Nold, of Wahpeton, N. D. was in shopping, while Robert Noziske, of Burke, S. D., was in buying shuffleboards. . . . Pin games were the main interest of Pete Wornson, of Kasota; Mark Coughlan, of Mankato, Minn., and Bob Foster, of Sioux Falls, S. D. ... Larry Dueno, of Austin, Minn., came to the city to see the Minneapolis Lakers tangle in the basketball world series with the Washington Capitols. . . . Pete Vanderheid, of Dodge Center, Minn., bought records on his visit here, while Greg Mraz, of Brainerd, Minn., bought music and Frank Kummer, of Spring Valley, Minn., pin games and music. . . . Back from his win-ter vacation on Florida, Bill (Sphinx) Cohen, of Silent Sales Company, left almost immediately for Chicago to catch up on business. . . . Hy Greenstein, of Hy-G Music Company, reports business as good as ever, with the future appearing extremely bright despite recent devel-

Hy Greenstein, of Hy-G Music Company, who flew back from Miami Beach only a few days after he arnow has well over 200 locations. last month, with a pair of Sunday rived there, to take care of the situa-spreads in The Dallas Times Herald tion in which Seeburg assumed dis-Plans for increased activity this -one of two big dailies. One was a tribution of its own product in this summer will add four routes, as three-column shot of Charity League area, said the only comment he had members playing platters on the to offer was that the two parties "agreed to disagree." Hy said he Other was a feature story titled "Put had not decided (as of Thursday) Incidentally, Henry M. Manning, a Nickel in the Chute," and offered what his next move will be, altho several lines. Meanwhile, he will & Company products which he distributes in this territory. Mrs. Greenstein, who went with her husband to Florida, returned at the same time. Al Dierkhising, Freeport, Minn., who recently began his own route, has a partner who knows more about the inner workings of their machines than he does, even tho she is a woman. She is Blanche Rankin, of Annandale, and her part of the partnership is to handle repairs on amplifiers and electronical parts of the machines. She is well equipped to do the job because she is a graduate of an electrical engineering college and holds an electrical engineering degree. Al, who formerly worked as a serviceman for Bush Distributing Company, Acme Novelty Company and Midwest Novelty Sales Company, concentrates on the mechanical and sales end of the business. At Midwest Novelty Sales Company, Andy Lynch, salesman, and Dick Rothbauer, driver, still are talking about their narrow escape on a recent trip to Mitchell, S. D. Near Sioux Falls, S. D., their truck hit an icy spot in the road, made a complete somersault and landed, right side up, in a ditch. Neither was hurt and a shuffleboard they were transporting wasn't even scratched. . . . The new salesmen added to the staff of Silent Sales Company are Merton Kerr, Minnesota and Wisconsin, and Al Olesky. North and South Dakota. . . . Norton Lieberman has joined the sales staff at Lieberman Music Company, Wurlitzer rep, and will cover the country area.

#### New York:

Continued from page 133) the Trad Television Corporation and Tradio, Inc., to head national sales, The position was formerly held by Harry Rockafeller, who has resigned to go into private business. Pincus used to teach in New York City and New Jersey high schools. . . . Hal Meeks, newly appointed Also-Deree distrib in the East, reports that his salesmen are moving the manufacturers' candy vender and shoe shiner.

Max Schiffman has sold his interest in the Premier juke box route. Sole owners of the operation are now Dave Lutzky and his son, Stanley, . . . Mac Pollay, of United Phonograph Service, is again repairing Chicken Sam amplifiers. Pollay, who specializes in these units, reports that ops are getting the arcade pieces ready for the outdoor season.

Jackson Bloom, who runs the United Tobacco Corporation cigarette operation with Tom Cola, is doing a sizable biz refinishing cigarette venders for other ops. United has full stripping and spray facilities. Bloom estimates that about 20 per cent of the paint jobs United does are for other ops on a fee basis, The firm also distributes pennied cigarettes.

Max Levine, of Scientific Machine Corporation, headed a delegation of 30 coinmen who met with License Commissioner Edward T. McCaffrey Thursday (7). They asked that license regulations for approved games be modified to permit changing games in locations under a single license permit. Among those who attended were Al Blendow. Al Meyers, Bert Lane, Al Simon, Herb Weaver, George Ponser and Sol Wohlman.

the former Shirley Diamond, who was a bookkeeper there until their marriage 10 months ago, are being congratulated on the birth of a son . . . Another birth recorded was that of Margie Kay to Mr. and Mrs. Sol

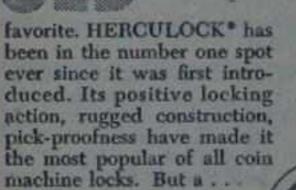
American Distributing's top man, a brace of two-column shots showing he has connections in the offing for can vie for honors as the man who lovely gals buying ice cream, hot gets around. Just got delivery of a coffee and popcorn from vending concentrate all efforts on D. Gottlieb new Cadillac 62 4-door sedan and machines in Braniff International in adding mileage picked up two of Airways' personnel building.

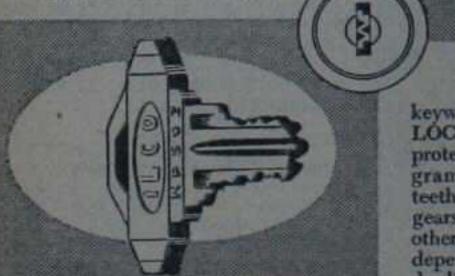
tributing Company, and his wife, N. D., Solotone.

Nash. The father is route manage for Twin City Novelty Company, ... Mrs. Della Lieberman, mother of Harold Lieberman, of Lieberman Music Company, is recuperating from a fall oif a ladder in which she broke a collarbone and several ribs She is 70 years old. . . . Lieberman's secretary, Gertrude Yank. is happier these days because her mother is recuperating from a serious operation she underwent recently. . . Bill (Sphinx) Cohen, of Silent Sales Company, is due back at his desk next week two months after yacationing in Daytona Beach and Miaml Beach, Fla.

Expected back the first of the week after five weeks of vacationing in Kingston, Jamaica, Nassau, the Bahamas, Miami Beach and New York, are Harold Lieberman and his wife. . . . Ray Stoering, of Fairmont, Minn., a 33-year-old operator, has been kept from tending his route because he has, of all things, the measles. . . . Jim Karusis, of JAK Sales, is expanding his route and adding new Solotones. . . H. F. Dennison, of Chicago, national distributor for Solotone, is expected to visit Silent Sales Company late in April. . . . Operators are reporting an exceptional upsweep in the demand for low-priced new music machines. Jobbers report a definite trend in buying these days,

Jonas Bessler, of Lieberman Music Company, reports that Chicago Coin's pistol arcade game is being subjected to considerable demand by operators. William Hattlestad former mayor of Cottonwood, Minn, was in the Twin Cities last week looking for phonographs. . . . Other visitors to this market last week were Jack Lowrie, of Lake City, looking for pin games; Paul Fehling. Sauk Centre, Solotones; Norman Hanson, Osakis, five-balls; Joe Derringer, St. Cloud, shuffleboard, ali from Minnesota; Joe Reali Jr., Cornell, Wis., Filben Music; Larry Siege, Augusta, Wis., arcade equipment and Fred Nassauer, of Pioneer Dis- shuffleboard; Charles Rose, Fargo,





#### keyway design in HERCU-LOCK will give even more protection. Look at the diagram above. See how the teeth, arranged like meshing gears, create a pattern no other key can fit. Here's new dependability that can't be duplicated.

### HERCULOCK

gives you still more protection from new key codes that are registered by us in your name, kept for your exclusive use. Check up on NEW HERCULOCKS right away. They're the most dependable and secure coin machine locks available today.



of all stells, in , is, real party in strength

### PENDENT LOCK COMPANY Fitchburg, Massachusetts

#### The Billboard

#### COIN MACHINES 135

#### Baltimore:

Continued from page 133) House of Delegates legalizing payouts on pinballs, consoles and bell machines in Baltimore County, would mean a great deal to Baltimore city operators since about 90 per cent of them have some stops in the county.

The Maryland Senate passed a bill March 26 to recodify and revise generally the laws relating to State idmissions and amusement taxes, .... Awaiting Governor Lane's signature, after final passage also by the State Senate March 26, is a bill authorizing fraternal, religious, patriotic, educational and charitable organizations to conduct bingo games in Baltimore when proceeds are devoted to charitable purposes or in "furtherance of the purposes" of the organizations.

The bill providing for a referenium on the operation of bell mahines in Charles County was finally assed in the Maryland Senate March 25 after adoption of a House imendment, and went to Governor ane.

Roy McGinnis Company is getting cliveries of Chicago Coin's Pistol ame. Earl Lipe, manager at Mc-Ginnis, says operators are turning in enthusiastic reports about United's new five-ball game. . . . March 25 Delegate Alexander introduced in the House of Delegates a measure to set up a \$30 annual license for pinball machines and similar devices n Frederick County, with half the proceeds from the fees to be divided between the county and the Emergency Hospital in Frederick.

A House-approved bill to extend he Harford County liquor curfew from midnight to 1 a.m. received Senate approval March 28. . . . The House, March 26, passed a bill to for- United's new game, Carolina. bid the Anne Arundel County Commissioners to issue licenses for bingo games, except those at waterfront amusement parks; to prohibit installation of pinball or bell machines in cluded were Clarence Camp, Memgrocery and drugstores, or theaters, or in any confectionery store located within 1,000 feet of a school, and to prohibit Sunday carnivals.

### **Calendar** for Coinmen

April 19-Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.

April 24-28-National Association of Tobacco Distributors (NATD), annual convention and exhibit, Statler Hotel, New York.

April 25-26-Five States Music Convention, annual convention and exhibit, Hotel Radisson, Minneapolis.

April 25-26-Iowa Automatic Music Operators' Association (IAMOA), quarterly meeting, Hotel Radisson, Minneapolis.

April 25-26-South Dakota Phonograph Association (SDPA), quarterly meeting, Hotel Radisson, Minneapolis.

June 5-9-National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

June 19-24-International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.

July 26-28-National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago 1, for listing in this calendar.)

#### Chicago:

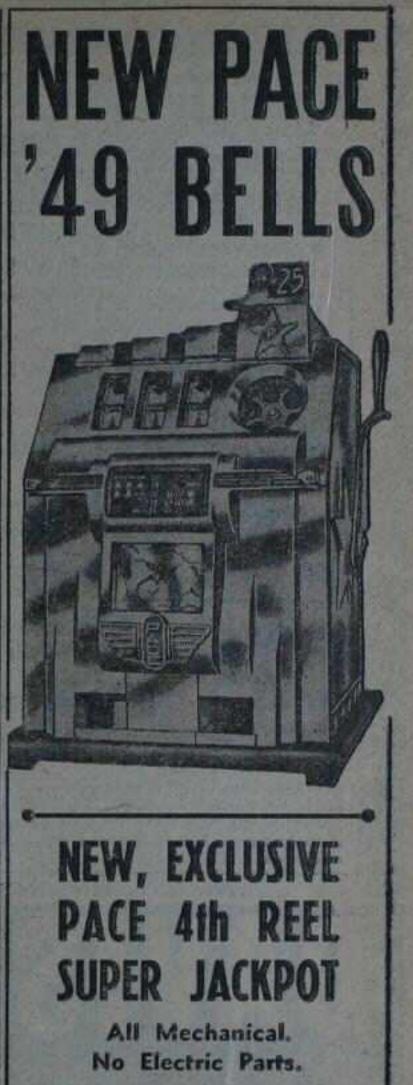
Continued from page 133) industry last week. The visitor, rette dispensers and juke boxes, \$5, King's firm operates ice cream venders.

the gang. Among those who dropped being more equitable. in were Dave Simon, Simon Sales, New York; Carl Trippe, Ideal Nov-

#### Washington:

Continued from page 133) emissary of the Maple Leaf vending cent soft drink venders, \$3; ciga-Alan M. King, heading Polarmat, and ice machines, \$25. Candy vender Inc., in Montreal, exchanged views licenses cost \$5 to \$10 depending on on the future of automatic merchan- location. An optional license is also dising in his country with Alex. issued on merchandise dispensers with an initial fee of \$10 plus a \$1,000 bond posted for performance required of each business concern. Visitors have been flocking to the In addition, 12 cents per \$1,000 of United Manufacturing plant these gross revenue is collected, Accordpast few days to say hello to Lyn ing to Besson, many of the larger Durant, president, and the rest of companies prefer this method as

Two new releases by Decca are elty Company, St. Louis; Bill well on the road to success in the Marmer, Sicking, Inc., Cincinnati; Washington area, according to Fred Mrs. Lotte Berman, Sicking, Inc., In- Turner, of Decca Distributing Comdianapolis, and Mack Watson, an pany. They are "He Lies, He Lies, operator in Cedar Rapids, Ia. Billy He Lies," sung by Bing Crosby and DeSelm, sales manager; Ray Rich, Evelyn Knight, backed by "Everyand Herb Oettinger reported all the where You Go," and the Andrews visitors were enthusiastic about Sisters in "Hurry, Hurry, Hurry" along with "I Didn't Know the Gun Was Loaded." Turner predicted par-Bally Manufacturing Company ex- ticular success for the former since Evelyn Knight has been considered tops in this section for months and Bing is always a favorite. In fact, the Washington distributors had quite a few orders before the platter was released early this month, he said. Locally Gordon Jenkins's "Again" is selling well because the soloist is former WINX disk jockey Joe Dosh singing under the name of Joe Graydon. "It looks like we'll be loaded with good tunes right thru the summer months," Turner predicted, pointing out that Decca now had seven of the top 10 tunes.



Representative Sasscer (D., Md.) has urged the establishment of a tax commission for the District of Cotumbia, Maryland and Virginia, with ager, has been spending more time at a view to co-ordinating the tax struc- his desk these days. Art's rugged ture of Greater Washington, which road schedule in 1948 kept him extends into the two States. Sasscer jumping from one end of the country Metropolitan Washington was out- ports, the trips have been fewer, and tide the District of Columbia. He the hours spent in Chicago and at and portion) and part has not.

The House of Delegates passed and United States. ent to the Senate a measure specifyng that amusement taxes collected in the Bethesda area of Montgomery County shall be expended by the county council for the benefit of that irea.



Central Amusements Has 160, c/o The Billboard Pub. Co. 155 N. Clark St. Chicago 3, HL

ecutives welcomed a number of visitors to their plant last week. Inphis distributor; Jack Rosenfeld, in town from his St. Louis headquarters; H. C. Childers, of Fort Madison, Ia., and finally, Don Marquise, who was visiting Chicago from his home in Fargo, N. D.

Art Weinand, Rock-Ola sales manaid over half of the population of to another. So far in 1949, he repointed out that part of Greater home with his family, have been Washington has a sales tax (Mary- longer. Firm is producing its juke box on schedule and making deliveries to distributors thruout the

> R. L. (Smitty) Smith, sales correspondent and road representative for Buckley for many years, retired April 1. His brother, Perc Smith, arcade sales manager for Exhibit Supply for over two decades, passed away last year. . . . Howie Freer, Empire Coin Machine Exchange, claims that the used game and bell business has shown a marked upswing in the past three weeks. His boss, Gil Kitt, adds that foreign trade has also started an upward climb, particularly with South American coinmen. . . . Herb Jones, Bally vicepresident, reports that the one ball Citation and its running mate, Lexington, are beginning the seventh month of full production. Firm's newest console, Spot Bell, is also proving with operators around the machines. . . . Henry Strong is in country.

cluding the area's sunshine in coin change capacity.

An entire chapter is devoted to pinball and bell machines in "You Can't Win," a new book by Ernest E. Blanche, North Chevy Chase, Md., published last week by the Public Affairs Press in Washington. The volume which presents facts and fallacies about, gambling summarizes Dr. Blanche's studies in the field during a 15-year period. He describes various types of pinball machines as well as telling how they can be used for amusement and for acquiring skill. In discussing the magnitude of the business he uses New York City as an example. The coin machine chapter also includes a description of new types of ma chines and a statement of what dealers are doing in the field.

Another sure sign of spring-service stations in the area are moving coke and soft drink vending machines outside again.

Reno to represent O. D. Jennings at the first showing of the 1949 Sam Lewis, Chicago Coin, says Sun Chiefs scheduled to take place that the five-ball Majors of '49, fea- in the Mapes Hotel, April 5-6. New turing baseball action, is already line features solid chrome front trawing well on location and pre- model. . . . Dick Wiggins, Standard dicts that the game will gain in Coin head, is putting the finishing popularity following the opening of touches on coin changer which he the baseball season April 19. . . . plans to sell to suburban rail lines. Wally Finke. World Wide Distribu- and wender operators at metroors, is vacationing on Florida's politan air depots and similar top beaches, contemplating ways of in- locations. Present unit has a \$315

### HAS NO EQUAL FOR STIMULATING PLAY

5c-\$260-J. P. PAYS \$ 50.00
10- 37E   D DAVE (2E00
10c- 275-J. P. PAYS 125.00
25c- 290-J. P. PAYS 250.00
50c- 370-J. P. PAYS 500.00
\$1.00- 535-J. P. PAYS 1,000.00
STANDARD CHROME BELLS
Contract of the second s
5ε
10c 215.00
25c 230.00
50c 310.00
\$1.00
SINGLE COIN CHUTE CONSOLES
All mechanical action.
All mechanical action. Lights for rewards and display.
Lights for rewards and display.
Lights for rewards and display. 5c\$300.00
Lights for rewards and display. 5c

#### **COIN MACHINES**

The Billboard

April 16, 1949



#### COIN MACHINES 137



www.americanradiohistory.com

138 COIN MACHINE	S The Bill	lboard	April 16, 1949
CENTRAL OHIO	Record I (Continued fr		Smith Retires
QUALITY BUYS		0-89 EXCELLENT • 70-79 GOOD SFACTORY • 0-39 POOR	After 30 Years In Coin Field
GENCO BIG TOP UNITED ROMONA WILLIAMS DALLAS CHICACO COIN MAJORS EXHIBIT SWANEE SECHIBIT SWANEE SE BLUE FRONTS	ARTIST TUNES LABEL AND NO. COMMENT	LABEL AND NO. BU SI LA SI	CHICAGO, April 9.—R. E. Smith, for 30 years a member of the coin machine fraternity, has resigned as sales correspondent for Buckley Manufacturing Company. He is re- tiring to his newly built home on the Fox River at McHenry, III. Smith first became interested in the field when he joined Exhibit Sup- ply Company in 1919 where he re- mained for three years. In 1922 he
10¢ BROWN FRONTS       84.50         25¢ BROWN FRONTS       89.50         5¢ BLACK CHERRYS       129.50         10¢ BLACK CHERRYS       134.50         25¢ BLACK CHERRYS       134.50         25¢ BLACK CHERRYS       134.50         25¢ BLACK CHERRYS       139.50         5¢ JEWEL BELLS       169.50         25¢ JEWEL BELLS       169.50         50¢ JEWEL BELLS       175.00         50¢ JEWEL BELLS       135.00         10¢ COLDEN FALLS       135.00         10¢ COLDEN FALLS       140.00         25¢ SILVER CHIEFS       69.50         10¢ SILVER CHIEFS       74.50	FOLK WILEY & CENE (Columbia 20554) I've Stopped My Dreaming About You 43454540 Listless duo harmony performance. How Does One Forget? 53555350 Solo warbling job has more bite than flip, but still nothing to write home about.	Don't Rob Another Man's Castle 77787678	
25¢ SILVER CHIEFS	RED RIVER DAVE- THE TEXAS TOPHANDS (Continental C-8038) Herr Schmidt 828282 Delightful polks, with a stimulating rhythm pat- tern and a folksy lyrie with earthy, down-home appeal	RED RIVER DAVE- THE TEXAS TOPHANDS (Continental C 8039) Mary Warner Blues 64626467 Western blues, chanted convincingly. Hayseed Schottish 71706975 S = in g y instrumental should get good bas play.	
BLUE BELL TOKEN BELL S¢ VEST POCKETS JENNINGS NEW BELLS STANDARD & CLUB MODELS	Eighth of January 73727076 Outfit does handsomely so this toe-tapper, with topnotch hoedown fid- dling.	HOT JAZZ MOE KOFFMAN'S MAIN STEMMERS (Main Stem 3002) Rockin' With the Bop 71727071	R. E. SMITH moved to the other side of Lake Stree as a member of the sales staff of th O. D. Jennings Company, an affilia
CHICAGO METAL SINGLE DOUBLE & TRIPLE REVOLV- AROUND SAFES & STANDS HEAVY STEEL REVOLVAROUND SINGLE DOUBLE & TRIPLE CONSOLES - USED	REX ALLEN (The Arixona Wranglers) (Mercury 6171) Tennessee Tears 848484 Allen's resonant, heart- felt warbling and a re- laged, compelling - beat string backing make 9	Effort to apply the hank to bop comes off in a rather appealing fashion the the fouriers involved aren't terribly good nor exciting	tion which lasted for 22 years. From 1944 to November, 1945, Smith was associated with Joe Calcutt's The Vending Machine Company of Fay etteville, N. C., working out of Ball

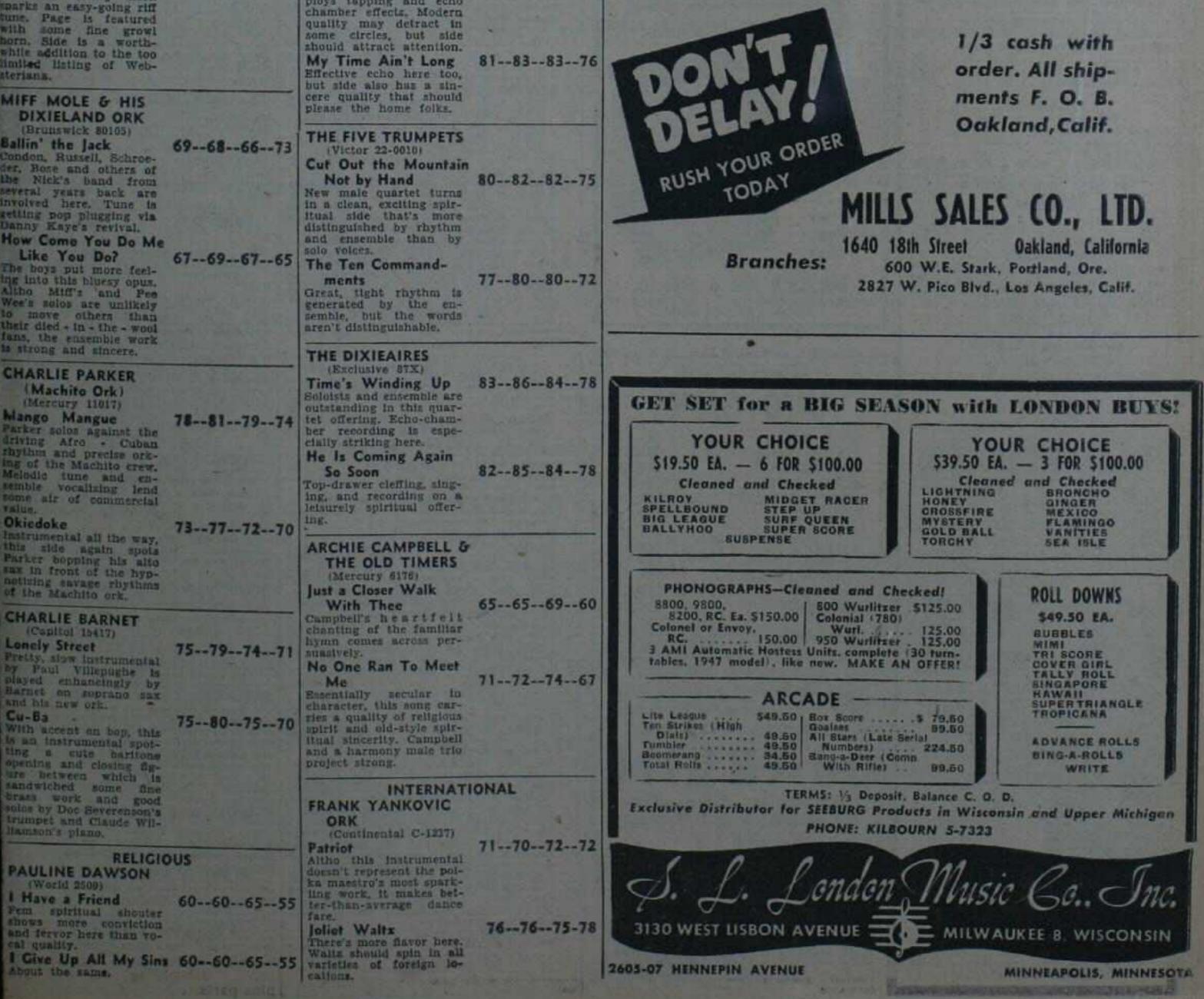
	KEENEY BONUS. 54-254 \$425.00 KEENEY BONUS. 54 275.00	click liew of this strong hill ballad	2 Selling	One of those scat bops is a pretty mediocre surt of job.		more. Since that time he has with Buckley. A brother of P. C. (Perc) St
10 A	ORAW BELLS 195.00 DE LUXE DRAW BELL 275.00 EVANS RACES, COMB 495.00 Sc-25¢ JENNINGS CHALLENGER 345.00	Song of the Hills Melodic waits ditty, sung and played with re- laxed charm,	74747375	MAIN STEMMERS	64676560	Exhibit Supply's areade manager over 25 years who died last year. Smith traveled the country from to end and made several trip
and the second second	BALLY TRIPLE BELLS         425.00           KEENEYS. 5-10-25¢         595.00           IUMBO PARADE. CP         69.50           BALLY BIG TOP. FP         69.50	CARL SAUCEMAN (Hillbilly Ramblers) (Mercury 6173) The Pale Horse and		A not too-tightly knit hop riffer, with some solo horn by one Elvin Shep- herd a real standout. Main Stem's		Mexico, Canada and Cuba during iong sales career. He is also author of several articles on machine operation.
	IENNINGS TOTALIZER, FP 69.50 MILLS 4 BELLS 69.50 MILLS 3 BELLS, LATE 375.00	His Rider Nasal due harmony and twanging-string backing on a bilinity sermonizer	72737568	Bopportunity Breakneck, free-wheeling hop, this one without Shepherd, Leader Koff-		Smith has three grown sons. Ted and Jerry, each of whom several battle citations during
	CONSOLES - NEW KEENEY TWIN. 5c-25c	come thru persussively. Someone's Last Day In similar vein, but the message inn't quite as potent.		man's fast altoing is		more than three years of over duty with the navy, army and a guard respectively.
	KEENEY WILD BELL         800.00           BALLY MULTIPLE BELL         749.50           BALLY WILD LEMON         545.00	CHARLES LUNDY (The Virginia Valley		ART TATUM TRIO	72757169	Buy N. J. Amusement P
	ARCADE EQUIPMENT	Boys) (Mercury 6174) Dying Lover Listless performance, ow- ing mainly to fumy ork	55555753	I Cot Rhythm Tatum's flashy plano style is aided splendidly by Slam Stewart's bowed bans and Timy Grimes smither plucks. Neat Jacs		NEW YORK, April 9.—Dave Si and John Christopher, long activ arcade and coin machine circles, i purchased the Seaside Heights Ca and have formed a new company
	FOMMY GUN, LATE       \$ 69.50         EXHIBIT DIGGERS       99.50         CHICAGO COIN HOCKEY       69.50         CHICKEN SAMS       79.50         MUTO, VOICEOGRAPH       425.00         LIFE LEAGUE       79.50         BATTING PRACTICE       79.50	Double Measure of Double Trouble Lundy slogs with verve and conviction, but ork		T Would Do Anything	70737067	operate the large New Jersey and ment park, it was learned this w Together with John J. Fitzgerald Simon and Christopher have or ized the Venice Amusement Corp
	KIEK NITE BOMBER 165.00 TOTAL ROLL 69.50 UNDERSEA RAIDER 139.50 PITCH 'EM & BAT 'EM 315.00 NEW SKEE ROLLS 200.00 SKY FICHTERS 69.50 5 BUCKLEY DIGGERS 115.00	SUNSHINE SLIM SWEET (The Georgi Farmhands) (Mercury 6172)	•	WINGY MONONE & HIS JAZZ BAND (Brunswick 80106) Isle of Capri Wingston arts the eddle	70706873	tion to run the park. The Casino was purchased from previous owner by the Atlantic I Company, headed by the same r cipals, in a deal said to involve a
	NEW MACHINES, MISC.	Mother's First Rose Boutine sentimentalizer gets a good try.	62646460	in imo-beat garb, plays some trumpet and sings a double-talk chorus with his famed signr.		\$1,000,000. It was indicated that park, occupying ap area approxit ing 200 city lots, will undergo ex
	REBOUND CHICAGO COIN SHUFFLE KING, 22 FT. PACKARD WALL BOXES	I Just Told Mamma Goodbye Strong werper, strongly projected by Sweet-has	80808080	Memphis Blues Wings's trumpet lands a Disteland group then the paces with the evergreen.	68706866	sive alterations (see separate stor Parks section of this issue).
	VENDOR 294.50 EXHIBIT'S DALE GUN 289.50 DAVAL GUSHERS 32.50 VENDIT 150 BAR GANDY 169.50	the ingredients to get heavy play. YODELING SLIM		GEORGE SHEARING QUINTET		Form New Bell Corp.
	VENDOR 169.50 COTTLIEB GRIPPERS 32.50 BALLY CITATION 642.50 ROCK-OLA MAGIC GLO WRITE STANDARD SHUFFLE BOARDS	CLARK (Continental C-3040) Mother, Queen O' My Heart	84848484		75797768	Amusement Sales Corporation been formed here with Red Zeg
	CENTRAL OHIO	an imaginative tale of mambling and a super- nutural visitation. Could catch the market's fancy		ted by Marjorie Hyams an ribes; Chuet Wayns, guitar; John Levy, bass; and the superintive dramming of Deunli Bark.		at 1139 South Wabash to rebuild a bells. The company plans to rebuild
	525 So. High St., Columbus, Ohio PHONE, ADAMS 7254	Lowboy's Dream Routine yodeling per-	60606060	Life With Feather More of Shearing's stimu- lating 58 work, with good support, on a fly origi- mal.	10131304	castings, club handle and other tures. Rebuilding will cost \$7 plus parts. Copyriding on
		formation.		and the second se		

#### The Billboard

#### COIN MACHINES 139



Mills	4-Bells (5c)	\$180.00
Mills	Jumbo Parade (comb.)	69.95
Mills	Jumbo Parade (free play)	65.00
Mills	Jumbo Parade (auto.)	65.00
Mills	Golden Falls 5c	135.00
Mills	Golden Falls 10c	140.00
Mills	Golden Falls 25c	145.00







#### 140 CONN MACHINES

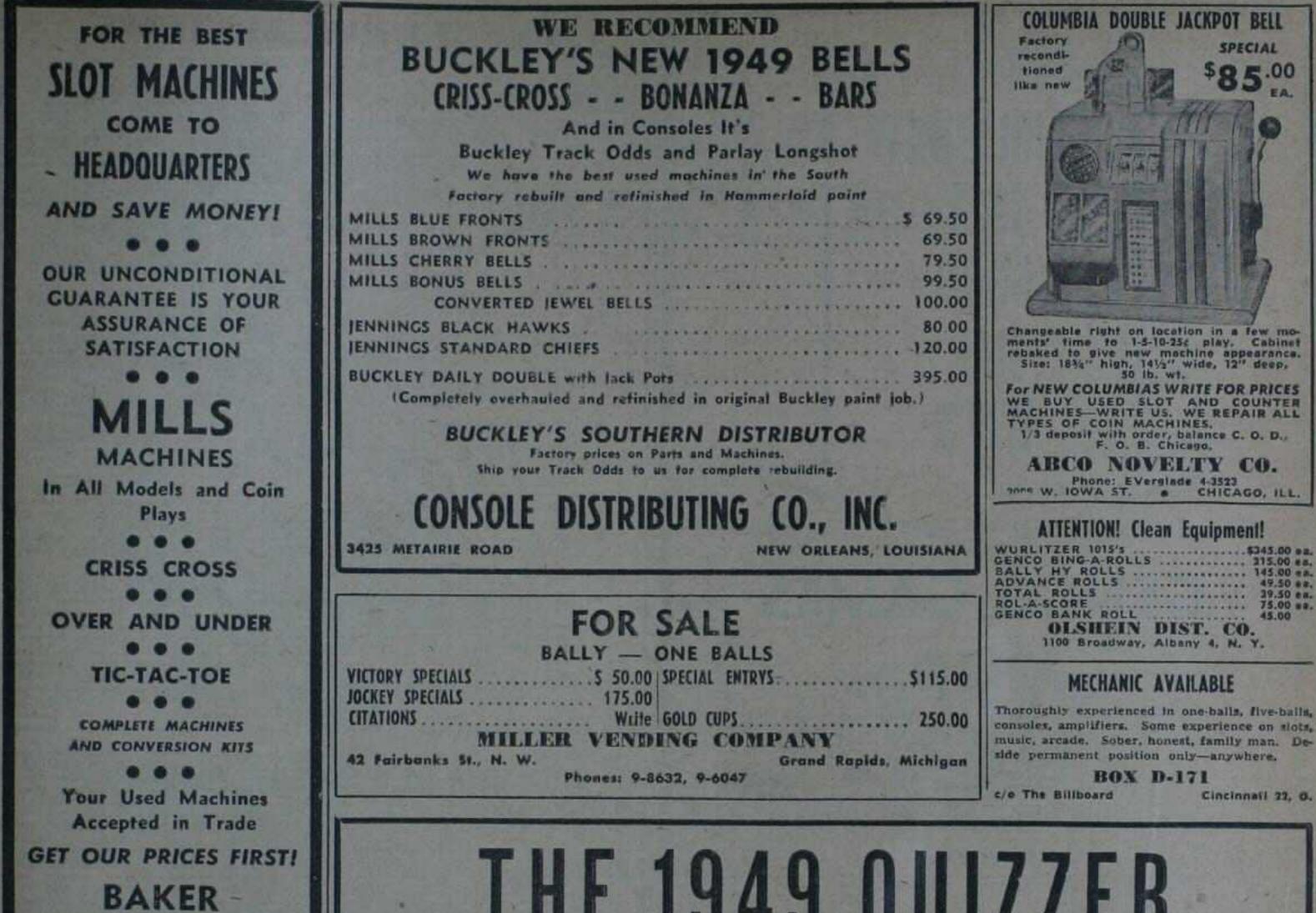
#### The Billboard

April 16, 1949



The Billboard

#### COIN MACHINES 141



NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

PRICE SLASHED!

HI-LO-FIELD

DICE

GAME

AURORA, ILL

#### ORIGINALLY PRICED AT \$20.50

IN LOTS OF NOW S 12 OR MORE-\$16.50 \* BEAUTIFUL 5 COLOR LAYOUT

#### \* FOOL-PROOF CONSTRUCTION \* NO FEDERAL AMUSEMENT TAX \* TOP EARNINGS FOR COUNTER SPACE

The new, larger, more attractive and im-proved HI-LO-FIELD Dice Game. Earnings from \$50 to \$100 daily in ordinary locations. Hi-Lo-Field is helping thousands of cigar stores, taverns, night clubs and road spots revive their dice game earnings. NO COIN SLOT . . . portable and easily removed from counter. Ideal for closed territories, OVER-ALL SIZE, 14x21 inches. 1/2 Deposit With Order, Balance C. O. D.

AND A PLATER STATE A PLANE AND A STATE AND 31 North Broadway



### JUUILLEN SOLD DIRECT TO OPERATORS

Scoring Sign-Beautifully Designed and Colored - Tremendous Player Appeal. Endless Film Assembly-Eliminates All Manual and Mechanical Reversing Film Mechanism.

### NO RENTAL CHARGE ON FILM

Each machine shipped complete with film (at no extra charge) containing thousands of questions and answers. Operator can buy additional film direct from our factory and build up library for changes as desired.

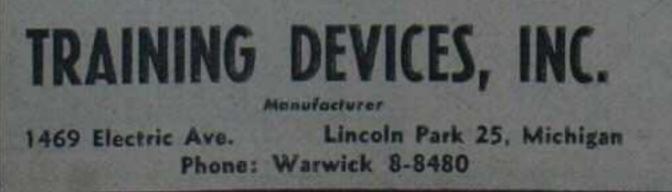
Complete service manual of instructions shipped with each machine. Also available to present operators upon written request.

**Amusement or Free Play** PRICES AND TERMS

F. O. B. DETROIT INCLUDING

Special discount in lots of five (5) or more. 1/3 withorder: balance sight draft or C.O.D.

Write, Phone or Wire for Additional Information.





NOW AVAILABLE New Scoring Sign and Endless Film Assembly Adaptable to 1948 MODEL QUIZZER

#### 142 COIN MACHINES

The Billboard

EVERY DAY IS A GOOD DAY WITH	Account of the property of the
GENCO GAMES CENIPA	<ul> <li>(P. Martin Org. Victor 20-3324; P. Sinatra, Columbia 38391)</li> <li>20 27. SUNFLOWER</li></ul>
Action 14 Illinois	Songs WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM) (Continued from page 37) BI-Sustaining Instrumental BV-Bustaining Vocal Songs Pub. Heard N.Y. Heard Chi. Heard Calif. Sur. Tol. Si SV CI CV SI SV CI CV SI SV CI CV PL P15
OPERATORS' INFORMATION ON REQUEST RECONDITIONED PIN GAMES —READY FOR LOCATION	Everywhere You Go       Lombardo       0       6       0       3       4       0       1       1       1       0       1       0       1       0       1       1       1       0       1       0       1       1       1       0       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1       1 <th1< th="">       1       <th1< th="" th<=""></th1<></th1<>
Ballerina       \$ \$7.50       Magic       \$139,50       Short Stop       \$ 70.00         Carnival       125.00       Malor League B.B. 50,00       Smoky       12.50         Contact       100.00       Marjorie       18.00       Stage Door Canteen       12.50         Fiesta       19.50       Melody       65.00       Surf Queen       14.00         Hi Ride       20.00       Shanghal       79.50       Tennossee       85.00         Holiday       155.00       Serenade       155.00       Vanities       24.30         NOW DELIVERING NEW EQUIPMENT       Citation, Big Top, Majors 1949, Carolina and St. Louis       KEENEY'S ELECTRIC CIGARETTE VENDOR, KEENEY'S TWIN         BONUS SUPER BELL, MILLS BONUS BELL, MILLS JEWEL BELL,       MILLS Q. T. BELL, MILLS VEST POCKET BELL, MILLS NEW         BLUE BELL AND BLACK BEAUTY.       SLUE BELL AND BLACK BEAUTY.	Is Yours)         Powder Your Face With Sunshine Lombardo       2 8 1 5 1 1 1 4 3 2 1 5 7 100         Red Roses for a Blue Lady       Millis       6 4 1 3 6 4 5 5 4 2 1 3 2 107         So in Love (Kiss Me, Kate)       T. B. Harms 5 6 0 4 4 6 T 6 9 5 0 3 115         So Tirad       Glenmore       3 2 1 3 2 0 3 5 5 3 0 3 70         Some Enchanted Evening (South Williamson       4 9 0 4 2 3 1 5 3 5 0 4 2 100         Pacific)       Someone Like You (My Dream: Harms, Inc. 1 12 0 6 0 10 1 8 8 8 8 6 5 157         Someone Like You (My Dream: Harms, Inc. 1 15 7 10 0 12 3 10 4 10 0 7 2 201         Sunflower       Paramount       1 15 7 10 0 12 3 10 4 10 0 7 2 201
ESTABLISHUA ESTABLISHUA 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE BELMONT 1800 <b>"THANKS, OPERATORS"</b> THE DEMAND FOR OUR USED MUSIC HAS BEEN SO GREAT THAT WE AGAIN OFFER ANOTHER QUANTITY OF USED-	The Streets of Laredo         Grint         Streets
WURLITZERS         100's       - 1080's       - 1017's         100's       - 1080's       - 1018's         100's       - 1080's       - 1018's         100's       - 102's       - 1080's         100's       - 101's       - 100's         100's       - 100's       - 100's         100's       - 100's       - 100's </th <th>BETTER BUYS — in BETTER REBUILTS         DRAW S165       DELUXE DRAW S210         DELLS       S165         VICTORY SPECIAL (Chrome Rails)       S59.50         Didersita       S105         &lt;</th>	BETTER BUYS — in BETTER REBUILTS         DRAW S165       DELUXE DRAW S210         DELLS       S165         VICTORY SPECIAL (Chrome Rails)       S59.50         Didersita       S105         <



The **Billboard** 

## NASCO'S LATEST S-BALL CONV MADAM BUTTERFLY

**Converted From SINGAPORE** 

A Complete Conversion-Completely Overhauled-With All the Latest Features and More Added TO GET THE BIG MONEY

> ALL NASCO CONVERSIONS ARE AMAZINGLY LOW PRICED

MADAM BUTTERFLY is a perfect addition to the other SENSATIONAL NASCO CON-VERSIONS ....

> **ALOHA Converted From HAWAII** LARIAT Converted From NEVADA **BAZAAR Converted From MEXICO**

SHIP YOUR COMPLETE GAMES VIA PREPAID MOTOR FREIGHT Write-Wire-Phone - Get On Our Mailing List.

NATE SCHNELLER, Inc.

1427 North Broad St. (STevenson 2-0242) Philadelphia 22, Pa.

**Get Ready** for Spring and **Summer Resorts** NOW! with De Luxe and Universal Cabinets and Stands

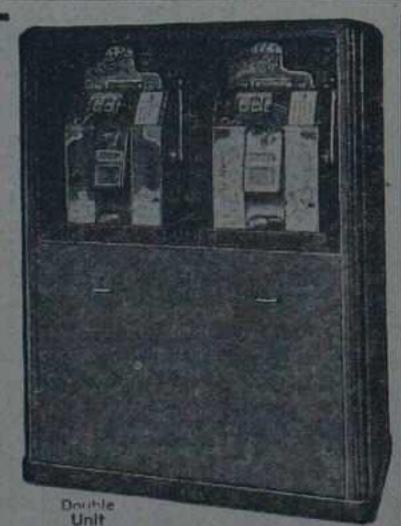
just the thing to protect and display your equip-ment in remote areas. They harmonize with any interior and are equipped with Revolv-A-Round (except Universal Stand) that cuts servicing time. Single, Double and Triple Units.

> IMMEDIATE DELIVERY

Write for Name of Nearest Distributor.

ORDER YOURS TODAY!

CHICAGO METAL MFG. COMPANY **3724 SOUTH ROCKWELL** Chicago 32, Illinois Tel.: LaFayette 3-5754



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IMPORTANT: SPINNERS or EX-

PLOSIVE BUMPERS ARE OPTIONAL.

WHICH YOU PREFER.

WHEN SHIPPING GAMES STATE





YOU CAN DEPEND ON KEENEY'S BONUS Super Bell CONSOLE

\* Midst a profusion of claims and counterclaims LET'S LOOK AT THE RECORD of Keeney's 2-WAY BONUS SUPER BELL. It has made many operators financially independent and is STILL OUT-EARNING the majority of games of all types.

Your distributor has Keeney's 2-WAY BONUS SUPER BELL and Keeney's GOLD NUGGET, sensational twin Multiple, 4 coin play console. Contact your distributor now!

cenell & CO., INC.

2400 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

### 5-State Meet Set for April 25; More Exhib Space Added

(Continued from page 121) reported the convention will kick Sales, 24, and the Midwest Coin Maoff with a general business session chine Corp., 25-26-27-28. Monday at a luncheon meeting which will be open to all. It was stressed by Ferguson that all operators in the Greater Northwest area are invited to attend the convention, and 42-829; Mero Industries, Inc., Chicago. many who are not active in one of Room 302, and Telequiz Corp. the five State organizations sponsoring the meet have already indicated they will be on hand.

#### Exhibit Space

With manufacturers of phonographs and supplies all displaying by locations, added that banquet interest in the meet and sending tickets are also going fast. Record special representatives to assist dis- companies are supplying top talent tributors in showings, a complete to appear at the show which will coverage of music items as well as a fair representation of games and shuffleboards is assured.

follow:

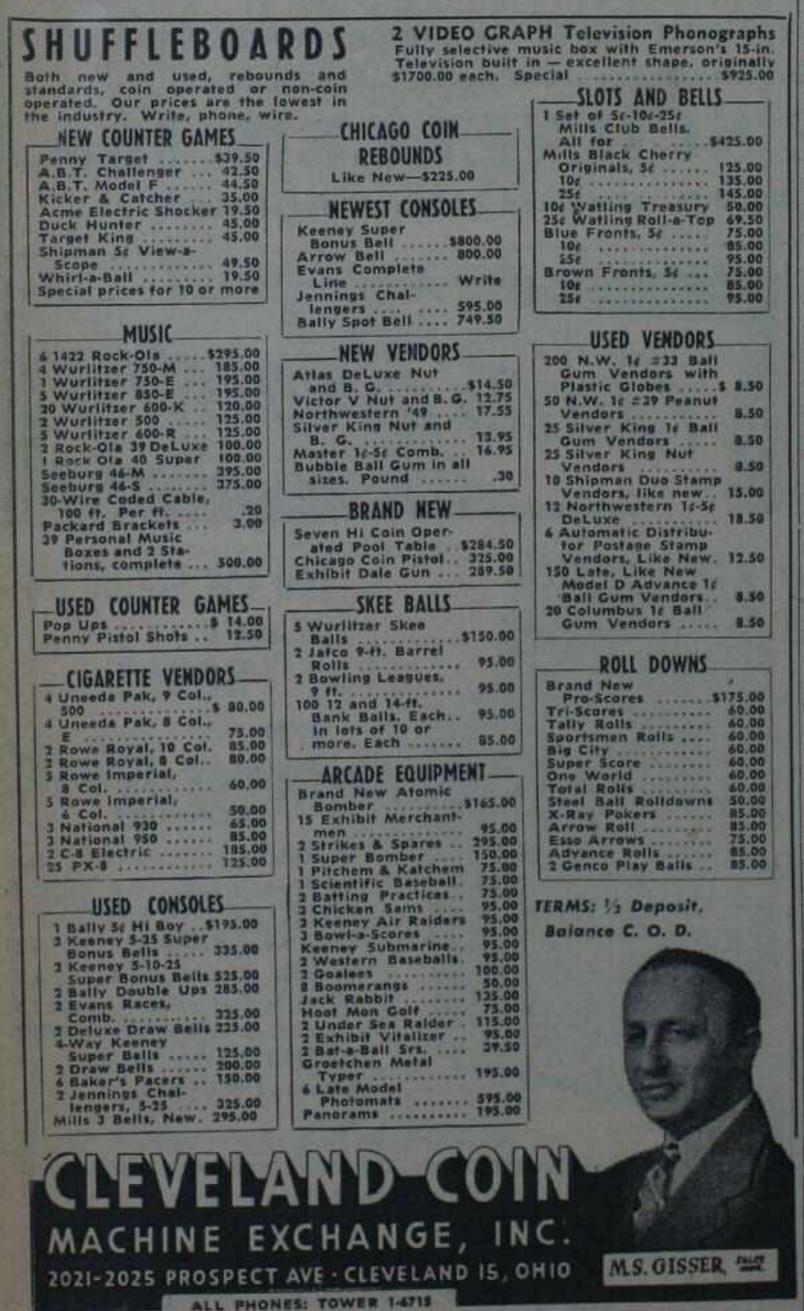
Music Co., 3-4; Le Beau Novelty and Hal Garvin's orchestra. In line Co., 5-6-7; Permo, Inc., 8; Silent Sales, with Minnesota's Centennial Cele-9-10; Gopher Distributing Co., 11; bration this year, the stage will be Music Service Co, 12; Mayflower decorated to observe the 100th An-Distributing, 13; Mercury Records, 14; niversary. George Wohlers and ented a juke shaped like the Trylon. Hy-G Music, 15; Frederick L. Co. Russell Wolf, writers of one of the (replacing the Roycraft Co.), 16; official songs for the celebration, Shuffleback Corp., 17; Capital Rec- Land o' Lakes Sweetheart, will perords, 18; Automatic Games Supply form from the stage.

Co., 19-20-21; Reinhard Bros., 22; Ken Ferguson, publicity chairman, Encore Manufacturing Co., 23; J & F

> In rooms on other floors will be Associated Industries, Inc., Milwaukee, Room 400; F. L. London Co., Milwaukee and Minneapolis, Rooms

#### Show Plans

Ferguson, reporting that all rooms at the Radisson are now reserved, and that the hotel is endeavoring to get space for late-comers and nearfollow the banquet. Included so far are Harold Luffelmocter and His Six Fat Dutchmen; Frankie Masters, Exhibitors and their booth numbers who will be playing at the Stevens Hotel in Chicago, but plans to fly F. C. Hayer Co., 1-2; Lieberman to Minneapolis just for the show,



### AMA Marks 20th Anniversary at Banquet; Silverman Gets Award

(Continued from page 112) and credit to the officers, board of sociation's success. I must at this directors and membership of the as- time pay tribute to the many who sociation. "We would never have an have given unsparingly of their time association, and our association could and effort whenever called upon to never survive over so many years serve the best interests of all. That we were it not for the men who make have arrived at the 20-year mark is up the membership," said Silverman, ample proof to the entire nation that "They have shown themselves in every respect to be concerned first interests of our industry. And it is with the interests of the entire indus- only in such association that we will try rather than putting their self- enjoy many, many more years of interest first. Such loyalties to each fruitful efforts and continued sucother and to the association has been cesses." the reason for our survival. True, I have been your leader, but in such leadership I have only followed the dictates of your hearts and minds.

"Each and every member has aided considerably to my success as business manager of the association. My

### **Juke Patents On Downgrade**

(Continued from page 121) with a big perisphere perched on top to hold the record-changer.

#### Clock Face

Another juke was designed with a big clock face, the hands of which apparently were supposed to operate tion to the full-course dinner and the the selector mechanism. Most complex design patent located in the same star floorshow headed by Myron Cofile as the jukes missed out as far as coin-operation is concerned but en- the women, there was also a special compassed about everything else in sight. The design showed a combination bookcase, radio, phonograph, stationary cabinet, liquor compartment, clock and lamp.

Tele-Juke

success is only a reflection of the asan association as ours is in the best

#### Other Awards

Certificates of service were also. awarded to all the officers and board of directors who were re-elected to serve another term. In addition to the citation given to President Stern, certificates were publicly presented at the banquet to Edward Balin, vicepresident and chairman of the board of directors; Edward Richter, secretary; Robert Stein, treasurer; Jules Sloan, financial secretary, and to reelected board members Frank Urban, Samuel Pinkowitz, Mike Glickman, Samuel Klein, Samuel Moss, Jerome Locks, and to Maurice "Parkin, who is the only new member.

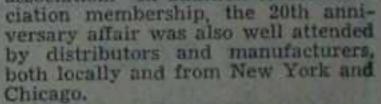
Certificates of service were also presented to past presidents Samuel Pinkowitz and to Bill Rodstein.

Mike Glickman served as chairman of the banquet committee. In addilavish decorations there was an allhen, Broadway night club comic. For souvenir gift of a "round-towner kit" containing compact, lipstick, perfume and other personal accessories. The souvenir program book was also the most elaborate in the history of the association. In addition to the asso-

GIVE TO THE DAMON RUNYON CANCER FUND

Indicating that designers keep well abreast of new developments, the patent office files show that a combination juke and TV receiver was designed in 1944 when television was still in the embryo stage. The instrument depicted was a classy model with a large TV screen set above the disk selector. The same coin slots were evidently to actuate both the record-player and the TV receiver, depending upon which buttons were pushed.

In the closing days of its existence the Office of Price Administration (OPA) was in a quandrary over whether to classify jukes as phonographs, musical instruments, coinoperated radios or coin-operated washer, OPA died before a decision was reached. The patent office, however, is firm on the subject. Juke boxes are musical instruments as far as the agency is concerned. So are non-coin phonos, radios and dictaphones. The patent office refuses to split hairs.





# Gottlieb's BUTTONS and BOWS

A New and Different Gottlieb Game Featuring Bang Bumpers-Advance Scoring. This Game Has Been Tops on Test

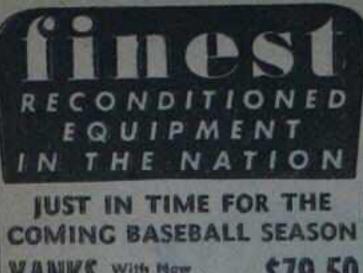
ORDER NOW FOR IMMEDIATE DELIVERY

**40 WALTHAM STREET BOSTON 18, MASS** Tel: Liberty 2- 9410

#### The Billboard



www.americapradiohistory.com



# YANKS With Now Trouble-Free Motor \$79.50 Robailt, Perfect Condition 179.50 ALL STARS 69.50 **Major** Leagues 1/3 Deposit With Order, Balance C. O. O. Chicago. Scott-Crosse Co. 1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712 FOR SALE

PAYOUT, Clean, good condition \$295.00
F1422 ROCK-OLA PHONOCRAPHS. 250.00
Lots of Five. Each Deposit Required. 225.00
H. G. PAYNE COMPANY
312 Broad Nashville 3, Tenn.

## GIVE TO THE RUNYON CANCER FUND

# **Trade Directory**

## New Equipment

Carolina (five ball) by United Manufacturing Company, Chicago.

hot chocolate vender) by Interstate Walters was also named vice-presi-Associates, Los Angeles.

Hot-Pop (non-coin-operated popcorn machine) by Victor Vending Machine Company, Chicago.

Kleenex vender by Vend-Rite Man- awanda, N. Y. ufacturing Company, Chicago.

Koffee King (coffee vender) by Lyceum Manufacturing, Inc., New York. Miniature bowling pins and racks

by Miniature Bowling Pin Company,

Pinball cart by Schau Enterprises, Kalamazoo, Mich.

#### **Personal Notices**

Norman H. Fuhrman, general counsel and executive secretary of the CVMOA, Philadelphia, nominated without opposition for presidency of the Golden-Slipper Square Club.

Morris Goldman, Morris Music Company, was re-elected president of the MAPOA in Detroit.

Michael L. Kaplan was elected president of the Television Manufacturers' Association, New York.

Lamont, Corliss & Company elected two vice-presidents: Edward D. Lane, sales manager, and H. Kenneth Philips, merchandise manager, New York. Melville Confections, Inc., Chicago, elected the following: W. Melville

Cribbs, president; H. C. Carmichael, secretary and treasurer; A. L. Manning, vice-president; E. W. Walters, vice-president, and M. A. McGowan, Hot-O-Mat (combination coffee and assistant secretary-treasurer, E. W. dent in charge of merchandising.

Arthur C. Rutzen was appointed general export manager of the Rudolph Wurlitzer Company, North Ton-

Alfred N. Steel, former vice-president of Coca-Cola, Inc., has been elected first vice-president and a director of Pepsi-Cola, Long Island City, N.Y.

#### Distributors -

following: Jack Chalcraft, Mobile, Ala., regional manager in Southeastern States; Max Marston, Marston Distributing Company, Detroit; Leo Dixon, Triangle Distributing Company, Youngstown, O.; Deep South Distributing Company, Mobile; Hal ago. The hotel entered into the spirit Meeks, New York; Travers & Company, Boston; Automatic Games & Supply Company, St. Paul, and Wertz Music Supply Company, Richmond, Va.

AMI, Inc., Chicago, appointed the United Amusement Company, Kansas City, Mo., for Western Missouri and headed by Grant Shay, John (Midge) Kansas territory.

Bader & Company, St. Louis, national distributor for the Better Shoe Shine machine, appointed J. Rosenfeld & Company, St. Louis, for Mis- Beard and Jim Eagle, operators from souri, Illinois, Arkansas, Tennessee, Kentucky and Kansas areas.

E. T. Mape Company, Los Angeles, has an exclusive franchise to handle Irving Ovitz, Art Schwartz and the new Alco-Deree 30 wire counter box for the 11 Western States,

Jack Nelson Company, Chicago, national distributors for Hume, Hagenson & Company's Pop n' Hot popcorn vender, appointed the Abby Manufacturing Company, Los Angeles, as sub- cago. distributor for Southern California, Nevada and Arizona, Rudolph Wurlitzer Company appointed Southland Distributing Com- business trip to the Cincinnati terpany, Los Angeles,

# **Fete Vince Shay** For 30 Years in Coin Mach, Field

CHICAGO, April 9 .- The Bell-o-Matic Corporation gave a party Friday (1) celebrating President Vince Shay's 30 years in the coin machine field. Held in the Bungalow of the Morrison Hotel here, the event was highlighted by the attendance of the entire Bell-o-Matic staff, representatives of old-line distributing firms from all sections of the country and a host of Shay's friends.

The gathering was marked by im-Alco-Deree, Chicago, appointed the promptu talks delivered by business associates and friends, climaxed by a speech by Shay pointing up the fact that all of the present distributors of Bell-o-Matic were appointed when the firm was organized three years of the occasion by donating a cake large enough to serve the more than 60 guests. Marvin Bland, head of Indiana Music Company, Terre Haule, Ind., presented the women in attendance with orchids.

In addition to Bell-o-Matic staffers, Ryan and Frank Lorden, the guest list included: Roy McGinnis, R. P. Mc-Ginnis & Company, Baltimore; Bill Marmer, Sicking, Inc., Cincinnati; Bill Pottstown, Pa.; Eddie Ginsberg and Nate Feinstein, Atlas Novelty, Chicago; Sylvia Gordon, Oscar Schultz, Maurie Ovitz, Automatic Coin Machine & Supply Company, Chicago; Mrs. Lottie Berman, Sicking, Inc., Indianapolis; Roy Giard and Russ Mc-Gill, Chicago operators, and Jim Mangan, Mangan and Ecklund, Chi-

SICKING'S GUARANTEED RECONDITIONED MACHINES CONSOLES

Keeney Bonus Super Bell (Comb.), 52-257, 5324.50 Keeney Bonus Super Bell (Cash Model), 57-107-257 Keeney Bonus Super Bell (Comb.), 8299.50 Mills Four Bells, 57 Play Mills Jumbo (Cash), 69.50

LATE 5-BALL F.P. GAMES

Grand Award ..... 165.50

Major League B. B. ..... 69.50

Crary Ball ..... \$24.50

Robinhood .....

Cinderella .....

425.00 447.50

599.50 299.50

109.50

129.50

129.50

114.50

St-25f Bally Double Up (Comb.), St Bally Reserve Bell (Comb.), St Bally Wild Lemon (Comb.), St Bally Draw Bell, R.B. (Comb.), St Bally Deluxe Draw Bell (Comb.), St Bally Deluxe Draw Bell (Comb.), St.	349.50 399.50 L 325.00 L 229.50 279.50 B	St Late Model Evans Racers (Comb.), St Late Model Evans Racers (NEW) (Comb.), St Buckley Track Odds, St Late Model Baker's Pacers (Like New
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# ONE BALL FREE PLAY GAMES

Joctory	Spe	clai		÷				2	2	2	2	2		2			2	2	2	2		2	2	19	9	l
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Victory																								7		
Daily it																								Ŧ		
Bly Par																									ł.	٠
Lonyac																									Ŀ	
Thorab																								2		

#### ARCADE EQUIPMENT

# NEW MILLS BELLS



MILLS' NEW VEST POCKET BELL Operates on 3-5 Mysters Payout System

only 25 lbs 5¢ Play \$115.00 25¢ Play MILLS' LATEST BELLS

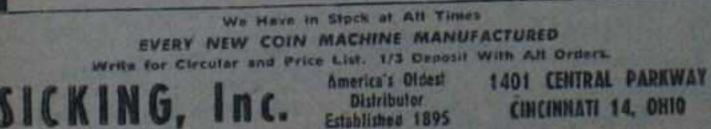
#### BLACK BEAUTY BLUE BELL TOKEN BELL

Write

MILLS' NEW Q T

A "Pony-Size" Bell, Weight

Se - 10e - 15e - SOE Play ..... WRITE FOR PRICES New Box Stands, Single, Double and Triple Safes for All Bells GUARANTEED RECONDITIONED MILLS BELLS Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells, WRITE FOR PRICES



Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Calif.

#### Shuffleboard Equipment Shuffleboard Manufacturers

F. Barrick, Indianapolis,

Marvel Manufacturing Company, Chicago.

Mercantile Display, Inc., Chicago. Mero Industries, Chicago (all steel) unit).

Mid-State Company, Chicago. (combination shuffleboard and bowl- a girl-his first. ing).

Penn Shuffleboard Company, West Chester, Pa. (ebonized-casolite playing field).

Perma-Top Corporation, Chicago (colored playing field). Shuffleboard Specialists, Chicago

(all steel unit).

Shufflette, Inc., Cincinnati (Shufflette).

#### Shuffleboard Supplies

Lights-Universal Products Company, Chicago.

Pucks-Precision Pucks Company, Maywood, Ill.

Resurfacing machine-U.S. Shuffleboard Exchange, New York.

Jem Shuffleboard Sales Corporation, Los Angeles,

Lam-O-Matic Shuffleboard Company, Los Angeles (Telescore).

Mero Industries, Chicago. Monarch Shuffleboard, Inc., Chicago

(floor model).

Pacific Shuffleboard Company, Los Angeles.

Purveyor Shuffleboard Company, Chicago.

Rock-Ola Manufacturing Company, Chicago.

#### 100 The Slick Shine Company, Newark, N. J. (Slick); Wax-Ola Chemical Company, Nutley, N. J. (powder wax). Coin Machine Service Company, Chicago (all shuffleboard supplies).

### Detroit:

Continued from page 133) ritory.

Chester Rozinski 'reports the Mercury Athletic Scale Corporation is expanding its operation of routes rapidly, and now has about 900 machines on location. . . . Barney Burke. route manager for Jim Brown, large scale amusement machine operator, has become a grandfather for the first time. . . Arnold McKeown. manager of King Pin Distributing Ohio Specialty Company, Louisville Company, has become the father of

> Hazel Reichlin, of the A. P. Sauve Company, reports the new coin guns going over well in this territory. .... William Rheaume, of the Monarch Music Company, married Wands Modjeska, of the Civilian Air Patrol, who was a ferry pilot during the war, March 26. ... Roy Clason, business manager of the Michigan Automatic Phonograph Owners Association, is working on plans for the annual association conclave, slated for Saturday, April 23,

Abraham Bello, of the Vendo Cigarelie Company, long-established vending firm, has left for an extended vacation tour that will take in both Florida and California, .... Charles Giacona, who operates the Metro Vending Company at 12754 Fournier Avenue, has sold his route of penny vending machines, but is retaining his cigarette and candy bar machines.

Erwin B. Moss, of the Moss Music Company, who reports television is hurting local juke box business currently, is commuting to Chicago, scheduling a trip every couple of weeks. . . D. R. Stamy. vice-presi-dent in charge of engineering at the Standard Products Company, who formerly manufactured a beverage vender, has become vice-president and sales engineer of Tool Industries, Inc.



# JEWEL

A regular, hard working Bell with standard payouts. Always popular with

# Here are four very popular Mills Bells, each having a different appeal to the player.

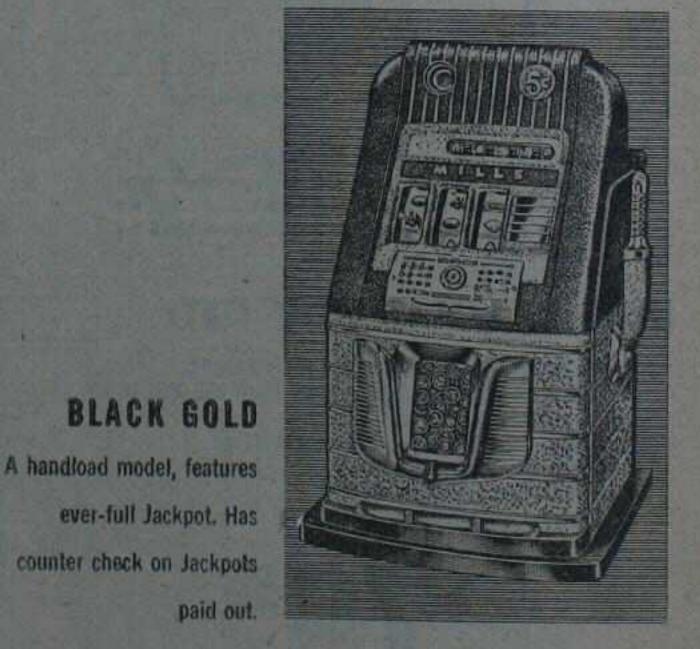


# BONUS

A Bell with terrific game appeal. Players like to strive for that big

the players.

B-0-N-U-S.



MELON

A token type Bell, vending

Bell= O= Matic Corporation

FIL PRODUCTS - 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

#### The Billboard

#### COIN MACHINES 148

#### April 16, 1949

#### Los Angeles:

Continued from page 133) stick to the music business. He injured his back on the last excursion and the boat has been on the block ever since. .

George Nachweih says he has taken over the L. D. Smith route in Inglewood. . . . Another busy operator these days is E. L. Simpson, of Alhambra. . . . A lot of music operators are trying to get hold of "Sweet Talk," with Frankie Laine on the vocal. Seems that the recording hasn't yet been pressed. It was aired over a local disk jockey show.

Lloyd Dindinger was down from Carlsbad to renew acquaintances on Pico Street. . . . Lawrence Raya, Colton coinman, was in town for a look-see. . . . L. Smith from Seligman, Ariz., reports business on the upswing over his way. . . Other recent visitors were E. G. Bryant, Glendale, and W. L. Bell, Van Nuys.

Jim Clark, who owns a bowling alley in Santa Monica, was in town to look over the latest games on Pico Street. . . . Another recent visitor was Pete Thielen, Glendale coinman. . . . Ed Wilkes, of the Paul A. Laymon Company, says his firm is getting a good play from Bally's Spot Bell and Citation. . . . Roy Garrison, of Garrison Sales Company, Phoenix, Ariz., was in to see Wilkes last week:

Chris Torres was on Pico Street. He hails from Westmoreland. . . . Bob Frazier, San Diego operator, was in town. . . . Another recent visitor was Al Crow, also from San Diego.

Larry Jackson, record salesman, has just been named dog editor of the California Fish and Game News. Incidentally, Larry is now angling for a weimaraner pup. It's a Ger- Nelsen, Van Nuys; W. Edmunds, man breed very rare in this country.

Beach headquarters for a tour of bello. coin machine row. . . . Clyde Truss to renew acquaintances. . . Ontario's a-Matic machines on test are proving made the trek up from Oceanside coinman, George Lacali, was in town. . . . Ditto for Jack Mallett, of Claramont.

# **Export Warning**

WASHINGTON, April 9 .--The Commerce Department has issued a warning to all exporters that goods shipped in international trade should be plainly marked to indicate origin. The agency stated that since many foreign countries require such marking, "failure to mark goods properly may lead to customs fines, delivery delays, refusal of admission, or even confiscation."

To acquaint exporters with marking regulations imposed by foreign countries, Commerce has prepared a 166-page book called Foreign Marks of Origin Regulations which may be purchased from any Commerce field office for 35 cents,

trade is quite impressed, he said. The Mape Company will get their first shipments shortly.

Mary Solle, who handles the record bar at the W. H. Leuenhagen Company, has the first new Horace Heidt records, featuring Nick Cantino and the Pepperettes. She cemented the deal with Jim Rankin, Heidt's rep. . . . Kid Orry's platters under the Jazz Man label, are said to be getting a good play now that he's appearing in person at the Beverly Cavern, local bistro.

Other visitors last week were Clyde Denlinger, Balboa; L. Anderson, Shafter; S. L. Griffin, Pomona; Stanley Johnson, Oceanside; W. S. Arbuckle, San Diego; William Olson. Terminal Island; Bob Burris, Montebello; William Schafter, Bakersfield; D. D. Brymer. Palos Verdes; Johnny Compton; S. W. Ketchersid, San Charlie Cahoon left his Long Bernardino, and Jud Lilley, Monte-

Al Silberman reports his Donut-

# **READY FOR LOCATION!**

PHOENIX	CONTACT\$139.50
YANKS 89.50	
MOROCCO 149.50	SPEEDWAY 139.50
DAILY RACES	BIG PARLAY
USED CHICAGO COIN SHUFFLE KING R	EBOUND
BRAND NEW RX PENNY SCALE	

#### PHONOGRAPHS

ROCK-OLAS	WURLITZERS
COMMANDO 579.50	850
IMDEDIAL 20 39.50	800 129.50
SUDER 40 89.50	500 79.50
	750E 219.50
THRONE OF MUSIC	750E 219.50 1015 379.50
PACKARD MODEL 7	SEEBURG 8200, Conversion \$59.50

WURLITZER #3045	WIRELESS WALL BOXES	.\$17.50
WURLITZER #3031	WALL BOX	. 12.50
	IOTE CONSOLE, W. C., 1ZA	

RUSH YOUR ORDERS! Terms: 1/3 Deposit, Balance Sight Draft "The House that Confidence Built"



NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



National Slot Machine Headquarters. We will completely rebuild your old Mills escalator-type machines into the latest model machines. And we do the job at the LOWEST PRICE ever quoted for HIGH QUALITY workmanship.

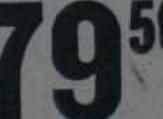
# HERE IS WHAT YOU GET:

- · New Cabinet, complete with drill-proof plates.
- · New set of castings of Almag aluminum #35, cast in our own foundry.
- · New Jewel bell club handles and bushings.
- New reel strips.
- · Mechanism thoroughly checked.

1139-43 S. Wabash Ave.

· Back doors refinished.





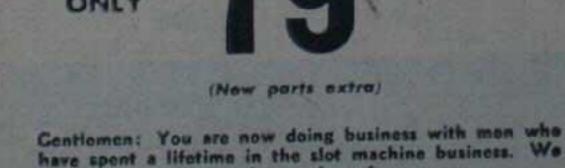
have spent a lifetime in the slot machine business. We know your problems. Let us hear from you.

NATIONAL AMUSEMENT SALES CORP.

Phone Wabash 2-7385

The second s

Chicago 5, Ill.



Alco-Deree counter boxes. The local Pico Street.

liams, local vending machine man, was seen checking over some new machines. . . , W. O. Adkins made Walter (Solly) Solomon, manager one of his frequent trips to town of the E. T. Mape Company here, is from his Oceanside headquarters. ... out of town on another biz jaunt. Stanley Tracy left that Arizona sun-Frank Butterfield, who holds down shine for Pico Street smog. He opthe fort when Solly is away, says erates out of Kingman. . . . Floyd they have received their sample Stover, Fontana coinman, was on

#### WORLDLY WISE says: "We don't mind the business outlook . . .

we're on the lookout for business!"

# Keeney **TWIN BONUS** SUPER BELL

· 5e and 2Se Free Play and Payout Combination. The finest machine ever operated for operators who appreciate the best in quality and earnings and the lowest in price.

WANTED

TO BUY

OCKEY SPECIAL

SPECIAL ENTRY

All

Filpper Games

Verelade 4-2300

COLD CUP

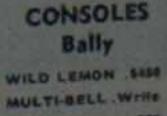
CITATION

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# Exhibit's Dale SHOOTING CALINNEY

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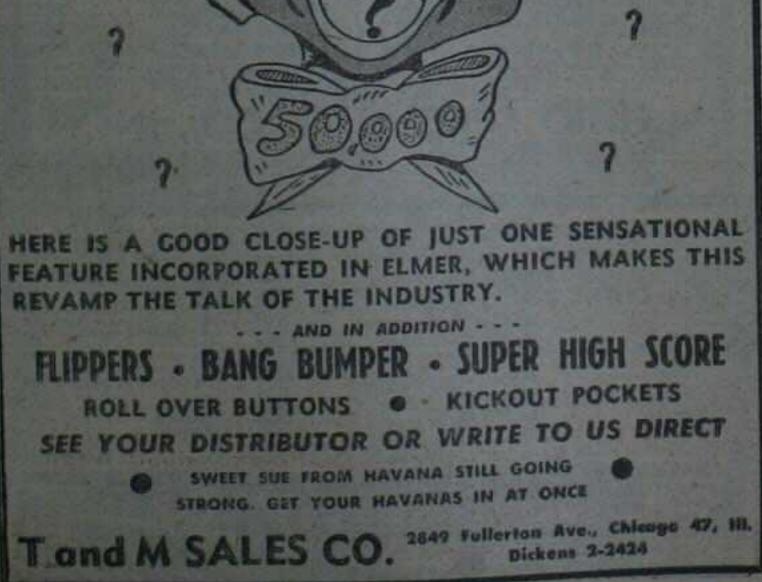
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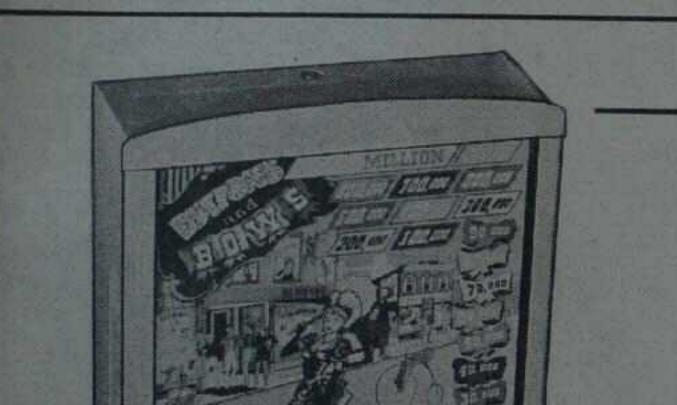
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