

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 30, 1949



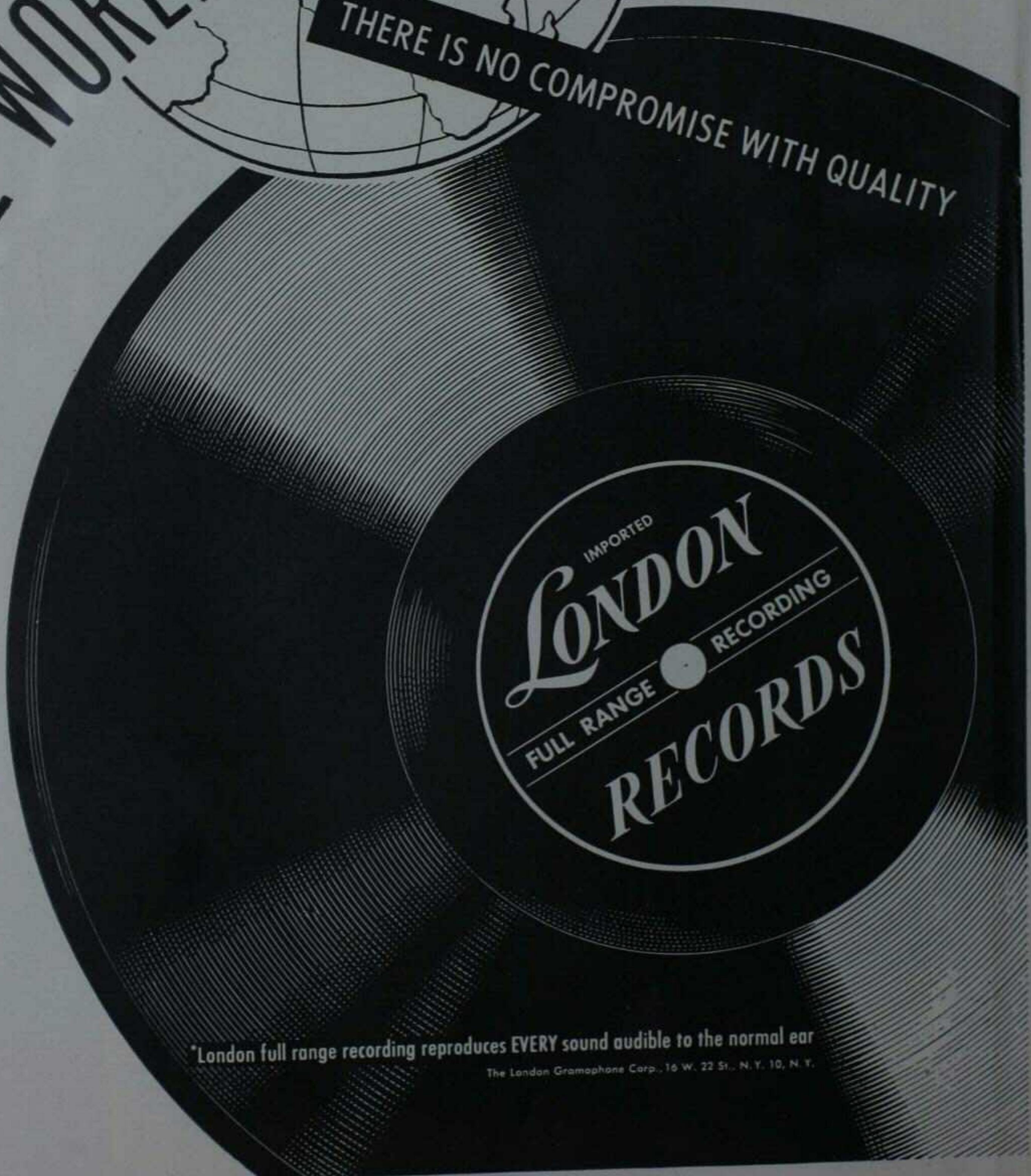
Eddy Arnold, noted folk artist, receiving RCA Victor's Gold Record Award marking the fact that Arnold's disk of "Bouquet of Roses" has passed the million sales mark. Reading from left to right: Whitey Ford, the Duke of Paducah; Jack Dempsey, former world's heavyweight champion; Ellis Reed-Hill, Rear Admiral, U. S. Coast Guard; Connie B. Gay, Washington disk jockey and folk music promoter; Ed Dodelin, sales manager of Victor folk and race records, presenting the award to Arnold; Arthur Lake, Dagwood Bumstead of "Blondie" fame, between Dodelin and Arnold; Stephen H. Sholes, recording director; Jean Aberbach, of Hill & Range Songs, Inc., publishers of "Bouquet," and Thomas A. Parker, Arnold's personal manager. This shot of the Tennessee Plowboy and his distinguished company was taken recently at Constitution Hall, Philadelphia, where the top folk artist presented a benefit performance for the U. S. Coast Guard Memorial Chapel Fund.

FULL RANGE RECORDING*

THE WORLD'S FINEST RECORD!

THERE IS NO COMPROMISE WITH QUALITY

THE WORLD'S



*London full range recording reproduces EVERY sound audible to the normal ear

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

MCA & WM BATTLE FOR ACTS

Victor Is Down to One-Man A&R Policy; Change Reflects Shifting Conditions in Biz

Jack Hallstrom Now Sole Arbiter

NEW YORK, April 23.—With the emergence of Jack Hallstrom as the sole arbiter of artist and repertoire at RCA Victor, the a. & r. policy at that diskery has come full circle since the departure of Eli Oberstein, ending as a one-man deal. Whatever the future may have in store, Victor's a. & r. set-up and Hallstrom are synonymous.

The evolution of the Victor a. & r. department since Oberstein's departure, may now in retrospect be regarded as having gone thru three definite stages—the full committee which operated during the record ban, the "streamlined" committee that emerged after the ban and the current one-man arrangement. As a highly placed Victor exec explained it, the several arrangements and the changes leading from one to another were necessitated by the exigencies of the times.

The reason for the size of the original post-Oberstein committee, which consisted of Hallstrom, Jack Burgess, Charles Grean, Henri Rene, Steve Sholes, Alex Bard and Herman Diaz, as well as three men from the sales and advertising departments, was essentially to have as many people in the organization as possible become better acquainted with the publishers, according to the Victor spokesman. This mass committee, with time to deliberate and make leisurely judgments about tunes and artists, was made possible only as "a luxury of the record-ban period," as the Victor spokesman termed it, when recording activity was at a near standstill.

With the revocation of the ban, (See Victor A & R Policy on page 19)

\$1 Mil Suit Vs. Music Biz Orgs

NEW YORK, April 23.—An infringement action asking \$1,000,000 in damages was filed in United States District Court this week by Samuel Brodsky against the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music, Inc. (BMI), Robbins Music, the four major radio networks, and the Universal, Universal Artists, Monogram and Republic flick companies.

Brodsky claims that the defendants infringed 13 tunes he wrote but never published, and for which he obtained common-law rights by sending sealed envelopes to the copyright office.

ASCAP & TV Square Off on \$

Differ Widely On Settlement Of Coin Angle

Music Cuffo Until May 31

NEW YORK, April 23.—Despite months of negotiations between the American Society of Composers, Authors and Publishers (ASCAP) and a committee representing telecasters, and despite the fact that various blueprints and suggestions have been looked into, there's still wide divergence between both parties. That they are still far apart, but that an amicable relationship still exists, is pointed up by the fact that ASCAP this week granted to the telecasters another extension of the Society's gratis license. The new date is May 31, which takes the heat off the boys and gives time for palaver.

Underneath the friendly attitude, however, there appear to be wide rifts which will call for much understanding on the part of both the negotiating parties. Many telecasters, for instance, feel that ASCAP's proposals

(See SO NEAR on page 17)

7,000 Pulled In By 'Friars Frolic'; 300G for Benefit

HOLLYWOOD, April 23.—From any standpoint, the *Friars Frolic* last Saturday (16) was a brilliant success. Moreover, receipts from ticket sales and souvenir programs swelled the coffers of the Motion Picture Relief Fund by over \$300,000, which is claimed as an all-time record for a cuffo. From start to finish, the fast-moving, four-hour show was a masterpiece of showmanship, blending elements of the flicker, radio and music industries into a giant panorama of showbiz.

Opening with a musical number tagged *Broadway and Hollywood*, emcee Georgie Jessel took over to intro the Jack Benny Hillbilly Band. Benny, garbed as a hayseed, fronted a ragged ork with his fiddling and dead-pan mimicry, rocking the house with laughter. Gordon MacRae followed, earning heavy returns with his smooth balladeering.

Bogart and Ladd

Humphrey Bogart and Alan Ladd were next in a skit based on the fact that they recently became fathers. The sight of toughies Bogart and Ladd

(See 7,000 PULLED IN on page 47)

Happens to Christy

PHILADELPHIA, April 23.—June Christy, former Stan Kenton canary soloing at Frank Palumbo's Click, left town complaining that everything happens to her. One night something happened to the radio remote equipment in the room when she was warbling for the air audience, and the network broadcast had to be canceled. The song she was warbling was *Everything Happens to Me*.

Two days later she lost her music as she rushed to the WCAU-TV studios for a guest video shot. The music was for the song *Everything Happens to Me*.

Columbia Foots NY Symp Tour

NEW YORK, April 23.—The New York Philharmonic Symphony left last week for a 14-concert tour in the South and Midwest, with Columbia Records footing the bills. The orchestra records for that diskery exclusively. The first seven dates will be conducted by Leopold Stokowski, six others by Bruno Walter and one by Leonard Bernstein.

Coincidentally with the tour, Columbia is issuing several new Philharmonic waxings of works being played on the out-of-town programs. These include the Dvorak Symphony No. 4, the Shostakovitch Ninth and others, most of which are being made available on LP disks.

LP's Present Need To Alter Copyright Act

Congress Interest High

WASHINGTON, April 23.—Congressional interest in modernizing the Copyright Act is fast mounting as the result of the entry of long-paying phonograph records on the commercial market. Altho numerous technological developments have come into existence in the 40 years since the Copyright Act last underwent major revision, Capitol Hill legalists are viewing the LP's as touching off the stoutest challenge of all for clarification of the law inasmuch as the LP's are expected to post an unprecedented legal problem in administering copyright royalties.

Because of the vast scope of the task of revising the Copyright Act, congressional leaders are virtually agreed that the approach will be made on a piecemeal basis. Earlier plans to overhaul the entire act in a single piece of legislation have been abandoned for the current session at

(See LP'S MOTIVATE on page 18)

VaudeBookers Going All Out For Video Biz

Stein Moving to New York

NEW YORK, April 23.—A major battle for control of acts is shaping up, with the two contenders, the Music Corporation of America (MCA) and the William Morris office, pitching with contracts and lures to get performers to sign with them.

The basic reason lies in the future of television and the attempts being made by the offices to sign acts for TV. To attain a dominant position in that field, MCA is bringing up its big guns.

Stein Coming East

Jules Stein, chairman of MCA's board, will make his headquarters in New York, moving from Hollywood, where he has been since 1937. Lew Wasserman, president of MCA, is making arrangements to spend six months of the year in the New York office.

Originally Stein moved to the Coast to take charge of the picture business, a condition that led the Morris office to say at the time, "If MCA is going

(See MCA & WM BATTLE, page 44)

Shaw's Symphony Proves B. O. Hyp For Bop City Club

NEW YORK, April 23.—Artie Shaw's symphony orchestra may have unleashed musical mayhem for the unshuttering of Bop City, jazz music theater-restaurant extraordinaire, but the critically crucified longhair stuff proved a box-office bonanza for the new nitery. The nitery, which charges a 90-cent admission on the outside, sports a cuffo bleacher section on the inside and a \$2.50 minimum charge at the tables operated for the bourgeoisie, drew slightly over 10,000 90-cent admissions in the six-day-out-of-seven operation during the Shaw run.

Ordinarily the kind of critical whipping to which Shaw was subjected would have put a pox on a spot. But the Bop City proprietors aren't dependent on the newspapers for their trade. They attribute the heavy biz to a barrage of promotion via local disk jockeys led by Symphony Sid, Leonard Feather and Fred Robbins. It's the same type of promotion which pushed the Royal Roost, formerly the home of the boppers, into national prominence.

The first week's show, which besides Shaw included Ella Fitzgerald, the Ray Brown Trio and Kai Winding's Bopset, cost the Bop City-ites about \$9,250. At the toll gate they netted about \$7,500. Some Broadway-wise folk estimate that the spot grossed between \$40,000 and \$50,000 in its first week. The ops didn't reveal the exact gross but mentioned that they made no money during the week primarily because of heavy promotion expenses, cuff visitors, etc.

Air Waves' 3-Mil Sacrifice Hit

Radio and TV Plunk \$\$ on Baseballcasts

Investors Run to Beer

NEW YORK, April 23.—Sale of radio and television rights this season will pour an estimated \$3,000,000 or more into the coffers of the 16 major league baseball teams, a survey completed by *The Billboard* this week showed. With club owners already anticipating another gala year at the gate, the bonus for broadcasting rights shapes up as the egg in the proverbial beer. More important, with uncertain economic times ahead, it guarantees the teams a cushion for future seasons, when increased video circulation will boost the asking prices higher. If revenue obtained for broadcast privileges by minor league teams were included, the total would run close to nine figures.

The clubs drawing down the fattest returns for broadcast privileges are the New York Yankees in the American League and the Brooklyn Dodgers of the National. Each of the 16 clubs has all games aired over radio, and all but one in each circuit are having their contests televised. The two non-video clubs are the St. Louis Browns in the American League and the Pittsburgh Pirates in the National. Bing Crosby is part owner of the latter.

TV Costs Double

Notable is the growth in value of television rights to the point where this season, in some cases, the clubs are charging twice as much for the privilege of scanning their games as for sound broadcasts. In less developed tele areas, however, especially in the Middle West, the gap is not as pronounced, but video costs still outweigh those for radio in virtually every city.

Top revenue this year will accrue to the Brooklyn Dodgers, who, no matter how daffy their antics on the (See AM-TV's 3-Mil on page 12)

In This Issue

Broadway Showlog	42
Burlesque	42
Carnival	59-62
Circus	56-68
Classified Ads	85-93
Coin Machines	100-152
Fairs and Expositions	64-65
Final Curtain, Births and Marriages	51
General Outdoor	32-61
Honor Roll of Hits	24
Legitimate	48-49
Letter List	94-95
Music	42
Music as Written	109-113
Music Machines	24-40
Music Popularity Charts	44-46
Night Clubs	62-63
Parks and Pools	96-97
Pipes for Pitchmen	5-10
Radio-Television	50
Repertoire	48
Reviews: Legit	46
Night Clubs	48
Radio-Television	8-10
Vaudeville	43
Rinks and Skaters	60-61
Roadshow Films	50
Routes: Carnival	60
Circus	60
Legitimate	48
Miscellaneous	60
Salesboards	98-99
Shuffleboards	114-124
Vaudeville	44-46
Vending Machines	101-106
Vox Jox	39

The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. 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.

Godfrey Sniffs at Hoopers, Says Only "Selling" Counts

NEW YORK, April 23.—Still another top radio personality took a crack at the medium's methods of evaluating the success of AM shows when Arthur Godfrey this week asserted that ratings were meaningless in that they didn't tell the sponsor whether his product was or wasn't sold by the show. The most important quality a radio artist could have was an ability to sell, he said, and a show with a rating of four, but with a loyal audience that buys could frequently outsell a program with a 20 rating whose audience doesn't plunk down for the sponsor's product. "I was on the air for 19 years," said Godfrey, "and I never was in the first 25, but my sponsors were tickled with my selling; they didn't worry about ratings."

Godfrey claimed that agencies frequently dangled ratings in front of the client's nose while hiding the results of the radio advertising campaign. He also said that when a sponsor had to boast about the rating his show achieved, instead of its sales, it was an admission of weakness by him.

Godfrey also voiced the belief that

radio's high-priced talent should not be above selling the products they were getting heavy dough for advertising. He pointed out that the commercials were frequently written by low-salaried copywriters and delivered by equally low-salaried announcers. It was the talent's responsibility to sell the product he was being paid by as long as he believed in it, Godfrey said.

A question about Godfrey's sparring with the National Broadcasting Company (NBC) on his radio and TV shows elicited the answer that it was all done in good nature. "We're all in one big family and I like to kid," he said. "Besides, controversy makes for interest and that's what I want."

Teachers Beef At "Miss Brooks"

NEW YORK, April 23.—Some teachers and many school principals have objected in recent weeks to the manner in which their profession is treated by *Our Miss Brooks*, a Columbia Broadcasting System (CBS) package sponsored by Colgate-Palmolive-Peet. Leon C. Hood, member of the Committee on Radio of the National Council of Teachers of English, has engaged in an exchange of correspondence with the web on this topic and nobody emerged completely happy.

Hood penned his original note to the Ted Bates Agency, which placed the Colgate business, in which he noted that many English teachers feel they are put to ridicule by the show, which features Eve Arden as one of that ilk who is doing her best to win the affections of an aloof biology instructor. Hood further noted that the program did not have, insofar as he knew, any advice, consultation or criticism from people in the teaching profession and said that its authenticity therefore is open to question. The principals of the nation apparently are even more aroused, inasmuch as their prototype on the show is something of an ogre. Complaints of this sort also have been carried in *Listenables*, a publication of the radio committee, mailed to English teachers thruout the country.

In a letter responding to Hood, Harry Ackerman, CBS director of web programs, said that the network has received no general complaints about the show. He added that CBS has attempted to point up the basic problems confronting teachers, such

Sinatra's 2 1/2G For MBS Show

HOLLYWOOD, April 23.—Only approval of Metro-Goldwyn-Mayer (MGM) studios is needed before Frank Sinatra is signed for a disk jockey series over Mutual Broadcasting System (MBS). Terms of the deal were okayed by *The Voice* this week-end, and call for him to headline a 15-minute, five-a-week daytime series over the full net. Sinatra will get a guarantee of \$2,500 weekly plus a percentage of sales. He will tape the show in advance from Hollywood, with the series to be offered on a co-op basis.

At press time conferences were under way between MGM officials and Henry Jaffe, Sinatra's attorney. Sinatra's pic contract gives Metro the right to approve terms of any radio deal.

Sinatra leaves *Hit Parade* the end of May and has agreed to start the series any time thereafter. The network wants to hold off until fall to give salesmen time to pre-sell the show.

Mutual is still anxious to sign Dinah Shore to a similar deal, but Miss Shore has indicated she would not go for a straight jockey stanza.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
CRUISING DOWN THE RIVER
- No. 1 Sheet Music Seller
CRUISING DOWN THE RIVER
- No. 1 Most Played on Disk Jockey Shows
CARELESS HANDS, M. Torme, S. Burke Ork, Capitol 15379
- No. 1 Disk via Dealer Sales
CRUISING DOWN THE RIVER, R. Morgan Ork, Decca 24568
- No. 1 Disk in the Nation's Juke Boxes
CRUISING DOWN THE RIVER, R. Morgan Ork, Decca 24568
- No. 1 Most Played Juke Box Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002
- No. 1 Best Selling Retail Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002
- No. 1 Most Played Juke Box Race Record
HUCKLEBUCK, P. Williams, Savoy 663
- No. 1 Best Selling Retail Race Record
HUCKLEBUCK, P. Williams, Savoy 663
- No. 1 Sheet Music Seller in England
TWELFTH STREET RAG

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 40 in Music Section.

Juke Tavern Loses War on Cabaret Tax

WASHINGTON, April 23.—Juke box operators were alerted this week on possible location entanglements with the 20 per cent federal cabaret tax, which will be collected in those spots permitting dancing.

The Bureau of Internal Revenue this week reiterated its determination to collect the 20 per cent cabaret tax from any location where a juke box is used for dancing. In its regular bi-weekly tax bulletin, the Bureau backed up its interpretation of Section 1700 (E) of the Internal Revenue Code by quoting from a tax decision handed down by a District Court in the State of Washington.

The case cited was that of J. W. Baldwinson and William Becker, doing business under the name of Baldy's Tavern, vs. the United States. Baldy's sued the government for taxes paid under protest according to the cabaret section of the code. Deciding in favor of the government, the court held the tavern was liable for the 20 per cent tax on all refreshments, merchandise and services sold.

Baldy's contended that, since the juke box was operated by a third party and since the customer inserted the nickel to play the juke, Baldy's could not be considered as furnishing music for dancing. The tavern challenged the right of the Treasury to make an interpretation, (See ALERT OPS on page 109)

as long hours, poor equipment, bad pay and lousy food in the cafeterias. These and others, said Ackerman, "are contained within the umbrella of entertainment." Concerning the charge that Miss Brooks is "the usual predatory female incarnate," Ackerman inquired: "Is it not good basic American humor to have a lonely woman in love with a shy, handsome man?"

Hood said that Ackerman still has not answered the basic question of whether the show's writers have teaching experience or get counsel from teachers. The teachers' group will take up the matter again at its next meeting.

The Billboard

The World's Foremost Amusement Weekly
Founded 1894 by W. H. Donaldson
Publishers
Roger S. Littleford Jr.,
William D. Littleford
E. W. Evans, Pres. & Treas.
Lawrence W. Gatto, Secy.
Editors
Roger S. Littleford Jr., Editor in Chief
G. R. Schreiber, Coin Machine Editor
Herb Dotten, Outdoor Editor
William J. Sachs, Executive News Editor
(Cincinnati)
Dick Armstrong, Executive News Editor
(New York)
Managers and Divisions
W. D. Littleford, Gen. Manager Eastern Division
1364 Broadway, New York 19, N. Y.
Phone: PLaza 7-3800
M. L. Heuler, Gen. Manager Western Division
155 North Clark St., Chicago 1, Ill.
Phone: CEntral 6-8781
Sam Abbott, Gen. Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-5831
F. B. Joering, Gen. Manager Southwest Division
300 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443
C. J. Latscha, Advertising Director
K. Kemper, Advertising Mgr., New York
M. L. Reufer, Advertising Mgr., Chicago
B. A. Brunt, Circulation Manager
Main Advertising, Circulation & Printing Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUrham 6450
Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal 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:
Vend. the monthly magazine of automatic merchandising.
Turnover, the monthly magazine for record and phonograph dealers.

SOAP, SOUP AND SALVATION

Brokers Go Into "O Sole Mio" \$

NEW YORK, April 23.—The foreign language radio field this week gained a new type of sponsor—a member of the New York Stock Exchange. Gruntal & Company, stock brokers, have inked a contract with WHOM, New York, for an Italian language show which will air Sundays at 6:15 p.m. Format calls for brief summaries of market developments and trend analyses, plus answers to listeners' questions. No speculative information will be broadcast either as part of the show or in answer to queries.

Purpose of the series is said to be to enlighten the foreign language listener with the intricacies of stock market operations. How about the English-speaking listener?

NLRB Nod to AFRA In Case Vs. WHBF

CHICAGO, April 23.—American Federation of Radio Artists (AFRA) this week won a National Labor Relations (NLRB) election, naming it the collective bargaining agent for announcers at WHBF, Rock Island, Ill.

Dispute between the union and station stemmed from AFRA's attempt to win bargaining rights for all announcers in the face of the station's claim that certain employees are supervisory execs and thus not eligible.

On April 1 the NLRB handed down its ruling designating those eligible for representation by AFRA. Until this was decided there was no possibility of a vote accepting or rejecting AFRA. The decision named six employees as eligible and the votes of these this week gave the nod to AFRA.

FCC Still Mulls Richards' Status For Settlement

WASHINGTON, April 23.—The Federal Communications Commission (FCC) is still undecided about whether to consider the G. A. Richards trusteeship arrangement (*The Billboard*, April 23) independently or in connection with the charges against the three Richards stations, KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland.

At the close of the FCC week, yesterday (22), the application for transfer of voting control was still filed apart from the docket containing the charges that Richards ordered the slanting of news on his stations. It was explained that this will remain the case unless the FCC orders the two considered together, in which event the application will be made a part of the docket.

Under terms of the trustee agreement, Richards is left free to sell outright his holdings in the stations. Harry Klinger, General Motors veepee; Lawrence Fisher, General Motors director, and Dr. John Hannah, president of Michigan State University — the three trustees — are bound by the agreement to return Richard's stock to him if he notifies them that he has arranged to peddle it. On his death, the stock is to be handed over to his legal representatives.

It is made plain in the agreement between Richards and the trustees that all dividends from the stations' stock—minus the expenses and the \$5,000 annual salary of each trustee—are to go to Richards. The document states: "Transferees agree to assist transferror in preserving for himself and his heirs his interest in licensee corporation, while relieving him entirely of the responsibility and anxiety incident to management."

Musical Units for WBBM Cheapies

CHICAGO, April 23.—Taking steps preparatory to inauguration of its new low-cost program policy, WBBM, local Columbia Broadcasting System o.-and-o. station, this week hired two new musical units, the Three Strings and Charlie Agnew's five-piece unit. In addition, the station acquired Don Orlando, accordion player, who will be groomed for featured spots.

WBBM policy, worked out by Al Morey, program director, and Caesar Petrillo, music director, is based on recognition that trends in radio call for lower cost shows to satisfy sponsors.

WBBM is building 15-minute packages with talent cost of \$100 to \$200. Already 10 packages have been built and four of them are on wax. Most are musical shows, but others contain drama or commentary.

New WBBM shows will not be put on the air overnight. The station has a policy against airing new shows on a sustaining basis.

Storz, Son Apply for KOAD, KOWH Titles

OMAHA, April 23.—Robert H. Storz, vice-president of an Omaha brewery, and his son, Todd, have applied to the Federal Communications Commission to buy KOAD and KOWH in Omaha. Both stations are owned by the World Publishing Company, publisher of *The World Herald*.

KOWH, a daylight station, is one of the first to be started in Omaha. It originally was WAAW. KOAD is FM and has been in operation nearly two years.

No purchase price was announced, but estimates in local radio circles are about \$250,000.

Clerics Pitch To Gain Peak Air Audiences

To Use Commercial Methods

CHICAGO, April 23.—Religious broadcasters representing over three million Protestant Church members, from now on will try to build shows to compete with "soap and soup" airings, it was decided at a meeting of the National Association of Evangelicals (NAE) held here this week. Coincidental with the NAE meeting, the National Religious Broadcasters (NRB) and the NAE radio commission met and arrived at the new policy.

In the past religious broadcasters have been inclined to request air time on the strength of their public backing and not on the quality of the shows they offered. Expressing the new theory, Dr. Theodore Elsnor, chairman of the NAE radio commission, said religious shows will be planned to have quality comparable to commercial airings. The slogan of the religious broadcasters from now on, he said, would be, "Soap, Soup and Salvation."

He said the religious broadcasters agreed that the merits of their broadcasts had to be raised to warrant recognition. "We have to create a demand for our product," he said.

The NRB has a membership of over 100 religious broadcasters who air network shows on the American Broadcasting Company (ABC), the Mutual Broadcasting System (MBS) and the National Broadcasting Company (NBC). Their network and transcribed series include *The Lutheran Hour*, *Life and Light Hour*, *Showers of Blessing*, *Sermons in Songs* and *Quizpiration*.

Indicative of the NRB's strength is the fact that it represents 68 denominations and 500 independent churches.

Television also was discussed by the religious broadcasters, and Dr. Elsnor summarized their conclusions concerning this medium when he said, "television presents the greatest challenge to the Christian Church ever presented in any century. Our organization plans to conduct a thorough examination of the possibilities of putting on the air illustrated truth-television shows."

To discuss further the problems of television, the NAE radio commission will hold a TV seminar in Valparaiso, Ind., August 2-4.

Texas Co. Shifts All Of Billings to Kudner

NEW YORK, April 23.—The Texas Company yesterday (22) rewarded the Kudner Agency for its success with the Milton Berle video show by shifting the remainder of its billings over from the Buchanan Agency, which formerly split the account with Kudner. Directly involved is the radio broadcast of the Metropolitan Opera, aired over the American Broadcasting Company, representing some \$250,000 in billings, which will, in the future, be handled by Kudner.

A deeper significance of the shift, however, is seen to be Kudner's increasing stature as an agency producing video airers, and Texaco's known desire ultimately to have the Met televised. The feeling is that Kudner sold Texas on its ability to handle the complicated opera telecasts, and possibilities thus have brightened for an early video debut of opera on a regular basis.

Commercial Fax Due in June

Ohio Station To Show Way; Others Soon

Simultaneous With FM

NEW YORK, April 23.—Broadcast facsimile on a commercial basis will kick off within 60 days, after years of experimentation, with all indications pointing to the operation getting into full swing shortly thereafter with several stations on the air by the end of this year. First station to begin commercial fax broadcasts will be WELD-FM, Columbus, O., which has its equipment ready but is in the process of moving its transmitter site. The new set-up, including fax, will be functioning by mid-June.

The WELD multiplex move probably will set the pattern for those which follow it; it involves simultaneous broadcast of FM programs with the fax. It was only about six months ago that John V. L. Hogan completed revamping of equipment which permits such simulcasting without interference. Hogan, head of (See *Commercial Fax* on page 7)

CBS Figuring "Dollar" Spent

NEW YORK, April 23.—*Yours Truly, Johnny Dollar* gets its walking papers from the Columbia Broadcasting System (CBS) spring schedule April 29, the date of its last show. The program is Friday evenings, 10:30 to 11.

The mystery show, the third CBS package to be dropped in recent weeks, will have been on only about eight times. It may return to CBS as a summer replacement. The web probably will use a band pick-up to fill the vacant time.

Betteridge Quits WWJ; Staff Upped

DETROIT, April 23.—Harry Betteridge, general sales manager of WWJ for both radio and television, is resigning to form the new Denman & Betteridge, Inc., agency, in partnership with William I. Denman, who formerly headed his own agency. Offices will be continued in the Penobscot Building.

Willard E. Walbridge, in charge of television sales at WWJ, has been upped to general sales manager, and Wendell Parmelee, former assistant, becomes sales manager in charge of radio sales. In other staff shifts,

Morgan To Bat For Mr. Duffy

NEW YORK, April 23.—Bristol-Myers, via Young & Rubicam, has bought the Henry Morgan show as a summer replacement for *Duffy's Tavern*. Exactly when the Morgan show shifts to the Wednesday evening 9-to-9:30 slot on the National Broadcasting Company facilities is not known, but it is expected it will be about June 15. Morgan exits from his Sunday time June 12 to make way for the NBC Symphony which will be sponsored by United States Steel from 8 to 9 p.m. that evening.

The agency purchased the package which has only been on the air a short time because of its low price, figured to be about \$4,000. With Morgan go all the elements of his company, including Arnold Stang and Patsy Kelly. Lisa Kirk left the show last week after a squabble with Morgan and it is expected her replacement will be Betty Harris. It is hoped in the trade that sponsorship will mean the end of the tiffs now going on between Morgan and his cast.

Stanley Swales, former program supervisor for radio, was promoted to a new post as night station manager for both radio and TV, while Don DeGroot, formerly of WTCH, Flint, Mich., replaced him as program manager of radio.

Johnson Seen Spiking FCC Move on Superpower; Chain Inquiry Now Gaining Favor

WASHINGTON, April 23.—The Federal Communications Commission (FCC) is facing a stormy showdown on Capitol Hill unless the commission's upcoming clear channel decision imposes a 50-kw. power limitation and calls for a break-up of some clear channel frequencies. This was made clear in a blunt warning issued by Chairman Edwin C. Johnson (D., Colo.), of the Senate Interstate Commerce Committee, who in one of the most blistering attacks ever delivered against the FCC on the Senate floor accused the commission this week (20) of having bowed thus far to a "powerful clear channel lobby." His voice rising in anger, Johnson served the FCC with blunt notice that he personally will go to the forthcoming September meeting of the North American Regional Broadcast Agreement (NARBA) to notify the delegates that any superpower grant (750 kw.) will be fought in the U. S. Senate.

That Johnson may have the opportunity to spearhead a knockdown fight in the Senate if the FCC supports superpower was made clear by State Department officials who revealed for the first time this week that the new NARBA agreement to be drawn from the September meeting may possibly be sent to the Senate in treaty form for ratification.

Clear Decisive

Thus, in whipping its long-deferred clear channel decision into shape for early promulgation, the FCC is in a poor position to grant 750 kw. to certain clears as requested by Clear Channel Broadcasting Service (CCBS). Johnson in an open warning to the FCC to order a break-up of the clear channel system indicated that the commission apparently is proceeding to draft a decision favorable to the "clear channel lobby," and Johnson added, this would be "a monstrous decision."

Unless the present clears are broken down, Johnson said, they will be more firmly entrenched, which would "eventually result in three or four New York and Chicago corporations controlling the program material pouring in a never-ending stream out of 70,000,000 radios in the United States."

Describing *The Chicago Tribune* as "the spearhead of the lobby seeking superpower," Johnson declared that "today with 50,000 watts station (WGN, Chicago) covers roughly a semi-circle ranging from the Alleghenies on the east to Kansas and Nebraska on the west and south into Kentucky and Missouri. He said that with superpower, *The Chicago Tribune's* voice would then be heard in the two Dakotas, Michigan, Minnesota, Iowa, Kansas, Nebraska and Oklahoma, parts of Colorado, Wyoming and Montana south to the Mexican border."

Congress's Position

Indicating that an FCC decision favorable to the clears might be overturned in Congress, Johnson declared: "Such a monstrous decision would overstep the basic authority of the commission. When such fundamental policy decisions are made, Congress must make them."

With the deadline for circulating new proposals among NARBA nations set at May 1, any decision by the FCC to change the present situation in regard to clear channel operation would have to be made by that date, otherwise no shift could be effective until a subsequent NARBA meeting some three years hence.

In the event the FCC fails to make a decision by May, it would be assumed that the commission's pronouncement will be to maintain the status quo for clear channel broadcasting. In any event the status quo would prevail at least until 1953.

WASHINGTON, April 23.—Capitol Hill is showing its first sign of serious interest in the Sheppard bill restricting web activities, with the first backing of the measure on the Senate floor having been voiced this week by Chairman Edwin C. Johnson (D., Colo.), of the Senate Interstate Commerce Committee. The measure, sponsored by Rep. Harry R. Sheppard (D., Calif.), has been lying dormant in the House Interstate and Foreign Commerce Committee, but Johnson's floor plug for the bill this week is stirring interest in the House committee to deliberate on the proposal, while there is some talk that a companion bill may be introduced in the Senate where Johnson's committee would have jurisdiction over the measure. Sen. Charles Tobey (R., N. H.), ranking Republican on the Senate Interstate Commerce Committee, favors the bill.

Sheppard's bill proposes to force three of the major nets to dispose of their owned-and-operated stations, leaving the Mutual Broadcasting System (MBS) alone unaffected by this section of the bill since MBS owns no stations. The Sheppard bill goes farther. It would prohibit the ownership of networks, AM, FM or TV stations by a manufacturer of radio equipment used in the construction or operation of a station. This provision is obviously aimed at the National Broadcasting Company (NBC), owned by the Radio Corporation of America (RCA), but it would also hit such station licensees as Allen B. DuMont Laboratories, the Philco Company, Westinghouse and others.

Lashing at the FCC for being the "captive of its staff" which, in turn, is "captive of the high and mighty" in the radio industry, Johnson remarked on the Senate floor that "the commission seems to be flirting with the idea of going along with the engineering and economic thinking



Heads. KLZ News

SHELDON PETERSON

Denver's Press Club awarded KLZ News and special events director, Sheldon Peterson, its top award for radio news reporting recently—the only Colorado radio news man so honored.

KLZ, DENVER

of big private interests who have planned a policy of tight control."

Monopoly Issue

"Under these circumstances," Johnson told the Senate, "it is obvious why congressman Harry Sheppard has again proposed legislation which would effectively bar all manufacturing enterprises in the communications field from holding a broadcast license or operating a radio network." Said Johnson, "Such a prohibition would remove for once and for all the constant specter of monopoly with which no commission seems able or willing to deal."

Johnson declared: "Networks move in to exert even greater control of their affiliates by becoming brokers for national advertising. The Communications Act makes quite clear that monopolists should not hold licenses. But strangely enough the commission has never promulgated a rule which would settle directly for one and for all its own interpretation of the act on the rights of those who have run afoul of the anti-trust laws. It gives lip service to its network rules."

The FCC took its lumps from Johnson (See Chain Inquiry on page 14)

FCC a Threat to Free Press, Angry Miller Warns Editors

WASHINGTON, April 23.—In a gloves-off verbal attack against Federal Communications Commission (FCC) Chairman Wayne Coy, prexy Justin Miller, of the National Association of Broadcasters (NAB), today called upon the nation's press to join with the broadcasting industry in a last-ditch defense against what Miller called government encroachment on free speech.

Retorting to what he described as Coy's defense (at the recent NAB convention) of the commission's Mayflower policy against air editorializing, Miller in a speech prepared for delivery this afternoon before the American Society of Newspaper Editors (ASNE), warned the press that it is already facing a threat of government encroachment and will be in the same boat with radio unless all media band together to head off the threat against free speech.

Old War To Come Back?

Miller's address, unleashing his heaviest broadsides on the "free speech" issue since he became NAB president, may well touch off a revival of old-fashioned hostilities, the sort that prevailed between FCC and NAB prior to Miller's presidency. Significantly, the Miller blast came only a few days after the excoriating attack by Sen. Edwin C. Johnson (D., Colo.) against the FCC (see separate stories) and left only a brief gap between Coy's address to the NAB in Chicago, where, Miller recalled in his

speech today, Coy, in a defense of FCC's Mayflower policy vowed that FCC would insist on "fairness" in judging radio programs for the medium's "fullest use" for "the benefit of all the people."

Miller insisted that nothing in the American Constitution's first amendment contemplates "power in government to compel 'fairness' in speech or press."

"Exactly the contrary is true," he said, "as has been pointed out on many occasions by the Supreme Court."

Cites Precedents

Miller cited several high court decisions which he said cracked down against such policy as is pushed by the FCC, and he said that "if the FCC chairman can make his proposition stick and compel broadcasters to be 'fair,' inexorable logic requires the conclusion that the same thing can be done to the press, newspapers, magazines, books and all the varied forms of printed publications."

Pulling no punches, Miller criticized some members of the press as well as Chairman Coy for lauding the Mayflower decision policy and he warned of possible future threats to freedom of the press "so dangerous that I hesitate to suggest them." "Most lawless of all branches of the government, and least willing to accept the limitations of the constitution, are some of the administrative agencies," he said.

CBS's Shiftings Unite TV, AM; Up Fineshriber

NEW YORK, April 23.—The Columbia Broadcasting Company (CBS) this week in a series of top level executive shifts moved to integrate its TV and radio operations still further. William H. Fineshriber Jr., formerly general manager of the web's program department, has now become director of operations for CBS. The purchasing, copywriting, sound effects, literary clearance and many other network departments will report directly to him.

While this change moves Fineshriber out of the creative programming picture at the net, it has the effect of freeing Jim Seward, veepee in charge of operations, for negotiations with TV talent on the highest levels. Seward will delegate many of his duties to Fineshriber and extend himself more into the important TV deals.

It is indicated that Gerald Maulsby, assistant director of public affairs at CBS, will replace Fineshriber as general manager of the program department, an important boost for Maulsby who is J. Davidson Taylor's aid.

Becker Expands

Also at the web Zach Becker, director of program operations, has had his duties expanded to include handling talent contract deals for TV as well as AM, handling all agreements made with labor, negotiating with agencies on TV and AM packages, preparing and supervising radio program department budgets and the sale of subsidiary rights to AM and TV properties.

The last of these current shifts makes Henry Grossman director of plant and construction for CBS. He was the director of broadcast operations.

Also at the network, for the first time in its history, a performer joined its board of directors when Edward R. Murrow was selected for this policy making body. Murrow has been with CBS since 1935, when he was director of talks and education.

Peabody Picks

NEW YORK, April 23.—This year's George Foster Peabody Awards, announced Thursday (21) at a Radio Executives' Club of New York luncheon, follow:

Television drama . . . *Actors' Studio*, American Broadcasting Company (ABC).

News and analysis . . . Edward R. Murrow, Columbia Broadcasting System (CBS).

Radio drama . . . *NBC University of the Air*, National Broadcasting Company (NBC).

Radio comedy . . . Groucho Marx, for his work on *You Bet Your Life*, sponsored by Elgin American on ABC.

Music (AM and TV) . . . NBC, for the NBC Symphony, *Orchestras of the Nation* and the *First Piano Quartet*.

Children's programs . . . *Howdy Doody*, Bob Smith's TV program on NBC.

Education . . . Robert Saudek, ABC vice-president, for *Communism—U. S. Brand*.

International understanding . . . CBS.

Regional public service . . . KNBC, San Francisco, for its forest fire series.

Local public service . . . WDAR, Savannah, Ga., for its juvenile delinquency series.

In addition, special citations were awarded to the Rocky Mountain Radio Council; Lowell Institute Co-Operative Broadcasting Council, and WNEW, New York, for its public service jingles.

COAST SHEETS TOSS TOWEL

Hop Radio-TV Bandwagon in Defeat Token

Anti-Radio Bans Lifted

HOLLYWOOD, April 23.—Los Angeles metropolitan newspapers, once the bitter foe of radio, have changed their tune and are currently enjoying a romance of unprecedented dimensions. In contrast to their former attitude, the downtown dailies have jumped on the combined radio-video bandwagon by bidding avidly for reciprocal tie-ups with outlets. At present, all five metro sheets have at least one station tie-up, with several boasting deals with more than one. Moreover, four out of five papers have blossomed out with radio-TV feature columns and expanded logs, latest to join the parade being *The Los Angeles Herald Express*, which quietly added a radio-tele column last week, edited by Owen Callin.

Coast radio ops, aware of the importance of local publicity, have welcomed tie-ups and gone overboard to co-operate with the dailies. By the same token, newspapers now realize the futility of fighting both radio and television and have universally adopted an attitude of "if you can't lick 'em, join 'em." The anti-radio ban, agreed upon over a decade ago and administered thru the Los Angeles Newspaper Publishers' Association, is now in the scrap pile.

First break in the ban came nearly two years ago when *The Daily News* carried the John Crosby syndicated column. With launching of *Mirror* over six months ago, another dent in the blockade was made, with *Mirror* carrying a daily radio column by Lou Larkin. In swift succession thereafter, *News* added Walter Taliaferro to its feature pages as radio ed, *Examiner* introed Pat Hogan, and *Herald Express* followed suit. To date, only the powerful *Los Angeles Times* remains indifferent to radio feature coverage, altho there are signs that this sheet will soon follow the lead.

Reciprocal radio-TV newspaper tie-ups have blanketed the area with extensive newspaper-radio promotional gimmicks in recent history. *Mirror* has a tele tie-up with National Broadcasting Company's (NBC) KNBH and an AM deal with G. A. Richards's KMPC. *News* is hooked telewise to Paramount's KTLA, and on radio with Warners' KFWB. *Times*, which owns 51 per cent of tele station KTTV in partnership with Columbia Broadcasting System (CBS), naturally plugs KTTV. *Herald Express*, Hearst's afternoon daily, closed a deal with KECA, American Broadcasting Company (ABC), covering both radio and tele, while *Examiner*, morning Hearst-owned daily, has a similar pact with Don Lee's KHJ and tele station W6XAO. In addition to major dailies, *The Los Angeles Independent*, throw-away sheet with a 500,000 circulation, is hooked up with KFI and KFI-TV.

While tie-up terms differ in each case, benefits include such advantages as free radio-tele plugs in exchange for display advertising space and preferred log listing positions. Radio-tele also benefits from extra art work and news space allotted to programing, over and above daily radio page copy. Also, new promotional drives co-sponsored by radio and press partners have been carried out with success. None of these relationships, it is pointed out, has harmed newspaper circulation or advertising.

Correction

In last week's story concerning conflicts over the Broadcast Measurement Bureau (BMB), the inference was inadvertently conveyed that Clair McCollough, WGAL, Lancaster, Pa., had resigned from the board of directors of the National Association of Broadcasters. The fact is that Mr. McCollough resigned as chairman of the NAB's finance committee, but remains as an NAB director.

Commercial Fax Is Due in June

(Continued from page 5)

Radio Inventions, Inc., and president of WQXR, New York, says that several other FM stations already have equipment on order and will have their fax going as soon as delivery and installation can be made. A number of stations have earlier fax equipment, which was used experimentally.

\$20,000 Equipment

Commercial fax has been permissible since last July, when the Federal Communications Commission (FCC) okayed sale to advertisers of broadcast space via facsimile. Equipment costs approximately \$20,000, with no additional technical costs needed, since each FM station's engineering staff on duty also can handle the faxcast. The only additional personnel needed is someone to handle the editorial matter, and most stations entering the field plan to use a girl with scissors and paste-pot to put together news items and paste them up for transmission.

While FM stations with newspaper ownership or connections are considered likeliest to enter fax, a number with no such arrangements also are considering a fling. *The New York Times*, which operates WQXR, has decided against faxcasts, however, after a lengthy period of experimentation and despite Hogan's connection both with the station and with the development of fax. A representative of the paper said this week that the *Times* "has had a finger in fax as a hedge, to see what might occur, but it does not envision any plans along that line any longer."

Fax's Position

Boosters of fax have long claimed that simulcasts of aural material on FM and transmission of printed material can supply an answer to charges of radio's over-commercialization, while proving an effective advertising medium. They hold that

Pabst Snips Off Shore's Guester

HOLLYWOOD, April 23.—Dinah Shore will be missing from the Eddie Cantor air show talent line-up next season, it was decided this week. Because of reported budget cuts in Cantor's ailer, la Shore's "permanent" guest shot was eliminated. It's understood Cantor will have approximately \$5,000 less to spend on talent each week, with savings to be channeled into the proposed Cantor tele series for Pabst Beer.

Miss Shore, however, has been resigned for the Jack Smith series next fall, holding forth three days weekly on the across the board show on Columbia Broadcasting System. Airing will be renamed Oxydol Show and billing changed to give Miss Shore star status along with Smith.

fax will supply visual presentation of the product with "reason why" advertising copy, while the accompanying sound may be limited to billboard-type stress on brand name or slogan. Besides bringing permanent material directly into the home, proponents of fax stress that transmissions at different times of the day can be directed at the type of audience predominating in each period.

Slim Chance Given Rankin Libel Bill

WASHINGTON, April 23.—Virtually no chance for enactment is given a bill introduced in the House last week by Rep. John Rankin (D., Miss.) to force radio and TV webs to designate an agent in every State for the express purpose of being sued in case of libel. Rankin's idea is that such a procedure would "assist individuals who are defamed over radio or television in recovering damages."

In addition, the Rankin bill would force all news commentators to post agents for the same purpose in every State where the news program is heard.

CBS Preps 'Pipeline' News Commentaries

NEW YORK, April 23.—In the auditioning stage at the Columbia Broadcasting System (CBS) this week was a public affairs show to be titled *CBS Pipeline*. The program will be a forum on the principal news stories of the week, with the top CBS news correspondents in London, Paris, New York, Washington and Berlin being called in to give their views on the stories selected for discussion.

Ted Church, head of the web's news operation, will choose the topics to be the subject of international discussion. *The Mirror*, another CBS public service show which was being considered for AM, has been dropped. However, the net has created a new program called *The Kremlin Speaks to the Russian People*, and a time is being selected for its debut.

Werner Michel, head of the CBS documentary unit, has decided on the fourth program to be done on the web's hour-long series of six documentary shows. The program will air early this fall.

BLS Polls Radio's Wage Pic

Free-Lance Gabbers Pull Biggest Coin

Actors, Singers Low

WASHINGTON, April 23.—On the average, free-lance announcers are the best paid performers in radio, the Bureau of Labor Statistics (BLS) reported this week on the basis of a survey taken among members of the American Federation of Radio Artists (AFRA).

Sound effects men and staff announcers are also comparatively well off on the basis of the survey, but actors and singers show a wide range of earnings, with 25 per cent of the radio singers and actors showing 1947 earnings of less than \$1,900 and \$900, respectively. On the other hand another 25 per cent of the singers made more than \$6,000, while 25 per cent of the actors earned in excess of \$9,100.

New York free-lance announcers had a median income of \$17,000 in 1947, with one-fourth of them earning (See BLS Poll Reveals on page 9)

Coy, Fly, Loewi, Sinn, Durr Head Ohio State Speakers

CHICAGO, April 23.—Wayne Coy, chairman of the Federal Communications Commission (FCC), will be the featured speaker at the first general session of the 19th Ohio State University Institute for Education by Radio to be held in Columbus, O., May 5-8, Dr. I. Keith Tyler, head of the meeting, announced this week. The session will be titled *The Future of Broadcasting: AM, TV and Fax*.

The panel meeting featuring Coy will be held Thursday evening (5). Speaking during the same session will be Comdr. Mortimer W. Loewi, DuMont television company exec; Bill Ware, president of the Frequency Modulation Association, and John W. Sinn, executive vice-president of the Frederick W. Ziv radio and TV package company. Loewi will discuss television. Ware will outline the future of FM and facsimile, and Sinn will delve into the future of AM.

TV America

As lined up at present, Friday night's general session, *What Will Television Do to American Life?*, also will feature some top speakers. James Lawrence Fly, former chairman of the FCC, will preside. With him will

be Oscar Katz, director of research for Columbia Broadcasting System; Martin Gosch, representing TV package producers; Julien Bryan, who will discuss the role of movies in TV; Dallas W. Smythe, University of Illinois, and Edgar Dale, Professor of Education at Ohio State. Smythe and Dale will outline TV's future role in education.

Saturday morning's general session, *Can Radio Contribute to World Peace?*, will be chaired by Forney Rankin, who is in charge of international broadcasting for the National Association of Broadcasters. Also on the panel will be David Penn, international broadcasting division, Department of State, and George Voscovec, of UNESCO's Paris staff.

VD Radio Drive

The general session Saturday night will be headed by Clifford Durr, former FCC commissioner. This session will reveal results of the United States Public Health Service's VD radio campaign. Erik Barnouw, freelance writer and head of the Radio Writers' Guild, will discuss campaign results. Bob Saudek, vice-president (See Ohio State Speakers on page 14)

Paul Whiteman TV-Teen Club

Reviewed Saturday (16), 9-10 p.m. Style—Teen-age variety show. Staged by Jack Steck; chorus conducted by Skipper Dawes; directed by Herb Hortan. Cast includes Paul Whiteman, Margo Whiteman, Skipper Dawes, Mike Pingatore and chorus. Sustaining on WFIL-TV, Philadelphia, and ABC network.

The dean of American dance music turns his attention at this stage to the teen-agers. Rather than seeking out the song and instrumental progeny, and the maestro has uncovered quite an impressive few over the years, Pops Whiteman now diverts his attention to curbing delinquency among the juveniles. And this show with its "club" appeal, elaborating on the teen-age club he fostered at his Almbertsville, N. J., homestead, not only provides wholesome Saturday evenings for youngsters, but also gives the folks at home something much worth the while for an hour's viewing.

Originating at the 103d Engineer Armory in the center of town, it's a free gate for some 3,000 youngsters who can crowd into the hall. From 7:30 to 11:30 it's dance music to the tunes of a 15-piece teen-age band and a snack bar, with this hour-long variety show to provide both stage-show and video glamour.

While there is no question about Whiteman's ability to spot talent, Pops takes much of a back seat for the TV proceedings. Rather than trying to sell Paul Whiteman to a new and unfamiliar generation, the maestro rests on his long-earned laurels and allows his 16-year-old daughter, Margo, to carry the video show thread. The gal is a cute and cuddlesome blonde, with an ingratiating personality and an ever-winning smile in spite of some reserve to prevent any wolfing calls from the crowded house. And with Pops at her side, mainly to fill out the screen, Miss Margo gives a conventional introduction to some 10 teen-age acts screened earlier in the week.

There is plenty of variety and pace among the juve talent selected, with the applause meter giving to the top three wrist watch prizes donated by Benrus for free plugs. The top winner goes on the following week's show to compete with its No. 1 choice to help crown a winner for the entire series.

Out of Ordinary

Taking it out of the amateur hour category, altho it is essentially an amateur show, is the production gloss provided by the local station staff. Skipper Dawes, who knows how to make kids sing out, has whipped together a 200-voice mixed teen-age chorus for such simple harmony pop favorites as *Cruising Down the River* and *Powder Your Face With Sunshine*. Apart from Dawes at the piano, the songsters hum to the banjo strums of Mike Pingatore. In addition, Dawes has whipped together a dozen kids to serve as a teen-age jury, equipping them with special song material to help Margo Whiteman along in bringing on the teen-age variety fare. To open and close



Designates Radio Review



Designates Television Review

Radio and Television Program Reviews

Teen-Age Barn

Reviewed Wednesday (April 6), 10-10:30 p.m. (EST). Style—Teen-age variety. Sponsored by Russo Appliance, RCA Victor dealer, Albany, N. Y., thru Nolan & Twitchell Advertising Agency, Albany, weekly via WRGB, Schenectady, N. Y. Producer, Tommy Sternfeld (of agency); director, Ted Baughn (WRGB); cameramen, Ken Comstock, Gay Fiorentino and Leo Trumble; sound, Vic Handy; lights, Skip Rutkowski.

The kick-off program of this series presented a talented group of area youngsters who went thru their paces in good style and turned out a fast-moving, consistent show. No act of the nine was outstanding. They ran the gamut of guitarists, vocalists, tap dancers and accordionists. The kids worked hard and evenly, and with more experience could develop into good acts.

Dodo Einstein and Lucille Pezulo impressed as emcees with their pert charm and command of the situation. La Pezulo's vocal on *It's Magic* was okay, but the gal should forget the Sarah Vaughan mannerisms. Also the boy quartet joining in for the last chorus (a la Modernaires) wasn't up to it.

Black and White

Outfitting of gals in white shirts and dark skirts provided pleasing contrast on the screen. Camera angles were conventional, either straight close-ups or full length. Sound was uneven in spots.

The sponsor came off second best. His name was seen only once on the screen, as all other identification was oral. Thus, considerable impact was lost. The show opened and closed with girl quartet singing a jingle about Russo and RCA in a high-school cheer leader set-up. The jingle, altho well organized, should have been cut in half. The middle commercial (scene at the record counter at the store) was poorly done. Participants were unsure in demonstration of Victor 45-r.p.m. system and things were generally rough. Biggest blob came when one of the music aides said, "And now let's listen to Vaughn Monroe sing *Columbia Stockade Blues*."

If the agency can continue the high-caliber talent it started with, it should have a punchy, high-flying show when the kinks are worked out. Paul Jackson.

the session, there are teams of jittersbugging youngsters also competing for the Benrus watches Whiteman hands out to the favored few at the close of the show.

The teen-age talent stacked up strong, when caught, running the gamut from classical ballet to hill-billy music. The ages range from about 13 to 19, and there's no dearth of talent along the line.

Whiteman urges the youngsters who can't get into town for the visual to build their own teen-age group, offering a club charter to them for their effort. Altho not brought into the video portion, the activities director of the TV-Teen Club is Al Wistert, captain of the pro champs Philadelphia Eagles football team.

Now that he's conquered all the musical worlds, Paul Whiteman makes a strong pitch to set himself up as the godfather of the juvenile world. And for added measure, provides a teen-age show well worth the viewing. Maurie Orodener.

Faith and Mr. Winkle

Reviewed Thursday (April 14) 8:10-8:30 p.m. Style—Comedy-drama. Sustaining via W6XAO, Don Lee, Hollywood. Producer, Carlton Winckler; writer, Mike Moser. Cast: Rocky Stanton, Ray Erlenborn, Bob Moon.

Shades of Pete Smith! This stanza has everything the MGM film series offers—except its wit and cleverness. In fact, the similarity may prove a handicap for Faith Winkle and her husband.

The formula is simple. Faith is the beautiful but dumb wife; Mr. Winkle the long-suffering, abused pipsqueak of a husband. Their adventures allegedly typify their daily existence, and a pity it is that each should be wished on the other. Mr. Winkle goes thru the girations of keeping the little woman happy and maintaining his sanity, while Faith Winkle wends her flighty way thru 20 minutes of comedy—some good, some mediocre.

The Winkle household is never dull. If Papa Winkle isn't getting himself loused up trying to pry loose a morsel from the overloaded refrigerator, then Faith is doing something just as foolish. In the background, narrator Bob Moon is busy creating an illusion of "isn't this silly?"

This show has possibilities, provided the writing is mature. Scripter Mike Moser has oversimplified his approach by making basic situations unbelievable and strained. The same effort expended in establishing the characters as funny, yet genuine people, can win lookers.

As the downtrodden husband, Ray Erlenborn is a comedy find. His physical appearance, bare for deadpan comedy and timing are good. On the opening show he punched too hard at times. Rocky Stanton, a good-looking gal, also shows promise, but her delivery and comedy sense need work. Moon, as narrator, is fine, altho given too much to do.

Producer Carlton Winckler has a germ of an idea here which is worth exploration. Production on the opening show, save for several lulls when lines were late, was above average in quality and imagination. Alan Fischler.

Macbeth

Reviewed Saturday (16), 8:30-9:45 p.m. Presented by Pasadena Community Playhouse, sustaining over KTTV (Times-CBS). Directed by Thomas B. Armstead. Produced by David Crandall. Sets by Rita Glover. Cast: Victor Jory (Macbeth), Jean Inness (Lady Macbeth), Alex Gerry (Macduff) plus supporting players. Style—Live action with film and film slide inserts.

Marking the first of a monthly series of Pasadena Community Playhouse tele productions, *Macbeth* ranks with the best offered so far on KTTV. Production-wise, it set a new standard for the station, and from the standpoint of scope, it surpassed anything yet attempted in teevee dramatic fare in these parts. In selecting *Macbeth* as their initial venture KTTV and the Playhouse picked one of the most difficult vehicles to convert for video. The play was trimmed to an hour and 15 minutes and used 15 sets.

Final scene, the duel between Macbeth and Macduff, was shot on film. Sound effects were added at the time of airing to cover the switch from live to canned fare. Film also was used

The Al Morgan Show

Reviewed Wednesday (20), 8:30-9 p.m. Presented on WGN-TV, Chicago, under the sponsorship of Teletronics, TV dealer, General Electric and Helsing's Vodvil Lounge. Talent: Al Morgan and Billy Chandler's orchestra. Directed by Don Cook. Cameramen: George Hooker and Bud White.

This show is a prime example of good visual, television talent ruined by poor producing and sloppy planning.

Al Morgan, nitery pianist and singer who has gone over in such niteries as the Latin Quarter, Boston, and the Latin Quarter, New York, is featured in this new series aired from the stage of Helsing's Vodvil Lounge on Chi's North Side. He is, however, miscast and mishandled.

Even tho he is a \$1,000 act, Morgan hasn't got enough material to enable him to fill a TV half hour. Better planning would have placed him in a featured role in a show that also contained other good acts. On program reviewed Morgan did about 15 numbers, about 10 too many.

Specific production and direction responsibilities also were handled poorly. Because of the minute size of the Helsing stage, only two cameras were used—one giving a straight-on shot and one presenting a diagonal picture. Neither gave a full picture of Morgan's hands on the keyboard. Since most of Morgan's showmanship is built around his keyboard antics, much potential program impact was lost.

Crowding also was responsible for practically complete elimination of views of Chandler's orchestra. If it had been seen, the monotony of focusing on Morgan only would have been relieved.

The proper place for a Morgan show would be in a regular studio, where cameras could be better placed and where helpful props and settings would be available.

If the basic plan of the program is not changed the show will fail and the talent of Morgan, a potentially top video entertainer, will be wasted. Cy Wagner.

during the forest scene. Slides were employed to good advantage to set a locale or give viewers a glimpse of castle exteriors. Titles and cast credits were also presented via film. Segues were smoothly handled, dovetailing live and film to effectively display the value of combining the two.

Production showed that meticulous care had been taken in rehearsing cameramen. Use of camera angles for dramatic emphasis and dollying into players to create suspense took the production out of the stageplay class. Director Thomas B. Armstead and producer Crandall realized the limitations of the medium and applied the motion picture technique of stressing reaction rather than action.

As is the case with all Playhouse presentations, principal parts went to professionals, with supporting roles handled by students. It is difficult to establish the cost of telecasting *Macbeth* since much of the work was handled by students. There are no plans to offer the series for sponsorship. Lee Zito.

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

More Radio and Television Reviews on Page 10

U.S.A.'S LARGEST REPRODUCTION HOUSE

GENUINE HIGH GLOSSY PHOTOS 5 1/2 ea.

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10: 17.95 per 100; 955 per 1000
8x12: 19.95 per 100; 1795 per 1000
Postcards 125 per 1000

(No Negative Charge on 2 or more)

Made by J. I. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPHART
Photographers

Place 14233
185 West 46th St.
New York 18, N. Y.

WE DELIVER WHAT WE ADVERTISE

BLS Poll Reveals Free-Lance Gabbers Pull Biggest Dough

(Continued from page 7)
 ing more than \$27,500. The median income for free-lance announcers in all 15 cities covered was \$9,800. The median income for sound effects men was \$5,000. Singers had a median income of \$3,800, while the figure for actors was \$3,100.

Big City Levels

Despite the fact that half the actors earned more than \$3,100, a large proportion found themselves on the starvation fringe. The BLS survey disclosed Chicago as the kindest city for actors, and there one out of every four actors who made radio their sole or chief form of work earned less than \$1,500. In New York, the lowest 25 per cent had an income of less than \$1,300, while the same group in Los Angeles took in less than \$1,100.

Outside of these three main production centers, the picture was even darker for actors. In a dozen other cities, one-fourth of the actors took in less than \$500, half made less than \$700, and only one out of every four made more than \$2,200.

The better off than the actors, chirpers on the whole were no boon to tax collectors. The sunny city for singers in 1947 was Los Angeles, where half of them made more than \$4,700 and one-fourth more than \$8,700. However, the 25 per cent on the bottom end of the scale made less than \$2,900. In New York, 25 per cent made less than \$1,800; half earned less than \$3,900; and 25 per cent in excess of \$8,700. In the other 12 cities, the median salary was \$2,700, with 25 per cent of the singers earning less than \$900 and 25 per cent more than \$4,300.

Categories Polled

The same general picture held true in all categories for earnings during a sample week last year. The median income for free-lance announcers for the week was \$135; and for staff announcers, 90 per cent in the top-pay city of New York, staffers dragged a median salary of \$145, while the free-lancers took \$220.

The mid-point take for actors in all 15 cities for the week was \$115; in L. A. and Chicago, it was \$140. The singers' median was \$110, with the L. A. median reaching \$150. Since only 63 sound effects men were covered, the BLS did not make a statistical break-down for cities, but simply stated that the median earnings for the week were \$95.

More than half the singers and actors covered in the survey worked on two or less programs during the sample week. In both categories, 55 per cent worked on one or two programs. Those not working at all during the sample week were not included. Taking part in three to five broadcasts during the week were 30 per cent of the actors and 34 per cent of the singers. Only 11 per cent

of the singers and 15 per cent of the actors took part in as many as six broadcasts.

The report by BLS was the second in a series covering the survey which was prepared by Helen Wood and Raymond D. Larson, of BLS's occupational outlook branch, with the cooperation of AFRA officials and members.

The study included 3,742 artists, all of whom had received recent radio pay at the time of the survey. Mailed questionnaires were sent to AFRA artists in New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Washington, Cleveland, Minneapolis, Kansas City, Mo., and Portland, Ore.

**6-Week E.T. Series
 On 2,700 Stations
 For Bond Drive**

WASHINGTON, April 23.—A special broadcast featuring President Truman, Treasury Secretary John Snyder and two-score top radio and film names on May 15 will launch the annual Savings Bond campaign. The show, described as a hopped-up documentary, is slated to go over all four major webs, with confirmation already in from three. To follow the kick-off broadcast, the Treasury has lined up a series of transcriptions featuring top talent to keep the special drive going thru its expiration date, June 30. Final script of the web show is being rushed into shape so the casting can get under way.

Lined up to carry the disk series are 2,700 AM and FM stations, comprising about 95 per cent of the country's operating stations. First disk will be ready for the week of May 15 and features Frank Sinatra. In weekly succession will follow transcriptions featuring Jo Stafford, Bing Crosby-Peggy Lee, Jane Frohman, Buddy Clark-Margaret Whiting, the Andrews Sisters-Bob Crosby and Perry Como.

According to the Treasury, the disks were cut on the Coast and in New York, with the stars donating their services and the other personnel employed receiving union scale. The money came out of the Treasury Department's appropriations. Costs are figured at around \$2,700 weekly. Producer of the transcription series was Nathan T. Colwell, of the Treasury's radio division.

Says Talent Scouts Shut Door to Many

WASHINGTON, April 23.—A charge that entertainers have scant chance to get into radio without the approval of a "handful of program directors in New York" was made in the Senate this week by Sen. Joseph O'Mahoney (D., Wyo.) during debate on a blast at the Federal Communications Commission (FCC) by Sen. Edwin C. Johnson (D., Colo.).

O'Mahoney said that "while I am ready to admit there is no particular plan on the part of the talent scouts to exclude any competent person," there is "not time enough in the day for persons who occupy positions of strategic importance to review all the things that claim their attention."

"A handful of program directors in New York practically decide who can go on the radio programs," said O'Mahoney. "Entertainers thruout the country who have capacity and talent, if they desire to follow the profession of singing or any other entertainment upon the radio, for the most part get no opportunity unless they can prevail upon a few talent scouts in New York to let them have the opportunity."

VA Preps 13-Week New Band Series

WASHINGTON, April 23.—The Veterans' Administration (VA) is prepping a new series of transcriptions for a revamped *Here's to Veterans* segment to run 13 weeks beginning in June. The new series features top-flight bands.

Disks have already been cut by Eddy Condon, Shep Fields, Louis Prima, Frankie Masters, Frankie Carle and Chuck Foster. Seven other bands have agreed to record to fill out the series.

Under an agreement between the VA and James Petrillo, chief of American Federation of Musicians (AFM), the bands' services are being donated free. In addition, each orkster reads the information—all messages prepared by the VA.

Stations wishing to order the series without charge may do so by writing Charles Dillon, Information Service, Veterans' Administration, Washington, 25.



For **POWER**
 and **POSITION**
 in the
All-Important Chicago Market

It's

WCFL

50,000 Watts

1000 on Your Dial

an ABC Affiliate



... and you'll like what you see on our rate card.

Beck Candlelight Revue

Reviewed Thursday, April 7, 10-10:20 p.m. Style—Variety. Sponsored by A. S. Beck, thru Dorland Advertising Agency, via WNBC, New York. Producer, Howard C. Barnes; director, Richard Goode; writers, Mark Lawrence and Dick Maury; music, Ben Ludlow. Cast: Roger Dann, Monica Lewis, Kirkwood and Goodman.

This is an unpretentious little show that puts many of its bigger and more elaborate brothers to shame. The 20-minute revue offers a male and a female singer and a piano player, with the three of them backed by an ork, except for the commercials by A. S. Beck which deluge the listener and give him an urge to twist dials.

The singers, Roger Dann and Monica Lewis, both know how to project for TV audiences. Dann, a Frenchman, is smooth in his delivery and should appeal to women who like their men with continental manners and an oh, so cute accent. His best was *Bel Ami*. His *Again* revealed a too evident striving for the dramatic interpretation, but otherwise was listenable.

Monica Lewis

Monica Lewis can be called video-genic. This girl has plenty of s.a. and really can do justice to a song. Her *I've Got My Love To Keep Me Warm* and *I Get a Kick Out of You* both were tops. However, despite an intelligent use of hands, she overdoes the use of facial muscles while singing, a mannerism easily corrected.

Freeman is an excellent pianist, as his playing of *Liza* proved. He has a strong personality. Especially noteworthy was the orchestra led by Ben Ludlow, which furnished lush background and helped the singers sell their material.

Richard Goode has done an excellent job of directing and of setting a mood. However, while the show is a candlelight revue, this thought won't be helpful if the audience can't see what's on the screen. As it stands now, the lighting needs a few more watts to make the picture fully visible. Otherwise, the show has a great future. *Leon Morse.*

Excursions in Science

Reviewed Thursday (April 7), 6:45-7 p.m. (EST). Style—Commentator and guest scientist. Sustaining weekly over WRGB, Schenectady, N. Y. Production, Bill Mulvey; director, Bob Stone; commentator, Caleb Paine; cameramen, Ray Flynn, Jack Finch and Ken Comstock; sound, Vic Handy; lights, Skip Rutkowski.

This show has been popular on radio down thru the years and is shaping up as an interesting tele program. It presents noted scientists, many from the General Electric laboratories, who tell about, and demonstrate, scientific principles and phenomena. Caleb Paine is an excellent commentator, having the voice and manner—dignified, but not stilted—for a show of this type.

Eclipse Discussed

On the program reviewed, the guest scientist was James Stokley, of the General Electric research lab and former director of the Fels Planetarium. He was free-talking



Designates Radio Review



Designates Television Review

Radio and Television Program Reviews

Martin and Lewis Show

Reviewed April 3

Sustaining Via NBC

Sundays, 6:30-7 p.m.

Producer, Bob Adams; Director, Bob Radd; writers: Norman Sullivan, Dick McKnight, Ray Allen, Chip Kastellaw, Leon Fry; music, Dick Stabile. Cast: Dean Martin, Jerry Lewis, Flo McMichael; guest, Bob Hope.

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

Average Hooperating of shows of this type (Sustaining).....None

Current Hooperating of program preceding (Sustaining).....None

Current Hooperating of program following (Horace Heidt).....8.6*

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Greatest Story Ever Told.....5.2

CBS: Sustaining.....None

MBS: Nick Carter.....8.6

*1st & 2nd Broadcasts.

After all the fanfare, the fair-haired boys of the National Broadcasting Company (NBC), Dean Martin and Jerry Lewis, bowed in this week with their new comedy stanza. Off the initial outing, the lads will have to do considerable improving to live up to all the web's hopes.

Much of the material in the tee-off airer was culled from the auditions the comics made, and too much of it was in the same groove which countless spieleres preceding them on the airplanes have worn deep. Entire basis for the script was the fear with which they approached their first stint, a premise as old as the happiness boys' first show. With five writers credited, there weren't that many fresh gags used.

Gleaming thru the scripting, however, were flashes of the style with which Martin and Lewis have panicked nitery audiences on both coasts. Their voices have fine contrast for radio, with Martin sometimes sounding deceptively like Bing Crosby both in patter and song, and Lewis piping out his lines in a pitch and delivery which is definitely individual and which will make him easily identified.

Guest was Bob Hope, who was more than a mite too fast for the youngsters. But despite the program's shortcomings, if the scripters can come up with material as fresh as their style and talent, Martin and Lewis still may earn all the accolades which were tossed their way before they ever faced a mike. *Sam Chase.*

and gave an entertaining discourse on the subject of the then forthcoming eclipse of the moon (April 12). The level was well within the range of the average listener and there was no talking down.

Diagrams used to demonstrate the principles of the eclipse were big and bold and easily understood. Commentary was clear.

Camera work was straightforward and the show moved at a pleasant clip. Film was used for introduction, with slides giving credits. *Paul Jackson.*

This Is Paris

Reviewed April 7

THE FRENCH NATIONAL TOURIST OFFICE AND THE FRENCH LINE

Thru L. W. Hartman Agency

Via MBS

Thursdays, 10-10:30 p.m.

Producer, Raymond Morgan; writer-director, Bill Robson and Sam Pierce; music, Paul Baron; singing emcee, Maurice Chevalier; emcee, Claude Dauphin; guests, Leo Marjanne, Henri Salvador, Jaques Heim, Marjorie Dunton.

Current Hooperating for the program (Started March 31).....None

Average Hooperating of shows of this type (Variety).....12.2

Current Hooperating of program preceding (Johns-Manville) (M-F).....2.8

Current Hooperating of program following (Sustaining).....None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: Sustaining.....None

CBS: Hallmark Playhouse.....12.1

NBC: Screen Guild Players.....8.2

The waxed series featuring Maurice Chevalier and top French talent, airing over the Mutual Broadcasting System (MBS), shapes up as a good half hour of entertainment. Mixed well in the stanza is a musical variety entertainment, chatter about the latest in Parisian styling for the ladies, some of Chevalier's imitable song salesmanship and a liberal dose of schmaltz, a la France, on the wonders and glories of that nation.

The latter is understandable, inasmuch as the series is bankrolled by the French National Tourist Office and the French Line.

The opus caught had Maurice lead off with a switch on an old gag, cleaned up and given a French locale, which afforded the opportunity for some lavish descriptions of the scenery surrounding Paris. This was to be repeated several times in varied forms, with some of it a bit on the over-written side. Chevalier himself sang but two numbers, his old fave, *Mimi*, which opened the show, and *Slow Boat to China*, which wrapped it up.

In between, Claude Dauphin, film and legit actor, took over the emcee job, and after a somewhat bumbling start, did an acceptable job. The Paul Baron ork knocked off a rendition of an original, *Crazy Bedbug*; Leo Marjanne, a female despite her name, warbled *Glocca Morra*, from Finian's *Rainbow*, which opens soon in Paris. Henri Salvador delivered an unusual French calypso number, *Maladie D'Amour*, and clothes designer Jacques Heim exchanged chit-chat on styles with Marjorie Dunton. The show has nice pace and contrast, and the waxing was excellent. *Sam Chase.*

Fun With Flowers

Reviewed Tuesday (19) 7:45-8 p.m. Style—Hobby demonstration. Sponsored by Sealy Mattress Company, thru Alvin Wilder Agency, via KNHB (NBC) Hollywood. Produced by Robert Raisbeck Television Productions. Director, Carroll O'Meara. Cast: Don Caldwell and Miss Soo. Announcer, Harry Koplan.

Fun With Flowers wasn't much fun for home lookers. Kickoff stanza lacked imagination and presentation. Instead of giving flower fanciers (which means almost every home owner in Southern California area) an instructive yet entertaining program, stanza was an uninspired mixture of too little instruction and too much meaningless gabbling.

Format was designed to show methods of improving gardens, arranging floral displays and similar

Club Hada

Reviewed Monday (4), 7:30-8 p.m. Style—Variety. Sponsored by Hamtramck Auto Dealers' Association (HADA), over WXYZ-TV (Detroit). Agency—Rex Advertising Company. Producer—Frank Barbas. Director, Peter Strand, with Verne Diamond, assistant. Musical director, Phil Brestoff. Cast: Buddy Lester, Barbara Smith, Frankie Rapp, Louis Tops and the Earl and Josephine Leach Revue.

This is the most ambitious regular variety show attempted in Detroit video, with good over-all entertainment value. Most of the show is lifted from the Bowery Cafe and is a sincere translation of a three-hour night club show into half-hour video format. Rough spots in timing, style and content are evident, but the spontaneity of the condensation, despite protracted rehearsal, gives the program an enhanced value.

Barbara Smith, announced as star of the show, opened with *Comme Ca*, *Comme Ca* with a pleasing, emotional alto voice. She followed with a vivacious, almost pantomimic in detailed intensity of interpretation, version of *Cruising Down the River*, highly individual under extreme close-up. Her work has versatility, appearing at its best in the torch style. The gal's appearance is exotic.

Buddy Lester, guest star, adopted some of his familiar routine to the camera, notably in pantomimic work, with some good mugging and imitations.

Frankie Rapp emceeds the show, with a variety of zany comedy effects, costumes and gags and his own fertile imagination. He knows how to address the screen audience directly. Louis Tops presents a clever monkey doing a wide variety of tricks. The camera had difficulty panning fast enough to keep the monkey in sight, adding to the hilarity of the show. The Earl and Josephine Leach revue, seven girls and a man, did two numbers, outstanding in a final production of a *Merry Widow* costume number, waltzed to *Villa*. This closer, beautiful in itself, was a bit too long in proportion to the general balance of the show, which ran slightly short of schedule.

Phil Brestoff's orchestra rates a big credit for putting a lot of showmanship and assist into the program.

Commercials had the announcer standing by a map showing the location of the dozen auto dealers making up the sponsor group, reading off their names a bit too pompously behind fancy musical flourishes, and showing stills of their cars and their stores. The store shots didn't register very clearly because of poor contrast, while the individual plugs, a sincere attempt to meet the problems created by multiple sponsorship, were too numerous for maximum effectiveness at first hearing. *Haviland F. Reeves.*

home decoration ideas using flowers. Don Caldwell, in the role of demonstrator, discussed his ideas with Miss Soo, an attractive Chinese-American girl, beautifully garbed in a native costume. Unfortunately, dialog between the twosome was neither clever nor sufficiently rehearsed, giving lookers the impression that performers were uncertain of their next line. A much simpler (and far more interesting) method of presentation would obviously have been to do away with a script entirely, letting Caldwell put across his ideas in simple language without worrying about histrionic ability. Even the camerawork suffered, missing several obvious shots and coming in too late on others.

Live commercials were handled by Harry Koplan, using sponsor's product (mattresses) for visual demonstration. First of two commercials was loaded with sales appeal, stressing the style and beauty of sponsor's product. Second plug dealt with specially designed orthopedic mattresses and missed fire completely. *Alan Fischler.*

PERMANENT CAREER POSITION

NATIONALLY KNOWN ENGINEERING FIRM HAS RESPONSIBLE \$7-9,000 OPENING AVAILABLE

FOR PROPER MAN

37-50 Years of Age

and Available for Limited Travel

YOU WILL BE ASSIGNED TO REPRESENT US IN WORK WITH OUR CLIENTS

For Appointment Write:

BOX 411, Billboard, 1564 Broadway, New York 19, N. Y.

VIDEO FILM PACKAGERS LIST

Herewith The Billboard presents the second and concluding part of a list of organizations producing and distributing film product only for television. The first half of this list was carried in the April 16 issue. In subsequent weeks we will print similar lists for organizations producing both live and film shows for television, and organizations specializing in live programs only.

N

- NAASSOUR STUDIOS**
5716 Sunset Blvd., Hollywood 28
Tel: Hollywood 7281
Edward Nassour, Owner
Services: F
- NATIONAL FILM SERVICE, INC.**
1325 Vine St., Philadelphia 7
Tel: Locust 7-6765
Wm. J. Clark, Mgr.
Services: F
- NATIONAL SAFETY COUNCIL**
20 N. Wacker Drive, Chicago 4
Services: F
- NEAL-MORGAN, INC.**
Michigan Bldg., Detroit 26
Tel: Woodward 2-1439
William E. Morgan, Pres.
Services: F
- NELSON PRODUCTIONS, INC.**
341 Madison Ave., New York
Tel: Murray Hill 2-5862
Raymond E. Nelson, Mgr.
Services: F
- TED NEMETH STUDIOS**
729 7th Ave., New York 19
Tel: Circle 5-5147
Ted Nemeth, Producer-Director
Services: F
- NEWS REEL LABORATORY**
1733 Sansom St., Philadelphia
Tel: Bittenhouse 6-3892
Louis W. Kellman, Mgr.
Services: F
- NEW WORLD PRODUCTIONS**
5746 Sunset Blvd., Hollywood 44
Tel: Hollywood 5827
T. C. Robinson, Owner
Services: F
- NILES-NELSON ENTERPRISES**
8047 Sunset Blvd., Hollywood 44
Tel: Crestview 5-4305
Ken Niles, Pres.
Services: F
- NU-ART FILMS, INC.**
145 W. 45th St., New York
Tel: Bryant 9-3471
G. W. Hedwig, Mgr.
Services: F

O

- OFFICIAL FILMS, INC.**
25 W. 45th St., New York 19
Tel: Luxemburg 2-1700
Irving Lees, Asst. to Pres.
Services: F
- LILLIAN OKUN, INC.**
2 W. 67th St., New York 28
Tel: Trafalgar 7-3916
Lillian Okun, Pres.
Services: F
- SAM ORLEANS AND ASSOCIATES, INC.**
211 W. Cumberland, Knoxville 15
Tel: 5-8993
Sam Orleans, Pres.
Services: F
- HAROLD ORLOB**
1564 Broadway, New York 19
Tel: Plaza 7-5790
Harold Orlob, Owner
Services: F
- OSULMAN TELEVISION PRODUCTIONS, INC.**
19 Recler St., New York
Tel: Whitehall 4-1277
R. J. Oulman, Mgr.
Services: F

P

- PADULA PRODUCTIONS**
331 E. 85th St., New York
Tel: Regent 7-8678
Edward Padula, Mgr.
Services: F
- GEORGE PAL PRODUCTIONS**
1041 N. McCadden Pl., Hollywood 28
Tel: Hollywood 1466
Harry Hinkle, Mgr.
Services: F
- PARAMOUNT TELEVISION PRODUCTIONS, INC.**
1591 Broadway, New York 19
Tel: Bryant 9-8790
Services: F
- PAUL PARRY PRODUCTIONS**
7507 Sunset Blvd., Hollywood
Tel: Granite 4774
Paul Parry, Mgr.
Services: F
- PAY PATIN**
549 S. Farish Pl., Burbank, Calif.
Tel: Charleston 8-1019
Ray Patin, Owner
Services: F
- PHOTO FILMS**
4110 Greenbush, Van Nuys, Calif.
Tel: State 463382
Willard Trumbull, Mgr.
Services: F
- GERARD PICK TELEVISION & RADIO PRODUCTIONS**
306 Madison Ave., New York 17
Tel: Vanderbilt 6-3417
Gerard Pick, Owner
Services: F
- PICTORIAL FILMS, INC.**
523 Madison Ave., New York
Tel: Plaza 9-9960
Geo. J. Bonwick, Mgr.
Services: F
- PICTORIAL PRODUCTIONS, INC.**
1237 N. Gordon St., Hollywood 28
Tel: Hillside 3108
Jerry Ahrlich, Pres.
Services: F

- POLARIS PICTURES, INC.**
5839 W. 3d St., Los Angeles
Tel: York 8058
J. C. Hutchinson, Mgr.
Services: F
- POST PICTURES CORP.**
115 W. 45th St., New York
Tel: Longacre 4-7479
Harold Baumstone, Mgr.
Services: F
- PROGRESSIVE PICTURES**
6331 Thornhill Dr., Oakland, Calif.
Tel: Olympic 2-9560
Ray Bainbridge, Mgr.
Services: F

R

- RKO PATHE, INC.**
625 Madison Ave., New York 22
Plaza 9-3600
Jay Bonfield
Services: F
- RADIO-VIDEO ASSOCIATES**
322 E. 55th St., New York 23
Tel: Plaza 5-5781
Jack Lloyd, Exec. Dir.
Services: F
- RADIOVISION CORP.**
Box 958, Hollywood
Tel: Hillside 8208
Walter J. Nelson, Mgr.
Services: F
- ROLAND REED PRODUCTIONS, INC.**
275 S. Beverly Dr., Beverly Hills, Calif.
Tel: Crestview 6-1101
Roland Reed, Pres.
Services: F
- REEVES SOUND STUDIOS, INC.**
304 E. 44th St., New York 19
Tel: Oregon 9-3550
Chester L. Stewart, Mgr.
Services: F
- REGAL TELEVISION PICTURES CORP.**
151 W. 46th St., New York
Tel: Columbus 5-4810
Leo Seligman, Mgr.
Services: F
- REGENCY PRODUCTIONS, INC.**
11 East 49th St., New York 17
Plaza 9-3680
Services: F
- THE RELIGIOUS FILM ASSN., INC.**
45 Astor Pl., New York
Tel: Gramercy 7-2397
W. L. Rogers, Mgr.
Services: F
- RIETHOF PRODUCTIONS, INC.**
1776 Broadway, New York
Tel: Plaza 7-2199
Wm. W. Riethof, Mgr.
Services: F
- HAL ROACH TELEVISION CORP.**
8822 Washington, Culver City, Calif.
Tel: Vermont 8-2185
Hal E. Roach, Mgr.
Services: F
- DAVID ROBBINS PRODUCTIONS**
420 Madison Ave., New York
Tel: Plaza 9-4477
David Robbins, Mgr.
Services: F
- ROBERTS PRODUCTIONS, INC.**
1032 N. Carol Drive, Los Angeles 44
Tel: Crestview 6-1139
B. B. Roberts, Pres.
Services: F
- ROCKETT PICTURES, INC.**
6963 Sunset Blvd., Hollywood 28
Tel: Granite 7131
J. Richard Western, V.-P.
Services: F
- RUBY FILM CO.**
729 Seventh Ave., New York
Tel: Circle 5-5640
Edward Ruby, Mgr.
Services: F

S

- SACK TELEVISION ENT.**
298 S. Harwood, Dallas
Tel: Riverside 6474
Alfred N. Sack, Mgr.
Services: F
- SACKETT TELEVISION PRODUCTIONS**
Bankers Bldg., Philadelphia
Tel: Kingsley 5-7055
Bernard L. Sackett, Mgr.
Services: F
- SARRA, INC.**
209 East 56th St., New York
Tel: Plaza 3-3790
Cullen Landis, Mgr.
Services: F
- SEPIA PRODUCTIONS**
2640 1/2 S. Western Ave., Los Angeles
Tel: Parkway 4430
Eddie Green, Mgr.
Services: F
- SCIENCE PICTURES, INC.**
612 Lexington Ave., New York
Tel: Plaza 8-2038
Francis C. Thayer, Mgr.
Services: F
- SHERWOOD PICTURES CORP.**
1509 Broadway, Brooklyn
Tel: Glenmore 2-6192
T. Marr Sherwood, Mgr.
Services: F
- SIMMEL-MESERVEY, INC.**
321 S. Beverly Dr., Beverly Hills, Calif.
Tel: Crestview 1-1014
Louis Simmel, Mgr.
Services: F
- SIXTEEN SCREEN SERVICE CO.**
6710 Melrose Ave., Hollywood 28
Tel: Wyoming 1491
Leonard Clairmont, Mgr.
Services: F
- SKIBO PRODUCTIONS, INC.**
105 W. 45th St., New York 19
Tel: Plaza 7-2255
Patrick E. Shanshan, Pres.
Services: F

- EDWARD SLOMAN PRODUCTIONS**
17320 Siretta Way, Pacific Palisades, Calif.
Tel: Santa Monica 5-6558
Edward Sloman, Mgr.
Services: F

- ART SMITH TELEVISION PRODUCTIONS**
5746 Sunset Blvd., Hollywood 28
Tel: Hollywood 7381
Art Smith, Mgr.
Services: F

- FLETCHER SMITH STUDIOS, INC.**
1585 Broadway, New York 19
Tel: Circle 6-5280
Fletcher Smith, Pres.
Services: F

- SONO-CHROME PRODUCTIONS**
710 W. 173d St., New York
Tel: Wadsworth 8-7080
Nathan Zucker, Mgr.
Services: F

- THE SOUND WORKSHOP, INC.**
415 S. Robertson Blvd., Los Angeles 24
Tel: Bradshaw 2-3203
Robert E. Grey, Pres.
Services: F

- SIGMUND SPAETH**
400 E. 58th St., New York
Tel: Plaza 8-0870
Sigmund Spaeth, Mgr.
Services: F

- SPOT FILM PRODUCTIONS, INC.**
339 E. 48th St., New York 17
Tel: Plaza 5-0808
Clarence Schmidt, Mgr.
Services: F

- D. RICHARD STATILE**
62 West 46th St., New York
Tel: Longacre 5-8127
D. Richard Statile
Services: F

- STRICKLAND FILM CO.**
141 Walton St., N. W. Atlanta
Tel: Lamar 7991
Robert Strickland, Mgr.
Services: F

- STERLING FILMS, INC.**
61 W. 56th St., New York
Tel: Circle 7-2443
Carl King, Mgr.
Services: F

- RICHARD A. STROUT**
36 W. 48th St., New York
Tel: Longacre 5-9800
Richard Strout, Pres.
Services: F
- Springfield, Mass., 9 Esther St.
Tel: 6-4997

- IRVIN PAUL SULD TELEVISION PRODUCTIONS**
654 Madison Ave., New York
Tel: Temple 8-6584
Irvin P. Sulda, Mgr.
Services: F

- SUN DIAL FILMS, INC.**
625 Madison Ave., New York
Tel: Murray Hill 8-1059
Samuel A. Datlowe, Mgr.
Services: F

- SWANK FILMS, INC.**
19 W. 4th St., Dayton 2, O.
Hemlock 2379
Jerrold A. Swank, Pres.
Services: F

T

- TECHNISONIC RECORDING LABORATORIES**
818 S. Kingshighway, St. Louis
Tel: Franklin 2660
Charles E. Harrison, Pres.
Services: F

- TELE REELS PRODUCTIONS**
1840 N. Avon St., Burbank, Calif.
Tel: Charleston 03832
Allan Eric Waltman & Jack Bernas
Services: F

- TELECAST FILMS, INC.**
145 W. 45th St., New York
Tel: Longacre 4-3853
Robert Wormhoudt, Mgr.
Services: F

- TELE-COLOR-FILMS**
853 Seventh Ave., New York 19
Tel: Circle 7-575
Tom Seidel, Pres.
Services: F

- TELECONCERTS, INC.**
Steinway Hall, New York
Jack Robbins, Pres.
Services: F
- TELECOMICS, INC.**
247 Park Ave., New York 17
Tel: Eldorado 5-2544
Stephen Slesinger, Pres.
Services: F

- TELEFEATURES, INC.**
1366 Van Ness, Hollywood
Tel: Hillside 7341
George Frank, Mgr.
Services: F

- TELEFILM, INC.**
6099 Hollywood Blvd., Hollywood 28
Tel: Hollywood 7205
J. A. Thomas, Pres.
Services: F

- TELEMATED CARTOONS**
70 East 45th St., New York 17
Tel: Murray Hill 6-8933
Saul Taffel, Pres.
Services: F

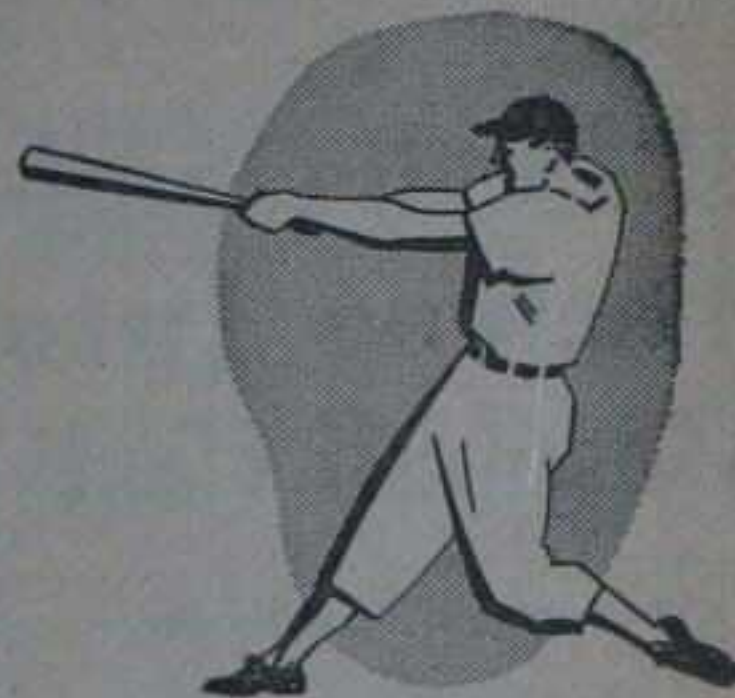
- TELENEWS PRODUCTIONS, INC.**
(Affiliated with INS)
1900 Broadway, New York
Tel: Circle 7-7361
John H. Tobin, Mgr.
Services: F

- TELESCRIPTS**
823 Victor Bldg., Washington
Tel: Sterling 4650
Edward F. Hooper, Gen. Mgr.
Services: F

- TELESPOTS, INC.**
18 East 48th St., New York 17
Tel: Murray Hill 8-0780
Ralph Cohn, Pres.
Services: F

- TELE-RADIO CREATIONS, INC.**
540 N. Michigan Ave., Chicago 11
Tel: Mohawk 4-0015
Betty Miles, V.-P.

(See Video Film on page 12)



KSFO

can hit...

and

pitch

too!

Most everyone knows KSFO can hit... has the hard swinging advertising impact on its audience that produces sales. But it takes BILLBOARD MAGAZINE to tell folks we can pitch. In fact they gave us an award for doing an outstanding job of "pitching" our station in the Station Promotion section of BILLBOARD's recent contest.

No doubt this is natural training born of necessity. For you see it takes an independent station that's fast on its feet... in all departments of the game to become the top independent in a section like the San Francisco Bay Area.



Wesley I. Dumm, President
Philip G. Lasky, Vice President
and General Manager
REPRESENTED NATIONALLY
BY THE BOLLING COMPANY

AM-TV'S 3-MIL SACR. HIT

2 Media Sink Fortune Into Baseball Casts

Investors Run to Beer

(Continued from page 4)
diamond, have proved one of baseball's sharpest clubs, with Branch Rickey heading the business side. The Dodgers are getting about \$300,000 for tele rights from Schaefer beer, which is airing the games over WCBS-TV, New York, by days and WATV, Newark, for night contests. Schaefer and General Foods are splitting the AM tab on WMGM, New York, running about \$150,000. The Yankees, noted for their business perspicacity, run close behind, charging P. Ballantine & Sons Beer Company some \$200,000 for tele rights on WABD, New York, and about half that sum to Ballantine and White Owl cigars for radio airings on WINS, New York.

Regional AM Nets

The majority of teams are having their radio coverage done by regional networks set up specially for baseball. In most cases these sports

Four New Tunes Weekly on New NBC Video Show

NEW YORK, April 23.—National Broadcasting Company (NBC) is preparing a new musical comedy series for tele to be produced by Norman Blackburn and Bob Sarnoff. The musical end of the show will be taken care of by song writer Julie Styne, who has agreed to furnish at least four new tunes each week for the program.

It is expected that the show will run an hour so the musical comedy format can be developed correctly. The program's talent budget is expected to run high—about 13G, with Styne biting off a huge chunk of that dough.

nets have better than 30 stations, with the St. Louis Cardinals covered by 50 outlets. The three New York teams, with the highest nut for rights, are covered by only one station each.

Top baseball bankroller is the Atlantic Refining Company, which is footing part of the bill for radio airings of the Boston Red Sox, Philadelphia Athletics, Philadelphia Phillies, Pittsburgh Pirates and Boston Braves, as well as a portion of the (See AM-TV 3 MIL on page 15)

Launch Drive To Establish H'w'd as World TV Capital

HOLLYWOOD, April 23.—Drive to establish Hollywood as the "Television Capital of the World," was officially launched here Tuesday (19) by Harry R. Lubcke, president of the Academy of Television Arts and Sciences (ATAS). Campaign will be a joint venture of ATAS, and the Chambers of Commerce of Hollywood and Los Angeles. A special ATAS committee, headed by Capitol Records' prexy, Glenn Wallichs, has been named to co-ordinate the drive. Working with Wallichs will be Hal Roach Jr., president of Television Film Producers' Association (TFPA) and Mal Boyd, head of Television Producers' Association (TPA).

Drive will stress tremendous production facilities available in Hollywood, the know-how gained thru years of film making and the abundance of trained personnel located here. Committee will back up claims with research figures on production and talent facilities as well as thru a special exploitation and publicity drive.

Los Angeles Chamber of Commerce has already approved a plan to form a Chamber television committee, according to General Manager Harold W. Wright. Hollywood Chamber head,

John Kingsley, disclosed that org's long-standing slogan of "Hollywood, Radio and Motion Picture Capital of the World" has now been amended. Hereafter, Chamber's official letterheads will carry the word "television" in its legend.

EA Names Berle TV Star of 1949

CHICAGO, April 23.—Milton Berle this week was named the television star of the year by the executive show committee of Chi's Electric Association, which will sponsor the second annual National Television and Electrical Living Show at the Coliseum here September 30 thru October 9. As a result, Berle will be invited to appear daily at the show, for a fee of \$10,000.

A television theater will be set up in the Coliseum to handle the special daily shows as well as the many other local programs which are expected to originate at the site of the TV exposition.

If Berle does not accept the invitation to appear, other talent will be sought.

(Continued from page 11)

Services: F
Los Angeles 34, 2711 Manning Ave.
Tel: Vermont 8-5570
Frank Gelinas, Mgr.
TELESHO OF CALIFORNIA
725 N. Western Ave., Hollywood 77
Tel: Goldstone 7680
William Wooten, Mgr.
Services: F
TELEVISION ADVERTISING PRODUCTION INC.
360 N. Michigan Blvd., Chicago
Tel: State 5941
Ardien B. Rodner, Mgr.
Services: F
TELEVISION ARTS PRODUCTIONS
111 Sutter St., San Francisco
Tel: Sutter 1-4551
J. T. Ward, Mgr.
Services: F
TELEVISION CARTOONS, INC.
361 W. Broadway, New York 30
Tel: Beekman 3-7176
Robert N. Brotherton, Pres.
Services: F
TELEVISION HIGHLIGHTS, INC.
1697 Broadway, New York
Tel: Plaza 7-7073
Sy Weintraub, Mgr.
Services: F
TELEVISION MOTION PICTURES CO.
1650 Broadway, New York
Tel: Circle 6-0691
Jack Goldberg, Mgr.
Services: F
TELEVISION NEWS SERVICE, INC.
Chicago, Ill.
L. T. Krasulig, Pres.
Services: F
TELEVISION PICTURE DISTRIBUTING CORP.
3123 W. 94th St., Los Angeles 5
Tel: Drexel 3361
Toby Angulish, Pres.
Services: F
TELEVISUAL PRODUCTIONS
1313 La Fayette Bldg., Detroit
Tel: Woodward 5-0609
H. G. Kerhawy
Services: F
TELEVISION PRODUCTIONS, INC.
5451 Marathon St., Los Angeles 20
Tel: Hollywood 6363
Klaus Landsberg, West Coast Dir.
Services: F
TELEVISION REPORTER PRODUCTIONS
1338 N. Laurel Ave., Hollywood
Tel: Hillside 9016
Richard Krolik, Mgr.
Services: F
MARSHAL TEMPLETON, INC.
214 Ford Bldg., Detroit
Tel: Cadillac 6868
Marshal E. Templeton, Mgr.
Services: F
TODDY PICTURES, INC.
733 Seventh Ave., New York
Tel: Circle 6-9446
Ted Toddy, Mgr.
Services: F
TOP PRODUCTIONS (Television on Parade Inc.)
651 5th Ave., New York
Tel: Murray Hill 7-9272
Leon Roth, Pres.
Services: F & P
TRANSVIDEO CORP. OF AMERICA
2 West 46th St., New York
Tel: Luxembourg 2-1290
George Luttinger, Mgr.
Services: F
TRIANGLE FILMS
1697 Broadway, New York 18
Tel: Columbus 5-1405

Video Film Packagers List

Dorothea Lee McEvoy Asst. Exec.
Services: F
TV FILM CO.
6039 Hollywood Blvd., Hollywood
Tel: Hollywood 7305
R. F. Maroney, Mgr.
Services: F
TV FILM, INC.
34-50 32d St., Astoria, L. I., New York
Tel: Ravenswood 6-4787
R. V. Pollock, Mgr.
Services: F
TV HOUSE, INC.
226 W. 47th St., New York 19
Tel: Plaza 7-3986
Richard Shack, Pres.
Services: F & P
TWIN CITY TELEVISION LAB.
Lyceum Theater Building, Minneapolis
Tel: Lincoln 4708
J. H. Beck, Exec. Dir.
Services: F
TWENTIETH CENTURY FOX CO.
444 W. 56th St., New York
Tel: Columbus 5-3529
Peter G. Lavathes, Mgr.
Services: F

U
UNITED PRESS ASSOCIATION
220 E. 42d St., New York
Tel: Murray Hill 2-0400
Leroy Keller, Mgr.
Services: F
UNITED PRODUCTIONS, INC.
654 Madison Ave., New York
Tel: Templeton 8-8300
Lou Dahlman, Mgr.
Services: F
UNIVERSAL RECORDING CORP.
20 N. Wacker Dr., Chicago 4
Tel: Andover 3-6233
A. B. Clapper, V.-P.
Services: F
UNITED SOUND SYSTEMS
6840 2d Blvd., Detroit 2
Tel: Madison 8597
James V. Syracuse, Mgr.
Services: F
UNITED WORLD FILMS, INC.
445 Park Ave., New York
Tel: Plaza 9-1200
Stephen Alexander, Mgr.
Services: F
UNITEL, INC.
1730 N. Lax Palms Ave., Hollywood 19
Tel: Hollywood 7572
Services: F
THOMAS J. VALENTINO, INC.
1400 Broadway, New York 19
Tel: Circle 6-4675
Thomas J. Valentino, Pres.
Services: F

V
VALLEE VIDEO, INC.
6811 Santa Monica Blvd., Hollywood 30
Tel: Hillside 6118
Rudy Vallee, Pres. & Mgr.
Services: F
VIDEO ASSOCIATES, INC.
515 Madison Ave., New York
Tel: Plaza 3-7966
Philip Vrodsky, Mgr.
Services: F
VIDEO DISTRIBUTORS
413 Lexington Ave., New York 17

Murray Hill 7-1422
John A. Fitzpatrick
Services: F
VIDEO VARIETIES
510 W. 57th St., New York
Tel: Circle 7-2062
George G. Goman, Mgr.
Services: F
VIDEO VARIETIES CORPORATION
41 East 50th St., New York
Tel: Murray Hill 8-1163
Martin P. Henry, V.-P.
Services: F
VIDEOR PRODUCTIONS
31 S. 17th St., Philadelphia
Tel: Locust 4-3966
Franklin O. Penase, Mgr.
Services: F
VISUAL ART FILMS
115 Ninth St., Pittsburgh
Tel: Atlantic 6333
L. D'Antonio, Mgr.
Services: F
VISUAL SPECIALISTS, INC.
444 Madison Ave., New York
Tel: Plaza 5-8730
Henry C. Gipsman, Mgr.
Services: F
VOGUE WRIGHT STUDIOS, INC.
406 E. Ohio St., Chicago 1
Tel: De 7-8350
George Becker
Services: F

W
ROGER WADE PRODUCTIONS
141 W. 55th St., New York
Tel: Circle 7-6797
Roger Wade, Mgr.
Services: F
C. LAWRENCE WALSH & CO.
301 Brighton Rd., Pittsburgh 13
Tel: Fairfax 5255
C. Lawrence Walsh, Owner
Services: F
LOUIS WEISS & CO.
4236 Sunset Blvd., Hollywood 29
Tel: Normandy 1-6883
Adrian Weiss, Partner
Services: F
WELGOT TRAILER SERVICE
630 Ninth Ave., New York
Tel: Circle 6-6450
Martin Gottlieb, Mgr.
Services: F
WEST COAST PRODUCTIONS
1906 S. Vermont Ave., Los Angeles 7
Tel: Republic 2-9671
Milton L. Smith, Gen. Mgr.
Services: F
WEST COAST SOUND STUDIOS
519 W. 57th St., New York
Tel: Circle 7-2062
G. W. Goman, Mgr.
Services: F
WILLIAM WILDER PRODUCTIONS
5746 Sunset Blvd., Hollywood 28
Tel: HO 5355
William Wilder, Producer-Dir.
Services: F
WILDING PICTURE PRODUCTIONS, INC.
1345 Argyll St., Chicago 49
Tel: Longbeach 1-8410
C. H. Bradford Jr., Pres.
Services: F
New York 17, 363 Madison Ave.

Tel: Plaza 8-1777
J. W. Ingfield, V. P.
Cleveland 15, Sweetland Bldg.
Tel: Cherry 8164
Jack Rheinstrom, V.-P.
Detroit 24, 4925 Cadieux Rd.
Tel: Tuxedo 2-4600
Ralph Cattell, V.-P.
Los Angeles, 5981 Venice Blvd.
Tel: Webster 6183
Harold Strota, V.-P.
St. Louis, 722 Chestnut St.
Tel: Chestnut 3767
James Darst
WILLARD PICTURES, INC.
45 West 45th St., New York 19
Tel: Luxembourg 3-6430
John M. Squires Jr., V.-P.
Services: F
WILLOUGHBY PICTURES, INC.
1890 Broadway, New York
Tel: Circle 6-5580
E. T. Anderson, Mgr.
Services: F
WINK FILMS, INC.
825 Madison Ave., New York
Tel: Plaza 3-0684
Leslie Wink, Mgr.
Services: F
THE WORLD TODAY, INC.
450 W. 56th St., New York
Tel: Circle 5-5967
Maynard Gestler, Mgr.
Services: F
WORLD VIDEO, INC.
718 Madison Ave., New York
Tel: Regent 4-6515
Services: F
WIPX, INC. (New York Daily News)
220 E. 42d St., New York
Tel: Murray Hill 2-1254
Robert L. Coc, Mgr.
Services: F

Y
HAROLD YOUNG PRODUCTIONS, INC.
119 West 57th St., New York 19
Tel: Circle 5-8450
H. Young, Pres.
Services: F
ZEDER-TALBOT, INC.
Fenobest Bldg., Detroit
Fred M. Zeder, Jr.
Services: F

Z
ZIV TELEVISION PROGRAMS, INC.
1529 Madison Rd., Cincinnati 6
Tel: Plaza 1235
Paul Blair, Sales Mgr.
Services: F & P
New York 22, 501 Madison Ave.
Tel: Murray Hill 8-4700
John L. Sun, Pres.
Hollywood 28, Equitable Bldg.
Tel: Hempstead 3348
N. L. Rogers, Mgr.
Chicago 1, 360 N. Michigan Ave.
Tel: Franklin 2-8917
Edward J. Broman, Mgr.
FREDERIC W. ZIV CO.
1529 Madison Rd., Cincinnati 6
Tel: Plaza 1235
Frederic W. Ziv, Pres.
Services: F & P
New York 22, 501 Madison Ave.
Tel: Murray Hill 8-4700
John L. Sun, Exec. V.-P.
Hollywood 28, 6253 Hollywood Blvd. at Pa.
Tel: Hempstead 3348
N. L. Rogers, Divisional Mgr.
Chicago 1, 360 N. Michigan Ave.
Tel: Franklin 2-8917
Edward J. Broman, Div. Mgr.

Too Many Spots Before TV Eyes

Overemphasis Cue Danger For Stations

Cuts Program Output

PHILADELPHIA, April 23.—Programming rather than spot announcements must be the basic consideration of national advertisers entering the television field. And by the same token, the future of video depends on local programming by individual local stations in the event the media becomes so expensive that only a handful of million-dollar accounts can afford to buy TV on a national scale. These observations, backed by detailed statistics and cost figures, were made by Television Director Foster of the William Esty Advertising Agency Wednesday (20) at a dinner meeting of the Television Association of Philadelphia at the Penn-Sheraton Hotel.

At present, said Foster, to do a saturation job in spot buying will cost the national advertiser at least \$206,000 a year. Within a few years, it will cost a million dollars. Foster pointed out that buying once a week in every market calls for a spot announcement budget from \$45,000 to \$90,000 a year. One spot announcement a week on every TV station in operation today, he estimated, brings the cost up to \$150,000 a year and upward. Even with what on paper is a "situation job," he added, the account can never be sure when and how spots are being put on by the individual stations, and more important, if the effectiveness of a spot announcement is being killed off by reaching the same video audience in an area several times a week.

Programming, as against spots, Foster explained, gives the advertiser assured time and a more predictable television audience; it can deliver at lower cost per 1,000 per minute; commercials get greater attention when part of a program; repeated commercials during any one program have the advantage of building an impact which single spots cannot; a regular program series makes it easier for the advertiser to expand into different markets; and programs give the advertiser the additional advantage of inserting product name for impact apart from the program—even if it's only the name of product on the backdrop which is brought up by the cameras once or twice during the program.

Foster also emphasized that the increasing costs of TV programming, threatening to make national buying prohibitive except for the top few, makes it all the more imperative for local stations to concentrate on local programming. Along these lines, the Television Association of Philadelphia will sponsor an educational campaign within the local industry itself to help develop programming ideas and personnel, to be directed by Dr. Armand Hunter, head of the radio department at Temple University.

PUT YOURSELF INSIDE THE ENVELOPE

with a Moss Photo. A piggy-back ride with the postman gets you past any stubborn secretary and into every producer's office. That's where the jobs are, they say.

8x10's, 5¢ ea. (in quantity)
 POSTCARD SIZE, 2¢ ea. (in quantity)
 Blow-Ups, 20x30, \$2 ea.
 30x40, \$3 ea. (+ shipping)

Write for FREE Samples and Price List B.

MOSS PHOTO
 155 W. 44th St.
 N. Y. C. 19
 Phone 7-2330



Most Popular TV Programs Win Top Sales Results, Poll Shows

By Cy Wagner

CHICAGO, April 23.—There apparently is a definite correlation between the popularity of commercial television programs and their sales-stimulating effects. This conclusion was drawn from the results of the survey of Chicago TV homes recently completed for *The Billboard* by the Jay & Graham video research org. Results of the survey of over 500 local TV homes are being reported in a series of four articles, of which this is the second (*The Billboard*, April 16).

In the mail questionnaire TV set owners were asked, "Since owning a TV set, what products have you purchased after seeing them advertised on television?" Eighteen per cent replied they had purchased Chesterfields; 16 per cent said Texaco; 14 per cent Spam; 13 per cent Kraft products; 12 per cent Tavern Pale; Gillette Blade, 11 per cent, and Dad's Root Beer, 8 per cent. RCA Victor products, Arrow shirts and Alka-Seltzer were also mentioned in declining order of percentage.

Analysis Results

Allan Jay and Edward Graham pointed out that obviously sales results could not be attributed entirely to TV advertising, since other media undoubtedly had an over-all effect upon buying habits. It was pointed out, however, that the correlation of popularity of TV programs on which these products were advertised had statistical value. Jay and Graham also stated that high unit costs of items such as those manufactured by RCA had to be taken into consideration during any evaluation of effectiveness of TV advertising. High cost items naturally could not be expected to sell, in volume, as much as low-cost, frequently purchased products.

The correlation of program popularity and sales results was indicated by a study of program preferences. In order of preference the following shows were best liked: *Texaco Star Theater*, Arthur Godfrey (Chesterfields), *Kukla, Fran and Ollie* (RCA), *Admiral Revue*, *Goldbergs*, Phil Silvers, feature films, *Toast of the Town*, *Kraft Theater*, *Club Television* (local only), *Super Circus*, *Break the Bank*, wrestling (local), *Philco Playhouse*, hockey (local), and *Vaudeo Varieties*.

In response to a program preference question pegged on a period before the extension of cable service, local shows, which lost popularity after network programming, were rated very high. Some of the shows preferred before January 12 were not even mentioned as programs liked after that date.

Before the January 12 coaxial opening date, locally originated shows were ranked in the following order of preference: *Kukla, Fran and Ollie*, *Club Television* (variety show), wrestling, *Super Circus*, feature films, *Vaudeo Varieties*, *Cross Questions*, *Telecharades*, *Skip Farrell*, *Curbstone Cut-Up* (man on the street program), *Ruben's Amateur Hour* and *Stand by for Crime*.

Preference for network programming was also indicated by answers to the following question, "Do you believe that TV programs are better, not as good, the same, as they were three months ago?" Since the questionnaire was mailed in March, "three months ago" would have been before start of cable programming. In answer to this question, 96 per cent of the 412 who answered, replied they thought shows were better; 4 per cent said they were the same and none said they were not as good.

Best vehicles for publicizing and

promoting TV programs were revealed by the results of another portion of the survey. The question was asked, "Where do you receive your information about television programs you view?" Fifty-four per cent listed newspaper radio-television columns; 39 per cent television magazines, and 7 per cent indicated from "other sources." In the last category, coming attractions and other TV station announcements got the most votes, and "conversations with other set owners" also was mentioned to a minor degree.

Ford To Bankroll Coast TV Newsreel

HOLLYWOOD, April 23.—Ford Motors, thru Ford Dealers' Advertising Association of Southern California, will bankroll the first locally produced tele newsreel, beginning May 1 over KNBH, Hollywood outlet for National Broadcasting Company (NBC). To be known as *On the Spot*, airer will fill a 10-minute nightly niche Sundays thru Thursdays. Series will be produced by National Television Newsreel and will limit coverage to Southern California events. Van Des Autels will narrate.

Show was bought for the firm for 52 weeks by J. Walter Thompson Agency. Earl Ebi will supervise for the agency.

Hope's Fall Tele Debut Nixed; No Definite Date

HOLLYWOOD, April 23.—There'll be no television in Bob Hope's future—at least not for months to come. Comedian's proposed tele bow, tentatively set for fall, has been indefinitely postponed, according to Jimmy Saphier, Hope's radio-tele agent. Hope will hold off on launching a video show until kine quality improves or the coaxial cable is put into operation.

Altho anxious to plunge into the new medium, Hope and his advisers feel that premature moves in that direction will prove injurious, especially from production and picture standpoint.

Calif. Legislature Intros 2 TV Bills

HOLLYWOOD, April 23.—Two bills affecting television have been introduced in the California Legislature. First measure, unanimously approved by the Assembly and currently awaiting Senate ratification, would make it illegal to drive a motor vehicle in which a tele screen is visible to the driver.

Second measure, which concerns sports promoters, would place a 5 per cent tax on all revenue earned from sale of video rights to boxing and wrestling events.

more Laurels for the

HOWDY DOODY SHOW

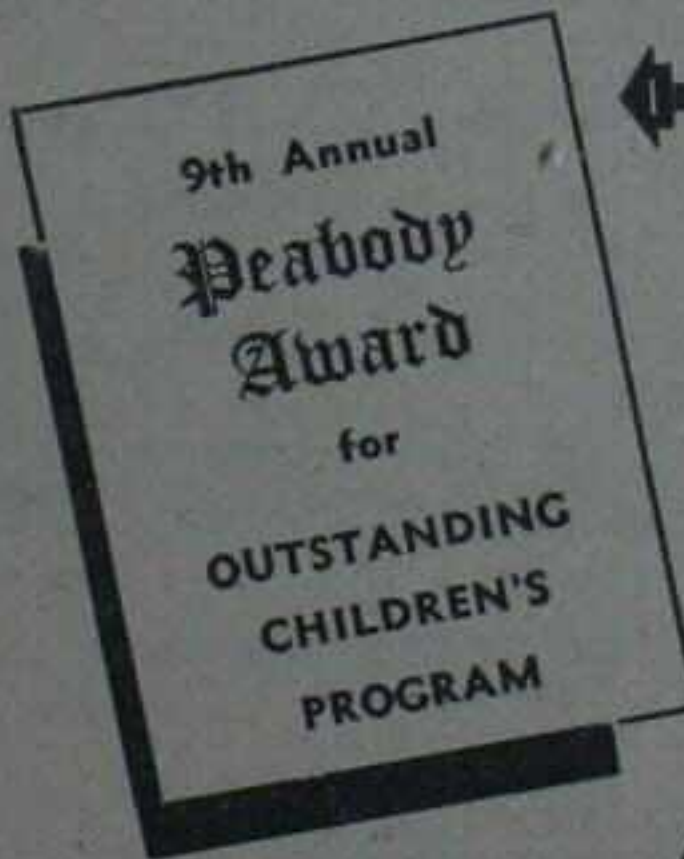
ON NBC TELEVISION NETWORK

Sponsored by

**COLGATE
UNIQUE TOYS
MASON CANDY**

Thanks . . . One and All!

Bob Smith



Kay Preps 1-Hr. Drama Series With New Product'n Concepts

NEW YORK, April 23.—A new tele-dramatic series featuring several new production concepts and headlining top legit and film personalities as guest star was being prepared this week by Producer Roger Kay for John Nasht & Associates. Titled *For Angels Only*, the series of full-hour dramas has packed for its first three productions, Eva Le Gallienne, Sidney Blackmer and Nancy Coleman, and Faye Emerson. Kay is a former radio and film director who recently joined the Nasht firm to head its video department.

The TV series will present only hitherto unproduced plays written for legit, culled from the foremost playwrights' representatives and aired in the form of a pre-Broadway presentation. Kay sifted thru dozens of scripts until he sold the agents on getting up quality plays of an unusual challenging nature or which legit producers, prone to play safe, usually stage all too seldom. The Le Gallienne opus will be a tragedy, *The Shells I Gather*, by Melvin Gallemore. A drama, *Elder Statesman*, by Lois Jacoby, will have Blackmer and Miss Coleman co-starred, and Miss Emerson will be featured in a comedy titled *Sally and the Angel*. Ten other scripts have been accepted for production by Kay.

Movie Techniques

Incorporation of several motion picture techniques into production of the series is planned by Kay, some of which he said would drastically slash the costs usually incurred by dramatic video packages. One such will eliminate camera rehearsals, utilizing instead a kinescoping of a late rehearsal of each drama. From this kine, weak scenes can be rebuilt and strengthened. Kay intends to use three weeks of rehearsal with the stars and two weeks with the remainder of the cast.

Another device to be adopted is the use of one large and fairly elaborate set instead of several smaller sets. This will permit at least four playing areas and make possible occasional real long shots for mood setting. Planning of the set embracing depth

and height factors will be attempted for a three-dimensional quality.

\$4,830 Weekly Nut

The series, which will be shown to agencies and potential bankrollers within the next fortnight by Nasht Sales personnel, will sell for a \$4,830 weekly talent and production nut. It has been highly touted by leading lights from various phases of show-biz, including Miriam Howell, top play broker for the Paul Small Agency; legit critic George Freedley, legit producer Jean Dalrymple, actor Ralph Bellamy and Howard S. Cullman, leading Broadway angel, who is represented on the Stem this season by *Kiss Me, Kate*; *South Pacific*, *Detective Story*, *Madwoman of Chaillot*, *Death of a Salesman*, *Life With Mother* and *Mr. Roberts*.

WXYZ-TV Bows 1st Daily ABC Sponsor

DETROIT, April 23.—The first show to go commercial seven days a week across the board on any American Broadcasting Company video station bowed Tuesday (19) on WXYZ-TV, with the premiere of *Baseball Scoreboard*. The program is sponsored by Ford car dealers of Detroit and placed thru the J. Walter Thompson Agency. The show runs for 10 minutes at 6:50 p.m.

The program, being produced by John Pival, is directed by Peter Strand, and has Don Wattrick as sports commentator. The format uses a series of superimposed scoreboards of the day's games. A total of 16 scoreboards have been prepared allowing for the maximum possible number of eight doubleheaders in all major league cities the same day. Cartoons of an umpire with a lantern are superimposed in case a night game is being played, and the score is not available, while an umpire with an umbrella is used in case game is called because of rain.

Understudy Plague

NEW YORK, April 23.—TV sponsors, already heavily burdened with rising costs in the video medium, are finding that some programs need understudies. This problem came to the fore when William Prince, slated to be the guest star on *Hollywood Screen Test* last Sunday evening (17), came down with measles a couple of days before the show. Donald Buka had to be hurried in from Philadelphia, where he was playing in a show, to fill in for Prince. Lester Lewis, producer of the program, has decided that TV shows, like stage shows, need understudies and will insure himself with them from here on in.

Mary Pickford Files TV Bids

WASHINGTON, April 23.—The former queen of the silent flickers, Mary Pickford, filed bids this week for television stations in Durham and Winston-Salem, N. C.

Filing under her legal name of Mary Pickford Rogers, she told the Federal Communications Commission (FCC) that her net worth is in excess of \$2,450,000. She disclosed that she was Canadian by birth and became an American citizen by marrying Douglas Fairbanks Sr. in 1920.

Horse Race Pix for ABC

NEW YORK, April 23.—The top horse race run during the Pimlico meeting, from May 6 thru 14, will be aired by film over the video network of the American Broadcasting Company the same evening, every night of the race meeting, sponsored by North-Cool Suits. The agency is I. A. Goldman, of Baltimore. Eight Eastern stations will carry the show. The time has not yet been set, but it will be 15 minutes in the late evening hours.

Tex and Jinx Jinx PM in TV

NEW YORK, April 23.—Indications are that Philip Morris cigarettes have given up on *Preview*, the Tex McCrary-Jinx Falkenberg magazine of the air, on the Columbia Broadcasting System's video network, Monday evenings 8 to 8:30 and is shopping around for a replacement. The program has about five more shows to do before its 13-week period is finished, but the contention is the axe has already been dropped.

However, the sponsor is desirous of retaining the time slot, a strong one, since it is before Arthur Godfrey.

KNBH Sked Boosted, Programing Needed

HOLLYWOOD, April 23.—A streamlined programing set-up will be launched May 1 by KNBH, National Broadcasting Company's (NBC) Hollywood video outlet, following a general reshuffle of the outlet's show structure. New program line-up, which will carry thru the summer months, will cover an increased operating sked of 19 hours and 15 minutes per week. A group of local live studio shows which failed to click will get the ax and be replaced by kine-transcriptions or film.

Bulk of the station's new programing will be kine shows, which account for seven hours and 45 minutes of time. Studio live shows will total four hours and 45 minutes, the remainder to be either pix or live remotes. Several new kine sustainers will be added, including *You Are an Artist*, *America's Song* and *Who Said That?*

OHIO STATE SPEAKERS

(Continued from page 7)
of the American Broadcasting Company; Dick Hull, president of the National Association of Educational Broadcasters; Jim Macandrew, of WNYE, New York; M. S. Novik and Charles Church, education and research director of KMBC and KFRM, Kansas City, Mo., also will participate in the discussion of *How Educators Can Use Radio Effectively*.

CHAIN INQUIRY

(Continued from page 6)
son on other matters. He criticized the backlog of unsettled major issues and further charged that "there are private interests who thrive on inaction and reap a profit out of the organized and premeditated delays."

Returning to his allegations that industry dominates the FCC, Johnson asserted: "It is charged that there is an ever greater fear that the networks and patent holding interests, working hand in glove with the commission, can and do exact their own economic sanctions."

Further lambasting the commission, Johnson charged that it permits "trafficking in licenses"; that its members waste too much time attending confabs and making speeches and that it violates its own rules.

KYW Buys WPTZ Tele Sign-Off Spots

PHILADELPHIA, April 23.—KYW (AM) here has purchased all the sign-off announcements on WPTZ, the Philco TV station which is housed in the KYW building. Spots are being used to promote the KYW radio programs which are not heard during TV broadcast time, the video spots going to Stuart Wayne's morning disk jockeying, Ruth Welles' women's show in the morning, Johnny Deegan's mid-day variety show and Tom Rodgers' late evening platter spinning after the TV sign-off.

The spot includes the use of a picture slide of the radio personality accompanied by a recorded announcement by the particular mike personality. The copy also suggests to the viewer to turn to KYW for late evening radio listening.

U. S. Tele Sets Increase

NEW YORK, April 23.—The latest estimate of the number of television receivers in the United States now places the figure at 1,447,000. This is an increase of nearly 300,000 in the past two months, with February estimates placing the total at 1,159,350. Of the current total, 51,100 are in cities which do not yet have operating television stations, or in cities where they may have been shipped but have not yet been sold because of the absence of active TV stations. Following is the city-by-city breakdown:

Eastern Interconnected		Non-Interconnected	
City	No. of Sets	City	No. of Sets
New York	535,000	Albuquerque	700
Baltimore	51,500	Atlanta	7,300
Boston	68,400	Cincinnati	20,000
New Haven	24,100	Dayton	4,700
Philadelphia	140,000	Erie	2,700
Richmond	9,000	Fort Worth	3,900
Schenectady	20,000	Dallas	4,600
Washington	40,800	Houston	3,500
Total for Eastern interconnected	888,800	Los Angeles	112,600
		Louisville	6,100
		Memphis	4,400
		Minneapolis-St. Paul	12,600
		New Orleans	4,200
		Salt Lake City	1,900
		San Francisco	5,400
		Seattle	5,100
		Miami	3,100
		Syracuse	2,400
		Total for all operating stations (59)	1,395,900
		Cities With No Stations	
		Columbus	1,300
		Indianapolis	900
		Oklahoma City	1,300
		Providence	6,000
		Rochester	600
		Wilmington	3,400
		Others	37,600
		Total for cities without operating stations	51,100
		Total for Eastern and Midwestern interconnected	1,188,700
		GRAND TOTAL	1,447,000

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch 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

Box 1941 Bridgeport 1, Conn.

Lefton for Cabs

PHILADELPHIA, April 23.—In a review of the video show, *Court Is In Session*, published in *The Billboard* issue of April 2, the agency for the sponsoring Yellow Cab Company was listed incorrectly as the E. L. Brown Advertising Agency of Philadelphia. The account is handled by the Al Paul Lefton Agency, and originated at WCAU-TV, Philadelphia, for airing over the Columbia Broadcasting System.

Hollywood Unrealistic About Pic Charges for Video, Says Theis

NEW YORK, April 23.—Many Coast outfits now producing films for TV have inflated ideas of what the medium can pay for their movies, according to H. Grant Theis, manager of the film syndication department for the Columbia Broadcasting System (CBS). He pointed out that their average asking price for the distribution rights for a two to five-year period on a half hour film runs between \$5,000 and \$10,000 and upward; whereas, the most that CBS can pay for such rights is about \$4,500 for top quality film. Most products available are far below that level and do not get near that sum.

This unrealistic approach, Theis maintains, is because most Hollywood TV producers use movie and not video production techniques. These techniques are geared to the theater movie audiences, with the emphasis on large scale productions and overuse of raw stock. TV cannot pay the same kind of dough. The greater markets and greater potential revenue that theater distribution allows Hollywood film makers margin for error that is not possible when they are making movies for TV. He indicated that careful planning and mass production of movies would solve some of the problems presented in making small budgeted films for TV.

Pic Buying

Theis said that at the present time he would not buy a series of films on the basis of being shown the first one of the series, even if that one was expertly done. Each picture, in his view, presents new problems and should be judged solely on its merits. Buying any other way might put CBS way out on a limb. His reason for this was that picture making for TV was in its infancy and that a great many errors were bound to be made by the pioneer video film makers before a working formula could be established.

At the present market rates, he conjectured that many TV film producers would not realize their investments for at least four years. Currently, 59 TV stations are operating, many of which are affiliated with more than one web, and are the sole TV outlets in their cities. Many of these stations, he said, can get all the live programing they want.

In the future, when more TV stations are operating and competition develops between them for film, the producers will be in the saddle and will be able to realize more money for their product. All these remarks, he made clear, were for films available for syndication. If a picture producer can sell a series to a sponsor, he naturally can do much better.

The two most common deals for

syndicating movies that CBS arranges with producers are the outright purchase of film with a 60-40 or 70-30 percentage split of the profits with the producer once the network gets into the black. The other deal is to work the percentage split all the way down the line from the beginning with no initial outright sale price.

Syndication of films by CBS, Theis stated, offers TV stations a buying agency that will cater to their film needs, doing on a large scale what each individual outlet cannot hope to accomplish alone. He also pointed out that block buying results in considerable savings. From the point of view of the film producer, block buying offers him the chance to sell his film in one deal and eliminate distribution worries.

AM-TV 3-Mil Sacrifice Hit

(Continued from page 12)

tab in video for the two Philadelphia clubs. Atlantic is putting out around \$400,000 for its share of these outings. Another leading bankroller is Lennen & Mitchell Tobacco Company, for Chesterfields, which is sole sponsor for both the New York Giants and the Washington Senators on radio and tele at an estimated cost of \$350,000. Old Gold and Ford, two prominent bankrollers of other years, have cut down their investments, with Old Gold paying half the radio tab for both Chicago teams, and Ford bowed out entirely.

Indians' Deal

Among the more interesting charges made this season is the \$150,000 which the Cleveland Indians, in which Bob Hope has an investment, are reported getting for video coverage of their games by WEWS, with no sponsor signed yet at the season's opening. Another odd deal is that made by the Chicago Cubs, which charges three tele outlets only \$5,000 each for the entire season, that fee being used to cover the cost of installing technical equipment for the cameras. The Cubs are scanned by WGN-TV, WENR-TV and WBKB. The Cincinnati Reds, lowly in the National League standings last year and in a comparatively small tele area, are getting \$100,000 for video rights from Burger Beer, which airs games over WLW-T and, after June 14, WCPO-TV, on an alternating basis.

Video coverage will not be complete in all cities. The Detroit Tigers have contracted for a minimum of 35 games with Goebel Brewing over WWJ-TV, while the St. Louis Cardinals will have 15 or more games covered by Griesedieck Bros.' Beer over KSD-TV. Beer firms are baseball's best customers, with nine clubs having breweries as AM sponsors and 10 as tele bankrollers.

Fidler Auditions For Video Series

HOLLYWOOD, April 23.—Commentator Jimmy Fidler has completed a test film audition for a proposed tele series, to be based on his radio stanza. Gabber and William Morris Agency packaged a test flicker which will be submitted to agencies in New York.

Show would be a 15-minute stanza, to be done either live or on film, and featuring interviews with Hollywood celebs. Carter Products, bankrollers of Fidler's air series, will be offered first refusal rights thru Sullivan, Stauffer, Colwell & Bayless Agency. Cost of proposed series is not known.

Chi NABUG Protests Plan Of AT&T To Cut Coax Use

CHICAGO, April 23.—The Chicago division of the National Association of Broadcast Unions and Guilds (NABUG), representing about 1,500 local radio and television employees, this week took a strong stand against the plan of the American Telephone & Telegraph Company (AT&T) to eliminate daytime use of the coaxial cable east from here, starting May 1.

The NABUG stand was expressed in a monopoly-charging letter sent to Wayne Coy, chairman of the Federal Communications Commission (FCC). Sent by Ray Jones, chairman of NABUG's Chicago division and local head of the American Federation of Radio Artists (AFRA), the letter also asked the FCC to investigate the situation and take steps to bring about a remedy.

"We believe," the letter stated, "that AT&T's decision to eliminate west or east traffic on the coaxial cables, except for short periods of time, was arbitrary and capricious, and was made solely in the interests of monopoly control. We believe, further, that the decision was made without any consideration of the public interest, convenience and necessity."

"In view of the above circumstances, we respectfully request and urge the Commission to take action at the earliest possible moment to make an investigation of this matter, and to take remedial steps to protect the interests of the public."

Action of NABUG stems from a fear that elimination of the east-bound cable would cut down network TV programing here and thus

would eliminate jobs. Also there is the belief that programing from one center (in this case New York) would be harmful to the public in that it would present a one-sided entertainment, culture and education picture.

In explaining these viewpoints the letter, after voicing initial favorable reactions over the news that AT&T would start using a second New York-Chicago coaxial after May 1, stated "it seemed that talent from Chicago and other Middle-Western cities—writers, engineers and other technicians, producers, musicians, actors, singers, announcers and sound effects men, etc.—would be enabled to compete with talent in the eastern TV origination center in the development of TV programs, on the basis of merit—an opportunity which we welcomed."

Terms Revealed

But later revealed terms covering the start of the second cable made it clear that "there would be no possibility of originating a network program out of Chicago prior to 6 p.m. on weekdays and only on Saturday and Sunday by special arrangements."

NABUG concluded that the move would mean "strangulation of many local evening programs," as the networks would not maintain staffs simply to produce an occasional network evening program."

Altho none of the union officials involved would say so, many of the rank and file expressed a belief that AT&T was not alone responsible for this situation. It is common gossip that the decision by AT&T was made with the sanction and backing of New York network heads anxious to save money by eliminating the cost of maintaining large Chicago staffs.

Execs Cited

The talent, therefore, in charging "monopoly" is not only leveling a finger at AT&T. It is also charging that network execs have had a part and are indirectly applying monopolistic policies. In this sense the talent uses "monopoly" in a specific and not a generally accepted sense. They claim monopolistic tendencies are apparent whenever there are indications of centralization of control and operation in one area. Many members of the trade here, needless to say, doubt the validity of this interpretation.

NABUG is planning no further action until it receives an answer from Coy. The number and size of unions involved, however, make the union execs think they'll be able to smoke out the facts behind the coaxial decision. They say there can be no ignoring of the collective voice of the local division of NABUG, which represents the American Federation of Radio Artists, Radio Broadcast Engineers, International Brotherhood of Electrical Workers, National Association of Broadcast Engineers & Technicians, Radio Directors Guild and the Radio Writers Guild.

The fact that a copy of the NABUG letter was also sent to Senator Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, which is making a full investigation of the radio industry, also is expected to precipitate action.

Wm. Morris Probes Plan To Syndicate Video Film Locally

HOLLYWOOD, April 23.—Plan for selling video films on a syndicated basis to local tele outlets, rather than peddling pix to one national sponsor has been advanced by William Morris Agency. Morris radio-tele exec George Gruskin returned to Hollywood this week after an exploratory visit to key tele cities where plan was presented to local video station ops.

Idea, as currently proposed, would be to sell films (such as Hal Roach series being peddled by William Morris) to local stations, which in turn would be given full resale rights in particular markets. According to Gruskin, television marketing economics makes such proposal highly advantageous, affording local outlets opportunity to sell premium time at full station rates and giving bankrollers more selectivity in choice of markets.

Film producers would also benefit inasmuch as sales rates would offer higher returns if sold locally on volume basis. Theory is similar, in effect, to marketing principles of radio transcription industry. Price formula for tele sales, however, would contain special provisions to allow for swifter return on investment.

While still in exploratory stage, Gruskin holds that tele-syndication plan has been favorably received by many national bankrollers as well as tele station ops. Sponsors, especially, like the pin-point marketing advantages of the deal which would, in specific areas, eliminate borderline or secondary markets. For station ops, such film supply would provide great incentive for sales drives inasmuch as full station rates could be charged as compared to pro rata profits of carrying network-originated airers for the unaffiliated video station. Deal provides local indie ops with same programing opportunities as are offered by network stations.

As soon as details are worked out, including price formula, William Morris will make available to tele ops first program packages.

ABC Preps Pubserv TV Series on Babies

NEW YORK, April 23.—American Broadcasting Company (ABC) is preparing a public service series for TV called *Life With Baby*. The program has yet to be written, but it will be built around child care.

The half-hour package was optioned from Julien Bervici. The deal calls for payment on a royalty basis for each script done. Robert Saudek, ABC veepee, expects the show to be put on either this summer or next fall.

Burrell's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
185 Church St., New York 7, N. Y.
Harley 7-5371

SPECIAL
ORDER YOUR PUBLICITY PHOTOS
AT ONCE
ONLY \$7.50
FOR 100 8x10 PHOTOS
NO NEGATIVE CHARGE
SEND FOR PRICE LIST
ON OTHER SIZES
50% DEPOSIT, BALANCE C. O. D.
QUALITY PHOTO SERVICE
Perkins St., Box 12 BRISTOL, CONN.
Phone: 4015

END OF FREEZE TO BOOM SETS

New Stations Will Bring TV To Outlanders

342 Bids Are Pending

WASHINGTON, April 23.—A big spurt in television set sales is expected to take place about a year after the Federal Communications Commission (FCC) ends the freeze on the granting of new stations. Once the freeze is over, the FCC will be handing out grants in batches to all sections of the country, but it takes about one year for the average station to go on the air after being granted a construction permit.

Now frozen are 324 applications in about 100 cities, many of which have no stations now. The FCC expects to receive an additional 1,000 bids within a year after the freeze ends.

Since 1,300-odd present and anticipated applications will all be for the present very-high-frequency (VHF) band, only about 400 can be granted, since that is the maximum number of channels under current FCC regulations. A possible narrowing of the distance between stations on the same channel may be accomplished by syn-

(See End of Freeze on page 41)

Columbia Skeds Low Cost LP Player for May

NEW YORK, April 23.—A long playing attachment retailing at \$9 or less, and scheduled to hit the market on or about May 1, represents Columbia's latest maneuver in the battle of new-type disks. The players, to be manufactured for the diskery by VM, are similar in style to the

(See Columbia Skeds on page 43)

Magnavox Preps New "Brittany"

CHICAGO, April 23.—The Magnavox Company this week announced its first 16-inch, metal cathode ray tube video receiver will be available to the public late in May.

The new model, Brittany, will sell for \$595 and will use a mahogany corner cabinet providing space for the tube but eliminating usual deep housing.

Roy Boscow, general sales manager of Magnavox, said, "The corner

(See Magnavox Preps on page 41)

Coast TV Set Sales Hop 11,000 in Mar.

HOLLYWOOD, April 23.—Tele set sales jumped another 11,000 during March, bringing current total count of receivers in Southern California to a new high of 112,612. Figures, released by Southern California Radio & Electrical Appliance Association, revealed that one out of 12 families in Southern California presently own receivers, with an estimated five viewers per set making a total audience of 563,060. Average cost per set was pegged at \$325, for a total outlay of \$36,000,000.

Brilliant tele coverage of the tragic Kathy Fiscus rescue attempt by stations KTLA and KTTV (The Billboard, April 23), had an immediate effect on public interest and set sales. Key dealers, surveyed by The Billboard following the airer, reported tremendous increases in inquiries and predicted that total sales during April would be appreciably higher than during the last few weeks.

D. C. Apartment Owners at Odds Over Tele Antennae

WASHINGTON, April 23.—A two-pronged situation is building up in the nation's capital with regard to TV sets in apartments. On one hand, several large apartment developments to be constructed in the next year are to be equipped with a master antenna. On the other hand, an obstacle to TV set buying is once more arising in the form of restrictions on erection of individual antennae for apartments.

One of the oldest and largest realty firms in Washington has issued a note that no more antennae will be permitted to be installed on the roofs of the apartment houses under its management. The company informed tenants that any TV antennae installed "will be removed without notice." Portable or other type of interior installation will be permitted.

The announcement of the construction of an 800-unit apartment dwelling in Northwest Washington was accompanied by a notice that a master antenna will be installed on the roof, with a connection to the antenna to be available in each apartment. Several smaller prospective apartment houses will also use a master arrangement.

Installation of master antennae is being pushed by the Radio Manufacturers' Association (RMA), which feels that the arrangement is the only way to reconcile the differences between an apartment owner who does not want the roof covered with numerous unsightly aerials and the tenant who wants proper TV reception.

The RMA's engineering division has put out a small booklet called Apartment House Television Antenna. The pamphlet gives a brief description of a master installation and the reasons for building one.

Kenny Mulls Appeal To Bar Farnsworth Switch to IT&T

NEW YORK, April 23.—Robert R. Kenny this week was contemplating an appeal of his case to enjoin the proposed transfer of the assets of Farnsworth Television & Radio Corporation to the International Telephone & Telegraph Corporation (IT&T), following a denial of his motion by New York State Supreme Court Justice Bernard Botein. The move, if made, would bring the case before the Appellate Division of the U. S. Supreme Court, according to Nathan B. Kogan, attorney for Kenny.

Kenny attempted to block the proposed deal by which Farnsworth would become a wholly owned subsidiary of IT&T, with holders of Farnsworth's 1,680,568 shares of stock receiving in return 140,048 shares of IT&T, a ratio of 12 to 1. With IT&T

stock valued at \$9 per share, this represented a return of 75 cents per share to holders of Farnsworth stock.

The deal was negotiated by Farnsworth execs after that firm had lost \$10,000,000 in the preceding four years, and currently was losing \$10,000 per day. Cash on hand at the start of this year was less than \$20,000, and merchandise creditors, owed about \$1,000,000, were demanding payment. In the last six months of 1948, the firm lost \$3,100,000, with operating losses of \$277,000 in February of this year and \$265,000 in March.

The ruling by Judge Botein this week was on the basis that there was no collusion or fraud by Farnsworth or IT&T in the deal even tho he said

(See Kenny Mulls Appeal on page 41)

Slump Brings British Radio Price Slashes

LONDON, April 23.—A slump in the sales of radios has resulted in a price-cutting campaign which may soon spread to all British manufacturers and retailers. As much as \$20 has been knocked off the cost of nearly every set made by one firm, and another has made cuts ranging from \$5 to \$16.

Philips Electrical, Ltd., took retailers by surprise by reducing its four-tube superhet from \$71.38 to \$50.98. Mullard & Bush Radios then announced lower prices, followed by another firm which announced its combination sets would be \$64 cheaper.

The sale of radios and television sets had practically come to a standstill prior to announcement of the government's new budget, since it was expected that the purchase tax on sets would be abolished or at least reduced. The new budget did not contain any reductions in the purchase tax and there was little increase, if any, in sales.

Manufacturers and retailers now hope to overcome the buying slump by introducing the lower prices.

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 is yet reported.

\$11.46 WORTH OF LONG PLAYING Columbia records with Philco radio-phonos. Two-speed player with automatic changer is on sale—regular price \$129.95, sale price \$89.95.—Davegas stores, also Ludwig Bauman stores, New York area.

RECORD, ALBUM CLEARANCE—HALF PRICE. Nationally famous brands included in classical, popular and children's selections. "Spring cleaning"—Many best-sellers listed.—Abraham & Strauss, Brooklyn.

G-E SLASHES PRICES! NOT OLD MODELS, BUT FINEST 1948 4—429—PHONOS. Models illustrated include Model 118—formerly \$99.95, now \$69.95; Model 378—formerly \$229.50, now \$169.50; Model 119M—was \$124.95, now \$99.95.—General Electric Supply Corporation (wholesale distributor), New York.

FIRST PORTABLE RADIO-PHONO WITH 45 r.p.m. record player. Five-tube Motorola set, weight 12½ pounds, changes 10 seven-inch records automatically.—\$59.95. Same ad pictures Motorola TV portable at \$199.95.—Gimbels, New York.

FULLY GUARANTEED WESTINGHOUSE Television, Model 181, regularly priced at \$485, is reduced to \$349.50. Chinese Chippendale console cabinet.—Tri-Par Company, Chicago.

CLOSE-OUT OF BRAND NEW SCOTT AM-FM phono radios with 3-speed phonos. Save half on De Luxe and Modern model.—Bissell - Weisart, Chicago.

NOW IT CAN BE SOLD! SHERWOOD'S new big screen television console—150 square inch picture, is on sale at \$200 less than regular price. Ad points out that set can be purchased only at this store, since they have received Chicago's only allotment. \$389.50.—Hudson-Ross, Chicago.

TODAY'S TELEVISION SETS WILL serve for years! Store quotes radio-tele-phonos and offers to furnish name on request. Enjoy all the thrills of baseball, variety shows, movies—now—with clear-focus Magnavox American Modern model shown at \$735.—Lyon & Healy, Chicago.

"YES, IT DOES MAKE A DIFFERENCE where you buy your television," store says in a box inside a full-page ad. Box points out that the store is the only one in the city offering two-way mobile radio connections between the service department and service trucks for speedy service calls.—George's Radio and Television Stores, Washington.

"YOU'VE NEVER HEARD ANYTHING like it," customers were told in streamer heading in announcements of the new Victor seven-inch records and players, while a special box was directed to call attention to a remarkable display of old phonographs, dating back to 1877, in the store. In cases of later popular models, as late as 1916, manikins were dressed in the costume of the period and used in the store as well as a window display, to prove a sure-fire draw for the feminine trade.—J. L. Hudson Company, Detroit.

Crosley Set Sales Up 42%

CINCINNATI, April 23.—The Crosley Division, Avco Manufacturing Corporation, announced this week that its radio and television sales for the first four months of its 1949 fiscal year, December thru March, were up 42 per cent over 1948. John W. Craig, vice-president of the Avco Manufacturing Corporation and Crosley general manager, made the announcement. Sales this year for the

(See CROSLY SALES UP, page 41)

GE Spends 100G To Bally Model

NEW YORK, April 23.—In two days last week, the General Electric Supply Corporation here conducted what was, as nearly as could be determined, the biggest single item promotion in the New York market. Subject of the 245,800 line blitz was the new General Electric TV Model

(See GE SPENDS 100G on page 41)

BEST OF THE BIGGEST



\$495. "Giant Fifteen" LONG DISTANCE TUNING UST UNITED STATES TELEVISION UST
3 W. 61 St., N.Y.C. • CI 6-4255

SO NEAR AND YET SO FAR

Spotlights on LP Disks, TV At NAMM New York Meeting

CHICAGO, April 23.—Tho the National Association of Music Merchants' (NAMM) convention program is slated toward a general "how-to-sell" theme, records and video will get special forum session coverage. Bill Gard, executive secretary of NAMM, told *The Billboard* that he is attempting to make all forums of general interest to every music merchant, whether he runs a general music shop or specializes in anything from piano to phonograph platters. The confab is slated for the Hotel New Yorker, New York, July 25-28.

Because of terrific interest shown by NAMM members in the new speed disks, Gard said he has arranged for a special forum July 28, at which Paul Southard, Columbia v.-p., and Jack Williams, Victor sales manager, will discuss the relative merits of 33 and 45 r.p.m. disks, respectively. In the other specific business forum, a prominent television personality, as yet not selected, will discuss the dual market for video sets, explaining the approach in selling the table-top sets as opposed to console set marketing.

The opening day's business forums will discuss management and marketing, with Ray S. Erlandson, NAMM veepee and rep of San Antonio Music Company, as chairman of the management section. Talks in the management forum will include discussion of the music retailer and Washington legislation by a Washington person-

age; a talk on financing sales by a banking authority, and incentive programs to stimulate personnel by Clarence Petit, manager of the music department of Macy's, New York. The marketing conference, headed by Harry E. Callaway, NAMM director and v.-p. of Thearle Music Company, San Diego, Calif., will cover subjects such as sales force production, by Ver Lynn Sprague, merchandising consultant to Motorola, Inc.; the work of the American Music Conference in the community by an as yet undesignated speaker, and the correlation of national advertising with local sales programs, by Donald W. Hobart, research director of Curtis Publishing Company.

In another July 28 forum, headed by Stuart D. Julius, NAMM director of York, Pa., merchandising will be spotlighted with a representative of *House Beautiful* magazine discussing the sale of music to a home; a speaker who will outline the American Music Conference's work in a retail store program, and Earl Lifshy, of *Retailing Daily*, who will explain door-to-door selling in the music field.

ASCAP Brass Expected To Be Re-Elected

NEW YORK, April 23.—Election of officers of the American Society of Composers, Authors and Publishers (ASCAP) is expected to be the main business of the Society's annual monthly meeting next Thursday (28). It is believed that all officers will be re-elected by the board of directors. In the recent elections to the board there were no changes.

Terms are for one year. Officers up for re-election are Fred Ahlert, president; Gustave Schirmer, vice-president; Oscar Hammerstein II, secretary; Louis Bernstein, treasurer; Donald Gray, assistant secretary, and Frank H. Connor, assistant treasurer.

Hi-Tone Takes Sig's Catalog And Artists; Exit 75-Centers

NEW YORK, April 23.—Signature Records' 39-cent Hi-Tone label next week will absorb both the catalog and the artists of the parent firm's 75-cent Signature label line and concentrate exclusively on the low-priced—direct sale disk market. The 75-cent Signature label will be retired from the market with this new merchandising move by Prexy Bob Thiele.

The current Signature artist roster, which includes Johnny Long's ork, Ray Bloch and singer Alan Dale, will record for Hi-Tone under a straight royalty deal, according to Thiele. The diskery claims that since the introduction of the Hi-Tone label seven weeks ago with such artists as Ronnie Deauville, Larry Douglas, Eugenie Baird and Bloch, it has sold over a million disks to its chain and department store clients.

It is planned that some 30 sides by Bloch, Dale, Connie Haines, Monica Lewis and Johnny Bothwell's ork, which originally were issued on the Signature 75-center, will be re-released on the cheaper Hi-Tone line.

Cap Probes Altec

HOLLYWOOD, April 23.—Capitol Records, the label which pioneered use of magnetic tape in the disk field, is currently experimenting with the tiny (dime-size) Altec mike. Cap engineers say the Altec is superior in that it does not discriminate between musical tones and that its non-directional pick-up qualities can be used to effective advantage in recording. Mike does not produce distortions within itself. However, it is not expected to replace the standard 44 BX RCA ribbon mike, especially in the recording of big bands.

Warners KO License for Gratis Kine

Effective May 30

NEW YORK, April 23.—Warners music interests have revoked their gratis kinescoping license, effective May 30. The move will have an important effect on delayed broadcasts. Such broadcasts are now an important phase of TV operation, in view of the present limited scope of the coaxial cable. Stations not on the cable get their network programs via kinescoping on film.

A top telecaster stated that he expected the Warners complication would be ironed out as soon as the American Society of Composers, Authors and Publishers (ASCAP)-television negotiations crystallize into a pact.

The Warner move in some quarters was interpreted as an indication of growing restiveness on the part of film publishers who regard TV as increasingly competitive to films. For instance, the Milton Berle show on the TV network of the National Broadcasting System is figured as having audience appeal of a strength sufficient to keep families at home—and away from the theater.

ASCAP & TV Men Differ Widely on \$\$\$

Cuffo Use to May 31

(Continued from page 3)

would mean taking three times as much money out of TV as out of standard broadcasting (*The Billboard*, April 23). As opposed to this view, however, ASCAP brass hold to the argument that what the telecasters have thus far offered amounts to small pickings indeed.

An ASCAP exec and leading publisher this week outlined the situation thus: ASCAP, he said, began the negotiations by asking for approximately 5 per cent of the TV income. The Society gradually came down to a percentage approximating the percentage it receives on the radio contract. Telecasters, however, want ASCAP to take a considerably smaller percentage than even this—the argument being that when TV's circulation increases, the cost of TV time will increase, until finally TV time will cost four or five times as much as it does now. With the increase in time cost, of course, ASCAP would stand to make considerable income out of the new medium, even with a low percentage rate. This argument is fallacious, the ASCAP'er pointed out. Firstly, it would mean that ASCAP would be getting virtually peanuts out of TV in the initial stages (he estimated the take would amount to \$650,000 annually, even granting some increase in TV income). Secondly, he argued that potentially greater income from sale of TV time should not affect the value of music. He drew a publishing business analogy, pointing out that if he gave a composer royalties on the sale of 1,000,000 copies of sheet music, he would gladly pay the same royalty rate if 2,000,000 were sold.

Safeguard the Income

The problem for ASCAP, he pointed out, is to safeguard the radio income. This argument presupposes that TV will ultimately replace AM. At proposed TV rates, he said, ASCAP loses money when a commercial exits from AM and goes to TV. "Sometimes I think we could wind up owing the telecasters money if we accepted present proposals," he added.

The point of view outlined above is particularly interesting when contrasted with claims of telecasters that ASCAP's proposals, when translated into money, would mean three times the AM bite—or approximately 18 to \$20,000,000 annually. Tradesters will recall that a similar disparity of views existed in 1941, when ASCAP and the radio industry engaged in the hassle resulting in the birth of Broadcast Music, Inc. (BMI). Radio then claimed the ASCAP proposals would mean a bite of \$12,000,000 annually. ASCAP always denied this, claiming they could not understand how radio could make such a high estimate. There's some of that same feeling now, but the bitterness that existed then is absent.

"It would be a mistake," the publisher and ASCAP exec continued, "for the television industry in this period of its development to try to fall back on BMI."

The next joint session is scheduled for Tuesday (26).

Martin Debuts Sharp Records

CHICAGO, April 23.—Veteran platter distributor Jimmy Martin, chief of the largest indie disk peddling firm here, will debut his own label, Sharp Records, May 1. Because certain called-for material is not available on the 20 labels which Martin stocks for a five-State area, he is cutting his own units on numbers which he feels are needed to meet current demands. George Solar, Martin's assistant, is acting as a. and r. rep for Sharp platters.

The Sharp disks will retail for 79 cents and will be carried only in Illinois, Indiana, Minnesota, Iowa and Wisconsin, which Martin covers for his distributorship, as a starter. If demand is heavy enough, the label will be distributed nationally later. Thus far, Martin has inked Jack Teter, Milwaukee combo leader; Lee Mont's Tu-Tones, who previously cut sides for Universal and Aristocrat; Marty Zivko, Wisconsin polka band, and Letty Barbour, ex-St. Louis radio chirp.

Col'bia, J. Dorsey Sign Wax Pact

NEW YORK, April 23.—Columbia Records this week signed veteran orkster Jimmy Dorsey and his band to a term waxing pact. It is understood that the pact is for a five-year period. Dorsey last etched for the MGM label and left that diskery when his pact ran out shortly after the end of the Petrillo ban.

The elder Dorsey's wax is rounded out by his long and highly successful Decca association, during which pact he etched the series of disks which shot his ork and vocalists Bob Eberly and Helen O'Connell into national prominence.

LP's Motivate Copy't Change

Disks Pose Complicated Legal Problem

Congress's Interest High

(Continued from page 3)

least, altho there is a chance that an over-all modernization bill will be introduced in some future session after the United Nations Educational, Sociological and Cultural Organization (UNESCO) completes its current monumental work on a draft of a model copyright bill for all UNESCO member nations to submit individually to their law-making bodies.

What Does "Part" Mean?

The immediate problem which the LPs have raised is expected to be settled either by Congress or eventually by judicial interpretation. At issue is the question of the legal meaning of the Copyright Act's controversial section 1-E which specifies that, if a composer of music allows a record manufacturer to make records of his copyright work, any other diskery can also make records upon payment of a 2-cent royalty for "each such part" manufactured.

Altho Congress has occasionally considered clarifying the wording of this provision in recent years, the LPs are regarded as spurring the need, inasmuch as the U. S. copyright office in the interest of convenience and necessity has been interpreting the word "part" to mean each record face. Since several different copyrighted work appears on the face of a standard disk, the copyright office is seen facing a new dilemma.

Problem's Gravity

While the U. S. copyright office has not yet taken an official stand on this question, Register of Copyrights Sam Bass Warner in an article which appeared in the *American Bar Association Journal* last June recognized the gravity of the problem as affecting wire tape transcriptions as well as long-playing records even tho the LPs had not yet emerged commercially. Warner in that article recalled that Congress had wrestled with the question of how to give composers the exclusive right to control mechanical productions of their music "without paving the way for a monopoly in the manufacture of music rolls, phonograph records and other forms of mechanical reproduction." The statutory 3-cent royalty provision, one of the few price-fixing mandates ever imposed by Congress, was intended to protect U. S. musical interests against a world monopoly threatened by the Company Fonotipia of Milan, Italy, in 1909.

Monopoly Angle

Warner in discussing the Copyright Act's section 1-E declared that "it is uncertain whether, at the present time, a repeal of this provision would lead to an American, and perhaps a world, monopoly in musical records."

"There is much expert opinion that it would," he continued. "It is said (See LP'S PRESENT on page 41)

Joe Princie Signed To Decca Wax Pact

NEW YORK, April 23.—Decca Records this week signed polka specialist Joe Princie to a term waxing pact. As part of the deal Decca bought some 30 masters which Princie sliced for the Prince-Tone label.

Princie is a local fave in the Cleveland area.

Monroe's "Riders" Riding Hit; Bally Takes to the Sky

NEW YORK, April 23.—Vaughn Monroe's *Riders in the Sky* is selling at a record-breaking rate, according to a current Victor sales report, having gone over 300,000 in its first two weeks. This places it well ahead of last season's phenom, Spike Jones' *Two Front Teeth*, according to a Victor archivist. Under the hit-it-while-it's-hot approach, the waxery is going all-out promotion-wise, and will have a dirigible over the city Saturday (30), flashing the platter title and playing the record over a p. a. system. Monroe cut a special platter for disk jocks this week, telling the history of the tune.

The Detroit distributor for RCA is planning a stunt in which luminous cutouts of steers will be hauled over the city at night by airplane.

Finburgh Takes On Bourne Post

NEW YORK, April 23.—Nat Tannen officially ankled from Bourne Music Friday (22) to devote full time to his own publishing ventures, as originally reported (*The Billboard* March 26). He left immediately for the Coast on a 10-day business jaunt and was replaced at Bourne by Lee Finburgh, former Bregman-Vocco-Conn staffer who moved here from the Coast last week. Finburgh will handle sales and production and also head the hillbilly and educational departments for Bourne. The chores were formerly handled by Tannen.

In May, Bourne moves its executive offices at 799 Seventh Avenue from the second floor to occupy the entire fifth floor. Stock and shipping departments will move to the basement of the same building.

Cap Reviving 60c Red Label

NEW YORK, April 23.—Capitol Records will revive its 60-cent red label next week to complement its regular purple label 75-cents-plus-tax series.

The revival of the red label will not be a price reduction of the Capitol line, but rather will afford the diskery an opportunity to market some of its lesser light pop, hillbilly and race artists at a lower market tariff.

TD, Lawrence, Kaye Hired For Briggs Club's Shindig

DETROIT, April 23.—The biggest use of name bands ever made in this territory is slated for an annual party sponsored by the Briggs Management Club of Briggs Manufacturing Company, automotive body builders, tonight. Three name bands have been booked, Tommy Dorsey, Elliot Lawrence and Sammy Kaye, with two buildings plus an annex being used at the Michigan State Fairgrounds to hold the crowd. Dorsey and Lawrence will alternate in the Coliseum, while Kaye is playing in the nearby Agricultural Building, of almost equal size. In addition, the Dixie Five have been booked to play in the dairy bar annex, and to take the stand during

Vox Waxery Hits LP's Heavy Next Mo.; 8-10 Disk Starter

NEW YORK, April 23.—George Mendelssohn's Vox diskery, one of the oldest longhair indies, goes LP in a big way starting the first week in May. Between eight and 10 LP disks will constitute the first issue, with a program set to bring out four or five more monthly, or a total of more than 50 works by the end of the year. Columbia records is giving Vox its full co-operation in the venture, according to Mendelssohn.

Included in the first release will be an abridged version of the Pergolesi Opera, *La Serva Padrona*, with the Milan Philharmonic and vocalists. Other disks will carry the Mozart *E Flat Piano Concerto K. 271*, *Beethoven-Diabelli Variations*, *Beethoven Septet*, *Mendelssohn Octet*, *Paganini Violin Concerto*, *Beethoven Rediscovered Piano Concerto and Stravinsky Concerto for Two Solo Pianos*. The last named release will include the first recording of the Vivaldi *Gloria Mass*.

Operas in Fall

A library of complete and abridged operas will debut on the label in the fall, all to be recorded in Italy thru Vox's Polydor affiliate. Twenty German, Italian and Russian operas will be waxed.

Some pop and semi-classical material also will come out on LP disks. These will include an album of "neglected" waltzes arranged and conducted by Rudolph Goehr, songs by Edith Piaf and *Two Pianos in Three-Quarter Time*, by Appleton and Field, duo-pianists.

In the fall Vox inaugurates a subscription series to be sold thru dealers rather than direct to the customers. This will be instituted for a uniform group of works by one composer. The idea is to have the venture underwritten, in the usual "society" manner.

London Clears Title to "Rex"

NEW YORK, April 23.—London Records dropped its suit against Lamar distributors here over title to the Rex label in a settlement which gives London clear title to the name "Rex." Maurice A. Rapoport, who had been using the name for an indie label manufactured in California, has agreed to drop the name, to which London claims prior title as the label it has been using for its Irish platters.

Under the agreement, Rapoport has until August to dispose of his Rex records on hand, after which he must abandon the name.

Kaye's intermissions.

The entire party was booked by the Delbridge & Gorrell office. Tickets are being sold to the Briggs employees chiefly, at \$1.20 per person. The package deal, which includes Dorsey's show, with screen star Ilona Massey, is costing the Briggs Club \$10,000.

The event last year was held at Olympia, with Vaughn Monroe and his orchestra, plus Dorothy Shay as an added attraction, with Ray Gorrell's orchestra alternating. The event drew an estimated 20,000 people, including several thousand turnaways, and a total of 30,000 tickets sold.

but to give regular Vox dealers their profit. Series will be pressed on both regular and LP platters.

\$4.85 and \$5.85

Vox's LP price schedule offers domestically-recorded 12-inch LP's at \$4.85, but works pressed from European masters will retail for \$5.85. Some one-sided 12-inch imports will sell at \$4.85 also.

Besides its reciprocal arrangement of several years standing with French Polydor, Vox has recently had this deal expanded to include Scandinavian Polydor and other affiliates of Polydor in Italy and South America. Another deal is with the Record Manufacturing Company, Ltd., of Israel, to issue Vox masters on a new label in that country. Vox is also exclusive U. S. agent for Discophile Francaise, deal having been set last month.

Vox has no intention of cutting prices on its regular shellac line, according to Mendelssohn. The Vox topper leaves for Europe early in June for two or three months, during which time he will supervise waxings there.

Levy Sees Tele As Big Hypo to Music Industry

HOLLYWOOD, April 23.—Leeds Music President Lou Levy waxed optimistic this week in predicting that television would prove a boon to the music industry, rather than spell the death of record and sheet music sales. Rebuffing pessimists, Levy held that tele would be of "immeasurable" help in affording a visual means for proper song presentation, thus giving all phases of music sales a powerful lift. Accordingly, Levy said he is working out several tele show ideas to plug his music products.

Stressing the advantage of tele's impact over other entertainment mediums, Levy revealed plans to do a video show called *Inside Tin Pan Alley*. Idea, which would feature novel song presentation methods, has been turned over to Maurice Duke and Alan Courtney for packaging. Levy hopes to have the show ready for debut over the American Broadcasting Company (ABC) video skein by early fall. Several other show ideas are also in the hopper, details of which are being withheld until ideas are copyrighted.

Meanwhile, the pubber reported that the present sales picture is far below normal levels. Sheet music sales, even for top hits, are 40 per cent under previous standards. Slump is blamed on the record industry's current price cutting war and the battle for supremacy between different speed records. Because of the confused state, dealers have practically ceased ordering normal stock in order to maintain inventories at the lowest possible levels. The average dealer, Levy claims, normally orders 50 copies of a hit tune at one crack. The same dealer is today buying one or two copies per order.

Joe Graydon to Coral

NEW YORK, April 23.—Singer Joe Graydon has been switched from the Decca label to the Decca-owned Coral label for his future recordings. Graydon is the vocalist on the currently fast-moving Decca etching of *Again*.

Victor A. & R. Policy Changes Mirror Shifting Conditions In Wax Biz; Circle Completed

(Continued from page 3)

and the attendant pressures of getting back into the recording swing, the "luxury" of the large committee was no longer feasible, and the group was cut down to Hallstrom, Burgess, Grean and Rene. Sholes concentrated on the hillbilly and race side, Bard and Diaz on the international and L-A side. The Monday morning meetings, originally instituted to consider tunes and their assignment to artists, changed and became a time for analysis and criticism of completed recordings. Tho many pubbers weren't—and still aren't—aware of the fact, they were free to submit songs at any time.

A Tightening

The current paring of the board down to one man is admittedly a part of tightening of the whole organization in the face of tough times in the record business. Burgess is resuming a sales post and Diaz has gone over to the RCA International Divi-

sion, distinct from RCA Victor. Bard is doing field work as well as a. & r. duties for the Victor International Division. Rene and Grean are in musical consultant positions.

Hallstrom, when asked for a comment on the shake-up, said, "I can tell you two things: My door is open to all publishers. And don't sell the record business short."

Walker to Cap; Close B&W Deal For T-Bone Wax

HOLLYWOOD, April 23.—Capitol Records this week signed T-Bone Walker to a recording contract and closed a deal with Black and White to purchase all released and unreleased Walker masters. Walker has recorded for B&W for the past three years and his pact with the indie still had four years to run. His paper with Capitol is for five years with options. Capitol gets 48 masters which include everything the blues artist had recorded for Black & White.

Walker had been B&W's top selling race artist. His *They Call It Stormy Monday* is still a strong seller for the indie altho it has been in release for two years. Another Walker best seller was *Bobby-Sox Blue*, while this current *T-Bone Shuffle* is claimed to be showing sales strength.

Deal was closed between the two companies and Walker's agent, Harold Oxley, and comes after a period of long negotiations between all parties concerned. It is believed Capitol will go all-out in pushing Walker. Details of the Cap-B&W transaction were not revealed by either firm. However, it is understood B&W will gain royalties on any of its sides released by Cap. Deal allows Cap to release any of the T-Bone Walker diskings if purchased by Capitol.

Scott Quits WM, May Pact GAC

NEW YORK, April 23.—The William Morris Agency (WM) band department "curtailment" story was revived this week after a several weeks lull, with that agency's release of orkster Raymond Scott from his management pact. Scott is reported set to sign a pact with General Artists Corporation (GAC) where most of the other former WM orksters now are roosting. Scott is believed to be going to GAC, effective October 15.

WM still has not been able to complete the elimination of its band wing, since the agency has been unsuccessful in trying to work out a satisfactory severance deal with orksters Duke Ellington and Charlie Spivak.

Busse Set for N. Y. Cafe Rouge

NEW YORK, April 23.—Henry Busse's ork will make its first New York location appearance in a number of years when he comes into the Hotel Statler's Cafe Rouge August 1 for a six-week engagement. This booking spikes the rumors that the hotel management was going to close down the Cafe Rouge for the last portion of the summer season. It also comes on top of the announcements of the skedding of Ray Anthony's ork for the room June 27 for five weeks and Vaughn Monroe's crew for a mid-October four-week session.

BVC Planning Myrow Release From Contract

NEW YORK, April 23.—The Bergman, Vocco, Conn (BVC) pubbery has virtually worked out terms to release Hollywood studio writer, Joseph Myrow, from a term clefter's contract. Several months ago BVC also released Coast lyricist Mack Gordon from a writer's pact. Myrow and Gordon have written on-and-off as a team on a number of 20th Century Fox musical flicks. Gordon has been mulling a deal to go into a pubbing enterprise with Harry Warren under the aegis of the Robbins-Feist-Miller triumvirate.

Terms of the severance of the Myrow pact gives BVC full pubbing rights to the Myrow-Gordon title tune from the forthcoming *It Happens Every Spring*. Another flick ditty, *Every Time I Meet You*, will be pubbed by Leo Feist Music, with BVC getting a slice of the take in a participation deal. A third ditty, *Wilhelmina*, also is likely to go to an outside pubber, with BVC skedded to draw participation percentages on the song.

With Myrow and Gordon finally out of the BVC set-up and with the earlier release of writer Dave Rose, BVC now has cleaned house of its movie studio affiliations and obligations as well.

Grove, Glaser Fuss for Court

NEW YORK, April 23.—A motion to broaden the base of the action brought by Izzy Grove against Joe Glaser is skedded for a hearing in State Supreme Court, Tuesday (26). The action, which was filed last July, asks \$200,000, which Grove claims is due him for management services in connection with artists Lionel Hampton and Billie Holiday. Attorney Louis Nizer, recently engaged by Grove, submitted the motion this week, asking that the action be broadened to include not only the agreed price, but the reasonable value of the services allegedly rendered by Glaser to Grove.

Grove claims to have entered into a verbal agreement with Glaser in March, 1948, whereby he was to receive 50 per cent of the money paid the agency by Hampton and Holiday for management and booking services rendered.

Here they are...

THE FASTEST-SELLING RECORDS IN AMERICA!

DECCA'S

Great Collection of Hits!

HITS OF TODAY

- ◆ YOU, YOU, YOU ARE THE ONE FOREVER AND EVER RUSS MORGAN
Decca 24569
- ◆ CRUISING DOWN THE RIVER RUSS MORGAN
Decca 24568
- ◆ SUNFLOWER GORDON JENKINS
Decca 24602
- ◆ AGAIN GUY LOMBARDO
Decca 24549
- ◆ SKIP TO MY LOU RUSS MORGAN
Decca 24521
- ◆ RED ROSES FOR A BLUE LADY
- ◆ EVERYWHERE YOU GO
- ◆ SO TIRED
- ◆ I HEAR MUSIC
- ◆ DON'T ROB ANOTHER MAN'S CASTLE
- ◆ I'M BITIN' MY FINGERNAILS AND THINKING OF YOU ANDREW'S SISTERS and ERNEST TUBB
Decca 24592
- ◆ I'VE GOT MY LOVE TO KEEP ME WARM MILLS BROTHERS
Decca 24550
- ◆ I LOVE YOU SO MUCH IT HURTS RAY BOLGER
Decca 40065*
- ◆ ONCE IN LOVE WITH AMY CASS DALEY
Decca 24600
- ◆ MAKE A MIRACLE—with Allyn McLerie RED FOLEY
Decca 46136
- ◆ A GOOD MAN IS HARD TO FIND RED FOLEY
Decca 46131
- ◆ ALL RIGHT, LOUIE, DROP THE GUN
- ◆ BLUES IN MY HEART
- ◆ TENNESSEE SATURDAY NIGHT
- ◆ TENNESSEE BORDER
- ◆ CANDY KISSES

HITS OF TOMORROW

- ◆ BALI HA'I BING CROSBY
Decca 24609
- ◆ SOME ENCHANTED EVENING RUSS MORGAN
Decca 24608
- ◆ BARROOM POLKA THE STARDUSTERS
Decca 24576
- ◆ PUT YOUR SHOES ON, LUCY ANDREW'S SISTERS and DAN DAILEY
Decca 24605
- ◆ I DON'T SEE ME IN YOUR EYES ANYMORE ANDREW'S SISTERS
Decca 24613
- ◆ BECAUSE YOU LOVE ME BING CROSBY
Decca 24616
- ◆ TAKE ME OUT TO THE BALL GAME IN THE GOOD OLD SUMMERTIME BING CROSBY & BEVELYN KNIGHT
Decca 24612
- ◆ HURRY! HURRY! HURRY! (Back To Me) BING CROSBY
Decca 24618
- ◆ I DIDN'T KNOW THE GUN WAS LOADED GUY LOMBARDO
Decca 24624
- ◆ CARELESS HANDS
- ◆ MEMORIES
- ◆ EVERYWHERE YOU GO
- ◆ HOW IT LIES, HOW IT LIES, HOW IT LIES!
- ◆ RIDERS IN THE SKY—A Cowboy Legend
- ◆ LULLABY LAND
- ◆ MERRY-GO-ROUND WALTZ
- ◆ CANADIAN CAPERS

75¢ each (plus tax)
*10" Unbreakable—\$1.00

Don't Wait for Your Salesman ORDER TODAY!

DECCA RECORDS

A BOUQUET OF ROSES TO



RCA VICTOR
AND

HILL & RANGE SONGS, INC.
BEVERLY HILLS, CALIF.

EDDY ARNOLD
THE TENNESSEE PLOWBOY—The Nation's
Favorite—Singing
"BOUQUET OF ROSES"
RCA VICTOR RECORDING NO. 20-2806
Still Selling Big at All RCA Victor Dealers



**OVER 1,000,000
"BOUQUET OF ROSES"
RECORDS SOLD
TO DATE**

Exclusive Management—THOMAS A. PARKER
BOX 417, MADISON, TENNESSEE

EDDY ARNOLD IS SELLING to BEAT THE BAND



THIS RCA VICTOR EDDY ARNOLD
HIT IS CATCHING UP WITH
"A BOUQUET OF ROSES"

Seven Million RCA Victor
Eddy Arnold Fans
CAN'T BE WRONG

AND
for MOTHER'S
DAY

GET RCA VICTOR'S MUSICAL SMART SET
EDDY ARNOLD'S SPECIAL MOTHER ALBUM

EDDY ARNOLD P-239

"TO MOTHER" Six nostalgic yet inspiring tunes, many of which are well-remembered favorites, sung by The Tennessee Plowboy to his Mother as well as Mothers everywhere.

- 21-0009 "That Wonderful Mother of Mine," "M-O-T-H-E-R"
- 21-0010 "Bring Your Roses to Her Now," "I Wish I Had a Girl Like You, Mother"
- 21-0011 "I Wouldn't Trade the Silver in My Mother's Hair," "My Mother's Sweet Voice"

EXCLUSIVE MANAGEMENT
THOMAS A. PARKER
BOX 417, MADISON, TENNESSEE

Disk Biz Goes To Go-Getters In Philly Zone

There's Cure for Slump

PHILADELPHIA, April 23. — In spite of all the weeping and wailing in waxing circles all over town—and business is admittedly bad among recording retailers—cold facts are that the record depression is far from all-inclusive. A check-up among local distributors reveals that while the majority of record dealers are overworking the crying towel, there is an appreciable number of dealers who are running strongly in the black.

Each distributor said that there was a small number of record dealers, particularly the few who know how to "sell" and merchandise their product, who were enjoying record prosperity. One major distributor said that there were 16 dealers on the books who had doubled their sales orders for the first quarter of this year over the same period last year—and last year's beginning was especially good for all dealers.

"War Babies" Pass On

As the distributors put it, what is happening in the retail record biz is exactly what is happening in every other retailing and business line. The "war babies" who were merely the product of the times, excepting for the few who established their houses on sound business principles, are unable to survive in the competitive market of today. The standard dealers who know how to merchandise their wares are holding on—and many of them comfortably.

Further evidence of the stability of the retail record business here is the fact there has been no mortality among the distributors. Granted that a good number of record dealers are either closing shop entirely or cutting down their record department to a small corner of the store, the fact remains that all the record distributors are still keeping shop. This is the more significant, it is pointed out, in view of the fact that while there were only four record distributors operating in Philly before the war years, there are more than a dozen today. Also, all except three or four distributors depend entirely on record sales to stick in the distributing business.

Pa. Free Music Fund at 158G

PHILADELPHIA, April 23. — A total of \$158,588.55 will be spent this year for free public concerts by the 62 local branches of the American Federation of Musicians (AFM) in Pennsylvania. The amount is the final appropriation from the union's recording and transcription fund which expires January 31, 1950, after having provided the union throughout the country with \$4,500,000. Funds used here are primarily for free concerts in hospitals, parks and for charitable causes.

In neighboring New Jersey, the 15 locals of the AFM have been allocating a total of \$54,163.98 for free concerts.

King & De Luxe Add 11 Branch Offices

NEW YORK, April 23.—King and De Luxe Records are adding 11 branch offices to the 17 already in operation. The new offices will be located in Birmingham, Memphis; Kansas City, Mo.; Denver, Minneapolis, Buffalo, Cleveland, Pittsburgh, Baltimore, Norfolk and Charleston, W. Va.

Philly Dealers Prep Drive for 78 R.P.M.

PHILADELPHIA, April 23.—In the face of exhortations to the public to purchase 45 and 33½ r.p.m. record players, the Record Dealers' Association of Philadelphia is preparing to revive and maintain interest in the standard 78 r.p.m. records and record players. The association has purchased several thousand 78 r.p.m. record players, and they will be sold to the public at virtually cost price and at a figure expected to be below the \$10 mark.

The 78's will be merchandised via heavy promotional bally on WPEN. The station has had a co-operative tie-up with the association for the past four years. Affixed to each record player, which carries no factory name, is a decalcomania carrying the association name and station call letters.

Col Prepping New Monthly Series on LP

NEW YORK, April 23.—Columbia Records is about to introduce a new monthly series to its regular LP releases which will spot a round-up of the diskery's eight top-selling pop disks. The series will be tagged simply *Popular Favorites*. The first 10-inch LP due in the series is skeddied for May 2 release: it includes such items as Frank Sinatra's *Sunflower*, Les Brown's *I've Got My Love To Keep Me Warm*, Dinah Shore's *Always True to You in My Fashion*, etc. Disks will sell for \$2.85 each.

Under the same plan the diskery also will issue LP 10-inchers which will utilize the firm's hillbilly and folk best-selling selections. The initial such dishing is already available and includes sides by such artists as George Morgan, Leon McAuliffe and Floyd Tillman. The folk LP disk will be tagged *Current Country Hits*.

Ansley Preps School Phonos

NEW YORK, April 23. — Four "audio-aid" record players for school use, each capable of playing 78, 45 and 33-r.p.m. platters, are being introduced by the Arthur Ansley Manufacturing Company of Doylestown, Pa. The machines will be sold direct to schools thru regional sales reps.

One model is a kindergarten "console" designed to hold interchangeable pix and accommodate a microphone, with special features to prevent injury to the set or the children using it. Another model offers optional equipment in the form of an FM tuner, a wire recorder, and facilities to play 16-inch transcriptions.

MDS To Take Ashley's Jobbing

NEW YORK, April 23.—The Ashley Music Supply Company, Inc., will discontinue its music jobbing activities, effective May 1 (*The Billboard*, April 16), with its entire inventory acquired by the Music Dealers Service, Inc. (MDS). With the acquisition of this stock, MDS, one of the top jobbers in the music business, strengthens its position even further.

The Ashley firm will devote future activities to its music publishing interests, of which the Arnco, Schuberth, Lewis and Treasure Chest catalogs comprise the largest part.

Col. Bringing Its 2 Pubber Subsidiaries Back?

Agent Deals Cooking?

NEW YORK, April 23.—Columbia Records soon is to reactivate its two publishing subsidiaries, the Columbia and Okeh music firms, it was reported here this week. It is understood that the diskery currently is negotiating selling agent deals with at least three top pubbers. It is believed that the diskery will attempt to work out a deal with one of these pubbers whereby the selected pubber will act as a royalty-collecting and sheet-selling agent for the Columbia firms. Talk has been prevalent in the trade for the past year or so that Columbia would actively go into a publishing enterprise, but the planning was shoved into the background when the diskery went all-out for its LP campaign.

When the Columbia pub plans materialize, the diskery will become the third of the top five waxers to have direct publisher affiliations. Decca is in the disk-pubbery forefront with its ties with Bregman, Vocco, Conn (Supreme Music), Shapiro-Bernstein (Mood Music), Leeds Music (Pickwick) and its own Sun and Northern firms. Capitol also owns its Capitol Songs, Inc., subsid.

CBS Income Off For 1st Quarter

NEW YORK, April 23.—Putting part of the blame on "public confusion brought about by the introduction of a 45 r.p.m. record requiring a special changer," the Columbia Broadcasting System (CBS) this week announced that its net income for the first quarter of this year, \$855,764, was 45 per cent less than for the first quarter of 1948. Other reasons advanced for the dip are the expense incidental to the development of the LP platters and the "general slackening in demand for all home records."

Another major source of the income drop is the increase in video costs stemming from Columbia's expansion in the television field, according to the report, which concludes: "It is expected that each of these operations (records and video) will contribute importantly to the future earnings of the company."

Merc. Classical Dept. Quits NY

NEW YORK, April 23.—Mercury Records will shift headquarters for its classical disk department from its local office to the main Chicago office of the waxery next week. In the realignment of the firm's long-hair section, J. David Hall, classical artist and rep head, who worked out of the New York office, has been let out of the diskery effective next week.

Hall worked for RCA Victor prior to joining Mercury about a year ago and also is the author and editor of *The Record Book*, a leading long-hair disk reference tome.

Lawrence Pulls 1,822

BRIDGEPORT, Conn., April 23.—Once again proving that good promotion gets results, the Ritz Ballroom here drew 1,822 persons to hear Elliot Lawrence, last Sunday (17). Because of a throat operation, vocalist Rosalind Batton did not appear, and Dolores O'Neil, veteran singer formerly with Bob Chester, filled the spot.

Austria Disk Total Hits 1½ Mil Yearly

WASHINGTON, April 23.—The recording industry in Austria is now producing disks at the rate of 1,500,000 a year, the Commerce Department reported this week.

According to the agency, Austria is planning to start exporting records, with arrangements to be completed soon with countries in the Western hemisphere for export and for the granting of recording licenses.

Auction Vita Wax, Masters Oct. 28 in Chi

CHICAGO, April 23.—All remaining assets of Vitacoustic Records, Chicago firm which folded in September, 1948, will be auctioned off in Room 358-A of the U. S. Court House here at 11 a.m., October 28, by John Chatz, trustee for Vitacoustic. Included in the inventory are 51,025 Vita records, plus an additional 1,200 fire-damaged and broken platters.

Biggest portion of the Vita inventory is a horde of record masters, which include: Joe Vera orchestra, 8 sides; Henry Busse, 8; Sid Fisher Quartet, 8; Three Tone-Talents, 4; Saxie Dowell Quintet, 8; Jan Arnold orchestra, 4; The Honeydreamers, vocal quintet, 10; Adele Scott, single pianist, 4; Jack Carroll, singer, with ork, 16; Joan Edwards, with ork, 14; Yvette, with ork, 12; Leo Diamond, harmonica, with ork, 36; Nancy Lee and the Hilltoppers, h. b. unit, 16; Freddy Nagel, 4; Mel Brandt Trio, 4; Del Courtney's orchestra, 8; Mel Henke, piano single, 8, and Jack Surrall, piano single, 10.

Coast Build-Up For Robt. Clary

HOLLYWOOD, April 23.—French warbler Robert Clary will be brought to Hollywood in May for a radio-personal appearance build-up, following on the heels of the lad's recent disk click. Singer, discovered in Paris by Standard Transcriptions' musical director, Harry Bluestone, has been heard in the States via a series of Standard Transcription platters, dubbings of which were released commercially by Tempo and Blue Chip labels.

Clary will be taken under the wing of top Coast agent Jimmy Saphier, who will represent him on all future deals. Singer is said to have been pacted to a disk deal by a major plattery, but waxery name has not been revealed. In addition, negotiations are currently under way to launch Clary on radio via a series of shots on Eddie Cantor's airshow next season.

Mel Leeds Sets Up Own Pubbery Firm

NEW YORK, April 23.—Mel Leeds, former Warner Brothers pubbery contact man, has set up a publishing firm here under the name of the Manhattan Music Publishing Company. The first tunes will be *All Night Long He Beats His Tom Tom*, cut by Ray McKinley for Victor, and *Gypsy Flames*. McKinley is reported to have a "personal interest" in the firm.

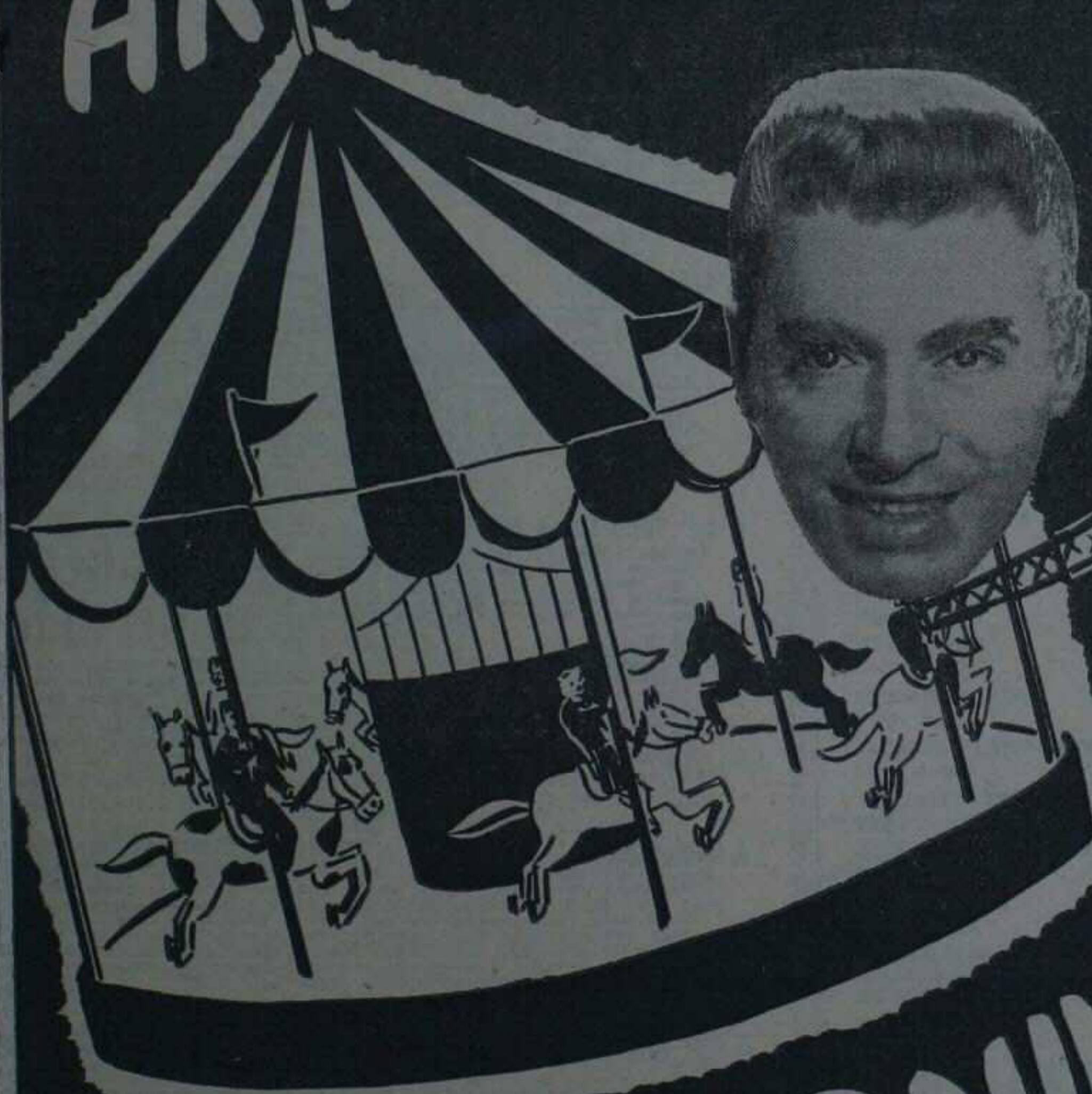
Conn. Bill Anti Car TV

BRIDGEPORT, Conn., April 23.—The Connecticut House has approved and sent to the Senate a bill providing a \$100 fine for anyone operating a motor vehicle with a television set so placed that it is visible to the driver.

Another **BRASS RING**

for

ART-MOONEY



**MGM
10405**

**MERRY-GO-ROUND
WALTZ**

backed by
THE HEART
OF LOCH LOMOND

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

P.S. - Don't forget ART's current MGM Smash!!!
AGAIN and FIVE FOOT TWO
MGM 10398

M-G-M RECORDS



OPERATORS' TIPS

Use this... CHECK LIST OF TOP-SELLING M-G-M RECORDS — ORDER FROM YOUR M-G-M RECORDS DISTRIBUTOR

INDICATE QUANTITY	POPULAR	
<input type="checkbox"/>	CARAVAN A SENORITA'S BOUQUET	BILLY ECKSTINE M-G-M 10368
<input type="checkbox"/>	CRUISING DOWN THE RIVER POWDER YOUR FACE WITH SUNSHINE	BLUE BARRON and his Orchestra M-G-M 10346
<input type="checkbox"/>	AGAIN FIVE FOOT TWO, EYES OF BLUE	ART MOONEY and his Orchestra M-G-M 10398
<input type="checkbox"/>	KISS ME SWEET KITCHY KITCHY KOO	JUDY VALENTINE M-G-M 10394
<input type="checkbox"/>	OPEN THE DOOR POLKA WHOSE GIRL ARE YOU	BLUE BARRON and his Orchestra M-G-M 10412
<input type="checkbox"/>	PEGGY DEAR WHILE THE ANGELUS WAS RINGING	JOHNNY DESMOND M-G-M 10358
<input type="checkbox"/>	THE HUMPHREY BOGART RHUMBA JOHNNY GET YOUR GIRL	BETTY GARRETT M-G-M 10367
<input type="checkbox"/>	WHAT'S MY NAME SOMEHOW	BILLY ECKSTINE M-G-M 10383
<input type="checkbox"/>	YOU'RE SO UNDERSTANDING MISSISSIPPI FLYER	BLUE BARRON and his Orchestra M-G-M 10369
<input type="checkbox"/>	TULSA IT'S A CRUEL, CRUEL WORLD	JACK KILTY M-G-M 10392
<input type="checkbox"/>	I DON'T SEE ME IN YOUR EYES ANYMORE WHY IS IT	HELEN FORREST M-G-M 10373
<input type="checkbox"/>	"A" YOU'RE ADORABLE DON'T SAVE YOUR KISSES FOR TOMORROW	THE BUDDY KAYE QUINTET M-G-M 10310
<input type="checkbox"/>	AS YOU DESIRE ME I'LL REMEMBER APRIL	DERRY FALLIGANT M-G-M 10308
<input type="checkbox"/>	CLANCY LOWERED THE BOOM HOORAY, HOORAY, I'M GOIN' AWAY	THE KORN KOBBLERS M-G-M 10384
<input type="checkbox"/>	SO IN LOVE ALWAYS TRUE TO YOU IN MY FASHION	JANE HARVEY M-G-M 10359
<input type="checkbox"/>	I THOUGHT I WAS DREAMING TENNESSEE TANGO	FRANCIS CRAIG and his Orchestra M-G-M 10378
<input type="checkbox"/>	YOU WAS! GET A LITTLE SUMMER IN YOUR KISSES	ART LUND M-G-M 10365

FOLK and WESTERN

<input type="checkbox"/>	LOVESICK BLUES NEVER AGAIN	HANK WILLIAMS M-G-M 10352
<input type="checkbox"/>	MORE AND MORE TEE-JUS AIN'T IT DON'T MAKE SENSE DOES IT	CARSON ROBISON M-G-M 10389
<input type="checkbox"/>	CANDY KISSES TENNESSEE BORDER	BUD HOBBS M-G-M 10366
<input type="checkbox"/>	LADY OF SPAIN CARELESS HANDS	ARTHUR (Guitar Boogie) SMITH M-G-M 10380

EBONY SERIES

<input type="checkbox"/>	MILT'S BOOGIE BUCK'S BOP	MILTON BUCKNER and his Orchestra M-G-M 10410
<input type="checkbox"/>	LAZY MORNIN' KEYBOARD KAPERS	EARL (FATHA') HINES SWINGTETTE M-G-M 10382
<input type="checkbox"/>	DOWN BY THE STATION A GHOST OF A CHANCE	SLIM GAILLARD M-G-M 10309

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

Billboard MUSIC POPULARITY CHARTS

The Nation's Top Tunes

PART I

Based on reports received last three days of Week Ending April 22

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

- | | | |
|--|---|-----------|
| <p>1. CRUISING DOWN THE RIVER</p> <p>Records available: B. Barron Ork. MGM 10346; Jack Smith-The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H. Carrol, Mercury 5249; R. Morgan Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 258; Ames Brothers, Coral 60035; The Riddlers-The Hi Tonians Hi-Tone 104; The Paulette Sisters, Spotlite 505; L. Mont's Tu-Tones, Double Feature DF 2610.</p> <p>Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus, Buddy Weed, Associated; Russ Morgan Ork. World; Lawrence Weik, Standard.</p> | <p>By Beadell and Fullerton
Published by Henry Spitzer (ASCAP)</p> | <p>1</p> |
| <p>2. FOREVER AND EVER</p> <p>Records available: H. Carrol & the Carolers, Mercury 5252; Perry Como-M. Ayres, Victor 20-3347; Russ Morgan Ork. Decca 24569, D. Shore-H. Zimmerman Ork. Columbia 38410 M. Whiting, Capitol 15386; P. Reed, Dance-Tone 312; Fran Allison, Rondo 185.</p> <p>Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard.</p> | <p>By Frank Winkler-Malla Kosa
Published by Robbins (ASCAP)</p> | <p>2</p> |
| <p>3. CARELESS HANDS</p> <p>Records available: Bob & Jean, Decca 24563; E. Dean, Mercury 6170; J. Desmond, MGM 10349; S. Kaye Ork. Victor 20-3321; J. Laurens, A. Vincent, Mercury 5245, Shorty Long & The Santa Fe Rangers, Victor 21-007; L. McAuliffe, Columbia 29546; A. Smith, MGM 10380; M. Torne, Capitol 15379; P. Paige-The New Yorkers, Spotlite 507; J. Price, Rich-R-Tone 443; P. Reed, Dance-Tone 310; B. Crosby-K. Darby Singers, Decca 24618; M. Smith-H. Heldt Ork. Magnolia MS 1002; Bing Crosby-K. Darby Singers, Decca 24618; Tex Ritter, Capitol 57-40155.</p> <p>Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World; Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus.</p> | <p>By Carl Sigman and Bob Hilliard
Published by Melrose (ASCAP)</p> | <p>4</p> |
| <p>4. RED ROSES FOR A BLUE LADY</p> <p>Records available: J. Laurens, Mercury 5201; G. Lombardo, Decca 24549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 292; L. Douglas & Hi-Tone Srenaders, Hi-Tone 103; B. Breen-B. Martin Ork. Spotlite 507.</p> <p>Electrical transcription libraries: Charlie Spivak, World; Lenny Herman, Lang-Worth; Novatime Trio, NBC Thesaurus; Michael Douglas, Standard.</p> | <p>By Sid Tepper and Kaye Browsky
Published by Mills (ASCAP)</p> | <p>3</p> |
| <p>5. "A"—YOU'RE ADORABLE</p> <p>Records available: P. Como-Fantane Sisters, Victor 20-3381; L. Fotine Ork. Decca 24579; J. Pace-G. Ellis Ork. Keystone 1600; R. Paige-The New Yorkers, Spotlite 510; T. Pastor Ork. Columbia 38449; P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork. Capitol 15397; A. Vincent-J. Carrol Ork. Mercury 5253.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>By Kaye, Wise and Lipman
Published by Laurel (ASCAP)</p> | <p>9</p> |
| <p>6. SUNFLOWER</p> <p>Records available: D. "Two-Ton" Baker, Mercury 5238; H. Browne-The Squadroneles-J. Miller, London 394; J. Fulton-E. Ballantine, Tower 1454; J. Kilty, MGM 10339; M. McKinley Ork. Victor 20-3324; R. Morgan Ork. Decca 24569, Frank Sinatra, Columbia 38391; J. Smith-Crew Chiefs, Capitol 15394; Deuce Spriggins-T. Williams Ork. Capitol 15405; J. Cooper-The New Yorkers, Spotlite 512; P. Reed, Dance-Tone 302; Gene Autry, Columbia 29578.</p> <p>Electrical transcription libraries: Charlie Spivak, World; The Swingstones-The Jumpin' Jacks, NBC Thesaurus; Shep Fields, Lang-Worth.</p> | <p>By Mack David
Published by Famous (ASCAP)</p> | <p>6</p> |
| <p>7. FAR AWAY PLACES</p> <p>Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15378; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Bone Ork. Victor 20-3316; Ames Brothers, Coral 60018; O. Tucker Double Feature 2002; Smith-J. Miller, MGM 10358; E. Baird Hi-Tone 104; P. Terry-Paulette Sisters, Spotlite 506.</p> <p>Electrical transcription libraries: Stanley Black Ork. London; Kaye Arden, Associated; Walts Festival Ork. NBC Thesaurus; Lawrence Weik, Standard.</p> | <p>By Whitney and Kramer
Published by Laurel (ASCAP)</p> | <p>5</p> |
| <p>8. SO TIRED</p> <p>Records available: N. Donovan, De Luxe 1145; K. Starr, Capitol 15314; R. Morgan Ork. Decca 24449; W. Scott, Super Disc 1259; L. Johnson, King 6263; F. Martin Ork. Victor 20-3350; Reggie Goff, London 354; P. Terry-The New Yorkers, Spotlite 509.</p> <p>Electrical transcription libraries: Kay Starr, Standard.</p> | <p>By Russ Morgan and Jack Stuart
Published by Glenmore (ASCAP)</p> | <p>7</p> |
| <p>9. AGAIN</p> <p>From 20th Century-Fox film, "Road House."</p> <p>Records available: V. Damone-G. Oasser Ork. Mercury 5251; D. Day-The Mello-men, Columbia 38467; T. Dorsey-M. Luten, Victor 20-3457; D. Haynes-G. Jenkins Ork. Decca 24892; A. Mooney Ork. MGM 10388; M. Scott-The Paulette Sisters, Spotlite 516; M. Torne, Capitol 15428.</p> <p>(No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>By Newman and Cochran
Published by Robbins (ASCAP)</p> | <p>8</p> |
| <p>10. SOME ENCHANTED EVENING</p> <p>From the Broadway musical, "South Pacific."</p> <p>Records available: Perry Como-M. Ayres Ork. Victor 20-3462; Bing Crosby-Records available: Perry Como-M. Ayres Ork. Victor 20-3462; Bing Crosby-J. S. Trotter Ork. Decca 24609; J. Laurens-J. Carrol Ork. Mercury 5278; F. Sinatra, Columbia 38446; J. Stafford-P. Weston Ork. Capitol 57-544; H. Winterhalter Ork. MGM 19289.</p> <p>Electrical transcription libraries: The Music of Manhattan Ork. NBC Thesaurus.</p> | <p>By Lodgers and Hammerstein
Published by Williamson (ASCAP)</p> | <p>10</p> |

THE BILLBOARD calls it "COMPELLING"
... picks it to climb!

Vaughn Monroe

RIDERS IN THE SKY

AND
SINGLE SADDLE

RCA VICTOR 20-3411



Moving
up!
Get on it!

Elton Britt

CANDY KISSES

AND

YOU'LL BE SORRY FROM NOW ON

RCA VICTOR 21-0006

Remember his "Star-Spangled Banner"? Watch this one get

MAYBE I'LL CRY OVER YOU

AND

IN A SWISS CHALET

RCA VICTOR 21-0038

THE CERTAIN SEVEN

(Best-sellers that no dealer can afford to be without)

- 20-3347 Forever and Ever
- 20-3319 Red Roses for a Blue Lady
- 20-3381 "A" You're Adorable
- 20-3321 Careless Hands
- 21-0002 Don't Rob Another Man's Castle
- 20-2806 Bouquet of Roses
- 11-8863 Warsaw Concerto

- Perry Como
- Vaughn Monroe
- Perry Como
- Sammy Kaye
- Eddy Arnold
- Eddy Arnold
- Boston Pops Orchestra

THIS WEEK'S RELEASE!

POPULAR

- Younger Than Springtime
This Nearly Was Mine
(both from "South Pacific")
BILL LAWRENCE
20-3423
- A Cock-Eyed Optimist
Happy Talk
(both from "South Pacific")
EVE YOUNG
20-3424
- Dreamy Old
New England Moon
Gigolette
VAUGHN MONROE
20-3425
- Three Wishes
A Kiss In The Dark
DENNIS DAY
20-3426
- The Huckle-Buck
Again
TOMMY DORSEY
20-3427

- A Million Miles Away
If I Could Be With You
(One Hour Tonight)
BILL LAWRENCE
20-3428
- Candy Kisses
Once-t Around The Park
THE FONTANE SISTERS
20-3429
- Moanin' The Blues
How Would You Know
LUCKY MILLINDER
20-3430

POP-SPECIALTY

- Wolf-Polka
Forest Waltz
JOHNNY VADNAL
20-3431

FOLK

- Lone Star Rag
Without A Woman's Love
BILL BOYD
21-0045

- Each Flower That
Blooms Must Die
Wind Of The Sea
IONES SISTERS
21-0046
- Deepfreeze Dinah
Oh How I Hate You
DUDE MARTIN
21-0047

BLUES

- No. 1 Drunkard
Nothing In Rambling
WASHBOARD SAM
22-0017

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

The stars who
make the hits are on

RCA Victor Records



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

THE BILLBOARD PICKS:

SINGLE SADDLE.....Eddy Howard Ork.....Mercury 5274
 Eddy Howard turns a super-sales job with a real promising tune. "Saddle" is a Western-styled ballad with cute lyrics. The Howard Trio joins the singing maestro, while the ork offers solid and tasteful support.

'SINGLE SADDLE'
EDDY HOWARD
AND HIS ORCHESTRA

Mercury 5274

Popular **JERRY SAXON** The Nightwatch, **WIND** Chicago, says:
 "I'M RIDING 'SINGLE SADDLE' ALL THE WAY - IT'S A WINNER!"

ACROSS THE BOARD

- Billboard Disc Jockey Pick "Louie Drop The Gun"
 ART KASSEL ORCHESTRA
- Billboard Retailers Pick "Louie Drop The Gun"
 ART KASSEL ORCHESTRA
- Billboard Operator Pick "Louie Drop The Gun"
 ART KASSEL ORCHESTRA

LOUIE DROP THE GUN!

THE ORIGINAL BY
ART KASSEL ORCHESTRA

with **GLORIA HART** Vocals

Mercury 5260

Both on Mercury...nat-ationally



The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending April 22

BEST-SELLING SHEET MUSIC

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

POSITION			Publisher	
Weeks to date	Last Week	This Week		
12	1	1.	CRUISING DOWN THE RIVER (R)	Spitzer
8	4	2.	FOREVER AND EVER (R)	Robbins
19	2	3.	FAR AWAY PLACES (R)	Laurel
13	5	4.	RED ROSES FOR A BLUE LADY (R)	Mills
6	10	5.	"A" YOU'RE ADORABLE (R)	Laurel
8	2	6.	SUNFLOWER (R)	Famous
5	8	7.	CARELESS HANDS (R)	Melrose
3	14	8.	AGAIN (F) (R)	Robbins
4	9	9.	SOMEONE LIKE YOU (F) (R)	Harms, Inc.
16	7	10.	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
1	—	11.	SOME ENCHANTED EVENING (M) (R)	Williamson
1	—	12.	BLUE SKIRT WALTZ (R)	Mills
4	15	13.	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
15	13	14.	I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
1	—	15.	RIDERS IN THE SKY (R)	Mayfair

ENGLAND'S TOP TWENTY

POSITION			English		American	
Weeks to date	Last Week	This Week				
7	1	1.	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein	
10	2	2.	FAR AWAY PLACES	Leeds	Laurel	
8	3	2.	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo	
4	5	4.	IN A SHADY NOOK BY A BABBLING BROOK	Keith Prowse	Stanay	
9	6	4.	ON THE FIVE FORTY-FIVE	Strauss Miller	Shapiro-Bernstein	
3	9	6.	LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy	
17	4	7.	HEART OF LOCH LOMOND	Unit	Chappell	
16	8	7.	ON A SLOW BOAT TO CHINA	Morris	Melrose	
19	7	7.	CUCKOO WALTZ	Keith Prowse	Criterion	
5	13	10.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick	
30	10	11.	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell	
29	12	12.	BUTTONS AND BOWS	Victoria	Famous	
10	14	13.	IT'S MAGIC	Campbell-Connelly	Witmark	
3	14	13.	HOW CAN YOU BUY KIL-LARNEY	Peter Maurice	*	
8	16	13.	FOR YOU	Feldman	Witmark	
7	11	17.	CRYSTAL GAZER	Daah	Leeds	
6	19	18.	CIGARETTES, WHISKEY, AND WILD, WILD WOMEN	Chappell	Tim Spencer Music, Inc	
4	19	19.	LILLETTE	Kassner	Jefferson	
2	—	20.	YOU WAS	Cinephonic	Crystal	

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

POSITION			Publisher	
Weeks to date	Last Week	This Week		
11	1	1.	CRUISING DOWN THE RIVER	
17	6	2.	FAR AWAY PLACES	
5	7	2.	FOREVER AND EVER	
10	2	4.	RED ROSES FOR A BLUE LADY	
23	3	5.	GALWAY BAY	
5	5	6.	SUNFLOWER	
15	4	7.	POWDER YOUR FACE WITH SUNSHINE	
9	—	8.	SO TIRED	
4	14	9.	"A" YOU'RE ADORABLE	
1	—	10.	SOMEONE LIKE YOU	
10	9	11.	I'VE GOT MY LOVE TO KEEP ME WARM	
6	10	12.	I LOVE YOU SO MUCH IT HURTS	
20	13	13.	LAVENDER BLUE (Dilly, Dilly)	
2	—	13.	YOU, YOU, YOU ARE THE ONE	

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending April 22



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	Last Week	This Week	Pos.	Title	Artist	Label	By
9	2	1	1	CARELESS HANDS	M. Torpe-S. Burke	Ork. Capitol 15378	ASCAP
13	1	2	2	CRUISING DOWN THE RIVER	Blue Barron	Ork. MGM 10346	ASCAP
8	5	3	3	FOREVER AND EVER	P. Como-M. Ayres	Victor 20-3347	ASCAP
9	4	4	4	CRUISING DOWN THE RIVER	R. Morgan	Ork. Decca 24588	ASCAP
10	8	5	5	CARELESS HANDS	S. Kaye	Ork. Victor 20-3321	ASCAP
3	16	5	5	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres	Ork. Victor 20-3381	ASCAP
10	3	7	7	RED ROSES FOR A BLUE LADY	V. Monroe	Victor 20-3319	ASCAP
13	6	8	8	SO TIRED	R. Morgan	Decca 24521	ASCAP
2	10	9	9	FOREVER AND EVER	M. Whiting	Capitol 15386	ASCAP
10	7	10	10	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De-	Vol Ork. Capitol 15372	ASCAP
7	12	11	11	CRUISING DOWN THE RIVER	F. Carle Ork-M. Hughes	Columbia 38411	ASCAP
4	-	12	12	SUNFLOWER	J. Fulton-E. Ballantine	Tower 1454	ASCAP
22	14	13	13	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278	ASCAP

(Continued on page 113)

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

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

Week of April 15-21

Songs	Pub.	Sustaining Instrumental		Sustaining Vocal		Commercial Instrumental		Commercial Vocal		Add. Sur. Tot.				
		SI	SV	CI	CV	SI	SV	CI	CV					
A Chapter in My Life Called Mary	Shapiro-Bernstein	1	10	1	1	2	12	1	2	6	5	0	1	85
A Wonderful Guy (South Pacific)	Williamson	2	9	1	1	1	4	1	1	0	4	1	1	58
Again (Road House)	Robbins	3	10	0	7	0	7	2	7	4	9	0	6	151
Always True to You in My Fashion (Kiss Me, Kate)	T. B. Harms	3	2	0	3	2	4	1	4	3	2	0	3	73
Ball Ha! (South Pacific)	Williamson	2	4	1	3	3	4	1	3	4	3	1	3	86
Ballin' the Jack	E. B. Marks	4	3	1	1	2	3	2	3	3	6	1	1	65
Cabaret	Duchesa	5	5	0	4	2	1	0	5	4	3	0	2	71
Candy Kisses	Hill & Range	1	5	0	2	3	7	2	2	4	5	0	2	78
Careless Hands	Melrose	1	6	0	6	1	5	0	6	1	3	0	6	103

(Continued on page 113)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, April 15, 8 a.m., and ending Friday, April 22, 8 a.m.)

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

The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Wonderful Guy (M) (R)	Chappell-ASCAP
"A" You're Adorable (R)	Laurel-ASCAP
Again (F) (R)	Robbins-ASCAP
Always True to You in My Fashion (M) (R)	T. B. Harms-ASCAP
Ball Ha! (M) (R)	Chappell-ASCAP
Candy Kisses (R)	Hill & Range-BMI
Careless Hands (R)	Melrose-ASCAP
Comme Ci, Comme Ca (R)	Leeds-ASCAP
Crusing Down the River (R)	Henry Spitzer-ASCAP
Far Away Places (R)	Laurel-ASCAP
Forever and Ever (R)	Robbins-ASCAP
Galway Bay (R)	Leeds-ASCAP
I Get Up Ev'ry Morning (R)	Leeds-ASCAP
If I Could Be With You (F) (R)	Remick-ASCAP
I'm Beginning to Miss You (R)	Berlin-ASCAP
I've Got My Love to Keep Me Warm (R)	Berlin-ASCAP
Johnny Get Your Girl (R)	Bourne-ASCAP
Kiss Me Sweet (R)	Advanced-ASCAP
Look Up (R)	Patmar-BMI
Love Me, Love Me, Love Me (or Leave Me Alone) (R)	Miller-ASCAP
My Dream Is Yours (R)	Witmark-ASCAP
Powder Your Face With Sunshine (R)	Lombardo-ASCAP
Red Roses for a Blue Lady (R)	Mills-ASCAP
So in Love (M) (R)	T. B. Harms-ASCAP
Some Enchanted Evening (M) (R)	Chappell-ASCAP
Someone Like You (R)	Harms, Inc.-ASCAP
Streets of Laredo (F) (R)	Famous-ASCAP

(Continued on page 30)

WHEN "VELVET VOICED"
DICK FARNEY

Sings on VELVET (so smooth)



This BRAZILIAN Sensation again proves that 2x2=4 or figures don't lie...

THIS RE-VIEW IS YOUR PRE-VIEW OF

The Billboard, April 9, 1949

ARTIST: DICK FARNEY - POPULAR

TUNES: THE SKYLARKS (Velvet 201)

LABEL AND NO.: GINNY

COMMENT: Crosby - type crooner shows considerable talent on a pleasant - enough girl-name tune. Group assist and choice of tempo are topnotch.

RATINGS: OVER-ALL 81--84--80--80

DISK JOCKEY, DEALER, OPERATOR

"GINNY"

and "I'VE SPENT THE EVENING IN HEAVEN" with

THE SKYLARKS

VELVET (so smooth) No. 201

THANKS DISK JOCKEYS for your many kind letters and support... You've all been swell.

CONTACT YOUR VELVET DISTRIBUTOR TODAY

For Southern California:
VELVET RECORD DISTRIBUTING CO.
5184 Santa Monica Blvd. Hollywood, Calif.

VELVET RECORD CO.

(SO SMOOTH)

1145 NORTH DETROIT ST.

HOLLYWOOD 46, CALIF.

Have You Heard . . .

RUSS MORGAN'S

Greatest Decca Record

PUT YOUR SHOES ON, LUCY

DECCA RECORD #4920

BOURNE, Inc.

799 SEVENTH AVENUE, NEW YORK 19.

"ATTENTION," JUKE-BOX OPERATORS:
Here's Your **BIGGEST "MONEY-MAKER"** in Years!

2 Smash Hits on One Record
**"GIMME, GIMME, GIMME
SOME GEFILTA FISH"**

(Jewish Novelty Song) English-Vocal [L. V. 103]

"CAR-LOOCH THE BOOTCH"

(Italian Novelty Song) Small Part Italian and Rest
English-Vocal [L. V. 104]

Vocal by: Ralph Randall and Ensemble
Music by: EDDIE GEE'S 16-Piece Orchestra
(America's Newest Dance Band Sensation)

DISTRIBUTORS WANTED

(Choice Territories Still Open)

Write or Phone. We help you get started.

We Have Distributors in:

PHILADELPHIA: Pasco Distributors 1222 W. Girard Ave.	BALTIMORE: Barnett Dist. Co., Inc. 15 E. 21st Street
NEW YORK CITY: Major Dist. Co. 733 11th Avenue	BUFFALO: Major Dist. Co. 287 Genesee Street
DETROIT: Pan-American Record Distributors, 3747 Woodward Ave.	



MAIN OFFICE:
DELVAR RECORDS
64 Standish Ave. West Orange, N. J.
ORange 3-2020

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending April 22

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	Last Week	This Week	Record Title	Artist	Label
10	1	1	CRUISING DOWN THE RIVER <i>Sunflower</i>	R. Morgan Ork.	Decca 24568—ASCAP
7	4	2	FOREVER AND EVER <i>You, You, You Are the One</i>	R. Morgan Ork.	Decca 24569—ASCAP
7	3	3	FOREVER AND EVER <i>I Don't See Me in Your Eyes Anymore</i>	P. Como-M. Ayres	Victor 20-3347—ASCAP
8	22	4	"A" YOU'RE ADORABLE <i>Need You</i>	J. Stafford and G. MacRae-P. Weston Ork.	Capital 15383—ASCAP
4	9	5	"A" YOUR ADORABLE <i>When Is Sometime?</i>	P. Como-Fontaine Sisters-M. Ayres Ork.	Victor 20-3381—ASCAP
14	2	6	CRUISING DOWN THE RIVER <i>Powder Your Face With Sunshine</i>	B. Barron Ork.	MGM 10346—ASCAP
12	10	7	CARELESS HANDS <i>Powder Your Face With Sunshine</i>	S. Kaye Ork.	Victor 20-3321—ASCAP
15	8	8	RED ROSES FOR A BLUE LADY <i>Melancholy Minstrel</i>	V. Monroe Ork.	Victor 20-3319—ASCAP
7	7	9	CARELESS HANDS <i>Always True to You in My Fashion</i>	M. Torme-S. Burke Ork.	Capitol 15379—ASCAP
8	12	10	SUNFLOWER <i>Cruising Down the River</i>	R. Morgan	Decca 24568—ASCAP
22	6	11	SO TIRED <i>I Hear Music</i>	R. Morgan	Decca 24521—ASCAP
2	30	12	RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork.	Victor 20-3411—ASCAP
<small>(B. Crosby-K. Darby Singers, Decca 24618; B. Ives, Columbia 38445)</small>					

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

2	24	13	AGAIN <i>Ship to My Lou</i>	G. Jenkins Ork.-D. Haymes	Decca 24602—ASCAP
17	8	14	FAR AWAY PLACES <i>Tarra Ta-Larra Ta-Lar</i>	B. Crosby-K. Darby Choir	Decca 24532—ASCAP
4	24	15	I DON'T SEE ME IN YOUR EYES ANYMORE <i>Because You Love Me</i>	G. Jenkins-The Stardusters	Decca 24576—B&M
<small>(H. Forrest, MGM 10373; V. Lynn-S. Brown-B. Farnon Ork, London 403; P. Como-M. Ayres Ork, Victor 20-3347)</small>					
10	18	15	RED ROSES FOR A BLUE LADY <i>Everywhere You Go</i>	G. Lombardo Ork.	Decca 24548—ASCAP
2	30	17	ONCE IN LOVE WITH AMY <i>Made a Miracle</i>	R. Bolger	Decca 40065—ASCAP
<small>(F. Martin Ork, Victor 20-3334; F. Sinatra, Columbia 38381)</small>					
3	28	16	AGAIN <i>Blue Moon</i>	M. Torme-P. Rugolo Ork.	Capitol 15428—ASCAP
18	13	16	GALWAY BAY <i>My Girl's An Irish Girl</i>	B. Crosby	Decca 24285—ASCAP
<small>(A. Shelton, London 287; J. McNally-P. Green Ork, MGM 10370; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. Pickens, Victor 20-3338; D. Day-The Rhythmaires, Victor 20-3413; P. Terry-S. McWilliams, Spolite 806; F. Allison-E. Ballantine Ork, Rondo B 184; J. Mungall-H. Heldt Ork, Magnolia MS 1804; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101; C. Dennis-B. Cole Ork, Capitol 15403)</small>					
2	—	20	BLUE MOON <i>Again</i>	Mel Torme-P. Rugolo Ork.	Capitol 15428—ASCAP
<small>(P. Cavanaugh Trio, Signature 18199; B. Eckstine, MGM 10311; F. Langford, Decca 25418)</small>					
1	18	20	BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12384-F—ASCAP
<small>(R. Harding, Grand G-20013; R. Carroll & Carriers, Mercury 8252; L. Duchow Red Raven Ork, Victor 20-3358; Sonch-Habit Polka Ork, Decca 45068; V. Zenzrusky, Continental C-1280; Harmony Bells Ork-J. Conway & The Wayfarers, Dana 3042)</small>					
8	14	22	CRUISING DOWN THE RIVER <i>Coca Roca</i>	J. Smith-The Clark Sisters-F. DeVal Ork.	Capitol 15372—ASCAP
8	22	23	SLAUGHTER ON 10TH AVENUE (Parts I and II)	L. Hayton Ork.	MGM 30174—ASCAP
<small>(Phil Green & Ork, London B-10034; D. Lynn-P. Weston Ork, Capitol 15354)</small>					
8	11	23	NEED YOU <i>"A" You're Adorable</i>	J. Stafford and C. MacRae-P. Weston Ork.	Capital 15383—ASCAP
<small>(Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3458; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patsy Montana & D. Denny-The Buckeroos, Victor 20-0040)</small>					
2	20	25	FOREVER AND EVER <i>Dreamer With a Penny</i>	M. Whiting	Capitol 15388—ASCAP
2	—	26	YA WANNA BUY A BUNNY <i>Knock, Knock</i>	S. Jones and His City Slickers	Victor 20-3359
6	—	27	SUNFLOWER <i>Tell Me the Truth</i>	J. Fulton-E. Ballantine	Tower 1454—ASCAP
1	—	28	CRUISING DOWN THE RIVER <i>Mississippi Flyer</i>	F. Carle Ork.-M. Hughes	Columbia 38411—ASCAP
18	19	28	FAR AWAY PLACES <i>Missouri Waltz</i>	P. Como-H. Rene Ork.	Victor 20-3316—ASCAP
2	16	30	AGAIN <i>I Love You So Much It Hurts</i>	V. Damone-G. Oaker Ork.	Mercury 8261—ASCAP
2	—	30	SO IN LOVE <i>The Rosewood Spinet</i>	G. MacRae Ork.	Capitol 15357—ASCAP
<small>(P. Page Mercury 8239; B. Brees-The Merry-makers, Spolite 808; B. Crosby-V. Schott Ork, Decca 24559; A. Drake-L. Engel Ork, Victor 20-3352; J. Harvey-H. Winterhalter, MGM 10350; G. Lombardo Ork, Decca 24572; M. Smith-H. Heldt Ork, Magnolia MS 1001; D. Shore-H. Zimmerman Ork, Columbia 38289; T. Dorsey Ork, Victor 20-3331)</small>					
1	—	30	RIDERS IN THE SKY <i>Wayfaring Stranger</i>	B. Ives	Columbia 38445—ASCAP
1	—	30	SOME ENCHANTED EVENING <i>Ball Ho!</i>	P. Como-M. Ayres Ork.	Victor 20-3402—ASCAP

Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending April 22



BEST-SELLING CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Title	Label
46	1	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
46	4	2	2	BOZO AT THE CIRCUS (Two Records) Billy May With Ork-Vance "Pinto" Colvig....	Capitol BBX-34
13	2	3	3	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, director.....	Capitol BD-124-Capitol DD-109
31	8	4	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig Billy May Ork.....	Capitol DBX-99
38	3	5	5	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
46	5	5	5	BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
35	11	7	7	NURSERY RHYMES (Two Records) Frank Luther.....	Decca CS-5
25	15	8	8	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, director.....	Victor Y-395
29	10	9	9	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....	Decca CU-102
36	—	10	10	BOZO SINGS (Two Records) Billy May With Ork-Vance "Pinto" Colvig.....	Capitol DBS-84
8	3	11	11	MOTHER GOOSE (One Record) F. Luther.....	Decca CU-100
16	14	11	11	LITTLE ENGINE THAT COULD (Two Records) P. Wing.....	Victor Y-341
1	—	11	11	SONGS OF SAFETY ALBUM (Parts I and II) (One Record) F. Luther.....	Decca CU-113
22	—	14	14	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....	Victor Y-375
2	15	15	15	FLICK, THE LITTLE FIRE ENGINE (Two Records) B. Reinfeld-G. Holm-R. Dann.....	MGM L7-A

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Title	Label
125	1	1	1	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist.....	Victor 11-8863
182	2	2	2	Clair de Lune Jose Iturbi.....	Victor 11-8851
173	3	3	3	Chopin's Polonaise Jose Iturbi.....	Victor 11-8848
58	—	4	4	Bluebird of Happiness Jan Peerce-RCA Victor Ork, S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074
1	—	4	4	Indian Love Call Jeanette MacDonald-Nelson Eddy; Nathaniel Shilkret, conductor.....	Victor 4323
1	—	4	4	Waltzes From the Rosenkavalier Vitya Vronsky-Victor Babin.....	Victor 13150

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Title	Label
23	4	1	1	Chopin's Favorites (Three Records) First Piano Quartet.....	Victor MO-1227
19	1	2	2	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator.....	Columbia MM-800
4	—	2	2	Franz Lehar Waltzes (Three Records) London Symphony.....	London LA-10
96	—	2	2	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Schnabel, pianist; NBC Ork, Vladimir Golschmann director.....	Victor 1075
8	—	2	2	Encores First Piano Quartet.....	Victor MO-1263
90	—	2	2	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork.....	Victor 1020
6	—	2	2	Highlights of Madame Butterfly (Three Records) L. Albanese, J. Melton-RCA Victor Ork, Weissmann, director.....	Victor MO-1068
2	—	2	2	Scheherazade (Five Records) Philadelphia Symphony, Eugene Ormandy.....	Columbia MM-772

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks to date	Last Week	This Week	Title	Label
10	1	1	1	KISS ME, KATE ALBUM (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....	Columbia C-200
4	9	2	2	TO MOTHER (Three Records) E. Arnold.....	Victor P-239
15	2	3	3	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork.....	MGM 27
11	3	4	4	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy.....	Capitol CC-113
23	10	5	5	ROSES IN RHYTHM (Four Records) F. Carle.....	Columbia C-174
17	4	6	6	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow.....	Columbia MM-800
2	—	7	7	GUY LOMBARDO TWIN PIANO ALBUM (Four Records) Guy Lombardo.....	Decca A-512
7	7	8	8	SUPPER CLUB FAVORITES (Three Records) P. Como-R. Case-The Satisfiers-L. Shaffer Ork.....	Victor P-237
2	—	9	9	AL JOLSON VOLUME I ALBUM (Four Records) Al Jolson.....	Decca A-488
1	—	10	10	KISS ME, KATE ALBUM (Four Records) J. Stafford-G. MacRae-P. Weston Ork.....	Capitol CD-144

SPECIAL RELEASE

WYNONIE HARRIS

DRINKIN' WINE, SPO-DEE-O-DEE

SHE JUST WON'T SELL NO MORE

KING 4292

STILL GOING STRONG

ON ALL HIT PARADES

LONGIE JOHNSON

YOU'RE MINE YOU

MY MY BABY

KING 4278

WYNONIE HARRIS

GRANDMA PLAYS THE NUMBERS

I FEEL THAT OLD AGE COMIN' ON

KING 4276

BULL MOOSE JACKSON

MOOSEY

LITTLE GIRL DON'T CRY

KING 4288

TODD RHODES

RED BOY AT THE MARDI GRAS

POT LIKKER

KING 4287

KING RECORDS, INC., DISTRIBUTORS OF
KING and DE LUXE RECORDS
1540 BREWSTER AVE., CINCINNATI 7, OHIO

PICK THE NUMBERS...that are paying off!

NATIONAL NUMBERS:

9076 — "THE GREAT MR. B" "I Only Have Eyes for You" backed by "Blues"
(Billy Eckstine)

9075 — T. J. FOWLER "T. J. Boogie" backed by "What's the Matter Now"

9065 — THE RAVENS "Deep Purple" backed by "Leave My Gal Alone"

9070 — THE WESSON BROS. "All Right, Louie, Drop the Gun"

9066 — CHARLIE VENTURA "Pina Colada" backed by "Stop 'n Go"

9068 — WINI BROWN "Grieving for You" "(Ya Got My) Brand of Honey"

ORDER FROM YOUR NEAREST DISTRIBUTOR
NATIONAL DISC SALES • 1841 BROADWAY, N. Y. 23, N. Y.

You Too Will Clap Your Hands

When You Hear This New MIRACLE RECORD HIT

Featuring **EDDIE CHAMBLEE**
Tenor

BACK STREET

BACKED BY LAZY MOOD

MIRACLE Record Company • 500 E. 63rd St., Chicago 37, Ill.

THE CASH REGISTER
IS RINGING FOR



**FRANKIE
CARLE'S**

RECORDING OF

**"The Little Old Church
Near Leicester Square"**

(LESTER)

on
Columbia Records

vocal by **MARJORIE HUGHES**
and the **SUNRISE SERENADERS**
COLUMBIA RECORD *38429

Trade Marks "Columbia," and Reg. U. S. Pat. Off.

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays

PART
V

Based on reports received last three days of Week Ending April 22

MOST-PLAYED JUKE BOX RECORDS

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

Weeks	Last	This	POSITION	Record	Label
1	2	3	4	5	6
10	1	1	1	CRUISING DOWN THE RIVER	R. Morgan Ork. Decca 24568-ASCAP
7	3	2	2	FOREVER AND EVER	R. Morgan Ork. Decca 24569-ASCAP
13	2	3	3	CRUISING DOWN THE RIVER	Blus Barron Ork. MGM 10346-ASCAP
11	6	4	4	CARELESS HANDS	S. Kaye Ork. Victor 20-3321-ASCAP
10	7	5	5	SUNFLOWER	R. Morgan Ork. Decca 24568-ASCAP
6	5	6	6	FOREVER AND EVER	P. Como-M. Ayers Victor 20-3347-ASCAP
10	4	7	7	RED ROSES FOR A BLUE LADY	V. Monroe Ork. Victor 20-3319-ASCAP
12	8	8	8	RED ROSES FOR A BLUE LADY	G. Lombardo Ork. Decca 24549-ASCAP
17	9	9	9	FAR AWAY PLACES	B. Crosby-K. Darby Choir. Decca 24532-ASCAP
21	10	10	10	SO TIRED	R. Morgan Ork. Decca 24521-ASCAP
5	13	11	11	CARELESS HANDS	M. Torme-S. Burke Ork. Capitol 15379-ASCAP
13	12	12	12	GALWAY BAY	B. Crosby Ork. Decca 24295-ASCAP
4	10	13	13	"A" YOU'RE ADORABLE	Jo Stafford and G. MacRae-P. Weston Ork. Capitol 15393-ASCAP
3	16	14	14	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayers Ork. Victor 20-3381-ASCAP

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

4	11	15	15	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork. Capitol 15393-ASCAP
16	10	15	15	FAR AWAY PLACES	P. Como-H. Rene Ork. Victor 20-3316-ASCAP
17	25	17	17	FAR AWAY PLACES	M. Whiting and the Crew Chiefs Capitol 15278-ASCAP
18	21	18	18	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters Decca 24530-ASCAP
3	17	10	10	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins-The Stardusters Decca 24576-BMI
3	20	20	20	CANDY KISSES	E. Howard Ork. Mercury 5272M-BMI
1	—	21	21	SUNFLOWER	J. Smith-Crew Chiefs-F. DeVal Ork. Capitol 15394-ASCAP
3	—	22	22	EVERYWHERE YOU GO	G. Lombardo Decca 24549-ASCAP
1	—	22	22	RIDERS IN THE SKY	V. Monroe Ork. Victor 20-3411-ASCAP
2	—	24	24	SO TIRED	K. Starr Capitol 15314-ASCAP
6	14	26	26	BLUE SKIRT WALTZ	F. Yanhovic and His Yanks-The Marlin Sisters Columbia 12394-F-ASCAP
1	—	26	26	AGAIN	G. Jenkins Ork.-D. Haymes Decca 24802-ASCAP
11	20	29	29	I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros. Decca 24550-ASCAP
1	—	29	29	YOU, YOU, YOU ARE THE ONE	K. Griffin Ramon R-106-BMI

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

Sunflower (R)	Famous-ASCAP
While the Angelus Was Ringing (R)	Chas. K. Harris-ASCAP
You Was (R)	Crystal-ASCAP
Underneath the Linden Tree (R)	La Salle-ASCAP



**SIX
FAT
DUTCHMEN**

Proudly Present
Their

SENSATIONAL NEW RELEASE
ON VICTOR RECORDS

"UPSIDE DOWN POLKA"

AND

"OUTDOOR WALTZ"

A TERRIFIC PAIR OF POLKA HITS!

RECORD NO. 20-3387

RCA Victor Records

4 New Stars now recording for Columbia Records!



SARAH VAUGHAN

Black Coffee
As You Desire Me
Columbia 38462 (1-199*)
Bianca
Columbia 38461 (1-198*)



BURL IVES

Riders In The Sky
Wayfarring Stranger
Woolie Boogie Bee
Columbia 38445 (1-175*)



BOB CROSBY

Need You
Three Wishes
Columbia 38450 (1-180*)
Old Fashioned Song
Don't Call Me Sweetheart
Any More
Columbia 38458 (1-193*)



HERB JEFFRIES

Dreamer With A Penny
It's Easy To Remember
Columbia 38414 (1-141*)
Bewildered
Girls Were Made to Take
Care of Boys
Columbia 38412 (1-136*)



AL TRACE

I'm Through Calling
Everybody Darlin'
I Had My Heart Set On You
Columbia 38431 (1-163*)
It Took A Dream To
Wake Me Up
Your Tears Came Too Late
Columbia 38465 (1-204*)



RAY GILBERT

Coca Roca
Pin Striped Pants
Columbia 38420 (1-153*)



CHUBBY JACKSON

Father Knickerbopper
Godchild
Columbia 38451 (1-181*)



JERRY WALD

Rumbolero
(Parts I and II)
Columbia 38455 (1-187*)



GEORGE MORGAN

Candy Kisses
Please Don't Let Me
Love You
Columbia 20547 (2-138*)
Rainbow In My Heart
All I Need Is Some More
Lovin'
Columbia 20563 (2-170*)



LITTLE JIMMY DICKENS

Take An Old Cold
'Tater (and wait)
Pennies for Poppa
Columbia 20548 (2-130*)



LEON McAULIFFE

and his Western Swing Band
Careless Hands
Panhandle Rag
Columbia 20546 (2-137*)
Somebody Else Is
A-Beatin' My Time
No One For Me
Columbia 20565 (2-183*)



RAY SMITH

Waltz Of The Alamo
Rainbow
Columbia 20583 (2-221*)

THE STANLEY BROTHERS
and
THE CLINCH MT. BOYS

Gathering Flowers For
The Master's Bouquet
The White Dove
Columbia 20577 (2-208*)

THE FIVE SCAMPS

•
With All My Heart
Red Hot
Columbia 30158

•
Chicken Shack Boogie
Gone Home
Columbia 30157

and they're
all on
Columbia Records



Here He Is!!!
The King of the Blues
SAUNDERS KING



and
ALADDIN
got HIM!

First Release Out Next Week

"ST. JAMES INFIRMARY BLUES"

and "LITTLE GIRL"

ALADDIN NO. 3027

Order From Your Distributor!



NOTICE OF SALE OF ASSETS OF NATIONALLY PROMINENT PHONOGRAPH RECORD MANUFACTURER

Notice is hereby given that on April 28, 1949, at the hour of 11:00 a.m. in the Court Room No. 358-A, United States Court House, 225 South Clark Street, Chicago, Ill., bids will be received for the sale of all property and assets, except cash on hand and accounts receivable, of VITACOUSTIC RECORDS, INC., first in bulk and then by lots, subject to or free and clear of any liens.

Bidders must be prepared to deposit at the time of the making of their bids, twenty-five per cent (25%) thereof, in cash, cashier's or certified check, the balance to be paid upon confirmation of the sale by the court.

The physical assets of VITACOUSTIC RECORDS, INC., consist of phonograph records, Master records, metal stampers of phonograph records, good will, including the right to use the name "Successors to," printed matter, stationery, etc., the Trustee's right, title and interest in and to various contracts between the bankrupt and certain artists. An inventory of the assets and further information may be obtained by prospective bidders from the trustees at the address below listed.

JOHN H. CHATZ, Trustee

176 W. Adams Street Phone: DEarborn 2-3444

Chicago, Illinois

SHH! CONFIDENTIAL!!!
"To Make You Mine" and
"Downhearted"
are developing HIT PROPORTIONS
See Your DAMON Distributor

The
Billboard

MUSIC POPULARITY CHARTS

PART
VI

Folk Record Section

Based on reports received last three days of Week Ending April 22

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Weeks to date	Last Week	This Week		
				Record	Artist
10	1	1	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold Victor 21-0002—BMI
9	2	2	2	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys MGM 10352—BMI
6	3	3	3	CANDY KISSES	G. Morgan Columbia 20547—BMI
26	4	4	4	TENNESSEE SATURDAY NIGHT	Red Foley—The Cumberland Valley Boys Decca 46136—BMI
5	—	5	5	TILL THE END OF THE WORLD	E. Tubb Decca 46150—ASCAP
4	8	6	6	I'M BITIN' MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours Decca 24592—BMI
5	6	7	7	TENNESSEE BORDER	R. Foley Decca 46151—BMI
4	5	8	8	PLEASE DON'T LET ME LOVE YOU	G. Morgan Columbia 20547—BMI

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand column under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

26	9	5	5	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band Capitol 15243—BMI
2	—	6	6	TENNESSEE BORDER	Tennessee Ernie Capitol 15400—BMI
1	—	11	11	DON'T ROB ANOTHER MAN'S CASTLE	E. Tubb and Andrews Sisters-Texas Troubadours Decca 24592—BMI
1	—	11	11	TAKE AN OLD COLD TATER	J. Dickens Columbia 20548—BMI
9	12	13	13	CANDY KISSES	Cowboy Copas King 777—BMI
4	—	14	14	CANDY KISSES	E. Britt-The Skytoppers Victor 21-0006—BMI
10	9	15	15	THERE'S NOT A THING	E. Arnold Victor 21-0002—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Bonnie Lou and Her Dixie Partners (Mercury), who switched recently from WNOX, Knoxville, to WWNC, Asheville, N. C., won the \$500 first prize at the April 14-15 talent contest, sponsored by WESC, Greenville, S. C. Other winners in the competition, which drew 53 hillbilly units from four States, included the Friendly City Playboys, WKDK, Newberry, S. C., second place, \$250 and the Six Quartet, Shelby, N. C., third prize, \$100. Gov. Strom Thurmond, of South Carolina, presented the trophies to the winners. Judges were Tex Ritter, Spencer Rackley, Charlotte, N. C., Capitol distrib chief, Esther Greene, Miss South Carolina of 1949 and Lee Boswell, songwriter. The hour-long MBS web show from the contest was taken on tape by Capitol Records, who may select certain groups for recording contracts. The show will become an annual event, according to Scott Russell, station prexy. . . . Bill Nettles and the Dixie Blue Boys, and not Bill Monroe, as was erroneously reported, have been inked to a Mercury pact.

Arlie Wade, guitar, and Marvin Teague, steel guitar, have joined Cotton Carrier's Plantation Gang, WSB, Atlanta. . . . Pee Wee King, leader of the Golden West Cowboys, reports that he will start his own disk jockey show soon over WAVE, Louisville. . . . Tom George, the prominent platter pilot at WWVA, Wheeling, W. Va., is now doing two hours of disk palaver at the station daily. . . . Joe Isbell, formerly at WSB, Atlanta, is going into his sixth month of yodelling at the Swiss Chalet of the Bismarck Hotel, Chicago. His run breaks the house record for any single act's prolonged stay. . . . Tommy Little, who heads the Sunrise Rangers, at WTIK, Durham, N. C., has organized his own record label, Tommy's Records, with "High-Geared Daddy" as the first release. . . . Clyde V. Reynolds, of Little Falls, N. Y., reports that he has taken over a four-acre park site and wants to book Western and h.b. shows during the coming season. . . . Leeds Music is bringing out "Jimmy Wakely's Western Song Parade," a compendium of his latest Capitol releases. . . . Bob Mason and His Western Swingbillies have switched from WAGE, Syracuse, to CFPL, London, Ont., where they are heard on two sponsored shows daily. Unit comprises Gens McCoy, fiddle; Joe Stanley, accordion; Duke Dixon, banjo and guitar; Lloyd Cornell, bass, and the leader's guitar and vocal. . . . Dan M. Ebersole, folk music promoter in Greencastle, Pa., reports that Earnie Monn's Blue Sky Ramblers have been added to the station personnel at WARK, Hagerstown, Pa. The Monn group carries Josie and Elaine Monn, vocalists; Pop Snyder, fiddle; Ray Snyder, five-string banjo; Sonny Elliott, electric guitar, and Fred Bonebrake, vocals. The Silverstone Melody Boys, a WARK feature for a long time, have added Burlen Staley and Arnold Wagaman, a vocal team formerly known as "The Lone Star Boys."

Homer and Jethro, WNOX, Knoxville, have ankleed King Records and are now with Victor. . . . Eddy Arnold starts his first Columbia picture January 6 in Hollywood, with shooting expected to take five weeks. . . . Cowboy Copas's first flicker is titled "Rose of Tennessee," with shooting set for July. . . . Jolly Joe Parrish has moved from Harrisburg, Va., to WNOX, Knoxville. Bill Carlisle (King), who does the Hot Shot Elmer characterization, has switched from WSB, Atlanta, to WNOX, where he will do a single. The Puffenbergers, Bonnie Lee and Buddy, along with Buck Ryan and Ray Que, are also new at WNOX, which recently lost a large part of its talent to WROL, another Knoxville station.

(Continued on page 36)

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Based on reports received last three days of Week Ending April 22



BEST-SELLING RETAIL FOLK RECORDS

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

Table with columns: Weeks Last, This, Position, Record Title, Artist, Label. Includes records like 'DON'T ROB ANOTHER MAN'S CASTLE' by Eddy Arnold and 'CANDY KISSES' by George Morgan.

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart...

Continuation of the Best-Selling Retail Folk Records table, listing records like 'CANDY KISSES' and 'BOUQUET OF ROSES'.

ADVANCE FOLK RECORD RELEASES

Table listing advance folk record releases by state (Alabama, Georgia, etc.) and artist, including titles like 'The Sweetest' and 'Love Letters'.

MERCURY'S LATEST HILLBILLY RELEASES



6185 TOMMY WILLIAMS

'DOWN IN OLD MEXICO' 'HAPPY ANNIVERSARY'

6186 PETE CASSELL

'MEMORIES THAT LIVE' 'IT'S TOO LATE TO SAY'

6187 DAILY MAE and OLD BROTHER CHARLIE

'SPARKLING BROWN EYES' 'YOU GOT STUCK'

6189 RED KIRK "The Voice of the Country"

'A PACKAGE TIED IN BLUE' 'LOVESICK BLUES'

6190 BILL NETTLES and His Dixie Blue Boys

'HADACOL BOOGIE' 'I'M FOOTLOOSE NOW'

6191 CLAUDE BOONE

'MILK 'EM IN THE MORNIN' BLUES' 'BURGLAR MAN'

KREAM OF THE KROP

6171 REX ALLEN & THE ARIZONA WRANGLERS WITH JERRY BYRD

'TENNESSEE TEARS' 'SONG OF THE HILLS'

6172 SUNSHINE SLIM SWEET & THE GEORGIA FARMHANDS

'I'VE JUST TOLD MAMA GOODBYE' 'MOTHER'S FIRST ROSE'

6176 ARCHIE CAMPBELL & THE OLD TIMERS

'NO ONE RAN TO MEET ME' 'JUST A CLOSER WALK WITH THEE'

6160 OLD BROTHER CHARLIE

'DOGWOOD BLOSSOM TIME' 'I'M HONGRY'

NOW AVAILABLE! ORDER FROM YOUR MERCURY DISTRIBUTOR TODAY!



★ DESPITE THE MANY IMITATIONS . . . IT'S ★
 STILL #1 COAST TO COAST ★
 Savoy #683 ★

★ **The HUCKLEBUCK** ★

★ By PAUL WILLIAMS ★

★ A Sensational New Artist
 with a
 ★ Sensational New Record

Savoy #691

★ CHEATIN' WOMAN

★ and

★ SATURDAY NITE

★ by

★ KANSAS CITY JIMMY ★

★ It's Timely . . . It's Smart ★

★ THE NEW
 ★ BASEBALL
 ★ BOOGIE ★

★ Good Thing Gone ★

Savoy #5591

★ By BROWNIE McGHEE and
 ★ HAL Cornbread SINGER ★

Savoy RECORD CO., INC.
 58 Market St., Newark 1, N. J.

There's a
NEF-O-LAC
 COMPOUND
 for any record
 requirement

"1110" Vinylite break resistant compound with superb transcription qualities. Resist buckling and warping.

"905" A top performing break resistant compound for making long-wearing records with minimum surface noises. Moderately priced.

Sample biscuits of any type will be sent at your request on your letterhead. Note: We are not record pressers. Biscuits for test purposes only will be sent.

"709" A conventional high strength compound. Desirable where reduced record costs are important.

"609" A standard shellac compound. A leader for conventional pressing.



BINNEY & SMITH COMPANY

41 EAST 42D STREET

NEW YORK 17, N. Y.

Exclusive Sales Agents for U. S., Canada, Central and South America

The **Billboard** MUSIC POPULARITY CHARTS
 PART VII
Race Records
 Based on reports received last three days of Week Ending April 22

BEST-SELLING RETAIL RACE RECORDS

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

POSITION		Weeks/ Last/ This		
Weeks/ Last/ This	Week	Week	Week	
11	1	1	1	HUCKLEBUCK P. Williams Savoy 683—ASCAP <i>Hoppin' John</i>
8	2	2	2	ROCKIN' AT MIDNIGHT R. Brown-His Mighty, Mighty Men <i>Judgment Day</i>
2	12	3	3	HOLD ME, BABY A. Milburn Aladdin 3023 <i>Jitterbug Parade</i>
2	4	4	4	DRINKIN' WINE, SPO-DEE-O-DEE "Stick" McGhee Atlantic 873 <i>Blues Mixture</i>
2	5	5	5	CLOSE YOUR EYES H. Lance Sittin In-514—ASCAP <i>Candle Glow</i>
2	10	6	6	HUCKLEBUCK DADDY J. Preehan Gotham G-175 <i>Sugar Baby</i>
14	6	7	7	WRAPPED UP IN A DREAM Do Ray and Me Commodore C-7505—ASCAP <i>The Wise Old Man</i>
18	3	8	8	BOOGIE CHILLEN J. L. Hooker Modern 627 <i>Sally Mae</i>

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

22	6	8	8	CHICKEN SHACK BOOGIE A. Milburn Aladdin 3014—ASCAP <i>It Took a Long, Long Time</i>
2	13	10	10	TROUBLE BLUES C. Brown Aladdin 3024—BMI <i>Honey, Keep Your Mind</i>
3	6	11	11	D'NATURAL BLUES L. Millinder Ork Victor 20-3351 <i>Little Girl</i>
5	11	11	11	AIN'T NOBODY'S BUSINESS (Parts I and II) J. Witherspoon Supreme 1505—ASCAP
6	—	12	12	GET YOURSELF ANOTHER FOOL C. Brown Trio Aladdin 3020 <i>Ooh, Ooh, Sugar</i>
1	—	13	13	BOOGIE BOOGIE J. L. Hooker Modern 683 <i>Hobo Blues</i>
3	9	15	15	HUCKLEBUCK R. Milton Specialty 328—ASCAP <i>Sympathetic Blues</i>
1	—	15	15	CARAVAN Billy Eckstine MGM 10365—ASCAP <i>A Senorita's Bouquet</i>

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION		Weeks/ Last/ This		
Weeks/ Last/ This	Week	Week	Week	
12	1	1	1	HUCKLEBUCK P. Williams Savoy 683—ASCAP
7	3	2	2	ROCKIN' AT MIDNIGHT R. Brown De Luxe 3212
16	4	2	2	WRAPPED UP IN A DREAM Do Ray and Me Commodore C-7505—ASCAP
7	5	4	4	AIN'T NOBODY'S BUSINESS (Parts I and II) J. Witherspoon Supreme 1505—ASCAP
13	6	5	5	BOOGIE CHILLEN J. L. Hooker Modern 627
2	2	6	6	HOLD ME, BABY A. Milburn Aladdin 3023
3	11	7	7	D'NATURAL BLUES L. Millinder Ork Victor 20-3351
2	5	8	8	CLOSE YOUR EYES H. Lance Sittin In-514—ASCAP
1	—	9	9	LITTLE GIRL, DON'T CRY B. M. Jackson and His Buffalo Beards King 4286
14	13	10	10	DEACON'S HOP Big Jay McNeely Savoy 685—ASCAP
2	13	11	11	HUCKLEBUCK R. Milton Specialty 328—ASCAP
3	—	11	11	DRINKIN' WINE SPO-DEE-O-DEE "Stick" McGhee Atlantic 873
2	7	11	11	TROUBLE BLUES C. Brown Aladdin 3024—BMI
2	11	14	14	EMPTY BEDROOM BLUES Saunders King Modern 20-859
4	—	15	15	GRANDMA PLAYS THE NUMBERS W. Harris King 4276—BMI
6	—	15	15	SO TIRED L. Johnson King 4263—ASCAP

ADVANCE RACE-RECORD RELEASES

Annie Laurie "Bumps" Meyers Sextet (Bumpin' With) Selective S-101	Aralen E. (Gini) Miller (Ballin' the Rainbow) 7066	Back Water Blues J. Witherspoon (Third Floor) Supreme 1530	Ballin' the Jack E. (Gini) Miller (Aralen) Rainbow 7066	Bumpin' With Bumps "Bumps" Meyers Sextet (Annie Laurie) Selective S-101	Cheatin' Woman Kansas City Jimmy (Saturday Nite) Savoy 691	Day In, Day Out B. Stewart (Fugle) Savoy 493	Don't Stop Now Bonnie & Clem (Uptairs) Savoy 885	Fat Boy Boogie F. Brown Sextette (F. B. Boogie) Savoy 694	Good Thing Gone B. McGhee (New Baseball) Savoy 561	I Don't Live Here No More Sonny Boy Davis (Rhythm Blues) Talent 802	I Knock Wood R. Wilson Quintette (Play, Lips) Lucky 711-8	Lonesome Baby Blues M. McKendrick's Three Cheers (South Side) Selective S-103	New Baseball Boogie B. McGhee (Good Thing) Savoy 561	F. B. Boogie F. Brown Sextette (Fat Boy) Savoy 494	Play, Lips, Play R. Wilson Quintette (I Knock) Lucky 711-8	Purple B. Stewart (Day In) Savoy 493	Rhythm Blues Sonny Boy Davis (I Don't) Talent 803	Saturday Nite Kansas City Jimmy (Cheatin' Woman) Savoy 691	South Side Boogie M. McKendrick's Three Cheers (Lonesome Baby) Selective S-103	Third Floor Blues J. Witherspoon (Back Water) Supreme 1530	Uptairs Bonnie & Clem (Don't Stop) Savoy 885
---	--	--	--	---	--	---	---	---	---	---	---	---	---	---	--	---	--	--	--	--	---

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Record Reviews



Based on reports received last three days of Week Ending April 22

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

How Ratings Are Determined: Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market. Point listings are maximums. Song caliber, 15; interpretation, 13; arrangement, 13; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'ts-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR)

POPULAR LOUISE CARLYLE (The Tony Mottola Trio) (King 15009) Pal-ing Around With You 77--75--77--80 Why Should I Worry? 80--80--78--82 NEELY PLUMB ORK (Carol Brent) (Coral 60049) A Letter From a Lady in Love 65--65--64--66 Along El Camino Real (Bob Graham) 66--66--66--66 DORIS DAY (The Mellomen) (Columbia 38467) Again 83--84--84--80 Everywhere You Go 89--90--89--89 SAM MANNING & HIS CALYPSO BOB BOYS (Sam Manning) (Becca 10-004) Ice Cream Brick 50--50--50--50 Hold Her Joe 65--65--65--65 JOHNNY LONG ORK (Coral 60047) Don't Let It Get You Down 77--76--76--78 I Want To Go to Texas When I Die 59--58--59--60

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR)

POPULAR HARVEY HARDING & HIS SONGSTERS (Grand G-25014) Chase Your Troubles 76--75--76--77 Goodnight Waltz 76--72--78--78 MILLICENT SCOTT (The Paulette Sisters) (Spotlite 516) Again 79--75--80--82 Comme Ci, Comme Ca 76--74--76--78 JON & SONDR A STEELE (Damon D-11221) To Make You Mine 78--78--78--78 Don't Take My Word, Take My Heart 80--80--80--80 GUY LOMBARDO & HIS ROYAL CANADIANS (Decca 34614) While the Angelus Was Ringing 82--82--80--84 BUDDY BOYLAN (D'Artega Ork) (National 9011) If I Could Be With You 76--73--76--80 If I Had Only Known 72--74--72--70

America's Newest Dance is TOPS in the Nation

Best-selling retail race records and Most-played juke box race records charts. Includes 'No. 1 on all the race charts' callout.

THE HUCKLE-BUCK

recorded by PAUL WILLIAMS, ROY MILTON, BOB MARSHALL, BIG SIS ANDREWS, THE PIGFOOTER

and NOW! 3 New Ace Recordings that'll launch this tune in the 'pop' field

TOMMY DORSEY, BENNY GOODMAN, FRANK SINATRA

UNITED MUSIC CORP. 1619 BROADWAY NEW YORK 19, N. Y.

(Continued on page 128)

Billboard MUSIC POPULARITY CHARTS PART IX Record Possibilities

Based on reports received last three days of Week Ending April 22

THE BILLBOARD PICKS:

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

- A WONDERFUL GUY... Margaret Whiting & Frank De Vol Ork... Capitol 57-542
Dinah Shore & Harry Zimmerman Ork... Columbia 38468
Fran Warren & Henry Rene Ork... Victor 26-3483

'A Wonderful Guy' is a wonderful song out of the sock 'South Pacific' score, and these three gal vocals all have that cash register potential.

- ROOMFUL OF ROSES... Dick Haymes... Decca 24622
Here's a sentimental hillbilly tune with a simple, compelling story idea and a melody to match.

- MERRY-GO-ROUND WALTZ... Art Mooney... MGM 10405
Guy Lombardo... Decca 24624
This one is the old 'Over the Waves' waltz done in a ringing oom-pah-pah.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. BLACK COFFEE... Sarah Vaughan... Columbia 38462
2. YOU RED HEAD... Eddy Howard... Mercury 5274
3. BABY, IT'S COLD OUTSIDE... Buddy Clark-Dinah Shore... Columbia 38463

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. SOME ENCHANTED EVENING... Bing Crosby... Decca 24609
2. BABY, IT'S COLD OUTSIDE... Johnny Mercer-Margaret Whiting... Capitol 57-567
3. IF YOU STUB YOUR TOE ON THE MOON... Bing Crosby... Decca 24524

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. HOW IT LIES, HOW IT LIES, HOW IT LIES... Connie Haines... Coral 60044
2. SOME ENCHANTED EVENING... Perry Como... Victor 20-3402
3. FIVE FOOT TWO... Benny Strong... Tower 1456

FOLK TALENT AND TUNES

(Continued from page 32)

Bill Monroe (Columbia) will carry a baseball team with him again this summer in conjunction with his personal appearance tour.

Les Hutchins, manager of Cowboy Copas (King), is managing Ernest Tubb's record shop in Nashville.

Please address all communications to Johnny Sippel The Billboard 155 North Clark St. Chicago 1 III



JERRY WAYNE

singing

You're So Understanding

with the DELL TRIO on Columbia 38437

Personal Mgt. WARREN H. PEARL 1270 SIXTH AVE., N. Y.

PERMO POINTS with PERMOMETAL (OSMIUM ALLOY) TIP LONG LIFE... KIND TO RECORDS... DEPENDABLE... ECONOMICAL... PERMO, INCORPORATED

ERV VICTOR of RADIO STATION KMOX ST. LOUIS, MO. says... JIMMY WAKELY'S CAPITOL RECORD NO. 57-40158 'I WISH I HAD A NICKEL' and 'SOMEDAY YOU'LL CALL MY NAME'

Capitol RECORDS WESTERN & FOLK MUSIC best tunes by best artists

Apollo's New Blues 'CAN'T LOSE' Hear Champion Jack Dupree on his Apollo debut 'COME BACK BABY' 'CHITTLINS AND RICE' APOLLO 407 APOLLO RECORDS, INC.

FOR SALE PRESSING AND PROCESSING PLANT REASONABLE GOING PROFITABLE BUSINESS 155 N. Clark BOX 150, Billboard Chicago 1, Ill

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

based on reports received last three days of Week Ending April 22



ADVANCE RECORD RELEASES

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

POPULAR

- | | |
|---|--|
| <p>A Kiss in the Dark
J. Garber Ork (Ah! Sweet) Coral 60051</p> <p>A New Shade a Blues
R. Anthony Ork (The Wreck) Cap 57-577</p> <p>After My Laughter Came Tears
T. Lee (I'm Crazy) Supreme 1515</p> <p>After You're Gone
K. Starr & The All Stars (St. Louis Blues) Crystaletto CR-603</p> <p>Ah! Sweet Mystery of Life
J. Garber Ork (A Kiss) Coral 60051</p> <p>Baby, It's Cold Outside
M. Whiting & J. Mercer-P. Weston Ork (I Never) Cap 57-567</p> <p>Bring It on Down to My House
H. Stewart-The Caldwell (I Just) Rainbow 10094</p> <p>Canadian Capers
G. Lombardo & His Royal Canadians (Merry-Go) Dec 24624</p> <p>Candy Kisses
D. Kaye-The Regalaires (Thank You) Dec 24623</p> <p>Crawl Away, You Cur
B. Barfield (Don't Talk) Crystal 211</p> <p>Cookoo-Cuckoo
S. Marlowe (18th Century) Dec 24205</p> <p>Daisies Won't Tell
P. Cavanaugh Trio (We're From) V 20-3443</p> <p>Don't Get Around Much Anymore
D. Ellington Ork (Singin' in) Col 38464</p> <p>Don't Talk to Me About Men
B. Barfield (Crawl Away) Crystal 211</p> <p>18th Century Barrelhouse
S. Marlowe (Cookoo-Cuckoo) Dec 24205</p> <p>Everything Happens to Me
J. Christy-B. Cooper Ork (The Way) Cap 57-578</p> <p>Exactly Like You
The Caldwell (I Still) Rainbow 10097</p> <p>Gone to Chicago
The Pied Pipers (Kiss Me) V 20-3444</p> <p>Grieving for You
The Gull Sisters (The Wabash) MGM 10411</p> <p>Hatsville, U. S. A.
H. James Ork-W. Smith (Summer Moon) Col 38476</p> <p>Hidin' in the Sticks
P. Watson (Of All) Supreme 1518</p> <p>How's Things
D. Smith-Ace Trio (Love Is) Magic AC006</p> <p>I Found Someone New
L. Payne (They'll Never) Bullet 672</p> <p>I Just Found Out
The Caldwell (Bring It) Rainbow 10094</p> <p>I Lost My Heart
J. Biviano-RCA Victor Accordion Ork (Marianne) V 20-3445</p> <p>I Never Heard You Say
M. Whiting & J. Mercer-P. Weston Ork (Baby It's) Cap 57-567</p> <p>I Still Feel the Same About You
H. Stewart-The Caldwell (Exactly Like) Rainbow 10097</p> <p>If I Could Be With You (One Hour Tonight)
G. Austin (Ramona) Coral 60050</p> <p>If She Can Cook Like She Can Love
B. O'Connor (I'll Never) Supreme 1517</p> <p>I'll Never Let You Go
B. O'Connor (If She) Supreme 1517</p> <p>I'll Search Heaven for You
J. Jackson (Lord Jesus) Cap 57-70005</p> <p>I'm Crazy Bout That Guy
T. Lee (After My) Supreme 1515</p> <p>It Took a Dream To Wake Me Up
A. Trace Ork-B. Vincent (Your Tears) Col 38465</p> <p>It's a Big, Wide, Wonderful World
Hildegard (Oh, My) Dec 24628</p> <p>It's Summertime Again
B. Kaye (Room Full) V 20-3441</p> <p>Kiss Me Goodnight
The Pied Pipers (Gone to) V 20-3444</p> <p>Kiss Me Goodnight
M. Ellison Ork (While We're) Dec 24625</p> <p>Lord Jesus
J. Jackson (I'll Search) Cap 57-70005</p> <p>Les Timbales
D. Campo-X. Cugat Ork (Muchachita) Col 38477</p> <p>Love Is a Game
D. Smith-Ace Trio (How's Things) Magic AC006</p> <p>Love Me or Leave Me
K. Starr & The All Stars (Sweet Lorraine) Crystaletto CR-602</p> <p>Lovesick Blues
R. Gilbert & The Louisiana Swing Boys (Please Don't) World 1513</p> <p>Marianne
J. Biviano-RCA Victor Accordion Ork (I Lost) V 20-3445</p> <p>Merry-Go-Round Walk
G. Lombardo & His Royal Canadians (Canadian Capers) Dec 24624</p> <p>Muchachita
X. Cugat Ork-B. Graham (Los Timbales) Col 38477</p> <p>My Time's Done Come
Stars of Harmony (Today) Supreme 1521</p> <p>Of All Things
P. Watson (Hidin' in) Supreme 1518</p> <p>Oh, My Darling
Hildegard (It's a) Dec 24628</p> <p>One Smile From You
B. Carroll-J. Lee (Sugar Blues) Taylee TL 202</p> <p>Open the Door Folks
Blue Barron Ork (Whose Girl) MGM 10412</p> | <p>Overnight
V. Young (Sicilian Tarantella) Dec 24627</p> <p>Ramona
G. Austin (If I) Coral 60050</p> <p>Please Don't Let Me Love You
R. Gilbert & The Louisiana Swing Boys (Lovesick Blues) World 1513</p> <p>Reminiscent
D. Smith-Ace Trio (Time Stood) Magic AC004</p> <p>Riding Through the Countryside
J. Ruiz Quintette (Sherry) Saxon ZA100</p> <p>Room Full of Roses
S. Kaye-D. Cornell & The Kaydets (It's Summertime) V 20-3441</p> <p>St. Louis Blues
K. Starr and the All Stars (After You've) Crystaletto CR-603</p> <p>Scalawag
D. Brown-T. Tucker Time (That Old) Col 38478</p> <p>Shadrach
P. Harris Ork (The General's) V 20-3442</p> <p>Sherry
J. Ruiz (Riding Through) Saxon ZA100</p> <p>Sicilian Tarantella
V. Young Ork (Overnight) Dec 24627</p> <p>Smilau
M. Willson Ork (The Dream) Dec 24626</p> <p>Singin' in the Rain
D. Ellington Ork (Don't Get) Col 38464</p> <p>Something New Has Been Added
V. Vayne-Ace Trio (We Fell) Magic AC001</p> <p>Sugar Blues
J. Lee (One Smile) Taylee TL 202</p> <p>Summer Moon
H. James Ork-V. DeCampo (Hatsville, U. S. A.) Col 38476</p> <p>Sweet Lorraine
K. Starr & The All Stars (Love Me) Crystaletto CR-602</p> <p>Synthesis
"Red" Saunders Ork (Trust in) Supreme 1523</p> <p>Thank You
D. Kaye-The Regalaires (Candy Kisses) Dec 24623</p> <p>That Old Sweetheart of Mine
T. Tucker Time (Scalawag) Col 38478</p> <p>The Dream of Olwen
M. Willson Ork (Smilau) Dec 24626</p> <p>The General's Horse
P. Harris Ork (Shadrach) V 20-3442</p> <p>The Wabash Cannon Ball
The Gull Sisters (Grieving for) MGM 10411</p> <p>The Wreck on the Highway
R. Anthony Ork (A New) Cap 57-577</p> <p>They'll Never Take Her Love
L. Payne (I Found) Bullet 672</p> <p>Time Stood Still
D. Smith-Ace Trio (Reminiscent) Magic AC004</p> <p>Today
Stars of Harmony (My Time's) Supreme 1521</p> <p>Trumpet Time Album—H. James Ork-D. Haymes-B. Di Vito-K. Kallen (4-10")
Col C-182</p> <p>Ain't Misbehavin' Col 38432</p> <p>I'll Get By Col 38432</p> <p>I'm Always Chasing Rainbows Col 38434</p> <p>I'm Beginning to See the Light Col 38434</p> <p>My Silent Love Col 38432</p> <p>Strictly Instrumental Col 38433</p> <p>Trumpet Rhapsody, Pts. I & II Col 38433</p> <p>Trust in Me
"Red" Saunders (Synthesis) Supreme 1523</p> <p>We Fell in Love
V. Vayne-Ace Trio (Something New) Magic AC001</p> <p>We're From Afar
P. Cavanaugh Trio (Daisies) V 20-3443</p> <p>Whatcha Been Doin' Daddy?
V. Vayne-Ace Trio (Why Shouldn't) Magic AC005</p> <p>While We're Young
M. Willson Ork (Kiss Me) Dec 24626</p> <p>Whose Girl Are You?
Blue Barron Ork (Open the) MGM 10412</p> <p>Why Shouldn't You
V. Vayne-Ace Trio (Whatcha Been) Magic AC005</p> <p>Your Tears Came Too Late
B. Vincent-A. Trace Ork (It Took) Col 38465</p> |
|---|--|

RELIGIOUS

- I Can't Forget It, Can You?**
M. Knight-S. Price Trio (Up in) Dec 48102
- I Have Tried**
P. Dawson (On the) World 2610
- On the Battlefield**
P. Dawson (I Have) World 2610
- Only a Look**
M. E. Goins (There's Nothing) Talent 803
- Remember the Cross**
B. Monroe & His Blue Grass Quartet (The Old) Col 20576
- The Old Cross Road**
B. Monroe & His Blue Grass Quartet (Remember the) Col 20576
- (Continued on page 127)

A TWIN SMASH FROM ART MOONEY!

Art Mooney



FIVE FOOT TWO, EYES OF BLUE

AGAIN

M-G-M #10398

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

ANOTHER HIT
BULLET RECORD 674

"YOU PROMISED ME"

BACKED WITH

"SWEETHEART OF HAWAII"

BY

PAUL BLUNT

AN OUTSTANDING STRING NUMBER

ORDER FROM YOUR NEAREST DISTRIBUTOR OR

BULLET RECORDS

423 BROAD STREET

6-4573

NASHVILLE, TENN.

MIDNITE in the BARRELHOUSE

No. 536—"A SMASH HIT IN HARD TIMES"—No. 536

By JOHNNY OTIS ORCHESTRA

Featuring PETE LEWIS

Backed with "BARRELHOUSE STOMP"

By BIG JAY McNEELEY

EXCELSIOR RECORD CO.

3661 50. GRAMERCY PLACE

HOLLYWOOD 7, CALIF.

SHH! CONFIDENTIAL!!!

"To Make You Mine" and "Downhearted"

are developing HIT PROPORTIONS

See Your DAMON Distributor

STILL GOING UP!



FRANK

"FLOORSHOW"

CULLEY'S

SAXATIONAL HIT!

SOLE SLAW

ATLANTIC #874

backed by
THE TERRIFIC
CENTRAL
AVENUE
BREAKDOWN
Don't Accept Substitutes

ATLANTIC
RECORDING CORP.
301 W. 54 ST. N. Y. 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART XI

Album Reviews

Based on reports received last three days of Week Ending April 22

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

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

100 points—the maximum	
80-100	tops
50-80	excellent
30-50	good
10-30	satisfactory
0-30	poor

THE CATEGORIES

Category	Max. Pts.
1. Production Idea (grouping of selection continuity)	15
2. Name Value	15
3. Caliber of Material	15
4. Manufacturer's Distribution Power	10
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plus)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturer's Production Efficiency	5
9. Packaging (art work binding wrapping)	10

A COLLECTION OF AUTOMOBILE SONGS (4-10") 78

The Jesters
Decca A-640

He'd Have To Get Under, Get Out, etc.; I Didn't Raise My Ford To Be a Jitney; Hurray for Henry; The Little Old Ford Rambled Right Along; In My Merry Oldsmobile; I'm Wild About Horns on Automobiles; Take Me Out for a Joy Ride; On an Automobile Honeycomb; Oh, Flo!; We're the Sunday Drivers; Take Me Out in a Velle Car; Cole 30 Flyer; Leo Bird; Taxi; Come Along, Miss Josephine.

The romance and humor of the early auto era are wonderfully captured in this collection. The Jesters' straightforward harmonizing and swing pacing are ideally suited to the fresh-sounding, yet nostalgic material. Set fits neatly into the "Songs of Our Times" series, and as a whole collection dealing with one subject, it never approaches monotony. The older generation will eat these up, and moderns will find them highly entertaining.

JUKES Not suitable.
JOCKS Lively offerings will always fit in.

THE WIZARD OF OZ 79

Ork and chorus cond. by Joel Herron (2-10" unbreakable)
MGM L-5

Over the Rainbow; Ding Dong, the Witch Is Dead; The Merry Old Land of Oz; We're Off To See the Wizard; If I Only Had a Heart; If I Only Had a Brain; If I Only Had the Nerve.

The Judy Garland-Ray Bolger film of several years back is being shown again, and while school-age kids will enjoy the picture, and the songs thru association, these are not children's songs. That fact, however, is unlikely to deter adults who buy the kids what they themselves are familiar with. Performance here is actually pretty unimaginative and takes it even farther from the "children's" category. The original-cast version, issued when the film was new, remains to be topped. The decorative folder will make sales.

JUKES Not suitable.
JOCKS Older version is more entertaining.

A COLLECTION OF RAILROAD SONGS (4-10") 76

The Jesters
Decca A-630

I've Been Working on the Railroad; Where Do You Work-a, John?; The Runaway Train; On the N. Y., New Haven and Hartford; Wreck of the Old 97; On the Dummy Line; What the Engine Done; In the Baggage Coach Ahead; When That Midnight Choo Choo Leaves for Alabama; On the Honeycomb Express; Stop! Look! and Listen!; Railroad Jim; On the 7:38; On the 5:15; The Train Was Saved; Just Set a Light; At the Sound of the Signal Bell; My Dad's the Engineer; Casey Jones; Papa's Signal.

As a part of the "Songs of Our Times" series, Decca is putting out several sets built around modes of travel. The songs included cover the labor, legend and sociological aspects of the movement to put America on wheels, and as such, they represent some of our true folk music. The good-fellow harmony of the Jesters, with accordion and rhythm backing, has a thoroughly pleasing quality for old and new generations.

JUKES Not suitable.
JOCKS Medleys make ear-catching nostalgic fare.

ROBERT MITCHUM SINGS THE SONGS FROM RKO PICTURE "RACHEL AND THE STRANGER" (3-10") 75

Robert Mitchum
Decca A-635

O-Be-O-Hi-O-Be; Summer Song; Just Like Me; Foolish Pride; Tall Dark Stranger; Rachel.

Collection will come as a surprise to most—the surprise being Robert Mitchum's excellent singing. His voice is a rich, vibrant baritone, not unlike Crosby's, and his phrasing and projection are scintillating and completely professional. The tunes have the ring of folk ballad authenticity, the they were specially written for the "Rachel" flicker. They have spirit and wit, with "O-Be," "Just Like Me" and "Stranger" the liveliest and appealing of the lot. Kids would like this package at least as much as the grown-ups.

JUKES Not suitable.
JOCKS Fine for sags dealing in flick music.

JUDY GARLAND SOUVENIR ALBUM (4-10") 65

Judy Garland
(David Rose Ork-Victor Young Ork)
Decca A-671

That Old Black Magic; Poor Little Rich Girl; I Never Knew; On the Sunny Side of the Street; Zing! Went the Strings of My Heart; Fascinating Rhythm; Changing My Tune; Love.

An assemblage of eight sides recorded and released as singles during the last few years, this Garland package isn't a garland for special enthusiasts. The thrush's singing faults are noticeable on records—faults that aren't usually noticed when one's watching her on the screen. Here, indifferent phrasing, lack of drive and a tendency to flat are quite in evidence. However, there must remain a devoted core of her film fans who will purchase.

JUKES S t a n d a r d s like "Sunny Side" may get spins.
JOCKS Film sags can use.

TRIBUTES IN TEMPO (4-10") 74

The Modernaires
(Mitchell Ayres Ork-Dick Jones Ork-Lou Bring Ork)
Columbia C-181

Salute to Glenn Miller; Lamplight; Stardust; Rock It for Me; It's a Lonesome Old Town; You Call It Madness; Margie; Ain't Misbehavin'.

The smart ex-Glenn Miller vocal quintet—four boys and a girl—pay tribute to eight departed greats of popular music here. It's a good job they do, in that their vocal arrangements, as well as the work of the hands in back, catch the special quality and spirit of the tributee. The salute to Glenn Miller is a medley of "Moonlight Serenade," "Chattanooga Choo-Choo," "Elmer's Tune" and "Don't Sit Under the Apple Tree." "Lamplight" is for Hal Kemp, "Stardust" for Jack Benny, "Rock It for Me" for Chick Webb, "Old Town" for Ben Bernie, "Madness" for Russ Columbo, "Margie" for Jimmy Lunceford, and "Misbehavin'" for Fats Waller. Dick Jocks should latch on to the package, evocative as it is of so many important music names. Appeal will also be strong for that age and generation which has been digging disks for the past decade or so.

JUKES Good for spins.
JOCKS Sock jock stuff.

DVORAK: THE GOLDEN SPINNING WHEEL, OPUS 109—SIR THOMAS BEECHAM CONDUCTING THE ROYAL PHILHARMONIC ORK (3-12") 74

Victor DM 1281

One of Dvorak's five symphonic tone poems, "The Golden Spinning Wheel," is a romantic program piece, inspired by and based on a Czech folk legend. It is deeply national not only in its literary source but in its various melodic themes which, like most of Dvorak's writings, stem from the traditional folk music of his country. Beecham is the man to do justice to this work, and he gives it a superlative reading here, expressive, dynamic and richly emotional. The moods run from quiet lyricism to agitated, turbulent passion, and the English conductor makes the many transitions required in this tone poem with unusualness and continuity. The work, which is well recorded, should be a welcome addition to the record literature.

JUKES Not suitable.
JOCKS Spinners will find this fine program fare.

A SYMPHONIC PORTRAIT OF COLE PORTER (3-12") 80

Guy Lypsaerts Ork
Capitol ECD 158

Night and Day; You're the Top; Begin the Beguine; Just One of Those Things; I Get a Kick Out of You; What Is This Thing Called Love; You Do Something to Me; Love for Sale; Anything Goes; Why Shouldn't I; All Through the Night.

Beautifully recorded, expertly performed and conceived is this symphonic approach to the music of Cole Porter. All of his best known songs are included in this concert treatment by Guy Lypsaerts. The package was recorded in France. It is Capitol's first pop package on 12-inch wax. Cover is a neat art-work job.

JUKES Not suitable.
JOCKS All spinners could make use of this package—either in part or whole.

(Continued on page 127)

DEALERS—OPS!!

WIRE, WRITE, PHONE for Current NATIONAL Record Hits

★★★★★★★★

DISTRIBUTORS!!

Territories Available for NATIONAL Records Featuring: **BILLY ECKSTINE, WIMI BROWN, THE RAVENS, CHARLIE VENTURA**

National Disc Sales, Inc.
1841 Broadway, New York 23, N. Y.

IMPORTED

LONDON RECORDS

FULL RANGE RECORDING

THE LONDON GRAMOPHONE CORP.
14 N. 23rd ST., NEW YORK 10, N. Y.

RONDO HIT OF THE WEEK!

R-182 "WHO DO YOU THINK YOU ARE?"

"NO, NO, NORA"

Olive Mason, Piano and Rhythm; Johnny Hill, vocal, and the Olive Mason Piano Quartet

Rondo RECORDS

329 S. WOOD ST. CHICAGO

SPIRITUAL HITS!

"JESUS MET WOMAN AT THE WELL" by the SELAH JUBILEE SINGERS

Lenox #509

Write to your distributor

REMINGTON RECORDS
363 WEST 54th ST. NEW YORK 19, N. Y.

NEW RECORDS

SEND FOR SAMPLE ORDER OF Victor & Columbia Records

100 Assorted @ 17¢ each
1000 Assorted @ 15¢ each

F. O. B. New York
1/3 with order, balance C. O. D.

World's Largest Assortment of "Standards and Hits of Yesterday and Today."

WRITE FOR OUR LIST OF RECORDS AND ALBUMS
Albums, 5¢ and up

VEDEX COMPANY
674 10th Ave. Phone 7-0436 N. Y. 19, N. Y.

COMPOSERS' MUSICAL SHORTHAND

A practical method of jotting down musical thoughts away from the studio or place without the convenience of manuscript paper. Any kind of paper may be employed and nothing more than a pencil is needed to jot down inspired ideas which may be running through your mind.

1 Unabridged Method, 81.00

VIC KENMORE
696 Saw Mill River Rd., Yonkers, New York

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . WOV's Fred Robbins had his nose bobbed at the Park East Hospital. . . Rosalie Allen, same wattery, was skedded at the Empire Theater in Hartford with Red Ingle's Troupe Friday and Saturday (22 and 23). . . Singing duo Dorothy and David Paige did a guest shot on Vi Prosser's WVNJ remote from the Versailles recently. . . Art Scanlon, WINS, begins his second annual "Miss Hello" contest this week, with a Bermuda trip going to the most popular phone op as selected by Scanlon's listeners. . . Leonard Feather, who's celebrating the first anniversary of his WMGM "Jazz at Its Best" show, returned to his 10-10:30 evening slot with the opening of the ball season. . . Joe Bostic is starting a deejay remote from the Savoy Ballroom over WINS. . . Joe Franklin's "Antique Record Shop" has been renewed for 13 weeks at WMCA. . . Lindsay McPhail, composer of "San," which is being revived via several current platters, guested on Hal Tunis's WVNJ show last week.

TRICTLY FROM DIXIE . . . Owner Mac McCall is now handling the "Coffee Club" chores at WWPF, Palatka, Fla., replacing Wally Bruce. . . Jim McConnell, production supervisor and chief announcer at KLOU, Lake Charles, La., is doubling as manager of a local platter emporium. . . Greg Gregory has relinquished his request show at KELP, El Paso, Tex., to newcomer Jim Winters. "I had enough of being everybody's dream boy," Greg writes. "It's a strain, and besides, my redhead is the jealous type." . . Bob Nelson, jock at WBBQ, Atlanta, got a large charge during Spike Jones's recent appearance at a local theater when the any orkster invited him to sit in with the band. Bob was supplied with a funny hat and loud coat, and appeared with the ensemble for the finale. . . Joel Krieger, formerly with WNBC, New York, has joined WBAY, Coral Gables, Fla., piloting the "Music Room" show from 3 to 5 p.m. daily. . . Mark Barker, WDUK, Durham, N. C., majoring in radio at North Carolina U., does two shows Monday to Friday from a permanent remote set-up in the showroom of the Strowd auto firm in Chapel Hill. He faces the main street, and gets many comments from passersby, who drop in to sit in on the show. . . Gordon Brown is doing a new platter show at WVLK, Versailles, Ky. . . Tom Coman, WTIP, Charleston, W. Va., has a "Musical Mirror" giveaway in which he plays tape versions of pop platters recorded backwards. . . Russ Reardon has been appointed program director at WTOB, Winston-Salem, N. C. . . Noah Tyler, WBAY, Coral Gables, Fla., is doing a new stint titled "Noah's Ark," with platters played in pairings.

PHILLY PHADDLE . . . Connie Haines is making the rounds of the disk jockeys in company of Walt Maguire, record promotion chief for

Kayler Distributing Company, in the interests of her waxing of "How It Lies, How It Lies, How It Lies." . . Bosh Pritchard, professional football player with the Philadelphia Eagles, takes a disk jockeying turn with a WDAS turntable. . . Jack Malloy left the WDAS spinning staff to join the staff of a station back home in Indiana. . . WFIL's LeRoy Miller will sponsor a teen-age baseball team for the Funfield Recreation Center this summer. . . Bobby Wayne, to promote his Coral label waxings, made appearances on Joe Grady's and Ed Hurst's WPEN spinning stint, with LeRoy Miller on WFIL and with Art Pederson at WKDN across the river in Camden, N. J. . . WPEN's Ed Hurst is the latest jockey to double in video, getting the nod for the emsee chores for the "Sing Me This" musical quiz show Thursday nights on WPTZ. . . Hal Moore, WCAU, Philadelphia, deejay, is slotted for his own video spinning show on station's companion, WCAU-TV, Friday nights and using the music popularity charts of The Billboard, along with the interviews of visiting records celebs. . . Bob Griffin becomes a member of the disk jockey fraternity with a late evening spin three times a week on WFPG, Atlantic City. . . Maestro Irving Fields, holding forth for a long term at the Hotel Senator in Atlantic City, doubling with a deejay stint at WMID there and using his latest Victor pressing of "Beautiful Eyes" as the come-on and sign-off. . . Tom De Castro, jock for the Marine Corps Reserve Office of Public Information, interviews celebs and spins their disks on "Start the Music Parade of Stars," WPWA, Chester, Pa. . . Prince Edwoods, one of the first Negro deejays in the city, takes over a Saturday evening spot on WTEL. . . Eddie Newman, coming from WOR, New York, starts a two-hour nightly spin session on WPEN, starting at the midnight hour, with six participating sponsors already in for his inaugural. . . Three local deejays stem from the marine corps: Capt. James McDevitt, Capt. George Blackburn and Tech. Sergt. Tom DeCastro. . . Coral Records cut Kirby Stone's "950 Club," which was written for Joe Grady and Ed Hurst's "950 Club" spinning sessions on WPEN. . . Randy Brooks, WDAS jockey, will do his "Hit Parade" spinning on Saturday night direct from the window of Linn's Record Shop. . . Nat Moller has joined WHAT, doing the "All Thru the Nite" show. . . Ramon Bruce is remoting from the 421 Club in uptown Philadelphia Monday, Tuesday and Wednesday at 11:30 p.m., emseeing the live talent show there. . . Frank Ford (Eddie Felbin) gets a second 52-week renewal for his "Frank Ford Show" on WPEN thru the Philip Klein Advertising Agency, spinning the platters in the interests of the Frankford Grocers' Association.

POINTS NORTH . . . J. Fred Thomas, recently at KJR, Seattle, started a platter show at KENI, Anchorage, Alaska. . . Flack Hal Halpern, on a junket for the "Portrait of Jennie" flick, guested on Tobie David's CKLW show in Windsor, Ont., last week.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

JOSEPH L. EGAN
PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

0A42

1949 APR 9 AM 6 50

O.CA097 44 NL COLLECT=CHICAGO ILL 8=

JULIAN ABERBACH, HILL AND RANGE SONGS=

407 COMMERCIAL CENTER ST BEVERLYHILLS CALIF=

CONTRACT SIGNED SEALED AND BEING DELIVERED BY YOUR BROTHER.

AM HAPPY TO ANNOUNCE THAT YOU WILL STILL BE MY BOSS FOR THE

NEXT 7 YEARS. MAY THEY BE SEVEN PROSPEROUS ONES FOR BOTH OF

US. THANKS TO BOTH YOU AND JEAN FOR EVERYTHING=

JENNY LOU CARSON.

The
Billboard

MUSIC POPULARITY CHARTS

PART
XII

The Honor Roll of Popular Songwriters

Copyrighted by The
Billboard. All rights
reserved.

NO. 17—GEORGE M. COHAN (PART II)

By Jack Burton

As a songwriter, a playwright and an actor, Cohan was as versatile as a chameleon on a piece of Scotch plaid. His revues, when revues became the vogue, had the same dry wit and singable tunes as his musical comedies, and his straight comedy-dramas, which included *Get-Rich-Quick Wallingford*, *Seven Keys to Baldpate*, *The Tavern* and *The Song- and -Dance Man*, were outstanding successes not only in this country but abroad.

An eccentric hoofer at the start of his Broadway career, George M. Cohan was hailed 30 years later as "our First Actor" for his role of the small town newspaper publisher in Eugene O'Neill's *Ah, Wilderness*, and his portrayal of President Franklin D. Roosevelt in *I'd Rather Be Right* brought enthusiastic praise from F. D. R.

Cohan worked at incredibly high speed and was always in a creative mood. All he required was a pencil and a block of yellow paper. He wrote songs and dialog on speeding Pullmans and in hotel suites, often shaping up a new show while appearing on the road in a current success. When he produced *Little Johnny*

Jones, he hired the cast, chorus, carpenters and scene painters before bothering to write the book and music, and the day the show went into rehearsal only the first act had been roughed out.

Next to the theater, George M. Cohan loved baseball best. McGraw and Christy Mathewson were his idols, and he was at the Polo Grounds daily when the Giants were at home. If the pennant race promised to be close, he made sure he wouldn't be employed on matinee days by closing his productions before the baseball season really got under way.

Cohan's Scores

George M. Cohan's box score can be summarized like this:

Two hundred song hits, 40 plays of his own writing, 40 more in collaboration with others, and 10,000 appearances as an actor.

"That brat Georgie" developed into a mellow sentimentalist, a soft touch for any actor or sports celebrity who was down on his luck and, despite the dominating role he had played on the American stage for two-score years, he was extremely modest, with no il-

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 60-year 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 output of these writers. Instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields, however, the complete score 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 authentic and unbiased records available are marked with an asterisk (*).

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 1893 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.

usions of grandeur. But he could harbor definite hates on occasion. After appearing in his first motion picture, *The Phantom President*, he declared:

"If I had my choice between Hollywood and Atlanta, I'd take Leavenworth!"

Broadway was his lifeblood, and in the fall of 1942, when he was recovering from an abdominal operation, he rode nightly with his nurse thru Mazda Mall—thorofare of hits and heartaches—and feasted his eyes longingly on the lights that formerly had spelled out his successes. But the street to which he had given so freely

of his vitality could not pay its debt in kind, for the "Yankee Doodle Boy" died in his sleep November 5, 1942.

Probably when St. Peter cued him thru the Pearly Gates, George M. Cohan, his grey derby cocked on one side of his head and his bamboo cane swung over his shoulder, took a big bow and gave his old curtain speech in the nasal twang millions had applauded:

"I thank you for myself. I thank you for my mother. I thank you for my father. And for my sister in vaudeville."

The Four Cohans were together again.

★★★ GEORGE M. COHAN'S GREATEST SONGS AND RECORDINGS AVAILABLE ★★★

The listing of George M. Cohan's songs which were written prior to 1893 were carried in the April 23 issue of The Billboard. Unless otherwise noted, all songs in the Cohan catalog are now published by the Jerry Vogel Music Company.

1909—**THE MAN WHO OWNS BROADWAY**
Co-starring Raymond Hitchcock and Flora Zabelle.

MY DAUGHTER IS WED TO A FRIEND OF MINE
I'VE ALWAYS BEEN A GOOD OLD SPORT
I'M IN LOVE WITH ONE OF THE STARS

WHEN A SERVANT LEARNS A SECRET THE MAN WHO OWNS BROADWAY YOU'D THINK YOU WERE IN PARIS LOVE WILL MAKE OR BREAK A MAN THERE'S SOMETHING ABOUT A UNIFORM

ON A HUNDRED DIFFERENT SHIPS I'M ALL O. K. WITH K & E
A NICE LITTLE PLOT FOR A PLAY IN THE WALDORF'S HALLS
I'LL GO THE ROUTE FOR YOU
MARCH OF THE KING'S AMAZONS WHY THEY MADE HIM KING

1911—**THE LITTLE MILLIONAIRE**
Jerry J. and Helen Cohan made their last Broadway appearance in this musical comedy with George M. Cohan, Tom Lewis, George Parsons and Donald Crisp heading the cast.
NEW YORKERS
THE LITTLE MILLIONAIRE
WE DO THE DIRTY WORK
DRILL OF THE SEVENTH
ANY PLACE THE OLD FLAG FLIES
THE MUSICAL MOON
OH, YOU WONDERFUL GIRL
BARNUM HAD THE RIGHT IDEA
THE DANCING WEDDING

1914—**HELLO, BROADWAY**
Starring George M. Cohan in a cast that included William Collier, Tom Dingle, Louise Dresser, Peggy Wood, Florence Moore and Lawrence Wheat.
IT PAYS TO ADVERTISE
PYGMALION ROSES
MY MIRACLE MAN
HELLO, BROADWAY
LOOK OUT FOR MR. WU
I WANTED TO COME TO BROADWAY
SNEAKY STEPS
BROADWAY TIPPERARY
THOSE IRVING BERLIN MELODIES
HIPPODROME FOLKS
BARNUM & BAILEY RAG
THAT OLD FASHIONED CAKE WALK
JESSE JAMES GLIDE
DOWN BY THE ERIE CANAL
MY FLAG

1916—**THE COHAN REVUE OF 1916**
Presented by a cast headed by John Boles, Harry Bulger, Elizabeth Murray, Fred Santley, Harry Delf, Richard Carl, Vail Vail, Charles Winninger and Little Billie.
HE CAN CURE YOU OF LOVE

CRYING JANE
THE FAIR AND WARMER COCKTAIL
IT'S A LONG WAY FROM BROADWAY TO EDINBORO TOWN
ALONE AT LAST

YOU CAN TELL THAT I'M IRISH
BUSY, BUSY, BUSY
MY MUSICAL COMEDY MAID
GABY
RUNNING AROUND WITH CHORUS GIRLS

YOUNG AMERICA
JULIA, DONALD AND JOE
This was a travesty in song on Julia Sanderson, Donald Brian and Joseph Cawthorne, who had scored a phenomenal hit in "The Girl From Utah."
THOSE SOUSA MELODIES
ZIEGFELD RAG
THAT FRISCO MELODY

1917—**COHAN REVUE OF 1918**

George M. Cohan collaborated with Irving Berlin on the score of this production, the cast of which was headed by Nora Bayes, Charles Winninger, Irving Fisher and Fred Santley.
POLLY, PRETTY POLLY WITH A PAST With Irving Berlin.
WHEN ZIEGFELD'S FOLLIES HIT THE TOWN
OUR ACROBATIC MELODRAMATIC HOME
SPANISH
THE EYES OF YOUTH SEE THE TRUTH
ALL DRESSED UP IN A TAILOR-MADE
THE POTASH AND PERLMUTTER BALL
THEIR HEARTS ARE OVER HERE

Irving Berlin wrote the following songs for this production all of which are published by the Irving-Berlin Music Co.
SHOW ME THE WAY
A MAN IS ONLY A MAN
KING OF BROADWAY
WEDDING OF WORDS AND MUSIC
A BAD CHINAMAN FROM SHANGHAI
DOWN WHERE THE JACK O' LANTERNS GROW

In addition, Nora Bayes introduced these two interpolated songs:
WHO DO YOU LOVE?
By Ed Moran and James Brockman. Shapiro-Bernstein & Company, Inc.
REGRETFUL BLUES
By Grant Clarke and Cliff Hess. Mills Music, Inc., and Fred Fisher Music Company.

1918—**THE VOICE OF McCONNELL**
A musical drama that brought Chauncey Olcott, the great Irish tenor, out of retirement and back in the Broadway spotlight once more. M. Witmark & Sons.
YOU CAN'T DENY YOU'RE IRISH
IRELAND THE LAND OF MY DREAMS
I AM TRUE TO THEM ALL
WHEN I LOOK IN YOUR EYES MAY-OURNEEN

1919—**THE ROYAL VAGABOND**
Cohan wrote the score for this cloak-and-dagger musical comedy with

Anselm Goetzl, the book and lyrics of which were by William Cary Duncan. The cast included Tessa Kosta, Fred Santley, Gladys Zelli, Dorothy Dickson and Earl Hyson. M. Witmark & Sons.
OPERA, COMIC OPERA
By George M. Cohan.

LOVE OF MINE
HERE COME THE SOLDIERS
By George M. Cohan.
DEMOCRACY
WHERE THE CHERRY BLOSSOMS FALL (LOVE IS LOVE)

ROYALTY
With lyrics by George M. Cohan.
WHAT YOU DON'T KNOW WON'T HURT YOU

MESSENGER
With lyrics by George M. Cohan.
IN A KINGDOM OF OUR OWN
By George M. Cohan.

GOOD-BYE BARGRAVIA
By George M. Cohan.
Harry Tierney also contributed these two songs to this production:

A WEE BIT OF LACE
CHARMING

With lyrics by Joseph McCarthy.
1922—**LITTLE NELLIE KELLY**

Presented by a cast headed by Elizabeth Hines, Charles King and Arthur Deacon. M. Witmark & Sons.
OVER THE PHONE
ALL IN THE WEARING
GIRLS FROM DEVERE'S
DANCING MY WORRIES AWAY
LITTLE NELLIE KELLY I LOVE YOU

(Available on the following records: RCA Victor No. 20-2170 in Album P-227, George M. Cohan Jr. and the Guild Chorus with orchestra; Columbia No. 36563 in Set C-89, Mordy Bauman and Ray Bloch's orchestra.)
WHEN YOU DO THE HINKY DEE
SOMETHING'S GOT TO BE DONE
THE NAME OF KELLY
THE BUSY BEES OF DEVERE'S
THE DANCING DETECTIVE
THEY'RE ALL MY BOYS
YOU REMIND ME OF MY MOTHER
(Available on the following records: Columbia No. 36563 in Set C-89, Mordy Bauman and Ray Bloch's orchestra; Decca No. 18435 in Album A-330, Fred Waring and His Pennsylvanians.)
THE GREAT NEW YORK POLICE
THE MYSTERY PLAY
TILL MY LUCK COMES ROLLING ALONG
THE VOICE IN MY HEART

1923—**THE RISE OF ROSIE O'REILLY**
Presented by a cast that included Mary Lawlor, Virginia O'Brien, Jack McGowan and Bobby Watson. M. Witmark & Sons.
I NEVER MET A GIRL LIKE YOU
BORN AND BRED IN BROOKLYN
MY GANG
THE ARRIVAL OF SOCIETY
IN THE SLUMS OF THE TOWN
SOMETHING'S HAPPENED TO ROSIE
POOR OLD WORLD

STAGE SOCIETY
ALL NIGHT LONG
LOVE DREAMS
JUST ACT NATURAL
WHEN JUNE COMES ALONG WITH A SONG
AT MADAME RECAV'S ON A HOLIDAY
LET'S YOU AND I SAY GOOD-BYE
THE KING TO THE NAME OF ROSIE
KEEP A-COUNTIN' EIGHT
TWO GIRLS FROM THE CHORUS
NOTHING LIKE A DARNED GOOD CRY
THE ITALIAN WHIRLWIND
THE MARATHON STEP
GATHERING

1927—**THE MERRY MALONES**
George M. Cohan took his final curtain call as a song-and-dance man in this production, the cast of which included Polly Walker and Allan Edwards. M. Witmark & Sons.

SONGWRITERS COMING UP!

May 7 Issue

JEAN SCHWARTZ

In Issues Subsequent to May 7

The Billboard Will Present

ERNEST BALL
J. ROSAMUND JOHNSON
CHRIS SMITH
AL PIANTADOSI
GUSTAV LUDERS
THEODORE MORSE
EGBERT VAN ALSTYNE
SILVIO HEIN
JULIAN EDWARDS
RAYMOND HUBBELL
A. BALDWIN SLOANE
KARL BOSCHNA
WILLIAM C. HANDY
HARRY CARROLL

... And others

TALK ABOUT A BUSY LITTLE HOUSE-
WIFE
LIKE A WANDERING MINSTREL
FLIRTATION WALTZ
SON OF A BILLIONAIRE
MOLLY MALONE
THE HONOR OF THE FAMILY
A FEELING IN YOUR HEART
THE BRONX EXPRESS
A NIGHT OF MASQUERADE
BEHIND THE MASK
WE'VE HAD A GRAND OLD TIME
CHARMING
WE'VE GOT HIM
A BUSY LITTLE CENTER
OUR OWN WAY OF GOING ALONG
EASTER PARADE
ROSES UNDERSTAND
GIP-GIP
GOD'S GOOD TO THE IRISH
BLUE SKIES, GRAY SKIES
LIKE A LITTLE LADYLIKE LADY LIKE
YOU

BILLIE
This was George M. Cohan's last musical production, an adaptation of his comedy "Broadway Jones," in which June O'Dea, Polly Walker and Joseph Wagstaff were featured. M. Witmark & Sons.
NEW YORK
COME TO ST. THOMAS
HAPPY
BILLIE
GO HOME EV'RY ONCE IN A WHILE
THOSE WONDERFUL FRIENDS
THE CAUSE OF THE SITUATION
EVERY BOY IN TOWN'S MY SWEET-
HEART
THEY FALL IN LOVE
WHERE WERE YOU, WHERE WAS I?
THE JONES' FAMILY FRIENDS
I'M A ONE-GIRL MAN
PERSONALITY
BLUFF
THE TWO OF US

George M. Cohan Albums

Columbia C-89. Mordy Bauman with Ray Bloch's Orchestra. "Over There," "You're a Grand Old Flag," "Give My Regards to Broadway," "Yankee Doodle Boy," "Little Nellie Kelly," "You Remind Me of My Mother," "Harrigan," "Mary's a Grand Old Name."
Decca A-330. Fred Waring and His Pennsylvanians. "Over There," "You're a Grand Old Flag," "Yankee Doodle Boy," "You Remind Me of My Mother," "Harrigan," "Mary's a Grand Old Name" and "So Long, Mary."
RCA Victor F-227. George M. Cohan Jr. and the Guild Choristers with Orchestras. "Give My Regards to Broadway," "Forty-Five Minutes From Broadway," "You're a Grand Old Flag," "Mary's a Grand Old Name," "Over There," "So Long, Mary," "Yankee Doodle Boy," "Little Nellie Kelly" and "Harrigan."

END OF FREEZE

(Continued from page 16)

ynchronizing the TV transmitters, but it is doubtful if many more VHF stations could be added to the 400 by this process.

UHF Another Boom

Once the ultra-high-frequency (UHF) band is opened by the commission for commercial video, opportunities for selling sets, as well as for converters, will again soar. Just when the UHF band will be opened is a question very much up in the air, although FCC Chairman Wayne Coy has predicted that 1,000 TV stations will be on the air by the end of 1954. Since UHF could never accommodate that many stations, it is obvious that Coy figures the upper band will be opened in 1953 at the very latest. Optimistic guesses put the date at late this year or early 1950.

Set makers figure that they will be able to meet most of the set demands when the booms materialize. Max Balcom, president of the Radio Manufacturers' Association (RMA), estimates that 2,000,000 TV sets will be produced this year, with next year's production running over 3,000,000 and possibly as high as 4,000,000.

Tubes Are Bottleneck

The only thing holding back production of TV sets in unlimited quantities, according to the RMA, is a bottleneck in the production of cathode tubes, the "eye" of the video receiver. Progress in expediting the manufacture of tubes is being made right along, the RMA says. The recent successful use of a metal tube in place of the customary glass one has helped.

KENNY MULLS APPEAL

(Continued from page 16)

that "IT&T representatives were aware of this situation and drove a hard bargain. Business men are not sentimentalists and deals are made under such circumstances daily in the business world." Some Farnsworth stockholders, however, maintained that they would have secured a greater return had the company simply gone into liquidation.

LP's Present Need To Alter Copyright Act

Congress Interest High

(Continued from page 18)

that the hold on public fancy of a few popular music bands is so great that if one company could get them under contract, enough of the leading composers of popular music would give it an exclusive license to put most other companies out of business. Even if such a provision is needed as a protection against monopoly, increases in the size of records and the emergence of wire recording and other new techniques indicate the desirability of a change in the wording of the provision, if it is not to become unfair to composers."

The House judiciary copyright and patents subcommittee is continuing to follow a slow-but-sure policy in examining the Copyright Act. Chairman Joseph R. Bryson (D., S. C.) is pointing out that "one thing will be taken up at a time." Meanwhile, there has been a dearth of proposed copyright legislation so far this session. It is anticipated that Rep. Frank Fellows (R., Me.) will reintroduce his two bills, pigeon-holed last session, to require royalties for musical interpretations and to end a royalties exemption on juke boxes. Rep. Hugh D. Scott Jr. (R., Pa.), who also had a juke box bill last session, has made no move to reintroduce his measure this year, presumably because of his preoccupation with other legislation and his role of Republican national chairman.

MAGNAVOX PREPS

(Continued from page 16)

cabinet application combines the acoustical correctness of radiation from a center point focused by two walls and the easiest type of furniture arrangements for correctly and comfortably viewing the screen."

Boscaw also said that in the set provision has been made for the incorporation of the Magnavox UHF tuner, which is a pre-planned part of the original circuit, and not a converter.

"We have a UHF tuning unit especially designed to properly tune the complete range of proposed frequencies in the UHF region," Boscaw added, "and in every television chassis made by Magnavox, space has been provided for its installation. Because of pre-planning, this conversion will be a relatively simple matter at no great cost."

GE SPENDS 100G

(Continued from page 16)

805, the new \$239.95 leader in the forthcoming low-price GE television line. Of this space purchased, approximately 200,000 lines were run on a co-operative basis with specific stores, according to Brice Metcalfe, GE Supply Corporation advertising manager. Based on average ad rates here, the total combined expenditure for the push was over \$100,000.

The ads were run in evening papers Tuesday (19) and morning papers Wednesday (20). At press time it was too early to determine results.

CROSLY SALES UP

(Continued from page 16)

Crosley Division of Avco are breaking all records for the firm's 28-year history. Refrigerator sales were up 25 per cent during the four-month period.

During March, while business generally was said to be off, Crosley sales were 56 per cent higher than March, 1948, increasing from \$5,005,509 to \$7,834,943, it was announced.

W. A. Blees, Avco vice-president and Crosley general sales manager, pointed out that further increases in sales are expected.

"THE BILLBOARD PICKS"



Sammy Kaye

LOVE ME! LOVE ME! LOVE ME!

(Or Leave Me Alone)

AND

THE RIGHT GIRL FOR ME

From M-G-M's "Take Me Out To The Ball Game"

RCA VICTOR 20-3366

RCA Victor Records

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

IT'S TERRIFIC!

IT SIZZLES!

It's so hot you can't keep your feet still when you hear this record! Every juke box and home will demand this record!

ORGAN RHYTHMS Proudly Presents

FIVE FOOT TWO

(See Billboard Picks—Record Possibilities—April 9 Issue—Record No. 501) Backed with

LADY BE GOOD!

FEATURING

NATION'S OUTSTANDING ORGANIST

GLENN DAVIS

DEALERS AND DISTRIBUTORS—WRITE FOR TERRITORY AND LIST OF OVER 300 ORGAN RECORDS

ORGAN RHYTHMS, Box 1838, Santa Ana, Calif.

★ PEARL RECORDS ★ PEARL RECORDS ★

The Fishing Song recorded by **DOTTIE BARLOW** getting bigger every day

"MAMA, WON'T YOU LET ME GO FISHIN' WITH YOU"

- ★ "My Little Pup With the Patent-Leather Noss" Recorded by Larry Vincent. Try this one.
- ★ "I've Come Back to Say I'm Sorry," beautiful ballad.
- ★ "Buster Astor" #72 in our specialty line—a laugh riot.

If your distributor can't supply you, write us.

PEARL RECORDS BOX 229 COVINGTON, KY.

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Lou Citro's Spinet Wax Put on Market

HOLLYWOOD, April 23.—Lou Citro kicked off his spinet label this week with two sides by Lynn Charney and the Eddie Beal Quartet. Citro, former Chicago and New York music contact man, will stress pop and race fields, later going into hillbilly and Western.

Label's artists include Miss Charney, the Beal combo and Julius Boyd. Charney-Beal sides are *I Get a Little Older Every Day* and *Magical Moments*. Label is being pressed by Coast Records. Distribution channels have not as yet been set.

TALENT CUTS 1ST DISK

NEW YORK, April 23.—This week Ziggy Talent cut his first records under his new contract with RCA Victor. The disks are backed by the Vaughn Monroe ork.

Watch Us Grow ...
SLICK SLAVIN
on
PICTURE RECORDS
Hollywood

On the Way
**RUDOLPH THE
RED-NOSED
REINDEER**

St. Nicholas Music Pub. Co.
Sole Selling Agent:
Keys Music, Inc.
146 W. 54th Street, New York

Free Professional Copies

Piano-B. M. I.—Songs of Appealing Beauty

- | | |
|---------------------|-----------------------------|
| 1. Daddy | 7. I Have Dawn In My Heart |
| 2. Now | 8. Angel of Love |
| 3. Believe | 9. Gone |
| 4. Somebody | 10. For Better or for Worse |
| 5. In a Crowded Bus | 11. Starlight |
| 6. When We Walk By | 12. Lovely To Love |

CLAUDIO LOPEZ

Montefiore Hospital Bronx, N. Y.

NEW RECORDS—NEW RELEASES

- Up to 3 of each title—all labels.
- HILLBILLY \$17.00 per 100
 - RACE, JAZZ, BOP 17.00 per 100
 - POPS 12.00 per 100
- F. O. B. New York City.

GREENWICH MUSIC CO.
75 Greenwich Ave. New York City

10 INCH RECORD PRESSINGS

Shellac or Vinylite
Fast Service—High Quality
Small or Large Quantity
Labels — Processing — Masters

SONGCRAFT, INC.

1650 Broadway New York 19, N. Y.

PRESSINGS

10" Shellac

- Quality Work
- Fast Service
- Rigid Inspection
- Guaranteed

CRAFT RECORD

845 Bergen St. Brooklyn 17, N. Y.
ULter 5-4850

Music—As Written

New York:

Mercury Records' veepee John Hammond is ill and has taken a one-month leave for a vacation down South. . . . Claude Thornhill's ork has been inked to play three weeks at the Edgewater Beach Hotel in Chicago beginning July 1. . . . Columbia Records' musical director Hugo Winterhalter leaves for the West Coast this week for three weeks of recording work there. . . . The Park Plaza Theater in the Bronx here begins a two-day name band vaude policy beginning May 23-24 with the Sam Donahue band.

Dave Dreyer bought publication rights to "I Kissed Her" from writers Jimmy Shirl and Erv Drake. The tune has been showing on a Dana platter. . . . Warbler Harry Prine is cutting for King's pop label. . . . Jack Ostfeld is in a Syracuse hospital seriously ill as the result of a heart attack Wednesday (20). . . . Deejay flack Joey Sasso is promoting Tower and Downbeat platters here. . . . Music Guild of America has donated five juke boxes to the Newark Police and Firemen's Athletic League for a series of four Saturday night dances to be emceed by top local Deejays. . . . Jazz Guild of America is throwing a music bash at the Cafe Montparnasse in the Village Monday (2) for the benefit of the Artists' Gallery.

American-Elite Records will issue its first long-playing disk May 1. The item will be "Gems From Viennese Operettas," featuring soprano Esther Rethy. The selections will also be released in an album of three standard 12-inch platters. . . . Seeco disk prexy, Sidney Siegel, is due back from Mexico. . . . Roy Kohn hitting the Southern disk jockey trails for Santly-Joy pubbery.

Fran Warren makes her nitery bow at the Latin Quarter in Philadelphia Tuesday (26). . . . Buddy Basch has added the Tex Beneke ork to his flack accounts. Beneke opens at the Meadowbrook Wednesday (3). . . . Vocalist Bill Darnel cut some sides for Hi-Tone diskery last week. Ray Bloch supplied the orking. . . . El Boy, Puerto Rican vocalist formerly with the Noro Morales ork, has been signed to a long-term recording pact by Gabriel Oller's Coda Records. El Boy just returned here from a visit to Puerto Rico. . . . RCA Victor's folk department is prepping its own version of "Riders in the Sky" by the Sons of the Pioneers, following the same label's high-riding pop version by Vaughn Monroe.

Skitch Henderson and ork just completed a two-reeler musical featurette with a story line for 20th Century-Fox. . . . Buddy Morris pubbery acquired "Race Track Polka" on the strength of a Seva platter causing some interest. . . . "Comme Ci, Comme Ca" (Leeds), "Blue Skirt Waltz" (Mills) and "Everywhere You Go" (Lombardo) made the MDS rack this week. . . . Variety Records, 39-cent label, is selling thru distributors, the only low-price line to do so.

Hugo Del Carril, top Argentine radio and film star, has been signed to record for Seeco disks. Seeco prexy Sidney Siegel returned from Mexico last week. Apollo sales manager Irving Katz left last week for a trip thru the South and Southwest. The purpose of the jaunt is to hypo sales and scout talent. . . . On a recent Rainbow record date, Eddie Shu, a former borsht belt ventriloquist, played alto sax, trumpet, clarinet and bop harmonica. Sides cut were "Flamingo" and "Casey Jones Goes to Bop City." . . . Claude Thornhill, playing the annual home show of The Charlotte Observer, April 13-16, at the Armory-Auditorium, Charlotte, drew 21,000 for the four nights, according to Manager F. Earl Crawford.

Chicago:

Charley Petzold, chief of Capitol distributing branch here, confined to Michael Reese Hospital for a week after April 20 auto accident in which he suffered a slight concussion. . . . The Mary Kaye Trio, formerly with Apollo, has been inked by Columbia. . . . Al Morgan, singing pianist, has been inked by Universal, with his first disk, "Jealous Heart," set for release soon. . . . Louis G. LaMair, prexy of the American Music Conference, Dr. Rudolf Ganz, music educator, Josephine Antoine, operatic diva, and a personage from the pop field will participate in the "Northwestern Reviewing Stand" on MBS May 8, discussing "What's happening to music in America?"

Miracle Records has split with the Sunrise label, with future Sunrise sides to be released on a new Sunrise label. Lee Egalnick will continue to head Sunrise distribution and Lou Simpkins will be a. and r. chief, but Leonard Evans, who turned Sunrise over to Miracle, will return as prexy of the label. Miracle has inked Connie Dean's ork to a pact at the suggestion of Spider Burke, St. Louis Negro d. j. . . . Mercury soon will release a \$25 jazz album, made up of six 12-inch records, together with 32 12 by 12-inch photos of top jazz stars. Material has been under preparation for the last three years by Norman Granz, JATP promoter. Album will get limited edition, with only 5,000 copies planned. Granz intends to independently produce a jazz film short before the fall. . . . Columbia has signed Chris Powell and the Five Blue Flames, race group.

McCormish Company, 258 Kenmore Boulevard, Akron, has opened a new record pressery, with Harvey Sparhawk as chief. . . . Swingmaster Disks are now being distributed by Rosen, Philadelphia; Bullet, Nashville; Interstate, Atlanta, and Allen Distributing, Richmond, Va. . . . Ray Gilbert, writer of such hits as "Zip-a-Dee-Doo-Dah" and "Cuanto Le Gusta," has inked a singer's pact with Columbia Records. . . . Lionel Hampton has set up a \$500 yearly scholarship for high school students, with Dr. Mary McLeod Bethune administering the presentation of the award. . . . Leonard Evans, of Sunrise Records, in town cutting a series of sides by Al Hibbler, with localite Willie Randall's band doing the backing.

MGM Records has inked veteran hillbilly thrush, Esmerelda. . . . Scotti Marsh will join Tommy Dorsey's ork as chirp. . . . MGM Records renewed thrush Helen Forrest for a couple of years more. . . . Billy Eckstine had a West Coast recording date with Buddy Baker wielding the baton last week. . . . Johnny Long's ork due into Frank Dailey's Meadowbrook in Cedar Grove, N. J., June 2 for two weeks. . . . Dante and His Musical Magic Trio playing an engagement at Bradley's Chez Moi here.

Hal Singer's Sextet will do a Southern tour with the King Cole Trio, running from May 28 thru June 19 and covering some 25 dates. . . . Hot (See Music as Written on opp. page)

Heidt Records Mark Big Sales

NEW YORK, April 23.—On the market less than two weeks, Horace Heidt records have already packed up an impressive sales mark. Spearheaded by the Dick Contino accordion album, over 50,000 disks have been sold on the initial release.

At present, Heidt platters are being pressed by an indie plant in New Jersey, but negotiations are under way for a major-label diskery to press in the Midwest and in Los Angeles. The diskery, which sells direct to stores, by-passing distributors, has picked up more than 500 accounts since its initial announcement three weeks ago, according to Frank Reeves, chief of New York office.

Chris Clifton, formerly with RCA Victor's red seal sales department, joins the new diskery this week as sales manager.

Musicians Observe 50 Years

HARTFORD, Conn., April 23.—The North Adams, Mass., Musicians' Union is observing its 50th anniversary. To celebrate the occasion, the union held a dinner and dance in North Adams last week, with 150 members and friends attending. William Van Steenburg, veteran member, was given a life membership during an after-dinner speaking program. The presentation was made by Gordon Benoit, president.

On the Stand

Gene Krupa

(Reviewed at Hollywood Palladium Sunday, April 17. Personal manager, Ira Mangel. Booked by Music Corporation of America.)

TRUMPETS: Roy Eldridge, Don Fagerquist, John Helli and Gordon Boswell.
TROMBONES: Frankie Ross, Frank Rehak, Walter Robertson and Herb Randel.
SAXES: Lenny Hambro, Buddy Wise, Karl Friend and Kenny Pinson.
RHYTHM: Joe Cohen, piano; Don Simpson, bass, and Ralph Blane, guitar.
VOCALISTS: Bill Black and Dolores Hawkins.
ARRANGER: George Williams.
LEADER AND DRUM: Gene Krupa.

There's more than drumnastics to the Gene Krupa band. Accent falls fully on danceability, with tempi ranging from slow to moderate. Those who come to look and listen get their ducat's worth in full-voiced ensemble effects that blend soft-pedaled brass with the sax choir. Vocals outnumber instrumental offerings, with the book boasting a healthy stock of current items spiced with occasional yesteryear Krupa faves.

While the sugar content is greater than one would expect, and the volume far below the rafter-ringing level, the band reflects the high quality of the George Williams arrangements, accentuated by clean-cut musicianship. Of particular note among the Krupa ranks is Roy Eldridge, whose high flying trumpet lends spark to occasional swing-paced and bebop items. Eldridge's talents are also displayed as pinch-hit hide bandler whenever the maestro abandons the sticks to front the crew and as riff-novelty vocalist.

Aggregation is strong in the vocal department, featuring the Anita O'Day styled voicing of Dolores Hawkins, a cute and winsome lass, and the mike-clinger ballading of Bill Black. A newcomer to the Krupa crew, the lad shows promise.

Krupa is still the Toscanini of the tubs and flocks them to the stand when he rips loose. His Drumboogie is still a fave, along with Boogie Blues and How High the Moon. Band flashes its bop voltage on Lemon Drop, which currently is hitting its disk sales stride. Bop items are used sparingly. Ork is designed to meet current tastes, combining flash and showmanship with floor-filling danceability.

Lee Zitto.

Disks Top Pix in Hyping Pull, Wakely Claims

HOLLYWOOD, April 23.—Power platters surpasses even pix in aiding an artist's drawing potential, according to Jimmy Wakely. The gebrush singer has facts and figures to prove that statement. During his screen career, Wakely has played second leads in 33 films and has enjoyed star billing in 23. Flickers have helped to up his personal-appearance grosses but the real allop has come from wax. Wakely's parantees for 1949 p. a.'s have doued since a year ago and he at-ributes this to the power of disks. ltho he had been featured in ickers for some time, he feels this in't affect his p.-a. appeal as much the past year's Capitol disks which joyed listings on the Music Popu-arity Charts. Among platters that ave him b.-o. push Wakely includes ne Has My Name, Mine All Mine, reaver Mine, Till the End of the World and the current top chart der, I Love You So Much It Hurts. Western warbler's explanation for his is that kids rather than adults nake up the greater portion of his reen following. While youngsters re loyal to him on film, it is their arents that plunk down dough at ne b. o. to attend his p. a.'s. Thru isks he has created a following mong the folk-minded adults, and is the record buyers that have the ough to attend an in-person per-ormance. By effecting a wedding etween platters and pix, Wakely intends to continue building his p.-a. potential.

He is currently under contract to Monogram for six flickers per year. In addition to his regular pact, he recently closed a deal with the same studio whereby he co-finances other films in which he serves both as fea-tured player and associate producer. Under terms of this side deal with Monogram, he and the studio have formed an independent producing company which may film as many as three flickers in its first year. Wakely in turn gets a 25 per cent slice of the indie's profits. First film to be produced under this arrange-ment is *Song of the Redwoods*. Wakely will kick-off his p.-a. tour with *Sleepy Hollow* (Pennsburg, Pa.) June 12, followed by three weeks barnstorming Eastern Seaboard, ar-ranged by Jolly Joyce, playing parks and auditoriums. Cast will include accompanying instrumentalists, the Saddle Pals, Whitey Ford, Ramona, Dick Thomas, Cackle Sisters, Shugg Fischer, with his manager, Ray Whitely, serving as emcee.

New 7" Kidisk Line, Bobolink, Hits Mart

NEW YORK, April 23.—A new seven-inch kidisk line, Bobolink, hit the market last week with a list of 12 disks retailing at 25 cents per. Platters are the product of the Lincoln Record Company, and will be sold thru distributors, as well as direct to chain stores.

The Lincoln diskery, headed by George Rosette, has been producing the eight-inch Teddy Bear line for a year, issuing two new disks per month, and selling at 35 cents. Both lines are now being issued with four-color illustrated labels.

Lincoln operates its own pressing plants in Northampton, Mass.; Water-bury, Conn., and Long Island. Press-ings are all unbreakable plastic.

Glaser Plans Houston Office

NEW YORK April 23.—Joe Glaser, Associated Booking Corporation (ABC) chief decided to open a branch office in Houston. The move was contemplated a long time by Glaser. He expects to have the office operat-ing in about a month. The per-sonnel is not yet set.

Bobby Soxers Go Wild for Eckstine At NY Para Date

NEW YORK, April 23.—The bobby sox brigade raised a storm for singer Billy Eckstine at the Paramount Theater this week, reminding trade-sters of Frank Sinatra's historic debut at the same theater about half dozen years ago. The kids howled, squeeled, screamed and crawled all over the stage while Eckstine warbled in front of Duke Ellington's ork. These shenanigans went on thru the early morning and afternoon shows on the opening and second day Wednesday (20) and Thursday (21).

Eckstine's boom reception at the theater is attributed to his hit MGM waxings of such items as *Caravan*, *Fools Rush In*, *Bewildered*, etc. He earned his initial recognition as a vocalist with Earl Hines's ork some 10 years ago. From Hines he moved on to form his own ork about five years ago. With this ork he sliced his initial hit waxing on National Records with his version of *Prisoner of Love*, the same song which elevated Perry Como into the bobby sox idol class. He disbanded two years ago to try a single and immediately hit among the jazz clique.

Eckstine's singing career has been guided by Milton Ebbins.

COLUMBIA SKEDS

(Continued from page 16)

original number put out by Philco last year. The Philco set listed at \$29.95.

According to a Columbia official, no list price is being set for the sets, with the company only recommend-ing that dealers offer "the best possi-ble price to the consumer." Admit-tedly, Columbia takes a shellacking on each set sold, but expects to make this up in LP disk sales. In most territories, distributors are ex-pected to set up standard tie-in deals to be offered by all dealers in each bailiwick. In the New York City area, it is reported that dealers will be asked to take a small loss on each player, with this amount to be made up in the semi-annual disk return allowance. If dealers accept this plan, the players will probably be sold at a price well below the \$9 figure.

Music—As Written

(Continued from opposite page)

Linos Page and his crew are playing a one-whecker in the Tetty Lounge in Boston beginning April 25. . . Henry Busse added a vocal group, The Lamplighters, to his crew.

Philadelphia:

Jackie Lee, 88-er at Big Bill's, waxed "Thanks for the Boogie Ride" for the local Sapphire label. . . Ormonde Wilson and the Basin Street Boys, contrary to earlier reports, have not disbanded. . . The erroneous report re-sulted when Wilson made a change in the unit personnel in preparation for another record session at Mercury. . . Supervisor Music Company here has taken William Leader's "Our Own Home Town."

George Britton, folk singer locating here after three years on the West Coast, goes under the personal management wing of Joel Charles, local maestro and entertainment agency head. . . Nick D'Amico, coming up from Miami Beach, takes over the Hotel Warwick bandstand. . . Louis Prima is skedded to blow the first post call when Garden State Race Track at near-by Camden, N. J., reopens May 3. . . Clarence Fuhrman, KYW house maestro, is cutting out all the fiddles and strings to give the station a straight jazz orchestra. The maestro is also back for another summer sea-son for the Saturday night dancing at Willow Grove Park's Casino Ballroom.

Hollywood:

Robert Clary, the Parisian rhythm singer, is expected to join Capitol Records's talent fold. Diskery refuses to confirm or deny, starting only "he hasn't been signed." Other sources claim the singer has been set for Cap but announcement will come after the youthful stylist arrives in this country. Clary cut two sides in Paris to be released in the U. S. by Capitol, it is also reported, with Cap again shrugging off the claim. . . Ted Mossman received an AFM franchise for his Fanfare label and has released the novelty ditty, "Who Has To?" which he and disk jockey Steve Allen jointly cleffed. If platter clicks, Mossman intends to stay in the disk biz.

Columbia Seeks a Formula For Royalties on LP Disks

NEW YORK, April 23.—Columbia Records execs are attempting to work out a publisher royalty formula which can be applied for payment on sales of the firm's long-playing disk product. It is understood that the diskery is going to ask pubbers to accept a 1 3/4-cent royalty for each selection used on the 10-inch pop LP disk which retails for \$2.85 and which generally contains eight selec-tions, or four standard two-faced disks. The diskery will propose to pay the statutory 2-cent rate for all selections used on the \$2.85 and

\$4.85 LP disks.

When LP was introduced nine months ago, Columbia attempted to negotiate a special experimental royalty rate of a cent a selection. But rather than setting the precedent of voluntarily going under the statu-tory 2-cent rate, the pubbers agreed to allow Columbia to make use of their material royalty-free thru the growing pains period of LP. Now that LP apparently has won a foot-hold, both Columbia and the pubbers are anxious to work out payment of royalties on the LP lines.

Aussies' Music Biz OK; Demand Exceeds Supply

NEW YORK, April 23.—Music business is going at an even pace in Australia, with respect to pub-lishing and recording phases of the business, according to Jack Davis, of D. Davis & Company, Ltd., music publishers. Davis, here on a business trip says top sheet music hits sell between 60,000 and 100,000 anually, with top disks selling about 20,000. The demand for disks (Electrical Music Industries' Columbia, Decca and His Master's Voice) far exceeds the supply, Davis points out, owing to the fact that plants there have not been able to operate at peak capacity.

Seventy-five per cent of Australian hits are American, says Davis, and best selling artists on wax are Ameri-can names such as Bing Crosby, Perry Como, the Andrews Sisters, etc. Australian talent generally goes to England, where there's more scope for commercial development.

Australian song writers, accord-ing to Davis, are getting their music royalties from the American Society of Composers, Authors and Publishers (ASCAP), owing to a reciprocal deal between ASCAP and the Australian Performing Right Society. This pact was negotiated quite a while ago but recently became operative. From the writers' point of view, it means that the tunesters get their take without having to work thru Aussie pub-lishers.

ANOTHER TOWER FIRST
"FIVE FOOT TWO"
ANOTHER TOWER HIT
"FIVE FOOT TWO"
BY
BENNY STRONG
TOWER RECORD 1456
540 N. Michigan Ave., Chicago
519 W. Washington Blvd., Los Angeles

IN STOCK
All the Hits and Most of the Standards
MELODY OF LOVE—WAYNE KING . . . 54¢
BEGIN THE BEGUINE—ARTIE SHAW 54¢
BEGIN THE BEGUINE—TONY MARTIN 54¢
ETC.
JUST ARRIVED!!
MERRY-CO-ROUND WALTZ—
ART MOONEY . . . 44¢
For All Your Record Needs at 5¢ Over Wholesale.

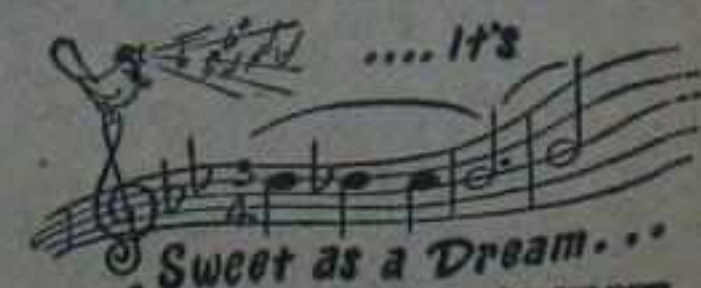
LESLIE DISTRIBUTORS CORP.
(RECORD WHOLESALERS)
419 W. 48th St. • New York 19, N. Y.
Floro 7-1977 • 8-9
Cable Address: EXFORECORD

THE ALL TIME STANDARD OF
STANDARDS BY THE
HARMONICATS
"PEG O' MY HEART"
U-1

86 NORTH WACKER CHICAGO
If no UNIVERSAL Distributor in Your Territory —ORDER DIRECT. Note: Some terri-tories still open for Distributors.

GET A LOAD OF
BEN LIGHT'S
Piano - - Playing
"CHANGES"
(TR #680)
TEMPO
RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

Reliability — Quality
RECORD PRESSING
10" or 12"
RESEARCH CRAFT CO.
4912-14 SANTA MONICA BLVD.
LOS ANGELES 27 CALIF.


Sweet as a Dream
© 1949

MCA & WM BATTLE FOR ACTS

VaudeBookers Going All Out For Video Biz

Stein Moving to New York

(Continued from page 3)

into pictures, we'll go into bands." What happened from there is history.

Move Tied to Tele

Insiders say Stein's move is concerned primarily with the potential TV picture. There are people to be signed, deals made that Stein can manage and supervise as a super-salesman. The same objectives which led him to shift his headquarters to Hollywood more than 10 years ago, to make MCA a major factor in the picture field, are now being followed in the TV field.

There is a concomitant reason for the shift. MCA has a new building at Madison Avenue and 57th Street bought a year or so ago. So far it has been unable to get possession because of outstanding leases. Some of these are expiring and MCA is planning to move from its present Squibb Building premises to its own offices.

Accompanying this emphasis on the TV picture, MCA is sending new contracts to all its acts asking for TV authorizations where such are not in existence. Contracts are even being submitted to performers who have no TV act and little likelihood of developing one. But the objective is to tie up many properties, whether or not they're immediately salable.

The Morris office is also making a pitch for TV control of performers. It is asking many agents to send it their lists from which it can pick what it considers desirable. Many indies are benefiting from such a demand, because they have some acts the major offices can use in present or prospective TV shows.

The irony of the situation is the fact that many acts the indies have under contract were formerly handled by the big offices, from whom they got releases. Now the offices are romancing the same acts in an effort to get them back.

WM on Inside Track

The Morris office has the inside track so far as shows on TV are concerned. MCA is also pitching to get its shows on the air. Right now, however, its immediate purpose is to sign up everything in sight.

While nobody in MCA would discuss future plans and disclaimed knowledge of Stein's and Wasserman's moves to the New York office, intimates say that the big guns will go after the big properties and big deals with networks and sponsors, while the lower echelon will keep pounding on the signing and re-signing of performers.

Court Slaps Judgment On Proser for 3 1/2 G Note

NEW YORK, April 23.—A judgment on a \$3,500 promissory note against Monte Proser, op of the Copacabana, was entered in the New York County Clerk's office last week.

The judgment was obtained by Dr. Melvin Liebel, Van Nuys, Calif., in connection with a suit for the \$3,500 on a note signed by Proser for the Monte Proser Picture Corporation, February 13, 1948. Proser has paid \$500 on the note and the total amount sued for includes court and counsel fees.

The case was heard by Justice Louis A. Valenti, who granted Liebel's motion.

Le Directoire Has Gone Pixie

NEW YORK, April 23.—The currently shuttered Le Directoire is now a day-to-day picture studio, with various indies paying \$200 a day for its use.

The spot, owned by Barney Josephson, who ran it as Cafe Society Uptown, has been rumored sold to other cafe ops time and again. But outside of column items, Josephson said there is no deal pending with any prospective cafe op.

Recently the room has been rented on a per-day basis by various small flicker outfits, some making location shots and others using it for TV shorts. Having a stage, fully equipped office and big kitchen in addition to the main room itself, site is well suited for various shots.

The Daily News TV outlet had been considering buying the room as a studio for its WPLX. Engineers, however, recommended against it because of various technical difficulties.

Josephson's objection to selling to other than cafe ops is based on his desire to sell it complete with furniture and fixtures. But with \$200 a day coming in, he's in no hurry to sell.

3 GAC Pkgs. To Bow in June

NEW YORK, April 23.—Three packages booked by General Artists Corporation of America (GAC) will start their theater dates in June, with Dennis Day as the new attraction in his first personals since he became a name.

Day's package will consist of four acts besides himself, two of which, the Clark Brothers and the Acromaniacs, have already been bought. The Day package will open at the RKO Boston, June 30, will do a week (July 7) at the Capitol, Washington; the Philly Earle will get it July 17; Palace, Cleveland, July 27, and the Chicago Theater, Chicago, August 5.

The Peggy Lee show will start with two weeks at the Studio Room, Galveston, Tex.; two weeks at the Chicago Theater, June 24; two or more weeks at the New York Paramount, and a week at the Palace, Cleveland, August 11. On the latter date, the gal will share billing with Louis Jordan. All her dates will include the Dave Barbour group.

Jo Stafford has only the Chicago date set for either July 8 or 15. Other dates are still in the dickering stage.

H'wood Forum Adding Acts In Try for Juve Patrons

HOLLYWOOD, April 23.—Forum Theater, recently acquired Sherrill Corwin neighborhood pic house, will soon add flesh to its film fare in an effort to increase juve attendance. Plan is to book pop disk talent in all-out bid for younger coin. Corwin for many years played vaude acts at his Orpheum Theater, more recently at the Lincoln and is currently continuing the stage show policy of his Million-Dollar, all downtown houses. According to Bill Mellwain, Corwin's house booker, kids had been alienated from the Forum by Warner Bros., former owner-operators of the nabe house, who refused to admit teenagers unless accompanied by adults. Corwin bought the Forum from the WB chain last February.

The 1,750-seat house is circled by

EMA and VBA In Philly Are Near Merger

PHILADELPHIA, April 23.—Negotiations have begun for the two local organizations of bookers, the Entertainment Managers' Association (EMA) and Variety Bookers' Association (VBA) to become one.

Since the beginning of the year, the directors of EMA and VBA have been meeting jointly, altho each membership has been meeting independently and each org retains its own officers and its own identity. EMA, representing the club date bookers, has a membership of 30. The VBA membership, about 23, is primarily in the night club field.

There had been talk about the two associations fusing and the merger was hastened this week when both associations tangled with Dick Jones, local representative of the American Guild of Variety Artists (AGVA), over the matter of franchises. The percenters finally gave in and turned to Jones for their franchises after a strike threat became real.

With the EMA and VBA becoming one, it will mean a united booking front in dealing on all issues affecting the welfare of the booking industry. A united org will also hasten the formation of a Statewide body of bookers, long the aim of both local associations—particularly since State law now governs the conduct of the booking business in Pennsylvania.

Newburgh Ritz Back to Flesh

NEW YORK, April 23.—The Ritz Theater, Newburgh, N. Y., will go back to a stagemore policy on a one or two-day basis, starting June 2. Shows will be booked by Abe Feinberg.

The Ritz, formerly a Paramount-owned house, used to be the break-in spot for all Paramount, New York, shows. When the divorce decree became operative, Paramount sold its interest in the Ritz and transferred its shows to the Tower Theater, Philadelphia.

The Ritz show budget will probably be small; its 1,100 seats account for it. However, Feinberg will try to get name bands and attractions and as added lure will offer them a couple of days at the Sherman Theater, Stroudsburg, Pa. A pitch will also be made to get new television shows to use the house for break ins.

Who? Me?

HARTFORD, Conn., April 23.—In Hartford for a split-weeker at the State Theater, Jerry Colonna was approached by a man with a mustache two inches longer than his own.

"Aren't you Groucho Marx?" asked the man. "No," replied Colonna. "Are you?"

Illinois Attorneys Appeals 2% Tax Divvy to Club

CHICAGO, March 23.—Illinois Attorney General Ivan A. Elliott last week filed an appeal in Illinois Supreme Court to regain \$239,880.10 refunded last December to 18 niter ops here, following a three-year court battle by the bistro execs. Attorney Tom Rosenberg and Ted Raynor originally won the refund on the claim that the cafes specialized in entertainment and therefore were exempt from the State sales tax of 2 per cent (The Billboard, January 15). The refund was made retroactive to October, 1945. Top refund went to the Hotel Sherman, which received \$91,912. Other repayments ranged from \$513 to Ray Hayes, former op of the Casino, to \$63,608 to the Ivanhoe restaurant.

Elliott's appeal sets forth that the trial court order, allowing the refunds, was entered on "mere naked affidavits," in some cases by niter ops or their employees. No witnesses were called. "No accounting was taken," Elliott's brief states. "In short, the proceedings by which the amounts of the plaintiffs' refund were computed were of a character wholly unknown to the practice of chancery law."

If the Supreme Court decision reverses that of the lower court, it will not only hurt the clubs financially but will force club ops again to pay the 2 per cent sales tax.

Packard Motors Buys Talent for Jubilee

DETROIT, April 23.—Packard Motor Company will celebrate its 50th anniversary with a four-day show at the Masonic Temple here starting May 1. The event follows by three years the golden jubilee of the industry itself.

The Packard celebration is being tailored around a series of pageants designed chiefly for employees of the firm. On May 2, however, a top-flight vaude show will be presented, headlining Francis Langford and the Borrah Minevitch Harmonica Rasicals. Supporting acts will be the Chordettes, all-girl barbershop quartet; Arden and Broderick; Parker Brothers; Dorothy Dorben Adorables; Malone Sisters; Jack Herbert, emcee; the Antlers, barbershop quartet, and Ray Gorrell and his 15-piece band.

On the other three nights, programs will feature pageants, with Del Delbridge and his ork as musical background. The entire package has been booked by the Delbridge & Gorrell office.

the house played Pantages vaude, but this will mark the first time in recent years that a neighborhood theater in Los Angeles has employed professional talent on a regular stagemore policy.

Talent Pool Dry On West Coast; Hurts Million \$

HOLLYWOOD, April 23.—Million dollar, Sherrill Corwin's flesh-pic use, is finding it progressively harder to get name talent for weekly gageshows. House Manager-Booker Bill McIlwain blames this on the thinning ranks of Coast theaters following a stage policy and the decrease in niteries and ballrooms. The day when a name act or band could play a vast circuit of theaters is gone. Recent times have seen San Francisco's Golden Gate abandon its regular flesh policy, lighting its stage only on rare occasions (Betty Hutton December, Red Skelton last month). Palomar, Seattle house, went to an all-film policy a year ago, eliminating a strong link in the Coast gageshow theater loop. Vancouver's flesh circuit, having never missed a week of vaude fare, has darkened its stage, along with Portland's Capitol theater. Fewer niteries and a decrease in the number of one-nighter promotions has made the Coast less attractive to bands and acts. The house can only pick up attractions here for a pic shot or to play nearby location. It has been unable to fill the period from May 17 to June 8, but then hits the jackpot with Bone Walker (June 28), Ella Fitzgerald (July 5), King Cole Trio (12), Sugar Chile Robinson (19), Woody Herman (26) and Lionel Hampton (August 2). McIlwain said it is not uncommon for him to have to dig up other work for acts before he can lure them to the Coast.

Freddy Martin Ork Pulls 23G in Omaha

OMAHA, April 23.—Freddy Martin's ork and Janis Paige grossed \$23,000 for the week ended Wednesday (20) at the Orpheum. Also on the bill were Gary Marton, Merve Griffin and the Martin Men. Pic: My Own True Love.

Vaudeville Review

Paramount, New York (Wednesday, April 20)

Capacity, 3,654. Prices, 55 cents to \$1.50. Number of shows, six daily. House booker, Harry Levine. Show played by Duke Ellington's band.

This show is made to order for the spit-ball brigade out of school for Easter week. The flicker, *The Undercover Man*, a cop's and robber's thing, plus Duke Ellington and Billy Eckstine onstage, made it a highly palatable package, a condition the kids reacted to with squeals and yells.

The biggest getter of the teen-age screeches was Billy Eckstine. The slim, dapper lad came on to howls of glee, got still bigger ones for every number and wound up with the kids, girls particularly, shrieking madly. Eckstine sells a song well. He has marvelous voice control, sensitive phrasing and some excellent arrangements. His only drawback is a routine which seemed to lack sufficient pace. Most of his numbers were either ballads or delivered like ballads; only the music changed. One was a beguine beat to *What's My Name?* and another, *Caravan*, had some interesting musical backing to dress it up.

Duke Ellington's band has two major spots, both of which won tremendous hands. His *Creole Love Call* started with the offstage voice of Kay Davis singing a wordless blues moan, with the band playing softly to give it a thrilling build-up. The gal came on, an attractive, well-stacked canary, took a lazy pose stageside and repeated the song. The effect was so startling it kept an unruly audience spellbound. When the band and the gal finished, the applause was thunderous.

Howell and Bowser's standard act drew yock upon yock. The boys' cross chat, replete with the usual corn, found an ideal sounding board out front. Every gag got yocks, and their singing bit, excellently done, got warm response.

The opening act, Peck and Peck, did a solid hoofing job. The boys' slow motion and acros, always on beat, made them a fine opening act. Their fast taps and leaping splits were startling considering the size of the Paramount stage.

The Ellington (16) band number that hit second place was *Dancers in Love*, a delightful little thing that had the Duke carrying the ball. His piano work was listenable, and the cute gimmick pulled in, a finger-snapping bit with the front rows gleefully joining, made it a good stage offering. Bill Smith.

Smorgasbord To Delta Boys

NEW YORK, April 23.—The first foreign sale of the new Eddie Elkort office, now a branch of Lew and Leslie Grade, Ltd., of London, was that of the Delta Rhythm Boys for Scandinavia. The group will do four weeks in Oslo and four in Stockholm and will then work thru the Continent.

Elkort has rented offices in the Fisk Building and Lew Leslie is due here Monday (25) to iron out final details of the new org. Besides Elkort, who is now the American rep of the British agency, I. Robert Broder, attorney, will also be associated in some capacity. Broder will draw up the legal papers and will serve as counsel to the new combine on a retainer basis.

— Now on VICTOR Records —
4 TUNES

Currently at LAST FRONTIER HOTEL, Las Vegas, Nev.

Write
Phone
WAlnut 3-4677
WAlnut 3-9451

JOLLY JOYCE
Earle Theater Bldg.
Philadelphia 7, Pa.

New York:

Easter Week Socks 515G; MH 170, Roxy 115, Cap 68

NEW YORK, April 23. — Stem vaude houses had a big holiday week, grossing \$515,000 as compared with a 361G gross the week before. The upsurge was due primarily to terrific grosses chalked up by Radio City Music Hall and the Roxy.

Radio City Music Hall (6,200 seats; average \$115,000) racked up a sizzling \$170,000, something of a record, for its second week with *Glory of Easter*, Harrison and Fisher, Paul Haakon and *A Connecticut Yankee*. The first week's take was a solid 147G.

Roxy (6,000 seats; average \$89,000) nearly doubled its average with a superlative \$162,000 for the first seven days, with Vivian Blaine, McCarthy and Farrell, Leo De Lyon, Joan Hyldoft, the Rookies and the ice show. Pic: *Mr. Belvedere Goes to College*.

Capitol (4,627 seats; average \$66,000) had another strong week, gross-

ing \$68,000 as against an almost equally strong \$67,000 gross the previous stanza. The bill consists of Art Mooney and his ork, Rose Murphy, James Barton, Stan Kavanagh and *City Across the River*.

Strand (2,700 seats; average \$45,000) grossed a good \$60,000 for the first week of its new show, with Lionel Hampton and his ork, Mantan Moreland, Kitty Murray and *My Dream Is Yours*.

Paramount (3,654 seats; average \$76,000) collected a poor \$55,000 for its second and last week, with Jack Carter, Jerry Colonna, Margaret Phelan, Bunny Briggs, Charlie Barnett's ork and *Bride of Vengeance*. The first seven days were only fair, the gross being 65G. The new bill (reviewed this issue), has Duke Ellington and his ork, Billy Eckstine, Howell and Bowser, Peck and Peck and *The Undercover Man*.

Paris Night Life Slipping, But Yank Acts Still Draw

PARIS, April 23.—The big demand here is still for American acts, which share top billing with the local draws. However, night life has slipped from its peak of a year ago.

Hungarian gypsy music was the big thing until a couple of months ago when the female impersonators took over. The latter, however, became so raw that the police stepped in with new edicts forbidding "beautiful men being costumed like beautiful women."

The current craze is for something called "existentialist music and dance." The music is mostly a copy of American Dixieland and the dancing is plain jitterbug. The gimmick is currently thriving in Montmartre spots with Liberty's, a celler niterie, getting the biggest play. The spot, besides using the existentialist dido, also operates with a touch of the Old Club 18, New York. Customers frequently straight for whatever comics work the spot, with patrons getting occasional slaps in the face as part of the show.

The biggest buyer of American talent is still the Lido, a 1,200-seater. The club has three bands, swing, gypsy and Latin (40 in all) and has two shows nightly, 11 and 2 a.m. The current show has Chaz Chase, the Debonnaires, Ben Yost group, Gil-

lette and Richards and other acts and lines totaling about 40 people.

The Bal Tabarin, the next in size, an 850-seater, has played its present show for the past two years and is now in the final stages of rehearsing a new one.

Josephine Baker is still going strong, tho this time it's in a new spot. She is now the attraction, hostess and new partner at the Club Des Champs Elysees. Jean Pierre Guerin, producer and director of the Lido, has taken over at Les Ambassadeurs, where his new spring show is in production.

Monseigneurs, Grandseigneurs, Drap D'Or and Scheherazade are still moving along with gypsy music and champagne. All four spots are comparatively small, 100-seaters, but each uses anywhere from 20 to 40 fiddles and local talent to play to the candle-lit rooms. The big draw at the Corsaire, a chi-chi spot, is Rex Stewart's (ex-Duke Ellington) trumpet.

Fred Addison, the French version of Spike Jones, is still pulling them in at the Taverne. The Soeurs Etienes, considered the best French sister act in town, are doing okay at the pint-sized night club. Helen Robert at the Paris-Paris is doing nicely with her French surrey song.

DON PABLO

And His Orchestra

Exclusive Management
Music Corporation of America
DECCA & RONDO RECORDS

MIKE WALKER'S Three Brown Notes

sensational organ combo

currently OASIS CLUB

Muncie, Indiana

Exclusive Management
BILLBOARD ATTRACTIONS, Inc.

203 NO. WABASH AVE. CHICAGO, ILLINOIS

STROBLITE

LUMINOUS COLORS GLOW IN DARK

SPECTACULAR! BEAUTIFUL! MYSTIFYING! DRAMATIC!

Countless intriguing effects can be attained with U. V. Blacklight. For stage, night clubs, theatre decorations, advertising displays, etc.

STROBLITE CO.
Dept. B, 35 W. 52d St., New York 19

PARK AVENUE JESTERS

AMERICA'S FOREMOST COMEDY UNIT

Currently
RENDEZVOUS
Philadelphia

Available May 23 for a limited time only.

WIRE OR PHONE IMMEDIATELY

Personal Direction
ALLAN RUPERT AGENCY 262 S. 11th St. Philadelphia, Pa.



NORMANDIE BUOYS TRIO

HELD OVER AGAIN

THUNDERBIRD HOTEL

Las Vegas, Nevada

Thanks to HAL BRAUDIS & JACK KURTZE

MANAGEMENT

JACK KURTZE AGENCY

214 North Canon Drive Beverly Hills, Calif.

Swiss Chalet, Bismarck Hotel, Chicago

(Thursday, April 24)

Capacity, 175. Price policy, cover charge, after 8:30 p.m., 85 cents. Saturdays \$1.05 minimum, \$1 weekdays; \$1.50 Saturday. Shows at 7:45, 10 and 11:30. Exclusive talent buyer, producer and publicity, Lucille Ballantine. Estimated talent budget last show, \$1,350. Estimated budget this show, \$1,600.

With the booking of Gypsy Markoff, this intimate hostelry room gets its first show that blends well with the beautiful decor of the room. Gal accordionist-vocalist has a Continental style that makes for real entertainment here. Despite a bad finger on her left hand, a result of an air accident she was in, Miss Markoff still plays top accordion, with her up-tempo accordion version of Les Paul's Lover a swell closer. While she got solid response on all numbers, it was a novelty, Always True to You in My Fashion, that won her the biggest mitt.

Holdover Joe Isbell surprised by unveiling several original ditties which show great promise. The yodeller-singer has one number, Yodel Polka, which fits perfectly into the current polka disk rage. Got good response on three numbers.

Johnny Brewer's Quintet did a swell job with some tough show music backing for Miss Markoff.

Johnny Sippel.

NIGHT CLUB REVIEWS

Boulevard Room, Stevens Hotel, Chicago

(Wednesday, April 23)

Capacity, 770. Price policy, \$1-\$1.50 minimum. Shows at 8 and 11:30, with Sunday shows at 4 and 8. Exclusive booker, Merril Abbott. Producer, Dorothea Littlefield. Publicity, Audrey Lindgren. Estimated budget this show, \$5,800.

Dorothea Littlefield has taken the familiar circus production theme and expanded it to a point where this fifth edition of the ice show tops all its predecessors. Costuming, authentic music and good basic skating combine to make this the best show seen in the hostelry in the past three years.

From the start when Frankie Masters' ork, in circus uniforms, parades across the rink to the bandstand, to its glittering finale, the pace never slackens. While nitery productions on a circus theme normally cover such bits as a pony drill and a wild animal act, this one gains added luster from routines built around the candy hawkers, the tattooed lady and a complete Side Show for the finale.

As has been the case with past shows, individual acts are lost in the brilliant all-around production job. Jack Raffloer and Jerry Mapes do a good job with a unison skating assignment. Charles and Lucille got solid palming for their blade version of a high-wire act. Betty Atkinson and Chuck Hain do an adagio type act on skates, but act is brightened plenty by gal's tumbling ability on ice, an unusual factor for a skate show.

The Brinckman Sisters, cute duo, worked in a French poodle bit that could be improved if more situation comedy were worked in. Gals are cuties and good skaters and deserve a better break. Tho ice shows have been in steady for over a year, the revue still hasn't had a small boy-skater who could really do a job on this 17 by 50-foot rink. The tall lads are good looking, but a smaller skater could excite more applause with the extra maneuverability.

The comedy assignment is well handled by the Wonder Wheelers, a perfect act for a blade show in that the trio, two gals and a male, work bicycles, equipped with special spiked tires and a runner instead of a front wheel over the ice. Big, elongated male got some yocks for his handling of a variety of bikes, ranging from a six-foot unicycle to a six-inch bicycle.

Johnny Sippel.

Copacabana, New York

(Thursday, April 25)

Capacity, 618. Price policy, \$1-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Operator, Monte Proser. Booking, non-exclusive. Publicity, George Evans. Estimated budget this show, \$2,000. Estimated budget last show, \$7,500.

The return of Dean Martin and Jerry Lewis brought out a mob reminiscent of the ones which packed the joint during the war boom. It was a big opening and, judging from advance reservations, the club should make a couple of bucks on the new show.

Martin and Lewis are big-time now. They even have their own leader (Dick Stabile) and drummer, both getting into the act now and then. Martin and Lewis haven't lost their ad lib quality since last caught. Some of their material is old, but they have added a liberal sprinkling of new stuff to keep interest high. To say they made 'em laugh is understatement. They made 'em howl. Lewis's mugging, plus his new stylized crew cut, got immediate giggles; his crazy chatter made the giggles explode into full-sized yocks. Martin, looking handsomer than ever, a typical leading man, is now one of the best straight men in the biz. His singing, however, hasn't held up. He now goes in for too many voice tricks.

Lewis Picks Up

But Lewis is a sharply improved comic. His timing was marvelous; his bits bordering on the manical got hysterical returns. As a team the boys sold their stuff with a remarkable confidence. There is little doubt that they can draw repeat business. Their unpredicted madness and freshness is amazing and funny no matter how many times caught. Now that they have their own airshow and have a picture coming up, their lure is just that much more potent.

The Vagabonds (4) started slowly with their hot music and voice and gradually warmed up, sneaking in comedy after their second number. The boys had trouble getting them, but once they had them they didn't know when to stop. They did about 30 minutes, of which probably half was superfluous. The Vagabonds are an outstanding act. They play real music and do good comedy, tho their blue stuff borders on indigo. Yet their long stay, coupled with the Martin and Lewis time, ran the middle show right into the third show.

Ramona Lang Okay

Ramona Lang, girl dancer, working in two spots with the productions, did a thorough satisfying job. She injected a breeziness into her work, was properly vivacious and walked off to good hands.

The productions, Doug Coudy creations with Billy Livingstone costumes, had good eye appeal. Sharply U-cut necks to the waist in the first number got their intended results, and the finale, a Latin thing, was equally good sight stuff. The Gordon Jenkins tunes with Tom Adair lyrics, Window Shopping in New York, Tomorrow and Paspects of the Argentine, were all highly listenable. Jack Cassidy and Penny Carroll, production singers, were competent in their roles.

Bill Smith.

Costello Giveaway Shows Set as Hypo of Philly Fawn

PHILADELPHIA, April 23.—In a move to hypo nitery attendance with giveaways, the Fawn Club, key nabe spot, has brought in Jimmy Costello from Chicago. Jimmy will do a nightly Fun at the Fawn audience participation show and a special show along similar lines for the radio audience three times a week. For the past three years, Costello has been handling a Let's Have Fun show for the Goldblatt Bros. department store in Chicago over WGN. He opened April 8 at the Fawn Club, and will do a Fun at the Fawn radio show Mondays, Tuesdays and Thursdays

Billy Gray's Band Box, Hollywood

(Monday, April 22)

Capacity, 225. Price policy, \$2-\$3.50 minimum. Shows at 8:30 and 11:30. Operator, Billy Gray and Max Gold. Booking, non-exclusive. Publicity, Carl Post. Estimated budget this show, \$2,500. Estimated budget last show, \$3,300.

Two promising new comics, Mickey Ross and Bernie West, new to Com customers, have excellent possibilities. They are young, versatile and energetic, combining all three into basically clever act.

Leaning heavily on satire, they go into cafe shows, poking fun at chorines, corny nitery emcees and generally milking standard acts for laughs. Their satire on radio good, altho some gags are familiar. Boys are well teamed, but before act can hit the top, careful editing.

(See Billy Gray's Band Box, page 3)

Philly Rendezvous Tabbe "Show Bar"; Policy Same

PHILADELPHIA, April 23.—Seldom to be confused as a night club cabaret—what with after-dark tone carrying around slimmer pocketbook and a discriminating eye for entertainment bargains—Lee Guber, operator of the Rendezvous, midtown lounge in the Hotel Senator, has added the tag "Show Bar" to the club's name. The show policy of the room remains the same, with emphasis on the recording name.

Ray Eberle is in this week, remaining until May 2, when the Park Avenue Jesters take over for three weeks to be followed by Ronnie Graham May 23 for four weeks. Partial to the recording singles, the Rendezvous recent weeks has had John Laurens, Patti Page, Derry Falligant and Jack Leonard.

over WPEN from 10:30 to 11 p.m. Participants from the audience compete for merchandise prizes.

Costello will stay at the Fawn until the summer season when he'll go to Atlantic City's Million Dollar Pie for a daily morning Everybody Welcome show from the pier's Hippodrome.

IN PHILADELPHIA, PA. CLINTON HOTEL 10th BELOW SPRUCE 300 OUTSIDE ROOMS from \$2 DAILY SPECIAL WEEKLY RATES HOUSEKEEPING FACILITIES Beautiful Air Conditioned Cocktail Lounge WALKING DISTANCE OF ALL THEATRES



SELAN'S World's Largest Creators of HAIR STYLED PIECES Write for FREE CATALOG Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces. SELAN'S HAIR GOODS CO. 22 N. State St. Dept. T Chicago 2, Illinois

Always - THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms with bath and radio "Foremost on the Coast" ALEXANDRIA HOTEL Fifth of Spring - Los Angeles FRANK WALKER, General Manager Formerly at Olmsted, Cleveland, O.

ACTS WANTED - ALL TYPES - For Theatres, Night Clubs, Fairs. Send photos, price. CONSOLIDATED ARTIST BOOKING AGENCY 406 Texas Theatre Bldg., San Antonio, Texas

ACTS WANTED Break your jump East or West. Can offer many night club, theater, convention and banquet bookings now. Write, wire, come in! RAY S. KNEELAND AMUSEMENT BOOKING SERVICE 75 1/2 West Chippewa St., Buffalo 2, N. Y. A.G.V.A. Franchised

NOW! the new ENCEE magazine Contains original material, Monologues, Parodies, Band Novelties, Skits, Dialogues, Songs, Puffery, Gags, Jokes, Subscriptions, \$1.50. A #1 \$1.50 for 4 subscribed back issues. ENCEE, Desk 11, 1228 So. Homan Ave., Chicago 23, Ill.

Follow-Up Review

CAFE SOCIETY, NEW YORK: The addition of George Shearing, jazz pianist, is calculated to draw progressive jazz and bop fanciers to this spot, and judging from the plugging disk jocks are giving the guy, Shearing may develop into the draw the club is looking for.

Altho Shearing is a top keyboard artist, he loses some of his value thru improper showcasing and an unbalanced quartet working behind him. The four, Denzil Best, drums; John Levy, bass; Chuck Wayne, guitar, and Anne Marjorie Hyams, vibes, do stand-out solo jobs, but over-amplified guitar and vibes frequently drown out Shearing's exciting piano work. Shearing works out front in a full spot, making his sightless eye rolling uncomfortable to watch. If he wore dark glasses he would concentrate attention on his piano rather than his appearance.

The Golden Gate Quartet, still one of the best singing male groups around, has added trimmings that detracted from its excellent ensemble work. The group sounds best when it sticks to a cappella. It now has a piano and drums which frequently muffle the words.

Ronnie Graham, holdover, showed some additional material, most of it smart and hilarious. Bill Smith.

FUNATICS AMERICA'S TOP COMEDY TRIO Currently BOWMAN'S LOUNGE Aurora, Ill. BILLBOARD ATTRACTIONS, Inc. 703 MC WABBY AVE. CHICAGO, ILL.

COMEDY MATERIAL For All Branches of Theatricals, FUN-MASTER "The ORIGINAL Show-Biz Gag File" NOS. 1 to 30 @ \$1.00 Ea. (Order in Sequence Only) SPECIAL: First 15 Files for \$15—All 30 Files for \$25.00

SEND 25c FOR SAMPLE PARODY and COMPLETE SET OF PARODIES, NOVELTY SONGS and ORIGINAL SODKO COMEDY MATERIAL — BY SANCOS, SINGERS, EMCEES and ENTERTAINERS. SPECIAL Complete Narrative Booklet including 2 Novelties Sent \$3.00 MACK MUSIC COMPANY 809-B Hoffman Bldg. Detroit 1, Michigan

WGN-TV, WBKB Ink Baseball Sponsors

CHICAGO, April 23.—Telecasts of local baseball games will be completely commercial as a result of sales by two Chi video stations this week. WGN-TV sold half of the home games of the Chicago Cubs and the White Sox to the R. J. Reynolds Tobacco Company. Other half will be sponsored by the Peter Hand Brewery, which signed its contract a few weeks ago.

WBKB, which had already sold half of the Cubs schedule to the Pabst Brewery, this week sold the rest to Philco. Philco also expanded its purchase of multiscope on WBKB. From now on it will sponsor 31 hours a week of multiscope programming, whereas in the past it bought only 15 hours a week. Philco will now present multiscope from 10 a.m. until game time and after the games until 6 p.m. On days the Cubs are out of town, Philco will buy the multiscope airings from 10 a.m. until 5 p.m. and from 4 to 5 p.m. Philco purchase represents the second largest sale in the history of WBKB. Largest was the purchase of Kukla, Fran and Ollie by RCA Victor.

Cubs home games are also sponsored on WENR-TV by the Goebel Brewery.

Toni Hits ABC Tele Via 'Wonderful Man'

CHICAGO, April 23.—The Toni Company this week confirmed reports of its intention to buy its first television network show (*The Billboard*, April 9) and announced details concerning the series.

Program, to be titled *That Wonderful Man*, will be aired over the Columbia Broadcasting System (CBS) TV network Thursdays from 9 to 9:30 p. m. (E.S.T.), starting June 2. A Toni-owned package, the program will be produced by Charles Irving and will be a situation-comedy revolving around life in New York, origination point of the series.

Commercials for the series will be special films made by Jack Chertock's Hollywood Production Company, Apax.

Final details for the series were worked out by Don Nathanson, radio-TV director for Toni, and Roger Pryor, director of television for the Foote Cone & Belding Agency, New York. Contract is for one year, with the usual 13-week cancellation clause.

Hill & Range in Pact With Shopa

CAMDEN, N. J., April 23.—A performing and publishing agreement has been made by George Shopa with Hill & Range Songs, Inc., for his Shopa Music Publications and Gray Stevens Music, companion music publishing firms here. Hill & Range gets Shopa's *Texas Lil* and *Mississippi Moonlight*, both Western tunes already imprinted on records.

Texas Lil was recorded by the Sleepy Hollow Ranch Gang for Victor, to be released in May, while *Mississippi Moonlight* was cut by singing guitarist Cliff Rodgers for Donett Hit Records.

Guenther Joins Haehnle

CINCINNATI, April 23.—Haehnle Advertising here last week announced appointment of Wilfred Guenther as director of radio and television for the agency. Guenther came here from WQAM, Miami, where he served in a sales promotion capacity. Preceding his stay at WQAM were a four-year hitch in the navy and 10 years with WLW here in such capacities as manager of WSAI, then owned by Crosley interests; promotion manager of WLW, and director of all associated types of broadcasting for the Crosley firm. Before joining WLW Guenther was on the staff of Frederick W. Ziv as writer-producer.

Burlesque

By UNO

ANITA MARIE, featured; Al Golden Jr., Claude Mathis, Claudine Kaye and Tanglefoot constitute part of the Allen Gilbert 25-person revue on the Johnny J. Jones Exposition which opens in Washington April 28. . . . Gayety, Baltimore, shuttered for the season April 21, with manager Gus Flaig and Producer Dottie Bell switching to the Band Box, local nitery, with their own girlie unit. . . . Manager Sam Cohn and assistant Harry Eppie Oakene, of the Hudson, Union City, with Phil Rosenberg, of the Hirst circuit, and Morris Feingold and Shirley Palmer, were among burly folk at the funeral of Jules Leventhal, the Hudson's owner, April 17 at Park West Memorial Chapel, New York. . . . Patsy (Hagood) Gilson, of Davison, Mich., former principal whose last show was "Talk of the Town" on the Columbia Wheel, was a New York visitor last week. . . . Jack Montgomery and Mickey Owens have adopted the label "Champagne Circuit" for their coming summer resort burly shows. . . . Dorothy Alexander (Mrs. Lew Denny) lost her father, Sid Alexander, former comedian in European concert halls, in Toronto April 4.

LONEY LEWIS, featured comic, for his current tour of the Hirst circuit has written a new scene, "Stop the Music," and revised a former, "Auto Loan," in which he is supported by Doris Lee, Lew Denney and June Morgan. . . . Frank Sheppard, former producer at Leon and Eddie's Manhattan nitery, takes over similar duties, his first burly venture, at the Hudson, Union City, replacing Eileen Hubert and Eddie Lynch. . . . Harry Ryan, burly straight, will act as front man for the Gypsy Rose Lee troupe on the Royal American Shows. . . . Mickey Owens and Richey White replaced their own girlie show, the "Naughty Nights" revue, for the one Georgia Sothern was to appear in and head with the Joseph J. Kirkwood Shows. Featured is Wiggles Grayson, with co-principals Linda Darling, Gay Nell, Irma Bop, Gung-Hai and Lala Leslie. . . . Mei Ling, Chinese featured strip, left the Howard, Boston, last week to vacation in Honolulu. . . . Sue Hudacek, former radio singer, new parade girl at the Hudson, Union City, is from Billy Koud's ranks at the Grand, St. Louis. . . . June Morgan, talker-stripper, is another Hirst Wheel newcomer. Last season she was with the Shrine Circus. . . . New at the Empress, Detroit, are Rose Marie Rowe, Sally Connolly, Ella Mae Elliott, Billy Lewis and Sunshine Elliott. George DeWitt is substituting as straight for Will Hayes. Hayes and his wife, Diane, are ill at the Hotel Detroit. . . . Walter Brown and Scratch Wallace are the current comics at the Gayety, Norfolk. . . . Binder and Rosen, with Nadine, Chick Hunter and Yvonne, open at the Troc, Philadelphia, May 1. . . . George Murray and Eileen Hubert returned to a road unit starting at the Casino, Pittsburgh, with Myrna Dean, featured, and Irving Harmon, co-comic.

Mackinac Island Chippewa Hotel Sets 3-Room Policy

DETROIT, April 23.—The decision of the management of the Chippewa Hotel at Mackinac Island to expand its talent policy into a three-room set-up for the summer season will offer competition to the Grand Hotel, at a more popular level.

The new Chippewa policy will include a cocktail lounge and a room for dancing, with semi-classical music in the dining room. Last year the spot, managed by Nathan Shayne, used only the Kopy Kats, pantomime duo, which includes Roger Cote and his wife, with the former doubling to front his own five-piece band. Cote may return for the 1949 season, but a deal has not been set.

7,000 Pulled In By 'Friars Frolic'; 300G for Benefit

(Continued from page 3)

pushing baby carriages was laugh-provoking. Dan Dailey took over in a soft-shoe terp routine reminiscent of two-a-day vaude. He was assisted by Kenny Williams and Les Clark.

Edgar Bergen and Frank Sinatra were spotted in that order, with Bergen's flip repartee with Charlie McCarthy good for yocks. Sinatra sang *Soliloquy* from *Carousel* for good results.

Jimmy Durante joined with former vaude partners Lou Clayton and Eddie Jackson in a "reunited for this night only" turn. They made the stage a shambles of broken piano parts, bits of wood, and debris, including an out-house.

It took the talent of Bob Hope to dare follow Durante. Working with his usual smoothness and razor-sharp timing, Hope ribbed the stars, the industry and the customers. He scored tremendously.

This Is Our Night With Trixie was a production number written by L. Wolfe Gilbert and Joe Cooper and featuring Gene Kelly. Chorus boys included Peter Lawford, Ray Milland, James Stewart, Walter Pidgeon, Fred MacMurray, Van Johnson, George Murphy and Robert Taylor.

So ended the first act.

Lou Holtz was spotted at the opening of the second frame, working with a roving mike and kidding the movies' big shots, who held the \$100 seats up front. A third production number followed, this time featuring a mock ballet with stars dressed as hobos and cavorting about the stage with silly abandon. Performers included Vincent Price, Jack Oakie, Brian Aherne, Rod Cameron, Dennis O'Keefe, Cesar Romero, Leonid Kinskey, George Murphy Keenan Wynn, Eddie Bracken, Buster Keaton and Mickey Rooney.

Burns and Benny!

George Burns and Jack Benny then took over. Benny, looking gorgeous in a black beaded dress and blond wig, was sensational with his mimicry of the scatterbrained Gracie Allen. A tableau of the songwriting profession followed, featuring such cleffers as Jack Norworth, Jimmy McHugh, Frank Loesser, L. Wolfe Gilbert, Shelton Brooks, Johnny Green, Sammy Fain and Rudolf Friml. Jimmy Cagney came on at the end of the turn to do his song and dance take-off on the late George M. Cohan.

Danny Thomas was his usual success. Harpo Marx followed with his familiar stolen silverware routine, assisted by Spencer Tracy as straight man. Later he played the harp.

Then came Jessel's turn. After doing a yeoman's job of emceeing the first half, Jessel shone in his *Professor Larbermarcher* comedy routine. He was unquestionably the standout of the evening.

Tony Martin rated late attention with a brace of songs, followed by the finale at 12:35. Morris Stoloff, directing a 50-man orchestra (donated by The American Federation of Musicians), concluded a brilliant job of conducting.

The nearly 7,000 customers filed out knowing they had witnessed a show which shattered precedent.

Alan Fischler.

Prep Collinsville Walkie

COLLINSVILLE, Ill., April 23.—Bill Stein and Jimmie Passo are making preparations to bring a walkathon in here, with the kick-off slated for May 4. The latest edition will be held under canvas with seating capacity of 3,000. A site has been leased one block east of Fairmount Park Raceway. Staff includes Howard Willman, musical director; Stein and Monte Hall, emcees; Passo, chief floor judge, and Phil Mathieu, construction and maintenance. Three remote shots will be aired daily from the show over Station WTMV.

Magic

By Bill Sachs

MILBOURNE CHRISTOPHER'S *Mohococus* was a feature of the "Masters of Magic," TV seg aired by the Columbia Broadcasting System in New York Wednesday night (27). Christopher recently enjoyed a long chit-chat with Walter Gibson. . . . **Magic Man Paul Hubbard**, following a tour of school dates in the South, is playing a number of Kentucky spots which he passed up last season. Following his Blue Grass trek, he'll wind up his season in Ironton, O., April 29 and will not rejoin Burling Bros.' Circus as originally planned. His doctors have ordered him to take a summer's vacation as a panacea for building his health. . . . **Doc Weiss**, escapologist, assisted by Miss Lee, offered his handcuff and mail-bag tricks and straight-jacket escape to win first prize on the WPIX, New York, "Four Star Talent Search" TV program Friday (15). . . . **William Weaver**, who has been doing his legerdemain at the Business Training Institute, Macon, Ga., has been signed for a series of dates in that sector. . . . **Harry Albacker** is slated to return to Pittsburgh August 1 for two weeks of one-nighters for the Eddie Hileman office. . . . **Stanfield the Magician**, who closed a successful six-month tour of the South in Poplarville, Miss., April 2, reopened his magic, vent and mentalist attraction at the Clark Theater, Natchez, Miss., April 23. His unit will make one-night stands in theaters thruout the South. **Gerry Fuller** is manager of the show, with **Julie Stanfield**, **Carol Sweeney**, **Jimmie Watts** and **Joe Williams** making up the roster. Following his release from the navy, Stanfield appeared with the Trix and Chix USO unit. . . . During the **Marquis-Karston** "Atomic Scandals" engagement at the Carolina Theater, Burlington, N. C., last week, the flicker featured **John Calvert**, magus-actor, in "Murder by Appointment." Marquis says that his entire company saw the pic and all enjoyed Calvert's performance. . . . **Wilbur C. Weber** gave a lecture and demonstration of hypnotism and magic at the annual meeting of the Fairfield County Medical Association Women's Auxiliary in Bridgeport, Conn., April 19. . . . **C. A. Frank**, known professionally as Zogi the Magician, infos that he's retiring from the road and giving up his booking office in Hutchinson, Kan., to take the general agent's job ahead of the **Great Virgil**.

Heathcock To Join Ranks of Fronters

HOLLYWOOD, April 23.—Bill Heathcock, former arranger for Eddie Duchin and more recently staff arranger for National Broadcasting Company in Hollywood, will organize his own band.

Crew has already been set to back Carmen Miranda when she opens at the Coconut Grove here October 4. Heathcock has handled all of Miss Miranda's musical arrangements in the past as well as conducted orks for her on recent tours.

New Conn. Fire Code

BRIDGEPORT, Conn., April 23.—The new fire code, which goes into effect July 1 all over the State, will be an expensive item for night clubs and restaurants. The law requires all public places where 75 persons assemble to be equipped with auxiliary lighting systems, powered from a source independent of the principal lighting system and controlled by an automatic device which will switch on the auxiliary power if the principal lighting service fails.

WANTED
Exotic Dancers and Strips
For Theatre and Clubs from
MAINE to CALIFORNIA
BE A BOOSTER FOR
MILTON SCHUSTER
187 North Dearborn St. CHICAGO 2, ILL.

Nitery Offers Dinner, Legit, Dancing: \$2.50

FARMINGTON, Conn., April 23.—Something new entertainment-wise, at least so far as the Connecticut area is concerned, was launched here last week when Gibson Wood, owner of the Club Algiers, offers a midweek package of dinner, legit and subsequent dancing, all for a flat fee of \$2.50. Briefly, Wood's Tuesday and Wednesday night policy skeds dinner from 5:30 to 8:15 p.m., and an arena-type legit presentation from 9 to 10:45, followed by dancing until 1.

The legit bow-in Tuesday and Wednesday (12 and 13)—a program which was repeated this week—consisted of Tennessee Williams's three one-acters, *The Lady of Larkspur Lotion*, *Hello From Bertha* and *Mooney's Kid Don't Cry*. Talent stems from the Hartford area, an amateur thesp org calling itself the Group Twenty Players, which has been producing plays recently at near-by Unionville. The Algiers set-up, of course, puts the group on a pro basis. The cast principals, Dorothy Cowles, Loys Malgren, Mary Rydich and George Stanton, gave creditable accounts of themselves under the direction of Paul Neil. The staging is adequate, with action taking place on a raised platform on the dance floor. The club's p.a. system is utilized for effective musical backgrounds.

It is obviously difficult to predict the success quotient of the experiment at this early date. Saturday nights have lately proven the big coin draws for Connecticut clubs, with the rest of the week's receipts ranging from mild to poor. The new twist may prove a midweek business boost, since reported Tuesday and Wednesday reservations at the Algiers have been heavy. Wood's idea of providing legit enthusiasts with drama fare seems basically sound when initial experimental kinks are ironed out. However, Farmington will soon have the widely heralded Frank Lloyd Wright legit theater under construction. When that gets into production, the question is immediately posed as to whether drama fanciers will not pick a playhouse over a night club.

Allen Widem.

Chi Dads Reverse 'Prostitute' Edict

CHICAGO, April 23.—Reversing their former position, police and city authorities this week announced that *Respectful Prostitute* would be permitted to open at the Harris Theater May 15. The reversal followed a long, hard fight of the American Civil Liberties Union and other civic bodies to obtain permission for the showing of the Jean-Paul Satre Broadway hit. Show originally had been banned by the police on the ground that it would strain racial relations.

Significant part of the reversal is that it is expected to bring other attempted bans under proper court process set by statutes and city ordinances. From now on, it is expected, a potential show ban will be submitted to a jury trial, and will not be decided solely by police authorities.

O'Shea San Carlo Flack

NEW YORK, April 23.—Michael O'Shea signed his first solo drum-beating contract last week as general press representative for the 12th annual spring season of the San Carlo Opera Company at the City Center beginning May 4. O'Shea will resume duties at the Bill Doll offices on the termination of the engagement.

Ward for Goodner

NEW YORK, April 23.—Janet Ward, two years ago was asked to step into the lead in the Chicago *Dream Girl* company for the final six weeks of the run, when the star, Judy Parrish, had a breakdown. Now with Margaret Webster's touring Shakespearean company, she has come up from understudy to star roles for the rest of the tour, due to the indisposition of Carol Goodner.

Ballet Theater Preems at Met

NEW YORK, April 23.—After a full year's absence, the country's top tulle-and-tights group, Ballet Theater, unveiled another spring season at the Metropolitan Opera House, Sunday (17). Troupe skeds a 25 performance rep, including Saturday and Sunday mats and with Monday showings omitted, thru May 8. It would appear, however, with a preem night attendance by the faithful which jammed the Met with standees for a take of \$7,886, and a reported 60G advance already in the till, that the balleters may easily extend their stand for an extra week, as has often happened in the past.

The group has been augmented this year by such top-flight steppers as Bambi Linn, Paul Godkin, Maria Tallchief and Jocelyn Vollmar, with 15 new members added to the ensemble corps. Also returned to the Ballet Theater fold are Nana Gollner, Janet Reed, Nicholas Orloff, Edward Caton and Wallace Seibert. No new works have been added to the rep, but Jean D'Auberval's *La Fille Mal Gardee* is being revived for the first time in half-a-dozen years.

Preem night program make-up showed off terpsiters to excellent advantage, comprising white, and light and heavy modern styles. Opener paired Nana Gollner and Igor Youskevitch in the lead slots of *Swan Lake*, a must in the troupe's rep. Rapidly becoming almost as familiar was Jerome Robbins's happy satire, *Fancy Free*, with Paul Godkin, Eric Braun and John Kriza tripping as the three sailors and Muriel Bentley, Janet Reed and Bambi Linn as their gal friends. Not so much this reporter's dish was Agnes De Mille's moody murder travesty, *Fall River Legend*, based on the Lizzy Borden case. It was, however, stepped effectively by Nora Kaye and Kriza. Final item was George Balanchines's pyrotechnical footwork display, *Theme and Variations*, featuring Marie Tallchief and Youskevitch. Max Goberman batoned all four offerings effectively.

Over-all, it was an auspicious return for America's outstanding dance organization, with the balletomanes screaming benedictions. The troupe is already setting up the itinerary for its fall coast-to-coast tour, with William Fields handling the bookings. Current pop admission tariffs at the Met scale from \$1.20 to \$3.

Bob Francis.

Philly Brokers Organize

HARRISBURG, Pa., April 23.—A Pennsylvania State charter has been issued to Ticket Brokers Association of Philadelphia, Inc., 247 South Broad Street, authorizing the new corporation to capitalize at \$500 "to promote and foster high standards of business ethics among ticket brokers." The group will also "exchange and disseminate helpful information concerning governmental regulations, accounting and the tax procedure, to promote good will, contact and coordinate its activities with other branches of the amusement industry." Incorporators are listed by the Department of State as Leo A. Carlin, Kirklvn, Pa., and Abraham L. Hodes and Oscar Glassman, both of Philadelphia.

Perry Awards Go to Toppers In 12 Groups

NEW YORK, April 25.—Accolades in 12 categories were presented last night (24) for outstanding contributions to the current theater season at the third annual Antoinette Perry Awards dinner, sponsored by the American Theater Wing. The Grand Ballroom of the Waldorf-Astoria was packed with representatives of every segment of legit show business, who came to applaud the Wing's selections for 1948-1949 theatrical honors.

Those receiving the "Tonys," the silver medallions newly designed this year by Herman Rosse, were:

Outstanding performance by a star (actor)..... Rex Harrison (*Anne of the 1,000 Days*)
Outstanding performance by a star (actress)..... Marjita Hunt (*Madwoman of Chaillet*)
Outstanding supporting performance (actor)..... Arthur Kennedy (*Death of a Salesman*)
Outstanding supporting performance (actress)..... Shiley Booth (*Goodbye, My Fancy*)
Outstanding musical performance (actor)..... Ray Bolger (*Where's Charley?*)
Outstanding musical performance (actress)..... Nanette Fabray (*Love Life*)
Outstanding play..... Arthur Miller (*Death of a Salesman*)
Outstanding musical..... Cole Porter, Sam and Bella Spewack (*Kiss Me, Kate*)
Outstanding scene designer..... Jo Mielziner (Various contributions)
Outstanding costume designer..... Lemuel Ayers (Various contributions)
Outstanding stage direction..... Elia Kazan (*Death of a Salesman*)
Outstanding dance direction..... Gower Champion (*Lend an Ear*)

Scrolls were presented, in addition, to Kermit Bloomgarden and Wally Fried as producers of *Salesman*, and likewise to Arnold Saint Subber and Lemuel Ayers as producers of *Kate*. It should be noted that, in making the awards, the Wing's board considered only performances and plays which opened on Broadway prior to March 1. Later entrants are eligible for 1950 honors. It should also be noted that this year the Wing has pruned from its list the rather silly accolades of the past—such as outstanding theater boniface and vehement first-nighters. This year's awards are strictly limited to achievement in actual performance, writing, staging and design in the Broadway theater.

Contributing to the top-talent program, arranged by James E. Sauter and culminating in the awards, were Alfred Drake, Lisa Kirk, Ray Bolger, Lucy Monroe, Carol Channing, Lee Stacey, Yvonne Adair, Gene Nelson, Lawrence Tibbett, Lanny Ross, Betty Jane Watson, Paul Winchell, Mary McCarty, William Eythe, Dorothy Freitag, the Golden Gate Quartet, Peck and Peck, Gene Austin, and Howell and Bowser. Music for dancing was supplied by the Meyer Davis orchestra.

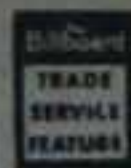
Zucca Brothers Get Beaux Arts Theater

HOLLYWOOD, April 23.—Beaux Arts Theater was taken over last week by Frank and Joe Zucca, ops of Zucca's Opera House, Culver City, Calif., nitery. Zucca brothers' initial stage venture will be *Twin Beds*, featuring Preston Hansen and Dianna Thayer, with Michael Roads directing. The bedroom farce opens Wednesday (27).

Aside from ownership, the Zuccas say there will be no connection between the theater and their nitery operations at the start. Zuccas closed the deal with Irv Thorns, Beaux Arts owner.

Summer Stock at Ocean City

OCEAN CITY, N. J., April 23.—A summer season of legit is assured for vacationers at this South Jersey resort. The Ocean City summer theater will operate for an eight-week season of stage plays, with a stock company. The season runs from July 1 to August 27.



BROADWAY SHOWLOG

Performances Thru
April 23, 1949

Dramas

	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12-3, '48	128
A Streetcar Named Desire (Barrymore)	12-3, '48	263
At War With the Army (Booth)	5-3, '49	55
Big Knife, The (National)	2-24, '48	68
Born Yesterday (Henry Miller)	2-24, '48	1,233
City of Kings (Blackfriars Guild)	2-17, '48	81
Death of a Salesman (Morosco)	2-16, '48	84
Detective Story (Hudson)	2-22, '48	34
Diamond Lil (Coronet)	2-3, '48	78
Edward, My Son (Martin Beck)	9-29, '48	226
Goodbye My Fancy (Fulton)	11-17, '48	181
Life With Mother (Empire)	10-28, '48	213
Light Up the Sky (Royale)	11-18, '48	180
Madwoman of Chaillet (Belasco)	12-27, '48	134
Mister Roberts (Alvin)	2-15, '48	436
Private Lives (Plymouth)	10-6, '48	232
Silver Whistle, The (Billmore)	11-6, '48	175
The Traitor (48th Street)	2-21, '48	58
Two Blind Mice (Cort)	2-8, '48	61

Musicals

All for Love (Mark Hellinger)	1-22, '48	100
Along Fifth Avenue (Imperial)	1-13, '48	116
As the Girls Go (Winter Garden)	11-18, '48	185
High Button Shoes (Broadway)	10-5, '47	644
Kiss Me, Kate (Century)	12-26, '48	138
Lend an Ear (Broadhurst)	12-16, '48	148
Love Life (46th Street)	10-7, '48	228
South Pacific (Majestic)	4-7, '48	26
Where's Charley? (St. James)	10-11, '48	224

COMING UP

(Week of April 25)
The Happiest Years... 4-25, '49
(Lyceum)

CLOSINGS

Magnolia Alley (Mansfield)	4-18, '48	8
Howdy, Mr. Lee (Cort)	6-22, '48	460

Hedgerow Turns 21 With 'Ladies' Preem

PHILADELPHIA, April 23.—Hedgerow Theater, repertory summer playhouse at suburban Moylan-Rose Valley, marked its 21st anniversary April 21 with the world preem of Laurence Eyre's Napoleonic comedy, *Ladies in Arms*. The play is based on Robert McNair Wilson's *Gypsy Queen of Paris*, the biography of Therese Cabbarus.

The Philadelphia Experimental Theater, with its own downtown workshop, gets going Sunday (24) night with a play by Sam Eulon III, *Disputed Baricade*, written in blank verse and dealing with the last days of Hitler's rule. The Experimental Theater is sponsored by the Philadelphia Art Alliance and the American National Theater and Academy. The opening performance is bringing several Broadway producers and their reps for a look-see.

Interplayers Lease Hall

NEW YORK, April 23.—The Interplayers, Inc., downtown experimental group, has taken a four-year summer lease on the Carnegie Recital Hall. The terms call for an over-all rental of \$18,000 covering 15-week summer seasons thru 1952. The 300-seater will be known as the Interplayers Theater. Carnegie Hall is installing air conditioning to be ready in time for the group's tenancy in June.

Broadway Opening

MAGNOLIA ALLEY

(Opened Monday, April 18)

MANSFIELD THEATER

A comedy by George Batson. Staged by Carl Eskin. Set by Edward Gilbert. Costumes by Guy Kent. General manager, Ben Boyer. Stage manager, Michael Elits. Press representatives, Willard Keefe and David Tebet. Presented by Lester Cutler.

Angel Tuttle.....Julie Harris
Lauri Beaumont.....Jessie Royce Landis
Andy Hamill.....Jackie Cooper
Maybelle.....Bibi Osterwald
Tom.....Robert White
Joadie.....Hildy Parks
Miss Fels.....Frances Bavier
Nita.....Anne Jackson
Cravin.....Brad Dexter
Colonel Stacey.....Fred Stewart
The Doctor.....Don Kennedy
Mr. Albus.....Douglas Rutherford

Some seasons back, a George Batson comedy melo, *Ramshackle Inn*, made a Broadway bow, enlivened by the fluttery talents of Zasu Pitts. This reporter found it more than trying. Now comes *Magnolia Alley* via the same typewriter, and this reporter finds it almost as tasteless and contrived as the author's first *Stem* effort.

There are laughs in *Alley*, to be sure. But they stem from the broadest sort of double entendre, and Batson has missed no opportunity to scrape the bottom of the stock-barrel for a low-simmering mixture of farce, comedy and melo. It's a brew without enough kick to do any harm, but certainly not one to make anyone ask for a refill.

Boarding House Reach

Batson's current conceit concerns the inmates of a small-town, Southern boarding house—an easy-going landlady with a penchant for mint-les juleps and gentlemen, an adopted daughter with a Messianic complex, a daughter who is a bum, an ex-pug son-in-law with a hole in his head, and a nice gal who has a yen for him in spite of everything. There are also a sinister fight promoter, a Southern colonel from next door with fallen arches who turns out to be an ex-army chaplain, and a middle-aged trollop whose trade doings are a target for Batson's most unsubtle wisecracks. In general the plot has to do with the attempted comeback by the fighter and his saving by his mother-in-law for better things such as piano moving. However, most of the time the proceedings run to smirking innuendo.

The acting, however, is infinitely

H'w'd Group Preems "Marie Antoinette"

HOLLYWOOD, April 23.—*Marie Antoinette* in Pennsylvania, a new musical comedy featuring top Broadway talent, will make its world preem here April 30, to be presented by The Stage, local legit group. Musical is the work of Eugene Berton and James Snodgrass and features Queenie Smith, Theodora Lynch, Imogen Carpenter, Olin Hawlin, Mitchell Brother and Edward Clark. Direction is by Eugenie Leontovich.

Nelson Barcliff, who did *This Is the Army* and *Lady in the Dark*, will stage dances, and Leon Leonardi, recently on Broadway in *St. Louis Woman* and *Bloomer Girl*, is set as musical director. Film designer Travis Banton will do the costumes. Ben Kamsler, business manager for The Stage, will supervise.

Show has been packaged by Helen Ainsworth, of A & S Lyons office, with plans to invade Broadway if successful here.

Piaf Packs 'Em in Paris

PARIS, April 23.—Edith Piaf and the Compagnons de la Chanson are back after their American tour. Spotted together again, this time at the A. B. C. Music Hall, they are drawing capacity houses.

better than the play. Jessie Royce Landis dominates the proceedings and manages to make something of a character out of the tipling landlady. Julie Harris again proves that she is a young actress of distinction—this time with a talent for comedy. Jackie Cooper makes what he can of the prizefighter—a part not designed to give him much of a *Stem* send-off. There are excellent contributions from Frances Bavier as a social worker and Fred Stewart as the chaplain bent on matrimony. Bibi Osterwald adds moments of amusement as the tired streetwalker who is saving to own her own house, and acceptable ingenue chores are accepted by Hildy Parks and Anne Jackson. But any pleasure to be derived from *Alley* pivots entirely on personal contributions and not on the straggling, heavy-handed comicalities of the author.

Edward Gilbert has designed an excellent, shabby-genteel boarding house interior, but the concoction that goes on within it is as synthetic as the landlady's juleps. **Bob Francis.**

OUT-OF-TOWN OPENINGS

GAYDEN

(Opened Thursday, April 21)

SHUBERT THEATER, NEW HAVEN, CONN.

A drama by Mignon and Robert McLaughlin. Staged by Lex Richards. Setting by Willis Knighton. Costumes by Emeline Roche. General manager, Robert Willey. Company manager, Irving Becker. Press representatives, David Lipsky and Phillip Bloom. General stage manager, Hugh Reunie. Presented by Gant Galthier.

Agnes.....Hazel Jones
Grace Sibley.....Fay Bainter
Emily Archer.....Carol Wheeler
Dr. Ned Whitaker.....Clay Clement
Gayden Sibley.....Jay Robinson
Polly Tabolt.....Ottile Kruger

This can be written off immediately as just another one of those things that come along every season. That it hasn't a ghost of a chance of surviving on the *Stem* is almost undebatable.

It unfolds as a purely psychological drama that is at once dull, dreary and dry. It doesn't start off anywhere and never arrives any place; its characters are unbelievable and its situations incredible. It is a conversation piece in the sourest meaning of that phrase and the pacing of the show is so slow and deliberate that even the extremely friendly first-night auditors squirmed and twisted during most of the so-called "action."

The plot centers about a psychopathic son of a wealthy family, who deliberately sets out to ruin everyone with whom he comes in contact. He is innocently aided and abetted by his doting widowed mother, who finally sees the light when the son pulls a Cinderella act on a young house guest from the country, so that she breaks her engagement to her childhood sweetheart and develops a distaste for her former colorless life.

Fay Bainter Miscast

Fay Bainter, as the mother, does a fairly commendable job in a role that is completely unsuited for her talents. Miss Bainter, who is capable of much better emoting than the part permits, gives a rather listless reading to the role. One is inclined to believe that any character actress could do the same job and with the same results.

Jay Robinson, who plays the title role, is sufficiently the louse to satisfy the authors' requirements, but try as he does he never becomes believable. His character is never quite distinct, and certainly the authors' explanation of his motivation is entirely incredible.

The supporting roles played by Hazel Jones, Carol Wheeler, Clay Clement and Ottile Kruger are adequately filled and even rate a bow for good reading, but here again the authors have let them down.

The single setting by Willis Knighton is well executed and gives the play the proper frame. However, no laurels can be handed to Lex Richards for his staging, which is slow, pointless and completely devoid of any pacing whatsoever.

Gayden can be dismissed as a drama without a saving grace.

Sidney Golly.

ROUTES

Dramatic and Musical

Allegro (Great Northern) Chicago.
Anna-Lucasta (Ford) Baltimore.
Annie, Get Your Gun (Auditorium) Jackson.
Miss 27; (Auditorium) Shreveport, La., 28-29; (Will Rogers Aud.) Fort Worth, Tex., 30.
Ballet Russe (Boston O. H.) Boston.
Born Yesterday (Erlanger) Buffalo.
Brigadoon (Cass) Detroit.
Cat and Canary (Ford) Baltimore.
Finian's Rainbow (Shubert) Chicago.
Gayden (Plymouth) Boston.
Great Waltz (Curran) San Francisco.
Harvey (Nixon) Pittsburgh.
Harvey (Omaha) Omaha, Neb., 27; (Stuart) Lincoln 28; (Music Hall) Kansas City, Mo., 29; (City Auditorium) Salina, Kan., 30.
High Button Shoes (Davidson) Milwaukee.
I Know My Love, with the Lents (Geary) San Francisco.
Inside U. S. A. (Hanna) Cleveland.
Man and Superman, with Maurice Evans (Temple) Tacoma, Wash., 27; (Capitol) Yakima 28.

MRS. GIBBONS' BOYS

(Opened Monday, April 18)

WILBUR THEATER, BOSTON

Comedy by Will Glickman and Joseph Stein. Staged by George Abbott. Setting and lighting by John Root. Costumes by John Robert Lloyd. General manager, Charles H. Harris. Company manager, Joseph Harris. Press representatives, Richard Maney, Frank Goodman. Stage manager, Robert Griffith. Presented by George Abbott.

Myra Hood.....Glenda Farrell
Mrs. Peggy Gibbons.....Lois Bolton
Rudy Gibbons.....Tom Lewis
Mr. Rausch.....Richard Taber
Lester MacMichael.....Francis Compton
Walter Grover.....Ralph Theodore
Rodla Gibbons.....Ray Walston
Francis X. Gibbons.....Richard Carlyle
Ernie (Horse) Wagner.....Royal Dano
Coles.....William David
Pearl.....Helen Mayon

George Abbott's newest property, *Mrs. Gibbons' Boys*, in its present form furnishes the perfect argument for the need of an out-of-town trial spin for most shows. An astute showman like Abbott must have seen the elements of a potentially inexpensive and profitable property and a rollicking show. And even in its present state a wide-awake audience should find plenty to laugh at.

But at its first performance *Mrs. Gibbons' Boys* was played like a comedy when it should have been farce. It looked crude, vulgar and often definitely distasteful. If Abbott performs his customary surgery he should reach Broadway with a real winner of the *Brother Rat* and *Three Men on a Horse* school. If not, the *Mrs. Gibbons* will fall flat on its face. The laughs are there, and brother Abbott is the lad who should be able to bring them out.

Ne'er-Do-Well Sons

The story is about an incredibly dumb widow who cannot believe that her three sons are bad. Rudy is on probation, Rodla and Francis are serving time for various major offenses. "The judge was drunk," she says, that's why her boys went to jail. The lady is on the point of accepting a proposal from a nice man from the gas company when her lads duck in the window, having broken out of jail.

The rest of the action is taken up with the forced imprisonment of the gas company man in *Mrs. Gibbons'* apartment, another theft by one of the boys, and the varied treatments given the several visitors, including a parole promoter and a cop checking up on Rudy.

Cast Competent

Here the action lags now and then, but that can easily be fixed. There are some awfully funny lines in the second and third acts, some which are simply shocking. There are just as many which, because they are badly played, don't come off at all. Altho the four major roles of *Mrs. Gibbons*, her suitor, her sister and "Horse" Wagner, a friend of the boys, are well played, the supporting players are pretty second rate. But they'll look better when they have been directed so that they are better foils for the four main characters.

Lois Bolton gives a wonderful performance as the obtuse *Mrs. Gibbons*. Glenda Farrell never looked better than as Myra, her sister. Francis Compton's portrayal of her timid suitor is fine. And Royal Dano is great as the big, dumb, gun-toting friend of the boys who takes it on the lam. The setting is adequate, the costumes serviceable. The show's future is definitely in the balance: Yes, if the performance is driven light and fast after all the necessary carpentry has been done; no, if it never gets off its flat feet. **Bill Riley.**

Mr. Adams (Blackstone) Chicago.
Mr. Roberts (Erlanger) Chicago.
Mrs. Gibbons' Boys (Wilbur) Boston.
Medea, with Judith Anderson (Shubert) Boston.
O Mistress Mine (Poche) New Orleans, 27-28.
Oklahoma (Keith) Portland, Me.
Oklahoma (American) St. Louis.
Present Laughter (Forrest) Philadelphia.
Street Car Named Desire (Cox) Cincinnati.
Show Boat (Hartman) Columbus, O.

Insure Your Vote

Each year for the past five years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Sixth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to *The Billboard* today.

The Billboard,
Donaldson Awards Committee
1564 Broadway,
New York 19, New York.

Please forward ballot and eligibility list for the Sixth Annual Donaldson Awards.

Name

Address at which mail will be sure to reach you in May

NOTE: If you will be working in a Broadway theater in May, don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

Connecticut and Carolina Spots Set 1949 Operation

MONTVILLE, Conn., April 23.—E. M. Loew's Theater Circuit has opened the newly completed Norwich-New London Drive-In Theater here. Managed by Bruno Weingarten, theater has an 800-car capacity. Construction on the project was started last year.

George E. Landers, Loew's Hartford, Conn., division manager, has announced the appointment of Jack Edwards, formerly manager of the Center Theater, Brockton, Mass., as manager of the Hartford Drive-In Theater, Newington, Conn. Edwards succeeds Paul W. Amadeo, resigned.

Powell Pilots Parkway

SPRINGFIELD, Mass., April 23.—William T. Powell, former district manager with Western Massachusetts and Herman Rifkin theaters circuits, has been named manager of the Parkway Open-Air Theater here. The Parkway, which has reopened for the 1949 season, is owned by David J. Willig and Associates, oper-

ators of drive-in theaters in Connecticut and Massachusetts.

Bloomfield Op Okayed

BLOOMFIELD, Conn., April 23.—Local zoning board of appeals has granted Philip W. Maher a permit to build a drive-in theater here. It is understood that the board granted only a five-year temporary permit, with the stipulations that the theater site layout be approved by State police; that sufficient police be employed at the theater's expense to properly police the grounds and regulate traffic coincidental with a plan to be approved by the town police chief; that adequate sanitary facilities be provided and properly maintained and that performances at the theater do not extend beyond midnight.

Barkhamsted Spot Reopens

BARKHAMSTED, Conn., April 23.—People's Forest Drive-In Theater here has reopened for 1949. Theater, which has capacity for 600 cars, is managed by Vincent Youmatz.

Greenwich Drive-In Mulls

GREENWICH, Conn., April 23.—Plans to construct a 400-car capacity drive-in theater here have been announced by Samuel Orson, Yonkers, N. Y., theater owner. Construction cost will be about \$150,000, he said. Orson has filed an application with the Connecticut State police commissioner at Hartford, Conn., for authority to proceed with the drive-in.

King Drive-In Debuts

KING, N. C., April 23.—King Drive-In Theater held its formal opening here April 14.

Myrtle Beach Spot Set

MYRTLE BEACH, S. C., April 23.—A new drive-in theater is being erected on South King's Highway here at a cost of between \$40,000 and \$50,000. New theater, owned by C. A. Spivey and B. L. Spivey, of Conway, and B. B. and Howard Anderson, Mullins, will be operated by the Anderson theater chain.

New One for Raleigh

RALEIGH, N. C., April 23.—Forest Drive-In Theater formally opened here April 13, with Harris S. Luther Jr. as manager. New \$125,000 drive-in, operated by Consolidated Theaters of Charlotte, will accommodate 500 cars. The Charlotte organization also owns and operates the Wake and Colony theaters here.

Savannah Spot Planned

SAVANNAH, Ga., April 23.—Montgomery Theater, Inc., has begun construction of a new drive-in theater here, with construction slated to be completed July 1. It will accommodate 500 cars, with the cost set at \$55,000, not including equipment.

Midway Firm Chartered

DURHAM, N. C., April 23.—Midway Drive-In Theater, Inc., here has obtained a charter from the secretary of state to own and operate theaters. Authorized capital stock is \$50,000, with \$800 stock subscribed by J. N. Wallace, Kathleen Morris and A. H. Borland, all of Durham.

COLUMBIA, S. C., April 23.—Representative Neel, of York, S. C., has introduced a bill in the House to require outdoor theaters in York County to pay a \$250 annual license fee.

WESTFIELD, Mass., April 23.—Sundown Drive-In Theater, operated by Owen Holmes here, has reopened for the season.

Slouts Ready For 1949 Bow; Week Dates Set

STEELEVILLE, Mo., April 23.—The Toby and Ora Slout Players Tent Show, currently in rehearsal here, will open its season Wednesday (27) with a four-day engagement. From here the show moves into Hermann, Mo., where it begins its policy of week stands. Arrangements for rehearsal facilities and show lot were made thru the local post of the American Legion.

Jack Vivian has assumed his duties of agent for the show and is heralding the opening here. Mr. and Mrs. Klink Lemmon motored in, bringing the company up to full strength.

Cast includes Mr. and Mrs. Dave Clive, who came on from New York; Rai and Lucille Baillai, who came in from Louisiana; Ralph Blackwell, Memphis; Walter Lutz, Andy Leigh, and Toby and Ora Slout.

Working crew, under direction of Oscar Fuller, includes Don Sherman, Bob Seeger, Charles Land and Bob Schafnitt.

Conn. Legislators Shelve Action on Anti-Drive-In Law

HARTFORD, Conn., April 23.—No action was taken by the Connecticut State Legislature's Roads, Bridges and Rivers Committee last week, following a public hearing here on State House Bill 1163, which would prohibit the erection of outdoor motion picture theaters along heavily traveled highways in Connecticut.

According to State Representative Cressy, Darien, Conn., who introduced the bill, the showing of motion pictures on a large screen near such highways tends to divert the attention of drivers, and when the showing of the feature picture is completed many cars are driven out onto the highways, thereby creating a hazard to thru traffic.

Caledonia Co. Spot Set

CHAMBERSBURG, Pa., April 23.—Caledonia Amusement Corporation is building a 700-car drive-in theater on a 26-acre tract at Newman's Park, along the Lincoln Highway near here, at a cost of \$75,000. An all-weather set-up is under construction.

BILLY GRAY'S BAND BOX

(Continued on page 46)

material is needed. Especially out of place are the old, hackneyed gags which every nitery act swipes. By tightening material, eliminating the obvious and working more relaxed, team can score in most locations.

Thrush Jane Harvey, well known to Coast audiences, does okay in solo chirp spot. Gal is easy on the eyes and a smart seller. Her highly stylized torching of *I Get a Kick Out of You* and modern interpretation of *Gypsy in My Soul* and *I'm in Love With a Wonderful Guy* all carry the stamp of originality. Pipes, well tuned and lusty, provide enough shading and contrast to please the crowd.

Stan Irwin doubles as emcee and handles a solo spot. Lad had trouble warming up a small house, but once opening hurdles were met, he registered solidly. An adept storyteller and mimic, Irwin's best work is a funny monolog on a guy hospitalized for a rest cure. Bit was expertly done and earned a big hand.

Gray, as usual, holds the closing spot, clicking easily. Material is basically the same, but his ever-fresh delivery makes every gag as funny as when first heard. Holdovers from previous show include Robert Monnet and Leo Diamond. Both continue to register okay.

Backing acts are pianists George Tibbles and Lew Marcus.

Alan Fischler.

Bisbee Tops Cold Weather At McKinsey

Kentucky Trek Scheduled

McKINSEY, Tenn., April 23.—Bisbee's Comedians wound up a successful opening week's stand here April 4 despite cold weather which prevailed for the greater part of the seven-day engagement. Following the local date show left for three-day stands in Centerville and Hohenwald, Tenn., which end April 30. After another week in Tennessee the show heads into Kentucky. Management is following its usual policy of presenting concerts nightly in addition to its main show.

Roster this season includes J. C. Bisbee, manager, who is doing his magic turn as a feature of the main show; Mary Bisbee, secretary-treasurer; Boob Brasfield, director and featured comic; Maxine Lee and Jess Sund, leads; Kitty Farren, ingenues; Herbie Roland, juveniles; Leo Lacey; Trixie Maskew and Ernest Veyea, characters; Mundee and June, Farren Twins, Kathryn and Cille; Jess and Dot Sundard; Herbie Roland, vaude; Bob Fisher, piano and orchestra leader; Joward Johnson, trumpet and stage manager; Lola Hudson, front door tickets, and Sam Hudson, Roy Garret, L. Hatchet, Bill Reece and Woody Stubblefield handle the tents and trucks.

Show is transported on nine trailers and six trucks, all newly painted, and a new tent was added for the season's opener. At Hohenwald the cast members plan to visit Minnie Pearl and Rod Brasfield, members of the Grand Ole Opry, aired over Station WSM, Nashville.

The Nashville Tennessean is planning a feature story of the show for publication in a future edition. Personnel from the paper was on hand for the stands in Bruceton and Camden.

WANT

For Platform Med. Show

People in all lines—Pianist, Producing - Comic, Novelty Act, Sketch-Team, Moring, Tweedy, Pleau, Kindle, Bennert, Lawler, Ewing, write. "ALL TWO-WEEK STANDS" in or near SCRANTON, Pa.

Dr. Harold L. Woods
c/o Gen. Dely. Endwell, N. Y.

WANTED

FOR
"MANDY GREEN FROM NEW ORLEANS"
TENT MINSTREL AND MUSICAL SHOW
Musicians, Comedians, Chorus Girls, Blues Singer, Novelty Act, Boss Conventman. Long season, pay each day. Write
HORATIO A. THOMAS
205 4th Ave., No. Nashville, Tenn.

DANCING GIRLS OF ALL NATIONS

Brand New 10 Minute
Sensational Sound Subject Prints—Write—
New Available.
BOX 412
THE BILLBOARD NEW YORK CITY 19

BARDEX MINSTRELS WANT

Colored Musicians, Comics, Performers, etc. Also Canvas Men to get it up and down. Outdoor Free Platform Med. Show, 2 to 4 week stands in larger cities in North. Opening mid-May in Pennsylvania. Top salary. Write, stating all to

DR. MILTON BARTOK
P. O. Box 491, Columbus, Ohio.

AT LIBERTY—AGENT JERRY KETCHUM

Christy Obrsch Shows last six seasons.
Permanent Address: Sabetha, Kan.

16MM. DEALERS

ATTENTION

Minot Films has the BIGGEST and BEST attractions for your 16mm. Library. Write or wire for complete details.

Minot Film Exchange

Phone 2-5 Millbridge, Maine

IT'S NOT TOO LATE TO SWITCH TO EASTIN PICTURES

for the

1949 SUMMER SEASON

Get our current catalog of the latest and best in 16mm. sound films. Write Dept. R at our nearest office:

P. O. Box 598—Davenport, Iowa
P. O. Box 613—Colorado Springs, Colo.
P. O. Box 347—Chaffanooga, Tenn.



\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16mm Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY

Write SOUTHERN VISUAL FILMS RR Monroe (Dept. BB) Memphis, Tenn

16MM. PROJECTORS-FILMS

Ampro and Holmes Projectors, \$195.00 and up. Programs rented, \$7.50. Features sold outright for \$65.00. Empty 16mm. Reels, \$1.50 each. Cleaning Fluid, \$2.00 a quart. Supply list free. Mills Panoram Soundie Projectors in cabinet for \$175.00 each. Shipping Cases, \$3.50 each.

SIMPSON FILMS, 155 High, Dayton 3, Ohio

16MM FILMS RENTED

Used film renters to insure from at \$5.00 each advertising rented free. Write for catalog. Com plots, new 35mm. drive-in theatre equipment \$3175. Detailed, transportation and operating instructions furnished.

ACE CAMERA SUPPLY

160 N. 17th St. Tel.: 4487-J Florence, S. C.

Rental Purchase Plan

16mm. Projectors

Features—Westerns—Serials—Shorts. Complete Program Service. Write for information.

MANSE FILM LIBRARY

2514 Clifton Ave. Cincinnati 19, Ohio

BEAUTIFUL THEATRE CHAIRS

Rebuilt. Refinished \$3.95 UP

Send for Chair Bulletin, also 1949 Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House. S. O. S. CINEMA SUPPLY CORP. Dept. L, 402 West 52d St., New York 19, N. Y.

THE FINAL CURTAIN

ALEXANDER — Sid, 70, former comedian in European concert halls and theaters, April 4 in Toronto. Survived by his widow, Ray; two daughters, Dorothy and Hazel, and two sons, Teddy and Seymour. Burial in Toronto April 5.

ALEXANDER—Newton, 65, vaude performer, April 15 in Hollywood. He teamed with the Lightner Sisters (Winnie and Thea) for many years. He was first in vaude with his father and three brothers in their musical act, later joined Lew Dockstader's minstrels and then became a member of the Exposition Four, vaude act. Alexander also played in numerous Broadway musicals, including George White's *Scandals*, *Gay Parade* and *Lemaitre's Affairs*. His widow, the former Thea Lightner, survives.

AVRAY—Robert, 36, stage manager, April 19 in the Bronx, N. Y. Before World War II he accompanied the Ballet Theater as a production and stage manager on a tour of South America. He was formerly connected with the Civic Repertory and Group theaters. His last assignments were *The Magistrate*, on tour of the strawhat circuit, and *Are You With It?* on Broadway. His mother and four sisters survive. Burial in Beth David Cemetery, Elmont, N. Y.

BARNES—Stella, 46, head of the contract department of the Music Corporation of America (MCA), April 16 in the Bronx, N. Y. With MCA for seven years, she was the daughter of Fred Barnes, one of the founders of Barnes & Carruthers, outdoor booking firm. Burial in Gate of Heaven Cemetery, Pleasantville, N. Y.

BELL—Emerson E., 57, former vaude singer, April 15 in Kansas City. He was in vaude for 20 years prior to 1937 and was best known as a member of the Southern Harmony Four. His widow survives.

BENHAM—Ethel Cook, 63, former stage and screen actress, April 20 in Waukesha, Wis. Survived by her husband, Harry; a daughter, Mrs. Dorothy Tutton, Juneau, Wis., and a son, Leland Benham, stationed with the army in the Hawaiian Islands. Services April 23, with burial in the Juneau City Cemetery.

BISHOP—Mrs. Lillie, 67, owner of Bishop's Night Club, Wildwood, N. J., for 25 years, suddenly April 13 in Florida, where she was vacationing. Survived by a daughter, Mrs. Ruth McLinden. Services April 16 in Wildwood, with burial in Tabernacle Cemetery, Erma, N. J.

BLAINE—Joan, stage, radio and film actress, April 18 in New York. She played the title roles at one time on the radio shows of *The Valiant Lady* and *Mary Marlin*. Her Broadway appearances included such shows as *And So To Bed*, *Spitfire* and *Winter's Tale*. Miss Blaine also appeared in the movie, *The Knife*. For six years she won a nationwide poll as the most popular daytime actress on the air. Her husband, William Pitts, member of the Young & Rubicam Advertising Agency, two brothers and two sisters survive.

BOLLINGER — E. H., owner of Oaks Park, Portland, Ore., in that city April 22. Burial in Portland April 25.

the United States again in *Tonight's the Night*. Most popular was his role as a member of the West End show on concert party lines, *The Co-Optimists*, from 1921 to 1927. Other appearances included roles in *The Little Whopper*, *A Night Out* and *Charlot* and *Aladdin*. Besides appearing in many movies, Burnaby wrote lyrics for popular songs, in later years, and also co-authored the opera, *The Maid of the East*.

CARNEVALE—Luigi, 39, composer of 12 symphonies and symphonic poems and organizer and conductor of the Pennsylvania Philharmonic Orchestra, April 16 in Washington. His widow and two daughters survive.

CZERWONKY—Richard R., 62, internationally known violinist and for 20 years conductor of the Chicago Philharmonic Orchestra, April 16 in Chicago. He was the head of the violin and orchestral department of DePaul University. His widow, daughter and two sons survive.

GARRIS—John (Hans J. K. Gareis), German-born tenor of the Metropolitan Opera Company, found shot to death April 21 in Atlanta, where the company was playing. He had been singing the roles of Cassio in *Otello* and Laerte in *Mignon* while on tour. Garris was at one time an accompanist, concert pianist and conductor in Germany, but fled there for Greece in 1936. He appeared on the Greek concert stage and became a radio favorite there before coming to the United States in 1941. Signed by the Met in 1942, he sang the role of David in *Die Meistersinger* and created the role of Rev. Horace Adams in *Peter Grimes* when it was first performed in the U. S. in 1948. Also a member of the San Francisco Opera Company, Garris had given a Town Hall (New York) concert in 1944 and sang a role in Bach's *St. Matthew Passion* at Carnegie Hall, New York, March 30. His parents, said to be living in Frankfurt, Germany, survive.

GILMORE — Barney, veteran Broadway and Hollywood character actor, April 18 at his Hollywood home. In legit Gilmore appeared in *Rocky Road to Dublin* and *Hogan's Alley*. Survived by his daughter, Lillian. Burial in Valhalla Cemetery, Los Angeles.

GILMORE — Mrs. Hazel Drukker, 52, writer and former radio columnist, April 15 in New York. Her columns, *Hazel Drukker Broadcasting*, appeared in *The New York Evening Mail* and *Journal*. Her daughter and sister survive.

GREEN—Victor, 45, accountant for the Balaban & Katz circuit, April 14 in Chicago. His sister survives.

VIOLET HOLTZMAN

Passed Away
MAY 4, 1948

"Gone, but not forgotten by all"
(Signed) FRED

HAY—William Thompson, 60, well known British comedian, April 18 in London. He made his stage debut in 1909, toured the world in 1923-'24 and entered motion pictures in 1934. Hay was known to radio audiences as one of the most popular light sketch performers of his time. Perhaps his best known sketch was his headmaster of a private school.

In Fond Memory of
Rosey Hulse

APRIL 27, 1947

Hazel and Dwayne Steck

KEENEY—Bernard B., 29, president of the Rajah Theater Company, Reading, Pa., April 6 in an airplane crash near Allentown, Pa. He was associated with his father, Cormack G. Keeney Sr., in the operation of the Rajah Theater. His mother and brother survive. Burial in Gethsemane Cemetery, Reading, Pa., April 9.

KELLY—James B., 64, former tenor with the Empire Comedy Four Quartet, April 16 in Washington. In vaude, Kelly first sang in the old Comique Theater in Lynn, Mass., went from there to Atlantic City as a member of the Hi Henry circuit and later formed an act, Kelly and Brown, with his wife, the former Edith Brown. He retired from showbiz in 1928.

MARLOW — Brian, 56, free-lance film writer, at the Motion Picture Country Home, Los Angeles, April 9. A native of Boston, he resided in Hollywood for the past 20 years. Survived by his widow, Marsha. Burial in Chapel of the Pines Cemetery, Los Angeles.

MEYER—Paul, 75, violinist and a former member of the Philadelphia (Pa.) Orchestra, recently at his home in that city. He appeared as a soloist with many musical organizations thruout the country and, before joining the Philadelphia Orchestra in 1914, he was concertmaster of the Theodore Thomas Orchestra of Chicago. He had also been associated with the Philadelphia Musical Academy. His widow, Margaret, survives.

MUTH—Billy, 46, well known orchestra, musical and film organist, April 16 in Fort Worth. He had also been heard over WEA, New York, and KGKO (now WBAP), Fort Worth, and was once musical director of KTAT in the latter city. Survived by his widow and daughter, Melody. Burial in Fort Worth April 18.

NIXON—Arundel, 42, British actor, April 4 in Brisbane, Australia. His Australian debut was in *10-Minute Alibi* for Williamson & Tait.

REBOCK—Mrs. Jack, 55, wife of Jack Rebock, orchestra leader and songwriter, in Bridgeport, Conn., April 15. She also leaves a son, Robert, and a daughter, Mrs. Louis Kazin. Burial in Adath Israel Cemetery, Fairfield, Conn., April 16.

REGAN — Mrs. Rose Anna, 68, mother of Will Regan, announcer at WDAS, Philadelphia, April 14, at her home in that city. A daughter also survives. Burial in Holy Cross Cemetery, Philadelphia, April 19.

ST. LOUIS—Edward E., 63, performer on Station WGY, April 13 in Schenectady, N. Y. He had been with the WGY Players from the founding of the group in 1922 until his retirement in 1930. His widow and daughter survive.

SIMONS — Meyer (Maxie), 53, night club entertainer and recently with the F. E. Gooding Amusement Company, Unit No. 3, April 11 in Allegheny General Hospital, Pittsburgh, of a cerebral hemorrhage. Simons had been in show business for 35 years. Survived by his widow, Sevylla; a daughter, Zelma, and a son, Ronald. Burial in Union Dale Cemetery, Pittsburgh, April 14.

STACCATORE—Patrick (Jack La-Marr), pianist and orchestra leader, in Bridgeport, Conn., April 13. Survived by his parents, Mr. and Mrs. Benjamin Staccatore; three brothers, James, Bert and Frank, and two sisters, Mrs. Joseph Santillo and Miss Gloria Staccatore. Burial April 20 in St. Michael's Cemetery, Stratford, Conn.

STALKER — Benjamin (Buckskin Ben), 88, owner of "the biggest little Wild West show on earth," April 17 in Columbus, O. His troupe toured the United States, Canada and Mexico prior to 1936. Burial in Cambridge City, Ind. His son and five daughters survive.

STEVENS — Kay, 25, night club singer, in a plane crash near San

Bernardino, Calif., April 17, while en route to fill an engagement there. Survived by her husband, Bob Telfair, night club pianist.

TENNANT—Fred E., 74, exhibits superintendent for the State Fair of Texas, April 16 in Dallas. He was in charge of concessions during the 1936 Texas Centennial and 1937 Pan American Exposition. In 1938 he was made general manager of exhibits and concessions, and held that position with the Texas annual until his death. Survived by his widow, one son and two brothers. Services in Dallas April 18, with burial in Oakwood Cemetery, Waco, Tex.

TIERNEY — Frank, 69, nationally known song and dance man of the 1890's, April 18 in Youngstown, O. His vaude appearances included many tours of Europe.

TOMPKINS—George H. (Waxo), 65, Side Show and museum mechanical man, April 7 in St. Louis of a heart attack. He had been in outdoor show business since his youth. He was a member of the Michigan Showmen's Association. Survived by his widow, Betty. Services and burial in St. Louis April 8.

VALDIVIA—Rafael, 61, artist who drew portraits of theater personalities for *The New York Sun* for 23 years, April 19 in Woodhaven, N. Y. His widow, daughter and two sons survive.

Marriages

BATTLES - ANDERSON — John Battles, legit actor starring in the London production of *Belinda Fair*, and Jane Anderson April 13 in London.

BUCK-BALDWIN—Ernest R. Buck and Shirley Baldwin, former WLW (Cincinnati) receptionist, in Cincinnati April 22.

Births

A daughter, Sarah Joyce, to Mr. and Mrs. Michael Carroll in Bridgeport, Conn., April 12. Father is house manager at the American Theater, Bridgeport.

A daughter to Mr. and Mrs. Bill Manns April 11 in Philadelphia. Father is a staff announcer at Station WIP there.

A daughter to Mr. and Mrs. John Paul Weber April 11 in Philadelphia. Father is a staff announcer at Station WIP there.

A daughter, Lisa, to Mr. and Mrs. Ross Miller recently in Hartford, Conn. Father is an announcer at Station WTIC, Hartford.

A son, John Nickolas, to Mr. and Mrs. Nickolas J. Chris in Jamaica, L. I., N. Y., recently. Parents are former cookhouse operators.

A daughter to Mr. and Mrs. Hugh M. Sykes Jr., April 18 in Charlotte, N. C. Father operates the Queen City Booking Company there.

A son to Mr. and Mrs. Carl Sands April 10 in Chicago. Father is the orchestra leader at the Oriental Theater in that city.

A daughter, Linda Kay, to Mr. and Mrs. Edward G. Keck April 12 in St. Vincent's Hospital, Jacksonville, Fla. Father is well known in carnival circles and has been with the Cavalcade of Amusements the past two seasons. Mother, the former Eleanor Faye Carter, was featured in the Pandora Show on the same organization last season.

A daughter, Theresa Yvonne, to Mr. and Mrs. Duke Dougherty, concessionaires with the B & C Shows, April 19 in Miami. Mother is the daughter of Mr. and Mrs. Harry Johnson, cookhouse operators.

Divorces

Alice White, actress, from John Roberts, film writer, in Los Angeles April 18.

Pauline Haskin from Byron C. Haskin, film director, in Los Angeles April 15.

In Loving Memory
Of My Husband
Jacob W. (Jake) Brizendine

Died May 1st, 1948.
Sadly missed but will never be forgotten.
Mrs. Elsie Brizendine

BURNABY—George Davy, 68, British comedian and lyricist, April 18 in Angmering, Sussex, Eng. He made his stage debut in 1902 in the role of William in *The Crossways*, which was performed for King Edward VII and toured the United States with the late Lily Langtry starring. After a series of plays from 1903 to 1910 he began a three-year engagement in *The March Hares*. In 1914 he visited

OCEAN VIEW DEBUTS MAY 30

Heavy Flack Campaign Set, Lorman Says; Parking Area Provides Space for 7,000 Cars

Accent on Free Acts; Two 30G Rest Rooms Ready

By Dean Owen

VENICE, Calif., April 23.—John Lorman's hopes that Ocean View Park would open its season May 15 received a setback this week when water main trouble developed, thus holding up construction. Lorman says the park probably will bow Memorial Day, May 30. Lorman is president of the corporation building the park. The water mains, which had been in the ground for years, were damaged by the weight of bulldozers and had to be replaced with new five-inch pipe, Lorman said. Meanwhile, work on the boat ride, being built at a cost of \$75,000, is progressing. All concrete on the 1,000-foot ride has been laid and the wiring of the 40 light poles surrounding the lagoon is under way.

A structure in the center of the lagoon is being roughed in. It will house an office, warehouse for the boats and an electrically heated, glass-enclosed monkey island. In warm weather the simians will do their cavorting at the far end of the building which will be screened. Drains have been sunk in the concrete floor so that cages may be cleaned out by means of a water hose.

Opening of the park will be marked by a heavy promotional campaign, embracing all types of publicity. Free acts will be accented.

No Admish

Park will not have an admission gate, Lorman announced, as he made plans to plane out of here for New York and Buffalo to purchase rides. He expects to return with a four-abreast Allan-Herschell Merry-Go-Round, a Bozo, a racer and boats for the lagoon.

Thousands of the seasoned timbers salvaged from Venice Pier will be used in the new park. Pilings are being driven into the ground as a base for the new 200 by 60-foot Roller Coaster. Rudy Illion, owner of Scooters in Ocean Park and Long Beach, is supervising construction of the Coaster, which is expected to be completed within 30 days. Other timbers from the old pier will be used for buffers and markers on the parking lot.

All of the parking area will not be ready for the unveiling, but there will be room for about 3,000 cars. By summer, however, Lorman expects to have an area capable of handling 7,000 cars. The area will be black topped. Parking charge will be 25 cents.

All open areas of the funspot will be landscaped. More than 10,000 (See Ocean View on page 62)

Saints and Sinners To Convene June 17

PETERSBURG, Va., April 23.—National convention of Circus Saints and Sinners will be held in Bradford, Pa., June 17-19. As a prelude, a joint meeting of the Virginia Tents of the org will be held at the fairgrounds here May 11 to complete final convention arrangements.

Joe Kass is chairman of the inter-club arrangements committee. Representative of tents at Richmond, Petersburg, Norfolk and Staunton will be at the Petersburg meeting.

N. Y. Solons May Put Ban On Pokerino

Coney, Rockaways Hit

NEW YORK, April 23.—With the outdoor season just getting under way here, arcade operators this week were faced with the possibility of a license department ban on Pokerino group games, such as Fascination and Five Star Final, and an unspecified list of other amusement devices. But industry leaders, who learned of the department's intentions Tuesday (19) following a meeting of top city officials, expressed confidence yesterday (22) that the proposed ban would not be put into effect. If it was, they said, court action would almost certainly uphold the industry's right to operate the games, which have been licensed here for years without question.

Meanwhile, no arcades within the city limits, including those heavily concentrated in Coney Island and the Rockaways, have been permitted to renew their licenses. The licenses, coming under the "common show" provisions of the administrative code, expired March 15. They will not be renewed, said a license department spokesman yesterday, until city policy (See Gotham Solons on page 125)

Tax Bite on Ind. Fairs' Take Seen In State Survey

INDIANAPOLIS, April 23.—An expense Indiana county fairs had not planned upon loomed as a possibility this week when it was learned that the Indiana Gross Income Tax Division has started a survey to determine what portion of fairs' receipts may be subject to the gross income tax law.

Nonprofit organizations under the law are only partly exempt from the income tax, officials explained. All receipts in excess of money paid out for prizes and premiums is taxable at the 1 per cent rate, they reported.

If the study shows that such income is taxable, fairs would be subject to back taxes.

Woe, Woe, Woe—

Sunbrock Goes to Washington, Again Runs Into Court Trouble

WASHINGTON, April 23.—Larry Sunbrock's Texas Rodeo pulled in here this week and ran into court trouble for the second time in Washington. Sunbrock was haled into court on charges of violating a local child labor law by using an 8-year-old girl in a wire act. Later Sunbrock was rebooked on a cruelty to children charge. On the labor law violation, Sunbrock posted \$100 collateral, while the local prosecutor said the cruelty charge would be dropped if Sunbrock kept the child out of the show. According to police, the child took part in three performances Sunday (17) when the show opened. They said Sunbrock was then warned, but the youngster went on for a fourth performance the following day. Sunbrock was then taken to a precinct station.

Sunbrock was booked under a statute which has been a local ordinance since 1928. It prohibits the professional performance of anyone under the age of 16 as "acrobat gymnast, contortionist or rope walker."

Claiming the law was "outmoded," Sunbrock first declared he would fight it "if I have to be arrested each and every time she performs." Later, however, police warned that if the child continued to appear, they would assume custody of her. Sunbrock then said, "If she is to be molested we won't show her."

The last time Sunbrock brought a show into town he was sued by a local rodeo performer, who claimed the show was using his picture without permission in its advertising.

With all the publicity over the child performer, plus more publicity over Big Syd, a bull which has been tossing would-be riders right and left, the rodeo has been doing what has been described as a "fine business." Average attendance was given out as around 3,000 a show. The rodeo went on in the National Guard Armory.

WASHINGTON, April 23.—Larry Sunbrock's Texas Rodeo concludes its eight-day, 16-performance stand at the 10,000 capacity National Armory tomorrow (24), with the gross expected to hit about \$35,000. Line-up of acts included the Sensational Ortons, Frank Cook, Morales Family, the Gretonas and Pop Staples. Buck Steel is arena director.

Hamid-Morton Org Hits the Jackpot On Buffalo Stand

BUFFALO, April 23.—Sponsored by Ismailia Temple, the Hamid-Morton Shrine Circus concluded its six-day stand here tonight and prospects are the final gross will top the \$130,000 registered last year.

Playing the Memorial Auditorium, with a seating capacity of 8,500, the show played to near capacity opening day, Monday (18) and sellouts were the rule after that. Wednesday (20), for instance, 1,200 extra chairs were put up to take care of the crowd, with 600 extra seats occupied at the night show. Thursday afternoon saw 2,200 payees sitting on the extra chairs and on the straw. Show officials estimated 1,500 persons were turned away.

Capt. Dick Clemens rejoined the show here with his animals. He is fully recovered from the severe clawing he received in Newark two weeks ago.

Elmer C. Winegar, general chair-

Chi R. R. Fair To Get Arcade In Gold Gulch

Circus Number for Spec

CHICAGO, April 23.—An arcade, with nickel and penny play, will be offered in Gold Gulch, gold-rush town replica, which is to be one of the chief new features of the Chicago Railroad Fair this year. The arcade will be operated by A. R. Tigaman, this city.

Announcement was made by Doyle Morris, who is in charge of the Gold Gulch set-up for the fair. Morris said that an area, 20 by 100 feet, will be devoted to the arcade.

He also announced that an old-time saloon will be operated in Gold Gulch, with the beverages confined to soft drinks. Consolidated Concessions, holder of all eat and drink concessions at the fair, will operate the saloon.

Several other concessions and attractions carrying an admission are planned, Morris said, and negotiations for these now are under way.

The second annual edition of the fair's big spec, to be presented in the grandstand fronting Lake Michigan, is now well under way. This year, again titled *Wheels A-Rollin'*, it will feature a circus atmosphere to point up the Gay Nineties. A three-ring circus, with an abundance of clowns, is mapped, and some professional acts will work in it.

The fair is scheduled to open June 25 and run thru the summer months.

Fire Levels Bangor Grandstand; Plans Go Ahead for 1949

BANGOR, Me., April 23.—Fire Friday (15) destroyed the Bangor Fair grandstand, pari-mutuel building, paddock and a substantial amount of electrical equipment, signs and scenery. The grandstand seated about 2,000.

Roy Sinclair, fair treasurer, said that the annual nevertheless will be held this fall. Many commitments for the event already have been made, he pointed out.

The fairgrounds are administered by the Bass Park trustees, consisting of the city manager, city treasurer and city clerk, and are leased to the Bangor Fair Association.

man of the circus committee, reported the flack budget this year was the heaviest in years.

Michigan Gov. Appoints Five To Fair Board

L. H. Firestone Named

DETROIT, April 23.—Five new members, including two well-known showmen, this week were appointed to the Michigan State Fair Board of managers for four-year terms by Gov. Mennen Williams.

New members are Frank Kinsora, Detroit; L. H. (Doc) Firestone, Flint; George Merriman, Manchester; Sydney Phillips, Charlotte, and Stephen Marco, Detroit. Kinsora has been for many years president of Local 199, International Alliance of Theatrical Stage Employees, and a leading figure in the theater business here, while Firestone is president of Flint Amusement Park.

The new appointees succeed Don Mitchell, Tunis (Eddie) Stinson, C. E. Huffmanburger, Sherman Reid and Delmont Chapman Jr.

The new appointments give Governor Williams his first chance to secure an effective voice on the fair board, following his public disagreement with the board over retention of Hazen E. Funk as fair manager, as well as over other policies. In the absence of vacancies by resignation, death or otherwise, there will be no further openings on the board for another year, giving the Williams' appointees a 15 to 5 minority.

Funk, currently in Florida for a two-week vacation, is expected to return next week.

Record Crowds Jam Sydney Royal, But Midway Biz Is Light

SYDNEY, April 23.—The weather for the opening of the Sydney Royal Easter Show, on April 10, was perfect and \$1,533 paid to enter the exhibition, which was 11,000 better than the first day gate of last year but just 2,000 under the 1947 record. Ideal weather brought a turnout of 40,000 Monday (11), which topped the fair's record of 1947 by 300 and exceeded last year's second day gate by 7,000. Attendance Tuesday (12) also set a new record, with 40,000 on the grounds by mid-day and 80,000 assisting at the first night show of the fair.

Special attention was given the night programs in the stock ring and these included cattle drafting competitions, polo and polo-cross matches, a cattle drafting competition for women, a torchlight parade and a horse musical ride by the New South Wales Mounted Police, which was one of the most spectacular items and drew a big crowd.

Biggest Parade

Australian championship buckjump riding contest and a wild bullock race were also added to this year's program. In the massed torchlight parade 2,500 troops and 100 bandsmen participated and it was the biggest of its type ever attempted in Australia.

Few showmen were on the midway due to the restrictions on tents and trailers and the only attractions noted were a boxing arena, Ghost Train, Ride of Death, Giggle Center, shooting galleries, a Knockem, a Rollem, a couple of Merry-Go-Rounds and a midget auto platform. None of the small shows usually found on a midway were to be seen and there was ample room for the crowds to collect around the shows and rides that were operating. Business was light.

The Returned Soldiers (vets org) Happy Land Carnival, outside the fairgrounds, did little business during the daytime but business appeared to be brisk at night.

Weather Man Flirts With Mills

Close-Ups:

Granite-Like Maurice Jencks Started Hard Way--On Rocks

By Herb Dotten

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

THERE is something granite-like in the make-up of Maurice Jencks. In retrospect, this is not surprising. The white-haired Topeka, Kan., fair man, who at 70 can look back on a record of varied successes, first went to work at high school age on rock, the chalk rock used in cement making. The pay was small—10 cents an hour; the days were long—10 hours. But there was no alternative; only the children of the wealthy in his native Yankton, S. D., then escaped the work demanded of youngsters in the support of a family. The experience, tho, gave him a first hand insight of hard work. Too, it gave him an appreciation of the value of money. Now, more than 50 years later, he retains a keen regard for both. He extends himself far more than most men of his age and in his circumstances. And, in his business negotiations, he shows an acute knowledge of what a dollar will buy.

Moreover he is exacting in his demands. He requires the best in quality, whether it is the materials that go into a new fair building, the sound projected by a p.-a. system or the dancing of the chorus in the fair's revues. His insistence upon high quality has paid off and quite often suppliers extend themselves beyond the norm. But, "it's that—or else" so far as Maurice is concerned.

This perseverance has enabled the fair to grow into a sound institution. So, too, has it enabled other of Jencks ventures to become financially sound and more meaningful.

The success of the fair is but one of many which Maurice has recorded. In succession, he was a winner as an operator of old-time opera houses, a booker of roadshows, owner-operator of a string of motion picture houses, a part owner of a large hotel, and, sandwiched in between, a conscientious worker for civic betterment.

His first job in the cement works was grueling. His second, as a combination delivery boy and clerk, was almost as prosaic, until the day he first rubbed elbows with show business.

That first contact happened as simply as this: Roy Feltus, now a resident of Bloomington, Ind., but then an agent for the Gentry Dog & Pony Circus, (See Granite-Like Maurice page 65)



MAURICE JENCKS

Co-Op Insurance Plan Pays Off for Aussie Annuals

SYDNEY, April 23.—The Agricultural Societies Council of New South Wales, which represents most of the country agricultural fairs of the State, has its own scheme of co-operative rain insurance which has been singularly successful and is much more economical to the individual society from a premium point of view.

There are 121 societies participating in the scheme and the premium charged is based on one percent of the gate and should rain interfere with the fair the insurance fund makes up the loss, based on average of previous years. Accumulated funds now total \$8,000 while the year's revenue in 1948 totaled \$2,800 and claims paid amounted to \$2,138.

Accident Fund

An accident fund also has been established with the premium calculated on three per cent of the gate, with a maximum of \$32.50, and this covers accidents to those exhibitors not covered under the Government Workers Compensation Act and 91 of the country fair societies participate in this scheme. In spite of fairly heavy claims the accumulated funds stood at \$3,000 and claims paid during 1948 totaled \$500. The Agricultural Societies Council also provides public risk insurance covering accidents caused by horses or other livestock, to the attending public, or from col-

E. H. Bollinger Dies at Age 72

PORTLAND, Ore., April 23.—Edward H. Bollinger, 72, owner of Oaks Amusement Park here, died in a Portland hospital Friday (22), following a month's illness.

Associated with Oaks park for 44 years, starting as superintendent in 1905, Bollinger became manager in 1925. In 1940, with his son, Robert, he purchased the park and the two have been operating it since.

Born in Switzerland, the elder Bollinger came to the United States at the age of five. He was a member of the Masonic Lodge and the Knights of Pythias.

Funeral services will be held at 1 p.m. Monday (25). Burial will be in Portland.

lapsing grandstands or other unusual causes.

This venture into the insurance field started about 10 years ago because of the high rates then charged by commercial firms for rain insurance, the biggest hazard to a successful agricultural fair, and at first it was only supported by a limited number of fair committees. The first year saw only five paying premiums, but its success became evident and now only a few fairs remain aloof from the scheme which, while providing lower premiums, guarantees average gate receipts and has removed the gambling element from rain insurance in particular.

Show Cashes In When Old Sol Unmasks

10th Edition Called Best

By Charley Wirth

CINCINNATI, April 23.—Opening its 10th annual tour at its winter-quarters city, Circleville, O., on the fairgrounds Saturday (16), Mills Bros.' circus, motorized, followed with Chillicothe, O., Monday (18); Washington C. H., Tuesday (19); Hillsboro, O., Wednesday (20), and Wilmington, O., Thursday (21), where it was caught in the afternoon. The show's inaugural at Circleville was on the frigid side, the temperature being anything but big-top weather. A full house was recorded at the mat and a half-house at night, under auspices of the Boosters Club. The Mills org plays sponsored dates thruout the season.

At Chillicothe there was a three-quarter matinee and a fair night house, weather being cold and rainy in the afternoon and cold and windy at night. Auspices, Junior Chamber of Commerce. Washington C. H., under the Shrine, came across with two full houses. At Hillsboro, sponsored by the Lions Club, attendance was three-quarters at both performances, weather being good. Schools were let out early for the matinee. The Shrine was the auspices at Wilmington, and weather was ideal. It was the first circus there in several years. Afternoon house was packed with school children who were dismissed early.

Program Registers

Manager Jack Mills is offering his best program in a decade of operation, and one which registers with the audience. Performers are nicely costumed. Bert Wallace, equestrian director, has the program moving smoothly in three rings, the running time being 1 hour and 55 minutes in Wilmington. Mills has a band of 11 men, directed by Robert Mills (no relation to the show owners), which offers a good brand of music and a varied library.

The org is using holdover canvas. The big top, seating 3,200, is a 100 with three 40's. Side Show top is a 50 with two 20's and the menagerie a 60 with three 30's. The outfit moves on 65 units of rolling stock. Eighteen head of stock is carried. Prices are \$1.20 for adults and 60 cents for children, including tax, and \$1 for reserves, including tax; Side Show and concert go for 25 cents each.

The Program

Following the tournament came Buffalo Ben, introduced as the last living Buffalo Bill scout.

No. 3—Riding dogs and monkeys, presented in Ring 1 by Blackie Diller; Ring 2, Jeannette Wallace; Ring 3, Capt. Bert Wallace. The moppets went for it.

No. 4—The Dobas, man and woman with a dog, in Ring 1, doing nifty hand and head balancing, and Eddie Doyle, Ring 3, with comedy juggling bits.

No. 5—Clowns in the balloon gag. No. 6—Performing dogs, featuring wire-walking stunts, presented in Ring 1 by Eileen McGovern and in Ring 3, by Jeannette Wallace. The mutts are well trained and capably handled.

No. 7—Clowns. No. 8—In Ring 1 were the Wallabies, four girls and a boy on trampolines. Ring 2 offered the Cathalas Troupe, three men and a girl in acrobatics and hoop juggling while on rolling globes. In Ring 3 were two girls and a man on trampolines. Double somersaults were accomplished on the tramps and the acros scored with their offering.

No. 9—Clown band. No. 10—On the swing ladders were Margaret Butcher, Willadean Black and Donna Hancock.

No. 11—Clowns in Niagara Falls number. No. 12—Well-handled four-pony drills. Ring 3.

(See Mills Off Good on page 67)



THE ROLL-A-WHIRL

AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

The Rolla-A-Whirl is built on and made a part of a two-wheel trailer and can be transported behind a passenger car as easily as a medium weight house trailer.

Requires no help for setting up or tearing down. Constructed of steel and aluminum throughout except for floors, it makes a nice flash in the midway because of the streamlined construction and the numerous colored lights on the hull.

Ride is powered with two high quality capacitor type Century Electric Motors. One 1/2 H.P. motor turns the outside hull. One 3/4 H.P. motor tilts the inside platform and spins the tubs.

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

Complete with ticket box, sign, heavy duty rubber covered lead wire, light bulbs, automobile controls for the electric brakes.

Trailer is equipped with Atwood hitch, Hammer blow, safety engineered axle and springs, Warner electric brakes; R.C.A. public address system, which includes pick-up mike amplifier and speaker. All bearings are heavy duty Seal Master.

PRICE COMPLETE, \$3,450.00

Plus 2% Sales Tax, F. O. B. Factory, St. James, Mo.

THE ROLL-A-WHIRL CO.

HIGHWAY 66

PHONE 337

SAINT JAMES, MISSOURI



LOOK!

Parker Does It Again!

NEW 1949 CARRY-US-ALL

Mr. Jean Zuvon, of Janesville, Wisconsin, writes: "Dear Sir—Have purchased one of your Model 'Q' 42-Foot Carry-Us-Alls. After 21 years of operation I marvel at the shape all the parts were in. After looking the machine over I find I have to replace one pinion gear which came originally with the machine. Your telescopes, which never had replacements, are still in A-1 shape and good for many more years of service. As I knew this machine for many years before I purchased same, I'm highly pleased with the performance and its efficiency. If I'd consider purchasing a new one, no doubt, it would be a Parker."

Yours sincerely, Jean Zuvon.

C. W. PARKER AMUSEMENT CO.

LEAVENWORTH, KANSAS

Builders of Parker's Perfect Pleasure Producers

That's GOLD in them that THRILLS!

Little Skipper

...the new re-ride gold mine for OPERATORS...
Seats 24 tots...Practically self-loading, unloading
• Light, easily set up • Takes 1 hour • Adaptable for inside or
outside use • No ground preparation required • Absolutely safe
RECORD CHANGER, LOUD SPEAKER, LIGHTS, TICKET BOOTH AND NET COVER INCLUDED

Write... C-CRUISE CORPORATION
1550 North 18th Street • West Salem, Oregon



TICKET BOOTHS

Prewar quality, fluorescent lights. Lighted sign portable, durable, attractive. Information and photos on request.

WESELY MFG. CO.

1280 NORTH 18TH STREET

SALEM, OREGON

Out in the Open

Charlie Doble visited Robert K. Grant in New Orleans. The two circus musicians will be with Dodson's Imperial Shows, opening in Birmingham Saturday (30). Doble also visited C. L. Brown, bandmaster on the Cole Bros.' Circus, prior to the show's opening in Louisville. Doble was with Brown's band 30 years ago on the Sells-Floto Circus. . . . The Ward-Bell troupe, flying act, are featured in a Grantland Rice Sport-light, movie short, in theaters throughout the country. Show played the United Artists Theater, Chicago, last week (April 17). Pictures were taken at the University of Illinois in co-operation with the Illinois gymnastic team.

One of the best promotion jobs of the year for an outdoor attraction has been Art Craner's handling of "It's May Day in Los Banos." What makes it a standout job is the fact that the celebration is limited in draw to the San Joaquin Valley and yet Craner has been getting regular breaks in the Los Angeles papers more than 300 miles away. Craner has overlooked no angle in getting his copy across the city desks. . . . John Francis, owner of the motorized carnival bearing his name, Saturday (23) continued his annual custom of hosting a large group of children at the annual Police Circus in St. Louis, where his org winters. The veteran showman paid the admission and provided the transportation to and from the circus for about 100 youngsters who live in the neighborhood of his shows' quarters.

Bev Kelley and his press staff of Cole Bros.' Circus are seeing the fruits of their labor this week. Shots of Burt Lancaster, with the Cole show, and the show in general, in Paramount news were released last week and the recent issue of News-week mag carried a story on the elephant giveaway on "Stop the Music." Christian Science Monitor Sunday magazine used a story by Inez Foster on the Cole calliope. Members of Kelley's staff include Frank Morrissey, Donald Lang, Floree Galt and Edward Howe. American Home magazine has a double truck in color and black and white and text on Mrs. Bev Kelley's kitchen at home. Art work consists of pictures of the kitchen and of Mrs. Kelley and the children. Bev says, "Ruth designed the kitchen for general convenience, does her own cooking, washing, ironing, and raises the family and does some decorating on the side. She probably feels like a juggler with six objects in the air at the same time."

The 101 Wild West Ranch, scheduled to play Birmingham May 2-7, is getting plenty of advance slack in Birmingham papers. April 17 The Birmingham News-Age-Herald, carried almost a full page of pictures with a story. Previously (April 14) The Birmingham News carried a column length story, with a two-column cut. . . . Charlie Zemater, Chicago booker, left April 21 for Canada to catch Garden Bros.' Circus, which opened April 18. . . . Recent visitors on Biller Bros.' Circus were C. T. Richards, Pensacola, Fla.; Jim Stutz, Pan American Animal Exhibit; Mike Jones, Jones Greater Shows, and Bill (Windy) Bailey.

P. F. (Pat) Downey, of the Downey Supply Company, St. Louis, will return to his Mound City headquarters May 11 following a lengthy vacation in Miami. While in the Florida city, Pat sold three light towers to Penn Premier Shows and negotiated with L. P. Brady and Buster Gordon for the sale of a number of others. He also visited with James E. Strates, Dave Endy, Starr DeBelle and numerous other showfolk making their winter homes in Miami and other Florida ports. . . . Dave Kabakoff, well known in outdoor show circles, is in Physicians and Surgeons' Hospital, Philadelphia, and would like

to read letters from friends. . . . When Heron's Animal Oddities and King Bros.' Circus day and date each other in El Dorado, Ark., recently, visitors to both orgs included Mary Ragan, Dick Kanthe and Duke Loeber. Art Miller, general agent of Kelly-Miller Circus, and family visited the Heron unit at De Queen, Ark. Clarence Auskings is general agent of the Heron unit, while Max Auskings is in charge of the mailing list and heralds. . . . Bill Antes, who is handling radio in New York for the Ringling circus press staff, has been in Evansville, Wis., attending the funeral of his father.

Art Briese, of the Thearle-Duffield Fireworks Company, is back in Chicago, with reports that he signs contracts to provide fireworks for nights at the Texas State Fair, Dallas, and three nights, July 2-4, at the Cotton Bowl, during the regular State Fair Park season. He also reports signing two shows for the opening of Pontchartrain Beach Park, New Orleans, April 30-May 1 and at the Memphis Cotton Carnival in May. Thearle-Duffield provides the fireworks for the Festival of States, St. Petersburg, Fla., April 4. . . . Harry Batt Jr., accompanied by his wife, last week visited parks in Detroit, Buffalo and various towns in Ohio, while on his spring vacation as a student at the Modern School of Design, Chicago. He is the son of Harry J. Batt, operator of Pontchartrain Beach Park, New Orleans.

1949 Spitfire



BETTER THAN EVER
ALL BALL BEARINGS
AND
FLUID DRIVE
SIDE OR BOTTOM LOADING

FRANK HRUBETZ & CO.
SALEM, OREGON



Allan Herschell
KIDDIE MERRY-GO-ROUND

★ Fluid Drive — no clutch or brake
★ Fast, smooth, starts and stops
★ Push-button controls ★ Sets up in 3 to 4 hours ★ 20 jumping, all-aluminum horses, 2 chariots ★ Ruggedly built ★ Write for literature.

ALLAN HERSCHELL COMPANY
NORTH TONAWANDA, N. Y.
World's Largest Manufacturers of Amusement Devices

Talent Topics

Ernie Young's "Varieties of 1949" opened a three-week tour of Wisconsin and Michigan, Monday (18) in Madison, Wis. Spots are played under auspices of fraternal orgs. Revue includes the Madeline Wallace Dancers, an eight-girl line; Janie Newcome, imitations; Johnnie Laddie and Company, ladders and dogs; Sanger, Ross and Andre, comedy; Three Jig-Saws, and Frank Furlett and his band. Young also reports booking a circus into the Kokomo (Ind.) Shrine Club, May 13-15. Acts lined up include the Great Rollini, balancing; Egony Trio, trampoline, and the Great Francisco, high pole. . . . Ala Naitto, tight-wire acro, has signed a contract with Young. She will open in Omaha in July. Young has booked a circus into Nashville and has contracted for La Crosse (Wis.) Fair.

Phil and Dottie Phelps, head-balancing and perch act, who have been playing indoor dates in the Los Angeles area for Abel & Nelson, will head for the Midwest and the outdoor season under the Barnes-Carruthers banner. . . . Tom Kitchen and His Kitchenettes, three teen-age fems, trampoline act, is booked to play outdoors after filling an indoor date at the Million Dollar Theater, Los Angeles. . . . Russ Stapleton, West Coast booker for Fanchon & Marco, is expected home from Eu-

rope next week. He has been seeing the sights in England and on the Continent, with Mrs. Stapleton. . . . Monte Blue, former film actor, is emceeing the Sports, Travel and Boat Show, San Francisco. . . . The Duanes, swaypole act, are playing the Seattle district. They'll be heading Los Angeles way to line up outdoor bookings for the summer. . . . Al Wager, Los Angeles booker, says he is going to use Trader Horn's stock on outdoor dates again this year.

The Quantico Marine Corps Band, a 75-piecer, has been added to the features of the Memphis Cotton Carnival, which is skedded for May 8-15, Milton Schmith, business director, infoes. . . . Leo Couture, French-Canadian high diver, injured his heel while performing at the Los Angeles Sportsmen's Show. He was doing a full gainer into a six-foot tank of water when a searchlight is said to have momentarily blinded him. The injury was not serious enough to force him out of the show.

Mickey Owens and Richey White are producers of the "Naughty Nights" girl revue with the Joseph J. Kirkwood Shows. In the cast are Wiggles Grayson, Linda Darling, Gay Nell, Irma Bop, Gung-Hai and Lala Leslie. . . . Chrysis De La Grange, a former aerial feature with the Ringling circus, is topping the bill at the Cirque D'Hiver, Paris.

Lew Barton will again be associated with Hunt Bros.' Circus after an absence of three years, during which he was equestrian director with the James M. Cole Circus. His brother, George, is also a horse trainer.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

HARRY WITT

378 JUNIOR ST. Brooklyn, N. Y.

NEW KIDDIE RIDES!

ACT NOW!



- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE

TERMS ARRANGED
IMMEDIATE DELIVERY
WRITE FOR PHOTOS

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

The TILT-A-WHIRL Ride



Outstanding for
Public Appeal * Stability
Good Quality * Portability
High Class * Earning Power

SELLNER MFG. CO.
Faribault, Minnesota

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1949 Streamlined Cars

- EIGHT CAR PORTABLE RIDE
- STATIONARY & ELEVATED PARK RIDE
- NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE

CHICAGO 15, ILL.

KIDDIE AIRPLANE RIDE

- * Plenty of flash and appeal
- * Terrific earning power
- * Fluid drive gives push-button operation

Also manufacturers of Adult and Kiddie Chairplanes, Ocean Wave, Kiddie Boat Ride. Write, wire, phone for literature.

SMITH & SMITH
Springville, New York



PYROTECHNICAL DISPLAYS

FOR

JULY 4TH, FAIRS, PARKS AND ALL OUTDOOR CELEBRATIONS

Engineered and Fired by our Technicians Under Full Insurance Protection or Fire-Yourself Programs with Detailed Instructions for Setting and Firing.

SAVE WITH SAFETY

For 1949 Illustrated Catalogue or for Further Information

Write, Wire or Call 1716

ILLINOIS FIREWORKS CO., Inc.

Manufacturers Since 1918

P. O. BOX 792 DANVILLE, ILLINOIS

wherever you are

NEW MODEL 80

Modern

Beautiful

Livable

Sturdy



it's a home

ALMA TRAILER COMPANY • ALMA, MICH.



FLORIDA BOUND?

INSURE THAT CAR AND TRAILER!

Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law. Don't wait until you have an accident! Penalty rates would then apply.

BE SURE! INSURE NOW!

CHAS. A. LENZ

THE SHOWMAN'S INSURANCE MAN

A1338 Insurance Exchange
Chicago, Illinois

1728 First St., N.
St. Petersburg, Florida
Phone 5914



CHAIRS EVERY TYPE AND VARIETY



BLEACHERS
STADIUM SEATS
RIOT PROOF
FOLDING
CHAIRS



U.S. SEATING CO.

570 7th AVE. N.Y.C (41st. St.) LO. 4-3524

A \$56.50

CARRYING CASE - 2 BAFFLES - 2 10" SPEAKERS COMPLETE

FOR \$18.50

Those who ordered the 12" \$15.65 Speakers for \$4.25 from our LAST AD KNOW our high quality. You must be pleased with any merchandise you buy from Economy or you get your money back. Check must accompany order. FOB St. Paul.

ECONOMY DISTRIBUTING CO.

1824 ST. ANTHONY AVE.

ST. PAUL 4, MINN.

H. E. EWART COMPANY

FAMOUS KIDDIE RIDES

Kiddie Auto Ride
Kiddie Ferris Wheel

Kiddie Whirley-Gig
NEW! PRE-WAR PRICES

Kiddie Street Car
Kiddie Aeroplane

Write for Catalogue.

1320 S. VICTORY BLVD., BURBANK, CALIF.

BERNAN

**TRAILERS
GENERATORS
TRUCKS**
carry the load!



Available

Now for immediate delivery
—a full and complete line
of New and Used Trucks and
Trailers. We can arrange
convenient payment terms for
you.

BERNAN Sales Co.

PHONE 521

PENNSBURG PA.

**NEW
CHEVROLET TRUCKS**

Immediate Delivery

Special Showmen Finance Plan

Call or Wire

**HAROLD (WHITIE) ELLIOTT
FELD CHEVROLET COMPANY**
Kansas City, Kansas



Mr. Show Owner,
there's exactly the
electric generating
set you need in the broad Universal line—
world's most complete. Gasoline and Diesel
models up to 36 kw., manual and automatic
controls. Low cost to buy, for less than
city rates to operate. Send for literature!

UNIVERSAL MOTOR COMPANY

426 Universal Drive Oshkosh, Wisconsin

See **Ernie Jordan** for
LUXURIOUS TRAILER COACHES

Lot #1 505 NE 23 Pk 4 TR55, Ohio City, Ohio
Displaying Vagabonds Travelers, Dixie Queens, 'M'
Systems and others.
Lot #2—901 911 North Ash Highway 77, Pk. 770
Panna Valley, Oklahoma
Displaying Spartan Aircraft Trailers. All aluminum
aircraft constructed triple insulated, 33 1/2 ft. Royal
Mansion, 30 ft. Mansion, 26 ft. Manor, 26 ft.
Spartanette.
Liberal Trade Ins. East Terms, Parts & Supplies
The Showman's Friend Everywhere.

newsparkle·new life

with **OLESSEN'S Improved Color Frames**

Discover new spectacular effects in different daz-
zling color with these outstanding color frames.
Available for almost every lite—every need. Spots,
color frames, carbons, accessories, and all stage
hardware are included in Olesen's complete line of
lighting equipment. Get better lighting—at less cost.
Write today for specific information on your needs.



OTTO K. OLESEN
Company

1334 NORTH CAHUENGA, HOLLYWOOD 28, CALIF.

Cold Hurts Pawling Debut; New Mobile Units Flashed

HAGERSTOWN, Md., April 23.—The new John Pawling Great London Three-Ring Circus made its initial bow here last Saturday (16) in near-freezing weather. As a consequence, business was on the light side for both performances. On Friday (15) a 75-mile-an-hour gale hit the show, but there was little damage; the big top and other canvas were lowered in time to escape the force of the storm. The dress rehearsal scheduled for that night had to be postponed. It was held Saturday morning. The show arrived here Tuesday (12) to prep for the opening.

The circus is moving on 28 show-owned units, including many new mobile pieces. The bulk of the equipment was purchased last winter from James M. Cole, who had toured for several seasons under his own name. New equipment includes two light plants, mobile cookhouse and four cage trucks. Owner Harold Rumbaugh said he hopes to add three more cage trucks by mid-season.

Prices here were \$1 for general admission, plus 80 cents for reserved seats. All equipment had been freshly and attractively painted.

Spec Featured

Highlight of the program is the spec, *Alice in Spangleland*, written and directed by Melvin D. Hildreth, Washington attorney, and past president of the Circus Fans Association of America (CFA). The CFA staged its 18th annual convention in connection with the showing here.

The performance, featuring 22 displays and directed by Red Lunsford, runs close to two hours.

Featured acts include Capt. Ernest Engerer, who is using a larger arena for the presentation of his lion act. The six-member Acevedos perform juggling, wire-walking and tram-

Belle Vue Attendance Records Shattered

LONDON, April 23.—Annual report of Belle Vue, big year-round recreation center at Manchester, discloses that last year all attendance records were broken at this spot.

Belle Vue is a combination Madison Square Garden, fairgrounds and amusement park, much of which is roofed over. Biggest drawing cards are midjet auto racing, the annual Christmas holiday circus season and wrestling matches. Speedway racing is popular but its revenue-raising possibilities are hamstrung by the heavy entertainment tax of more than 40 per cent applied to this sport. Year-end holiday circus season was unusually successful this year.

Heavy taxes take a big cut of the earnings of Belle Vue. Last year's tax bite was \$269,288.63, which left a net profit of \$168,643.41 for the year, a decrease of \$14,814.28 from the preceding year. A dividend of 50 per cent, less taxes, has been recommended.

poline routines. They are on twice, appearing the second time as the Jimmy O'Neil Troupe. Jim Conway presents the six-horse Liberty act and Matt Laurish and the Powells present other animal numbers.

Other Talent

Aerialists include Flo and Grace McIntosh, Jerry Pressley, Martha Meredith and Tommy Bentley. Three wire acts, the Florenz Troupe, the Powells, and the Acevedos, close the show. Cecil Eddington, Charles Hilderra, the Romanos and Albert Powell head clown alley. Lee Hinckley has a band of eight.

Staff members are Harold J. Rumbaugh, owner; Dorothy Rumbaugh, secretary-treasurer; Kenneth Kirk, auditor; James Beach, general agent; J. E. Hill, brigade manager; James Salter, 24-hour man; James DeForest, press-radio; Clark Queer, press with show; Don Pysher, contracting agent; Joe Smiga, concessions; C. L. Haley, lot superintendent; Deacon McIntosh, maintenance, and Dave McIntosh, transportation.

German Units Start Road Tours, Leaving Berlin Arenas Dark

BERLIN, April 23.—Currently Berlin is minus circus fare, Harry Barlay having wound up his indoor season at his Circus Barlay building April 3, Circus Busch having given up its project of playing here, and Circus Blumenfeld not being ready to open before the end of this month at the earliest.

Circus Barlay, which had a fairly successful winter season in its wooden constructed arena, near the center of Berlin, has two tent units on the road and will use its local arena for vaude shows and wrestling matches.

The biggest of the Barlay units, with a big top seating 3,000, opened at Brandenburg-Havel April 10. This unit will return to Berlin after its summer tour and occupy the Barlay arena.

Potsdam Unit To Tour

The second Barlay unit, with a 2,400-capacity big top, opened at Potsdam for a limited run and will soon hit the road for a summer tour.

A comparatively large number of tent cirks will tour Germany this summer, including several of the better-known units of prewar days. For the first time in nine years the famous Carl Hagenbeck Circus will go on tour of the British Zone after a stand at its home town of Hamburg. The show has a new big top, new equipment and a good program featuring animal acts trained at the Hagenbeck Zoo in Stellingen-Hamburg.

Circus Krone, also a prewar favorite, is hitting the road for the first time since the war. Krone started its tour in Munich and will play American Zone spots in Bavaria and Hesse, followed by stands in the Dueseldorf sector of the British Zone.

Apollo Gains Stature

The Circus Apollo, successor to the prewar Circus Busch, has become one of the top tent cirks in Germany under the management of Emil Walker. Leaving its winter quarters in Goettingen, the Circus Apollo is touring West Germany with a big show featuring several imported acts.

Circus Buegler will not hit the road this summer, because all of its equipment was lost in a fire which destroyed its indoor arena, the Hippodrome Buegler, at Elberfeld, early in March.

While the above-mentioned circuses are practically assured of a good summer, most of the many smaller orgs look for tough sledding; they have little to offer in competition with the bigger units, because of the scarcity and high cost of circus and animal acts.

Threatening Weather Hurts Rogers Bros. At Anderson, S. C.

ANDERSON, S. C., April 23.—Overcast skies hurt business for Rogers Bros. here, with both matinee and night crowds being on the slim side. Show moves into North Carolina, playing Morgantown, Monday (25).

Weather in Greenwood, S. C., was good but business light, matinee being about two-thirds full, with a three-quarter night house. Attendance at Newberry, S. C., was about the same as that in Greenwood.

At Columbia, S. C., show registered a full one at the matinee but night house was light.



You Just "NATURALLY"
Sound Better Over... A
BELL MOBILE AMPLIFIER!

You safeguard your very stock-in-trade when you use the BELL MOBILE AMPLIFIER (Model 3723-M)! Entertainers of all kinds—whether pitchmen, song-and-dance, or gag men—have found this unit ideally suited for sound amplifying from a car, truck or temporary location. This is one amplifier that assures a natural, true tone to your voice, free of annoying "mike" crackles or fading. And that's why this Bell amplifier is number-one choice in the entertainment world!

Model 3723-M is a lightweight, easy-to-handle, 25-watt, mike-phonograph unit. The volume of both the mike and phono can be individually controlled and, in addition, there is a tone control and a "battery-saver" or stand-by switch. Powered either by a 6-volt storage battery or 117-V., 60-cyc. A.C. This model also available as a complete "package" unit including two 10" speakers, cables, microphone and case. See your BELL dealer or write direct for details.

Ask to see
MODEL 3723-M



BELL SOUND SYSTEMS, INC.
154 Marion Rd., Columbus 7, O.
Export Office:
4900 Euclid Ave. Cleveland 3, Ohio

**NEW CHEVROLET
TRUCKS**
**SPECIAL FINANCE PLAN
FOR SHOWMEN**
GET OUR PRICES FIRST
STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

FOR SALE
1939 BUS—'48 MOTOR—6 NEW TIRES
\$650.00
Complete with Ice Box and Cooking Stove,
equipped for man and wife.
ALBERT FLEET
CREVER, COWER, ILLINOIS (near Peoria)

Cold Cuts Easter Biz At 2 Philly Funspots

PHILADELPHIA, April 23.—Cool weather cut the Easter week-end attendance anticipated at this town's two amusement parks. The holiday week-end marked the opening of Willow Grove Park for its 54th season. Week-end operations will continue until May 31, when the park will switch to its daily summer schedule. The Casino Ballroom offered dancing to Clarence Fuhrman's music, and Frankie Schluth was back again to emcee the open-air stage-shows, with Tenner and Betty, Jack Parker, Murray Wood and Jeanne Lainer and Jack DeLeon.

Woodside Park, which had opened the previous week-end, presented a holiday musical bill with John Barry, and Jean Hollis, Frank Melino and Bob Hollis, in Sylvan Hall. In the afternoon Jack Steek put on his regular weekly kiddies' hour. Fireworks were the draw Friday night (15). The park goes into daily operation May 21, with the park's Crystal Pool also set for opening on that date.

1950 CFA Meeting Set for Denver

HAGERSTOWN, Md., April 23.—The 1950 convention of the Circus Fans' Association of America (CFA) will be held in Denver June 22 thru 24, with headquarters at the Brown Hotel, it was announced here Thursday (21) by Bill Montague, association publicity director.

The 18th annual convention, which was attended by a large number of members, wound up here last Saturday night (16).

Business meetings and fun sessions were held Wednesday and Thursday (13-14) and all members attended the preem performance of the John Pawling Great London Three-Ring Circus here Saturday night. There was no convention program Good Friday.

The Koo Koo Klub partied Thursday night. Entertainment included Pat Pendleton, baton twirling and acrobatic dancing; Jim Harshman, impersonations, with Howard Carey Machen at the piano. Circus movies were shown. Dick Hemphill was emcee.

A circusana exhibit was set up by members of the local Emmett Kelly Tent. A supper dance, with the personnel of the Pawling Circus as guests, was held Saturday night. Retiring association president, Dr. Henry H. Conley, was presented a gift on behalf of members by President James B. Tomlinson.

Among those present were Claude Elder, Missoula, Mont., who came the longest distance, 3,000 miles; Madeleine Park, Internationally known sculptress, Katonah, N. Y.; Walter Krawiec, painter of circus pictures, Chicago; former presidents Melvin D. Hildreth, Washington, and William H. Judd, New Britain, Conn.; President and Mrs. James B. Tomlinson, Portland, Me.; Dr. Henry H. Conley, Park Ridge, Ill.; Gil Conlino, secretary-treasurer, and Mrs. Conlino, Hartford, Conn.; Mrs. Melvin D. Hildreth and son, Bobby; Mrs. William H. Judd; Mr. and Mrs. William H. Day, New Britain, Conn.; Mr. and Mrs. Edwin L. Harris, Schenectady, N. Y.; Also, Milo Smith, Herkimer, N. Y.; Mr. and Mrs. Walter E. Hohenadel, Rochelle, Ill.; Edwin Barlow, New Glarus, Wis.; John W. Boyle, Cleveland; Floyd L. McClintock, and Lloyd W. Benber, Uhrichsville, O.; Mr. and Mrs. Charles B. Kistler, Allentown, Pa.; Dr. and Mrs. J. M. Ganey, New London, Conn.; Mr. and Mrs. Henry R. Kleckner, Allentown, Pa.; George H. Barlow III, Binghamton, N. Y.; Charles A. Davitt and Joseph Beach, Springfield, Mass.; Franklin Westervelt, and Joseph E. Minchin, Paterson, N. J.; Benjamin F. Perkins and Miss Lynn G. DeVall, Holyoke, Mass.; James I. Hassen, Philadelphia; Mr. and Mrs. James A. MacInnes, Allentown, Pa.; Robert W. Bersch, Hazleton, Pa.; Mr. and Mrs. Norman E. Bigelow, East Berlin, Conn.; Miss Sylvia Parks, Katonah, N. Y.; Cecil Scott, Cincinnati; George S. Cooke, Massena, N. Y.; Mrs. Leah Lanyon, and Edward B. Smith Jr., Baltimore; George W. Wireman, Thurmont, Md.; Walter L. Main, Jim Harshman, Carroll L. Baechtel Jr., Mr. and Mrs. Dick Hemphill Jr., Gene Virts, Dick Montgomery, Fred Keedy, Charlie Smith, Carroll L. Baechtel Sr., Mr. and Mrs. Randolph H. Gibson, Daniel Rohrer Jr. and Mr. and Mrs. W. C. Drake, Hagerstown, and Bill Montague, West Hartford, Conn.

New Mad. Sq. Garden Postponed Account Of Exec Dissension

NEW YORK, April 23.—Lack of agreement among the members of the board of directors of the Madison Square Garden Corporation that the construction of a new and bigger coliseum would be feasible at this time, has resulted in postponing the start of the project for an indefinite period, it was revealed here last night.

The \$25,000,000 structure, planned to outstrip anything now in existence, is approved for financing by the Triborough Bridge and Tunnel Authority. Legislation authorizing the new Garden to cover the two-block area from 58th to 60th streets and between Columbus Avenue and Columbus Circle was approved a year ago by Governor Dewey.

John Reed Kilpatrick, president of the Madison Square Garden Corporation, said the project had been deferred for "at least six months." He denied, however, that it was "dead." No other official would comment.

TENTS SHOW CANVAS

CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Consistent with quality The lowest prices always

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Big Tent House Since 1870

TENTS

Write for Stock Sheet With Prices. MASON CITY TENT & AWNING CO. MASON CITY, IOWA

THE MAKERS OF...

Quality Show Canvas

Flameproofed Canvas in All Colors

Guaranteed to pass all Underwriters' Laboratories, Inc. tests.

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield, Inc.

145 W. 54th STREET, NEW YORK 19, N. Y. Phone Plaza 7-8039

WILLIAM MITCHELL-ARTHUR E. CAMPFIELD-HENRY HEIL

"America's Finest Show Canvas"

30x60 Square Hip Roof Tent, 7 ft. sidewall. Blue flameproofed, Calux red and gold trim. Extra fancy!

TENTS—SIDESHOW BANNERS

The Best Flameproofed Fabric Available

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co. 4862 N. CLARK ST. CHICAGO, 40

SHOW TENTS

CENTRAL Canvas Company

NEW ADDRESS 518 E. 18th St. Kansas City 8 Mo HARRY SOMMERVILLE

D. M. KERR MFG. CO. TENTS 1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS

FOR SALE

Surplus 10-Dunce Olive Drab SIDEWALL

7x100 Ft. \$49.00 8x100 Ft. \$56.00 7x100 Ft. \$44.00

MAIN AWNING & TENT CO. 236 MAIN ST. CINCINNATI, OHIO

GIVE TO THE RUNYON CANCER FUND

Cincy Kiddieland Debut Blanked by Weather Man

CINCINNATI, April 23.—Rain and cold weather killed the scheduled Sunday (17) opening of Ferd A. Clemen's Pee Wee Valley Kiddieland at the airport public recreation play-field here. Clemen, operator of rides, said the Easter egg hunt was postponed to this week-end.

Now open for week-end operations, the park will go on a daily schedule in mid-May. Clemen plans to add rides this year if business holds near the 1948 figure. He is equipping the Merry-Go-Round with a fluid drive and installing new moving parts thruout.

4,000 See Luptow Capture Macon, Ga., Feature Race

MACON, Ga., April 23.—Approximately 4,000 persons saw Frank Luptow, Tampa, win the 20-lap big car feature race here Sunday (17) at the Macon fairgrounds.

Bobby Grim, Indianapolis, was second, and Red Redmont, Tampa, third. The program was staged by National Speedways (Al Sweeney and Gaylord White).

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS
1 ROLL \$1.00
5 ROLLS @ 75c
10 ROLLS @ 60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established prior, Year and Total. Must be Consecutively Numbered from 1 us or from your Last Number



FLAGS—COIN APRONS—BALLY CLOTHS

CONCESSION TENTS

Any Color, Size or Shape 8'x10', 10'x10', 10'x12' in Stock

TENTS FOR SALE OR RENT

14'x21', 28'x42', 20'x30', 30'x30', 40'x60', 30'x100', 40'x100'

Write us for your canvas needs

A. MAMAUX & SON

120 Blvd. of the Allies • COURT 3500 • PITTSBURGH 22, Pa.

TENTS

ANYTHING IN CANVAS

Tents—Concessions, Gyms, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.

130 GREENE STREET Phone: Worth 4-0013 NEW YORK 13, N. Y.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE. (Phone 38855) ALTON, ILLINOIS

TENTS FOR SALE—A SACRIFICE

Fifteen 20x30's, 7' wall; several 15x15's, 30x50's, 40x100 and various other sizes; also 40 ft. Ends and 50 ft. Ends with several Middle Pieces for either size ends. Write for particulars.

MILVO AWNING & TENT WORKS

134 WEST FRONT STREET ROME, N. Y.

ROLL and MACHINE TICKETS

Shipping Charges Paid to 500 Miles

KANSAS CITY TICKET CO.

Dept. 2, 1819 Central St. Kansas City 8, Missouri

SPECIAL PRINTED

Cash with order prices

2,000 \$ 4.45
10,000 6.85
100,000 23.95

STOCK TICKETS

One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 30.00
100 Rolls 38.00

ROLLS 2,000 EACH

Double Coupons. Double Prices.

No C. O. D. Orders. Size: Single Tkt. 1x2".

Half the people are trying to get something for nothing—the other half are trying to give nothing for something.

We TICKETS of Every Manufacture Description

THE TOLEDO TICKET COMPANY

114-116 Erie St., Toledo (Ticket City) 2, O.

SPECIAL PRINTED

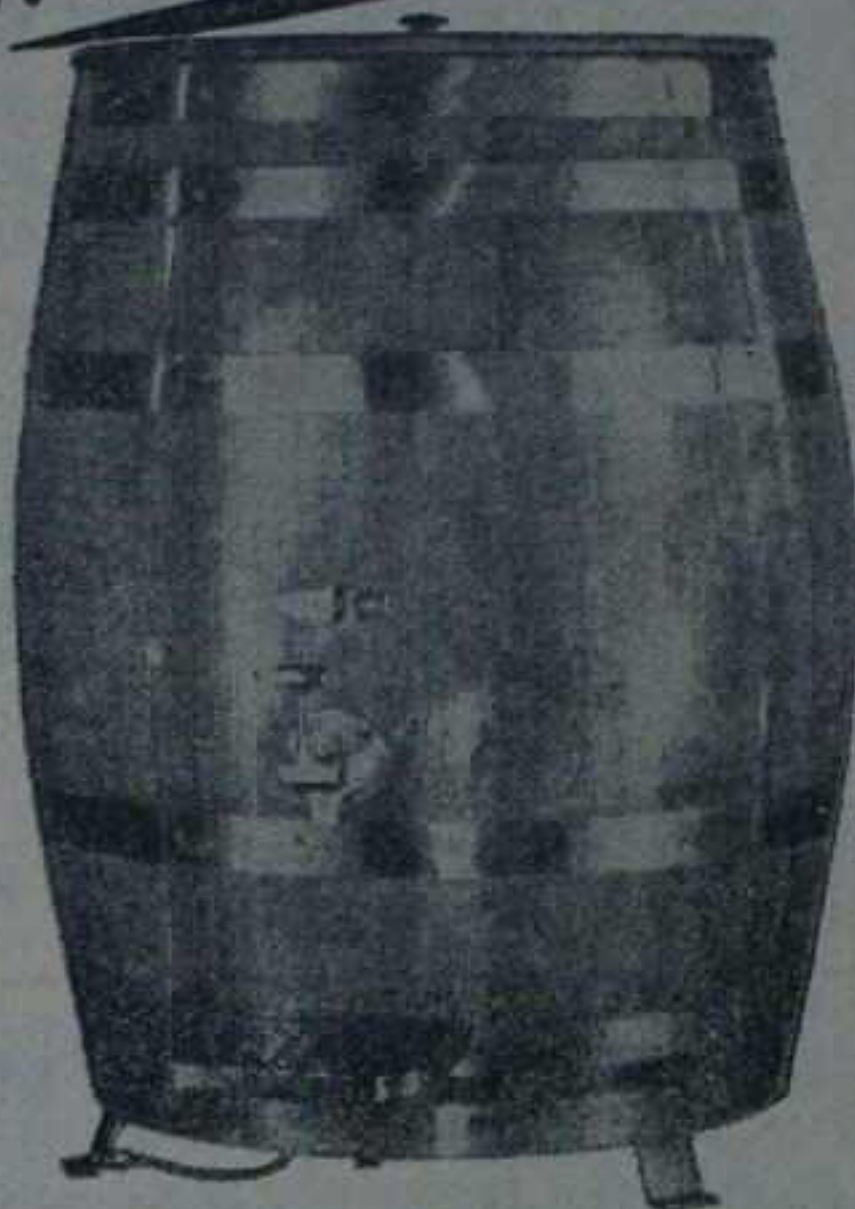
Cash With Order. Prices:

3,000 \$ 4.80
4,000 7.45
5,000 8.50
6,000 9.35
10,000 13.20
20,000 14.60
50,000 19.00
100,000 30.00
500,000 118.00
1,000,000 228.00

Double Coupons. Double Prices.



NOTHING ELSE LIKE IT ON THE MARKET! THE SENSATIONAL NEW SELMIX ROOT BEER Dispenser



- 1 SELMIX IS TOPS IN SANITATION... 2 THE MOST EFFICIENT OPERATION... 3 SENSATIONAL SELTZER FLOW CONTROL... 4 NEW SELF-SEALING SYRUP FLOAT CONTROL... 5 SELMIX HAS IMPROVED ORIFICE



From COAST TO COAST Profit-Wise Fountain Men Acclaim This NEW SELMIX DISPENSER

Profitable dealerships for Selmix Root Beer Dispensers now open throughout the United States Write



SEL MIX DISPENSER CORP. 128 East Tenth Street St. Paul 1, Minnesota

DRESSING ROOM GOSSIP

Polack Bros.' Western

Roland Tiebor's new seal truck is out of this world. It took three months to build but was worth it.

Otto Griebling was visited by his daughters, Elsie and Joannie; his son, Otto Jr.; his grandson, and his son-in-law, Bob Gable.

When the clowns were cooking their own meals following late matinees, Bobo Barnett at once started counting his dogs before each show.

The writer visited two more trailers. This time they were Gus and Betty Bell's for an after-the-show snack, and Slivers and Josephine Madison's for a spaghetti dinner.

Richard Sidney, Eddie Ward and Slivers Madison took their first degree in Masonry in Indianapolis.

Birthdays were celebrated recently by Betty Bell; Debbie Ward, infant daughter of Eddie and Dottie Ward; Otto Berosini and Billy Griffin.

When we played Dayton, O., Mr. and Mrs. Ralph Kircher and Mr. and Mrs. Conover were hosts at a dinner.

Sudden thought: Are Eddie Ward and Eddie Kohl trying out for the Indianapolis speed classic?

Visitors on the show before we took off for California included Mr. and Mrs. Grover Nitchman, Mr. and Mrs. Forrest Fought, Dr. and Mrs. Huebner, Mr. and Mrs. Glen Tracy, Father Geers, Mr. and Mrs. Henry Kimris, Mr. and Mrs. Dann, Mr. and Mrs. Griffin, Jack and Ruby Landrus, Mr. and Mrs. Eldon Day and daughter; Ray Hackman, Mrs. Roland Tiebor, Johnnie and Gloria Tiebor, Mr. and Mrs. Nick Carter, Mr. and Mrs. Cal Townsend, Mr. and Mrs. DeWayne Townsend and Mr. and Mrs. Jinx Hoagland.

The trailer race from Indianapolis to Sacramento was won by Slivers and Josephine Madison.—FREDDIE FREEMAN.

Hamid-Morton

Washington was a good date for both business and the program. We had many new acts, including the Zucchini double cannon act, with Egle and Duina Zucchini, Will Hill's elephant, dog and pony acts, Watking chimps and the Flying Hartzells.

Since the building was of concrete, the riggers had to hang from the outside, and Mike Malos talked to them by walkie-talkie.

Dr. William Mann gave a dinner party between shows for Mr. Zucchini and his daughters, Mr. and Mrs. Karl Erikson, Nils Erikson, Mr. Bockhage, news commentator; Bill Hassetts, White House secretary, and Commander Perry's daughter.

Jeep is a big hit in the Flying Romas act. One night Mary Romas did a beautiful double, but she could not hold the hands of Mike, the catcher. She landed in the apron of the net and got severe burns on her arm, but kept on working.

(See Hamid-Morton on page 82)



- POP CORN TRAILERS ICE CREAM TRAILERS LUNCH TRAILERS JEWELRY TRAILERS ROOT BEER TRAILERS FRENCH FRY TRAILERS POP CORN MACHINES RESTAURANT EQUIPMENT

SPECIAL

Concession Trailer, with ten-foot body, 88 inches wide, heavy duty chassis. Price \$495.00. Immediate delivery.

Write for Catalog.

KING AMUSEMENT CO. 82 Orchard St. Mt. Clemens, Mich.

ASTRO FORECASTS

All Readings Complete for 1949

Crystal Balls Imported On Hand in three sizes, 2 1/2; 3 inch; 8 1/2; 4 1/2 16. Write for prices. Single Sheets, \$1.25; Typewritten, Per M. \$2.00 4-p. Goldfish Pamphlet, \$1.25; 12 Signs. Any Quantity, Each... 15c

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample 25c HOW TO WIN AT ANY KIND OF SPECULATION, 24 p. Well Bound, \$1.25; 25c

SIMMONDS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL. Send for Wholesale Prices

VAC-BALL THE GOLD MINE OF '49 PARK—CARNIVAL—FAIR

The most fascinating public hit in years—It's new—all new—100% skill—men, women and children all play—big fast money maker—low in cost and upkeep—liberal 15-day trial offer protects your investment—don't sell yourself short—send for free illustrated folders today.

VAC-BALL EQUIPMENT COMPANY 2205 CUNTON AVE. MINNEAPOLIS 4, MINN.

USED TRAILERS

SAVE 25% on DEMONSTRATORS and SLIGHTLY USED

CONCESSION TRAILERS

Come By and See Them at the Addresses Below

BLEVINS POPCORN COMPANY

- NASHVILLE 3098 Charlotte Ave. Popcorn Village ATLANTA 650 Murphy Ave., SW Bldg. E, Unit 8 KNOXVILLE c/o Man Denton 222 Leonard Place

Multiplex Faucet Co., Serving the Trade 43 Years

About a 4c Profit on a 5 cent Sale! The Multiplex ROOT BEER BARREL

IN THREE SIZES 8 GAL. 17 GAL. 45 GAL.

It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever—10 to 15 drinks per minute—Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side. Also DISPENSERS FOR COCA-COLA and ROOT BEER.



STURDY OAK STAINLESS STEEL HOOPS

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.

Ringling-Barnum

The third week in the Garden gave us almost every kind of weather, from a warm summery day to rain and wintry winds.

Willie Robins dislocated his toe and was out of action for a couple of days. Jeannie Rockwell, injured last year during the Garden stay, is a frequent visitor. She is still wearing a back brace.

Genevieve McCarthy celebrated her birthday recently.

William Grant Sherry, Bette Davis's husband, has been hit by the circus bug. He has taken hundreds of pictures in the back yard.

Garden scenes: Our Iceland giant, with his distinguished looking beard, makes a wonderful Atlas, carrying the world on his shoulders during the spec. . . . The new CFA president, James B. Tomlinson, accompanied by his wife, watched the show from a front row pew. . . . We expect Dutch Luley to break into a song and dance routine now that he plays the character of Jimmy Durante in spec. . . . Art Cooksey, our mail man, is kept busy trying to locate the new acts. . . . The Nelson brothers, being interviewed while on their stilts, gave

(See Ringling-Barnum on page 82)

Clyde Beatty

The weather has been chilly at night but the days warm. In San Fernando, the writer was the guest of Mr. and Mrs. C. W. Webb. Bobby Kaye's dance in gold paint draws raves. Quillen and Hawkins have been busy taking pictures. Avon Hawkins clowned on the show. Pat Graham's train crew is loading and unloading in mid-season shape, and Joe Applegate's big top crew is getting the show up and down in good time. Mrs. Beatty is back on the show after hospitalization. Bob Loraine (See Clyde Beatty on page 82)

Dailey Bros.

The parade in Gonzales, Tex., drew a good crowd. Lackland Air Base furnished a band, and several local school bands turned out in colorful uniforms. Mrs. Rube Ray and Hazel King were out in full Western regalia. Tiger Bill Snyder was parade marshal.

Milt Robbins again has the Side Show, with Johnnie Williams' Minstrels, Ward Hall, Harry Leonard, Musical Rube Arnold, Guy Blackburn and Jackie Dale. Mrs. Millie Curtis is inside lecturer.

The big show has new acts from Mexico, including Maria Louisa Del Rosio Gonzales, specialty dancer. Norma Davenport, Hope Ray and Gee Gee Powell are featured in the menage act. Joe Harworth's lion act is going over big.

The Riding Martinis have added several new people to their act. The Plunkett trampoline act is a favorite with both customers and show personnel.

Mitzi Fein is instructress in charge of the aerial ballet and ladders. We hope Gee Gee Powell makes that change from menage to wild horse racing one of these days.

Visitors included Governor Jester, Frank Pahlman, Tom Scaperlanda, Louis Vinz, Col. C. C. Sturtevant, John Beard, Dr. Hartman, Perry Luth, Joe M. Heiser, Leland Anteson, Jimmy Van's mother, sister and her husband, and Colonel Overby. Many folks from the American Midway Shows also visited.—HAZEL KING.

Robbins Bros.

The first week out brought a variety of weather, mostly wind and cold. Show hit Illinois, Kentucky and Tennessee in one week.

Charlie Clark and Bill Woodcock were interviewed on the radio and did as well as they do on juggling and elephant training. Jackoline Tolliver is sporting a new Easter suit. Novel Snyder proves an aerialist can also be an animal trainer the way she cracks the whip in the pony drill.

The Clarksonians have a novel idea in their juggling act; a little balloon dog drops by parachute from the top of the tent. Tex Orton has a new Wild West wardrobe. The Bradleys joined the Side Show with a sword act.

Papa Dees and Jim McGee, of the cookhouse, were seriously injured in an automobile accident. McGee is still in the hospital. Charles Ramer, Carl Conley and Jackoline Tolliver are on the sick list.—JIM CONLEY.

Polack Bros. Eastern

Easter opening in Kalamazoo, Mich., was marred by an accident involving the show's semi, carrying props, which overturned on the turnpike en route. Luckily, the only piece of equipment destroyed was Whitey Boyd's bass drum.

Setting up in the high school auditorium, which resembled a Broadway legit house, provided a series of headaches. Gene Randow did his come-in in the aisles, and Irene Lafferty and Stephen Mustaffa did their clever stogging to rousing results.

With five days off after Norfolk personnel scattered in all directions. Elmer Santana, Betty Brasno and Terry Peers motored to New York and caught the Big One, while Hubert Castle and Henry Kyes went to Louisville for the Cole opening. Irene Lafferty stopped off in Cincinnati to see her mother, and Dennis Stevens (See Polack Bros. on page 82)

Concessionaires Beverage Vendors

Make More Money Make Money Faster

The Sensational **AerVoid** VENDOR KING MOBILE BEVERAGE VENDOR

One vendor sells \$700 worth of cold drinks in one day!

HOT OR COLD

History is being made in big-time vending with the advent of the AerVoid VENDOR KING, the sensational beverage vending unit that vends hot coffee or non-carbonated cold beverages so fast that old time concessionaires are pop-eyed with amazement! Will serve over 1,000 drinks per hour (about 17 per min.). Holds 10 gals. of hot coffee or the equivalent of 9 cases of bottled drinks without re-loading. Increases sales and profit margins. Eliminates losses peculiar to bottled drinks. Pays for itself in a few days' sales.

Gleaming stainless steel, highly sanitary, vacuum insulated to keep hot liquids hot or cold liquids cold. The biggest advance in mass beverage vending in years.

Ask for price list and circular "C" showing the VENDOR KING in action

Where VENDOR KINGS quickly pay for themselves

Concessionaires, summer and winter sports events, baseball and soft ball parks, beaches, race tracks, auto races, carnivals, circuses, parades, industrial plants, caterers and large offices.

VACUUM CAN COMPANY 19 SOUTH HOYNE AVENUE CHICAGO 12, ILLINOIS

3000 BINGO

100 Cards, heavy white, black back, 2 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers Tally Card 5 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, \$3, same weight as #1, in Green, Red Yellow @ \$6 per 100. DOUBLE Cards No 1 size 1 1/2 x 1 1/4 @ 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 1,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping Pong Balls, printed 2 sides \$30.00 (replacements, Numbered Balls, Ea \$3)

3,000 Jack Pot Signs (strips of 7 numbers) per 1,000 1.25

M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 2.00

3,000 Small, Thin "Brownie" Bingo Sheets, 7 colors, loose only, no pads. Size 4-5. M 1.50

3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3, 6 colors, loose, no pads M 1.75

Adv. Display Posters, size 24x36 Each .10

Cardboard Strip Markers, 10 M for .75

Rubber Covered Wire Cable, with Chisel, Wood Ball Markers, Master Board; 3 piece layout for Thin Transp. Plastic Markers, Bwn. 1 1/4 M 15.00

Red or Green Plastic Markers, 1/4. Square, Round or Scalloped, \$2.50 M 5/8ths size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W JACKSON BLVD., Chicago 4, Illinois

PENNY PITCH GAMES

Size 46x46", Price \$42.50.
Size 48x48", With 1 Jack Pot, \$50.00.
Size 48x48", With 3 Jack Pots, \$55.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$27.50

BINGO GAMES

75-Player Bingo \$6.00
100-Player Bingo \$8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
115-122 W. Illinois St. CHICAGO, ILL.

HARRY P. SCHAFER
Manufacturer of Games & Concessions FOR SALE

Pan or Color Games, 12x12; 5 1/4 foot awnings, white pine frame, blue top, bally, inlaid counters on four sides, roll two balls, oval center, attractive and capable, finest on the road.

Combination Under and Over Seven, oval shape, use rubber balls, pays 2 for 1 over 8, 2 for 1 under 6, also field, a money getter!

Tub-Chuck, oval shape, rubber balls, laydown inlaid 30 inches long, flashy.

Roly Poly (Pex Ball), 2 piece, rubber balls, billiard cloth, use billiard ball, quick action. We also make up games according to specifications.

HARRY P. SCHAFER
700 East Arcadia Peoria, Illinois
Phone 2-8742

SHOOTING GALLERIES

Add facilities to Eastern and Western Type Galleries EST. 1927 WRITE FOR CIRCULAR

H. W. TERPENING
187 155 Marine St. OCEAN PARK CALIF.

RIDE OWNERS Increase Your GROSSES during capacity operation by using the New EYERLY automatic SAFETY BELT by means of which the loading cycle is reduced up to 75%. The belt raises and lowers automatically with the opening and closing of the door. It is self-adjusting, safe, speedy and fool proof. Write us for complete information.

Portable One-Truck Rides for Carnivals

OCTOPUS • ROCK-O-PLANE • ROLLOPLANE • FLY-O-PLANE

Engineered and sturdily built for parks. Write for descriptive circulars.

EYERLY AIRCRAFT CO. • SALEM, OREGON

THE SMILIN' "SIZZLING HOT" DOG

"THE HOTTEST VENDOR MADE." THE BRAND NEW DOG VENDOR. IN NATURAL COLORS. GIANT HOT DOG IN PLASTIC—CONTAINING WARMER THAT DELIVERS SIZZLING HOT BUNS AND DOG'IN CELLOPHANE ENVELOPES.

GIANT HOT DOG ON 3-WHEEL BIKE. INCLUDES SELF-CONTAINER MONEL METAL WARMER. CAPACITY 200 DOGS, 97" OVERALL. EXTRA STORAGE. SELF PROPELLED OR MOTORIZED. 1 or 100 QUICK DELIVERY. FRANCHISES OPEN.

\$350.00

SPECIAL DISCOUNTS TO DISTRIBUTORS. ADD CONCESSIONS.

ORDER BY WIRE OR TO RESERVE OPEN TERRITORY. F. O. B. CLEVELAND, OHIO

ADVERTISING AGENCY
P. O. BOX 371 NEW ORLEANS 9, LA.

Crystal Coach Sr.
1949 Model

RESTAURANT TRAILER FOR SALE
Used. Fully equipped.
Contact: DOC ABNEY
c/o F. L. St. John, Eldora, Iowa

CONCESSION TRAILERS AVAILABLE NOW

ORDER NOW! Phone: WAterfall 8-2213
11575 S. WABASH AVE. CHICAGO 26, ILL.

The Calumet Coach Co.

FOTO-FUN Takes Animated Pictures!
FUN FOR ALL—ALL FOR FUN

Low investment—High Returns Write for Details

FRANK HRUBETZ & CO. Salem, Oregon

GIVE TO THE DAMON RUNYON CANCER FUND

hot weather means
cold cash when you sell
fast-moving, high profit
Snow Cones with a

POLAR PETE SNOW CONE MACHINE!



There isn't ANYTHING that makes profits like snow cones. They sell fast—and you make up to 900% profit on each sale.

Here are some of the features that make the 'Polar Pete' the biggest profit maker on the market!

- It's beautiful, spectacular, compact, rugged, portable—everything to **SELL** snow cones!
- It has ice storage space, a patented shaver, push-button syrup dispensers, lighted display—and **FLASH!**
- It's simple to operate. Plug it in and it's ready to make profits.
- The 'Polar Pete' Snow Cone Machine is the most terrific machine yet for "grinding out" snow cone profits!

Ready Now for Immediate Shipment. Send your order **RIGHT NOW**. You can't afford to miss a day when a dime gets you a dollar!

OPERATORS OR DISTRIBUTORS—WRITE, WIRE OR PHONE

MULTIPLE PRODUCTS CORP.

5210 BONITA DALLAS, TEXAS VICTOR 4-4525



Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- All-American Midway: Mount Pleasant, Tex.
- Allegheny Expo.: Bedford, Va.; Covington May 2-7.
- American Beauty: Kirksville, Mo.; Booneville May 2-7.
- American Eagle: Mound City, Ill.
- American Expo.: Springfield, O.
- A. M. P. No. 1: Bath, S. C.; Graniteville May 2-7.
- Anthracite: Wilkes-Barre, Pa., 28-May 7.
- Badger State: Rochester, Minn., 29-May 7.
- Baker United: Seymour, Ind., 25-28; Kokomo 30-May 6.
- B. & C.: Frankfort, N. Y.
- Beam's Attrs.: Johnstown, Pa., 28-May 7.
- Becht, Lee: (Madison Road & Victory Parkway) Cincinnati, O.
- Bee's Old Reliable: Livingston, Tenn.
- Beecon, Tex. Am. Co.: Galena, Kan.
- Belle City: (N. 1st & E. Capitol Drive) Milwaukee, Wis., 25-May 8.
- B. & H.: Williamston, S. C.
- Big State Am. Co.: Menard, Tex.
- Blue Grass: Owensboro, Ky.
- Bogle & Reese: Carthage, Mo.
- Borderland: Alvin, Tex.
- Brewer's United: Houston, Tex.
- Brodbeck & Schrader: Guyton, Okla.
- Brownie Am.: Elrod, Okla.
- Buck, O. C.: Troy, N. Y.
- Bullock Am. Co.: Mt. Holly, N. C.
- Burdick's Greater: Taylor, Tex.
- Burke, Harry: Litcher, La.
- Burkhardt: Fredericktown, Mo.
- California: Modesto, Calif., 26-May 1.
- Capell Bros.: Holdenville, Okla.; Hominy May 2-7.
- Capital City: Scottsville, Ky.
- Carr, Lawrence, No. 1: Quincy, Mass.
- Cavalcade of Amusements: Montgomery, Ala.
- Carr, Lawrence, No. 2: Wilmington, Mass.
- C. & B. Am. Co.: Tiptonville, Tenn.
- Central Am. Co.: Tabor City, N. C.
- Central States: Salina, Kan.; Russell May 2-7.
- Celan & Wilson: Petersburg, Va., 30-May 7.
- Cellan, Jimmie: Richmond, Ind.
- Chanos, Jimmie: Arcadia, Calif.
- Clefford's United: Arcadia, Calif.
- Coleman Bros.: Middletown, Conn., 28-May 7.
- Columbia: Kennepunk, Me., 30-May 7.
- Community Pairs: San Fernando, Calif., 27-May 1; Burbank 4-8.
- Continental: Kingston, N. Y.
- Crafts Expo.: Bakersfield, Calif.
- Crescent Am. Co.: Chickasha, Okla.
- Crescent: Vancouver, B. C., Can., 25-May 14.
- Crystal Expo.: Abbeville, S. C.
- Curl, W. S.: London, O., 30-May 7.
- De Luxe: Holyoke, Mass.; Plainville, Conn., May 2-7.
- Del-Mar: Hillsville, Pa.
- Denton, Johnny J.: Whitesburg, Ky.
- Dick's Greater: Harrisburg, Pa.
- Dodson's Imperial: Birmingham, Ala., May 2-7.
- Douglas Greater: Longview, Wash.
- Drew, James H.: Elkin, N. C.; Princeton, W. Va., May 2-7.
- Dudley, D. S.: Altus, Okla.
- Dumont: Glen Burnie, Md.
- Dupree & Keeler United: Bernalillo, N. M.; Mora, N. M., May 2-6.
- Dyer's Greater: Trumann, Ark.
- Eastern Am. Co.: Waterville, Me., May 2-7.
- Eddie's Expo.: Ford City, Pa., 30-May 7.
- Endy Bros.: Albany, Ga., 28-May 7.
- Evans United: Warrensburg, Mo.
- Expo. at Home: Chester, Pa.
- Ferris, Carl: Ridgeway, Pa., 30-May 7.
- Fidler's United: Granite City, Ill.
- Fleming, Mad Cody: Brunswick, Ga., 26-May 7.
- Francis, John: E. St. Louis, Ill.; Alton May 2-7.
- Franklin, Don: Victoria, Tex.; (Fair) Kenedy May 3-7.
- Frear's United: Lawrence, Kan.
- Garden State: Coplay, Pa., 30-May 7.
- Gentch, J. A.: Piquette, Miss.
- Georgia Am. Co.: Gordon, Ga.
- Gold Bond: Port Madison, Pa.
- Gold Crown Expo.: Robbins, N. C.; Fayetteville May 2-7.
- Golden Rule: Beverly, N. J.
- Golden West: Napa, Calif., 29-May 2.
- Gooding Park Attrs.: Mansfield, O.
- Graceland Greater: Dugger, Ind., 29-May 7.
- Grand American: Ames, Ia., May 2-7.
- Grand Union: Cushing, Okla.
- Granite State: Webster, Mass.
- Grant's Am.: Titusville, Pa.
- Great Plains: Laverne, Okla.
- Great Sutton: Belleville, Ill.
- Groves Greater: Lafayette, La.
- Gulf Coast: Flat River, Mo.; Festus May 2-7.
- Hannum, Morris: West Chester, Pa.
- Happy Attrs.: Mansville, O.; Canton May 2-7.
- Harrison Greater: Ashboro, N. C.
- Harry's Greater: Piedmont, Ala.; Cleveland, Tenn., May 2-7.
- Hawkeye State: North Des Moines, Ia.; Pleasantville May 2-7.
- Heart of Texas: Abilene, Tex.; Sweetwater May 2-7.
- Heller's Acme: Saddle River, N. J.; Haverstraw, N. Y., May 2-7.
- Hennies Bros.: (Spring & Chouteau Sts.) St. Louis, Mo., 25-May 7.
- Henson, J. L.: Benton, Ark.
- Heth Expo.: Malden, Mo.
- Heth, L. J.: Attalla, Ala.
- Hawaiha: Jackson, Mich.
- Hill's Greater: Clovis, N. M.
- Home State: Lincoln, Neb.; Ottumwa, Ia., May 2-7.
- Hottle, Buff: Ponce de Leon, La., 22-May 7.
- Inland: Leslie, Ark.; Marshall May 2-7.
- Imperial: Peoria, Ill.; Breator May 2-7.
- Imperial Expo.: Salinas, Calif.
- J. & B.: Brookneal, Va.
- Jellytime: Columbia, Pa.; York May 2-7.
- Jones Greater: Ironton, O.
- Jones, Johnny J. Expo.: (Okla. Ave. & Benning Road) Washington, D. C., 28-May 7.
- Kaus, W. C.: Kingsport, Tenn.; Keystone, W. Va., May 2-7.
- Kirkwood, Joseph J.: Poughkeepsie, N. Y.
- La Cross Am.: Easthampton, Mass.

- Lamb, L. B.: Columbus, Miss.
- Lane, Sammy: La Plata, Mo., May 2-7.
- Lankford's Overland: Barbours, Ga.
- Lawrence Greater: Hopkinsville, Ky.; Henderson May 2-7.
- Lone Star: Lebanon, Ky.; Hamilton, O., May 2-7.
- Magic Empire: Fayetteville, Tenn.
- Magic Valley Am. Co.: Toyah, Tex.
- Manning, Ross: Hatboro, Penna.
- Marion Greater: Union, S. C.
- M. C. M.: (Hopkins Park) Providence, R. I.
- Merriam's Midway: Boone, Ia., May 2-7.
- Merry Midway: Trimble, Tenn., May 2-7.
- Merryland: Hastings, Mich., 30-May 7.
- Midway of Birth: Highland, Ill.; Pittsfield May 2-7.
- Midwestern Expo.: Waldron, Ark.; Sallisaw, Okla., May 2-7.
- Mighty Expo.: Lamar, Colo.
- Mighty Hoosier State: Winchester, Ky.; Georgetown May 2-7.
- Mighty Page: North Wilkesboro, N. C.
- Moore's Modern: Snyder, Tex.
- Myers & Willis: Macon, Ga.
- Nelson, George W.: Colorado Springs, Mo.; Osceola May 2-7.
- Nezler's: Centralia, Ill., 30-May 7.
- Ohio Valley: Kenton, O., 30-May 7.
- Omar's Palace: Eureka, Kan.
- Page Bros.: Princeton, Ky.; Providence, Ky., May 2-7.
- Palmetto Expo.: Conestee, S. C.
- Parada: Independence, Kan.; Neodesha May 2-7.
- Peck Amusements: Vevay, Ind., May 2-7.
- Peerless Celebration Am.: Sparta, N. C.; St. Paul, Va., May 2-7.
- Penn Premier: Trenton, N. J.; Burlington May 2-7.
- Perry, Jack J.: Greenville, S. C.; Wytheville, (See Carnival Routes on page 80)

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Barnes Bros.: (Stadium) Chicago, Ill., 25-May 5.
- Beatty, Clyde: Santa Ana, Calif., 26; Anaheim 27; Pasadena 28; Pomona 29; Burbank 30; North Hollywood May 1; Oxnard 2; Santa Paula 3; Ventura 4; Santa Barbara 5; Santa Maria 6; San Luis Obispo 7; Salinas 8.
- Billar Bros.: Jenkins, Ky., 26; Hazard 27; Corbin 28; Richmond 29; Danville 30; Frankfort May 2.
- Burling Bros.: Philippi, W. Va., 28; Belington 29; Parsons 30; Thomas May 1-2.
- Clyde Bros.: Phoenix, Ariz., 25-27; Tucson 28-May 1; El Paso, Tex., 2-4; Roswell, N. M., 5-7.
- Cole Bros.: Lafayette, Ind., 26; Kokomo 27; Muncie 28; Indianapolis 29-May 1.
- Dalley Bros.: Sikeston, Mo., 28; Marion, Ill., 27; Mt. Vernon 29; Princeton, Ind., 29; Vincennes 30.
- Dales: Ashland, Ky., 26; Point Pleasant, W. Va., 27; Parkersburg 28; Marietta, O., 29; Athens 30.
- Davies, Ayres & Kathryn: Bushnell, Ill., 28; Beardstown 29; Mt. Sterling 30; Winchester 31; Whitehall 32; Bethalto May 1.
- Gainesville Community: McKinney, Tex., 28-29; Denton May 1-6.
- Gran Circ Americano: Ponce, Puerto Rico, 24-May 9; Mayaguez 10-18.
- Hamid-Morton: Harrisburg, Ill., 23-30; Altoona May 2-7.
- Kelly-Miller: Hugo, Okla., 28.
- Kelly & Morris: Spencerville, O., 27; Minster 28; Ottawa 29; Findlay 30.
- King Bros.: Williamsburg, Ky., 26; Pineville 27; Harlan 28; Appalachi, Va., 29; Whitesburg, Ky., 30; Hazard May 2.
- Mills Bros.: Piqua, O., 26; Lima 27; Kenton 28; Delaware 29; Columbus 30; Marion May 2; Galton 3; Upper Sandusky 4; Millersburg 5; Uhrichsville 6; Massillon 7.
- Pauling, John: Charleston, W. Va., 28.
- Polack Bros. (Eastern): (City Coliseum) Austin, Tex., 28-May 5; (High School Stadium) San Angelo 9-12.
- Polack Bros. (Western): (Auditorium) Sacramento, Calif., 26-May 1; (Coliseum) Santa Rosa 2-3; (Auditorium) Oakland 4-15.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 8.
- Rogers Bros.: Newton, N. C., 26; Mooreville 27; Lenoir 28; Sallisaw 29; Statesville 30; Kannapolis May 2.
- Roy's: Adelphi, O., 26; Kingston 27; Commercial Point 28; Milford Center 29; Raymond 30.
- Seal Bros.: McCook, Neb., 26; Benkelman 27; Yuma, Colo., 28; Akron 29; Huston 30.
- 101 Wild Ranch Show: Columbus, Ga., 27-30; Birmingham, Ala., May 2-5.

Ready Now!

IMMEDIATE DELIVERY FROM STOCK

The New 1949 Hildreth Pulling Machines

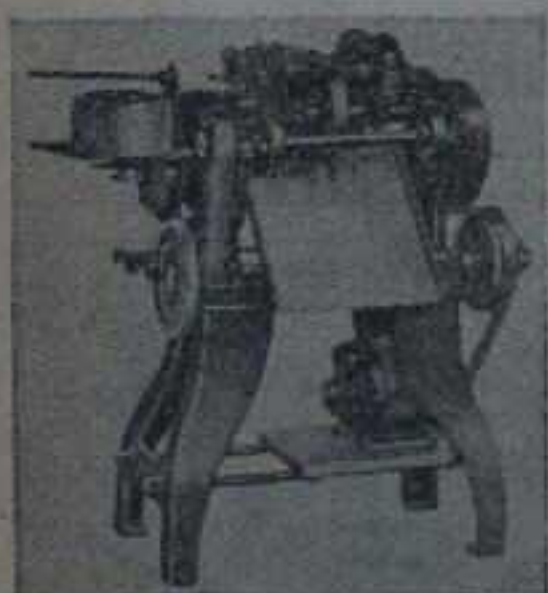
- - Display Models - -
Form 0—5 lbs. to 10 lbs. cap.
Form 1—5 lbs. to 25 lbs. cap.
Also large factory sizes available



Proven, Dependable Performance

Model K and KH KISS and TOFFEE WRAPPERS

Full Details and Quotations Await Your Inquiry
WRITE TODAY OR WIRE COLLECT
CIRCULAR AVAILABLE UPON REQUEST
HILDRETH PULLING MACHINE CO.
153-157 CROSBY ST. NEW YORK 12, N. Y.



CARNIVAL PLASTER

PLENTY OF FLASH—WRITE FOR LIST TODAY
We ship by rail or truck, no order too small nor large.

906 E. 12 ST. Harrison 0996 KANSAS CITY, MO.
FLORENTINE ART STATUARY CO.

WHY NOT HAVE WHAT YOU WANT WHEN YOU WANT IT

Parades Spectacles Trade Fairs
J. ALLEN DARNABY
Fair Revivals Fashion Revues Outdoor Events
and Highly Trained Personnel.
Address: OAK CREST EVANSTON, ILLINOIS

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Bieber's Comedians: Centerville, Tenn., 25-27; Hohenwald 28-30.
- Frazier Troupe: Mt. Sterling, Ill., 28; Winchester 29; Whitehall 30; Bethalto May 1; Lebanon 2; Breese 3.
- Herbers & Hagon Exhibit: Fort Wayne, Ind., 26-30.
- Henderson-Swank Karston Show (Jefferson) Puxxatawney, Pa., 27; (Columbia) Shards 28; (Butler) Bolter 29; (Capital) Steubenville, O., May 2; (Liberty) New Kensington, Pa., 7.
- Marquis-Karston Show (Lyric) Waycross, Ga., 27; (Maultrie) Maultrie 28; (Royal) Columbus 29-30; (Bijou) Savannah May 2-3.
- McClung's Pythons (Fair) Litcher, La., 28-May 2.
- Miller, Irvin C.: Brown Skin Models (Jefferson) Newport News, Va., 27-28; (Capital) Portsmouth 29-30; (81) Atlanta, Ga., May 2-5.
- Pan-American Animal Exhibit: Auburn, Ala., 27-28; Opelika 29-May 1; Dadeville May 2-3.
- Punkett's Stage Show: Monahans, Tex., 25-27; Kermit 28-30.
- Skating Vanities (Cincinnati Garden) Cincinnati, O., 26-May 1.

Manley Announces New Popcorn Mach.

KANSAS CITY, Mo., April 23.—A new extra capacity popcorn machine, the new Super Stadium Model, which can pop 30 bushels of corn an hour, has been put on the market by Manley, Inc., of Kansas City. Machine has an exclusive warming over process. Other features include a heavy duty, high capacity kettle, shielded by curved stainless steel and panel, high gloss, black enamel front, aluminum kick panel, easy service bar, spacious warming oven, "old maid" drawer, automatic seasoning well and pump and tilting corn pan. Both gas and electric models are on the market. The gas model operates on either natural or artificial gas. The electric model operates on 110-220, 60-cycle AC or DC current.

Sparton Does Okay

BLUE RIDGE, Ga., April 23.—Sparton Bros. registered a full house at the matinee here but night biz was light. Cold weather hurt at night.

MAKE BIG PROFITS!

If you want big profits from your concession business, buy from Concession Supply Company... you'll get dependable equipment. Concession offers a complete line of floss machines, popcorn kettles, waffle molds and candy pullers, all designed for rugged wearability. Concession Supply offers the only direct drive vibrationless floss machine on the market today with all latest improvements for smoother operation at only \$275.00. Popcorn 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

CONCESSION SUPPLY CO.
World's Largest Floss Machine Manufacturers
3916 Secor Road Toledo 6, Ohio



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE
We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

75G ESE Exec Bldg. Ready in September

SPRINGFIELD, Mass., April 23.—Construction of a new \$75,000 administration building at the Eastern States Exposition will begin shortly. Albert C. White Jr., chairman of the building committee, announces.

The building will be situated in the center of the main entrance directly in back of the present turnstiles, with entrances to the exposition on either side. It is to be of brick, two stories high, with executive offices on the second floor and an auditorium on the first. It will be of colonial design and follow the lines of the State buildings.

The new structure is expected to be ready by September, in time for the fair. At that time the exposition will transfer all activities to the West Springfield plant, closing out its executive offices here.

Berlin Zoo, Lacking Beasts, Now Funspot

BERLIN, April 23.—Due to the dearth of animals, Berlin's big zoological garden has been temporarily transformed into an amusement park and circus lot, with rides, a tent circus and a circus museum as this summer's occupants.

Rides in the zoo grounds include a somewhat demodé scenic railway, Merry-Go-Round and kiddie rides. Park section also boasts a Punch and Judy Show.

Hans Dillenberg's Circus Museum is also installed on the grounds, in conjunction with an Indian show. The redskins are phonies, but prove a draw for the younger generation. The museum, which traveled as a Side Show with Circus Busch, has a large number of circus relics on exhibit.

Circus Blumenfeld is expected to open at the zoon the end of this month.

Wanner, Ready and Michael New W'chester County Execs

YONKERS, N. Y., April 23.—The appointment of H. H. (Jack) Ready, of this city, as sales manager of the new Westchester County Fair, Harrison, N. Y., was announced this week by Fred Pittera, managing director.

Pittera also announced the appointment of Harry C. Wanner as director of special events, and Henry L. Michael as manager of the foreign department.

Wanner was associated with the Chicago World's Fair, managing the Black Forest Village during the second year of the event. Michael is a special representative of the International Trade Exposition, France.

Seashore, Inc., Leases Lot in Myrtle Beach, S. C.

MYRTLE BEACH, S. C., April 23.—Seashore, Inc., Louisburg, N. C., which operated the midway here last season, recently leased the Plyler property between Ocean Boulevard and the boardwalk, and will operate week-ends until May 1. After that date the midway will be operated daily.

Rides include a Merry-Go-Round, Ferris Wheel, Ridee-O and several kiddie rides. Adjoining this area, Justin Plyler will operate a scooter ride.

Bill Huff is recreation manager of the Myrtle Beach Company.

Calif. Rodeo Pulls 20,000

RED BLUFF, Calif., April 23.—Approximately 20,000 persons attended the two-day Red Bluff Round-Up (17-18), which, officials said, was the most successful in the event's 27-year history. Prizes totaled \$12,000.

Ken Baker's Thrill Show To Open May 6

LOS ANGELES, April 23.—Ken Baker's Circus of Thrills, two-hour show, will open its season in Carpenteria's Thunder Bowl May 6. Attraction moves back into this territory May 8 with a one-day stand in Lakeland Stadium, El Monte. San Diego, May 14, and San Fernando's Fiesta, May 21-22, complete the special events, with the show starting its fair dates June 1.

Show features the Streamline Death Defying Hell Drivers, precision driving, ice crash and a fireworks finish.

POPCORN SNOWBALL CANDY APPLE SUPPLIES
"LOWEST PRICES"
Write For Prices - Telephone 236
KIRBY'S PRODUCTS
15 Fike Avenue Union, S. C.

PEANUTS POPCORN and SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE
Five Sixes Boxes—Complete line of supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—Sno-King Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Echols & Sno-Master Ice Shavers—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies.

ORDER ALL YOUR SUPPLIES AND EQUIPMENT FROM CONCESSION HEADQUARTERS. SEND FOR BIG NEW 1949 CATALOGUE TODAY.

CHUNK-E-NUT PRODUCTS CO.

Matty Miller 231 N. Second St. Philadelphia 6, Pa.	Hank Theodor 1908-14 Smallman St. Pittsburgh 1, Pa.	Ed Berg 1261-62 E. Sixth St. Los Angeles 21, Calif.	Ralph Cobb 1230 W. Morehead St. Charlotte, N. C.
---	--	--	---

CONCESSIONAIRES! COMPLETE POPCORN OUTFIT

HERE'S YOUR CHANCE TO CASH IN ON THE MONEY-MAKING POPCORN BUSINESS ON AN INVESTMENT OF ONLY \$75.00.
The new Electric Counter Model Popcorn Machine and Grill is built to last... backed by Concession Supply Company's 44 years of manufacturing experience. Equipped with 8 qt. Kettle Popper, 110 volt 1500 watt heating unit with three-way three-heat switch. Storage case is all aluminum with double strength glass on three sides. Stainless steel bottom meets all State health requirements. Buy this outfit today and get in on big cash profits. Also complete line of popcorn kettles from 8 qt. to 35 qt. capacity, new and used floss machines, candy pullers and waffle molds. Write for full story.
Terms: 25% with order, balance on delivery F. O. B. Toledo; Immediate shipment.

CONCESSION SUPPLY COMPANY
3916 SECOR RD. TOLEDO 6, OHIO



Ugh! Muchum wampum for-um brave Who buy-um here wher-um save!
THE ONLY COMPLETE REFRESHMENT SUPPLY SERVICE
Save TIME... Save MONEY... Save WORK
Place ONE Order... At ONE Source for ALL the Moolah-Makers on the Midway.
We've Got Everything... From Seasoning to Popcorn Machines

THEATRE CANDY CO. Inc. 215-219 Stuart St., Boston 16, Mass.
415 Van Braam St., Pittsburgh 19, Pa.

FREE! Engineering and Designing Service for Carnivals, Trailers.
Get a letter off TODAY for complete INFORMATION

EZE-WAY FROZEN CUSTARD MACHINES

20 Gallon and 30 Gallon Model
WRITE for FREE ILLUSTRATED BOOKLET
Frank Thomas
MFRS. OF CONCESSION TRAILERS
GENERAL EQUIPMENT SALES, Inc.
814-824 S. West St. Indianapolis 7, Ind.

MAKE \$100.00 A DAY ON CANDY FLOSS

This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send your order NOW FREE parts given with each machine. We maintain an up-to-date service department.
Electric Candy Floss Machine Co.
202 Twelfth Ave., So. Nashville 4, Tenn.

POPPERS EVERYWHERE WHO WANT QUALITY AND SERVICE FLOCK TO SEE OUR COMPLETE LINE OF EQUIPMENT AND SUPPLIES TO MAKE GREATER PROFITS. GET WHAT YOU WANT, WHEN YOU WANT IT AT POPPERS SUPPLY
1315 VINE ST., PHILADELPHIA 7, PA. LOmbard 3-9020

POPCORN—SNOW CONES—CANDY FLOSS CANDY APPLES—COOK HOUSE
Our 1949 catalogue showing our complete line of supplies for the above Concessions has been mailed to everyone on our list. If you have not received your copy, write for it today.
Line up with Gold Medal this year Remember It's "THE BEST LINE FOR 49."
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

ACCENT IS ON PROMOTIONS

Exchange of Ideas Urged By McSwigan of Kennywood

Says parkmen overlooking good bet in not swapping ideas during the season instead of waiting until winter meeting—free acts, fireworks to be used

By Hank Hurley

CHICAGO, April 23.—Plenty of stress will be laid on promotions in amusement parks thruout the country this year in an effort to hypo business. Most owners and operators, it was learned, figure park business this year will be on a par with last, but almost to a man they agree that more and better promotions will be needed this year to hit the 1948 gross and attendance figures. Philadelphia and Pittsburgh parkmen recently reported on plans afoot on various promotion schemes and they were unanimous in their opinion that as this year on free acts and fireworks as was the case last year.

A. B. (Brady) McSwigan, president-manager of Kennywood Park, Pittsburgh, had this to say regarding promotion exchanges:

"We as parkmen are overlooking a good bet in not exchanging promotion ideas thru the season. I realize that in the last two years more stress has been laid on this at the December convention in Chicago, but the time to exchange ideas is not in December but during the season.

"I believe the accent will have to be on promotion this year to keep up attendance and per capita spending. We have a line-up of promotions to be used at our park this year, but we are receptive to other ideas. If we knew of some good promotion that another park has used we'd probably give it a whirl here. By the same token, we have promotions that has been highly successful for us and would be glad to let other parkmen know about them so they (See McSwigan Urges on page 82)

New Amusement Center Planned For B. C. City

WHALLEY SURREY, B. C., April 23.—J. H. Brisette has received the go-ahead signal by the Surrey council for construction of an amusement park here.

According to Brisette, the proposed Whalley project, to be known as the White City Amusement Company, will cost about \$200,000. Work of leveling the ground already has started and it is expected the new plant will be ready for opening by the end of May.

Plans call for rides, concessions and free acts.

New Orleans Levee Bd. Leases Beach Facilites to Batt

NEW ORLEANS, April 23.—The Pontchartrain Beach bathhouse, parking lot and shelters have been leased to Harry J. Batt, operator of the beach concessions and owner of Pontchartrain amusement park here, for five years, the levee board announced.

The board accepted Batt's bid, which was announced at \$21,250 for the five-year lease. Joseph B. David, president of the board, disclosed the bathhouse parking lot and shelters "have been losing \$25,000 for the last two years." This figure, he said, included payroll of the personnel required to operate and maintain accommodations.

Batt's lease requires him to provide the necessary personnel to operate the buildings and the parking area.

Batt indicated that in connection with the bathhouse he will build a diving platform.

200,000 Crowd A. C. on Easter

ATLANTIC CITY, April 23.—In spite of cool weather and overcast skies, the pre-season Easter holiday week-end drew an Easter Sunday (17) crowd estimated at over 200,000 for one of the greatest and most colorful Easter parades in Atlantic City's history.

Despite a strike at the beach-front hotels, all the hotels along the Boardwalk and many of the more remote inns were jammed to capacity. George A. Hamid's Steel Pier, restaurants, bistros and movies all re- (See 200,000 at A. C. on page 82)

Det. Eastwood Still Operating

Funspot works on limited
sked—legal battle over li-
censing powers of city set

DETROIT, April 23.—Despite the fact that a warrant charging Harry Stahl, general manager of Eastwood Park here, with operating the park without a license has been served, Eastwood this week was continuing to operate, altho not on full scale. All games and rides were reported operating, but business is way off, due to publicity which gave the impression the park was closed.

Park is open with the tacit approval of the city officials pending the outcome of a long legal battle, scheduled May 10 over East Detroit's licensing powers.

Mayor Mildred B. Stark, who ordered the arrest of Stahl, said the park must be closed under the city licensing ordinance because it does not have a license. Mayor Stark's action against the park is based on a ruling last fall by Circuit Judge Raymond L. Smith, of Holland, that "there was good and sufficient reason to revoke the license" since it was "obvious that games of chance were permitted in the park.

Memphis Debut Okay; Two Rides Register Well

MEMPHIS, April 23.—Given a refurbishing thruout and with several new attractions, Fairgrounds Park, directed by the Memphis Park Commission, got off to a good start Saturday (16) when it began week-end operation. Daily operations begin some time in May.

More than two months were needed to give everything a painting, install new features and rehabilitate old equipment under the direction of J. L. Penick, park director.

One of the big winners the first two days were Jet Space Ships, converted this year from an old Airplane ride, which showed a 90 per cent increase in grosses over the corresponding days of 1948. Penick said he believed the renaming of the ride had considerable to do with its success. Another ride which caught on well was a new Spitfire.

The Merry-Go-Round has been reconditioned and horses have been painted in natural colors, while Whip cars were remodeled and painted in pastel shades. Other major features which are expected to maintain their draw are Flying Scooters, Harv Ferguson's kiddleland, a reconditioned Old Mill; a Pippin, which has been equipped with neon lights, and the Rocket Train, from which tunnels have been removed.

H. S. Lewis is the park commission superintendent, while John Vesey is commission chairman.

Plan New Funspot For Danbury, Conn.

DANBURY, Conn., April 23.—Carlo J. Rose, of this city, has filed an application with the Commissioner of State Police for a license to operate an amusement park here.

Tentative plans call for a Merry-Go-Round, miniature train, Chairplane, two kiddie units, an auto ride and airplane swings.

Ocean View To Bow May 30

Heavy Flack Program Set For Opening

Rest Rooms Cost 30G Each

(Continued from page 52)

yards of top soil are being brought in before the actual planting starts. Twenty-four full grown palm trees will be planted with those already growing along Washington Street, which fronts the park.

Prior to construction the entire acreage was graded, giving the back of the property a 13-inch height over the front. This will afford perfect drainage during the winter. Much of the area surrounding the park was swampy and had to be filled in.

Walks leading off Washington Street have been black topped.

Two rest rooms, costing \$30,000 each, are finished with the exception of fixture installations. A maid will be in attendance at all times in the women's rest room. One feature of the structure will be an elaborate powder room. The rest room buildings are steel and concrete, and each will carry a 50-foot sign advertising (See Ocean View on page 82)

Change for Better:

Switching Stock Car Races to Saturday Nights Proves Click, Ed Carroll, Riverside, Reports

AGAWAM, Mass., April 23.—Eddie Carroll, owner of Riverside Park here, this year changed his stock car racing to Saturday nights and reports, on the basis of early results, that it has proved a wise decision.

With two week-ends of operation at the park already on the books, Carroll predicts a good season ahead. The park opened Saturday night (9) to excellent business, despite the fact the mercury hovered around the freezing point.

Stock car races opening night played to 5,000 persons, Carroll reported.

Attendance Good

Cold weather again hit the area Sunday (10), but afternoon family play was heavy. The second week-end also brought cold weather, but attendance at Saturday night races was on a par with opening night.

Easter Sunday gave the park its best attendance to date. The Easter parade, an annual promotion and one of the best on the park's schedule, was a big success. The sun played

hide and seek, but there was no rain and some 15,000 persons were on the grounds. At night the thermometer dropped to freezing and midway fun seekers moved around the midway fast.

Pavilion Enlarged

The park goes into nightly operation May 1. The dancing schedule for the new Riverside Gardens gets under way about May 15. With most of the improvement program completed, the construction force has now turned its attention to the enlargement of the outdoor dance pavilion. Additional dance floor space will be added and the entire surface will be replaced. The bandstand will be moved to a new location in the ballroom and additional lighting will be installed. Joe Drambour, superintendent, is in charge of the project.

Carroll reported the four new rides in the park got away to a good start. New rides include Auto Scooters, Loooper, Octopus and Rolloplane. About \$50,000 was expended for new features.

SCIENTIFIC ON POKERINO

IS LIKE "STERLING" ON SILVER

14 YEARS OF UNDISPUTED SUPREMACY

98% of the Pokerinos now in use are SCIENTIFIC
"There Must Be A Reason"

ACT QUICKLY
FIRST COME
FIRST SERVED

WRITE OR WIRE FOR DETAILS

SCIENTIFIC MACHINE CORP.
79 Clifton Place Brooklyn 5, N. Y.

See Shuffleboard Dept. This Week

Among the stories of interest to the park operators in the Shuffleboard Department of this issue are:
League Play Boosts Income. Formation of leagues is on the increase, with grosses also on the upgrade. First of a series on how to form a league.
Eye Cleveland Shuffleboard Possibilities. City proves ripe for the invasion of boards.
Genco Debuts Shuffleboard Score Units. A new coin-operated scorer for use on location.
Watch the Shuffleboard Department each week for the latest developments in this new field as they will affect park operations.

Cold Nips Palisades' Bow; Rosenthals Predict Big Biz

By Jim McHugh
NEW YORK, April 23.—Palisades Amusement Park, situated across the Hudson River on the Jersey highlands, literally broke the ice last Saturday (16) when it preemed as skedded altho the temperature was officially tagged at 39 degrees.

Co-owners Jack and Irving Rosenthal showed little concern, however, perhaps because they are used to adverse weather on their openings. Superintendent Joe McKee couldn't recall when the weather had co-operated for the park's opening. Spokesman Irving said that while good weather would indeed be welcome, the funspot has yet to lose money on account of its early spring debut.

Daily operations were begun with the preem and will continue until after Labor Day. The weather this week has been generally good, with many units grinding out their weekly nut with a few bucks to spare. The Rosenthals are bubbling over with optimism altho they qualify their predictions for a big year with the admonition that the public will have to be given value and promoted.

Brilliant Lighting

Park boasts lavish, planned use of illumination and startling lighting effects have been designed to rival Broadway's eye-appeal and it does just that. The 25-cent gate fee, which also includes free parking, dancing and a free act daily, as well as frequent fireworks displays and other entertainment values, is indeed a reasonable price to pay, even if it included only the right to tour the exciting plant.

Prices for the major rides are 20 and 25 cents with the kiddieland units rock-bottom-priced at six for 25 cents. Thursdays are skedded as bargain days with the unit price on matinees set at a nickel and a dime play featured at night. The Rosenthals are confident that the lure of low prices will build the gate on the otherwise slow day and that resultant grosses will prove the wisdom of the move.

Crowd Lures Set

Fireworks, which paid off big last season when they were revived after the lapse of several years, will again be featured on Tuesdays. A new gimmick, bank night, involving a cash prize, is skedded for Monday nights. The funspots' ad-publicity-promotion budget, always one of the biggest for this type of enterprise, apparently has been upped this year in accordance with the Rosenthals' belief that the public will have to be sold. The Bert Nevins office with staffer Max

Rosey is again handling the tub-thumping.

New rides include a Flying Disc, Boomerang, Tilt-a-Whirl and Tunnel of Love, a dark ride. The latter sports a front that leaves nothing to be desired since it would be difficult to rival its flash, design or practicality. Part of the Bob Sled, including the loading platform, has been dismantled and a new platform installed for the erection of a Hurricane. The remainder of the Bob Sled structure may be incorporated in a new coaster.

New Restaurant

A new restaurant sporting a circus motif was ready for opening and justified advance claims. Unit contains a dining room which is lined with red and white canvas to create a big top effect, a cafeteria and a bar. Food and drinks are reasonably priced and a bid is made for family play with a special menu for the kiddies. The moppets can be fed a complete meal, including dessert and milk and with a souvenir thrown in for a 90-cent top. Cafeteria prices are on (See Cold Nips Palisades on page 84)

PONY RIDE WANTED

FOR WORLD'S LARGEST ALL YEAR ROUND AMUSEMENT PARK
Must be high class ride. Long time lease for right party.
Contact
JOHN L. LORMAN
Managing Director
OCEAN VIEW AMUSEMENT PARK
400 Washington St. Venice, California

STROBLITED DARK RIDES

Mystifying! Amusing!
Stroblite will add new thrills to your Pretzel and Dark Rides. Countless intriguing and spectacular effects can be attained with Stroblite Luminescent Colors (that glow in the dark) and Stroblite U V Lamps (Blacklight).
Write for information
STROBLITE CO. Dept. BP, 35 W. 52d St. New York 19

BATHING BEACH

Northern New York's Finest Bathing Beach and Picnic Grounds
"THE WHITE BEACH"
at BALLSTON LAKE
Definitely must be sold, and if not sold privately prior to June 14, will be sold at auction on that date. Watch for further notice in these columns. For information write
J. B. WHITE
Saratoga Springs, N. Y.

WANTED

Rides and Concessions. Equipped and operated by reliable person. Amazing percentage. Just outside city limits. Inquire!
WAYNE C. STOYER, Mgr.
GAY-WAY ROLLER RINK & POOL
R. D. #3, Harrisburg, Pa.

WANTED

Will book attractive Jewelry Outfit of any type, preferably Cedar or Bent Wire. Also Guest Your Weight. Have beautiful outfit with neon sign. Also have openings for Agents on High Striker, Cops and Bottles, Basketball and first class Mike Man for Electronic Race Game. Still time to get in on a good thing at Celeron Park in the heart of a booming industrial and resort area. Write or wire
LARRY STURDEVANT
CELERON PARK CELERON, N. Y.

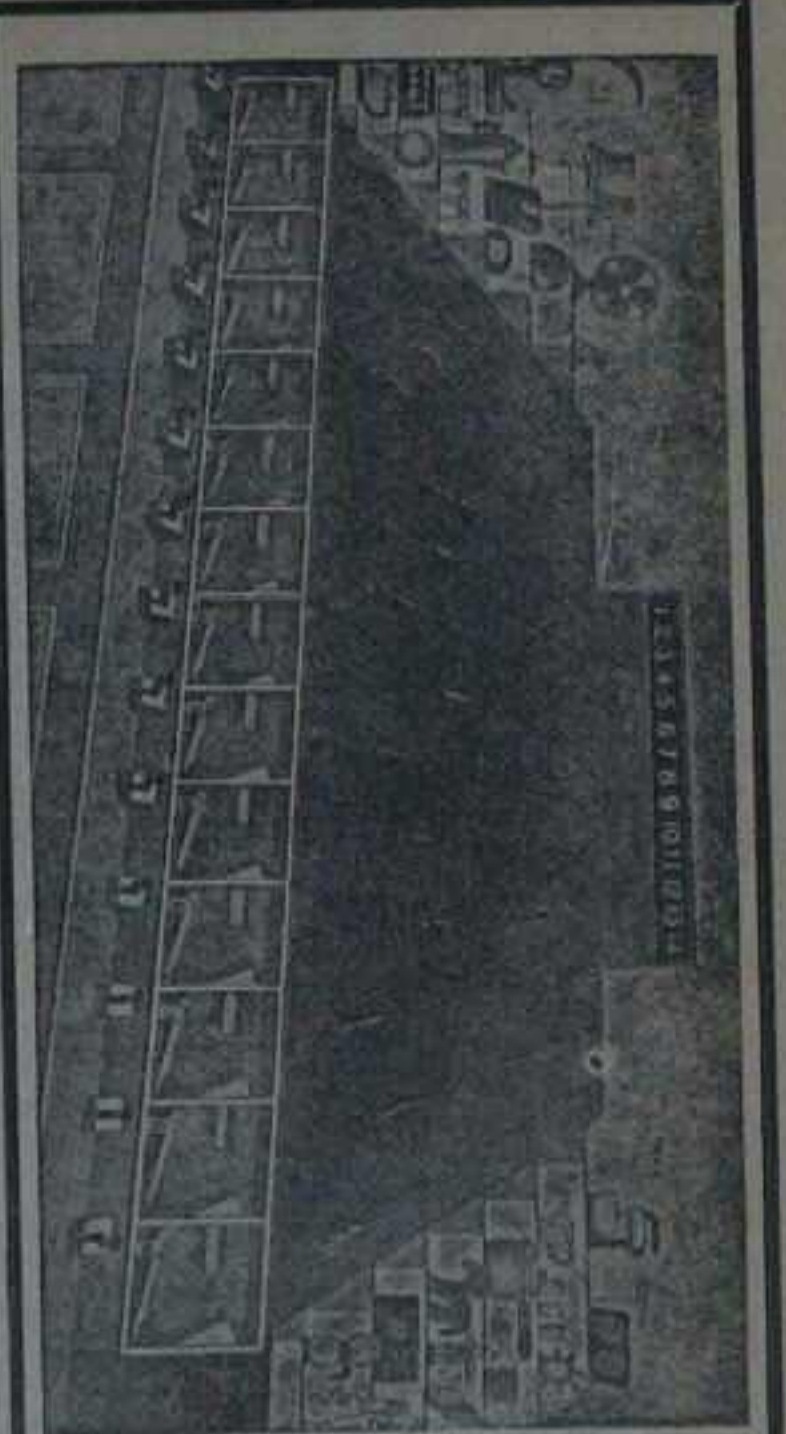
WORLD'S LARGEST
EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS
"GET THE BEST"

MINIATURE TRAIN & RAILROAD CO.
Executive Offices: Rensselaer, Indiana

WILL TRADE
Lindy-Loop, Water Bikes, Photomatics for Kiddie Rides, or what have you?
Management Casino Park
Virginia Beach, Va.

SAVIN ROCK
MIDWAY PARK
WANT—Have locations for Ferris Wheel No. 12, Merry-Go-Round, Tilt-a-Whirl, Rocket, Kiddie Rides. Also location for Canvas Shows. Write or wire
JACK TIERNAN
445 Beach St. West Haven, Conn. Phone: 9-6568

World's Largest Designer, Builder and Manufacturer Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous CENTURY FLYER MINIATURE TRAIN
Operating now in more than 100 leading parks in the United States with gratifying results.
Roller Coaster Chain, Rails and Equipment on Hand.
WRITE FOR INFORMATION TO
NATIONAL AMUSEMENT DEVICE CO. — Dayton 7, Ohio



PARKS AND RESORTS FROM COAST TO COAST ARE CROSSING UP TO \$40,000 A SEASON WITH A COLORFUL
GREYHOUND RACE
12 Units—\$3,540 14 Units, \$4,130
GREYHOUND AMUSEMENT DEVICE CO., INC.
2124 SURF AVENUE Esplanade 3-6810 BROOKLYN 24, N. Y.

Driving Ranges AND Miniature Golf Courses
We have a complete stock of
GOLF BALLS—CLUBS
TEES—MATS—PUTTERS
Write for prices
EASTERN GOLF CO.
244 W. 42nd St., Dept. 5, N. Y. 18, N. Y.

AGENT WANTED
To operate Slum Devil's Bowling Alley in very high-class Amusement Park. Park opens April 30th. Must be SOBER and RELIABLE. Answer immediately, stating full particulars.
Amusement Enterprises
531 JY Bldg., University Ave. & Andrews St. Rochester 1, New York

Rides-Concessions Wanted
Have good location for complete legitimate Midway—for reliable person to equip and operate. Amazing percentage. Just outside city limits. Inquire
WAYNE C. STOYER, Mgr.
GAY-WAY ROLLER RINK & POOL
R. D. #3, HARRISBURG, PA.

MINIATURE RAILROADS
Deluxe, custom built, 12" to 34" gauge, to 300 passenger cap. Steam or Diesel types (all gas driven). Specials: Coal-burning 14 1/2" gauge Steam Loco. New 15 pass. Streamliner with rail, \$2,895.00. Switches, special track work, separate coaches. Immediate delivery light rail. New catalogue with large, glossy photos, \$2.00. IRON HORSE LINES, 144 High St., Wrentham, Mass.

Need for Mutuels Stressed At Mass. Spring Meeting; 175 Attend Western Confab

Wyman Named Prexy of Western Association

WEST SPRINGFIELD, Mass., April 23.—The much criticized pari-mutuel race-tracks were vigorously defended here Thursday (21) by Robert P. Trask, State fairs director, at the spring meeting of the Massachusetts Fairs Association at Storrowton, on the Eastern States Exposition grounds.

Addressing several hundred delegates, Trask pointed out that it is only thru the tax received from horse race betting at fairs that the State is able to give such substantial awards to exhibitors at the 193 fairs in the State, and thus build agricultural interest.

"There are much worse things than pari-mutuel betting at some fairs," Trask said, pointing to what he termed "shady midways" at some annuals.

Patron Important

The State director emphasized that fairs must cater to the consumer, adding if the consumer is neglected the fair might as well close. The Department of Agriculture, he said, of which his division is a part, sends inspectors to every fair to see that the best use is made of prize money. On the basis of these reports, the fairs are given prize money allotments for the following year.

Trask said allotments have been increased substantially this year thru a wider use of the pari-mutuel betting take, adding that prize moneys have more than trebled in the past two years.

Adrian L. Potter, of the Eastern States Exposition, spoke on the educational value of commercial exhibits and appealed for easily understood displays.

In the evening the Western Massachusetts Fairs Association held its meeting in the Hampden County Improvement League building on the fairgrounds. A turnout of 175 representatives of 27 fairs accounted for the largest attendance in the history of the org.

Elect Wyman

Lee Wyman, of the Blanford Fair, was elected president of the Western group, succeeding Mrs. Barbara Matthews. Other officers include: L. B. Boston, re-elected secretary; W. A. Pease, Mrs. Matthews, Mrs. Alfred Scher, William Townsend Sr., and Leon Kelso, program committee.

Trask, who also addressed this group, urged operators to set up exhibits so they will attract the 85 per cent of the total population who are not producers but consumers.

He urged fair execs to retain at

Del Mar, Calif., Sets Circus Acts

DEL MAR, Calif., April 23.—A circus-type show again will be featured at the San Diego County Fair, which opens an 11-day run here June 24. A deal has been made with John Billsbury, Hollywood booking agent, to present the Hippodrome Outdoor Circus the last five days.

Billsbury will serve as producer, announcer and director. Included in the acts already signed for the date are The Three D's, comedy bar; The Great Romero, sway pole; Petroff's Liberty and high school horses; the Diacoffs, bicycle velodrome; Art and Marie Henry, rolling globes; Capt. Arthur and his Liberty Ponies; Marie's 20 Performing Canines; The Amazing Monahans; Mary Lu Hudson, high act, and the Saturns, high act.

Other acts will be added.

least 50 per cent of the administrative force of a fair from one year to the next so that past mistakes would not be repeated, and he recommended that the bulk of the responsibility not be placed on the shoulders of the secretary.

Legislation Discussed

A. W. Lombard, president of the State group, called for more co-operation with the State relations committee, which acts as a legislative body for all fairs. He urged operators to get in touch with the group in regard to any legislation they are for or against, pointing out that unfavorable legislation can "upset the whole fair appreciably."

The fact that four Worcester County fairs, which never before have been associated with the Western association, were on hand at the evening session was an important factor in the large turnout according to Boston.

Build-Up Drive For Los Banos' 2-in-1 Annual

LOS BANOS, Calif., April 23.—One of the heaviest promotional campaigns of the year is expected to result in a record crowd for the annual spring festival "It's May Day in Los Banos" (28-1) and the Merced County Spring Fair and Livestock Show, which run day and date, according to Art Craner, manager.

While neither the celebration nor the fair rates in the top brackets, as far as attendance is concerned, it usually proves financially successful, mainly because of the numerous news breaks Craner has been able to secure. Altho midway between San Francisco and Los Angeles, metropolitan papers have given the events a big play.

Used as Indicator

Fair managers and outdoor bookers are watching attendance figures as the celebration and fair is usually a good early season barometer as to public spending for the State's heavy summer and fall schedule of fairs and festivals. If the Los Banos Festival and the Merced Fair run up good grosses, it will help dispel part of the gloomy picture many have predicted for outdoor show business in California this year.

A weekly barrage of copy has been going out from Craner's office, hitting every paper of any size in the State. In order to catch the eye of city eds, Craner has been shooting his stories out on varied colored paper.

Costume Parade

Schedule for the celebration is a '49er costume parade, Children's pet and hobby parade, a May Day parade and the rodeo, May 1, at the fairgrounds arena. There will be 3,000 reserved seats at the 6,000 seat arena, according to Harry Rowell, who is staging the rodeo.

Locally, the biggest pre-celebration promotion has been the queen contest, which will be climaxed by the Queen's Banquet, April 28. Street dances will be held nightly at \$1 a person, with the exception of April 29 which will be free.

The event's slogan, "a picturesque celebration as Western as the covered wagon," has been played up in all the papers.

West Coast Shows will have the midway again, with the Aerial Baretis as the free act.

Annuals Set Plans:

Springfield, Mo., Builds Barns To House Record Cattle Entries

Existing facilities at the Ozark Empire District Fair, Springfield, Mo., couldn't begin to take care of the huge cattle exhibit expected at this year's annual. The official Missouri Jersey and Guernsey cattle shows are to be held in conjunction with the fair. As a result, new barns now are being constructed under the direction of Secretary Glen B. Boyd, who estimates that these two shows will increase by more than 600 head the total of cattle normally shown at the Springfield annual.

An artificial insemination display will be a new feature at the Cheyenne County Fair, Sidney, Neb. The exhibit will consist of test tubes and photographs of calves bred thru artificial insemination, along with pictures of their sires.

The Louisiana Sugar Cane Festival and Fair, New Iberia, this year will be enhanced by the King's Parade, a boat parade on the Bayou Teche which runs thru the center of town. The New Iberia annual is planning the erection of a new \$150,000 main building, but it probably will not be completed in time for the 1949 event.

Big car auto races will be presented this year for the first time at the Traverse County Fair, Wheaton, Minn. Heretofore, the annual has featured a thrill show on the first day following its entry day. A square dance festival will be a new feature at the Central East Texas and Livestock Exposition, Marshall, Tex.

The Hutchinson County Fair, Tripp, S. D., has enlarged its site by three acres. The additional land was acquired to provide more parking space and also to insure greater safety. . . . The Watonwan County Fair, St. James, Minn., in keeping with its centennial theme, will admit free on all three days all individuals who have lived in the county for 70 years. The oldest individual born in the county will receive special honors.

A hobby show will be a new feature this year at the Calumet County Fair, Chilton, Wis. . . . The Buffalo County Fair, Mondovi, Wis., this year will use for the first time a house-to-house delivery of special advertising, with the delivery to be made by milkmen. George Britton, secretary, advises.

The Williamson County Fair, Franklin, Tenn., this year will run five days instead of three, as last year. As a result, the fair board figures the 1949 event will top the paid gate of over 10,000 last year, Robert R. Garner, president, types.

The Kay County Free Fair, Blackwell, Okla., this year will have a new 2,200-capacity grand-

Yuba City Granted \$75,000 Allocation; Pushes Bldg. Plans

YUBA CITY, Calif., April 23.—Four livestock buildings, rodeo arena and a horse show ring will be constructed on the Thirteenth District Agricultural Association Fairgrounds here, following the allocation of \$75,000 from State pari-mutuel funds.

Secretary-Manager Roy Welch said that plans have been drawn and now await the approval of State architects in Sacramento.

If plans are okayed it is hoped to have construction completed for the Yuba and Sutter Counties District Fair, September 20-October 2.

stand, replacing one which seated 1,500. The new stand cost \$41,000. . . . The Huron County Fair, Bad Axe, Mich., which has operated without harness races since before the war, has returned them to the 1949 program, with three days of sulky races scheduled. The track is to be reworked and a new judges stand is to be built.

The Central Wyoming Fair and Stock Show, Casper, Wyo., has increased its attraction budget, and, in line with an enlarged show, is to double the size of its grandstand stage. The Casper plant this year will have two new stock barns and two new racing stables.

Sedalia To Bow In Grand Circuit With 90G Purses

SEDALIA, Mo., April 23.—A total of \$90,000 in harness race horse purses will be offered by the '49 Missouri State Fair this year, its first as a member of the Grand Circuit. The five-day meeting will open Monday, August 22, the second day of the eight-day annual.

The fair will continue to offer motor speed events, with auto races by National Speedways (Gaylord White and Al Sweeney) skedded for opening day and also for Saturday, August 27, and a thrill show inked for Sunday, August 28.

An Ernie Young revue again has been booked for the night grandstand show. A horse show also will be held six nights. The Johnny J. Jones Exposition will supply the midway attractions.

Secretary Roy S. Kemper, now recovering from a recent illness, said the fair is aiming to maintain an attendance of approximately 300,000.

Gate Repeal Bill Again Introed By New Yorker

WASHINGTON, April 23.—Legislation to eliminate the 20 per cent Federal tax on admissions to non-profit agricultural fairs is again being talked up in the House. A bill to that effect which also reduces most excise taxes is being sponsored by Rep. Daniel Reed (R., N. Y.).

Reed's bill specifically exempts from the admissions tax any admissions to agricultural fairs if no part of the net earnings goes to the benefit of any stockholders or members of the association conducting the fair. Also exempted are admissions to any "exhibit, entertainment, or other pay feature" conducted by the association, if the proceeds are used exclusively for the upkeep of the fair.

Last session a bill, sponsored by Reed, which would have knocked off the tax on such fairs was passed by the House without a dissenting vote, only to be buried in the Senate Finance Committee.

Name N. Y. State Aid

ALBANY, N. Y., April 23.—Mrs. Martha Eddy, of Ithaca, Tuesday (19) was named director of women's activities at the New York State Fair to be held at Syracuse, September 5-10. The appointment was made by Commissioner C. Chester DuMond, of the Department of Agriculture and Markets.

Granite-Like Maurice Jencks Started Hard Way—On Rocks

(Continued from page 53)

haunted into the bakery where Maurice was working at \$8 per week.

"Can you get me 10 gallons of milk, a load of straw, a couple of loads of hay and 50 bushels of oats?" Feltus asked after running an appraising eye over Maurice. "If you can I'll give you all my bread and roll business, plus some money for yourself."

Inasmuch as Feltus' bread and roll business constituted by far the biggest single order the store had ever been offered, plus the lure of some added cash, Maurice jumped at the chance. And, he delivered.

Eyes Showbiz

From that point on, Maurice held great respect for show business and its money-earning potential. Thus, too, he was prepared for a proposition which shortly after led him to become the owner of a 24-sheet plant.

This time, another agent, working in advance of the Big One, came into the store, complaining, "Why aren't there any 24-sheet boards in this town. I'd pay \$100 for some boards. Say, why don't you put some up," he blurted, directing his question at the somewhat bewildered Maurice.

At that moment Maurice didn't know what a 24-sheet board was. But the agent quickly explained. What's more, the agent persisted in urging him to build boards.

"I haven't enough money," was Maurice's reply.

"Haven't you any credit?" the agent shot back.

"I don't know," was Maurice's dubious response.

"Well, let's find out," the agent persisted.

And together they went to a lumber yard. The agent told the owner that he would pay Maurice \$100 for the use of the 24-sheet boards if the lumberman would give the youth the lumber on credit. The yard owner agreed, and Maurice was in the bill-posting business.

Helps Opera Project

That, in turn, gave him a good toe hold and with it a peep hole into the show business. He picked up knowledge fast, and at the age of 24, emboldened by the money he made with the 24-sheet plant and with what he heard of show business, he invested his savings in helping to build an opera house in Yankton. The theater, a forerunner of today's movie houses, was used to present roadshows.

The Yankton venture prospered. Encouraged, Maurice went to Mitchell, S. D., started another theater there and leased out the Yankton house. His success continued. He

shifted to Sioux Falls, S. D., where he leased a new theater and from there went on to Sioux City, Ia., where he took over the Peavy Grant Opera House.

The success of the road companies intrigued him. Finally he plunged into booking them. His fee was 3 per cent of the gross, and he booked the units into Iowa, Nebraska, Southern Minnesota and South Dakota. They prospered and so did he.

Books Many Greats

During this period he booked shows which starred such greats as Will Rogers, Lillian Russell, Jane Cowl, Elsie Janis, Sarah Bernhardt, Fritz Scheff, Otis Skinner, Al Jolson, Fritz Kreisler, Harry Lauder and John Barrymore, to mention just a relatively few.

Then the advent of motion pictures killed roadshows. Maurice was one of those who did not believe that would happen, and the belief cost him money.

Shortly thereafter, World War I caused him to enter the motion picture theater business, when Maj. Gen. Leonard Wood prevailed upon him to build and operate five theaters, three at Camp Funston, Kan., and two at near-by Army City.

These proved big losses, and with financial reverses sustained in continuing in the roadshow booking business, represented the only major setbacks in a career marked by unusual financial success. Fire destroyed the two Army City theaters, which were not insured. At the war's end, in the settlement with the army on the other three theaters, Maurice received \$43,000, which approximated about half his loss.

Takes On Movie Chain

By then, tho, Maurice had picked up a substantial knowledge of theater operations. He went to Topeka, obtained an interest in two theaters and later became president of a company which owned the Grand Theater. Subsequently, in association with others, he leased the six remaining motion picture theaters in Topeka.

In '29 these six were sold at a good profit to the Fox chain, and Maurice temporarily slowed down his activities. To be sure, he still had plenty to do, what with his interest in two theaters and the hotel.

It was in '32, at the bottom of the depression, that he was urged to take over the management of the Kansas Free Fair in Topeka. At first he was not inclined to have any part of the fair. It was badly in debt, conditions were, of course, bad, and the plant was anything but what it should have been.

However, in face of constant insistence, he finally consented to look over the fair in operation. At least, it was hoped he might offer some worthwhile suggestions.

After giving the fair, particularly its night show, a careful scrutiny, he came up with the answer. The reason the fair was not a success was apparent; it just didn't provide grandstand attractions worth the price of admission, he said.

The more Maurice detailed its faults, the more insistent were the demands that he take over the fair's management. Finally he consented. First, he put thru an almost wholesale change in the staff. He introduced new methods and added to the quality of the attractions.

Develops Fair

As a result, the fair developed into a big institution. In illustration, the night grandstand show last year grossed \$67,000 after taxes, as against \$8,560 in his first year. The carnival grossed \$5,008 the first year and last year took in the amazing sum of \$117,000.

Those figures bear testimony to the strides the fair has made under Maurice, but they only begin to tell the story. The fair now is debt free;

moreover, it holds a substantial cash surplus. The plant has been modernized, with only two structures, the grandstand and livestock building, remaining of those which were there when he took over.

The veteran showman is a relentless driver for perfection. Few managers make the demands on booking agencies he does, yet he contrives to obtain compliance—and with it respect.

His career has been geared with the civic life of Topeka, and it is not uncommon to see him take the (See Maurice Jencks on page 82)

Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 22.



The complete List of Fair Dates was published in the issue dated April 9. The next complete list will be published in issue to be dated May 28. See each issue of The Billboard for corrections and additions.

ARKANSAS

Conway—Faulkner Co. Fair Assn. Sept. 28-Oct. 1. Guy H. Jones.
Malvern—Hot Spring Co. Fair. Sept. 12-17. Glenville Rhodes.

CONNECTICUT

Brooklyn—Windham Co. Agri. Soc. Sept. 16-18. Mrs. H. Freeman Strunk.
North Stonington—New London Co. 4-H Club Fair. Sept. 3-4. Marjorie E. Bullard, Norwich.

IDAHO

Piler—Twin Falls Co. Fair & Rodeo. Aug. 30-Sept. 3. Thomas Parks.

INDIANA

Goshen—Elkhart Co. Fair. Sept. 12-17. Roy M. Amos.
Martinsville—Morgan Co. Fair Assn. Aug. 10-13. A. E. Lesser.
Rockville—Parke Co. Fair Assn. Aug. 15-19. Robert L. Taylor.

KENTUCKY

Madisonville—Hopkins Co. Fair. Aug. 29-Sept. 3. John Casner.
Paintsville—Johnson Co. Fair Assn. Sept. 8-9. Manuel Arnett.

MINNESOTA

Barnum—Carlton Co. Fair Assn. Aug. 18-20. J. T. Rudebeck.
Madison—Lac qui Parle Co. Fair. Sept. 8-11. Wayne Welter.
Pillager—Cass Co. Agri. Soc. Aug. 18-20. Earl La Porte.
Red Lake Falls—Red Lake Co. Agri. Soc. Aug. 11-13. Howard C. Hafis.
Saint Charles—Winona Co. Fair. Aug. 19-21. Jerry Mahaffey.
Slayton—Murray Co. Agri. Soc. Aug. 25-28. W. M. Leebens, Fulda, Minn.
Thief River Falls—Punnett Co. Agri. Soc. Aug. 1-5. J. M. Roche.

MISSOURI

Appleton City—Appleton City Fair Assn. Aug. 31-Sept. 2. C. D. Peeler.
Bowling Green—Pike Co. Fair Assn. Sept. 7-10. John M. McIlroy.
Lee's Summit—Jackson Co. Fair. Aug. 11-13. J. P. Martin.
Marshall—Salline Co. Fair. Sept. 1-3. T. A. Reid.
Mayville—DeKalb Co. Fair. Aug. 29-31. John M. Duncan.
Montgomery City—Montgomery Co. Fair. July 27-30. H. E. Ball Jr.
Mountain Grove—Tri-County Fair. Aug. 24-27. Ralph G. Archet.
Norborne—Farm & Barnyard Fair. Sept. 21-22. Paul Beck.
Owensville—Gasconade Co. Fair. Sept. 8-10. Tony F. Mertle.
Prairie Home—Prairie Home Fair. Aug. 10-11. Lewis L. Morris, Bunceton, Mo.
Safe—Safe Community Fair. Sept. 21-24. Emmett Dillon.
Sheridan—Sheridan Fair. Aug. 18-20. W. P. Doran.
Warrensburg—Johnson Co. Fair. Sept. 8-10. E. F. Low.

NEBRASKA

Benkelman—Dundy Co. Agri. Soc. Aug. 18-17. Hubert K. Dyke, Parka, Neb.
Central City—Merrick Co. Fair Assn. Aug. 22-25. George D. Gregg.
Chambers—Holt Co. Fair & Rodeo. Aug. 31-Sept. 3. Edwin A. Wink.

NEVADA

Winnemucca—Humboldt Co. Fair & Rodeo. Sept. 3-5. Albert Lowry.

NEW HAMPSHIRE

Pittsfield—Pittsfield Fair. Sept. 25-28. John McKiernan.

OKLAHOMA

Cordell—Washita Co. Free Fair. Sept. 14-17. James V. Son.

PENNSYLVANIA

Oriental—P.O.S. of A. Fair. Aug. 3-6. Wallace Hockenbrock, Mt. Pleasant Mills, Pa.
Shanksville—Stony Creek Community Fair. Sept. 28-Oct. 1. Mrs. Milton Lowry.

SOUTH DAKOTA

Mitchell—Corn Palace Festival. Sept. 19-24. H. N. Noble.

TENNESSEE

Ashland City—Cheatham Co. Fair Assn. Sept. 29-Oct. 1. Brantley Smith.
Dyersburg—Dyer Co. Fair Assn. Sept. 19-24. J. H. Parker.
McMinnville—Warren Co. Fair. Aug. 25-27. H. B. Wilson.

UTAH

Tremonton—Box Elder Co. Fair Assn. Sept. 1-3. Robt. Stewart.

Tell and Sell WITH POSTERS!

THE MOST EFFECTIVE SILENT SALESMEN!

FOR RESULTS CONTACT **Posters INCORPORATED** 835 CHERRY ST. PHILA. 7, PA. PHONE Lombard 3-2000

Specialist FAIRS-CARNIVALS PARKS-ORCHESTRAS SPORTING EVENTS TRAVELING SHOWS

PROMPT & IMMEDIATE SERVICE

"THE ONLY SHOW OF ITS KIND"

Skating Vanities

THE \$1,000,000 SPECTACLE

COMPANY OF 140 7TH EDITION

★ NOW FILLING ENGAGEMENTS IN LONDON, PARIS AND ZURICH, SWITZERLAND

★ THE 8TH EDITION WITH A COMPLETELY NEW SHOW WILL START AMERICAN TOUR 1ST WEEK IN SEPTEMBER

★ HAROLD STEINMAN

★ Owner and Producer Suite 608 1775 Broadway New York, N. Y.

Acts Wanted for Our 1949 Fairs

Ward (Flash) Williams

SUNNY BERNET

(GENERAL MANAGER)

AMERICAN THEATRICAL AGENCY, INC.

Suite 426, 221 N. La Salle St. CHICAGO, ILL.

Swing & Sway the "Orton Way"

THE Sensational ORTONS

CRISS-CROSS SWAYING POLE THRILLERS

FEATURING

The only girl to do a one-hand stand 100 feet in the air. Brilliant fireworks finish.

Represented by

AL MARTIN AGENCY

Hotel Bradford, Boston

ATTENTION

FAIR SECRETARIES!

CONTACT

The

ERNIE YOUNG AGENCY

For Your

GRANDSTAND SHOW

Suite 2306 203 N. Wabash Ave. Chicago, Illinois

WANTED

Carnival, Shows, Concessions for County Fair and Livestock Show, August 29, 30 and 31. \$3,500 in prizes.

MERCER COUNTY LIVESTOCK SHOW

c/o CHAS. HOLLETT, PRINCETON, MO.

WANT

All kinds of Rides, Shows and Concessions for Night Fair, week of June 13. Contact

H. C. HOFFMAN

Box 46, Shamokin Dam, Pa.

WANTED CARNIVAL

To play the Weirwood Fair, Fair dates, August 9-10-11-12, 1949.

CHAS. N. McCUNE, Secy.

BOX 124 CHESAPEAKE, VA. Phone: Eastville 144-F-21

BARNES AWAY TO FAST START

Opening Night Crowd Is Big; Spec Returns

Variety Program Keynote

By Hank Hurley

CHICAGO, April 23.—If opening night is any barometer, this year's Barnes Bros.' Circus in the Chicago Stadium may hit an all-time high in attendance for its run here.

Sam J. Levy, production manager; Arthur M. Wirtz, executive director, and William H. Burke, production director, unveiled their 1949 offering Friday night (22) to one of the largest opening-night crowds in years. When the two-hour and 58-minute show was over, the payees went home satisfied they'd had a lot of sock entertainment.

Levy's offering tops last year's program. To be sure, the opening production (there was no dress rehearsal) lagged in many spots, but Levy, with little trouble, can smooth the rough edges. When that is done, it will be a fast-moving and entertaining production, one that will appeal to both kids and adults.

Selection of acts is good, with the second half of the program the strongest. Emphasis in the second-half portion of the program, after a 10-minute intermission, is on the spec and high acts. Show closes strong, the last three displays featuring the Flying Duvars, Flying Zachinis, Flying Valentines, the Wallendas and Benny and Betty Fox, all high acts.

As in the past, the show is offered in one ring and on two stages and variety is the keynote.

Back this year, after a year's lapse, is the spec, *Alice in the Enchanted Forest*. It is a colorful affair. Opening night, however, it was draggy, and while the customers apparently liked it, it needs a shot in the arm. Given faster pace and better light treatment, it should prove a winner.

A run-down of the program shows the Wallendas are contracted for six acts, including Miss Rietta's swaying high pole, which tops the first-half program in spite of tough competition from Terrell Jacobs and his animals; the Bontas; the Orantos and Page and Renee, perch; the Voise Troupe, the Chambertys, the La Blode Troupe, bar acts, and Frankoni the Great, a high pole act with a sock finish.

The Wallendas are displaying for the first time in Chicago their seven-person pyramid on the high wire. This number garnered plenty of mits.

First-half program, in addition to the high-pole acts and the others named previously, includes the Kurt Trio; 10 Karrells and Novello and Company, ladders and acros; Four Cordovas, the Lange Troupe and Four Landons, teeterboard; a web number, featuring Violette; the Bontas, the Orantos and Page and Renee, perch.

Bill Blomberg, who shows to advantage with a good pony routine in the first half and a good Liberty horse act in the second half, reported his Liberty horse act was cut from 12 horses to 10, the result of a mishap en route to Chicago. His No. 5 horse was injured and forced out of action, thereby also forcing out the No. 6 horse.

In addition to three high acts in the second half, the show also features Celeste and the Great Stanelly in rope swings, with Stanelly's bar leap a good finisher.

Izzy Cervone again has the band, and, as in the past, his arrangements (See *Barnes Starts Fast*, opp. page)

Going Tough for Biller Bros.; Sims Resigns as General Agent

CHICAGO, April 23.—Early going, since leaving Mobile, Ala., winter quarters, has been tough for Biller Bros., Art Stahlman, general manager, told *The Billboard* by long distance telephone from Harriman, Tenn., Thursday (21). Then he added: "Once we get out of this part of the country and get some good weather I think everything will be okay."

In the meantime, Emmett Sims, org's general agent, pulled into Chicago, his home, and announced he had resigned as the Biller general agent. He said he had so informed Stahlman and added, "Under no circumstances will I return to the show."

Stahlman, when queried on whether Sims had resigned, said, "Sims hasn't resigned as far as I know. He's still general agent of the show. Emmett worked hard and needed a vacation. That's what he's doing now, taking a short rest, but I expect him back."

Stahlman said the three-day opening stand in Mobile was okay, from an attendance standpoint, but since leaving there the show had run into

much cold and rain and as a result attendance was anything but good.

Tuesday in Maryville-Alcoa, Tenn., he said, attendance was light because of freezing weather. In Athens, Tenn., Wednesday (20) matinee business was good, he said, but night biz was way off due to cold weather. In Harriman, Tenn., Thursday (21) the show ran into rain.

Stahlman said the executive staff is the same as that which opened the season at Mobile. Rumors that Dee Aldrich, Side Show manager; Ken Drake, legal adjuster; Jack Bell, band leader, and Fred Moulton, advance agent, left or would leave the show were denied by Stahlman.

Indiana Biz Big for Cole

Terre Haute gives with two full ones, Evansville is overflow at night

CHICAGO, April 23.—Since moving out of winter quarters in Louisville, where the show enjoyed only fair business because of rain and cold weather on its four-day opening stand, Cole Bros. has been "going to town."

Terre Haute, Ind., despite cloudy and cool weather, registered a near-capacity at the matinee and capacity at night. At Evansville, with weather ideal, the show had a three-quarter matinee and a straw at night.

Decatur, Ill., gave with a three-quarter matinee and a capacity house at night. Show has been having rail troubles, arriving late for matinees in three or four spots. On several occasions, show officials said, the matinees have not been getting under way until 4 p.m., but this apparently didn't hurt.

Charles Hogan, 21, laborer on the Cole show, was killed in Terre Haute Wednesday (20) when he fell beneath the wheels of one of the show's wagons. Hogan, it was said, was riding the tongue of the wagon which was being towed by a truck when he fell from his seat and he was crushed beneath the wheels. Hogan's home was in Louisville.

Aerialist Lydia Cimse Hurt in 40-Foot Fall

BUFFALO, April 23.—At the opening performance of the Hamid-Morton Circus in the Memorial Auditorium here Monday afternoon (18), Lydia Cimse, 17-year-old member of the Sils Sisters, aerial act, fell 40 feet to the concrete floor before an audience of 8,000. At the Deaconess Hospital X-Rays revealed she had sustained a fractured heel and was suffering from shock. Her escape from more critical injuries was due to her fall being broken by guy wires of the act's rigging.

Lydia and her sister, Brigita, also work in the Rob Comse Company act, both European novelty aerial numbers. In their sister act the girls work in large spinning hoops mounted on an axle. The girls were doing a spread-eagle bit, with their feet hooked into supporting loops attached to the hoops and were starting a spin when Lydia's foot slipped from the strap.

Beatty's Biz In California Still Strong

Show Ends Fifth Week

LOS ANGELES, April 23.—The Clyde Beatty show, in its fifth week of the 1949 season, continued to do strong business in the vicinity. With the California weather certain to get better from now on, prospects for turnaways, such as the show had here during the 12-day run, are predicted.

Saturday and Sunday (16-17), show played Long Beach with two-thirds houses for both matinee and night. Sunday's matinee, played against a police rodeo, saw another two-thirds house with a full one at night.

Moving north again, the show had good houses both matinee and night in San Pedro Monday (18). Redondo Beach the following day saw fair afternoon performance and strong evening house. Hitting Inglewood Wednesday gave the show a good matinee crowd and a two-thirds house at night.

After this week-end in San Diego, the show moves north again into this territory with dates in Santa Ana and other towns. Next Sunday's stand in North Hollywood marks the end of the tour in this area as the show moves up the coast to Oxnard, Ventura and Santa Barbara.

North Hollywood always has been a big matinee for the show. Beatty will get heavy radio promotion during the coming week in anticipation of this stand, which is in the bailiwick of many radio personalities. Air plugging is being done by Shirley Carroll and the total for the dates here and around the city will run more than 150.

Dumas, Tex., Gives Seal Two Full Ones

DUMAS, Tex., April 23.—Despite windy and dusty weather, Seal Bros. scored with two full houses here. At Levelland, Tex., the weather, strong winds with plenty of dust, licked the show at the matinee. Night business was light.

Al Conners, juggler, joined, along with the Wells Trio, horizontal bar and acros. The concert, produced by Tiger Bill Jr., is playing to good business. Joe Scharoun joined, taking over office duties and the big show ticket wagon. Mr. and Mrs. Norman Anderson have the midway diner and Leon Bennett is Side Show manager. Line-up:

Display 1—Pony drill. Display 2—Swinging ladders. Display 3—Lloyd Senter, frog man; E. Jones, contortion. Display 4—Clowns. Display 5—Hall's and Fuller's dogs. Display 6—Wells brothers, bar. Display 7—Clowns. Display 8—Anderson's and Hill's Liberty horses. Display 9—Clowns. Display 10—Conners, unicycle. Display 11—Concert announcement. Display 12—Wells Trio, comedy acro. Display 13—Thurk Fuller, roly poly; Bennie Fuller, contortion. Display 14—Hall's animals. Display 15—W. Fisher and Miss Hill, elephants. Display 16—Al Conners, juggling. Display 17—The Hiding Fallers. Display 18—Concert announcement. Display 19—Hall's goats and Miss Hall's dogs. Display 20—Clowns. Display 21—Bud E. Anderson's Liberty horses.

Robbins Employees Injured

HOPKINSVILLE, Ky., April 23.—Two employees of Robbins Bros.' Circus were injured Friday (15) when their car collided with a truck at the circus grounds. The victims were James Fred Crabtree and John Dees. Crabtree was taken to Jenny Stuart Memorial Hospital for treatment of a hip fracture. Dees suffered a minor shoulder injury and was hospitalized.

Wirth Unit Tabs Big in Syracuse

SYRACUSE, April 23.—The Tigris Shrine Circus, under the Frank Wirth banner, ends its seven-day run at the Jefferson Street Armory tomorrow night, with the entire house for the closing show reserved by the local Carrier Recreation Club. Attendance for the week has been good, the show getting off to a good start, with more than 3,200 kiddies jamming the opening day matinee as guests of a group of Shriners and friends.

The program is exceptionally good, with the line-up of acts including Joe Walsh's group of lions and tigers, the Martell Duo; Torelli's dogs and ponies; the Marvins, wire-walkers; Kay and George, trampoline; Earl Armstrong's Bucking Ford; Hunt's elephants (3), handled by Roy and Elizabeth Bush; Veno Berosini, high wire, and the George Hanneford family in their well-known riding act.

A new flying trapeze act, the Flying Thrillers, with Rose Behee, George Voise and Jack Bray, clicked solidly. Other good acts on the bill were the Gaudsmith Bros., with their dead-pan pouches; Lalage, clever aerialist; Evelyn's Liberty horses; Jack Meyand and Miss Eva, and a large group of clowns.

Polack Eastern Inks Kalamazoo for 1950

KALAMAZOO, Mich., April 23.—Henry Barrett, promotional manager for Peninsular Commandery, Knights Templar, announced here Thursday night (21) that his org had signed Polack Bros.' Eastern Unit again for 1950. The Templar org has sponsored the show here the last two years.

According to Barrett, business topped last year. This was due, in part, he said, to the fact general admission price this year was upped from \$1 to \$1.20, plus the fact membership ticket distribution was far ahead of last year.

Show opened Monday (18) in the rain but both matinee and night performances registered three-quarter houses. Weather was clear the second day but business about the same. Last two days saw full ones at night with near capacity at the matinees.

Ringling's NY Gross Builds To Equal '48

\$1,500,000 Bagged

NEW YORK, April 23.—Altho it is reported that the take of the Ringling circus up until the end of the Easter week-end dipped about \$20,000 under receipts for the same period last year, this handicap is rapidly being overcome, and it appears practically certain that revenue for this year's run at Madison Square Garden will equal or top that of last year.

Despite the fact that the public likes at occupying the altitudinous balcony pews and a couple hundred other not-so-good seats, practically every performance since Easter has been a sellout, and advance sales are still going so well that six ticket windows are required to fill the demand. With the added three rows of 36 seats in front of the loges giving a hefty hike to the daily takes, this week chalks up about \$630,000 for the cash box, bringing the total take up thru tonight's performance, a sell-out, to around \$1,500,000.

The annual visit of the Ringling show to Bellevue Hospital took place on Wednesday (20) morning, with ideal weather making it a gala day for the thousands of patients of the big hospital who viewed the show from windows, balconies and stands facing the ring. Among those appearing in the show were Merle Evans and his band; Hugo Schmidt, with a large group of elephants; the Ugos in their spectacular leaps; Franklin and Astrid, hand-to-hand; the Asia Boys, acrobats; Bostock's mules; Johanna Petursson, Icelandic giant; and Lou Jacobs in his pint-size auto. Also on hand were most of the Big Show's feature clowns, including Emmet Kelly, Felix Adler, Paul Jung, Frankie Saluto, Paul Jerome, Prince Paul and Jackie Clair.

Thursday (21) night's performance was marked by a couple of minor mishaps which fortunately resulted in no casualties. While making his exit after the Liberty horse number, Czezan Mroczkowski was bowled over by a couple of his horses with such violence that he did a couple of spectacular somersaults which left him a bit dazed but uninjured. During the number of the Mandos Sisters a cable gave way, and their heavy prop anchor dropped, but the girls escaped injury and bowed off to a big hand. Swanton, who hangs himself, is temporarily out of the show with a stiff neck.

Pan Amer. Animal Org Enjoys Good Biz

CHILDERSBURG, Ala., April 23.—Pan American Animal Exhibit, owned by W. F. Duggan, moved in here Friday (22) for a three-day stand. Show, to date, has enjoyed good business on its tour, Duggan and Jim Stutz, general agent, report.

First week out this season was rough, Stutz said, with the show forced to cancel its first stand at Marianna, Fla., because of bad weather. Since that time all other spots on the schedule have been played. Big stand in Florida was at De Funiak Springs, March 28-29. While there the show purchased two new GMC tractors.

Panama City and Pensacola, both five-day stands, proved very good. Show played a downtown location in Panama City, while in Pensacola the tents were pitched in the Brownsville section, at the city line. Check of figures, however, shows Pensacola turned in a better gross than Panama City.

Org is now being routed thru the drawberry belt and will follow the Berry crop into Tennessee.

Bowers, New Cole Flacker, in Cincy

CINCINNATI, April 23.—Frederick V. Bowers, former songwriter, who now is in the public relations field ahead of Cole Bros.' Circus, has lined up a busy schedule of week-end activities here, he indicated today during a call at *The Billboard*.

In his role of good will ambassador for the show, Bowers entertains at service club meetings and schools, snares radio interviews and meets the press—all such contacts made with the idea of selling Cole to the public. At schools and clubs, Bowers sings and plays the piano, gives talks on theatrical personalities, and plugs Cole.

Since arriving in town, Bowers has lined up shots on most radio outlets in the Cincinnati-Northern Kentucky area, including stations WNOP, WCKY, WLW and WSAI. Jack Ramey, Cincinnati Enquirer writer, is preparing an article on him for the May 1 edition, Bowers said. Cole plays here May 7 and 8.

Jack Tavelin, Cole general manager, brought Bowers into his organization on the strength of a recommendation by Waldo Tupper, of the Ringling show.

BARNES STARTS FAST

(Continued from opposite page) are well chosen and capably handled. Al Melgard, at the Stadium organ, assisted in the musical department.

Show this year has 23 members in clown alley, four more than last year. Joeys are used plentifully in the program. They are spotted, for the most part, in walkarounds, but do have two displays, the age-old firehouse and clown band numbers. Clown alley members are Earl Shipley, producing clown; Happy Kellems, Van Wells, the Georgette brothers, the Snell brothers, Lou Christiansen, Al Ackerman, Red Carter, Kenneth Waite Trio, Percy R a d e m a k e r, Hubert Dyer, Frenchy Houle, Auggie Augustad, Lindsay Wilson, Joe Ambrose, Ted Tosky, Jack Kennedy and Frank Cain.

Staff, in addition to Levy, Wirth and Burke, includes Fred H. Kressmann, assistant production manager; Leo Hamilton, arena director; Marsile Edwards, vocals, and Bob White, announcer.

The line-up:
Display 1—Opening parade. Display 2—Hubert Dyer and Company and the Three Jesters, comedy act. Display 3—Terrell Jacobs, animals. Display 4—Miss Rietta, swaying high pole. Display 5—Captain Tiebor's seals, Bill Blomberg's ponies, Armand Guere's seals. Display 6—Clowns. Display 7—Kurt Trio, 10 Karrella, Novello and Company, ladders and acros. Display 8—Clowns. Display 9—Four Cordovas, Lange Troupe, Four Landons, teeterboard. Display 10—Web, featuring Violette. Display 11—The Bontas, Orantos, Pape and Renee, perch. Display 12—Prankoni the Great, high pole. Display 13—Voice Troupe, the Chamberlys, the LaBlode Troupe, bars. Display 14—"Alice in the Enchanted Forest" spec. Display 15—Great Stanelly and Celeste, rope swing. Display 16—Adams' dogs, Barnes Bros' elephants, Kirk's dogs. Display 17—Toni, the monkey gal. Display 18—Clowns. Display 19—Six Paiges, bicycle and unicycle. Display 20—Blomberg's Liberty horses. Display 21—Clowns. Display 22—Flying Duvarde, Flying Zachints, Flying Valentines. Display 23—Wallenda Troupe, high wire. Display 24—Betty and Benny Fox, high pole.

Santo Y Artigas Unit Nears End of Season

HAVANA, April 23.—The Santo Y Artigas Circus is in the final two weeks of the season. Final date is May 1 at Cardenas, Cuba. Show travels on 10 cars, with 6 sleepers and 4 flats.

Returning to the States will be Sylva Watkins and daughter, who will go to Tampa; the James M. Cole family, who will go to their home in Penn Yan, N. Y., for two weeks before joining the Jay Gould Circus; the Knight Trio, who will vacation for a time at Jacksonville, Fla., and also attend the baptism of Pat and Monty's infant son.

Easter Sunday on the show an egg hunt was held for the kiddies. Paul Knight and Jimmy Cole tied for first place, with Patty Watkins and Gaby Arogon the runners-up.

Mills Off To Good Start; 10th Edition Called Best

(Continued from page 53)

1 offered Blackie Diller, with Alabama Campbell in Ring 3.

No. 13—Concert announcement.
No. 14—A splendid wire turn was by Ray Goody, who did dancing and other feats on the steel thread and concluded with a back somersault, feet to feet.

No. 15—Clowns.
No. 16—Performing gracefully on the Spanish web were Donna Hancock, Virginia Noel and Margarie Butcher.

No. 17—A swell Liberty number, with Edward Brant in Ring 1; Jeannette Wallace, Ring 2, and Capt. Bert Wallace, Ring 3. Six horses were in each ring and the trainers presented a flawless performance.

No. 18—Big Burma, elephant, did a specialty dance on the track.

Rosettis Get Heavy Mitt

No. 19—A great act was presented by Les Rosettis, man and woman (French), in center ring, and they garnered the heaviest applause of the afternoon. They performed on the revolving ladder, featuring iron-jaw. The woman did a double dislocation of shoulders on traps suspended from one of the ladders with the man balancing on the other end. In Rings 1 and 3 were Roman ladder ballets, six girls and six men in each ring, performing in a creditable manner. Directed by Mr. Pughe. A flashy offering is this English importation.

No. 20—Concert announcement.
No. 21—A comedy highlight—George Cook and his Austin, one of the best in the business. He had the audience howling.

No. 22—Alex Brock and his hindleg walking poodle.

No. 23—Joe and Annette Dobas, Ring 1, and the Valencianos, two men and a woman, in Ring 3, in a shoulder perch display of high caliber.

No. 24—Another standout display with the Cathalas, three men, in Ring 1; eight Wallaby girls and boy, Ring 2, and Rubyatte, Ring 3, in fast tumbling. They won a deservedly big hand.

No. 25—Excellent menage display by Jeannette Wallace, Helen Huntley, Eileen McGovern, Margarie Butcher, Donna Hancock, William Black, Alabama Campbell, Spencer Huntley and Bert Wallace. Specialties presented by Misses Wallace and Huntley, Campbell, Edward Brant and Wallace.

No. 26—Clown walkaround.

No. 27—Ray Goody in a perfectly executed foot slide from dome of the tent to ground.

No. 28—Performance was brought to close with a commendable bull act. Big Burma, working solo under the direction of Spencer Huntley and featuring Helen Huntley (she does a head carry), accomplishes about everything an elephant can do. The pachyderm certainly gets a workout.

Staff, Department Heads

Jack Mills, manager; Jake Mills, assistant; H. W. Ahrhart Jr., general agent; Ida Mills,

treasurer; Rose Mills, assistant; Harry Mills, superintendent concessions; Rev. Doc Waddell, chaplain; Charles (Brady) Vensel, general superintendent; Bert Wallace, equestrian director; Robert Mills, band leader, mail and The Billboard agent.

Fred Stafford, press and radio director; Martin Whitmyer, Joe Kane, Larry Moss, Marvin Melnick, Lew Barwick and Elaine Ford, press agents; Sanford Burnstein, purchasing agent; Mark Roe, steward; Arthur (Hard Times) Leonard, electrical superintendent; Allen King, superintendent of transportation; Sol Langerman, Side Show manager; Spencer Huntley, menagerie superintendent; Lloyd Black, announcer.

Roland (Blackie) Diller, ring stock superintendent; Harry Cone, cage animals; Joe Malone and John Lower, front door; Earl Conners, prop boss; Felix (Fat) Brason, head usher; Jack Lee, 24-hour agent; Proctor Baughman, downtown reserves; Helen Hinshaw and Ethel Brady, reserved seats; Mrs. Alice Brock and Mrs. George Cook, wardrobe; Mark Binkerd, Ray Haddix and Don Mann, mechanics; Carl Woolrich, gas.

Big show band: Robert Mills, director and baritone; Frank Novak and Frank Owens, clarinets; Lee Pitzer, George Donaldson and C. B. Van Vactor, trumpets; Ray Hinshaw, trombone; Charlie Elliott, bass; Jack Sweetman, snare drum; Ed Burrige, bass drum; J. O. Harris, calliope.

Clowns: Alex Brock, George Cook, Eddie Doyle, Phillip Enos, Merle Cook, Alice Enos, Jack LaPearl and Jimmy DeCobb, who presented worthwhile numbers.

Wild West: Buffalo Ben, Lloyd (Hoot) and Willadean Black, knives and Australian bull whips; the Wallabies, quadrille; Eileen McGovern, Margarie Butcher, Donna Hancock, riders.

Side Show has but two attractions at present, the Great Hugo, who swallows live mice and fish, and Buffalo Ben, 93-year-old ventriloquist.

Concessions: Harry Mills, superintendent; Homer Cantor, grease joint; Mary Mills, No. 1 stand; Mrs. Allen King, popcorn; Jay Goody, snow cones; William (Shorty) Good, novelties; Orlando Algeri, floss; Howard Haslewood, inside novelties.

Picked up on the lot: Visitors included E. Walter Evans, of The Billboard; Bill Oliver, manager of Cole Bros.' No. 1 advertising car; John G. Robinson IV and mother; Harry and Johnny Anderson, of the Enquirer Printing Company, Cincinnati; Jimmy Foster, who has appeared in Wild West concerts with the big ones, and Mabel Mack and her husband, Lyman Dunn, the last three named being residents of Wilmington.

Miss Mack stated that she will join the Carl Ferris Shows May 1. . . Mahlon (Alabama) Campbell, working equine numbers on Mills, will join Cole Bros. at Peoria, Ill., for the season.

The July issue of Coronet will have the life story of Doc Waddell, written by a staff man of that magazine.

NOTICE!

ARENA MANAGERS, STATE FAIR SECRETARIES AND OTHERS WHO ARE INTERESTED IN BOOKING THE BEST AND LARGEST

You are invited to see the

GREAT 101 RANCH REAL WILD WEST SHOW

With COL. ZACK T. MILLER in person, with Real Indians, Stage Coach, Covered Wagons, Work Oxen.

See it at The Big Stock Show Fairgrounds, Birmingham, Ala., May 2 Thru 7

Then for Booking—Write, Wire, Phone

BARNES-CARRUTHERS ENTERPRISES

159 North Dearborn Street, Chicago, Ill., or book direct Milt Hinkle, Manager, as per route. Permanent address, 101 Ranch, Ponca City, Okla.

THE ROUGH RIDERS

RODEO and WILD WEST SHOW

Fair Secretaries, Legion Posts, Chambers of Commerce, Firemen's and Civic Committees, in Eastern States, contact us for open dates.

Need good Advance Agent who knows East. Can always use nice Rodeo Help, especially need one or two more special Rodeo Clown Bull Fighters.

Contact us: General Delivery, San Antonio, Texas

WANTED ACCOUNT ILLNESS

Can place Baritone Big Show Band. Can use another Trumpet, Feature Big Show Acts, also Seat Men, Ushers, Riggers, Boss Carvasman, Prop Help, Pushers, Working Men in all departments.

Route: Ironton, May 2; Waverley, May 3; Chillicothe, May 4; Logan, 5; all Ohio.

JOHN PAWLING CIRCUS

Thanks & Appreciation

TO
Elmer E. Stanton and Louis Dobes
N. E. A. SERVICE, INC.
Cleveland, Ohio

Hugh Barnhart and Art Ballinger
BARNHART-VAN TRUMP CO.
Rochester, Indiana

Harry Anderson
ENQUIRER PRIC. CO.
Cincinnati, Ohio

For Unusual Co-Operation on
Terrific Deadlines

Contracting Agents
ELLSWORTH SOMERS
FRED K. MOULTON

Brigade Manager
STEPHEN KUCMIZ
and Billing Crew

Press and Radio Agents
CHAS. & VIRGINIA SCHULER

A TOUGH JOB WELL DONE

EMMETT W. SIMS

Recently With
BILLER BROS.' CIRCUS

ACTS WANTED

Am Now Contracting

FEATURE ACTS

FOR MY

INDOOR CIRCUS DATES

AND

1949 FAIRS

ERNIE YOUNG

Suite 2306

203 N. Wabash Ave. Chicago, Illinois

J. R. FITZPATRICK MEMORIAL STADIUM AVAILABLE

IDEAL FOR OUTDOOR CONTEST PROMOTIONS, THRILL SHOWS, CIRCUSES, ETC. Comfortable Dressing Rooms, Public Address System, ample Seating, Stadium Illuminated. Plenty Parking Space, Bus Service.

Write or wire:
J. R. FITZPATRICK
417 E. Jefferson, Springfield, Ill.

Lucrative Opportunity for PROMOTION MANAGERS

—AT ONCE—

Who can handle crews of Telephone Salesmen to sell Banners and U. P. C. Tickets.

—LONG SEASON—

Must be high calibre with proven sales record. No drunks or pressure artists tolerated. Must be able to finance self. Wire or write, stating phone number and time to call.

JACK MILLS, Mills Bros.' Circus
Piqua, Ohio, 26; Lima, 27; Kenton, 28; Delaware, 29; Columbus, 30.

2 PHONEMEN

No drunks. Write

AL KAYDA

c/o CLYDE BROS.' CIRCUS
Black Hotel, Oklahoma City, Okla.

**CLOWNS— Send for Circular**

Heavy leather soles and all canvas tops, \$18.50. Canvas uppers and leather lowers, \$25.00. All leather, \$30.00. Fine quality, good workmanship. Immediate delivery.

LESTER, LTD.

14 W. Lake St.
Chicago 1, Illinois

METAL SPANGLES

All sizes and colors. Chainette Fringes. All colors. Rhinestones and Settings. Ostrich Plumes and Fringes.

C. GUYETTE

346 W. 45th St. New York 19
Phone: Circle 6-4127

ELASTIC NET OPERA HOSE

Suntan, Black or White, \$4.95
Elastic Net Tights, \$7.50. Cotton Leotards or Tights, \$4.50. Other items. Free Folder.

E. ROWE

P. O. BOX 133 RADIO CITY STA.
NEW YORK 19, N. Y.

Dailey's Debut in Gonzales Big; Show Registering Good Business on Tour of Texas

Tyler and Longview Give With Straw and Capacity Houses

LONGVIEW, Tex., April 23.—Dailey Bros., which bowed for the season at Gonzales, its winter quarters, Saturday (16), to a full one at the matinee and a straw at night, is enjoying good business on its Texas tour.

Here Thursday (21), the show had capacity both afternoon and night, and the day before, Wednesday (20) in Tyler, it was an overflow at the matinee and a straw at night. Jacksonville, Tuesday (19), was hurt by rain, but business was better than expected. Show moved out of Gonzales to Lufkin for its first road stand. Business at Lufkin was described as good.

Org opened in Gonzales with the fanfare accorded a Hollywood premiere. Activities started in early morning when some of the show's acts were taken to Gonzales Warm Springs Foundation, which auspiced the two-performance stand, where a two-hour performance was given. Newsreel and newspaper photos and writers from Houston, San Antonio, Galveston and Dallas covered the event.

Preceding the show in the big top, a circus parade, the first in Gonzales in years, was staged. Starting at 11 a.m. from Davenport Park, home of the show, the cavalcade, headed by Gov. Beauford Jester and his staff, wound its way thru jammed streets. In addition to the two circus bands, there were eight high school orgs and a 65-piece band from Lakeland Air Base.

Governor Guest of Honor

Governor Jester was the guest of honor at a buffet luncheon in the cookhouse, which was attended by some 300 newspaper and radio men and their friends. Following the luncheon, the guests were taken on a tour of inspection of winter quarters by Co-Owners Ben Davenport and Harry Hammill.

Show got under way promptly at 3 p.m., with Leo (Tiger Bill) Snyder as equestrian director. Show ran one hour 50 minutes. Bert Rickman handled the announcing. H. C. (Hank) Werner is band leader. Other band members are Jess Walton, John Hernandez and Roy Short, trumpets; Joe Pomilio and Wiley Scott, clar-

nets; Walter Foreman and Tom Cutter, trombones; Emilio Paolucci, baritone; Joe LaFrance, bass; Amos Thompson and Al Yoder, drums, and Louis Grabbs, calliope.

Staff

Staff includes William M. Moore, assistant to owners; J. A. Gephart, traffic manager; George Smith, general manager; Charles A. (Butch) Cohn, secretary-treasurer; Dennie Helms, superintendent; Joe Baker, legal adjuster; Joe B. Webb, assistant legal adjuster; Fred Guinup, auditor; Norma Davenport, tax box; Earl DeGlopper, manager of advertising cars (railroad advance car eliminated; 15 billers travel in seven station wagons); Robert Burns, contracting press agent; Dan Pyne, Melvin Miller and R. B. Dean, story men; Harry Hammond, concession manager and timekeeper; Paul Pyle, boss ticket seller; Dave Plunkett, front door; Mrs. Paul Pyle, downtown ticket seller; Mrs. Bertha Drane, mail; Mitt Carl, steward; Jack Knight, advertising manager; Red Rumble, porter and pie car; Henry Roling, big top boss; Frank Fizzell, trainmaster; W. J. Haven, superintendent of transportation; T. J. O'Malley, superintendent of menagerie; Rex Williams, elephant boss; James Boyle, baggage stock boss; Ed Martin, ring stock boss; Oscar Den- nie, prop boss; Mrs. Clara Moody, wardrobe mistress, and M. Soltz, superintendent of electricians.

Side Show

Milt Robbins, manager and front, assisted by Ena Robbins and E. W. Adams; Millie Curtis, inside lecturer; Side Show Johnny, boss canvasman; Kid Cummings, in charge of door.

Side Show Line-Up

Anne Wesley, lion fighter; Harry Leonard, impalement and Punch; Ward Hall, vent and fire; Dave Curtis, magic; Floyd (Rube) Arnold, musical act; Henry Le Blanc, electrical wizard; Jim Keawee, Hawaiian music, with Luana DeMoss, Ronnie Van and Guy Blackburn; Eva From Old Mexico, novelty dance; Johnnie B. Williams, band and minstrels, with 12-person colored revue, and Jackie Dale, annex.

UNDER THE MARQUEE

Some modern poet might write something touching about the canvasman who goes barefoot on a rainy day because he has no boots.

The No. 1 Cole Bros.' car, with Bill Oliver in charge, was in Cincinnati April 21-22, billing that city for May 7-8. Org will show on the Carthage fairgrounds. The car is newly painted in orange and blue and has paintings on the sides of a clown, hipp, elephant and double cannon. Eddie Howe is the contracting press agent. . . . Frank H. Board, Blue-

field, W. Va., saw Dales Circus at Princeton, W. Va., April 18, show playing to good biz there. . . . Jim Admire caught the matinee and night performance of the John Pawling Circus at Grafton, W. Va., April 20. Biz was good considering a very cool day. . . . Betty and Ollie Heerdink have their new trailer with the Frazier Troupe. Walter Rauden-

bush is boss canvasman. Otis Burns served a free meal in the grab joint the first day. Raymond Duke was back with the show for the opening. Betty Tilton and Lucille Frazier have new wardrobe.

Continued argument over taking a good

Program, Line-Up Of Robbins Bros.

Display 1—Spec. No. 1—Novel Snyder, pony drill; Babe Woodcock, mule drill, No. 3—Gladys Gillem, lions, No. 4—Willie Clark, juggling; Alice Orton, rolling globe, No. 5—The Clarks, fencing, No. 6—Misses Orton, Snyder, and Tolliver, swinging ladders and single traps, No. 7—The Stanleys, dogs; Friedas's pets, No. 8—Babe Woodcock, elephants, No. 9—Aerial ballet, No. 10—Ted Orton, concert announcement, No. 11—The Conleys, riding act, No. 12—Bill Woodcock, elephants, No. 13—Web, No. 14—The Five Juggling Ralleys; the Clarkontans, jugglers, No. 15—Clowns, No. 16—Robert Stanley, wire, No. 17—Mae, Lois, neck loop, No. 18—The Riding Conleys, No. 19—Clowns, No. 20—Concert announcement, No. 21—The Yelinos, teeterboard, No. 22—Jerry and Viola Burrell, Liberty horses, No. 23—Bill Woodcock, elephants, No. 24—The Riding Conleys.

Staff

C. C. Smith, manager; Roy Underwood, general agent; Harry Fitch, legal adjuster; Sidney Stevenson and Guy Smuck, big show ticket wagons; Mrs. Christi Wallace and Mrs. H. L. Scott, office; Clyde Newton, Side Show manager; Jerry Burrell, equestrian director; Johnnie Wall, general superintendent; Jim Everly, boss canvasman; Nicholas Benjos, boss property man; William Woodcock, superintendent of elephants; James Kelly, menagerie superintendent; Pappa Dees, cookhouse; Lois Carlier, front door; Boots Wacker, superintendent of tickets; Skinny Goe, bandmaster; Ernie White, banners; A. H. Bass, Side Show band leader; Anderson and Ellis, concessions; Ben Kyle, popcorn stands; H. L. Scott, mechanical and transportation superintendent; Ben McFadden, electrician; John Carlsburg, ring stock boss; Mrs. Doran and Mrs. Scott, reserved seats; Aaron Davis, 24-hour man.

Big Show Band

Skinny Goe, leader and trumpet; Otis Jones and Rusty Bader, cornets; Albert A. Gene and Howard Bralton, trombones; Charles Fournier, baritone; Eddie Doman, bass; Cecil Jones, drums; Buddy Gelsa, calliope.

Side Show Line-Up

Clyde Newton, manager; Cowboy Wright, boss canvasman; Blackie Ballard, tickets; Collins Thornhill, front door; A. H. Bass's Jubilee Minstrels; Frances Duran, annex attraction; Bill Styles, inside lecturer; Sam Sampson, tattoo; Zora, illusion; Loretta, snakes; Charlie Clark, Scotch bagpiper; Madame Sophia, mentalist.

Side Show Band

Gilford Green, director; Archie Major, comedian; Frank Donaldson, sax; Frank E. Harris, trumpet; Albert Dudley, clarinet; Delores Bass, vocalist; Rosie Bass, vocalist and dancer; A. H. Bass, director and emcee.

Roster of Cole Advance

CINCINNATI, April 23.—On the No. 1 car of Cole Bros.' Circus are William L. (Bill) Oliver, manager; George Caron, Sid Middleton, Roscoe Stevens, Henry Mathews, Dutch Ladd, Josh Billings, Arthur Outten, Curt Dial, Hebe Hopkins, billposters; James Kennedy, Mack Powell, Paul Gunnells, Dewry Shannon, William Schmitt, Arthur Benson, Jack (Dot-han) Smith, Alan Rudd, Carl Shartz-zer, James (Cap) Ramsey, Ralph Dilley Jr., lithographers; Frank Grove, pastemaker.

No. 2 car: James Haddon, manager; Otho Tranthan and Harry Larson, billposters; C. J. Hunt and Eddie Conlin, lithographers.

Brigade: Thomas C. Gunnells, manager; Frank Hilderbrand, Jim Kearney, billposters; Frank Coursol and Jack Adams, lithographers.

Harry Doran is special agent; Robert Dilley, checker, and Eddie Howe, contracting press agent.

Legion. Stutz further states that the first tented attraction to show inside the city limits of Auburn, Ala., (See Under the Marquee on page 97)

PHONEMEN

Book, U.P.C., Banners for 101 Ranch. Good towns and auspices. Ready now. Crew Mgr. 30 per cent; others, 25 per cent. Write, pay your wires, no collect.

MILT HINKLE, Mgr.

101 Show, Hillman Hotel, Birmingham, Ala.

BANKS CIRCUS WANTS

Agent with car at once, Working Men. All Concessions open. Opening April 30.

BANKS WILKINSON

Forrest City, Ark.

BEN HOLMES

CIRCUS AGENT AT LIBERTY

Write, Wire or Phone.

RFD 2, Williamsport, Pa. Tel.: 27719

Weather Bops Strates' Take n Wilmington

Pact Orlando for 3 Years

WILMINGTON, Del., April 23.—The James E. Strates Shows survived a bit of every kind of weather while playing here under the auspices of the Veterans of Foreign Wars during the week ending Saturday (16).

Sunny skies greeted the midway opening Monday (11) and continued thru Tuesday (12). Big crowds attended and got the grosses off to a good start. The largest opening day strong on many years of playing here attended Monday.

Rain Wednesday (13) practically killed biz for the night. Clear but cold weather Thursday (14) and Friday (15) gave the org two more good days, but real winter weather, with a few short snow flurries at night, not only killed the matinee but tumbled the night receipts for Saturday here to an all-time low.

New Dates Inked

James E. Strates, general manager, announced here that he signed a three-year midway contract with the Central Florida Exposition, Orlando. He also contracted for the shows' appearance at the annual Bunker Hill Day Celebration, Charlestown, Mass., June 13 and 14. Always considered a plum date, the midway will remain during the last part of the week after the two-day celebration ends.

Edward P. Rahn, special agent, has returned to his home at Schenectady, N. Y., to undergo a minor operation. Since taking up his duties as trainmaster, Henry (Red) Gamble is giving the shows eight a.m. train calls and moving.

Visitors included Frank Berger, general manager, and Gerald Snellens, general representative, of the World of Mirth Shows.

Hitler Car Joins Hennies Line-Up

LITTLE ROCK, April 23.—The Hitler car, which last year, its first on tour, was booked indefinitely, joined Hennies Bros.' Shows here this week, and will remain thru the season, it was announced.

The car packed much publicity here, with Bill Naylor, Hennies' press agent, engineering it. An Arkansas Gazette reporter was given a 20-mile ride sitting in the seat supposedly used by Hitler, and he did a feature story on the jaunt.

Owner Harry Hennies did not accompany the shows here, remaining in Hot Springs to recover from a slight illness. He plans to rejoin next week at St. Louis.

Hot Springs, the first stand of the season, closed Saturday (16), and, despite cold weather, it was reported to have yielded business about on a par with the 1948 stand there.

Friday and Saturday (15-16), the two closing days in Hot Springs, yielded good crowds, with Saturday's matinee proving a big draw. The matinee was tagged Jimmy Stuffy Montgomery Day in honor of the 12-year-old Hot Springs boy who was chosen American Boy in a nationwide contest.

Chick Boyer and entertainers from the back end made several radio appearances here and in Hot Springs. Monday night (18), the opener here, was good, but the crowds left early.

Buffalo Gets Pa. Fair

EDINBORO, Pa., April 23.—Buffalo Shows has been awarded the midway contract for the 1949 fair here.

Ferris Greater, Out 10 Weeks, Registers Better Biz Than in '48

AZUZA, Calif., April 23.—Now in its 10th week, the Ferris Greater Shows, Inc., have recorded eight winning stands and were on their way here early this week to still another winner.

A combination of good weather breaks and smart promotion on the part of Larry and Rose Ferris have been chiefly responsible for the better-than-expected business. They report grosses up to this week to total 17 per cent higher than that for the corresponding period last year.

Lost Entrance in Blow

While the weather has generally been with it, the org suffered a blow at Brawley, Calif., one of its early stands, when a windstorm practically destroyed the entrance. A new entrance is now being built. To be mounted on two semis, it will be lighted by four 31-foot neon towers.

The org opened its stand here Monday (19) and, given weather down the home stretch, the engagement, which closes Sunday (24), is regarded as a cinch to be a winner. Friday's (22) pay day in the near-by rock-crushing plants was expected to be felt keenly. And, Sunday, an extra day here this year, is expected to prove big.

Heretofore, blue laws prevented a Sunday date. The stand marks the sixth stand in as many years for Ferris org in this city which otherwise has had no other carnival for the past 10 years.

Before hitting the road this spring the org was incorporated for \$250,000, with Larry Ferris, president and man-

Penn Premier Bow Date Okay Despite Weather

BRISTOL, Pa., April 23.—Lloyd D. Serfass' Penn Premier Shows, at their opening eight-day stand on the Fourth and Clayton Streets lot in Chester, Pa., experienced a variety of freakish weather conditions. Opening in extremely cool weather Saturday (9) and closing in below freezing temperature Saturday (16), the show in mid-week enjoyed summer-like evenings.

Despite the climatic set-backs this was the best opening stand for the shows, according to Serfass, since he put the Penn Premier title on the road a number of years ago. Likewise, business proved vastly better than at any previous showing at this spot, with the concessions getting a heavy play.

While it had not been intended to give children's matinees on Saturdays at this stand, so many kiddies jammed the lots on both Saturdays that rides were put into operation and chalked up brisk biz.

Units Decorated

The entrance arch to the show has been redecorated and provided with new lighting, which makes for an impressive appearance on approaching the lot. Another attractive feature is the line-up of rolling stock, all freshly painted in circus red with gold lettering and scroll work, with a number of trucks bearing circus pictorials as well. Serfass stated that he was adding three more units to the truck fleet.

An innovation this season is the seating arrangements of the feature shows. The Manhattan Scandals, girl show, has been provided with a number of rows of chairs, which are not of the ordinary folding type but are regular theater seats with arms and attached to each other.

Penn Premier made the jump from Chester to Bristol, Pa., to play the current week.

ager; Rose Ferris, secretary-treasurer, and W. H. Schofield, assistant secretary-treasurer.

Several changes have been made this year in rides and lighting. The org carries 11 rides, 2 shows and 38 concessions. A new Rock-o-Plane, spotted at the far end of the midway makes a neon flash that helps draw the customers deep into the lot. Another new addition is a Lucas double boat ride. A new Fly-o-Plane is (See Ferris Greater on page 78)

Chilly Weather Greets Cavalcade In Mobile Opener

MOBILE, Ala., April 23.—Chilly weather greeted the season's opening of the Cavalcade of Amusements here Saturday (16), and attendance was light. The weather not only discouraged a turnout at the lot but held the opening of the Southern Baseball League season down to 5,601 paid and the audience for Governor Folsom, speaking downtown in Beville Square, to less than 1,000.

Spotted on the fairgrounds, rather than the circus lot as first planned, the Cavalcade makes an impressive appearance. Show fronts are well painted, and there is a lavish use of lighting thruout. The circus lot was passed up, due to its condition following heavy rains in which the Biller Bros.' Circus had moved on and off it.

The Cavalcade's billing, handled by Raymond Morris, was exceptionally strong here, in view of the fact that Biller Bros. had started billing several weeks in advance of the Cavalcade.

Tom Sharkey, builder in the concession department, cut several fingers in a hand saw shortly before the show opened, and he has delayed some of his work.

Visitors here included Jim Robinson, Walter B. Fox and Berney Smuckler.

The Cavalcade closes here tomorrow night (24), and jumps to Montgomery, Ala., where it will open a six-day stand Tuesday (26).

75G Program Readies C&W

PETERSBURG, Va., April 23.—With a \$75,000 refurbishing program nearly completed, the Cetlin & Wilson Shows are ready to preem here next Saturday (30).

A large chunk of the winter quarters budget has gone into the new posing show, Manhattan Merry-Go-Round, framed by Raynell, girl show op. A 70-foot round top, 35-feet high at the center pole, has been lavishly decorated on the inside. A circular, 20-foot revolving stage, built in tiers and containing pedestals in various designs and heights, is centered. Usherettes with neon batons will direct patrons.

Considerable work has also been done on Earl Chambers's Monkey and Wild Life Shows, Earl Purtle's Motor-drome, Art Noble's Midget Show and the Great Lester's Illusion Show. The main entrance has been largely rebuilt and redecorated.

Co-Owners Issy Cetlin and Jack Wilson are both on hand supervising final arrangements. William Hartzman, secretary-treasurer; R. C. McCarter, general agent, and E. K. Johnson, contracting agent, are also present.

Peter Del Morris will again handle publicity. Jimmy Trump will have charge of the advance billing.

Kirkwood Biz Outstrips '48; Weather Poor

Per Capita Spending Up

NEWBURGH, N. Y., April 23.—Blazing the northern route for the fraternity but motivated by the purely selfish desire to be first in, the Joseph J. Kirkwood Shows opened here in chilly weather Tuesday (19) after blowing the skedded Monday (18) preem because of heavy rains.

This is the org's fifth stand and Ralph and Molly Decker, show operators, are inclined to be optimistic even tho they have encountered considerable inclement weather to date. Last week's stand, Trenton, N. J., earned a blank status because of three lost days.

But the other dates, including High Point, N. C., Charlottesville and Richmond, Va., proved better than a year ago, Ralph said. The org was first in at each spot and this may well have influenced the racking up of bigger grosses.

Per Capita \$\$ Up

Even more encouraging for the brethren not yet on the road, many of whom say they face the coming trek with heavy hearts, is the Deckers' observation that patrons this year are spending more per capita. Decker points out to skeptics that the survey covers a five-week period about equally divided between the North and South and so cannot be tagged as wishful thinking.

Crowds were slim and action slow here Wednesday night (20). Still the spot is generally considered a good one with the Friday-Saturday play all-important. With balmy or at least clear weather the last two days the date will wind up in the win column.

The org's equipment is in good shape and units are attractively decorated, altho they have gone thru some mud. Top unit is Lew Alter's flashy and well-populated Side Show. Attractive double-decked banners front a new blue top with colorful inside decorations.

Sothern Deal Off

The announced inking of Georgia Sothern, burlesque stripper, to take over the gal show on p. c. basis starting last week in Trenton, fizzled, Decker said. The loss of her box-office lure was accepted philosophically and the hope expressed that she would be able to join later in the season.

Meanwhile, Mickey Owen, New York agent, has joined with a line of girls and is operating the back-end feature. Plans call for refurbishing of the front.

A Zacchini cannon act is the free attraction. Willie Lewis, veteran business manager, is now connected with the org.

New Peoria Fair Signs Endy Bros.

PEORIA, Ill., April 23.—The Endy Bros.' Shows were awarded the midway for the Heart of Illinois Exposition, which is to bow here August 30-September 5 at the new Exposition Gardens. General Agent Robert A. Kline signed Wednesday (21) for Endy, with Ralph Ammon, general director, and L. R. Huckstead, his assistant, signing for the fair.

The Endy org will come in here from the Illinois State Fair, Springfield, with only a few days lapsing between the Springfield closing and the opening here.

WHEELS OF ALL KINDS
PADDLES—LAYDOWNS

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S BOWLING ALLEY
- HIGH STRIKER
- HOOP-LA BOXES
- JUMBO DICE WHEELS
- ROLL DOWNS
- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
- WATCH-LA BLOCKS

Write for Catalog

H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Illinois

MIDWAY CONFAB

Hoppy Chapman, legal adjuster, who has been wintering in Macon, Ga., left for Lufkin, Tex. . . . The story of the Hanneford family, featuring the career of Nana Hanneford, was published in the Sunday (17) issue of American Weekly. . . . Charles Sparks is ill in his room in Hotel Dempsey, Macon, Ga., and is under the care of a doctor.

Bros.' Shows with Marie's Queens of Burlesque, girl revue. Line-up includes Barbara Platt, Tootsie McMann, Patsy Page and Carl Anderson. Buddy Breen is ticket seller.

Fixers' famous last words: "Anything I hate is a liar."

Thanks to this electrical age, the words, "plus lights," in letters, has become as familiar as "best wishes."

Col. H. G. Coffey has joined Mr. and Mrs. Mack McSpain with ride and concessions on the American Eagle Shows. . . . Nancy Ann, daughter of Barbara and Sonny Broeffle, celebrated her first birthday on the Harrison Greater Shows at Thomasville, N. C., Friday (15). Peggy Wilson gave an Easter party for all children on the show.

Al R. (Red) Cohn, who has been wintering on the West Coast with his family, left recently to join the Royal American Shows for another season as a concessionaire. He will be on hand for the shows' opening at the Memphis Cotton Carnival. . . . Lee Huston, snakes, who joined the F. E. Gooding Shows recently, was given a farewell party by friends on Capitol City Shows at Campbellsville, Ky. Guests included Margie Flynn, Flossie White, Doral Deshon, Rita Ray, Kitty Kelly, Helen Golden, Dominic Marconi, Mr. and Mrs. Wilburn, Mr. and Mrs. Miller, Johnnie Keef, Johnny Reed, Daryl Annette and Sam Specks.

One view of liquor is that the stuff is abused any time it's used for any other purpose except signing a fair.

One never knows how many unknown showmen there are until he comes to the names on the end of the list on showmen's clubs' letterheads.

Harry C. Duvall, who has been off the road since 1940, will again troupe. He has been manager of candy concession at the Park Burlesque Theater, Youngstown, O., for Oscar Markovich Concessions the past winter. He has had Chuck Davis and Joe Leason working for him. Davis has left to join Hennies Bros.' Shows, and Leason has joined the World of Mirth Shows.

Bob Hewett and Tommy Ramsey joined Karl Alzaro's Side Show on the W. C. Kaus Shows at Oak Ridge, Tenn. Danny McName, operator of Girl, Geek and Illusion shows on the Kaus unit, is framing a grind show for Hewett. Biz at Oak Ridge was best of the season for Kaus. . . . Bill McIntyre, former Side Show operator on the J. J. Page, Central Amusement and Frank Harrison shows, is in Veterans' Hospital, Lake City, Fla., recovering from a heart attack. He would like to hear from friends.

Rain is necessary, but it's difficult for a showman to decide on what particular day he would like it.

Mother Proctor, who is ill in her trailer at Killeen, Tex., will miss the San Antonio Battle of Flowers. She would like to hear from friends. . . . Rubby Johnson, of Pepper's All-State Shows, has left Madison, Tenn., for a three-week trip to New York. While there she will attend the policemen's party. . . . Johnnie and Flossie Riddick have booked their black and tan revue with the James

Jimmie Watts has the Side Show and Snake Show on Wallace & Murray and Cleo Dulane has the annex. Others in Side Show are Helen Watts, escapes and torture barrel; Tex Estridge, tattoo; Billy Ethridge, fire eater and glass; Butch Slats, electric chair. Burt Moran has the front on the Snake Show. Watts is working magic and doing juggling. . . . Francene (Minnie Meyers), after closing at the Gay Paree, San Antonio, has joined the Side Show on L. B. Lamb Shows as annex feature. . . . Marie Hill recently joined Shan

\$ MORE CASH \$
WITH C. S. & N. FLASH

PLASTER—SLUM

NEW STOCK NOVELTIES NEW STOCK

We Ship—25% Deposit.

Our truck will make Eastern Tennessee, Western Virginia, Eastern Kentucky and West Virginia weekly again this year.

—Write for Free Price List—

C.S.&N.CO.
(Cumberland Statuary and Novelty Co.)

103 WEST DEPOT ST.
\$ KNOXVILLE, TENN. \$



Never a breakdown with guaranteed Anaco Quica cameras. Patented features mean more profits. Obtain list of bargains. New. Used. Low Prices. Beautiful Durability. Also Portable Cameras.

American Stamp & Novelty Mfg. Co.
Houston 6, Tex. (formerly of Oka City)

STILL THE BEST



PENNY PITCH BOARD NO. 1

Made for continuous action. Plenty of payouts, 4 flashy colors, 9 jackpots. Complete playing surface, 40x40; overall, 48x48. Playing surface made of tempered Masonite, finished with 2 coats of spar varnish. Each \$60.00

OVER 57 VARIETIES

To Choose From
Write for our 48-Page Catalog

RAY OAKES & SONS
Box 106 Brookfield, Ill.

CUSTARD TRAILER

Completely equipped Frozen Custard Outfit, 15 ft. Trailer, Glass Panels, Cabinets, Freezer, Storage Cabinets. This is a repositioned trailer and was used less than 30 days. Full price \$1,750.00.

KING AMUSEMENT CO.
Mt. Clemens, Mich.

ALUMINUM TRAILER HOMES

Equipped for the Showman.
TRADE, TERMS, New or Used.
We deliver all popular makes.
Write, phone or wire:

T. W. "Slim" Kelly or Raymond Sellhorn
F. Lansing, Michigan, or Sarasota, Florida

RENT—TRADE—TERMS

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2426.

SHOW PAINTINGS

The Best for Indoors and Outdoor Display

BANNERS
That Draw the Crowds

JOHN M. BULSTERBAUM
560 S. 15th St. LINDENHURST, L. I., N. Y.

AGENTS WANTED

Far Skills, Count Stove and Wheel Man. Pin Store Agents, good proposition for right man. Have ex on all joints. Have joints booked in Marine Base Towns. Pay days two weeks. Starting week of May second. Guaranteed full season work. Red Dents, White Campbell, Ray Harris, answer.

KNOX QUALLS
I. K. WALLACE SHOWS
Ster, N. C., this week; Gretna, Va., next week.

WANT FOREMEN

For Merry-Go-Round, Ferris Wheel and Looper. Also CONCESSIONS and SHOWS.

MOUND CITY SHOWS
1417 Grotian St. St. Louis, Mo.

RIDE HELP WANTED

Foremen and Second Men. Must be useful and sober. Those that drive preferred.

PLAYLAND SHOWS
Port Huron, Mich., Apr. 22-28;
Mt. Clemens, Mich., Apr. 29-May 7.

WANT

Kiddie Bikes that do not conflict. Special dash. Flashy Trains. Clean Concessions, trailers preferred.

KIDDY LAND
Panama City Beach, Florida

J. E. KAUS SHOWS

Opening April 25, Boyboro, North Carolina.
Want legitimate Concessions, Shows, Rides
Help, Concession Agents.

SPARTAN—AMERICAN—M-SYSTEM TRAILERS

Low Down Payments—Immediate Free Delivery. Call Collect 31-9074.

RAY MYERS
TRAILER VILLAGE, 11650 NEBRASKA AVE., TAMPA, FLA.

T-E-N-T-S

CARNIVAL CONCESSION CIRCUS SKATING RINK.
Beautiful Colors—Individually Designed.

JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.
300 E. 9TH ST. Phone: Harrison 6867 KANSAS CITY 6, MO

SERVICE YOU HAVE BEEN LOOKING FOR

Plenty of large and small Plaster Statues in stock available for immediate delivery, by truck, within 48 hours.

NEW AND LARGER ASSORTMENT • THREE SIZES OF PIGGY BANKS
We ship anywhere C. O. D. • 25% Deposit Required
No order too large or too small.

OLD FORGE STATUARY
814 MOOSIC ROAD Phone: Day, 441 Moosic, Pa.; night, 493 Moosic, Pa. J. LAURENZI and PELLEGRINI BROS. OLD FORGE, PA.

WHEELS

Boards, Carnivals and numbered Laydown Charts, Milk Bottles, Cans, Hoopla Blocks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers
142 W. 24th Street New York 11, N. Y.

Due to disappointment we have TWO NORTH CAROLINA FAIRS OPEN

Mebane Six County Fair, American Legion and Chatham County Fair at Siler City. Two grand spots for 7 to 10-ride shows. If interested contact

C. M. RUMLEY
830 SIXTH STREET PHONE: X-5813 DURHAM, N. C.



BELLY TANKS, 6' 4" x 23"

22 Gauge Steel • 55 Lbs. • 75 Gallon
\$10 EACH
Free Picture

Buck's Auto Wrecking
1437-T St. Merced, California

WANTED AT ONCE

LECTURER FOR UNBORN SPECIMENS,
TICKET SELLER AND BALLY GIRL

DOC. R. GARFIELD
World of Mirth Shows, Richmond, Va.

CALIO RECORDS

ELMHURST, ILLINOIS
"The Original Calliope Record"
Excellent list of old-time "Circus" and "Carnival" tunes. Just the record for Midway, Bally, Sound Trucks or Merry-Go-Round. Break-resistant plastic.
WRITE FOR FREE LISTINGS

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round

Want Freaks and Novelty Acts.
State salary and all particulars in first letter.



NEW FORTUNE
Buddha Papers on
NEW WHITE
Paper
MASTER OUTFITS
NOW AVAILABLE
S. BOWER
Belle Mead, N. J.

after Shows. . . William O. . . who has spent the last four in the concession departments of Amusements and American Shows under Weiss and Sam Gordon and previously trouped with Beck & Gerety Shows, is being for tuberculosis in Southwest State Sanatorium, Tampa. would like to hear from friends. Actor Palmer, billposter, has left Greater Shows to join the (Pa.) Fire Company.

ed forces might take lessons from bytes, armed with loud speakers. know that the most effective weapon with is plain noise.

etting up jackpots in a down-Mobile, Ala., hotel recently

FOR SALE
1 LOOP-O-PLANE
condition, approved by city park in. Can be seen in city park. Ticket in fence, cheap, new paint.
Call or Write 6-4552.
EDW. L. HARRIS
Elm St. Chattanooga 2, Tenn.

RIDES - - RIDES
Michigan Committees: Have seven dates in Michigan available for Homecomings and Celebrations.
FRANK ZELUKI
1644 Seginow, Michigan

BUY, LEASE OR BOOK
erry-Go-Round, Ferris Wheel, Chairplane transportation. Also Bingo Frame, Top, etc. WIRE
BAY LORCH
Box 325 New Albany, Indiana

LOROW BROTHERS WANT SIDE SHOW PEOPLE FOR HENNIES BROS.' SHOWS and ROYAL AMERICAN SHOWS
Freaks and Working Acts. Acts of all kinds. Must be sober and reliable. We pay top salaries.
ALSO TICKET SELLERS WHO MAKE SECOND OPENINGS
All reply to
NAT LOROW
Care HENNIES BROS.' SHOWS
St. Louis, Mo., until May 7; then Decatur, Ill.

TED COLE WANTS CAPABLE CONCESSION AGENTS
Partner Men and Relief Caller for Bingo, Agents for Duck Pond, Ball Game, Fish Pond, Lucky-Buck. STRICTLY LEGITIMATE Merchandise Wheel, Percentage Dealers, opening April 30th at London, Ohio. Will be on lot April 27th. All interested contact
TED COLE
Care W. S. CURL SHOWS
S. If you drink, save your time and mine.

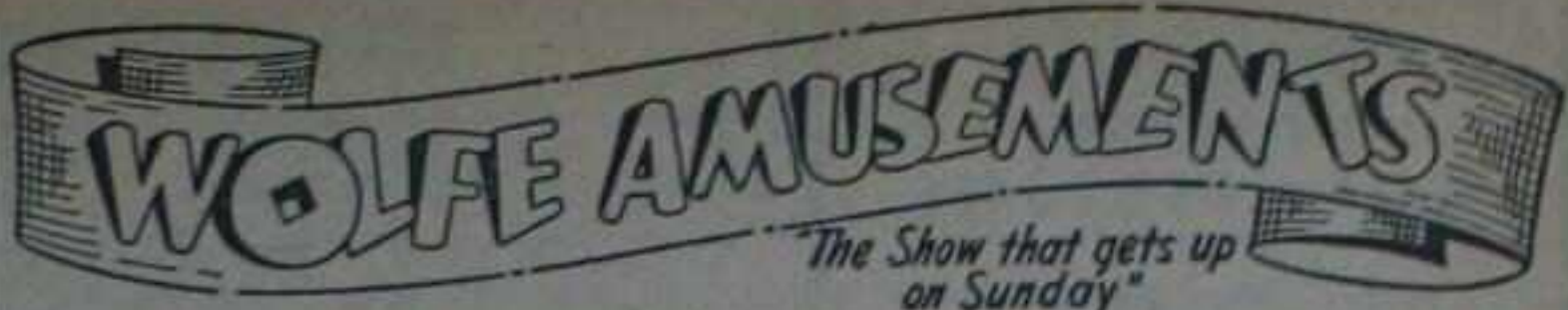
CRESCENT AMUSEMENT CO.
an plus following Concessions—Custard, Candy Apples, Fleas, Hi-Striker, Jewelry, Rat Game, Short Range, Handflies or any Game Parke.
Want following Shows—Side Show that has Acts and can produce a Show, with or without own outfit; Monkey Show, Wild Life, Snake or any Circus Show.
1949—Can place Spittfire, Fly-o-Plane, Tilt, Ball-o-Plane, Dark Ride or Caterpillar. WANT—Kiddy Air, Train, Wheel, Boat or Pony Rides. Capt. Robert Perry wants Drome Riders. Concession Agents, come on. Can place clean, sober Ride Help. Always welcome. Have 25 kw. 2200 Transformer for sale.
L. C. McHENRY
CHICKASAW, OKLA., this week.

WANT ART WHITE SHOWS WANT
OPENING APRIL 30TH, BUTLER, PENN. IN HEART OF THE STEEL INDUSTRIES.
Ride Help—Want experienced, sober Ride Help, semi drivers given preference. Shows—Want and more Grand Show with own outfit; C. C. McClung, contact at once. Concessions—Lead Gallery, High Striker and Jewelry open. Can place few more Hacky Parks. Dealers—Want the Pink and Green and Under Dealers. Agents—Want Agents for Hacky Parks who can get money. No expenses, no sale, no field. Come on in and get well, the money is here.
All Mail and Wires to 217 BROWN AVE., BUTLER, PENN. All Dealers and Agents Contact.
CARL C. RICE — ALL OTHERS — ART WHITE

were Tom M. Allen, Marshall (Jack) Green, Joe Scholibe and Walter B. Fox. Combined show experience of this quartet of old-timers totals over 150 years. Allen, who has been trouping for nearly 40 years, again will be lot superintendent for Calvacade of Amusements and will be three days ahead of the show. Green, who has been with circuses and carnivals, will be in the office wagon, while Scholibe, who is temporarily handling press agent chores, will be assistant to Al Wagner. Fox, retired general agent, and now in the novelty business, will not troupe this season. . . . Joseph E. Karr writes from New Orleans that he has joined the John R. Ward Shows there as business manager, and will not operate his Wonder City Shows this season.

Much mental effort may be avoided by not trying to catch the names of fairmen when introduced, if reasonably sure you're not going to get their facts.

Harry Julius, Penny Arcade operator on Royal American Shows, is in St. Joseph's Hospital, Tampa, recuperating from a kidney operation. . . . Bill Parott, concessionaire and active member of the Tampa Showmen's Club, is in Florida State Hospital, Drew Field. Following observation there, he will go to Orlando Sanatorium for treatment. . . . Mom Whitman, Royal American Shows, is recuperating from injuries received in an automobile accident last fall. She will make the tour this season. . . . Bob (Diggers) Parker was in Chicago last week for two days, then planned to Dallas, from which point he planned to return to his Miami home. . . . Louis (Blackie) Ringol, of All American Midway Attractions, is on a two-week goodwill tour of fairs booked by the org. Trip will take him thru Arkansas, Missouri, Iowa, Kansas and Oklahoma.



ATTENTION, Operators of SHOWS! RIDES! CONCESSIONS!
Read These Facts—Think It Over—Decide NOW
We have complete route to Nov. 12—West Virginia Coal Fields 14 Weeks—Virginia Industrial Area 6 Weeks—the rest South Carolina and Georgia this fall. We booked spots that look prosperous—not spots just to set up.
— CAN PLACE NOW —
ONE RIDE—Either Spitfire, Rolloplane or Flat Ride.
TWO SHOWS—Side Show, Funhouse, Illusion, Animal Show, Snakes or Motor Drome (any two).
CONCESSIONS—Penny Arcade, Custard, High Striker, Photos, Hoopla, French Fries, Long Range, Novelties, Bowling Alley.
FIRST TO WIRE — FIRST SERVED
BEN WOLFE CARE SHOW — REIDSVILLE, N. C. THIS WEEK
ALTA VISTA, VA., THIS WEEK
HAVE NOW—5 RIDES—2 SHOWS—30 CONCESSIONS

Want PLANTATION SHOW
On account of disappointment. Will furnish everything, including a stateroom car. Want to sell Waltzer and Fly-o-Plane, both in good shape. Also Dark Ride which needs a little work. All cheap for cash.
FRANK BERGEN, Gen. Mgr.
WORLD OF MIRTH SHOWS
WILLIAM BYRD HOTEL RICHMOND, VA.



APRIL 30 BRUNSWICK MAY 7
WANT FOR
Brunswick, Ga. First Show in 2 years, downtown. Couple Stack Concessions. Ride Help on Caterpillar, Spitfire, Eli; also Man for Light Towers and Front Gate, Cookhouse, Bingo Help. All Help must drive semis. We furnish late model trucks and semis. Brunswick, April 30 to May 7; Waycross, May 9-14.
Address: MAD CODY FLEMING, Waycross, Ga.

WANTED INDEPENDENT RIDES, CONCESSIONS & SHOWS ROSEDALE AMERICAN LEGION HOMECOMING
JULY 21, 22 AND 23
ONE OF THE BEST LEGION CELEBRATIONS IN STATE
Contact MICKEY WALKER, Chrm., Rosedale, Ind.

LAST CALL VETERANS UNITED SHOWS LAST CALL
1120 E. 9TH AVE., WORTHINGTON, MINN.
WANT WANT
RIDE HELP—Second Men on all Rides; prefer those having chauffeur's license and can drive semis. Blacky, contact immediately; Bill Boucher, come up. CONCESSION AGENTS—Want Man with Agents for Blower, Rattle Dazzle and Buckets; also Agents for Balloon Darts, Cakes, Ball Games and Scales. SHOWS—We have Athletic, Hawaiian and Fun House booked. Will book any Show not conflicting. We have a strong route of Celebrations and Fairs through Minnesota, Iowa and Nebraska.
OPENING APRIL 30, WORTHINGTON, MINN.

Wanted for—SOUTHERN STATES SHOWS—and For Sale
Can place for long season at Long Beach Resort, Panama City, Fla. Opening Saturday, May 7th, until Labor Day; then Fairs in South Georgia and North Florida until December.
Ride Men—First-class Ferris Wheel Man, first-class Merry-Go-Round Man, also several Second Men. Now please understand, if you drink you will not be with us long. Can also place a few Concession Operators for office-owned Concessions.
FOR SALE—SINGLE LOOP-O-PLANE, \$495.00; 34-SEAT CHAIRPLANE, \$695.00; SUNSHINE CHOO CHOO ELECTRIC TRAIN, \$495.00; KIDDY AIRPLANE RIDE, \$495.00; 15 KW. D.C. LIGHT PLANT MOUNTED ON 4 WHEELS, \$395.00; TANGLEY AIR CALLIOPHE, MOUNTED IN DODGE PANEL TRUCK, \$695; 50x175 WHITE TENT, COMPLETE WITH WALLS AND RIGGINGS, \$850.00. All of the above equipment can be seen at Winter Quarters until May 2nd. All answers to JOHN E. DAVIS SOUTHERN STATES SHOWS, Route 2, Box 1134, Tampa, Fla., on U. S. Highway 541, 3 miles south of Tampa.

FOR SALE OR SWAP
1 Addison G-13 Train, complete
1 Steam Train, complete
FOR ANY OF THE FOLLOWING—USED RIDES
1 Small Portable Merry-Go-Round, Mangels Whip, Super Rolloplane, Tilt, Octopus, or what have you? Write
ISLAND AMUSEMENT COMPANY
P. O. BOX 3448 HONOLULU, T. H.

\$\$ MONEY DATE \$\$**RIDES
CONCESSIONS
SHOWS
FOR 8TH ANNUAL
GLADIOLA FESTIVAL**

Momence, Ill.

**BIGGEST SUMMER FLOWER
FESTIVAL IN U. S.**Better and better than ever with Drum and
Corps Competition for entire State.**August 18 Through August 20
BINGO • COOKHOUSE • SHOWS**

Still Open - No Grift

Also Shows and Concessions of all kinds.
For **ITALIAN FESTIVAL, Chicago, Ill.**

July 27 to August 7

No gambling

**TOMMY SACCO, MUSIC
AND
ENTERTAINMENT**203 N. Wabash Ave. Chicago 1, Ill.
Phone: Andover 3-6112**Concessions of All Kinds
WANTED**MAY 1 THRU MAY 8, BEECHER CITY, ILL.
Miller's Rides and Bingo Booked.**ANNUAL INTERNATIONAL MID-STATE
FOX HUNTERS' ASSOCIATION**Proceeds will go to St. Anthony Hospital
Building Fund in Effingham, Ill.

WRITE-WIRE-PHONE

TOMMY SACCO203 N. Wabash Ave. CHICAGO 1, ILL.
Phone: RAndolph 4-2242
Reach me here until April 30. After that
come right in to Beecher City.**GIRLS GIRLS**For Girl Show and Posing Show, top
salary; also Girl to Feature. Can place
Talker, also Ticket Seller and Grinder.
Want capable Candy Pitch Man. Wire**F. W. MILLER**c/o Wade Shows, Pontiac, Mich.
April 26 to May 7.**ANTHRACITE SHOWS**OPENING APRIL 28 AT WILKES-BARRE, PA.
WANTMitt Camp, Mug Outfit, Punk Cat Rack, Glass
Pitch, Stock Wheels. Any Rides not con-
flicting with what we have. Meyer Levenson
wants P.C. Agents; Sam Golden, wire answer.63 Eley St., Kingston, Pa., or
Telephone W-B 73804**C. W. (CY) DAVIS****HARRY W. LAMON
WANTS**Line Up Store and two Grind Stores. Can
use Otis Hall, Kid Bruce or any other sober
Broad or Nut Player.
Playing smokestacks, Arkansas, Missouri
and Iowa. 12 Fairs and Big July 4th.c/o ALL AMERICAN MIDWAY SHOWS
Mt. Pleasant, Texas, April 25th to 30th**HERMAN WEINER**Can place one Count Store Agent who can grind.
Wire Leland Hotel, Richmond, Ind., this week.**JIMMIE CHANOS SHOWS****DON FORTNER WANTS**Agents for Erie Diggers. Must up and down
them. Good proposition. Jig Slick, get in touch
with me, have three outfits. Paul Pittman**PAGE BROS.' SHOWS**Princeton, Ky., week of 30th; Providence, Ky.,
week May 9th.**SPACE AVAILABLE**For 25 or 312 Eli Ferris Wheel in annex to our
Park in Rockaway Beach. Also space for Hi-
Striker, Character Reading, Guess Your Age
and Weight and for Games other than Skee Ball
Alleys and Arcade. Write immediately:**MR. SHERMAN**Box 413, Billboard, NYC, or phone
Belle Harbor 5-2608.**FROM THE LOTS****Joseph J. Kirkwood**TRENTON, N. J., April 23.—Show
opened here Monday (11), jumping
from Richmond, Va., where it played
on the West Broad Street lot to good
business every day but Tuesday (5),
when rain hit. The Saturday (9)
kids' matinee was especially good.
Hom Zolum and Molly Decker, who
handle the game department, were
wreathed in smiles at the close of
that day's business.Col. Lew Alters and Serpentina,
with her 12-foot boa, Pete, were
guests Thursday (7) of Ben Taylor,
tele-disk jockey on WTAR, Rich-
mond's only video station. Alters,
complete with Western outfit, screen-
ed well, but most of the telephone
inquiries that came in after the tele-
cast complimented Pete.Manager Ralph Decker was loud
in his praises of Bill Milligan, truck
superintendent, for managing the 276-
mile jump to Trenton without major
mishap. Business started with a bang
Monday (11), and was good all week
except for a heavy rain Wednesday
(13).Rajah Rabo and Jarvis the Great
arrived to take over the Illusion
Show. Five performers work that
show.Mrs. Molly Decker and Mrs. Sammy
Glickman were guests of Buddy
Kovacs on Station WTTM here, on his
broadcast from Wineman's Restau-
rant. The women squeezed in a good
plug for the org. Previously Mrs.
Decker made her first radio appear-
ance of the year over Station WTNC,
Thomasville, N. C.**La Cross Amusement**TORRINGTON, Conn., April 23.—
Shows' opening here last Saturday
(16) was hampered by cold weather.
The new Merry-Go-Round added ap-
peal to the front end, while the new
Rocket, owned by Robert Goodwin,
did as much for the back end. Org
opened with 7 rides, 3 office-owned
shows and 30 concessions. Fireworks
and the Sky Boy free act are regular
features. The new sound truck got
a good workout here.Office personnel consists of Paul R.
La Cross, owner-manager; Mose
Cross, assistant cashier, and Wilfred
Frost, general foreman. Roy Hem-
ingway works the sound truck.Ride men include Bob Willett, fore-
man, Merry-Go-Round; Jimmy Page,
foreman, Ferris Wheel, and Jim
Peters. Concessionaires are Mrs. Ella**D. S. Dudley**VERNON, Tex., April 23.—Shows
opened April 2 at Wichita Falls, Tex.,
and all reported a good week despite
cold weather. Following a stand at
Nocona, Tex., org moved in here.
Line-up for the season follows:Concessions: Jack Page, guess-
your-age; Mr. and Mrs. Ross Chap-
man, cookhouse; Mrs. Gussie Page
and Mrs. Doris Stonecipher, duck and
fish pond; C. A. McNeil, cork gallery;
Mr. Campbell, lead gallery; Mrs. Mac
MacVain and Stonie Stonecipher
hoop-la; Mrs. Sammy George and
Mrs. Floyd Vincent, ball game; Archie
and Jimmie Prior, coke bottles; Ran
Del, Mrs. Harold Flam and Mrs. Slim
Anderson, balloon darts; Jessie Loyd,
clothespin; Mr. Lehman, over and
under; Mr. and Mrs. Harper, bingo;
Floyd Venson and Fletcher Letts,
grind stores; Sonny Stafford, Bob
Moon, Sammy George and Jack John-
son, agents, skillo; Tinsey Dudley and
Dixie Stafford, popcorn and peanuts;
Mrs. Ruby Loyd, glass pitch; Mrs.
Jackie Johnson, penny pitch; Mr. and
Mrs. Collins, diggers; Cowboy Henley
and Mrs. Penwell, pan game.Shows: Mr. and Mrs. Claude Wil-
liams and Bobby Bally, Girl; Mrs.
Mickey McCoy, grind and Monkey,
and Eddie Kirk, Hillbilly.Rides: Red Holder and Margaret
Moon, tickets, Merry-Go-Round; Dad
Hyler and Patsy Vinson, tickets, kid-
die rides; Floyd Capps, Ralph Davis,
Ray Howell and Bob Everetts, tickets,
Tilt-a-Whirl; Blackie McCoy and
Sammy Marks, tickets, Loop-o-Plane;
Leonard Gonsolos and Billy Moon,
tickets, Swings; Harold Elam and
Dutch Gensback, tickets, Ferris
Wheels; Slim Kenney and Mrs. Mar-
tin Purdy, tickets, Octopus.D. S. Dudley is general manager;
Mrs. D. S. Dudley, assistant manager
and secretary; Lee Penwell, advance
and paper; Mrs. Bob Moon, sound
car and music, and Mrs. Floyd Capps
and Mrs. Ralph Davis, front gate.—
MRS. MICKEY MCCOY.Frost, popcorn; Mr. and Mrs.
Schwartz, bingo; Fred Primo, scales;
Frenchy Boutheitte, diggers and ro-
taries; Mr. and Mrs. Pritchard, candy
floss; Richard Morlock, Joe Hamlin,
Arthur Blouin; Mr. and Mrs. La Voi,
office grab; T. P. Courtney, R. Rob-
erts, Wilfred Remillard, and Messrs.
Snyder, Silvia and Cole. Whitey Wil-
burn and William Whitley are on
shows, and Peggy O'Day has the Girl
Show.—PAUL R. LACROSS.**WANT FOR VIRGINIA AND WEST VIRGINIA
ALL KINDS OF GRIND STORES.**Ride Help—Semi drivers. New and novel Shows. What have
you? High class Girl Show Revue; have beautiful front for
same. CARL LEE wants Count Store Agents. MAXIE GLYNN
wants Cook House Help. PATTY FINNERTY wants Agents for
Pin Store. All address**SAM E. PRELL, General Manager**

Danville, Virginia. This Week; Roanoke, Virginia, To Follow.

**WANT**CONCESSIONS—Sell X on Novelty, Custard, Wonder Bar, Snowball. Can place Clothes Pin
Pitch, Add 'Em Up Dart, Balloon Dart, Short Range, Cig. Gallery, Heart Pitch, Penny Pitch,
Milk Bottle, Cat Rack. Good proposition for neatly framed Penny Arcade. Book two of a
kind only. RIDES—Octopus, Belloplane, TUL. RIDE HELP—Second Man on Wheel, must be
licensed Semi Driver.

All Replies: JOHN PORTEMONT, Lewisburg, Tenn., this week

J. E. KAUS SHOWS**WANT**Bingo, String Game, Darts, Fish Pond, Cork
Gallery, Ball Game, Pitch-Till-You-Win, Age
Weight, High Striker and small Cookhouse.
Foremen for Eli Wheel and Octopus; Second
Men on all Rides, drivers preferred. Agents
for Concessions. Good proposition for Shows
with own outfit.Opening date, April 25 in North Carolina.
For Sale: Custard mounted on truck; will
book same on Show.**J. E. KAUS SHOWS**

P. O. Box 822 New Bern, N. C.

**ON ACCOUNT OF SICK-
NESS CAN PLACE****FIRST CLASS MENTALIST**For one of America's outstanding Side
Shows playing Fairs from Middle of June
until late in November. Can also place
good Magician who Pitches, also Grind-
ers for Ticket boxes.**JOE LEMKE**

Crescent Amusement Co.

Chickasha, Oklahoma

LAST CALL**SAMMY LANE
SHOWS**

LANCASTER, MO.

CAN PLACEFor opening La Plaza, Mo., May 2nd, any
Grind Shows, Hoop-La, Sno Cone, Novelty,
Guess Your Weight, Jewelry.
Attention, Fair and Celebration Committees
in Southern Missouri; We have a few open
dates in July and late September.**LAST CALL****ELI WHEEL #5**In first class condition. Like new with 24 ft
Trailer and Ford Tractor.**SACRIFICE FOR \$5500.00 CASH**Complete outfit stored near New York.
Box 414, c/o The Billboard,
1564 Broadway, N.Y.C. 19**MOUND CITY SHOWS NO. 2**Opens April 30, Lutesville, Mo.; Piedmont
follows.

All People contracted, come on.

Can place Stock Concessions and Hit and
Miss, Second Men all Rides, Jim Smith
wants Agents. Ralph, Jackie, Red, Paul,
come home.**JACK WALLACE, Manager****Experienced Ride Help****WANTED**Merry-Go-Round, Ferris Wheel, Oc-
topus and Kiddie Rides.**H. DELGARIAN**

2303 N. Melvina Chicago 39, Ill.

Silver Star AttractionsFormerly White Star Attractions Unit #3
Opening Tiffin, Ohio, May 12Need good First Man for Wheel. Opening
for a few good Concessions, Fun House,
Illusion Show, or what have you? Gyroes,
loafers and trucks, save your stamps.
KARL COFFMAN & SCHUBERT FRUTH
Owners Tiffin, Ohio

35 East Market St.

FOR SALE**ROLL-O-PLANE**Complete with Ticket Box and Fence.
Bargain at \$2,500.**KEN MURRAY**

BOX 264 BLOOMINGTON, ILL.

**RIDES WANTED
6th Ward Community Fair**

JUNE 13-18

Expect 25,000-30,000 Gate

Contact JOHN SMETZLER
96 Front St. Binghamton, New York

G. WADE SHOWS

Now Contracting for 1949 Season
RIDES—SHOWS—CONCESSIONS

CAN PLACE NOW
and for Balance of Season
**Complete, Well-Framed
MONKEY SHOW**

W. G. WADE SHOWS
Pontiac, Mich., this week, until
Sunday, May 5

Mighty Page

MOUNT AIRY, N. C., April 23.—Org opened in Henderson, N. C., April 2 to good biz, followed by Rexboro, a red one. The staff: Bill Page, owner-manager; Bill Schandlon, agent; Mrs. E. J. Langley, secretary; E. J. Langley, superintendent; Mack House, business manager; Coy Smith, front gate; Raymond Simmons, head mechanic; Harry Morris, lot man; Pete Hendrix, head electrician; Warren Harold, assistant and *The Billboard* sales agent; Stacky Knott, superintendent of rides; Mac McCarthy, billposter. S. Songer does high dive as free act.

Rides: Merry-Go-Round, Milton Doss; Ferris Wheel, Don Wishon; Rolloplane, C. P. Reed; Tilt-a-Whirl, Johnny Horne; Octopus, J. L. Lanley; Chairplane, John Deems; kiddie rides, Red Corbit. Shows: Ten-in-One, Dick Hillburn, manager; front, Clarence Catlip, tickets, Elmer Jones and John Weise; human pincushion, Albert Pettorman; blade box, Frances Smith; electric act, Nora Hillburn; vent, Scottie McNeal; inside lecturer and magic, H. P. Scott.

George Johnson is manager of the Paradise Girl Show; George Smith, tickets; Jeane Johnson and Vivian Walker, dancers. Di Corte is manager of the Sultan's Harem; George Brown, tickets; Mary Smith, strip; Virginia Jones, hula; Vivian Burns, dancer. Armless Girl Show: Eddie Woods, manager; Earl Smith, tickets; Rosa Lee Woods, armless girl. *Hot Chocolate Revue*, Harris, manager and front; Shin Songer, tickets; band, Angus Harley, Joe Lucas, Fat Suray, Jimmie Powell; chorus, Lillian Harris, Evelyn Hally, Mary Higgs, Mecie Logan; Lillian Harris, and Rastus and Rastus.

Concessionaires: Bob Buffington, Whitie Pelley, Henry Wilson and Eves, Hobe Cole, Johnnie Davison, Bill Pinkerton, Bill Thompson, Paul Smith, Pete Hendrix, Harry Morris, Mac McCarty, John Hatcher, Red Clayton, Miller, Roy Price, Sam Price. Roy has the cookhouse.—BOB BUFFINGTON.

James H. Drew

GASTONIA, N. C., April 23.—This was the third spot, week April 11, of the season and we lost the first three days on account of rain. The last half we had to contend with cold weather and plenty of wind. We were located on a good lot across from the fairgrounds on the leading highway with four lanes. Plenty of shows in this section of the State and we had plenty of visitors.

The visitors included Mr. and Mrs. Barney Tassell, Harry Burdman and M. Dales, Sam Fogleman, Jack J. Perry, Ben Wolf, Ernie Sylvester, Clyde Parrish, Walter Cole, Cash Miller, Joe Sarentino, Mr. Davis, Bill Reed; Mrs. L. C. McHenry, on the lot most every night as this is her home; Eddie Horn, Mr. Ramsey, Tommy Wilson, Woddie McBride.

All rides and equipment are new, this being the first season for the unit.

The son and daughter of Mr. and Mrs. James Drew spent their first Easter on the road in Gastonia—Jimmy Jr., four years, and Malenda, two years old.—HARVEY (DOC) ARLINGTON.

Alamo Exposition

SAN MARCOS, Tex., April 23.—Show drew good crowds here despite cold weather. Emma Miller, wife of Fred Miller, works the floss joint while Miller is doing the free act.

John Hutchins has joined. William (Hypo) Deneke was a visitor. He also visited the show several times in Austin. Betty Jo Ulear is studying law and radio at University of Texas.

The new dark ride is grossing well, as is Jack Ruback's new kid boat ride. Sam Calwell joined with his Motordrome. Doc and Mrs. Ward are doing well with their Tobacco Road. Joe Murphy has added talent to his Girl Show.

Bill and Bertha Williams have a new chimp, Susie. Their other chimp, Flungo, now does quite a few tricks.

JACK J. PERRY SHOWS

GREENVILLE, S. C., NOW; WYTHEVILLE, VA., WEEK MAY 2
CONCESSIONS: Ball Game, String, Novelties, Long and Short Range Galleries, Bumper, Hi-Striker and others.

SHOWS: Book any good Attraction with or without transportation for reliable Showmen. What have you? Opening for Wild Life, Unborn, Fun House, Arcade. Have beautiful Front and Show complete for Minstrel Show with transportation. Opening for Monkey Show. Will furnish top and truck. "Gator, Alligator Man" wants Working Acts for Side Show. Magician, Jack Allen, contact. Ticket Seller who can make second openings.

RIDE MEN: Second Men for Rides, Semi Drivers. Top salaries. Long season. Book Spittire. 3 bona fide Conventions. The biggest 4th in the East plus 12 bona fide Fairs. Get with a winner.

JACK PERRY, Owner

HOWARD ROBBINS, Manager

MICHAEL COLE

NEEDS

Agents for Legitimate Concessions and Second Men for Rides. Opening in Hazleton, Pa., Apr. 30th.

M. D. AMUSEMENT CO.

MICHAEL DEMBROSKY, Mgr.

FREAR UNITED SHOWS

Want Mug Outfit, Bumper, Hoopla, Country Store. Agents for Basket Ball, Milk Bottle, Beer Bottle, Penny Pitches and Percentage Sales. Help on all Rides. Top wages, come on in. Night Watchman, Stock Man. Will book Fun House and Pony Ride and Tilt-a-Whirl. Al Sullivan, get in touch. Jim Campbell, Track open.

ROY FREAR
LAWRENCE, KANS.

**WANT TO BUY
SUPER ROLL-O-PLANE**

Will pay cash. Must be in good condition. No junk considered.

J. W. BYERS

303 West Broadway Council Bluffs, Iowa

FOR SALE

SEVEN-CAR TILT-A-WHIRL

Good mechanical condition, price (\$3500.00) three thousand five hundred dollars cash; 1941 Chevrolet Tractor with 24 foot Nabors Semi Trailer (\$1000.00) one thousand dollars cash.

J. ROBERT WARD

General Delivery, North Little Rock, Ark.

**SUNSET AMUSEMENT CO.
WANTS**

Ride Help on account of auto accident. Excelsior Springs, Mo., this week; Chillicothe, Mo., next.

WANT WHEEL FOREMAN

Experienced only. Must know how to put up and tear down. \$63.00 per week every Monday. Wife can run a Concession. Positively no drunks. Fire or write to

KAY AMUSEMENT COMPANY
756 N. 46th St. Philadelphia 21, Pa.

FOR SALE

Mummies: Stone Girl, life size; Ape Boy, 40 in. long; Two-Headed Calf, mounted; Fish Girl; also four Banners like new; all for \$100.00.

JOE LEMKE, Crescent Amusement Co.
Chickasha, Oklahoma

**WANTED
GOOD USED TENTS**

40 x 60 and 40 x 100

Smith Amusement Company
15 ARCADE BLDG. ST. LOUIS 1, MO.

BUCKET MAN WANTED

To Take Head of Store.

JOE MILLER

PLAYLAND SHOWS
Port Huron, Mich., Apr. 23-28;
Mt. Clemens, Mich., Apr. 29-May 7.

ANYONE KNOWING THE WHEREABOUTS OF

E. T. FINTON

please notify

VERNON CORLEY

208 S. 14th St. FT. SMITH, ARK.
Important!

WANT ONE OR TWO SHOWS

TO TRAVEL THE SEASON WITH US

We have a beautiful new 75' Show Front built on semi trailer. You can furnish tent or we will furnish tent if you have something good to put inside. Motordrome would have vergin territory. Our Fairs start June 27 at Grand Forks Greater State Fair, North Dakota. Our Wisconsin Fairs start the third week in July.

Can use Pitch-Till-U-Win and Basket Ball Game for entire season. CAN USE SEVERAL SHOWS TO PLAY GRAND FORKS STARTING JUNE 27 THROUGH JULY 2.

Reply to

BODART SHOWS

SHAWANO, WISCONSIN

PIONEER SHOWS
high class midway attractions

CORNING, N. Y., MAY 2-7

JOIN NOW FOR OUR ROUTE OF CELEBRATIONS, FAIRS AND CONVENTIONS. FREE GATE. Want shows of merit. 20% with own equipment; also without equipment. Concessions—Custard, Diggers, Rotaries, Novelties, Penny Arcade, Jewelry. Help—Second Men on all Rides. Will buy or book Fun House and Motordrome. Waverly, N. Y., this week.

MICKEY PERCELL

BEAM'S ATTRACTIONS

JOHNSTOWN, PA., APRIL 28-MAY 7; SOMERSET, PA., MAY 9-14

WANT Agent for new and unusually attractively framed Age and Scales, also Agents for other office owned Concessions. No grift.

TOP SALARY to sober and experienced Jenny Foreman. Operators for Kiddie Rides and Chairplane. Exceptional opening for Animal Show or any type Show appealing to family trade.

This show plays only Community Sponsored Events with parades, fireworks and other promotional activities. Route includes 3 County Firemen's Conventions, 7 good Fairs. Office owns 10 rides.

Write or wire M. A. BEAM, Windber, Pa.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT

FOR AUGUSTA, GEORGIA, AND A ROUTE OF THE BEST INDUSTRIAL CITIES OF THE SOUTH

SHOWS—Can place high class Entertaining Shows not conflicting with what we have; especially interested in nice Side Show, Midgets, Mechanical City. Have beautiful Snake Illusion Show complete except illusion will turn over to competent manager.

CONCESSIONS—Will book a limited number of Merchandise Concessions that work for stock, positively no Flat Outfits. Can place Ice Cream, Wonder Bars, Snow Balls, Novelties, Jewelry, Long and Short Range Galleries, Watch-La, Hoop-La, Heart Shape Pitch, Bumper, Six Cats, Scales, Devil's Bowling Alley, American Palmistry. ALL ADDRESS:

JOHNNY T. TINSLEY SHOWS, Augusta, Georgia

WANT NOW

SIDE SHOW ACTS

WANT NOW

FOR TWO UNITS IN CANADA

WALLACE BROS.' SHOWS

CLASS "B" AND QUEBEC FAIRS

BELMONT PARK, MONTREAL, TORONTO AND OTHER FAIRS TO FOLLOW

GOOD ANNEX ATTRACTION—HIGH CLASS MIND READING ACT OR MITT CAMP. FAT MAN OR FAT GIRL—FLAGEOLET PLAYER—ANY GOOD BALLYHOO ACT. SIDE SHOW ATTRACTIONS OF ALL KINDS.

All Address: PETE KORTEZ, c/o Prince Edward Hotel, Windsor, Ont., Can., this week; Wm. Pitt Hotel, Chatham, Ont., Can., May 1-7; after that Belmont Park, Montreal, Que., Can.

WANTED

HURRICANE FOREMAN. This Ride requires skillful Operator. Must have some mechanical ability and drive large semi-trailer unit. Unless you are sober, reliable and capable of handling the greatest portable Thrill Ride ever built, do not apply. This job will pay a good salary to the right party.

WANTED: EXPERT OPERATOR FOR DARK RIDE, also EXPERIENCED FOREMAN for TILT-A WHIRL. A brand new Ride with convenient semi-trailers for easy handling.

WANTED: ROLL-O-PLANE FOREMAN of ability. Can use one more BIG ELI WHEEL FOREMAN about May 15th. Need FUN HOUSE OPERATOR, same built on trailer. Will consider percentage basis to outstanding Operator.

Do not apply unless you can supply good references as to ability, habits and staying qualities. And do not misrepresent, for you will not last. All Ride Foremen must operate their Rides. Walking delegates, stay where you are. Good Employees are paid well and treated with utmost respect.

Address inquiries to

GOODING AMUSEMENT COMPANY, INC.

1300 NORTON AVENUE

COLUMBUS 12, OHIO

**LAWRENCE
GREATER SHOWS**

"America's Most Progressive Carnival"

SHOWS: Man to operate two Girl Shows or will consider small Revue, Wild Life, Unborn or any good Grind Show. Want Mind Reader, outstanding Freak to Feature and Magician who can handle inside for office owned Side Show—Write Frank Zorda. Can also place Grinders, Ticket Sellers, Carvasmen, good looking Chorus Girls. Salary no object.

WANT A-I CARNIVAL BUILDER—Season's Work

CONCESSIONS: Long Range and Short Range Gallery, Guess Your Age and Scales, Novelties, Custard, Jewelry and other Slum Concessions. Will sell EX on Mitt Camp to reliable Party with no children.

HELP: Ride Help all Rides, must be licensed qualified Truck Drivers. Useful Show People all departments. Join now for 38,000 Camp Campbell Soldier Pay Day at: HOPKINSVILLE, KY., now; HENDERSON, KY., next.

**Harry Craig's
HEART of TEXAS
Shows**

WANT

CONCESSIONS: Want Cookhouse or Sit-Down Grab. Age, Weight, High-Striker, String Game, Custard, Basket Ball, Candy Apples, Agent for Line-Up Store, Ham, Bacon, Dealer for Over-Under, Agent for Tripod Scales, Mitt Camp, 2 only, will sell "X", Photo Gallery, Agents for Bowling Alley.

SHOWS: Want Athletic Show, Girl Show, Monkey, Fun House and Glass House, Mouse, Penny Arcade and Unborn. Also want Motordrome and 10-in-1. Want Man to take care of sound car. Address:

HARRY CRAIG, Mgr.

ABILENE, TEX., this week; SWEETWATER, TEX., next week.

GRACELAND GREATER SHOWS

LAST CALL

Opening Dugger, Ind., April 30, followed by the best bona fide Celebrations and Fairs in Illinois and Iowa.

CONCESSIONS: Penny Arcade, Ball Games, String Game, Bottle Games, Hoopla, Pitch-Till-You-Win, Bumper, Pan Game, Mouse Game, Fish Pond, Duck Pond, High Striker, Age and Scale. Will sell "X" on Photos, Novelties, French Fries and Custard.

RIDES: Due to disappointment, want Kiddie Autos. Good proposition. Lee Miller, Kiddie Train, come on.

SHOWS: Want Side Show, Monkey Show, Life Show, Snake Show, Want Free Act for season. Jimmie Shaffer, answer.

RIDE HELP: Want Foreman and Second Men for new Smith and Smith Chairplane. Also Foreman for Merry-Go-Round, Second Men on all Rides. Clyde "Top" Pierce, have tried to locate you for balance.

HARRY ALKON, Mgr.,

Decker, Ind., until Wednesday, Apr. 27; then Dugger, Ind., for opening.

**WE HAVE LARGE RIDES—CAN PLACE KIDDIE RIDES
WANT CONCESSIONS**

NO GRIFT — NO GYPSIES

For one of the most Unique and Colorful Celebrations in Michigan. \$1000 Fireworks every night—High Act—Queen Contest. Stage Free Attractions twice daily.

"BEAN COUNTY PIONEER DAYS CELEBRATION"

Huron County Fairgrounds—Bad Axe, Mich. Sponsored by the Bad Axe Lions.

RAY STECKER, General Director

Member MICHIGAN SHOWMEN'S ASSN. and SHOWMEN'S LEAGUE OF AMERICA.

HELLER'S ACME SHOWS

ROUTE 6, SADDLE RIVER, N. J., APRIL 25 TO 30

HAVERSTRAW, N. Y., ON THE STREETS, MAY 2 TO 7

WANT SHOWS— We have complete outfits for you. Have Girl Shows and Wild Life, Want Foremen and Second Men for Whip and Spiffing. Semi Drivers preferred. Want Chairplane Foreman; Mouse and others with me before answer. Want Auto Mechanic. Top Wages. **CONCESSIONS—** Bumpers, Basketball and Hoop-La. Good proposition for Penny Arcade and American Palmystry.

Phone: Wyckoff, N. J., 4-0333-M.

P.S.: For Sale—275 Kw. Transformers on truck. Priced to sell.

TIP-TOP SHOWS

of Syracuse, N. Y.

WANT for opening spot for 8 days on streets in downtown SYRACUSE, N. Y., and long season of Celebrations to follow: Ice Cream, Coke Bottle, Add 'Em Darts, Cork Gallery, Long or Short Range Lead Gallery, any non-conflicting Stock Store. **WANT** Man and Wife as Agents for Flashy 28 ft. Car Rack. **WILL BOOK**, and furnish transportation if desired. **FERRIS WHEEL** or any one truck Ride; will also book two more Kid Rides and PONIES. **BILL KNOX**, write for dates. **FRANKIE MITCHELL**, can book you; write **ROY RANDALL** this show. P. J. O'MALLEY, COME ON IN AT ONCE. Phone 48255.

Syracuse, N. Y.

DICK NEUGENT

128 Huron Street

FROM THE LOTS**Larry Nolan**

SHAMROCK, Tex., April 23.—Org. concluding its stand here, moved into Kansas. Texas weather was cold and rainy, and business off from last spring.

All trucks and equipment were newly painted under direction of Scott Lamb. LeRoy Huffman, ride foreman for the third year on these shows, has the rolling stock in good shape.

Staff includes Larry Nolan, owner-manager; Madlin Nolan, treasurer and bingo manager; Scott Lamb, legal adjuster, and George J. Gatto, bill-poster.

Prof. John Wright has the Side Show, and Ernest McWilliams the Unborn and Girl shows.

LeRoy Huffman, Eugene Ware, Andy Reed, Poncha Mendoza, Clarence Mosley, Curley Ralston, Tex Miller and Chuck Lancaster are in charge of the rides.

Concession line-up: Jess and Maxine Logston, cookhouse; Mr. and Mrs. Joe Divino, popcorn, floss, photos and country store; Mr. and Mrs. Ray Davis, three ball games; Harry Blair, short-range gallery; Gus Hively, pan game; Dora Bennington, beat the dealer; Windy Johnson, over and under; Charles Scott, digger; Lela Scott, nickel board; Kenneth Lain Yuen, jewelry, age, weight, glass pitch and coke bottles Bessie Mitchell, penny pitch; Mary Young, Mrs. Frank and Mrs. Mitchell, mitt camps; Scott Lamb, horse races, razzle dazzle, roll-down and ham and bacon wheels; Tommy Lamb, Charles Thornton, J. P. Lumley, Larry Leavete, Dick Hamilton, Bill Brenton, Green Young, Vick Dunn, Bob Bennington, Billie Allen, Jack Terrill, Charles Shuey, Bob Corn, Mrs. Bill Brenton and Ray and Maurice Logston, slum joints, and Marie Lamb, fishpond and pitch-till-you-win. E. J. Robling and Johnny Nimmo are bingo counter men.

Recent visitors included Art Talley, Kenneth Smith, Red Bishop, Cowboy and Mary King and Charles Brock. Org will continue its policy of playing two spots a week. First celebration is skedded for early May.—MAD-LIN NOLAN.

Cliff Thomas

INDIANAPOLIS, April 23.—Org moved on lot at Stout Field for 10 days. Weather was bad but org got in three nights out of the 10. Staff includes Cliff Thomas, owner; T. J. Smith, manager; Ted Dunlap, electrician; Harry Newbury, cookhouse. Conrad C. LeBlenc joined from Lafayette, La. Rides are operated by Wilbur Stevens, Ferris Wheel, Earl Davis; Octopus, Slim Sears and Wino Coons; Merry-Go-Round, Eddy Crowl; Chairplane, John Martin; Kiddie Ride, J. H. Taylor; Roll-o-Plane, Walter W. Meitzler. Org has a route of fairs and still dates.

Concessions: Roy and Grace Nelson, photo gallery; Mr. and Mrs. L. A. Miller, popcorn; C. C. Scooter, milk bottles and age; Mr. and Mrs. Pickett, fishpond and balloon dart; Ted Dunlap, three; Butcher Boy, cork gallery; Gary Cooper, LeBlenc, balloon dart; Mack McCoy, jewelry; Bo Runs, the hit and miss with cats; Alma Miller, basket ball; Mr. and Mrs. Lee Nice, string game and dart pitch.

Owner Thomas has bought two GMC tractors to move the show and a sleeper cab. Red Campbell and Cliff Thomas are mechanics.—J. H. TAYLOR.

Sunset Amusement

EXCELSIOR SPRINGS, Mo., April 23.—K. H. Garman's org opened here Thursday (21) at Mulesta Park under American Legion auspices.

New rides this season are a Dodgem and a C-Cruise. Business firms here sponsored a two-page spread in the Sunday (17) issue of *The Daily Standard*, local newspaper, advertising the shows' bow.

Imperial Exposition

HANFORD, Calif., April 23.—The combined Royal Hippodrome Circus managed by Todd Henry, is proving a success at California spots. Among the cast are Joe and Della Ryan, with their horses and dogs, and Peggy Henry with her elephant, Babe.

Shows' personnel: Martin E. Arthur, manager; Mrs. Noma Arthur, secretary; Fred Stewart, lot superintendent and president; H. C. Ward, ride superintendent, and Michael Payne, front gate.

Concessions: Peggy Henry, penny pitch and glass pitch; J. B. Bills, balloon store; Al Miller, pitch-till-you-win; Mr. Kidwell, high striker, duck pond, long and short range shooting gallery, coke bottles and b.b. gun; Jack Cantrell, clothes pin and watch; Art Anderson, blower; Bee Wyrick, bingo; Mr. Riceman, lucky dog and Mr. Owensby, popcorn and candy floss.

Rides: Vance Horton, foreman, and George Smith Jr., tickets, Octopus; Bob Payne, foreman, and Joann Warren, tickets, Fly-o-Plane; Jess Trout, foreman, and Florence Horton, tickets, Rolloplane; Whitie Evans, foreman, and Rose Donner, tickets, Ferris Wheel; R. J. Jones, foreman, and Blanche Webber, tickets, Merry-Go-Round; Morris Hudinoll, foreman, and Esther Webber, tickets, kiddie ride.

Shows: Todd Henry, Monkey, Horse and Cartoon; Art Converse, Side and Snake, and Eddie Lloyd, Girl.

Others on the staff include Smiley Webber, painter; Doc Stanton, carpenter; George Smith, electrician and mechanic, and Don Hill, elephant keeper.

The management and entire personnel would like to extend sympathy to the widow of Lloyd Luseby, who died recently. Recent birthdays, Fred Stewart, Joann Warren and Mar Hilliard.—MICKEY PAYNE.

Baker United

BEDFORD, Ind., April 23.—Opening skedded here Friday (15) on the downtown Seventh Street lot was postponed one day by cold weather. Monday (18) was lost to cold and snow.

Staff, same as last season, includes Tom A. Mehl, manager; W. E. Germann, secretary; C. R. (Bud) Jackson, lot and posting; Chester Pierce, mechanic, and Jack Applegate, advertising.

Ride line-up: Floyd Miller and Carl Munn, Merry-Go-Round; Clinton C. Baily, Ferris Wheel; Jack Scanlan and Olin Cobb, Tilt-a-Whirl; Herman Mace, Comet; Maynard Langley and Earl B. Foltz, Rolloplane; Coleman Wiggins and Dave Scalf, Octopus; Tommy Lee, kiddie rides; Mr. and Mrs. C. J. Rose, miniature train.

Concessionaires are Chester Pierce, Morris Glinea; Whitey Woods, bingo; William Fike, cookhouse; Mr. and Mrs. C. J. Rose, floss and jewelry; Raleigh Davidson, custard; John Cutter, hi-striker and pitch-till-you-win; Herbert Mace, glass pitch; Ambrose Simmons, coke bottles; Ray Teeple, basketball; Wilbur Farrell, diggers; Jack Shue, derby racer; Henry Gore, duck-pond; Roopen Narlain, popcorn; George Crain, ice cream; Jack Rothwell, novelties; Milo Ireland, French fries; Sun Ranko, photos, and King Amusement Company, long-range gallery.

Tex Beeson Amusement

GALENA, Kan., April 23.—Org opened to fair biz in Purcell, Mo., under Boy Scouts' auspices. Everything is newly painted and decorated. Shows are carrying 5 rides, 2 shows and 25 concessions.

Tex Beeson invited all to his recent birthday party, with about 45 showing up for the affair. Featured were entertainment and an excellent dinner.—LEOLA CAMPBELL.

A. Gentsch

BROOKHAVEN, Miss., April 23.—Org moved in here Monday (4) after short jump from McComb, Miss. Crowds were good in spite of a hard rain early in the week. The show was spotted on the high school grounds, five blocks from the main drag.

Concessions made out best, with rides a close second. L. H. Harding joined with his Unborn Show and two concessions. Jackson brought his two youngsters back from Texas. Mrs. Gentsch's midway cafe is pulling compliments.

Five new Chevrolet trucks have been delivered from Standard Chevrolet Company, East St. Louis Ill.

Del-Mar

CANTON, O., April 23.—Org, with six rides, opened in Northeast Canton April 18 in rain and snow. Concession line-up: Lawrence Luckenbaugh, crab; Elmer Wilcox, fish pond, slum spindle, lead gallery and coke; Dan Wilcox, hoop-la, penny pitch; Mitchell, palmistry; Evershore, dart, ball game, huckley buck; Dick Parish and Bud Schultz, doll wheel; James Hershey, age, popcorn, floss and apples; Doc Woodie, high striker. Whitie Shore joined with his Spitfire and percentage.—JAMES HERSHEY.

H. B. Rosen

FORT PAYNE, Ala., April 23.—Show had a good location in City Park here.

Org day and dated Biller Bros.' Circus Saturday (16).

W. B. J. SHOWS

FIRST CALL

Want for No. 2 Unit—Bingo, Cat Rack, Photo Gallery, Cork Gallery, Waffles, Age, Apples, Scales, Ride Help. All persons booked with us come in early to the farm. All repair work and painting must be finished before opening on our winter-quarters lot. Open Saturday, May 14. Write

W. B. J. SHOWS

Swanton, O.

L. B. LAMB SHOWS

CAN PLACE

Sober Griddle Man; drivers given preference. Can place wife on counter. Answer: COLUMBUS, MISS.

RIDES AND CONCESSIONS WANTED

To operate with locally sponsored Concessions, June 26th through July 4th, 1949. Sponsored by

SHARPSVILLE DIAMOND JUBILEE

Sharpsville, Pa.

S. H. RILEY

1128 RIDGE AVE SHARPSVILLE, PA.

RIDE BARGAINS

8-Tub Streamline Portable Whip, 15 h.p. slip-ring electric motor, \$2,750.00. EII 1947 #5 Ferris Wheel, \$7,200.00. New Boat Ride, 30 Ft. Flying Jenny, \$1,250.00. Want Arcade Equipment, Rolloplane, Spitfire, Octopus, Big Chairplane. F. SHAFER, Mesker Park, Evansville, Ind. Phone 45753 after 4 p.m.

LAST CALL

Agents for Cat Rack, Balloon Dart, Pitch-Tilt-U-Win, wire, Whittle, are you coming? Open April 30. All contact

CHARLES SIMONS

Care Garden State Shows COPLAY, PA.

WANTED

Carnival and Concessions for three-day July 4th American Legion Celebration. Individual Rides welcomed. Contact

D. O. OMHOLT

American Legion Post 14, Iola, Wisconsin

WANT AGENT

For Bucket and Hit and Miss; stock only. Open April 29, East Peoria, Ill.

M. M. SIMMONS

s/o WILSON FAMOUS SHOWS

John H. Marks

RICHMOND, VA., April 23.—The Monday (18) opening of the Petersburg Pike location was marred by a heavy downpour.

Show line-up includes John Ornales, Broadway Vanities; T. W. (Slim) Kelley, Cavalcade of Oddities, Monkey Circus and Snake Show; Del Crouch, Motordrome; Jimmy Simpson, Minstrel Show; John Rea, Hall of Science, and Charles Holliday, Bughouse.

Jack Birmingham, advertising agent, had the South Side billed in circus fashion for the bow. Visitors at the opening included Bob Parker, William (Bill) Jones, James M. Raftery, Fred McKinney, C. Jack Shafer, Cash Miller, Izzy Cetlin and Mr. and Mrs. Vernon MacReavey.

Mrs. Jessica Birmingham is in a local hospital recovering from pneumonia. A group of showfolks attended the funeral here Sunday (10) for Fred (Tex) Leatherman, Caterpillar foreman.

Members of the W. W. Workman Tent, Circus Saints and Sinners, will be guests of John H. Marks Tuesday (26).

Shows are slated to play another date here, but on the old fairgrounds, the week of Monday (25).

International

PRYOR, Okla., April 23.—Org opened here Saturday (16) under auspices of the American Legion, and was greeted by cool weather.

Staff includes Coleman Lee, owner-manager; Charlie Griggs, business manager; Mrs. Nelson Lee, secretary; Bob Gregory, electrician, and George Guensch, front gate and light towers.

Ride line-up: William Pearce, Ferris Wheel; Roy Ellison, Merry-Go-Round; Van Attan, Tilt-a-Whirl; J. C. Jones, Spitfire; Hank Smith, kiddie rides, and S. O. Lee, Octopus and boat ride.

Shows: Cy Williams, Circus Side Show; Jack Kline, Snake Show; A. D. Trotter, Monkey Show, and Dick Parish, Girl Revue.

Concessionaires are Mr. and Mrs. Don (Lucky) Urquhart, bingo; Nelson Lee, diggers and pan game; Jimmy Gattis, cookhouse and floss; Mr. and Mrs. Jack Frick, ball game, glass pitch, cigarette gallery and skillo, and Mrs. Charlie Griggs, over and under and beat the dealer.

Agents for the office-owned concessions are: Jim Carlson, ham and bacon wheel; Kenneth Carr, skillo; Al Morris and Eddie Tubbs, razzle dazzle, and Jimmy Casey, pin store. Mr. and Mrs. Jimmy Neal also are on hand.

Floyd O. Kile

BATON ROUGE, La., April 23.—Opening here was delayed three days on account of a muddy lot.

Rides include a Ferris Wheel, Merry-Go-Round and Chairplane. Buck Carland is lot superintendent, and Mr. Huber mechanic. Mr. Holman is press agent.

Concessionaires include Mr. and Mrs. Prevost, Mr. and Mrs. James George, Mr. and Mrs. Buck Carland, Mr. and Mrs. Jack Miller, Mr. and Mrs. Doc Carver, Mr. and Mrs. Kay Kasier, Mr. and Mrs. Burke, Mr. Dees, Mr. and Mrs. Mintain, Mr. Schotzell and Mr. Kile.

Mr. Kile, James George and Mrs. Buck Carland celebrated birthdays the week before the opening.—I. M. KILE.

Page Bros.

SPRINGFIELD, Tenn., April 23.—Shows opened well here Saturday (9), but rain hurt the rest of the week. It marked the shows' first appearance in Kentucky in five years.

Bill Cox is assistant manager. Paul Pittman has added one more concession, making a total of 12. Tommy Humphreys joined with five concessions. George Gainer has the Kiddie-land.

WORLD OF PLEASURE SHOWS

Battle Creek, Mich., May 6 thru 14

Want Monkey Show, Motor Drome, Animal, Unborn, Crime, Iron Lung, Fun House, Mechanical City, etc.

Can place Photos, Ball Games, Balloon Darts, Fish Pond, String Game, Novelties, Bumper, Merchandise Wheels and other Concessions.

Ride Help for all Rides, Semi Drivers given preference; Foremen for Rolloplane and Octopus, Mechanic's Helper; Dick Dunfee, answer.

JOHN QUINN, Wyandotte, Mich., Until May 1st

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

Want Concessions. Will sell X on Long Range, Novelties, Custard and Jewelry. Hanky Panks working in line up, \$17.50 per spot.

SHOWS—Fun House, Glass House, War, Side Show, Crime, Dope and any Show not conflicting with Motor Drome, Girl, Monkey Speedway, Indian Village and Hawaiian. Will book you for committee money, 15% on Still and 25% on Fairs and Celebrations. You must have your outfits complete and transportation for same.

This Show holds the contract for Indiana's largest 4th of July Celebration, June 29 thru July 4—Linton, Indiana. Real route for large flashy Arcade. All replies wire—don't phone.

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS

Winchester, Ky., this week; Georgetown, Ky., May 2-7.

Vincennes Post 73 American Legion, Vincennes, Indiana

WANTS A

CARNIVAL

For July 4th Celebration

FREE GATE DAYTIME PROGRAMS PLENTY PEOPLE

Also want Legitimate Independent Concessions. No Strong Games will be booked or tolerated. Address

COMMANDER WAYNE RODRICK

1431 WHELLER AVE.

VINCENNES, IND.

EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

Will buy Allan Herschell Merry-Go-Round in good condition and any Kiddie Ride in good condition. Want first-class Builder and Painter. Will book any Hanky Panks and Custard. This show will positively play in and around Philadelphia, Celebrations and Fairs. All my former Ride Help contact me here, Chester Arms Hotel, Chester, Pa. Can use capable Advance Agent, will pay top salary if you can produce.

ROXIE GATTO

GREAT PLAINS SHOWS

RICHMAN & CARPENTER

LAVERNE, OKLAHOMA, APRIL 25-MAY 1

Playing the first Celebration Laverne Race Track Meet, six races a day including Sunday. Playing down town on the square. All Hanky Panks, \$16.00. Opening for Long and Short Range Gallery, also Bingo. Contact:

HARRY RICHMAN, MGR., Laverne, Oklahoma

WANT FOR THE LARGEST SPRING FESTIVAL IN THE MIDDLE WEST NORTHWEST OKLAHOMA INDUSTRIAL EXPOSITION

ENID, OKLAHOMA, MAY 16 to 21

Free Acts, Fireworks each night, 500,000 to draw from.

WILL BOOK Spitfire, Kid Ride, Shows, any Ride that does not conflict with the eight office-owned Rides. GET WITH IT AND GROW WITH IT. Positively the best route in the West. If you like to make money, come on. Can use a few flashy Concessions. Wire, write or call.

BILL PIKE, PIKE AMUSEMENT SHOWS

BLACKWELL, OKLAHOMA, this week; then as per route.

Cedar Falls Junior Chamber of Commerce Celebration

July 2, 3, 4, has openings for individual concessions to be built around rides.

ANNUAL CELEBRATION, LARGEST IN NORTHEASTERN IOWA. ATTRACTS OVER 70,000 DAILY. TWO-HOUR PARADE. ONE OF THE LARGEST FIREWORKS DISPLAYS IN THE MIDWEST. Write or wire at once.

F. J. COLE, Chairman Concessions

CEDAR FALLS JUNIOR CHAMBER OF COMMERCE

CEDAR FALLS, IOWA

ROSEN

AMUSEMENTS

Week of May 2—V.F.W. Spring Festival, Morristown, Tenn., Downtown Location.

Week of May 9—V.F.W. Spring Festival, Bristol, Va., Downtown Location.

WANTED WANTED WANTED WANTED

Shows—Girl Show, must have not less than three girls. Will furnish 20 by 40' top and panel front. Man to take complete charge of Animal Show. Can place useful Show People. Ride Help—Second Man for Tilt. Foreman for Chairplane. Man to take charge of three Kiddie Rides. All must drive semis. Can place wives as Ticket Sellers. Mechanic to take care of fleet of trucks. Must have own tools. Concessions—All legitimate Concessions open. Good opening for Frozen Custard. Short Range Gallery, Diggers, Penny Arcade, High Striker, Basket Ball and Novelties. Will sell exclusive on two Mitt Camps. Must dress in American clothes and no children. Want Agents for Razzle Dazzle, Pan Game. Beat the Dealer, Pea Pool. Want two Counter Men for Bingo. **WANT BILLPOSTER THAT CAN AND WILL PUT OUT PAPER AND THAT CAN SOLICIT BANNERS WITHOUT HEAT. MUST HAVE OWN CAR OR TRUCK.**

ALL REPLIES TO H. B. ROSEN, CROSSVILLE, TENN., THIS WEEK

WANT—UNITED LIBERTY SHOWS—WANT

22 FAIRS AND CELEBRATIONS

7 RIDES

SHOWS—Mechanical, 10-in-1, Motordrome, Fun House, Illusion, Iron Lung or any other show of merit not conflicting with what we have.

CONCESSIONS—Basket Ball, String Game, Huckley Buck, Penny Arcade, Long Range, Clothes Pin; Stock Concession Privilege, \$20.50.

Nat Orznan can use Girls for Girl Show and also Percentage Agents. Creve Coeur, Illinois (suburb of Peoria), this week; Bartonville, Illinois, next week.

John FRANCIS Shows

Want to book several more clean Hanky Pank Concessions. Can place sober and reliable Ride Help. Want Man for Roll-o-Barrel Fun House.

Have for sale and will book same on Show if desired: Grab Outfit in Trailer. All Butane and Electrical Cooking, Steam Table, Coffee Urns; in fact, fully equipped all around. Have special car to pull same. Good proposition for right party. All address:

JOHN FRANCIS, Mgr.

East St. Louis, Ill. (on State Street), this week; Alton, Ill. (Baseball Grounds Uptown), to follow.

JAMES H. DREW SHOWS

PRINCETON, WEST VIRGINIA, WEEK MAY 2

Can place legitimate Merchandising Concessions of all kinds, Custards, Darts, Photos, Ball Games, Arcade. Place American Palmistry. Good opening for Grind Show. Place one Major Ride. Our spring, summer, fall route is the best. All wire:

JAMES H. DREW SHOWS

This week, Elkin, N. Car.; then Princeton, West Va., week May 2.

F. M. SUTTON SR. Presents

GULF COAST SHOWS

HAVE BEAUTIFUL ATHLETIC SHOW—ALL NEW. Need Manager with talent to take it over. WILL SELL "EX" ON LARGE OR SHORT RANGE GALLERY. CAN USE ONE MORE BIG RIDE. Prefer Tilt, Octopus or Rolloplane. Address:

F. M. SUTTON SR., Mgr.

FLAT RIVER, MO., this week; FESTUS, MO., May 2-7.

ORANGE STATE SHOWS

OPEN APRIL 30TH OUTSIDE BALTIMORE

WANT

One Major Ride, Kiddie Rides such as Train, Auto, Kiddie Plane. Shows with own outfits. Concessions—Bingo, Grab, Scales, Mitt Camp, Hanky Panks of any kind. Can use one Razzle and one Wheel. Like to hear from High Free Act. Answer

EMERSON HOTEL, BALTIMORE, MD.

NOTICE

Curly Syras' Motor Drome, Joe Fredericks' Fun House, wire

DON DEGIVANNA, Lone Star Shows

Lebanon, Ky., this week; Hamilton, Ohio, next.

IMPERIAL SHOWS

Want Ride Foreman for Tilt-a-Whirl and Second Men on Twin Wheels and Octopus. Must drive semis. Address:

BILL GULLETTE

Peoria, Ill., April 24-30; Streator, Ill., May 2-7.

WINTER QUARTERS

Keystone Attractions

SUNBURY, Pa., April 23.—Work is being rushed for org's opening date in Milton, Pa., Friday (30), where we'll get in two Saturdays. Around the lot pushing the work are Cy Sprengle, who is cooking for the gang; John Cole and son, putting finishing touches on their Merry-Go-Round; Bob Walker, making new light stringers and painting the Chairplane; Red McKinley, in charge of the carpenter shop, building new bally platforms, ticket boxes and archways for the rides; Fred Sassaman and Freddie Lape, who have finished a new cage wagon on a four-wheel trailer for the Animal Show, and are painting the cookhouse and candy floss stand. Color scheme this year is cardinal red, trimmed in yellow.

Doc Cook reports that he will join with his Ferris Wheel and ball games. Bill Shadle was a recent visitor, stating his concessions are ready for the opener. Mr. and Mrs. Hugh Gross, French fries operators, visit several times a week, and Mr. and Mrs. Claude Malick report they will have a Teddy bear store in the line-up.

A full season has been signed, taking the shows thru Central Pennsylvania, Maryland and Virginia.—MEL SOBER.

Garden State

NEW HOLLAND, Pa., April 23.—Org is preparing for its opening at Coplay, Pa. Frank Rossi will have the cookhouse; A. K. Michael, ice cream waffles; Charles Denin, French fries; W. P. Barillier floss; Floyd Shieks, bingo, popcorn, apples, fish pond, pea pool; Naylor Harrison, milk bottles, cat rack, bowling alley, cigarette shooting gallery and mitt camp; Sol Newman, diggers; Peg Van Camp, hoop-la; Donald Archer, penny pitch; Charles Semons, balloon dart, ball game, pitch-till-you-win and beat dealer. Ride personnel: Ken Whitehead, superintendent and electrician, kiddie rides; Junior Messick and Pop Class, Ferris Wheels; Harold Williams, Shorty Barr and Frank Iskey; Tilt-a-Whirl, Rocky Wildrick, John Frantz and Irish; Chairplane, Hip Roberts and C. Johnson. The Miners have arrived at quarters here. R. H. Miner Jr. has contracted the Branchville, N. J., Fair; Leighton, Pa., Fair; Firmen's Fair, Eagleville, and Firemen's Celebration, Wilsonboro. The writer will handle mail and *The Billboard*.—HIP ROBERTS.

George Clyde Smith

CUMBERLAND, Md., April 23.—Org is preparing for opening at Lilly, Pa. Show will consist of 7 rides, 5 shows and 28 concessions. George (Amber) West will have his Jewel Box Casino and Monkey Show; Bill Emery, Girl Show, and Peggy Ewell, Snake Show. Concessionaires will include bingo, A. McGee, owner, Whitey Culp, manager, Mrs. Culp, Mary Belle Bailey, Paul Bowser, Ted Martin, Shorty Foster, Winnie Hildebrandt, Tommy Smith; Emil Larson, Max Butterball, Dave Taylor, pan game; Florence McDaniels, French fries; Esther Hetrick, pitch-till-you-win; Mrs. Fred Keidler, Joe Costibule, popcorn, candy apples, penny pitch; Albert Buchanan, clothes pins; Goldie Rickard, electric penny pitch; Gus Rogakas, cookhouse. J. B. Hanley will be press agent.

Rides: Merry - Go - Round, Fred Kriedler, foreman; Chairplane, Slim Ponds; wheel foreman, Joe Hedgepeth; Octopus foreman, Slim Hetrick; kiddie auto and swings, Laird Johns. Ride superintendent is Clyde McDaniels; electrician, Red Bell; mechanics, Glenn Rickard and Chester Fleck. Mrs. Clyde McDaniels visited relatives in Johnstown, Pa. Goldie Rickard has returned from visit to her sister and her children in Harrisburg, Pa.

Cetlin & Wilson

PETERSBURG, Va., April 23.—Mommie Lee was busy on Easter dyeing eggs for the kids. Each of the 15 youngsters in quarters received an Easter basket from Co-Owners Issey Cetlin and Jack Wilson.

Mrs. Whitey (Pancakes) Hewitt journeyed to Cleveland to be with her mother, who is seriously ill. New trailers have been delivered to Bill Hamilton, Burt Miller, Al Dorso and George Goodman. Mrs. Fred (Tobe) Utter, a patient at Pine Camp Hospital, Richmond, is planning a week-end visit with her husband, who is the shows' chief electrician.

George R. (Burt) Miller was gifted with a birthday cake by his wife, Ethel, Tuesday (19). He has been with the show 18 years. George and Lillian Goodman spent the Easter holidays with their children in Detroit. Ann Mae Miller is in quarters, ready to start her sixth year with the org.

Steve (Butch) Kutney has refurbished the Funhouse. Mrs. Al Dorso spent the Easter holidays with her folks in Paterson, N. J. Dottie Velez arrived from Norfolk to join her husband, the writer, who is busy with pre-opening details.—E. K. JOHNSON.

Veterans United

WORTHINGTON, Minn., April 23.—Rides and trucks are being given a new coat of paint. Red and Florence Cundiff with cookhouse; Buster and Verna Kumelae with fish pond, and Howard Kumelae with Girl Show, have arrived at quarters here from Miami, where they spent the winter. Paul Ebersole will be back for his fourth year with his Octopus and bingo. Peggy Jenkins with Funhouse and popcorn; Bob Evans, diggers and sky fighters, Bill Davis, three concessions, and Otis Porterfield, four concessions, will be with the org. William Pappas and Junior Taylor have arrived and Mrs. Neva Lanke will join her husband here in a few days. Mr. and Mrs. Chet Junkins and Mr. and Mrs. Harry Miller were visitors.—JERRY RAMSEY.

WANTED SEVERAL RIDES

To set up one week early this summer. Will also consider clean shows. No gambling.

J. D. FITZ, President
ROTARY CLUB
Morganton, N. C.

"SPITFIRE" FOR SALE

Spitfire on special built Semi-Trailer and a 1947 International KS-7 Tractor. Subject to approval, buyer may book with Forsythe and Downs Rides for the 1949 season. Route includes Greeley Spud Rodeo, Cheyenne Frontier Days, Colorado State Fair, etc.

Kenneth W. Forsythe
Box 228, Boulder, Colorado

WHITE'S RIDES

Opening April 22 thru April 30
Want Concessions—Bumper, Peed, String, Muz, Darts, Glass Pitch, Ball Games, small Bingo, or what have you? Only one of a kind. No gain. Shows—Can place one more Grind. Rides—One more Major and Kiddie Rides. Contact

GUY WHITE or FRED ALMONY
2634 Fagan St., Chattanooga, Tenn., till April 21; then all replies to Whitwell, Tenn.

Want Three or Four Rides

June 27 thru July 4
Annual 4th of July Celebration. Contact
C. W. PARKER
Samson Lions' Club Samson, Alabama

CLUB ACTIVITIES

**Show Folks of America
San Francisco**

SAN FRANCISCO, April 23.—President Eddie Burke presided at the meeting Monday (11). Teddy Teixeira and Fred Weidmann filled in on the rostrum for Ted Levitt and Albert T. Roche.

A letter was read from Mrs. A. Hay in Sacramento County hospital. London George Simmons wrote from Taft, Calif.

Steve Murphy, back from Washington; Mr. and Mrs. Floyd Barnes, Hugo Nadener, Albert and Minette Anderson, Fred Hanson, Harry Friedman, Catherine Olree; Trilda Williams, off to join her husband in Guam; Mr. and Mrs. Joe Galliani, Kathleen Elsmere, Ivan Gilligan, Denis Pursley, Billy Stone, Albert Brice, E. S. Fitzgerald, E. J. Schultz, Heavy Wise and Dave McCarron were introduced.

The death of Lloyd Lusby in Tulare, Calif., was reported. Lusby had the cookhouse on Imperial Shows. Teddy Teixeira reported his wife, Mary, seriously ill in East Oakland Hospital.

Fitz Fitzgerald won \$16 in the pot of gold.

**Lone Star Showmen's Club
Dallas, Tex.**

DALLAS, April 23.—Martha Moss and Edna Hackler were in charge of the kitchen for the Southern style dinner in the clubrooms Thursday (7). Etta King, Chuck Moss, Dud Mulvoy and Mrs. Collins won prizes.

**JOE LUX
ENDY BROS.' SHOWS**

All Agents Contracted
Report to Albany, Ga.
Opening Friday, April 29th

General Concession Help Needed

ALL ADDRESS
JOE LUX

Care Endy Bros.' Shows, Albany, Ga.

INSURANCE

IDA E. COHEN

173 W. JACKSON BLVD.
CHICAGO ILLINOIS

**WANTED
Rides or Carnival for
National Sheep Dog Trials**

Held Week of May 23rd
Also Hamilton County Fair
Week of July 4-9
H. MEAD, Secy.
McLeansboro, Illinois

**NOW AVAILABLE
1949 EDITION OF OFFICIAL
CONCESSIONAIRE'S GUIDEBOOK**

Jam packed with money-making ideas, games, formulas, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.

Concessionaire's Guidebook
3916 Secor Road, Toledo 6, Ohio

**WANTED
ELI FERRIS WHEEL FOREMAN**

To take charge of Wheel and two Kiddie Ride unit. Must be reliable and sober. Can have one store. Can also place other help; have two units.

STEWART WACHTER
1845 Church St. Lebanon, Penna.
Phone: 4743-R

**National
Showmen's Association
1564 Broadway, New York**

NEW YORK, April 23. — Many members attended the opening of Palsades Amusement Park Saturday (16) night and were welcomed by Jack and Irving Rosenthal, park owners; Joseph McKee, superintendent, and Mrs. Anna Haloin, manager. Among the NSA officers present were Chaplain Fred C. Murray and Treasurer D. D. Simmons.

Morris Levi has recovered from a recent operation and was a visitor to the clubrooms last week. Victor Weinberg has been discharged from the hospital. Casper Sargent is at the Presbyterian Hospital, New York, where he is to undergo an operation. Our sympathy to Harry (Bosco) Sandler, whose mother died recently.

Letters received from Counselor Max Hofmann, in Arizona, and L. G. King, with the Granite State Shows. Application for membership received from William E. Crouch, sponsored by Nathan Tash.

Recent visitors were Ben Glass, Max Miller, Harry Sussman, Morris Batalsky, Emanuel Silverman, John Lane, Harry Krasnow, Mack Brooks, Louis Elias, Louis Light, Irving Pearlstone, Gerald Snellens and Lee Lewis.

Final meeting of the season will be held Wednesday (27). Please make a special effort to attend this meeting.

'Ladies' Auxiliary

Ceil Mersen back from a visit with Jessie and Bill Glick at their home in Baltimore, and caught the Strates Shows in Washington.

Several members of the Auxiliary attended the opening of Palsades Amusement Park Saturday (16).

Fredi Coleman donated a radio to Brooklyn State Mental Hospital. Ethel Shapiro down with the grippe. Midge Cohen flew to Oklahoma to be with her sister, Evelyn Blakely, who is hospitalized as result of an auto accident.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, April 23.—The Tuesday (19) meeting was presided over by President Pat Seery. Other officers present were Billie Lou Foreman, Mae Oakes, Isabell Brantman, Claire Sopenar and Irene Coffey. Bessie Mossman gave the invocation. Present after absences were Ruth Clinton and Marianna Pope. Pearl McGlynn and Jeanette Wall reported on their visit with Ann Roth and the Bob Parkers in Florida.

New members are Barbara Bernstein, Leatha Fleeman, Jean Kaslin, Rose Leatherman, Maxine Murray, May I. Nelson and Thelma Wright.

Lillian Lawrence read letters from Jean Kaslin, Veronica Potenza, Mae Taylor, Charles Sigsworth and family, Jeanette Wall, Pearl McGlynn and Edna Stenson.

Evelyn Blakely is in General Hospital, Muskogee, Okla., recovering from injuries received in an automobile accident. Josephine Glickman has been discharged from American Hospital.

Billie Lou Foreman has charge of summer books, and Marianna Pope, the penny bags. The prize donated by Edna Stenson was won by Mae Oakes. President Seery made a donation to purchase prizes for a farewell social Tuesday (26). Jeanette Wall will buy the prizes and Clair Sopenar will be hostess.

Effective May 3, all meetings and social events will be held in Hotel Sherman, thru arrangements made by Bessie Mossman. Pat Seery is planning to have music, dancing and entertainment for the social Saturday (30) at the West North Avenue clubrooms. Jeanette Wall and Edith Streiblich pledged raffle prizes.

**LAKE COUNTY MERCHANTS & INDUSTRIAL FAIR
CROWN POINT, INDIANA, FAIR GROUNDS, MAY 25-30**

Supported by Exhibits, Auto Racing and Sport Show.
Northern Indiana's Largest Spring Date.

WANT legitimate Concessions of all kinds, Bumper, Cork Gallery, Ball Games, String Game, Photos, Scale and Age. SHOWS—Any worth-while Attraction. Can place Fun House, Arcade, Side Show, Animal Show for this date or season. No Girl Shows. CAN USE ANOTHER FREE ACT TO JOIN AT ONCE.

Also check these dates for your Fair and Celebration route: Seymour Industrial Exposition, July 11-16; Lebanon Lions' Club Annual (on the Public Square), July 25-30; Delphi Annual Home-Coming Celebration, August 10-13; Pulaski County Fair, Winimac, August 16-20; Clinton County Fair, Frankfort, August 21-27; International Dairy Exposition, Indianapolis, October 8-15. All in Indiana.

Address All Communications to

**TOM L. BAKER
BAKER UNITED SHOWS**

Seymour, Indiana, until April 28th; Kokomo, Indiana, April 30-May 6; then as per route.

JOHNNY J. DENTON SHOWS

WHITESBURG, KY., THIS WEEK

WANT WANT WANT
CONCESSIONS—Will sell "X" on Photo Gallery, French Fries. Want String Game, Hoop-la, Huckley-Buck, Hi-Striker, Basketball, Penny Arcade. Stock Concessions open. SHOWS—Will book Wild Life, Fat Show, Minstrel, Midgets, Unborn Show or any show not conflicting with what we have. Small percentage to office.

All replies to

JOHNNY J. DENTON, Whitesburg, Ky.

Want—CAPELL BROS.' SHOWS—Want

CONCESSIONS OF ALL KINDS. Wire or come on. Will place you. HELP FOR COOK HOUSE, BANNER MAN, BILLPOSTER, CAPABLE CARNIVAL PEOPLE. We have 15 Fairs and Celebrations, including the Great American-Indian Fair and Exposition, Anadarko, Okla. Our Celebrations start early in June. This Show owns 10 Rides and 10 Shows and features THE GREAT SIEGRIST FLYING TRAPEZE ACT nightly on the Midway.

Concessionaires: You get six nights a week on this Show and always the "first in," under strong auspices. Address:

H. N. CAPELL, Mgr.

Holdenville, Okla., this week; Hominy, Okla., next week.

ANIMALS FOR SALE

One large male Hamadryas Baboon, two Sooty Mangabeys, two Owl-Face Monkeys, four Golden Spider Monkeys, one mother and baby Rhesus Monkey. One large Northern Badger, two Skunks, three Red Foxes, two Ground Hogs, two Ferrets, three Raccoons, five Hamsters, one Coati-Mundi, one Coyote, one Red Squirrel, ten Guinea Pigs, one Horned Owl, one four-foot Alligator. These animals are acclimated, healthy and cage broke. Nineteen Display Cages with decorative name signs. One Two-Wheel Cage Trailer, nine compartments for Monkeys and Baboon, all small cages load in cage trailer on move. Price for the above, \$1000. Tent, 30x64, 10-ft. wall, khaki, blue proscenium, poles, stakes, jacks, table boards, bally cloths, packing boxes, light stringers, five banner line with banners, one P.A. set, \$500. Take show complete, \$1400. Can have season's booking with this show if you wish.

RAY SWANNER

UNITED EXPOSITION SHOWS, Ardmore, Okla., this week; then as per route.

HAPPY HOLIDAY SHOWS, INC.

OPENING MAY 2, MANSFIELD, OHIO
PLAYING INDUSTRIAL EASTERN OHIO
CAN USE

Stock Concessions, \$22.50; no extras. No coupons, no buy-backs, no Count Stores. Pop Corn, Bingo, Candy Floss, percentage sold. Show carries 8 Rides, 5 Shows, all office owned. No gate. Write or wire GPO 1664, DETROIT 31, MICH.
Eddie Herman, contact at once.

**C & B AMUSEMENT CO.
WANTS**

Ride Help, Truck Drivers, Ticket Sellers. If you drink, don't answer. Opening for Grab, Floss, Custard, small Bingo, Mug and all Hanky Panky not conflicting. Can use one or two small Shows. Playing in the heart of the strawberries, uptown lots and on the streets. Contact at once.

W. T. BROXTON or C. A. CAVE
TIPTONVILLE, TENN.

SOUTHERN VALLEY SHOWS

WANT THE FOLLOWING:

CONCESSIONS—Stock Stores of all kinds, Hoop-La, String Game, Bumper, Scales, Age, Mitt Camps, Fan or Rat Game, High Striker, Pea Pool and Balloon Darts. Photos open. WANT TO BOOK PENNY ARCADE. Agents for office-owned Hazzle, Rollidowns. Action every week. SHOWS—Want Shows with own outfits. Also Motor Drome. RIDES—Want to book Streamlined Train. No Ride Help needed. We have 12 Fairs and Celebrations—2 more pending. Wire or phone EDDIE MORAN, Mgr., Southern Valley Shows, Magnolia, Ark., this week; Gurdon, Ark. (downtown), next week.

GEORGE W. NELSON SHOWS

Eldorado Springs, Mo., on streets, April 25-30; Osceola, Mo., around the Court House Square, May 2-7; other choice spots to follow. Beginning first of June we play two Celebrations per week in Northern Iowa. We have good Rides and a clean Show. Those joining now will be given preference. If you have good equipment and want a good route with reasonable privilege rates, contact

GEORGE W. NELSON, as per route

P.S. Fifties, save your stamps.

MIGHTY PAGE SHOWS

Featuring **Captain Shin Songer's High Dive Nightly SHOWS**—Motordrome, Fun or Glass House, Wildlife, Snake, Geek or any Show not conflicting. Want high class Girl Show with or without equipment. Dick Hillburn wants Side Show People, especially Talker and Inside Lecturer.

CONCESSIONS—All Concessions open. Especially good opening for Diggers, Arcade, Photos, Basket Ball, High Striker, Bumper and Country Store.

RIDES—Will book Train, Pony Ride, Boat Ride and one Major Ride not conflicting. Want high class Foreman for Wheel and Merry-Go-Round. Must be sober. All replies to

BILL PAGE — North Wilkesboro, N. C.

ROBINSON'S GREATER SHOWS

OPENING MAY 14TH. CEDAR FALLS, IA. 2 SATURDAYS.

HELP—First and Second Men on Ferris Wheel and Merry-Go-Round. Counter Men for two Bingos. **CONCESSIONS**—Photo open. (Vests, answer.) Will book Concessions that do not conflict with what we have. Jack Haley, write. **SHOWS**—Will book one more Grind Show. All people previously contacted answer.

BOB ROBINSON

30 1/2-1ST ST., S. E.

Phone 1612 J

MASON CITY, IA.

B & V SHOWS

NO RACKET

WANT CONCESSIONS: Photo Gallery, Over Twelve Pan Game, Age Scales, Novelties, Hi-Striker, Hoopla, Glass Pitch, Basket Ball, Dart Games, Long and Short Range Galleries. All Merchandise Concessions.

WANT SHOWS: Snake, Illusion, Wax Show, Motor Drome, Fun House, Glass House, Unborn Show, Girl Show. Will supply tops.

RIDES: Can use Kiddie Rides. Ralph Lee, contact. Can place Till or any Flat Ride that doesn't conflict.

RIDE HELP: Want Ride Help in all departments, semi drivers preferred. Pan Game Dealers and P.C. Agents. No drunks or agitators.

EDDIE ELKINS, Business Mgr. — J. VAN VLIET, General Mgr.
404 Garibaldi Ave., Lodi, New Jersey

SUNSET AMUSEMENT CO.

CAN PLACE IRON LUNG, PENNY ARCADE AND MOTORDROME, STRING GAME AND OTHER CONCESSIONS

Address: EXCELSIOR SPRINGS, MO., this week; CHILLICOTHE, MO., next week.

NEW ENGLAND AMUSEMENT CO.

WANTS

WANTS

Jenny and Octopus Foreman; salary and bonus. Join immediately. Two experienced Men for Concessions to work P.C. Will book a few more legitimate Concessions. Show opens May 2nd. Moving on lot April 28th. Want to buy Kiddie Whip, late model. All replies to

HARRY J. KAHN, Mgr.

60 PARKSIDE ST.

SPRINGFIELD, MASS.

WALLACE & MURRAY SHOWS

WANT FLASHY BINGO FOR SEASON — OUR FAIRS START IN AUGUST

WANT CHAIR-O-PLANE FOREMAN (Top Salary)

WANT TO BOOK FROZEN CUSTARD AND CAN USE LEGITIMATE CONCESSIONS OF ALL KINDS. ALL ADDRESS

AL WALLACE, MGR., Princeton, W. Va., this week

B & C'S EXPO SHOWS

PLAYLAND ON PARADE

RIDES—Major and Kiddy. **SHOWS**—Motordrome, Fun House, 10-in-1, Model City or any good Grind Show. **CONCESSIONS**—Scales, Age, Basket Ball, Balloon or Add-'Em Up Darts, Hanky Panks of all kinds. Help for Cook House, 2 Count Store Agents. No chasers or boozers need answer. B & C EXPO SHOWS, FRANKFORT, NEW YORK.

FOR SALE

3 ABREAST SPILLMAN MERRY-GO-ROUND

HAS ORGAN AND IN A-1 CONDITION \$7,500.00.

CRAFTS SHOWS

7283 BELLAIRE

Telephone: Sunset 2-3131

NORTH HOLLYWOOD, CAL.

WALLACE BROS.' SHOWS

WANT AGENTS FOR BUCKET AND SIX-CAT CONCESSIONS

Address: E. E. FARROW, Mgr., Covington, Tenn., this week

WHITE STAR ATTRACTIONS

THE SHOW BEAUTIFUL—7 OFFICE OWNED RIDES

WANTED FOR DECATURVILLE, TENN., AROUND COURT HOUSE SQUARE, AND ALAMO, TENN., STRAWBERRY FESTIVAL TO FOLLOW.

Concessions—All Water Shows open, Age and Scales, Hi-Striker, Jewelry, Cook Gallery. Will book Corn Game, Custard or Wonder Bar, Mug Joint. Need Second Men on all Rides. Foreman for Spillfire; must drive semi and have driver's license. Drunks, save your time. **SHOWS**—Will book you on small percentage—Five-in-Ones, Big Snake or Illusion. Come on, will place you. Have two tops and banner lines if you have something to put in them. Eddie Herman wants Agents for Short Range and Stock Shows. No gate—no typists—no grift. Contact A. O. COFFMAN, Mgr.

Ferris Greater Chalks Better Biz Than '48 in First 10 Weeks

(Continued from page 69)

expected to arrive in time for the next stand.

In addition to a pair of 60-inch army searchlights, 18 fluorescent light towers, 12 more than last year, are carried. The show moves on 40 trucks and trailers.

One of the Ferris promotion stunts that paid off was an Easter egg hunt Saturday (16) during the date at Fullerton, Calif. Quarter page ads were run in the Fullerton papers announcing the hunt. Ferris planted 350 eggs on the grounds and distributed 700 passes to the moppets. Most of the eggs were stamped so they could be exchanged for rides, hot dogs and floss.

Another Ferris angle that garnered local publicity on the date was making a healthy donation to the fund which helped the two Fullerton endurance fliers, Bill Barris and Dick Riedel, to keep their plane in the air. This stunt, combined with the egg hunt, created plenty of good will for the show.

Add to Rolling Stock

Before the org moves to Montebello, April 25-May 1, Ferris will add two new semis, two new tractors and a new pull trailer. Also in line with expanded operations, Larry and Rose Ferris have contracted for a new \$6,000 35-foot semi trailer for living quarters. The old combination office wagon and living quarters will be rebuilt to house a guest lounge and business office.

Two new 75-kw. transformers were added this year to the power plant. A near tragedy was averted the first day on the Azusa date when a hot wire fell against the office wagon. Only the fact that Ferris fell backward, breaking contact as he was about to enter the wagon, saved his life. He suffered only a burn on the heel. Azusa power officials presented him with a 12-inch section of the hot wire, tied with ribbon, as a memento of the occasion.

Shows for First Time

Shows, an innovation to the Ferris unit, are carried this year for the first time. At the start of the season Pete Kortez had the shows. When Kortez left to fulfill bookings in the Northwest Cal and Betty Lipos brought in snakes, midget horses and an Unborn Show.

Following his appointment as concessions superintendent of the San Diego County Fair at Del Mar, June 20-July 4, Ferris leaves the shows each Thursday to meet with fair officials at the border city. In addition to his concession post, Ferris also has the carnival, Enchanted Land and the circus for that fair.

Ferris has the remainder of the season solidly booked. Other dates include San Bernardino, May 2-5; Las Vegas, Nev., 9-15; Yermo, Calif., 16-22; Los Angeles County Spring Fair, Bellflower, 23-29; Pomona, Calif., May 30-June 5; Cherry Festival, Beaumont, Tex., 6-12; Westchester Fair, 13-19; Fiesta De La Luna, Chula Vista, July 5-10, and Oxnard, 11-17.

Personnel includes:

Staff: Ted LeFors, general agent; Chester Coziah, electrician; John Metzger, billposter; Digger O'Dell, lot clean-up; Henry C. Bruns, secretary; Mrs. Barbara Davis, assistant secretary; Patrick J. Murdy, cost accountant, and Mr. and Mrs. Joseph J. Bruno, Harold Davis and Helen Bruns.

Rides: Ferris Wheel, Bill Howry, foreman; Sam Hoffhand, assistant; Goldy McCoy, cashier. Rolloplanes, Roy McCrander, foreman; Jerry Beaman, assistant; Maggie Kramer, cashier. Merry-Go-Round, Everett MacFarland, foreman; George O'Neil, assistant; Alice Corchran, cashier. Rock-o-Plane, Marie Coziah, foreman; Dean Stoutenberg, assistant; Dinah Wojtowicz, cashier. Till-a-Whirl, James Wojtowicz, foreman; Richard Peller, assistant; Bill Jackway; Mabel Arbogast, cashier. Octopus, Aubrey Wilson, foreman; Fred Towne, assistant; Rose Ferris, cashier. Kidland, Berti Clawson, superintendent; train, Mary Clawson, cashier; boats, Jack Johnson; cars, Forrest Strayley; planes, Charles Nelson.

Concessions: Derby, Joe and Peggy Steinberg; cookhouse, Thelma Coblenz, George Hair; hoop-la, Julie Whitney, Basil Orice; slum spindle, Mrs. William Gassaway; cork

gallery, William Gassaway; pan joint, C. E. (Candy) Moore; ball game, John Metzger; penny pitch, Trixie Metzger; photo gallery, Mr. and Mrs. Lee Smith; cat rack, Frank Miller; ball game, Jimmy Rus; lamp wheel, Harry Dilbeck; pitch-till-you-win, Mrs. Harry Dilbeck; diggers, Walt Connors; bird wheel, Clara Connors; long range, Eddie Nevada; short range, Charles Wiker; hailroom store, Mrs. Charles Wiker; ham store, Elwood Bankhead; dime pitch, W. C. Carter; chip boards, Mrs. W. C. Carter; floss, Mr. and Mrs. Clarence Kramer; astrology, Sia Dyer, Chief Horsefeathers; watch-la, Clara Parsons; h.b. guns, J. W. Arbogast; bingo, glass pitch, pauda wheel, toy wheel, rat game, L. A. Cecchini, owner, and Red Dauer, assistant.

BOONE VALLEY SHOWS, Inc.

BOONE, IOWA

OPENING MAY 14, BOONE, IOWA

Want Merry-Go-Round and Chairplane Foremen, also extra Ride Help. Must be semi drivers. Want Concessions—Ball Games, Fish Pond, String Game, Glass Pitch, Novelties, Clothspin, Cork Gallery or any Stock Stores not conflicting. For Sale—Deodorized Pet Skunk. All Concessions and Rides report at lot May 12th.

CLEMENT M. SMITH, Mgr.

Pele Ross & Dallas Ducan

WANT AGENTS

For following: Pin Store, Alley, Razzle, Wheel or spindle, only one on show.

c/o DICK'S GREATER SHOW

This week, Harrisburg, Pa.

MOTOR STATE SHOWS

Want legitimate Concessions, Foreman for new Till.
FOR SALE—32 ft. Merry-Go-Round Top, \$75.00; Kid Ride Top, 10-Car Allan Herschell, \$40.00.

JOE FREDERICK, Mgr.

2263 NEWTON

DETROIT 11, MICH.

CARNIVAL WANTED

4th of July Celebration

Young Men's Civic Club

Must be clean and have plenty of Rides.

Contact

N. N. STEINBERG

Corning, Ark.

Due To Disappointment

Can place Merry-Go-Round, Ferris Wheel, any Flat Ride, one more Grind Show, Athletic Talent, Photos, Fish Pond, Darts, String. Any useful Show People who are not placed. Our first Celebration starts in May—good route for right parties. Want Ride Help for office owned Rides. Wire, don't write. Contact at once.

DICKSON UNITED SHOWS

WYNNEWOOD, OKLA.

WANT NAIL AGENTS

Humbolt, Tenn., Strawberry Festival; then Memphis, Tenn., Cotton Carnival.

GENE CAIN

c/o Wallace Bros.' Shows Covington, Tenn.

FOR SALE

Conderman 10-Seat Adult Ferris Wheel, \$3500 with transportation; one D.P. 2 1/2 x 3 1/2 Photo Booth complete with working supplies; 1 Hi-Striker, \$25.00. Can be booked on this Show for season. Concessions wanted that do not conflict. Gary Garrett, please contact me.

ALEX HOLYK

BOX 141

POCATELLO, IDAHO

MICKEY McDONALD

Have special proposition for you. GEORGE EARL, HARRY WHITE, contact me.

N. L. (WHITE) DIXON

c/o Hills Greater Shows, Clovis, N. Mex., this week, then per route.

CARNIVAL WANTED

Far Veterans of Foreign Wars Home Coming, Dunkirk, Ohio, week of June 13th or June 19th. If booked for above dates, will arrange later date. Contact

JAMES SHUFF

DUNKIRK, OHIO

STIPE'S SHOWS

OPENING APRIL 30 AT GLADSTONE, MINN.

Want First Man on Ferris Wheel and Merry-Go-Round, Second Man on all other Rides; good wages and bonus if you stay all season. Have good openings for Mug Outfit and Hoop-La.

Murray Org's Bow In Bloomington, Ill., Delayed by Weather

BLOOMINGTON, Ill., April 23.—Ken Murray's United Liberty Shows wound up its first week here tonight and moved to East Peoria for a stand beginning Monday (25). Shows originally were scheduled to bow for the season here Saturday (16) but a snowstorm delayed the opener until Monday.

Org opened here with seven office-owned rides and two shows. Two more shows will be added in about three weeks. One of these will be an Illusion Show, owned by Bert Dean.

Staff includes, in addition to Murray, owner-manager, Mrs. Ken Murray, secretary; Nat P. Ozman, assistant manager, and Fred Caswell, special agent.

Bobbie Burt, featured in Ozman's Follies Revue, who was hospitalized for a few days, made her debut with the org Wednesday (20).

Tuesday night (19) the shows were host at a party for local newspaper carriers, resulting in much newspaper publicity. The Pantagraph, Bloomington daily, carried a page feature on the Murray org in a recent Sunday edition.

Spotty Biz for B&V In New Jersey Opener

LODI, N. J., April 23. — B&V Shows wind up their opening stand of the season at Garfield Park in South Hackensack tonight. Due to unsettled weather, business was spotty, but last Sunday (17) drew a good turnout to the midway, and rides and concessions chalked up brisk business.

Org's rides include an Octopus, Ridee-O, Merry-Go-Round and Chairplane. The largest unit with the shows is the Jones bingo. Paul and Kay Ollis have the Girl Show. Eddy Goldman has the popcorn.

Thomasville Okay For Harrison Org

THOMASVILLE, N. C., April 23.—This date proved okay for Harrison Greater Shows. The org is touring with 12 rides, 6 shows and a free act, plus a hefty concession lineup. Harry E. Wilson joined here to handle publicity and matinee promotions.

Visitors during the week included Richard Cooper, Cash Miller, Joe Sciortino and Ford M. Meyers.

A new Diesel plant, now on order, will give the show a total output of 300 kilowatts. New canvas is also on order for the Wild Life and Snake shows.

Staff and personnel follow: Frank Harrison, owner; Stan Reed, general agent; Mrs. Frank Harrison, secretary-treasurer; Maxie Sharpe, business manager; A. R. (Dutch) Whiteside, concession manager; Chuck Helms, ride superintendent; Elza Tinsley, chief electrician; Frank Cunningham, assistant; Mrs. H. S. Jones, sound truck; Jerry D. Martin and daughter, Betty Ann, the Fearless Stars, free act. Front gate: Babe Stone, Betty Williams and Henry Wray.

Concessions: Nancy's deluxe bingo, Mrs. Nancy Whiteside, owner-cashier; H. S. Jones, manager; U. S. Reed, William Smith, George Devon and Eddie Tate, clerks. Whiteside's agents include Barbara Broaffle, Mrs. Al Jerand, Mrs. Maxie Sharpe, Winnie Edwards, Mary Allen, Sammy Ansher, Moe Wineman, Buddy Fisher, Russell Heaton, Ben Siegel, Al Jerand, Joe Foley, Al Edwards, Von Ralston, Joe Bower, Sammy Borden, Barney Colt, William Clark, Jake Fisher, Earl Hall and Jack Stone.

Other concessionaires: The Valdos, Chuck Helms, Elizabeth Jones, Gus Nichols, agent by Betty and Jerry Nichols; Mr. and Mrs. Stanley Soller, popcorn; Les Lester, floss; Gene Compton, Mr. and Mrs. Charles Schrader, cookhouse; J. C. Osteen, owner; Edna Osteen, Paul Oshields, Albert Osteen, Ellis Gasmell, Pee Wee Osteen.

Rides: Caterpillar, Blackie Edwards, foreman; Raymond Bowen, second man. Merry-Go-Round, Maitland Thurston and H. L. Poff. Octopus, James Mitchem and Earl Bowen. Roll-o-Plane, E. J. Healy and Frank Wilson. Twin Ferris Wheels, Ray Williams and Joe Johnson. Dangler, Eddie Spiff and Joe Deshler. Chair-o-Plane, James Martin. Loop-o-Plane, Pete Joseph, owner-foreman. Kiddie swings and train, Jack Goins. Kiddie autos and swings, Gus Nichols, owner-foreman.

Shows: Brownskin Follies, Ham-bone Lester, manager; Gene Martin, Edna Walters, Nan Dawson, Edna Devore, Susie Watson, Jean Lampton, Patricia Winn, Joe (Smoke) Winn, Eddie Moore, Dennis Walters, Mark Devore and Norman Cashmere. Side Show: Bull Martin, manager; R. A. Abernathy, front; Pat Ragan, tickets; Joe Ditto, animal trainer; Sailor Myers, emcee and fire; Jimmy Smith, iron tongue; Eddie Thompson, tattoo; Dot Smith, magic; Nina Walker, palmistry; J. C. Mikan, human trolley; Jack Hicks, pin cushion. Annex: Billy Milton, talker, and Jackie Lopez. Streets of Cairo, Bull Martin, manager; Billy Milton, front; Marie Devon, Betty Real, Edna Snow, Johnny Collins, Sultan's Harem, H. J. (Slim) Young, manager; Mrs. Aleen Higgs, Ann Poore and Mablean Can-nup.

Pike Amusement Contracted To Play Okla. Expo in May
BARLETTSVILLE, Okla., April 23.—Pike Amusement Company has been inked to supply the midway at the Northwest Oklahoma Industrial Exposition, Enid Okla., May 16-21. S. O. Crase, general agent, signed for the shows.

Currently playing here, Pike Amusement carries seven rides and six shows. Bill Rawlings, formerly with World of Today Shows, is secretary.

Gaiety Shows



OPENING MAY 7 TO 14—IN CITY—AUBURN, N. Y.

WANT SHOWS

Five or Ten-in-One Mechanical Monkey, Wild Life and Girl Show Operator with own girls

WANT

Kiddie Boat Ride Kiddie Aeroplans Rolloplane Octopus Use 2 more good Men on Rides

WANT

Concessions: Milk Bottle, Cat, High Striker, String, Bowling Alley, Long Range and Short Shooting Gallery, Penny Arcade, or what have you?

Write to ANTHONY SANTILLO, 106 Madison St., East Rochester, N. Y.

BARNEY TASSELL UNIT SHOWS

Want for week May 2 (Portlock) Norfolk, Va.; week May 9, St. Mary's Catholic Church Festival, West Point, Va.

ROLL-O-PLANE — MERRY-GO-ROUND — TRAIN RIDE or any other ride not conflicting.

WANT SHOWS OF MERIT WITH OWN TRANSPORTATION Can place Frozen Custard, Jewelry, String Game, French Fries, Blower, Bowling Alley, Long Range Gallery, Balloon Darts, Rotaries, Diggers or any other Stores working for stock. Can place Ride Help who can drive Semi Trailers.

Wire BARNEY TASSELL UNIT SHOWS, Hamlet, N. C., this week

W. E. KAUS SHOWS

DUE TO DISAPPOINTMENT CAN USE

Manager and Personnel for Side Show. Have complete outfit for same. Use few 10-cent Concessions. Can use Count Store Agents.

FRED ZSCHILLE

This week, Kingsport, Tenn.; week of May 2-9, Keystone, W. Va.

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

Want for Soldiers' Pay Pay—40,000 Soldiers, Camp McCall, ABERDEEN, N. C., MAY 2-7

Can place Slum Concessions of all kinds. Ball Game, Fish Pond, Shooting Gallery, Pitch-Till-You-Win, Novelties, Photos, String Game, Hoop-La. Can place any worth-while Shows. Good proposition for Motordrome. Want Ride Help for Ferris Wheel and Merry-Go-Round. Can use Semi Drivers. All wires to

FRANK HARRISON, Mgr.; MAXIE SHARP, Bus. Mgr. ASHBORO, N. C., THIS WEEK

A.M.P. SHOWS

Juggy

Want Ball Game, Fish Pond, Duck Pond, Cork and Lead Galleries, Photos, American Palmistry, Penny Pitches, Dart Store, String Game, Age and Scale. Will book Octopus, Spitfire or Comet. Can place Girl Show, Slide Show, Life Show, Animal, Monkey or Snake Show. Have top end transportation if necessary. Jig Shorty, contact, Paul Sinsel, contact; I wired you. All Replies:

A. M. PODSOBINSKI, General Manager; FRED C. BOSWELL, Business Manager This week, Bath, S. C.; next week, Graniteville, S. C.

FOR SALE

Merry-Go-Round, 20 jumping horses, 2 chairs, for adults and children, 30 ft., brand new from top to bottom, \$5,500 cash.

FOR SALE

Ten Ferris Wheels, 40 ft. height, 12 seats, pull by Allis-Chalmers engine, all new, steel seats, 65 lbs. Sell these 10 for \$4,500 each.

FOR SALE

One 42 ft. Merry-Go-Round, 36 horses, all overhauled, looks like new, new top and side wall. Quick sale, \$5,000.

One Tilt-a-Whirl, looks like just out of the factory, 7 tubs, new engine, bull plates, new platform, lights. This ride for \$5,500, good as new, come and see it. New Jeep Ride, \$1,500. One Mix-Up and Dive Bomber combine, \$1,500. If you want any of the above rides call JAY WARNER, Phone 9121, because I am expecting to sell out soon.

JAY WARNER, Box 181, Bay St. Louis, Mississippi

ROYAL EMPIRE SHOWS

MAY 5TH TO MAY 15TH—TWO SATURDAYS—TWO SUNDAYS.

Taylor Township, Suburb of Detroit, Show Grounds, Telegraph Rd., Between Vanboren and Goddard. First Benefit Loyal Order of Moose.

Want Banky Park Concessions, privilege twenty dollars. Want Tilt, Octopus or any Flat Ride. Also two Kiddie Rides. Good route of Still Dates, Fairs and Celebrations. Wire

C. J. BENNETT, 9619 Decatur, Detroit 27, Michigan

GIVE TO THE DAMON RUNYON CANCER FUND

OHIO VALLEY SHOWS

Opening April 30, Kenton, O., Two Saturdays. Want Coke, Long Range, Pitch-Till-U-Win, String, Jewelry, High Striker, Bumper, Custard, Novelties, Ball Games, Cork Gallery; also Penny Arcade, Grind Shows, Rides not conflicting.

ROXIE HARRIS

General Delivery Kenton, Ohio

W. E. ATTRACTIONS

Playing Strawberries downtown; Russell, Ark., to follow. Can place a few Hanky Panks only and Slum Concessions Agents, Ball Game, P. C. Don't wire or write, come on.

W. E. WEST, Owner Ward, Ark., this week

FOR SALE

Moon Rocket, all electric, has been in operation 220 days, just like new, \$10,000.00.

VAN BECKER

Apt. 36, 413 12th St. Toledo 2, Ohio

Cookhouse For Sale

41 Chev. tractor, trailer van, new motor, has stock. A-1 condition. Butane gas, 30-30 top and frame. Ready to operate. Will sell at a bargain.

D. L. HALL

164 No. Tucker Memphis, Tenn. Tel. 7-7485-J

WANTED ANIMAL SIDE SHOW

Long Season. Good Route of Sponsored Celebrations. Large Crowds.

JAY GOULD CIRCUS OTTAWA, ILL.

WANTED

FOR JULY 2d, 3d, 4th ANNUAL CELEBRATION Independent Rides and Concessions or clean Carnival complets.

CHAS. C. SWINEY

Eminence, Mo.

WANT

Short or Long-Range, Country Store, Fish or Duck Pond, Ball Game, Arcade and Pit. Can use Showman take charge Mickey Circus. For Sale—Smith Chairplane, Double Loop.

A. B. ROGERS SHOWS

Winsted, Conn.

LEO ALLEN

WANTS

A-1 BINGO CALLER. Must know Jackpots and stay sober. Also be able to help put up and tear down. Top salary to man who can handle this job.

FIRST-CLASS OCTOPUS FOREMAN to join at once. Top salary if you can handle Ride capably. RIDE HELP OF ALL KINDS.

LEO ALLEN

c/o GREAT SUTTON SHOWS
Belleville, Ill., this week

STATE FAIR SHOWS

WANT

CONCESSIONS OF ALL KINDS. Diggers, Photo, Tea Pool, Pan P.C., Swingers, Age, Weight, Novelties or any legitimate Concessions. CAN USE GOOD AGENTS. SHOWS OF ALL KINDS, with or without equipment. 25%. This show under new management.

WIRE
SAMMY GEORGE or ROY EDSALL
Ulysses, Kansas, this week

CONCESSIONS WANTED

EASTERN ILLINOIS FAIR

July 31-August 5, 1949

Approved big car races, Henries Bros.' Shows, 4 days of horse racing, Ernie Young Revue, and Welcome Traveler Radio Show already booked. Write
RUSSELL B. RODGERS, Secretary
103 1/2 N. Vermilion Street Danville, Illinois

NEEDED IMMEDIATELY

Small Rides and other attractions for 5-day stand at county pageant. Call or wire

REBECCA ELLISON

Winnsboro, So. Car.

WANTED

For American Legion Spring Carnival, Fredericktown, Mo.
Spart Pitch, High Striker, Photo, Long Range, Diggers. Good opening for 18-in-1, Illusion, Mechanical Shows. Small Eat Stand that caters to show people. Have all Homecomings and Celebrations till October now booked.
BURKHART SHOWS, Fredericktown, Mo.

WANT FERRIS WHEEL

No. 5 or 12, if price is right

A. E. LAKE

142 Vermont Ave. Providence 5, R. I.

Va. Greater Garners Okay Opening Take

SUFFOLK, Va., April 23.—Rocco Masucci's Virginia Greater Shows got off to a good start here the week ended Saturday (16). The fact that the org has wintered here for the past eight years helped considerably in the promotion of the date.

The shows will still date thru Virginia, Maryland, New Jersey and New York, and play fairs in Virginia and North and South Carolina, W. C. (Bill) Murray, general agent, said.

The weather was only fair, with the result that the Saturday kid's matinee was virtually lost.

The staff consists of Rocco Masucci, general manager; Mrs. Masucci, secretary-treasurer; W. C. Murray, general agent; Raleigh Gibson, ride superintendent; Arthur Gibson, chief electrician; Mrs. Joanne Jones, front gate; H. W. (Hap) Arnold, mail and The Billboard agent, and Sam Mitchell, chief canvasman and front.

Concessionaires are Bob and June Coleman, bingo, with Marion Davis, Paul Linebarrier and J. Jones; Tony Buzzella, popcorn and candy apples, with Bobbie Jones, agent; Ollie Jones, novelties; Dottie Linebarrier, penny pitch; Mr. and Mrs. Meryl Gratiot, with agents George Murray and James W. Brickey; Ed Curtin, Joe Conley, M. Donahue; Mr. and Mrs. H. W. Arnold, with agents Evelyn Arnold and Calvin Nelson; Mr. and Mrs. Jimmie Cooper, American palmistry, assisted by Mr. and Mrs. Quey Cooper; Mr. and Mrs. M. Phanto, photo gallery; Mr. and Mrs. Ed Shookler, balloon darts and candy floss; Manuel Garica, French fries, with Clyde Ferguson, agent; Evelyn Jones, glass pitch; Ellich brothers, long and short-range, and cookhouse, Leo Matina, manager.

Shows include Mr. and Mrs. Dick Killinger's Parisienne Revue, L. Menton's Miss America, George Morgan's Jungland and Side Show; Cotton Club Minstrel, Copeland Spicer, manager, with Charlie Williams, Benny Brown, Sidewall Smiddy, Alice Spicer, Martha Brown, Virginia Leach, Mary Williams, William Moore, Benny Brown, George Williams and Joe Jenkins.

Rides are kiddie auto, James Dudley; Comet train, Mike Matina; Merry-Go-Round, Lollie Williams and William Thomas; kiddie airplane, Walter Lavertue; Whip, Willie Beamon and James Bowser; Rolloplane, John Bunting; Ferris Wheel, Bob Crawley and James Munroe, and Chairplane, Clyde Williams.

Some day general agents will go all-out by joining one of those exclusive men's clubs we see in mag ads where members all around discussing shaving creams and the latest in underwear.



Dog Shows

CALIFORNIA

Los Angeles—April 30-May 1. William O. Bagshaw, Beverly Hills.
Los Angeles—May 8. Mrs. L. A. Carlson, Whittier, Calif.
Riverside—May 29. Jack Bradshaw, 1412 W. 12th St., Los Angeles.
Santa Cruz—May 8. Mrs. A. J. DiVita.
Santa Monica—May 14-15. David H. Upright, 8285 Sunset Blvd., Hollywood.
Ventura—May 22. Mrs. Grayce Greenburg, Camarillo, Calif.

CONNECTICUT

Willimantic—May 15. Foley, 3009 Ranstead St., Philadelphia.

DELAWARE

Wilmington—April 30. Foley, 3009 Ranstead St., Philadelphia.

IDAHO

Boise—May 29. Donald L. Chapman.
Nampa—May 28. Dorothy Morgan, Route 2, Boise, Idaho.

ILLINOIS

Peoria—May 15. Geraldine King.

INDIANA

Anderson—May 22. Mrs. K. T. Bevalhimer.
Evansville—May 13. Mrs. John T. Slade, #15 Lombard Ave.
Fort Wayne—May 29. Mrs. Louis Russell.
Portland—May 30. Paul A. Ferguson, Pennville, Ind.

IOWA

Waterloo—May 29. Mrs. Russell S. Peterson, Box 2035.

KENTUCKY

Louisville—May 8. Mrs. Evelyn G. Morris, 3203 Edgemoor Road.

LOUISIANA

Baton Rouge—May 15. Mrs. John V. Schmitt.

MASSACHUSETTS

West Springfield—May 14. Foley, 3009 Ranstead St., Philadelphia.

MINNESOTA

Minneapolis—May 1. Mrs. Robert T. Strouse, 1235 W. Minnehaha Parkway.

MISSOURI

Joplin—May 3. Mrs. R. C. Cutler, Frisco Bldg.

NEW JERSEY

Madison—May 28. Foley, 3009 Ranstead St., Philadelphia.
Mount Holly—May 30. Foley, 3009 Ranstead St., Philadelphia.
Plainfield—May 28. Foley, 3009 Ranstead St., Philadelphia.
Trenton—May 8. Foley, 3009 Ranstead St., Philadelphia.

NEW YORK

Garden City, L. I.—May 30-31. Mrs. David Greene, R. F. D. 1, Stamford, Conn.
Westbury, L. I.—May 23. Foley, 3009 Ranstead St., Philadelphia.

NORTH CAROLINA

Greensboro—May 7. Mrs. John Stallings.

OHIO

Cincinnati—April 30. Arthur Meik, 3331 Cavanaugh Ave.
Cincinnati—May 1. C. H. Ferber, 6983 Grace Ave., Mariemont, Cincinnati.
Cleveland—May 8. Rosalind M. Holts, Bedford.
Greenville—May 15. Mrs. Virginia Keeler.

OKLAHOMA

Tulsa—April 30. Mrs. Clara M. Alford.
Tulsa—May 1. Mrs. R. E. Duty, Box 3706.

OREGON

Portland—May 7-8. H. M. Powell, Garden Home, Ore.

PENNSYLVANIA

Chester—May 1. Foley, 3009 Ranstead St., Philadelphia.
Ephrata—May 15. Foley, 3009 Ranstead St., Philadelphia.
Media—May 14. Foley, 3009 Ranstead St., Philadelphia.
New Hope—May 7. Mrs. Marguerite Jones, Quakertown, Pa.
Pittsburgh—May 21. Foley, 3009 Ranstead St., Philadelphia.

WASHINGTON

Yakima—May 1. Viola Sheppard, Box 1375.

WEST VIRGINIA

Wheeling—May 22. Mrs. John H. Musgat, Shadyside, O.

Gypsy Rose Lee played host Easter Sunday to the children on the Royal American Shows at the latter's winter quarters in Tampa. Seventeen children, including Gypsy's four-year-old son, Eric Kirkwood, attended the event, which included an egg hunt. Colorful flags were placed in the ground to give the children leads as to where the eggs were hidden. The children finding the most eggs received prizes of baskets made of cake with eggs inside of them. . . . Gene White, manager of the Mark Twain Hotel, St. Louis, rates highly with outdoor showmen because of the way he extends himself in their behalf. As a result, the Mark Twain has become the headquarters for carnival and circus men when they are in St. Louis. . . . The Musical Vaughns, musicians, reported they will be with the Art B. Thomas Shows this season.

Probably on account of the envious streak in all of us, there seems to be no generous enthusiasm when some unfortunate concessionaire is lucky enough to sneak a few scores.

Willis-Meyers Score Big Week in Macon

MACON, Ga., April 23.—Willis & Myers Shows hit their best winning streak of the season on their first week on local lots, playing the Catholic playgrounds in Pleasant Hill section. It was the org's sixth week of the season and about 30 per cent ahead of the next best week at Sylvester, C. M. Willis said.

Good profit was reaped despite rain which kept the outfit dark two nights. Plans call for five more weeks on Macon lots.

The personnel is as follows:

Staff: C. M. Willis and W. H. Myers, co-owners; C. M. Willis, manager; W. H. Myers, ride superintendent; Al Cash, electrician and mailman; Carl Weaver, superintendent of transportation.

Rides: Ferris Wheel, Bob Jackson, foreman; Chairplane, Red Couch, foreman; kiddie airplane, Thomas J. Brady, foreman; kiddie auto, George A. Wilson, foreman.

Shows: Side Show, Russell Powers, manager and front; Pit Show, Nick Kranz, manager and front.

Concessions: Jimmy Stroud, cook-house; Mrs. Janiel Willis, snow cones and candy apples; Gus Gillette, duck-pond; Charles Fetty, photos; Jack Coleman, pea pool; Mrs. Jack Coleman, glass pitch; Mrs. Al Cash, penny pitch; Pat O'Malley, cigarette gallery; W. A. Willis, over-and-under; Mr. and Mrs. C. H. Holland, pan game; Tom Casey, ball game.

Employees of the Gate & Banner Shows wrote their opinion of their bosses by approving one and criticizing the other, but suggested that both get new gag writers.

CARNIVAL ROUTES

(Continued from page 60)

- Va., May 1-7.
- Pike Am.: Blackwell, Okla.
- Pioneer: Waverly, N. Y.; Corning May 3-7.
- Playland: Port Huron, Mich., 35-38; Mt. Clemens 29-May 8.
- Playtime Am.: Manchester, N. H.
- Prel's Broadway: Danville, Va.; Roanoke May 2-7.
- Queen City: Paintsville, Ky.
- Raffery, James M.; Ayden, N. C.
- Rainbow: Walterhill, Tenn.
- Rocco: St. Paul, Minn., 30-May 7.
- Rogers Greater: Marion, Ill.; Mt. Carmel May 2-7.
- Rose City: Palestine, Tex.; Fairfield May 3-7.
- Rosen, H. B.: Crossville, Tenn.; Morristown May 3-7.
- Royal Crown: Nashville, Tenn.
- Shan Bros.: Middleboro, Ky.
- Siebrand Bros.: Hot Springs, N. M.
- Silver Slipper: Franklin, Ky.
- Smith Am. Co.: Frederick, Okla.
- Smith, George Clyde: Lilly, Pa., 28-May 7.
- Snapp Greater: Coffeyville, Kan.; Milledale, Okla., May 2-7.
- Southern Valley: Magnolia, Ark.; Gurdon May 2-7.
- Sparks, J. A.: Pikeville, Ky.
- Strader, M. A.: Dodge City, Kan.; Garden City May 2-7.
- Standard: Douglas, Wyo.; Torrington May 1-7.
- Star Am. Co.: Judsonia, Ark.
- State Fair: Ulysses, Kan.
- Stebler, J. G.: Mayodan, N. C.
- Stephens, C. A.: Wise, Va.
- Strales, James E.: Perth Amboy, N. J.
- Stumbo, Fred R.: Rogers, Ark.
- Sunset Am. Co.: Excelsior Springs, Mo.; Chik-Sunat May 3-7.
- Sweeney's United: Moundville, W. Va.; Wheeling May 2-7.
- Tassell, Barney: Hamlet, N. C.; Norfolk, Va., May 2-7.
- Tatham Bros.: Westville, Ill.
- Thomas, Chf.: Indianapolis, Ind.
- Thomas Joyland: Logan, W. Va.
- Tidwell, T. J.: Hereford, Tex.; Panna May 1-7.
- Tinsley, Johnny T.: Augusta, Ga.
- Tivoli Expo: Centralia, Ill.; Quincy May 1-7.
- Turner Bros.: Springfield, Ill.
- 29th Century: El Dorado, Kan.
- Twin City: Richmond, Mo.
- United Expo: Ardmore, Okla.
- United Liberty: Greys Cove, Ill.; Bartonville May 2-7.
- United States: Bradshaw, W. Va.
- Veterans United: Worthington, Minn., May 2-7.
- Virginia Greater: Salisbury, Md.
- Wade, W. O.: Pontiac, Mich.
- Wallace Bros.: Covington, Tenn.
- Wallace Bros. of Canada: Windsor, Ont., Can.; Chatham May 2-7.
- Wallace, I. K.: Star, N. C.; Orestaa, Va., May 2-7.
- Wallace & Murray: Princeton, W. Va.
- W. E. Aitrs.: Ward, Ark.; Russell May 2-14.
- Weaver, L. O.: Ames, Ia., May 2-7.
- West Coast: Lee Band, Calif.; Pittsburg May 2-7.
- Whalen & Riley: Yale, Okla.
- White, Art: Butler, Pa., 28-May 7.
- White Star Attrs.: Decaturville, Tenn.; Adams May 2-7.
- Wilson Famous: East Peoria, Ill., 28-May 8.
- Wilson Greater: Cottonwood, Ark., 28-May 7.
- Wolf Greater: Mason City, Ia., 28-May 7.
- Wolfe Am.: Alta Vista, Va.
- World of Mirth: Richmond, Va.
- World of Pleasure: Wyandotte, Mich.
- Young's Am. Co.: Milan, Ill., May 1-7.
- Zelger: Tacoma, Wash.; Washburn May 2-7.

TIVOLI EXPOSITION SHOWS

WANT

FOR CENTRALIA, ILL., WEEK APRIL 25TH; QUINCY, ILL., TO FOLLOW

HELP WANTED: Foreman for Merry-Go-Round and Ride Help for all Rides.

CONCESSIONS: Custard, Photo, Sno-Cone, Jewelry, Novelties, String Games and any Concession that works for stock; no gift.

SHOWS: Can place any Show except Side Show, Girl Show and Motor Droms. We have new top 20 x 80 complete with front and transportation, and 22 x 40 top for parties who have something to offer. Want Monkey and Animal Show, Snake and Fat Show. Contact H. V. PETERSEN, Gen. Mgr., or C. S. NOELL, Gen. Agent.

TWIN CITY SHOWS

Want Bumper, Mug Joint, Guess Your Age or Weight, Penny Pitch, Coke Bottle, Blower, High Striker, String Game, Watch-La, Clothes Pin, Novelties, Jewelry, Basket Ball, Penny Arcade, Snow Cone, Jingle Board. Want Foreman for Wheel. Will book Kid Rides for committee percentage. Also Pony Rides. Want Agent for Candy Floss. McCrory wants Agents for Count Store and Skills. Want Manager and Girls for Girl Show. Manager for Athletic Show. All replies to

GEO. CRABLE, Richmond, Mo., April 25-30

GREATER RAINBOW SHOWS

Want Foremen for Tilt, Wheel and Loop. Second Men on all Rides. Have complete new Side Show with transportation. Need Manager and People. Can place Athletic or any Show with own equipment. Need a few more legitimate Concessions.

Winterquarters now open at Harvard, Neb., Air Base. Show opens May 14 at Hastings, Neb.
LOREN LEACH--GREATER RAINBOW SHOWS--ROGER WARD

WANTED

Man to take charge of Bingo. Chicago lots. Good proposition. Also Ride Man wanted who can set up and take down. Good pay; no drinkers.

SAM MENCHIN

11 W. Division Street, Chicago 10
Superior 7-7243

CAN PLACE RIDES AND CONCESSIONS

NOT CONFLICTING

Crystal Lake Park

MARION, OHIO
Phone 8-2918

JIMMIE DAVIDSON

WANTS

Agents, Stores, Johnnie "Lash" Zukerman, one Wheel Man, Count Agents, Skillo Agents. Good territory and working. All up north. **MIGHTY PAGE SHOWS**
Wilkesboro, N. C.

AT LIBERTY

Account of disappointment, four experienced Chorus Girls. All young, do specialties. Flashy wardrobe. Also Comedian that does talking, dancing specialties. We prefer office show on first-class carnival. Can join immediately. Wire best offer.

H. E. HAPPY RAY

c/o Sunset Tourist Court
4808 Airline Highway New Orleans, La.

WANTED

Age and Scales, Short Range, Jewelry, Cork Gallery, Hoop-La. Ex. on all till Fairs. Other Concessions not conflicting with those booked. No percentage.

PECK AMUSEMENTS

Open Vevey, Ind., May 2; Greenfield, Ind., May 7.

Midway of Mirth Shows

WANT

Cigarette Gallery, Scales, Cotton Candy, Six Cats, Glass Pitch and Hunky Pank Concessions that don't conflict. **HAVE MIX-UP FOR SALE.** Address: Highland, Ill., this week; Pittsfield, Ill., next week.

HOME STATE SHOWS

WANT

Slide Foremen, Second Men, Concessions—Cook House, Ball Games, Fish Pond, Motor Drome, Grind Shows, Lincoln, Iowa, until April 30; Ottumwa, Iowa, May 2 to 7.

SRADER SHOWS

Dodge City, Kans., this week; Garden City to follow.

Can place Concessions: Balloon Dart, Ball Games, Penny Pitch, Basket Ball, Hoop-La or most any Hunky Pank. Shows with own outfit, come on.

HAVE COMPLETE SIDE SHOW—WANT

Manager, Acts, Wrestlers, Boxers for Athletic Show, Book Drome or Monkey Show, Fat People or Big Snakes, Hunky Panks, Candy Apples, High Striker open.

DYER'S GREATER SHOWS

Trumann, Ark.

WANTED RIDES

Spitfire, Octopus, Rolloplane. Playing 40 towns of celebrations, all under sponsorships. Fine route.

JAY GOULD CIRCUS

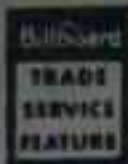
Ottawa, Ill.

ADVANCE AGENT

Capable of selling high-class organized attraction to service clubs. Car essential. All Canadian dates. Join on wire. Limbsters, save four stamps.

AMUSEMENT

342 Seeden Toronto 12, Canada



Coming Events

ARKANSAS

Port Smith—Ark.-Okla. Rodeo, May 28-June 1. A. D. Murphy.

CALIFORNIA

Burbank—Burbank on Parade, May 4-8. C. F. Olson.
Chowchilla—Junior Fair, May 5-8. Paul J. Christoffersen.
Hayward—Hayward Rowell Ranch Rodeo, May 21-22. Cecil Jones.
Los Bados—Festival & Fair, April 28-May 1. George W. Nickel Jr.
Oakland—Spring Garden Show, April 26-May 1. Stuart L. Fletcher, 920 Fallon St.
San Diego—Home Show, May 15-22. Terry Dusen, Spreckels Bldg.
San Francisco—Sports, Travel & Boat Show, April 29-May 5. T. R. Rooney, 369 Pine St.
Saugus—Newhall-Saugus Rodeo, April 30-May 1. Andy Jauregul, Newhall, Calif.

CONNECTICUT

New Haven—Happy Kiddleland at Arena, April 26-May 1.
Waterbury—Happy Kiddleland at Armory, May 5-8.

FLORIDA

Jacksonville—Air Show, April 30-May 1.

GEORGIA

Atlanta—Southeast Automotive Show, May 10-14. Foster B. Steward, 1492 Peachtree St., N. W.

ILLINOIS

Chicago—Chicagoland Home Show, May 14-22. Paul S. Van Auken, 111 W. Jackson Blvd.

INDIANA

Gary—Exhibit & Sport Show, May 26-30. George Webb, 2008 W. 12th St.
Huntingburg—Am. Legion Celebration, May 23-28.
Indianapolis—500-Mile Auto Race, May 30. Wilbur Shaw, 729 N. Capitol Ave.
Indianapolis—Home Show, April 22-May 1. J. Frank Caldwell, 1033 Security Trust Bldg.

KANSAS

Olathe—Olathe Rodeo, May 27-30. Betty Gras, Chamber of Commerce.

MICHIGAN

Holland—Tulip Time in Holland, May 18-21. Willard C. Wichers, City Hall.

MISSOURI

Kansas City—American Royal Rodeo, May 14-21. A. M. Patterson.
St. Joseph—Apple Blossom Festival, May 5-7. Glen Burgess, Chamber of Commerce.
St. Louis—Police Circus, April 20-May 8. Harold H. Meier, 1200 Clark Ave.
St. Louis—Police Circus, April 20-May 8. Major Ray Bowling.

NEBRASKA

Omaha—Shrine Circus, May 9-14. Rink Wright, Stanton, Neb.
Omaha—Home Show, May 2-7.

NEVADA

Las Vegas—Heldorado & Rodeo, May 12-15. O. K. Adeock, E. J. Gilbreath.

NEW JERSEY

Camden—Home Show, May 23-28. Harry C. Grafton, 706 Federal St.

NEW YORK

Syracuse—Third Ward Men's Club of Salina Field Day, May 19-31. Robt. Williams.
Syracuse—Auto Show, May 9-14. Stuart C. Ballard, Hotel Syracuse.
White Plains—Antiques Fair, May 2-7. C. J. & C. B. Nuttall.

OHIO

Cincinnati—Home Show in Music Hall, May 14-22.

OKLAHOMA

Enid—Tri-State Band Festival, May 13-14. Milburn E. Carey.
Tulsa—Tulsa Stampede, May 17-22. O. W. Mayo.

PENNSYLVANIA

Collegeville—Firemen's Fair, May 25-June 4. Ray Ramsey, R. D. 1, Norristown, Pa.
Devon—Horse Show & Country Fair, May 24-30. Ward Sullivan, 1215 Arch St., Philadelphia.
Philadelphia—Home Show, April 26-May 1. Wm E. Johnson, 408 Market St., Natl. Bank Bldg.
Reading—Home & Building Show, April 30-May 7. Clarence L. Ebbert.

TENNESSEE

Humboldt—W. Tenn. Strawberry Festival, May 4-8. R. L. Nicholson, City Hall.
Memphis—Memphis Cotton Carnival, May 8-15. Milton Schmitt.

TEXAS

Baird—Sheriffs Posse Rodeo, May 5-7. Ev. Hughes.
Brownwood—May Regatta, May 1. Charles T. Lockwood, Jr. Chamber of Commerce.
Gladewater—Dairy Day, May 5-8. William T. Randolph.
Plainview—Plainview Rodeo, May 26-28.
Vernon—Santa Rosa Roundup, May 2-7. E. Paul Waggoner.

UTAH

Richmond—Black & White Days, May 26-28. Milton Webb.
Spanish Fork—State Livestock Show, May 10-14. Merrill J. Hallam.

VIRGINIA

Richmond—State Industrial Expo, May 9-21. Vernon Kemp, Chamber of Commerce.
Winchester—Apple Blossom Festival, April 28-30. T. W. Baldrice.

WASHINGTON

Waitsburg—Days of Real Sport, May 26-30. Herman Gohman.

CANADA

Amherst, N. S.—Cumberland Motor Show, May 4-7. Ernest W. Corbett.
Saskatoon, Sask.—Fat Stock Show, May 27-28. S. N. MacEachern.
Vancouver, B. C.—International Rodeo, May 24-28. Frank Guernsey.
Winnipeg, Man.—Shrine Circus, May 7-14. Frank E. Simmona, 448 Henderson Highway.

LONE STAR SHOWS

Featuring FEARLESS GREGG CANNON ACT ON THE MIDWAY

We draw the people and have the spots where people are. Eight big weeks of top dates in industrial section of Ohio, starting at Hamilton, Ohio, May 2.

WANT

Legitimate Hunky Pank Concessions all kinds. No flats, gypsies or P. C. Want Diggers, Long Range Gallery, good proposition to Penny Arcade. Want Ride Help, Semi Drivers preferred. Special Help for Kiddieland. Want capable sober Agents for Buckets, Tin Store, Count Store, Skillo. Will place Motordrome on special deal with own transportation. Want Monkey Show, Snake Show, Fun House, any new or novel show not conflicting, with own transportation and equipment. Want Pretzel Ride, Rock-o-Plane, any non-conflicting ride. Capable Canvasman. All address

LONE STAR SHOWS, Lebanon, Ky., this week; then Hamilton, Ohio

PAY DAY • FAYETTEVILLE, N. C. • PAY DAY

250,000 — SOLDIERS — 250,000

BIG GALA CELEBRATION AND SOLDIERS' REUNION, MAY 2 THRU 7

LOCATION—FT. BRAGG BLVD. MUNICIPAL STADIUM—LOCATION

THE BIGGEST THING OF THE YEAR IN THIS SECTION

GOLD CROWN EXPOSITION

Can place Concessions of all kinds. No ex. at this date. Particularly want Corn Game and other legitimate Concessions. Can place three Grind Stores. Have complete outfit for Girl or Posing Show. Good spot for Wild Life, Drome, Side Show and any good Grind Shows. Other good spots to follow. Very small percentage. Will consider good Free Act for balance season. We have seven Rides, will book Rides not conflicting. Can always use good Ride Help. Lloyd Soules, wire or come on. Want immediately Gen. Agent who can produce. Must have car. Salary according to ability.

Harry E. Wilson will take over as half owner starting at Fayetteville. Address all mail and wires:

SMITH AND WILSON, Robbins, N. C., this week

"TENTH TERRIFIC TIME"

World's best park side show wants Novelty Acts, Working Acts, Bally Acts and Girls; Specialties, Musical Acts, FEATURE FREAKS, etc. Long season, sure pay, net money, no deducts of any kind.

SEASON OPENS MAY 18

RIVERVIEW PARK, Chicago

ALL REPLY TO

RAY MARSH BRYDON

WILSON-WINSOR APT. HOTEL, 917 W. WILSON, CHICAGO, ILL.

P.S.: If a reply expected, state salary. Yes, our 3 parks in the East that opened Easter all doing

WELL, THANK YOU!

PENN PREMIER SHOWS

Concessions—Can place High Striker, Palmistry, Photo Gallery or any other legitimate Concession. Shows—Want Wild Life, Arcade or Animal Show. Rides—Can place Spitfire, Flyoplane or Caterpillar. Ride Help—Can place Foremen for Comet, new Herschell Merry-Go-Round and Wheel. Can place all Second Men for Octopus, Rolloplane, Chairplane and Merry-Go-Round, all must drive. Ted Carter, Cowboy Hypes, Wally Akers, come on. Bill Reynolds, Jig George Edwards, Red Arney, Buzz Plummer, wire Red McGee. Agents wanted for Clothes Pin Pitch, Count Stores and others. Pete Russian Bibco, come on. Address All Mail and Wires:

PENN PREMIER SHOWS

LLOYD D. SERFASS, General Manager
TRENTON, N. J., THIS WEEK; BURLINGTON, N. J., NEXT.

GEORGE CLYDE SMITH SHOWS

WANTED—Ball Games, Fish Pond, Duck Pond, Photos, Age, Scales, Hoop-La, Swinger, String Game, Bowling Alley, Darts, Slum Spindle, Penny Arcade. WANTED—Agents for Grind Stores and Ticket Sellers. Monkey Show, Side Show, Plant Show, Mechanical City, Motor Drome. All reply to

GEORGE CLYDE SMITH SHOWS, Lilly, Pa., to May 7

BEE'S OLD RELIABLE SHOWS, INC.

WANTS

WANTS

WANTS

Custard, Cotton Candy, Candy Apples, Long and Short Range Gallery (Pat O'Brien, answer), Jewelry, Novelties, Hunky Panks of all kinds, Grind Stores (must have Hunky Panks). SHOWS—Want Impersonator for Single-Lo Girl Show, P.C. or salary. Jimmy Travis and Sandra Lee, contact Dorothy Mackey or others she knows. Want Help for Monkey Show. Lawrence Burgher, answer Mack Mackey. Address all replies to LIVINGSTON, TENN., APRIL 25-30; THEN AS PER ROUTE.

Ocean View Maps Heavy Flack Drive

Makes Bow May 30

(Continued from page 52)

the park. In order to carry the heavy weight, a city ordinance required that buildings and signs had to withstand a 200 mile per hour wind. Steel girders, sunk 14 inches into the ground on a concrete base, will act as the main supports for the signs.

4,000 Feet of Track

While Lorman is East, the 4,000 feet of track for the double miniature trains will be laid. Workmen are at work bending the rails for the turns. Both trains are ball bearing Diesel types with air foam cushion seats in the coaches. A steel skeleton for the 100-foot tunnel has been set up. Inside the tunnel will be replicas of famous cities, such as London and Paris. A 110-foot shed and a 60-foot concrete bridge also are under construction, together with a miniature ticket office. Layout will be double track.

Also under construction is a \$10,000 long range shooting gallery, which is of wood construction. It has been roughed in and stuccoing begins next week. A grab stand, built of concrete block and said to cost \$10,000, also is nearing completion.

Santa Anita Background

An innovation for the pony track will be a miniature Santa Anita race-track background, complete with grandstand and stables. Negotiations for the ride are under way.

Lighting for the park, complete with searchlights and neon, is now being set up by the Otto K. Olesen Company, pioneer outdoor illumination concern. A deal for 300 advertising benches thruout the park has been set by Lorman.

Observers point out that two of the main headaches of Southern California outdoor showbiz have been licked, namely, transportation and parking. Adequate bus and street, car service will enable patrons to reach the park from any section of the city. Parking, perhaps the greatest hazard of all to any operation of this type, has been solved with the 7,000 car area.

PARK CONCESSIONS

Opening for Candy Floss, Taffy, Snow Cone, Scale and Age, High Striker, American Palmist.

G. M. COWAN

OLCOTT BEACH AMUSEMENT PARK
OLCOTT, N. Y.

AGENTS

Stock Stores; Girls for Ball Games. Pleasant park location. No tramps, lishes or managers. Good opportunity for real Agents.

G. M. COWAN

OLCOTT BEACH AMUSEMENT PARK
OLCOTT, N. Y.

WANTED WANTED

Circus Acts, Side Show Acts, Dancing Girls, Boss Canvasman for small top, Lithographer and Bill Poster; Working Men, come on; Candy Floss Man and one Seat Butcher. Wanted—Circus Electrician or Mechanic. Paul Davis, answer. McCook, Nebr., April 26; Benkelman, 27; Yuma, Colo., 28; Akron, 29; Maxton, 30. All for

SEAL BROS.' CIRCUS

PHONE ROOMS

Chicago Loop 12 Phones
3-room leased suite. Completely equipped—10,000 cut-off. FOR RENT OR SALE. Can supply auspices. Wire or write

J. THOMAS

111 West Jackson Blvd., CHICAGO 4
Harrison 7-2928—Nights: Museum 4-0884

McSwigan Urges Exchange of Ideas

(Continued from page 52)

could try them in their parks."

In that connection, McSwigan believes The Billboard would make an excellent "clearing house" for promotions. If parkmen would send in to The Billboard one, two or three of their best promotions, telling how they work, cost, time of year used, etc., a series of stories could be run and all men in the industry would benefit, he said.

There are plenty of promotions used year after year by a park, stable ones that have proved their worth. There are plenty of new ones, too, and most parkmen are going to bring out as many as possible this year to lure the crowds to the various funspots.

Free acts and fireworks will be on almost every park program this year. In some instances, parks will use free acts for the first time. Those which have been using them year after year are adding more.

Added Drive Needed

Most owners and operators feel that the money will be around this year, but that it will take a little added drive to get it. That added drive will be supplied by promotion stunts and ideas that will create interest and prove a drawing card.

During the war parkmen got away from the dea of promotions. In the last couple of years they have come back to it in a way. But this year, according to advance cope, the accent will be on promotions if the park hopes to hit last year's gross and attendance figures.

200,000 AT A. C.

(Continued from page 52)

ported good biz, and it was considered the best Easter holiday turnover since before the war, with both commercial and amusement interests having enjoyed the biggest week-end business since last Labor Day.

George A. Hamid opened his Steel Pier Saturday (16) noon for its 52d year. On Sunday (17) the Pier's box offices opened at 10 a.m., with the entertainment program continuing until after midnight. Lanny Ross headed the stagershow in the Music Hall for the week-end, with Mage and Karr, Martin and Florenz, Leon Fields and Sorelle Saltons and Company rounding out the revue. Harry James and his ork headlined Sunday (17), with Alex Bartha's band for the dancers in the Marine Ballroom Saturday (18). Also included in the one-admission price to the Pier were the Funhouses, including Spook Castle, a new attraction completed in time for the holiday week-end, and a large number of exhibits and entertainment features.

The holiday week-end also brought good crowds to neighboring resorts. Asbury Park, with its traditional Easter orchids for the ladies, attracted over 100,000 visitors. At Ocean City it was estimated that there were 10,000 strollers on the Boardwalk, and the same sized turnout was reported on the Boardwalk in Wildwood.

HAMID-MORTON

(Continued from page 58)

she discovered her mouthpiece was broken before going into her act.

Sa-So's wife is on the show with her husband for the season.

Visitors included George Hamid, Mr. Blumenfeld, Mr. Ann, Mrs. Rudy-noff and son, and Jack Harris from the Polack Eastern Unit.

Visitors in Newark included Don and Mary Francisco, Hurbie Heber and Chiteta, and Harold Barnes and his mother. Other visitors were Harold Voice, Mr. Vess, the Shyrettos and Mrs. Florence and daughter.

One of the Sheridan brothers took a bad fall on their last trick, but was back in the show the next day. The Norbertys had to be taken out of the show when one of the members pulled a muscle.—CONCHITA.

Dales Registering Okay Biz When Sol Puts in Appearance

CHARLESTON, W. Va., April 23.—

M. J. (Mickey) Dales, owner-manager of Dales Circus, which moved in here today for a one-day stand, reports business to date okay when the weather co-operates.

Showing in five States in seven days at the start of the season, org enjoyed good business five of the seven days. Rain at Kingsport, Tenn., and again at Appalachia, Va., cut business in half at both spots.

Show staff includes, in addition to Mickey Dales, Bessie Dales, secretary; Harry Boardman, business manager; Nickey Dales, legal adjuster; Ella Padgett, bookkeeper; Harry Kackley, contracting agent and press and radio; Frank Burns, 24-hour man. Others include Frank R. Murphy and Lewis Watson, grandstand reserve tickets; Louis Dales, tax box; Earl and Dorothy Focht, cookhouse; Dutch Thomas, mechanic; Buzz Miller, assistant mechanic; Slim Biggerstaff, grandstand reserves; J. R. (Fat) Byers, blues; Eddie Aikens, electrician; Dean Hawkins, head of props; Roy Davis, Johnny Walker and Ray Thomas, grooms, and James Stark, elephants.

Band roster includes Jimmy Hurtt, leader and trumpet; Roy Melvin, cornet; Rea Williams, cornet; Elgin Scarborough, second trumpet; Earl Mamel, trombone; Jack Evans, trombone; C. F. McDonald, bass, and Bill Wymore, drums.

Side Show line-up: Tommy Arenz, Punch and magic and manager; Lucy Arenz, snakes; Tex King, fire eater; Hambone Nelson, Minstrels; Nellie Edwards, dancer; Chief Fancher, impalement; Betty Williams, dancer; Ralph Moser, canvas.

Leo Dales is concession manager. Concessionaires include Bill Vinning, cotton candy; Matty Sheehan, novelties; James Kels, candy apples; Mr. and Mrs. J. B. Wilson, grab joint; Buddy Giordano, Side Show stand; Joe Dillon, inside stand; Joe Washy, Al Ambrose and Don Jones, inside concessions. Side Show concessionaires include Pat Harris, Cotton Gresham, Sam Driscoll, Archie McBeth, Frank Earl, Jerry Reynolds, Bob Yarnell and Bob and Nora Cusson.

CLYDE BEATTY

(Continued from page 39)

underwent surgery and will be out of the program for some time. Johnny Cline went fishing in Long Beach and actually came back with a string of fish.

Cathy Cline, the sweetheart of the dressing room, is back with us for the season. She will be talking before long. Petronella Medini is now doing her foot juggling during the balancing display.

Recent visitors included Harold Norris, Verne Goodrich, Johnny Agee and family, Lillian Compton, Lizzy Clark, Wade Zumwalt, Billy and Stella Hamilton, Eddie Brown, Peggy Forstall and Peggy Waddel. Papa Escalante has been a frequent caller in the dressing room to visit his six children, Phil, Blackie, Lalo, Betty, Esther and Milonga.—LAURENCE CROSS.

RINGLING-BARNUM

(Continued from page 58)

reporters a new angle for a story! . . . Col. Harry Thomas is doing a great job in the announcer's role. . . Jack Burslem has taken up photography in a big way and is displaying some great color shots.

Recent visitors: Mr. and Mrs. James B. Tomlinson, Mr. and Mrs. Bud Hall, Mr. and Mrs. Earl Chapin May, Mr. and Mrs. Dale Carnegie, Moe Berg, Omar Kenyon, Mr. and Mrs. Foster Bell and Mazie Brock and daughter.—MARY JANE MILLER.

POLACK BROS.

(Continued from page 58)

vacationed in Detroit.

Closing night, Norfolk, circus fans erected the Cheerful Gardner Tent. Pictures were taken and Nate Lewis eulogized Cheerful's activities in the circus world.

Little Americo Borza, ill during the run in Norfolk, is well again, and his brother Charley, who subbed for Americo in the acro act, is ailing now.

Mother and Father Boyd were given a home-cooked dinner by Billy Barton's aunt, the former Ruby Larkin. Hubert Castle has been bitten by the golf bug.

The Khedive Shrine Temple, Norfolk, tossed a party for the show-folks. The Wicons' trailer is this year's meeting place. Mrs. Randow's trailer was delivered in Kalamazoo, and the Boyds finally got their Buick. Their non-paying passenger, by the way, is their adopted son, Billy Barton. The Delbosqs missed this date because of Adolph's illness. Kinko, stricken with ptomaine, has recovered. Reports are that L. J. Polack is much improved. Rex Ingram, of Ruffin, N. C., caught the show in Norfolk.—BILLY BARTON.

MAURICE JENCKS

(Continued from page 65)

lead in drives for civic improvements and to give a practical approach to these movements.

Engineers Hospital Merger

Typically, he was until recently president of Topeka's Christ Hospital, a post he first assumed in 1935. In the intervening years the hospital paid off \$125,000 in bonds and built up a surplus. Only a few weeks ago he was one of the engineers in a merger of that hospital with Stormont Hospital. In this merger, Christ Hospital turned over its four blocks of grounds and buildings, plus \$52,000 in government bonds. And as a result Stormont Hospital is to build a 200 additional bed institution, representing a cost of some \$3,000,000.

In his early years in Yankton, S. D., he was secretary of its Chamber of Commerce. Later he was twice president of the Topeka chamber. He also has served as president of the Topeka Rotary Club and of the Topeka Country Club. He now is president of the Capital Square Building Company, which owns Topeka's Masonic Temple, and a director of the Central National Bank, Topeka.

He also is president of the National Theaters Corporation, owners of theaters, and is president of the Jayhawk Hotel Company, which owns the debt-free, dividend-paying Jayhawk Hotel, Topeka.

In the fair field, he has served as president of the International Association of Fairs and Expositions, the Kansas Association of Fairs and the Middlewest Fair Circuit.

The Jencks have one child, a daughter, Mrs. John H. Abrahams, of Topeka.

WANT

Domestic Animal Trainer, Circus Acts, Truck Drivers, Working Men. If you are a drunk, stay away from me. Money sure here, long season, excellent cookhouse and sleeping trailers.

Burling Bros.' Circus

Philippi, April 28; Bellington, 29; Parsons, 30; Thomas, May 1-2; all West Virginia.

WANTED

Side Show and Concession Help. Bud Sanders, Clyde Reed, get in touch. Earl (Goozoni) Abbott BILLER BROS.' CIRCUS
Harlan, 25; Jenkins, 26; Hazard, 27; Corbin, 28; Richmond, 29; all Kentucky.

WANT ACTS

For Big Show, Side Show People, Family that can do two or more. Girls for Swimming Ladder and Ride Menage. People all departments.

BARLOW BROS.' CIRCUS

Box 104, Jackson, Mich.

Detroit Skating Academy Slates Promotional Idea

DETROIT, April 23.—A new promotional idea, a roller skating prom, slated to make its debut Monday, May 2, at the National Academy for Roller Skating Teachers here. The idea is designed as "an answer to the dream of every roller skater—a entire evening of skate-dancing," according to Vivian Heard, president of the school.

The affair will, like college affairs, be given by the 1949 class of graduates of the Academy. The rink, in Edgewater Park, will be decorated in the class colors of maroon and white. Couples will wear semi-formal dress. The familiar benches will be replaced by ringside-type tables, somewhat in cabaret style.

This innovation is one of several promotional ideas being developed by the Academy, which is preparing to graduate a new class of professionals to serve as roller skating teachers. Summarizing the objectives and operation of the Academy, Miss Heard said that the graduates are prepared for two objectives: (1) To develop better teaching methods, and (2) to build box-office receipts.

The Academy's idea of substituting tables and chairs for benches has possibilities. For years rink operators have been intrigued by the attraction ballrooms and night clubs hold for the younger set. There is a possibility that a roller rink using tables and chairs in the place of benches, which are sometimes unlighty and uncomfortable, may be supplying the intimacy that appeals to patrons of the night club. It is known that Carl C. Johnson's Skate-land, Denver, has a number of booth-type tables. How successful the experiment has been for him is not known.

50G Fire Destroys Beachland, Racine

RACINE, Wis., April 23.—Reginald Freeman is planning installation of a portable roller rink here to replace his Beachland Dance Hall and Roller Rink which was destroyed Tuesday (12) by fire that resulted in a \$50,000 loss. The portable will be erected as soon as weather permits, Freeman said.

Firemen of five engine and two truck companies battled the flames for three hours in an effort to save the Beachland rink which was located on the city's lake shore. Beachland was a popular summer spot.

Golds Open in Beaumont

BEAUMONT, Tex., April 23.—The Gold brothers opened their new roller rink here April 18. The rink, 50 by 150 feet in size, is located on the Port Arthur road across from Lamar College.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884

3213-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Mich.
Originator and Sole Distributor

Deubacks Observe 12th Anniversary Via Party Events

DALLAS, April 23.—John Ed and Victor L. Deuback celebrated the 12th anniversary of their Deuback Skating Rink here March 18-26 with a series of prize games and contests and special events. Among the outstanding features offered were an oldtimers' party March 23, a prize tacky party March 24, a floorshow March 25, and a rink sweetheart contest March 26, closing night of the celebration.

The floorshow offered Johnny and Peaches; Carolyn, Victor and J. E. Deuback, and a number of others who gave skating exhibitions.

Lorene Echols, of Richardson, won the sweetheart contest with 1,815 votes and was awarded a four-month pass to the rink as prize. Second place winner received a month's free skating. Rules of the contest provided that a patron was given one vote for each 10 cents spent at the box office during anniversary week.

Idyllwild's Skating Shows Snare Community Approval

LOS MOLINOS, Calif., April 23.—How a roller rink operator can build good will for his establishment was ably demonstrated April 13 when Jack J. Roberts, operator of Idyllwild Roller Rink here, took 55 of his skaters to Maryville, Calif., to present a skating show under auspices of the youth activity group of American Legion Post 42, all proceeds going to the group for expansion of its program of community betterment.

Roberts chartered his kids to Maryville by chartered bus, and reports he received backing for the date from Los Molinos school authorities, who dismissed the children at noon so that the 100-mile trek to Maryville could be made in time. Roberts furnished the skaters meals before and after the show, which drew a big crowd to the 3,500-seat Auditorium.

The Maryville date was the third auditorium show presented by Idyllwild skaters since start of the winter season—all within 100 miles of Maryville—alho four other shows were given in the local rink for charitable purposes. Roberts also reports that

Chi Roller Dome Club Sets Trek to New Lansing Spot

CHICAGO, April 23.—Lansing (Ill.) Roller Rink will be the next port of call for members of the Roller Dome Club of Chicago, reports Joseph Wolak. The Lansing rink opened about three weeks ago with an 85 by 185-foot skating surface and fluorescent lighting.

Traveling by chartered bus, the club's 40 members recently visited Roller Rhythm Rink, Woodstock, Ill. Banked ends of the Woodstock rollery were a new experience for club members, Wolak said.

A. C. Club Grabs Publicity

ATLANTIC CITY, April 23.—Roller skating received a publicity break Sunday (10) when local Press-Union newspapers gave pictorial attention to the Roller Skating Derby Club. A four-column picture in the sports pages called attention to the sixth year of existence of the club, pointing out that the club has won four trophies since its inception. The photograph showed the 18 girls who comprise club, on wheels and in skating costume. Trophies also were shown.

Jones Meet in Pittsburgh Has Open Door; Speakers, Operator Discussions Set

Talent, Talks on Management Set for May 2 Confab

JOHNSTOWN, Pa., April 23.—All roller rink operators in Pennsylvania, together with others from nearby West Virginia and Ohio, regardless of association affiliation, are expected to attend the May 2 business-dinner meeting to be held in Pittsburgh's St. Moritz Hotel by the Johnny Jones Jr. Company, rink supply house, it was announced this week by Milt Aaronson, of the Jones firm, and K. D. Strayer, secretary-treasurer of the Pennsylvania chapter of the Roller Skating Rink Operators' Association.

Held concurrently with the May 1-3 Pennsylvania championships of the RSROA in Hy Ruhlman's Lexington Skating Palace, Pittsburgh, because most Pennsylvania operators

will be there to take in the contests, the dinner will start at 5 p.m. An entertainment program procured by the RSROA chapter and discussions of operators' problems will follow. The St. Moritz is one block from the Lexington rink. Already booked for the affair is a well known Pittsburgh quartet to supply entertainment, Strayer said. Bill Amos, coach and teacher at Washington (Pa.) High School and a former football great with Washington and Jefferson, will be in the emcee spot.

Both Aaronson and Strayer emphasized that the meeting is open to members of the RSROA, United Rink Operators and unaffiliated rink owners. Aaronson said Jones officials believe such a meeting will help the industry as a whole as well as benefit operators who will be able to get together for discussion of important problems.

Program of Speakers

Mr. Ontell, a representative of Eastern Underwriters, will be present to give a talk on rink insurance. Victor J. Brown, past president of the RSROA and operator of New Dreamland Arena, Newark, N. J., and Fred A. Martin, Detroit, RSROA secretary-treasurer, are expected to attend and give talks. Cecil Milam, president of the RSROA Pennsylvania chapter, is handling program details. He is arranging for some operators to lead discussions on various questions pertaining to rink management.

After the dinner-meeting Milam plans to hold a short business session for the chapter. Time permitting, he will have recently adopted charter by-laws read so that all members may become more familiar with them. He also wants to bring to the attention of members the great amount of publicity which is being given roller skating thru the industry's publicity bureau, the Roller Skating Institute of America, directed by Irwin Rosee, New York.

Strayer announced that winners in the various contests at the Pennsylvania championships will compete in the May 21-23 Eastern regional contests of the RSROA at Norfolk.

Wayne R. Barlow, operator of Barlow's Roller Rink, Charleston, W. Va., reports his five-year-old daughter, Patty, has been skating since she was 14 months old.

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

Shoe



No. 987

Skates

For the Coming Season.

A large variety from Beginners' Low Price Outfits to Custom Built Dance Skates.

Write for NEW BOOKLET—enclose 10c
"Secrets of Rink Skating"

CHICAGO ROLLER SKATE CO.

4427 W. Lake St.
Chicago 24, Ill.

Manufacturers of all kinds of Roller Skates

SAME DAY DELIVERY AT FACTORY PRICES ON CHICAGO SHOE SKATES

- SKATE CASES • WHEELS
- LACES • POMS AND PARTS
- 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; Roscoe Toe Stops, and Royal Precision Wheels, all at Factory Prices.

WRITE FOR PRICE LIST



FOR SALE

SKATING RINK EQUIPMENT

140 prs. Rink Clamp Skates. 1 Record Changer and Public Address System with 4 Speakers and plenty of good Records. 1 Electric Coca-Cola Box. 1 new National Cash Register with Ticket Maker. All equipment nearly new. Write

ROBERT HAZEL
ENERGY, ILLINOIS.

SKATING RINK WANTED

Have ideal location one block from center of town for portable or permanent Skating Rink. Will consider any fair deal such as rent the location, finance the deal, or go 50-50. Town of 3500 industrial drawing from radius of estimated population of 5000. Come in and look things over as quickly as possible as season is open now and pay rolls are heaviest since the war. No rink here for ten years.

MARTIN W. OPERLE
Ste. Genevieve, Mo.

SKATE CASES AT A NEW LOW

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$19.64 Doz. Sample, \$2.47.
- ★ ALL ALUMINUM CASE — "The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$39.60 Doz. Sample \$3.30.

L. & L. PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
Distributors of Haiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.
Writes for Price List

FOR SALE—ROLLER RINK

\$62100, in Quonset Hut. Also Drive-In Malt and Sandwich Shop. Year around business. Over 100,000 people to draw from. Would lease to reliable person.

SUNSET DRIVE-IN
114 So. 20th St. Belleville, Ill.

WANTED AT ONCE

Manager for Portable Rink. Must have experience. Good salary. Write, wire or call Oak Ridge, Tenn.—5-7317; Harlan, Ky.—749

LACY MYERS

Box 3143 Oak Ridge, Tenn.

ATTENTION, RINK OPERATORS

Qualified Skating Teachers From The
NATIONAL ACADEMY FOR ROLLER SKATING TEACHERS

Now Available

Licensed by the State of Michigan. P. L. 346

Address inquiries: c/o MISS VIVIAN HEARD, Pres.
13500 W. Seven Mile Road Detroit 19, Mich.

FOR SALE—ROLLER RINK

Building, 11,500 sq. ft.; skating surface, 5,000 sq. ft. Complete equipment, excellent condition, one year old. With or without organ. Town of 60,000. Operating five nights, two matinees, private parties. Attractive lease. Reason for selling, must devote full time to other business.

BOX D-175, c/o THE BILLBOARD, CINCINNATI 22, O.

Sioux City Presses Rigadon For High Operating Standard

SIOUX CITY, Ia., April 23.—A license granting permission to operate Rigadon Roller Rink here was granted by the city council to the operator, Mrs. F. L. Ellerbroek, after assurances were made by her that the rink would be operated "in a decent, clean and orderly manner."

Action on granting renewal of the license had been deferred at the sug-

gestion of Walter W. Lindgren, superintendent of public safety, who said that he had received numerous complaints about the rink.

Mrs. Ellerbroek submitted a letter to the council in which she agreed that the premises would at all times be kept properly and adequately lighted when in public use.

She agreed to employ a member of the police department to be on duty at all times when the rink is open to the public and that if the police officer so recommended, she also would employ a police matron.

Use of any liquor, beer or other intoxicating beverage would not be permitted, nor would any disorderly conduct.

In the letter, made a part of the application for renewal of the license, Mrs. Ellerbroek also said that the permit may be revoked at any time, as provided by law, if operation of the place was not in accord with the conditions or State law and city ordinances.

Superintendent Lindgren said that he had received many calls from school teachers and parents saying that they approved a roller skating rink if properly supervised. He recommended granting of the license on the basis of Mrs. Ellerbroek's letter.

B. C. Contests Register With Vancouver Press

VANCOUVER, B. C., April 23.—Vancouver newspapers went all-out with pictures and feature articles in reporting the first British Columbia-Roller Skating Rink Operators' Association competitions held April 17 and 18 in Georgia Rollarena here, reported Will H. Whitcomb, Rollarena professional.

Rollarena officials have raised a \$500 fund with which to send their winners to the RSROA Pacific Coast regionals, to be held May 15-17 in Culver City (Calif.) Roller-drome, said Whitcomb.

During the contests, four local skaters received test judge commissions, marking the first time Canadians there have been commissioned RSROA judges in Canada. They will give tests regularly throughout the season, according to Whitcomb.

Results

Intermediate dancing, Doreen Horne and Joe Stewart, Vancouver; Rita Conseiller and James Hibak, New Westminster; Teresa McBride and Edward H. Clements, Vancouver. Novice dancing, Jean George and Peter Rask, Margaret Antonik and John Grundy, and Joyce Diggle and Clayton Cloutier, Vancouver. Novice pairs, Jean George and Peter Rask, Kathleen Collinson and Edward Clements, and Margaret Antonik and John Grundy, Vancouver. Novice fours, Jean George, Margaret Antonik, Peter Rask and John Grundy, Vancouver. Novice men's figures, John Grundy and Peter Rask, Vancouver. Novice ladies' figures, Margaret Antonik, Madaline Haddock and Kathleen Collinson, Vancouver. Junior girls figures, Jeannie Tomczyk, Victoria. Juvenile dancing, Mary Fedarb-Newbury and Ronald Goss, New Westminster. Juvenile girls figures, Mary Fedarb-Newbury, New Westminster.

Racing: Senior men, James Hibak and Orlyn Graham, New Westminster. Senior ladies, Rita Conseiller and Phyllis Dunn, New Westminster. Intermediate men, Walter Cabott, Vancouver, and Robert Pringle, Victoria. Junior girls, Jeannie Tomczyk, Victoria. Juvenile A girls, Margaret Lov, New Westminster. Juvenile C girl, Mary Fedarb-Newbury, Westminster. Juvenile C boys, Ronald Goss and Ronnie Turner, New Westminster.

Lawndale Kids Click In Calif. Contests

LAWNDALE, Calif., April 23. — Leo P. and Freda La Salle, operators of Lawndale Roller Rink, report their skaters won 13 first places, 4 second places and 2 third places at the California championships of the Roller Skating Rink Operators' Association, held April 10 and 11 at Edward W. Stollery's Rolladium, San Mateo. The contests were conducted by the California chapter of the RSROA, of which Stollery is president.

Among Lawndale skaters placing were the following: Racing, juvenile girls Class C, Nadine Montague, first; juvenile boys Class C, James Malloy, first, and Terry Birdsall, second; juvenile girls Class B, Rhonda Smith, first; juvenile girls Class A, Beulah Greet, first, and Jennie Rogers, second; juvenile boys Class A, Charles Sahli. Juvenile girls figures and free style, Nadine Montague, second; junior boys free skating, Charles Sahli, third; junior boys figures, Charles Sahli, second; juvenile boys free skating, Terry Birdsall, first; junior dances, James Malloy and Ruth Hubbard, third; junior pairs, Norman Montague and Beulah Greet, first; junior fours, Norman Montague, Beulah Greet, Charles Sahli and Nadine Montague.

Junior fours was a new division opened this year by the chapter, said he La Salles. Chapter officials are hoping the division will be approved for the West Coast regional, to be held May 15-17 at Culver City (Calif.) Roller-drome.

COLD NIPS PALISADES

(Continued from page 63)

par with those of similar restaurants in town. Daily specials averaging about \$1 have been arranged to keep the personnel well fed and happy and within the park. Special cocktail hour and midnight snack menus have also been prepared to keep patrons coming back.

Opening attractions included the Sam Donahue and Johnny Messner acts. Free act, inked thru George A. Hamid, Inc., was the Lawrence Trio, serial thrillers. Herman Blumenfeld was on hand to represent the Hamid firm.

The park again threw a lavish opening night dinner for many guests. Anna Halpin, park manager; the Rosenthals and Nevins staffers were the hosts.

RSIA Splash

CINCINNATI, April 23.—The skating sport rolled back into the advertising limelight this week when R. J. Reynolds Tobacco Company ads in leading newspapers of the country carried pictures and Camel cigarette testimonials of Betty Lytle, professional at Vic Brown's New Dreamland Arena, Newark, N. J., and Vikki Stappers Dougan, 1948 winner of the New York skate queen contest sponsored by Empire Roller-drome, Brooklyn, and The New York Journal American. The publicity break was arranged by Irwin Roscoe, director of the Roller Skating Institute of America, industry publicity bureau.

FOR SALE ROLLER RINK & BUSINESS

Located in North Eastern part of Ohio, this rink has had a continuous increase in business over a period of 12 (twelve) 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
c/o THE BILLBOARD,
Cincinnati 22, O.

ROLLER RINK FOR SALE

SANTA ROSA, CALIFORNIA

Just completed Redwood Empire Roller Palace and due to family health wish to sell. Best location at entrance to city. Stucco frame, 70x160; 33/32x2 1/4 maple floor, 16 ft. ceiling, 8 ft. up sealed with knotty pine, balance wall and ceiling sealed with Cellotex. Good heating system, plenty parking room. Complete \$55,000.00; \$27,500.00 down, balance monthly payments plus interest.

For information write

PHIL V. PYKE

130 Steiner Court Santa Rosa, Calif.

FOR SALE

Best Portable Rink made. Brand new, just set up, making good money. 40x100 ft. first grade interchangeable sectional maple floor, 4 steel poles, 8 section hole ring heavy duty tent trimmed in red and blue. An aluminum trailer on the front of the rink, you go through trailer to get in rink, making skate house on wheels. 300 pr. Chicago Skates, Music, Wheels, Parts, Railing, etc. Come and see new complete rink opposite Lamar College for \$7750.00. R. GOLD, P. O. Box 2001, 4558 Port Arthur Road, Beaumont, Texas.

MIDWEST FLOORS & RINKS

Manufacturers of
Portable Roller Rink Floors
and
Complete Portable Rinks

MIDWEST FLOOR COMPANY

213 Pulaski St. Calumet City, Ill.

SKATING RECORDS

Spring Clearance Sale - 50¢ per record. No less than 10 records shipped. All standard RSROA tempo played by GLENN DAVIS. Records \$301 to \$387 available. While they last. We will substitute for numbers that are out.

MIDWEST RECORDED SPECIALTIES

Evanston, Illinois

COMPLETE PORTABLE RINKS

REGIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS

1317 S. Wall, Tyler, Texas Phone 6033-J

WANTED

Man with Portable Rink. Good location.

30 ALDEN ST.

PROVINCETOWN, MASS.

MANAGER & TEACHER AVAILABLE

Fully experienced in Mass and Champion Teaching, Operation of Rink and Promotion. Former U. S. Champion, skater, hard worker and a go-getter. If interested state size of rink, approximate salary and commission, number of employees, association affiliation.

BOX D-177, BILLBOARD, CINCINNATI 22, O.

All Extra Heavy Mountings

Buyers' money-back guarantee if rings not as mounted or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only.



#B1020 \$18.00 PER DOZ. 1/30 14K R.G.P. Extra Heavy. Ruby color center or all white.



#B515 \$16.00 PER DOZ. 1/20 12K Gold Filled. Large white center. Red sides. Without side stones. #B1010 \$14.00 Dz.



#B1018 \$18.00 PER DOZ. 1/20 12K Gold Filled. Ruby color side or all white. Without side stones. #B1008 \$15.00 Dz.



#B1037 \$20.00 PER DOZ. 1/20 12K Gold Filled. White center. Ruby red sides or all white.



#B1003 \$18.00 PER DOZ. 1/20 12K Gold Filled. White center, ruby color sides.

APPLES—Dozen or Half Dozen Your Choice—Regular Price. Order the Sizes You Need. Free Catalog Listing Complete Line. Par Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO. 34TH ST. DES MOINES, IOWA

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers RATE: 12c A WORD — MINIMUM \$2

All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. my21

"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$1; add \$1 for four gapped back issues. Emcee, 1508-B South Homan, Chicago 23.

JIMMIE MUIR LAUGH LINES #2 AND #3—M.C. Comedy Bits, Radio Patter, Heckles Gags, Party Material; mail dollar for each one to Jimmie "M.C." Muir, 6185 Buena Vista Ave., Oakland 18, Calif. my28

MUSIC PRINTED—200 PROFESSIONAL COPIES \$20; 1,000 copies in color, \$70; Recordings made Urab BB, 245 West 34th St., New York Stamp (booklet). my7

"OH HAIL UNTO MARIA." PIANO COPY. 35¢ in coin. Hobart-Cullinan, 447 Baynes St., Buffalo, N. Y. my14

OVER 100 SENSATIONAL INTRODUCTIONS!—An MC's gold mine! \$1. Edmund Bodlals, 1257 S. Burnside Ave., Los Angeles 35, Calif.

QUICK WIT—THE HOW OF IT AND 108 Choice Four-Second Gems, \$1. Star Scenic Co., 1708 Boston Road, Texarkana, Tex. ap30

SENSATIONAL SONG PARODIES — Different situations, original material, socko endings; lists on request. Manny Gordon, 619 W North Ave., Milwaukee 5, Wis. ly16

AGENTS & DISTRIBUTORS

AAAAA—MAGICIANS: 2 HEADED NICKELS, \$1 each, heads or tails; discount to jobbers and dealers. Jet Motivation, 13 Harrison Place, Clifton, N. J.

AGENTS, DISTRIBUTORS — HUGE PROFITS! Sensational, new "Combination, Shopping Bag-Purse." Lightning-fast seller! Other merchandise: Novelties! Royalty. Box F-748, Passaic, N. J. ap30

AMAZING OFFER—\$50 IS YOURS FOR SELLING only 100 boxes entirely different, new DeLuxe All-Occasion Cards; patented feature Television Card included; each box sells for \$1; your profit, 50¢; surprise items; it costs nothing to try; write today for samples. Cheerful Card Co., 604 White Plains, N. Y. my7

ATTENTION, MERCHANTS — SWISS WHIST Watches in good condition; seventeen jewels, waterproof and shockproof; limited time only; special price, \$6.75. Sydney Eisenberg, 1009 Stockton, Jacksonville 4, Fla. ap30

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only; \$1 brings 3 samples returnable; free illustrated folder on request. Wonderland Studio Inc., P. O. Box 709B, St. Petersburg, Fla. my7

BEAUTIFUL NEW FIRE EXTINGUISHER—"Fire Doctor," dry chemical, smothers flames, generates carbon dioxide gas; bright red wall type cylinder, fifteen inches long, weight, 2lb.; selling like hot cakes at two dollars each; looks like five dollar item; easy to sell hundreds a week; your cost, \$8.48 single dozen, \$9 per dozen in two dozen lots, F.O.B. Cortland, one third deposit. Marvel Chemical Products Co., Box 789, Cortland, N. Y.

BEST SELLERS ONLY! PLASTIC PLAYING Cards, last a lifetime; Folding Umbrellas; Plastic Table Covers; Aprons; other items. Send for exciting circular. Atlanta, Inc., 5 Columbus Circle, New York 19. my7

BIGGEST SCOOP OF THE YEAR—"U-FILL-IT" new invention; now you can fill your own ball point pen, from 8 to 10 fillings; first come, first served; \$3 per doz.; Banjee Island, 80¢ per doz.; Flashlight Pocket Key Chain, \$3 per doz. United Sales Co., Beverly, Mass. ap30

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers. Write for "Buy Direct and Save." Consumers' Assn., 218-D Investment Bldg., Pittsburgh 22, Pa. my14

BUY DIRECT—MEN'S DRESS SOCKS, RAYON and Mercerized Cotton, slightly imperfect, assorted colors, 14 pairs, \$2; White, 12 pairs, \$2; satisfaction guaranteed; choices of sizes; immediate shipping; dealers only. Cundiff Sales, Blufford, Ill.

COLORFUL CANADIAN INDIAN LADIES Moccasin Slippers, beautifully boxed, ideal gift item. Colonial Products, St. Catharines, Ontario, Canada. my7

EXCELLENT PROFITS — SELL NEW DDT product at one fourth regular cost. Write M. W. Walker, 66 Oak St., New Haven, Conn. ap30

FASTEST SELLING JOKER'S ITEM YET! — "Doctor's Orders"; \$1 dozen, \$9.99 gross; sells faster than Strip-Tease. Ariane, 4462-D Germantown, Philadelphia. ap30

FOR SALE—ELECTRIC LORD'S PRAYER Penny Machine, perfect condition. M. J. Landau, 2475 Dysart Rd., Cleveland, O. my7

FULL FASHIONED NYLONS—\$1-54 GAUGE; all late shades; first quality \$1-30, \$7.50 dozen; \$4-15, \$8.50 dozen; other grades at \$6, \$5, \$3.65, packed individually lithographed envelopes, 3 pairs to beautiful box; low grade rejects, 80¢ dozen, 1 dozen boxed; sample order, our selection, \$5 prepaid; money back guarantee if not satisfied; we sell to converters. The Hosiery Converters, Lockbox 7008, Chattanooga 10, Tenn.

FULL FASHION NYLON REJECTS, \$1 DOZ. boxed; better grade, \$1.75 doz.; one doz. of each, 2 doz. prs., postpaid, \$4; satisfaction guaranteed. United Sales Co., 118 West Main St., Chattanooga, Tenn. Phone: 6-9530.

FULL FASHION NYLON HOSE—OUR SHEER-NIT, \$6.50 per dozen; Primrose, \$3.50; Everyday, \$2 per dozen; all grades separately wrapped in attractive cellophane envelopes and packed 3 pair to a box; test our quality, service and prices with a sample order for \$4, composed of 12 pair everyday, 3 pair primrose and 3 pair sheer-nit, sent parcel post prepaid when full payment accompanies order; 1/5 deposit required on C.O.D.; money refunded if not satisfied. Sheer-Nit Hosiery Co., 2503 Broad St., Chattanooga, Tenn.

GET 500 MONEY MAKING PLANS—AMAZING Formulas, Ideas, Secrets; wholesale supply sources; folio free. Formica-Ka, Box 572, Dayton, Ohio. ap30

GIRL PHOTOS—24 DIFFERENT AND WHOLE-SALE price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Penna. ap30

HOSIERY DEALERS—BY REQUEST WE OFFER beautiful sheer full fashion Nylons, \$5 doz., 10 doz. lots; sample doz., postpaid, \$5.50; we can supply all types and grades; satisfaction guaranteed. Pioneer Hosiery Co., 1401 E. 16th St., Chattanooga, Tenn.

HURRY! HURRY! EVERYBODY WANTS ONE—Doctors Orders, \$1 dozen or \$9.50 gross lots; sells faster than the Peek-a-Boo. Leo's, 400 S. 3d St., Apt. 1-E, Richmond, Calif.

ILLUSTRATED (VEST-POCKET) CARTOON. Joke Booklets; agents samples, lists, \$1, credited on first order. Eastern Sales Co., 263 State St., Watertown, N. Y. ma21

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. my7

IT'S EASY! ESTABLISH YOUR OWN BUSINESS; quick and generous returns; sell Portable Evaporative type Portable Air Coolers; brings grateful coolness to offices, trailers, homes, construction camps, motels, hotels and shops; easy selling and liberal commissions; exclusive territory granted; retail price, \$42.50; demonstrator, \$33; hot weather is here; first answers given first consideration. Wire or write Chief Corporation, 2325 H St., Sacramento, Calif.

JOBBERS & DISTRIBUTORS FOR STARLETS—The new photographic pin-up sensation in booklet form. For information write Photographic Reproduction, Box 1854, Detroit 31, Mich. my7

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 555 W Jackson, Chicago 6. my7

MAKE \$20 A DAY!—COMPLETE LINE; DOOR Name Plates, Knockers, Numbers. Write Hubstamp, 359-F Congress, Boston, Mass. my7

MANUFACTURERS' LUGGAGE SPECIALS—Specially priced for fast turnover and promotions. Write Behm-Luggage, 3625D Roosevelt, Chicago 24. my21

MEXICAN DESERT RESURRECTION PLANTS (open beautiful green), \$15 thousand, \$3 hundred. Antonio Cavazos, Box 1322, Laredo, Tex. ap30

MEXICAN RESURRECTION PLANTS, \$20 thousand; \$2.50 hundred; 10 sample, 60¢; Mexican Desert Cactus Plants, blooming size, 30 assorted in beautiful Mexican Picnic Basket, \$3; small size, \$5 hundred. General Mercantile Co., Laredo, Tex.

MEXICAN NOVELTIES — BLACK SPIDERS (Tarantulas), with long legs, \$12; Fur Drum Monkeys, \$15; Snake Curio in Box, \$10; Devils and Skeletons, \$7.50; Clay Mechanical Turtles, Armadillos and Alligators, assorted, \$7.50 each gross; Small Curio Saddles, \$5 doz. General Mercantile Co., Laredo, Tex.

NATIONALLY ADVERTISED WATCHES—50% off list prices; dealers wanted; write giving references, lines now carried, name brand watches desired. Box 410, Hillboard, N.Y.C. my21

NEWEST EXTRA HEAVY PLASTIC TABLE-cloths features—won't crack, peel, burn or tear; heat and acid resistant; size 54"x54"; colors: red and silver, red and black or maize and silver, all on white background; \$23.50 dozen postpaid; 1/5 deposit with order; sample, \$2; satisfaction guaranteed. Johnson Products, 605 Wells, St. Paul 1, Minn.

NOVA SPINNERS—14 SIZES, 23 DOZEN IN deal, cost \$22, retail \$43.80 per deal; P. P. Men, \$14 per gross; Billy Boy, new, \$12 per gross; Combs, Irv's Novelty Co., 1309 Caledonia St., LaCrosse, Wis.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL PHOTOS, FIRST TIME OFFERED; booklet form; retail and wholesale; book contains 12 4"x5" high gloss actual photographs, all different; set, \$1; 3 assorted sets, \$2; large variety; no C. O. D. Agents notice: This is a money maker; send \$1 for sample and wholesale particulars. Mail-Photo Service, P. O. Box 2252, Detroit 31, Mich. ap30

OVER 100% PROFIT WITH "HANG-IT-ALL"—Sensational magic hanger of 1,000 uses; sells fast for \$1; your cost, \$5.80 dozen; amazing repeats. Write Penman, P. O. Box 4148, Pittsburgh 2, Pa. my7

PITCHMEN — MAKE \$50 DAY UP WITH "Pedaling Pete," the wonder toy; \$4.80 dozen, one dollar for two samples. Western Arts Co., Box 2124, Reno, Nev. ap30

RURAL ROUTE MEN — MAKE BIG PROFITS with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 109, Mount Morris, Ill. je25

MAJORETTE Another Smash Hit!



35" TALL

RUSH! WIRE! PHONE!

#915 Luxuriously costumed Majorette in contrasting plush and braid trim. Boots entirely high lustre plush. Unbreakable plastic face. Human hair. Completely cotton stuffed. Stands to its full 35 height by itself. \$41.40 Doz. Assorted colors.

Samples \$4.50 Ea.

25% Deposit, Bal. C. O. D. Telephone: OREGON 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

EXTRA



VALUES

Nickel Plated, exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold. No. 775BB—in lots of 10 or more, Ea. \$1.49. Sample—Ea. \$1.70.

Same as above, but has luminous hands and numerals. No. 776BB—in lots of 10 or more, \$2.25. Sample—Ea. \$2.35.

Plated in color of natural gold. New Haven compensating hair spring makes it keep better time under extremes of hot and cold. No. 777BB—in lots of 10 or more, Ea. \$2.75. Sample—Ea. \$2.96.

ROHDE-SPENCER CO.

223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

CARNIVAL WHEELS

24"-30"-36" sizes Stands - Lay down charts



SEND FOR FREE CATALOG

CARDINAL MFG. CORP.

Manufacturers of Carnival Wheels and Supplies 430 KEAP STREET, BROOKLYN 11, N. Y. Evergreen 7-5027

LOOK...NOVELTY & TOY BUYERS

Gold Plated Baseball Key Chains, per gross, \$8.40; trial dozen, \$1.00. Over 400 other bargains like this one from your national distributor. We send samples. See what you buy. Write, stating your business.

BLUE MOON CO. Dept. 11, Ravenswood, W. Va.



GENUINE SWISS WATCHES * SWEEP SECOND HAND * RADIUM DIAL ASSORTED PATTERNS * HIGHLY POLISHED CASE * LEATHER STRAP INCLUDED * MEDIUM SIZE.

Lots of 6 or more—sample orders \$1.00 extra — 25% deposit on C.O.D. orders. Send for catalog.

Cel-Max WHOLESALE JEWELERS

182 So. Main St.—IMPORTERS—Memphis, Tenn.

Have You Ever Put a BLONDE IN BATHTUB!!! Mystifying Magnetic Trick—Only you know the secret. Individually boxed, 2 doz. to display carton. Terrific item! Samples—2 for \$1.00 \$3.60 Dozen 25% Dep. Bal. C.O.D. UNIVERSAL SPECIALTIES CO. 835 Fifth Ave. New York 17

FAST MOVING

MEN'S RING 3 sparkling stones—white or ruby center. State color. 14 Kt. R. C. P. \$12 DOZ. Write for 1949 Catalog SUPERIOR JEWELRY CO. 740 Sansom Street Philadelphia 5, Pa.

NEW LOW PRICES! Ladies' & Gent's Famous WRIST WATCHES

- ELGIN
- BULOVA
- GRUEN
- BENRUS
- WALTHAM

Latest style Round Cases and Dials.

7 Jewel
\$9.45

15 Jewel
\$14.95

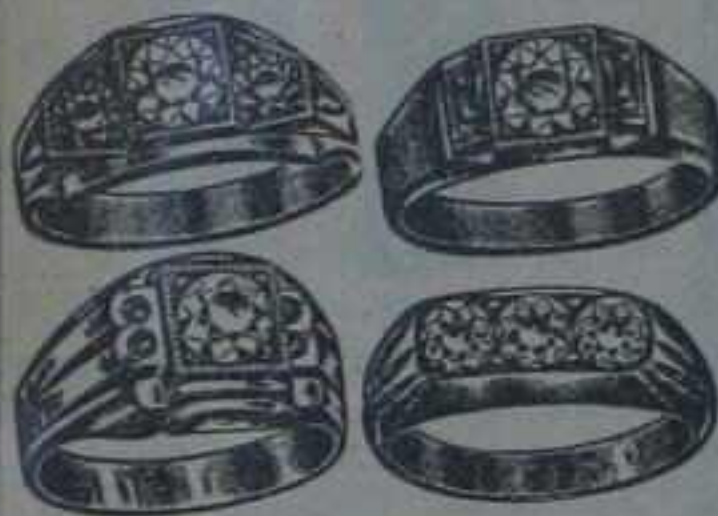
Square or Rectangular Case, \$1.00 Add.

Rhinestone Dials, \$2. Add.

All watches are rebuilt and guaranteed like new. 10 Kt. R. G. P. case. Complete with Leather Strap.



CLOSEOUT OF MEN'S RINGS



SPECIAL ASSORTMENT

Assorted Styles. Values to \$27.00 Doz. Imitation diamond in 1/30 14 Kt. R. G. P. extra heavy mounting. **\$14.95** Doz.

25% with order — balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog.

JOSEPH BROS.

59 E. MADISON ST., DEPT. B-30
CHICAGO 3, ILL.

Daringly Different!
PIX PORTFOLIOS
SELLING LIKE WILDFIRE
ACROSS THE COUNTRY!

UNLIMITED DEMAND!
DEALERS VIRTUALLY COINING MONEY WITH THESE ENTICING PICTURES

- 12 Actual Photos to a Set
- 4" x 5" Glossy Prints
- Over 20 Outlines, Attracting Hollywood Models!
- If These Photos Could Talk — They'd Say "Hot!"
- Sell on Sight — Big Repeat Sale!

\$7.20 DOZEN SETS
100 sets \$30.00

DISTRIBUTORS
TERRITORIES GOING FAST—WRITE TODAY!
Your sample order for a dozen assorted portfolios, only will be followed by another after reader — that's the way it has worked with hundreds of previous orders!

50% Deposit with order, balance C.O.D.

GEM SALES CO.
333 WOODWARD AVENUE
DETROIT 26, MICHIGAN

NOW DELIVERING!
NEW
Apex 4 Star
Carnival Wheels

Apex 5 Star
BINGO BLOWERS

Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

MORRIS MANDELL, INC.
26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone OREGON 3-5912

Heavy Duty Mounted
BINGO CARDS
in Various Colors

12	27	32	47	54
19	18	42	52	86
18	18	48	52	86
8	23	40	50	73
8	21	44	58	76

AGENTS & DISTRIBUTORS

(Continued from page 85)

PLASTIC NEON-EFFECT SIGNS—DISTRIBUTORS, salesmen; tremendous earnings, overnight deliveries; new as tomorrow. United Plastic Signs, Starks, Fla.

"SHORE PLAY"—THE MIST KIDDIE KOOLER, hilarious joy for kiddies, young and old on lawn or back yard; beautifully finished, 56 inches tall; economical water consumption; packaged weight, 3 lbs.; hot home sales item; generous commissions. Write Glana Sales Co., 2100 Brookwood St., Harrisburg, Pa.

STOPS RADIO TUBE STATIC—NEW JUST OUT; patent pending; get well while this is hot; send \$1 for box of two magnetic marvels and instructions. P.O. Box 535, Springfield, Ohio. ap30

53 DOZEN PLASTIC APRONS—OTHER QUICK-SELLING QUALITY BUYS, including matching Tablecloth-Apron Sets, \$12 dozen; sample set, \$1.25; free catalog. Jole Fashions, 251B East 119th St., New York, N. Y. ap30

86 HOURLY SHOWING FIRESTONE VELON Handbag—Opens into large shopping bag. Fastest seller in America; women buy several for gifts; commissions advanced daily; sample furnished. LeNard, 178-M W. Washington, Chicago 2. np

51-54 GAUGE FULL FASHIONED SUB-STANDARD Nylon, individually wrapped cellophane envelopes, 3 pairs boxed; attractive for premiums and will repeat at moderate prices; sample box, \$1; dozen, \$3.50; satisfaction guaranteed. Fashion Textiles, Box 7041, Chattanooga, Tenn.

ANIMALS, BIRDS, PETS

A COMPLETE REPTILE SHOW—CONSISTING OF new 30 x 60 Tent, thirty decorative Reptile Display Cases, complete with variety of Reptiles; write for details. Chase Wild Animal Farm, Egypt, Mass. ap30

AVAILABLE ON HAND—MILKED FLORIDA Battlebacks, \$1.25 foot; Mexican Diamond Backs, \$1.50 foot; Copperheads, \$2; Moccasins, 4 1/2 foot, on orders of \$25 or more; Gila Monsters, \$25; medium, large; Mexican Hoas, \$4/\$10 each; South American Hoas, 5/6 feet; Baby South American Hoas, \$2 each, ten or more. Ross Allen, Silver Springs, Fla.

BABOON, YEARLING MALE HAMADRYAS, yearling male collar and chain broke, \$150; South American King Vulture, \$95; large Black Spider Monkeys, \$35; Coati Mundis, \$25; immediate shipment; terms, cash with order or half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Ill.

BABY RHESUS MONKEYS, PUMAS, AGOUTIS, Facas, Hoas, Snake Dens, Kangaroos, King Vultures, Coati Mundis, Tyrax; Giant Jungle Rats; write for spring list. Chase Wild Animal Farm, Egypt, Mass. ap30

CHOICE RHESUS MONKEYS, \$25 EA.; ADULT Annubis Baboon, \$175; Male Leopard, \$350; Male Guanaco, \$275; Spider Monkeys, Vervet Monkeys, pair 7 year old Chimps; other stock; send for list. Warren Buck, Merchantville 10, N.J. ap30

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. jell

FOR SALE—LIVE ARMADILLOS, HEALTHY, trained to feed, each, \$5; Pair, \$9; also Armadillo novelties. Apelt Armadillo Farm, Salado, Tex. np

MEXICAN YOUNG TAME BURROS (DONKEYS), ready broke for riding, \$45 each, or \$65 prepaid. General Mercantile Co., Laredo, Tex.

MONKEYS—JAVA, PIGTAIL, REDFACE Macaque and Spectacled Langurs; Gibbons Apes, Sun Bear Cubs, tame Hornbills, Birds of all kinds; write for list. Southern California Bird Exchange, Box 7, Bell, Calif. ap30

NOTICE SHOWMEN—READY NOW: BLACK Bears, Raccoons, Opossums, Skunks, Civet Cats, Bobcats, Foxes, various Birds and Snakes, poisonous and non-poisonous. L. E. Thompson, Clewiston, Fla. my14

PAIR BRINDLE GREAT DANE FEMALES—Twenty months old, \$90 each. Rt. 3, Box 155, Tulare, Calif.

PET ARMADILLOS—KURT APELT, APELT Armadillo Farm, Comfort, Tex. ap30

PLENTY HEALTHY SNAKES, ALL KINDS—Alligators, Armadillos, Beaded Lizards, Boss, Horned Toads, Giant Jungle Rats, Peafowl, Bantams Hens, Mice, Guinea Pigs, Opossums, Rabbits, Owls, Badgers, Monkeys, Rabbits, Raccoons, Ringtail Cats, Agoutis; wire. Otto Martin Locke, New Braunfels, Tex. my28

SHOWMEN—LARGE HEALTHY RATTIERS, Blue Bulls, Coachwhips, Boas, Iguanas, Poisonous Lizards; fair prices, prompt shipment; Dens, Reptiles Gardens, Washington Park, El Paso, Tex. my28

WANTED—REAL MIDGET PONY—STATE size and age. Vally, 575 Dufferin, Toronto, Ont.

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, Oakland, Calif. ap30

BUSINESS OPPORTUNITIES

A GENTLEMAN BETWEEN THE AGES OF 20 and 45, possessing qualifying background is offered an opportunity to join a widely known and successful executive and director of unusual events in a three way associate management organization; operate your own minor investment on a salary rental and profit sharing basis; no speculative problems; assume executive management when qualified; background previous to interview. Box 253, Stillboard, 153 N. Clark, Chicago.

ANALYZE HANDWRITING FOR PROFIT!—Complete outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000 Graphologers. P.O. 971, Philadelphia. ap30

DONKEY BASEBALL, FOOTBALL UNIT FOR sale—Can make promoter \$500 weekly. Marjorie Hobson, Mount Pleasant, Ia.

FOR RENT—CAROLINA BEACH, N. C.; TEN stands suitable lunch, bingo, games, beach wear; new building; tenting amusements; hottest location; rents start \$250 season. Contact Sidney Abrams, Conway, S. C. ap30

FOR SALE—PERMANENT RINK, 80x110; A-1 shape; good business winter and summer; reason for selling, called back to service; for quick sale, \$8,500 cash. L. E. Leebinger, 400 W. First St., Wewoka, Okla.

FOR SALE OR LEASE—NEW BUILDING, 50'x 120', completely equipped as Roller Rink, shoe skates, etc.; 4a. parking area, can be used for other purposes if interested in building only; immediate possession. Vernon McKee, Indiana, Ia.

FOR SALE—PENNY ARCADE AND POKERHALL business; good location Rockaway Beach; must sell because of other business. I. Hahn, 185 Atlantic Ave., Lynbrook, N. Y.

GET 500 MONEY MAKING DEALS—FORMU- las, Schemes, Plans, Secrets; wholesale supply sources; folio free. Formico Mart, Box 572, Dayton, O. ap30

IF YOU WANT THE INSIDE INFORMATION on mail order, write us; we tell you who buys, what and how; information free. American Enterprises, 131 W. 42d St., New York 18.

MAIL ORDER BOOK SELLING OFFERS QUICK returns; supply in-demand instructional and inspirational books. Graphic Publishers, Manchester, N. H. ap30

MAKE MONEY MAKING NEW GREASELESS Doughnuts at home on electric machine; wholesale to groceries and cafes; free recipes and plans. N Ray Co., Minneapolis 7, Minn. my28

NEED MONEY—FREE PARTICULARS. R. C. Rainbolt, Mail Order C. Box 185, East St. Louis, Ill. my7

NEW!—1949 EDITION OFFICIAL CONCES- sional Guide Book now available; only \$1; jam-packed with money-making ideas, games, formulas; buyers' guide on equipment, supplies for concessions, roadside stands, carnivals; rush order today! A & A Sales, 18 City Terrace, Newburgh, N. Y. ap20

OPERATORS WANTED—BRAND NEW PIC- ture Postcard Machine, this is the latest development in automatic vending; thousands of top notch locations; use in very nicely with candy, nut, gum or stamp machine operation, full or part time. Stamp Machine Operators Supply Co., 312 Ashbury Ave., Evanston, Ill. je4

RICH FIELD—YOUR 24-WORD ADV. IN 50 Texas newspapers, \$3.50. Penebaker Advertising, Box 141, San Marcos, Tex.

SMALL CAPITAL BUSINESS OPPORTUNITIES—Tested plans for small investment to yield good returns; complete details on how to operate. Hayes Service, 538 East Jackson, Brazil, Ind. ap30

SELL DELICIOUS SNOWBALLS—TREMEN- dous profits; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co., Route 2, Box 430, Jacksonville, Fla. ap20

SELL BIG MONEY MAKER TO MEN AND women—Easy handwork makes fast-selling useful articles; sample free. Sunmade Company, Brockton, Mass. my14

SELL OR INSTALL SURE-CUT BLADES; THE blade that eliminates lawn mower sharpening; easy to install; big profits; a pitchman's natural; good demonstration; a real opportunity; write now for details. Sure-Cut, 427 Highland, Wadsworth, O.

SMALL FIRST CLASS DINNER CLUB FOR sale—Bar, Slot Machines and Space for Club Room. \$22,500. For details write Box 776, Texas City, Tex.

TESTED MONEYMAKERS—68 PAGE BOOK, 25 cents postpaid. Ideas, plans, formulas, supply sources. Money back if dissatisfied. L. Clay, Box 1154, Wichita, Kan. ap30

TIE EXCHANGE—SEND UP TO SIX TIES AND receive six new, cleaned ties for \$1.50. Tie-Exchange, Box 1154, Beverly Hills, Calif. my7

WANT A PAYING MAIL ORDER BUSINESS? My plans are among the best; write me personal. A. S. Spencer, Mokena, Ill. my7

WONDERFUL LOCATION ON BEACH FRONT, in good building, 100 ft. by 24 ft., opposite new pavilion at Myrtle Beach, N. C.; suitable for arcade or show; write or wire at once. Louis Achilles, Myrtle Beach, S. C. my7

WOULD \$15,000 PER YEAR INTEREST YOU? Own your own business; no traveling; investment \$1,500 for operating equipment; exclusive territory available. Huson Company, Richmond, Ind. ap30

1,000 DOLLAR-MAKING DEALS, TIPS, IDEAS, Business Plans, wholesale sources; free folio. Broadway, Box 413, San Antonio 6, Tex. ap30

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 99 in this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Satin Bras, 75c; Satin Belly Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestone G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Guyette, 245 W. 45th St., New York 19. Tel: Circle 6-4137.

BEAUTIFUL NATIVE MADE GRASS HULA Skirt mailed prepaid in U. S., \$3; Cellophane, \$4. Hawaiian Hula Shop, 3082 16 St., San Francisco, Calif. ap30

CLOWNS' AND BURLESQUE COMICS' PROP. Wigs, Accessories; free Hula! (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. ap30

SINCE 1889—COSTUME BARGAINS, CHORUS, dollar up; principlas, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ap30

FOR SALE SECONDHAND GOODS

CANVAS TENT TOP—FIRE PROOF, 42x30 less ropes, poles and side curtains; used one season; price, \$500. C. J. Pulliam, Box 424, Chanute, Kan.

CHETORS #41 POPPER, 885; LONG-EAKINS ROTARY, chromium plated, Roaster Drum, \$175; Peanut Blower, \$35; Copper Kettles, Popping Kettles, Gasoline Burners, Bottled Gas Equipment, Peanut Roasters, Northside Co., Indianapolis, Iowa. 174

A-1 BEACON LIGHT—GIANT HOLLYWOOD mounted on 1948 Studebaker Truck; real buy for cash; write-wire. Hollywood Productions, Inc., Wilmington, O.

ABOUT ALL MAKES POPPERS AVAILABLE— 50 complete Candy Corn Machines and Conkers, \$225 complete set; 50 all electric from \$185. Krispy Korn, 120 S. Halsted, Chicago, Ill. my14

(Continued on page 83)

Cash in
ON THESE ORIGINAL WATCHES

REFINISHED LIKE NEW

- ★ ELGIN
- ★ WALTHAM
- GRUEN
- BENRUS
- BULOVA

EACH WATCH IN EXCELLENT CONDITION

*7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included. 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.

Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—25% deposit on all C. O. D. orders. Single orders, \$2.00 extra.

WEINMAN'S
108 BEALE AVENUE MEMPHIS, TENN.

FOR IMMEDIATE DELIVERY
HIGHLY POLISHED • ELECTRO PLATED

- IDENTIFICATION BRACELETS •
- from \$14.40 Gross and Up
- PINS • GUARD PINS • FOBETTES •
- from \$9.00 Gross and Up

WRITE FOR CATALOG NOW
(STATE BUSINESS)
25% Deposit With Order, Balance C. O. D.

SEND \$5.00 FOR SAMPLE ASSORTMENT

'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.

TELEVISION

Get your share of quarters for Hotel Tourist Camps and Motels, use beautifully guaranteed National TV 7-inch, 22-tube dual speakers, in a metal cabinet, plus Telecoin 25c half-hour timer with separate locked timer and coin box . . . only \$19. For Pool Rooms, Taverns, Barber Shops, Bowling Alleys, etc., use VIDEOLA, with manufacturer's warranty, beautiful mahogany cabinet, 12 1/2 inch tube, big 91 sq. screen, plus Telecoin Timer, only \$17. With GIANT 15 inch tube, 135 sq. screen, plus Telecoin Timer, \$45.75. Literature on request.

POST RADIO
Box 286 New Castle, Delaware

FIREWORKS NOVELTIES

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog
Order Now • Lowest Prices

ACME SALES CO.
P. O. Box No 1141 Atlanta, Ga.

ADVERTISING BALLOONS

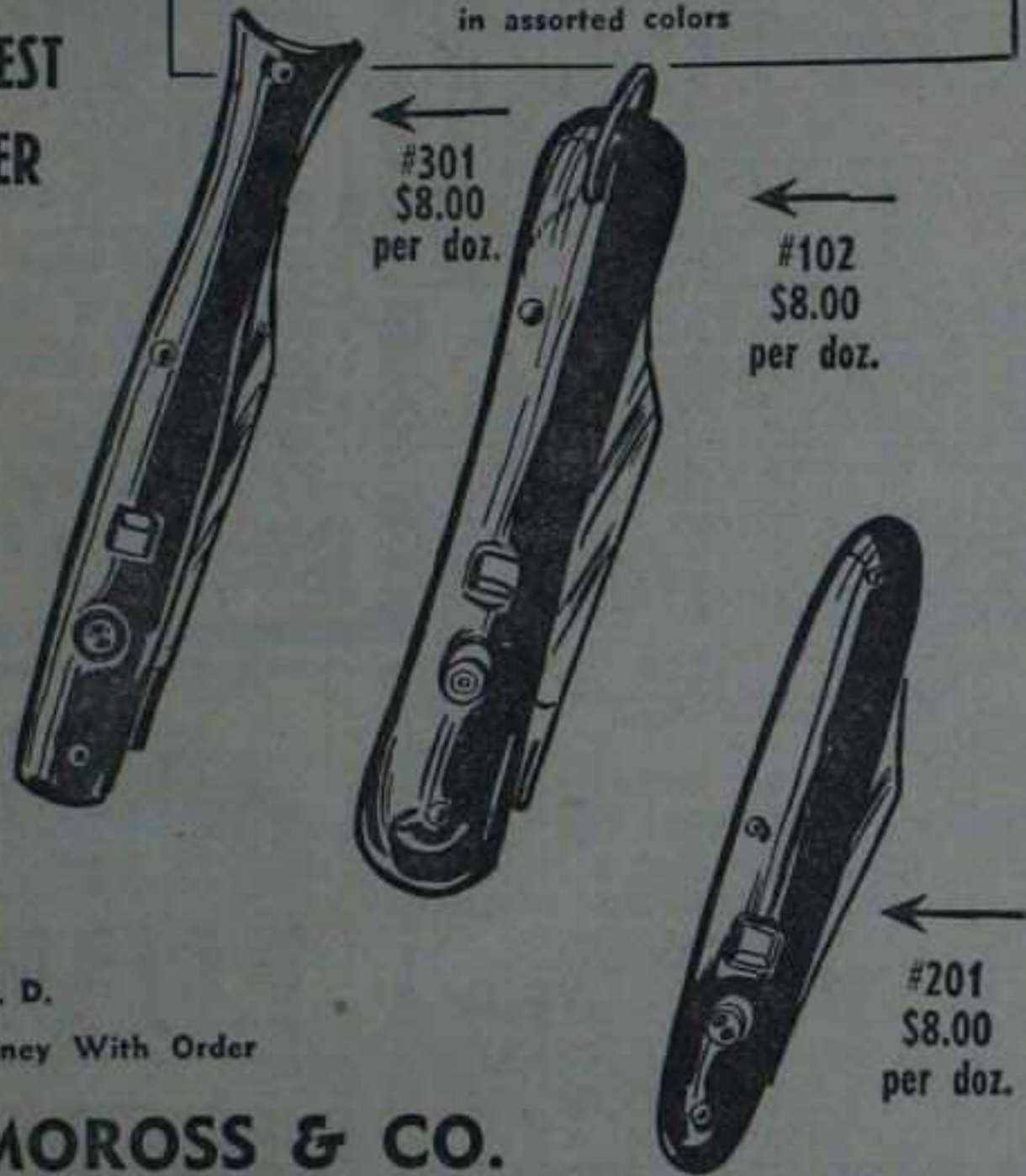
WRITE TODAY for our new low price samples on advertising balloons with name, business . . . Political Candidates and Football Teams.

NATIONAL SALES CO.
2805 East 79th St. Chicago 49, Illinois

**Punch-Board Dealers—Jobbers
Concessionaires—Wagon Dealers**
ATTENTION!!

**SEASON'S
HOTTEST
SELLER**

Genuine EDGEMASTER
Automatic Push Button Knives
in assorted colors



#301
\$8.00
per doz.

#102
\$8.00
per doz.

#201
\$8.00
per doz.

NO C. O. D.
Send Money With Order

M. MOROSS & CO.

1364 53rd STREET BROOKLYN, N. Y.

DANCING GIRL NITE LITE

She's the Hottest Number Yet

- ★ She's Terrific
- ★ She Shakes
- ★ She Wiggles
- ★ She Makes You Say "Oh, Boy!"
- ★ She Has Everything for a Fast-Selling Number
- ★ She's Beautiful
- ★ She Has Action



LIST PRICE **\$39.50** EACH
In Lots of 6 or More SAMPLE \$21.00
\$17.50 EACH 1/3 deposit, bal. C. O. D.

18" High. Individually Packed. Bronze or Gold Finish. Dye Cast Material.

DISTRIBUTORS WANTED

OHIO SPECIALTY COMPANY

29 West Court Street

Cincinnati 2, Ohio

AMERICAN MADE
POPULAR PRICED — FAST SELLING TOYS

WHITE TAIL FUR MONKEYS #400J WITH SPRING AND BELL

FOX TAILS RABBIT'S FEET

DOLLS— KEWPIE AND HAWAIIAN HULA WITH BELL

SANTA CLAUS— FUR TRIMMED WITH SPRING AND BELL



DON'T SELL AMERICA SHORT WITH CHEAP IMPORTS . . .
BUY AMERICAN MADE GOODS. SEE YOUR JOBBER OR
SEND FOR DESCRIPTIVE LITERATURE.

CHARLES BRAND NOVELTY CORP.

154 West 27th Street
New York 1, N. Y.

SUN-SATIONAL!
New Low Prices
on
SUN GLASSES

Buy direct from mfrs.
High quality, rugged
construction. Feature
new 20/20 Safety
Lenses. In 22K gold or
chrome finish. Send
\$1.50 for sample.



Large Gold Stamped Case
Lifetime Guarantee
Slips, Men's and Ladies' Styles

\$1.35 each in doz. lots.

\$1.20 each in lots of 100 Pr.

\$1.10 each in lots 250 Pr. or more.

Special prices for jobbers. Send for our catalog. 25% deposit on all orders, balance C.O.D. Credit to satisfactory rated accounts.

D. VIDRA

716 New Jersey Ave.
Brooklyn 7, N. Y.

Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers!)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

BIELER-LEVINE

WRITE FOR
FREE
NEW 86 PAGE
JEWELRY
CATALOG
State your business

All Orders Shipped Same
Day Received
All Phones: CE 6-7966

5 NO. WABASH AVE.
CHICAGO, ILL.

HERE IT IS! SWEET 16

16 FULL COLOR NEW CUTIE POSES
that change

AUTOMATICALLY with each CLICK!

READY! AMERICA'S FASTEST SELLER
SENSATIONAL MONEY-MAKER

Sample Doz. \$7.20

Get on the "gravy-train" right now. Don't delay—wire or
air-mail order. Dealers-Jobbers, get our quantity prices.
Send check or money order. No C. O. D.'s. Buy direct.
Exclusive distributors for Eastern U. S.

GREENGLASS SALES CO. 50-11 40th St.
Long Island City 4, N. Y.



BARGAINS
Must Be Sold Immediately!
Our Loss, Your Gain!
Buy Now From Ad. No Catalog!



SLUM
(Give-Aways)

Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items

1000 LBS.
(To a Customer)

\$500
50 Lb. Sample Shipment—\$50.00

B. LOWE
HOLLAND BLDG. ST. LOUIS, MO.

FOR SALE—SECOND-HAND SHOW PROPERTY

BARGAINS GALORE—THEATER AND SOUND Projectors, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W 54th St., N. Y. 19. ap30

CHEAP—2 PRE-FLIGHT TRAINERS WITH maps, coin box, 7 projectors, spare propellers; excellent condition. John Weaver, 238 S. Patterson Park Ave., Baltimore 31, Md. my21

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1310 South Wabash Ave., Chicago. my21

COMPLETE EQUIPMENT FOR CIRCUS OR Tent Show—60 Ft. Round Top, 2 39 Ft. Middles, good condition; new 8 Ft. Wall and Marquee, used two weeks; all poles, Block and Falls, Bale Rings, Seats, Jacks, Stringers, Seat Boards, Stakes, Wiring, Stage, Drapes, Light Plant, formerly used by national known radio star, sacrifice for one thousand dollars; cash only takes all. Address Charles B. Williams, Tazewell, Tenn.

DONKEY BASEBALL AND BASKETBALL Equipment, consisting of 13 trained donkeys, halters, P.A. system, rubber shoes and miscellaneous equipment, \$1,000. Lewell Knight, Varnado, La.

FOR SALE—35MM. FILM BARGAINS; SACRI- fice prices; also complete Picture Show L. F. West, Route Three, Dunn, N. C. ap30

FOR SALE—ALUMINUM CONCESSION Trailer, '41 Crestors Popper, Bottle Gass, complete; used 10 spots; Corn, Packages; also 35 quart Kettle Popper, Coleman Burner, used once; any reasonable offer. Clyde George, Gays Mills, Wis. ap30

FOR SALE—NEW HIGH LADDER RIGGING, never used, Steel Tubing. Joe Howe, 4648 Washington St., Rosindale, Mass.

FOR SALE—11 ERIE DIGGERS ON TWO Wheel Trailer, excellent condition. Harry Doyle, Shelbina, Mo. Phone 29R.

FOR SALE—THREE FINE CONDITION AN- tique Racing Bikes, approximately 150 years of age; good investment if used as paid admission exhibit at Harness Horse Raceways; for photo and sale price send inquires to Box 465, Springfield, Ohio. my7

FOR SALE—1949 FORD TRACTOR AND PRE- mier Semi-Trailer; this unit was used to haul my bareback horses; all in excellent condition; tractor has new motor, sleeper cab and two speed axle. Joe Hodgini, Peru, Ind. my7

FOR SALE—100 FT. SIDE WALL, SLIGHTLY used; complete P.A. System, two 5kw Light Plants, 10 sections Elevated Seats; no junk, sacrifice price; write for full description. W. C. Richards, Rt. 2, Box 360, Pensacola, Fla.

FOR SALE—COMPLETE PENNY ARCADE, 30x60 Tent, 70 Machines; for particulars, write: Carl A. Turnquist, World of Mirth Shows, Richmond, Va.

FOR SALE—POP CORN MACHINE, SUPER Star counter model; cost \$519; like new; used only few months; will sell very reasonable. Mr. Thomas, 3206 Harvey Ave., Berwyn, Ill.

FOR SALE—HICKORY WHIP STALKS, RE- volving Table, High Dive Dog Ladder, Dog Chariot, Vee D. Powers, Westfield, N. Y.

LIGHTING PLANTS—NEW AND USED, GOV- ernment purchase Low price O. C. EVANS, Mt. Sterling, Ky. my7

MUST SELL—MANLEY POPCORN MACHINE, 1946 model, clean, perfect condition, \$400; Easyway Custard Machine, like new, used just one season, \$1,250. Lambert Brothers, Playland Park, 9290 South Main, Houston, Tex. ap30

BUILD MAJOR CHAIRPLANE—16 SEATS, 16 foot lower; Auto Parts, complete plan, \$10; free plan catalog rides, concessions, Illusions. Brill, 298-B N. University, Peoria, Ill.

SHORT RANGE SHOOTING GALLERY—2 new Super Deluxe Models; most sensational gallery on road; photos on request. Supreme Welding Co., 3220 14th St., Detroit, Mich. my14

SHOW TOP—20x30, HEAVY WEIGHT, FAIR condition, \$50; 2 McGlashan Air Machine Guns, new, never used, \$20 each. LeRoy Itchner, Macon, Mo.

SINGLE LOOPPLANE, RIGID MODEL, 5 H.P. reversible motor, all fine shape, \$400. W. R. Aley, 5328 Middleton Lane, S. E., Washington 20, D. C.

STAR POPCORN MACHINES—ALL MODELS; Popcorn Supplies, Central Popcorn Supply Co., 45 Arch St., New Britain, Conn. my21

THEATER SEATS—MANY RECONDITIONED; 1,500 Folding Chairs, Tents, 16mm. Film Projectors. Lone Star Film Co., Dallas, Tex. my7

2 EVANS MAKE DEVILS BOWLING ALLEYS— nearly new; Taylor make Pull Up Doll Backs; 3 sets Buckets; 2 sets Huckleby Buck Keys; Weighted Fish for fish pond; if near will pay you to come see at: Frankies Forest Park, P.O. Box #1025, Dayton, O.

2 SILVER KING HOTNUT, 3 CABINET VIC- tors; used six months; best offer takes. R. L. Radloff, Manlyton, Minn.

12 BY 12 HEAVY KHAKI CENTER TOP, 4 Way Awnings and Bally; O'Henry make; in good condition, \$55; twenty-five dollars deposit, balance C.O.D. Harry G. Williams, Kelly Grady Shows, Guntersville, Ala.

AAAAA WHOLESALE TRICK CATALOG, 104— "World's Largest Line" (Pitchmen's Headquarters). Fast selling specialties! Ariane Mfg. Co., 4462-B Germantown, Philadelphia. ap30

NEW 1949 CATALOG—MINDREADING, MEN- tallism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books, 164-page illustrated catalog, 30c; wholesale. Nelson Enterprises, 336 S. High St. Columbus, Ohio. je4

400-PAGE CATALOG OF 2,000 TRICKS— Pocket, parlor, stage, world's finest magic; send \$1 for catalog (refunded first \$5 order). Kaster's, B-1311 Walnut, Philadelphia 7. my21

MISCELLANEOUS

BARGAINS ON ELECTRIC PLANTS, ALL sizes, Single and 3 Phase. E. F. SCHMALTZ, 314 Wyoming Ave., Kingston, Pa. my21

ELECTRIC PENCIL—WRITES, ENGRAVES all metals; 6 volt model, \$1.25; 110 volt model, \$2.95. Reb Industries, 265-JB, Elm-hurst, Ill. my14

I WOULD LIKE TO CONNECT WITH SOME- one in carnival or fair concessions; can invest a small amount; have car. Mr. Tom Clancy, c/o P.O., Laurel Springs, N. J.

LEARN CLOCK REPAIRING—COMPLETE course; experience unnecessary; illustrated manual, \$1. Joe Burnley, Box 287, Dayton 1, O.

SIDEWALL—WATERPROOF AND MILDEW proofed, complete with grommets and rope. Green or khaki, approximate 8 oz., 6x100', \$54.56; 7x100', \$63.04; 8x100', \$71.52; 9x100', \$80; 10x100', \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone Cadillac 5691. my7

TIRES—SAVE 1/3; NEW, RUGGED ALL PUR- pose Airplane Tires; 10 inches to 56 inches high; complete wheel assemblies attach easily to your axles; free details; write card today. Airplane Tire Co., Box 1201K, Tulare 12, Calif. my14

10 GROSS SVENGALI TRICK CARDS FOR sale; \$4 doz., \$36 gross; \$300 takes all; 25% deposit. Danny Brammer, 420 W. Broadway, San Diego, Calif. ap30

MUSICAL INSTRUMENTS, ACCESSORIES

SMALL CYLINDER ORGANS—NEW, NO UP- keep; 6 Tunes; unequaled for drawing attraction; ideal for kiddie rides. Louis Backslupf, West Coast Organ Co., 126 1/2 S. LaBrea Ave., Los Angeles 35, Calif.

WURLITZER MILITARY BAND ORGAN— Style 125; completely overhauled, reconditioned. Don R. Keagy, 1544 Dana Ave., Cincinnati, O. Phone: Jefferson 4375.



ONLY \$3.00 EA.

COMPLETE with STAINLESS STEEL BAND
(6 or more)

GIFT BOX 5c additional

★ WRITTEN 1 YEAR GUARANTEE
★ RADIUM DIAL
★ SWEEPSECOND HAND
★ BRAND NEW (Not Rebuilt)
★ CHROME CASE
★ UNBREAKABLE CRYSTAL
★ GENUINE SWISS

10% Deposit, Balance C. O. D.
Sample \$4.00

SWISS IMPORT CO. Dept. 328
1335 S. California Ave. Chicago, Ill.



A MILLION SALES with CIRCLINE

Fluorescent Fixtures
The greatest lighting fixture yet made.
Here's Your Big Opportunity for Big Money Making.

LOWEST PRICES
Direct From Manufacturer
Write for Catalogue

ABRAMS LIGHTING
MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 6, Pa.
Phone: WALnut 2-1947-1948

CASEY CONCESSION CO.

Carries a Complete Line of Items

For

- BINGO
- GRIND STORES
- SLUM STORES
- NOVELTY STORES

AT LOWEST PRICES!

Casey Concession Co.
1132 S. Wabash Ave., Chicago, Ill.

SELLS AT EVERY DEMONSTRATION!

A TERRIFIC TRICK

PLASTIC MYSTIC PILLARS

Amazing cut and restored string trick. No skill required! Every youngster from 7 to 10 wants one!

Sample, 50c.
2 Doz. MYSTIC PILLARS, \$4.90.

D. ROBBINS & CO.
152-B W. 42nd St. New York 18, N. Y.

INSTRUCTIONS BOOKS & CARTOONS

BOOKS AT 25¢ UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Boxing, Wrestling, Minstrel, Fun, Snake and other concessions; stock and special editions; write your requirements; 20 different samples, \$1 postpaid. Stein Publishing House, 521 S. State St., Chicago, Ill.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Raz Pictures; catalog 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. my7

15 MINUTES MASTERS ADVERTISING AND Sign Lettering; complete system, sign painters' secrets, cartooning book; all three, \$1; free circular. ABE Enterprises, Box 975-B, Peoria, Ill.

MAGICAL APPARATUS

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitchers; each unit weighs less than pound, easily concealed; write for brochure specifications, price. Nelson Enterprises, 336 S. High St., Columbus, Ohio. je4

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACKGROUNDS, Photo Novelties, Photo Rings, Comic Cards, etc.; low priced Photo Mounts; free lists. Miller Supplies, 1535 Franklin, St. Louis, Mo. my7

COMPLETE LINE OF DIRECT POSITIVE SUP- plies; write for price list. Marks & Fuller, Inc., 70 Selz St., Rochester 4, N. Y. ap30

COMPLETE DP OUTFIT—10x12 TOP AND frame, two cameras, 1 1/2 x 2 1/2, 3 1/2 x 5; dark room, drapes, neon sign, etc.; used one season; best offer. Dick Ford, 1639 N. 34th St., Milwaukee, Wis.

DAY DARK SLEEVE CAMERA—D15 WITH Tripod, extra Shutter and Lens, first \$65; H. J. Knapp, Baxter, Pa.

DIME PHOTO OUTFITS, CHEAP—ALL SIZES, drop in and see them; latest improvements; real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. ap30

DIRECT POSITIVE PHOTOGRAPHERS—WE supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds; Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. ap30

PHOTOMOUNTS—SAVE MONEY, BUY DI- rect from manufacturer; prices lowest: 2x3 Folders, \$2.00 or \$17.00; good quality; other sizes; free samples; manufacturers since 1925. Penn Photomounts, 335 Woodland Ave., Glen Olden, Pa. my14

SPECIAL—1 1/2 x 2 EASEL FOLDERS, \$1.75 per hundred; complete line Direct Positive Supplies; Direct and Eastman Papers. Lone Star Photo Supply Co., 2400 Elm St., Dallas, Tex. my14

2 1/2 x 3 1/2 CAMERAS—F4.5, AUTOMATIC SHUT- ter. Prisma, \$95; 25% cash, balance C.O.D. Geo. F. McMullan Bilbright Camera Mfg. Co., Fayetteville, N.C. my21

\$29.50 BUYS A NEW COMPLETE COMBINA- tion Direct-Positive and Black Back Street Camera; also lowest prices on direct positive chemicals and street camera supplies. Glasick Mfg. Co., 544 Monson St., East Peoria, Ill.
(Continued on page 80)



Nationally Known Radio

MIDGET BATTERY PORTABLE
SAMPLE POST PAID \$12.00
Cash With Order.

LOTS OF 3—\$11.10 EACH
F. O. B. WICHITA

STATE YOUR BUSINESS

Irwin Distributing Co.
106 SO. GROVE WICHITA, KANSAS

THEY LOOK—THEY LAFF—THEY BUY

ESQUIRE ASH TRAY. Good for 1000 Bally Laffs. Aluminum, highly polished and a sure seller. Now \$7.50 doz. **ESQUIRE LUCKY COINS,** with the same picture (back and front) that is on the Ash Tray. Doz. \$1.20; Gross \$13.50.

Komic Key Chains

RUBBER LIZARDS (that cack seller) . . . \$4.35 Doz.
STARLETS (photo album) 12 glamorous . . . 4.00 Doz.
Strip Posters . . . 1.25 Doz.
TELEVISION 5 PICTURE CAMERA . . . 2.25 Doz.
MAGIC CAMERA (Joke) . . . 75 Doz.
NEW (SPIN IT) all Plastic Trick Puzzle 2.00 Doz.
Jokers. Write for Special Quantity Prices.

SAG O TRICKS: Mesh Bag contains 15 Tricks and Puzzles with Retail Value of \$3.00; Doz. \$4.50.
Good Sellers . . . Hot Sellers . . . Per 100
Magic Mummy . . . \$3.00 Turnover Mirror \$5.00
Metal Monk 3" . . . 4.00 Rubber Shimmies 4.50
Pistol, Monk 5" . . . 4.00 Ace of Hearts . . . 4.50
Monk Ask Tray . . . 4.50 Kilroy Squirrel . . . 4.50
Miracle Coin . . . 1.50 Aunt Fanny Will . . . 1.50
Samples of Above & 40 More Fast Sellers, \$10.00
DAN DEE NOV. Miami Beach, Fla.
514 Collins Ave.

MOTHER'S DAY CARNATIONS

Made of Lustrous Cellophane on Green Wrapped Stem with Foliage. An outstanding novelty item for Stores, Streetmen and Dealers. Thousands sold last year; hand made; supply is limited. Pink or White, packed 100 of 5 color in box. Specify color wanted.

\$5.00 Per 100
\$45.00 Per 1000

Cash in full with order. We pay postage. Samples \$1.00.

KANT NOVELTY CO.
323 Third Ave. Pittsburgh 22, Pa.

Chinese Firecrackers

1 Bundle 1380 1 1/2 Crackers . . . \$3.00
1 Bundle 1600 1 1/2 Crackers . . . 3.50
1 Bundle 2000 1 1/2 Crackers . . . 4.00
100% Profit—Cash With Order.

BUCK BROTHERS
Columbia, Tenn.

ROUND-CORNERED HEAVY-WEIGHT BINGO CARDS

3,000 series—Available in 4 different colors. Also Bingo Specials, Baby Bingo, Featherweights, Electric Flash Boards, etc.

IMMEDIATE DELIVERY!

METRO MANUFACTURING CO.
127 W. 25th St., New York 1, N. Y.
CHelsea 2-4835

16 FULL COLOR NEW CUTIE POSES

THIS IS THE REAL THING YOU HAVE ALWAYS WANTED. PRODUCTION HAS STARTED AND IS NOW IN FULL SWING. All quantity orders are shipped in rotation of receipt. SEND YOUR ORDER NOW FOR FAST ACTION

SAMPLES AVAILABLE NOW

PRICE: \$1.00 ea., \$7.20 doz. SHIPPED PREPAID
Cash with order or 25% deposit, balance C.O.D.

"SWEET 16"

is patented and price protected!

IMMEDIATE DELIVERY POSITIVELY GUARANTEED

The 16 different color art photographs automatically change with each click

"SWEET 16" will retail for ONE DOLLAR

No pocket piece ever offered this much value for less than \$2.50.

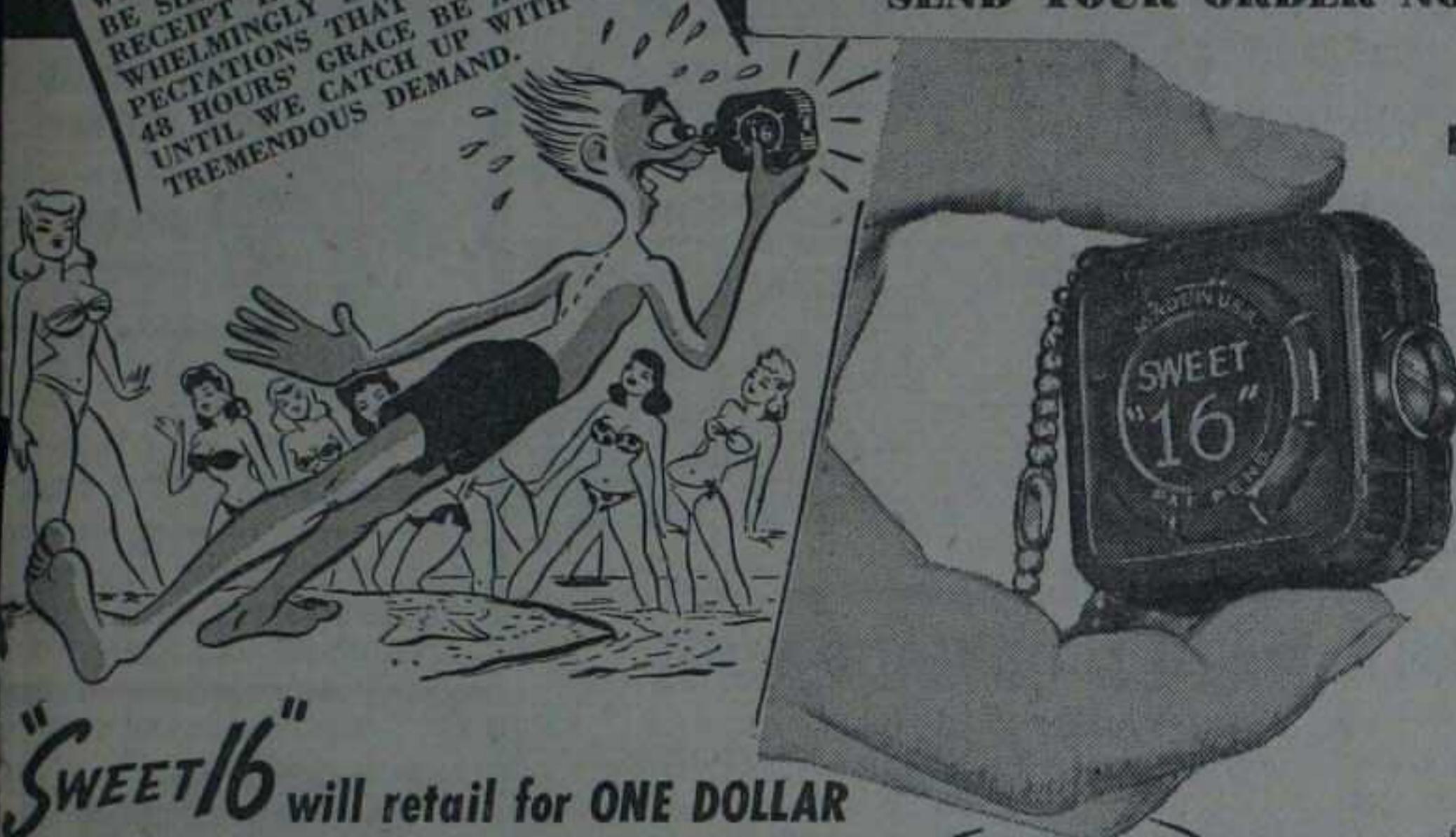
ADEQUATE DISCOUNTS TO THE TRADE

Write, Wire or Phone... ORDER DIRECT FROM...

NATIONAL NOVELTIES

141 NORTH LA BREA AVENUE • LOS ANGELES 36, CALIFORNIA • Phone WEBster 7241

ORDERS FOR "SWEET SIXTEEN" TOGETHER WITH REMITTANCES WHICH WERE GUARANTEED TO BE SHIPPED ON SAME DATE OF RECEIPT HAVE BEEN SO OVERWHELMINGLY THAT WE REQUEST 48 HOURS' GRACE BE ALLOWED UNTIL WE CATCH UP WITH THE TREMENDOUS DEMAND.



Small enough to hide in the palm of your hand.



THE NEW LOOK

BINGO BLOWER OF TOMORROW HERE TODAY

It's New—Portable—Fast—Efficient
Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base



BINGO

Supplies and equipment.

Write Today for Complete Particulars.

V. E. SUPPLY CO.

282 W. Market St. Akron 3, Ohio

CARNATIONS FOR MOTHER'S DAY



No. 9—Large Carnation, Red or White, \$35.00 per 1,000; \$4.00 per 100. Prepared Green Fern for Carnations, Doz. Large Bunches, \$5.00. Prepared Green Foliage for Carnations, 10 Lb. Carton, \$6.00. Send for Free Complete Price List of Fast Selling Items.

30% Deposit, Balance C. O. D.

FRANK GALLO,

Importer & Manufacturer

1429 Locust St. St. Louis 3, Mo.

PENNY PITCH CHARTS

Penny Pitch Charts, silk screened, on heavy leatherette, size 54"x54", \$4.50 each. Jobbers and Distributors, write for quantity prices.

Write for our descriptive circulars on carnival and premium items.

DIANCO PRODUCTS CO.

3128 Edgemont Street Philadelphia, Pa.

TREMENDOUS SELLER

#6081K BASEBALL SAVINGS BANK

Artistically colored in exact reproduction of a real baseball. Retail for 98 cents.



Made of terra composition, 5 inches high, weight about 9 lbs. to the doz.

Also #6082K Football same price.

Packed 1 doz. in carton, but doz. may be assorted among both numbers.

JOBBERS

WRITE FOR JOBBERS' SETUP ON THESE TWO NUMBERS

Sample sent on receipt of \$1.00 to be deducted from first order.

LEO KAUL

IMPORTING AGENCY, Inc.

333 & 335 K South Market St. Chicago 6, Ill.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.



ACME PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.



PITCHMEN! DEMONSTRATORS!

Back Again—Perfected PUNCH NEEDLES! One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles... \$28.00 per hundred sets. Sample set, \$1.00—Cash with order. Terms: 25% deposit, balance C. O. D., P. O. B. Chicago. We also carry Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO. 1160 Farwell Ave. CHICAGO 26, ILL.

DART BALLOONS—GROSS, 85¢; 25 GROSS LOTS, 75¢.

Large "Nosey" Head Balloons, the easiest balloon to inflate ever made, ears and nose pop out without pre-stretching—a trial order will convince you. Sample, 10¢ in stamps. Gr. \$10.50. Complete line of all Concession Merchandise—Base Balls—Hoops—Cork Guns—Glassware—Aluminumware—Slum—Candy—Beacon Blankets—Flash Clocks—Portable Radios.

Write for Carnival Catalog. Be sure and mention what type Concessions you operate.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

Fast seller for immediate delivery!

WALKING TURTLE



Wind it up with its attached key and it struts along, realistically, wiggling from side to side and wagging its tail. Six inches long, all metal. Traffic stopper! Sells on sight! Cash with order Dozen ... \$ 4.00 or 25% down, Gross ... 46.50 balance C.O.D. Sample65

Write! Wire!

M. D. ORUM CO.

614 W. National Ave. Milwaukee 4, Wis.

LAVALIERS and LARIATS

Latest Styles Tailored and Rhinestones. 24 Kt. Gold Plated.

\$7.20 doz. boxed

Earrings To Match, \$4.25 Doz.

Large new line of Wire Spray Pin and Earring Sets, \$7.20 Doz. Boxed.

Jobbers, write!

25% Deposit, Balance C.O.D.

SAUL DE SARETZ (Mfr.)

286 5th Ave. New York 1, N. Y.



WE ARE THE SOLE MFRS. of this PATENTED GOLD-WIRE RING, 1/20-12Kt. Gold Filled.

FULLY GUARANTEED. \$9.00 Per Doz. \$86.40 Gr. Lots.

Pat. D150,728

Blethstone anti-all sizes ladies and gent's changeable stone. Do not accept an un-stamped ring as a substitute for the original. 25% deposit with order, cert. ck. or money order, bal. C. O. D.

T. V. PHELAN & CO.

MANUFACTURER and DESIGNER 2814 Kensington Ave. Philadelphia 24, Pa. Phone: RE 9-1409

NEW LOW PRICES Table and Boudoir Lamps



Build Solid
SALES VOLUME with
America's Greatest Line of
China & Porcelain Lamps
Complete with Shades
for Premiums, Give Aways,
1 Prize Wins and Promotions
Jobbers & Distributors
Inquiries Invited

LOUIS J. SCHWARTZ CO.
134 W. 17th St., N. Y. C.
WA 9-0888

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid; samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. my7

LOOK!—14x22" WINDOW CARDS! HEAVY, nonbending; fla by 2-color bold type, 100, \$10 cash; quick service. Sollidays Colorprint, Knox, Ind.

REAL CIRCUS STYLE HERALDS—9x24 AND smaller, plenty stock cuts, all kinds Show Printing; since 1905. Curtiss Show Print, Continental, O.

RUBBER STAMPS, 3 OR 4 LINE, \$1 POSTPAID; Pads, 50¢. Smallwood, 2715 Vine Cincinnati 19, Ohio.

100 6 1/2 ENVELOPES AND 100 WHITEBOND Letterheads, 8 1/2 x 11, \$1.75; 250 each, \$3; 500 each, \$5.75, postpaid. Webster's Printshop, Fairland, Ind.

SALESMEN WANTED

SALESMEN'S SIDELINE—VALUED PHOTOS copied, enlarged, restored, colored. For information write Acorn, Box 1635, Washington, D C. ap30

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. CA 6-2544. ap30

CIRCUS AND SIDE SHOW BANNERS THAT sell the show. Don Lutten, 534 Harris Ave., Kansas City, Mo. ap30

SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth; leather straps and rings; also other Banners made; quick service. W. Courtney, Harboursville, W. Va. Phone 4301. ap30

TATTOOING SUPPLIES

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zeis, 728 Lesley, Rockford, Ill. jc25

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3, Ca. my21

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. M. H. Postal, 6416 N. Newgard Ave., Chicago. my28

WANTED—AN OUTSIDE BARBECUE, MUST be in good working condition. R. W. Williams, Waldo, O.

WANTED—OLD GOLD AND SILVER, Jewelry, Watches, Dental Gold Teeth, Antique Jewelry; highest cash price paid; satisfaction guaranteed; send for free mailing box. United Smelling Works (The Old Reliable), Government Licensed, 39-AH South State, Chicago. up

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

UP NORTH IT'S

MILLS SALES CO.
901 BROADWAY New York, N. Y.
WORLD'S Lowest Priced WHOLESALERS

PEEK-A-BOO Cute Model Viewers
Dozen 95c \$8.40
5 Gross Lots, Gross
Gross \$8.00

PIX PORTFOLIO Tantalizing Glamour Series
Actual 4x5 glossy photos of live models. 12 dazzling, alluring Hollywood models to a set.
100 Sets \$39.50
Dozen Sets \$5.40

Nobody anywhere undersells us. 1001 Items stocked. Send orders to store nearest you with ads from others, or state goods wanted, with deposit or payment. You will be our customer for life. Visit us. No catalogs at this time.

DOWN SOUTH IT'S

GLOBE TRADING CO., Inc.
Cut-Rate Wholesale Distributors
109 West FLAGLER St., Miami 32, Florida

SENSATIONAL VALUES! WATCHES ★ DIAMONDS ★ JEWELRY



new and re-conditioned ladies' and gents' NATIONALLY KNOWN, GUARANTEED wrist and pocket watches.
Prices from \$4.95

- Elgin
- Waltham
- Hamilton
- Bulova
- Gruen
- Swiss

Send for our FREE WHOLESALE CATALOGUE immediately.

ARPEL JEWELERS

316 Washington Square Bldg., Dept. B
7th and Chestnut Sts. Philadelphia 6, Pa.

SELL FAST SELLING NOVELTIES

To Cigar Stores, Pool Halls, Taverns, Bars. Send \$3 for salable samples of the following items prepaid, with jobbers' price list. Art viewer and key chain, pic-tease (self developing) novelty photos and derby cane photos, mini-movie, strip tease, fun cards, can-can dancer, shimmi dancer, girl mirror, novelty photo whiskey glass, soc. security card and 10 ass't. stock signs, suitable for all kinds of businesses.
AL HAWKINS & COMPANY
SIOUX CITY 7, IOWA

A-1 TRUMPET, DOUBLING SAX OR CLARINET preferred; vocalist; top 7 piece commercial band; state age. salary. B. Wilson, General Delivery, Fort Worth, Tex. my7

ACCORDION FOR SOCIETY BAND—MUST double violin or reeds and vocalizer; steady work. C. Drake, 849 Sheridan Place, Downers Grove, Ill. my7

COMEDIANS, HILLBILLIES AND OTHER Useful people for med show; open May 15. Jerry Frantz, Slatington, Pa. ap30

ENTERTAINING SINGING PLANISTS, DUOS, Trios—immediate opening. Contact Carroll's, 135 Bladins St., Utica, N. Y. Ph. 4-2471.

GODD M.C. TO PUT ON SMALL FLOOR SHOW in small, first class dinner club; furnish piano player and other necessary act on percentage basis. Jerry Marshall, answer if interested. Box 776, Texas City, Tex.

MUSICIANS FOR IMMEDIATE REPLACEMENT; Mickey band; state experience, phone and salary expected. Hoppe's, W. 4th, Mansfield, O.

OPEN CHAIR FOR TENOR MAN DOUBLING clarinet; salary; territory band. Rex Pine Orch., Glencoe, Minn.

PIANO, TRUMPET, BASS AND DRUMS; Commercial unit; locations; steady work; salary, \$65. Contact: Leader, Box 35, Muscatine, Ia.

TWO-BEAT DRUMMER WHO SINGS—MUST read, play good society and Latin; tenor band; \$90 minimum; all locations; want complete details and photo in your first letter; cut or no notice. Contact: Warney Huhli, Hotel Cleveland, Cleveland, O.

WANTED—MASTER OF CEREMONIES AND Pitch Man; Ohio location; excellent proposition; write, giving qualifications and background for personal interview. Box C-321, Billboard, Cincinnati, Ohio. ap30

WANTED—MEDICINE PERFORMERS FOR platform show playing south only; musicians that can change preferred; also magician that can change. Write: Wandertone Products, Box 551, Greenville, S. C.

YOUNG MAN IN PERFECT PHYSICAL CONDITION, over thirty years; must be sober and reliable with experience in Tumbling or High Diving, not over 150 lb.; wanted for human cannon ball act. For details write: Human Cannon Ball, c/o Billboard, Cincinnati, O. (Continued on page 32)

NU-D-ART MODELS IN TANTALIZING POSES



**NU-D-ART
MFG. CO.**

30 W. Washington Street, Chicago 2, Illinois

12 ACTUAL PHOTOS IN A SET

All 4x5 Glossy Prints

Newest, Hottest, Fastest Selling Item on the Market.

Details FREE or send \$5.00 for Sample assortment of 8 Sets—96x4x5 Photos. If You Think the TELESCOPE was hot—see these for profit!

CLEOPATRA LIVES AGAIN!!! Mystifying

Crazy Cleo is entirely new!



CRAZY CLEO won't stay put unless you know how to put her in her place. Individually boxed with complete instructions.

\$36.00 Gross \$3.25 Doz.

Min. order 2 doz. with attractive counter display box include 25¢ extra for postage on minimum order only.

Jobbers: Write 1/2 Deposit, Balance C. O. D.

PRITT NOVELTY CO.

12 W. 27th St. Tel. MU 3-2324 N. Y. 1, N. Y.

NEW—NOVEL—COLORFUL SWISS CHALET ELECTRIC CLOCK

WITH WHIRLING DISC

SET ON TABLE

HANG ON WALL



HOTTEST ITEM OF THE YEAR!
FOR SALESDOARD, PREMIUM, RETAIL

Get your orders in fast for this fast-clicking, dynamic, sales-sensation! Colorful as the rainbow of rich, gleaming plastic. Over the figure "12" on the dial is a colorful disc that spins round and round. Alpine scene with Swiss lovers. Molded deerhead and bird are mounted on front. Dependable, accurate, guaranteed electric movement.

Lots of 3, each \$2.69; dozen, each \$2.50. 15¢, 10 days rated acct., otherwise C. O. D. For prompt shipment send orders to:

STERLING SALES CO.
216 W. JACKSON BLVD., CHICAGO 6, ILL.

THE RIGHT LINE AT THE RIGHT PRICE

Guaranteed SWISS WATCHES



- Sweep Second Hand
- Assorted Radium Dial
- Polished Metal Case
- Genuine Leather Strap or Stainless Steel Expansion Band

\$3.15 Each

One Year Guarantee With Each Watch.

Write for Our Latest Price List. Terms: C. O. D. Unless Well Rated.

Edward A. Waldman Co.
55 W. 42nd St. New York 18, N. Y.

ESKY POCKET COINS

"Give an ESKY instead of a TIP"

Two sides—both GOOD—Today's Fastest Seller, Sample 25¢. Dozen \$1.25. Gross \$11.00. "ESKY" Ash Tray. Sample \$1.00. Dozen \$9.00.

NEW RUBBER LIZARD
Looks Real—Feels Real—A Real Seller, 9 inches long. Sample, \$1.00; 4, \$3.50; Dozen, \$4.50.

HAPPY LANDING Folder with envelope. Samples 2 for 25¢. 15 for \$1.00. 100 \$5.50.

NAUGHTY MARY-ETTA. Sample 25¢. Dozen \$1.25. Gross \$11.00.

TELESCOPES and PEEK-A-BOO Key Chains Dozen, all different \$1.00. Sample Telescope with 15 all different films \$1.00. Three different Peaks \$1.00.

KILROY STATUETTES, pocket size, 60¢. \$1.50. PIC-TEASE, Barometers, 60 different poses, 20 to box. Dozen boxes \$5.45, 3 dozen \$15.00. 2 boxes, all different \$2.00. 20 Samples \$1.00. 4 samples 25¢. Photo-finish Races same price.

DIPPY-DILLY Drinking Bird. Dozen \$7.00. Sample \$1.00. Man On Flying Trapeze same price. Sample of both \$1.50.

HOLLYWOOD Realistic Viewer with 10 Beauties. Dozen \$7.50. Sample \$1.00. Four kinds, 40 different photos \$2.50.

For Novelties That Sell write
LEWIS, 1108-B, E. 42nd Place, Chicago 15, Ill.

6000 Smash Hits—



In 300 Page Wholesale Book Dealers, agents, salaried and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money bank guarantee is a source of reputation to all buyers. It brings you the latest 1949 wholesale catalog of Tested Money Makers. You may take credit for the 25¢ on first order. In that way the book will not cost you any money. Get your copy now, before supply is depleted.

SPONS CO. 449 Lambert, Le Center, Minn.

JOINTED BAMBOO FISH POLES

WITH REEL SEAT & GUIDES

Made of Genuine BRAZILIAN BAMBOO

- • Brass Ferrules
- • Ring Fly Tips
- • Beautiful Cordovan Brown Stain
- • Waterproof Wax Finish

#B-3 Deluxe (3 Sections) WITH REEL SEAT & GUIDES (as illustrated) 12 Ft. to 13 Ft. Long \$25.20 Per Dozen.

#B-2 (2 Section Pole) Approx. 9 Ft. Long \$12.60 Per Dozen.

#B-3 (3 Section Pole) 12 Ft. to 13 Ft. Long \$18.00 Per Dozen.

#B-4 (4 Section Pole) Approx. 16 Ft. Long \$24.00 Per Dozen.

We Reel Seat and Guides on B-2, B-3, B-4

Jobbers, Write for Discounts


CASH WITH ORDER. WE PAY SHIPPING CHARGES. No C.O.D.'s

Sample Ass't of all 4 Poles Shipped Upon Receipt of \$6.65.

ATTENTION, CREW HAT OPERATORS

DOWN GO PRICES

TWILL CREW HATS \$4.40 Dz. \$52.80 Gr.



Felt Crew Hats	130.00 Gr.	Two-Tone Plastic Pins	\$ 1.00 Gr.
Kiddies' Crew Hats	24.00 Gr.	Plastic Airplanes	.65 Gr.
Laced Edge Cowboy Hats	8.25 Dz.	56L Comic Buttons	12.50 M.
Twill Flocked Hats with Name	69.00 Gr.	Plastic Water Bird	4.50 Gr.
Gabardine Flocked Hats	87.00 Gr.	Police Whistle	3.00 Gr.
#9 Special Animal Balloon	4.50 Gr.	Rabbit Feet	3.50 C.
#9 Cat Mottle Balloon	5.00 Gr.	Checko Rings	.90 Gr.
#14 Cat Mottle Balloon	7.00 Gr.	Comic Hat Bands	10.00 M.
#9 Printed Mottle Balloon	4.50 Gr.	Paper Nose Glasses	1.00 Gr.
Reed Balloon Sticks	.60 Gr.	Swiss Warblers	1.10 Gr.
Large Coolie Hats	33.00 Gr.	Small Round Fans	2.25 Gr.
Small Coolie Hats	22.50 Gr.	Finger Traps, Large	1.35 Gr.
Jap Leis	2.25 Gr.	Large Paper Gun	2.25 C.
Plastic Crosses	.65 Gr.	Small Paper Gun	1.90 C.
Paper Horns	.90 Gr.	Plastic Spoon	3.00 Gr.
#4 Dart Balloons	1.00 Gr.	Lead Pencils	2.00 Gr.
Plastic Animals	.75 Gr.	MEN'S MOTTLE POCKET COMBS	.90 Gr.
Paper Squawkers	18.00 Gr.	LEAD SLUM, LARGE ASST.	1.00 Gr.
Penguin, Mechanical	45.00 Gr.	Cigarette Holders	2.00 Gr.
ITCHY DOG, MECHANICAL	45.00 Gr.	Wedding Rings	.60 Gr.
Mechanical Seal with Ball	45.00 Gr.	Bisque Animals	.75 Gr.
Crawling Baby, Mechanical	6.75 Dz.	3 1/2" Comic Buttons	9.00 C.
Worth Baseballs	2.00 Dz.	Plastic Coasters	3.00 Gr.
French Darts	1.00 Dz.		
Swagger Canes	4.50 Gr.		

WRITE FOR SPECIAL PRICE ON "T" SHIRTS FLOCKED WITH ANY NAME OF RESORT OR PARK

Write for Imported Merchandise Catalog.

WE ARE SOLE DISTRIBUTORS OF GENE AUTRY AND ROY ROGERS BUTTONS & PENNANTS. WE TAKE ORDERS FOR SPECIAL BUTTONS & PENNANTS. 25% Deposit required with all orders.

KIM & CIOFFI

912 ARCH ST. PHILADELPHIA 7, PA.

CHARLES Demee

MFRS OF FISHING TACKLE

108 E. WALNUT ST. MILWAUKEE 12, WISC.

BEST BUYS IN IDENT'S



ALL ALUMINUM IDENT'S, in 3 Attractive Designs, Nos. 201A, 202A, 203A.

WHITE OR GOLD PLATE, Nos. 201-G or W, 202-G or W, 203-G or W.

\$1.65 Doz.	\$18.00 Gross	\$2.25 Doz.	\$24.60 Gross
-------------	---------------	-------------	---------------

Complete sample line of Ident's (34 numbers) prepaid, \$5.85, or sent C. O. D. 25% Deposit, Balance C. O. D.

SLOAN JEWELRY CO.

41 FULTON STREET NEW YORK CITY 7, N. Y.

Hit the Jackpot with Farber's PLASTIC PARASOL

Buy Direct From Mfr. and Cut Expenses!



- 49" Retailer
- 18" Spread
- 21" Wood Handle
- Bright Yellow Stick
- Jumbo Ball Handle and Strap
- Assorted Colors

Long Lasting, Stand-ard, Umbrella - Action Springs. Every one guaranteed to work.

\$3.25 (Packed 4 doz. to carton) Gross \$39.00

2 Samples \$1.00 Discount to quantity buyers.

CELLULOID FEATHER BACK DOLLS

12" Spread, 3 1/2" Cupie, beautiful assorted colors. \$17.00 Gross Discount to quantity buyers.

We mfr. the best Feather Backs in flashy colors. Our Feather Backs stick! 1/3 dep., Bal. C. O. D.

Farber Trading Co. 263 WILLIAM ST. N. Y. 7 WORTH 2-1389

NEW LOW PRICES!

BRAND NEW MEN'S RHINESTONE DIAL WRIST WATCHES

Assorted rhinestone dials—black, white or rubies. Guaranteed timekeepers—with leather straps.

7 Jewel \$9.95
17 Jewel \$13.95
1/20 G.F. Stretch Band, \$1.39 additional.



MEN'S REPOSSESSED WATCHES

Benrus, Bulova, Gruen, Elgin, Waltham, Longines. Original factory models, original cases, original dials. Repossessed broken lot and job lot watches. Wide assortment available whenever you order. All in perfect condition—guaranteed like new. Complete with leather strap.

15-Jewel \$19.95 17-Jewel \$22.95
21-Jewel \$27.95

Write for catalog on Famous Brand Watches, Diamonds, Clocks, Cameras, Radios, Luggage, Jewelry and Gift Items. 25% Deposit With Order—Balance C. O. D. Open Account to Rated Houses. Member of Jeweler's Board of Trade.

MID-WEST WATCH CO.

5 S. Wabash Avenue Chicago 3, Illinois

DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE 75¢ Per Set

1 Free with ea. doz. Sample Set \$7.00



These Pens Sell Like Wildfire!

Combination ball pen and lighter. 50¢ ea.

Two-color pen writes in red and blue. 40¢ ea.

8mm gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW! H. EPSTEIN 27 East 22nd St. New York 10, N.Y.

SPECIAL - - - GUARANTEED

ALARM CLOCKS

from \$1.35 ea.

Me Call Call in Person. Plenty Good Buys! We have what you want.

WORLD TRADING

37 West 22d St. New York

NEW Suction-Cup Auto Flag-Holder

for Decoration Day

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2" x 10". Sensational seller. Sell for 50¢ each. Samples, 25¢.



Adjustable, used in Horizontal or Vertical Position.

25% deposit with order, bal. C. O. D.

Write for List of Over 350 Popular Items.

GORDON MFG. CO.

110 E. 23 St., Dept. B.F.-2, New York 10, N. Y.

MICHIGAN BUYERS— See Us For BINGO MERCHANDISE

Full Line of Housewares, Appliances, Aluminumware, Enamelware, Clocks, etc. Special prices to economy buyers

ECONOMY SALES CO.

5425 Twelfth St. Detroit 8, Mich. Visit Our Showrooms—No Catalogs Available

BORDER NOVELTY CO. BUY DIRECT ORIGINAL ART-PIX PORTFOLIO and HOLLYWOOD GLAMOUR GIRL SETS

12 Glossy Prints to Package

- This PORTFOLIO attempts to provide both the professional and novice photographer with a variety of ideas for Pin-Up "Shots."
- No attempt is made to discuss the intricacies of studio lighting. Instead each pose is planned so that some particular type of female glamour is "spotlighted."
- WARNING: Copying of either package or contents of this portfolio will result in prosecution of offender.

200 NEW, DIFFERENT SETS OF 12 \$4.80 PER DOZ. SETS \$38.00 PER 100 SETS

NOTICE TO JOBBERS STARLET PORTFOLIOS

12 Photos to a Set \$6.00 DOZ. \$40.00 PER 100

4 NICKELS TO DIME TRICK—BRASS

Our Own Make \$9.00 DOZ.

JOBBERS ★ Write for Open Territory

NU-D-ART MODELS

ACTUAL PHOTOGRAPHS! ATTRACTIVE POSES \$4.80 PER DOZ. SETS \$38.00 PER 100 SETS

MINUTE MOVIES

Pocket Size \$3.60 PER DOZ.

RUBBER ALLIGATORS

\$6.60 DOZ.

FILIGREE BALL PEN ON KEY CHAIN

BULK \$24.00 PER GROSS

NEW MAGNETIC BLONDIE IN THE BATHTUB

(Pat. Applied for) \$3.60 PER DOZ.

ORIGINAL PEEK-A-BOO KEY CHAIN VIEWER

\$1.00 PER DOZ. \$10.00 PER GROSS

MAGIC PHOTO GUNS	\$15.00 Dz.
Novelty Man & Lady Ash Tray	9.00 Dz.
5 Gro. Exp. Matches	12.50
Rings With Stone. 10 Gro.	10.00
Elmo the Clown	3.00 Dz.
Regens Lighters	10.80 Dz.
Barkley Lighters	12.00 Dz.
Evans Lighters	21.60 Dz.
John Bowl Toilet Pipes	1.50 Dz.
Gabby Charlie McCarthy Dolls	7.00 Ea.
Crystal Radio Set	9.00 Dz.
Barrel Joke (Plastic), New.	
Per 100 (no less sold)	30.00
BILLPAK WALLET'S UP TO \$30.00 Dz.	
Closeout \$15.00 Dz.	

NO SAMPLES* NO ORDERS LESS THAN \$10.00. Orders shipped same day received. We ship to Canada, Philippines, etc.

50% Deposit with orders, balance C. O. D.

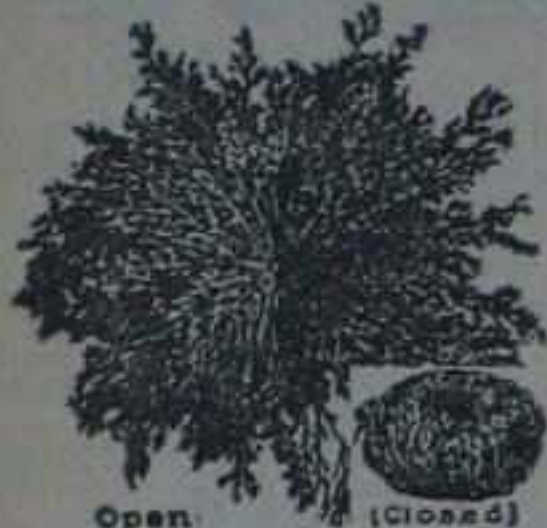
BORDER NOVELTY CO.

5 W. Jefferson Ave. Detroit 26, Mich.

GIVE TO THE RUNYON CANCER FUND

ATTENTION!
Carnival Men, Salesmen
and Novelty Shops

GENUINE MEXICAN
RESURRECTION PLANTS



THE DESERTS GREATEST NOVELTY
A Miracle of Nature.

This Beautiful Novelty Plant in
Very Big Demand

Special Price, \$20.00 Thousand, or
\$18.00 in 5 Thousand Lots

Have to offer you other imported
novelties with very big demand

Mechanical Turtles, Armadillos and Alligators, \$7.50 Gr. Mechanical Monkeys, move the head and tail, \$10.00 Gr. Tarantulas (Spiders), finest made, big black ones, \$12.00 Gr. Skeletons or Devils, large ones, \$8.00 Gr. Mexican Miniature Tea Sets, 12 pieces to set, special price \$38.00 Gr. Beautiful Mexican Shopping Bags, \$8.00 Doz. Mexican Miniature Saddles, \$5.00 Doz. Fur Monkeys with drum, \$18.00 Gr. Snake in the Box, you pull the top and out comes the snake, \$18.00 Gr. Mexican imported novelty, hand painted Water Pitchers and Flower Vases, 2 1/2 inches tall, \$12.00 Gr.

RUSH YOUR ORDER NOW. Terms: Cash with order or 50% deposit, balance C. O. D.

NATIONAL PRODUCTS
COMPANY
LAREDO, TEXAS

SELL NYLONS
GUARANTEED RUNS!
AGAINST

The ONLY nylon hose in the whole world actually guaranteed against run, snag or excessive wear, REGARDLESS OF CAUSE! Yes, no matter what the cause, whether use or abuse, Kendex nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period — a period up to three whole months! Not sold in stores. Extra sheer 15 denier, sheer 30 denier and service 60 denier. Latest colors. Lengths 28 to 35 inches. Both seamed and seamless. Also complete line men's fine hosiery guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Complete money-making sales outfit FREE and prepaid. No obligation. Nothing to pay now or later. Simply rush your name and address on a postcard and you'll be making money next week.

KENDEX COMPANY, BABYLON 47 N. Y.

CARNIVAL, PARK and
CONCESSION GOODS

Special Dart Balloons \$.85 Gr.
No. 9 Mottled Kat Balloons 5.00 Gr.
No. 14 Mottled Kat Balloons 7.20 Gr.
Flying Birds (Domestic or Imported) 9.00 Gr.
Imported Fur Monkeys:
Small Size 9.00 Gr.
Large Size 18.00 Gr.
7" Feather Dolls 21.00 Gr.
Swagger Canes With Tassel, Ball Top 9.00 Gr.
Daisy Cork Guns 3.50 Gr.
New Style Paper Parasols 95¢ Doz. 10.50 Gr.
Worth Special Baseballs 2.25 Doz.
SEND FOR YOUR 1949 CATALOG.
IT IS FREE.

M. K. BRODY
1116 S. HALSTED ST. CHICAGO, ILL.
Serving the trade for over 34 years.



JUMBO
ALL PLUSH
ELEPHANT

30" tall. Comes in contrasting high luster plush. Well constructed.

8-105 \$37.50
Doz.
Samples Postpaid, \$4.00 Ea.
Order by Number.
25% Deposit, Balance C. O. D.

Jerry Gottlieb, Inc.
ASBURY PARK NEW JERSEY

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column.
No charge accounts

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

Attention AGENTS! — 4 PIECE SOCIETY-rumba orchestra available for summer work in hotel resort, N. Y. state or nearby. Electric violin, piano, bass, guitar (doubling voice). All types dance music including tangos, Viennese waltzes, Jewish dances, etc.; latest novelty numbers, cut shows; all replies answered; Local 802. Contact Fred Nesson, 99 East 4th St., N.Y.C., GRamercy 5-6378 ap30

AVAILABLE MAY 9, LOCATION—WELL ORGANIZED show and dance band; just closed 14 months engagement one spot; 4 men, 1 lady; piano, drums, tenor sax (doubling on clarinet), Hawaiian and Spanish electric guitars; outstanding vocals, comedy, novelty and production numbers in radium lights; p.a. system, mikes, Soloxox; organized 3 years; can give with solid entertainment and cut any floor show; extensive library; union; photo by request. Willie Kaiama. Phone 4125-6, Fairview Hotel, Mansfield, O.

ROY SANDERS SOCIETEERS—9 to 11 MEN; union, commercial style band desires reliable agent. 1017 N. 9th St., Reading, Pa.

CIRCUS AND CARNIVAL

MALE AERIALIST AT LIBERTY—YOUNG, single and 3 yrs. experience; worked a single last year on a 35 ft. sway pole as Great Disco; also know a little handbalancing. Joe Driscoll, 2 Foyle St., Worcester, Mass.

UNDERSTANDER AND CATCHER—FOR ACROBATIC troupe or partner; also good Bump Man for comedy act; write or wire: Geo. Koenig, 4350 Zane Ave., Crystal Village 22, Minn.

DRAMATIC ARTISTS

ACTOR-DIRECTOR—DESIRES POSITION WITH stock company, repertoire camp or summer theater; experienced showman. Franklyn Burke, 1037 Loyola, Chicago, Ill.

MISCELLANEOUS

RAY AND ADELE EWING—COMEDY TEAM; singles, doubles; plenty material; salary your limit. "Doc" Harold Woods, Charlie Monroe, communicate. Hialeah, Fla., Western Union of Gen. Del.

MUSICIANS

ALTO AND CLARINET—TONE, INTONATION; read, experienced, some jazz; sober, reliable, neat appearance and will travel. Box C-308, Billboard, Cincinnati, Ohio. ap30

AT LIBERTY—STRING BASS, YOUNG, EXPERIENCED; plays. Box C-323, Billboard, Cincinnati, Ohio.

ATTENTION—STYLE BANDS, LARGE OR small; Drummer, name sweet band experience; steady soft rhythm, excellent appearance, cut fine show; jazz, rumbas; willing, co-operative; own Cadillac; travel anywhere, locations short or long; been 1 1/2 years on present job. Phone: Frank Kestler, 215 N.W. 79th St., Miami, Fla.

BASS AND GUITAR, UNION; PREFER HILL- billy or Western radio show; can sing or play comedy. Contact "Clint" Yazel, 116 E. Haney Ave., South Bend, Ind.

CHOP RHYTHM MAN — AGE 26, DOUBLES on bass and steel; sing any part in trio, also solos; radio and show experience, popular or Western; travel anywhere. Dave Friley, 1887 Aberdeen Ave., Columbus, O. Phone JE 4424.

DRUMMER — AVAILABLE IMMEDIATELY; age 23, Local 10; read, play all rhythms, excellent equipment; prefer location. Dick Gierum, 704 South Maple Ave., Oak Park, Ill. Telephone: Village 2355. ap30

DRUMMER—UNION, DESIRES CONNECTION with responsible orchestra leader; good man for small combos. Musician, 102 Rauber St., Rochester, N. Y.

DRUMMER—SOCIETY, COMMERCIAL, ALL Latin, cut shows, read well; fine drums, timbales; many years varied experience, best references; just completed season Bellevue-Biltmore Hotel; consider anything; join immediately. Wire or airmail complete details: Stan Hotaling, 1152 Laura, Jacksonville, Fla.

DRUMMER—FINE BEAT, ALL STYLES, GOOD appearance, dependable, sober; available immediately. George Gold, 2549 N. 28th St., Philadelphia 32, Pa.

GUITAR MAN AVAILABLE—SOLO, RHYTHM; also steel guitar; formerly with the Marion Mercer Trio, an M.C.A. unit. Home address: Buddy Cooner, 8947 Madison Ave., Jacksonville, Fla.

GUITARIST, VOCALIST (TENOR), ARRANG- er; available May 3; read, improvise, rhythm, solo; modern, big sounding arrangements; will travel; age 22, family responsibilities, union 7 years; hot hillbilly; answers acknowledged; state details, salary. Clarence Alexander, R.F.D. 3, Greenhay Rd., Waukegan, Ill. Majestic 3560-Y-3. ap30

"POLLY PEEL"
Strip-Tease Card
An old reliable item. Back on the market again by popular demand! Gross \$6.00

"NAUGHTY MARYETTA"
Strip-Tease Card
She winks her eyes and goes to sleep. Gross \$8.40

"ESKY" Coin (It's Hot!)
100 Coins \$ 7.00

Cutie Tele- scope Key Chain. Cr. 12.00
Peek-a-Boo Key Chain. Cr. 9.00

Sweet 16 Viewer. Doz. 7.20
Cutie Television (5 Pictures). Doz. 2.75
Rubber Alligators. Doz. 6.50
Shmoo Puzzle Key Chain. Doz. 1.50
"15" Puzzle (New Item). Doz. 7.20
7-in-1 Ladies' Wallet. Doz. 6.00
Blonde in Bathtub Mystery (It's New and Hot). Doz. 3.60

HOLLYWOOD ART PHOTOS

Size 4"x5". Genuine
Photos. 12 Cards to \$4.80
Set. Doz. Sets

25% Dep. with all C.O.D. orders.

BENGOR PRODUCTS CO.
119 5th Ave. N. Y. C. 3, N. Y.

NEW

Watches
\$16.90

17 jewel Lady Cal-Max (6x8 latest style) with SPARKLING rhinestone case. Beautiful gold-filled "snake" band included (add \$1 for rhinestone dial) ... Attractive gift box and guarantee with each watch.
25% Deposit on C. O. D. ORDERS
Send for Catalog.

Cel-Max
WHOLESALE JEWELERS
182 E. MAIN STREET MEMPHIS, TENN.

NEW MAJORETTE
1949 SENSATION — A SURE WINNER
Dressed in Assorted Colors—32 Inches High, packed 12 to carton. No. 4698, F.O.B. Milw., \$48.00 doz.; F.O.B. N. Y., \$41.40 doz

No. 35 — Miss Fairyland. Made of plaster. Highly decorated. 14 1/2 in. high. 12 to carton. **Ea. 30¢**

No. 4604—jr. Majorette, 19 in. high. Pkg. 12 to ctn. F. O. B. Milw. \$16.20 Per Doz. F. O. B. N. Y. \$13.80 Per Doz.

1949 CATALOG READY
for MAILING ABOUT
APRIL 15th

CATALOG WILL ONLY BE MAILED TO THOSE THAT STATE TYPE BUSINESS TO PROTECT OUR CUSTOMERS.

WISCONSIN DELUXE CO. 1902 N. THIRD ST. MILWAUKEE, WIS.

THREE HEAVY IDENTTS THAT SELL
Thick Airplane Metal Plates, Heavy and Extra-Heavy Chains, Beautiful Polished White Finish

No.	Description	Doz.	Gross
No. 309	'HEAVY WEIGHT'	4.65	54.00
No. 311	'GIANT'	5.40	63.00
No. 312	'COLOSSUS'	6.90	81.00

Individually Carded - Boxes 10¢ ea Extra

HARRY PAKULA and CO.
5 N. WABASH AVE., CHICAGO 2, ILL.

BUCKIN' BRONCO **ELECTRIC CLOCKS**
NEW! **SELLING BIG!**
Hand cast metal in Two-Tone Bronze, Silver and Gold Finishes. Features a Self-Starting SEASONS Electric Clock. Looks like a million — priced unbelievably low! Size: 14" high — base 12" long.

\$9.00
E.A.
IN DOZ.
LOTS

Samples \$9.50 Each
Immediate Delivery. 25% Deposit. No C.O.D.'s Under \$10.00. Write for New Catalog.
19 West 46th St. **CARMODY PRODUCTS** New York 18, N. Y.

DANCING DOLL MEN!
NOSE BALLOON DANCING DOLL
All Made Up. Balloon attached, in cellophane bag with directions. \$13 per gross (With Cathed Balloon—Same Price) 4 Samples \$1.00

MIKE HALPERN
1232 S. LAWDALE CHICAGO, ILL.

CARNIVAL AND BINGO SUPPLIES
PLASTER, GLASSWARE, SLUM, BINGO STOCK, BALL GAME
Write for 1949 Catalogues Free

STANLEY TOY AND NOVELTY CO.
110 W. BROAD STREET RICHMOND, VIRGINIA

CLOSE-OUT SPECIAL
PERFUME

I have 50 Gross only—All come Bottled in Red, Blue, Green, Yellow Cellophaned. Samples \$1.50. Price in 5 Gross Lots only \$7.50 Per Gross. Triple your money while I have them. Wonderful scent.

SANDY SALES
11811 Kinsman Rd. Cleveland 26, Ohio

DRESS UP YOUR CONCESSION with
MINIATURE CHARACTER
DOLLS (A Rachello
Creation)



Doll is 7" Tall - Human Hair
Stands Alone! Beautiful
satin costume with heavy lace
trimming. 5 Costumes—White,
blue, pink, green, red. Individually
boxed with cellophane protective
lining. Can be displayed in box without
selling doll.

\$12.00 Doz.
Sample \$1.50

25% Deposit, Balance C.O.D. Postpaid
Jobbers: Write for prices!
Sigfrido Doll Mfg. Co.
209 Fifth Ave. NEW YORK 14

CONCESSION SUPPLIES

- BB 1521—Daisy Cops Guns, Ea. ... \$ 5.50
- BB 1522—Cops Gun Cops, 1000 ... 2.75
- BB 1523—Aluminum Milk Bottles, Ea. ... 1.10
- BB 1524—Wood Milk Bottles, Ea.85
- BB 1525—Hoop-La Rings, 4 in. to 7 in.
Doz.70
- BB 1526—Hoop-La Rings, 8 in. Doz.85
- BB 831—Worth Special Base Balls.
Doz. ... 2.25
- Case of 15 Doz. ... 32.25
- BB 831—Latax Covered Base Balls.
Doz. ... 2.40
- Case of 15 Doz. ... 33.75
- BB 1527—French Weighted Darts, Doz. ... 1.20
- BB 130—Dart Balloons, Gr.95
- 10 Gr. for ... 9.00
- BB 1520—Add N Win Dart Boards, Ea.80
- BB 1528—Knife Rack Rings, 100 ... 4.50
- BB 1529—Cane Rack Rings, 100 ... 4.50
- BB 194—Spring Clothes Pins, Gr.85
- 10 Gr. for ... 8.50
- BB 1530—Penny Pitch Charts, Ea. ... 4.95
- BB 1531—No. 5 Satin Ribbon (all
colors), 50 yd. Spools, Ea. ... 1.35
- BB 1532—Medium Bingo Cards, 100 ... 1.85
- 1000 ... 17.50
- BB 1533—Professional Bingo Cards.
100 ... 4.25
- 1000 ... 40.00
- BB 1534—Rubber Covered Bingo
Shaker, Complete, Ea. ... 9.00
- BB 1535—Plastic Bingo Covers, 1000 ... 2.00

Prices FOB Indianapolis
25% Deposit With C.O.D. Orders
KIPP BROTHERS
Wholesalers since 1880
240-42 South Meridian Street
Indianapolis 4, Indiana

ENGRAVERS!

I'm with it since 1907!
Originator of the
ALL-ALUMINUM IDENT.
\$2.50 Doz., \$25 Gr.
Crab Bag Jewelry—40 different items
complete—Sample Assortment ... \$3.00
SHELLS and GOLD WIRE FOR WIRE WORKERS
Have worked stores with jewelry joints
myself for years and know your needs.
LOWEST PRICES AVAILABLE
SEND FOR CATALOG
MILLER CREATIONS MFR.
6628 Kenwood Ave. Chicago 37, Ill.

500 CUTIE STRIPPERS
LUSCIOUS, ATTRACTIVE BEAUTIES

First-time shown. New models. Tantalizing
glossy photos. 12 strip life photos to a
set—12.

500 NEW, DIFFERENT, LUSCIOUS SETS—500
Wholesale only. No C. O. D.'s.
100 Sets of 12s \$36.00
Sample Assortment, \$1.00.

ARTHUR FRAIDIN
Box 205 Baltimore 3, Md.

LIVE WIRE SALESMEN

Make \$50, \$100 a day or more selling a House-
hold Appliance useful to Homes, Hospitals,
Bars, Cafes. For details write
GUS GRAMMAS
854 S. Olive St. Los Angeles 13, Calif.

LEAD TRUMPET-VOCALIST—NAME BAND
experience, desires steady or jobbing work
within fifty mile radius of Newark.
Musician, 347 Summer Ave., Newark, N. J.

ORGANIST — EXPERIENCED IN ROLLER
rink musical qualifications; first-class recom-
mendations; good salary essential. Organist,
Box C-318, Billboard, Cincinnati, Ohio. my7

PIANIST-ENTERTAINER, VOCALS, PLAYS
Solo vox, risque to classics, union, large rep-
ertoire, solo; resort position preferred; write-
wire. V. R. Carpenter, 1501 Park Road, N. W.,
Washington, D. C., Apt. 4. my14

PIANIST—SCHOOLED, YEARS OF EXPERI-
ence; union, reader; hotel, etc.; location only.
Colonial Apt., Apt. 10, 702 Park, Hot Springs,
Ark.

PIANO—IMMEDIATELY; ENTERTAINER, VO-
cals for small unit or as single; union, sober,
appearance, well experienced. Billboard, Box
C-324, Cincinnati, O.

PIANO MAN PLAYS GOOD RHYTHM—EX-
perienced, union, single, travel, sober; state
salary. 6422 Calumet Ave., Hammond, Ind.

STRING BASS MAN—TOP HOTEL BAND EX-
perience; 26, good appearance, sober, de-
pendable, union. will travel. Wire: Louis Ger-
ardi, 213 W. Chestnut St., Glendale 4, Calif.

STRING BASS—EXPERIENCED, AVAILABLE.
Wire: Rudy Bandy, 1770 Fulton Rd., Cleveland,
O.

STRING BASS MAN, EXPERIENCED, READ
or fake, good tone and beat, play in tune;
available immediately; will travel. Trafford
Hubert, 712 S. G St., Tacoma, Wash.

TENOR CLAR MAN—READ, TONE, TAKE-
off; arrange; organized bands only. Art Hunt-
singer, 1114 12th Ave., S.E., Minneapolis, Minn.

TENOR, ALTO, CLARINET—READ, FAKE,
play lead, cut shows; prefer location; im-
mediately. Louis Nelson, 202 S. Germantown
Road, Chattanooga, Tenn.

TRIO — VERSATILE; PLAYING MANY IN-
struments; available two weeks' notice;
worked name resort engagements past six
years. Box C-320, Billboard, Cincinnati, Ohio.
ap30

TROMBONE—EXPERIENCED, READ OR FAKE;
commercials, combos, show; single; will
travel; available now. Box 257, Billboard, 155
N. Clark, Chicago.

TROMBONE—DUE TO DISAPPOINTMENT;
circus and dance experience; union, neat,
sober and reliable. Lew Meyer, Piquette, Miss.
Phone 103-J.

TROMBONE MAN — WELL EXPERIENCED,
well schooled; 21, single, sober, neat; range,
tone, technique; experience three brass, lead
on five trombone section. Musician, 302 Haakon
Road, Brooklawn, N. J.

TRUMPET—EXPERIENCED SECTION, COM-
bos, shows; age 21; desire location, but con-
sider all; available immediately. Musician, 902
Barra St., Jacksonville, Fla.

TRUMPET—EXPERIENCED, JAZZ, COMMERCIAL,
shows, fake, rumbas; prefer location
with society or show band. Musician, 4640 N.
La Porte St., Chicago.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE JUMP-
ing; modern equipment for fairs, parks, celeb-
rations; always reliable. Claude L. Shafer,
1941 S. Dennison, Indianapolis 21, Ind. my21

OUTSTANDING PLATFORM TRAPEZE ACT—
Available for celebrations, fairs, etc. Flashy
act. For literature, particulars, address: Charles
La Croix, 1304 South Anthony, Fort Wayne 4,
Indiana.

SENSATIONAL HIGH FIRE DIVE INTO FLAM-
ing tank of shallow water; an old established
standard attraction; never fails to please. Capt.
Earl MacDonald, 456 Lamphier Pl., Warren, O.
my21

THE GREAT KELLY—"RIDE OF DEATH";
world's only bicycle riding down chute
thru flames, crashing glass walls, jumping cars,
using fireworks. Mike Kelly, Goshen, Ind. ap30

THE LEHMBECK SISTERS AND CO.—A
creation of acrobats and balancers; parks,
celebrations; 4 people act. 2015 Oliver St.
Fort Wayne 5, Ind.

VOCALISTS

FEMALE VOCALIST—POPULAR BALLADS;
want small band or nice club work; attractive,
experienced; will travel; piano accompanist
available. Box 409, Billboard, N.Y.C.

MALE BALLAD VOCALIST—EXPERIENCED,
satisfaction guaranteed or no notice; record
on request; would also do personal audition if
possible; will go anywhere for decent deal on
either band or combo. Box C-325, Billboard,
Cincinnati, O.

FIREWORKS

Chinese Firecrackers
1 Bundle of 1280 1 1/2" Crackers \$3.50
1 Bundle of 1600 1 1/2" Crackers 4.35

BALLOONS

Latex Rubber
NO. K10—PER GROSS ... \$1.25
NO. K20—PER GROSS ... 2.50
Cash With Order

United Fireworks Mfg. Company, Inc.
DAYTON 7, OHIO

THE WAR IS OVER!!

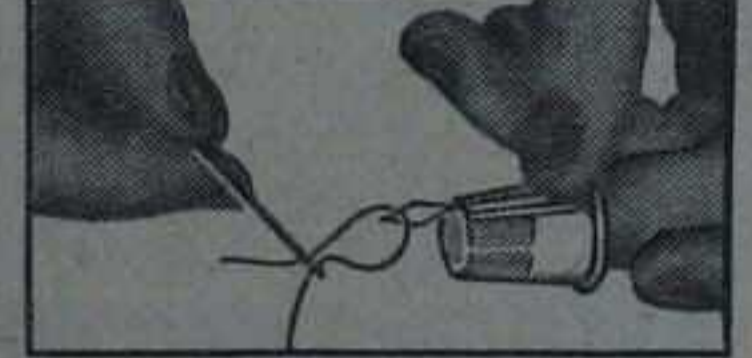
We are now again able to supply
Imported and Domestic Novelties
not previously available
AT THE LOWEST WHOLESALE PRICES
FOR CONCESSIONS—CARNIVALS
PARKS—STREETMEN—BINGO GAMES
DEMONSTRATORS

We Will Soon Issue a Special Novelty Catalog. In the
Meantime When in Chicago It Will Pay You To Visit Us.

We are headquarters for
FLYING BIRDS—MONKEYS
BALLOONS—COOLIE HATS—TOYS
NOVELTIES—METAL HORSES
JEWELRY—WATCHES—CLOCKS
HUNDREDS OF OTHER ITEMS
WE HAD THEM BEFORE — WE HAVE THEM AGAIN
WE SPECIALIZE IN SPECIALTIES
N. SHURE CO.
— EST. 1888 —
ADAMS AND WELLS STS. — CHICAGO, ILL.

Hottest Item in the Country!

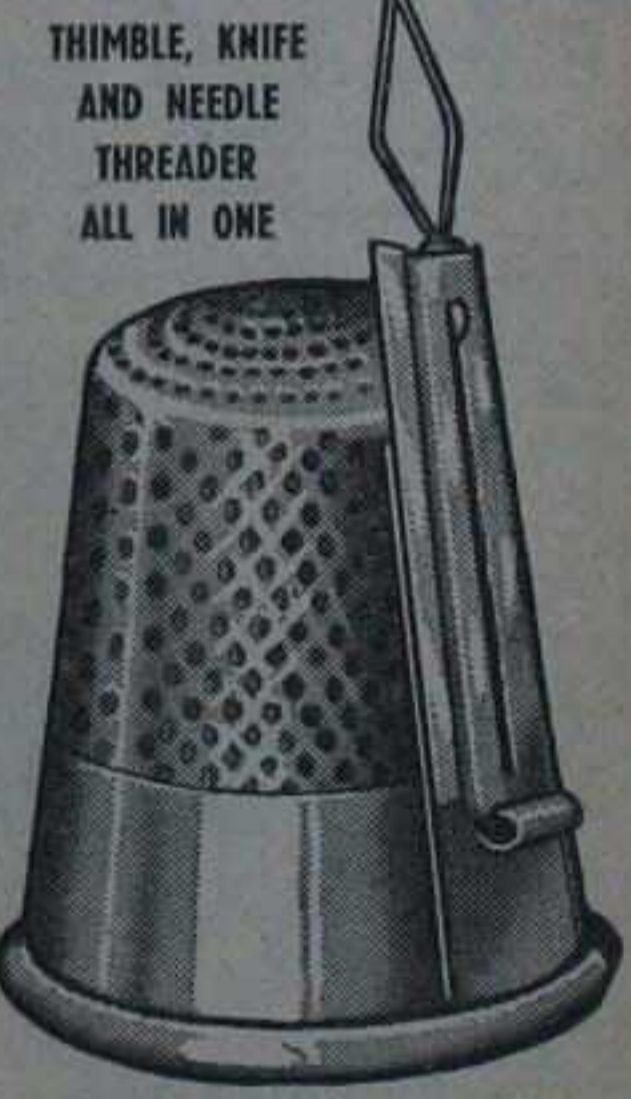
MAGIC THIMBLE
Big Profits! Fast Moving!
Sells on Sight!



The only thimble of its kind—it's sen-
sational! Wire loop pulls thread
through any needle . . . tiny knife
slides out to cut thread.

- Longer than ordinary thimble . . . no broken nails
- Threads the smallest needle
- Gold-plated finish
- 3 sizes: small, medium, large

DEALERS! AGENTS!
Here's a sure-fire seller!
Retail at only **49c** Cannot be undersold



Big discount for quantity
orders. For sample order of
3 thimbles, send \$1.00
ORDER NOW!

MAGIC THIMBLE, INC., 22 West 15th St., New York 11

FROM **LEVIN'S**
SPRING SPECIALS
OUR "EARLY BIRD" CATALOG IS READY
WRITE FOR YOUR COPY TODAY—STATE YOUR BUSINESS

- SA 13 Round Metal Whistle, Gr. \$.85
- SA 14 White Metal Charms, Asst. Gr.85
- SA 15 Plastic Asst. Ships, Gr. 1.00
- SA 16 Plastic Scotty Statuettes, Gr.65
- SA 17 Carded Luck Charms, Per 10075
- SA 18 Gift Key Chain, Per 10095
- SA 19 5x7 1/2 in. Battleship Photos, Gr.35
- SA 20 3x7 1/2 in. Airplane Photos, Gr.35
- SA 21 Min. Toothpick Knife, Gr.75
- SA 22 Bird and Butterfly Pins, Gr. 1.00
- SA 23 Plastic Police Whistle, Gr. 2.25
- SA 24 Cameo Rings, Gr. 2.25
- SA 25 Jap. Honeycomb Fan, 1 Gr. Box for 2.00
- SA 26 Jap. Magnetic Top, Gr. \$2.75
- SA 27 Colored Plastic Coasters, Gr. 2.15
- SA 28 4 in. Stripe Horn (Jap.), Gr. 1.75
- SA 29 Jap. Folding Fan, Gr. 4.75
- SA 30 Plastic Bird Warbler, Gr. 3.25
- SA 31 Min. Glass Mugs, Gr. 2.50
- SA 32 Dec. Metal Coasters, Gr. 3.00
- SA 33 Pyrex. Glass Coasters, Gr. 5.50
- SA 34 Daisy Cork Rifle, Ea. 2.75
- SA 35 Armstrong Corks, Per 1000 ... 2.75
- SA 36 2 in. Roll Down Balls, Per 100 ... 7.50
- SA 37 Alum. Pint Bottles, Ea. 1.15
- SA 38 Worth Spec. Baseballs, Doz. 2.25
- SA 39 Clothes Pin Rings, Per 100 ... 4.50

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA

SALESMEN!

*Write with
Light*

10-Second Demonstration Nets You

\$9.95 Yes—Storekeepers now "Write with Light"—wipe off and write new sign—all in 10 seconds. Fastest seller in years. 10-second demonstration pays you \$9.95 cash in advance. Orders pour in **HAND-OVER-FIST**. Get started in your territory while "LITEWRITER" is brand new and hot as a pistol.

Litewriter

"MAGIC CRAYON"
MAKES SIGNS THAT GLOW
LIKE BRILLIANT NEON!

Merchants everywhere—in small town and big city—all stare with amazement at this newest of all Fluorescent Sensations! They write on glass with "MAGIC CRAYON"—and Presto!—before their very eyes—there's a 5-color Advertising Message that glows like a brilliant Neon Sign! Complete Sales Kit. Send name on penny postcard NOW for Big FREE Sales Kit and Free offer of Sample Demonstrator. No cost now or ever. Rush postcard now.

MAXILUME CO.

125 W. Hubbard St., Des. L-134-E, Chicago 10, Ill.

SWISS STOP WATCH

Chronograph Model

\$3.95

(Wholesale Only)

Outstanding value. One button control; radium dial; sweep second; chrome case; timed and tested; attractive strap.



Serves same purpose as expensive Stop Watch Timer. In lots of six or more. 25% deposit with order, balance C.O.D. Sample order for less than six, \$1.00 extra for each watch. Inquiries from quantity users invited.

NAMDOR WATCH CO.

Dept. B-2
580 Fifth Ave. New York 19, N. Y.

BLONDE IN A BATHTUB

The Sensation of the Nation.
THE HOTTEST OF ALL
IMMEDIATE DELIVERY

Orders Filled In Rotation.

\$54.00 Gross **\$5.20** Doz.

SAMPLES: \$1.00 Each Shipped Prepaid
Cash With Order, or 25% Deposit,
Bal. C.O.D.

MERCURY DIST. CO.

417 4th St., Des Moines, Iowa
Ph. 2-3442

Hollywood Hits Again ...

#1 was Strip-Tease
#2 was Telescopes
NOW #3

The

NEW ESKY COIN

*nuff said
3 Samples, 50c.
\$10.80 Gross, \$1.25 Doz.
Min. order 3 doz. F. O. B. Los Angeles.
Cash with order.
Quantity prices on request.

PYRAMID SALES

2343 Seariff St. Los Angeles 7, Calif.

BINGO

Heavy Cards, Specials, Cages,
Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,
St. Louis 1, Mo.

Barry, Bill
Belle, Betty
Burcher, Anthony
Byford, Leslie
Byrnes, William James
Cantwell, Charles
Carancio, Guido
Carr, Frank
Carruthers, Irvine
Child, Walter
Coleman, Max
Coley, Clark Jr.
Conway, Ross
Cooper, Jane
Cox, Irene
Dalbey, Darlene
Day, Darlene
DeLaney, J. D.
Demetry, Peter M.
Devine, Mr. & Mrs.
Harley
De Lys, Donnette
Dillon, Jack
Donohue, Ruth
Duane, Victoria
Panadio, Louise
Fields, Harry
Flores, Monica
Flynn, Joe
Fournier, Joseph
Frey, William H.
Galey, Larry
Haber, John
Hansen, Laura K.
Howard, Joseph
Humphries, John
Irmy, Margaret

Alderson, James
American, Arnold A.
Anderson, Bob
Anderson, Bud E.
Annis, Ralph J.
Austin, Wendie Mrs.
Averill, W. G.
Bacon, William
Baker, Mrs. Freddie
Bales, Dorothy
Baley, Charles
Barr, Howard T.
Beach, Harry M.
Becher, Carl
Bell, Estelle A.
Belton, Louise E.
Bernard, Sunshine
Blitzsch, Richard F.
Boatwright, B. E.
Bortan, Mrs. Marie
Brown, Ann W.
Brown, Bobby
Byers, C. W.
Byers, J. O.
Carrigan, Chief
Carter, Ruth S.
Carter, W. M.
Chalk, C. E.
Collins, Richard
Cox, James J.
Cran, Walter
Crumley, Robert M.
Dailey, Miss Joan
Davis, Mrs. N. E.
Davis, Oscar
Day, Doc
Deal, Al
Dickerson, Harry
Diggs, George
Dillion, Leonard L.
Dillon, Virgil
Donovan, Forest
Omer & Virginia
Drake, Edward R.
Duval, Maurice
Ellis, Charles
(Blackie)
Fortner, Don
Free, William
Garnett, Mrs. W. A.
Gibson, Pete (Tiny)

Morgan, Lingerie
O'Brien, Mrs. Mary W.
Osborn, Phil
Ogilvie, L. B.
Olatuer, Harry
O'Neal, Johnny
O'Reilly, Jerry
O'Riely, Mrs. J.
Paris, Perry
Patrick, T. W.
Patterson, Guy
Perry, John Whitey
Phillips, Wolf
Pierce, Wendell
Preerat, William
Ragan, Ray A.
Family
Rendelle, Harry J.
Rich, Arthur A.
Richardson, James L.
Roberts, Harry E.
Rochot, Leo
Rokers, Hugh
Montgomery
Ross, Harry Ann
Rosa, Patsy Ann
Robinson, O. S.
(Bob)
Rosina
Ruby, C. J.
Ryan, Rose Marie
Sandusky, A. D.
Sears, William
Schemel, Lloyd E.
Shanteau, C. Earl
Shufelt, Fred
Silcox, Joe
Skipper, R. T.
Smith, Martin
Starege, Randolph R.
Stevens, George
Stoneman, Joe W.
Sutton, Neil
Swan, Cecil F.
Sword, J. D.
Taylor, Jerry
Timmerman, T. N.
Trippel, Julius
Voyles, E. D.
Walsh, Burrell
Walker, J. L.
Watson, Eddie
Webb, Mrs. Harry D. Sr.
West, William
Wetherbee, Harold
Wickliffe, Thomas
Woodard, Mrs.
Wray, Mrs. Ross
Wright, Donald M.
Wuetherick, John C.

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St.,
Chicago 1, Ill.

Adair, Arlette
Adams, Ernest (Curly)
Aspray, Caroline
Barnes, Monica
Cameron, Wm. J.
(Aly, A)
Carter, Louise
Crumley, Jess
Day, John
Donnelly, Runcell
Dorsey, Arthur I.
Felgar, H. H.
Flibert, H. E.
Gale, James
Goodman, Frank
Harrod, Jack
Hoverson, Mrs.
Howard, Joe
Jacobus, Joy
Kahn, Joe
Kichapoo, Chief
Lanko, Speedy
Wilson
Mark, Jimmy
McNaig, J. M.
Nelson, Harry
Pawek, Babe
Patricia
Ratorisheff, A.
Schuler, Charles & Virginia
Sichels, Bob
Towell, Allen
Valentine, Freddy
Walkow, Louis
Whitledge, Chief
Carl

MONEY MAKERS

These are repeatedly the surest sellers
season after season for dealers, jobbers,
concessionaires, park and carnival oper-
ators, etc.

AVIATION TYPE SUNGLASSES

- 22k gold plated frames.
- Optical lenses meet specifications of the Bureau of Standards, Washington, D. C.
- Each pair guaranteed for life.
- Handsome carrying case with each pair.
- Each pair individually boxed in two-color display box.
- Free streamers and display material with each order.

THESE ARE NOT CHEAP GOGGLES BUT HIGH QUALITY MERCHANDISE, SOLD BY LEADING JEWELERS, SPORTING GOODS, DEPARTMENT STORES AND OPTICIANS THROUGHOUT THE COUNTRY.



Sample pair \$ 2.00
By the dozen 18.00 per dozen
By the gross 194.40 per gross
Lots of 500 600.00 for 500
Send for free catalog of latest types of rimless, zyl, mirrorlens, gold trim clip-ons, rhinestone fantasy etc.

PHILRAY PRODUCTS Corp.
30 IRVING PLACE NEW YORK 3

25% Deposit with order, balance C. O. D.
F. O. B. N. Y.
SATISFACTION GUARANTEED



New 1949 Catalog

WILL SOON BE READY!

Send for Your **FREE** Copy Today!

Our new 1949 catalog will illustrate the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Plaster, Stuffed Toys, Dolls, Whips, Canes, Mankeys, Novelty Hats, Celluloid Dolls, Slum and hundreds of other popular items suitable for every type of concession.

GELLMAN BROS. INC. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

The JUBILEE 8 WHISKEY GLASSES

HAND FINISHED PLASTIC BANDS IN FOUR COLORS Sapphire-Ruby Emerald-Amber

DISTINCTIVE IS THE WORD FOR THIS SET OF 8 - 3/4 OZ. SHAM CRYSTAL WHISKEY GLASSES

Each Set is Individually Packaged in a Beautiful Display Box ...

\$1.20 Ea. in lots of 12 sets, F. O. B. Brooklyn. No C. O. D.'s, please.

For the Perfect Host

Write Today to
HANDCRAFT NOVELTY CO. 2362-64 NOSTRAND AVE. BROOKLYN 10, N.Y.

BUY WHOLESALE FOR MORE PROFIT NEW LOWILL WATCHES

DIRECT FROM THE SOLE DISTRIBUTOR.
ELIMINATE MIDDLE MAN'S PROFIT!



Priced for easy selling. Quality and style compares with the best in nationally advertised brands. Beautifully boxed with retail price tag and guarantee.

B601—Handsome 10K RGP Case, Steel Back, Dome Crystal, Genuine Leather Band, Rhinestone Dial sparkles like diamonds.

7 JEWEL ... \$12.95
17 JEWEL ... 15.50

B27—Gorgeous 10K RGP Case, Steel Back, Rhinestone Dial.
7 JEWEL ... \$12.75
17 JEWEL ... 15.50

Send 25% with order, bal. C.O.D.
FREE! OUR NEW CATALOG
Just Off the Press.
Write Today!

LOUIS PERLOFF
WHOLESALE JEWELERS
DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

SAVE!



BUY DIRECT FROM MANUFACTURER AT LOW PRICES!

Toys as low as \$7.20 per dozen.

#208 19x16" REAL FUR Scotty Dog, Black or Ass't Colors ... **\$27.00** Doz.
Mention Billboard to Receive FREE Harness.

29" RAYON PLUSH BEAR, asstd. colors, cotton stuffed, hand embroidered mouth. **\$27.00** Dz.

JOBBER'S PRICE \$24.00
In 4 Dz. Lots **\$2.00** Dz.

#233 30" REAL FUR Grizzly Bear, Asstd. colors, **\$42.00** Dz.
JOBBER'S PRICE \$36.00
In 4 Dz. Lots **\$3.00** Dz.

ASK FOR FULL PARTICULARS ABOUT SPECIAL DISCOUNTS FOR QUANTITY USERS.

Special Jobbers' Set-up! Some territories still available for salesmen. Liberal Commission.
Write for beautiful catalog and price list of over 150 other snappy sellers in Fur and Plush Toys.

ACE TOY MFG. CO.
122 West 27th St., New York 1, N. Y.

NICKEL SILVER SIGNET RINGS



NS 445 \$2.25 Doz. \$24.00 Cr.
NS 300 \$2.50 Doz. \$27.00 Cr.
NS 131 \$3.00 Doz. \$33.00 Cr.

STAINLESS STEEL EXPANSION BRACELETS



Each Dozen on Velveten Tube Display. 25% Deposit With Order, Balance C. O. D.
THE SALPRO CO.
3824 W. Arthington St. CHICAGO 34, ILL.

CLOSEOUTS

Balloons—Rubber Beach Balls—Novelties—Rings—Slum Items—Bathing Caps.
WRITE TODAY FOR SPECIAL PRICES
A. GOLDSTEIN
503 N. 2nd St. Philadelphia 23, Penna.

The Latest Scientific Marvel

NO PICTURE OR WORDS CAN DESCRIBE THE RADIANT BEAUTY OF NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS

BORN 180 DAYS AGO Tired and proven a tremendous success in Miami, Fla., Baltimore, Washington, Philadelphia and New York.

Fluorescent Neolite Signs are being sold to stores, salerooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment.

More attractive than Neon, at one-fifth the cost. No unsightly transformer boxes—no uphook, no breakdowns. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention.

Up to one hundred dollars a day without risking a penny. You can be your own boss and make \$20 an hour selling the most fascinating and decorative product ever produced.

We make Neo-Lite Signs to order, any name or any wording—thus:

TELEVISION Base or Shelf Sign. State style of frame with each sign ordered. This 10-letter sign in 8-inch letters, made in Neon, retails for \$105.00.

BEAUTY SHOP Hanging Sign with hales. This 10-letter sign in 4-inch letters, made in Neon, retails for \$95.00.

AGENTS AND SUB-AGENTS You can appoint sub-agents on commission, pay them 25 or 33 1/3 % and still have a nice profit in addition to the 100% you make on your own sales.

SECURITY DEPOSIT \$10 FOR SUB-AGENTS We are now shipping a sample layout consisting of 1 sample 8-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign.

SECURITY DEPOSIT \$25 FOR AGENTS This sample layout consists of one 10-letter 8-inch sign, TELEVISION; one 10-letter 4-inch sign, COFFEE SHOP; one 4-letter 2-inch sign, OPEN, and one 4-letter 8-inch sign, CAFE.

PRICE LIST BLOCK LETTERS FLUORESCENT GLOW

Neon Glow Neon Glow NEW DELUXE NEO-LITE As brilliant as neon, up to 12" in height. Full 2 inches deep. The last word in attention-compelling signs.

J. A. WHYTE & SONS General Offices and Showrooms: 1422 Wisconsin Ave., Washington, D. C.

OUR MONEY BACK GUARANTEE WAS BORN IN 1923

Pipes for Pitchmen

By Bill Baker

SOL ADDIS... was sighted looking over the favorite spots that he worked several years ago during a visit to the Boardwalk, Coney Island, New York, Easter Sunday.

Which way you goin'?

"PALM SUNDAY... like Easter Sunday, brought good weather and big crowds to the Boardwalk at Coney Island, New York," Harry Greenfield reports.

A smile goes much farther than a frown even when the breaks are tough.

WORKING CORN PUNK... to good tips and passouts at the F. W. Grand store on 14th Street, New York, are Hymie Summers and Doc Goldberg.

BOB POSEY... continues to make the farm sales around Illinois to above-average results.

It won't be long now until the migratory boys and girls are back on the road.

JACK MALES... is reported to be getting plenty of long green at Corpus Christi, Tex., locations. He sprung a nifty balloon idea for the Easter holidays and

chalked up good gross counts. Jack has a number of spots booked for May with the item, and he made the Battle of Flowers, San Antonio, to good returns.

A good first week will fatten some of those flat pokes owned by pitchmen.

JIMMY RYAN... continues to grab off the long green with cake decorators at Newberry's Los Angeles spot.

DOC SILVERS... med show worker of note, is still at Farmside Trailer Camp, Miami, convalescing from an illness which struck him more than a year ago.

Itchy feet and road folk are synonymous these days.

SLIM CUNNINGHAM... cards from Beeville, Tex., that he's waiting there for a number of celebrations that are in the offing. He worked the Battle of Flowers at San Antonio and will play the Buccaneer Days at Corpus Christi, Tex., April 29-May 1.

A warm weather cure doesn't hurt anyone, especially the pitchman.

THE WHITSONS... Slim and Grace, wire workers, following seven successful weeks at the Kress store, Orlando, Fla., have contracted to remain there thru Mother's Day.

FRANCES FARR... is working horoscopes in the amusement area at Daytona Beach, Fla., and will remain there until the fair season gets under way.

"Sure it's cold and rainy, but I'm the first one here."

SONIA GIRARD... has closed her demonstrations with the Magic Wonder Towel at Ivey's stores in Orlando and Daytona Beach, Fla., both of which resulted in excellent business.

OAK-HYTEX BIG NOSE BALLOONS. No. 10 MOTTLED \$9.25 GRO. No. 10 PLAIN \$8.50 GRO. PLUS SHIPPING CHARGES. SOLD THRU JOBBERS ONLY.

The OAK RUBBER CO. RAVENNA, OHIO.

IMMEDIATE SHIPMENT ON ALL OAK PRODUCTS 25% Dep. with order, bal. C. O. D. Catalog free upon request. M. K. BRODY 1116 S. Halsted St. Chicago, Ill.

Authorized Distributor For OAK RUBBER CO. PRODUCTS 25% Dep. With Order, Bal. C. O. D. ACE CARNIVAL SUPPLY CO. 5617 S. Halsted Chicago 21, Ill.

Mail Your Balloon Orders To LEVIN BROTHERS TERRE HAUTE, IND. AUTHORIZED DISTRIBUTOR OF OAK-HYTEX BALLOONS

IMMEDIATE SHIPMENTS On OAK Products. 25% with C.O.D. orders. KIPP BROTHERS 240-42 S. Maridian St., Indianapolis 4, Ind.

Authorized Distributor for ALL OAK HYTEX BALLOONS 25% With Order, Balance C.O.D. CASEY COMPANY, Inc. 1122 S. WABASH AVE. CHICAGO 5, ILL.

Wholesale Distributors ALL OAK BALLOONS AND TOYS Price List on Request. Circus and Carnival Goods. HARRY KELNER & SON 50 BOWERY NEW YORK 13, N. Y.

Sterling's Always First! NO. L-100 LION HEAD RING 3 sets, 14 kt. gold finish \$2.50 per doz. \$24.00 gr. NO. O-100 OWLS RING 2 sets, 14 kt. gold finish \$2.50 per doz. \$24.00 gr. NO. WS-100 WESTERN STYLE SADDLE RING 14 kt. gold finish \$2.00 per doz. \$21.00 gr. NO. P-74 GORGEOUS PEACOCK RING with multicolored (15) sets 14 kt. gold finish \$2.75 per doz. \$30.00 gr.

ATTENTION! GOLD WIRE ARTISTS Square and round rolled gold plate wire, all gauges and qualities. Stone-set and plain bangles as follows: hearts, stars, clovers, crescents, beaded hearts, wagon wheels, crosses, etc.

GREAT QUICK PHOTO INVENTION! PDQ CHAMPION PHOTOMASTER Takes and finishes 20 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade.

CHAIRS All Styles Folding Non-Folding Steel or Wood MINIMUM ORDER 4 DOZEN State Quantity Needed ADIRONDACK CHAIR CO. 1140 B'way, N.Y. (ETEL), Dept. 6, MU-3-1385

MEDICINE MEN! Write today for new wholesale catalog on Cancer, all active 5000 tablets, herbs, etc. LOW PRICES—RAPID SERVICE! Products Liability Insurance Carried. We are Manufacturing Pharmacist established 1934. GENERAL PRODUCERS LABORATORIES, INC. 207 Broadway St., Dept. 1, Chicago, Ill.

nce, before resuming her demonstrations in the Alligator State.

Let's have more pipes from the fellows working the special events.

MYRTLE HUTT BEARD . . .
has opened her needle demonstration in Newberrys, Hollywood, to good business. She also has a similar demonstration going well at the Newberry location in Compton, Calif. She'd like to read pipes here from Mary and Madaline Ragan.

Just because a person owns and operates a store it doesn't afford him the privilege of dictating as to where or how the citizens of his town should spend their money.

OUR SCOUTS . . .
tell us that pitchmen are plentiful in and around Los Angeles. Let's have some word from the boys and girls working the City of the Angels.

Pitchmen's Prayer: "Please make it possible for me to get a long summer's work in some choice territory."

THE MITCHELLS . . .
Texas Jim and Mae, are operating their wild animal farm in Sarasota, Fla., having given up their plans to take out their med opry this season.

The outdoor season's under way. Are you boys and girls on your toes?

THE ROSSES . . .
Ed and Billy, are still working their med package off Professor Seward's platform in Miami.

Some pitchmen reason that if they don't save money, it isn't because they spend too much but because they don't make enough.

DOUGHBOY McDONALD . . .
continues to chalk up some good geedus counts with peelers in the Sears, Roebuck store, Monterrey, Mexico.

If you are a pitchman or demonstrator you have friends who appreciate reading about you. This column is glad to receive your pipes and whether you are a big or little shot in the profession you're welcome to shoot them in.

H. E. (JAKE) RAINS . . .
is working a hosiery layout thru Arkansas to reported good returns.

A knocker is a cinch to make good if his audience is made up of knockers.

UNDER THE MARQUEE
(Continued from page 68)

since the Mighty Haag Circus, will be the Pan-American, April 27-28, auspices of Lee County High School. There is an Auburn ordinance prohibiting bazaars, carnivals and tent shows, but at a special meeting of city officials, a permit was given the org. . . Railway Conductors Magazine for April carries two interesting articles about the Big Show's 626-mile hop from Denver to Salt Lake City last season over the Union Pacific Railroad and both articles are replete with pictures. Front cover also carries a special circus design showing a big U. P. locomotive in the center of a 24-sheet stand of paper.

Among the most unpopular characters that come around back yards is the fellow who makes a career of nosing into performers' personal business.

Marie Hayes LaRoy, owner of Roy's Animal Circus, formerly

known as Spartan Bros.' Circus, visited in Chicago recently. . . **Charlie Post**, veteran circus bandmaster and composer, recently was on "This Is Your Life," radio show, when **Harper Joy** was the subject. Also on the program were **Ernestine Clark** and **Bobby Kay**. Post recently was honored with a gold honorary membership card in the musicians' local of Lexington, Ky. Post reports he will not be on the road this year but will play several dates in and around Los Angeles. These include the festival and rodeo at Bonelli Ranch, April 31-May 1; **Ward Bros.' Indoor Circus** at Long Beach, June 28-July 1, and **Ward Bros.** date in Los Angeles, July 3-4. . . **Benny and Betty Fox**, who appear on **Barnes Bros.** program in the Chicago Stadium, came thru with an advance publicity stunt which made the picture pages of all Chicago newspapers Tuesday (19). High above Michigan Boulevard, the Fox duo practiced their routine on a tiny platform from the 13th floor of the Congress Hotel.

Enough is enough was the discovery of the gal who thought by working in every act that she'd be 10 times more popular with an audience.

PITCHMEN

and ALL DIRECT SELLERS

Here is a brand new hot number that is a real money maker. The **TRIPLE-BIT Screwdriver** makes a wonderful demonstration—the bits go through the shaft—it works like magic. Show a man how it operates and he will want to operate it and then **WANT ONE**. It makes a wonderful item to sell at factories. You can appoint others employed to sell in plant for you. Don't take our word for it, send a dollar bill for sample, refundable if you are not satisfied. Show it to a lot of people—that will prove to you that folks want it. Makes a marvelous birthday, Father's Day and Christmas gift. There is a lot of money in this for pitchmen and anyone selling direct. Send for sample today. **YOU CAN ONLY WIN, YOU CAN'T LOSE.** We guarantee the sale of your first order.



JOHNSON EQUIP. CO.
1946 E. 6th St., Dept. 53049
Cleveland 14, Ohio

5 LARGE QUALITY COMBS
1-8 1/2" House Comb, 1-8 1/2" Curl Comb, 1-7" Men's Comb, 1-7" Barber Style Comb, 1-5" Pocket Comb. Min. quantity: 100 Sets. Sample 25¢ Postpaid.
12 1/2¢
SHORR NOVELTY CO.
6523 Euclid Ave. Dept. "B" Cleveland 3, Ohio.

SLUM GIVEAWAYS

ALL USABLE ITEMS TOYS — GIFTS, NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS

Some items retail up to 50¢ Ea. **3000 PCS \$25.00 LOT**

LUCKY NOVELTY PRIZE BOXES

Assorted Novelties of All Kinds
5¢ Items \$ 4.50 Gr.
10¢ Items 7.00 Gr.
25¢ Items 12.50 Gr.
50¢ Items 24.00 Gr.
\$1.00 Items 40.00 Gr.

GOLD FINISHED 4-LEAF CLOVER "GOOD LUCK" & "KEY TO MY HEART" CHAIN BRACELETS
Orig. price, \$1.00
12 dz. lots, \$2.50 dz.
Sample dz., \$3.00

JEWELRY 100,000 Pcs. (Mostly Boxed)
PINS • NECKLACES • BRACELETS
EARRING • IDENTIS • ETC.
Retail Value up to \$5.00 ea.
1,000 Pcs. Ass't. 15¢ ea.
500 Pcs. Ass't. 20¢ ea.
100 Pcs. Ass't. 25¢ ea.

WALLETS 5,000 Ass't. Cow-hide, All Colors.
Originally retailed for \$2.50 ea.
\$4.50 Doz. in 6-Doz. Lots
Sample Doz., \$6.00

Satisfaction guaranteed or money refunded.
25% Deposit, Balance C. O. D.
MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK 3, N. Y.

GUARANTEED WRIST WATCHES

BEST VALUES!! LOWEST PRICES!!

\$4.45
GENUINE SWISS 2 PUSH-BUTTON CHRONOGRAPH
• Written 1-Year Service Guarantee
• Precision Timekeeper and Stopwatch
• Radium Dial, Sweep Second Hand
• Assorted Colored Dials
• Polished Chromium Case
• Guaranteed New—Not Rebuilt (With waterproof strap and gift box, 20¢ additional)

Sensational Value With 100% Profit Appeal

\$2.85

• Written 1-year Service Guarantee
• Precision Swiss movement
• Radium and Assorted Colored dials
• Polished Chrome Case
• Unbreakable crystal
(With duraplast strap and gift box, 20¢ additional)

Above prices for orders of 4 or more watches. \$1 ea. extra on orders under 4. 25% with order, Balance C. O. D.
DUNHALL Imports Co.
101 Cedar St. New York 4, N. Y.

SWISS WATCHES FROM DIRECT
They have: Precision Workmanship Sweep Second Hand Radium-Luminous Dial Genuine Leather Straps Chromium Case

#6 Men's Wrist Watch \$3.50 Each



Minimum Order: 1/2 Dozen C. O. D.

Special Prices for quantity buyers, many others. Ask for catalog.

All our watches are guaranteed for one full year. Free instructions included for the stop-watches.

MARVEL WHOLESALE WATCH CO.
501 PINE ST. ST. LOUIS 2, MO.

PAYS OFF — Sensational Art Metal Gifts TRUE TO LIFE COLORS

#300 THOROUGHBRED HORSE
Fastest selling Horse Novelty
Sorrel, Palomino, White, Black. Size—2 1/2 inches.
Dozen Assorted \$5.00
3 Doz. \$13.50

#1000 SCULPTURED HORSE HEAD PLAQUES
Size—10 inches
Sorrel, White, Black
Tremendous seller
Sample \$5.00
Pair \$8.00
Dozen \$39.00

DOG MINIATURES THAT SELL
#100—Popular assortment, all kinds and colors. Size—2 1/2 inches.
Sample Dozen \$3.00
3 Dozen \$6.75

ALSO PRIZE GAME FISH PLAQUES
New—Different—Season's Natural. Size—10 inches. Trout, Bass, Crappie.
Sample—\$4.50
Set of 3—\$12.00
Deposit with order—Balance C.O.D. Cash Orders Prepaid
Headquarters for Premiums, Prizes, Gifts
HOUSE OF MEINHARDT
4138 Sheridan Road, Dept. B-4, Chicago 13, Illinois

Attention RUG DEMONSTRATORS Guaranteed the Best RUG BRAIDING SET NOW 10¢
Includes 3 cones, lacer, directions, wool card sets, individually packaged, 2¢ additional.
Beautiful Braided Rugs for display—wool service for your customers. \$1.00 brings 2 samples.

THE BRAIDING POST
Manufacturers
P. O. BOX 295 ATLANTIC CITY, N. J.

SEND FOR OUR CATALOGUE
Over 1000 Styles of the Very Best in Men's and Ladies' Rings. Also Genuine Zircon and Fine Engraving Jewelry. Special Discount to Jobbers and Ring Demonstrators.
HARRY MAHREN RING CO.
303 5th Ave. New York 16, N. Y.

SLUM Bingo and Premium Merchandise
WRITE FOR OUR 1949 PRICE LIST
M. A. SINGER CO.
2125 COMMERCE STREET DALLAS 1, TEXAS

MIDGET BIBLE
Lucky Illustrated Bible—World's Smallest
BIG PROFIT FROM A LITTLE ITEM!
New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1x1 1/4 inches), yet clearly printed and every word legible! Black, gold-printed cover. Wonderful. **BIG PROFIT** novelty. Dealer's Prices: 10¢ dozen, \$6.70 per 100. F. O. B. Detroit; add postage. C. O. D. or cash with order. Send for complete list of nearly 100 cheap, popular paper-covered books. Special low prices for jobbers and quantity users.
JOHNSON SMITH COMPANY (Exclusive Publishers), 6600 E. Jefferson, Detroit 7, Mich.

HELP OTHERS SEE BY GIVING TO THE AMERICAN FOUNDATION FOR THE BLIND

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

1 BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 Newgard Ave., Chicago my28

ADVANCE MODEL "D" 1/2 BALL GUM Machines; just off location; \$3.75 each, any quantity; 1/2 Jurgens Lotion Machines, \$7.50 each; Victory Postage Stamp Machines, like new, \$12.50 each. Devices Novelty, 467 N. Milwaukee Ave., Chicago 10, Ill., Dept. B. Onroe 6-7533. my14

DIGGERS—ERIE HAND OPERATED, EXHIBIT Iron Claws, Merchantmen, Buckleys, Mutoopes, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—3 COLUMBIA TWIN J.P. BELLS, used two weeks, \$75 each; 2 10¢ Mills Q.T., \$5 each; 1/2 deposit, balance, C.O.D. Owl Distributing Company, 108 E. Sycamore St., Independence, Kan.

FOR SALE—2 WILCOX-GAY RECORDIOS, complete with Stand and Envelope Dispenser; excellent condition, \$245 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. my7

EXHIBIT MERCHANTMEN ROLL CHUTE Diggers, \$69.50 each; Electro Hoists, \$59.50 each; Model F Exhibits, \$49.50 each; 1/2 deposit. Herb Everschor, 1182 N. High St., Columbus, O.

FOR SALE—18 KEENEY BONUS SUPER Bells, purchased new last July, used three months; 12 Singles 5¢ Heads, 2 Twin 5-25 Heads, 3 Twins 5-10 Heads, 1 Triple 5-10-25 Heads; 7 Mills Jewel Slot Machines, 2 Nickels, 3 Dimes, 2 Quarters, 2-5 Payout; this equipment never operated by anyone else than ourselves; reasonable offer takes the lot. Palmantier Sales Co., 4025 Harrison Ave., N. W., Canton, O. Phone 41628 or 34378.

FOR SALE OR TRADE—6 BALLY ROLL 14FT. Skee Ball Alleys, 2 Muto. Sky Fighters; 1 Williams Box Score, like new; 1 Muto. Postcard Vender, Superliners and Canteen 5 Balls; all in good shape and clean; will sell very reasonable or trade for scales or what have you? Decatur Novelty Co., 511 Central Ave., Decatur, Ill.

GUM SUPERSCORE, W/F, \$10; SEASLE, W/F, \$25; need peanut machines. Penny Sales, Box 1784, Louisville, Ky.

PANORAM FILMS, PROJECTORS, AMPLIFIERS, Bar Boxes, Miscellaneous Parts; write for your Panoram needs. Jack Parr, 13 Everett, E. Orange, N.J. my14

QUIZZER—ALMOST NEW, 3 FILM REELS, \$250; want coinradios. Reisfeld, 9905 Lorain, Silver Spring, Md.

RAY GUN OPERATORS—CONVERT WITH our new type extra moving target conversions; complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill. my7

SALE—MILLS VEST POCKET LIKE NEW Small Safe, \$45; Callie Double Jack, \$25. Reliance, Box 291, Fond du Lac, Wis.

BARGAINS IN SALESBOARDS

WHILE THEY LAST

All Boards Purchased Before Price Increase.

No.	Name	Profit	Price
1000	25¢ Jackpot Charley, N. P., X. Tk.	A. \$51.98	\$1.00
1000	25¢ Jackpot Charley, Pro., X. Tk.	A. 51.98	1.20
1200	25¢ Texas Charley, Pro., X. Tk.	A. 102.28	1.45
100	25¢ Pocket Play	A. 10.10	.50
120	25¢ E-Z Pickin' Junior	A. 12.08	.70
800	10¢ Looks Good	A. 39.00	1.95
1000	10¢ St. Louis Sadie	A. 44.30	2.15

1000 to 1200 5¢ Boards, X. Tk., Girlie or otherwise, Double

Jackpot, 25 Different Numbers

300 25¢ Fin and Sawbuck, 5 Nos. on 1 Ticket

400 25¢ Fin and Sawbuck, 5 Nos. on 1 Ticket

400 25¢ Double Sawbuck, 5 Nos. on 1 Ticket

100 25¢ Fin and Sawbuck Jr., 5 Nos. on 1 Ticket

240 25¢ Kwik Fin, 6 for 25¢

1000 Plain Boards

1000 Cigarette Boards, 1¢ or Nickel Special

1000 Bingos on Sticks

1260 Bingos on Sticks

74 Sewed Seal Bingo Jackpot Cards

74 Die-Cut Bingo Jackpot Cards

100 Bingo Jackpot Board

2170 Red, White and Blue Tickets

Per Doz.

1000 Grab-A-Fin Pads, 5 for 25¢

Large Stock of Combination Jar Tickets and Prize Boards.

Wire or Write, Don't Phone.

25% Deposit with order, balance C. O. D.

SPENCER SALES COMPANY

MURRAYVILLE ILLINOIS

SCORE and SCORE

Originators of

The CLUB PELLET • FIN and SAWBUCK

DOUBLE SAWBUCK • MERCURY MUSIC

and other "hit" boards.

Need TWO EXPERIENCED

PUNCHBOARD SALESMEN

To Sell Our Forthcoming Hits

TERRITORIES AVAILABLE:

1. Illinois, Iowa and Missouri
2. Kansas, Nebraska and the Dakotas

- Generous Drawing Account
- Fast, Liberal Commissions

Write today, fully, to

SCORE & SCORE

735 S. Karlov Ave. Chicago 24, Ill.

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SACRIFICE—LIKE NEW, NORTHWESTERN Peanut Venders; used only 6 weeks; 7 #33, \$5.50 each; 5 #39, \$6.50 each; 8 Kicker and Catchers, late model, clean, \$14.50 each. Kraus, 314 W. Gurley, Prescott, Ariz.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

TRADE—MINIT-POP AUTOMATIC POPCORN Machine with extra seasoning well and popping basket, used one season, for 22' Shuffleboard in good condition. Ed S., 509 Grant, Holdrege, Neb. my7

USED SLOTS—10¢ CHROME FRONT, \$50; 10¢ Chrome Front made to Criss Cross, \$35; 10¢ Black Cherry, \$70; 10¢ Cherry Bells, \$50; 1¢ Hamilton Weight Scale, \$15; 3 1¢ Grip Scales, \$5 each. Frank Guerrini, Burham, Pa. Tel: 5726 my7

2-COL. SHIPMAN STAMP MACHINES, BLUE Front, good working condition, \$4 each, plus postage. John Criminger, 126 Warren St., Brighton, Mass.

6 BUCKLEY TREASURE ISLAND DIGGERS— A-1; can be cut down for portable outfit; \$115 each. Central Ohio Coin Machine Exchange, 525 So. High St., Columbus, O.

20 LIKE NEW POCKET LIGHTER FILLING Stations at a discount directly from owner. Write: Gordon A. Van Camp, 2094 12th St. So., Arlington, Va. my7

IF YOU'RE LOOKING!
THE BEST DEAL TO BE FOUND IS JAR-O-DO'S
MERRY-GO-ROUND
ORIGINATED AND DESIGNED BY JAR-O-DO
A NOVEL, ALL PLASTIC, BRIGHT COLORED TICKET STAND THAT WILL STIMULATE SALES—SPIN IT AND WATCH THE HORSES RUN

Merry-Go-Round

5 New Reels 5

97 Winners

EACH RECEIVE 6 Times	\$4.00
EACH RECEIVE 18 Times	\$1.00
EACH RECEIVE 24 Times	50c
EACH RECEIVE 30 Times	50c
EACH RECEIVE 18 Times	50c

Winners Reel by Ten 30 Times in This Deal Lost Spin in This Deal Reverses \$4.00

LADY SALL RECEIVES THIS MERRY-GO-ROUND

MERRY-GO-ROUND NEW REELS (SLOT SYMBOL TICKETS)

5c 5c

Takes in 2,520 Tickets @ 5c.....\$126.00

Definite Payout.....82.00

Definite Profit.....\$44.00

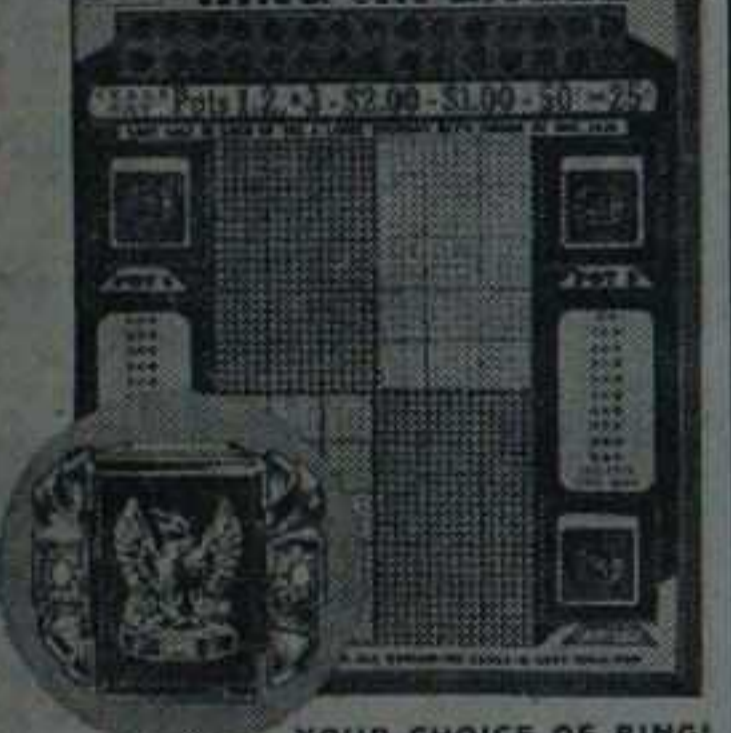
ALSO AVAILABLE IN 10¢ PLAY FOR MORE PROFIT. OTHER PAYOUTS SIMILAR ACCORDING TO SIZE AND STYLE OF TICKET. Merry-Go-Rounds are also available in the following: Bingo, Jackpot Bingo, Baseball Bingo, Red-White-Blue, Winna Prize, Lucky Seven (3-Color Symbol Tickets), 3 and 9 Cigarette and Combination Tickets in 5¢ and 10¢ sales.

FREE! If you would like to have a large four-color illustration of the Merry-Go-Round with more detailed information on how this item may be used in the home as a thread or pretzel dispenser, as a toy, or for party games, just drop us a card today.

UNIVERSAL MANUFACTURING CO., INC.
"THE WORLD'S FOREMOST MFR. OF JAR GAMES"
405-411 E. 8TH STREET KANSAS CITY, MISSOURI

IT'S STILL SWEEPING THE COUNTRY! DREAM BOARD

EVERY CLUB WANTS ITS OWN EMBLEMS



YOUR CHOICE OF RING! Moose, Eagles, Elks, K. of C., Knights of Pythias, Odd Fellows Emblems

A BEAUTIFUL JEWEL RINGS MOUNTED IN PLUSH BOX

BOARD GROSSES \$75.00

Pays Out \$9.25 in Cash

Operator's Net \$66.00

Priced at \$19.50 With 5¢ or 10¢ Play

SOLD TO OPERATORS ONLY

25% Cash Deposit, Balance C. O. D.

ALLEN DISTRIBUTING CO.

415 W. Market Street Akron, Ohio

PUSH CARDS

ALL TYPES OF STRAIGHT OR KID NUMBER CARDS with Girls' Names and winner under Seal.

Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write

W. H. BRADY CO. MFRS.

CHIPPEWA FALLS, WISC.

IF?

You Want Fast Delivery
Beautiful Salesboards
Full Count Jar Deals
FAIR PRICES

Write

GALENTINE NOVELTY CO.
322 E. Colfax Ave., South Bend 24, Ind.

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS

Buy Direct From Manufacturer At Very, Very Reasonable Prices.

—Columbia Sales Co.—
802 MAIN ST. WHEELING, W. VA.

JAR-O-DO TICKETS AND JAR DEALS
IN THE EAST WE GIVE YOU FAST DELIVERY ON ALL
UNIVERSAL PRODUCTS
We Warehouse Complete Line—PHONE or WRITE TODAY!

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

FIVE-STATE CONFAB BEGINS

Music Holds the Spotlight As '49 Meet Starts; Record Attendance Is Guaranteed

Ops To Air Industry Problems at Biz Session

By Norman Weiser

MINNEAPOLIS, April 23.—Hundreds of operators and their guests from Minnesota, Iowa, Wisconsin and North and South Dakota began arriving over the week-end for the Five-State Phonograph Owners' Convention which opens at the Radisson Hotel here Monday. Over 1,000 persons are expected to attend the two-day meet. In addition to operators from the five-State areas, officials of many other music associations, representatives of manufacturers and executives of the Coin Machine Institute, including Harry Williams, president, announced they would be present at the largest regional music meeting of the year.

While music equipment and supplies, including records, needles and parts, will predominate the exhibits, and music problems will be the subject of the business meetings, amusement machine operators will also see much of interest to them, especially in the shuffleboard line. Too, operators will get their first look at a new play-promotion display piece to be shown by Silent Sales. The unit is manufactured by the Dennison Sales Company, Chicago, and H. F. Dennison, president, will be here to personally introduce it to visitors.

First important session of the convention gets under way Monday at a luncheon, which will be followed by a general business session. Heads of the five-State associations sponsoring the meet will conduct this part of the convention and many of the problems confronting music op- (See Five-State Confab on page 109)

Official Okay Helps Detroit Ops Place New Target Guns

By H. F. Reeves

DETROIT, April 23.—Amusement machine operators in Detroit and Michigan are enjoying a marked increase in business as the result of the entry of two new machines into locations following official approval and special promotion by their distributors. The new units are the Chicago Coin Pistol and the Exhibit Dale Target Gun, which are somewhat similar in general principle and appeal. Both machines were approved almost simultaneously in mid-March by the Michigan Liquor Control Commission for use in taverns and other places serving liquor.

The result has been a spurring

of interest in the amusement machine business, as operators have presented new games to locations and thru them to the public, after years of stable operation with relatively little change in equipment. Regulations have been fairly rigid in this State and taverns have been restricted largely to games of the miniature bowling type, such as Skee Balls. These have had widespread popularity for the past 10 years. Lately, in increasing numbers, shuffleboards, together with a locally manufactured (See Official Okay on page 113)

Mills Shows March Profit As Sales Increase 20%

CHICAGO, April 23.—Reflecting the seasonal upswing predicted by the firm's management two months ago, Mills Industries, Inc., net sales for March totaled \$573,684.42, a gain of over 20 per cent over the \$430,493.92 net sales reported for the previous month. After depreciation charges of approximately \$42,000, profit for March amounted to \$2,046.62, whereas in February, following depreciation allowances, a loss was recorded.

At the same time Edward J. Gesick, Mills' treasurer, disclosed that for

the quarter ended March 31, 1949, net sales for the 56-year-old coin machine manufacturing firm reached \$1,495,310.78 which, allowing for \$123,000 depreciation, left a net loss of \$30,101.73. Again pointing up the progress made by Mills under its present management are figures for the same quarter in 1948, which showed a net loss of \$141,000 after a depreciation allowance of \$145,000.

Gesick also explained that the March profit and loss statement, showing a credit of \$16,450.55, rep- (See Mills Profit on page 125)

Sicking, Inc., Setting Plans For May Party

Entire Industry Invited

CINCINNATI, April 23.—With an open invitation to the entire coin machine industry to attend, Sicking, Inc., this week was completing plans for its Golden Anniversary celebration May 6, 7 and 8 at the firm's headquarters in this city. The firm, which actually began functioning in 1895, is the oldest distributing outlet in the coin machine field, and the second oldest coin machine company in existence. Mills was formed a few years before the Sicking firm opened.

Under the direction of Ben Goldberg, president, and Bill Marmer, vice-president and general manager, the celebration will start at 9 a.m. each day, and will continue late into the night. Special souvenirs are being provided for the wives of visitors, as well as for the men. A varied program is being worked out to keep the three-day celebration rolling.

Marmer stressed the fact that everyone is welcome to attend the golden anniversary celebration and that no special invitations are necessary. He said that out-of-town reservations are rolling in daily at local hotels for space as operators, manufacturers and other distributors throughout the country make arrangements to attend.

Poole Opens New Boston Quarters

BOSTON, April 23.—Barney and Louis Blatt, head of Atlas Distributors with headquarters at 1024 Commonwealth Avenue, this week announced the opening of new showrooms next door to their location for Harry Poole, their new associate. Poole, formerly an operator in this area, will handle pinball games, consoles, one-ball games, arcade equipment and vending machines and will continue to represent United Manufacturing, Exhibit Supply and Universal Industries here.

Poole said he also planned to distribute coin-operated shuffleboards in the future. A feature of the Poole headquarters will be a special sales and service department devoted exclusively to parts.

Next CMI Confab June, 1950?

Date Favored By Most Ops; Dec. Second

Poll Industry on Coinage

CHICAGO, April 23.—With more than 1,000 replies already received from its poll of the nation's coin machine operators June, 1950, looms as the favored month, for the next Coin Machine Institute (CMI) national convention, according to CMI officials. Beginning March 11, postcard ballots were sent to 10,500 operators.

Returns tabulated thus far show that June, 1950, was preferred over all other months. Reasons most often cited by operators for the mid-year choice were the desire to avoid Chicago's severe winter weather and the opportunity to combine business with pleasure by bringing their families for a vacation in the city. Conversely, the second largest group picked December 12-14, 1949, in an effort to evade the summer heat and because that month is a slow one in the operating field and enables operators to get away more conveniently. Of the

Council Bluffs Votes Licenses For Pin Games

COUNCIL BLUFFS, Ia., April 23.—The long awaited pinball ordinance licensing pinball machines became a reality this week when Mayor George B. Sparks voted to break a four-city council tie to approve a \$5 fee for amusement games and music machines.

The ordinance also provides for an annual \$100 license for operators and an annual \$10 fee on penny venders not used for charitable purposes. A ceiling of 200 pinball machines has been set, which would return \$1,000 monthly to the city treasury in the form of license fees.

During the final hearing on the measure, Ald. Joseph B. Katelman voiced his belief the ordinance would give four operators a monopoly on the Council Bluffs pinball trade.

remaining ballots returned, 17 per cent went on record for July, 1950, while 10 per cent said that it was immaterial.

During the same poll, operators were asked to take a stand on intermediate coinage. Approximately 50 (See Next CMI Confab on page 125)

Texas Proposal Would Increase Coin Mch. Taxes

AUSTIN, Tex., April 23.—The Texas House of Representatives Revenue and Taxation Committee has reported favorably a bill increasing the State tax on skill or pleasure coin-operated machines. The increase asked is about 2½ times the amount now paid.

Under the new schedule, the tax on machines taking coins over a nickel would jump from \$60 to \$150 and on those accepting nickels it would be boosted from \$30 to \$100. The committee amended the version of the bill introduced by Rep. Henry Lehman which would have retained the present rates for music and merchandise machines, and increased the levies on amusement games only.

Pat Moreland, executive secretary of the Restaurant Association here, testified against inclusion of the music and five-ball games in the bill. He stated that these two types of machines were the difference between keeping open and closing down to some establishments.

Arthur Highes, Dallas, representing music machine operators in Texas, (See Texas Proposal on page 110)

Theater Location Future Bright

Rudd-Melikian Plans 3 New Products; Sales Increasing

PHILADELPHIA, April 23.—Two new vending machines which dispense coffee and a new coffee product will soon be introduced by Rudd-Melikian, Inc., local manufacturer of the Kwik-Kafe coffee vending machine.

"With three more products coming to the market to join our automatic coffee vending machine, said K. Cyrus Melikian, "I think our sales this year should top \$3,000,000."

Melikian reported that sales of the company, which he and his partner, Lloyd K. Rudd, started in the middle of 1946, grew to \$2,000,000 last year, and for March alone of this year were above \$260,000.

"March was the best month in our history," said Melikian, "and we look for a continued improvement in business, spurred by the introduction of three important new products. Our sales for the year should be at least 50 per cent above 1948."

New Product Ready

One of the new products, just about ready now, should be in full production in about 90 days. It is a counter coffee dispensing machine for use by restaurants and institutions. This machine, according to Melikian, will be ready to serve up a good, fresh cup of black coffee any time its owner wants it.

"The price of the coffee sirup used in the dispenser will be comparable with other types of coffee of the same grade," he said. "It will enable such establishments as drugstores, diners and luncheonettes to serve a fresh cup

of coffee at all times."

A second new machine product which Rudd-Melikian, Inc., plans to market this year and which is already in the pilot model stage, is a combination coffee and Coca-Cola machine. The Gray & Rogers advertising agency here, which handles the Rudd-Melikian account, is currently preparing a brochure on the combination hot coffee-cold drink vending machine, and it will be submitted to all the present franchise holders of the company.

The third new product which Rudd-Melikian will market is a frozen coffee sirup to be packed in small cans and to be sold directly to the home consumer thru the retail stores.

Melikian was also optimistic about the profit prospects. He pointed out that while a depression might cut the demand for coffee and coffee-vending machines, the company's (See Rudd Melikian on page 102)

Flying Salesmen

PHILADELPHIA, April 23.

—A new note in selling vending machines will be struck by the Eastern Engineering & Sales Company, local manufacturers of the Kenro ice cream bar vending machines. In order to provide fast coverage to every part of the country, James E. Kendig, president of the firm, announced that the company salesmen will travel over the country by air.

A twin-engine Beachcraft airplane is being tested by Kendig for company use. A company pilot will be added to the staff. Use of the airplane, said Kendig, will enable the company to give fast service to distributors when any emergency arises, as well as enable the company to dramatize the first shipments of machines. Both Kendig and Sam Rogove, secretary-treasurer of the company, are air enthusiasts.

Ops Move To Expand Movie Installations

Drive-In's New Vender Field

By Fred Amann

CHICAGO, April 23.—With theater vender locations becoming an increasingly important factor in the automatic merchandising of confections, popcorn and soft drinks, operators have during recent weeks shown mounting interest in turning the tide of such installations once again to the plus side.

Managers of both independent and chain-owned houses are sold on the value of having such merchandise equipment which they admit often spells the difference between break-even and profitable operation. Observing this attitude on theater management's part, many operators are girding to expand their theater vender business, which from its heyday a decade or so ago has steadily declined, especially in the larger houses.

The drive to place equipment in theaters on a broader scale is gaining momentum, a spot check by *The Billboard* revealed this week.

Small Houses

In the smaller theaters which average 1,000 seats or less a full complement of venders (drink, candy, nut, popcorn) continues to meet with management's blessing. In many (See Theater Location on page 106)

Pollak Engineering Takes Over U-Need-A Cigar Vender

NEWARK, April 23.—The Pollak Engineering & Manufacturing Corporation, former contract manufacturers for U-Need-A Vendors, Inc., has acquired the rights to that firm's electric cigarette merchandiser, it was revealed here this week by Leo L. Pollak, chairman of the board.

The Pollak company is now completing a process of reorganization aimed at quantity production and national distribution of the vender, introduced at the National Automatic Merchandising Association (NAMA) convention last December, as well as of three other cigarette machine models. The full line is to be shown to the trade at the convention of the

National Association of Tobacco Distributors (NATD), which opens at the Statler Hotel here tomorrow.

The plant is now in production and delivering machines to operators thru eight regional distributors, the initial appointments in a projected network of outlets to handle nationwide sales, according to Pollak. Murray Wiener, who headed the sales organization for U-Need-A Vendors, has been named sales manager. His headquarters will be at 585 Tenth Avenue, New York City.

(See Pollak Takes on page 105)

Coan Completes 500 Cig Units

MADISON, Wis., April 23.—Following the recent announcement of initial deliveries of Coan Manufacturing Company's fully selective cigarette vender (*The Billboard*, April 9) Coan Sales Manager Vic Johnson this week reported that the first shakedown run of 500 units had been completed and quantity deliveries were being made.

The vender is designed as a supplementary unit for operators of firm's candy machines, Johnson indicated. He stressed that the Coan cigarette vender's 74-pack capacity was an asset to the candy operator, who normally serviced his location more frequently than the straight cigarette operator.

Due to the demand for 25-cent coin mechanisms, all Coan cigarette venders being delivered operate on quarters only. However, a 20-cent mechanism has been readied to supply operators in those areas where the 20-cent price is still being charged; a definite delivery date for the two-dime mechanism has not been announced, tho, due to the heavy demand for the quarter unit, Johnson said.

"The delivery of the U-Select-It Cigarette Vender marks the first time two companion machines are suggested for two separate items in a matched ensemble," Johnson stated. He added that Coan has also developed a double stand plate which ties both machines together on one stand to give a "single installation" impression.

Minn. Solons Shelve Vender Tax Proposals

Three Levies Seen Buried

ST. PAUL, April 23.—With less than a week left before it adjourns sine die, the Minnesota Legislature was paying little heed to proposals aimed at the vending machine industry. Already dead for this season was Gov. Luther W. Youngdahl's request that cigarette taxes be boosted from the present 3 to 5 cents per pack to help finance the administration's health program.

Buried in committee are two other measures aimed at the vending industry. One would place a tax of 1 cent on all soft drink beverages dispensed by vending machines, whether by bottle or cup, as well as license every vender in the State.

The other measure called for the imposition of a gross receipts tax on cigarette and candy venders.

The first bill, introduced by Sen. Karl G. Neumeier, of Stillwater, chairman of the Senate Tax Committee, was based solely, he said, on magazine reports that the vending machine industry was "not paying its proportionate share of taxes." There was some question as to what was behind the other proposal by two State representatives.

Neither bill was subjected to hearings by the tax committees, and with the Legislature set to adjourn, vending machine operators were breathing easier. They pointed out there was little likelihood that any last-minute attempt would be made by sponsors to revive the measures.

Kolodny Making Single-Column Hershey Vender

PORT CHESTER, N. Y., April 23.—Initial deliveries of the single-column Hershey bar vender produced by the Kolodny Distributing Corporation have been made to operators in New York City, it was announced this week by Harry Kolodny. Production was undertaken following six months of location testing, he said.

Operating on the endless belt principle, the vender houses separate compartments for each candy bar. As many as 105 Hershey bars, or bars of similar size, may be stocked at each servicing. An ABT coin mechanism is used, with nickels automatically rejected when the machine is empty.

The list price of the merchandiser is \$49.50, said Kolodny, with special discounts for quantity orders. It will be sold thru distributors now being appointed. The vender is 27 inches high, 8½ inches wide and 7½ inches deep. The compact unit will be promoted for use as a supplementary unit to be attached to larger venders, as well as for wall placement, he said.

The firm, located on Fox Island Road here, also specializes in the conversion of mechanical cigarette machines to electrically operated models. For the candy vender, Kolodny claimed that production facilities secured permit an output of 500 weekly.

Keeney Skeds Upped Output On Cig Vender

Adds Production Workers

CHICAGO, April 23.—John Conroe, sales manager of J. H. Keeney & Company's cigarette vender division, announced this week that the firm had contracted for material for 3,000 more electric cigarette venders, with immediate release of the necessary material for 1,000 machines. The remainder will be released as the assembly lines catch up on output.

Conroe stated that he was "happy to inform customers there would be no interruption in the manufacture of the Keeney Electric Cigarette Vender." He said that sale of the firm (*The Billboard*, April 23) would in no way effect the sale, design or availability of the machine. Too, he stated, that during the past two weeks orders for the Keeney vender had increased about 40 per cent.

The hypoed production program will necessitate the addition, within the next two weeks, of 50 production workers to the cigarette vender line, Conroe declared. He also stated that the screening of firms to fill appointments as distributors for the vender, in those territories still open, was being accelerated.

Keeney has scheduled a special display of the cigarette vender at the National Association of Tobacco Distributors (NATD) convention in New York Sunday thru Thursday (24-28). Attending the booth will be Roy McGinnis, newly elected Keeney president; Paul Husted, service manager, and Conroe.

IT'S HERE VICTOR'S NEW TOPPER



The new TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet this quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation.

- ★ Vends the combination of ball gum and charms like magic.
- ★ Also efficiently vends all other kinds of bulk merchandise.
- ★ Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
- ★ The base is a combination cash box and wall bracket.
- ★ Finished in red and black enamel (baked on). Trimmed in beautiful chrome.
- ★ The new TOPPER comes in 1½ only.
- ★ When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE **\$43.00 PER CASE**
IN LOTS OF 1 TO 5 CASES

THIS FIGURES ONLY
\$10.75 Per Machine!

NOTE: There Are Further Discounts in Quantities of More Than 5 Cases!

Contact your jobber today, or write direct.
TOPPER WILL GET YOU ON TOP
MANUFACTURED BY

VICTOR VENDING CORPORATION
5701-5713 W. GRAND AVENUE CHICAGO 39, ILLINOIS

Rudd - Melikian Plans Three New Items; Sales Up

(Continued from page 101)

profit margin would be greatly improved by the drop in the price of coffee, sugar, cream, paper cups and other materials. He said in recent years 5 cents was a small amount to work with in face of high commodity and material prices.

Melikian also pointed out that about 2,000,000 cups of coffee are being sold each week thru the vending machines and that these represented a continuing market for coffee, sugar, cream, paper cups and small parts. Of March's total sales of \$260,000, about \$80,000 represented sales of commodities and parts. He added that since Rudd-Melikian had made an arrangement with Standard Brands Company, under which that company manufactured, packaged and helped distribute the coffee to the vending machines, the \$9,000 represented by coffee sales in the total figure was actually a net profit before taxes.

Rudd-Melikian is now spending about \$100,000 a year in research in new products and has taken a lease on 15,000 square feet of floor space in the building next to its present plant at 1947 North Howard Street. This space will be used for research activities and to house the production of the firm's new counter vending machine. This machine is now being tested in the Philadelphia area.

Bendix Lowers Price On Automatic Units

SOUTH BEND, Ind., April 23.—Announcing price reductions on two of its automatic washers, Bendix Home Appliances, Inc., President Judson Sayre has declared that the firm's three other washer models will not be affected. Two units lowered in price are the G-315 (down \$30 from \$349.50) and the G-310 (down \$34.95 from \$329.95).

The new price tags of \$319.95 for the G-315 and \$292 for the G-310 were made effective immediately.

THE MECHANISM IS THE HEART OF THE VENDOR... THIS ONE IS AMAZINGLY TOOL-PROOF AND DURABLE. SIMPLY SLIDE IT OR IN MECHANISM OUT—NO SCREWS!



ACORN
Bulk
Merchandise
VENDOR
THE BEST
MACHINE TODAY
...
THE BETTER
MACHINE
TOMORROW

WRITE FOR DETAILS AND PRICES
OAK MANUFACTURING CO., INC.
1025 SO. GRAND AVE.
LOS ANGELES 15, CALIFORNIA



WE'VE GOT... TOPPER

VICTOR'S
TERRIFIC VENDER

Amazing new opening features and a low price that enables you to clear out of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case to into of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

BIRMINGHAM VENDING CO.
2117 Third Ave., N.
Birmingham 3, Ala.

REAL LOW PRICES U-SELECT-IT CANDY MACHINES

54 Bar Capacity, \$23.50 ea. Lots of 10, \$20 ea.
Unseed 5 Column with Base \$22.50

Cigarette Machines

DU GRENIER 7 Col. 5 \$40.00
DU GRENIER 10, 7 Col. 45.00
DU GRENIER W, 9 Col. 45.00
DU GRENIER CHAMPION 50.00
UNEDA MONARCH, 8 Col., Like New 79.00
UNEDA 4 C-3 40.00
NATIONAL 9-3 50.00
UNEDA 9 Col. 500 72.50

Half Deposit.

HARRIS VENDING

1717 N. Park Ave. Philadelphia, Pa.
Phone: SA 9-0606



CONGRATULATIONS TO VICTOR VENDING CORP.

for yielding to tremendous demand for
production again on the

FAMOUS TOPPER

and at down to earth prices that make
it a double bargain!

Featuring new and location tested ideas that are typical of Victor Vending's products. Priced so low that a few weeks' operation pays for the machine.

- ★ Vends ball gum and charms.
- ★ Efficiently vends all other bulk merchandise.
- ★ Globes can be cleaned and refilled at home or shop and exchanged and installed on location in 30 seconds.
- ★ Base is combination cash box and wall bracket.
- ★ Specify type of merchandise to be vended—parts are interchangeable—easily converted.

Sold and packed 4 machines to **\$43.00** in lots of Case 1 to 5 cases

(This figures only \$10.75 per Machine)
Note: Further discounts on orders of more than 5 cases.
Recommended—Distributed—Financed by

ROY TORR

LANSDOWNE, PA.

Fair dealings and financing operators since 1910. Write for terms and details.

5/8" ROUND PLASTIC FORTUNE BALL PRIZES

	Per M	Per M	
BALLS with precious stones	\$10.00	BALLS with balloons	\$14.00
BALLS with dice	12.50	BALLS with key chains	18.50
BALLS with pearls	10.00	BALLS with bracelets. Per gross	6.00

SAMUEL EPPY & CO., INC.
113-08 101st AVE.
RICHMOND HILL 19, L. I., N. Y.

You'll Save **DANCO**
Tough With

CLOSE OUT SPECIALS!

LICORICE LOZENGES 22¢
U. S. POSTAGE VENDORS \$11.95
BRAND NEW POP-UPS. . 27.50

Eastern Headquarters for
the New
"ACORN VENDOR"
World's simplest operating
Merchandising Vendor

BUBBLE BALL GUM 22¢
(5/8" - 140 count) per lb.)

M & M CANDIES \$4.50
13 1/2 lb. ctn. (write for
sample)



DANCO

Coin Machine Co.
1302-1304
E. Baltimore St.
Baltimore 31, Md.

NAPM Announce '49 Convention Date

CHICAGO, April 23.—National Association of Popcorn Manufacturers (NAPM) announced this week that the 1949 International Popcorn Convention and Exposition will be held at the Palmer House here October 24-26.

NAPM president, H. T. McNamara, declared that 75 booths will occupy space in the hotel's 15,000 square foot exposition hall, an increase in exhibitors over last year. An innovation in the 1949 meet will be the elimination of registration or admission charges. Assisting executive secretary Tom Sullivan in convention arrangements will be A. J. Villiesse, past secretary,

Loot Venders

PHILADELPHIA, April 23.—A cigarette vending machine stolen from the Pennsylvania Industrial Caterers' establishment was found by the police the next day in a near-by lot. Its contents had been removed and the machine was wrecked.

At another location this week a young man ran off with a stamp vending machine valued at \$75.

as general convention chairman; W. W. Hawkins, Confections, Inc., Chicago, exposition chairman, and Leonard M. Japp, Special Foods, Inc., Chicago, as banquet chairman.

Northwestern

MODEL **49**

\$17.55 EACH

ALSO IN STOCK

Dual Nut ... \$45.00
DeLuxe ... 27.00
Model 33 ... 12.60
Model 39 ... 14.40
Model 40 ... 11.00
33 Ball Gum. 11.55



Write for Quantity Prices

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

Operators Can Make 12 1/2 % MORE PROFIT PER DRINK

Fully Automatic Console-Cup HUPP COLD-DRINK VENDORS!

Only Console Cup-Vending Machine on the Market—Priced Lower than many Bottle Vendors!

LOOK AT THESE SPECIAL FEATURES:

1. EASY SERVICING. Special design makes servicing by operator or location a matter of minutes.
2. GREATER OPERATING INCOME. Lower initial cost reduces amortization and depreciation charges.
3. ECONOMY OF MAINTENANCE. Unitized construction permits fast parts replacement. No shop work necessary on location.
4. LIGHT, PORTABLE. Mounted on Free-Rolling castors—weighs only 350 lbs.

All this plus unique finance plan for those who qualify—15% down, balance over 18 months. Low cost permits placing two units in one location at price of one large machine. Results: Double availability and profit.



BE FIRST IN THIS NEW MARKET—

and Capture the Plus Profit. Send in Coupons and we'll show you how!

Note this unique offer. Pepsi-Cola Syrup can be purchased for use in Hupp vending machines in many territories by those who qualify at \$1.45 to \$1.25 per gallon—depending on quantity. Please send me full information.

Pepsi-Cola Vending Dept. 2 West 37th Street New York 18, New York

Name
Address

Refrigeration Products Div. Hupp Corporation 1250 W. 74th St., Cleveland 2, Ohio

Please send us full information about your plan for operators and locations with the Hupp Cold-Drink Vender.

Name
Address

ASCO VENDING MACHINE EXCHANGE
55-57-59 DRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5



Prompt Delivery VICTOR'S NEW TOPPER

Great 1¢ Ball Gum and Charms or Bulk Merchandise Vendor.

\$10.75 ea.

Lots of 4 Packed 4 to Case

ORDER TODAY!



WE'VE GOT... TOPPER

VICTOR'S TERRIFIC VENDER

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

MILLER VENDING CO. 42 Fairbanks St., N.W. Grand Rapids, Mich. Phone 9-8622

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE

SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

CHARMS

CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...

Write today for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, BRIVES, BRICKS, BALLONS, SKULLS, ETC.

BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

GIVE TO THE RUNYON CANCER FUND



VICTOR'S NEW HOT-POP

NON-COIN OPERATED
HOT POPCORN VENDOR

REVOLUTIONIZES
OPERATING!

\$47⁵⁰
F. O. E.
CHICAGO

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. 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.

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.

Size 31 in. high. Base measures 14 in. in diameter.

WRITE TODAY FOR FREE LOCATION AND OPERATORS' PROFIT CHARTS AND COLORED CIRCULAR WITH FULL DETAILS OF THIS AMAZING NEW FORM OF OPERATING THAT IS SWEEPING THE COUNTRY.

VICTOR VENDING CORP.

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

Pennsy To Begin Enforcing Drink Levy on June 1

HARRISBURG, Pa., April 23.—Full scale enforcement of Pennsylvania's two-year-old soft drink tax will be started June 1, according to W. H. Beachy, Deputy Secretary of Revenue.

The levy of 1 cent on each 12 ounces of bottled soft drinks and ½ cent on each ounce of sirup used in the fountain making of drinks has been re-enacted by the State Legislature for another two years. The action was taken over the strenuous objections of bottlers and sirup manufacturers.

After June 1, Beachy said, all bottled soft drinks sold in the State must either bear tax stamps or crown stamps.

"It's been the law for two years but the department also had authority to hold the provision in abeyance if it created undue hardships," the official explained. During the past two years enforcement has not been severe. Meantime a court test on the legality of the tax is pending in the Dauphin County (Harrisburg) Court.

Collection of the soft drink revenue has been done thru auditing of the accounts of bottlers and distributors so far, but this will end June 1.

"The change will undoubtedly result in an increase in revenues," Beachy said. "At present, we have no way of knowing if untaxed soft drinks are being shipped in from outside the State into border counties."

Beachy said either tax stamps or a printed notice on the bottle top that the State tax has been paid will be required after June 1.

A bill to restore bottled carbonated water to Pennsylvania's soft drink tax law has been introduced in the State House of Representatives and is scheduled for speedy passage by the Republican majority.

Sponsored by Lambert Cadwalader (R., Montgomery County), chairman of the House Ways and Means Committee, the measure is estimated to return an additional \$6,000,000 to the State during the next two-year fiscal period.

Carbonated water is taxed at present under the soft drink law at the uniform rate of 1 cent on each 12 ounces, but it had been exempted for the next two years when the soft drink levy was renewed.

Automatic Canteen Reports Sales Climb

CHICAGO, April 23.—Automatic Canteen Company of America, in a company report this week, revealed that second quarter sales for this year are topping those of a year ago, despite a decline in employment. The report, which gave first quarter returns, stated that sales were \$4,746,818, compared with \$4,612,293 last year. Net income amounted to \$154,472, or 34 cents a share, against \$137,664, or 31 cents a share in 1948.

Reason for the hike in business was given as the lower cost of merchandise. A steady increase in gross profit rates is expected for the remainder of the year, it was indicated.

ATTENTION POPCORN MACHINE DISTRIBUTORS AND OPERATORS

SupRpop specially made hybrid POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ Machines.

Wire or Write for Prices.

Dwight Hamlin Company
5958 Baum Blvd. PITTSBURGH 6, PA.

HOT-POP

Victor's sensational new Popcorn Vendor.

Today's fastest money maker and ONLY

\$47.50

Write for details.



VICTOR MODEL V

Sample \$12.75
24 or More
\$12.00 ea.



1/2 140 Count
COLORED
BUBBLE
BALL GUM
25 lb. cartons
26c LB.
170 & 210
27c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER.

SPECIAL

6 like new Model V's PLUS 50 lbs. licorice PLUS 1000 charms. ALL for only

\$67.25

Sample Machine, \$9.45.

PISTACHIOS
25 Lb. Carton
Large, 74c lb.
Small, 49c lb.
Full Cash With Order.

Plastic Charms
\$2.75 Per 1000

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 3-7992

IF YOU WANT
**BIGGER
PROFITS**
Write for
FREE Facts



Atlas Bantam 5c Vendor

A wonderful counter tray vendor which slides from customer to customer along counter. Vends candies, pistachios, nuts, almonds without breaking them, either. A real profit maker in bars, or wherever you have adults. Covered by largest insurance in vending machine industry to protect you against liabilities. Designed by operators to assure big profits. No other 5c machine equals it in performance or profit. Write at once for FREE information plus Location Chart.

FREE SAMPLES—WRITE NOW

Get FREE samples of Atlas Vendor Brand Candies, Almonds, Nuts, Charms, or Gum. Packed in air tight tins to keep it fresh, tasty. Prevents breakage. Specify type of samples you want. Do it now!

THE ATLAS MFG. & SALES CORP.
DEPT. 88-439, 12220 TRISKETT ROAD
CLEVELAND 11, OHIO
24 Years of Profitable Vending Machines and Merchandise

California Vending Almonds

Per Lb. Case Lots
F.O.B. Los Angeles **80c** Per Lb.
5 LB. vacuum tins, 600 Count
to a case, 400 count.

We Manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your
ACORN BULK VENDORS
from . . .

Operators Vending Machine Supply Co.
1023 S. Grand Ave. Los Angeles 15, Calif.

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.
549 W. Washington St., Chicago 6, Illinois

"SILVER KINGS"

Nut and Ball Gum, Candy—Charms
 ndors, 1c-5c, U. S. and Foreign Coins.
 Hot Nut" Vendors . . .



Bigger Profits
 from loca-
 tions are a
 natural with
 the all new
 Silver King
 Hot Nut
 or
 "Charm
 King"
 Ball Gum
 Vendor
 Designed for
 sales
 compelling
 eye appeal.
 Flashing
 ruby red
 jeweled top.

\$29.95

OTHERS
 LOW AS
 \$10.55
 in
 Quantities

At All the Best Dealers—or Write

SILVER-KING CORP.

222 Diversey Parkway Chicago, Ill.

Pollack Takes Over U-Need-A Cigar Vender

(Continued from page 101)

In addition to the vender shown at the NAMA meet, a nine-column, 612-pack machine with changemaker, permitting sales at three different prices, Pollak is bowing two seven-column electric and a lower cost model of the top-capacity unit. The new 612-pack vender will retain the mechanical and electrical features of the earlier unit, except for the changemaker and totalizer. It will operate on a straight quarter and be made available at a substantial reduction in price, according to Wiener. The earlier unit listed for \$279.50 at the NAMA meet.

The seven-column electric are designed for operators who desire lower-cost equipment but still want to retain high capacity, declared Wiener. Each holds 476 packs of cigarettes at a single filling, as well as 612 books of matches. One will come equipped with changemaker and totalizer, while the other will be produced for silver quarter operation. Both will be competitively priced, he said.

Distributors already appointed, and their territories, are:

Jack Rosenfeld, St. Louis, for Missouri, Kentucky, Kansas, Tennessee, Central and Southern Illinois; Mack H. Postel, Chicago, for Northern Illinois, Michigan, Indiana and Wisconsin; Stept Sales, Johnstown, Pa., for Western Pennsylvania, Virginia and West Virginia; Scott-Crosse, Philadelphia, for Eastern Pennsylvania, Delaware, Maryland, the District of Columbia and Southern New Jersey; Ed Dierickx, of Newark, for Northern New Jersey; Bill Wiener, New York City, for New York State and New England; U-Need-A Electric, Miami, for Florida, North and South Carolina, Georgia, Alabama and Mississippi, and Lake City Amusement, Cleveland, for Ohio.

Pollak Engineering, which occupies a fully equipped plant here with 80,000 square feet of floor space, has offices at 262 Passaic Street. In addition to Pollak and Wiener, top officials include Carl Schlesinger, president; Peter Calabro, vice-president; Jack Golding, general manager, and Robert Schlesinger, plant superintendent. During the war the plant filled army and navy contracts, winning six production awards.

Flavour Candy Co. Readies Vend-Size Chicken Bone Pack

CHICAGO, April 23.—The Flavour Candy Company here announced plans for early expansion in the candy field as a vending machine supplier. Ira Golan, firm official, reported that in October, possibly earlier if the special production equipment can be set up, the firm's Chicken Bone candy in miniature form will be available in 5-cent vending size. Price and pack-count will be announced later.

The new size is "definitely designed for use in venders," Golan declared. Like the larger Chicken Bone candy, the miniatures are butterscotch with nutmeat centers.

CANDY MACHINES

- 13 National, Model 6-18... \$50.00 each
- 12 National, Model 9-18... 80.00 each
- 100 U-Select-II, Model 74... 50.00 each

All in good appearance and excellent operating condition.

AUTOMATIC MERCHANDISING CO.

2021 Carroll Ave. Chicago 12, Ill.

MAKE STEADY PROFITS

With—

MILLS AUTOMATIC FOUNTAIN

400 Drink Capacity

FULLY AUTOMATIC

THE '49

Models

Finer Than Ever

With

Coin Changer

Increase Sales 20 to 30%. No sales are lost for want of proper coin.

MILLS INDUSTRIES, Inc.

4100 Fullerton Ave. Chicago 39, Illinois

MILLS AUTOMATIC FOUNTAIN

MODEL	OVERALL SIZE	ELECTRICAL RATING	CAPACITY
400	21 1/2" Wide 20 3/4" Deep 67 1/2" High	115 Volt AC 60 Cycles	400 Cups

Write for Bulletin 208-4

OVER 60 YEARS' EXPERIENCE IN MANUFACTURE OF COIN-OPERATED MACHINES



ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

ROY TORR

Lansdowne, Pa.

LOOK LOOK LOOK

It's the New, Sturdy

MERCURY COUNTER GRIP SCALE



Wt. 27 Lbs.

Bug proof. Good size money box, holds approx. \$75.00. Base will not scratch bar or counter. Beautiful finish. Unbreakable glass. Good money maker. Has play appeal. Size 12x15x14. All parts rust proof! Deliveries made daily all over the country. Order a dozen now.

Quantity Price All \$29.50

F. O. B. Detroit

1/3 Down, Balance C. O. D.

MERCURY STEEL CORP.

3830 Holbrook DETROIT 12, MICH.

AUTOGRAPHED BASEBALL CHARMS



Copper Plated \$10.00 Per M
 Gold Plated 15.00 Per M
 White Plastic 6.00 Per M
 Plastic Baseball Players 1.50 Per Gr.

PENNY KING CO.

415 Neptune St. PITTSBURGH 30, PA.

OUR NYLON PROMOTION!

- 1 THE MACHINE—guaranteed the best conversion.
- 2 THE HOSE—no one else offers 51 Gauge, 15 Denier Nylons for \$1.00.
- 3 THE PRICE—the lowest for both machines and hose.

WRITE TODAY FOR COMPLETE INFORMATION

STEINER MANUFACTURING CO.

322 Atlantic Avenue Brooklyn, N. Y.
 Phone: Trianele 5-0835

Headquarters for Advance 21-F Machines

Factory Distributor
J. SCHOENBACH
 1647 Bedford Ave. Brooklyn 25, N. Y.

GIVE TO THE RUNYON CANCER FUND

CHARMS ... NEW IDEAS LOW PRICES

LOOK!!!

Big 494 Charms in Metallic Plastic, Either Bronze or Silver Color \$3.25 Per M

LOOK!!!

President Buttons—Pictures and Dates of Office of the 32 Presidents of the U. S.—Washington to Truman 6.00 Per M

LOOK!!!

Baseball Charms—White Plastic 6.00 Per M
 24 Kt. Gold Plated 15.00 Per M
 Silver Finish 10.00 Per M
 3/8" White Plastic With Black Seams, Vends Singly 3.60 Per Gr.

494 Asst. Lge. Plastic Charms \$3.00 M 3 Asst. Small Plastic Charms \$2.50 M
 494M Asst. Lge. Metal Plated Charms 5.75 M 3M Asst. Small Metal Plated Charms 4.50 M

25% DEPOSIT WITH ALL C. O. D. ORDERS

KARL GUGGENHEIM, INC.

33 Union Square • New York 3, N. Y.

SPECIAL: 29 BI-MORS, COL. MOD. ZM, WITH STANDS, 5c, SOME NEW, FOR LOT, \$24.50 EA. SAMPLE \$27.50.



Expand Your Route Now With

VICTOR'S Custom-Built UNIVERSAL

24 or More \$13.50

1 TO 23 \$13.95

Can't be beat for getting and holding locations.



VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE

Non-Coin Operated

OPERATOR MAKES

\$4.20 Per Week On Sale of 2 Lbs.

WRITE FOR DETAILS

YOU COLLECT PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

1/3 Deposit, Balance C. O. D.—Write for Our Catalog.

VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.

BUY FROM DEVICES FOR BEST SERVICE
 Victor's Sensational HOT POP, non-coin operated\$47.50
 \$10 deposit, balance C. O. D.
 Victor's 1¢ Universal, blue hammerfold finish\$13.95
 Victor's Model V, 1¢ or 5¢, red wrinkle finish 12.75
 Victor's Model V-K, 1¢, red wrinkle finish 12.25
Devices Novelty, Dept. A
 467 N. Milwaukee Ave. Chicago 10, Ill.
 Montreal 6-7533

Theater Location Future OK; Ops Expand Pic Installations

(Continued from page 101)
 instances this has been because the spot could not physically support an adequate-sized counter, and so had to turn to venders or eliminate such

customer attraction altogether. Thus, the current interest in gaining and holding movie vender locations is a good indication that the vender's role in theaters will improve in coming months.

Drive-Ins

And operators are keeping an eye on the lucrative outdoor theater as a major vender location. With over 750 drive-in movies in operation in 1948, the continued construction of such theaters throught the country means that over 1,000 such spots will be in operation during the 1949 season. During 1948, according to spokesmen for the outdoor movie operators, the gross income from sale of candy, soft drinks, popcorn, etc., often equaled 50 per cent of the box-office gross. This alone should put the operator on his toes and make him recognize the potential vender market in such spots. The same spokesmen pointed out that the sale of such items in drive-in theaters this year "should show a total gross of over \$25,000,000."

Two points must be observed in such installations, it was pointed out: (1) equipment (manual or vender) should be placed so as to permit quick and convenient access during intermission periods, and (2) drinks should be packaged in cartons, removing bottle collection chores and broken-glass hazard.

Turning to the conventional theater, some idea of the great vender sales potential yet to be tapped in this field is seen when it is examined closely. For instance, recent surveys by vending and theater operators revealed that sales of candy, ice cream and allied items averaged 6 cents per admission, or almost 27 per cent of dollar receipts at the box office.

8,275 Theaters

Challenging the operator are figures, compiled during surveys of the 8,275 independent theaters in the nation, showing that while 89.7 per cent (about 7,400) sold refreshment items in their lobbies, only 3.6 per cent made such sales thru venders or leased concessions. Over 7,000, it was learned, owned their own facilities for handling such sales.

Breaking down the sale of various items in theaters, as taken from replies to a questionnaire sent to over 6,000 independent theaters, it was shown that: (1) 82 per cent of the houses selling candy do so over the counter, while 10 per cent sell thru venders. Remaining 8 per cent sell thru both mediums. (2) Popcorn is sold in 53 per cent of all independent theaters, or almost 4,000. (3) Nuts are sold by 22 per cent, or 1,600 movies. (4) Gum, by 42 per cent, or 3,100 houses, and (5) ice cream is sold by 18 per cent, or 1,300 houses.

Popcorn Pic

The question of popcorn for theater patrons is not being frowned upon by management to the extent it was in recent years. According to S. J. Neyland Jr., manager of the Wallace Theater chain, whose headquarters are in Lubbock, Tex., "popcorn in theaters is a business in (See Theater Location on page 108)

IT'S NEW ABT "SKILL GUN" IT'S FAST
 V ALL ELECTRIC \$57.00 ea. V SMALL INVESTMENT
 V AUTOMATIC SCORING 10 OR MORE \$54.00 EA. V LARGE CASH BOX
 V LEGAL EVERYWHERE STANDS. 37.50 EA. V 1¢ OR 5¢ PLAY

NEW VENDING MACHINES	RECONDITIONED VENDORS
N.W. Model 49, either 1¢ or 5¢\$17.55	1¢ Advance Ball Gum\$ 5.95
N.W. Dual Vendor, comb. 1¢ or 5¢ 45.00	1¢ Variety Shops With Stands 14.50
N.W. Deluxe, comb. 1¢ and 5¢ 27.00	N.W. Model 40 6.95
Silver King Bulk or Ball Gum, 1¢ or 5¢. Write Col. 46Z or 46ZB, 1¢ or 5¢ Write	Master #2 Comb., 1¢ and 5¢ 10.00
Shipman Stamp Triplex, Like New, 1¢, 3¢ or Airmail 29.50	1¢ You Chu Ball Gum 6.50
Victor Universal, 1¢ 13.95	Cash Trays, Almonds, 5¢ (New) 5.95
N.W. Postage Stamp, Roll Type 59.50	1¢ Vic. Mod. V, Cab. Type 9.95
Exhibit Card Vendors 19.50	1¢ Vic. Mod. V, Globe Type 8.95
Postmaster Stamp, Roll Type 69.50	N.Y. Stamp Vendors, 1¢ and 3¢ 12.50
Advance #21, 3/25¢ match fold pack 25.00	Shipman Duplex, 1¢ and 3¢ Stamps 19.50
Advance Sanitary Napkin, 10¢ 20.00	Adams Gum Mod. N. 4 Col., 1¢ 14.50
Adams Gum, Model GV, 6 col. 22.50	Adams Gum (50 Boxes to Carton) Ast. .50
Match Box Machine 4.95	Silver King Ball Gum, 1¢ 6.95
	Atlas De Luxe 1¢ Bulk Vendor (New) 10.00
	Columbus Tri-Mor, 3 Comp. 29.50
	Columbus, 5¢, Model 46ZB 8.00
	Columbus, 1¢, Model 46Z 7.50
	Columbus Bimor, 1¢ 22.50
	N.W. Deluxe, 1¢-5¢ Comb. 17.50
	Atlas Deluxe, 1¢ (New) 10.00

LEAF BUBBLE GUM (The Original) SOLD AT FACTORY PRICES.
 5/8", 26c Lb., 170 Ct., or 210 Ct., 27c Lb. IMMEDIATE DELIVERY.

NEW COUNTER GAMES	USED COUNTER GAMES	VENDING SUPPLIES
ABT Skill Gun\$57.50	Marvel 1¢ Token\$23.50	Span. Peanuts, 30 lbs.\$7.05
ABT Challengers 39.50	American Eagle, 1¢ .. 19.50	Vir. Jr. Peanuts, 30 lbs. 8.40
ABT Model F Targets 42.50	Vest Pocket, 5¢ 44.50	Lg. Vir. Peanuts, 30 lbs. 9.30
ABT Strikalites 42.50	Imp, 1¢ 10.00	Mixed Nuts, 30 lbs. 14.10
Gottlieb Grip Scales 24.50	Yankee, 1¢ 14.50	Cashew Nuts, 30 lbs. 19.50
Steeplechase, 1¢ 35.00	Cubs, 1¢ 10.00	Lic. Lozenges, 30 lbs. 6.90
S. K. Target Kings, 1¢ 45.00	Windmills, 1¢ 4.95	Lic. Dainties, 30 lbs. 6.90
Imp, 1¢ or 5¢ 16.50	Star Card Vendors ... 9.95	Baked Beans, 30 lbs. 7.59
Test Quest, 1¢ 29.50	Daval Races 14.50	Rain. Peanuts, 30 lbs. 7.76
S. K. Hunter, 1¢ 45.00	Gottlieb Grip Scales... 12.50	Candy Mix, 30 lbs. 7.76
Electric Shockers 18.75	Sparks, Tok. Pay., 1¢. 22.50	Ball Gum, 25 lbs., 1/2" 6.50
Whirl-a-Ball 19.50		Heavy Stands 3.95
		Cross Bar, 2 Mchs. 1.00
		Stone Set Rings, Lg. Gr. 2.25
		Plas. Baseball, 1/2", Gr. 3.25
		Skulls, Plated, Rhinestone Eyes, Gr. 3.00
		Jingle Bells, Per M. 5.95
		Comic Buttons, per M. 5.00

Send for our Complete List and Quantity Prices of Coin-Operated Machines and Supplies. 1/3 Dep., C.O.D. with All Orders. Under \$20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

No other Ball Gum Vendor like it!

Operator usually nets up to 75c out of every \$1 the "Hunter" takes in!

It's A "Gold Mine"

It's easy to understand why. Look. No coin return. No gum dispersed unless the player wants it. And how many do . . . when they're playing a game of skill . . . which the "Hunter" is.

So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

SILVER KING CORP. 622 DIVERSEY PKWY. CHICAGO 14, ILLINOIS

New Angle—Gets the Money

ALL SILVER KING MODELS
 Recommended and sold on Time Payment. 20 weeks to pay.
 Write for details.
ROY TORR, Lansdowne, Pa.

NEW FUNNY FACE CHARMS
 Series consists of INDIAN, CLOWN, PIRATE, CANNIBAL and DEVIL—very attractive.
 Plastic, \$4.00 per M—Metal-Plated, \$7.50 per M
SAMUEL EPPY & CO., INC. 113-09 101st AVE. RICHMOND HILL 19, L. I., N. Y.

SPECIAL AT A LOW, LOW PRICE

NOVELTY CARD VENDOR

Brand New in Original Cartons
 Original Price \$29.50

CLOSEOUT \$12.50 PRICE

Capacity 500 cards, 250 cards in each column. A steady money maker Exhibit Cards—all series—\$4.00 per M.
 1/2 With Order—Balance C. O. D.

J. SCHOENBACH
 Distributor of Advance Vending Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

Earn BIG Profits

ALKUNO
 5¢ GUM AND CANDY VENDOR

Capacity, 328 Packages of Gum or 211 Packages of Candy or Any Combination of Both.

MODEL 500
 Metal Cabinet and Base 11 1/2" on Base 80" x 18" Wt. on Base 64 Lbs.
 Price\$69.50
 Base 15.00
 Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors.

ALKUNO & CO.
 408 Canons Ave. NEW YORK 54, N. Y. MEINER 5-7767

SCALES

Nation

One to two hundred—in good shape—priced low to sell.

\$50.00 EACH

Crating \$5.00 extra

PARSONS VENDING COMPANY
 3026 Main Street PARSONS, KANSAS

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Quick Service Time in Mail.
\$17.55

SAMPLE

Write for Quantity Discount

Other Popular Worth Machine Vendors \$10.00 and Up

Contact us for

- BULK MACHINE CHARMS
- MERCHANDISE
- BALL GUM

Parts and Supplies 1¢-5¢ and Foreign Coins.

Write for Circulars and Price List.

BADGER SALES CO., Inc.
 2251 W. Pine Blvd. Los Angeles 5, Calif.

"HOT-POP" VICTOR'S NEW Non-Coin Operated POP CORN MACHINE \$47.50

Vends 44 10¢ portions each filling. Big profit maker at low cost. \$10 deposit, balance C. O. D.

JACK NELSON & CO.
 3320 Milwaukee Ave. Chicago 47, Ill.



VICTOR'S CUSTOM-BUILT UNIVERSAL
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 profit-
able and satisfactory service.

For Greater Capacity
It's the Custom-Built
DE LUXE 1c or 5c UNIVERSAL

HOT-POP
Victor's New Sensational
POPCORN VENDOR
Only \$47.50

Write for Descriptive Matter
and Prices
VICTOR VENDING CORP.
5701-5713 W. Grand Ave.
CHICAGO 39, ILL.

ALL VICTOR MACHINES
recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 30 weekly payments
WRITE FOR DETAILS

ROY TORR LANSDOWNE,
PENNA.

NOW HI-HO'S
BASEBALL PLAYER CHARMS
90% Luminous
BASEBALL SEASON COMING
THIS WILL BE A WINNER
\$1.50 Gr.
Positively No Samples.



Write E. LaRue, Sales Mgr.
LEON "HI-HO" SILVER 540-542 Hayes St.
San Francisco, Calif.

**200 MASTER 1c BALL GUM AND
PEANUT VENDERS**
Used 30 days, \$10.50 each, or \$10.00 in lots of 10
or more. 1/3 deposit.
G. N. VENDING CO.
448 West Broad Street COLUMBUS, OHIO



DALLAS WAS THE SCENE of the above get-together when Northwestern's new Model 49 was shown to customers by Fisher Brown, Ltd., Southwestern distributor. Listening to W. E. Bolen, president of Northwestern, are, left to right: Marjorie Everett, Ernestine Simons, both of Fisher Brown; Mrs. E. B. Ribble and A. J. Barreras. Seated, in the same order, are Fisher Brown; E. B. Ribble, Odessa, Tex., and W. E. Huckleberry, Fort Smith, Ark., operators.

**Jack Pero Will
Head Supply,
Consulting Co.**

NEW YORK, April 23.—Pero Associates, a new distributing and consulting enterprise in automatic merchandising, has been formed here, establishing offices this week at 11 West 42d Street.

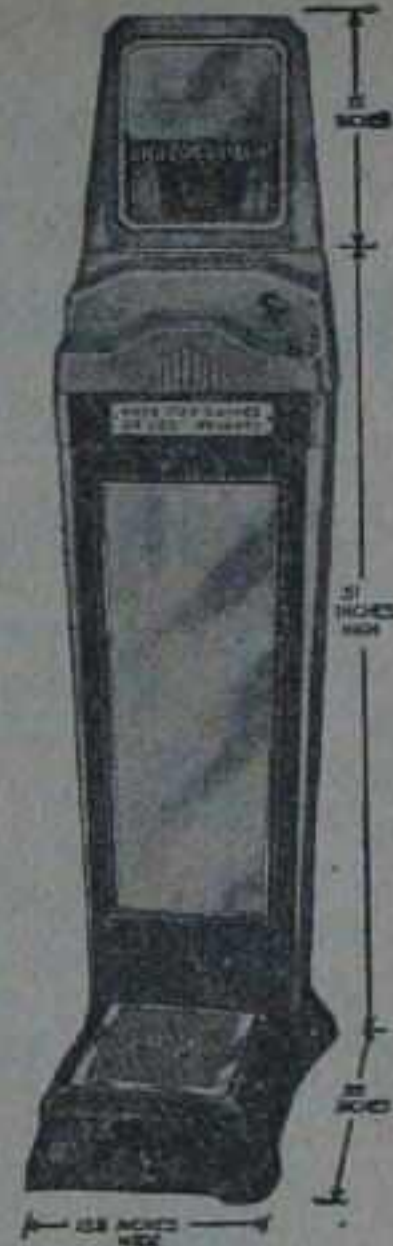
Jack Pero, head of the firm and former vice-president of Spacarb, Inc., announced he had been appointed exclusive national distributor to the vending industry for the Maryland Cup Company. He will handle that manufacturer's vending cup, in both six and seven-ounce sizes, as well as

Call Again

PHILADELPHIA, April 23.—It's never say die, as far as the Keystone Vending Company is concerned. All of Keystone's cigarette vending machines carry a little sticker stating "Call SA 7-0800 for service." It then adds to the stern injunction: "If no answer, dial again!"

Maryland's 5/8-inch vending straw. Other products now distributed by Pero include a three-dimensional colored display sign for vendors, designed to focus consumer attention on the machine.

Maryland cups now are made only for cold drinks, but are available in both light and heavy stock.



\$25
DOWN
Balance \$10 Monthly
200
FORTUNE TELLING
NO SPRINGS
SCALE

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



SPECIAL \$75.00
Uneeda Candy Vendor
102 bar capacity. Floor model.

COUNTER MODEL, \$65.00

ATTENTION—25c & 30c CONVERSIONS
Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship.
ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

- NATIONAL ELECTRIC, 9-E \$275.00
- ROWE CRUSADER, 8 & 10 Col. 149.50
- UNEEDA, 8 Cols., 510 Pack Cap. 139.50
- National 9-50, 350 Pack Cap. 97.50
- National 7-50, 270 Pack Cap. 82.50
- National 9-30, 270 Pack Cap. 75.00
- National, 6 Col., 150 Pack Cap. 32.50
- Rowe President, 10 Col., 475 Pack Cap. 125.00
- Rowe Royal, 10 Col., 400 Pack Cap. 100.00
- Rowe Royal, 8 Col., 320 Pack Cap. ... 85.00
- Uneeda Model 500, 9 Col. 115.00
- Uneeda Model E, 15 Col., 350 Pack Cap. 62.50
- DuGrenier, 9 Cols., Model W, 270 Pack Cap. 62.50
- Special 4 Col. VENDOR, 80 Pack Cap. 20.00

CIGAR VENDOR, 50 CAP. \$ 15.00

CANDY MACHINES

- National 9-18 \$100.00
- Candyman, Enclosed Base 65.00
- U-Select-It 35.00
- Advance Candy Machines 27.50
- Shinman Candy Vendor 22.50
- ROWE 5 COL. 1c GUM VENDOR 17.85



SPECIAL
Rowe Imperial, 8 col. Cigarette Machine
240 Pack Cap. \$70.00
6 Col., 180 Pack Cap. 60.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

CORRECTION
Our ad in The Billboard, April 30 issue, should have shown the following prices for Wedding Rings:
White Metal Wedding Rings (5 Gr. to Bag) \$.75 Gr.
Gilt Cast Metal Wedding Rings (5 Gr. to Bag) \$1.00 Gr.
KARL GUGGENHEIM, INC.
33 UNION SQUARE NEW YORK 3, N. Y.



\$8.95 In Lots of 5
\$9.95 Sample

ADVANCE BALL GUM VENDORS
GUARANTEED BRAND NEW IN ORIGINAL CARTONS
We are selling the inventory of a distributor that is in need of cash. Their loss is your gain. Only 400 machines to sell.
All machines are equipped with extra large glass and will hold over 1,000 balls of gum. Order at once—these machines cannot last long at this price.

140 or 170 Rainbow Gum
Crown Jack Brand 25 Lb. Case. \$ 5.65
100 Lbs. 21.90

All orders must be accompanied with 1/3 deposit or full cash.

PARKWAY MACHINE CORPORATION
623 West North Ave. Baltimore 17, Md.

BRAND NEW LUCKY BOY VENDORS
\$9.75 Lots of 5. \$8.75
EACH 1c or 5c MODEL Lots of 25. \$7.75
Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit. Balance C. O. D.
BLOYD MFG. CO.
VALLEY STATION, KY.



Now you can
**CUT VENDER SERVICING
 TIME AND COSTS IN HALF**
- Boost Profits to New Highs!

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and re-filled at home or warehouse . . . by inexperienced help if you want it. That means twice as many machines serviced per day per man . . . servicing costs cut in half . . . far bigger profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assure more accurate accounting, tighter control. Investigate today!

Northwestern

MODEL **49**



WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION

810 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay.
 Write for details.

RAIN-DELO BUBBLE BALL GUM
 Packed 25 lbs. to carton

25 to 475 lbs.	27c lb.	29c lb.
500 lbs. or over	26c lb.	28c lb.

Patent paid on 100 lbs. or over
 FULL CASH WITH ORDER

For better cash returns try
TORR DeLUXE SALTED NUT MIX
 Made up of Cashews, Pecans, Filberts, Virginia
 and Spanish. Packed 20 lbs. to carton.
47c PER LB.—\$14.10 PER CTN.
 Cash with order—F. O. B. Philadelphia.

ROY TORR, Lansdowne, Pa.

SACRIFICE

20 KWIK-KAFE COFFEE VENDING MACHINES AT \$650.00 EACH
 LIKE NEW. 1/3 DEPOSIT WITH ORDER. GOING OUT OF BUSINESS.

KWIK-KAFE VENDING, INC.

1220 WINT STREET

PA. 6-1111

YOUNGSTOWN, OHIO

CHARMS AT NEW LOW PRICES

PLASTIC #1	\$2.50 PER M.	PLASTIC #2	\$3.00 PER M.
METAL-PLATED #1	4.75 PER M.	METAL-PLATED #2	5.75 PER M.

SAMUEL EPPY & CO., INC.

112-05 101st AVE.
 RICHMOND HILL 15, L. I., N. Y.

**Theater Location
 Future Bright**

(Continued from page 106)

itself." He states: "Popcorn has not hindered the theaters as much as it has helped them. More theaters are able to remain open because of the sale of popcorn than is fully realized."

Another theater man, Russell Larsen, operating an independent house in Chicago (The Billboard, April 2) figures that the popcorn, candy and cup beverage venders in his lobby enable him to write off 15 to 20 per cent of his overhead. In his 1,000-seat house Larsen reports that average weekly sales by the popcorn vender total 747; drink venders (two) 1,939. The operator who convinced me that venders could be a source of profit certainly did me a favor," he stated.

Tele. Competish

Some operators, pointing to television as a factor curtailing future movie business and therefore for venders in such spots, are holding back on expansion in movie locations. However, theater management generally does not share their belief. According to William Jones, manager of the Alamo Theater on Chicago's Northwest Side, video will decrease attendance slightly, but will not become a major threat within the next few years, if at all. Said Jones: "Our biggest patronage is within the 17 thru 35 age group, and this group is 'on the go' on dates and away-from-home activities to a greater extent than older people. Therefore, we feel that television will not keep this larger group of moviegoers anchored at home." Jones's comments are typical of theater management's video views, it was found.

Summing up the theater vender potential, the following figures give a graphic illustration of the extent of the movie industry.

Altogether there are 16,980 theaters, chain and independently owned, in the U. S., providing a cumulative seating capacity of 11,302,320. Box-office receipts of these theaters last year was estimated to be approximately \$1,560,000,000, not counting taxes. Management estimates that one out of four adults patronized lobby venders (or concession counters) and 1 1/2 of every two children bought candy or soft drinks. From these figures it can be seen that the potential vender business is tremendous.

States with the most theaters are: New York, 1,232; California, 1,061; Pennsylvania, 1,067; Illinois, 907; Texas, 1,183. The largest number of houses are in the 401 to 800 seating capacity class (8,372 theaters). Second largest group comprises the 401 and less capacity spots (3,006). These two groups offer the biggest potential for vender operators.

Another in the great family of Electro Distributors . . .

WEYMOUTH SERVICE CO.

4955 SANTA MONICA BLVD.
 LOS ANGELES, CALIFORNIA

Distributors of Electro in Southern California, Arizona and the Hawaiian Islands



America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BLDG. NEW YORK, N. Y.
 A PRODUCT OF E. S. LABORATORIES

NEW! REVOLUTIONARY!

Northwestern

MODEL **49**

1c OR 5c
 LESS THAN 25
\$17.55
 LESS THAN 100
\$17.25
 100 OR MORE
\$16.95

Write — Wire — Phone

NORTHWESTERN SALES & SERVICE CO.

Authorized Northwestern Distributor
 4105 18th Ave. Brooklyn 4, N. Y.
 Phone: Godeau 5-2800

POPCORN

MAKES BIG-EASY PROFITS

A HARD COMBINATION TO BEAT

The "Little Giant" manual control Hot Corn Dispenser and Crisp, Fluffy "French Boy" POP CORN will allow you immediately into an interesting, profitable business.

FIELD IS UNLIMITED—

Taverns, Banks, 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.

3841 WEST NORTH AVE., CHICAGO 47, ILLINOIS

Exclusive Producers of "Little Giant" Dispensers and Genuine "French Boy" Popcorn



"Little Giant" Hot Corn Dispenser, Manual Operated, 11 1/2" x 12" x 14", 12 oz. weight by 12 oz. weight.

FIVE-STATE CONFAB BEGINS

Alert Ops on Fav. Juke Use For Dancing

20% Cabaret Tax Involved

(Continued from page 4)
which Baldy's claimed added language to the statute. Baldy's further pleaded that the prices were not raised because of the juke dancing.

Decision

The court decision dismissed the plea by pointing out that the code itself made no exception from the tax because of the matter of price.

In turning down the contention that the Treasury was legislating in its interpretation of the cabaret tax, the court declared it was following the precedent set in the Appeals Court decision involving the Avalon Amusement Corporation, which had put up a similar defense. The Appeals Court rejected the plea, and the District Court in ruling against Baldy's said: "This case, coming from a Court of Appeals, is controlling in the situation here presented and must be accepted as a precedent."

Interpretation

The Treasury interpretation of the scope of the cabaret tax is as follows: "Where music, whether by an orchestra, a mechanical device or otherwise, and a space in which the patrons may dance is furnished in the dining room of hotel, or in a restaurant, bar, etc., the entertainment constitutes a public performance for profit at a roof garden, cabaret or similar place, and the payments made for admission, refreshment, service and merchandise are subject to the tax."

The District Court said the interpretation does nothing more than amplify and clarify the statute and "is not legislative in its nature and must be given application to the situation we have here presented."

Plea Rejected

The plea by Baldy's that they did not furnish the music was rejected by the court, which pointed out that the tavern permitted the installation of the juke box and shared in the profits.

Under the various precedents set, it is apparent that locations which permit dancing to a juke box will be stuck for the cabaret tax. On the other hand, it is clear in both the code and in the interpretation, that a juke box alone does not subject a location to the levy. Without the permitting of dancing the tax does not apply.

Aid Cancer Clinic

COLUMBUS, O., April 23.—Jack Shaucet, business manager of the United Phonograph Operators' Association here, recently turned over a bag containing \$100 in nickels to Virgil A. Jackson and James E. Hale, co-chairmen of the drive for funds for the Columbus Cancer Clinic.

The bag, weighing 22 pounds, was turned over to the clinic chairmen as cameras flashed and local newspapermen witnessed the donation. The nickels were donated by local juke operators and were taken from the coin boxes of music machines located thruout the city.

Convention Program

Monday, April 25

10 a.m.—Registration (Admission by badge only).
1 p.m.—Luncheon and open business meeting, main ballroom.
10 p.m.—Exhibit Hall closes.

Tuesday, April 26

10 a.m.—Registration (Admission by badge only).
1 p.m.—Five States officers and directors meeting.
6:30 p.m.—Banquet in main ballroom.

Packard Waits for \$ Drop Before Making More Jukes

INDIANAPOLIS, April 23.—W. F. Struby, president and general manager of the Packard Manufacturing Corporation, this week disclosed that the company will not manufacture any coin-operated phonographs until manufacturing costs decline. The price of materials and other costs connected with the manufacture of the juke box are too high for the op-

erator to buy and operate at a profit, he reported.

The company manufactures some parts for repairs and replacements at its Niagara Division Plant and has three service men in the field to keep the phonographs in repair.

At the Niagara Division plant, Packard Pla-Mor wall boxes are being manufactured. The output at present is about 800 a month.

Five-States Exhibitors

Leiberman Music Co., Minneapolis.
Music Service Co., Minneapolis.
Silent Sales Co., Minneapolis.
Midwest Coin Machine Corp., St. Paul.
Paster Distributing Co., St. Paul and Milwaukee.
LaBeau Novelty Co., St. Paul.
Gopher Distributing Co., St. Paul.
Automatic Games Supply Co., St. Paul.
F. C. Hayer Co., Minneapolis.
Hy-G Music Co., Minneapolis.
Reinhard Bros. Co., Minneapolis.

Capitol Records, Minneapolis.
Shuffleback Sales Co., Milwaukee.
Fredrick Lee Co., Minneapolis.
Mercury Records Co., Minneapolis.
Encore Mfg. Co., Cleveland.
J. & F. Sales Co., La Crosse, Wis.
Permo, Inc., Chicago.
Associated Industries, Inc., Milwaukee.
S. L. London Co., Minneapolis and Milwaukee.
Mero Industries, Chicago.
Telequiz Corp., Chicago.
James H. Martin Co., Chicago.

Ops Will Air Industry Woes At 2-Day Meet

Music Holds Spotlight

By Norman Weiser

(Continued from page 100)

erators in the Northwest territory will be aired.

While admission to this luncheon-business session will be by badge only, a record turnout is expected. Association executives from non-sponsoring groups thruout the United States will also be in attendance to advance their views on current problems and offer suggestions tried by their own groups.

Exhibits will hold the spotlight for visitors following the business session until 10 p.m. Monday, altho several associations plan to hold meetings thruout the day. Tuesday will also find several local meetings, and many operators plan to visit distributor and jobber showrooms during the day. The exhibit hall will close Tuesday afternoon and the final session of the meet will be the banquet and entertainment.

Following the welcome and introductions, a floorshow will be held. Included on the program are the Six Fat Dutchmen, recording orchestra; Hal Garvin's orchestra, WCCO artist; Ken Griffin, Rondo Records organist; Perry Martin, orchestra leader and composer; Wohlers and Wolf, songwriters and radio artists; Joe Jung, clown of the violin; Earl Dunn, impersonator; John Shirley and his puppets; Russell Jierre, clown comedy tumbling; a surprise package, and Bob Utecht, emcee.

Plans for the 1950 convention are expected to be announced at the banquet Tuesday.

Cleve Meet Airs Music Problems

CPMA Notes

Pointing up the interest in Cleveland music activities was the appearance of representatives from three other State-wide associations, Michigan Phonograph Operators' Association, Illinois Phonograph Owners, Inc., and the Association of Music Merchants of Indiana. . . . Each group took an active part in the business luncheon session augmented by talks on industry problems by Adam Najorian, Toledo; Mark Osborne and Harold Copeland, Youngstown; Morris and Edward Elum, Massillon, and Charles Kanter, president of the Cincinnati Operators' Association. . . . Many of the guests attending the business session, moved to Detroit to take in the Michigan association's annual meet held today (23). They also planned to put in an appearance at the five-States meet at the Radisson Hotel, Minneapolis, Monday and Tuesday (25-26).

Following the playing of "Don't Tell My Heart" by the Russ Carlyle band, Mrs. Gertrude Cohen, who teamed with Buddy Keys to write the number, was introduced to the

more than 650 banquet guests. She thanked the Cleveland music men for picking her song as the Hit Tune for May. . . . Comedian Billy Vine, who headed the show at the Hollenden's Vogue Room during the week, won the big crowd over with his version of an afternoon in the steam room of an athletic club. Only the day before Billy, Jack Cohen and John Laurenz, Mercury recording artist, were taking a workout at Sid Hill's club just behind the Hollenden. Both Laurenz and Vine were at the club to try to work out colds they had caught during the week. . . . Ed George, head of Music Masters, Akron, was telling fellow operators some of the problems he had met while operating shuffleboards in his locale. Among the interested listeners was Arthur P. Marcus, of the Markepp Company, which is now doing a survey of shuffleboard possibilities in Cleveland. . . . Gene Steffen, Permo executive, told operators at the business session that 20 years ago there was at least as much concern on mounting music operating costs and outside competition but

(See CPMA NOTES on page 110)

Ops Mull New Taxes, Study Video Effect

Capacity Crowd at Banquet

By Tom McDonough

CLEVELAND, April 23.—Highlighted by a spirited luncheon meeting at which operators from Michigan, Indiana, Illinois as well as Ohio gave their views on the current problems now facing the music machine industry, the Cleveland Phonograph Merchants' Association (CPMA) held its 10th annual convention in the ballroom of the Hollenden Hotel here Tuesday (19). A capacity crowd of more than 650 participated.

With Jack Cohen, CPMA president and convention chairman, handling the gavel, the luncheon session began with the introduction of approximately 50 of those in attendance, including officers of music associations from (See OPS MULL on page 124)

Added Plant Area To Boost Tradio Output

ASBURY PARK, N. J., April 23.—Tradio, Inc., manufacturers of coin-operated radios, announced this week the acquisition of an adjoining plant, formerly occupied by a Coca-Cola bottler. Tradio production facilities will thus be enlarged, said Sidney Pincus, advertising manager, by the addition of more than 22,000 square feet to the firm's present site.

CPMA Notes

(Continued from page 109)

that the industry weathered the storm and came out of the struggle in better shape than ever before. He predicted that today's problems will be successfully handled too and the coin music field will go on to bigger and better business.

Ray Cunliffe, former president of

the Illinois Phonograph Owners, Inc., left for New York after the Cleveland convention. After two days in Gotham he flew to Detroit for the Michigan operators' annual session. . . . During the cocktail party that preceded the banquet many of the local operators had a chance to hobnob with out-of-town visitors and band leaders Skitch Henderson and Russ Carlyle, and singer Louise Carlyle, all of whom entertained during the four-hour floorshow which followed the association's dinner. Russ and Louise, brother and sister, were born and reared in Cleveland. . . . The record fraternity was also well represented during the day. Sid Goldberg, Decca, was in from New York; Jerry Mowbry, RCA Victor, and Carl Ertmann, Capitol, both of Cleveland, were on hand most of the day to talk over conditions with local musicians. . . . The Michigan delegation was headed by President Morris Goldman, who attended with his wife; Roy Clason, business manager, and Jack Baynes, vice-president. . . . Composer Carl Lampl sat in on the floorshow and took time out to tell Mrs. Cohen that he thought she had a hit tune. . . . Virginia Holcomb, secretary for the Cleveland association, helped the group's board of directors, Nate Pearlman, Dick Head, Hy Silverstein, Henry Ilg, Joseph Solomon and Louis Nemesh, greet guests at both the business session and cocktail party. . . . Joe Caldron, assistant sales manager of AML, attended the day's activities as guest of Harry Lief, head of Lief Distributing, and past president of the association. Caldron almost missed the banquet when he could not contact Lief who was holding his banquet ticket.

Norman Sorber, of the Roy George Music Company, Painesville, O., sat with the Decca crowd and Permo's Gene Steffens during the dinner party. Sorber says that business in his locations is on the way up both in the music and five-ball field. . . . Peter Lukich, another past president, was on hand with his wife. He has just recovered from a long illness. . . . Disk jockeys from local stations at the banquet included Bud Wendell, Johnny Rose, Howie Lund, Hal Morgan, Gene Carroll, Brooke Taylor. Sam Abrams, advertising and promotional director of the association, claims that each of the jockeys has been a help in putting over promotions of hit tunes. . . . Morrie Gisser, head of Cleveland Coin Machine Exchange, sent several of his staff to the banquet. His firm was recently appointed a Wurlitzer distributor. . . . Hiding under Latin costumes and billed as Pepito and Delores for the floorshow were Larry and Morris Cohen. Each is in the near 300-pound class and their version of the rumba while a strain on the stage, proved to be a crowd pleaser. Non-professionals, the Cohen boys are brothers of the association president and operate one of the city's leading record shops.

Federal Intro New Coin Video Set at Showing

NEW YORK, April 23.—A new coin-operated television set, featuring simplified controls, was introduced here this week at a four-day trade showing by the Federal Television Corporation. Using a specially designed timer and coin unit developed by Robco, the set offers five minutes of video time for a nickel. Up to 10 time units may be accumulated. The set, available in blond or mahogany finish, will be ready for delivery in two weeks, according to Joseph Petit, secretary of the corporation. Altho distribution plans have not yet been fully worked out, it was indicated that sales outlets will be sought which can promote the units for hotel and tavern installations. The set will list to operators at less than \$450, it was reported.

Only three control knobs are used to tune in programs. A switch-type tuner clicks the different channels to the 12½-inch screen. The other controls are for contrast and volume. The latter may be adjusted to operate within fixed volume limits to meet the needs of different locations.

It was explained that the tube always remains lit, thru special built-in controls, during hours when the set may be used by location patrons. Thus the telecast appears on the screen the instant a coin is inserted in the Robco timer. The timer cable may be plugged into a receptacle back of the set and positioned at an desired distance, or may be ordered attached to the side of the cabinet.

The cabinet is 17 inches high, 18 inches wide and 30 inches deep. A matching table is available for hotel locations. A larger set, with a 15½-inch picture, also will be produced suitable for coin operation, it was reported.

Federal Television, which bowed a full line of home sets, in addition to the coin-operated model, maintains executive offices at 137 Duane Street.

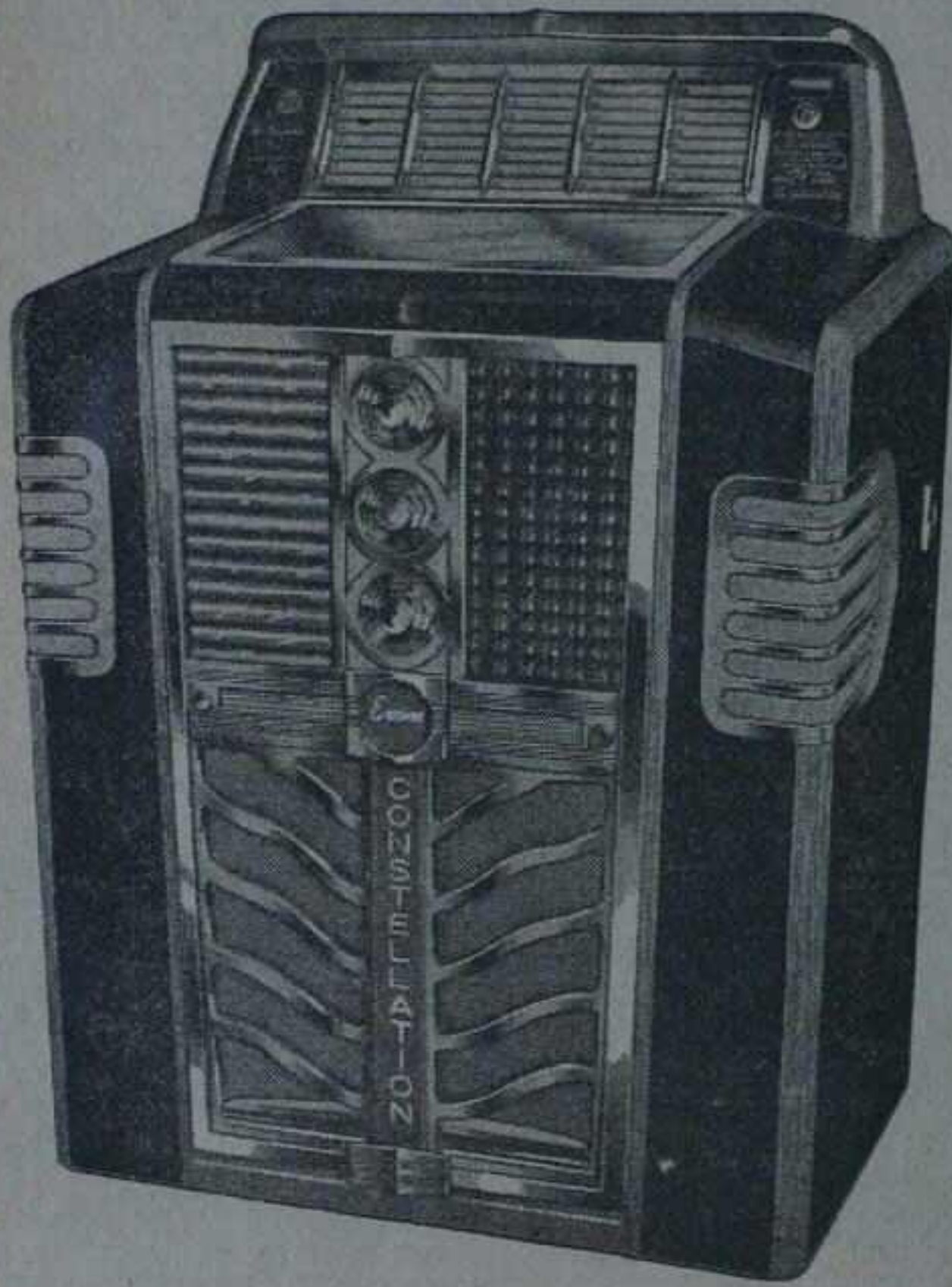
TEXAS PROPOSAL

(Continued from page 100)

also protested the additional taxation. Roy Bertrand, a Waco restaurant owner, testified that his income from a music and a pinball machine, combined, totaled \$12 a week. Rep. George Parkhouse, Dallas, not a committee member, testified as a one-time receiver for a coin machine operator. He belittled the profits being made (by the operators), pointing out "All these things people come down here and want to tax aren't so golden as they're made out to be."

Lehman said there were 1,196 pinball and bell machines now licensed in the State which accepted coins larger than a nickel, and 19,464 nickel coin units.

Under the proposed bill, the present income from taxes of approximately \$543,000 would jump to more than \$1,500,000 annually.



FROM EVERY ANGLE IT'S

EVANS' CONSTELLATION

Whatever your point of view about phonograph operating, whatever you need in automatic phonographs, Evans' Constellation meets your requirements.

STYLE? Evans' Constellation, in the beautiful custom-designed wood cabinet, fits into the decor of any smart location—adds life to drab interiors!

PERFORMANCE? Electronically, mechanically—in every department, Evans' Constellation is completely dependable, thanks to fundamental Evans quality and advanced engineering.

PRICE? Based on today's operating needs, Evans' Constellation is priced to show you earlier returns on your investment.

What more would you like to know about "America's Brilliantly New Phonograph"? Your Evans' Distributor has the answers. See him today for the complete story.

H. C. EVANS & CO.

1528 W. Adams St.

Chicago 7, Illinois

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are: LP'S MOTIVATE COPYRIGHT CHANGE. Congress's interest is high in changing the copyright laws covering disks. HI-TONE TAKES ON SIGNATURE'S CATALOG, ARTISTS. The 39-cent label absorbs the entire line of its parent 75-cent market. HEIDT RECORDS MARK BIG SALES. In two weeks of operation the Horace Heidt platters rack up impressive sales. CAP REVIVING 60-CENT RED LABEL. Diskery will revive new platters to market pops in lower bracket. CITRO KICKS OFF SPINET LABEL. Lou Citro bows new label which will stress pop and race, with hillbilly and Western to come later.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising developments in the business—the Radio-TV-Phono Section.

SEE OUR COIN MACHINE AD ON PAGE 140



Look at what
YOU GET
 for what you pay

HERE'S WHY

THE WURLITZER 1100

IS TODAY'S TOP PHONOGRAPH VALUE

VALUE in play-boosting eye appeal...the 1100's sparkling beauty makes patrons stop, look and *listen*.

VALUE in its magnificent, clear-as-a-bell tone...music that wins repeated play, *earns more money*.

VALUE in rugged construction,

easy servicing, advanced mechanical features...it's an *operator's phonograph*.

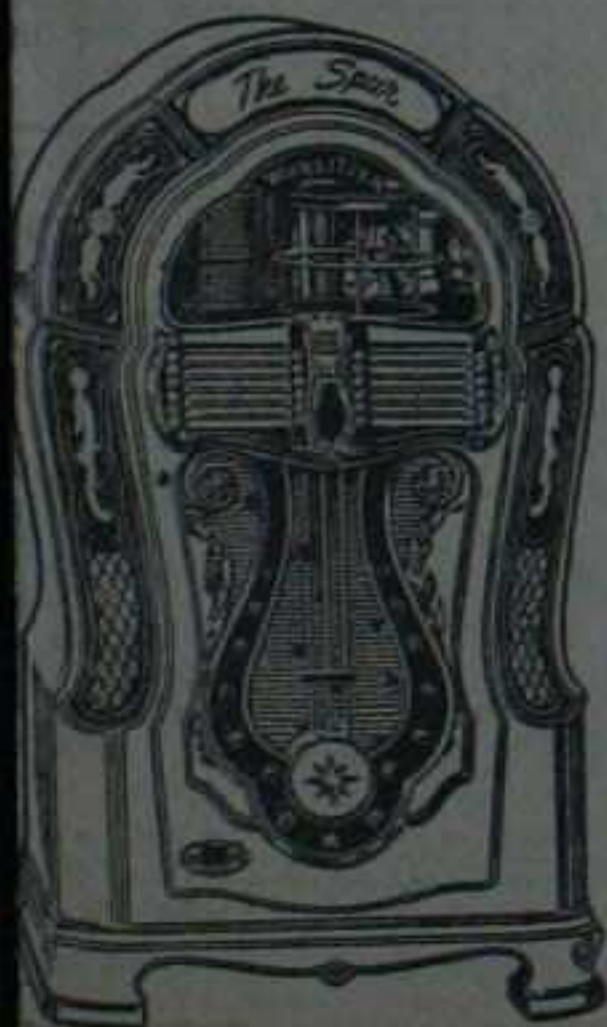
VALUE in operating economy...the *right* number of records—24, plus the tremendous savings of its Cobra tone-arm.

VALUE through years of dependable service...peak earning power that assures location satisfaction.

COMPARE the Wurlitzer 1100 and 1080 with the rest for *value* on any score! Then see your Wurlitzer Distributor for trade-ins, terms and low down-payments. The Rudolph Wurlitzer Company, North Tonawanda, New York.

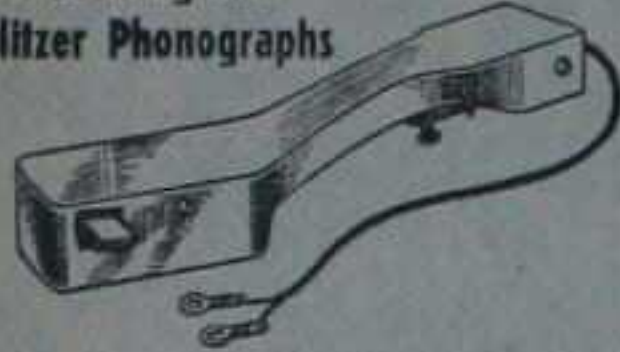
Have you seen the Wurlitzer Model 1080 PERSONALIZED?

It's a slick trick with the lowest-priced quality phonograph on the market today. See it at your Wurlitzer Distributor's NOW.



HARMAN Lightweight TONE ARM

For Seeburg and
Wurlitzer Phonographs



The tone arm with "wrist action" gets thousands of plays from your records.

Astatic high temperature Q T crystal with replaceable needle for rich tone, scratchless reproduction. Pre-amplifier for plenty of volume with inside control for maximum volume desired. Electric trip eliminates most cut-out groove troubles.



Completely wired, ready to attach and plug in.

- Tone arm for Seeburgs plus pre-amp **\$15.00**
- Tone arm for Wurlitzers plus pre-amp and balancing weight **\$17.50**
- Electric trip **\$5.00 Extra**

Satisfaction guaranteed—send in order and be convinced. Specify phonograph model.

HARMAN COMPANY

3748 West Division, Chicago 31
Phone: Dickens 2-5485

Official Okay Helps Detroit Ops Place New Target Guns

(Continued from page 100)

game known as Belgian Pool, have been placed on location. The situation has not been uniform thruout the State, but this has been the general picture.

In Detroit, specifically, pin games of any sort are prohibited by city ordinance. Miniature bowling alleys are allowed and licensed by the city under the bowling ordinance. Guns of the general type represented by these new games were in evidence in the early war years, but later disappeared from the picture. Lack of new models, the perhaps overzealous use of conversions in some instances, mechanical difficulties as machines wore out, and general lack of fresh appeal were among the factors which caused them to pass out of the picture.

With the advent of the new guns, their significance in reviving a business markedly in the doldrums was apparent to some leading distributors such as Dale Sauve, of A. P. Sauve & Company, who took over the Chicago Coin game, and Max Marston and Al Curtis, who teamed up to handle the Exhibit unit. In both instances, they felt that they had a machine which could not be manipulated and hence could not be considered in any way a game of chance. Therefore they reasoned they should be legal.

"There is no element of chance in the game," said Curtis. "The man who puts his nickel in for the first time will get a certain score. If he continues to practice, he will improve and get a better score just as in any other sport."

With this basic philosophy, each distributor went about the job of

securing necessary legal approval. This was done in two steps—with the Detroit Police Department and with the State Liquor Control Commission (LCC). Each distributor went about it a bit differently, but with the same general approach.

Curtis handled the matter of formal application and presentation to the authorities for himself and Marston. A letter of application and a circular describing the gun, from the manufacturer, were presented, showing all necessary working details. The picture and description of the job were the essential factors in the presentation.

Sauve, on the other hand, managing his own business while short-handed in the absence of his father, Arthur P. Sauve, founder of the firm, relied upon an attorney, Irving B. Ackerman. The latter also is a coin machine operator, heading the Detroit Tradio Company, and is counsel for the Michigan Automatic Phonograph Owners' Association. Presentation was made by Ackerman along essentially the same lines, using a letter of application, together with a description and picture of the gun. In this instance, the Sauve firm made the presentation to the police department personally, while Ackerman represented them before the LCC in a written presentation. Sauve pointed out that the latter procedure gave the commission time to consider the application carefully.

Attorney Helps

Experience in both instances indicates that an attorney is useful in such a presentation, but not necessary if the distributor or operator will take the time and trouble to make an intelligent presentation of a good case. Ackerman pointed out that an official body naturally accepts an attorney as an officer of the court, and that his presentation of the engineering facts to some extent is given a certain degree of authority.

In the past, there has been some objection to individual presentations by jobbers or operators, largely because numerous applications were made by a number of different parties, some of whom could not be located for the actual hearing. An attorney, on the other hand, is a permanently located professional man in the territory, and his appearance gives added weight to the application he presents. However, careful presentation by a responsible individual appears to be feasible in some cases as indicated by the fact that altho Marston is himself a practicing attorney in addition to his coin machine activities, the presentation was made by his associate, Curtis, who is not a lawyer.

Gaining the local police department approval is an informal procedure, since, as Deputy Superintendent of Police Kennedy Lawrence pointed out to *The Billboard*, there is at present no ordinance requiring licensing of these guns, altho one may be introduced in the future. Accordingly, no formal approval is necessary, altho many games which have been presented over the past several years have been turned down, including all types similar to pinballs using scoring and pegs, where the player shoots the ball down the playing field in one way or another. These, Lawrence said, conflict with the ban on pin games.

When the LCC considered the guns, it gave a written approval, after consideration of the application and supporting data. This read, "It is the determination of the Commission that there will be no objection to the placing of these machines in licensed establishments (that is, liquor licenses), providing no free games or gambling is permitted in connection with their operation and provided same are not contrary to a

local ordinance in the government unit where they are placed." The latter clause provides for a certain degree of local option in regulation of the games, since ordinances differ in considerable detail.

Promotion

Promotion has not been too much of a problem. "Operators were pleased to hear of the approval that we didn't have to do any promotion—it worked like magic," said Marston.

Both distributors used direct mail telephone calls and circulars, together with a photostat copy of letter of approval from the LCC. Trade press (*The Billboard*) was used to further carry the message to operators thruout the State. In some instances, personal calls were also made.

The presentation to the individual operator was made very much as the application was presented to the LCC—that here was something that could be used in every tavern, and was sure to draw much interest and attention from the public everywhere because of the novelty of its appearance. No party or special showing was presented to introduce the new gun. A sample of the gun was kept on the floor. In Marston's case, it was coincidental with the opening of his new salesroom, so that the two were tied in perfectly together. Operators came in, had a chance to play the gun themselves, and see what the results would be for their location.

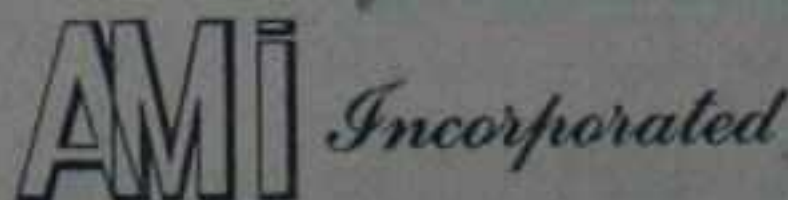
Results were excellent, Sauve said, while Marston reported taking more orders than could be delivered within the next few weeks. Incidental, the flood of orders was sharply timed by the LCC approval since, while the gun was on display before that time and had been approved by the police department for operation in Detroit locations where liquor was not served, orders had been slow in coming up to that time.

No direct special presentation of the new guns was made to the play public. Their appearance on location and their amusement appeal did an adequate job of "point sale" advertising.

Get off the



AMI pays for itself faster.
Low price. Top earnings.
Best ratio of cost to income.



127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

For the Finest in Record Reproduction

Use the New
G. E. Magnetic High Fidelity
LIGHTWEIGHT PICKUP
With Removable Needle

- No Needle Scratch
- Only 1/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer Seeburg Rock-Ola AMI
Elec. Cancel \$4 extra
Also other make
ADVANCE MUSIC CO.
1806 Grand
Kansas City, Mo.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in.
JACOBS MANUFACTURING CO. INC.
Stevens Point Wisconsin
Sole Canadian Distributor
47 THOMAS COIN SALES, LTD.
81 Thomas Ontario Canada

TRADE FOR CASH

Want 10 Wurlitzer 800s. Will trade 10 Super-Rock-Olas and pay cash difference. Original walnut finish. All these are in location playing condition. Make your best offer—first letter or wire.
King Harry's Music Service
822 Reynolds Street AUGUSTA, GEORGIA

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

Table with columns for Position, Song Title, Artist, and Labels. Includes records like 'SO TIRED', 'FOREVER AND EVER', 'BALI HA'I', 'RIDERS IN THE SKY', etc.

More TV Woes For Juke Ops Coming in '50

See 150-200 New Outlets

WASHINGTON, April 23.—Lifting of the current freeze on grants for new television stations...

At the same time, however, the long-range view indicates that operators in numerous localities now without TV will face such competition by the end of 1950.

Presently stymied by the Federal Communications Commissions (FCC) freeze are applications for 324 new stations...

Competition with juke boxes is expected to be heaviest in those cities which will be starting television for the first time.

50 New Areas

Of the 150-200 stations which will be taking the air about a year after the end of the freeze, it is estimated that approximately 50 will be going into cities which have never had television.

Once the expected flood of new bids pours in, however, FCC-ers figure nearly every city in the country with more than 20,000 people will be represented...

Mass. Distributor Moves

BOSTON, April 23.—Arthur Litka, president of the Massachusetts Music Distributors, Inc., this week announced that the firm has moved into new quarters at 1139 Tremont Street.

EVERY MACHINE COMPLETE WITH ALL WORKING PARTS

ATTRACTIVE CABINET

WURLITZER 850 \$125.00

WURLITZER 950 125.00

WURLITZER 600 Ks & Rs 95.00

WURLITZER KEYBOARD VICTORY 69.50

WURLITZER ROTARY VICTORY 59.50

WURLITZER 780 E 145.00

ROCK-OLA COMMANDO 69.50

Terms: One-third down, balance C. O. D.

INTERNATIONAL PHONOGRAPH CO. 1226 ST. THOMAS ST. NEW ORLEANS, LA.

DO

Do-re-mi—that good old green stuff is the reward being reaped by operators installing TRADIO and TRADIO-ETTE in public locations.

TRADIO ASBURY PARK NEW JERSEY

LOOK

..AIREONS..

BLONDE BOMBSHELLS.....\$249.50

FACTORY REBUILT SUPER

DELUXES 374.50

1/3 Deposit, Balance C. O. D. or Sight Draft.

Atlas Amusement Co.

1078 Union Ave. Memphis, Tenn. Ph.: 36-2309

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (R.H. SYSTEM)

(Continued from page 27)

Table with columns for Song, Pub, Heard N.Y., Heard Chi., Heard Calif., and others. Lists songs like 'Comme Ci, Comme Ca', 'Cruising Down the River', etc.

FILM FOR ALL MOVIE MACHINES

(Approved by City and State Censor Boards)

Panoram Film, slightly used, A-1 condition. Individually spooled and boxed, \$2.00 each.

PANORAMS

Personal View or Audience Screens. Reconditioned by Experts. With Reel of Film, \$250.00. F.O.B. N. Y.

We carry a complete line of Panoram Parts, new Viewing Fronts and Screens. We have Claws and Gears.

IMPERIAL ENTERPRISE, INC.

551 SURF AVENUE

Esplanade 2-8526

BROOKLYN 24, N. Y.

100 Selections To Choose From ... SEEBURG SELECTOMATIC '100'

This revolutionary music system offers greater service to everyone. 100 selections, all visible at the same time on 10 and 12-inch records...

EXCLUSIVE SEEBURG DISTRIBUTORS

TRIMOUNT



40 WALTHAM STREET BOSTON 18, MASS

Tel. Liberty 2-9480

League Play Boosts Incomes

New Loops Being Formed in Increasing Numbers; First Step Is Good Constitution

Series Describes Methods for Setting Up Competitions

CHICAGO, April 23.—With new leagues spreading into more shuffleboard areas, and with the average coin machine operator finding that the introduction of league play has increased his income on a more stable basis, officials of those leagues already organized are receiving an ever mounting number of requests for information on how to establish a league. Actually, the manner in which a new league is set up is vitally important. For if the formation is accomplished in a business-like manner, the results are highly successful; if they are not carried thru in every detail, the results can, and have, proven disastrous.

This is the first of a series of articles on "how to form a shuffleboard league" which will appear in The Billboard. Part II, covering rules and regulations governing league play, will appear in next week's issue.

In order to give the most complete information on the formation of shuffleboard leagues, The Billboard made a survey of leagues already in existence, and contacted the Standard Shuffleboard League and the National Shuffleboard League, which were instrumental in forming many of the leagues now in operation. The results of this study will be published in these columns in their chronological order, so that every area in the United States will be able to set up its own leagues with a minimum of complications.

Ops-Location Meet

One of the first steps to be taken is to effect a meeting between the operators and their locations to determine if a league is actually wanted. The fact that incomes from the boards are increased tremendously is an immediate selling factor. From the location viewpoint, the increased bar or sale of other types of commodities is a decided factor, while the promotion gained from sponsoring a team is also important.

Once the league idea is accepted by all concerned, the next step, and the one to be taken up in detail here, is the drawing up of a constitution and by-laws governing the functions of the league. This is the first basic step in the actual formation of the league and, therefore, one of the most important to handle in the right manner. For this reason, two suggested constitutions and by-laws appear elsewhere in this department. These two samples have been used in many cities where leagues are already in existence, with variations to meet local needs.

It is important to note that while (See League Play on page 119)

Las Vegas Bowling Alley Adds Board

LAS VEGAS, Nev., April 23.—The national craze for that fascinating game, shuffleboard, has hit this resort town with a bang. Every small cocktail lounge and several of the large casinos have added shuffleboards to their many other amusement pieces.

Latest group to feel the shuffleboard fever are the local bowling fraternity. A board has been installed in the tavern adjoining the local bowling alley, and keglers now run from bowling alleys to shuffleboard.

19th Hole

CHICAGO, April 23.—When the Veterans of Foreign Wars took over the Bunker Hill Golf Course here this year, they added a new feature which is proving an excellent source of revenue. Using one wall of the long, narrow clubhouse, the club has installed a shuffleboard, and officials report that it is in constant use, with a long line usually waiting, all at 10 cents a game. Board is so located that golfers can while away the time before the tee-off, or can relax from their game by playing the board.

Genco Debuts Shuffleboard Score Units

Features Large Coin Box

CHICAGO, April 23.—Signifying its entry in the shuffleboard field, Genco Manufacturing & Sales Company here is now in production of an electrically operated coin scoreboard applicable to all makes of table shuffleboards, Meyer Gensburg, Genco executive, announced Friday (23). Coin box of the scoring unit is dime play, and has a capacity of \$200 in dimes. Unit cannot only be used on point or frame play for shuffleboard but also can score for horse-collar and baseball. In regulation shuffleboard, the Genco scoreboard registers up to 15 points when two play (singles) and 21 points when four play (doubles) on the point system, while it records eight frames for two players and 10 frames for four on the frame scoring basis. One of its special features is an indicator on the side of the scoreboard facing the location owner which indicates how many players have deposited dimes. The Genco official said this unit was included in the scoreboard because in areas where from 10 to 20 frames are standard competitive play, more than four players can participate in one game and the Genco unit is suitable for this type of play with a slight adjustment on the scoring mechanism is made by the operator.

National Shuffleboard League Suggested Constitution and By-Laws

(As in other athletic and sport leagues, it is advisable that a constitution and its by-laws, acceptable to all members of the league, be signed by each sponsoring tavern-owner. The fact that the terms "president" and "secretary" are used does not make incorporation under State laws obligatory.)

Article I—Section 1

This organization shall be known as ——— Shuffleboard League.

Section 2

Purpose

Primary object of the league shall be to extend and foster the ideals and aims of amateur shuffleboard players and to offer a friendly competitive game to persons who are interested either as players or spectators.

Principles of good sportsmanship and fair play must be abided by all players who agree to become members of the league teams.

Article II—Section 1

Officers and Election

Election of the officers of the ——— League shall take place at the annual meeting. Term of office will be for one year or until their successors are elected by the board of directors (sponsors).

Officers elected are president, vice-president, secretary and treasurer. (In some leagues the offices of secretary and treasurer may be combined to facilitate successful operation of the league.)

Article III—Section I

It shall be the duty of the president to preside at all regular meetings. From the board of directors, he shall appoint financial, advisory, trophy and prize fund committees.

The president shall serve as general chairman of these committees. One of each group of four members on each committee will serve as chairman of that particular committee. No one person shall be chairman of any more than one committee.

Section II

It shall be the duty of the vice-president to act on matters pertaining to the president's duties in the absence of the president. Also he shall be responsible for any other matters designated by the president to carry on a proper operation of the league.

Section III

It shall be the duty of the secretary to maintain an accurate (See National Shuffleboard page 121)

Standard League

Standard Shuffleboard League suggested constitution and bylaws.

Article I—Section 1

Name and Purpose

The league shall be known as the ——— Standard Shuffleboard League (No. ———).

Section 2

The purpose of the league shall be to extend and foster good fellowship among standard shuffleboard players, and to offer a friendly competitive game to all.

Article II—Section 1

Officers

The officers of this league shall be a president, vice-president, secretary and treasurer. They shall be elected by the board of directors at the time of league formation or organization. The offices of secretary and treasurer may be combined on the decision of the board of directors.

Section 2

The board of directors is composed of all the team captains within the league.

(See Standard League on page 122)

Girdner Moves To New Spot at Venice, Calif.

VENICE, Calif., April 23.—Increased activity in the shuffleboard business has forced the C. T. Girdner Company, distributor for the Royal shuffleboard, to seek larger quarters. The move from Los Angeles, to the new building in Venice, was accomplished April 1.

The firm manufactures the Royal board in regulation tournament size, 22 feet long over-all, with a playing field 20 feet 8 inches long and 20 inches wide. A welded structural steel frame, to eliminate warping, is used as a support for the black top playing field.

Perma-Top Donates Colored Playfield To Officers' Club

CHICAGO, April 23.—The Officers' Club at the Naval Reserve Armory here was the recipient Friday (23) of a shuffleboard donated by Jim Guichard, Perma-Top Corporation president. Capt. J. M. Ross, the armory's commanding officer, accepted for the navy.

The board presented has a masonite die-stock playfield finished in battleship gray with a red 2 zone. Previously, Guichard had donated a board to the Chief Petty Officers' Club of the same armory, which CPO Schultz reports has stimulated interest in both the game and the club since its location a month ago.

ANNOUNCING NATIONAL'S



YOUR ASSURANCE

OF QUALITY

SPECIAL **49er** FEATURES

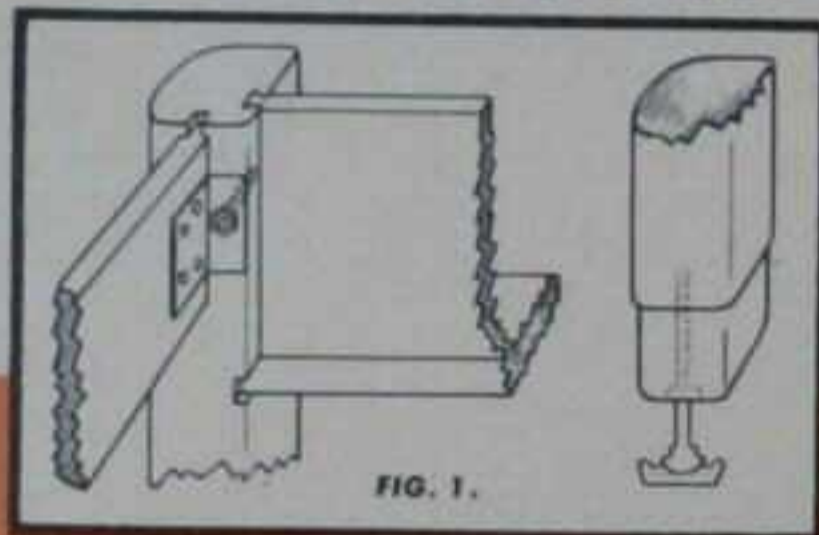


FIG. 1.

END LEG CONSTRUCTION—FIG 1. The sturdy, streamlined 49er legs are laminated hard wood construction. The Cross Frame is dovetailed and glued. The Side Aprons have tenon joints and are connected to the mortises in the legs by means of heavy gauge metal brackets and studs.

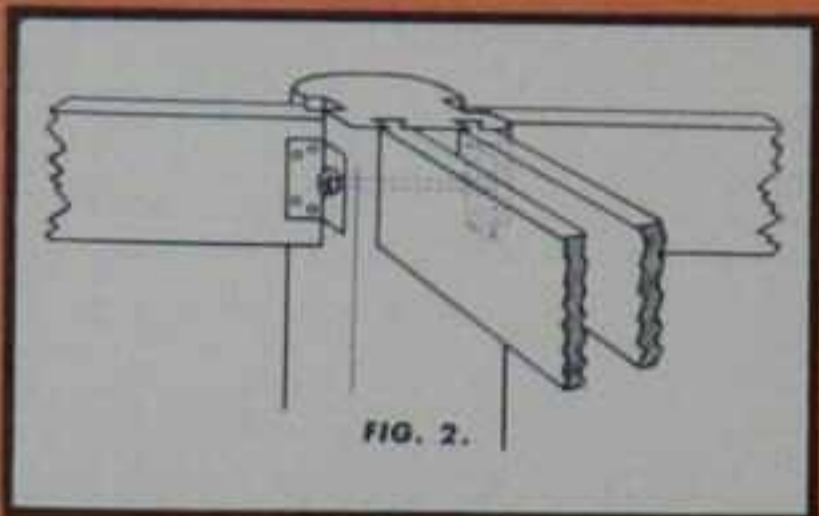


FIG. 2.

CENTER LEG CONSTRUCTION—FIG. 2. The Cross Frame has two members, double dovetailed and glued. The World's Strongest Joint. In addition to the mortise and tenon joints, the Side Aprons are fastened to the legs with sturdy metal brackets and bolts. Rugged construction is combined with speedy assembly.

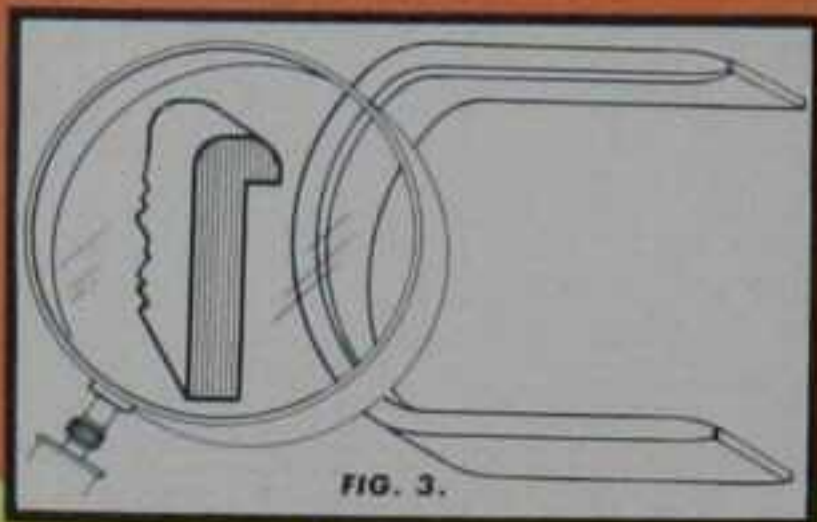


FIG. 3.

END-STOP CONSTRUCTION—FIG 3. The upholstered Curved Ends are constructed of laminated Mahogany to form one solid piece, combining streamlined beauty with maximum strength.



ASSEMBLY CONSTRUCTION—FIG. 4. A section through the board shows: 1. The laminated, Kiln-Dried, first grade Maple Top. 2. The Frame Section of select woods. The Alleys, covered with high felt and rubber mats. 3. The Spacer Block which automatically center the Frame on the Table Assembly. 4. The Table Assembly, so constructed that air circulates around the playing top, thereby keeping playing surface uniform. The End joined to the Leg Assembly by mortise and tenon construction for maximum strength.

THE NATIONAL 49er sums up to: Quality Materials—Sturdy Construction—Unexcelled Workmanship—The

NATIONAL SHUFFLEBOARD COMPANY

THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD

NO CLAIM JUMPING!

Copyright 1949 NATIONAL SHUFFLEBOARD COMPANY
Protected by Patents both issued and pending

49er "GOLD NUGGET" De Luxe Shuffleboard

Embodies the experience, the material resources, the skill, and the research facilities of
The Oldest and Largest Exclusive Shuffleboard Manufacturer in the World.



A GOLD NUGGET FOR QUALITY—A GOLD MINE FOR PROFIT!

WHAT THIS MEANS TO YOU:

- 1** The National Shuffleboard Company manufactures shuffleboards exclusively. They are not a side line or by-product of production.
- 2** Years of exclusive manufacture means KNOW-HOW in methods, men and machinery that is obtained only from long experience.
- 3** Years of exclusive manufacture means a background of research and experimentation that brings you the best in shuffleboard construction.
- 4** Years of exclusive manufacture means established sources of material that insure uniform quality at the right prices.
- 5** Years of manufacture means thousands of satisfied customers coast to coast.



Photo by BETTMANN ARCHIVE

**DON'T JUST
DREAM
OF STRIKING IT RICH—**



**Be the FIRST
to stake your
49er claim.
ACT NOW!**

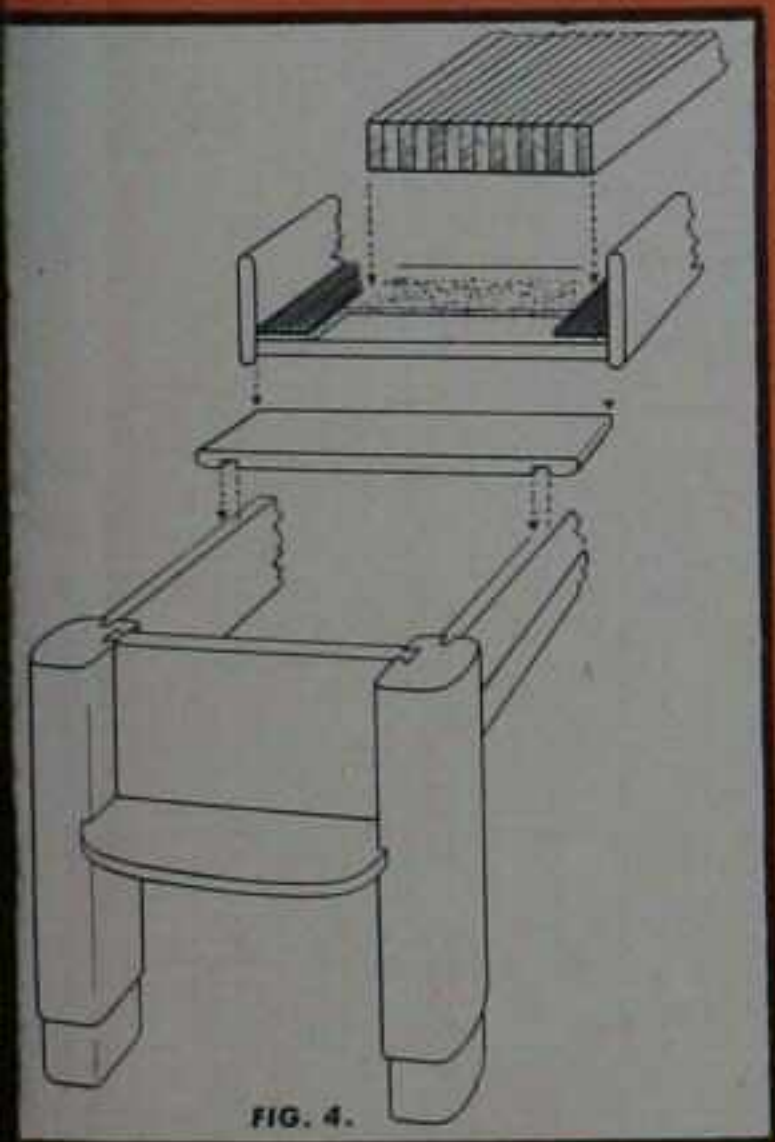


FIG. 4.

Simple, Streamlined Beauty.

**ORANGE, N. J.
MANUFACTURER**

*Mail the attached
card for complete
information—*

**NO OBLIGATION
POSTAGE FREE**

YES—WE WANT TO STAKE OUR 49er CLAIM NOW!

GENTLEMEN: I am interested in your Operating Franchise.

Name.....

Address.....

City..... State.....

Operating Area is.....

ANNOUNCING



NATIONAL'S

49^{er}

"GOLD NUGGET"

De Luxe Shuffleboard

TO STRIKE IT RICH

see inside

Copyrighted material

WHY **YOU** SHOULD OPERATE A **49^{er}** NATIONAL SHUFFLEBOARD CLAIM



- 1** National Shuffleboard is not a fad.—It's centuries old—yet more popular today than ever before. Your claim will "Pan out" big for years to come.
- 2** National Shuffleboard is a game of skill—yet requires no special training to play—can be enjoyed from the start—appeals to men and women of all ages. It's a family game.
- 3** National Shuffleboard attracts new customers, holds old ones—casuals become steadies. They spend hours instead of minutes—dollars instead of pennies.
- 4** National Shuffleboard increases the sale of everything taverns sell—pays big from play alone—requires no mechanical upkeep.
- 5** National Shuffleboard play is promoted by an organized team and league policy—with all materials furnished—free of charge.
- 6** National Shuffleboard is backed by the experience, knowledge and research facilities of the oldest and largest exclusive shuffleboard manufacturer in the world—carries the U. S. Shuffleboard Congress seal of approval.
- 7** National Shuffleboard is a gold mine—full of rich opportunities for big returns—for you and your locations.

**NO PROSPECTING
REQUIRED
For Open Territory
Mail Card!**

OHIO
NATIONAL SHUFFLEBOARDS are never idle. Pay better than booths. No dull nights.

CUSTOMERS ARE GOLD
WORTH \$100 PER WEEK PER BOARD



CALIFORNIA
League play draws Big Crowd—Big return.



MINNESOTA
Neighborhood Club customers enthusiastic about NATIONAL SHUFFLEBOARD. They play and pay.



WISCONSIN
Spectators as well as players find NATIONAL SHUFFLEBOARD exciting.



MISSOURI
Wherever there's a NATIONAL SHUFFLEBOARD there's a crowd of happy customers.



FLORIDA
Vacationists find NATIONAL SHUFFLEBOARD stimulating and exciting. They stay and spend.

Sec. 510, P. L. & R.
FIRST CLASS
Permit No. 3463
Newark, N. J.

BUSINESS REPLY CARD
No Postage Stamp Is Necessary If Mailed In the United States

2c POSTAGE WILL BE PAID BY - - -

NATIONAL SHUFFLEBOARD CO.
291-307 CLEVELAND STREET
ORANGE, N. J.



**OPERATE NATIONALS
FOR RICHEST TAKE
MAIL CARD NOW!**

PUCK PATTER

Los Angeles:

Walter (Solly) Solomon, of the E. T. Mape Company, has now put beverage trays on either end of his Sterling Standard Shuffleboards. Made of chromed metal they will hold two glasses each. It helps eliminate the hazard of spilled drinks on the playing field. . . . Bud Parr, of Olympic Shuffleboard Company, had a series of six made of his boards in actual operation. One shot featured the Elderlovies, an act that has played Ken Murray's "Blackouts" for the past several years. Another shot shows 12 Olympic boards being used in Forrest Byrd's Olympic Shuffleboard Palace, Seattle.

Mary Sims, of the Western Shuffleboard Company, reports that the Western Scoring units are really catching on. The company is also putting out Glide Wax, which is claimed to save a lot of refinishing on playing fields. Used twice weekly, it melts and puts a protective finish

on the boards. It can be used on either wood or blacktops. Another Western product is Super Wax, a liquid that cleans and waxes.

Aubrey Stemler, of Stemler Distributors, is now handling some Technicraft Boards. . . . Nels Nelson, of the Ray R. Powers Company, reports that the firm's Superior Shuffleboard is now going well in the Northwest. Ray Powers recently opened an office in Sacramento to handle the Northern trade.

Most shuffleboard operators here report the business is still holding up better than was expected. . . . Jack Simon, of Sicking Distributors, is still pushing Royal Shuffleboards. . . . Phil Robinson, Chicago Coin's Western rep, is lining up several deals for his firm's shuffleboard.

Roy Twite, of the Royal Distributing Company, Cincinnati, and Warren Olson, discussed plans for the four-State tournament with Mrs. Margaret Stone, executive secretary of the group.

LEAGUE PLAY

(Continued from page 114)

several of the manufacturers are closely tied in with the formation



SHUFFLEBOARD was the featured attraction at celebration held by Royal Distributing, Inc., Cincinnati, on the occasion of its opening recently. Firm, which distributes, among other products, the Rock-Ola line, offered many operators, distributors and other visitors their first crack at the game which is proving so popular. From left to right are: Mr. Littelmann, Royal; Mr. Maley, Southern Automatic Music; Bill Marmer, Sicking, Inc.; Lewis C. Kummerow, assistant sales manager of Rock-Ola; Mr. Westerhaus, Westerhaus Company, Cheviot, O., and Roy Twite and M. Koll, both of Royal.

SHUF-L-BOWL

INCREASE THE PLAY ON YOUR SHUFFLEBOARDS WITH ORIGINAL, PATENTED

SHUF-L-BOWL CANNOT BE COMPARED TO ANY TOY BOWLING GAME FOR SHUFFLEBOARD.

COMPLETE KIT CONSISTS OF 10 PINS, SET-UP RACK, STORING RACK, SIGNS, SCORE SHEETS, ETC.

List Price \$35.00

Sample To Qualified Distributors \$22.25

EXPERIENCE PROVES CHEAP IMITATIONS DO NOT PAY OFF! WRITE—WIRE

U. S. SHUFFLEBOARD EXCHANGE NATIONAL DISTRIBUTORS

60 E. 42nd St. • New York 17, N. Y.

SHUFFLEBOARDS!

NATIONALS AMERICANS

16 to 28 Ft. Lengths
100% Guaranteed True Surface. Completely Reconditioned Like New.

\$299.50 EA.

F.O.B. N. Y.
Crating Extra.

A complete line of Shuffleboard Supplies at the right prices.

U. S. SHUFFLEBOARD EXCHANGE

60 East 42nd Street New York City 17

SHUFFLEBOARD

FAST WAXES
polishing wax
cleaners
weights

DISTRIBUTORSHIPS AVAILABLE

Write for Free Samples and Information

Hanson-Loran Chemical Co.
5590 Paramount
Long Beach, California



PLAIN FACTS



HOLD YOUR CROWDS with VALLEY SHUFFLEBOARD

You're money ahead from the start . . . with Valley. Tops 'em all for steady—month after month—sensational earning power. It's the wonder shuffleboard of the century. Every day . . . more and more operators, bars, taverns and clubs are climbing aboard the Valley Profit Express . . . as fame of this great indoor sports game spreads.



VALLEY SHUFFLEBOARD, INC.
333 MORTON AVE • BAY CITY, MICHIGAN • PHONE 2-1547

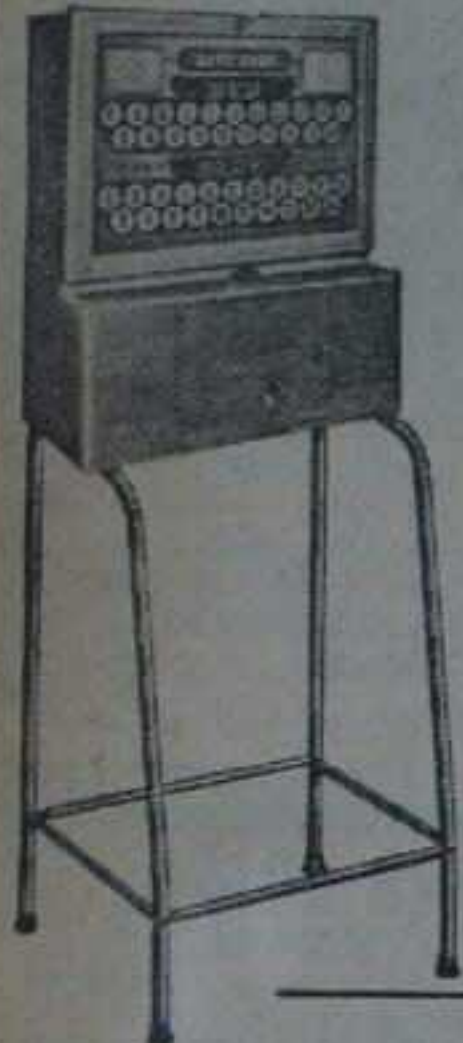
SHUFFLE BOARDS RECONDITIONED!

WE REPAIR, REFINISH, RECONDITION All Makes of Shuffle Boards! TOP QUALITY WORK • REASONABLE PRICES • PROMPT SERVICE!

GUILDMASTERS' SHUFFLE BOARD CO.
5th and Oak New Albany, Ind.
Phone 4-1429

For BETTER SHUFFLEBOARD OPERATING—

MONARCH ELECTRIC, COIN-OPERATED SCORE BOARDS



FLOOR MODELS

Complete units include modern design stand of highly polished chrome steel tubing. Made to last for years. Has crutch-type rubber feet. Delivered knocked down; assembles in minutes with simple bolt arrangement.

Standard Score Board illustrated, also available in Wall and Center-Overhead models



CENTER-OVERHEAD SCORE BOARD

for "HORSE COLLAR" or "BASEBALL"

Monarch quality plus all-around utility. Provides scoring to 50 points for "Horse Collar" or "Baseball." Adjusts to score 15 or 21 points for conventional Shuffleboard play.

ALSO IN FLOOR AND WALL MODELS

ALL MONARCH SCORE BOARDS FOR ALL SHUFFLEBOARDS AND ALL TYPES OF PLAY ARE AVAILABLE IN FLOOR, WALL AND CENTER-OVERHEAD MODELS. ALL EQUIPPED WITH NATIONAL SLUG REJECTOR AND BIG, OVERSIZE COIN BOX.

NEW! ORIGINAL "FRAME" SCORE BOARD!

First and Finest! Meets location requirements, speeds play, increases profits. In all models. Also available: Special, easy-to-install frame scoring attachment for any of your present Monarch Score Boards.

MONARCH DELUXE SHUFFLEBOARDS

No Finer Shuffleboard Has Yet Been Made! For Style, for Quality, for Performance and Durability, Invest in the Top Equipment, MONARCH Shuffleboards!

DELIVERY NOW ON 18' AND 22' MODELS. 12' MODEL COMING!

WRITE FOR INFORMATION TODAY

Headquarters for Supplies, Accessories, Trophies. Let Us Know Your Needs



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

MAPLE WOOD SHUFFLEBOARD PLAYING FIELDS



The 20 inch width of board is made up of 27 equal pieces of SELECT HARD MAPLE. Perfectly sanded. Can furnish limited quantity weekly on definite commitments.

TELEPHONE: **MR. SAWYER**

ROGERS PARK 4-0228

CHICAGO, ILLINOIS

SEBRING

DE LUXE SHUFFLEBOARDS

9-16-22 Ft. Lengths

THE FINEST AT ANY PRICE

A. G. SEBRING CORPORATION 2300 W. ARMITAGE
CHICAGO 47, ILL.

ACCLAIMED A HIT!

MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!



SEE IT AT
FIVE STATE PHONO
OPS' CONVENTION
Room 302
Radisson Hotel
Minneapolis



Compare THESE ADVANTAGES!

- Will not mar — dent — warp
- Chrome rail around complete board
- Gleaming Stainless Steel trim
- Simple to install
- Leg adjustments operated from top
- Shipping weight same as wood shuffleboards

DISTRIBUTORS
Some exclusive territories are still open—get the facts today!

Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD. The finest Eastern Hard Maple Top available if desired.



Mero Manual or Coin Operated ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against **\$119.50** embarrassing questions when making collections. To Operators.

- Instant action scoring at both ends of board.
- Interchangeable coin or manual scoring.
- Automatic counter registers accurate number of plays.
- Mirror front — multi-colored lighted ends.
- Solid maple and walnut finished cabinets.
- Collect from metered cash box.



MERO COIN BOX
5 or 10c Plug-in,
\$20.00 additional
Complete with remote control buttons.

ABT COIN BOX
\$30.00 additional
Complete with remote control buttons.

MERO INDUSTRIES

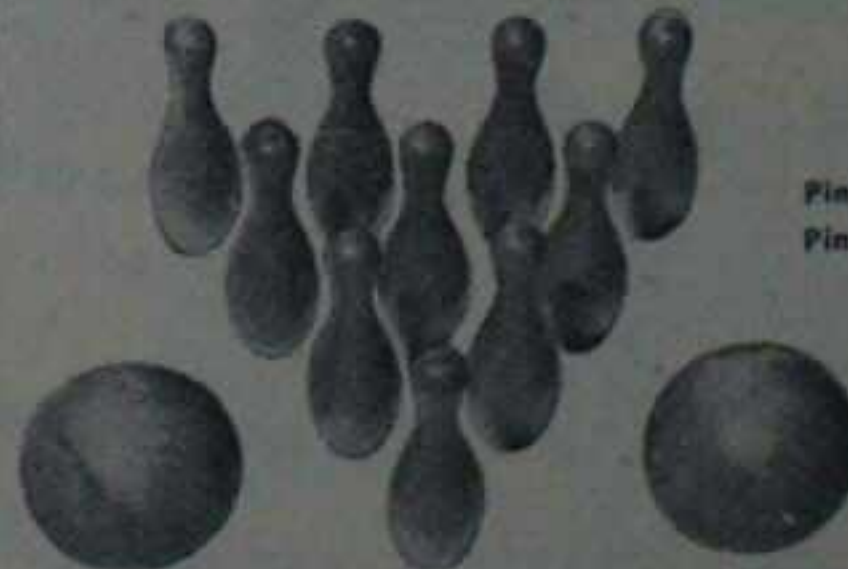
MERO BUILDING
1332 W. 69th ST., CHICAGO 36, ILL.
Phone: Hudson 3-2387

SHUFFLEBOARD BOWLING PIN GAME

The best money-making deal for Shuffleboard Operators

Set Consists of

- 10 5-inch Pins • 1 Rack • 2 Bowling Balls • 1 Scorecard • 2 Signs



Complete Set **\$7.50**
for Only

Pin bottoms are weighted and padded. Pins will not bounce or fly off the table.

Operators . . . here's a guaranteed play stimulator. Locations where play has slowed down show new life when you install the bowling pin game. Try it on your locations.

MINIATURE BOWLING PIN CO.

1115 W. 31ST ST.

Phone: YArds 7-0571

CHICAGO 8, ILLINOIS

SPECIAL

BRAND NEW—Regulation Tournament Size SHUFFLEBOARDS

Hard Maple Playing Surface—the sturdiest, most beautiful boards ever built at competitive prices. Immediate Delivery. WRITE TODAY FOR COMPLETE INFORMATION AND LOW PRICE. Special money-making deal for distributors!

422 W. 42ND ST.

CAMEO VENDING SERVICE
Phone: Longacre 3-1334

NEW YORK 18, N. Y.

National Shuffleboard League Suggested Constitution and By-Laws

(Continued from page 114)

record of all the matches (both the individual and team). In addition he shall keep the minutes of all the league meetings. All publicity and correspondence promulgated for betterment of the league shall be handled also by the secretary.

Section IV

It shall be the duty of the treasurer to maintain an accurate accounting and record of all monies received and disbursed. All accounts at each meeting will be kept by the treasurer.

Article IV—Section I

League Membership.

Not more than twelve (12) teams can be entered in the league. No team shall be permitted to participate in another league's activities under another name. It is permissible, however, for a sponsor to have more than one team, with the provision that this team be excluded from participation in this league. Not more than one team can represent a sponsor in this league.

Section II

Team Membership

Each sponsor shall be permitted to carry as many members on his roster list as he needs to maintain a successful season.

After the first four weeks of league activity, each sponsor shall submit to the secretary a permanent roster list. Any additions to this list can be made by a two-thirds majority vote of the board of directors.

No member shall be allowed to represent more than one team or to play in more than one league at a time.

A card showing that he is a bona fide member of his team and of the league shall be given to each member upon acceptance into the league.

If he has not played in one game during the first four weeks, a man may resign from his team to sign with another team. At the termination of the four-week period, a member can be released by his captain or sponsor. He may not, however, play with another team until he gets official permission from the league's board by a two-thirds majority vote. A player should be barred from participation in league games if any attempts are made by him to violate this ruling. Sole judge of a player's standing in the league shall be the board of directors.

Article V

League Play

The secretary shall set up a schedule of all league matches to govern the activities of the league. This schedule must be approved

by the advisory committee.

A match shall be constituted by ten (10) games.

Starting time for all matches shall be 8:30 p.m. sharp. A forfeit of all remaining games in a match or in the match itself shall take place if a delay of over fifteen (15) minutes occurs after the starting time or the end of any one game.

All protests shall be judged upon after the last game, of the evening's play, or at the discretion of the board of directors.

Article VI

For each game won, each team shall be credited with one (1) point.

Individual players will get a credit of one (1) point for each game won. An individual scoring record shall be employed for league individual standing records.

First player scoring twenty-one (21) points or over shall be declared the winner.

Article VII

Duties of Committees

Section I

Financial Committee

Auditing of the treasurer's accounts shall be handled by the financial committee. This committee shall make any improvements necessary to carry on the league's finances, both the income and expenses.

Section II

Advisory Committee

The advisory committee shall make decisions regarding the eligibility of all players.

This committee shall render decisions of all protests and disputes.

It also shall approve all schedules and play-offs.

Any questions not specifically covered in this constitution and by-laws shall be disposed of by this committee.

A quorum of this committee shall be three members, providing all have had 24 hours' notice of the meeting.

In case of a tie, the president can cast a vote deciding all questions. Otherwise he is not entitled to vote.

Section III

Prize Committee

The trophy and prize list shall be set up by this committee on the basis of figures submitted by the treasurer. Calculations for awarding prizes and trophies shall be based on what monies remain after the cost of operation as submitted by the various committees and any other disbursements are paid out.

Article VIII

League Income

The board of directors (sponsors) shall pay dues on the following basis:

Initiation Fee—\$10

Dues for each match—\$1

Operators
HOLD EVERYTHING!

UNTIL YOU SEE
Chicago Coin's
NEW COIN-OPERATED SHUFFLE-BOARD

SCORE GUARD

WITH THE NEW ANTI-CHEAT FEATURE! NO PAY! NO PLAY!

FITS ALL SHUFFLE-BOARDS!
COMPACT AND STURDY!
EASILY AND QUICKLY INSTALLED!

PRICED FOR
YOU AT
\$119.50

Chicago Coin Machine Co. 1725 Diversey Blvd. Chicago 14, Ill.

SHUFFLESCORE

THE SCORING BOARD
THAT FITS ANY
SHUFFLEBOARD

3 Models—15 Pt., 21 Pt. and Horse Collar

SEVEN-HI

BELGIAN TYPE
POOL GAME



Write for Colorful Illustrated
Circular and Price

Distributed by

MILLER VENDING CO.

42 FAIRBANKS ST., N. W.

Phone 9-8632

GRAND RAPIDS, MICH.

DISTRIBUTORS! OPERATORS!



CASH IN

on the Best
Shuffleboard
Deal in America!

"Fastop" SHUFFLEBOARD

GENUINE 3/4" STRIPS, MAPLE WOOD TOPS;
ALSO MAPLE FORMICA AND MASONITE TOPS
Available in 11-16-18-20-22-Foot Lengths

Get in on the "hottest" moneymaker in the amusement industry — FASTOP SHUFFLEBOARDS! Finished in finest quality, seasoned materials; will give years of fool-proof service and AMAZINGLY HIGH PROFITS for your dealers and FOR YOU!

- FORMICA FASTOP or MASONITE cannot warp or be damaged by cigarettes, acids, weights, etc.
- Eliminates daily cleaning and waxing.
- Fastest, smoothest playing surface made.
- Sturdy—built like a pool table.

We Are Manufacturers—Visit Our Plant

SHUFFLEBOARD SPECIALISTS

1114 SOUTH MICHIGAN AVENUE

Webster 9-3795-6-7

CHICAGO 5, ILLINOIS

SHUFFLEBOARD LIGHTS!

IMMEDIATE DELIVERY!

\$4.95

EACH

BEAUTIFUL BROWN BAKED
HAMMERLOID FINISH

Quantity Prices on Request.

EASY TO INSTALL ON ANY SHUFFLEBOARD!

WRITE FOR COMPLETE PRICE LIST:

GOLDEN GLIDE SUPER-SPEED WAX • CLEANING POLISH • PRECISION GROUND STEEL WEIGHTS • SCORE PADS • WALL HANGERS • CRAYONS • T-SQUARES • SIMONIZ • LOW-PRICED CLAMP-ON LIGHTS • DUO ELECTRIC BUFFER AND POLISHER.

SHUFFLEBOARD TOURNAMENT TROPHIES AND PRIZES
COIN MACHINE SERVICE CO.

1547 N. FAIRFIELD AVE.

CHICAGO 22, ILLINOIS

Standard League

(Continued from page 114)

Article III—Section 1

Duties of Officers

President—The president shall preside at all meetings. From the board of directors he shall appoint such committees as he may deem necessary or desirable for any special work regarding the operation of the league.

Section 2

Vice-president—The vice-president shall act on all matters concerning the duties of the president in the absence of the president. He shall be responsible for any other duties at the direction of the president to insure the proper conduct of the league.

Section 3

Secretary—The secretary shall maintain an accurate record of all business meetings and shall keep a permanent record of all league games—individual and team. All correspondence and publicity concerning the league shall be handled by the secretary.

Section 4

Treasurer—The treasurer shall keep a true and accurate record of all receipts and disbursements. He shall be responsible for all accounts concerning the league. He shall be responsible for the safekeeping of all league moneys and shall pay bills as approved by the president and board of directors.

Section 5

Board of Directors—The board of directors shall be the overall governing body of the league and shall act thru the president.

A quorum shall constitute a majority of the board of directors.

Section 6

Team captains shall be members of the board of directors and shall be responsible for the affairs of their own teams.

Article IV—Section 1

Size of League

The league shall consist of (4, 6, 8 or 10, or multiples thereof) legally qualified teams. There is no limit to the number of teams (6, 8 or 10 teams suggested).

Article V—Section 1

Size of Team

Each team shall consist of _____ members, two of which shall be alternates (eight suggested).

Article VI—Section 1

Qualifications

Player qualifications, certification and sanction will be determined by the board of directors in accordance with the league bylaws and the league rules.

Section 2

Players must, at all league events, have their membership and identification cards. Fees and dues must be paid in accordance with the league bylaws and rules.

Section 3

In the event a player quits the team or a replacement is needed for any bona fide reason, this may be done by notifying the secretary of the league. Such a replacement, however, may not be recruited from the list of any of the registered players within the league except by a majority vote of a quorum of the board of directors.

Article VII—Section 1

Schedules

Teams will follow a schedule of play as selected by the board of directors.

Article VIII—Section 1

Protests

All protests shall be arbitrated by the board of directors within one week following the night of play on which the protest occurs. Protest must be filed in writing to the president. Decisions on protests shall abide by a majority of a quorum of the board of directors.

Article IX—Section 1

League Records

A complete running record of all games (individual and team) shall be kept by the league secretary (Article III, Section 3) and shall be furnished to each captain.

Article X—Section 1

Finances

Plan for collections and disbursement of league moneys shall be adopted by the board of directors and shall be public information.



WICO'S SHUFFLEBOARD POWDER

- LONGER WEAR ● HIGHER GLOSS
 - SPEEDIER PLAY
- WILL NOT SCUFF OR HARM ANY
SHUFFLEBOARD SURFACE

Packed 12 One
Pound Cans
To A Case

50¢

PER 1 LB. CAN

Distributors &
Quantity Buy-
ers, Write.

MANUFACTURERS! Write to us about Stop-Up
Units and Relays for Building Scoreboards.

WICO CORPORATION

2013 N. PULASKI

CHICAGO 41, ILL.

GIVE TO THE DAMON RUNYON CANCER FUND



You'll be glad you waited for **GENCO'S**

"ALL PURPOSE" SCOREBOARD FOR SHUFFLEBOARDS

★ Scores by Frames!

★ Scores by Points!

★ Scores for "Horse Collar"!

★ Scores for "Baseball"!

★ Scores for Standard Play!

All in one compact precision built unit at a sensationally low price

WATCH FOR IT NEXT WEEK!



2621 N. Ashland Ave.
Chicago 14, Illinois



GOOD NEWS!

NOW SHIPPING

MARVEL'S ELECTRIC SCOREBOARD

For Any Shuffleboard Game

- Double Faced • Trouble Free
- Center Overhead
- Scores From 1 to 51 Points

Thousands of Marvel Scoreboards Made Since Last June Are Now Being Operated in All Parts of the Country.

Single Faced Scoreboards for Walls or Stands
Also Available for Immediate Shipment

Get in touch with your distributor
or write direct to

MARVEL MFG. COMPANY

2849 Fullerton Ave., Chicago, Ill.
Dickens 2-2424



IT'S HERE!

The new PURVEYOR all-electric coin-operated shuffleboard SCORING UNIT. You can play shuffleboard horse collar or baseball.

Beautiful 9-color illustrated scoring glass that catches the eye. Grained leather wood finish with highly polished chrome trim. Large cash box, thief-proof lock.

Size: 36" wide—34" high—7" thick. EASY to install on a wall, etc. **\$169.50**

PURVEYOR ORIGINAL SHUFFLEBOARD CLAMP-ON FLUORESCENT LIGHTS



Fits all makes of shuffleboards. Easy to install, adds to the flash and playing appeal of your board. Beautifully chromed to synchronize with the finest decoration scheme.

SINGLE
\$19.50

PAIR
\$35.00

Purveyor Shuffleboards

With Maple or Formica Top
16'—18'—20'—22' lengths
Sturdy • Stick • Dependable
WRITE FOR PRICES

Purveyor Jr. Shuffleboards

12 ft. long with light formica top.
THIS IS NOT A RE-BOUND but a standard shuffleboard for the smaller locations. **\$199.50**

25% WITH ORDER—BALANCE C. O. D. CASH WITH ORDERS UNDER \$25.00

PURVEYOR SHUFFLEBOARD CO.

MANUFACTURERS
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO, ILL.

CPMA 10th Annual Convention

Ops Mull New Taxes, Study Video Effect

Capacity Crowd at Banquet

(Continued from page 109)

Cincinnati, Toledo, Youngstown and Massillon, O., the Michigan Phonograph Owners' Association, Indiana Music Operators' Association and the Illinois Phonograph Owners, Inc.

Tele Effect

The first topic discussed was the effect of television on present day music play. Charles Kanter, elected president of the Cincinnati Automatic Phonograph Owners' Association last week, stated that many locations in his area are now relying on television to entertain their tavern customers. Music machine play has been slipping sharply, he said, and Cincinnati operators were looking for a concerted way of meeting this new competition.

Kanter also advised Ohio coinmen to look into the possible effects of Bills 163 and 208, now in the Ohio legislative hopper, which might impose an annual \$75 tax on each and every coin chute of "all coin-operated equipment on location in the State." The Cincinnati president emphasized that many of the State's coinmen had taken little note of the bills and thus far there had been only a token attempt to oppose the measures on a concerted basis. He pointed out that in the case of phonographs, if the bills as written become laws, the Ohio music operator may be paying up to \$225 yearly for each of his machines, since they are equipped with three coin chutes. He suggested the appointment of a committee made up of key members of the Cleveland, Cincinnati and Toledo associations to further study the coin machine bills.

Avoid Lobby

President Cohen then asked representatives from out-of-State organizations to relate their experiences in combating similar State-wide legislation since the war. Ray Cunliffe, Chicago operator, advised the Ohioans to avoid any attempt at lobbying in Columbus, pointing out that his group, the Illinois Phonograph Owners, Inc., had successfully defeated a prohibitive music tax bill two years ago by sending association attorneys and members to the hearings on the measures in Springfield, Ill. They also presented balance sheets on typical routes thruout the State to carry their points. He said that operating costs were shown to be so high and profits so slim that it became obvious to the committee that the operator was being taxed out of business and the measure was dropped.

Cunliffe pointed out that similar concrete evidence fairly presented when the Ohio bills come up for hearing also would convince Columbus solons. Roy Clason, business manager of the Michigan association, told the luncheon group that a bill also had been introduced in the Michigan Legislature that would have an equally destructive effect on music men in his State, but action to combat the measure was already being planned.

Clason said television was presenting big competition for the coin music field in the Detroit area to a point where the theater interests in the Motor City were beginning to feel the pinch. He explained that as yet his association had planned no counter action but was moving slowly with a watch and wait attitude. "For one thing," he said, "we have been told that there is a possibility that the 20 per cent federal amusement tax may be applied to tavern locations featuring television. If this comes to pass, we in Michigan believe that location owners will be knocking each other down to get the sets out of their spots."

Morris Goldman, president of the



PART OF THE LARGE crowd of operators, distributors and representatives of music machine, needle and record firms that attended cocktail party in Cleveland.



Gene Steffens (center), Permo, discusses needles with Ray Cunliffe, Chicago, and Jack Cohen.



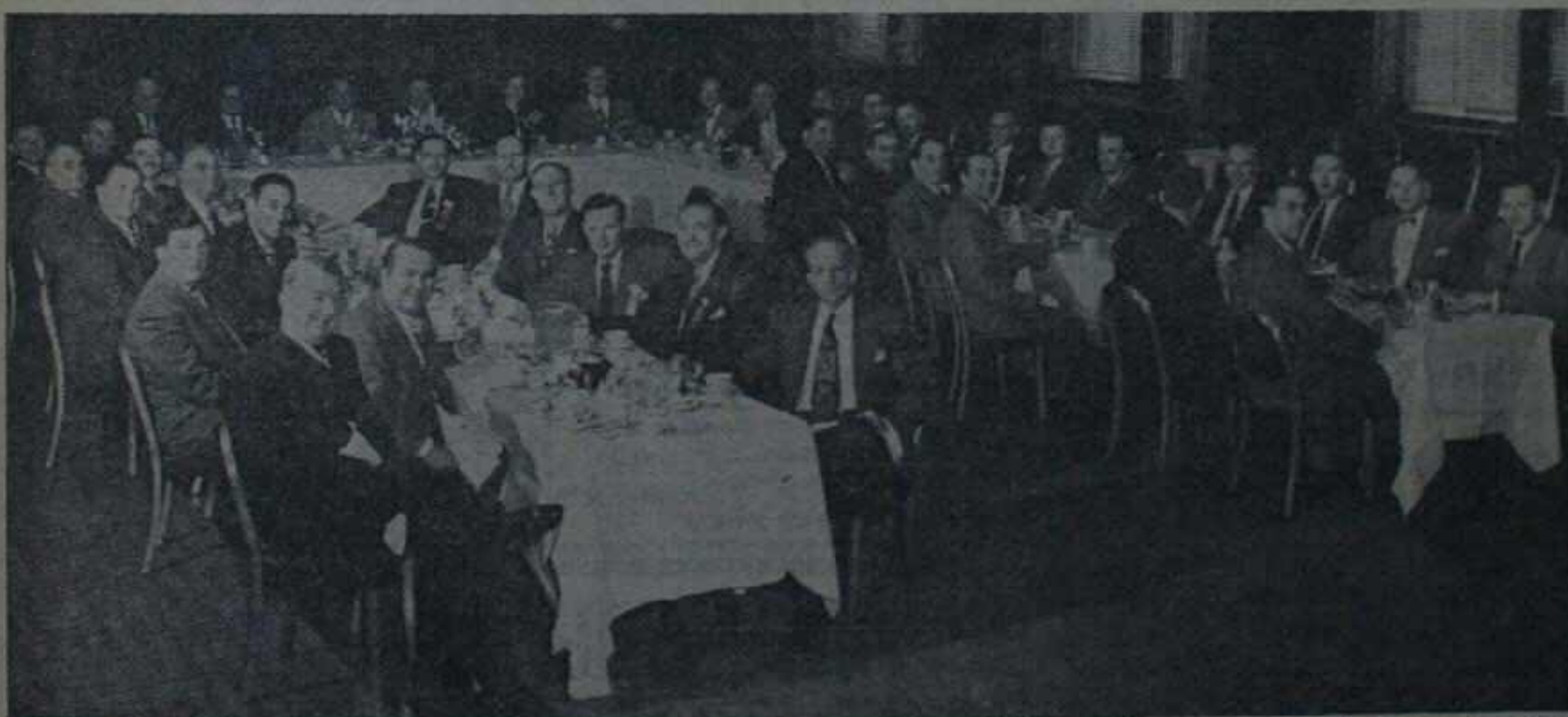
Morris Goldman (right), Michigan association president, and band leader Russ Carlyle.



Jimmy Ross (left), convention co-chairman; singer John Laurenz and President Cohen at cocktail party.



AMI's Caldron (left) with Aero Needle's Elliot and Arthur Marcus, of the Markepp Company.



CLEVELAND OPERATORS hold business luncheon with guests from Michigan, Illinois, Indiana and Youngstown, Toledo, Massillon, Dayton and Akron associations.

Michigan association, told the operators that one of the main ills prevailing in the field today was the inability of the operator to get back to work as the active head of the firm. "During the war years when every location was doing a rush business," he said, "the operator got in the habit of letting servicemen handle his routes and the little details which make the difference in a good and poorly handled location. While these slips went unnoticed four years ago, they now stand out." He pointed out that an immediate buckling down by the operator would return his routes to the respect they commanded but a few years ago and location grosses would start upward.

James Ross, who with Sanford Levine and James Burke co-chaired the day's activities, agreed with Goldman that too many operators were not concentrating on the coin music field the way they did when pioneering the field. "We talk about everything that is hurting us, when most of the time we are hurting ourselves by worrying about the effects of television, shuffleboard or anything else that may come along," he declared. "Actually a deflationary cycle has already started that may increase the buying power noticeably. If this cycle continues I hope that present music machine remains at its present level for that will bring back the normal profit in our field."

After several operators had voiced the fact that operating costs must come down if the operator was to make a profit and the coin music field survive, Gene Steffens, executive of Permo, Inc., needle manufacturers, pointed out that music men should realize the paramount importance of watching the wear of needles on records. "Your records cost many times the amount paid for needles but a poor performing needle will wear out your record, if you are not paying attention to this detail, he declared. He also pointed out that the cost of needles had decreased while other costs had risen.

Guest Roster

Among others attending the luncheon were Chick Silverstein, Indiana Music Operators' Association; Jack Baynes, vice-president of the Michigan association; Edward and Morrie Elum, Massillon; Adam Najarian, Toledo; Mark Osborne, Harold Copeland and J. McCreery, Youngstown; Peter Lukich, former Cleveland president; Joe Caldron, AMI, Chicago; Sid Goldberg, Decca official, New York; Jerry Mowbry, RCA-Victor records, Cleveland; Carl Ertmann, Capitol records, Cleveland; Harry Lief, Lief Music Distributing, and Dick McFadden, Permo.

During the pre-dinner cocktail party for association members, their wives and out of town guests in Parlor B of the Hollenden, the Sokatch-Habat polka band entertained. Other recording artists dropping in for a visit, local and out-of-town operators, were band leaders Skitch Henderson and Russ Carlyle, who later entertained at the banquet floorshow, and John Laurenz.

Over 650 Attend

Following the banquet in the ballroom, with more than 650 operators, distributors, music machine representatives, record and needle sales officials, local disk jockeys and Cleveland newspapermen and their guests present, Cohen and Sam Abrams, the Cleveland association's advertising and promotional director, made brief speeches thanking the group for turning out and helping to make the association one of the most co-operative and influential in the coin music field.

During the four-hour floorshow after the banquet, the association's Hit Tune for May, *Don't Tell My Heart*, by Mrs. Gertrude Cohen and Buddy Kaye, was formally introduced. Other features of the top talent program included comedian Billy Vine as emcee; songs by Louise and Russ Carlyle and John Laurenz; the Barton brothers; Hal Long, magician, and music by the Henderson and Carlyle bands.

Park Meters Earn \$7,000,000 in 62 Cities During '48

CHICAGO, April 23.—Parking meter income in 62 large cities averaged more than \$74 per unit during 1948, the Municipal Finance Officers' Association reported this week.

Citing a survey by the Chicago Department of Purchases and the National Institute of Government Purchasing, Inc., covering cities over 100,000 population, the association reported that the 62 municipalities collected \$7,100,000 from 95,466 meters last year.

The survey also revealed that the cost per parking meter, in 1,000 lots, ranged from \$59 to \$76.50, delivered and installed. Maintenance cost, including repairs and collections, averaged \$6.99 per meter for the year.

Maryland County Boosts Distributors' Machine Levies

ANNAPOLIS, Md., April 23.—In a move aimed at swelling the county's annual revenues, the Anne Arundel County Commissioners voted to triple the distributors' license rate on bell machines and boost levies on all amusement machines, effective May 1.

Countering immediate protests from bell machine operators and distributors, Weems R. Duvall, commission president, defended the action, saying "bellmen are making plenty of money here. . . . We felt that the fees for such devices should be increased for the benefit of the entire community."

Ops Reply

Operators and distributors, on the other hand, insist they are not particularly prosperous and emphatically deny they are making money "hand over fist." They also object to some of the more detailed aspects of the new licensing program, which includes upped antes on circuses, carnivals, punchboards, claw machines and other devices.

The heaviest additions to the \$160,000 collected in amusement license fees last year are expected to come from large-scale distributors of the devices rather than from individual operators, since it is at the distributor level that the greatest increases were made. For instance, the Class I distributors' license, formerly Class K, was increased from \$1,000 to \$3,000 annually. Only one distributor's license will be awarded an individual, partnership or corporation.

The bellmen intend to appeal to the board shortly for a revision of the tax proposed.

Next CMI Confab Set for June, '50

(Continued from page 100)

per cent of those answering stated they favored some form of intermediate coinage being minted at this time, 35 per cent were flatly against it and 15 per cent were undecided. This indicates that approximately 59 per cent of those giving a definite answer favored new coinage.

Led by Edward Mehren, president of the Squirt Company, Los Angeles, sponsors of intermediate coinage legislation favor the minting of 2 1/2, 7 1/2 and 12 1/2-cent pieces in an anti-inflationary move. However, as indicated by many of the negative ballots, some reductions already effected in the cost of living have tended to minimize the need for intermediate coinage.

Since no deadline on both poll questions has been set as yet, CMI officials urge that operators continue to return ballots to the institute's headquarters, Chicago.

Gotham Solons May Ban Pokerino, Group Games

(Continued from page 52)

has been fully worked out. A survey showed, however, that no arcades had been ordered closed by city authorities.

The disclosure of the license department proposal came on the heels of a top echelon confab at City Hall Monday (18) night attended by Mayor William O'Dwyer, License Commissioner Edward T. McCaffrey, Police Commissioner William P. O'Brien, Commissioner of Investigation John M. Murtagh and Corporation Counsel John P. McGrath.

After the meeting McCaffrey reported Pokerino, Fascination and Five Star Final would not be licensed by his department and the next step was up to the police. Up to yesterday police department officials refused to indicate what action they would take.

Deputy License Commissioner Sean Keating said yesterday that other games soon might be included under the license department ban. He disclosed that a list of such amusement devices was now being prepared by the department and might include any "ball-type" game involving "the element of chance." He declared that a bill passed by the city council and the board of estimate last spring required that such games be prohibited. But the same measure, he pointed out, specifically exempts Skee Ball games.

It was to this same local law that industry leaders also pointed in supporting their contention that the proposed ban had no legal justification. They said arcades were also mentioned in the measure as being licensable and it would have to be demonstrated without question that standard arcade equipment, such as

poker roll tables, were "gaming devices" and thus inoperable.

The law referred to was adopted by a close margin last spring and was drawn to prevent the operation here of roll-down games and non-free-play pin tables. It followed the mass seizure of such games by the police.

A. Joseph Geist, owner of Rockaway's Playland and attorney for the Rockaway Chamber of Commerce, maintained the law in the current controversy was "clearly on the side of the arcade operators." He said he couldn't believe the city would implement the license department's decision to ban the named amusement devices. If they were banned he stressed, the city and many of its citizens would suffer a "tremendous economic loss." Realty values in arcade areas would drop and the city would lose a sizable amount in tax revenue, he argued.

Geist estimated that equipment within the city limits now faced with license department disapproval represented an investment of more than \$5,000,000. If it should be banned by license department action, he said, the industry might resort to legal action.

Genco Produces Black Gold, New Five-Ball Game

CHICAGO, April 23.—Black Gold, a new five-ball by Genco Manufacturing & Sales, is now in full production, Myer Gensburg, Genco official, announced Friday (22). Game is equipped with a coin chute which accepts up to three nickels during the playing of a single game.

Action of Black Gold is built around 10 numbered bumpers. When all have been contacted, player can make one free play by dropping a ball in kickout pocket A or B, which are situated at either side of the playfield. Player may win five free plays by dropping a ball in a center kickout pocket, marked "Extra Special."

Bonus Score

Bonus score is built up by hitting each of the 10 numbered bumpers in rotation. After player makes first three numbers in rotation, bonus score reads 30,000 points. Beginning with the fourth consecutive hit bonus score advances in multiples of 30,000. Therefore, after the fourth hit it registers a total of 60,000 points, after the sixth 120,000 points and after the 10th hit 240,000, which is the maximum bonus score.

The three-nickel feature works as follows: Instead of winning one free play from kickouts A and B and five on the center kickout as in the case of one-nickel play, the patron can win 10 replays by dropping a ball in kickout A if he has inserted two nickels. On three-nickel play player wins 10 free plays by dropping a ball in kickout A and 15 by dropping a ball in kickout B.

Appoint Empire Distributor of Voice Recorder

CHICAGO, April 23.—Empire Coin Machine Exchange here has been appointed distributor of the Wilcox-Gay coin-Recordio in Illinois, Wisconsin and Iowa, Frank T. Lang, sales manager of the coin-Recordio division, announced this week. Empire is headed by Gil Kitt and Ralph Sheffield.

Manufactured in the Wilcox Gay plant at Charlotte, Mich., the Recordio operates on quarter play and is suitable in transportation, hotel and tavern locations. Some of its newest features includes composition plastic records which are warp proof and offer improved fidelity of transcription, according to Kitt.

MILLS PROFIT

(Continued from page 100)

resented the application of rework expense against the reserve for loss set up on the Automatic Syrup account, which expense Mills included in the profit and loss statement covering 1948.

Regarding the sale of the Fullerton property, which the firm had previously stated would be consummated with Mills remaining in the plant under a long-term lease, Gesick said that no additional progress had been made but an early completion of the deal was expected. The federal tax deficiency of \$35,602.91 is now being negotiated by government representatives and Mills officials.

In line with the new management's policy of concentrating as many of the firm's enterprises under one roof as possible and reducing overhead, Gesick said that all the Lake Street operations have been moved to the Fullerton headquarters and that the local branch of the Mills Automatic Merchandising Company had also completed its shift to the Fullerton address.

LOOK AT THESE BARGAINS!

WURLITZER 1015's, Each \$335.00
WURLITZER 750E 175.00
WURLITZER 850, Each 145.00
WURLITZER 500K, Each 75.00
WURLITZER 24, Each 44.50
ROLL DOWNS	
ADVANCE ROLLS, Each \$49.50
TOTAL ROLLS, Each 39.50
Tally Roll, Each 22.50
Bank Roll Alley, Each 34.50
Rola Ball Alley, Each 15.00
Rola Score Electromaton, Each 65.00
SPECIAL!	
REGULAR WURLITZER TONE	
ARMS, Each \$ 3.50
Wurl. 120 Wallboxes, Each 4.00
2 Jennings Scales (Need Repair), Ea.	20.00
ATTENTION!	
DELIVERING ALL NEW PINGAMES AND PISTOLS. WRITE FOR OUR PRICES. HURRY!	
OLSHEIN DIST. CO.	
1100 Broadway	Albany 4, N. Y.

COINMEN YOU KNOW

Chicago:

Frank Mencuri, sales manager of the Arcade Division of the Exhibit Supply Company, is recuperating at his home after a recent ulcer operation. . . . **Mrs. Lavinia Moore Chrest**, wife of the late **John Chrest**, who was vice-president and general sales manager of Exhibit, is reported seriously ill in a local hospital. . . . **Joe Batten**, who succeeded Chrest as general manager at Exhibit, has moved his family from the South Shore to River Forest, thus cutting some two hours a day from his commuting time to and from the office.

H. F. (Denny) Dennison, president of Dennison Sales Company, is making plans to go to Minneapolis for the Five-State Phonograph Operators' convention. Denny will introduce his new phonograph play-promoter at the show, using his Twin Cities distributor, Silent Sales, exhibit space at the show. Denny also reports he has been getting some encouraging news on the Solotone unit from the East where a number of the units are now completing test runs.

Charlie Murray, for many years a key man in the Lou Cassola operation in Rockford, Ill., has purchased the White Fence roadhouse and cocktail lounge on U. S. Highway 66-A, about 25 miles from Chicago. The spot is rapidly becoming a center for coinmen from Chicago who take an evening off to dine out with their families.

Alfred Bergman, head of Alfred Sales, a Buffalo distributing firm, was a visitor at the Bally plant last week. Bergman recently became a grandfather for the second time when a son was born to Mr. and Mrs. Alfred Bergman Jr. Another Bally visitor during the week was **Percy Gartell**, head of the Buffalo Operators' Association. . . . **Capt. Thomas Callaghan**, special representative for Bally, has returned from a vacation trip to Florida and Cuba. He was accompanied on the jaunt by his wife. Meanwhile, **Dan Moloney** is spending a few weeks in Florida on a spring vacation. **Phil Weinberg** and **Ralph Nicholson**, members of the Bally sales staff, are on a business trip thru the Southwest. Nicholson is expected back shortly, while Weinberg will continue to the West Coast.

Indianapolis:

Verne Green, sales engineer for the Seeburg Corporation, visited the offices of the Southern Automatic Music Company, in the interest of business. . . . **Charles Hughes**, operator of coin-operated phonographs, from Ladoga, Ind., was a business visitor on coin row Wednesday. . . . Representatives from the Wurlitzer company spent several days here looking for a new distributor. . . . **Abe Fleig**, treasurer of the Music Operators' Association, Chapter 1, is spending a 10-day vacation in Washington, visiting his son. Mrs. Fleig accompanied him. . . . **Peter Stone**, of the Indiana Automatic Sales Company, distributor for Rock-Ola phonographs, reports the spring sales drive on phonographs has been successful to date and is nearing its quota.

Aurora, Ill.:

Ed Baratz, head of Q Automatic Sales, is on the move, location-wise, and expanding his straight industrial operation to include retail and public type stops as well as hospital installations. Starting out with cigarette and candy venders, Baratz now includes hot coffee and cigar machines on his routes. With coffee and cigar units spotted in plant locations as a starter, he is waxing enthusiastic over sales results. Baratz also developed grade and high school stops in the Fox River Valley area last year. He has some factual data to support his claim that such spots are top-level.

Philadelphia:

Low London, Inc., applied for a certificate of incorporation April 18. The application was filed by local attorney **Morris M. Pickholtz**. The new corporation was organized "to buy and sell at wholesale and retail and distribute as agent, electrical and mechanical coin machines and vending machines." . . . **Johnny Little**, local Decca record manager, lining up all the music machines in a city-wide campaign to push the Bing Crosby recordings from his "A Connecticut Yankee" movie which opens at the Keith's Theater next week.

Newspapers report the introduction here of a miniature bell machine, standing about eight inches high, made for nickel play. Instead of being operated by a side lever the symbols are spun when the nickel is inserted as in an ordinary pinball machine.

Thieves made so much noise smashing open a pinball machine in the Bess and Judy Luncheonette the other day that they were frightened off before they could take the nickels. . . . **Atlantic Seaboard Corporation**, local Seeburg distributors, placed the new 100-record machine at its first center-city location at Big Bill's, restaurant-nitery operated by **Bill Rodstein**, a former president of the local Amusement Machines' Association and still operating an amusement machine arcade.

Wildwood, N. J.:

S. B. Ramagosi, who operates amusement machine arcades, shoe-shine vending machines and other coin-operated devices here in addition to many amusement interests at this resort, is back from a winter stay in Florida. . . . Plans for the establishing of parking meters in the central business section of the resort were announced. A total of 404 meters are to be installed at an estimated cost of \$28,900. Estimated receipts for the initial year is calculated at \$19,023. Penny and 5-cent meters are proposed.

Kansas City:

Charles Hopkins, Kansas operator, is carrying on business by telephone from his bed. He is recovering from injuries suffered in an auto crash that proved almost fatal. A car coming out of a side road hit his machine and demolished it. Wrecking crews took more than an hour to extricate him from the debris. After spending two weeks in the hospital, Charles was removed to his home, but it will be at least several more weeks before he will be out and around.

Washington:

Juice-o-Matic in neighboring Bethesda, Md., has been named Washington area distributor for the automatic laundry and juice vending equipment of the Telecoin Corporation of New York. Operating on a nationwide scale, Telecoin is the originator of the automatic, self-service, coin-operated laundry and the Launderette. **Alfred M. Rinaudot**, president of Juice-o-Matic, will supervise the program. His company is to handle distribution of Tele-Juice, automatic 10-cent vender of canned juices, the 1949 commercial Bendix automatic washer, Telecoin water extractors, and other self-service laundry machines. The territory includes Washington, Prince Georges, Montgomery, Charles, and St. Marys counties in Maryland, and Fairfax, Arlington, Alexandria, Prince William, Stafford, and Loudoun counties in Virginia.

Rinaudot has just retired as president of the Bethesda Chamber of Commerce. Mrs. Rinaudot, who assists with the coin machine business in addition to raising the five Rinaudot youngsters, is starting a term as president of the Bethesda Ki-Wives, a club for wives of Kiwanis. They gave a cocktail party for a group of their friends before a recent Ki-Wives charity ball.

Marlin Amusement Corporation is distributing a number of the new pinball machines, including Chicago Coin's Majors of 1949, Genco's Big Top, and United's Carolina. The firm also expects an early shipment on United's Aquacade and Genco's (See Washington on page 129)

Baltimore:

The Amusement Machine Operators' Association of Greater Baltimore (AMO) met Monday evening (18). . . . **Roy McGinnis Company** is momentarily expecting the arrival of United's new five-ball game.

Concurring in a House amendment, the Senate finally passed the bill calling for referenda in election districts of Worcester County in June on legalizing bell machines in Ocean City. . . . Baltimore department store sales during the week ended March 26 declined 15 per cent from the 1948 level, the Federal Reserve Bank reported.

The House passed a bill to set up a \$30 annual license for pinball machines and similar devices in Frederick County, with half the proceeds from the fees to be divided between the county and emergency hospital in Frederick City.

Three coin firms moved into an attractive showroom and offices at (See Baltimore on page 130)

New York:

Harry Berger, of West Side Distributors, is leaving again for an extended trip. This time he may be away for four to five weeks and may extend his coverage to several South American countries. During his absence, **Ed Stern** will take over as manager. . . . **Al Denver**, president of the Automatic Music Operators' Association, is spending the Passover holidays in the mountains.

Two recent returnees from Florida vacations are **Arthur Herman**, of Boro Automatic Music, and **Willie Levey**, of Levey & Holtzman. . . . **Sam Eppy**, manufacturer of charm prizes for venders, reports good operator response to his new "funny-face" series. He will soon bow three new series of charms featuring sports articles.

Harry and Hymie Koeppel, of Koeppel Distributing Company, now offering the Paul Boizelle game "52," to ops on a rental basis. The game, which lists at \$169.50, may be rented from the distrib at \$5 a week. The plan was set up by **George Gruebert**, factory rep for the manufacturer. . . . **Lou Wolf**, Buffalo coin machine distrib, was a visitor in town last week.

Murray Wiener, who heads sales for the all-electric U-Need-A cigarette vender, was busy last week preparing his exhibit for the National Association of Tobacco Distributors (NATD) convention, which opened at the Statler Hotel Sunday (24). Meanwhile, his brother, **Bill**, was on a sales trip visiting ops in New England. He will be back in time for the confab.

Mrs. Sidney Kronenberg, better known to hundreds in the automatic music biz here as **Ruth Nussbaum**, office chief of the Automatic Music Operators' Association (AMOA) will resign her job with the association next week. A baby is expected in the fall. She will be missed especially by AMOA staffers, **Dorothy Wolk** and **Nash Gordon**.

Phil Mason, of Mason Distributing, was out of town last week on a buying trip. . . . **Lou Hirsch**, of Silertone Music, is in Florida with his family for the Passover holidays. . . . **Irving Shulman**, chief engineer of the Federal Television Corporation, explained the features of the firm's new coin-operated tele set at the premiere showing here last week.

Charles Gondolfo, president of the newly formed Futuramic Machines, Inc., had his first coffee machine moved into the suite of offices the firm occupied last week at 20 East 35 Street. **Frank G. Doyle**, sales manager, and **Lee Doble**, of the sales staff, were getting the plush showroom set up to display the Koffee King. The vender was formerly announced as a product of Lyceum Manufacturing.

Abe Stept, of Johnstown, Pa., distributor of the U-Need-A Electric cigarette vender, was in town on biz last week. He is also associated with **Jim Kennedy**, of this city, in the firm of Kennedy & Stept, specialists in operating coin equipment in railroad stations. . . . **Joe Kalishman**, of U-Need-A Service & Parts, Union City, N. J., in town for a visit this week, will introduce a new multi-purpose vender at the NATD show.

Dave Crowitz, of Brooklyn's Vending Machine Repair Service, is now associated with **Harry Kolodny**, head of the Kolodny Distributing Corporation, in up-State Port Chester. The firm is bowing a single-column Hershey bar vender. . . . **Jack Pero**, former Spacarb vice-president, has formed his own distributing and consulting organization. The new firm is known as Pero Associates, with offices at 11 West 42 Street.

Calendar for Coinmen

- April 23.—Michigan Automatic Music Operators' Association (MAMOA), annual meeting and banquet, the Fantasia, Detroit.
 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.—South Dakota Phonograph Association (SDPA), quarterly meeting, Hotel Radisson, Minneapolis.
 April 25-26.—Iowa Automatic Music Operators' Association (IAMOA), quarterly meeting, Hotel Radisson, Minneapolis.
 June 3-4.—National Automatic Merchandising Association (NAMA), Regions A & 3, annual meeting, Ritz-Carlton Hotel, Atlantic City. (Region A, New Jersey, Pennsylvania; Paul I. Berkley, chairman); (Region 3, Virginia, Maryland, Delaware, District of Columbia; Aaron Goldman, chairman).
 June 19-24.—International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.
 June 26-29.—National Candy Wholesalers' Association (NCWA), annual convention and exposition, Stevens Hotel, Chicago.
 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.)

Los Angeles:

William R. Happel Jr., of Badger Sales, hid himself to Las Vegas for huddles with operators at the resort. However, he took time out to go fishing on Lake Mead and snagged a 4 1/2-pound bass, which proved to be the top catch of the day in his party. Jack Leonard, also of Badger, says the Northwestern Model 49 bulk merchandisers are being enthusiastically received by operators. They just got in a new shipment of the machines last week.

M. V. Connor, Downey coinman, was in town looking over some new games. William Murphy, who operates at the naval ordnance station, Inyokern, was in town for a short business trip.

Nels Nelson, of the Ray R. Powers Company here, is displaying the special cabinets he had made up for tele receivers. They're really something to look at. Incidentally, Ray Powers will be in town from his Sacramento headquarters this week.

Walter (Solly) Solomon, local manager of the E. T. Mape Company, is heading for San Diego on company business this week. While he's gone, W. H. Smith, Mape auditor, will come down from San Francisco for a looksee. . . . Lloyd Dindinger, of Carlsbad, Calif., was a recent visitor, looking over some new equipment.

Paul A. Laymon, of the company bearing his name, says operators are passing up a good bet by not putting out five balls. He discounts the stories that some operators claim the games are too slow, by pointing out those who are achieving success with the games on a volume basis.

Carl Thompson, of Thompson Brothers Company, Delano, was seen on Pico Street. . . . Another visitor was W. H. Shorey, San Bernardino coinman. . . . Fred Gaunt, of General Music, says he's glad to be back from 29 Palms. He spent a few pleasant months there during the winter, but it's getting to the sweltering stage down there this time of year. . . . E. R. Rippee, Compton coinman, was in town.

Mary Solle, who tosses the platters across Leuenhagen's Record Bar, claims she's getting spring fever. It's getting vacation time again, so no wonder. . . . Aubrey Stemler, of Stemler Distributors, is reported to be getting a good play with his used equipment. . . . Wilbur Little, local operator, was seen on the street last week.

Jack Simon, of Sicking Distributors, is getting ready to head Cincinnati way for his firm's golden jubilee next month. Jack Ryan, of Sicking, just got in Gottlieb's Buttons and Bows and another shipment of Genco's Black and Gold and William's St. Louis. The firm is also pushing Mills' Black Beauty and Blue Bell.

C. A. Robinson, of the company bearing his name, is heading for Nevada again this week. While he's gone Al Beetleman will take care of the customers. . . . M. F. Tillitson was up from Long Beach for a look-see at new equipment.

Detroit:

Vincent A. Meli, of the Meltone Music Company, juke box operators, is expecting the birth of an heir. His wife is in the Deaconess Hospital. . . . Edward J. Rzakowolski, proprietor of the Rookies G. I. Music, of Dearborn, will be married June 25. . . . Mrs. Norman E. Anderson, wife of the partner in Andy's Music Company, has been seriously ill.

Walter Chase, of Amusement Devices, Inc., manufacturers of the new Level-Matic, spent the past week out on the road calling on the trade in Ohio and Indiana. . . . Samuel J. Rose, secretary-treasurer of Edelco Manufacturing & Sales Company, is enjoying a vacation in Florida with his family. Henry Solomon has been named vice-president of the company.

Dallas:

Phil Weinberg and Ralph Nicholson, both of Bally Manufacturing Company, Chicago, recently visited George Wrenn and J. Fred Barber, heads of Walbox Sales Company, Bally distributors. They then headed for Houston and San Antonio on business.

Ernest Walker, Fort Worth coin machine op, and Speedy Walker, of Walker Sales Company, Waco, Tex., met for a shopping tour of local distributors April 20. The men are not related. Distributor Fisher Brown had operators E. B. Ribble, of Odessa, Tex., and E. V. Huckelberry, of Fort Smith, Ark., in to see the Northwestern Model 49 bulk vender.

George and Jack Prock, of General Distributing Company, are remodeling their quarters to increase display room for Rock-Ola products.

Raymond B. Williams, Commercial Music Company topper, flew last week to North Tonawanda, N. Y., for a week's stay at the Wurlitzer factory. Coming home, he'll visit Universal Industries, Chicago, to check on shipments of the new one-ball Photo Finish.

Guy Kincannon, owner of Kincannon Music Company, Waco, Tex., shopping for more of Williams's five-ball. . . . Allen Wallace, head of Wallace Distributing Company, Mineral Wells, Tex., buying marble tables, and Benny McDonald, Fort Worth operator, picking up Universal's console.

Gene Sanderford, Seeburg operator, placed a Select-o-Matic 100 in the Royal Grill, midtown hotel spot, and reported a 300 per cent increase in receipts for the first week to Bill O'Connor, of S. H. Lynch & Company. Platters include hillbilly hits and 12-inch symphonic waxings. The 23 Wall-o-Matic coin boxes also get an equal play on light classical selections.

Lester Goodwin, music operator, lined up a choice location, Mack's 8-Ball Lounge, swanky suburban cocktail spot. Goodwin installed a Select-o-Matic 100, with four recessed ceiling speakers and 17 Wall-o-Matic selectors. . . . Ed Maschek, West, Tex., operator, bought his 35th Aireon music box from American Distributing Company last week.

Henry M. Manning, Aireon distributor, has been on the go again. With son-in-law Sam Gladney Jr., and ad agency head Morelle K. Ratchliffe, he journeyed to Lake Texoma for fish—and got 'em. The trio brought home 12 black bass, each weighing from four to six pounds.

Hartford, Conn.:

The board of governors at city-owned Ocean Beach Park in nearby New London, Conn., has granted a request of Joseph Y. Gloth, arcade concessionaire in the park's main recreation building, to sublease most of his concession to Saloman Grootman, New York diamond dealer. . . . Coca-Cola Bottling Company, of Stamford, Inc., has filed a certificate of incorporation with the Connecticut secretary of state listing the amount paid in cash, \$365,000. Listed as officers were president, Alfred B. Michael Jr., secretary, John Haberman; vice-president, L. L. McCullough; assistant secretary, R. L. McConnell, and treasurer, Alfred B. Michael Jr. Directors are the officers in addition to D. A. Turner, George W. Woodruff, Granger Hausell and Chester Kitchings.

John O. Nicklis, assistant to the executive vice-president of Pitney-Bowes, Inc., Stamford, Conn., manufacturer of stamp vending machines, has been appointed to the newly created position of assistant treasurer by the firm's board of directors. He has been with Pitney-Bowes since 1945. All officers and board members of the concern were re-elected.

In a talk to stockholders recently Walter H. Wheeler Jr., president, said: "We know that our primary job must always be serving the public (See Hartford, Conn., on page 128)

ALBUM REVIEWS

(Continued from page 38)

SONGS OF DEBUSSY AND RAVEL—Martial Singher, baritone—Columbia Broadcasting Symphony—cond. by Maurice Abravanel (3-10") Columbia MM-820

Ravel: Don Quichotte a Dulcinee. Debussy: Three Ballades of Francois Villon. The use of orchestral rather than piano accompaniment for the Debussy songs is unfortunate since much of their crystalline quality is lost. In the Ravel, the orchestra holds back and fails to bring out the colorful Spanish flavor of the "guajira," "jota" and "zorico." Singher himself has a rich baritone and he uses intelligently in some very difficult music. The Ravel is more down-to-earth than the Debussy set, but the appeal of both cycles is limited to connoisseurs. The concise liner notes adequately summarize each selection.

JUKES: Not suitable. JOCKS: For connoisseur corners.

GRETA KELLER SINGS (3-10") 59

Greta Keller (Gerard Van Kreevelen Ork) Decca A-706

JUKES: Not suitable. JOCKS: Fair stuff for spinners of continental fare.

DEBUSSY: PRINTEMPTS—SIR THOMAS BEECHAM CONDUCTING THE ROYAL PHILHARMONIC ORK (2-12") 74

"Printemps" is early Debussy—the first orchestral work, in fact, that the composer permitted to be published. It is, however, clearly and characteristically full-fledged Debussy, a sensuous, tonal painting, full of light, shading and color. Beecham does

a magnificent, sympathetic job of bringing out all the delicate grace inherent in the work, which is reminiscent of the composer's more famous "Afternoon of a Faun." Recording is excellent. JUKES: Not suitable. JOCKS: Fine.

SWING LOW, SWEET CHARIOT 76

—Paul Robeson, baritone, with Lawrence Brown, voice and piano (4-10") Columbia MM-819

JUKES: Not suitable. JOCKS: Plenty of sock program material here.

LISZT: ORPHEUS (SYMPHONIC POEM NO. 4)—SIR THOMAS BEECHAM CONDUCTING THE ROYAL PHILHARMONIC ORK (2-12") 70

"Orpheus," one of Liszt's 12 tone poems, is not as well known or as much recorded as his "Les Preludes," nor is it as solid and rewarding a piece of music. However, there is tone color and lyricism. These Beecham elicits with superb skill and feeling, and he endows the work with all the richness and depth possible. The Liszt tone poem uses three sides of the two records, with Chabrier's "Marche Joyeuse" filling out the fourth—and a joyous, flamboyant treatment it receives from Beecham and the Royal Philharmonic. The disks, incidentally, are packaged in an envelope, thus obviating the expense of an album cover. JUKES: Not suitable. JOCKS: Solid, romantic program fare.

ADVANCE RECORD RELEASES

(Continued from page 37)

INTERNATIONAL

- Emba St' Amazi O. Georgakopoulou & Stellakis (Obekris) V 26-8241
- Fortunato M. Pasquallillo (Fonza Maestro) V 25-7112
- Forza Maestro M. Pasquallillo (Fortunato) V 25-7112
- Kochanka E. Gronet Ork (Wanda I Stach) Apollo 206
- Lovers' Polka S. Haskell & The Jolly Millers (Musicians' Waltz) Cap 57-580
- Medley of Reels J. McGettigan & His Irish Minstrels (Sinn Fein) V 26-7510
- Musicians' Waltz S. Haskell & The Jolly Millers (Lovers' Polka) Cap 57-580
- O Bekris G. Mitsakis & O. Georgakopoulou (Emba St') V 26-8241
- Oltros Basta Potpourri Ur "Rosenbloms Visor" Pt. I & II N. Eyndels Ork-Sangrio V 26-1076
- Sinn Fein Amain J. McGettigan & His Irish Minstrels (Medley of) V 26-7510
- Socialaires Polka Sokach-Habat Polka Ork (Whose Girl) Dec 45072
- Wanda I Stach E. Gronet Ork (Kochanka) Apollo 206
- Whose Girl Are You? Sokach-Habat Polka Ork (Socialaires Polka) Dec 45072

CLASSICAL

- Facade Album—Edith Sitwell, Reader-Chamber Ork-F. Prausnitz, Dir. (4-10") Col MM-629 MM 72605-D—72609-D
- Symphonic Songs Album—Rise Stevens-Morris Stoloff Ork (4-10") Col MM-826
- As Years Go By . . . Col 4540-M
- Full Moon and Empty Arms . . . Col 4549-M
- Moon Love . . . Col 4548-M
- Our Love . . . Col 4551-M
- Since First I Met Thee . . . Col 4551-M
- Strange Music . . . Col 4550-M
- The Lazo La Law . . . Col 4550-M
- Tonight We Love . . . Col 4548-M

CHILDREN

- My A. B. C. Song, Pts. I & II H. Rabbit-C. Wolcott Ork . . . Col 332 PV

LATIN-AMERICAN

- Canto a Mi Madre Duo Rodriguez De Cordova-J. Yamin Conjunto (Pregonera) Seeco 800
- Carnicero El Boy & His Mambo Boys (U-Bla-Ba-Du) Coda 5101
- Cavaquinho C. Reyes Ork (Danca Do) Cap 57-570
- Como Yo La Quiero Orquesta Tropicana (Egoismo) Seeco 698
- Danza De Quebra-Quebra C. Reyes Ork (Cavaquinho) Cap 57-570
- Egoismo Orquesta Tropicana (Como Yo) Seeco 698
- El Tigre Millan O. Del Valle (Solo) Seeco 698
- Escandalo Mayor P. Talavera Y Su Conjunto (Mi Decision) Seeco 801
- Gandinga M. Valdes (Kon-Jun-Mabo) Spanish Music Center 1229
- Jungle Rumba Dante & His Magical Music (Mexican Hat) De Luxe 1190
- Kid Gavilan T. Gari Y Ork (Por Segunda) Seeco 807
- Kon-Kun-Mabo M. Valdes (Gandinga) Spanish Music Center (Pro arte) 1229
- Maldicion Gitana B. Capo-R. Ondina Ork (Un Poquito) Seeco 7024
- Mexican Hat Dance Dante & His Magical Music (Jungle Rumba) De Luxe 1190
- Mi Decision P. Talavera Y Su Conjunto (Escandalo Mayor) Seeco 801
- No Debo Perdonarte B. Capo (Oye El) Seeco 7023
- Oye El Refran B. Capo (No Debo) Seeco 7023
- Por Segunda Vez T. Gari Y Ork (Kid Gavilan) Seeco 807
- Pregonera Duo Rodriguez De Cordova-J. Yamin Conjunto (Canto a) Seeco 800
- Solo O. De Valle (El Tigre) Seeco 698
- U-Bla-Ba-Du El Boy & His Mambo Boys (Carnicero) Coda 5101
- Un Poquito Mas B. Capo (Maldicion Gitana) Seeco 7024

HOT JAZZ

- Chasin the Wig R. Porter & His 17 Bop Boys (Little Wig) Savoy 944
- Little Wig R. Porter & His 17 Bop Boys (Chasin the) Savoy 944

Turning Back the Clock

15 Years Ago This Week

CHICAGO, April 28, 1934.—National Association of Coin Operated Machine Manufacturers moved its offices to 120 South La Salle Street, Chicago, C. S. Darling was its secretary. This organization later became the National Automatic Merchandising Association with quarters at the same address . . . Stewart & McGuire, New York producers of cigarette venders, opened a branch office in San Francisco with C. A. Blake in charge. . . . Because of the increase in registrations of coin machines in this country by foreign inventors, many manufacturers were eyeing the patent convention scheduled for May in London. . . . One of the trends of the times was the increased use of small merchandise venders by operators who formerly thought the field offered little if any profit margin.

The Western Vending Machine Association was getting ready to oppose a vending machine ordinance passed in 1926 but which was not enforced until April, 1934. The Association contended the license fees were high enough to virtually tax vender ops out of business. . . . In Louisville the big coin machine news was the opening of the Sicking, Inc., branch. The event drew hundreds of coinmen from surrounding States as well as representatives of several Chicago manufacturing firms. Formed in 1895, Sicking was already in the business 39 years. Mills Novelty, formed in 1893, was the only concern in the field enjoying seniority over Sicking. . . . The first test of the piracy clause of the coin machine manufacturers' code was made in Los Angeles. Admission of the violation and assurance that the piracy had been discontinued and would not be repeated resulted in quick conclusion of the case.

A brief prepared by the Metropolitan Skill Games Board of Trade and submitted to the corporation counsel of New York City was in the headlines. The brief quoted a number of court decisions on pinballs and was considered at the time to be the most adequate defense of pins as skill games. . . . Meanwhile in Detroit, game legality discussions were also a moot subject with the Motor City newspapers carrying such captions as: "Legal, or Not, It's Fun," accompanying pictures of people playing amusement games in top locations. . . . Best selling games of the day were Official Baseball by Genco; Register by Gottlieb; Pacific Amusement's Contact; Bally's Streamline, and Exhibit Supply's Lightning. . . . Pacific Amusement Company's head, Fred C. McClellan, said that the firm would move its main manufacturing plant to Chicago, because the city offered a central distributing area to all parts of the country.

10 Years Ago This Week

CHICAGO, April 29, 1939.—Bally Manufacturing opened a vender division in New York under the direction of John A. Fitzgibbons. A party highlighted the debut of the first Bally merchandiser, a beverage machine. Ray Moloney and Bally's sales manager, Jim Buckley, were in New York for the festivities. . . . Leading tunes played on jukes were *Heaven Can Wait*; *Sunrise Serenade*, *Little Sir Echo*; *Penny Serenade*, and *Little Skipper*. . . . Vince Shay, coin machine sales department head of Mills Novelty, was given a party by the firm for his 20 years in the coin business. He was later to become president of Bell-o-Matic when it was organized in 1946.

Keeney was just starting to ship its Super Track Time. . . . Meanwhile Western Products was making its Baseball game; Stoner was going strong with Chubbie, and International Mutoscope was making plans for its huge Penny Arcade which was a part of New York World's Fair. . . . In Memphis, the Ace Amusement Company was showing its Tri-Putt, a coin-operated putting green, which was said to be a putting aid to golfers. . . . Bad weather held the usually heavy attendance at the annual Indiana State Operators' Association down to 100. Among the speakers were C. S. Darling, secretary of the National Phonograph Manufacturers' group; Leo Weinberger, Southern Automatic Music Company; Jack Nelson, Rock-Ola; J. E. Broyles, Wurlitzer, and Max Brannigan, RCA-Victor.

Moseley Vending Machine Exchange, Richmond, W. Va., advertised that it had 1,000 brand new five-balls ready for immediate delivery. . . . The Harry Hoppe Corporation was selling its Taps for \$89.50. . . . The Newark Automatic Music Machine Operators' Association stepped up its attendance at regular meetings by fining members \$3 for being absent. . . . Dave Rockola announced at his firm's million dollar April party that there would be no new mid-season model during 1939. . . . Dave Robbins, president of the D. Robbins Company, reported that the combination scale and gum vender which his firm had started producing in March, 1934, was already a hit with Eastern operators.

Sam Kressburg, East Coast Phonograph Distributors, New York, held a week of open house festivities to celebrate the showing of the new Seeburg phonograph. . . . Rowe Manufacturing, Bellville, N. J., was offering factory rebuilt Aristocrat cigarette machines for \$20 each when bought in quantities of two or more. . . . Other vender ads in 1939 showed that Victor Vending's Topper listed at \$6.75; Silver King's latest model carried a \$6.50 tab, while Robbins was plugging a midget cigarette venter with a price tag of \$9.50.

Burton Davis Dies in Dallas

DALLAS, April 23. — Burton W. Davis, 44, former local sales manager for Wurlitzer Distributing Company, died at his home here April 10. Davis had been afflicted with the coin machine industry for many years. He leaves his wife and three sisters.

Hartford, Conn.:

(Continued from page 127)
with quality products at low prices to earn our right to existence and the right to be trusted with your savings. But we also feel that we must provide our employees with job satisfaction, our community with neighborliness, and our customers and the general public with a broad sense of responsibility."

Record Reviews

(Continued from page 35)

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

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

POPULAR
JAYE PACE ORK
(Keytone 1800)
Everywhere You Go 68--60--70--72
Shuffle rhythm helps boost a weak vocal. Orking is clean and danceable on the low-price platter.
Having a Wonderful Wish 66--60--66--72
Dreamy tempo and echo effect lend interest to a fair-to-middle warbling job. Low-price disk could get some play if the tune climbs.

JAYE PACE ORK
(Keytone 1800)
"A" You're Adorable 62--55--62--70
Pale warbling and uncertain orking put this version of the hit way out of the running.
I Don't See Me in Your Eyes Anymore 64--60--64--70
Slow-paced rendition holds together better than the flip, but isn't outstanding.

JERRY WAYNE (The Dell Trio)
(Columbia 38469)
Loneliness 75--80--78--68
Wayne does a beautiful job with a quality ballad, but the side lacks sock commercial appeal.
A Million Miles Away 84--84--84--84
More in the vein of previous Wayne successes, this simple, arresting tune and its interpretation here have a broad appeal.

AMES BROTHERS
(National 9069)
Caravan 74--79--72--70
Lads are on a jazz kick here, scatting, crooning, and imitating a rifting trumpet section behind the soloist. Colorful, well-recorded production rates jock whirrs.
Goodnight, My Love 70--76--68--66
The foursome gives a virile, warm rendition of the fine sentimental oldie, but side is unlikely to step out at this time.

LORENZO FULLER
(Columbia 38461)
Too Darn Hot 76--80--78--75
Suggestive hunk of material from "Kiss Me, Kate" is tossed off at a snappy pace, with a fine, easy comic flair, in true musical comedy style.
Bianca 73--78--73--68
(Sarah Vaughan)
In this novelty from "Kiss Me, Kate" Cole Porter kids himself and his detractors but it's Miss Vaughan's gorgeous tone and phrasing that distinguishes the side, especially since her cloudy diction obscures the lyrics.

PEGGY MURDOCH
(J. Featherstone Ork)
(Tower 1459)
The Yo Yo Song 62--64--62--60
Dancey production outclasses the trite material here.
It Took a Dream To Wake Me Up 66--66--65--66
Cute ditty is given a just fair boy-girl treatment here.

ANDREWS SISTERS
(Vic Schoen Ork)
(Decca 24813)
Hurry! Hurry! Hurry! 83--84--82--84
The Sisters bleed nicely for this Don Red polka.
I Didn't Know the Gun Was Loaded 78--78--76--80
They do a satisfying production job with a song which hasn't much quality.

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

POPULAR
SARAH VAUGHAN
(Columbia 38463)
As You Desire Me 83--85--83--80
Vaughan's richly phrased, but comparatively straight-forward rendition of the revival carries appeal beyond the boundaries of the jazz cult.
Black Coffee 75--80--75--70
Modern blues is piped with unparalleled musicianship, although diction is a bit clouded. Jazz fans should go for this one.

JUDY VALENTINE
(MGM 10394)
Kiss Me Sweet 89--89--89--90
Baby-voiced chirp employs a highly suggestive manner that could make this the nuisance clik that Bonnie Baker's "Oh, Johnny" was 10 years ago.
Kitchy Kitchy Koo 69--70--70--80
Contrived baby-talk novelty gets similar treatment, but it's silly without being clever.

DEAN MARTIN (The Martingales-Paul Weston Ork)
(Capitol 87-545)
Dreamy Old New England Moon 68--68--68--80
An attractively moody ballad in the old-lace tradition is subject of a o m e undistinctive crooning by Martin, ably assisted by the smooth gal group and satirical Weston orking.
Three Wishes 68--60--60--70
Similar styling here, and the crooner's affected mannerisms don't help. Catchy ditty doesn't get the treatment it deserves.

PEGGY LEE (Dave Barbour Ork)
(Capitol 87-543)
Bali Ha'i 84--83--95--80
Peggy is enchanting in her version of the "South Pacific" show tune with the orking perhaps a trifle too dramatic in spots.
There is Nothin' Like a Dame 81--80--81--70
Barbour sheds wife Lee to take on a novelty piece from "Pacific." It's a likable performance of a thoroughbred show piece.

TINY HILL ORK
(Columbia 38452)
Five Foot Two, Eyes of Blue 82--82--82--80
An oldie, cut in the early thirties, released here. Hill's warbling and corn jazz orking have the natural hotcha feeling that waxings have been striving to recapture.
Shirts 71--71--70--78
Same old jazzy quality here, the tune doesn't have same scope for exuberance and hotcha as flip. Recorded about the same time.

DINAH SHORE (H. Zimmerman Ork)
(Columbia 38489)
Younger Than Springtime 73--79--72--68
Thrush does a sensitive, sympathetic job with one of the "South Pacific" ballads—probably one of the less commercial songs from the show, tho it has a lyric quality and a hit.
A Wonderful Guy 88--90--90--85
Dinah gives this one the full snow treatment. Her work and the ork backing are loaded with appeal and could make this a big record.

CONSOLE SPECIALS FOR THIS WEEK

- Bally's Double Up \$325.00
- Bally's Skill Draw 265.00
- Bally's Wild Lemon 275.00
- All Machines Are In Excellent Condition.

Write for prices on Dale Pistol, slightly used.

Write for Special Prices on all Pin Games and Consoles and One Ball.

FRANK SWARTZ SALES COMPANY

315-A Fourth Ave. So., Nashville 10, Tenn.
Phone 4-8571

WE RENEW

- OLD WOODEN BALLS LIKE NEW
- ROLL DOWN BALLS 17c
- SKEE BALLS 22c
- No orders smaller than 50 balls accepted.
- Ship at our expense.

JOSEPH HORVATH

1917 N. Ave. Maple Hts., Ohio

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
THE ORIOLES (Jubilee 5005) Deacon Jones 72--71--70--74 Zestful chanting of a revival takeoff rhythm tune by the popular quintet.	72	71	70	74
Tell Me So 83--83--82--84 One of those slow, easy torch ballads that lend themselves to the group's glazing, note-blending style. Could be an important platter in the race mart.	83	83	82	84
JO STAFFORD (Paul Weston Ork-The Starlighters) (Capitol 57-544) I'm Gonna Wash That Man Right Outta My Hair 82--87--80--80 "South Pacific" rhythm tune is handled well by Miss Stafford who is afforded excellent support and recording.	82	87	80	80
Some Enchanted Evening 86--88--86--84 Jo sings the top ballad from the same score with much warmth and feeling. Weston's orking is top-grade.	86	88	86	84
MARGARET WHITING (F. DeVol's Ork) (Capitol 57-542) Younger Than Springtime 81--86--80--76 Maggie does her usual fine job with a pretty song from the "South Pacific" score. DeVol's backing is excellent.	81	86	80	76
A Wonderful Guy 88--90--88--85 The chirp is in top form for this spirited "Pacific" tune.	88	90	88	85
BOB VINCENT-AL TRACE & HIS FLAME THROWERS (Damon D-11218) It Took a Dream To Wake Me Up 73--75--72--72 Bob Vincent sings a new ballad in a pleasing bary with Lee Pines offering a couple of neat pianistic touches.	73	75	72	72
Downhearted 77--77--76--78 Shuffle-rhythm and a tune reminiscent of "You Call Everybody Darlin'" in a similar arrangement makes for a side which should catch a couple of handfuls of coins.	77	77	76	78
BILLY ECKSTINE (National 9076) I Only Have Eyes for You 79--80--80--78 This is Eckstine of three years ago or more, when he was a band leader. His singing is okay but not up to his current standard. Tune's due for revival via "Jolson Story—Part II" flick.	79	80	80	78
Blues 72--73--71--71 Rather wordy blues is delivered in only fair fashion by the hot Mr. B.	72	73	71	71
BING CROSBY (Decca 35435) Sweet Leilani 78--82--78--75 A Crosby classic is re-issued.	78	82	78	75
Aloha Oe 78--82--78--75 Every bit the wax classic that "Leilani" is. No Crosby collector will miss this bargain pairing.	78	82	78	75
CLARENCE JACKSON (Apollo 1144) Fish Face 43--43--40--46 Warbler fails to do much with a would-be comic novelty that ain't. Trio plays competent jazz in back, but that doesn't salvage the side.	43	43	40	46
Comin' and Goin' 50--50--50--50 Another novelty item, with tune here indicating some promise, but same uninteresting type performance as flip takes the good out of it.	50	50	50	50

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
FRANK SINATRA (Columbia 38456) Night After Night 81--83--80--79 Sinatra isn't up to some of his more persuasive efforts here. But tune shows promise.	81	83	80	79
The Right Girl for Me 83--86--83--80 Warm-hearted ballad from "Take Me Out to the Ball Game" is rendered by the pic's lead.	83	86	83	80
DICK HAYMES (Gordon Jenkins Ork) (Decca 24808) Skyscraper Blues 82--85--85--75 The Haymes-Jenkins combine teams marvelously for a short item similar in theme to the Jenkins "Manhattan Towers." Spinners should go for this in a big way.	82	85	85	75
Every Time I Meet You 85--86--84--84 Haymes sings strong and well on this new picture by Gordon and Myrow. Jenkins backing is tasteful.	85	86	84	84
BOB CROSBY & THE CREW CHIEFS Don't Call Me Sweet-heart Anymore 76--77--74--77 Crosby pleases in the handling of this rhythm ditty, drawing excellent Crew Chief support.	76	77	74	77
Old Fashioned Song 78--79--77--77 An entirely satisfying new ballad is sung simply and well by Crosby.	78	79	77	77
FRANKIE CARLE ORK (Columbia 38457) Tulsa 66--67--66--66 A picture of little merit is handled in ordinary fashion by the Carle crew.	66	67	66	66
Save a Piece of Wedding Cake for Me 65--65--65--64 Poor song begs this side down.	65	65	65	64
JAYE PACE ORK (Keytone 1700) You're So Understanding 59--59--58--60 Undistinguished is this reading of a promising new ballad.	59	59	58	60
You Broke Your Promise 58--58--58--58 Fair rendition of a rhythm item which is on the down-grade.	58	58	58	58
DINAH SHORE & BUDDY CLARK (Columbia 38463) My One and Only Highland Fling 86--86--86--86 Dinah and Buddy team to do the Scotch-flavored bit from the "Barkleys of Broadway" score. They do an engaging job with it.	86	86	86	86
Baby, It's Cold Outside 94--96--94--92 This is a great record of a hunk of clever Frank Loesser material which will be in the forthcoming "Neptune's Daughter" flick. Should be one of the biggest disks of this or any year.	94	96	94	92
BING CROSBY AND EVELYN KNIGHT (J. Conlon's Rhythmaires) (Decca 24612) Everywhere You Go 85--85--85--85 Too much production hinders rather than helps the treatment of this promising and simple song. But the Crosby-Knight combine should be able to sell plenty of copies just on name power.	85	85	85	85
How It Lies, How It Lies, How It Lies 89--89--90--89 The powerful team works together more smartly on this new and fast moving rhythm ditty. Should be a big winner.	89	89	90	89

(Continued on page 130)

COINMEN YOU KNOW

Washington:

(Continued from page 126)

Black Gold, according to Jimmy Smith. The company as a result has put up a number of used pinball tables for sale. Smith also said Marlin is looking forward to orders on bell machines in Prince Georges County as soon as they are legalized there. . . . Ben Rodin, Marlin chief, is still in Florida for his health, but is expected back sometime this spring.

Herndon's Esso station in Bethesda recently installed a seven-column G. B. Macke cigarette vender. . . . Eddie Renner and his family spent Easter week-end in Charleston, W. Va. Renner also did some business for his Northern Virginia Music Company while on the trip.

A few warm days upped Canteen Company's sale of soft drinks, according to D. R. Drewyer. He noticed a lot of people not accustomed to drinking the beverages putting nickels in the machines. Canteen anticipates an even greater increase in its soft drink sales as soon as hot weather hits Washington. "It's sort of a contagious habit," Drewyer declared. Because of high costs, Canteen has had to change a lot of their locations to assure greater use of each machine. Most of their present spots are in office buildings, Drewyer said. He also stressed the importance of clean, sparkling equipment in good mechanical condition.

Altho Canteen has been vending the new, larger sized candy bars, their revenue has not increased on this account, Drewyer continued. When the bars were smaller a customer would spend two or three nickels before he felt he had enough sweets. Now he's satisfied with one candy bar, he explained.

Drewyer also paid tribute to District Licensing Superintendent Chatham T. Nottingham for his handling of the revived statute for inspecting and taxing vending machines. "He's a pretty level-headed individual. I'm mighty happy to have him in that position," he declared, adding that Nottingham had shown great interest in demonstrations by coinmen on how to sterilize equipment and keep it in good condition.

The Fairfax Luncheonette has found the G. B. Macke Corporation

nylon vender a great drawing card for business, according to Manager Richard M. Tigner. The diner, located in the heart of a rooming house district, is in a good position for selling hose. While Tigner claims he nets only about \$4 to \$5 a month from 200 to 300 pair of stockings, he finds government girls drop in frequently for nylons and stay for a snack. He also has several pinball machines in the luncheonette.

Prince Georges Amusement Company has just put several bell machines, including spot bell, multi-bell, and air bell, out on locations, according to Dick Richardson. After a recent business trip to Florida, Richardson said he felt the Washington area was doing comparatively well in the console business.

In discussing his operations of a quarter century at Glen Echo, Malroney said his equipment has changed constantly over the period to keep pace with rapidly switching customer interests. Altho the Malroneys previously had other coin machine interests they are now concentrating solely on Glen Echo.

"I Don't See Me in Your Eyes Anymore" with Gordon Jenkins was selected by disk jockey Eddie Gallagher as the juke box number of the week for April 3-9. . . . Warren Mink, manager of the Fun Arcade, has been in New York on business. . . . Albert Kristall, of Seaco Venders, has been home nursing a bad case of gripple.

O. S. Garnett, of the Stanford Company, is finding his juke box locations beginning to pick up. . . . Guy's Enterprises are still in the doldrums, tho, according to Manager Guy Interdonetta.

Phillips Novelty Company has just purchased several new games including United's Carolina, Genco's Bip Top, Williams's Dallas, Chicago Coin's Majors of 1949 and Gottlieb's Bowling Champ. Gottlieb's Buttons and Bows and Williams's St. Louis will probably be added in the near future, according to Manager John H. Phillips. Since collections are off from last year, he said the company had not been buying equipment as fast as it did in the past. Yet he finds new pieces must be put out to keep up customer interest.

LONDON TOP QUALITY at ROCK BOTTOM PRICES!

YOUR CHOICE \$19.50 EA. — 6 FOR \$100.00 <i>Cleaned and Checked</i> KILROY MIDGET RACER SPELLBOUND STEP UP BIG LEAGUE SURF QUEEN BALLYHOOD SUPER SCORE SUSPENSE	YOUR CHOICE \$39.50 EA. — 3 FOR \$100.00 <i>Cleaned and Checked</i> LIGHTNING BRONCHO HONEY GINGER CROSSFIRE MEXICO MYSTERY FLAMINGO GOLD BALL VANITIES TORCHY SEA ISLE
PHONOGRAPHS—Cleaned and Checked! 8800, 9800, 800 Wurlitzer \$125.00 8200, RC, Ea. \$150.00 Colonial (780) Colonel or Envoy. Wurl. 125.00 RC. 150.00 950 Wurlitzer 125.00 3-AMI Automatic Hostess Units complete (30 turntables, 1947 model) like new. MAKE AN OFFER!	ROLL DOWNS \$49.50 EA. BUBBLES MIMI TRI SCORE COVER GIRL TALLY ROLL SINGAPORE HAWAII SUPER TRIANGLE TROPICANA
ARCADE Lite League\$49.50 Box Score\$ 79.50 Ten Strike (High Goals 99.50 Dials) 49.50 All Stars (Late Tumbler 49.50 Serial Numbers) 224.50 Boomerang 34.50 Bang-a-Deer (Comp. Total Rolls 49.50 With Rifle) 99.50	ADVANCE ROLLS BING-A-ROLLS WRITE

TERMS: 1/2 Deposit, Balance C. O. D.
 Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan
 PHONE: KILBOURN 5-7323

S. L. London Music Co., Inc.
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

2605-07 HENNEPIN AVENUE MINNEAPOLIS, MINNESOTA

GIVE TO THE DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Baltimore:

(Continued from page 126)

1718 John Street, where they share space. Crown Coin Machine Company, headed by operator **Nat Mannes**, handles pinballs, consoles and music, and was formerly located at 146 West Mount Royal Avenue. Ray's Music Box Service, under the direction of **Bill Landsman** and **Henry Baker**, also operates pinballs, consoles and music, and was formerly associated with Mannes at the Mount Royal Avenue address. Park Circle Amusement Company, under the guidance of **Charles Rodman**, engages in cigarette vending as well, and moved to the new location from Hanover and Hill streets. All three firms hold charter memberships in the AMO.

Mar-Matic Sales Company, distributor of coin-operated equipment and now located at 27 West Biddle Street, expects to be in its new quarters at 1009 East Baltimore Street in a few weeks. **Maurice Sykes**, head of the firm, said it will utilize 6,600 square feet on two floors of the Baltimore Street address and will be equipped to perform all types of job printing for coinmen. Besides being a distributor for the Buckley Manufacturing Company's machines, Mar-Matic handles the export business of the National Brewing Company, Baltimore.

The General Assembly passed a measure authorizing Baltimore County commissioners to acquire and install parking meters. . . It also approved legislation recodifying and revising generally the laws relating to State admission and amusement taxes.

Coinmen here report business quiet but expect an upturn now that warm weather is at hand and many summer spots are due to begin operations soon. A bright note in the local picture was the Federal Reserve report showing a 12 per cent increase in Baltimore department store sales for the week ended April 2 over the corresponding period a year ago. This was the first year-to-year upturn in local sales since the week ended February 5.

The Prince Georges County bill to legalize coin-operated amusement devices which dispense awards is awaiting action by Governor Lane after having passed both houses of the Maryland Legislature at its recent session. The measure provides for license fees ranging to \$200 per machine. The legislation is subject to approval at a county referendum in June.

With the Bowie race track luring many coin ops these bright spring days, some distributors here say they've noticed a definite falling off of display traffic.

The Amusement Machine Operators' Association of Greater Baltimore (AMO) has admitted four new members to its ranks. They are **Ots Coin Machine Company**, **Bond Sales Company**, **"Chuck" Dietrich** and **Max Gross**. Tho the organization's annual banquet is many months off, plans for it are already in the discussion stage.

A certificate of incorporation has been received at the office of the State Tax Commission for **Casino Vending Corporation**, 816 West North Avenue, to deal in vending machines. Capital stock 100 shares, no par value. Incorporators, **Louis Jack Scheiner**, **Mary Ruth Scheiner** and **Hyman C. Ullman**, all of Baltimore.

Pete Mongelli, of Jacham Enterprises, is back on the job after a long illness. Partner **Bernie Rosen** performed yeoman duty during Pete's absence, what with two other members of the organization also on the sick list.

Local coinmen are looking forward to a banner season at near-by shores and resorts.

Candy Sales Dip

WASHINGTON, April 23.—Candy sales by manufacturers continued to dip in February, sending total dollar sales for the first two months of the year 11 per cent below the same period in 1948, Commerce Department reported.

February sales of \$60,360,000 represented a decline of 8 per cent from January and 16 per cent under the previous February, according to the department. Poundage sales were also off, 122 manufacturers reporting that sales were down 12 per cent from February, 1948.

February sales of candy bars amounted to 64,019,000 pounds valued at \$26,285,000 as compared with 72,030,000 pounds listed at \$30,309,000 for February, 1948. Average price per pound dropped from 42.1 cents a year ago to 41.1 cents in February.

Bulk sales also were off. The figures were 10,241,000 pounds of bulk candy worth \$2,795,000 as compared with 11,610,000 pounds valued at \$3,738,000 in February, 1948. Average pound price dipped from 32.2 cents in February, 1948, to 27.3 cents in the same month this year.

Record Reviews

(Continued from page 128)

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

ARTIST	RATINGS OVER-ALL
TUNES	
LABEL AND NO.	
COMMENT	

POPULAR	
GUY LOMBARDO & HIS ROYAL CANADIANS (Decca 24615)	
Five Foot Two, Eyes of Blue	86--85--87--87
Leave it to Lombardo to handle such neat oldies as this one well and for profits. Fine job with the revived tune.	
You Can't Buy Happiness	78--78--79--77
Good Lombardo dance disk with a just passable sort of tune.	

BOB VINCENT-JUNE THOMAS (Al Trace & His Flame Throwers) (Damon D-11217)	
Your Tears Came Too Late	70--70--70--70
Another Al Trace attempt to recapitulate "You Call Everybody Darlin'." Tune is in same mold—and about as good—as previous versions. Good shuffle ork job and Vincent warbling. Prognosis dubious, however.	
Every Time You're Steppin' Out	80--80--80--80
Vincent projects a promising new ballad with a smart lyric and theme. Treatment is straight—no shuffle here.	

DON ROTH TRIO (Damon D-11213)	
Don't Come Back Cryin' to Me	55--55--52--58
Warbler and accordion-guitar-organ trio pace a ditty of little interest.	
Marguerite	61--61--60--62
A dime-a-dozen sweet-tune gets a pedestrian working over.	
TINY HILL ORK (Mercury 5277)	
I Don't Care	81--80--80--83
Rousing corn-Dixie production of a simple, catchy, old-style jazz novelty could snare juke attention. Tiny sings it straight out, with sidemen chanting responses behind.	
Never Knew I'd Be So Blue	74--74--72--76
Tiny goes country here, as he warbles a Jenny Lou Carson song in hill style, with fiddles and electric guitar twanging in back. Pseudo, of course, but a likable tune and performance.	

BOBBY WAYNE-SAL VASTA ORK (Richmond R-1347)	
I Only Have Eyes for You	61--63--60--60
Warbler does an unobtain job with the standard, showing some flashes of promise, then bogging down. Ork sound, not properly recorded, suggests a surprisingly good group.	
Valli	54--60--52--50
As above, except that tune, an exotico-type bop, doesn't have the quality of flip side.	

ANDY KIRK ORK (Coral 60048)	
Please Don't Talk About Me When I'm Gone	65--65--65--66
Released from Decca label spots June Richmond singing robustly the oldie in a rather dated Kirk setting.	
Ride On, Ride On	69--69--69--69
Miss Richmond sings strongly again with a race item of some vintage and a more modern Kirk background.	

ARTIST	RATINGS OVER-ALL
TUNES	
LABEL AND NO.	
COMMENT	

RACE	
JOE TURNER (MGM 10397)	
I Don't Dig It	56--53--56--69
Turner tries to get by with a minimum of material, so even his fine shouting fails to register strongly.	
Rainy Weather Blues	70--68--70--79
More meat in this driving blues. Turner shouts with heart, and the backing, with Pete Johnson-type piano and honk tenor has spark.	

BILL JOHNSON & HIS MUSICAL NOTES (King 4388)	
Roselle	78--80--78--77
Pretty girl-name ballad is warbled in appealing note-bending style by Gus Gordon. Backing fashions a firm beat.	
How Would You Know?	62--63--62--68
Ballad lacks the direct appeal of the flip.	
BIG SIS ANDREWS (Capitol 57-70,000)	
The Huckle-Buck	63--64--62--99
Not enough rock and sock in this version of the number one race ditty.	
Fly, Fly, Fly	62--62--60--68
Breakneck jam instrumental with little special appeal outside of a good piano bit and tenor go.	

DINAH WASHINGTON (Dave Young Ork) (Mercury 8133)	
Pete	60--60--60--69
Dinah shows little relief for this weakie, and she's right.	
What Can I Say, Dear, After I've Said I'm Sorry?	74--74--73--79
Through dispenses with most of her glee and other tricks for a straight, pop treatment of the oldie.	

BOB MARSHALL (Coxy Cole Ork) (Decca 48099)	
The Huckle-Buck	66--66--63--68
All you can say here is that Decca's covered on the hit in adequate fashion.	
Red Light	84--84--82--88
Marshall shouts strong and with feeling in front of some class orking on a good jump novelty with a catchy refrain. Should take hold.	

THE MASTER KEYS (Jubilee 5004)	
You're Not the Only Apple On the Apple Tree	66--66--64--69
Group, a talented combo, is reminiscent of the Mills Brothers. Up-tempo novelty piece doesn't figure to rouse much attention, owing to thinness of material.	
I Got the Blues in the Mornin'	76--76--75--77
Slow drag blues, with boys' harmony, whistling, and a fine guitar in back, make for a solid race item.	

JESSE PERRY (Jonny Williams Trio) (Opitone 218)	
Lost My Baby	75--75--73--75
Blues warbling and after-hours electric guitar and sugar good box and jock action. Perry sings with an appealing, soft quality.	
I Wish That Dream Was Real	65--65--68--67
Ballad job here doesn't come over like flip.	

PROMPT DELIVERY—NEW GAMES

GoHieb BUTTONS AND BOWS
Chicago MAJOR
Exhibit DALE GUN

United AQUACADE
Cenco BLACK GOLD
Williams ST. LOUIS
Mills BELLS

RECONDITIONED FIVE-BALL FREE PLAY

CONTACT KICKER BUMPER ADDED FOR \$10.00.

BIG HIT \$ 20.00	HI-RIDE \$ 30.00	SILVER STREAK . . . \$ 50.00
BRAZIL 15.00	HONEY 30.00	SINGAPORE 65.00
CANTEEN 20.00	JACK 'N JILL 130.00	SMARTY 25.00
CAROUSEL 30.00	JAMBOREE 95.00	SMOKY 35.00
CIRCUS 105.00	KILROY 30.00	SPELLBOUND 20.00
CLICK 35.00	MAGIC 140.00	SUMMERTIME 130.00
CONTACT (Flippers) 125.00	MANHATTAN 65.00	SUPERLINER 30.00
CROSSFIRE 30.00	MARJORIE 60.00	SUPERSCORE 25.00
CYCLONE 35.00	MISS AMERICA 20.00	SURF QUEENS 20.00
DEW WA DITTY . . . 125.00	ONE-TWO-THREE . . . 150.00	SUSPENSE 20.00
DYNAMITE 25.00	RAINBOW 145.00	TORNADO 30.00
ELMER (Revamp) . . 125.00	RANGER 30.00	VANITIES 25.00
FAST BALL 25.00	RIO 20.00	WILLIAMS ALL STARS . . 195.00
FIESTA 25.00	ROCKET 20.00	
GIZMO 135.00	SCREWBALL 135.00	

RECONDITIONED ONE-BALL FREE PLAY

GOLD CUP \$325.00	SPECIAL ENTRY . . \$175.00	DAILY RACES \$ 75.00
EXHIBIT ROLL DOWN TILT \$2.75 EACH		
EXHIBIT FLIPPER KIT \$3.95 PER SET OF 2		

USED SLOT MACHINES

1 25¢—3/5 BLUE FRONT \$ 75.00	2 10¢—3/5 BLACK CHERRY \$135.00
1 5¢—3/10 CHERRY BELL 75.00	1 25¢—3/5 GOLDEN FALLS 130.00
1 25¢—3/5 REBUILT BLACK CHERRY 75.00	1 25¢—3/5 BLACK CHERRY (like new) 200.00
5 5¢—3/5 BLACK CHERRY 125.00	1 5¢ NEW MODEL VEST POCKET BELL 80.00
4 10¢—3/5 BLACK CHERRY 125.00	

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
Phone: Franklin 36201



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

ARTIST
 TUNES
 LABEL AND NO.
 COMMENT

RATINGS
 OVER-ALL
 DISC JOCKEY
 OPERATOR

RACE
MORRIS LANE ORK
 (Lenox L-2526)
Big Trees 64--64--62--67
 Lane blows some neat fast tenor between slow blues vocal choruses, but too many tempo changes kill effectiveness.
After Hours Bounce 62--62--60--64
 Rocking all-in jam performance is hurt here by cloudy recording.

IVORY JOE HUNTER & HIS COMBO
 (4 Star 1238)
Love My Man 62--62--60--64
 Fem vocalist shows good quality, but slow, dirge-like treatment doesn't hold listener interest.
Blues At Midnight 84--84--83--85
 Joe does a real haunting chant on a superb blues of his own composition. Should get action across-the-board.

OLLIE SHEPARD ORK
 (Coral 65006)
You Won't Let Me Go 74--75--73--74
 Shepard turns in a neat race ballad effort.
L-U-C-I-L-L-E 68--67--68--70
 Lightweight ditty is handled well by Shepard both on vocals and piano.

MILDRED WHITE
 (Victor 22-0015)
Kind Hearted Women 61--61--61--61
 Routine blues is competently shouted, maintains a moderate pace, and is moderately effective.
Cutting Out On Me 61--62--60--60
 Gal doesn't pull the stops out, and the result is a too-gentle offering.

FOLK
JERRY IRBY
 (MGM 10298)
A Broken Heart Is Good for You 71--72--70--70
 Preachy Western makes for a competent, but routine side, with a good beat.
Uptown Swing 58--58--56--60
 Irby's warbling of the jazzy Western opus falls to match the instrumental sparkle, but the lyrics don't offer much inspiration.

PETE CASSELL
 (Mercury 6188)
It's Too Late to Say (That You're Sorry) 79--78--78--80
 Cassell's heartfelt warbling, and Jerry Byrd's expressive steel guitar add considerable weight to a fairly routine country tune.
Memories That Live 62--60--64--62
 The blind warbler's intensity keeps him disturbingly out of tune here. Number, with brief recitation, is addressed to his wife. Doesn't quite come off as a tear-jerker.

BEN CHRISTIAN & HIS TEXAS COWBOYS
 (4 Star 1297)
Love Sick Blues 64--64--60--67
 Bob-toned cowboy warbling for a fair job here.
Please Don't Let Me Love You 62--62--60--65
 A folk fave done in same style as flip.

BILLY HUGHES
 (4 Star 1298)
Tennessee Farm 66--66--64--68
 Warm, personal quality in Hughes' simple, direct approach on this blues format folkie.
I'm Going To Stop My Worrying Over You 64--64--63--65
 Hughes sings this one fine, but orking doesn't strike the right country note.

ARTIST
 TUNES
 LABEL AND NO.
 COMMENT

RATINGS
 OVER-ALL
 DISC JOCKEY
 OPERATOR

FOLK
PEE WEE KING & HIS GOLDEN WEST COWBOYS
 (Victor 21-0037)
Alabama Moon 71--71--70--73
 Latest in the waltz cycle about moons in various states of the union doesn't have the punch of its predecessors.
Tennessee Tears 70--70--69--71
 Potent hillbilly ditty gets done a little too prettily here for the home folks.

SLIM WHITMAN
 (Victor 21-0038)
I'm Casting My Lasso Towards the Sky 64--64--63--65
 Western yodelling and warbling with lively ork backing. Tune is not likely to appeal widely.
I'll Do As Much for You Someday 61--61--60--63
 Okay ballad number here, with performance less than adequate.

LEON McAULIFFE WESTERN SWING BAND
 (Columbia 20565)
No One for Me 68--68--68--68
 Western swing jump treatment, with jazz solos around an okay vocal on a mildly humorous novelty ditty.
Somebody Else Is A-Beatn' My Time 73--73--73--73
 Tune has appeal, and McAuliffe's warbling and the ork backing should find favor with the Western set.

THE TURNER BROTHERS
 (Mercury 6184)
Why Did You Leave Me? 64--64--64--64
 Nothing outstanding here in a routine tune and rather pedestrian harmonizing by male duo.
It's Better To Be Alone 74--74--72--70
 Boys pack sincerity and vitality in appealing performance of a convincing hill ditty.

LESTER FLATT, EARL SCRUGGS
 (Mercury 6181)
My Cabin in Caroline 68--68--67--69
 Warbler delivers an authentically phrased, nasal vocal, in front of zesty orking.
We'll Meet Again, Sweetheart 71--71--70--72
 Solo warbling and duo harmony on the refrain in lively style.

YODELING SLIM CLARKE
 (Continental C-8041)
Chime Bells 71--71--70--73
 Strong yodeling, including some tricky double-toned effects. Could pick up some play owing to interest in the Elton Britt platter
Trailrider's Moon 62--62--60--64
 Routine cowboy-in-the-saddle ditty, warbled and yodeled with guitar accompaniment.

SLEPPY HOLLOW RANCH GANG
 (Victor 21-0039)
Till the End of the World 65--60--62--72
 (The Murray Sisters)
 Late version of the high riding Vaughn Horton tune is unlikely to nudge the established leaders.
Three Wishes 65--61--63--72
 Tune appears set for a push in both pop and folk categories. This folk version lacks ginger, with only a slick steel guitar bit to keep things bright.

(Continued on page 132)

BETTER THAN EVER BEFORE!

IT'S

ANOTHER DAVIS DEAL

WALL BOXES

- Seeburg 3W2-L56, 5c, 3-Wire \$29.00
 Seeburg W1-L56, 5c, Wireless 29.00
 Seeburg Pre-War, 5c, 3-Wire and Wireless 15.00
 Seeburg WB-1Z, 5/10/25 Wireless Baromatic 27.50
 Seeburg DSB-1Z, 5/10/25 3-Wire Baromatic 22.50
 Rockola Dial-A-Tune 3.50

- REBUILT POSTWAR PHONOGRAPHS
 Thoroughly Overhauled and Refinished. Unconditionally Guaranteed.
- Wurlitzer 1100 \$549.00
 Wurlitzer 1080 359.00
 Wurlitzer 1015 349.00
 Wurlitzer 1017 375.00
 Seeburg 147M 459.00
 Seeburg 146M 359.00
 Rock-Ola 1422 249.00
 AMI 10AK 119.00

Phonographs listed below are complete and in good working order

WURLITZER 780 \$179.00 750 179.00 800 129.00 950 119.00 850 119.00 500 89.00 600 84.00 Victory 69.00 24 59.00 61 49.00	ROCK-OLA Commando \$79.00 Super 69.00 Master 79.00 DeLuxe 79.00 President 79.00 Twin 39.00	SEEBURG 1941 R.C. Special \$199.00 Envoy R.C. 129.00 Hightone R.C. 129.00 Hightone E.S. 109.00 Colonel-Major 119.00 Classic Vogue 89.00 Regal 79.00 Concert Grand 69.00 Gem 69.00
---	---	---

FOR \$35.00 EXTRA WE:

1. Overhaul Mechanism
2. Replace Worn Parts
3. Recondition Amplifier
4. Inspect Speaker
5. Renew Tone Head
6. Professionally Refinish Cabinet

WE SPECIALIZE IN EXPORT TRADE
 TERMS: 1/3 DEPOSIT WITH ORDER. BALANCE C. O. D.

DAVIS

DISTRIBUTING CORPORATION

SEEBURG

FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST
 SYRACUSE, NEW YORK

PHONE SYRACUSE 5-5194
 BRANCHES BUFFALO ROCHESTER

AUTOMATIC COIN
 America's Bell Machine Center

BE SURE! Buy Only Original Factory Built Machines From Automatic Coin—
 Exclusive Authorized Distributor for Mills Bell Products!

7 BRAND NEW MILLS MODELS

BLUE BELL • BLACK BEAUTY • TOKEN BELL
 JEWEL BELL • MELON BELL • BONUS BELL • BACK GOLD, H. L.

RECONDITIONED SLOTS REPAINTED
 AT BARGAIN PRICES!

5c, 10c WATLING ROLATOP
 5c, 10c, 25c PACE COMET } \$49.50
 5c, 10c JENNINGS CHIEF
 5c, 10c JENNINGS CHIEF } EACH
 CONSOLE (Floor Model)
 10c JENNINGS VICT. CHIEF

5c, 10c JENNINGS SILVER MOON } \$59.50 EA.
 5c JENNINGS SILVER CHIEF

10c JENNINGS POST WAR } \$89.50
 BRONZE CHIEF

MILLS 5c, 10c or 25c BLACK } \$129.50
 CHERRY BELL, 2/5

MILLS 5c, 10c or 25c GOLDEN } 129.50
 FALLS, HANDLOAD, 2/5

NOW DELIVERING!
 EXHIBIT DALE GUN ★ SHUFFLEBOARDS ★ KEENEY ELECTRIC CIGARET VENDORS ★
 COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS
 WRITE FOR PRICES ON YOUR REQUIREMENTS!

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

AUTOMATIC COIN
MACHINES & SUPPLY CO.
 TELEPHONE: CApitol 7-8244
 4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Nut Crop

WASHINGTON, April 23.—Conditions are good for a heavy crop of almonds, walnuts and filberts, according to the Agriculture Department...

Sugar Report

WASHINGTON, April 23.—Sugar stocks on hand at the beginning of March were 500,000 tons below stocks for the same time last year...

Record Reviews

(Continued from page 131)

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

ARTIST TUNES LABEL AND NO. COMMENT (with RATING scale: OVER-ALL, BARK JOCKEY, OPERATOR)

ARTIST TUNES LABEL AND NO. COMMENT (with RATING scale: OVER-ALL, BARK JOCKEY, OPERATOR)

FOLK 'T' TEXAS TYLER (4 Star 1295) 78--78--78--78 Dead Ashes 74--74--74--74 New Baby Doll 59--59--59--59 PAPPY HOWARD (Bullet 833) I Wanna Go Fishin' 65--65--65--65 Cool Water 65--65--65--65

HOT JAZZ DAVE LAMBERT (Capitol 57-60001) Hawaiian War Chant 77--80--77--75 Always 80--84--80--77 THE LENNIE TRISTANO SEXTETTE (Capitol 57-60003) Crosscurrent 73--80--80--60

HOT JAZZ THE ALICE HALL TRIO (Capitol 57-60007) Caravan 82--84--80--82 Pennies From Heaven 74--76--72--74

WOW THE HOWARD MCGHEE BOP TET (Blue Note 558) 72--76--73--67 The Skunk 72--76--75--63 Boperation 69--72--69--63

THREE BIPS AND A BOP (Babs Gonzales) (Capitol 57-60000) 67--75--69--58 Professor Bop 67--75--69--58 Capitolizing 71--77--71--64

DAVE BARBOUR ORK (Capitol 57-60002) Little Boy Bop Go 75--80--77--67 Blow Your Top 75--80--75--70 Ensenada 69--72--70--64

JAMES MOODY AND HIS BOP MEN (Blue Note 554) 77--78--77--76 Cu-Ba 69--72--70--64 Moods-Morphosis

TADD DAMERON (Capitol 57-60006) Casbah 69--72--69--63 Sid's Delight 64--67--64--63 BILL HARRIS (Sunny Burke Ork) (Capitol 57-89004) 74--78--75--70

NICK ESPOSITO ORK (4 Star 1294) Empty Ballroom Blues, Pts. I & II 69--73--70--65

MILES DAVIS ORK (Capitol 57-60005) Godchild 80--82--80--77 Jeru 70--72--70--68

GUARANTEED—MILLS SLOTS—100% PERFECT Rebuilt and Refinished—All With Club Handles. PHONOGRAPHS GUARANTEED TO OPERATE AND LOOK LIKE NEW! SEEBURG 146 \$350.00... WURL. 1015 350.00. NEW GAMES BLACK GOLD—AQUACADE—MAJORS '49... TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

HOME OF PERSONAL SERVICE Atlas NOVELTY COMPANY 2200 N. WESTERN AVE. PHONE ARmitage 6-5005 CHICAGO 47. Division of ATLAS MUSIC CO.

SHUFFLESCORE THE SCORING BOARD THAT FITS ANY SHUFFLEBOARD 3 Models—15 Pt., 21 Pt. and Horse Collar SEVEN-HI BELGIAN TYPE POOL GAME. Write for Colorful Illustrated Circular and Distributors' Prices. Manufactured by EDELCO MFG. & SALES CO. 1438 FRANKLIN ST. DETROIT 7, MICH. Phone: WOodward 2-8547

**FACTORY REBUILT
CRISS CROSS
AND
BONANZA**
SLOT MACHINES
LOOK AND WORK LIKE NEW!
SOLD ON A
MONEY BACK GUARANTEE
Ready for Immediate Shipment.
5c Play - - - \$160.00
10c Play - - - 165.00
25c Play - - - 170.00
50c Play - - - 195.00
Criss Cross and Bonanza cabinet sets complete with all necessary parts to build your own CRISS CROSS and BONANZA slot from any Mills escalator type slot into the sharpest looking slot of them all—
\$59.50
Also in stock, ready for delivery, CRISS CROSS and BONANZA slot kits for Mills Blue Bell, Jewel Bell, Black Cherry, Golden Falls, Blue or Brown Fronts.
Write — Wire — Phone

**AMUSEMENT
SALES-CORP.**
164 E. GRAND AVE., CHICAGO 11, ILL.
Phone: Whitehall 4-4370

SPRING SPECIALS
5c Bally Double Up....\$325.00
25c Bally Double Up.... 350.00
5c Bally Hi Boy..... 195.00
Draw Bell (Red Button).. 185.00
Keeney Bonus Bells, Single 195.00
Keeney Bonus Bells, Twin. 375.00
Bally Triple Bells..... 375.00
25c Mills Black Cherry (with weighted stand), complete 115.00
Victory Specials (Chrome Rails) 69.50
Special Entrys 135.00
Jockey Specials 195.00
Gold Cups 285.00
The above machines have been reconditioned and ready for location
1/2 DEPOSIT WITH ORDER
BALLY MULTI BELLS. WRITE
RESERVE BELLS WRITE
CHRIS NOVELTY COMPANY
1217 N. Charles Street
Baltimore 1, Maryland
Phone: Mulberry 3167

100% / 0
Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616
Fully repainted. Perfect condition. Ready for location.
\$79.50 (Crate)
1/3 With Order. Balance C. O. D. Send for Complete List.
DAVID ROSEN, INC.
Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa. Stevenson 2-2903

**WANT TO BUY
EXHIBIT ROTARIES**
Pusher Type — Any Amount
E. A. BARNUM
1213 Capitol,
Houston 2, Texas
9 ADVANCE ROLLS\$55 ea.
2 SINGAPORES 20 ea.
9 SKEE BALL ALLEYS 40 ea.
1/2 deposit, balance C. O. D., F. O. B. N. Y. C.
S. SORIN
496 E. 52nd St., Brooklyn 3, N. Y.

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

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS

OVER-ALL DISK JOCKEY DEALER OPERATOR

HOT JAZZ

THE TADD DAMERON SEXTET
(Blue Note 559)
Jahbero 61--61--62--60
(Chino Pozo)
Rather dull Afro-Cuban piece on which nothing of great consequence happens either in arrangement or in solos.
Lady Bird 67--67--68--66
Nice Fats Navarro trumpet and Wardell Gray tenor lend substance to an otherwise fair bop side.

LATIN-AMERICAN

MACHITO & HIS AFRO CUBANS
(Continental C-9018)
Mi Bumbane (rumba) 75--76--74--76
Alto Machito is billed as vocalist on the label, a gal does the singing. Main interest is in the band's punchy modern figures and powerhouse rhythm section which manages to come thru despite clothes-closet recording sound.
Besos Ardiente (Graciela) 74--73--74--74
Chirp is moderately effective with a moderately paced guaracha. Band provides okay dance fare, and its usual sample of mambo riffs.

DANIEL SANTOS Y SU CONJUNTO
(Victor 22-1163)
Si Me Pica Me Rasco (guaracha) 79--78--80--80
Fine rhythm side features sock chanting by the Cuban maestro and group, plus typical trumpet ensemble.
Tres Colores-Dos Banderas (bolero) 78--78--78--78
Man has a very personal manner with a bolero. Warbling and easy rhythm support make for a pleasant, danceable side.

DAMIRON, HIS PIANO AND HIS RHYTHM
(Decca 689)
Piruli (rumba) 81--84--80--80
Sparkling piano vehicle makes top-grade dance material. The virtuoso gets off a heap of sensuous, tricky rhythm figures here.
Santa (rumba lenta) 81--82--82--80
Side is ideal for North American rumba fans. Heavily accented rhythm and moderate tempo, rather than virtuosity, are the feature here.

DANIEL SANTOS CON ORQUESTA
(Decca 7013)
Olaya (guaracha) 77--78--78--76
Full-flavored chanting by Santos and wild bongo solo gives a jungle flavor to a highly danceable, but unevenly recorded side.
Un Pedazo de Pan (bolero) 81--82--82--80
Using a bigger band than on the more recent Victor sides, Santos warbles a melodious bolero with rich feeling and colorful projection.

RELIGIOUS

THE HERRINGTON SISTERS
(Mercury 8177)
He Is Coming 81--82--82--78
Shrill-voiced trio turns in a penetrating piece of sacred material here.
I'm Gonna Rise and Shine 83--83--84--80
Rousing, rhythmic song should click with religious folks in rural regions.

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS

OVER-ALL DISK JOCKEY DEALER OPERATOR

RELIGIOUS

DANIEL FAMILY QUARTET
(Columbia 20568)
Visions of Rainbow 71--72--72--70
Devotional material with a bounce is in the currently popular vein.
My Savior Walks With Me 62--62--63--60
Less-spirited group warbling makes for a weaker Gospel offering.

SISTER ROSETTA THARPE-MARIE KNIGHT-SAM PRICE TRIO
(Decca 48098)
He Watches Me 83--83--83--83
Sister projects with her usual power here and gets strong help from Miss Knight as the side builds.
He's All I Need 84--84--84--84
Slower hymn side is a heart-filled duet. Gals' intensity gives the rendition a fine sharp edge.

CLASSICAL

BOSTON POPS ORK—ARTHUR FIEDLER, COND. (12")
(Victor 12-0763)
Liszt: Hungarian Rhapsody No. 2, in C-Sharp 74--73--75--NS
Rousing rendition of one of the most familiar pieces in orchestral literature. Nothing subtle or original in Fiedler's interpretation — just a solid, whacking, bravura reading—which is the way most people will want it. Recording not especially sharp or bright.

JAMES MELTON (12")
(RCA Victor Ork—Frank Black, Cond.) (Victor 12-0764)
Franç: Panis Angelicus 75--72--78--NS
Noble and rich warbling of a sacerdotal favorite, with a tasty and beautifully balanced ork background.
Berceuse: Caches dans cet asile 75--72--78--NS
Melton sings this delicate devotional lullaby with lyrical tenderness and superb voice. Sung in French and English.

CHILDREN

HANSEL AND GRETEL
(Uncle Henry, narrator; Ray Carter, music) 84--84--83--NS
(Adventure A-11; 1-10" unbreakable)
Uncle Henry narrates clearly and colorfully, tho the length of the story calls for a somewhat brisk pace. Some of the melodies from the Humperdinck opera are used here in pleasingly simplified arrangements. The gal singer is inadequate, still these sides are loaded with charm, and the well-known title, plus a cute cover, should account for a lively sale.

THE MUSICAL STORY OF THE THREE LITTLE PIGS
(Jack Arthur, narrator; Don Cope, director) 86--86--86--NS
(Peter Pan 2228; 1-10" unbreakable)
Arthur's warm, friendly narrating keeps the story from getting too scary. Adroit organist supplies vivid effects and backs brief jingles. Story has excitement and variety. Kids should like the cover illustrations and label design. Plenty of value for 39-cents.



\$150.00
**BRAND NEW
ROL-A-TOPS**
5c-10c-25c PLAY

FACTORY REBUILTS
\$100 EACH

Above Price F. O. B. Chicago

WATLING MFG. CO.
4650 W. Fulton St.
CHICAGO 44, ILL.
Est. 1889—Tel.: COLUMBUS 1-2772
Cable Address "WATLINGITE," Chicago

**Guaranteed
USED GAMES**

MAJOR LEAGUE B. B. ... \$ 54.50
SHORTSTOP 72.50
SUNNY 74.50
CONTACT 99.50
ALICE 124.50
PARADISE 124.50
BLUE SKIES 129.50
CIRCUS 129.50
MOROCCO 129.50
PUDDIN' HEAD 134.50
TEMPTATION 139.50
SARATOGA 154.50
ONE-TWO-THREE 164.50
SHOWBOAT 174.50

**1/3 Deposit Cash or Certified
Check With Order**

NOW DELIVERING: EXHIBIT'S DALE
GUN, UNITED'S CAROLINA

MARLIN
Amusement Corporation
412 9th Street, N. W. • DI-1625
Washington 4, D. C.

**OPERATE
WITHOUT
INVESTMENT!**

We supply brand New and late used games—you operate and profit! You take no chances on fast depreciation. This proposition should appeal to you. Experienced pin game Operators will find it a great opportunity to improve earnings.

We want Operators located in cities with populations over 25,000 in Middle West and Central States. Write, stating number of locations you operate, business and character references and any other information you think necessary. We do not rent or sell machines on time payment plan.

BOX 261, THE BILLBOARD
155 N. Clark St. Chicago 1, Ill.



THE **Select-o-matic** 100

...the mechanism it took 10 years of design, research and field testing to bring to the coin-operated music industry

Yes, it took 10 years to develop the Seeburg Select-O-Matic mechanism. But this mechanism—the most revolutionary development in the history of coin-operated music—merited the engineering, the research and the investment that was devoted to perfecting it. Its performance is sensational! Its acceptance spontaneous! What, you may ask, is responsible for this amazing performance? The answer, we feel, is obvious.

To assure its continued success, any industry must progress. The coin-operated music business is no different from any other industry. The Select-O-Matic "100" mechanism represents the greatest stride in the direction of real progress in our industry since the J. P. Seeburg Corporation introduced remote control music systems in 1939.

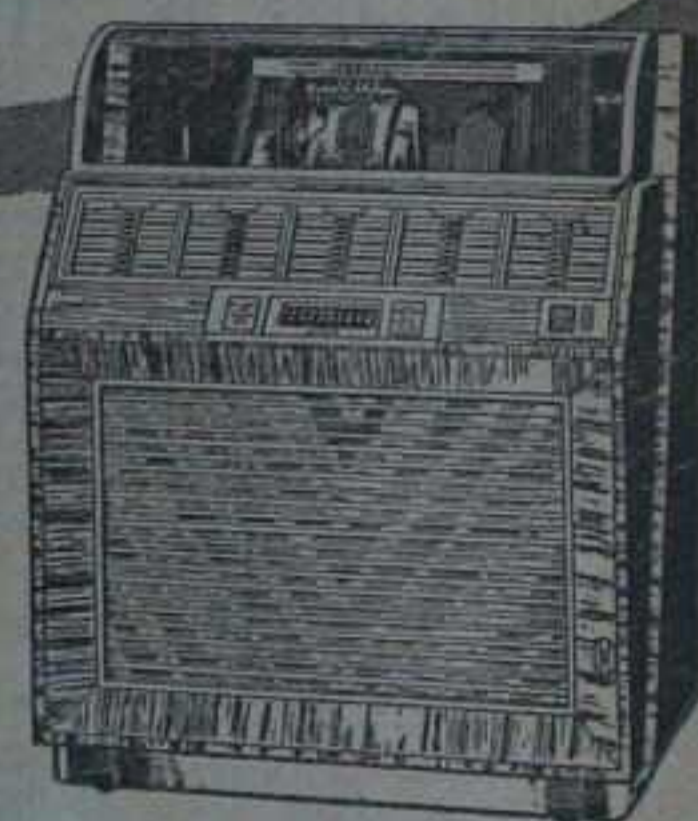
Select-O-Matic "100" Music Systems offer a GREATER SERVICE! Greater service to progressive music men and locations, of course. But, most important, Select-O-Matic "100" Music Systems offer greater service to the PUBLIC. And it is the public—your customer and our customer—who must be served and who has been responsible for the success of Seeburg Select-O-Matic "100" Music Systems.

Seeburg

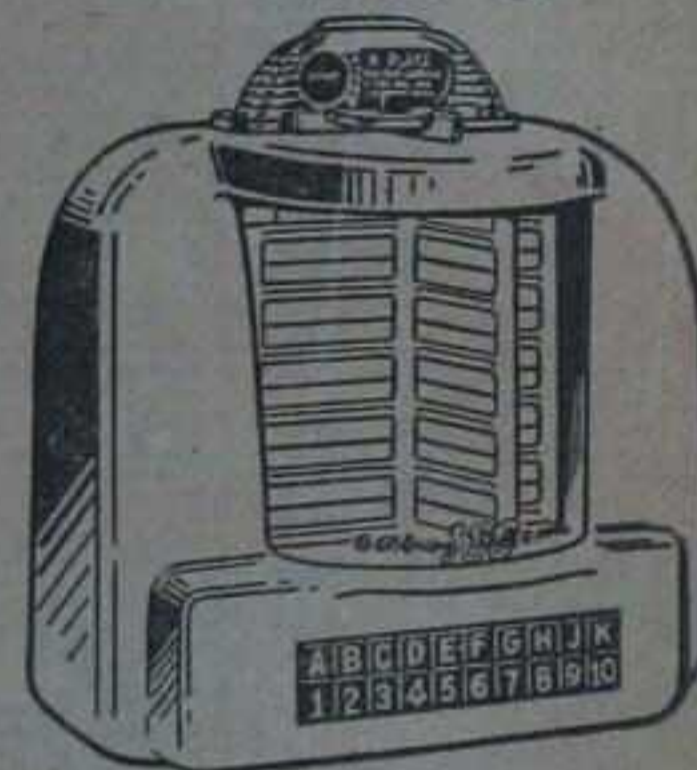
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Illinois

10 Reasons why *Select-O-matic* Music Systems are setting amazing new performance records in thousands of locations!

1. **PROVED PERFORMANCE.** Before being offered to the coin-operated music industry, the Select-O-Matic mechanism was tried—tested—and proved in industrial and commercial installations throughout the country.
2. **100 SELECTIONS.** Easy to select. All visible at the same time.
3. **BETTER MUSIC.** The 100 selections—on either 10 or 12-inch records—are grouped under five musical classifications such as "Hit Tunes," "Old Favorites," "Classical Selections," etc. No longer does your business depend on a few "popular" numbers.
4. **MORE PLAYING APPEAL.** The completely visible operation of the mechanical "brain" as it moves from disc to disc, playing either 10 or 12-inch records vertically, without pre-setting, develops unprecedented public interest.
5. **6 PLAYS FOR QUARTER.** Single coin chute. 1 play for a nickel, 2 plays for a dime, 6 individual plays for a quarter.
6. **LOWER OPERATING COSTS.** One light illumination. Standby power consumption is only 90 watts. Full operating power consumption is only 240 watts. Compare these figures.
7. **TROUBLE-FREE SERVICE.** Freedom from service expense is a tribute to the skill of Seeburg engineers.
8. **REMOTE CONTROL.** The Wall-O-Matic "100" places 100 selections of music right at the finger tips of the public.
9. **SCIENTIFIC SOUND DISTRIBUTION.** Select-O-Matic "100" Music Systems are equipped to provide music at conversational level throughout the location.
10. **GREATER POTENTIAL EARNING POWER.** Select-O-Matic "100" Music Systems are backed by a merchandising plan as sound as the equipment itself.



THE *Select-O-matic* 100



THE *Wall-O-matic* 100

Seeburg POLICY

The Select-O-Matic principle of playing recorded music on discs represents the basis upon which the J. P. Seeburg Corporation will design and manufacture its products in the years ahead.

(1) DECEMBER, 1947 —

The Select-O-Matic "200" Library was introduced to the industrial-commercial field.

(2) DECEMBER, 1948 —

The Select-O-Matic "100" was presented to the coin-operated phonograph industry.

(3) COMING —

The Select-O-Matic principle in varying record capacities will be made available for home use, representing another step in the product development of J. P. Seeburg Corporation.

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

ASK YOUR SEEBURG DISTRIBUTOR FOR THE COMPLETE STORY OF THE SEEBURG MERCHANDISING PLAN FOR SELECT-O-MATIC "100" MUSIC SYSTEMS



SPRING SPECIAL

- 3 146H Seeburg Cellar Unit . . . \$295.00 Ea.
- 1 147M Seeburg Cellar Unit . . . 375.00
- 11 5c-10c-25c 1947 Postwar Wireless Boxes . . . 65.00 Ea.
- 35 5c 3-Wire Seeburg Boxes . . . 35.00 Ea.
- 25 5c Seeburg Wireless Boxes . . . 37.50 Ea.
- 10 Seeburg Low Tones, Refin. . . 135.00 Ea.
- 5 Wurlitzer 1015 . . . 349.50 Ea.
- 7 Wurlitzer 600R . . . 75.00 Ea.
- 10 Uneda Monarch Cigarette Machines (quarter coin slot) . . . 95.00 Ea.
- 5 Pitch 'Em & Bat 'Em . . . 285.00 Ea.
- 7 Chicago Coin Midgot Skeeboard 295.00 Ea.
- 10 Advance Rolls . . . 75.00 Ea.

All machines have been cleaned and checked and are in perfect working condition.
1/3 deposit, balance C. O. D.

DAVE LOWY & CO.

594 10th Ave. New York 18, N. Y.
Phone: CHickering 4-5100

Trade Directory

New Equipment

- Buttons & Bows (five-ball)—D. Gottlieb & Company, Chicago.
- Coin Box (coin-operated for shuffleboards)—ABT Corporation, Chicago.
- Coin Changer—Electric Cashier Corporation, Burlington, Vt.
- Scorer (shuffleboard)—Pacific Shuffleboard Company, Los Angeles.
- Shuffleboard (plastic top)—Nation-wide Novelty Company, Chicago.
- Spray-a-Tan (sun-tan lotion vender)—Hayes, Jakes & Brittain Vending Company, Old Hickory, Tenn.
- Topper '49 (bulk vender)—Victor Vending Corporation, Chicago.
- Weights (shuffleboard)—Vibro Vita Products Company, Ridgefield Park, N. J.

New Firms

Automatic Products Company, Minneapolis—Merger between Practical Products Corporation of Minneapolis and Gross-Given Manufacturing Corporation of St. Paul, manufacturing facilities for production of venders.
Futuramic Machines, Inc., New York, for production and sales of the Lyceum Manufacturing Company's new coffee vender.

National Amusement Sales Corporation, Chicago, to rebuild Mills bells.

Personal Notices

Automatic Products Company, Minneapolis, officials: E. J. St. Lawrence, president; William Gross, vice-president; Art Gross, secretary-treasurer.

Richard W. Clare appointed manager of marketing in charge of sales, merchandising and advertising at the New England Confectionery Company, Cambridge, Mass.

Frank Doyle resigned as sales manager of Alco-Deree, Chicago, to head the sales organization of Futuramic Machines, Inc., New York.

William R. Golden resigned as Pacific Coast manager for National Match Book Advertising, Inc., Los Angeles, to accept an appointment as president of California Cigarette Concessions, Inc.

Carl E. Johnson tendered resignation as vice-president and general manager of the North Tonawanda division of the Rudolph Wurlitzer Company. President, R. C. Roling appointed Ray C. Haimbaugh, director of engineering to the management of the North Tonawanda division.

Vince Shay, president of Bell-O-Matic Corporation, Chicago, celebrated 30 years in the coin machine business.

R. E. Smith resigned as sales correspondent for Buckley Manufacturing Company, Chicago after 30 years in the coin machine business.

Distributor Appointments

Bonanza, Inc., Los Angeles appointed: Leon (Hi-Ho) Silver will represent the California territory; Eastern representative will be the Annzann Corporation in Durham, N. C.

AMI, Inc., Chicago appointed the Birmingham Vending Company, Birmingham, for the Alabama territory excluding the Mobile trading area.

Encore Manufacturing Company, Cleveland, appointed World Wide Distributing for Northern Illinois and Coin Machine Distributing, Pittsburgh for the Western Pennsylvania territory.

Falcon Company, Detroit, appointed: Sicking & Company, Cincinnati; Shaffer Music Company, Columbus, O., together with branches at Charleston and Wheeling, W. Va.; FAB Distributing Company, New Orleans and Atlanta; Lazar Company, Pittsburgh, and Parkway Machine Company, Baltimore.

Trans-Vue, Chicago, appointed Televisco, Inc., San Francisco, to handle Trans-Vue commercial television system in Northern California.

Joe Ash, of the Active Amusement Machines Company, Philadelphia, will handle the Wurlitzer music line in Eastern Pennsylvania, Southern New Jersey and part of Delaware.

SHUFFLEBOARDS

Both new and used, rebounds and standards, coin operated or non-coin operated. Our prices are the lowest in the industry; also electric coin operated score units. WE ACCEPT TRADES.

NEW VENDORS

- Atlas DeLuxe Nut and B. G. . . \$14.50
- Victor V Nut and B. G. . . 12.75
- Northwestern '49 . . . 17.55
- Silver King Nut and B. G. . . 13.95
- Master 1c-5c Comb. . . 14.95
- Bubble Ball Gum in all sizes. Pound . . . 30
- Victor Toppers, \$10.00 each in lots of 100 or more

NEW COUNTER GAMES

- Penny Target . . . \$39.50
- A.B.T. Challenger . . . 42.50
- A.B.T. Model F . . . 44.50
- Kicker & Catcher . . . 35.00
- Acme Electric Shocker . . . 19.50
- Duck Hunter . . . 45.00
- Target King . . . 45.00
- Shipman 5c View-a-Scope . . . 49.50
- Whirl-a-Ball . . . 19.50
- Special prices for 10 or more

ARCADE EQUIPMENT

- 15 Exhibit Merchants . . . \$ 95.00
- 2 Strikes & Spares . . . 295.00
- 1 Super Bomber . . . 150.00
- 1 Pitchem & Katchem . . . 75.00
- 1 Scientific Baseball . . . 75.00
- 2 Baffling Practices . . . 75.00
- 3 Chicken Sams . . . 95.00
- 3 Keeney Air Raiders . . . 95.00
- 3 Bowl-a-Scores . . . 95.00
- Keeney Submarine . . . 95.00
- 2 Western Baseballs . . . 95.00
- 8 Boomerangs . . . 50.00
- Jack Rabbit . . . 135.00
- Hoot Mon Golf . . . 75.00
- 2 Under Sea Raiders . . . 115.00
- 2 Exhibit Vitalizer . . . 95.00
- 2 Bat-a-Ball Srs. . . 39.50
- Groetchen Metal Typewriter . . . 195.00
- 6 Late Model Photomats . . . 595.00
- Panorams . . . 195.00
- Exhibit's Dale Gun . . . 289.50
- Chicago Coin Pistol . . . 325.00
- Seven Hi Coin Operated Pool Table . . . 284.50
- Silver Gloves . . . 375.00
- Fishing Well . . . 295.00
- Atomic Bomber . . . 195.00
- Romance Barometer . . . 245.00
- Wheel of Romance . . . 245.00
- Tunnel of Love . . . 245.00
- Cross Country Race . . . 495.00
- Heavy Hitters . . . 65.00

ROLL DOWNS

- Brand New Pro-Scores . . . \$175.00
- Tri-Scores . . . 60.00
- Tally Rolls . . . 60.00
- Sportsmen Rolls . . . 60.00
- Big City . . . 60.00
- Super Score . . . 60.00
- One World . . . 60.00
- Total Rolls . . . 60.00
- Steel Ball Rollovers . . . 50.00
- X-Ray Pokers . . . 85.00
- Arrow Roll . . . 85.00
- Esso Arrows . . . 75.00
- Advance Rolls . . . 85.00
- 2 Genco Play Balls . . . 85.00

2 VIDEODRAMS

Television Phonographs with Emerson's 15 in. Screen Special, \$875.00 each

TERMS:
1/2 Deposit,
Balance
C. O. D.



M.S. GISSER, SALES MANAGER

CHICAGO COIN REBOUNDS

Like New—\$225.00

SKEE BALLS

- 5 Wurlitzer Skee Balls . . . \$150.00
- 1 Jafco 9-ft. Barrel Rolls . . . 95.00
- 2 Bowling Leagues, 9 ft. . . 95.00
- 100 12 and 14-ft. Bank Balls, Each in lots of 10 or more. Each . . . 85.00

SLOTS AND BELLS

- 10c Watling Treasury . . . 50.00
- 25c Watling Roll-a-Top . . . 69.50
- Blue Fronts, 5c . . . 75.00
- 10c . . . 85.00
- 25c . . . 95.00
- Brown Fronts, 5c . . . 75.00
- 10c . . . 85.00
- 25c . . . 95.00
- 10c Jennings Silver Chief . . . 85.00
- 10c Jennings Bronze Chief . . . 85.00
- 25c Jennings Bronze Chief . . . 85.00

USED VENDORS

- 300 N.W. 1c 23 Ball Gum Vendors with Plastic Globes . . . \$ 8.50
- 50 N.W. 1c 29 Peanut Vendors . . . 8.50
- 25 Silver King 1c Ball Gum Vendors . . . 8.50
- 25 Silver King Nut Vendors . . . 8.50
- 10 Shipman Duo Stamp Vendors, like new . . . 13.00
- 12 Northwestern 1c-5c DeLuxe . . . 18.50
- 6 Automatic Distributor Postage Stamp Vendors, Like New. 12.50

HEADQUARTERS

For Advance 21F Vendors. Write or call for quantity prices.

MUSIC

- 4 1422 Rock-Ola . . . \$295.00
- 4 Wurlitzer 750-M . . . 185.00
- 1 Wurlitzer 750-E . . . 195.00
- 5 Wurlitzer 850-E . . . 195.00
- 20 Wurlitzer 400-K . . . 120.00
- 2 Wurlitzer 500 . . . 125.00
- 5 Wurlitzer 600-R . . . 125.00
- 2 Rock-Ola 39 DeLuxe 100.00
- 1 Rock-Ola 40 Super 100.00
- Seeburg 46-M . . . 395.00
- Seeburg 46-S . . . 375.00
- 30-Wire Coded Cable, 100 ft. Per ft. . . 30
- Packard Brackets . . . 3.00
- 39 Personal Music Boxes and 2 Stations, complete . . . 500.00

USED CIGARETTE VENDORS

- 25 PX-8 . . . \$125.00
- 3 C-8 Electrics . . . 185.00
- 3 National 950 . . . 85.00
- 3 National 930 . . . 65.00
- 5 Rowe Imperial, 8 Col. . . 60.00
- 2 Rowe Royal, 8 Col. . . 80.00
- 2 Rowe Royal, 10 Col. . . 85.00
- 6 Uneda-Pak 500, 15 Col. . . 85.00
- 4 Uneda-Pak 500, 9 Col. . . 75.00
- 4 Uneda-Pak E, 8 Col. . . 60.00

USED CONSOLES

- 1 Bally 3c Hi Boy . . . \$195.00
- 3 Keeney 5-25 Super Bonus Bells . . . 335.00
- 2 Keeney 5-10-25 Super Bonus Bells . . . 525.00
- 2 Evans Races, Comb. . . 325.00
- 4-Way Keeney Super Bells . . . 125.00
- 2 Draw Bells . . . 200.00
- 6 Baker's Pacers . . . 150.00
- 2 Jennings Challengers, 5-25 . . . 325.00
- Mills 3 Bells, New . . . 295.00
- Evans Bangtails with C.S. . . . 95.00
- 10 Keeney 5c Super Bells . . . 65.00
- 3 High Hand, Comb. . . 75.00

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-4713

MORE GOOD BUYS in PREMIER REBUILTS

Every game in perfect mechanical condition—ready for location.

CONTACT \$115
with Flippers

CRAZY BALL \$115
with Thumper-Bumper

- Bermuda . . . \$ 70
- Build Up . . . 90
- Caribbean . . . 85
- Catalina . . . 75
- Cinderella . . . 105

- Cover Girl . . . \$ 95
- One-Two-Three . . . 165
- Rancho . . . 125
- Shanghai . . . 95
- Speedway . . . 145

1/3 Deposit With Order—Balance C. O. D.

PREMIER Coin Machine Distributors, Inc.

Write—Phone—Wire

214-20 SOUTH HOWARD ST., BALTIMORE 1, MD. MULberry 1420

Eastern Engineering Adds 2

PHILADELPHIA, April 23.—James E. Kendig, president of Eastern Engineering & Sales Company, local manufacturers of the Kenro ice cream bar vending machine, announced the appointment of two men to the company's executive staff. LeRoy Rogers comes in from Boston to serve as assistant to Sam Rogove, secretary-treasurer of the Eastern firm. Rogers was formerly assistant to the president of the Polaroid Corporation, camera equipment manufacturers. The second addition is William Carrigan, of Philadelphia, who will head the company's research and statistical department.

FOR THE BEST SLOT MACHINES COME TO HEADQUARTERS AND SAVE MONEY!

OUR UNCONDITIONAL GUARANTEE IS YOUR ASSURANCE OF SATISFACTION

MILLS MACHINES

In All Models and Coin Plays

CRISS CROSS
OVER AND UNDER
TIC-TAC-TOE

COMPLETE MACHINES AND CONVERSION KITS

Your Used Machines Accepted in Trade
GET OUR PRICES FIRST!

BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

VEST POCKET BELLS



\$65.00
1/2 Deposit
With Order.

We Have All Mills Bells in Stock
FRIEDMAN AMUSEMENT COMPANY
441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

- | | |
|-----------------------|----------------------|
| Robin Hood . . . \$95 | Contact . . . \$ 90 |
| Humpty . . . 70 | Morocco . . . 100 |
| Crown Jewels . . . 85 | Cover Girl . . . 80 |
| Crazy Ball . . . 85 | Trinidad . . . 85 |
| Catalina . . . 75 | Cinderella . . . 100 |

LEHIGH SPECIALTY CO.
830 N. Broad St. Philadelphia 26, Pa.
Phone: PO 5-3297

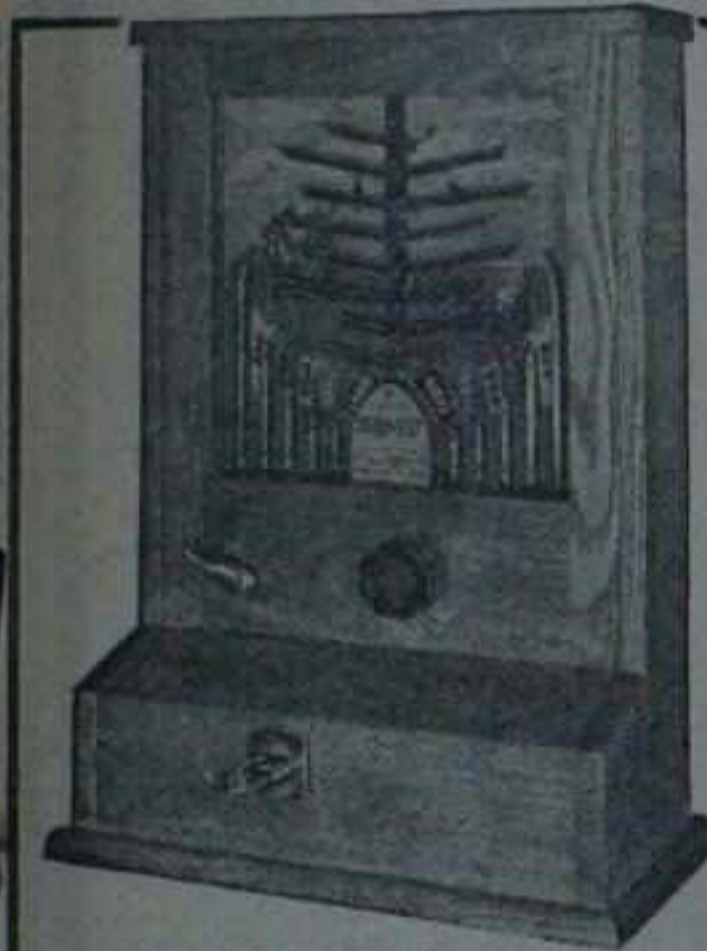
WANTED CITATIONS

KAW SPECIALTY CO.
1137 Osage Ave. Kansas City, Kansas

A-1 Mechanic Available
12 years' experience on 1 Balls, 5 Balls, Consoles and Slots. Know a little about music. I am 31 years old, married and don't drink. I am presently employed, making \$120.00 a week but dissatisfied. Would like a job working for a little man that needs a good mechanic and has some hopes of enlarging. Can give the best of references. Make me an offer. BOX D-176, c/o The Billboard, Cincinnati 22, O.

License Games

NEVADA CITY, Calif., April 23.—By a vote of 3 to 1 the Nevada City Council adopted an ordinance that would license free play automatic machines here. The ordinance carries a license fee of \$50 a quarter for the first machine and \$25 a quarter for each additional one.



SKILL TEST, 1c OR 5c PLAY

A thrill-giving machine for Counter or Arcade. Training and co-ordinating eye, nerve and muscle.



LOOK, 5c PLAY

3-dimensional viewer, features glamorous girl poses. Camera Chief, 1c play, presents scenes, animal, comic pictures. Electric or battery model. Complete with film.

WRITE FOR PRICES

GROETCHEN TOOL & MFG. CO.

124 N. Union Ave. Chicago 8, Ill.

When you buy from Runyon

YOU BUY THE BEST

WURLITZER 1015

RECONDITIONED LIKE NEW \$369.50 AND LOOKS LIKE NEW

AMI MODEL A & B..... WRITE

NOW DELIVERING!

Exhibit's Original DALE GUN Shooting Gallery

Chicago Coin's PISTOL

ORDER TODAY!

RUNYON SALES COMPANY

Exclusive AMI Distributors in N.Y., N.J. & Conn.
593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 6, N. J.
L'Orange 4-1880 : Bigelow 3-8777

30 CASES—ASTROSCOPE READINGS

ALSO SOME BROKEN LOTS. Make offer for all or any part.

Write:

"ASTROSCOPE"

BOX D-166

c/o The Billboard, Cincinnati 22, Ohio

State Tax Calendar

Alabama
May 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
May 20—Sales tax report and payment due.

Arizona
First Monday—Property tax second semi-annual installment due (last day).
May 15—Gross income report and payment due.

Arkansas
May 15—Income tax return, information return and first installment due.
May 20—Gross receipts tax report and payment due.

California
Last Monday—Property tax return due (last day).

Colorado
May 1—Franchise tax due.
May 14—Sales tax report and payment due. Use tax report and payment due.
May 20—Property tax return due (last day).

Florida
May 10—Agents' and wholesalers' cigarette tax report due.

Georgia
May 1—Property tax return in counties of 200,000 or more due (last day).
May 10—Cigar and cigarette wholesale dealers' report due.

Idaho
May 15—Cigarette wholesalers' drop shipment report due.

Illinois
May 1—Cook County personal property tax due. Cook County real property tax semi-annual installment due.

Indiana
First Monday—Property tax semi-annual installment due.
May 10—Cigarette distributors' interstate business report due.
May 15—Cigarette distributors' drop shipment report due. Property tax return due (last day).

Kansas
May 15—Compensating tax report and payment due.
May 20—Sales tax report and payment due.

Kentucky
May 20—Cigarette wholesalers' report due.
May 31—Amusement and entertainment report and tax due. Louisville income tax withholding agents' payment due.

Louisiana
May 1—Soft drinks tax report due. Tobacco tax report due.
May 15—Income tax return and first installment due. Soft drinks tax report due. Tobacco tax report due.
May 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland
May 15—Sales and use tax report and payment due.

Massachusetts
May 20—Cigarette tax report and payment due.

Michigan
May 15—Sales tax report and payment due. Use tax report and payment due.
May 20—Cigarette tax report and payment due.

Minnesota
May 20—Cigarette tax and report due.
May 31—Property tax first semi-annual installment due. Royalty tax due (last day).

Mississippi
May 1—Property tax second semi-annual installment due.
May 15—Manufacturers, distributors and wholesalers of tobacco report due. Sales tax report and payment due. Use tax report and payment due.

Missouri
First Monday—Merchants' and manufacturers' property tax return due.

May 31—Soft drinks manufacturers' report and payment due.

Nebraska
May 1—Real property tax first installment due.
May 10—Cigarette distributors' report due.

New Jersey
May 1—Property tax quarterly installment due.
May 20—Cigarette distributors' tax report and payment due.

New Mexico
May 1—Franchise tax due. Property tax semi-annual installment due.
May 15—Occupational gross income tax report and payment due.

New York
May 15—Franchise (income) tax return and first installment due.

North Carolina
May 15—Sales tax report and payment due. Use tax report and payment due.

North Dakota
May 10—Cigarette distributors' report due.

Ohio
May 10—Cigarette wholesalers' report due.
May 15—Cigarette use tax and report due.

Oklahoma
May 10—Cigarette wholesalers, retailers and vending machine owners' report due.
May 15—Sales tax report and payment due. Tobacco wholesalers, jobbers and warehousemen's report due.
May 20—Use tax report and payment due.

Oregon
May 15—Property tax quarterly installment due.

Pennsylvania
May 10—Soft drinks tax report due.
May 15—Employers' return of tax withheld at source under Philadelphia income tax due. Income tax second installment due.

Rhode Island
May 1—Franchise tax report for calendar year due. Income (franchise) tax report and payment for calendar year due.
May 20—Sales and use tax return and payment due.

South Dakota
May 30—Domestic corporations' report due (last day).

Tennessee
May 20—Sales and use tax report and payment due.

Texas
May 1—Franchise tax due.

Utah
May 15—Sales tax return and payment due. Use tax return and payment due.

Vermont
May 15—Corporation income tax, or first installment and return due.

Virginia
May 1—Individual income tax return due. Tangible personal property return due.

Washington
May 15—Gross income tax return and payment due. Sales tax report and payment due. Seattle occupation tax report and payment due. Use tax report and payment due. Vancouver occupation tax report and payment due. Wholesalers' cigarette drop shipment report due.
May 31—Property tax semi-annual installment due.

West Virginia
May 15—Cigarette use tax report and payment due. Sales tax report and payment due.
May 31—Property tax semi-annual installment due (last day).

Wisconsin
May 10—Cigarette wholesalers and manufacturers' report due.

Wyoming
Sales tax report and payment due. Use tax report and payment due.

CENTRAL OHIO QUALITY BUYS

NEW PIN BALLS
GOTTLIEB BUTTONS & BOWS
GENCO BLACK GOLD
UNITED CAROLINA
WILLIAMS ST. LOUIS
CHICAGO COIN MAJORS

SLOTS — USED

5c BLUE FRONTS	\$ 79.50
10c BLUE FRONTS	84.50
25c BLUE FRONTS	89.50
5c BROWN FRONTS	79.50
10c BROWN FRONTS	84.50
25c BROWN FRONTS	89.50
5c BLACK CHERRYS	129.50
10c BLACK CHERRYS	134.50
25c BLACK CHERRYS	139.50
5c JEWEL BELLS	169.50
25c JEWEL BELLS	175.00
50c JEWEL BELLS, REBUILT	249.50
5c GOLDEN FALLS	135.00
10c GOLDEN FALLS	140.00
25c GOLDEN FALLS	145.00
5c SILVER CHIEFS	69.50
10c SILVER CHIEFS	74.50
25c SILVER CHIEFS	79.50
5-10-25c MELON BELLS	99.50
5c VEST POCKETS	39.50
5c MILLS Q.T.'s	65.00
10c MILLS Q.T.'s	70.00

NEW SLOTS AND SAFES

MILLS 5c-10c-25c-50c
BLACK CHERRYS
JEWEL BELLS
BLACK BEAUTY
BLUE BELL
TOKEN BELL
5c VEST POCKETS
JENNINGS NEW BELLS
STANDARD & CLUB MODELS
CHICAGO METAL
SINGLE DOUBLE & TRIPLE REVOLV-AROUND SAFES & STANDS
HEAVY STEEL REVOLV-AROUND SINGLE, DOUBLE & TRIPLE

CONSOLES — USED

KEENEY BONUS, 5c-25c	\$425.00
KEENEY BONUS, 5c	275.00
DRAW BELLS	195.00
DE LUXE DRAW BELL	275.00
EVANS RACES, COMB.	495.00
5c-25c JENNINGS CHALLENGER	345.00
BALLY TRIPLE BELLS	425.00
KEENEYS, 5-10-25c	595.00
JUMBO PARADE, CP	69.50
BALLY BIG TOP, FP	69.50
JENNINGS TOTALIZER, FP	69.50
MILLS 4 BELLS	69.50
MILLS 3 BELLS, LATE	375.00

CONSOLES — NEW

KEENEY TWIN, 5c-25c	\$800.00
ARROW BELL, 5c-25c	800.00
EVANS RACES, COMB.	989.50
KEENEY WILD BELL	800.00
BALLY MULTIPLE BELL	749.50
BALLY WILD LEMON	545.00
KEENEY GOLD NUGGET	800.00
MILLS 3 BELLS	WRITE

ARCADE EQUIPMENT

TOMMY GUN, LATE	\$ 69.50
EXHIBIT DIGGERS	99.50
CHICAGO COIN HOCKEY	69.50
CHICKEN SAMS	79.50
MUTO, VOICEOGRAPH	425.00
LITE LEAGUE	79.50
BATTING PRACTICE	79.50
KIRK NITE BOMBER	165.00
TOTAL ROLL	69.50
UNDERSEA RAIDER	139.50
PITCH 'EM & BAT 'EM	315.00
NEW SKEE ROLLS	200.00
SKY FIGHTERS	69.50
6 BUCKLEY DIGGERS	115.00

NEW MACHINES, MISC.

CHICAGO COIN SHUFFLEKING, REBOUND	
CHICAGO COIN SHUFFLE KING, 22 FT.	
PACKARD WALL BOXES	\$ 32.50
DAVAL BUDDYS	27.50
KEENEY ELECTRIC CIGARETTE VENDOR	294.50
EXHIBIT'S DALE GUN	289.50
DAVAL GUSHERS	32.50
VENDIT 150 BAR CANDY VENDOR	169.50
GOTTLIEB GRIPPERS	32.50
BALLY CITATION	642.50
ROCK-OLA MAGIC GLO	WRITE
STANDARD SHUFFLE BOARDS	

WIRE—WRITE—PHONE FOR PRICES

CENTRAL OHIO COIN MACHINE EXCHANGE

525 So. High St., Columbus, Ohio
PHONE. ADAMS 7254

The Most Popular All-Year-Round Sport for BIG EARNINGS . .

EXHIBIT'S ORIGINAL 'DALE' PISTOL SHOOTING GALLERY

TODAY—there is no substitute offered that can equal—the play appeal,—the earning power,—nor the greater preference by operators for this 100% proven Exhibit Product.

Not an ARCADE attraction only. Smartly designed for any location—and where pin tables are popular. A money maker all year round—built for years to come.

SEE YOUR 'EXHIBIT' DISTRIBUTOR ABOUT YOURS TODAY!

THE EXHIBIT SUPPLY CO.
(ESTABLISHED 1901)
4218-30 W. LAKE STREET • CHICAGO 24, ILL.

Under license from Dale Engineering Co.



AN APPARENT 50 FOOT TARGET RANGE

USE GENUINE EXHIBIT PARTS

YOUR Future

BIG \$\$\$

EXHIBIT GAMES ARE ALWAYS LOCATION TESTED

★ WATCH FOR EXHIBIT'S NEW '5 BALL'

BETTER PHONOGRAPHS

ALBENA ALWAYS GIVES YOU MORE FOR YOUR MONEY
ALL MACHINES MECHANICALLY OVERHAULED—CABINETS BEAUTIFIED—MODERNISTIC GRILLES.

WURLITZER		SEEBURG LO TONES	
300—600	\$ 45.00	R.C.E.S.	\$145.00
800—850—950	115.00	E.S.	135.00
SEEBURGS		Remodeled and modernized cabinets. Gorgeous Looking Machines. Can take the place of new machines. Entire mechanism, entirely and completely overhauled.	
Majors, Vogues, Classics, Colonels \$ 85.00			
Envoys, R.C., E.S., Cabinets Remodeled and Modernized		125.00	
ROCK-OLA		SEEBURG R. C. BOXES	
Imperial 20	\$25.00	A-1 condition. LOWEST PRICES for any model Wall Box (used).	
Monarch, Windsors	37.50		
Commandos	32.50		
Masters, Standards, Deluxes	60.00		
GRILLE CLOTH 22"x25"		PARTS	
Same as used in New Wurlitzers. \$2.50 Value		Wurlitzer, Seeburg, Rock-Ola Motors, A-1 condition. Overhauled (used)	
60c ea.		\$7.50 Ea.	
		Metal Title Strip Holders (new)	
		1c Ea.	
		Rock-Ola 1422	
		\$275.00	

Parts and Accessories for All Makes and Models Coin-Operated Phonographs

SEND FOR FREE CATALOG. DEPOSIT REQUIRED ON ALL ORDERS.

ALBENA SALES CO.
587 10th AVE., NEW YORK 18, N. Y. • LOngacre 5-8334

FREE—Parts Catalog—FREE
Most complete Parts and Supply Catalog in the coin machine business.
Write today for your copy.
HEATH DISTRIBUTING CO.
217 Third St. Macon, Ga.



NAVAJO

Latest and Best Money Maker

New Game of Skill. Small Investment. Excellent Returns. Takes Pennies, Nickels, Dimes and Foreign Coins.

CONTACT YOUR STATE DISTRIBUTOR

LOUISIANA—O. K. SPECIALTY CO.
Box 3224, Istrouma P. O., Baton Rouge, La.

INDIANA—LOUIE'S AMUSEMENT CO.
505 J St., Bedford, Ind.

Write Us For State Distributorship.

Samples \$14.50. Cash With Order.

CAUDLE & McCRORY MFG. CO.
116 WINTERS BLDG., 39 W. ADAMS P. O. Box 4423—Phone 2-7423 PHOENIX, ARIZONA

COIN RADIO KITS

ASSEMBLE YOUR OWN DETAILED INSTRUCTIONS FOR COMPLETE UNITS



Deluxe Table Model KH
Can Be Screwed Down or Hooked to Table with "C" Clamp.
Complete KH .. \$31.00

Enter this Highly Profitable Business with a Small Cash Outlay. Easily Assembled with Ordinary Tools found in any Home Workshop. Beautiful Cabinet—No stains—no burns—no refinishing. Exceptional acoustics only equaled by this type of Cabinet.

PLASTIC CABINETS, Extra Heavy, Grill attached for TABLE, or top half of Console Model

TIMERS (25¢ exp.) for 1 or 2 hr. OR (5¢ exp.) for 15 min. 4.95

METAL HINGED BASE BACK—No Chest Coin Box and Brackets

3 Locks, Wing Nuts, Name Plates, etc. 1.80

A.C. RADIO CHASSIS RCA 5-Tube Super-Bet. Completely Wired. (U. I. Approval)

PLASTIC BASE, Extra Heavy, to complete CONSOLE MODEL

BEAUTY PARLOR DRYER HEAD SETS AND HOLDER (extra)

1.80

Deluxe Console Model KH
No Stand Needed—Can be Fastened to Floor.
Complete KH .. \$35.00

Pat. Tax Included.
Delivered Free, Any Place in U. S. A.
RADIO COIN MATIC
1110 S. Normandie Ave., Los Angeles 4, Calif.



Deluxe Console Model KH
No Stand Needed—Can be Fastened to Floor.
Complete KH .. \$35.00

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

BERMUDA	\$ 74.50
BUILD UP	84.50
CARIBBEAN	79.50
CATALINA	79.50
CONTACT, w/i	109.50
COVER GIRL	64.50
HUMPTY DUMPTY	74.50
MAJOR LEAGUE	59.50
MANHATTAN, w/i	49.50
MARDI GRAS	124.50
ROBIN HOOD	79.50
SALLY	134.50
SCREWBALL	134.50
SHANGHAI	89.50
STORMY	84.50
SUNNY	74.50
TENNESSEE	89.50
TRADE WINDS	99.50
TRINIDAD	89.50
VIRGINIA	94.50
WISCONSIN	99.50

1/2 Deposit With Order, Bal. C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

You Can't Go Wrong with COVEN!

JOCKEY SPECIAL	\$225.00
SPECIAL ENTRY (New Mechanism)	125.00
VICTORY DERBY (Chrome Rail)	79.50
TRIPLE BELL (Late)	425.00
MILLS THREE BELLS '48	245.00
HUMPTY DUMPTY	79.50
SPIN BALL	109.50
STAR DUST	79.50
CHI COIN MAJOR (New)	WRITE \$22.50 each Ready for Location
CARNIVAL (New)	
CAROLINA (New)	
HAVANA	
MEXICO	
CHI COIN BASEBALL	
OSCAR	
NEVADA	each Ready for Location
GOLD BALL	
RANGER	

1/2 deposit with order

Coven Distributing Co.

3181 ELSTON AVE. CHICAGO, ILL.
Phone: Independence 3-2210

BEST BUY IN TOWN!

SEEBURG WALL-O-MATICS,
W1-L56—\$37.50.
SEEBURG HIDEAWAY,
METAL CABINET—\$350.00.

1/2 Deposit, Balance C. O. D.
F. O. B. New York

ATLANTIC NEW YORK CORP.

Exclusive SEEBURG Distributors
583 10th Ave. New York 18, N. Y.
Phone: BRyant 9-5620

FOR SALE

PHONOGRAPH AND PIN GAME ROUTE

Well established. Texas Gulf Coast.
For details address:
P. O. BOX 368, Anahuac, Texas

Route Mechanic Wanted

Must be able to take complete charge and operate music and pin ball route.

J. CLYDE BELL

304 North Park St. Amarillo, Texas

NATIONAL SLOT MACHINE HEADQUARTERS

Rebuilding by Experts

We will COMPLETELY rebuild your old Mills escalator-type machines into **JEWEL BELLS** or other late 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.
- Back doors refinished.
- New glass throughout.
- New clock gear.
- New springs where necessary.

ONLY \$79⁵⁰

(New parts extra)

CABINET DEAL ONLY: New Jewel Bell cabinet complete with drill-proofing, new Jewel Bell handle and bushings—\$38.50. Write for price on other late models.

Gentlemen: You are now doing business with men who have spent a lifetime in the slot machine business. We know your problems. Let us hear from you.

NATIONAL AMUSEMENT SALES CORP.

1139-43 S. Wabash Ave. Chicago 5, Ill.
Phone Wabash 2-7385

DRESS UP YOUR ARCADES

With The Following Most Popular

NEW EQUIPMENT EXHIBIT

Complete Line, Including

SENSATIONAL DALE GUN	\$289.50	3 SMALL METER FORTUNE MA-	\$195.00
JITTERS	184.50	CHINES on Base. Per Set	
SEA-A-VIEW	129.50	FIST STRIKER	185.00
CARD VENDORS (Floor Size)	40.00	GRIP DEVELOPER	185.00
METER FORTUNE MACHINES, Com-		FOOT EASE VIBRATOR	165.00
plete Line—New Low Price. Ea.	245.00		

MUTOSCOPE

The Four Newest	
CROSS-COUNTRY RACE (Double	\$495.00
Drivemobile)	
DROP KICK FOOTBALL MACHINE.	295.00
RADAR ROCKET	295.00
TWIN-BOWL (1 or 2 Players)	550.00

Other Mutoscope Money-Makers

MUTOSCOPE MOVIES (Complete	\$150.00
With Reel and Display)	
PHOTOMATIC and VOICE-O-GRAPH	Write

MORE POPULAR MONEY-MAKERS

CHICAGO COIN PISTOL	\$325.00
UNITED MIDGET BASEBALL	105.00
(Complete With Stand)	
BALLY HEAVY HITTER	85.00

NEW COUNTER GAMES

GROETCHEN SKILL TEST	\$69.50
WHIRL-A-BALL	18.50
SHIPMAN ART SHOWS	49.50
DAVAL SKILL THRILL	24.50
BAT-A-BALL JR. (With Stand)	24.50
TEST QUEST	34.50
EXHIBIT IDEAL CARD VENDOR	19.50
ELECTRIC SHOCKER	19.50
GOTTLIEB GRIPPER	25.00

New or Factory Rebuilt Amusement Machines—Any Make or Model. Parts, Supplies and Cards—**Munves Has Them All.**



575 11th Ave. at 43d Street
New York 19, N. Y. (BRyant 9-6677)

ATTENTION, COIN MACHINE OPERATORS

Send us your name and complete address. We will send you free sample and complete details on the biggest money and time-saving device that has hit this country. Don't miss a day.

TASCO SUPPLY CO.

206-208 N. RICHMOND ST. APPLETON, WISCONSIN

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE



EXTRA PAYOUTS EXTRA APPEAL EXTRA PROFITS

5c	\$200.00
10c	215.00
25c	230.00
50c	310.00
\$1.00	475.00

ALSO 4TH REEL SUPER JAKPOT WITH CRISS CROSS

5c	\$260.00
10c	275.00
25c	290.00
50c	370.00
\$1.00	535.00



SINGLE COIN PLAY CONSOLES—NEW WALNUT CABINET—

CHROME TRIM—Size 45"x22"x24"

5c	\$300.00
10c	320.00
25c	340.00
50c	400.00

IF PACE BELLS STAND UP AND EARN GREATER PROFITS FOR THE LEADING RENO CLUBS — THEY WILL FOR YOU TOO.

WRITE FOR CIRCULAR AND PRICES

PACE MFG. CO., INC.

2909 INDIANA AVENUE
CHICAGO 16, ILLINOIS

**TRULY GREAT!
ABSOLUTELY NEW!
SENSATIONALLY DIFFERENT!**

EVANS'

BLACK DIAMOND



OUTPLAYS ORDINARY REEL CONSOLES 2 TO 1!

Here Are the Outstanding Features That Are Setting Amazing New Records for Appeal and Earnings!

- ◆ FASCINATING, NEW EYE-CATCHING SYMBOL, entirely different from conventional fruit symbol.
- ◆ HIGH AWARDS ON SINGLE COIN PLAYED, FROM 10 FOR 1 to 20 FOR 1.
- ◆ GUARANTEED JACKPOT ON SINGLE COIN PLAY. \$10 ON 5c PLAY! Jackpot payable in Tokens.
- ◆ NO EXTRA COIN BUILD-UP required to win High Award and Guaranteed Jackpot.
- ◆ 5-COIN HEAD—5 INDIVIDUAL PAYOUT CUPS.
- ◆ AVAILABLE IN STRAIGHT 5c PLAY—STRAIGHT 25c PLAY and COMBINATION 3/5c & 2/25c PLAY.

Special Club Payouts Available

Beautiful Cabinet in American Black Walnut and Golden Maple custom-designed and made by Evans.

Get Evans' BLACK DIAMOND on Your Reel Machine Locations NOW for the Absolute Top in Profitable Action!

**OTHER EVANS CONSOLES
WINTER BOOK
CASINO BELLS
BANG TAILS
GALLOPING DOMINOES
DELIVERY NOW!**

Contact Your Distributor or Write Direct for Information

H. C. EVANS & CO.

1528 W. ADAMS STREET
CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 110

1 Bally Hi-Hand, F.P. & Cash Comb.	69.50	2 Evans 5c Dominoes, 1947, Like New ...	\$349.50
3 Mills Jumbo Parade, F.P.	44.50	1 Chicago Coin Goales	179.50
6 Mills Square Bells	49.50	1 Keeney Air Raider	89.50
3 Keeney 5c Super Bells, Comb.	79.50	1 Amusement Corp. Boomerang	79.50
20 Keeney 5c Super Track Times	89.50	1 Bally Heavy Hitter	69.50
1 Bally Gold Cup, 1 Ball	89.50	3 Chicago Metal Single Safes (Not Revolverround), Like New	34.50
2 25c Mills Blue Front, Like New	94.50	1 5c Jennings Fast Times, Console	29.50
1 1c Mills Blue Front, Like New	79.50	3 Jennings Cigarolas, XV Type	49.50
6 5c Mills Blue Front, Like New	89.50	2 Scientific Batting Practice	34.50
1 10c Jewel Bell, Like New	189.50		

Approx. 40,000 New and Used Records. Make best offer for lot. Approx. 100 various type machines operated by remote control, license free. Worth your consideration. Above prices F. O. B. Winston-Salem, N. C. \$30.00 certified deposit per unit. \$48.00 west of Mississippi. Balance C. O. D.

STYERS COIN MACHINE CO. WINSTON-SALEM, N. C.
ROUTE 7, OAK SUMMIT RD.

WORLDLY WISE says:

Ignorance is when you don't know something and somebody finds it out.



ONE BALLS

Bally

Lexington, P.O. (New)	Write
Gold Cup, P.O.	\$325
Bally Entry, P.O.	250
Victory Special, F.P.	95
Victory Derby, P.O.	95
Jockey Club, P.O. (Pre-War)	50

FIVE BALLS

NEW

Williams ST. LOUIS
United CAROLINA
Genco BLACK GOLD
Gottlieb BUTTONS AND BOWS

CONSOLES

Evans Winter Book, 25c (New)	Write
Evans Bangtails, J.P. (Post War)	\$195
Bally Muffi-Bell (Brand New), Original Crate	Write
Bally Wild Lemon (New)	425
Bally Draw Bell	195
Bally Triple Bell, 3-5-5	395
Jennings Challenger, 5-25	250
Pace Saratoga, 10c	50
Pace Saratoga, 25c	50
Keeney 3-Way Bonus Super Bell, 5-10-25, New Machine Guar.	625
Mills 3-Bells (Pre-War)	95

Exhibit's Dale

SHOOTING GALLERY

Thrills! Action! Suspense!

We Guarantee

Immediate Shipment

PHONOGRAPHS

Packard Hideaway (Factory Rebuilt)	\$150
Wurlitzer 750E	195
Wurlitzer 500	95
Wurlitzer 1015	395
Seeburg Colonial, RC	125
Seeburg 9800 Lo-Tone, RC	195
Rock-Ola 1432	300
Rock-Ola Standard	110
Rock-Ola DeLuxe	110

SPECIAL PRICE!

Brand New—Original Crates. Any Coin Chute Combination.

Keeney Twin Bonus Super Bell

WRITE

TERMS: 1/3 DOWN, BALANCE SIGHT DRAFT

Chicago Coin

REBOUND SHUFFLEBOARD

Coin Operated—10c Play. Length 9 feet. Ideal for small locations. Black playing field—beautiful cabinet. Now only \$225



Phone: EVERglade 4-2300

Chicago 47
2330 N. Western Ave.

★ ELMER ★

REVAMP FROM YOUR KILROY



HERE IS A GOOD CLOSE-UP OF JUST ONE SENSATIONAL FEATURE INCORPORATED IN ELMER, WHICH MAKES THIS REVAMP THE TALK OF THE INDUSTRY.

FLIPPERS • BANG BUMPER • SUPER HIGH SCORE
ROLL OVER BUTTONS • KICKOUT POCKETS

SEE YOUR DISTRIBUTOR OR WRITE TO US DIRECT

SWEET SUE FROM HAVANA STILL GOING STRONG. GET YOUR HAVANAS IN AT ONCE.

Canadian Distributor:

ROXY SPECIALTY CORP., 703 Notre Dame St., W., Montreal 3, Quebec

T and M SALES CO.

2849 Fullerton Ave., Chicago 47, ILL.
Dickens 2-2424

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

SOUTHERN'S SPRING SALE!

GET READY FOR THOSE SUMMER SPOTS NOW! YOUR CHOICE OF HUNDREDS OF A-1 USED GAMES—MUSIC—CONSOLES, ETC.

\$14.50 EA.—3 FOR \$40.00

- | | |
|------------|--------------|
| Big Hit | Ballyhoo |
| Click | Crossfire |
| Fast Ball | Honey |
| Havana | Kilroy |
| Marjorie | Miss America |
| Playboy | Pastime |
| Rio | Ranger |
| Step Up | Spellbound |
| Smarty | Surf Queen |
| Superscore | Vanities |
- in ordering give 2nd and 3rd choice.*

\$19.50—EACH—\$19.50

- | | |
|----------------|----------|
| Bowling League | Carousel |
| Lucky Star | Mexico |
| Torchy | Tally-Ho |

LATE FREE PLAY GAMES

- | | | | |
|----------------|----------|---------------|----------|
| All Baba | \$129.50 | Ramona | \$179.50 |
| Buccaneer | 139.50 | Rainbow | 139.50 |
| Bermuda | 49.50 | Sweet Sue | 49.50 |
| Build Up | 99.50 | Sunny | 99.50 |
| Contact | 119.50 | Short Stop | 99.50 |
| Dew-Wa-Ditty | 119.50 | Sea Isle | 99.50 |
| Humpty Dump | 99.50 | Spinball | 79.50 |
| King Cole | 119.50 | Speedway | 119.50 |
| Mardi Gras | 119.50 | Samba | 109.50 |
| Major League | 99.50 | Screwball | 139.50 |
| Miss Q.T. | 99.50 | Stardust | 99.50 |
| Merry Ole King | 69.50 | Saratoga | 159.50 |
| Monterrey | 109.50 | Summertime | 129.50 |
| Melody | 69.50 | Trade Winds | 89.50 |
| Morocco | 129.50 | Trinidad | 89.50 |
| Nevada | 99.50 | Triple Action | 69.50 |
| Puddin' Head | 159.50 | Tropicana | 59.50 |
| Paradise | 129.50 | Wisconsin | 99.50 |
| Phoenix | 159.50 | Yanks | 79.50 |

SEEBURG PHONOGRAPHS

- | | |
|-----------------|----------|
| Mayfair | \$119.50 |
| R.C. Colonel | 149.50 |
| Casino | 109.50 |
| Classic | 159.50 |
| Crown | 79.50 |
| Vogue | 159.50 |
| Regal | 89.50 |
| Concert Grand | 79.50 |
| 8200 Conversion | 49.50 |
| E.S. Lotone | 189.50 |
| R.C. Lotone | 209.50 |
| Royal | 49.50 |

WURLITZER PHONOGRAPHS

- | | |
|-------------|----------|
| 950 | \$119.50 |
| 1015 | 379.50 |
| 750-M | 199.50 |
| 24 Victory | 39.50 |
| 750-E | 189.50 |
| 600 Victory | 49.50 |
| 800 | 129.50 |
| 716 | 39.50 |

ROCK-OLAS

- | | |
|-------------|----------|
| Commando | \$ 49.50 |
| Super '40 | 69.50 |
| Imperial 20 | 39.50 |

Mills Throne of Music \$ 39.50

Packard 400 Hideaway \$ 89.50

MUSIC ACCESSORIES

- | | |
|---|----------|
| Seeburg Wireless 5-10-25¢ Wallomatic WS-10Z | \$ 16.50 |
| Seeburg Wireless Baromatic WB-1Z, as is | 6.50 |
| Seeburg Duo Remote Console WC-1ZA | 69.50 |
| Seeburg 5¢ 3-Wire Wall Box DS20-1Z | 10.50 |
| Seeburg 5¢ 3-Wire Wall Box with metal cover | 16.50 |
| Seeburg 5¢ Wireless Wallomatic WS-2Z | 10.50 |
| Seeburg 5¢ Wireless Wallomatic with metal cover | 16.50 |
| Seeburg 3-Wire Deluxe Baromatic DS8-1Z, as is | 6.50 |
| Wurlitzer Wireless Wall Box #3045 | 17.50 |
| Wurlitzer Model 120 Wall Boxes | 4.00 |
| Buckley 12-Selection Wall Box, 5¢ | 3.00 |
| Rock-Ola 5¢ Dialatone Box | 5.00 |

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN CINCINNATI • DAYTON • FT. WAYNE INDIANAPOLIS • LEXINGTON

- | | |
|---|---|
| 624 S. Third St., Louisville 2, Ky. | 228 W. 7th St., Cincinnati 2, Ohio |
| 240 Jefferson St., Lexington 2, Ky. | 603 Linden Ave., Dayton 3, Ohio |
| 1329 So. Calhoun St., Ft. Wayne 2, Ind. | 325 N. Illinois St., Indianapolis 4, Ind. |

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

ONE BALLS

- | | |
|-----------------|----------|
| Daily Races | \$ 49.50 |
| Gold Cup | 279.50 |
| Pastime | 14.50 |
| Big Parley | 39.50 |
| Hot Tip | 39.50 |
| Special Entry | 139.50 |
| Victory Special | 49.50 |

BRAND NEW

- | | |
|--|---------|
| RX Penny Weighing Scale | \$59.50 |
| Peanut or Ball Gum Vendor | 7.50 |
| Arkuno 5¢ Gum & Candy Vendor, Model 130-M.M. | 39.50 |
| Base—\$12.50 Extra. | |

- SLIGHTLY USED Chicago Coin
Shuffle King Rebound.....\$199.50

USED ARCADE EQUIPMENT

- | | | | |
|----------------------------|---------|------------------|---------|
| Gottlieb 3-Way Grip Tester | \$ 7.50 | Pikes Peak | \$ 7.50 |
| A.B.T. Challenger | 14.50 | Kicker & Catcher | 9.50 |
| Rock-Ola Ten Pins | 49.50 | Genco Total Roll | 49.50 |
| Marvel Pop Up | 99.50 | | |

TERMS: 1/3 Deposit, Balance Sight Draft

THE 1949 CRISS-CROSS

Brand New Mills Cabinets & Mechanism With Our Criss Cross Attachments Added

MADE UP BY THE ORIGINATORS OF THE OVER & UNDER

USED MACHINES

- | | |
|--|----------|
| MILLS JEWEL BELLS, Orig., 2/5 Pay | \$175.00 |
| MILLS BLACK CHERRYS, Orig., 2/5 or 3/5 | 115.00 |
| MILLS GOLDEN FALLS, Orig., 2/5 | 125.00 |
| MILLS CLUB ROYAL, Orig., 3/5 | 50.00 |
| WATLING ROL-A-TOP, 2/5, 10c | 45.00 |
| COLUMBIAS | 65.00 |
| 1946 BANG TAILS | 150.00 |

A small extra cost if over and under desired on Mills Machines

NEW MACHINES

- | | | |
|--------------------|--------------------|----------|
| MILLS JEWEL BELLS | \$248.00, \$253.00 | \$258.00 |
| MILLS BLUE BELLS | \$248.00, \$253.00 | 258.00 |
| MILLS BLACK BEAUTY | \$258.00, \$263.00 | 268.00 |
| MILLS TOKEN BELL | \$248.00, \$253.00 | 258.00 |
| MILLS BONUS BELL | \$258.00, \$263.00 | 268.00 |

OTHER MAKES BY ORDER

MASTER SHUFFLEBOARDS, \$224.95

3 Bars showing in any position.
Pay 20 coins.

Token Jackpots up to 87% Payout.

1 Bar Pays 2—1 Cherry Pays 2.

2 Bars Pay 5—2 Cherrys Pay 5.

Everything New—Trouble Free.

Club or Standard Reels.

Returnable in 10 Days.

Location Tested.

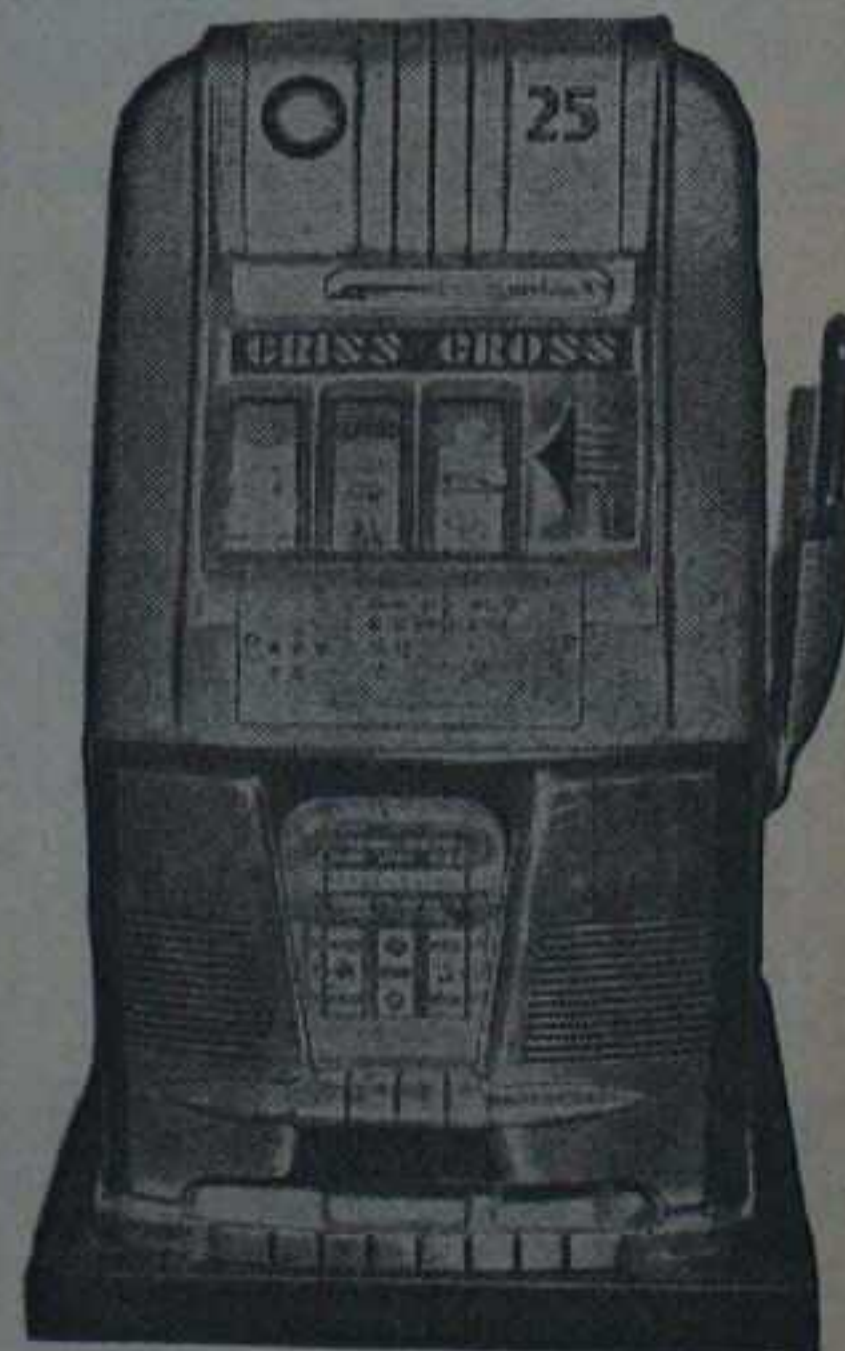
Immediate Delivery.

More Play—More Profits.

We can equip your Mills Bells with this attachment.

OPERATORS—Write regarding prices.

We repair all Coin Machines.



HANFELT SALES CO.

Phone 3541

1917 NORTH BROADWELL STREET
GRAND ISLAND, NEBRASKA

Phone 3541

Chicago Coin's MONEY MAKERS!

PISTOL

LIKE FIRING ON A 50 FT. RANGE!

WE CAN'T MAKE 'EM FAST ENOUGH... THAT'S BECAUSE THEY'RE OUT-EARNING ALL OTHER TARGET GAMES!

SHATTERING ALL PROFIT RECORDS!
IT'S PROVEN
 AND NOT JUST A PROMISE!
 ORDER NOW FOR IMMEDIATE DELIVERY!

MAJORS

OF 49'
 THIS IS BASEBALL AT ITS BEST!

Chicago Coin Machine Co. 1725 Diversey Blvd. Chicago 14, Ill.

NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY

Gottlieb BUTTONS & BOWS	Bally CARNIVAL
United CAROLINA	Genco BIG TOP
Exhibit SWANEE	Chicoin MAJORS '49

SPECIAL OFFER!
 25 WURLITZER 1015's... \$365.00 EACH
 EXCELLENT MECHANICAL CONDITION—CABINETS REFINISHED.

NATIONAL COIN MACHINES' SHUFFLEBOARDS
 Have the die-stock Masonite proven top! No warping—no scratching. For immediate delivery in 18-20-22 ft. lengths. Write.

5 CHICAGO COIN SHUFFLE KING REBOUNDS, Slightly Used.....\$220.00 Each

75 DuGRENIER CIGARETTE MACHINES
 9 COLUMN—MODEL W
 Completely reconditioned, worn parts replaced. New Hammerloid Finish in Blue & Silver, Maroon & Silver, Light & Dark Mahogany. Equipped with National Slug Rejector. 20¢ & 25¢ Operation.
\$95.00 EACH

15 BALLY CARNIVALS
 Excellent mech. condition as well as appearance. **\$140.00 EA.**

Exhibit DALE GUN
 Mauser type pistol, animal targets. Presents illusion of 50 ft. range but requires only 3 sq. ft. floor space.

NEW LOW PRICES!
BUCKLEY WALL & BOXES
 20-24-32 RECORD SELECTIONS
 PRODUCTION STEPPED UP - - -
 PRICES MARKED DOWN!
 IMMEDIATE SHIPMENT—WRITE FOR PRICES
BUCKLEY MUSIC SYSTEM, INC.
 4223 WEST LAKE STREET CHICAGO 24, ILLINOIS

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

Spares 'N' Strikes	\$169.00	Packard 400 Hideaway	\$ 99.00
Scientific Pitchem Batem	199.00	Packard 1000 Chandelier Speaker	49.00
ProScars	99.00	Packard 700 Speaker	9.00
Bally HyRoll	99.00	Packard 800 Speaker	19.00
Advance Roll	89.00	Packard 900 Speaker	29.00
Singapore R. D. (Console)	19.00	Packard Manhattan, New, in Crates.....	395.00
Viking Minit Popcorn Mach. (Used)	99.00	Packard Brackets	2.00
Viking Minit Popcorn Mach., New in Crates	189.00		

5 BALL FREE PLAY	WANTED	1 BALL FREE PLAY
El Paso Tucson	One-Two-Three	Citation
Dew-Wa-Ditty	Merry Widow	Jockey Special
Tel-a-Card Barnacle Bill	Puddin' Head	Special Entry
Triple Action	King Cole Buccaneer	Gold Cup

AMERICAN VENDING CO.
 2259 Coney Is. Ave., Brooklyn, N. Y. Est. 5-1834 810 5th St., Miami Beach, Fla. 36-1419

ATTENTION, ARCADE OPERATORS!
 10 POKERINOS—NEW—USED TWO MONTHS
 LIST PRICE \$279.50—WILL TAKE \$125.00
 1 CHI COIN GOALER • 1 WESTERN BASEBALL • 1 CLAW MACHINE
 30 Penny and Nickel Pinball Machines for sale at 310.00 each, and other Arcade Equipment.
HARRY ZASLOW
 5829 BEAUMONT AVE. PHONE: BELGRADE 4-3301 PHILADELPHIA 48, PA.

FOR SALE—LIKE NEW
12 5-10-25c KEENEY 3 WAY BONUS BELLS, \$45.00 each
 1/3 Deposit With Order
COIN MACHINE SERVICE, INC.
 418 THIRD ST., SANTA ROSA, CALIF. PHONE: SANTA ROSA 3713-1498

*Operate
UNIVERSAL'S
"Arrow Bell"
BEFORE YOU DECIDE ON
ANY OTHER CONSOLE
at any price!*

The Better Buy.. for **RICHER CASH BOX APPEAL!**



WILD ARROWS
Make each adjacent symbol 'wild' to automatically complete any award. It's exclusive with ARROW BELL—a sure lure for steady play!

SCORING
On Big Jumbo Motor-Driven Reels

Price tags don't determine the true value of any console. Cheaper new and used consoles have already had their day in all locations and now hundreds have been replaced by Universal's "ARROW BELL". We urge you not to buy any other console than Universal's ARROW BELL... the one console that will PAY YOU THE DIFFERENCE IN PRICE almost at once... the console that will EARN BIGGER MONEY for years to come!

INSTANTLY CONVERTIBLE
AUTOMATIC or FREE PLAY

UNIVERSAL'S
"Arrow Bell"
TWIN MULTIPLE COIN HEAD (5c, 10c and 25c play).

- plus* POSITIVE ADVANCING ODDS that multiply with each coin inserted.
- plus* JACKPOT THAT MULTIPLIES with each coin played—a real come-on!
- plus* BIG EXTRA JACKPOT AWARD of 500 extra points with "WILD ARROW" lighted and 4 coins played.

WRITE—WIRE OR PHONE—See Your Distributor Today



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

NOW DELIVERING
THE 1949 QUIZZER

Location Reports Coming In Show
Tremendous Play

NO RENTAL CHARGE ON FILM

Each QUIZZER Shipped Complete With
6,000 Questions, Endless Film Mechanism,
Service Manual of Instruction

PLACE YOUR ORDER NOW

FOR EARLY SEASON DELIVERY

AMUSEMENT
OR FREE PLAY **\$385**
F. O. B. Detroit

SPECIAL PRICE 5 OR MORE

1/3 with order, bal. draft or C. O. D.



NOW AVAILABLE AND ADAPTABLE TO 1948 MODEL QUIZZER
NEW SCORING SIGN, ENDLESS FILM, SERVICE MANUAL

TRAINING DEVICES, INC.

1469 Electric Ave. Lincoln Park 25, Michigan
Phone: Warwick 8-8480



Williams
ST. LOUIS

Williams
MANUFACTURING
COMPANY

161 W. Huron St.
Chicago 10, Ill.

Creators
of
Dependable
Play
Appeal



VAS YOU EFFER IN ZINZINNATI?

that is . . . for a big Coin Machine Celebration of this kind . . . where everyone enjoys himself in the true Cincinnati spirit. This is your official invitation to help us celebrate our

Golden Anniversary

A Real Get-Together for Coin Machine Men in a Friendly Atmosphere
MANUFACTURERS DISTRIBUTORS OPERATORS

Food, Refreshments, Entertainment and Surprises

3 BIG DAYS

PLUS a Complete Display of the Latest Coin Operated Machines

3 BIG NIGHTS

FRIDAY, SATURDAY, SUNDAY—MAY 6, 7, 8, 1949

Let Us Know If You Want Us To Make Hotel Reservations for You.



Ben Goldberg

Each Day
Something
Different
... From 9
A.M. Until
???

Sicking, Inc.

ESTABLISHED 1895 AMERICA'S OLDEST DISTRIBUTOR
1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

Bring the
Ladies—
Beautiful
Souvenirs
for
Everyone



William Marmor

BADGER'S Bargains

"Often a few dollars less - Selhom a penny more"

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-5-5	\$595.00	KEENEY BONUS 1-WAY, 5c	\$225.00
KEENEY BONUS 3-WAY, 5-10-25	650.00	KEENEY BONUS 3-WAY, 5-25	425.00
BALLY TRIPLE BELLS, 5-10-25	450.00	KEENEY BONUS 2-WAY, 5-5	425.00
BALLY TRIPLE BELLS, 5-5-25	450.00	KEENEY GOLD NUGGET	395.00
JENNINGS CHALLENGERS, 5-35c	295.00	BALLY DRAW BELLS (R. B.)	189.50
KEENEY TWINS, 5-25, F.P., P.O.	89.50	BALLY DRAW BELLS (M. B.)	179.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, LATE F.P., P.O.	49.50
BALLY DOUBLE UP	295.00	MILLS JUMBO, P.O.	39.50
BALLY DELUXE DRAW BELLS	225.00	BUCKLEY TRACK ODDS	245.00
1948 EVANS BANGTAILS	195.00	BALLY HI HANDS	49.50
1948 EVANS WINTER BOOK	195.00	BALLY CLUB BELL, F.P., P.O.	49.50
NEW BALLY HI BOY	Write	NEW UNIVERSAL ARROW BELL	Write
NEW BALLY RESERVE BELL	Write	NEW EVANS BANGTAILS	Write
NEW BALLY MULTI-BELL	Write	NEW DOMINOES	Write
NEW BALLY SPOT BELL	Write	NEW BALLY TRIPLE BELLS	Write
BALLY VICTORY SPECIAL	69.50	GOTTLIEB DAILY RACES	69.50

GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100	Write	SEEBURG MODEL 1-48	Write
NEW WURLITZER MODEL 1015	Write	SEEBURG MODEL 1-47	\$425.00
NEW WURLITZER MODEL 1090	Write	SEEBURG MODEL 1-46	350.00
WURLITZER MODEL 1015	\$349.50	ROCK-OLA MODEL 1428 (1948)	Write
A.M.I. MODEL B	Write	ROCK-OLA MODEL 1456 (1947)	325.00
A.M.I. MODEL A	530.00	ROCK-OLA MODEL 1432 (1946)	375.00
WURLITZER MODEL 1100	595.00	ROCK-OLA 1940 PLAYMASTER	249.50
SEEBURG HIDE-A-WAY 346	295.00	ROCK-OLA 1940 PLAYMASTER	149.50
PACKARD PLA-MOR BOXES	22.50	SEEBURG 1946 WIRELESS BOXES	29.50
NEW PACKARD BOXES	19.50	SEEBURG 1946 3-WIRE BOXES	24.50

NEW AND RECONDITIONED SLOTS

JENNINGS SUN CHIEF	Write	MILLS BLUE BELL	Write
JENNINGS STANDARD CHIEF	Write	MILLS BLACK GOLD	Write
PACE 1948 CHROME, \$1.00	\$275.00	MILLS JEWEL BELL	Write
COLUMBIA TWIN JACKPOT	79.50	MILLS BLACK CHERRY, ORIO.	\$139.50
NEW MILLS VEST POCKET	59.50	1948 STANDARD CHIEF 50c	275.00
1948 STANDARD CHIEF, 10c	149.50	1948 STANDARD CHIEF, 5c	149.50

TERMS: 1/3 Deposit • Immediate Delivery • Price Includes Crating

Badger Sales Co., Inc.

Badger Novelty Co.

2351 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4336

2546 NORTH 30TH STREET
MILWAUKEE 16, WIS.
ALL PHONE KIL. 3030

SHOOT THE BEAR RAY GUN

Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 Deposit With Order. At New Low Price **\$109.50**

★★★★★
Special!

Mutoscope Photomatic	\$225.00
Keeney Submarine	69.50
Keeney Navy Bomber	89.50
Seeburg Shoot-the-Chutes	89.50
Bally Rapid Fire	69.50

SEEBURG RAY GUN

Amplifiers, Motors, Rifles repaired. Complete stock of Seeburg Ray Gun Parts.

Write for List

1346 Roscoe Street, Chicago 13, Ill.
GRaceland 2-0317

Coinex
CORPORATION



JOE ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

ORIGINAL FLIPPER GAMES

CATALINA	\$ 79.50	SAMBA	\$104.50
MONTERREY	104.50	WISCONSIN	99.50
SCREW BALL	129.50	HUMPTY DUMPTY	74.50
CONTACT	94.50	TRINIDAD	84.50

1/3 With Order—Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.
PHILADELPHIA 30, PA.
FRemont 7-4495

98 CLINTON AVE.
NEWARK 5, N. J.
MItchell 2-8527



"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

OPERATORS' INFORMATION ON REQUEST

RECONDITIONED PINGAMES READY FOR LOCATION

HI RIDE	\$ 39.00
HOLIDAY	155.00
FIESTA	39.50
KILROY	15.00
MAGIC	139.50
MAJOR LEAGUE BASEBALL	28.00

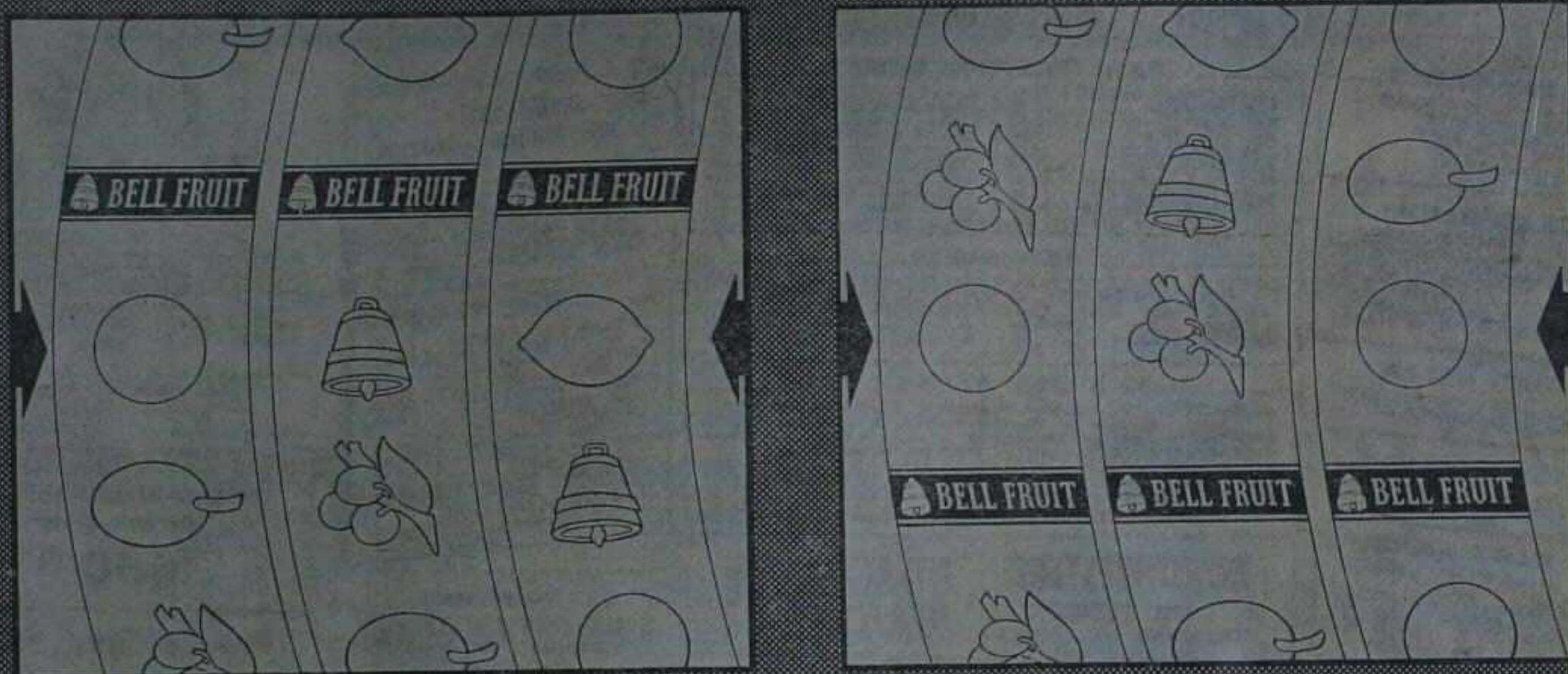
MANHATTAN	\$ 47.00
NEVADA	25.00
PUDDIN' HEAD	134.50
PARADISE	135.00
ROBIN HOOD	87.50
SHANGHAI	79.50
SHORT STOP	70.00
SKY RAY	12.50
STAR DUST	89.50
SURF QUEEN	14.00
TENNESSEE	82.50
TRADE WINDS	82.50
WISCONSIN	84.50
YANKS	49.50

NOW DELIVERING NEW EQUIPMENT

Aquacade, Black Gold, Majors 1949, St. Louis and Citation, 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.

Established 1913

ROY MCGINNIS CO.
3011 MARYLAND AVE., BALTIMORE 18, MD • PHONE: BELMONT 1809



pep up play!

"Over And Under" does it to the tune of 30% to 50% more!

A new, moneymaking idea is now available on all these Mills Bells—Jewel—Black Gold—Club Royale—Black Beauty—Blue Bell—Token. Test on actual location has proved that "Over and Under" increases play 30% to 50%. The "Over and Under" idea is simple, yet it's electrifying. It attracts players; they stay longer; they play more, all because of the "Over and Under" feature which gives them more thrills and more action for their money.

How "Over and Under" Works: When a player gets a 3 bar alignment over or under

the arrow in center of reel window, he automatically receives an — 18 coin payout. No longer does he oh! or ah! because he almost hit the Jackpot. He gets a special 18 award and is very, very happy! This idea makes the bars a very active trade stimulator for now the player has 3 spots to look for bar awards—over, under and, of course, the top award when bars line across the middle of the window, kicking off the Jackpot.

Pep up your machine play; bring a fascinating new idea into your locations. Your players will love it, your cash boxes will prove!

Bell-O-Matic Corporation

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

GET ON OUR MAILING LIST

NEW PIN GAMES

- GOTT. BUTTONS & BOWS UNITED AQUACADE GENCO BLACK GOLD CHICOIN MAJOR, 49 BALLY CARNIVAL

SHUFFLEBOARDS

- 22' SHUFFLEBOARD \$650.00 ELEC. SCOREBOARD 250.00 4 SIDE LIGHTS 30.00 CHI. 9' REBOUND 395.00 ARROW SHUFFLE, 32', Masonite or Maple Top 495.00 MIDGET SHUFFLE, 10' 169.50

NEW ONE BALLS

- BALLY CITATION, F.P. 645 BALLY LEXINGTON, P.O. 645

New Phono Specials

- Wurl. 1080 \$475.00

NEW SKILL GAMES

- EXH. DALE GUN \$289.50 SEVEN-HI, Belgian Pool Table 325.00 EV. BAT-A-SCORE 355.00 FLASH HOCKEY 79.50 CHICOIN PISTOL 325.00

NEW COUNTER GAMES

- GOTT. 3-WAY GRIPPER \$39.50 S. K. HUNTER 45.00 GRIPVUE 49.50 ABT MODEL F 47.50 ABT CHALLENGER 45.00 ABT SKILL GUN 57.50 SHIPMAN ARTSHOW 49.50 DAVAL FREE PLAY 24.50 KICKER & CATCHER 34.50 BALLY HEAVY HITTER, Brand New, Closeout 99.50 S. K. TARGET KING 45.00 ACME SHOCKER 24.50 SKILL THRILL 24.50 DAVAL BUDDY, FS 14.50 1/2 AMERICAN EAGLE 37.50 CAMERA CHIEF 17.50 IMP, 1/2 or 5/8 17.50 1/2 MARVEL, CIG., FS 27.50 BAT-A-BALL JR. 21.50 BALLY HEAVY HITTER, Brand New, Closeout 99.50

NEW SLOTS

- MILLS BLACK BEAUTY, H. L. BLACK GOLD, H. L. BLUE BELL, MELON BELL, BONUS BELL, JEWEL BELL, JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF, COLUMBIA, J.P. \$139.50 DE L. COLUMBIA \$169.50 VEST POCKETS 65.00 Q.T., 5/8, \$115.00; 25/8 142.50

SLOT SAFES, STANDS, ETC.

- CHICAGO METAL REVOLVING SAFES - DE LUXE Single \$132.00 Double \$192.00 Triple \$288.00 UNIVERSAL-Single Safe \$87.50 Double Safe 125.50 EXH. FLIPPER KIT \$3.95 NICKEL NUDGER 2.75 BOX STANDS \$27.50 EXH. ROLL TILT 2.75 WICO SPINNER \$11.95 EXH. CONTACT BUMPER 6.95 SEBRING CHANGEMASTER, Mechan. Coin Changer 129.50 5-WAY SENIOR COIN CHANGER 37.50

NORTHWESTERN

- DUAL NUT \$45.00 DE LUXE 27.00 MODEL 33 13.00 MODEL 39 14.40 MODEL 40 11.00 39 BALL GUM 11.55

SAVE 3 WAYS!

- No. 1 Guaranteed Non-Flipper 5-Balls.* No. 2 With Flipper Kit Installed.* No. 3 With (1) Contact Kicker Installed.*

- TROPICANA \$64.50 \$69.50 \$74.50 SINGAPORE 59.50 64.50 69.50 GOLD BALL 49.50 54.50 59.50 CO-ED 49.50 54.50 59.50 HAWAII 49.50 54.50 59.50 CYCLONE 44.50 49.50 54.50 CROSSFIRE 44.50 49.50 54.50 BALLYHOO 44.50 49.50 54.50 HAVANA 44.50 49.50 54.50 KILROY 44.50 49.50 54.50 SUPER SCORE 44.50 49.50 54.50 SPELLBOUND 44.50 49.50 54.50 MYSTERY 44.50 49.50 54.50 MIDGET RACER 34.50 39.50 44.50 BIG HIT 34.50 39.50 44.50 SUSPENSE 34.50 39.50 44.50 ANY PRE-WAR PIN GAME 20.00 25.00 30.00

FLIPPER TYPE 5 BALLS

- Carnival \$159.50 Build Up \$119.50 Barnacle Bill 159.50 Robin Hood 119.50 Thrill 139.50 Trinidad 119.50 King Cole 449.50 Bermuda 119.50 Crazy Ball 129.50 Catalina 119.50 Ballerina 129.50 Humpty D'ity 119.50 Mardi Gras 129.50 Banjo 114.50 Triple Action 129.50 Maj. Leag. BS 109.50 Short Stop 129.50 Yanks 109.50 Spin Ball 129.50 Cover Girl 109.50 Paradise 129.50 Melody 99.50 Contact 129.50 Gold Mine 89.50 Cinderella 124.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

NEW CONSOLES

- UNIV. ARROW BELL, Twin Multiple \$800.00 MILLS 3-BELLS \$921.00 EVANS RACES \$921.00 BALLY TRIPLE BELL \$921.00 EVANS WINTER BOOK \$826.00 EVANS BANGTAILS \$671.50 EVANS CASINO BELL \$637.50 JENN. CHALLENGER \$595.00

NEW VENDORS

- ATLAS DE LUXE 1/2 NUT & B. G. VEND. \$14.20 ATLAS 5/8 BANTAM TRAY VENDOR 14.50 N.W. STAMP VEND. 49.50 POP CORN WARMER 69.50 ARISTOCRAT POP CORN VENDORS 225.00 MARION SCALE 79.50 SILVER KING 13.95 S. K. HOT NUT VEND. 29.95 5/8 4-WAY MINT 17.50 ADVANCE 25/8 MODEL 21F VENDOR 29.50

WILCOX-GAY RECORDIO-GRAM \$324.50

ONE BALLS

- GOLD CUP, F.P. \$325.00 JOCKEY SPECIAL, F.P. 225.00 JOCKEY CLUB, P.O., '47 MOD. 249.50 BALLY ENTRY, P.O. 189.50 SPECIAL ENTRY, F.P. 175.00 VICTORY SPECIAL, F.P. 109.50 VICTORY DERBY, P.O. 79.50 GOTT. DAILY RACES, F.P. 79.50 TURF KING, P.O. 69.50 LONGACRE, F.P. 69.50 JOCKEY CLUB, P.O., '42 MOD. 62.50 KENTUCKY, P.O. 59.50 LONGSHOT, P.O. 59.50

CONSOLES

- 5/8 EV. RACES, CONV., NEW \$595.00 KEENEY 3-WAY BONUS SUPER 525.00 5-25 3-WAY BONUS SUPER 399.50 BALLY TRIPLE BELL 465.00 EVANS '48 WINTER BOOK 395.00 BALLY WILD LEMON, Brand New 375.00 EVANS '48 BANGTAILS, J.P. 249.50 5/8 KEENEY BONUS SUPER BELL 249.50 BALLY DE LUXE DRAW BELL 199.50 BALLY DRAW BELLS, Reg. 159.50 MILLS 3-BELLS 99.50 HI HAND, COMB. 99.50 MILLS 4-BELLS, 5-5-5 69.50 BALLY CLUB BELL 69.50 KEENEY 5/8 SUPER BELL COMB. 79.50 WATLING 'BIG GAME, F.P. 69.50 BALLY BIG TOP, P.O. or F.P. 69.50 MILLS JUMBO, LATE HEAD 69.50 PACE REELS-CHR. RAIL, COMB. 69.50 JENN. SILVER MOON, P.O. or F.P. 69.50

ONE BALLS

- 2 GOTT. DAILY RACES, F.P. \$79.50 6 VICTORY DERBY, P.O. 109.50 11 VICTORY SPECIALS, F.P. 109.50 17 SPECIAL ENTRY, F.P. 175.00 3 BALLY ENTRY, P.O. 189.50 5 GOLD CUP, F.P. 325.00

All Reconditioned and Guaranteed First Class. Immediate Shipment.

TELEQUIZ

SENSATIONAL QUESTION AND ANSWER GAME \$660.00

Daval's FREE PLAY

5c PLAY CIG. OR FRT. REELS NEW \$34.50 Also slightly used with Fruit Reels \$34.50



PARTS NOW IN STOCK FOR PONSER'S PRO-SCORE

WANTED LATE FLIPPER TYPE 5 BALLS. COLUMBIAS, SLOTS, BALLY ONE BALLS, CONSOLES. TOP PRICES PAID-SEND LIST OR PHONE.

SLOTS

- MILLS BLACK CHERRY, Orig., 5/8, \$120.00; 10/8, \$125.00; 25/8 \$100.30 25/8 MILLS BLUE FRONT, H. L. 89.50 5/8 MILLS BONUS BELL 109.50 5/8 MILLS ORIG. CHROME, 2-5 99.50 5/8 MILLS BLUE FRONT, ORIG. 169.50 5/8 MILLS VEST POCKET 44.50 MILLS GOLDEN FALLS, 5-10-25/8 119.50 25/8 Q.T., BLUE CABINET 89.50 WATL. ROL-A-TOP, 5, 10, 25/8 79.50 JENN. 4-STAR CHIEFS 79.50 JENN. STANDARD CHIEFS, 5/8 160.00 10/8, \$165; 25/8, \$170; 50/8 260.00 JENN. 5 DX LITE-UP CHIEF, 5/8 175.00 GROET. COLUMBIA, D.J. 79.50

ARCADE

- TELEQUIZ, F. S. WRITE MUTO. ATOMIC BOMBER, Brand New \$185.00 WMS. ALL-STARS 229.50 EXH. 3 WHEELS OF LOVE & STD. 139.50 EXH. FOOTSEAS, BRAND NEW 175.00 DRIVEMOBILE 129.50 SUPER BOMBER 129.50 CHICOIN GOALEE 129.50 UNDERSEA RAIDER 119.50 SCIENTIFIC POKERINO 119.50 SUPREME SOL-A-SCORE 109.50 KIRK ASTROL SCALE 99.50 EXH. MERCHANTMAN DIGGER 99.50 BATTING PRACTICE 79.50 LIBERATOR OR PERISCOPE 79.50 HOCKEY, CHICOIN 69.50 GENCO WHIZZ 69.50 MUTO. CARD VEN., 3 for \$6, New 39.50 ABT CHALLENGER, Like New 29.50 GOTT. 3-WAY GRIPPERS 24.50 BALLY HEAVY HITTER & STAND 69.50



Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL

Distributors for All the Leading Manufacturers

SHUFFLEBOARDS 22 FT. BLACK TOP OR MAPLE TOP IMMEDIATE DELIVERY-WRITE FOR DETAILS TELEQUIZ-WRITE

ELECTRIC SCOREBOARDS FOR SHUFFLEBOARDS That are built for heavy duty with plenty of "Eye Appeal." Built for Operators - Write for prices.

EXHIBIT'S ORIGINAL "DALE" GUN SHOOTING GALLERY (ALL ELECTRIC)

MID-STATE COMPANY 2369 MILWAUKEE AVE. CHICAGO 47, ILL. Phone: Dickens 2-3444

NEW ENGLAND OPERATORS

Wurlitzer Phonographs make more money, less trouble, have better trade-in allowance-4x stock: New 1100, 1015, 1050A. Guaranteed reconditioned used Phonographs, complete with sensational featherweight tone arm-arm will pay for Phonographs within three years' record and needle saving. Wurlitzer 1015, 1080, 750E, 850, 800, 700, 600, 500 Write or Call Soeburg 148, 147, 146, 9800, 8800, Vogue, Gem Write or Call Rock-Ola 1948, 1947, 1946, Master, Super, Standard Write or Call In Stock-Brand-new Dale Gun, Chicoin Pistol, Aquacade, Majors '49, Black Gold, Buttons and Bows, St. Louis used Flipper Games, Arcade Machines. Wanted-Pokerino, late One Balls, Bally Eureka, Flipper Games, Arcade, Wurlitzer 700 and 750's. Liberal trade-in allowance on new equipment.

EXCLUSIVE WURLITZER DISTRIBUTOR IN NEW ENGLAND

PHONE-ST 2-3320

REDD DISTRIBUTING CO., INC.

298 LINCOLN ST., ALLSTON, MASS.

WANTED-LATE USED PIN GAMES!

WE PAY CASH! NEEDED Humpty Dumpty, Robin Hood, Cinderella, Jack & Jill, King Cole, Triple Action, Montezuma, Trade Winds, Mardi Gras, Paradise, Star Dual, Merry Widow and other late Flipper Games. State price and quantity in first letter.

WIRE SOUTHERN AMUSEMENT CO. CALL 628 Madison Avenue Phone: 5-3609 Memphis, Tenn.

BLACK GOLD

by Genco



PLAY WITH
**ONE,
TWO
OR
THREE**

**NICKELS
PER GAME**

**SAME PLAYING
TIME AS ANY
OTHER 5 BALL
GAME!**



**THE NEW TYPE
5 BALL GAME
OPERATORS HAVE
BEEN WAITING FOR!**

"BLACK GOLD"

**IS THE ANSWER
TO YOUR CASH
BOX WORRIES!**

**YOUR
CASH BOX
WILL FILL UP
FASTER!**



2621 N. ASHLAND AVE.
CHICAGO 14, ILL.

ORDER FROM YOUR NEAREST DISTRIBUTOR

To: all operators
and distributors
in the
vending machine
industry:

Announcement
J. H. KEENEY & CO. INC.
IS NOW UNDER
NEW OWNERSHIP

of men with long years of experience in the design and manufacture of vending machines. The same management, with additional engineering and manufacturing personnel and the same distributors will continue to serve your requirements.

this is our message to purchasers of

THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR

BE ASSURED that the Keeney DeLuxe Electric Cigarette Vendor is a permanent and highly important unit in the Keeney line. Double production of this deluxe electric vendor . . . in effect now and for YEARS AHEAD . . . is our answer to an increasingly great demand. We urge you—accept the distinct advantages of pricing, vending and servicing obtainable only with the Keeney deluxe electric Cigarette Vendor.

- ★ Operates on any combination of nickels, dimes and a quarter through a single coin opening. MEETS ALL PRICE CHANGES!
- ★ Sells more cigarettes. 432 pack capacity—9 double columns dispense alternately at bottom. Always fresh cigarettes.
- ★ Instantaneous price adjustments on each column. Dispenses King or regular size packs.

THE PACK YOU SEE—IS THE PACK YOU GET!

- ★ SWING-UP HINGED FRONT for easy loading and easy servicing.
- ★ THREE-WAY MATCH VENDING: (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny coin insertion.

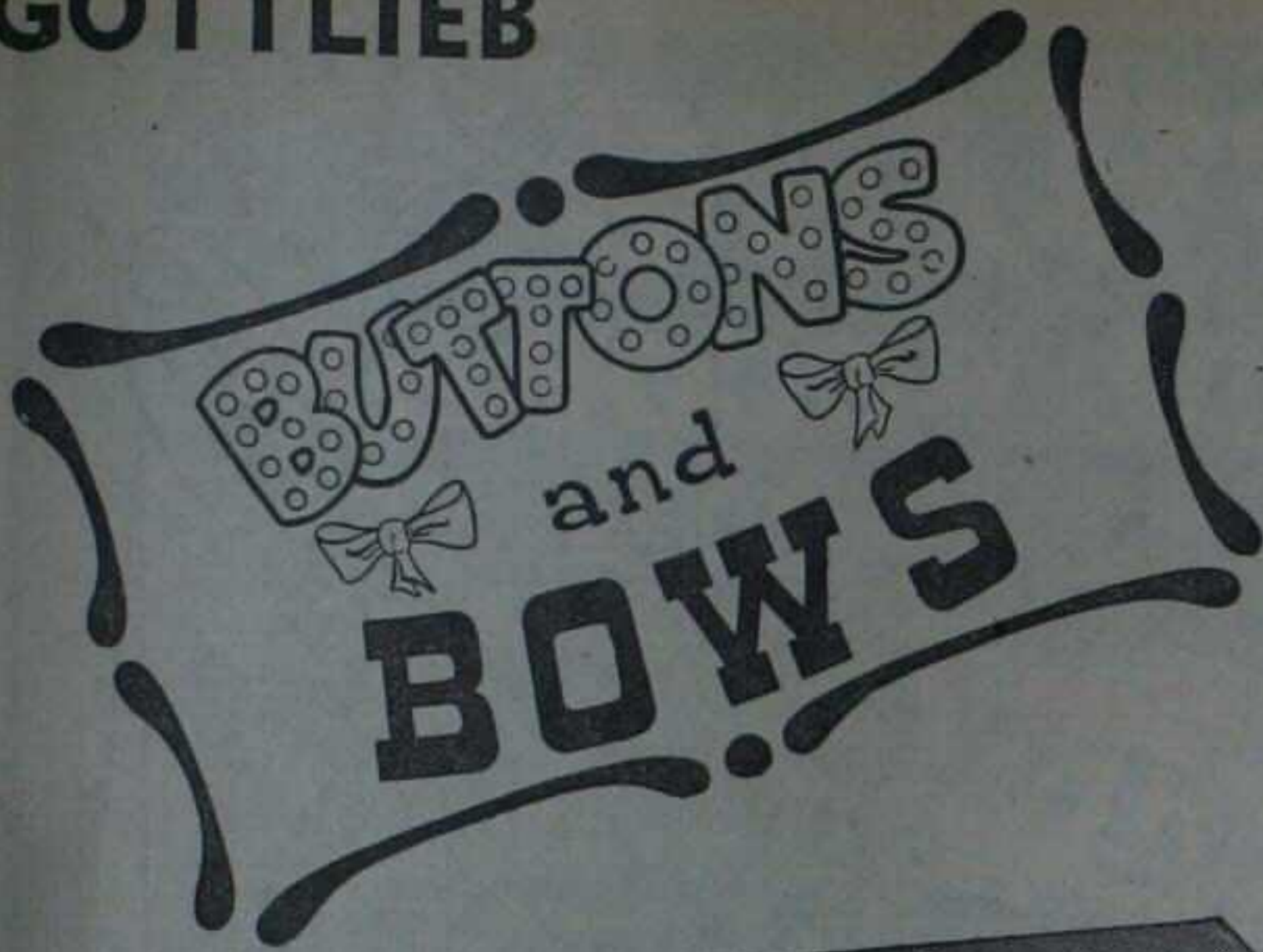
Plan for YEARS AHEAD with
The Keeney DeLuxe Electric Cigarette Vendor!

J. H. *Keeney* & CO. INC.

2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS



GOTTLIEB



PYRAMIDS
YOUR EARNINGS
WITH
FAST
PYRAMID
SCORING
ADVANCE BUTTONS
AND ADVANCE ROLLOVERS



SPECIAL BONUS POCKET

Build-up Buttons increase
Bonus to 190,000



PERCUSSION
BUMPERS!

NON-SEQUENCE SCORING

NEW TYPE BUMPER CONTACTS

NEW

ADJUSTABLE TO BONUS RE-SET
or **BONUS HOLDOVER**

"There is no substitute for Quality!"

ORDER FROM YOUR DISTRIBUTOR TODAY!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

TWENTY-TWO YEARS OF LEADERSHIP

SMASHING ALL ONE-BALL RECORDS!

Bally
CITATION
ONE-BALL FREE PLAY

Bally
LEXINGTON
ONE-BALL AUTOMATIC

More than seven solid months of steady production . . . and still going strong . . . Bally CITATION continues to smash all records. But the greatest record broken by CITATION is the sudden magical way it injected new life into the entire coin machine industry . . . bringing thousands of players back to pin-ball plungers to give operators and distributors the financial pick-up they needed. CITATION, with famous GUARANTEED ODDS feature, holds players by the hour. Odds either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10, 12 or more coins per game for additional selections. For the fattest profits in one-ball history, get going with CITATION now. See your Bally distributor today.



Bally **SPOT-BELL** THE CONSOLE HIT OF THE YEAR!

NEW
"SPOTTED" SYMBOLS
SINGLE CHERRY WINNERS
SINGLE ORANGE WINNERS

FAMOUS
"CITATION"
ADVANCING
ODDS

FAST
MULTIPLE COIN
PLAY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

Bally **MANUFACTURING COMPANY**
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S
CAROLINA



**SNAPPY NEW
PLAYFIELD ACTION**
with Thrills and Suspense
of "Kicker Bumpers"

**8 WAYS
TO SCORE REPLAYS**

**NEW, DIFFERENT
"CRISS-CROSS"
BALL ACTION**

Five Ball
Novelty Replay

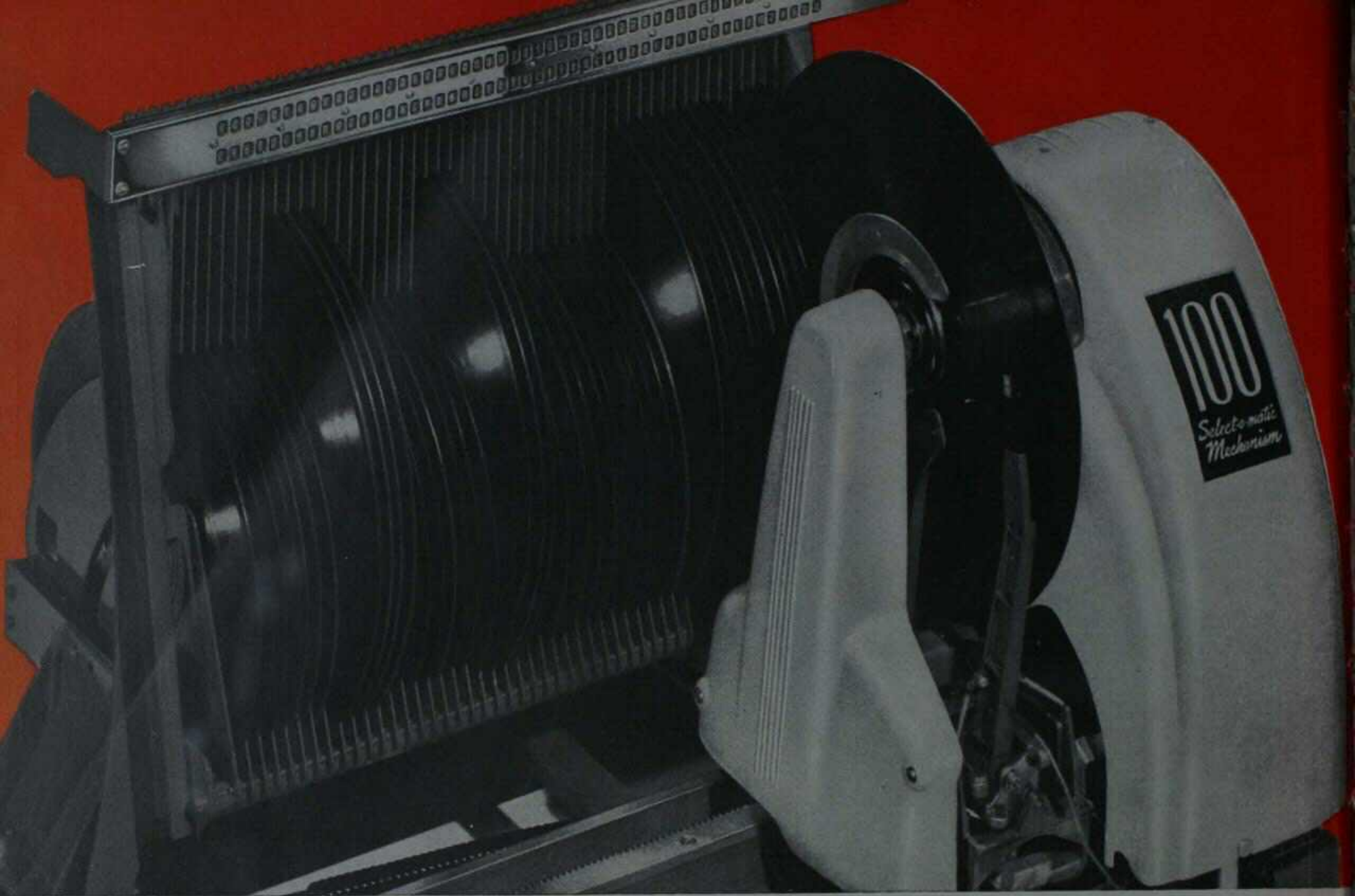
FLIPPER
CONTROL
BUTTON
EACH SIDE

REPLAY
BUTTON

See Your Distributor



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



THE *Seeburg Select-O-Matic* MECHANISM

BRINGS MORE.. AND BETTER.. MUSIC EVERYWHERE

AT THE *Phonograph*



100 selections of music—all visible at one time—all cataloged under musical classifications, such as "Popular Tunes," "Old Favorites," "Waltzes and Polkas," "Classical Selections," etc.—on 10 and 12-inch records. Add to this the completely visible, intriguing operation of the mechanical "brain" as it moves from record to record, and it's easy to understand why Select-O-Matic

"100" Music Systems are setting new standards of performance in location after location.

Anywhere IN THE LOCATION



Matching the wizardry and sales appeal of the Select-O-Matic "100" is the Wall-O-Matic "100"—the most amazing remote selection system you've ever seen. Guests seated anywhere in the location have the same 100 selections of music right at their finger tips — cataloged under the same musical classifications — visible in 5 groups of 20 selections each.

The Wall-O-Matic "100" has a single coin chute that plays one selection for a

nickel—two selections for a dime—and six individual selections for a quarter.



Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Ill.

SEE YOUR SEEBURG
DISTRIBUTOR FOR THE FULL STORY
ON THE NEW SELECT-O-MATIC "100"