- SPRING SPECIAL featuring the OUTDOOR EQUIPMENT REVIEW

Billo ard



In the next few weeks thousands of wagons similar to this will be rolling, symbolizing the beginning of another season for outdoor show business. For the Royal American Shows, greatest traveling carnival of them all, it will be the 28th annual tour of leading still dates, as well as the largest fairs and exhibitions in the United States and Canada. As pictured here, leading attraction, and most likely the biggest money winner, presented by Owners Carl J. Sedlmayr and C. J. Sedlmayr Jr. (right), will be Gypsy Rose Lee, who will be participating in the outdoor field for the first time. Royal American's Tampa, Fla., winter quarters (a review of which appears in this issue) is a beehive of activity as final preparations for the 1949 tour approaches. From coast to coast more than 300 other carnivals, smaller than Royal American, but still elaborate, are in the midst of similar action.

AMERICA'S MOST TALKED ABOUT ATTRACTION

PAUL & PAULETTE TRIO

with JIMMY GARI

WORLD'S CHAMPION ON THE TRAMPOLINE

FEATURING HIS FAMOUS TRIPLE TWISTER

NEW YORK ACCLAIMS!

DANTON WALKER, N.Y., Daily News
... The best thing in the new LQ
show, oddly enough, is an old-fashloned
vaudeville 'trampoline' act labeled Paul
& Paulette Trio."

LEE MORTIMER, N. Y. Daily Mirror "Everyone is gabbing by now about the amaring comeback of Rudy Vallee, who made the wise guys look sheepish. But they are also volubly verbal about a doll named Paulette, who is one of the loveliest creatures ever seen on Broadway. She's a 'trampoline' acrobat. . . . Paulette is the distaff third of the Paul & Paulette Trio, one of the most amazing novelty acts ever gandered. Paulette is a slender, shapely blonds, reminiscent of Virginia Mayo in her Broadway cabaret days, but even more gorgeous. I predict she'll be a movie property before the end of this run."

BILL SMITH, Billboard
"Paul & Paulette Trio is one of best sight acts caught in a long time. Their trampoline stuff, besides being skillful, is dressed niftlly. . . Their leaps were sensational. Particularly outstanding was Jimmy Garner's 'triple twister' (he's 1947 National AAU acro-trampoline champ). The audience loved them."

KAHN, Variety
"Paul & Paulette Trio, two boys in belihop garb and a cute femme looker, go
over strongly in their early spot as they
bounce around on the trampoline. They
are a youthful and attractive trio, with
the girl supplying considerable beaut
dressing. . . The younger of the males
is Jimmy Garner, former National AAU
trampoline champion, and he performs
some difficult tricks with consummate type around any more, but for the time there is in vaude, they can play any of thom, plus the larger niteries, too."

VIRGINIA FORBES, N. Y. Sun "The Paul & Paulette Trio, a trampoline act, is another one of the extraordinary novelties that Lou Walters brings to his big club each season. . They lump on it until they are carried to the ceiling of the house and do stunts on the way down. It is both daring and beautiful; its hazards make high diving seem guite inconsequential."

BERT McCORD, N. Y. Herald Tribune "Lou Walters has backed up his star (Rudy Vallee) with a full-scale revue, and at least one act that is the best of and at least one act that is the best of its kind I have ever seen in a club. That is the Paul & Paulette Trio, consisting of two men in beliboy-like cutfits and a girl attired in the manner of a Varga waitress. Theirs is a trampoline act; a trampoline being particularly elastic and on the order of a fireman's net. Spring high into the air, they execute graceful turns, somersaults, twists and dives. They are well worth seeing."



MILTON BERLE "Texaco Star Theatre" TELEVISION SHOW

VARIETY REVIEW

Paul & Paulette Trio, doubling from the Paul & Paulette Trio, ran through their Latin Quarter. N. Y., ran through amazerotwists on the trampoline with amazerotwists on Act, given top production agrilly. A video natural, his hand at values, was a video natural, his hand at the springy not in a funny bit.

SPORTS and HOME SHOWS

THE TOLEDO TIMES, Toledo, Ohio

"Headlining the twice-daily entertainment program
in the 1948 Sports and Home Show will be the
Paul & Paulette Trio, with AAU Champion Jimmy Garner,
reputed to be the world's finest trampoline act. Paul (George
difficult tricks that his protege, Jimmy Garner, now performs, long
has been known as the 'Maestro of the Trampoline.' Paulette
trampoline today. Champion Jimmy Garner is the only
man in the world to do a triple twister."

CHICAGO ACCLAIMS!

ROY TOPPER, Chicago Herald-Amer.
"One of the greatest novelty acts seen in
N. V. In years (according to press notices) goes into the Oriental Theatre for
three weeks beginning Feb. 3. It is the
Paul & Paulette Trio, seen on Milton
Berle's toleshow last week. They perform acrobatics on a trampoline."

CREC. Variety
"Lively opening pace with Paul & Paulette Trio serving as terrif house-warmers and could have wound show up in sock fashion if placed at end of lineup. . . . Paulette as a French maid not only adorns act, but twists, twirls and filp-flops in easy and graceful manner. George Paul and Jimmy Garner, former National Paul and Jimmy Garner, former National trampoline champ, in bell-boy garb, do series of somersaults and pirouettes, with lively orch backing, building up to 'triple twister' by Garner. Accolades are befty, proving trio's knack of projecting ability even in a huge house."

JOHNNY SIPPEL, Billboard
"Paul & Paulette Trio got attention immediately, with shapely Paulette in scanty French chambermaid garb and two sharp bell-boy partners going thru a series of top trampoline bits. Act goes into high gear as music switches to fast scoring of 'White Heat." Closed to big mitt, with each of the trio doing bits that topped each other."

MONTREAL ACCLAIMS!

THE GAZETTE, Montreal NORMANDIE ROOF, Mt. Royal Hotel,

Montreal, Canada
"An extraordinarily beautiful young lady, guaranteed to delight the eye of oven the most fanatical misogynist, and oven the most fanatical misogynist, and two very energetic young man supply the feature attraction at the Normandie Roof. They are the Paul & Paulette Trio, a trampoline act. They come out dressed as two bell-hops and a French maid. The bell-hops spring aboard the trampoline and proceed to bounce themselves silly to demonstrate the already evident charms of the maid. So far it appears the young lady is merely decorative—but no—the boys desert the ambitious spring mattress and she leaps aboard and proves that she is also a very accomplished acrobat. She does some plain and fancy bouncing, with flips, twists and pirouettes from the region of the chandeller and then as an added attraction she somerabiles through a hoop which she herself is holding while skipping rope—all in midair. The two boys get down to serious business with back-flips and neck-breaking dives, which heretafore this observer has considered impossible. This act is a 'must' and can be seen many times without being repetitious."

> 1949 FAIR SEASON GEORGE HAMID

CHICAGO 1, ILL. PERSONAL LOUIS W. COHAN THEATRICAL AGENCY 203 N. WABASH AVE PHONE: DEARBORN 2-2227

The World's Foremost Amusement Weekly

OUTDOOR BIZ OUTLOOK GOOD

Col. Waxery to Top MBS Net?

Poses Problem for Diskers

NEW YORK, April 2,-Despite refusals of directors of the Mutual Broa asting System (MBS) to comment, reports persisted this week that Frank White, president of Columbia Records, Inc. (CRI) is the leading candidate to succeed Edgar Kobak as the network's next president. White himself would not comment late this week, other than to say that it would not be right to comment in view of the negotiations.

substantiation of the White appoint-

The Mutual presidential situation (See White Reported on page 6)

White Leaving O-o-h, Sistuh! Rosetta 'n' Her Gitar Grab Bible Belt Moola

By Jerry Wexler-

in her current profitable one-nighter occasionally. During the three sumtour of the South. Operating on a \$750 minimum guarantee against 60 per cent of the gross, she's been taking out better than \$1,250 per stand.

Her record is a draw of 17,000 customers into the Ponce De Leon ball park at Atlanta, from which she emerged with \$7,800. That was in July, 1947, and 10 days later she made the same stand for \$4,200.

Small Not

The Sister's operating nut is minimal. Outside of her "assistant" (as fact that there had been no formal the billing reads), singer Marie Knight and a road man, there's no Nevertheless, White was undoubt- pay roll. Locale of the evangelist edly the No. I candidate on the list chirper's concerts is either a church, as the Mutual directors prepared to an auditorium or a ball park, with the meet in Chicago Frida, (8) a few Sister working in conjunction with a days before the management half of local preacher. She usually warms the National Association of Broad- up the audience with a word or two casters (NAB) opens. It is considered of down-home free style gospel chatvirtually certain, however, that the ter, introduces Marie Knight, and directors' choice, subject to the ap- then the two launch into a duet, with proval of White himself, will be an- Miss Tharpe accompanying herself nounced that week-end. It is also on the guitar, and Miss Knight finreported that Kobak himself would gering the piano. They then alterintroduce his successor at the Mutual nate with solo and duet performances, affiliates' dinner in Chicago Sunday with Miss Tharpe building audience tar solos and intermittent sermonizing.

night in the week-and the record hurt the take.

NEW YORK, April 2.-There's does show occasional stretches where heavy sugar in gospel singing, as Sis- she's done better than 20 dates in a ter Rosetta Tharpe is demonstrating month-but she prefers to slacken off mer months she lays off altogether.

A two-month sample of Miss Tharpe's recent schedule, from Janu-(See O-o-h, Sistuh! Rosetta, page 18)

CBS Expects Cirk To Yield To TV After All

declaration made last year by John some months engrossed with the pos-Ringling North, head of the Ringling sibility of a recession. Brothers and Barnum & Bailey Circus, that he would not permit telecasting of this year's Big Show, the Columbia Broadcasting System (CBS) expects the big top head to reverse his position before this year's run is over. The circus opens its New York stand at Madison Square Garden Wednesday (6). CBS has TV rights on all Garden events except hockey and Golden Gloves.

CBS indicated this week that it (10). This was regarded as further fervor with her singing, spotted gui- felt North would relax his ban after the show was past its second week or so. North put the nix on TV last According to Dave Taps, her man- year, supposedly after he became has precipitated a terrific rumor ager, she can work virtually every convinced that the CBS telecasts

Kid Patronage PitchExpected To Be Strong

Farm Areas Loom Brightest

By Herb Dotten

CHICAGO, April 2.- The amusement business, principally night spots and motion pictures, are wallowing in a slump, but the outdoor field, poised for the season's full-scaled take-off, is optimistic. To be sure, the optimism is constrained-not, however, because of any factors within the industry, nor from the general outlook, but largely because NEW YORK, April 2.- Despite the of the public's mind, now and for

A shift in this thinking by the publie is expected soon by the older heads in the outdoor amusement biz. What's more, they anticipate that folks who have been stashing away money against the possibility of a recession will ease up their reluctance to spend for amusements and that this easing up will come almost at the inception of the outdoor season.

Good Season Ahead

These older heads maintain that the season ahead will be good financially, not up to the lush war or immediate postwar years but substan-(See OUTDOOR BIZ on page 61)

War on Cuffos Hits Bojangles And the Friars

HOLLYWOOD, April 2. - American Guild of Variety Artists' (AGVA) drive to end cuffo performances of its members has aimed its guns at Bill Robinson, veteran showbiz personality and national veepee of AGVA. Eddie Rio, newly installed Coast regional director, this week-end ordered Robinson to appear before the local executive board Tuesday (5) to face charges resulting from a so-called "free" date which Robinson Monday (28). Rio said Robinson was called from th foor on opening night by Pearl Bailey, during which A few weeks ago Banks, house he did a guest turn. Since Robinson is an AGVA officer and "should know of explaining to convince AGVA's local board why Robinson should not be fined \$500.

Rio this week also went after the Friars Club, showbiz private-membership org, which had been using AGVA talent for free on promise of "showcasing" acts before Hollywood producers. Union exacted a token fee of \$115 for a club date played March 26 by Rudy Vallee, Wesson Brothers, Rufe Davis and Margaret Brown. Dough, representing the minimum club date scale, will be turned over to the acts involved. Frairs has since advertised for amateur talent, with intention of using simonpures in place of pro acts. Rio said such action was against AGVA prin-

Diskers Clash Over German Wax

Capitol Sues To Stop Merc. On Telefunk'n

Action Sets Precedent

HOLLYWOOD, April 2. - Capitol Records this week leveled its legal guns at Mercury, contested its right to press and distribute Telefunken product in this country and demanded that the court enjoin Mercury from releasing Telefunken recorded disks, impound those now on hand and assess appropriate damages owed to Capitol. This is the first time in Capitol's history that it has sued a record company. Action, filed in New York's District Court, came concurrently with Capitol's initial release of its recently acquired Teletol claims it holds all pressing and distributing rights to Telefunken's product in the Western hemisphere and charges Mercury with manufacturing and selling Telefunken recorded disks without the consent of the German firm. Court action came

Bond Tune

WASHINGTON, April 2 .-Theme song for the next Treasury Department bond drive will be Keep American Saving, Rep. Leslie Arends (R., III.) announced in the House this week. Penned by Frank H. Thorne, Chicago, the song will replace the old Irving Berlin tune, Any Bonds Today?

Thorne's tune was selected from among 42 by a committee composed of Fred Waring, Oscar Hammerstein and Perry Como, Arends said. Runner-up was Buy a U. S. Bond Today, cleffed by Joseph Martin and J. Howard Liffick, of Benton Harbor, Mich.

unable to reach an agreement. Capitol intends to prove that Mercury is releasing platters originally cut for Telefunken and were acquired by funken line. In its complaint, Capi- Mercury's Veepee John Hammond thru Czechoslovakian channels without permission of Telefunken. Capicourt, reads in part as follows:

"Defendant Mercury Record Corporation, without the knowledge, consent, authority or license of Tele-

Tootler-Emsee AGVA Card Has Barto in Jam

NEW YORK, April 2 - The Dewey Barto administration, which has been in hot water ever since it took over the American Guild of Variety Artists (AGVA), is in for more of the did at the Cotton Club, local nitery, same as the result of its ruling in the case of Charlie Banks against the RKO Regent.

emsee for two years at the Regent, was fired and replaced by the band better," Rio said it would take a lot leader, Lee Norman, Subsequently Norman applied to AGVA for a card despite the fact that as a member of Local 802, American Federation of Musicians (AFM), he was not percan rights to Telefunken and were mitted to join AGVA or use AGVA form contracts.

After many arguments, a card was issued over the objection of members, who saw in this a threat to all emsees, who might in turn be replaced by musicians. Before the card was issued Barto called on Major Thompson, RKO topper, and came back saytol's complaint, as filed with the ing he had a "nice chat" and things would be better "from now on."

"Unique Circumstances"

The AGVA board met, ruled that after Capitol and Mercury were funken and with full knowledge of the card be authorized, with Banks ciples and would be brought before locked in a controversy over Ameri- (See DISKERS CLASH on page 20) (See Hassle Over Tootler on page 51) the exec board for action.

U. S. to TV Sellers: "Poosh

Dept. of Com. Sees Mart for The Go-Getter

Wave of Set Buying Looms

WASHINGTON, April 2 .- The "aggressive dealer" will be the one to reap the greatest profits from the sale of television sets, the Commerce Department predicted this week in a special report on trends in radio and TV receivers. "Sales of TV receivers may become increasingly difficult," the report stated, "as the cream is skimmed off in each new area."

The Department figures that as TV begins to operate in each new area, there will be a wave of TV set buying, which will thereafter begin to taper off, necessitating greater concentration on sales efforts. Present high costs, averaging \$375, have a dampening effect on sales, the report remarked, adding: "If costs to the consumer are materially reduced thru improved production methods and reduced installation and main-(See Tele Needs Aggressive, page 17)

NBC Okays Kaye Giveaway Plans

NEW YORK, April 2.- The National Broadcasting Company (NBC) which has had a firm stance against telephone gimmicks on audience participation and giveaway shows (except for those shows on the air when it enacted this regulation) has relaxed again, this time for Sammy Kaye's television version of So You Want To Lead a Band? Kaye does his second TV tryout of the program

For his second show, Kaye worked out a gimmick whereby prizes could be dealt out to home viewers via a phone call. NBC balked for a time, Milton Berle and also a new time for but finally acceded.

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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

CRUISING DOWN THE RIVER, Blue Barron Ork, MGM 10346

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 14568

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 CANDY KISSES, G. Morgan. Columbia 20547

No. 1 Most Played Juke Box Race Record HUCKLEBUCK, P. Williams, Savoy 683

No. 1 Best Selling Retail Race Record

HUCKLEBUCK, P. Williams, Savoy 583 No. 1 Sheet Music Seller in England

FAR AWAY PLACES

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 16 to 44 in Music Section.

Cantor Set for Pabst TV Show: Network Undecided

CHICAGO, April 2 .- Eddie Cantor | former could develop top stuff for definitely will start a television series | weekly TV appearances. for Pabst Brewing Company the first Tuesday in October, he said last night after a special broadcast from Milwaukee. The program will not be a simulcast version of his AM show, but sions concerning continuation or canwill be a twice-a-month varietydrama series titled School of Show Business. The program probably will is only 12, but the company is selling be aired thruout the country via kinescope. If kinescope recordings prove unsuccessful, the program will move result in a condition in which "the Blackstone Cancels Dates to New York.

Altho Cantor said the contract with | ought to roll." the sponsor and its agency, Warwick & Legler, is set, he intimated there is some doubt as to what network will handle the show. He is talking with Niles Trammell, president of National Broadcasting Company (NBC), at the present time trying to get a choice spot, even for kinescope airing. He made it clear that if he cannot get a good time from NBC for his TV show (he is asking for the spot following his AM show), he would consider moving to another network.

permanent cast of eight plus himself John Houseman. The first of a and indicated that one of the regulars series of dramatic shows has been might be Mitzi Green, who is presently making a personal appearance tour with his AM show. Cantor said his Valerie Bettis and Vladimir Sokoloff, show would try to develop new talent and would draw heavily from routines he owns and has used in the past. He said he has rights to about Future shows will include originals 100 of these, many of which he did for Ziegfeld Follies and other shows. He said he would not go on once a week because he thought no per-

House To Take Up Tax Cuts by May

WASHINGTON, April 2. - The House Ways and Means Committee is expected to launch open hearings on the subject of excise tax cuts as soon as it finishes its hearings on Social Security legislation, probably around the end of the month.

Particular attention is to be paid by the committee to the bills of Reps. Joseph Martin (R., Mass.) and Aime Forand (D., R. I.), including those on admissions, cabarets, bowling alleys and transportation. Forand's bill would also cut the levies on liquor, but Martin's measure ignores these.

Also to be up for attention is a bill to exempt ballrooms from the 20 per cent tax on cabarets. This measure was introduced last week by Rep. Carl Curtis (R., Neb.).

Cantor also made some caustic statements about radio research organizations. He said industry acceptance of surveys as a basis for decicellation of programs is an outrage. He said his present Hooper for Pabst originate on the Coast, he said, and more beer than it ever did. Cantor said that the industry's belief in the appeal. importance of survey results should heads of the heads of the networks

Seek Non-Contract H'w'd Talent for New Video Firm

NEW YORK, April 2 .- A move to line up top non-contract Hollywood film actors is under way by Meteor Productions, new tele package firm Cantor said his show would have a headed by legit and film Producer filmed by the group, with a cast headed by Geraldine Fitzgerald, in a Keith Winter adaptation of Strindberg's The Stronger. The sample show is for a 15-minute period. as well as adaptations.

Associated with Houseman are Howard Teichmann, radio producer, and the team of T. Edward Hambleton and Alfred R. Stern, who last season produced Ballet Ballads on Broadway. Telenews, Inc., video newsreel outfit, also is a partner in Meteor, offering use of its cameramen, facilities and stock library. The firm also plans to make video commercials, produce films for tele packagers, and also make pictures for theater distribution.

Minnesota Tax Bill Dies

ST. PAUL, April 2 .- Gov. Luther W. Youngdahl's proposal to make liquor, beer and cigarettes carry the brunt of a taxing program to finance his vast program of State activities has been all but killed by the Minnesota Legislature. The House Tax Committee, Tuesday (29), tabled bills calling for another \$1 per gallon tax to liquor, already taxed \$2.50 per gallon by the State, and an additional 2-cent tax on cigarettes already paying a 3-cent-per-pack levy.

To End Stage Censorship

LONDON, April 2 .- Stage censorship in England will end if a bill introduced by E. P. Smith, Conservative member of Parliament, is finally passed by the House of Commons. The bill has received its second reading after a long debate, and prospects are it will pass.

All plays now are censored by the Lord Chamberlain before they are performed. Smith, who is the author of The Shop at Sly Corner, holds that the present censorship does not protect the public from impropriety. Plays are banned not only because they offend morality standards but often because some relative of a person in a play based on a biography might object.

It is the contention of those who favor the bill ending censorship that the public will best judge whether a play is worthy of being produced. They feel that the box office will tell the story and that offensive plays will quickly show up by decreasing

Those who object to the bill point out that public judgment of moral standards is not always in keeping with the views of the Lord Chamberlain. They point to the variety stage, where comedians with offcolor gags are usually the best drawing acts. Many of these gags are close to the border line and, in most cases, they draw the greatest applause.

The bill is expected to be passed when it comes up for a final vote. The decision as to what should be produced will then rest mainly with the theater managers, who will base much of their opinions on box-office

ATLANTA, April 2. - Blackstone the Magician has canceled all dates and will return to his farm in Colon, Mich. Stricken with asthma March 24 he was unable to fill his week's run at the Tower, Atlanta,

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monthly magazine of automatic he Billbour

merchan the monthly magazine for record mograph dealers.

STANDARD BUT THE REAL PROPERTY.



PIWALNAB WEB SET

the requested \$36,000,000 for the 1950 operation of the Voice of America, a five-man Voice advisory committee said this week in a report submitted to both houses.

The committee declared that the sum recommended by the budget bureau "is a bare minimum," adding that Russia is sending "enormous sums for propaganda," and pointed out that \$36,000,000 is only a drop in the bucket when compared with the billions proposed for military and economic aid to Europe.

Also submitted to Congress was a separate report by committee member Mark A. May covering a survey he made on Voice coverage abroad. May declared that overseas broadcasts are getting into Russian-occupied countries and is further being spread by word of mouth.

Other members of the advisory group are Mark Ethridge, chairman; Justin Miller, president of the National Association of Broadcasters (NAB); Edwin Canham, of the Christian Science Monitor, and Philip Reed, board chairman of General Electric Company. May is director of Yale University's Institute of Human Relations.

& G. in 2d Radio Retreat

NEW YORK, April 2.-Procter & Gamble (P&G) this week cut back its radio billings further by canceling the National Broadcasting Company (NBC) version of Ma Perkins. This followed hard on the heels of its dropping Lafe of Riley, which also aired on NBC. The Columbia Broadcasting System (CBS) edition of Ma Perkins is expected to continue as usual.

The last outing for Ma on NBC will be June 24. The soap firm is unlikely to take on another show as a replacement. Dancer-Fitzgerald-Sample is the agency for Ma Perkins, and Benton & Bowles handles Life of Riley.

Joe E. Lewis Set As NAB Guester

NEW YORK, April 2 .- Joe E. Lewis will be the headline act at the annual banquet of the National Association of Broadcasters (NAB) in Chicago next week, climaxing the NAB's convention social side. Other acts on the show include Dick Haymes, Ben Blue, Pattie More and Ben Lessey, Marge and Gower Champion, Jane Russell and the Four Step Brothers.

Lester Gottlieb, of the Columbia Broadcasting System (CBS) program department, is producing the show, the tab for which is being picked up by the major networks, Mutual excluded.

"True or False" Folding

NEW YORK, April 2. - Shotwell Manufacturing Company, Inc., this week dropped its True or False show, which airs over the Mutual Broadcasting System (MBS). The program is in the 5:30 p. m. Saturday period. Last of the series will be April 30.

'Voice' Hollers At \$36,000,000; Bare Minimum' Pending Economic Problems, WASHINGTON, April 2.—Congress should appropriate much more than should appropriate much more than Board (NLRB) in the Upper New

Attorney General To Land Industry for Okaying Code

opens in Chicago Wednesday (6), will provide the stage for a highly significant "meeting of minds" between government and the broadcast industry in the history of the trade association. The development is seen here as certain to share the limelight with the convention's other major issues - explorations into the relationship between AM radio and television, girding the industry to meet economic problems resulting from intensified competition for advertising revenues and expansion of the industry's efforts in the international fight for spectrum space.

With NAB President Justin Miller teeing off Sunday (10) in a talk designed to prove that the broadcast industry is essentially made up of "small businesses" uncontrolled by the major networks (The Billboard, March 5), sympathetically responsive

National Association of Broadcasters addresses by Chairman Wayne Coy, off a station against which a strike is (NAB) annual convention, which of the Federal Communications Com- being conducted is not a secondary mission (FCC), the following day and by Attorney General Tom C. Taft-Hartley Act. The interpreta-Clark, 24 hours after the Coy speech. Attorney General Clark will literally Gordon Brown, owner of WSAY, give the broadcast industry a "day in Rochester, now being struck by court" when he will be principal AFRA, that the union was conducting speaker at a luncheon Tuesday (12). a secondary boycott against him. to be attended not only by the NAB delegates but also by an array of the leading lights of the Midwest's judicial and legal circles. It was learned that special guests at this luncheon will include all the federal judges from the District and Appeals Court benches in the Chicago area and key bigwigs from the bar associations at the national, Illinois State and Chicago levels. Clark's theme will prove to be a follow-up to the Miller talk which will bare a mass of data in which the NAB prexy will attempt to show not only

(See RADIO-VIDEO on page 16)

NAB Convention Agenda

Management Sessions, Hotel Stevens, Chicago April 10 Thru April 13

MORNING SESSION - SUNDAY, APRIL 10

9:30 a.m. Opening-Jess Willard, NAB; Ted Cott, WNEW, New

York. 10 a.m. "Do I Need Transcriptions?"-Cy Langlois, Lang-Worth Transcriptions; John Sinn, Fred Ziv Company; Walter Davidson,

Capitol Transcriptions, Ted Cott. 10:30 a.m. "A New Program Source, the United Nations"-

Benjamin Cohen, UN. 11 a.m. "Public Interest Audlence Building"-Gordon Kinney, Advertising Council.

11:30 a.m. "The Independents' Position"-Sidney Roslow, The Pulse, Inc.

12:30 p.m. Luncheon Session-Justin Miller, president, NAB-"Who Owns and Controls Radio in America?"

AFTERNOON SESSION

2 p.m. Promotion-Jerry Franken, The Billboard; Joe Koehler, Sponsor.

2:30 p.m. "How To Steal an Audience"-Cal Smith, KFAC, Los (Continued on page 8)

The Billboard at the NAB

Next week's issue of The Billboard will highlight a special National Association of Broadcasters' (NAB) convention section. Editorial features planned include:

High-Power Promotion on a Low-Cost Budget, by Lee Little, KTUC, Tulsa, Okla. Little is a double promotion winner this year, winning first place both in The Billboard and Ford Theater promotion competitions.

Co-Ordinated Program Specialization by Affillated Stations, by Cal Smith, KFAC, Los Angeles, an NAB board member.

The first installment of a complete guide to television service organizations. The first installment of an exclusive survey analyzing AM and

TV in the Chicago market. And, of course, there'll be up-to-the-minute coverage of con-

vention news. As before, there will be The Billboard's annual NAB exhibit of prize-winning entries in the 11th Annual Promotion Competition. Delegates are cordially invited to drop in for a gander. The address

is Suite 505, Hotel Stevens, Chicago.

OK for Union To Hit Struck Station's Biz

NEW YORK, April 2.- A decision Board (NLRB) in the Upper New York State area Wednesday (30) when it ruled that the American Federation of Radio Artists' (AFRA) strategy of going directly to a sponsor WASHINGTON, April 2. - The chords are expected to be struck in to persuade him to yank his business boycott within the meaning of the tion was a result of a complaint by

The Taft-Hartley Act states that a union may not induce a stoppage of work at an employer with whom it is not on strike in order to get at the employer the union is striking. The NLRB did not feel that removing billings was the same as causing a secondary strike.

In addition, the NLRB has issued a complaint against WATL, Atlanta, another outlet against whom AFRA hasbeen on strike for more than two months. This complaint was issued on the basis of charges not only by AFRA but also by the International Brotherhood of Electrical Workers (IBEW), which has complained to the NLRB that the station has refused to bargain.

Minn. Weighs Chillers Gag

ST. PAUL, April 2.-The Minnesota Senate General Legislation Committee Tuesday (29) voted out favorably the measure which would ban crime stories from being broadcast by Minnesota radio stations. The bill, introduced by Sens, B. G. Novak, of St. Paul, and Donald Sinclair, of Stephen, has gone to the Senate general orders calendar, where it will wait its turn for consideration by the full body. A companion bill is in committee in the House of Representatives.

The bill, introduced several weeks ago, makes it unlawful for any radio station in the State to broadcast, either by local origination, network feeding or electrical transcription, any program or story revolving around "lust or the commission of such crimes as murder, bodily attack upon a human being resulting in bloodshed, rape, attempted strangulation or other forms of attempted murder, or the broadcast of any program or story which seeks to make a hero or heroine out of a person of criminal reputation, background or inclination, whether real or fictional."

Rexall Sets Guy For Summer Seg

NEW YORK, April 2 .- Guy Lombardo and his orchestra were set this week as summer replacement for Rexall. Lombardo will fill in during the summer for Phil Harris and Alice Faye, who will vacation starting in

The Lombardo sale will result in the cancellation of Lombardoland, the band leader's current Saturday night show. The program went sustaining after Kaiser-Frazer sponsorship expired last year. Lombardo's transcribed show for the Fred Ziv Company, however, will continue.

Scant Hope Seen for Breen's Anti-Code Move and Smullen's Ban on Successive NAB Terms

listed feature of the early sessions of the National Association of Broadcasters' (NAB) convention, which also criticized the board for appending opens in Chicago Wednesday (6), will be the disclosure of the official results of a membership-wide referendum on two major questionswhether the NAB board will retain power to promulgate the NAB code and whether an NAB board member can succeed himself.

Deadline for ballots on both questions was midnight last night (1). Conforming with its customary rules, the auditing firm of Ernst & Ernst will allow five additional days as an interval to receive ballots postmarked not later than April 1. Following this interval the ballots will be audited and tallied, and the results are expected to be announced at the convention Thursday (7).

May Win in Upset

The general belief prevails that both referendum questions will be defeated, but there is always an outside chance for an upset result. An the convention into a turmoil, since sweepstakes, with other names still Harry Kopf. In some quarters Gaines would be likely to be interpreted as tor of owned-and-operated stations (See WHITE POSSIBLE on page 18) Meanwhile, according to the U. S. a repudiation of the code itself, sending the issue once again onto the convention floor for bitter debate.

The referendum on the code quesboard election.

Smullen Behind Other

The second resolution which is being voted on-specifying that a board member cannot serve two successive terms-went before the members at the insistence of William Smullen, whose 15th district circulated letters to NAB members urging passing of the resolution on the ground that it would end the danger

Joy Lams WDAS; Beeuwkes Succeeds

PHILADELPHIA, April 2.-WDAS, local independent station owned by William Goldman, movie theater chain head, this week announced the retirement of Leslie W. Joy as general manager and the appointment of Lambert B. Beeuwkes as his successor. Beeuwkes has been commercial manager of the station since two years ago, when Joy came in after serving for years as general manager of KYW, affiliate of the National Broadcasting Company (NBC)

of the Mutual network and associated it currently does with AM. with the Lone Ranger air show.

WASHINGTON, April 2 .- An un- of the board's being dominated by a wing of veteran members and would make for a more "democratic" board. The letter, which was strongly worded, its own view against the resolution in copies of the resolution sent to the members for the vote.

The board had similarly attached an explanation to the code resolution, pointing out that the resolution did not reflect the board's opinion.

It happens that Smullen, like Breen, will not be on hand when the newly elected board convenes April 14 in Chicago, the day after the convention's close, Glenn Shaw has been elected to Smullen's seat. The Smullen resolution, if passed, would affect the tenure of a dozen present members of the NAB board.



KLZ's Showmanager

HLZ's Hugh Terry is one of the industry's best known managers; regional NAB director, Destrict No. 14; a director of BMB and for nine years the man who's kept KLZ out front.

KLZ, DENVER

White Reported Virtually Set as New MBS President; Board To Decide April 8

it would have the effect of repudiat- being tossed in as possible entries. ing the currently promulgated NAB Among those mentioned were Paul event White's appointment did not Standards and Practices, even the Kesten, former Columbia Broadcast- materialize. the actual phrasing of the resolution ing System (CBS) vice president, and which went before the members does James M. Gaines, of the National not legally withdraw the present code. Broadcasting Company (NBC). Kes-The question which is being voted ten could not be reached for confirma- but that Dyke had nixed the proposal. mulgate a code, and trade legalists president of WOR, Mutual's New York to have named Alfred McCosker, for- Atlantic City conference in 1947 aubelieve that the resolution cannot be station, both held to a "no comment" mer WOR president and former Muinterpreted as having a retroactive stance when quizzed about the Gaines tual board chairman, as "interim" kc. band for AM broadcasting, such effect. Nevertheless, if the resolu- candidacy. Gaines has had a thoro head of MBS. This, it is said, was authorization has to be implemented tion calling for rescinding of the grounding in every phase of network vetoed, on the ground that it would at a meeting of the North American board's codal-promulgation power and station operation via various posts not be advantageous for MBS to Regional Broadcasting Agreement happened to be adopted, the result he has held at NBC. He is now directive.

It was also reported that Mutual had made a bid to Ken R. Dyke, administrative vice-president of NBC, Another plan under consideration was

Conference Finds FM Ahead as the result of demands by Edward Breen, NAB board member, who was ousted from his seat in the recent board election. NEW YORK, April 2 .- A point-by- the FM'ers to start signing some of

point comparison of FM and tele- the 4,000,000 potential advertisers, vision, made at the FM clinic here less than 1 per cent of whom, he City agreement was sufficient to auyesterday (1) by Everett Dillard, said, were now using any radio. Only thorize immediate use of the band for president of the Continental FM Net- one of 20,000 enterprises, he said, edge by the radio medium. Dillard's public relations chief of Zenith Radio figures showed FM leading in operation stations, as of January 1, by 700 to 52 (compared with 370 to 17 at the start of 1948); number of new stations added in 1948, 330 to 35; number of different cities in which stations are located, 451 to 30 number of states, 43 to 21, and number of postwar receivers made to the end of 1948, 3,000,000 to 1,000,000.

Dillard also said that over 100 million people now live within primary FM range, over two-thirds the population of the nation. Further, he stressed that with more manufacturers of small TV sets now encompassing

ily toward use of newspaper space toward promotions pushing rather than use of either AM or FM advertising, tho both also are utilized.

Richard G. Evans, of WIZZ, Wilkes-Barre, Pa., suggested greater use of sportscasts to acquire an audience. citing the mounting number of FM receivers in his area since the station got exclusives on baseball and basketball. He also spoke about the rich rural market which cannot be reached use of this frequency for broadcasting by AM because of static and inter- purposes." ference, but which FM covers.

William Ensign, Eastern manager FM radio receivers, the advertiser's for Transit Radio, Inc., said that while of these sets unless duplicated or run a year and a half old, it already is separately on FM. Ed Kobak, president of Mutual close to 50 by the end of the year, Broadcasting System (MBS), in a and going on a national basis by next luncheon address, said that the broad- year. On February 1, he said, 207 casting industry "has been selling blue sponsors were using the system in Joy's association with the industry sky too long," and must lower its seven cities. Maj. Edwin H. Arm-Beeuwkes was also associated with FM offering the possibilities for the recording demonstration at the lunch-KYW here in a sales capacity, and latter in terms of good reception. He con of the difference between AM and in his 16 years in radio had been said MBS would cover considerably FM reception at the same places and with the station relations department more families at night via FM than times, in which the AM signals were Dr. Millard C. (Tex) Faught urged storms and interference clearly.

May Arbitrate U.S.-Mex Clash Over 540 Kc.

WASHINGTON, April 2 .- With the approval of the Federal Communications Commission (FCC), the State Department is preparing to ask forinternational arbitration of the Mexico-U. S. dispute over the use of 540 ke, by a Mexican station in San Luis Potosi, State Department officials told The Billboard this week.

It was said that matters have reached a deadlock, with the Mexican government still not having replied to an official protest by the U. S. Embassy in Mexico City filed in December. This was the second protest made by the U S. The first one was filed a year ago when Mexico first announced the assignment of a station or that wave length. After the first protest, Mexico answered that it would hold up the construction of the station pending a study of the situation.

However, the State Department says the Mexican station is now operating on 540 kc. with a power of 5 kw. According to the original notification made by Mexico, the station will eventually operate with 150 icw.

Arbitration Possible

Unless a satisfactory answer to the December protest is received in "a reasonable time," this country will, ask for arbitration of the dispute unfor NBC, and assistant to sales veepce der international radio law. Procedure would be for both the U.S. and Mexico to choose a representative from a neutral country, with a third neutral member of the tribunal to be chosen by the two representatives. The ultimate decision handed down by the arbitrators would be binding on both the U.S. and Mexico.

The U. S. position is that while the stand, operation of a standard stations on the frequency presents a hazard to non-broadcast U. S. radio services still using frequencies in the 540 kc

No Mex Announcement

According to State Department of ficials, Mexico has made no official announcement of its position on the use of the frequency, but apparently the Mexicans feel that the Atlantic

Meanwhile, the National Association of Broadcasters (NAB) is urging the FCC to put no limitations on eventual use of the channel by U. S. broadcasting stations. NAB claims the commission is planning to cut AM use of 540 kc. in this country by putting up restrictions imposed by government installations, coast line limitations and use of the channel by Canada and Mexico. The NAB asked the FCC to make no limitations, holding that to do so "would constitute a waiver by the United States of the

A-Participater May

rain, a new audience participation show, will be auditioned next week a possible summer replacement r the Alan Young show on the ational Broadcasting Company NBC) facilities. Young now air

The idea is to have the audience articipation show with a phone iveaway angle make stops at citie ruout the country.

CURTAINS FOR CONFERENCES?

Qualitative Analysis Called Need of Video Commercials

today has great need for more qualitative analysis of its commercials, according to Marion Harper Jr., president of McCann-Erickson Agency. Speaking at the afternoon session of the City College Radio-Television and Business Conference here this week, Harper illustrated his point with two case histories of variety programs taken from studies made by the agency with the Stanton-Lazarsfeld "the old AM cow is about milked program analyzer,

The cases showed that Program A had four times the rating of Program | there now are about 720 FM stations B, and was only one-third as expensive on the basis of cost-per-1,000 viewers. Commercials of both shows, delivered live, had equivalent sponsor identification, at a very high level. Program A was favorably received of WQXR, New York, said that indeby 58 per cent, compared with 44 per cent for Program B, and 50 per cent voted positively for the commercials of A while only 30 registered favorable reactions for B's plugs.

Weak Memories?

Yet, despite the fact that, after the program test, eight out of 10 stated that they liked Program A's commercials, only half of the viewers could remember even one of the seven sales arguments used. On program B, with 7 out of 10 saying on questioning after the show that they liked the plugs, nine out of 10 remembered at least one sales argument, with each person averaging 3.5 arguments recalled. Only one out of 10 thought that Product A was above average, while nearly five of 10 got that impression of Product B.

Harper noted that Product A used an "entertainment" commercial, while Product B stuck closely to a straight The test showed, he sales spiel.

TV Seen Topping Radio in Five Years the country's families.

NEW YORK, April 2 .- Ben Duffy, president of the Batten, Barton, Durstine & Osborn (BBDO) Agency, speaking at the luncheon session of the City College Radio-Television and Business Conference this week, quoted from preliminary results of a survey on tele made by his agency. The survey, a sampling of opinion of trade and business leaders on the future of video, consisted mainly of crystal-balling by the participants. The results, said Duffy, showed:

More than half the respondents believe that by 1954 television will become a more important force than radio.

Eighty-nine per cent believe radio will not die, as did silent pictures.

More than half believe that a less expensive show at least once a week will prove more effective than an elaborate production aired less frequently.

Sunpapers Intervene In Gag Rule Appeal

WASHINGTON, April 2 .- The A. S. Abell Company, publishers of The Baltimore Sun papers and owner of WMAR-TV, is to file briefs in behalf of Baltimore radio stations appealing contempt convictions under the city's gag rule on reporting crime news.

Abell this week by the Maryland Court of Appeals in Annapolis.

NEW YORK, April 2 .- Television said, that while one show was three times as successful on a cost-per-1,000-viewers basis, the second program, qualitatively, on the basis of cost-per-1,000-persuaded viewers, was nearly twice as effective.

Ware Speaks

panel included William Ware, president of the Frequency Modulation Association (FMA), who said that dry and will have to be sent to the AM outlets, and over 100,000,000 people hear FM in 450 major market areas.

Elliott M. Sanger, executive veepee pendent AM and FM stations will have to specialize in one type of programing to meet television's competition. Hubbell Robinson Jr., veepee and program chief of the Columbia Broadcasting System (CBS), urged use of new performers and new for- half hours a day listening to the

Use by Educators At U. of Pa. Confab

PHILADELPHIA, April 2. - Educators attending the 38th annual Schoolmen's Week of the University of Pennsylvania were urged to exploit the educational possibilities in radio and television by Charles A. Other speakers in the afternoon Siepmann, of Blue Book fame, and now chairman of the department of communications at New York University, New York.

In the key address of the conference, the first of 132 sessions arhamburger factory." Ware said that ranged for a registered attendance of 10,000 educators, Siepmann said operating, nearly half the number of that "about 20,000,000 American women are steadfast and loyal listeners to the soap operas, and a great segment of this group even patterns personal conduct on the behavior of the heroines in these radio serials.

"In this golden age of communication," continued Siepmann, "there are 3,000 radio and television stations, 95 per cent of the people of the country have access to radios, and they spend an average of three and one-

(See Siepmann Asks on page 10)

Cott Sees TV Cutting In More On Mags and Rags Than AM

the advertising dollar of other visual rial such as graphs. media, such as newspapers, magazines and billboards, than it will with radio. He pointed out that radio's cov-

Sinn, of the Frederick W. Ziv Com- dium, not an advertising medium. pany, said that it was likely the big efforts.

NEW YORK, April 2 .- Whether tele this respect it was agreed that a file there either were no entries or else an will hurt radio was e key question in a single place of all such material insufficient number to warrant condebated at the programing panel would be helpful to the industry and sideration. After the luncheon, a of the City College Radio-Television to advertisers and their agencies dozen or so other commercial radio and Business Conference here this Also recommended were more indi- men and I walked out; we saw no week. Ted Cott, program manager vidual presentations of research rather need for wasting more time." of WNEW, New York, voiced the be- than following of formula treatments, lief that video will compete more for and greater use of pictorial mate-

The sales panel members concluded that local radio sales will not feel the inroads of tele for some five erage now extends to 98 per cent of years. When the inroads do come, the panel felt, radio will respond There was general agreement that with better administration, manageradio hereafter will have to special- ment and salesmanship. Further, the ize more in appealing to specific belief was expressed that TV shows segments of the audience and that might well be paid for out of the sales the webs will suffer more from tele's rather than advertising budget, since inroads than will the indies. John many firms consider tele a sales me-

Radio publicity for the indie stanational programs would air on the tion is getting harder to obtain and tele networks, while radio would be new creative press methods must be used more for local and regional devised, according to the publicity and promotion panel. However, ra-A general correlation of all re- dio publicity on a national basis still search studies constantly being made is getting space on a 9-to-1 ration about radio and television was urged against television, mainly because of by the research panel members. In the many non-tele areas still existing.

Siepmann Asks Air CCNY Fiasco Straw To Bust Camel's Back

"Waste of Time," Says Trade

NEW YORK, April 2 .- The dreary sessions of this week's radio conference sponsored by the College of the City of New York (CCNY) reacted violently in commercial broadcaster circles, probably more so than any other college powwow held in recent years. The result, according to representative radio station execs-even those who gave yeomanly support to CCNY this year, and before is that the limited participation commercial radio has been extending conferences for the past two years or so will now be eliminated altogether. Broadcaster reaction is unanimous. "Count us out," is the theme song.

The CCNY bake this week was the blow that killed father. One Midwestern broadcaster, who came to New York just for the college sessions, had this to say:

"CCNY put on a good show last year and the year before, but this year's conference was so bad that in my opinion it may mean curtains for the entire project. In the morning, they held a series of boring gettogethers, populated largely by students. The luncheon was pointless and the elimination of awards in some categories made me feel that

No Turnouts for Panels

Typical of the events which soured broadcasters on the CCNY deal was the turnout accorded the program panel session. The panel included Seymour Siegel, WNYC, New York; Tony Kraber, WABD, New York; Ted Cott, WNEW, New York; Johnny Sin, Fred Ziv Company, and Les Harris, Benton & Bowles. Each is a top man in his field, yet there were only two dozen or so attending the discussion-including trade press reporters. One panel member termed the entire thing an "insult."

Trade reaction was that the CCNY outcome only served to put I. Keither Tyler and the Ohio State Conference he directs on even more of a spot than he was before-and that was a tough one. Since reports indicate that Ohio State's procedure will not vary much from the past, the outlook for commercial radio participation at Columbus this year is more unfavorable than ever.

In view of the expenses involved, the constant conflict with educator approaches to radio, the disinterest of top advertiser and network execs, college conference sponsors face a clear-cut problem: Change of set-up -or curtains.

Canned Vs. Live TY Shows Aired at CCNY Conference

by a difference of opinion on the role ease, according to Arnold. of live against film programing for television. Actor Edward Arnold plumped for heavier use of film, while Ben Duffy, president of the Batten, Barton, Durstine & Osborn (BBDO) agency, who followed Arnold, took the opposite side.

Arnold said that talent on the

Coast anticipates that at least 60 per cent of video programing will be Permission to intervene was granted done via film. This, he said, was essential because the demands on vertisers are not particularly worried the actor are less. The rigid re-

NEW YORK, April 2 .- The lunch- | hearsal schedule and the need for eon session of the City College Ra- absolute memorizing of lines imposes dio-Television and Business Con- a heavy burden on the talent which ference this week was highlighted filming and editing out of fluffs would

> Duffy's view was that live shows have much more spontaneity, and that occasional fluffs can even help to make a show. The sheer perfection of the canned, whether by film on video or platter on radio, cannot compete with the verve and uncertainty of the live program, said Duffy.

Sponsor's Viewpoint

The agency chief noted that ad-(See Canned Vs. Live on page 10)

Libel Protection Voted in Maine

HARTFORD, Conn., April 2. -The Maine State Senate last week passed a bill exempting radio stations from damages for broadcast libels they could not prevent.

Specifically, the measure makes them immune in cases of defamatory remarks in political speeches.

Federal law bars censorship of political addresses.

Philco Planning No Show To Fill Crosby's Spot?

PHILADELPHIA, April 2 .- Astrong possibility exists that Philco will not return to radio this fall with a big-time show to replace Bing Crosby. Advertising Veepee James H. Carmine this week told The Billboard that Phileo is so absorbed with the growth of video and the mounting success scored by Philco Playhouse (TV), that a good chance exists no new AM airer will be bought Carmine voiced the belief that "by this fall, television will surpass anything anyone thinks possible today," particularly now that receiver sales have passed the million mark and are continuing to snowball.

Carmine revealed that Philco had pitched an elaborate video production at Bing Crosby before they came to a parting of the ways. Bing's response was that he was not yet ready for tele, and had not decided when he would go ahead in TV. It is considered likely that Bing's switch to the Columbia Broadcasting System followed the inability to reach agreement on AM and TV plans with Philco.

"Playhouse" Hiatus

Meanwhile, Phileo execs huddled yesterday with top brass of National Broadcasting Company (NBC), concerning hiatus plans for Playhouse. Inasmuch as the show is due to leave in another two weeks until next fall, NBC officials were concerned about the lengthy spell intervening, since time protection exists only for a 13-week layoff. It is regarded as likely that Philco will air a less expensive substitute, possibly for 30 minutes, in the Sunday night time until late spring.

Should Philco not bring in a new radio show in Bing's current 10 p.m. Wednesday time on American Broadcasting Company (ABC), the firm still would not be out of the medium entirely. Philco now is spending over \$1,000,000 annually in bankrolling its segment of the Don McNeill Breakfast Club on ABC.

Chesterfield May Ink 'Sing It Again'

NEW YORK, April 2.—Chesterfield cigarettes (Liggett & Myers) was reported close to a deal this week to sponsor Sing It Again, the Columbia Broadcasting System (CBS) housebuilt package. A decision is expected within a week. The account is developing into one of radio's top spenders, now bankrolling Arthur Godfrey in AM and TV, a five-time-a-week Supper Club strip and having signed for Bing Crosby in the fall. The advent of the Crosby show may bring about a change in the status of the Club show.

Sing has had consistently good ratings as a Saturday night sustainer, currently averaging around a 10.

RTDG & ABC Pact Talks Break Down

NEW YORK, April 4-Negotiations have stalled between the Radio and Television Directors' Guild (RTDG) and the American Broadcasting Company (ABC) on an agreement covering TV directors, and the dispute will go to the New York State Mediation Board this week.

Money is the basic difference between the negotiators. ABC is offering \$80 weekly for associate directors and \$105 each week for directors. The RDTG wants \$95 and \$130 weekly for associates and full- sending a brass-heavy contingent Mark Woods, president, and Bob president of Columbia Records, as fledged meggers, respectively.

NAB Convention Agenda

(Continued from page 5) Angeles; Bill McGrath, WHDH, Boston; Ralph Well, WOV, New York; Patt McDonald, WHHM, Memphis.

3:30 p.m.-Mel Drake, WDGY, Minneapolis.

3:45 p.m. Discussion of Sales Problems-Maurice Mitchell, NAB.

MORNING SESSION - MONDAY, APRIL 11

Registration. Committee Meetings.

AFTERNOON SESSION

12:30 p.m. Luncheon-Justin Miller, NAB; Howard Lane, WJJD, Chlcago; Wayne Coy, Chairman, Federal Communications Commission.

2 p.m. Sales Session-Jess Willard Jr., NAB; Eugene Thomas, WOIC, Washington; Simon Goldman, WJTN, Jamestown, N. Y.

2:20 p.m. "It Can Happen Here," a panel on competitive problems in selling. Moderator: Maurice B. Mitchell, NAB. Panel Members: Don Menke, General Manager, WEOA, Evansville, Ind.; Martin Leich, Operations Manager, WGBF, Evansville; John A. Engelbrecht, General Manager, WIKY, Evansville.

2:50 p.m. "A Department Store Makes Radio a Basic Medium"-Zion Co-Operative Mercantile Institute, Salt Lake City (speaker to be announced).

3:05 p.m. "New Techniques for Successful Retail Radio"-Lee Hart, NAB.

3:20 p.m. "Management's Responsibility to Radio's Selling Effort" -Maurice B. Mitchell.

3:40 p.m. "A Forecast of Business"-Leo Cherne, New York. 4 p.m. "Selling the Small Market Station"-Simon Goldman,

WJTN, Jamestown, N. Y. 4:15 p.m. All-Radio Presentation. Panel Members: Gordon Gray. WIP, Philadelphia, chairman; Lewis Avery, Avery-Knodel; Victor Ratner, CBS; Julian Haas, KARK, Little Rock; William Maillefert, WVET, Rochester, N. Y.

7:30 p.m. FM Session.

MORNING SESSION - TUESDAY, APRIL 12

Public Relations at the Management Level-Jess Willard Jr., NAB; Frank King, WMBR, Jacksonville, Fla.

10:10 a.m. "PR in PRograms Means Public Relations"-Harold

Fellows, WEEI, Boston.

10:25 a.m. "News: Prestige Through Reliability" - Sig Mickelson, WCCO, Minneapolis, President, National Association of Radio News Directors; E. R. Vadeboncoeur, WSYR, Syracuse.

10:45 a.m. "Employee Public Relations"-Richard P. Doherty, NAB.

11:00 a.m. "You and Your Town"-Robert T. Mason, WMRN, Marion, O.

11:15 a.m. to 12 noon, Panel Discussion-Mr. Frank King, WMBR. Jacksonville, Fla.; Mr. Harold Fellows, WEEI, Boston; Mr. Mickelson, WCCO, Minneapolis; Mr. Vadeboncoeur, WSYR, Syracuse; Mr. Doherty, Director of Employee-Employer Relations, NAB: Mr. Mason, WMRN, Marion, O.; Mr. Richards, Director of Public Relations and Publications, NAB; Mr. Fair, Director, Program Department, NAB.

AFTERNOON SESSION

12:30 p.m. Luncheon. Address: Hon. Tom C. Clark, Attorney General of the United States.

2:30 p.m. Business Session, North Ballroom. Presiding-Judge Miller.

2:35 p.m. "Broadcasting in Puerto Rico"-Jose Ramon Quinnes, President, Puerto Rican Broadcasting Association.

2:55 p.m. "BMI-A Report"-Carl Haverlin, President, BMI. 3:15 p.m. Broadcast Measurement Bureau, Floor Discussion.

4:30 p.m. Resolutions.

7:00 p.m. Annual Banquet, Grand Ballroom.

WEDNESDAY, APRIL 13

Television Sessions.

No Top Brass To Rep NBC At NAB Confab; 14 for CBS

NEW YORK, April 2 .- For the first Joe Ream, executive vice-president, network which will not be represented Lodge, Vic Ratner, Jack Van Volkenby its president or executive veepce, berg, Kelly Smith and Don Thornpresident, respectively, is slated to attending. attend.

time in many years the National and Adrian Murphy and Howard Broadcasting Company (NBC) will Meighan, each of whom is a veepee have no top policy-making brass at- and general executive. Altogether, tending the National Association of there will be-count 'em-13 CBS Broadcasters (NAB) annual conven- vice-presidents including Herb Akertion, slated for the Hotel Stevens, berg, Les Atlass, Earl Gammons, Bill Chicago, next week. NBC is the only Gittinger, Arthur Hull Hayes, Bill Neither Niles Trammell nor Charles burgh. Some 17 other top CBS execs, Denny, NBC prexy and exec vice- heading various departments, are also

The Columbia Broadcasting Sys- pany (ABC) contingent is headed by new president to succeed Edgar Kotem (CBS), on the other hand, is the board chairman, Edward J. Noble; bak. Latest reports tab Frank White, headed by Frank Stanton, president; Kintner, exec veepee. Others include Kobak's successor.

NBC Eyes Tues. Night Boost Via Martin & Lewis

NEW YORK, April 2.- There is strong possibility that the National Broadcasting Company (NBC) may get a terrific hypo for its Tuesday night comedy line-up next fall. The deal involves the new Dean Martin-Jerry Lewis show, which preems tomorrow (Sunday) and which is a hot candidate for sponsorship via Lever Bros.

If the Lever sale materializes, Martin and Lewis will go into the Big Town spot at 10 p.m. This would mean a terrific comedy parlay, starting off with Bob Hope at 9, Fibber McGee at 9:30 and Martin and The NBC Tuesday night Lewis. comedy line-up was crimped last year when the Columbia Broadcasting System (CBS) acquired Amos 'n' Andy as a capital gains property, the show shifting accordingly.

The Lever Bros. plan is said to call for continuing sponsorship of Big Town, but either at a different NBC

time or on another web.

Am. Tobacco Billings Shaky for BBD&O?

NEW YORK, April 2.- The American Tobacco Company billings, estimated at about \$12,000,000 annually. this week were reported on the shaky side for the Batten, Barton, Durstine & Osborn (BBD&O) Agency, which acquired the account last year. At least two other major agencies are known to have been pitching hard for the business, but current odds favor BBD&O to retain the juicy billings.

The annual stockholders' meeting of American Tobacco is skedded for Wednesday (6) at Flemington, N. J., and some observers believe that George Washington Hill Jr., who bowed out as ad manager last year in a policy dispute, may attempt to rally sufficient stockholders' support to gain majority control. Should this occur, tho insiders favor President Vincent Riggio to beat back any such try, it is highly likely that another agency switch would ensue. Foote, Cone & Belding is eager to get back the account, and Young & Rubicam also is said to have cast an acquisitive eye at the Luckies' business.

Biow Mulls "Aces" For Morris Cigs

NEW YORK, April 2.-The Blow Agency this week was mulling the possibility of picking up mr. ace and JANE for Philip Morris as a fall show. Agency execs have been huddling over recordings of the show, discussing how or whether it could be adapted to their purposes. If picked up, the Aces will replace Philip Morris Playhouse, now airing Friday nights on Columbia Broadcasting System.

The Aces, now on a sustaining basis, will probably go off for the summer next month. Playhouse has been renewed for the summer

months.

"Little Joe" McDonald, Bob Hinckley, Ted Oberfelder, Ed Evans, Ernest L. Jahncke and Otto Brandt.

The NBC group will be headed by William S. Hedges, vice-president in charge of planning and development, and Easton Woolley, station relations vice-president.

The Mutual Broadcasting System (MBS) will be represented by its entire board of directors, whose chief business will not be the NAB con-The American Broadcasting Com- vention itself but final approval of a

street vestbless to team

NEW YORK, April 2 .- Two of the multitude of shows the National Broadcasting Company (NBC) has under option are being auditioned within a week. Last night (Friday), the adaptation of A Tree Grows in Brooklyn was cut, featuring James Dunn, who clicked in the film version, while the new Ethel Merman Brondway Diner show is to be recorded early next week.

The Merman show, unlike her previous radio tries, is a situation comedy, with the chanteuse running a diner frequented by vaudevillians and truck drivers. Both shows are said to be priced around \$6,500 commercially, and both are William Mor-

ris packages.

New Moore Company Producing "Ladies"

CHICAGO, April 2. - Ladies, Be Seated, American Broadcasting Company (ABC) afternoon quiz show, which is aired from here Tuesdays and Thursdays (2 to 2:30 CDT), is now being produced by a new local production company, Tom Moore Productions. The show formerly was handled by Feature Productions when It was sponsored by Quaker Oats and Toni.

Moore Productions is handling only the Ladies show, but according to Moore, the org plans to package other AM and TV net programs. Moore's associate in the company is Phil Patton,

director of Ladies.

With rumors circulating that Quaker will drop the Peter Donald show in about 10 weeks, it is considered likely that Ladies will go back on the air as a five-a-week, half-hour airing. When that happens, it is said, a (See Moore Does "Ladies" page 55) (See Channel Revamp on page 55)

Talks Near End

WASHINGTON, April 2. - The "target date" for the wind-up of the current short-wave parley in Mexico City is Saturday (9) State Department officials told The Billboard bombarded each other with optimisthis week. With a special committee tic predictions, and that wherein now working out details of allocachannels used by the Voice of America, but the State Department emphasizes that better Voice coverage channels, because of a decrease in interference from the stations of other countries.

Both the U. S. and Russia have their modified proposals have been most for his money." She particpartment officials said.

quest for 287 frequency hours and gradually backed down to 1 7 hours, approximately what is now being used. A frequency hour is defined as the use of one channel for one hour, a more convenient method of measurement than number of channels, since a frequency is usually shared by two or more countries.

Russin Backs Down

Russia, on the other hand, first requested a whopping 1,000 hours and later dropped down to 600 frequency hours-a total certain to be whittled down by the conference, State Department officials said, with the possible result that Russia will walk out of the meeting. A State Department spokesman declared, however, that "with or without Rus-

NBC Skeds Tests ChannelRevamp FM's Great, Say the FMA Boys, Of Dunn & Merman Seen as Mexico But Linnea Nelson Disagrees

clinic, conducted here yesterday (1) by the Frequency Modulation Association (FMA), consisted of two separate sessions: That in which the FM broadcasters took the rostrum and much the same people, speaking to tions the probability looms that the each other privately, held their heads U. S. will lose some of the present and mouned over the dark situation. the order still cannot be placed. Of the major addresses made during the day, only that by Linnea Nelson, repeatedly was stressed by such chief time buyer for the J. Walter phrases as: FM is becoming estabwill result, even with a decrease in Thompson Agency, shed cold, un- lished as the superior commercial adorned light on the true status of medium of broadcasting, the FM picthe medium.

"with FM radio, we're sunk as far as backed down on their original re- being able to show anyone that thru quests for short-wave time, but even the use of FM he's going to get the in the dark recesess of the Commoscrapped by the conference, State De- ularly scored the lack of co-operation by FM broadcasters, with a few ex-The U. S. started off with a re- ceptions, in supplying the information requisite to an advertiser deciding where to invest his advertising dollar.

All Stations Needed

In this regard, she said that "millions of facts on just a few stations impossible to hold sponsors, who have will never do the job for the industry that could be done by just a few facts for their investments. Sometimes, on all the stations. These facts should include how many FM homes, and where they are located within the bankrollers bowed out anyway. He coverage pattern, what are the programs and ratings, and how many will agers are finding they can sometimes I get for how much? It's amazing | sell sponsors, but they can't produce how many station salesmen resent our enough results to keep them. asking for this information."

sources, such as Standard Rate and nothing for it and didn't use the band; Data Service, which lists only 326 of about 10 per cent didn't even know the 700 FM outlets in operation. De- what FM was or that they could reducting those which duplicate AM, do ceive it. The remainder tuned in oc-

NEW YORK, April 2.- The FM listings were received too late, 151 were left. Of these only 100 publish rates, and 45 of these have no New York rep, while 24 publish incomplete data. She also told of her agency's troubles in trying to buy time on one FM outlet, estimating that the 15 per cent commission for 26 weeks of programs was used up in needless time. correspondence and telegrams, and

The favorable side of the picture ture is the bright spot in the broad-Miss Nelson's major point was that | cast picture, and FM today is on the threshold of a tremendous business potential. However, FM station execs dore had less sanguine views to ex-

press.

Rates Don't Do It

One told of his rate card, charging 30 cents for a 50-word spot, 90 cents for a 125-word spot and \$3 for a 15-

minute period.

Even at these rates, he said, it was been demanding immediate returns even when some good returns were traced directly to FM advertising, the said that 90 per cent of station man-

This manager also said that about Miss Nelson noted the difficulty in one-third of those with FM sets knew securing such data from the usual their radios could get FM, but cared not sell time, have gone off or whose (See FM IS GREAT on page 55)

why WOR sells more

at less cost to more people

than any other station of equal power in America today

Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.

Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.

Because WOR can sell an advertiser's product or service to the majority of 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.

Because WOR is heard by more people during the day and during the night, than any other station in America.

Because WOR carries more—and more complete news programs than any station in America. And because twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.

mutuai

NBC May Use CBS Pattern Via Agency Program Topper; Dyke in Shift to Web Pro?

Hubbell Robinson as its program heavily. vice-president. At the same time, it is known that NBC has offered Ken Dyke, its administrative and program veepee, a newly created post as vice-president in charge of public relations. Dyke was public relations officer under Gen. Douglas MacAr-

current rumors, but it is known that the web has discussed its program post with two top advertising agency executives. Their identities are not Duffy, doesn't really care whether he being revealed.

Chicago to head up its Midwestern operations, with I. E. (Chick) Showerman, the Midwest veepee incumbent, moving East to take over television sales.

to have kayoed this arrangement. One was Dyke's reluctance to leave New York and the other was that placing Showerman in charge of television sales would have meant revamping the NBC policy of AM-TV integration.

The unconfirmed stories concerning Dyke have already led, however, to trade opinion that should he move out of program operations he would portant in tele than they have been be placed in the light of taking a bum in radio. Duffy said that there will rap. The shift, it is claimed, may not be enough good time periods in

NEW YORK, April 2 .- Reports cir- | place him in an unfavorable light culating this week were to the effect in view of the recent CBS program that the National Broadcasting Com- gains at NBC's expense. Actually, pany (NBC) may follow the pattern it is pointed out, the NBC program ment this week that anybody realized established by the Columbia Broad- department operated under what is easting System (CBS) in designating described as a woefully inadequate an advertising agency producer-exec budget, with virtually no allowance to head up its programing operations. for creative activities and none forth-CBS set this pattern when it named coming until CBS had scored so

Canned Vs. Live

NBC will not confirm any of the about the centralization of tele receivers in New York, which has about half of all installed in the the country. The manufacturer, said gets more sales in one part of the Another plan which NBC had in its country than another, just so long as hopper called for Dyke to move to he gets more sales As to costs, he said that by the end of last year tele facilities costs per home had already dipped below that of radio, but that if a medium gets sales, the costs really mean very little. Thus, he Two elements, however, are said said, even should tele costs be twice as high as those of radio, it might very well deliver 10 times the number of sales.

The economic significance of broadcasting, too, was stressed by Duffy. Radio helped pull us out of a depression, he commented, and television might very well prevent another.

Time factors will become more im-

Years on Hub's WBZ

BOSTON, April 2 .- Almost since year 1, it seems, Hum and Strum have been a fixture on the Hub's Westinghouse station, WBZ, But It wasn't until the station popped up lumbin Broadcasting System (CBS) with a 25th anniversary announceter of a century.

and Maz Zides, who had been buddies the inroads that TV is making on at Boston's High School of Commerce, met in a local music publishing house. They began harmonizing, and before long hit the air waves. They quickly built a solid listening audience and ever since have had the pick of the good daytime spots. Then along came television, and this harmonizing and piano-playing duo moved before the cameras with hardly a lost motion. But in that quarter century they had played vaude, niteries and radio from coast to coast.

Tuesday, April 5, WBZ put on an hour-long TV show, something of a landmark in the media, to honor Hum and Strum. Half a dozen of their WBZ colleagues appeared before the camera to do their bit and add their own tributes. The president of the Massachusetts Senate; Mayor Curley, of Boston, and a group of entertainers from each of the other Boston radio stations were on hand to contribute their bit.

tele to go around, and people will be more selective in choosing shows to watch pretty soon. This is particularly true at the dinner hour, when watching shows may very well conflict with eating in comfort. However, he said he preferred not to think of tele as competing with AM; rather, he regards them as members of the same "chorus line" of media.

BESS HEADED FOR WVNJ?

NEW YORK, April 2. - Herman Bess, sales head of WLIB, New York, was this week reported in negotiations with WVNJ, Newark, N. J., to assume a similar berth at the Jersey station. Neither Bess nor Ivan Newman, manager of WVNJ, could be reached today for confirmation.

air about six months ago.

Hum and Strum 25 AFRA Nixes CBS Waxing of Stars

YORK, April 2.- The Amercan Federation of Radio Artists (AFRA) Tuesday (28) rejected a Corequest that it reconsider its stand prohibiting off-the-line recording of top programs to inject a hypo into this team had been around for a quar- the web's summer programing schedule. CBS feels that strong program-Twenty-five years ago Tom Currier ing this summer will help radio fight listeners and proposed that it be allowed to repeat, via wax, top-name shows broadcast originally during the regular radio season.

CBS presented petitions from Eddie Cantor, Dinah Shore, Ed Gardner and Jack Benny supporting the web's stand. Later Benny withdrew his petition.

The union's claim is that employment for radio actors is scarce enough now without further shaving it by inserting into the summer program schedules shows which have already been heard. CBS refutes that position by saying it only wishes to use perhaps four off-the-line recordings and even if the union's ban stands, it will not necessarily mean the further employment of talent. The web states that it can use staff musicians and others to fill the time. Nevertheless AFRA still is loath to set any precedents that might cost its members work.

SIEPMANN ASKS

(Continued from page 7) radio-more time than they spend on anything except working and sleeping."

This was the challenge to education, he said, "since the radio technique is highly advanced and radio can vivify any subject."

"But," Siepmann added, "the teachers of the country have not taken advantage of this opportunity, and educational institutions have not taken over the places allocated to them on the FM band of frequencies. We cannot expect the Federal Communications Commission to reserve this air space indefinitely."

Siepmann said he was "not opposed to adventure serials of the cliff-hanger type for children," but added, "we are interested in exactly why children like to listen to that WLIB is a part-timer owned by The kind of program because then we New York Post. WVNJ went on the could apply the technique to something sensible."

IMC Finally Pulls Stakes; May Return for "Emergency"

dustry Music Committee (IMC), ing chairman of IMC at its disbandwhich quietly disbanded this week ment meeting this week. Richard after having served as the music- Doherty, employer-employee relations broadcast industry's information director at NAB and financial secreclearing house in last year's con- tary of IMC, submitted a financial tract row between the American report which was adopted, following Federation of Musicians (AFM) and which the committee voted to turn the industry, can be expected to be back the unspent funds. The possi-

industry, the executive committee of further current need for its existence IMC took the long anticipated going-out-of-business step at a New York meeting Wednesday (30), at which the committee voted to return \$19,-000 in unexpended money to con- manufacturers as well as other contributing members. The amount of tracis affecting AM, FM and TV. returned unspent money represents At the IMC committee session meet-26.4 per cent of the IMC's total fund ing were Charles R. Denny, repreallotted for its successful "clearing senting networks; Max Balcom, presihouse" job in the protracted but dent of the Radio Manufacturers" peacefully terminated row between Association; Richard Testut, repre-Petrillo and the various segments of senting transcription companies; Edthe music-broadcast-transcription industries.

pee of the National Association of and Doherty.

WASHINGTON, April 2 .- The In- | Broadcasters (NAB), served as actrevived in any future "emergency." bility of using that money for further Reflecting the total peace that now "research" was considered by the presumably reigns between AFM IMC members, but was dropped. The Prexy James C. Petrillo and the committee agreed that there was no

ward Wallerstein, representing the A. D. (Jess) Willard, executive vee- record manufacturers, and Willard

GREATER VOICE and a GREATER BUY in the Detroit area! 50,000 WATTS

> in the middle of the dial AT 800 KC.

* JUNE, 1949 *

CKLW

. J. E. Campeau, President Guardian Bldg., Detroit 26 ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.

MUTUAL BROADCASTING SYSTEM

R PLOTTING AM SWITCH

Ike's "Time" Deal About Set, TV Too Onerous, Sponsors May ABC Lining Up Hefty Thurs. Night Series With 'Stop Music'

Old Golds, With Half of Giveaway Bought, May Take All

sale of the Dwight D. Eisenhower snare a sponsor in its six months on film series, Victory in Europe, to the air, may have better luck in the Time, Inc., this week enabled the 10-10:30 spot, following Eisenhower. American Broadcasting Company (ABC) to anticipate a potent Thursmonth. The Eisenhower series will air for Life from 9 to 10 p.m., following Stop the Music, which will occupy the 8-to-9 spot starting May 5.

The negotiations with Life were stalled because the web has insisted that the bankroller air the series three separate times, in order for it to get back its heavy expenditure. The Luce organization, however, has balked at making such a commitment, and the final deal probably will have Life holding an option on the two repeat runs.

Close to Sale

was close to sale this week, on the period on Mondays, Wednesdays and heels of Old Gold's inking for the Fridays. final 30 minutes. A radio-tele receiver manufacturer, believed to be Emerson, holds the inside track, but Old Gold also is interested in taking over the entire show if the former fed out of Hollywood, inasmuch as the deal does not jell.

the tele version of the giveaway gives gerald-Sample is the agency. the P. Lorillard Company contracts for time and facilities alone on ABC aggregating \$2,500,000. The firm sponsors the Original Amateur Hour on the AM facilities, half of the radio version of Stop the Music, and the 15-minute across-the-board airer Old Gold Party Time over WJZ and the ABC Western Network

"Blind Date"

turing Arlene Francis, and the World web is reported near sale on the normally heckle Lewis and get laughs. basis of an excellent audition film. Actors Studio, which despite its criti-

Irving Grabs

NEW YORK, April 2.-Radio Actor-Director Charles Irving this week formed a new package agency called Charles Irving Productions, and sors in 15-minute blocks. promptly gained the Toni Division of Gilette as his first account. Irving will produce Toni's first video show. which will occupy the 9 to 9:30 p. m. time Thursdays on the Columbia Broadcasting System, starting May 19. The Toni execs decided this week that the show should be a situation comedy with a youthful, tho not teenage, pitch, but the program itself has not yet been fully developed b Irv-

Five writers have submitted ideas and scripts, and a final version will be chosen shortly. A possibility exists that some of the background material for the show will be filmed. and this, too, is up for a quick decision. Irving will continue to direct Toni's Nora Drake on radio. Roger Pryor, tele chief of the Toni agency, the video show.

NEW YORK, April 2.- Imminent cal accolades has been unable to

day night tele line-up starting next Gen. Mills Sets Million & Deal For TV 'Ranger'

NEW YORK, April 2 .- A September debut has been set by General Mills for the tele version of the Lone Ranger over the American Broadcasting Company (ABC). The show will be placed in the 7:30 to 8 p.m. period on Thursdays, over 28 stations. The radio version of Ranger, Stop the Music's first half hour also on ABC, is in the same time

Over \$1,000,000 in time and talent annually is the estimated bill for the weekly tele opus, which will be aired via film. Western tele stations will be West Coast cable will be opened prior The contract by Old Gold for half to the show's debut, Dancer-Fitz-

Lewis's TV To Run Hr., Starting May 7

NEW YORK, April 2.—Robert Q. Lewis's hour-long TV show gets under way on WCBS-TV, Saturday, May 7, between the hours of 7 and 10 The remainder of the basic Thurs- p.m., the exact time slot not havday lineup will include Bernard ing been decided. The program will Schubert's package, Blind Date, fea- be situation-comedy with a vaude slant. Plans are to feature a couple of Video dramatic airer, Actors Studio. stooges planted in the theater audi-Blind Date will get the 7:30 to 8 ence, in boxes, as stagehands or in p.m. period, preceding Stop, and the any other spot where they could

> Meanwhile, he continues his career as the Columbia Broadcasting System's (CBS) utility man, with still another shift on AM which expands his program in mid-May to a full hour. Lewis's show, now heard Monday thru Friday, 3:30 to 4 p.m., will be heard 3:30 to 4:30, probably on May 16. Armour & Company's Hint Hunt vacates the 4 to 4:30 time slot May 13.

CBS is pitching Lewis at spon-

Operating Schedule Cut by DL's W6XAO

HOLLYWOOD, April 2.—Don Lee tele outlet, W6XAO (KTSL), this week announced a cutback in operating skeds effective April 15, with station going to a 5-a-week operation from present seven-day set-up.

Willet H. Brown, Don Lee exec vice-president, said that station would realign program structure in view of "summer television trends," eliminating Tuesday and Wednesday programing.

Economy measure will require reskedding programs currently being aired. In the process, six sustainers Foote, Cone & Belding, will supervise will be axed, the balance shifted to other nights.

Morgan Cuts Down

NEW YORK, April 2 .- The terrific burden imposed on a performer by television was clearly indicated this week when Henry Morgan cut down the number of programs he'll do weekly for the National Broadcasting Company (NBC) from five to three. The comedian starter on his new across-the-board program Monday (28) and reduced his schedule almost immediately.

It's particularly significant in Morgan's case, since he started his comedy career doing a strip show on WOR, continuing it for years. But with the visual dimension added, and the additional headaches of TV production and rehearsal, the rap is too

Ace Deal in Works For Admiral Show

NEW YORK, April 2 .- A deal was reported under way this week whereby Goodman Ace will concontribute a weekly routine to the Admiral television show, starting its summer hiatus. The routines, which are to replace Mary McCarty, who is leaving for legit, will feature Ruth Gilbert in a dumb dame telephone bit.

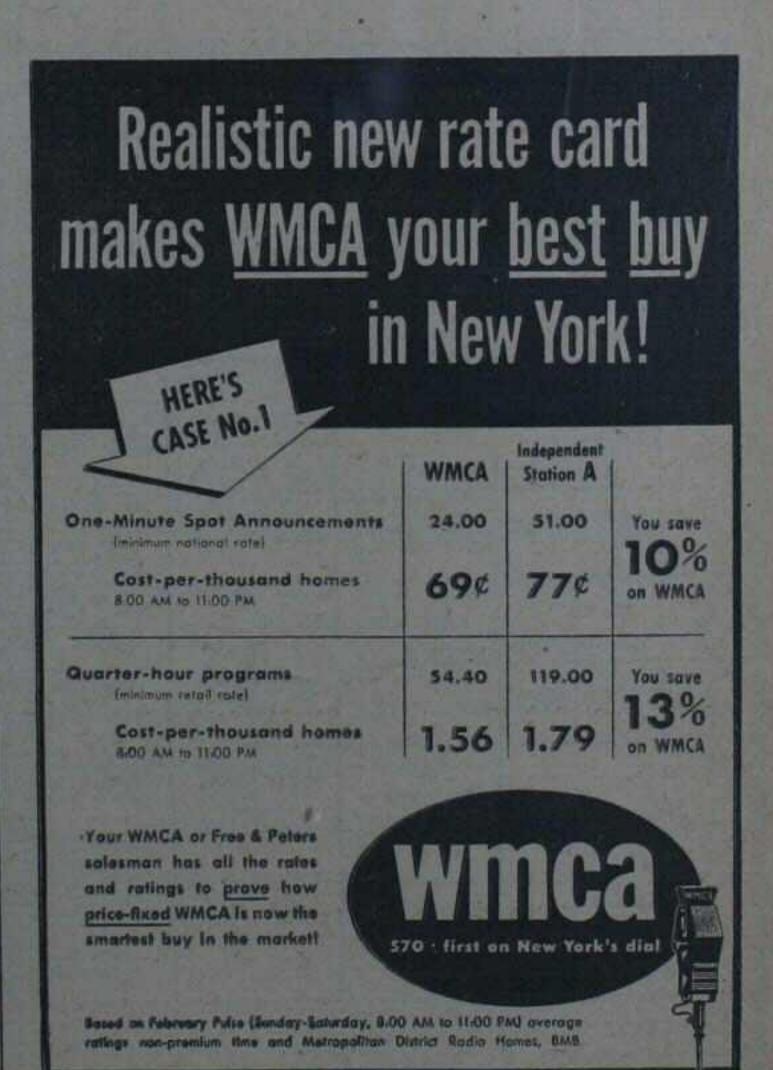
being one of the show's standouts.

Try Segs for Effect Vs. TV

Experiments Near

NEW YORK, April 2 .- A unique twist, whereby the station will undertake to capitalize on what at first glance might appear to be a grave handicap, will be undertaken shortly by WOR, New York. Briefly, the station, after studying the results of its own survey showing the effect of video on AM listening at night in radio-TV homes, plans to pitch itself at AM sponsors as a center at which they, the advertisers, can experiment with nighttime programs and thus learn how to counterpoint their radio shows to gain maximum audiences in competition with video. (For a story on the WOR AM-TV survey, see Television Department, this is-

Behind WOR's thinking, as outlined by Ted Streibert, the station's president, are two basic facts: One is that television-wise, New York is next fall after the series completes a good two years ahead of the rest of the nation in television circulation and potential audience. The other is that WOR, by virtue of its standing in the country's top market, can serve advertisers as a "one station Ace originally introduced the network." Thus, in Streibert's reacharacter on his radio series, the bit soning, accounts using WOR can get TSee WOR PLOTTING on page 15)



12

UP-TO-THE-MINUTE NET

| SUNDAY | ABC | | | ивс |
|----------------------|---|----------------------------------|---------------------------|--|
| 5:30 TO 6:00 | Super Circus (E) | Western Films | Telenews Weekly | |
| 6:00 TO 6:30 | Cartoon Teletales | (5) | Birthday Party (Co-Op) | |
| 6:30 T0 7:00 | The Singing Lady (Kellogg) Kenyon & Eckhardt (W) | Report on (5) | Ted Steele (E) | |
| 7:00 10 7:30 | | Studio One or Feature Film | Amateur Hour | Explorers' Club |
| 7:30 10 8:00 | ABC Television Players (E) | | Lenning & Mitchell | The Hartmans (Textron) I. Walter Thompson (5) |
| 8:00 TO 8:30 | Hollywood Screen Test (W) | Toast of the Town | | Lamb's Gambol (General Foods) Benton & Bowles (5) |
| 8:30 TO 9:00 | Calabrity Time (B F. Goodrich) BBDGO (W) | Kenyon & Eckhardt (W) | | Author Meets the Critic (General Foods) Young & Rubican |
| 9:00 10 9:30 | Sing-Co-Pation (E) | Fred Waring | | Philco Television Playhouse |
| 9:30 TO 10:00 | Music in Velvet | Young & Rubicam | | Phileo) Hutchin |
| 10:00 10 10:30 | Celebrity Time (B F. Goodrich) BBDGO (W) Sing-Co-Pation (E) Music in Velvet (E) Bowling Headliners (S) | | | Around the Tow (Bates) Sawyer |
| 10:30 TO 11:00 | | | | |

| MONDAY | ABC ABC | CB2 | DaMOK? | нас |
|--|---|---|--|---|
| 5:30 TO 6:00 | | | | Howdy Doody (W) |
| 6:00 T0 6:30 | | | Small Fry Clob (Co-Op) (E-W) | |
| 6:30 T0 7:00 | | Lucky Pup | Vincent Lopez (E-W) | |
| 7:00 | News and Views | Sports Quiz | Inside Photoplay | Kukla, Fran and Ottle (RCA) J. Walter Thompson |
| 7:30 | Earl Wrightson Show (W) | Manhattan Showcase (E) | | (E) |
| 7:30. TO | | CBS Television News (W) | Sportigitt (E) Russ Hodges (E) | Henry Morgan (S) |
| 8:00 | | The Quadrangle (E) | Camera Headlines | (Reynolds Tob.) Wm. Esty (W) |
| 7:30. TO 8:00 8:00 TO 8:30 | | Preview (E-W) | Hewsweek Views the News (E) | Song and Dance |
| | ABC Barn Dance | Arthur Godfrey's Talent Scouts (Lipton's Tea) Young & Rubicam (S) | Decrway to Fame (Co-Op) | Chevrolet on Broadway (Chevrolet) Campbell-Ewald |
| 9:00 TO 9:30 | Identify (A. Stein) Lewis A. Smith (E) Skip Farrell (E) | Youn Minicam | | Colgate Theatre (Colgate-Palm- olive-Peet) Wm. Esty (S |
| 9:00 9:00 9:00 9:00 70 9:30 10:00 10:30 10:30 10:30 | | People's Platform | | Americana (Firestone) Sweeney & Jame (W |
| 10:00 TO 10:30 | | | Camel Caravan of Sports (Reynolds Tob. | Boxing (Gillette) Maxor |
| 10:30 TO 11:00 | | | Wm. Esty | |

| THURSDAY | ABC | CBS | DuMOKT | MBE |
|--|----------------|--|---|--|
| 5:30 TO 6:00 | | | Howdy Doody | |
| 5:30 TO 6:00 6:00 6:30 6:30 7:00 7:00 7:00 7:00 7:30 7:30 7:30 7:30 7:30 8:00 8:00 8:30 | | | Small Fry Club (Co-Op) | |
| 6:30 10 7:00 | | (Bristol-Myers) D-C-5 (W) | Okey Dokey Ranch | |
| 7:00 | News and Views | Your Sports Special | Delgra Bueno (E) | Kukla, Fran and Olile (RCA) J. Walter Thompson |
| 7:30 | Wren's Nest | Manhattan Showcase (5) | Jack Leonard (E) | Walter Thompson |
| 7:30 | .Film Shorts | CBS Television News (Oldsm'bile) D. F. Brother (W) | Manhattan Spotlight (E) | Henry Morgan (5) |
| 8:00 | 137 | Make Mine Music (S) | | Wm. Esty (W) |
| 8:00 TO 8:30 | | Dione Lucas | Operation Success | Arrow Show (Cluett-Peablody) Young & Rubicam (5) |
| | Actors' Studio | | Key to the Miss- ing (Whelan) Fisher | Lanny Ross 15wift) McCann-Erickson (5) |
| 9:00 TO 9:30 | | Film Theatre of | Window on the World (DuMont) Civer, Newell G Canger (W) | Bob Smith Gulf Road Show (Gulf) Young & Rubicam (5) |
| 9:00 9:00 9:00 70 9:30 9:30 10:00 | Peature Film | the Air | United States | Bigelow-Sanford) Young & Rubicam (W) |
| 10:00 10 10:30 | | | | (To Be Announced) |
| 10:30 TO 11:00 | | | | |

| amansanaah | | | | |
|--|---|---|---|--|
| FRIDAY | ABC | CB3 | DaMOK7 | MBC NBC |
| 5:30 10 6:00 | | | | Howdy Doody Hewdy Doody (Unique) Crant (W) |
| 6:00 10 6:30 | | | Small Fry Club (Co-Op) | |
| 5:30 10 6:00 6:00 7:00 6:30 7:00 7:00 7:00 7:30 7:30 7:30 7:30 | | Lucky Pup (U. S. Rubber) Fletcher- Richards (W) | Teen-Time Tunes (E) Vincent Lopez (W) | |
| 7:00 T0 7:30 | News and Views (W) Wren's Nest (W) | | Inside Photoplay | Kukia, Fran and Ollie IRCAI J. Waiter Thompson |
| 7:30 TO 8:00 | | CBS Television News (W) The Quadrangle (S) | Manhattan Spotlight (E) | Camel Caravan IReynolds Tob.1 Wm Esty IW |
| TO | Vaudeo Varieties | 131 | Admiral Broadway Revue (Admiral) Kudner (W) | Admiral Broadwa Revse (Admiral) Kudner (W |
| 8:30 8:30 TO 9:00 | | (E) | | Stop Me If You'v |
| 9:00 TO 9:30 | Break the Bank (Bristol-Myers) Doherty-Clifford- Shenfield | Johns Hopkins Science Review (E) | Front Row Center (Whelan) Fisher (I) | Heard This (Bonafide) Leon (S |
| 9:30 T0 10:00 | Joe Hasel Sports Review (W) | | | N W Ayer |
| 10:00 TO 11:00 | | | | Maxon (W 10 50 News |
| 11:00 10 11:30 | | | | Chesterfield Sur per Club ILGM Newell-Emmett |

TELE PROGRAM SCHEDULES

| TUESDAY | The state of the s | | | |
|----------------------|--|--|---|--|
| 10000 | ABC | CBS | DuMONT | MBC |
| 5:30 TO 5:00 | | | | Howdy Doody (W) |
| 6:00 TO 6:30 | | | Small Fry (Co-Op) (W) | |
| 6:30 T0 7:00 | | (Bristol-Myers) D-CGS (W) | Okey Dokey Ranch | |
| 7:00 T0 7:30 | News and Views (W) Film Shorts (W) | Your Sports Special (S) Film Shorts (S) | And Everything Nice (E) | Kukla, Fran and Ollie (RCA) J. Walter Thompson (E) |
| 7:30 TO 8:00 | On Trial (S) | (Oldsmobile) D. F. Brother (W) Make Mine Music (S) | Manhattan Spotlight (E) | Henry Morgan (S) Camel Caravan (Reynolds Tob) Wm. Esty (W) |
| 8:00 TO 8:30 | Film Shorts | Cross Question | Film Feature Theatre (E) | Texaco Star Theater (Texaco) Kudner |
| 8:30 TO 9:00 | | | | (W) |
| 9:00 Y0 9:30 | | We, the People (Gulf) Young & Rubicam | School House (DuMont) Buchanan (W) | (P. & G.) Compton (5) |
| 9:30 10 10:00 | Film Shorts (5) | Suspense (Auto-Lite) Newell-Emmett (W) | | Robert Ripley (Motorola) Gourfain-Cobb (E) |
| 10:00 TO 10:30 | Boxing | | | Wrestling (W) |
| 10:30 TO 11:00 | (E) | | | |

| WEDNESDAY | ABC I | CB2 | DuMONT | мвс |
|--|--|--|----------------------------------|---|
| E-20 | | WALKE ! | 1418/53 | Howdy Doody |
| 5:30 T0 6:00 | | | | Howdy Doody (Mason) (W) Moore & Hamm |
| 6:00 T0 6:30 | | | Small Fry Club (Co-Op) (W) | |
| 6:30 | | Lucky Pup (W) | Teen-Time Tunes (E) | |
| T0 7:00 | | | Vincent Lopez (W) | |
| 7:00 7:00 7:30 | News and Views (W) Child's World | Your Sports Special (S) Manhattan Showcase (S) | Inside Photoplay | Kukla, Fran and Oille (RCA) J. Walter Thompson (E) |
| | | CBS Television News (W) | Manhattan Spotlight (E) | Camel Caravan (Reynolds Tob.) |
| 8:00 | | Masters of Magic (E) | | Wm. Esty (W) |
| 8:00 8:00 70 8:30 | | Arthur Godfrey and His Friends | Charade Quiz | (To Be Announced) (S) |
| 8:30 TO 9:00 | Critic at Large | (Liggett & Myers) Newell-Emmett (W) | | Village Barn (E) |
| 9:00 T0 9:30 9:30 T0 10:00 10:30 | Film Shorts (S) | Mary Kaye and Johnny (Whitehall) (E) Dancer-Fitzgerald- Sample | Swing Into Sports (E) | Kraft Television Theater Kraft |
| 9:30 TO 10:00 | | Kobbs Corner (E) | | 1.Walter Thompson (W) |
| 10:00 TO 10:30 | Wrestling (E) | Tournament of Champions (P. Ballantine) | | News (5) |
| 10:30 TO 11:00 | | J.Walter Thompson (W) | | |

| SATURDAY | ABC ABC | CBS | DuMORT | NBC NBC |
|----------------------|---|---------------------------------|--------|---|
| 5:30 70 6:00 | | | | Children's Sketch- |
| 6:00 TO 6:30 | | | | |
| 6:30 TO 7:00 | | Lucky Pup (W) | | |
| 7:00 70 7:30 | News and Views (W) Wren's Nest (W) | Western Film Theatre (\$) | | |
| 7:30 TO 8:00 | Feature Film | Quincy Howe (W) | | Television Screen Magazine (S) |
| 8:00 70 8:30 | (5) | Film Theatre (W) | | Saturday Night Jamboree (S) |
| 8:30 TO 9:00 | Think Fast | | Pilma | Eddle Condon's Floor Show (5) |
| 9:00 TO 9:30 | Stump the Authors | | | Who Sald That? (Crosley) Benton & Bowles (W) |
| 9:30 TO 10:00 | Stand by for Crime | | | |
| 10:00 TO 10:30 | | | | |
| 10:30 TO 11:00 | | | (8) | |

The current program schedules of the four television networks are shown on these pages.

Sustaining programs are indicated in lightface type. Commercial programs are in boldface, together with sponsor and agency.

Late program changes include the following:

Monday, 9-10 p.m., CBS: "Ford Theater."

Ford Motors, via J. Walter Thompson, once
monthly. On the other three weeks the programs listed will be broadcast.

Friday, 9:30-10 p.m., ABC: Walter Kiernan's
"Sparring Partners" replaces the Joe Hasel
sports review.

Radio Makers

Plan Bally on

WASHINGTON, April 2 .- With the

industry still rumbling over Zenith

lescence" ads, the Radio Manufac-

appointed public relations committee

is planning to stage an early organi-

zational meeting to map a well-

funded publicity drive to "clarify"

the situation in respect to present

television receivers on the very-high-

RMA President Max Balcom yes-

terday announced the appointment of

Paul V. Galvin, president of Motorola,

Inc., as chairman of the new com-

mittee. Galvin is a past prexy of

RMA. H. C. Bonfig, veepee of

Zenith, was among seven manufac-

turing executives named by Balcom

to serve on Galvin's new committee.

Others are Benjamin Abrams, presi-

graph Corporation; Dr. W. R. G.

department and veepee of General

Electric Company; James H. Car-

frequencies (VHF).

Radio

V-H-F Video

Corporation's recent "obso-

Association's (RMA) newly-

ABC Loosens Tele Bankroll For 33% Expansion in Chi; Move Cues Outlay of 200G

vision of the American Broadcasting execs make no bones about the fact Company (ABC) this week signed a that in television they plan to follease to take over 4,000 square feet low their AM line of action. They of space for TV studio and offices in plan to let other nets, with their the Civic Opera Building. Accord- established big names and costly in to John Norton, vp in charge shows, g-11 top-cost programs while here, move represents an expansion ABC attempts to find new ideas and of about one-third in the web's local shows which appeal to advertisers video operation.

ABC has two TV studios in the invested instead of prestige. Civic Opera Building. With its new studio on the 42d floor, net expects be an organization point for topto increase local programing and net- cost programs featuring big names. work originations by about one- But he says the city should have an third. The new lease becomes effective May I and eliminates the possibility of APC moving to the Chi- Super Circus, which is getting na-

cago Coliseum.

nually.

sonnel and programing is expected hour as a production package. With to increase ABC TV operating costs this Norton compares some of his about \$6,000 per week and would own net's New York programs which represent an addition of about 15 don't rate as high but cost around per cent to the net's local TV operation, Norton said. To fit the new space for television ABC will have the net's TV capital investment here mated in New York and used name to about \$1,000,000.

ABC also has hired two new TV salesmen, giving it a total of three reach the break-even point before the salesmen pitching television. Op- end of 1949, Norton conjectures. He erating with only one TV salesman claims that with \$5,000 per month ABC has managed to do the largest additional business this will be posvolume of video business here. So sible, far WENR-TV's local business has been about \$300,000 and the sale of network shows originated here, or sold here, represents \$400,000 an-

Recent ABC sales include purchase of the first half hour of the Chicago - originated Super Circus by Canada Dry Ginger Ale Company, imminent sale of the second half hour of the program to Derby Foods; this week's contract for the purchase of a once-a-week 15-minute Chicago show by Bell & Howell, and last week's purchase of a half-hour oncea-week by the International Cellucotton Corporation for its product, Kleenex.

ABC's video success story here is even more surprising in view of anti-Chicago policies of other networks. National Broadcasting Company's New York headquarters is known to be giving its local TV men plenty of head ches with the net's unexpressed, but definite policy against Chicago originations, Altho WGN-TV present local affiliate of Columbia Broadcasting System, is trying to get Hurst & McDonald Agency will han-CBS to allow Chi originations, it is known that at the recent cable allocation meetings in New York CBS execs expressed strong opinions against such a scheme. In contrast, however, the local ABC operation is feeding to the Eastern net about 12 hours of programing per week, while it receives only about nine hours per week from there.

Norton said that the strong pro-Chi policy was not his idea alone, but also that of New York officials, who are satisfied with local TV operations and plan to permit them to expand. Key to why ABC is backing Chi may be found in the net's policy

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MULSON STUDIO

Bridgeport 1, Conn. Box 1941

CHICAGO, April 2. - Central di- f: voring lower-cost programs. looking for a good return per dollar

Norton admits that Chi will never important role as originator of lowercost programs. He pointed out that tional Hooper average of about 21, Acquisition of the space, new per- will cost advertisers about \$3,250 per \$3,000 per show, exclusive of time. He further says that programs that would cost \$1,000 here would sell to spend about \$200,000, bringing for about \$5,000 if they were origtalent.

The division's video endeavors will

Four ABC Stations Get B&H TV Series

CHICAGO, April 2.—Bell & Howell, movie equipment manufacturers, this pick up the games as a public service, committee, broadly representative of week bought a television program a four-station American Broadcasting \$1,000 for cost of pick-ups, he would RMA also stated that outstanding Company network. Bell & Howell's entrance into the video field marks another purchase of the medium by an advertiser who has not been an important radio user.

The camera company will sponsor Action Autograph, a program bought from Jack Brand Productions, Inc., new local TV packaging org. show, to be aired Sundays from 10 to when they imposed their unreason-10:15 p.m. (CDT), will feature inter- able conditions. It was another way views with guest celebrities and film of saying no television." sequences highlighting the guests in activities which have made them fa- House of Representatives are Rep. mous,

tional markets.

'Must' Videocast Of Sports-Will Minn. Gopher It?

ST. PAUL, April 2.-Fired by the squabble between KSTP-TV and the University of Minnesota over televising of the annual Minnesota State high school basketball tournament in the University Field House, two members of the State Legislature last week introduced a bill which would guarantee tele and radio coverage. at standard fees, of all events at the university for which admissions are charged.

Stanley Hubbard, prexy and general manager of KSTP and KSTP-TV, accused university authorities of freezing out his TV station by demanding an exorbitant sum for broadcast rights.

Hubbard charges that his application to videocast the tournament was dent of Emerson Radio and Phonoturned down by the State High School Athletic League directors on advice of Baker, director of RMA engineering university authorities. When a public uproar resulted, with veterans' organizations complaining that hospitalized ex-G.L's would be unable to see the games, the university changed its mind and called Hubbard into conference three days before the tourney

Hubbard said he was given two alternatives after being told he would have to televise all games instead of picking the top contests. Tournament rights were set at \$3,000, a sum which, he charges, is far more than standard for AM broadcasting. That meant selling the tourney for \$5,000 or more, an "unreasonable" price which sponsors wouldn't pay, he claimed.

with no commercial sponsorship, the television industry and including Hubbard said that in addition to leading television manufacturers." have to wash out \$4,000 worth of engineers and technical TV experts commercial time already booked to will aid the p.r. project, which "will fulfill the all-games edict,

the station is not in a position to suffer greater losses," Hubbard declared.

Authors of the bill in the State Carl M. D'Aquila, of Hibbing, former Program, to be aired via cable in radio announcer there, and Rep. New York, Chicago, Detroit and Phil- George Murk, of Minneapolis, presiadelphia, will originate here. Henri, dent of the Minneapolis Musicians' Union, with whom Hubbard has dle the account. If the program is scrapped many times over union consuccessful, agency sources say, it is tracts. The bill would affect any possible the sponsor will buy addi- educational institution supported by public funds.

mine, veepee of Phileo Corporation; James W. Craig, veepee of Crosley division, Avco Manufacturing Corporation; Dr. Allen B. DuMont, prexy of Allen B. DuMont Laboratories, Inc.; Joseph B. Elliott, veepee of Eladio Corporation of America, Victor division, and William J. Halligan, president of the Hallerafters Company.

In announcing the new committee personnel, RMA stated that "comprehensive information on television service, present and future, in an objective, orderly and constructive public relations program, is to be The other alternative was that he prepared and presented by the RMA include information on present TV "Our operating loss for the televi- service and receivers in the VHF sion part of our business runs many channels and also prospective future thousands of dollars each month and ultra-high-frequency (UHF) channels." RMA added that the committee "has broad authority and sub-"The university officials knew this stantial funds to determine and conduct the television project." The committee is authorized to "issue authoritative industry statements on TV technical, merchandising and other problems, also supplemental information regarding the practical effects of policies and orders of the Federal Communications Commission (FCC), present and future." The association also issued a reminder of the FCC chairman's statement last week (The Billboard, April that the present video service "will not be eliminated."

Italy Seeks Equipment

WASHINGTON, April 2. - A group of Italian financiers is negotiating with American manufacturers for equipment to launch TV in Italy, the Commerce Department reports. Present plans, backed by the Rome government, call for the construc-

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QUALITY PHOTO SERVICE Parkins St., Box 12 BRISTOL CONN.

WOR-TV Inks First Pre-Bow Deal, Schaefer for Dodgers

NEW YORK, April 2 .- WOR-TV, slated to go on the air June 1, this WOR-TV stands a good chance of week set its first major deal, signing getting the complete Dodger schedule tion of the country's first TV station Schaefer beer to sponsor a minimum of 13 night Brooklyn Dodger baseball Rickey favors the switch if WCBSgames. The deal is considered unusual, since it means the account has age, which is quite possible with that bought the station without even so station's growing network obligamuch as seeing its test pattern, which tions. WOR formerly aired the Dodgin turn, will not be on the air until er games before they shifted to the second week in May. WOR-TV has Channel 9 for New York,

of network commitments the station to be aired before each night game. couldn't handle the night games. A similar condition sent the Glant night its video station as yet but when it year and last. In addition to using Newark, both stations to air the games charges in TV which will hike the simultaneously.

It is believed more than likely that next year. It is said that Branch in Turin. TV can no longer handle the cover-WMGM, New York.

As a sidelight to the Dodger busi-The Dodgers' regular games are ness, WOR-TV has also sold the Lewis telecast over WCBS-TV, but because cigar account a 15-minute program,

WOR has not issued a rate card for games from WNBT to WPIX this does so, shortly, rates will be the same as they are in radio. There will, WOR-TV, Schafer is using WATV, however, be additional facilities costs over the AM rate.

P&G Near Pact Stage for 300G Tele Pic Series

HOLLYWOOD, April 2,-Contracts are expected to be inked this weekend by Procter & Gamble for immediate production of a series of 26 halfhour tele films which will cost the bankroller an estimated \$300,000. Films will be made in Hollywood by Gordon Levoy, of General Television Enterprises, and overseas by Carleton Alsop and Irving Asher, under general supervision of P & G tele manager, William Craig, and Gil Ralston, executive producer of the soaper's video department. Compton Agency sponsor.

One of the largest tele deals yet made, film series will include two complete dramatic-adventure stories per half hour episode, with yarns running 12 minutes each and commercials tagged between stories. Sponsorship will be shared jointly by Ivery, Crisco and Duz. Budgets per show will run between \$8,000 and \$10,000, depending on cast and setseries will be shot in Hollywood, But by Asher and Alsop.

Series is set to kick off on National Broadcasting Company's (NBC) complete tele network in September, occupying the 9 p.m. EST time slot, following Milton Berle's Tuesday evening stanza.

Compton Agency execs who will work on the series include Lewis Titterton, radio-tele vespee; Stuart Ludlum, assistant director of radio and television, and Brewster Morgan, television director.

WOR Plotting An AM Switch

a terrific head start in program savvy in the television age.

Audience Potential

Other aspects of the WOR theory take the slant that even the programs viewed as experimental, they would petition. still have AM audiences, potential or able to continue radio programing without the need of the greater risks involved in the future.

It is also pointed out that with WOR-TV going on the air June 1 advertisers will also be enabled to experiment with simultaneous shows, so as to aim at both AM and TV audiences.

In the light of growing concern over video inroads in radio listening ranks, the WOR "switch" is regarded as particularly significant and a particularly canny means of turning what would appear to be a liability into an asset.



5 Unions Okay TV Authority

West'house Buys 'CBS Studio One'

NEW YORK, April 2 .- The Westinghouse Electric Corporation has bought Studio One, now on the Columbia Broadcasting System's TV network two Sunday evenings each month 7:30 to 8:30 p. m., from the web. Sponsorship begins April 10. The program will now do four shows each month at the same hour.

CBS has been filling the Sunday will co-ordinate production for the evening time when Studio One was not on the air with a feature film which will now be yanked. McCann Erickson is the agency for Westinghouse. Studio One was on AM for 63 weeks without a sponsor and won many awards.

BUD SPENCER TRANSFERS

HOLLYWOOD, April 2. - S. S. (Bud) Spencer, assistant to Burt Olitings. More than three-fourths of the ver, Coast topper for Foote, Cone & Belding (FC&B), has been transstories requiring European outdoor ferred to the agency's expanding Holin charge of tele pic production, workwith National Broadcasting Company with FC&B the last five years.

No Car Tele?

HARRISBURG, Pa., April 2 .-Legislation outlawing the use of TV receiver sets in autos in Pennsylvania has passed the State House of Representatives by a vote of 206 to 0.

The proposal, House Bill No. 234, now goes to the State Senate for action there.

Goodall TV Series Adding 13 Outlets

CHICAGO, April 2 .- The Goodall Company of Cincinnati, makers of men's clothes, will add 13 stations to its list of TV outlets using its fiveminute golf film program, it was stated this week by Ruthrauff & Ryan, local agency on the account.

Since March 1 the company has been using the 13-week film series, which features Jug McSpaden giving golf lessons, in six markets.

Markets scheduled to carry the backgrounds will be made in England lywood tele department and will be series are Chicago, Los Angeles, Washington, Atlanta, Louisville, New ing with Arnold Maguire, Coast Orleans, Baltimore, Boston, Detroit, agency video topper. Spencer was St. Louis, New York, Cincinnati, Cleveland, Philadelphia, Pittsburgh, (NBC) for eight years and has been Memphis, Fort Worth, Houston and Richmond, Va.

AM Warned To Specialize To Counteract TV Strength

evidence that AM nighttime pro- the most appeal. graming in television service areas will have to be keyed to highly a study completed this week by Bob Hoffman, WOR, New York research director. Essentially, the study, based on the Pulse, Inc., figures for January, showed that in combination AM-TV homes, AM listening evenings is

Radio stands up better against TV, actual, far in excess of that avail- the study makes clear, in the early able in any other radio market, and evening hours between 6 and 8 p.m., at a lower cost to boot. Then, a few rather than later in the evening when years hence, when video networking the heavy video programing artillery and circulation are far ahead of the is brought to bear. The types of pro- cent. The same kind of show after present picture, advertisers will be grams which hold on best during that hour went way down to a 20.9 these hours are quiz and audience per cent rating. participation shows, situation comedy, variety-comedy, and longhair music.

NEW YORK, April 2 .- Renewed | and longhair are the programs with

AM News Strong

The fact that radio news has a representation. specialized levels was presented in slightly above average draw may indiearly evening hours sports and news down 75 per cent, with classical licking from TV. Variety and popu- have agreed to this set-up. aired along these lines might be music offering TV its strongest com- lar music programs and miscellaneous talks were the other forms of programs that showed the most signifi- Meister To Sponsor cant loss to video.

The two mystery shows on AM before 8 p.m. fared the best of any type aired, with a rating of 53.8 per

The variety-comedy shows, using big name comics aired in the earlier Between 8 and 10:30 p.m., news hours of radio, average a 38 per cent commentators, quiz and audience appeal to listeners with TV sets as participation shows, situation comedy against a poor 21.4 rating after 8 p.m.

2 Basic Issues Remain To Be Threshed Out

But Peace Is on Horizon

NEW YORK, April 2 .- A major step was taken this week in the plan to settle TV jurisdiction among performer unions. For the first time since the Associated Actors and Artistes of America (Four A's) has been trying to solve its TV jurisdictional problem, Actors' Equity, the American Federation of Radio Artist (AFRA), Chorus Equity, the American Guild of Variety Artists (AGVA) and the American Guild of Musical Artists (AGMA) agreed in principle to constitute a television authority to handle jurisdiction of the medium. This is an acceptance of the plan submitted to the labor orgs by their national television executive committee.

However, in spite of agreement in principle, two basic differences remain to be ironed out. AFRA insists that Television Authority be constituted on a permanent basis and that it be handed over to the video performers themselves after a two-year period of stewardship by the other unions. On this stand it has the opposition of AGVA and Actors' Equity. Equity's Other Objection

Equity also feels that representation on the executive board of the new org should be equal rather than proportionate. It has many fewer members than AGVA and AFRA. It is AGVA which has been most vociferous in asking for proportionate

In agreeing to the TV authority, cate that TV still has a long way to go AFRA, nevertheless, has reserved in this phase of its programing. It jurisdiction to simultaneous AM-TV is also interesting to note that in the shows and over staff announcers and other employees in the radio industry commentators, as distinguished from whose work includes both radio and straight newscasters, took the greatest TV performances. The other unions

Chi Cubs, Sox Tilts

CHICAGO, April 2.-The Meister Brau Brewing Company, thru Batten, Barton, Durstine & Osborn (BBD&O) will sponsor half of the home games of the Chicago Cubs and White Sox telecasts on WGN-TV, on an alternate basis, it became known this week. WGN-TV is still trying to sell the other games to one or more sponsors.

With Sox management this week granting TV commercial rights after a long hassle with various video stations here, the way was opened for the Meister Brau and other possible WGN-TV deals. Sox granted TV rights for a sum reported to be about \$50,000 for the season. Cubs' management is merely charging a service fee of about \$5,000 to cover costs of installing cameras and other TV equipment.

AFM Wins Increase on TV Network and 0&0 Stations

can Federation of Musicians (AFM) \$17.25 is upped to \$20.70. and the four networks yesterday (1) The basic scale of network programs, heretofore three-quarters of the standard broadcast scale, has been ing April 1, 1949. upped to 90 per cent of the standard broadcast scale. On local telecasts, the minimum, heretofore two-thirds of the broadcast scale, has been upped to 80 per cent of that scale.

Translated to dollars, the scales are

NEW YORK, April 2.- The Ameri-, than one hour the former scale of

On local programs, the scale for concluded a pact covering scales for 30 minutes or less was \$12 and is musicians on television programs now \$14. On programs more than broadcast over the networks and 30 minutes but less than one hour, their owned - and - operated stations. the former scale of \$15.33 is hiked to

The contract is for one year start-

The pact does not cover scales for musicians on film. This still remains to be worked out by the AFM, as does a contract for TV package companies. The new termer is the first which is non-experimental in nature. approximately as follows: On net- Previous pacts have been short-term work programs, the scale was for- deals predicated on the angle that merly \$13.50 and is now \$16.20 for they would be renegotiated to bring 30 minutes or less. On programs the scales in line with additional TV more than 30 minutes, but not more circulation and income.



TV Toppers Say as Medium Beckons Radio, Film Names

Agents Active; Acts Work for Cakes, Experience

video's long-anticipated invasion of top radio and film names seems "just around the corner," according to informed agency and station execs. For the first time since Hollywood TV went into high gear, there are signs of a top name talent hypo by early

Within recent weeks (particularly since local set saturation passed the 100,000 mark) activity by talent agencies has tripled. Station ops and agencies report that talent reps are submitting names heretofore unavailable or indifferent to video. Moreover, asking price of talent is pegged at a fair level, making it easier for the growing Coast tole industry to absorb the cost of increased talent expenditures. Talent's attitude is one of 'let's get video experience before money," since it is generally conceded that big dough for tele toppers is still many months away.

Talent (or lack of it) is the No. 1 headache of Coast programers at the moment. With six stations operating, competition for acts is rough. Because of shoe-string budgets available to telecasters, talent must work for scale (or below) which many top acts refuse to do. Remaining pool of good talent is spread thinly over entire

field.

Play the Field

Result has been the advent of "round robin" programing habits in which the same performers are constantly seen on more than one local station. Many repeaters work for free to reap publicity and gain tele experience, thus crowding tele screens with repetitions or mediocre acts and risking the wrath of bored home lookers.

One of the first of name shows being groomed is the Bill Goodwin variety stanza, which National Broadcasting Company (NBC) has kinescoped and submitted to Standard Oil of California with a \$3,500 price tag. If sold, the oiler will air the show live over KNBH and syndicate the stanza. Show is packaged by Ken Dolan Agency, and includes the Billy Mills ork and four top variety acts each week, with Goodwin as emsee.

Although costly by present local standards, show is far less expensive than top New York originations such as the Milton Berle show, Admiral's Broadway Revue, and Toast of the Town. Other shows in the works include airers featuring Fanny Brice, Marais and Miranda, One Man's Family and Dinah Shore. In most cases,

HICKS OR CITY SLICKS

They all go like crazy for my dazzling photo repros! As many as you want, and as fast as you want 'em-all at a swell saving price!

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

Write for FREE Samples and Price List B.





HOLLYWOOD, April 2. - Coast the trend is against simultaneous AM-TV airers, since talent toppers feel two mediums are too exacting to successfully combine.

Many radioites plan to spend the summer hiatus period working on tele show ideas for fall debut.

While encouraging signs are in evidence, trade here feels it will be at least nine months before Hollywood can afford shows comparable in cost to those currently aired in the East. Fact that kine recording facilities will be available here within a short time seems to make little difference to national bankrollers. Sponsors insist on Eastern originations in order to air a show live over large Eastern tele skeins. Claims of inconsistent kine film quality has further discouraged extensive planning in that direction.

Snagging film stars for tele is still a matter of conjecture. While free lance pic personalities can be seen on several local originations (mostly quiz and variety stanzas), bulk of film talent is blocked by the antivideo contract clause. Major film studios banned together more than a year ago and banned all tele appearances, for fear that highly important film stars would be harmed by poor tele showcasting. To date, studio spokesmen have insisted that the policy remains unchanged, but indications are that some break in the ban may come long before fall.

With Paramount operating KTLA here and Warners purchasing KLAC- meeting of the NAB unaffiliates on TV, it is likely that flickeries will their first "Independents Day" (The use tele adjuncts to good advantage Billboard, March 5). Meanwhile, the Broadcast Measurement Bureau is in exploiting pix and building film NAB board, which has already also expected to evolve from the talent.

Won't Be Long Now, Coast Radio and Video Relationship, Pending Economic Problems, Chief Concerns at NAB Confab

dominate the broadcast industry, but also that the web control does not blanket the major ad agencies as has been frequently charged by some critics of radio. The U.S. Attorney General is expected to give a blanket indorsement to the theory that the broadcast industry is comprised largely of "small businesses" and, as such, has not been held in suspect by Clark's anti-trust division. It is anticipated, too, that Clark will give the NAB a pat on the back for the "voluntary method" in which it has set up its standards of practices and thereby avoided encroaching on antirestraint of trade laws.

The three-way lateral pass on the "small business" topic - Miller to Coy to Clark-in three successive days at the NAB convention is exembracing radio networks, electronics manufacturing industry patentsholding methods and FCC jurisdic-Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate Commerce Committee which has been assembling material for the convention.

Pointing up the "radio as a free enterprise" theme still further will be the fact that Miller will be presenting his facts in his only major talk of the convention to the

lative liaison" executive to his staff, that the four major networks do not is readying to give a lot of attention NAB reorganization problems, including the plan of the NAB's special reshuffle committee which has already received the board's okay on a proposal for adding a television departmental expert to the NAB staff and which in its program to be submitted to the board next week is expected to call for further top-level regirding, so as to meet the problems resulting from television's growth and the "saturation-point" competition in standard broadcasting. The committee is also expected to have a suggestion for increasing the NAB's FM activities. Already given a green light by the board and certain to get more concrete action at the upcoming meetings will be the expansion of NAB's advertising guidance and sales research operations as a means view of the rumblings from Capitol of stepping up the association's ef-Hill in the direction of a communi- forts to keep members alerted to cations industry-wide investigation economic trends and shifts and ways to combat economic problems. Coupled with this will be a follow-up action to the board's February meettion (The Billboard, February 19), ing at New Orleans when the board activities on all matters dealing with international as well as domestic communications (The Billboard, February 26). The association is althe bigwigs guest list at the NAB ready taking steps in this direction as a result of the board's authorizing NAB Prexy Miller to arrange for teamwork moves with the State Department, White House and the FCC in an effort to give broadcasters a better break in both standard radio and video allocations.

A decision on the future of the authorized Miller to add a "legis- board's Chicago sessions. The NAB board is reported to be ready to produce its own proposed version of a successor to the measurement bureau, The convention will get a floor discussion of the BMB at the Tuesday (12) afternoon business session.

Economic Issues

Threading thru all business meetings of the convention and probably most directly of interest to the delegates will be the economic issue of intensified competition for shrinking ad revenues within the AM industry and between AM and TV. This problem will head the topics of the sessions Monday (11), and it is seen significant that FCC Chairman Cor will be the principal speaker at the luncheon that day. NAB Executive Veepee A. D. (Jess) Willard will preside at that luncheon. The afternoon session, titled "It Can Happen Here," will touch off discussions of revenue problems. Speeches during the afternoon sales session will include: Lee Hart, assistant director, Broadcast Advertising Department, NAB, on New Techniques for Succensful Retail Radio; Maurice B. Mitchell, Director of NAB's Advertising partment, Management's Responsibility to Radio's Selling Effort; Leo erne, head of Leo Cherne Associntes, A Forecast of Business, and Simon Goldman, WJTN, Jamestown, N.Y., Selling the Small Market Sta-The NAB has made no secret of

the fact that the economic issue is one of the most vital ones-if not the most vital-affecting the industry des, NAB Ad Department Director litchell said the sales session will be programed to emphasize selling an increasingly competitive market full of revenue-hungry media of Il kinds." "This session," said litchell, "Is designed to bridge the gap between platform and floor.

SHORT SCANNINGS

New York: Emerson Radio & Phonograph Corporation has appointed Foote, Cone & Belding its ad agency. Blaine Thompson formerly had it. . . . John R. Allen is the new veepee in charge of TV at the Grant Advertising Agency. . . The Anaconda Copper Mining Company has appointed Kenyon & Eckhardt to direct the advertising of Anaconda and all its subsidiary companies, including the American Brass Company and Anaconda Wire & Cable Company. . . . Loring Smith takes a leave of absence from the Hartman TV show now on the National Broadcasting System (NBC) Sunday eve-

nings to appear in "The Happiest Years," a new Broadway show. The Katz Agency, Inc., is national ad rep for KLAC-TV, Los Angeles, starting this month. . . . "Radio and Television Best Magazine" has signed Guy Lebow to narrate film commercials for a trial spot campaign to begin shortly on all New York TV stations. . . . Mrs. Raymond Clapper has joined the staff of Theodore Granik's "American Forum of the Air" (Mutual), in an advisory capacity. . . . Judd Cox has joined Tel-Air Associates, package outfit, as West Coast sales and production man, working with Mort Singer, who heads the Hollywood office. Rhoda Avon has been added to the sales staff of the firm's New York office. . . . Helen Gerrold, Coast radio actress, recently returned from making a film in Italy, is trying to crack into legit on Broadway. . . . Mike O'Shea, legit press agent, guested on the Wendy Barrie show Friday (1) on WNBT. . . . A first in TV was established when

Kukla Fran and Ollie devoted their entire program Wednesday (30) to "Hollywood Screen Test," which is on another network. Neil Hamilton was the guest.

Hollywood:

Jack Smith organizes his own tele film production company, to be called TV Productions, Inc. Firm is formed in conjunction with Century Artists, Ltd. Company will produce both 15 and 30-minute musical shorts, tion. starring Smith and using guestars. First guest will be Margaret Young, aunt of thrush Margaret Whiting. . . . Pacific Cheese Division of the Borden Company placed a 13-week campaign of filmed spot announcements for Borden's Camenbert and Liederkranz on the following LA TV outlets: KNBH (NBC), KTTV (Times-CBS), KTLA (Paramount) and KTSL (Don and perhaps the most lively topic of to bankroll a full hour tele show, picking up the tab on KTLA for the full- for the afternoon-long session on Lee). . . . Barbara Ann Baking Company becomes the first Coast bakery length filmed series of "Hopalong Cassidy," Bill Boyd Westerns. . . . After a week's trial period, KTTV has signed Mystery Eyes, a Jack Wheeler-Jack Rourke package, to a three-year pact. Show reportedly drew over 1,500 pieces of mail its first week. Show asks viewers to identify the eyes of a famous person, and features Rourke and Wheeler giving clues and making phone calls to the viewers for the jackpot awards. Interesting gimmick is that KTTV is using show to keep eyes on its channel by cutting in during the evening-in addition to show's regular 10-minute seg-at unannounced times with clues to mystery subject.

le Needs Aggressive Selling

Sets Total 46% Of Philco Sales

PHILADELPHIA, April 2 .- Telesion, radio receivers and radiohonograph combinations accounted or 46 per cent of last year's sales t the Philco Corporation, it was reorted to the local company's stockolders this week by William Baldrston, president, and John Ballanyne, chairman of the board. Elecrical appliances, air conditioners, arts and government orders made up he rest of the sales which reached 948 earnings of \$10,532,000, compared with \$9,631,000 in 1947.

In a joint statement, the two company heads said that "public interest n the television is growing rapidly, nd 1949 should see new records set by all branches of this industry. Philto should share fully in the benefits his growth will bring." TV, radio and phono sets were the largest items n the sales breakdown figures in the 6 per cent for that division.

Admiral Debuts Trio of Combos

CHICAGO, April 2.—The Admiral Corporation will begin delivery of three new TV-radio-phono combinations about May 1, it became known here this week. The three models have new 121/2-inch TV screens and a new record player which handles 78, 45 and 33 1/3 r.p.m. disks.

The three models are numbered 4H-145 (\$475), 4H-156 (\$550) and 4H-166 (\$550). All are equipped with both FM and AM and come in blond models at slightly higher prices. Prices quoted are retail list.

These new models, slightly higher priced than the former Admiral 10 all-purpose combinations that did not play 45 r.p.m. disks, have been marked up to give dealers a larger profit margin and to compensate for addition of 45 mechanism and a larger TV screen.

Cap April Bop Wax Tied to Promotion

HOLLYWOOD, April 2. - Capitol, its recent talent acquisitions pointing to its bop-mindedness, is putting its shoulder behind the beret-beard music and will devote its entire April 4 release to be-bop biscuits. This will be timed with its promotion aimed at broadening the bop mart. lockeys and dealers will receive a specially prepared platter tagged What Is This Thing Called Bop? plus a "boptiary" complete with definitions of the new tongue. Latter, based upon an idea by cap-flack Jack Daley, was developed by the firm's musical director, Paul Weston. For a local tie-in, Benny Goodman's band will hold a special bop session on the Rexall drug premises. The chain drug's fountains will feature "Benmy's bop sodas" thruout the week.

DECCA PLANT WHIRRING

BRIDGEPORT, Conn., April 2. -With over 13,000 persons out of work in this city, Decca Records, Inc., here, is one of the few factories which have had no layoffs. According to Superintendent Edward Grich, business is so rushing that the day and night shifts are working on a 40-hour week, and the plating department has even been working Saturdays and Sundays.

How They're Selling Them

(As advertised in the nation's press.)

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

FREE HOME DEMONSTRATION - 21 months to pay-no installation charge. Motorola portable TV unit at \$199.95. Reader clips and fills in coupon for trial offer-Michaels and Company, Inc., Brooklyn and Jamaica, N. Y.

TODAY'S THE DAY-NOW YOU CAN SEE it-now you can hear it. Full page apread in the New York Herald-Tribune is one of several run in city papers, Thursday (31), announcing the new RCA Victor 45 r.p.m. players and disks. Self-contained unit 9-EY-3, console combo 9-W-101, and two-turntable (45 and 78 r.p.m.) model 9-W-105 are illustrated. Set manufacturers making 45 r.p.m. players are listed. "Less cost" is emphasized.—RCA Victor, New York.

NEW 1949 MODEL PHILCO BADIOphonographs-never unpacked . . . Still in original cartons—at greatly reduced prices. Models 1601, 1603, 1605 illustrated, with new factory-authorized prices.-Associated Stores, Tampa.

SALE ON SEVEN GE MODELS MUSAphonic radio-phono combinations, Three models illustrated. Prices exclusive at that store in Chicago. Six models are equipped to play LP disks automatically: \$140,000 worth of sets for \$61,000. Model 44 reduced from \$875 to \$419.50, etc .- Mandel Bros., Chicago.

CELEBRATION SALE FOR OPENING OF branch store. Save \$160 on a nationally famous 1949 tele-radio-phono combo. Brand name withheld. Original price \$419.95, now selling for \$395.50 .-Dorn's, Los Angeles.

"THE FINEST UNIT I HAVE EVER BEEN privileged to offer anyone at anytime," says dealer Dan Miller of the new 16-inch tube Stromberg-Carlson tele-radio combo. "Yarmouth" model il-lustrated. Also available with twospeed automatic phono at small additional cost. Free home demonstration. No transaction completed unless good picture obtained.—Dan Miller Television, Los Angeles.

50 PER CENT REDUCTION ON COLUMbin records-classical-popular-dance albums and singles. Seven album titles and five specific singles listed. "For a limited time only."-Allen's, Schenectady, N. Y.

LIMITED TIME ONLY-UP TO 50 PER cent discount on overstock Columbia records and album sets. Six titles specifically mentioned .- Spector's Mualc Center, Albany, N. Y.

SAVE 550 ON RCA VICTOR RADIOphono with FM. Regular \$199.50 set now \$149.50. This same offer has been advertised by a number of stores in various cities .- Kimball, Chicago.

Album Sale Nets ABC 20G, AFRA 10

NEW YORK, April 2 .- Only assurances desired by the American Federation of Radio Artists (AFRA) that phonograph records made of The Greatest Story Ever Told by the American Broadcasting Company (ABC) and to be sold to the Catechical Guild, a non-profit religious organization, will not be played over radio stations is holding up the sale of the property. AFRA, which gave ABC a waiver when it made the disks, is in a position to hold the web to its bargain not to play them over radio outlets, but is not in the same position as regards the Guild.

The deal will bring ABC \$30,000 for the sale of the 5,600 records to be made into albums. AFRA, for agreeing to the transfer, is to get \$10,000 of this money which it will then redistribute to its members who worked on the recorded shows. some sort of arrangement can be devised which will offer the union the assurances it wants, the deal will be concluded soon.

Spotlite's 3-Piece Consumer Analysis. \$1.29 Album Bargain

NEW YORK, April 2. - Seven "economy" albums at \$1.29 each, tax included, are being issued this week by Spotlite Records. The albums, standard hard-cover jobs, include three disks each, and contain such material as Strauss waltzes, Latin-American, Chopin, Hawaiian, boogle woogie, Irish and Western tunes.

Spotlite single disks continue to retail at 39 cents, plus tax. The disks are sold on a direct factory-to-dealer

Detroit Roseland Revamps

DETROIT, April 2.-The former Roseland Ballroom has been reland Ballroom, under the active manpartner, Friedman Zakoor, is not active in the enterprise.

"Greatest" Record Dynamic Sued By Magnavox

CHICAGO, April 2. - Magnavox Company this week filed a suit in U. S. District Court for the Southern district of New York to enjoin Dynamic Stores, New York retail radio chain, from selling or offering for sale Magnavox products at less than stipulated prices.

The action resulted from recent Dynamic advertisements which Magnavox claims gave the impression that the chain "was running a clearance sale of Magnavox radio-phonograph combinations."

Magnavox also has sued to enjoin repetition of such advertising and to prevent Dynamic in the future suggesting to the public that Magnavox products are available at less than retail prices, stipulated under Feld-Crawford agreements.

Omaha Area Shows **Big FM Set Increase**

OMAHA, April 2.-FM listeners in the Omaha and Council Bluffs, Ia., area have increased markedly, according to the 1949 World-Herald

The sampling survey of the area's 90,900 families showed that 15.2 per cent, or 13,817 families have FM sets. Of that number, 68.1 per cent bought their receivers last year.

A total of 2,349 families plan to buy FM sets in 1949, according to the newspaper's analysis.

At least one radio set is owned by 99.3 per cent of the area families, according to the survey. That compares with 99.2 per cent in 1948 and 99.7 per cent in 1947.

Cap's Bozo to Footlights

Records' Bozo the Clown, already on tele (KTTV) and toy form in addi- pher. Escort to previously arranged tion to platter wax, made his theater bow last Saturday (26)) on a breakin date at the local Majestic Theater. modeled and reopened as the Wood- Bozo, enacted by Vance (Pinto) Colvig, is being groomed for a series and stories on follow-up publicity. agement of Harry Stein, former part- of theater tours as still another facet ner in the Aragon Ballroom. Stein's of Cap's plans to push its kidisk char- it shouldn't take the enterprising property.

High AM-TV \$\$ Volume Due This Year

But U. S. Sees Radio Drop

(Continued from page 4)

tenance costs, the market will broaden materially."

See Radio Drop in '49

The Commerce Department expects a further decline in radio production and sales in 1949. "With radio receiver pipelines filled, sales of high priced receivers (consoles) retarded, at least temporarily, by the record player confusion, and reduced radio sales in one area after another as television becomes available, it would appear that the sale of a maximum of 10,000,000 radio units is all that may be expected in 1949," the report as-

Using sales figures from the Radio Manufacturers' Association (RMA), the Department pointed out that a 1949 gross of 10,000,000 radio receivers would be the lowest since 1938, when only 7,100,000 radios were sold. Last year, total radio sales were 15,150,000 sets, while the record high was reached in 1947 when 18,321,000 receivers were sold.

The Department expects that sales of auto radios will also be on the downgrade as "buyers of new cars are increasingly able to decide whether or not to buy radios as part of part of the initial car equipment.

Dollar Volume Up

Despite the anticipated downward trend in radio set sales, the Commerce Department predicts that dollar-wise, 1949 will be well ahead of the previous year for sellers of radio and TV receivers. Dollar income from the sale of TV receivers is given as the reason. The Department estimates that income from the sale of TV receivers will be almost equal to that from radio receivers for the country as a whole. It points out, however, that in areas where there is no TV, dealers will be faced with the general decline in radio set sales without receiving any compensation in the form of new revenue from the sale of TV receivers.

Disk Jock Offers Bally for \$100

NEW YORK, April 2 .- Apparently operating on the principle that it pays to circularize, an ambitious disk jockey operating in the Greater Kansas City area has sent out mimeographed letters offering his promotional services to performers who expect to hit his territory.

"For this service," he says, "a small

fee of \$100 is charged." He then closes sincerely, with his

name signed in ink. Here's what the C-note will get those who take advantage of this bar-HOLLYWOOD, April 2 .- Capitol gain: Meet artist on arrival, with press representative and photograhotel or home. Radio interview over Visit record shops for stationautographs. Personally emsee the show if desirable. Release pictures

Fair enough-and at those prices acter into becoming a strong tot spinner long to build a fine, fat Kan-

sas City kitty.

18 Price Cuts Stir Disker

Try To Keep Firm Hold on Current Tabs

Independents Sound Off

NEW YORK, April 2.-General trade reaction to price reductions on standard shellac disks, precipitated by the now-effective Columbia plattery retailer slice to 60 cents plus taxes, was one of fire added to smoke already caused by the introduction of Victor's 45 r. p. m. system and Columbia's LP cookies. One other major waxery, MGM Records, took immediate steps to join Columbia in the price reduction by wiring its distribs Thursday (31) that the MGM product will be pegged at 60 cents plus taxes effective immediately.

But other major and minor diskeries emphatically denied even consideration of lowering retail prices, with most claiming that money couldn't be made at the 60-cent figure.

Decca Stands Firm

Decca's new prexy, Milton Rackmil, who this week succeeded the late Jack Kapp as head of that diskery, stated specifically that all three Deccaowned labels, Decca, Coral and Brunswick, will maintain their cur-

Victor veepee in charge of the record division, James Murray, continued to maintain that firm's "no comment" status on the price reduction matter. Murray elaborated slightly by pointing out that "there has been no decision-no plans whatsoever."

It was indicated in the trade that, while a Victor cut was expected eventually, dealers and distributors were pleading for a temporary stay that would enable them to "come out from under" current inventory loads. It was estimated that the Victor company itself stands to lose several million dollars in revenue if it cuts prices with stocks at the present level.

Cap To Hold

Last week, Capitol Records' Veepee Floyd Bittaker stated that Capitol will not drop its prices. The diskery exec and general sales manager sent a letter to all dealers assuring them that Cap would stick to current prices and policies.

Mercury diskery topper Irv Green was unavailable for comment at press when queried here, stated that the had an active part in formation of pany-most prominent among them firm had not yet set its policy on the (See PRICE CUTS STIR on page 23)

BMI Bows Office In New Orleans

side of radio where live music is used. to \$100,000.

P. J. Hassett, former assistant manplaces Kimel as supervisor of licens- advanced as possibilities to succeed another equally difficult—if not more ing for Long Island.

O-o-h, Sistuh! Rosetta 'n' Her Gitar Grab Bible Belt Moola

By Jerry Wexler-

(Continued from page 3) ary 20 to March 21 of this year, show: 14 engagements totaling \$17,500 for her end. (This was a comparatively light work stretch, with Miss Tharpe out of action because of illness part of the time.) Here's how it went: January 20, Pittsburgh, \$1,200; 23. Birmingham, \$2,400; 28, Richmond, Va., \$750; 30, West Point, Miss., \$1,250; February 6, afternoon, Tampa \$1,800; 6, night, Lakeland, Fla. \$900; 13, Sanford, Fla., \$1,400; 14. Fort Pierce, Fla., 800; March 5, St. Petersburg Fla., \$1,000; 8, Gainesville, Fla. \$750; 14, Fort Myers, Fla. \$1,300; 15 Florence Villa, Fla., \$750: 19, Jacksonville, Fla., \$2,400; 21. Daytona Beach, Fla. \$800.

The average here for Miss Tharpe's take is \$1,250. The gross take for the 14 dates figures out at approximately \$24,000, plus taxes. The no figures are available on yearly grosses, Miss Tharpe can easily draw \$200,000 into

Victor Hypos Latin A&R

stature to its Latin-American artists- two years ago. and-repertoire department. The L-A set-up, headed by Herman Diaz, was Capitol talent competition (see sepaof a record which will give it sales offices of the RCA international ditmpetus rather than the price. moved from the general a and r rate story in music section) also vision on Fifth Avenue. The latter the Southwest waxing artists and conditions warrant our cutting price offices house RCA's export opera- auditioning newcomers for the label. tions, most of which are aimed south of the border.

The Latin a -and-r. set-up has been functioning as a special department for only a few months, having previously operated as a subdivision of the Victor international disk de-

Victor's new, complete catalog of Latin-American records released up to January 1, 1949, is being shipped to distributors this week. The 144page book, first complete listing since the war, is designed to hypo sales of Latin wax in the Yankee market. It will be sold to dealers at 10 cents per copy.

he tills, with \$120,000 of this for her-

For a solo performer whose only luggage is a guitar, Sister Rosetta Tharpe is folding lettuce at a rate that's comparable with the most fabulous in show business.

R. Blake Inked To Wax Sacred

CHICAGO, April 2.-Randy Blake, disk jockey on Suppertime Frolic, WJJD, Chicago, the past seven years. this week agreed to wax for Capitol records in a phone deal with Lee Gillette, Cap's folk music chief, Blake, who tenored folk music songs on WJJD and WHAS, Louisville, in the late '30s, will do sacred songs for Capitol. In addition to his daily twohour WJJD show Blake is heard seven hours daily on XENT, Laredo, Tex., and has transcribed segs on 20 sta-NEW YORK, April 2 .- RCA Victor tions thru the South. He cut one this week added new independent side on Gold Seal, Midwestern Indie,

Gillette, who just finished the first

Orkster Wald Inks MCA Pact

rently lining up a concert tour for sale of records." the band leader.

Wald recently inked a recording pact with Columbia Records,

White's Possible Lam Poses Major CRI Prexy Problem

the Radio Quality Group during the '30's, the group having been the forerunner of MBS.

certain" by some execs and consider- to the recording picture. It is also able conjecture was being voiced as said that William S. Paley, CBS board to who would succeed White. It is chairman, might promote from within reported that White would not leave the CRI ranks, with available candi-NEW YORK, April 2.—Broadcast without the "blessings" of CBS head- dates includings Manie Sacks, God-Music, Inc. (BMI), opened its South- quarters-CRI is a wholly owned CBS dard Lieberson, James Hunter and ern District, non-radio licensing of subsidiary - and it is further re- Paul Southard, all CRI vice-presifice in New Orleans this week. The ported that CBS is not prone to stand dents. office, under William Kimel, former in White's way. It is also said that Long Island representative, will su- the Mutual deal would involve more should it materialize, comes at a time pervise licensing activities in nine income for White, with the presi-Southern States for hotels, night dency of that web said to entail an with RCA-Victor in the record field clubs, ballrooms and other spots out- annual salary ranging from \$85,000 This, it is said, is one reason why

White-who was treasurer of CBS so.

before he switched to the record comvice-president and general executive Of the top three CBS veepees, Mur-However, White's following Kobak phy, Joseph H. Ream and Howard S. as MBS prexy was held "95 per cent Meighan, Murphy is said to be closest

In any event, White's departure, But it also means that White is giving Any number of names have been up one highly challenging job for

Coast Indies Cite Attitude And Reaction

Argue "Specialization"

HOLLYWOOD, April 2 .- Survey of indie record companies here reveals that all will hold the price line, despite the impending Columbia diskery announcement of a general 25 per cent price cut on its entire line. General feeling among company toppers is that indies are in specialized fields and therefore demand and get a high-Songs for Cap and therefore demand and get a high-er price than the major firms. Inslashing are some of the following comments:

Leon Rene, prexy, Exclusive Records: "If you specialize in a certain field, you can hold off until it becomes extremely necessary before cutting price. Pressing costs and overhead will have to come down before a record company can start cutting price. We were among the last to come down in price from \$1 when we dropped to 75 cents last June, and will probably be among the last to cut again if and when that becomes necessary."

Art Rupe, prexy, Specialty Records: "I don't think cutting price is the answer. We are in a specialized field and if we continue to give the public what it wants, it will continue

Jules Bihart, prexy of Modern Records: "If price cutting is to have any effect on business, it will have to be cut considerably more than a few cents. Furthermore, if record companies are going to cut prices, it would be better for them to give dis-NEW YORK, April 2. - Maestro tributors a larger margin of profit Jerry Wald, formerly with the Gen- rather than slash price at the coneral Artists Corporation (GAC), has sumer level. By giving distributors inked a pact with the Music Corpora- more of a profit, they will have more tion of America (MCA). MCA is cur- with which to work and promote the

Black & White's Paul Reiner said his firm does not intend to cut price, with same feeling reflected at Aladdin Records, Four Star and Tempo, among other Coast diskeries.

Waltz Contest Bally For Monroe Disk

NEW YORK, April 2.-RCA-Victor, in co-operation with Vaughn Monroe and Leeds Music, will stage a New England Moon Ball at the Meadows, Framingham, Mass., to introduce Monroe's record of the waltz tune, Dreamy Old New England Moon.

The disk company has invited girls from New England colleges to attend the occasion and to participate with Monroe in a waitz contest. Acceptances have already been received from Boston University, Rhode Island State, Tufts, Northwestern, New Hampshire University, University of Connecticut, American International University, Suffolk, Simmons and Clark Universities, and Holy Cross, It is expected that between 16 and 24 colleges and universities will file ac-

Promotion will further be sparked by New England disk jocks, all of whom are invited, and TV newsree!

and radio men.

Copyrights Hit All-Time High

ASCAP Revenue Hits Peak In '48 With \$11,270,000

time record high of \$11,270,000 was taken in by the American Society of Composers, Authors and Publishers (ASCAP) for 1948, members learned at the Society's annual membership meeting Tuesday (29). Of this sum about \$8,500,000 will be divided equally between the writer and pubber

The revenue for 1948 was \$576,000 better than 1947's \$10,694,000, the recording ban and curtailment of theater revenue notwithstanding.

Two resolutions, ballots for which have been sent to members, were hotly discussed. The first was a proposal that West Coast meetings of ASCAP be held only once a year, now that the plan of sending a Coast man to the New York meetings has been okayed. (Wolfie Gilbert has been designated the first such rep for the next three years.)

The second proposal was Pinky Herman's move for renovation of the ballot count: That the system of counting ballots not received as negative votes be discontinued in favor of tabulating only those ballots received within the prescribed period of three weeks. Deems Taylor spoke in favor of this amendment.

In addition to speaking on this matter Herman lashed at the nominating

Action Settled In Chelsea Fuss

NEW YORK, April 2 .- Tunesmiths Jack Segal and Dick Miles this week obtained a cancellation of contract and reversion of copyright on six tunes they had placed with Chelsea Music Corporation in 1944. The action was settled out of court, with the writers dropping all claims against the pubbery.

Tunes returned were Momma Polka, Poppa Polka, Stop Polka, Showin' Polka, I Think About You and Inbeen waxed by Musicraft.

Since placing the tunes with Chelsea, a Broadcast Music, Inc. (BMI) affiliate, both writers have become members of the American Society of (ASCAP). Their attorney, Julius Schein, obtained a release of the tunes from BMI and they have subsequently been placed with Music Workshop, an ASCAP pubbery.

Goodman Preps 1-Night Vauder

CHICAGO, April 2 .- Benny Goodman is joining the list of maestri who are producing miniature vaude revues on one-nighters. He's currently inking a comedy dance team and a comedian to join his band on a combination concert and prom tour this month.

After closing the Palladium, Hollywood, Goodman does a four-day stint at Jerry Jones's Rainbow Rendevu, Salt Lake City, with Jones switching from his normal policy to play Goodman four days. Spot is normally a one-nighter for names. Remainder of Goodman's itinerary in late April includes Colorado U. Boulder, April 24; Iowa State, Ames 28; Rochester, Minn., concert, 30. Goodman is also carrying three vocal-Greco.

NEW YORK, April 2 .- An all- committee for not putting him on the ballot this year. Herman pointed out that more than 150 members had written in in favor of his nomination and that the board's reason for failing to do so was inconsistent and unfair. The board turned him down because he had been on the ballot two years ago, with the idea, Herman said, that someone else should be given a chance. This didn't jibe at all, he claimed, with the nomination this year of John Redmond, who had also been on the ballot two years

Herman's talk drew fire from Songwriter Charles Tobias, who said that while Herman has done fine work for the Society and would doubtless continue to do so in the future, concluded with: "My advice to you, Pinky, is go out and write a song."

Supreme, B&W Bury Hatchet Out of Court

HOLLYWOOD, April 2.-Breach of contract suits and countersuits between Supreme Records and Black & White were dissolved in an outof-court settlement between the two diskeries, said to be amicable by both parties concerned. Altho neither diskery was willing to divulge details, terms of the agreement reverts sole pressing and distribution rights of the Supreme line to Supreme, Supreme, whose line was heretofore manufactured and distributed by Black & White, will now handle its own pressing and releasing operations. It is understood that settlement gave Supreme cash and credits, including masters and stock belonging to Supreme.

Status of Supreme's wares on the Canadian mart is currently up in the nocent Me, Sophisticated You. All had air, pending further study of the situation by Supreme Prexy Al Patrick. Diskery's line is currently pressed and distributed in Canada by Monogram under terms of a transaction made by Black & White and Composers, Authors and Publishers the Dominion firm. Fact that Monogram was handling Supreme north of the border figured into the breach of contract suits between Supreme and Black & White, the former claiming that B & W had no right to turn over its line to the Canadian label. B & W, however, contended that Supreme had derived revenue from the Canadian deal and that terms of its pact with Supreme gave sole B & W manufacturing and sales rights for the world, which automatically authorized it to close the deal with Monogram. Supreme-B & W settlement goes into effect immediately.

Schwartz Heads DC AFM for 8th Term

WASHINGTON, April 2 .- Paul J. Schwartz has been unanimously reelected to his eighth term as head of the local unit of American Federation of Musicians (AFM). Edward Mc-Grath was chosen vice-president; Ray Peters, secretary, and John Fichette, treasurer.

Elected to the executive board were Marty Emerson, Jim Nichols, Jack ists in addition to pianist-chirp Buddy Allyn, Buddy Weaver and Tony Gaudio,

R.P.M. Best-Seller

WASHINGTON, April 2. - A new RCA Victor 45-r.p.m. album made the "best seller" list this week at Hecht's department store here. The album was Strauss Waltzes, played by the Minenapolis Symphony Ork, Eugene Ormandy conducting. The album, consisting of five records, ranked fifth in this week's bestselling albums at Hecht's, marking the first appearance of either a 45-r.p.m. or LP number in the store's best-seller list.

Detroit AFM, Symph Ork Hit New Pact Snag

DETROIT, April 2 .- Disagreement from \$1 to \$4. over proposed terms of a new contract for the Detroit Symphony Orchestra covers both published and unpubhas broken out between the Detroit lished materials, accompanied a rec-Federation of Musicians and the symphony management. The union turned copyrights registered last fiscal year down a proposal to cut minimum sal- for all classifications. The 1948 fiscal aries from \$100 to \$85 a week, with year over-all total was 238,121 copythe season guarantee lowered from 21 righted items of all kinds, according to 13 weeks' work. The \$85 figure to statistics assembled by the register would be the same as the minimum salary for the 1947-'48 season.

The basic reason for the union position, according to George V. Clancy, a member of the international executive board, was that this would mean an annual wage of only \$1,360 for about one-half the orchestra members who are paid scale. Clancy expressed the hope that some way might be found to provide for supplementary guarantee of earnings by the musicians, and it was apparent that negotiations are being conducted in a friendly spirit.

The direction of possible supplementary earnings was not elaborated on by Clancy, but it is recalled that the orchestra formerly used a substantial part of its personnel in radio broadcasts and in a separate series of summer concerts. The latter was supported chiefly by Henry H. Reichhold, president of the organization, personally, and by the musicians' union royalty funds.

Diamond Wax Sold on Block

NEW YORK, April 2 .- An auction sale of 180,000 Diamond records this week, ordered by the government toward defrayment of an excise tax lien of some \$48,000, yielded less than \$3,100. Also on the block were album covers, tables, water coolers and miscellaneous equipment,

Disks were sold in lots of 10,000 to jobbers. Diamond's masters, its only remaining assets, were not offered at this sale. Harry Fox's interest, for mechanical royalties due pubbers, and a judgment obtained by Empire Records for recording costs stand little chance of being satisfied, what, with \$45,000 still due Uncle Sam.

Coral Label Signs Williams to Pact

NEW YORK, April 2.-Singer Billy Williams last week was signed Decca Records.

RCA Victor.

72,339 Works In '48 Despite Upped Rates

Six Years Steady Increase

By Ben Atlas WASHINGTON, April 2. - The number of musical compositions copyrighted in the United States during the last fiscal year soared to an all-time high of 72.339, it was revealed this week. The previous record was established in the 1947 fiscal year when the total music copyrights reached 68,709. The unprecedented volume of music copyrights in the 1948 fiscal year took place despite the upping of copyright fees

The rise in music copyrights, which ord-soaring trend in the total of of copyrights for submission to Congress in the agency's annual report. This compares with 230,215 for the 1947 fiscal year: 202,144 for 1946; 178,848 for 1945; 169,269 for 1944, and 160,789 for 1943.

Of last year's music copyrights, 55,-144 were unpublished, and the rest were published. Most of the unpublished copyrighted musical pieces were foreign productions, the ratio of foreign pieces running about four to one. Indicative of the rising trend in copyrighted music figures are the following music registration totals for the last six fiscal years: 1943, 48,348; 1944, 52,087; 1945, 57,835; 1946, 63,-367; 1947, 68,709, and 1948, 72,339.

In the field of dramatic and dramatic-musical compositions, which is a separate category from the abovedescribed musical compositions, the total of copyrights in the 1948 fiscal year was 6,128. Of these, 764 were published, and the rest unpublished. The 1948 total was a drop from the 1947 fiscal year total of 6,456. Registrations in this category have been spotty during the last six fiscal years. With the 1948 total below the previous year's, the 1946 fiscal year total was 5,356 copyrights granted in this category, as compared with 4,714 in 1945, 4,875 in 1944, and 3,687 in 1943.

Victor Offers 13/4c on 45's

NEW YORK, April 2. - Pubbers this week received notice from agent and trustee Harry Fox advising them that the RCA Victor diskery has asked for a 134-cent royalty to be paid for tunes used on the firm's new 45r.p.m. pop platters. The pop disks are being retailed at 69 cents, including tax.

There has been no immediate reaction to the Victor request, but it is believed that most pubbers will go along with the diskery on the 1%cent royalty. The current royalty contract specifies the statutory 2-cent figure, but the sliding scale rate, which places 60-cent disks at the 134to a waxing paper with the Coral cent royalty figure, has been t' aclabel, fully owned subsidiary of cepted pattern in many instances. It is on the basis of the sliding scale, Williams, who sings both folk and which moves up to 2 cents at the 75pop material, formerly recorded for cent retail mark, that Victor made its pitch.

20 Diskers Clash Over German Wax '48 AM Plays

To Stop Merc On Telefunk'n

Action Sets Precedent

the origin and ownership of the interpretative performances recorded thereon, has procured matrices embodying initial Telefunken recordings or has made or caused to be made matrices and duplicates by dubbing phonograph records of initial Telefunken recordings and by means of all such matrices and duplicates has been manufacturing and distributing and after full knowledge and notice of the existence of the agreement between plaintiff and Telefunken and without the plaintiff's license continues to manufacand distribute phonograph records coupled with the representation to the trade that such records are authorized productions from Telefunken matrices and duplicates and threatens to continue to do all of the foregoing in violation and to the irreparable injury of plaintiff's property and rights flowing from its agreement with Telefunken.

Arthur Garmaize is attorney for Capitol

CHICAGO, April 2 .- Irving Green, rights to the Telefunken record mas- Va., hillbilly; Price Brothers, WAYS, tol action. We may end up filing a counter-suit, enjoining Capitol from sacred; the Selah Singers, WPTF, using the masters it has obtained from the Telefunken record horde."

Green said that before the deal for European masters was completed in 1947, Mayer Goldberg, Chicago attorney for Mercury, and John Hammond, Mercury v.-p., who swung the deal, and Hammond's legal advisers, had studied Mercury's legal foundation for

such a purchase, Green said that Mercury dealt directly with the late President Bene's Czech government for the masters. The Czech government had always owned a portion of the Gramaphone Works, national corporation of Czechslovakia, and had obtained still another large group of masters thru right of seizure under international law at the end of the World War II. After being reviewed by the Alien Property Custodian who oversees all cases where war gains are contested by two countries, the Mercury Telefunken master horde was okayed by APC and Mercury then went on to complete the deal. Tho a Sovietdominated government now dominates Czechslovakia and the Benes group, with which Mercury made its original deal, is gone, Mercury still has been getting good co-operation from the present Czech government in getting the Czech Telefunken masters which it desires.

Green said he has heard rumblings off and on since 1948, when Capitol claimed a right to the Telefunken masters, that Cap reps had been talking to APC brass in an effort to secure the Mercury stuff, but to no Rinky Dinks, expected to cut disks avail. Green pointed out that Mer- shortly, cury got almost an 18-month jump on Capitol in securing the Telefunken masters and that the Czechs, with whom Hammond and Mercury have the master agreement, have approximately 20,000 masters in their possession, while the people with whom Capitol has worked out a deal have a much smaller stock.

Green said he had heard nothing until The Billboard report on any suit gripes.

Capitol Sues There's Gold in Them Thar Hills To Stop Merc For Cap Records; To Dig Again

at 1:30 p.m.

Following the program, during which the hillbilly and religious groups did one number for each featured vocalist in the combo, a judges' board listened to the entire program, which had been run off on tape by Cap engineer Clair Krepps, who flew in from New York. Judges included Lee Gillette, Cap's a .- and -r. rep for folk music; Tex Ritter, Capitol artist who served as emsee; Spencer Rackley, Charlotte distrib chief who set up the idea; Vic Blanchard, Cap's Southern regional chief, and Dave Kilpatrick, the firm's Atlanta branch manager.

Top Favorites

Instead of the maximum of three groups which Gillette intended to select (The Billboard, March 12), the board proceeded to select seven groups from among the 72 contestants. Selected as tops in the various prexy of Mercury Records, when told categories were Tommy Faile and the of the projected suit on the part of Hired Hands, WIS, Columbia S. C., Capitol Records to obtain exclusive and Jim Eanes, WMVA, Martinsville, ters, said he was "amazed at the Capi- Charlotte, and the Johnson Gospel Singers, WWGP, Sanford, N. C., Raleigh, N. C., and the Golden Wing Quintet, Shelby, N. C., spirituals, and Tommy Mumford, Durham, N. C., race piano-vocalist. All but Mumford have already been cut. Each artist has an eight-month contract with the firm, with a five-year option.

Rustie Musickers' Contest Walt Rivers, another Cap a .- and-r.

Dessa Sets Up Co-Op Wax Plan

DETROIT, April 2.- A new idea for a co-operative recording set-up is being tried here by Dessa, a new label which recently debuted with two Red Miller numbers, Let's Pretend and Close Your Eyes. The company, whose sole owner is Idessa Malone, will specialize in the race and spiritual field. The new gimmick to be used, particularly on spirituals, would have the recording artists owning the masters and leasing them to the company on a basis of 50 per cent of the profits.

The idea is intended to work two ways-to reduce the initial recording cost and reduce the risk for the indie record company in building up a catalog. The plan also gives the artist a chance to make a big profit as owner of masters which might become hits. First to adopt the plan are the

Miss Malone was formerly head of Idessa Malone Distributors and Staff Record Company. She left the latter firms two months ago, but still retains a financial interest.

ceived full information on the Capitol paratory to formulating rates for mu- nent political figure, to head the new by Capitol and that he would have

CHICAGO, April 2 .- Capitol Rec- | rep, will act as a judge and select outords definitely is headed toward a standing talent for the waxery at the series of regional folk music group Western Carolina Folk Music Convencontests, following the success of the tion. Rustic musickers from the first such sectional rustic melody Greenville, S. C., region will go to competitions held Sunday (27) at the that city April 15-16 for a contest, Charlotte (N C.) Auditorium. With sponsored by WESC, Greenville, The radio stations and record retailers station is offering \$1,500 in prize thruout Virginia, North and South money as the incentive. Tex Ritter Carolina and Georgia as the talent will act as a judge. A one-hour porscouts, 72 units were uncovered for tion of the finals April 16 will be the six-hour jamboree, which started aired on the Mutual network, starting at 11 p.m. (CST).

Minn. Bill May Bar ASCAP, BMI Flat Fee Skeds

ST. PAUL, Minn., April 2.-Licensing of all copyrighted music, registration of performance fee schedules and a 3 per cent gross receipts tax on all performance fees collected within Minnesota are provided for in a measure introduced in the Minnesota State Senate Monday (28).

Authored by Sens. Herbert N. Rogers, of Duluth, and Leonard Dernek, of Winona, the bill is aimed specifically at the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI), which would be barred, under provisions of the bill, from combining to set a blanket perform-

ance fee. The measure makes it unlawful for the holder of a musical copyright to sell, license or otherwise dispose of public performing rights unless he first registers, in triplicate, a list describing each piece of copyrighted music he owns, along with an affidavit describing performance rights being sold or licensed, with the Minnesota secretary of state. No filing fee is required. The list would be Portland, including banks, general made available for public inspection offices, hotels and restaurants, have by the secretary of state.

Price Filing

The bill also requires the filing of grocery. a schedule of prices for performance rights to each separate performance for each composition in the list along rights to each separate performance with an affidavit that the price determined by the owner of the copyright was done so by himself and not directly or indirectly or by agreement with other copyright owners.

The ban on blanket licenses for blanket fees would be enforced unless each copyright owner makes available to the users such music at a price established for each separate performance of each composition, the bill provides. Changes in price schedules would be permitted, with the effective date seven days after their filing with the secretary of state.

The 3 per cent gross receipts tax would be levied for the privilege of selling, licensing or otherwise disposing of the performing rights within the State. Violation of the proposal would be a misdemeanor, punishable by a maximum fine of \$100 or workhouse term of 90 days. The bill was referred to the Senate General Legislation Committee.

ASCAP-TV Talks Go On

the American Society of Composers, town. Muzak is owned by Max Ing-Authors and Publishers (ASCAP) and ber and National by Paul Harron and the committee representing telecasters Juck Kelly, who also own WIBG, logo into another huddle Tuesday (5) cal independent radio station here. in a continuing series of talks pre- Negotiations call for Keliy, a promi-

31% Over 47

Outlet Affils Up 25%

NEW YORK, April 2 -Standard radio performances for 1948 of songs by Broadcast Music, Inc. licenser (BMI), increased 30.6 per cent over 1947 performances, with the per station rise averaging 4.2 per cent, according to a log analysis completed this week.

The over-all hike of 30.6 per cent owes largely to a rise of 25.4 per cent in the number of stations licensed by BML. Total network performances were 1,924,747 for 1948 as compared with 1,697,965 the previous year. Local performances, for both network affiliates and independent watteries, hit 12,699,171 in 1948, 1 gain of better than 33 per cent for 1947's 9,496,466.

Performances include both live and recorded shots but were not broken down according to these categories in the analysis. It may be assumed, however, that virtually all of the network plugs were live.

The report showed 1,064 networkaffiliated and 712 indie stations for 1948. These are AM stations only, and with an estimated 700 FM watterles licensing with BMI, the total would hit in the vicinity of 2,500.

Portland Retail ChainOkaysNew Music Hook-Ups

PORTLAND, Ore., April 2.-Largest music service of its kind in this area has just been installed in the eight Kienow grocery stores here to provide music for customers and ease employee fatigue.

Music is piped to the stores by Wired Music, Inc., whose president, Donaugh, says the programs have been chosen for retail store operators. Several retail stores in had the same service for some time, but Kienow's is the first retail

Ditto to Shellac

NEW YORK, April 2 .- The Columbia diskery announcement of a double return privilege to include LP platters several weeks ago (The Bill board, March 19), has since added a new and significant' wrinkle. The distery has declared that in addition to the standard 5 per cent return privilege, it will extend an extra 5 cent return for LP disk purchases. new twist allows for application the additional 5 per cent return also on standard shellar inventory.

this additional 5 per cent return will be extended to dealers for a three-month period, April, May and June only, and is designed to stir additional purchasing interest in the unbreakable viny LP disks.

Philly Wire Music Merger

PHILADELPHIA, April 2.-A deal is in the works that will merge Muzek and National Wired Music, two of the NEW YORK, April 2.- Execs of biggest wired music organizations in

DANNY KAYE

WOWS EM ON



ENGLAND'S NO. I BEST-SELLER

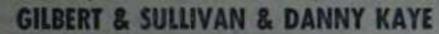
BALLIN' THE JACK

DANNY KAYE with Orchestra
Under Direction of JOHNNY GREEN
coupled with

ST. LOUIS BLUES

DANNY KAYE with Vic Schoen and his Orchestra

DECCA -24401



THE JUDGE'S SONG (From "Trial By Jury")
WHEN FIRST MY OLD, OLD, LOVE I KNEW
(From "Trial By Jury")

IN ENTERPRISE OF MARTIAL KIND (From

"The Gondollers") DECCA 24473
THE POLICEMAN'S SONG (From "Pirates of

Penzance")
IF YOU'RE ANXIOUS FOR TO SHINE (From

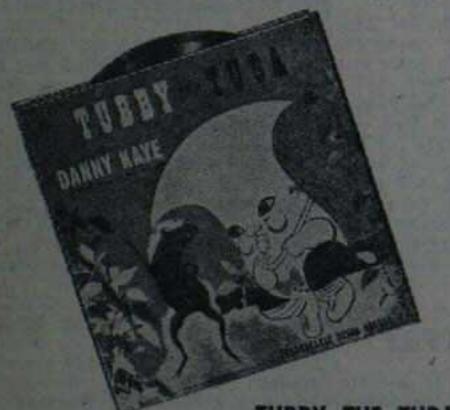
"Patience") DECCA 24474

NIGHTMARE SONG (From "lolanthe")
THE MOON AND I (From "The Mikado")

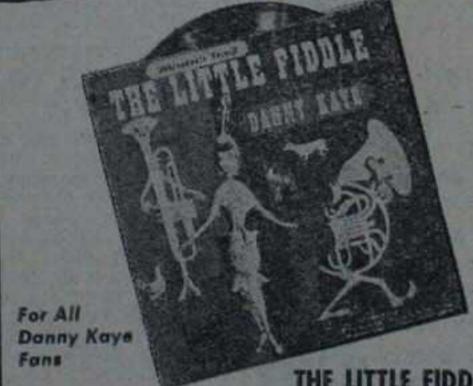
DECCA 24475

Album A-694

Price \$3.00



Parts 1 and 2 Unbreakable C.U. 106 Price \$2.00
One of the Bast-Selling Kiddie's Records over Recorded!



Parts 1 and 2 Unbreskable DU 11 Price \$1.25

SINGLES

DANNY KAYE and the ANDREWS SISTERS

★ BIG BRASS BAND FROM BRAZIL

IT'S A QUIET TOWN (In Crossbone County)

DECCA 24361

* CIVILIZATION (Bongo, Bongo, Bongo)
BREAD AND BUTTER WOMAN DECCA 23940

★ PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON

(And Throw 'Em In the Deep Blue Sea)

THE WOODY WOODPECKER DECCA 24462

America's Selling Fastest Records!

Don't Wait For Your Salesman, ORDER TODAY!

LATEST RELEASES

AMELIA CORDELIA McHUGH (McWho?)
BEATIN', BANGIN', 'N SCRATCHIN'

DANNY KAYE and the ANDREWS SISTERS
DECCA 24536

COCA ROCA WITH THE REGALAIRES

OH BY JINGO! (Oh By Gee,
You're The Only Girl For Me)

DECCA 24580

MOLLY MALONE A LULLABY FOR DENA

WITH CHORUS DECCA 24445

OTHER SINGLES

* I WONDER WHO'S KISSING HER NOW WHAT'S THE USE OF DREAMING

Both From 20th Century-Fox Picture "I Wonder Who's Kissing Her Now"

BOTH WITH KEN DARBY SINGERS

★ BLOOP BLEEP

I GOT A SONG

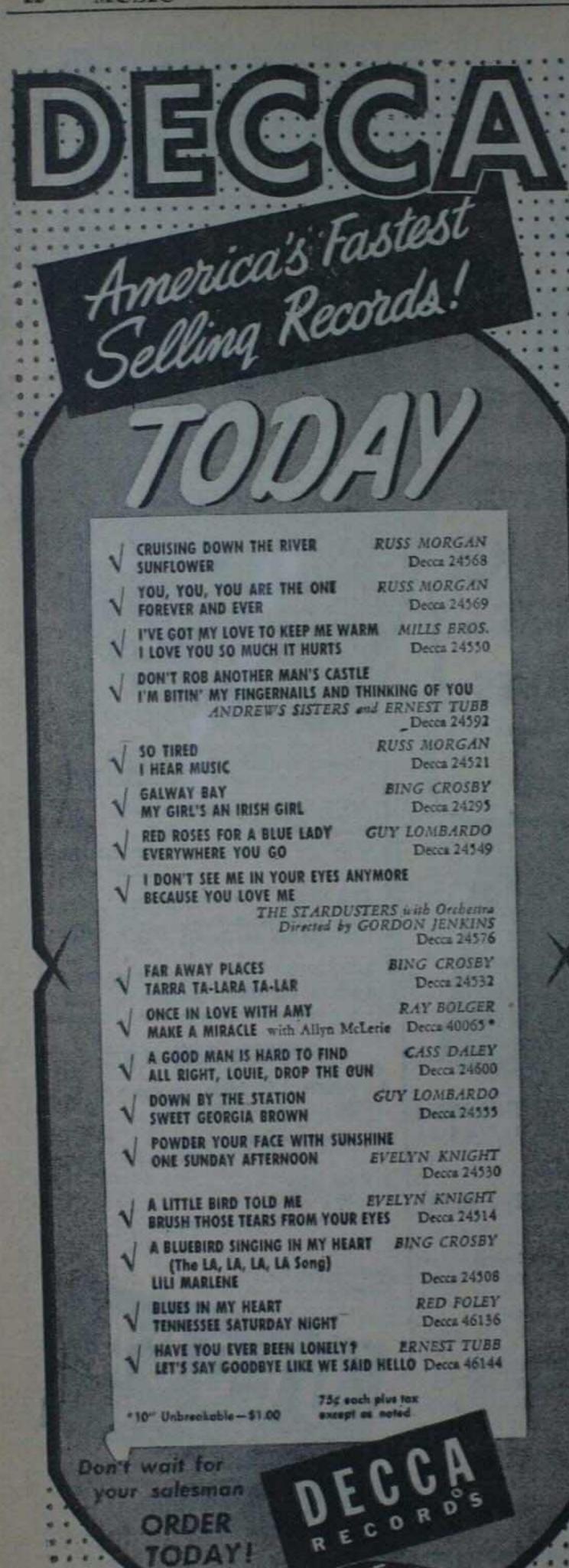
From Musical Production "Bloomer Girl"

DECCA 23950



Include Faderal State or Local Taxes

LOOK TO DECCA FOR THE GREATEST COLLECTION OF THE GREATEST RECORDS!



T. D. Set for 55 One - Night Dates; May Gross \$300,000

Dorsey, his ork and a package show America (MCA). spotting singer-actress Ilona Massey, dance team Copsey and Ayres and sey tour adds additional encourageleast \$300,000, with the provision that promotion spots, weather and other elements do not interfere too severely with the intinerary.

The Dorsey tour is similar in makeup to the recently completed Vaughn Monroe two-month trek. Dorsey will play few other than concert dates in municipal auditoriums and for private college dates. T.D. will do three or four dance promotions on the tour.

Aussie Houses Drop 25 · Piece Bands

SYDNEY, April 2, - Hoyt's Thein Sydney and Melbourne orchestras have been a feature for many years, have dismissed the members of both these bands. Each band had 25 men. No announcement has been made as may be the cause.

There is a rumor, not confirmed, that the theater org proposes to use radio and screen actors on the stage and that name acts may also be imported from the United States. If other theater orgs which use musicians follow the lead of Hoyt's, the musicians' union may have a serlous unemployment problem on its hands.

NOV-ELITES TO MUTUAL

Elites, top salaried cocktall three- in May. some, this week returned to the Mutual Entertainment Agency fold here, following short excursions with several other offices. The trio, who had been sought by several other major cocktail offices, also inked a recording pact with Universal Records, with their first release, Cicero Mama and Angels Never Lenve Heaven, set for next week. The Nov-Elites, currently at Moe's, Cleveland, return to the Kentucky Lounge here April 19 for an indefinite stay.

FOUR STAR TO PASADENA

HOLLYWOOD, April 2. - Four Star Records consolidated its offices and studies with its milling plant and the lease expired on its Hollywood office building. Four Star had oc- European tour ever made by its memcupied the Pasadena property for the bers and the first British tour by any past three and a half years, using it only as a warehouse and mill until completion of expansion to make room for the studios and offices. According to Bill McCall, bringing all which begin May 22 (leaving from facilitate operations.

TERPERY TO BOOTERY

PHILADELPHIA, April 2. - This will be the last season for the dance promotions at the Elate Ballroom, spot for the Negro community and stopping-off place for the Negro owned BBC was \$1,200 a session owned and territorials on prom dates, the ballroom will change its character entirely after June 1. It will be constructed by the standard owned by the organization of the government owned by the standard owned by the standard owner of the government of the Jackson, who leased the large ball- cause he wants England to hear "the room property post and going original greatest orchestre on the world,

NEW YORK, April 2. - Tommy agency, the Music Corporation of

The optimistic outlook for the Dormovie drunk comic Jack Norton, take | ment for the band biz. With Monroe off for an eight-week tour April 16 racking up about \$400,000 (The Billfrom Battle Creek, Mich. The Dorsey board, April 2) for his tour, and Spike tour will encompass 55 dates thru Jones currently doing a hefty biz on the Midwest, Texas, the Southwest a long tour, the concert field for the and the North Central States. As- pop bands appears to be holding fairsociates of the Dorsey organization ly solidly, despite the weak biz still figure that the tour should gross at prevalent in many one-night dance

Two Philly Spots Switch to Jazz

PHILADELPHIA, April 2. - Two local spots have switched to jazz concert policies. Lou's Moravian Bar, The Itinerary was built by Dorsey's one of the first musical bars in the downtown district and now operated by Sam Lerner, former music machine operator, launches a jazz concert policy today (2). Instead of the instrumental-vocal units, Lerner will feature the hot jazz and be-bop sole instrumentalists in concert fashion. atre's, Ltd., at whose Regent theaters For the starting, he brings in Buddy DeFranco, clarinet ace formerly with Tommy Dorsey: Mitt Jackson, vibe player last with Dizzy Gillespie; Johnny Levy, bassist, and Tal Farlow. guitarist. Nat Segal, former jazz conto the reason for the dismissal, altho cert impresario and operator of the a recent award which hiked wages Downbeat Music Room who is now heading the Keystone Theatrical Agency, is booking and staging the jazz concert set-ups in the cocktailerie. To keep the music continuous, Lerner will add planist Bobby Harris and songbird Helen Page.

Billy Kretchmer, who operates the Jam Session, local hot music jam spot, will turn to full-scale jazz concert promotions. After experimenting with two Sunday afternoon test sessions at the Silver Lake Inn near Clementon, N J., Kretchnter will stage weekly sessions Sunday nights CHICAGO, April 2.-The Nov- at the Jersey roadhouse, beginning

Philly Symph Eng. Tour Insured Thru Lloyd's of London

PHILADELPHIA, April 2. - Thru Lloyd's of London, the Philadelphia Orchestra has been insured against any financial loss if it is forced to abandon its British concert tour during May and June, it was announced by the orchestra management here. Freeman, Toro and Guest, local insurance brokers, handled the transwarehouse in Pasadena, Calif., after action which is intended to protect the orchestra against loss on the first American symphony orchestra since 1929. The policy specifically covers losses which may be sustained thru forced abandonment of the 28 concerts departments under one roof will New York May 13) and ending June 17. Meanwhile, it was revealed here

that a lively feud over the fees to be paid for Philadelphia orchestra broadcasts in England has developed between the British Broadcasting Company (BBC) and Harold Fielding, sponsor of the orchestra's tour. which just changed its name to the The promoter's demand was \$4,000 Olympia Ballroom. The major dance each for six two-hour broadcasts.

verted into a shoe repairing-tailoring "as a commercial venture is just plain training school for vets by Wilson crazy." He is doing it, he added, be-

Dealers Burn Up the Wires On Price; Contact Col, RCA

cuts is leading to suggestions for the formation of a national dealer association, John Mack, head of the Meltone Music Mart and Secretary of Washington Association of Retail Record Dealers (WARRD), told The Billboard this week.

Hasty phone calls between WARRD and dealer groups in a score of cities, representing some 30 per cent of the country's disk sellers, over the impending Columbia cut in the price of 78 r.p.m. disks led to the selection of WARRD as spokesman for these dealers. Mack stated.

WARRD was in touch with Columbia early this week to register a protest against a cut and beg for its postponement. According to Mack, Columbia called a board meeting and later replied that the wheels were

Price Cuts Stir Disker Uproar

price reduction moves. He believed that the diskery would make its decision sometime next week.

Indie Picture

Indies are virtually unanimous, as of now, in their determination to stand firm at the standard 79-cent price. Consensus of comment from indie record men fell into two main channels: First, that not having the huge volume of the majors, a cut would price them out of business: second. that since indies are for the most part specialty lines (race, folk, kid, sacred, etc.), for special markets, their buyers will pay 79 cents for a product that they want.

One or two indies, however, have informed their outlets that should they have to cut prices in the future, equitable adjustments for stock on hand will be made. Here's the roll call of indies contacted by The Billboard:

Records: "We anticipate no change in the foreseeable future. If there is a reduction, we'll notify the trade, but not the public, six weeks in advance, to allow our distributors to buy at the new price and sell at the old till they've cleared their inventory Six weeks should allow them to catch up, and if not, we'll take care of any unusual hardships."

Apollo Sticks to 79

Bess Berman, Apollo: "Does Columbia lead the way? We're sticking with 70 cents."

Herman Lubinsky, Savoy and Regent: "We're the oldest indie in the business, and we're not cutting prices."

Herb Abramson, Atlantic: "The 79cent price will be maintained. It's normal and proper to have the majors priced at 63 cents and the indies at 79 cents. We have more selective audiences, and we're not in business to compete on plug songs."

Walter Dana, Dana: "I've notified my distributors that my price isn't changing. The only way to save the industry is to make good records and keep up prices. People will pay the price for a product they want."

Don Gabor, Continental: "No reduction now, but I've informed my distributors that if I do drop the price I'll make up the difference to them."

Eddie Heller, Rainbow: "Promotion-minded indies can't afford to

Execs of Miracle, Universal, Tower and Rondo, contacted in Chicago, were unanimously agreed on maintaining current price levels.

rent \$1 plus tax level

WASHINGTON, April 2 .- Growing, already in motion, and the cut would co-operation among record dealer have to go on as scheduled. Mack groups touched off by diskery price added that Columbia offered "to consider" increasing return privileges some 7 per cent in order to relieve dealers. WARRD, however, feels that the return increase is "due anyhow" and that if offered, will amount to no concession on Columbia's part.

Mack declared that dealers around the country, including WARRD members, have agreed to run large ads annnouncing that they cannot cut the price of Columbia disks at this time regardless of a decrease in the wholesale price. These ads are to run at the same time as Columbia's official announcement, Mack said. The dealer ads will stress that they are loaded with Columbia disks bought at the old price and cannot bring down the price at once without suffering losses.

Fear Other Cuts

Mack said that the Columbia situation "is the most serious problem that has come up in a long time for dealers." He added that dealers fear that the Columbia cut will be followed by similar ones by Victor and other disk makers. To discuss the situation with Victor, Mack said, WARRD and the other dealer groups have selected Henry Pitko, of the Bond Radio Company, Philadelphia. Mack said that Pitko will urge Victor to give dealers sufficient time to clear their inventory prior to announcing any down-theline cuts. He emphasized that local dealers were informed only Monday (28) of the Columbia cut.

WARRD contacted dealer groups in Los Angeles, St. Louis, Chicago, Philadelphia, Newark, New York, Houston and "a dozen other cities," Mack asserted.

Swedes Like U.S. Pops, Own Music Is Smorgasbord!

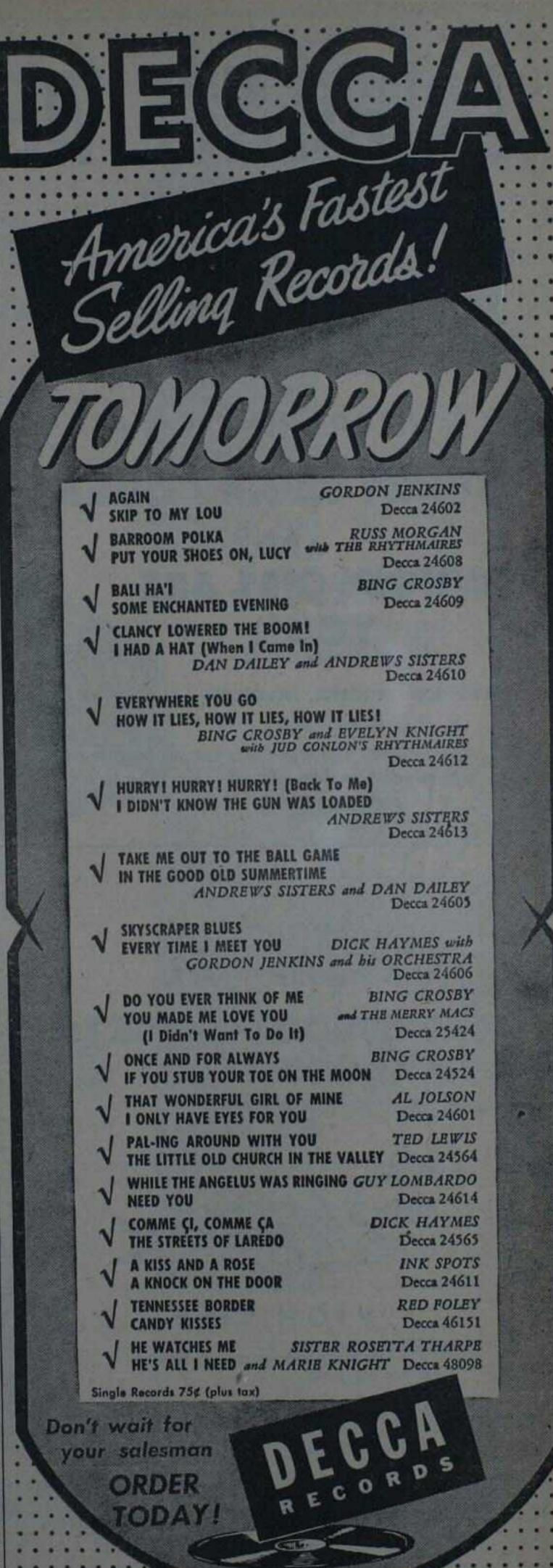
STOCKHOLM, April 2. - Swedish music is just so much smorgasbord to Sidney Nathan, King and Deluxe the Swedes. According to trade sources there is a great demand for American recordings, particularly such tunes as Slow Boat to China, Buttons and Bows and You Call Everybody Darlin'. In addition to the unrequited desire for Yankee melodies, these is currently a craze for samba music, with Zacatecas now enjoying great favor.

The samba, introduced to Sweden this past winter, was an instantaneous success, and now dance halls all over the country are engaging teachers who specialize in this exotic form of terpsichore. All dance halls, too, arrange at least one or two "samba evenings" weekly. The leading samba tunes, in addition to Zacatecas, are Ay, Ay Ay Maria, and Love, Amour Och Liebe (Love, Amour and Liebe) -the latter a Swedish samba from the film Gatan (The Street).

According to advices from Nordiska Musikforlaget here at present it is possible to get only records made in England, or records which have been imported to England from the United States.

Tri-Line Scoring With Pubs

NEW YORK, April 2. - Jack Matthias's Tri-Line stock orchestrations, which combine dance and vocal background cleffing under one cover. including separate scoring for boy and girl vocalists back-to-back, are gaining prestige among pubbers. Buddy Morris used the Tri-Line for Slow Boat, and views the unusual sale of some 20,000 orchestrations as owing in good part to the new format. Abe Irving Fogel, Tempo Records, said Olman now has commissioned a Trithat his firm would remain at its cur- Line set-up for the forthcoming Metro plug, The Right Girl for Me.





PROUDLY ANNOUNCES

HIS FIRST Mercury

RECORD RELEASE

'HURRY HURRY HURRY'

AND

'WHOSE GIRL ARE
YOU'

5280

TWO TOP CURRENT FAVORITES

Watch for more top releases exclusively on MERCURY

BEGINNING

WEDNESDAY, JUNE 1st

8:30 TO 9:00 P.M. CDST ABC



HIGH LIFE

"The Champagne of Beer"

PERSONAL DIRECTION SAM LUTZ



WELCOMES

A NEW STAR

TO ITS ROSTER OF FAMOUS NAMES



GENE WILLIAMS AND HIS ORCHESTRA

First Mercury Record, A Hitl

JUST GOOFIN'

"I'LL DO THE SAME FOR YOU"

MERCURY 5268

Personal Management BARBARA BELLE



FRANKIE LAINE

AN OLD FAVORITE A NEW HIT!

'OLD FASHIONED LOVE'

MERCURY 5177



EDDY HOWARD

AND HIS ORCHESTRA

CANDY KISSES'

What could be sweeter? **MERCURY 5272**



DAMONE

ONCE

'AGAIN'

Billboard picks another Damone hit!

MERCURY 5261



PATTI PAGE

Sings TWO Smash Record Sellers

'SO IN LOVE' MERCURY 5230

'MONEY, MARBLES & CHALK' MERCURY 5251







IF KNVIKE

THEIR LATEST COLUMBIA HIT!

"JOHNNY **GET** YOUR

Featuring - HAL DICKINSON

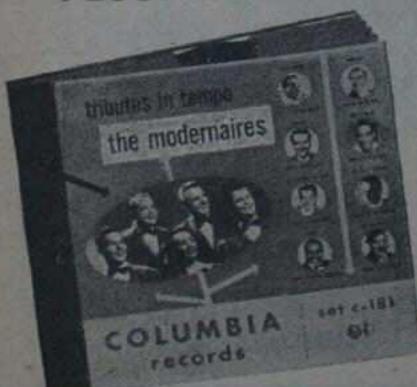
Backed with

"BUSY DOING NOTHING"

(From: A Connecticut Yankee in King Author's Court)

COLUMBIA RECORD No. 38416 Also Available COLUMBIA LP #CL 6043

PLUS! THEIR LATEST ALBUM



"TRIBUTE IN TEMPO" COLUMBIA #C-181

Also COLUMBIA New Micro-groove Record #1-143

Per. Mgmt.: THOMAS P. SHEILS, Hollywood DIRECTION - M C A

MUSIC POPULARITY CHARTS Billboard The Nation's Top Tunes Based on reports received last three days of Week Ending April 1

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

HONOR ROLL OF HITS

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

This Week

CRUISING DOWN THE RIVER Published by Henry Spitzer (ASCAF)

Becords available: B. Barron Ork, MGM 10348; Jack Smith-The Clark Sisters,
Capitol 15172; Frankle Carle, Columbia 38411; R. Carrol, Mercury 5249; R.

Morgan, Decoa 24568; The Three Suns, Victor 20-3149; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035; The Riddlers-The Hi Tonians, Hi-Tone 104; The Paulette Sisters, Spoilite 505; L.

Monti's Tu-Tones, Double Feature DF 2010.

Electrical transcription libraries; Blue Barron, Lang-Worth; Vincent Lopes,
NBC Thesaurus, Buddy Weed, Associated; Russ Morgan Ork, World. By Bradell and Tollerton 1. CRUISING DOWN THE RIVER

By Whitney and Kramer 2. FAR AWAY PLACES Fublished by Laurel (ASCAF) Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefe, Capitol 18278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 26356; Varsity 137; Perry Como-H. Rene Ork, Victor 20-3316; Ames Brothers, Coral 60016; O. Tucker, Double Penture 2002; Smith-J. Miller, MGM 10156; E. Baird, Hi-Tone 104; P. Terry-Paulette Sisters, Spotlite 500.

Electrical transcription libraries: Stanley Black Ork, London; Haye Armen, Associated; Waltz Festival Ork, NBC Thesaurus.

By Sid Tepper and Roy Browsky 2 3. RED ROSES FOR A BLUE LADY Published by Mills (ASCAP) Monroe, Victor 20-3319; B. Lee-The Keynotes, London 302; L. Douglas & Hi-Tone Serenaders, Hi-Tone 101; B. Breen-B. Martin Ork. Spotlite 507. Electrical transcription libraries: Charlie Spivak, World; Lenny Herman, Lang-Worth; Novatime Trio, NBC Thesaurus; Michael Douglas, Standard,

By Mack David Mecords avaliable: D. "Two-Ton" Baker, Mercury 5239; S. Browne-The Equadronaires-J. Miller, London 384; J. Polton-E. Ballantine, Tower 1454; J. Kilty MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, J. Kilty MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24568; Frank Sinatra, Columbia 36331; J. Smith-Crew Chiefs, Capitol Decca 24568; Frank Sinatra, Columbia 36331; J. Smith-Crew Chiefs, Capitol 15394; Dence Spriggens-T. Williams Ork, Capitol 15405; J. Cooper-The New 15394; Dence Spriggens-T. Williams Ork, Capitol 15405; J. Cooper-The New Inches. Epitale Spriggens-The Swingtones-The Electrical transcription libraries: Charle Spirak, World: The Swingtones-The SUNFLOWER Slectrical transcription Ubraries: Charge Spirita, Lang-Worth. Jumpin' Jacks, NBC Thesaurus; Shep Fields, Lang-Worth.

By Franz Winkter-Malin Rora Published by Rebbins (ASCAP) 5. FOREVER AND EVER Records available: H. Carroll & the Carolers, Mercury 5252; Perry Como-M. Ayers, Victor 20-3247; Russ Morgan Ork, Decca 24569; D. Shore-H. Zimmer-man Ork, Columbia 38410; M. Whiting, Capital 15386; P. Reed, Dance-Tone

Electrical transcription libraries; Larry Clinton, Lang-Worth; Sammy Raye, NBC Thesaurus; Russ Morgan, World.

6. POWDER YOUR FACE WITH SUNSHINE By Lombardo and Rochinski Published by Lembardo (ABCAP) Records available: D. Bryon-T. Black Ork, Dana 2031; E. Knight-The Stardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, dusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B. Barron, MGM 16346; D. Martin-P. Weston Ork, Capitol London 367; B. Barron, MGM 16346; D. Martin-P. Weston Ork, Capitol London 367; B. Barron, MGM 16346; D. Martin-P. Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Barmy Kaye, Victor 26-3321; Double Peature, 2000; A. Vincent-J. Laurenz, Mercury 5247; Physia Marshall-Norm Alexander Quartet, Monogram 104; E. Baird-The Hi-Tonians, Hi-Norm Alexander Quartet, Monogram

By Carl Sigman and Bob Billiard @

Published by Melrote (ASCAP) 7. CARELESS HANDS Becards available: Bob & Jean, Decca 2456]; E. Dean, Mercury 6170; J. Desmond, MGM 10149; S. Kaye Ork, Victor 20-1321; J. Laurena, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 21-007; L. McAulliffe, Columbia 20546; A. Smith, MGM 10386; M. Torme, Capital 18379; McAulliffe, Columbia 20546; A. Smith, MGM 10386; M. Torme, Capital 18379; P. Paige-The New Yorkers, Spotlite 107; J. Price, Rich-R -Tone 441; P. Reed, Dance, Tone 216 Electrical transcription fibraries; Monica Lewis-Mark Stewart Quartet, World; Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus.

By Dr. Arthur Celahan Records available: Bing Crosby, Decca 24295; B. Johnson, Columbia 28270; B. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, P. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle Victor 20-1238; A. Shelton, London 187; Varsity 127; Bobby Worth, Castle 8. GALWAY BAY McWilliams, Spotlite 506. Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork,

By Russ Mergan and Jack Stears 9

Published by Glemmure (ASCAP)

Records available: N. Donovan, De Luxe 1165; K. Starr, Capitel 15314; R.

Morgan Ork, Decca 24449; W. Scott, Super Disc 1065; L. Johnson, King 4243;

Martin Ork, Victor 20-3350; Reggie Goff, London 354; P. Terry-Inc New

Yorkers, Spotlite 500.

(No information on electrical transcription libraries available as The Biliboard

gnes to press.) 9. SO TIRED moes to press !

10. I'VE GOT MY LOVE TO KEEP ME WARM By Breing Berlin (ASCAP)

Records available: Mills Brethers, Decca 24550; L. Brown Ork, Columbia 18124;
R Noble Ork, Victor 26-2302; The Starlighters, Capitol 15330; A. Lund, McMar 10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
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10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone 101;
10348; H. Brooks Trio, Modern 26-549; E. Baird-The Hi-Tonians, Hi-Tone, Hi-Tone, Hi-Tone, Hi-Tone, Hi-Tone, Hi-Tone, Hi-Tone, Hi-Tone, Hi-Tone,

Just Duit. First Duit? ALL THE NEW RODGERS & HAMMERSTEIN II

"SOUTH PACIFIC" HITS!



- with a real two-for-one smash . . .

AND .

with Orchestra conducted by Mitchell Ayres

RCA Victor 20-3402







A WONDERFUL GUY

(Right Out-a My Halr)



RCA Victor 20-3403

boosts these on their way in a big way . . .

YOUNGER THAN SPRINGTIME THIS NEARLY WAS MINE

RCA Victor 20-3423



with still another swell "South Pacific" hit ...

HUNEY BUN RCA Victor 20-3421



will really hit the top with ...

A COCKEYED OPTIMIST AND HAPPY TALK

RCA Victor 20-3424

Six "South Pocific" tunes on one sensational plattert

Part One 1. Some Enchanted Evening

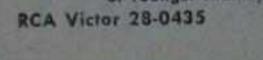
2. I'm Gonna Wash That Mon

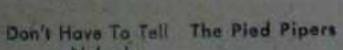
Right Out-a My Hair

3. Loveliness of Evening

Cancluded 1. Ball Ha'i

2. A Wonderful Guy J. Younger Than Springtime





Nobody Little Lost Dream 20-3404

You're So Understanding Larry Green 20:3405 Blue Rhumbo

Buddy Moreno Thank You My Bashful Nashville Gal from Tennessee 20-3405

Page Cavanaugh Trio Bianca Always True To You In My Fashion

(Both from the musical production "Kiss Me. Kate" 20-3407 Rose Murphy Rosetto

Gee, I Wander What The Trouble Can Be 20-3409 POP-SPECIALTY

THIS WEEK'S RELEASE!

Upside Down Polka Six Fat Dutchmen 20-3387 Outdoor Waltz

SPOT-LIGHT SERIES

"KISS ME, KATE" HITS Al Goodman

1. So In Love 2. Bienco

3. Were Thine That Special Face

1. Wunderbor 2. Always True To You in My Fashian

3. Why Can't You Behave

FOLK

Maybe I'll Cry Over You Elton Britt In A Swiss Chalet 21-0033

Blue Sky Bays The Sweetest Gift, A Mother's Smile 21.0034 Paper Boy

I'm Bitin' My Finger- Ernie Benedict nails and Thinking Of You

You Ain't Got Nothin' On Me 21 0035

RHYTHM

Deep River Boys

Cry And You Cry Alone No One No Sweeter Than You 22-0013

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 CERTAIN SEVEN

(Best-sellers that no dealer can afford to miss)

Red Roses for a V. Monroe Blue Lady

20-3319

Forever and Ever Perry Como

Careless Hands Sammy Kaya 20-3321

Far Away Places Perry Come

20-3316

Don't Rob An-- other Man's Castle

Eddy Arnold

Bouquet of Roses Eddy Arnold 20-2806

21-0002

Clair de Luna

Jose Sturbi 11-8851

THE STARS WHO MAKE THE HITS ARE DN

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

28-0434



HOLLYWOOD

New Novelty ...

Winning Disc Jockey Acclaim

"IKISSED A GIRLAND MADE HER CRY"

Victor Record #20-3386-A featuring

JOE BIVIANO

his Orchestra

JIMMIE BROWN

SUNSET MUSIC Publishers Inc.

1674 Broadway N.Y.C.

COlumbus 5-8612

JACK VAL-Gen. Mgr.

JOE SCHUSTER-Prof. Mgr.

Billboard

MUSIC PUPULARITY CHARTS

П

Sheet Music

Saced on reports received ass three days of Week Ending April 1

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

| D'esta | SITIO | N This | |
|--------|-------|-----------|---|
| | Week | | Publisher |
| | -1 | 1. | CRUISING DOWN THE RIVER (R)Spitzer |
| 18 | 2 | 2. | FAR AWAY PLACES (R)Laurel |
| 8 | 6 | 3. | SUNFLOWER (R)Famous |
| 10 | 6 | 4. | RED ROSES FOR A BLUE LADY (R) |
| 17 | 3 | ă. | GALWAY BAY (R)Leeds |
| 13 | 4 | 6. | POWDER YOUR FACE WITH SUNSHINE (R) Lembarde |
| | 8 | 7. | FOREVER AND EVER (R) |
| 7 | 7 | 8. | 50 IN LOVE (M) (R) |
| 2 | 10 | 9. | CARELESS HANDS (R)Melrose |
| 3 | 11 | 10. | "A" YOU'RE ADORABLE (R)Laurel |
| 12 | 14 | 11. | I'VE GOT MY LOVE TO KEEP ME WARM (R) |
| . 5 | 11 | 12. | BRUSH THOSE TEARS FROM YOUR EYES (R)Leeds |
| - 10 | | 13. | SO TIRED (R)Glenmore |
| 10 | 13 | 14. | I LOVE YOU SO MUCH IT HURTS (R) |
| 1 | - | 15. | I DON'T SEE ME IN YOUR EYES ANYMORE (R)Laurel |

ENGLAND'S TOP TWENTY

| Week | West | Em | citals | American |
|------|--|---|---|----------------------------|
| 1 | 1. | FAR AWAY PLACES Leeds | | Laurel |
| | 2. | TWELFTH STREET RAG Chappe | 1 | Shapiro- Bernstein |
| 2 | 3. | ON A SLOW BOAT TO CHINA Morris | | . Mairose |
| 3 | 4. | HEART OF LOCH LOMOND . Unit . | | |
| • | 5. | ON THE FIVE FORTY FIVE. Strauss | Miller | Shapiro- Bernstein |
| 8 | 6. | CUCKOO WALTZ Keith | Prowat | Criterion |
| 13 | 7. | POWDER YOUR FACE WITH SUNSHINE Chappe | | Lombardo |
| 8 | 8. | WHEN YOU'RE IN LOVE Bradbu | ry Wood | . Chappell |
| 9 | 9. | CRYSTAL GAZER Danh . | ******* | Leeds |
| 6 | 9. | BUTTONS AND BOWS Victoria | | Famous |
| 31 | 11. | IT'S MAGIC Campb | ell-Connelly. | Witmark |
| 12 | 12. | FOR YOUFeldown | B | . Witmark |
| 9 | 13. | MAHARAJAH OF MAGADOR | | . Mutual |
| - | 14. | IN A SHADY NOOK Keith | rowse | |
| 19 | 15. | PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON Connell | y | . Remick |
| - | 16. | LILLETTE | | Jefferson |
| 14 | 17. | MY HAPPINESS Chappe | | Blasco |
| 17 | 18. | PERHAPS, PERHAPS Souther | | . Caribbean Music, Inc. |
| - | 19. | MOTHER'S DAY | teld | |
| 16 | 20. | | | |
| | Week 1 4 2 3 6 6 13 8 9 6 11 12 9 — 19 — 14 17 — | 1 1. 4 2. 2 3. 3 4. 6 5. 8 6. 13 7. 8 8. 9 9. 6 9. 11 11. 12 12. 9 13. — 14. 19 15. — 16. 14 17. 17 18. — 19. | 1 1. FAR AWAY PLACES Leeds 4 2. TWELFTH STREET RAG Chapped 2 3. ON A SLOW BOAT TO CHINA | 1 1. FAR AWAY PLACES Leeds |

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.

. CRUISING DOWN THE RIVER

2. GALWAY BAY

FAR AWAY PLACES

. SUNFLOWER

POWDER YOUR FACE WITH SUNSHINE 6. LAVENDER BLUE (DILLY, DILLY)

7. RED ROSES FOR A BLUE LADY

& I'VE GOT MY LOVE TO KEEP ME WARM

I LOVE YOU SO MUCH IT HURTS

10. CLANCY LOWERED THE BOOM

11. SO IN LOVE

12 CARELESS HANDS

12 FOREVER AND EVER 14. A BLUEBIRD SINGING IN MY HEART

14. DOWN BY THE STATION

Radio Popularity

maked on reports received last there days of Week Ending April 1



RECORDS MOST PLAYED BY DISK JOCKEYS

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

| Street and | Lant | TOTAL BARRIES | LAG. By |
|--------------|-------|---------------|--|
| indate 10 | I WAR | 2. | CRUISING DOWN THE Blue Barron Ork MGM 10346-ASCAP |
| 4 | 7 | 2. | CARELESS HANDS I I I I I I I I I I I I I I I I |
| | 3 | 3. | CRUISING DOWN THE J. Smith-The Clark Sisters-F. De- |
| - 10 | 4 | 4. | THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER. |
| 15 | 32 | II. | KEEP ME WARM Columbia 38324—ASCAP |
| * | 6 | 6. | RED ROSES FOR A BLUE V Monroe Victor 20-3319-ASCAP |
| 1.0 | .0 | 7- | SO TIRED Capitol 15314-ASCAP |
| | | | CRUISING DOWN THE R. Morgan Ork Decca 24568—ASCAP |
| 19 | | | FAR AWAY PLACES M. Whiting and the Crew Chiefs Capitol 15278—ASCAP |
| | 16 | | CRUISING DOWN THE F. Carle Ork-M. Hughes |
| 2 8 | - | 130 | AGAIN |
| | | | D. Haymes-G. Jenkins Ork, Capitol 15428) FAR AWAY PLACES P. Como-H. Rene Ork |
| 14 | 11 | 12 | The same of the sa |
| | | | (Continue I on page 216) |

Tunes listed received the greate't number of key radio plags according to information surplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: I point per sustaining instrumental; I points per sustaining vocal; I points for commercial instrumental; I points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of March 25-31

BY -Sustaining Instrumental

CV—Commercial Instrumental

| Bongs | Pub. | Hea SIS | rd | N.1 | · · | si i | rd C | hi. | He | are | Ca SV | lif. | 51 | Add r. T | at. |
|-----------------------------|-----------------------|------------|---------|-----|-----|------|------|-----|----|-----|----------|------|----|-------------|-----|
| A Little Bird Told Me | Bourne | 0 | 5 | Q | A | 0 | 7 | 1 | 4 | 1 | 6 | 0 | 3 | 2 | 86 |
| A Rosewood Spinet | Shapiro- Bernstein | 2 | 4 | 1 | 2 | 2 | 6 | 2 | 4 | 0 | 2 | 1 | 2 | .0 | 80 |
| Again (Road House) | Robbins | 4 | 4 | Ö | 4 | 0 | 1 | 1 | 3 | 5 | 3 | 0 | 3 | 14 | 82 |
| Bayond the Purple Hills | Goldmine | 7 | 7 | 0 | 4 | 0 | 1 | 0 | 3 | 0 | 2 | 0 | 2 | 10 | 77 |
| Buttons and Bows (Pale Face | Famous | 0 | 3 | 0 | 3 | 0 | 2 | 1 | 4 | 0 | 1 | 0 | 4 | 6 | 73 |
| Cruising Down the River | Spitzer | 0 | 6 | 1 | 5 | 0 | 1 | 1 | 4 | 1 | 9 | 1 | 4 | | 94 |
| Far Away Places | Laurel | 0 | 3 | 0 | 3 | 0 | 1 | 0 | 4 | 0 | 8 | 0 | 4 | | 74 |
| Galway Bay | Leeds | 0 | 3 | .0 | 3 | 1 | 2 | 3 | 3 | 0 | 1 | 0 | 3 | 2 | 40 |
| Here PH Stay (Love Life) | Chappell | 0 | 2 | 0 | 3 | 0 | 2 | 1 | 4 | . 0 | 8 | 0 | 4 | 2 | 71 |
| I Get Up Every Morning | Leeds Confinued or | 1 1 | o UU | 0 | 211 | 0 | 2 | 0 | 6 | 2 | 5 | 0 | 6 | 15 | 114 |

SONGS WITH GREATEST RADIO AUDIENCES (ACD

(Beginning Friday, March 25, 8 a.m., and ending Friday, April 1, 8 a.m.)

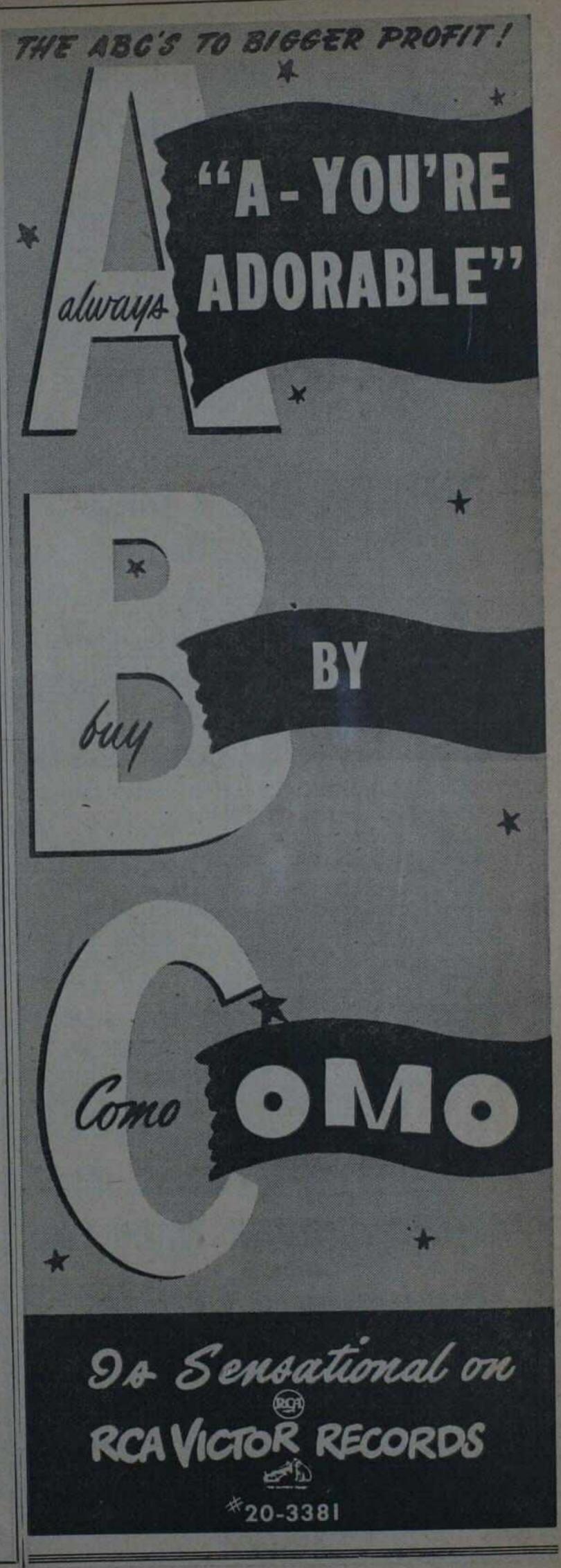
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio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

(R) indicates time is available on records, in each instance the licensing agency Controlling performance rights on the tune is indicated.

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may be aired infringements will be prosecuted. the Lor 30 Louis (plus ties,

| the interest three streets | and the same of th |
|--|--|
| A Little Bird Told Mr 'F) (R) | Bourne-ASCAI |
| | |
| Look (E) (D) | |
| P. A. D. L. W. (P.) | |
| Again (F) (R) Beyond the Purple Hills (R) Brush Those Tears From Your Eyes (R) | Peter Maurice-ASCAI |
| Brush I hose Tears From Tour Lyts (Kirth | Famous-ASCAI |
| Cruising Down the River (R) | Henry Spitzer-ASCAL |
| | |
| Par Away Places (R) | Leeds—ASCAI |
| Galway Bay (R) | Chappell-ASCAI |
| Galway Bay (R) Here I'll Stay (M) (R) | Lords—ASCAL |
| | |
| | The same of the sa |
| | |
| | The same and the s |
| The state of the s | Control of the Contro |
| | |
| Johnny Get Your Girl (R) | ASCAL ASCAL |
| Johnny Get Your Girl (R) | Santly-Joy ASCAL |
| | |
| The same that I have been a little to be a same to be a s | THE RESERVE AND LABOR. |
| | |
| Red Roses for a Blue Lady (R) | |
| So in Love (M) (R) | |
| | CHENING C CHE |
| Samuel Charles Vant 194 | |
| | |
| Similar (D) | |
| The 1 this fild Church Mean I bicecter Source ISI | |
| The state of the s | CONTRACTOR OF THE PARTY OF THE |
| AND AND A THEORY OF MARKET BEAUTIFUL AND A STATE OF THE AND ASSESSMENT OF THE AS | A CONTRACTOR OF THE PROPERTY OF THE PARTY OF |
| You Broke Your Promise (R) | |
| | |





MUSIC

DANA'S WINNING DOUBLE HEADER!

BY THE CLEVELAND PHONO OPER-ATORS as the RECORD of the MONTH.

BY THE BILLBOARD TIPS ON TOPS, APRIL 2 ISSUE.

BY THE BUYING PUBLIC . . . 50,000 SOLD IN CHICAGO ALONE!

FRANK WOJNAROWSKI AND THE DANA CHOIR

AND

BELLS ORCHESTRA PEGGY STANLEY AND DICK BYRON

DANA #2038

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO:

DANA MUSIC CO., Inc.

286 FIFTH AVENUE

Wisconsin 7-9093

NEW YORK 1. N. Y.

PRESENTING =

KING'S FIRST POP RELEASE



WITH THE SATISFIERS FOURSOME AND THE

CARLYLE

TONY MOTTOLA TRIO

BRING YOU THEIR SENSATIONAL VERSION OF

PAL-ING AROUND WITH YOU

BACKED BY

WHY SHOULD I WORRY KING 15000

WATCH FOR SPECIAL RELEASES ON THE NEW KING BLACK LABEL POP SERIES

1540 BREWSTER AVE.



CINCINKATI 7, OHIO

Billboard

MUSIC POPULARITY CHART

Retail Record Sales

Based on reports received last three days of Week Ending April 1

SERVICE PEATURE

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

POSITION Wecks! Last | This tunings! Week | Week

| 7 | 1 | 1, | CRUISING DOWN THE RIVER R. Morgan Decce 24568-A5CAP |
|-------|-----|-------|--|
| 100 | - | 120 | Sunflower THE |
| 11 | 2 | 12 | RIVER B. Barron Ork. |
| | | | Powder Your Face WithMGM 10346-ASCAP |
| 12 | 3 | 3 | GALWAY BAY B. Crosby Decca 24295-ASCAP |
| | | - | My Girl's An Irish Girl |
| -14 | 4 | 4.0 | FAR AWAY PLACES B. Crosby-K. Dorby Chair |
| 10000 | | | Yarra Ta-Larra Ta-Lar Decca 24532-ASCAP |
| 12 | . 5 | 4. | RED ROSES FOR A BLUE |
| | | | LADY V. Monroe Ork |
| | | | Melancholy Minatrel Victor 20-3319-ASCAP |
| 4 | 7 | 6. | FOREVER AND EVER P. Como-M. Ayers |
| | | | I Dan't See Me in Your Victor 20-3347-BMI |
| | | 1,000 | Eyes Anymore |
| 19 | 8 | 1000 | SO TIRED R. Murgan Decen 24521-ASCAP |
| | | - | FOREVER AND EVER R. Morgan Ork Decen 24569-BMI |
| 4 | 8: | 8. | You, You, You Are the One |
| 9 | 11 | 9. | |
| 100 | - | | Pounter Your Face With Victor 20-3321-ASCAP |
| | | | Sunshine |
| 7 | 12 | 10. | THE RESIDENCE OF THE PARTY OF T |
| | | | LADY |
| | | | Everywhere You Go Decca 24849-ASCAP |
| 4 | 1.4 | 10, | |
| | | | Always True to You in |
| 112 | | 1923 | My Fashian |
| 8 | 10 | 12, | SUNFLOWER |
| 18 | - 6 | 13 | Cruising Down the River POWDER YOUR FACE. |
| 15 | 9 | 13. | WITH SUNSHINE E. Knight-The Stardnaters |
| | | | One Sunday Afternoon Decca 24530-ASCAP |
| | | | CHE DUNING CHIEFINON |

WARNING: In utilizing these charts or buying purposes readers are 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." Week." If a record has shows a sharp drop, readers should buy with caution.

FAR AWAY PLACES P. Como-H. Rene Ork

| 9 | 27 | 16. | I LOVE YOU SO MUCH IT HURTS |
|----|----|-----|--|
| | | | I've Got My Love To Keep Me Warm |
| | | | (J Wakely & Cowboy Band, Capitol 15243; The Frontiersmen, |
| | | | Victor 20-3188; R. Goff, London 312; P. Tillman, Columbia 20430; Sinckey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. |
| | | | Hagen, Columbia 25406; V. Damone-G. Osser Ork, Mercury 5251; 5251; B. Breen-B. Martin Ork, Spotlite 510) |
| 8 | 18 | 17. | I'VE GOT MY LOVE TO . |
| | | | I'm A Tellin' You Columbia 38324-ASCAP |
| 3 | 24 | 18. | "A" YOU'RE ADORABLEJ. Stafford and G. MacRae-P. Wes- |
| | | | (B Kaye Quintet, MGM 10310; R. Paige-The New Yorkers, Spot- |
| | | | hte 510, P. Como-Fontune Sisters-M. Ayrez Ork, Victor 20-3381; L. Poline Ork, Decca 24579; A. Vincent-J. Carroll Ork, Mercury |
| | | | 82:3 J. Pace-G. Ellis Ork, Keystone 1600; T. Paster, Columbia 38449; P. Reed, Dance-Tone 311) |
| 6 | 18 | 19, | I'VE GOT MY LOVE TO |
| | | | KEEP ME WARM Mills Bros Decca 24550-ASCAP |
| | 40 | 20 | Harts CRUISING DOWN THE |
| | 30 | 20. | RIVER J. Smith-The Clark Sisters-F. De- |
| | 25 | 20. | Coca Roca Vol Ork Capitol 15372—ASCAP SO IN LOVE |
| | - | | The Resewood Spinet Capitel 15357-ASCAP |
| | | | A Drake-L Engel Ock, Victor 20-3352; J. Harvey-H Winter- halter, MGM 18359, D. Lombardo Ock, Decca 21572; D. Hhore- |
| | | | W Zimmerman Ork, Columbia 18329; I. College Col., Victor |
| | 20 | 22. | NEED YOU L. Stafford and G. MacRag-P. Wes- |
| ú | - | | Waster & Marilan Tuttle, Capital 15423; The Highway Sere- |
| | | | naders, Bighway B-3459; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lumbardo & His Royal |
| | | | Canadiana Deca 24814; Patry Montana & D. Milly-1 ale |
| | | 99 | Buckeroos, Victor 20-0040) |
| | | 110 | When Is Sometime? Ork Victor 20-3381-ASCAP BLUE SKIRT WALTZF. Yankovic and His Yanks-The |
| 4 | 20 | 22. | PERFORM CONTRACTOR OF PROPERTY OF THE PERFORMANCE O |
| | | | or resident thems CL-25013. H. Carroll & Carolers, Mercury |
| | | | 5257; L Duchow Red Raven Ore, Victor 10-3316, State C-1260; |
| | | | The second later than 1 and 1 |
| 11 | 19 | 25. | A LITTLE BIRD TOLD ME E Knight-The Stardusters Decca 24514-ASCAP |
| | | | Your Eyes S. 1867; Smores Bosses, Camilai 15326; |

P. Watson, Supreme S-1507; Smokey Rogers, Capital 15326;
Blue Lo Barker, Capital 15308; S. Shephard-H Martin Grk. Spotlite 502. The Wayfarers, London 389; J. Wayne-J. Cavis, Commins 35356, R. Murphy, Victor 10-3320)

26. SWEET GEORGIA BROWN. Brother Bones and His Shadows Mergie

(C. Jones & His Sentucky Corn Crackers, Rondo S-152, B. Strong Grs, Tower 1255; W. Gray-V. Murso, Modern 20-611; R. Murphy, Majestic 1271; J. Ligning Honeystropers, Exclusive 2711

27. SUNFLOWER

11's a Sig, Wide, Wanderful

World

28. PAR AWAY PLACES. . . . M. Whiting and the Crew Chiefs

29 28. FAR AWAY PLACES...... M. Whiting and the Crew Chiefs
My Own True Love

— 29. SO IN LOVE...... D. Shere-H. Zimmerman...... ASCAP

Afways True to You in Culumbia 38396—ASCAP

EVERYBODY WANTS EM!.. CAPITOLS GOT EM!

"BLUE MOON" Mel Torme 15428 "CARELESS HANDS" Mel Torme 15379 "A" YOU'RE ADORABLE" Jo Stafford, Gordon Mac Rae 15393 "NEED YOU" Jo Stafford, Gordon Mac Rae 15393 "I DIDN'T KNOW THE GUN WAS LOADED" Betsy Gay 15421 "MY ONE AND ONLY HIGHLAND FLING" Jo Stafford, Gordon Mac Rae 57-566 "BABY, IT'S COLD OUTSIDE" Margaret Whiting, Johnny Mercer 57-561 "SOMEDAY YOU'LL CALL MY NAME" Jimmy Wakely "I WISH I HAD A NICKEL" Jimmy Wakely 57-40153

Top Tunes from the Rodgers-Hammerstein Musical



sung by CAPITOL'S three great girl vocalists...

MARGARET WHITING

"A WONDERFUL GUY"

"YOUNGER THAN SPRINGTIME"

> RECORD NO. 57-542

"BALI HA'I"

"THERE IS NOTHIN' LIKE A DAME" Dave Barbour (& Orch.)

> RECORD NO. 57-543

PEGGY LEE JO STAFFORD

"SOME ENCHANTED **EVENING**"

"I'M GONNA WASH THAT MAN RIGHT OUTTA

MY HAIR"

RECORD NO. 57-544



LOOK FOR HEAVY SALES FROM



AND THEIR

RCA VICTOR RECORDING BAND

Latest Release

"FIREMEN'S POLKA"

backed with

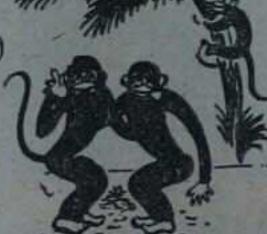
"OOMP-PAH WALTZ"

Record No. 20-3332

NEW ULM, MINNESOTA

MONKEY SEES - MONKEY DOES!

NEVER EQUALLED DEALERS, OPERATORS AND THE BUYING



AND HIS HUCKLEBUCKERS

Listen, Compare and You'll Agree That SAVOY IS BEST

NOW NO. 1 COAST TO COAST

Going Strong

THE DEACON'S HOP ARTIE'S JUMP

Big Jay McNeeley's Blue Jays

BEEF STEW ONE FOR WILLIE

Hal Singer Sextette

GRIEVING FOR YOU BUZZIN' AROUHD

3 B's and a Honey

I COVER THE WATER FRONT PENTHOUSE SERENADE

Errol Garner with Rhythm Accompani-

RUNNING AWAY FROM LOVE WRONG MAN BLUES

Brownie McGhee



58 Market St., Newark 1, N. J.

MUSIC POPULARITY CHART Billboard

Retail Record Sales

Based on reports received last three days of Week Ending April 1



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

POSITION

| toilate | Week | Week | |
|---------|------|------|---|
| 43 | 1 | 1. | Don Wilson-The Starlighters |
| 10 | 2 | 2. | SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, Director. Capitol BD-124; Capitol DD-109 |
| 43 | 3 | 3. | ROZO AT THE CIRCUS (Two Records) |
| 28 | 8 | 4 | Billy May with Ork-Vance "Pinto" Colvig Capitol BBX-34 BOZO UNDER THE SEA (Two Records) |
| 32 | 4 | 5. | Vance "Pinte" Colvig-Billy May Ork |
| 43 | | 0 | Mel Blanc-Billy May |
| 35 | 12 | 7. | Mel Blanc |
| 32 | 13 | 8. | Billy May with Ork-Vance "Pinto" Colvig Capitol DBS-84 NURSERY RHYMES (Two Records) |
| 34 | | | Frank Luther Decca CS-5 |
| 34 | | | Billy May with Ork-Vance "Pinto" Colvig Capital BBX-65 MOTHER GOOSE (One Record) |
| | | 10. | F. Luther Decca CU-100 |
| 20 | 11 | 11. | Billy May-Alan Livingston-Henry Blair |
| 21 | 10 | 12. | Fred Waring and Pennsylvanians |
| 35 | 9 | 12. | UNCLE REMUS (Three Records) Johnny Mercer and Original Cast |
| 13 | - | 12. | P. Wing |
| 22 | - | 15. | BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith director |
| | | | |

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

| todate | Week | Wesk | | |
|--------|------|------|--|---------|
| 179 | 1 | 1. | Clair de Lune Jose Iturbi | 11-8851 |
| 122 | 2 | 2. | Warsaw Concerto: Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist | 11-8863 |
| 170 | = | 3, | Chopin's Polonaise Jose Iturbi | |
| 12 | | | Light: Second Hungarian Rhapsody First Piano Quartet | 12-0251 |
| 4 | 5 | 4 | Sabre Dance: Boaton Pops Ork; A. Fiedler, conductor | 12-0209 |
| 3 | 2 | 4 | Knightsbridge March Eric Coates | 72597-D |

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

POSITION Weeks Last | This todate Week Week

Albums listed are those telling best in the nation's retail record stores idealers).

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 Last This tolate Week Week

4. JAZZ AT PHILHARMONIC, VOL. IX (Three Records)

1. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R.

Bruss-B. Hayes

6. SUPPER CLUB FAVORITES (Three Records)

P Como-R. Case-The Satisfiers-L. Shaffer Ork. Victor P-237

7. TO MOTHER (Three Records)

E Arneld

Victor P-239

VAUGHN MONROE SINGS ALBUM (Four Records) V Monroe Ork.

I CAN HEAR IT NOW ALBUM (Five Records)

Edward R. Murrow.

SEQUENCE IN JAZZ (Three Records)

Columbia MM-800





Hits from the M-G-M picture "Take Me Out To The Ball Game"



YES, INDEEDY TAKE ME OUT TO THE BALL GAME

M-G-M 30193



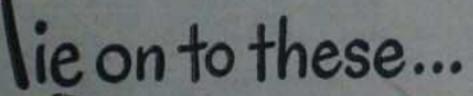
SOMEHOW WHAT'S MY NAME

M-G-M 10383



The Original "A" YOU'RE ADORABLE DON'T SAVE YOUR KISSES **FOR TOMORROW**

M-G-M 10310





MORE AND MORE TEE - JUS AIN'T IT DON'T MAKE SENSE DOES IT M-G-M 10389



LOVESICK BLUES **NEVER AGAIN**

M-G-M 10352



IN IN MY NECK OF THE WOODS RIO GRANDE VALLEY

M-G-M 10385



THE GREATEST NAME



IN ENTERTAINMENT



Match this spot for M-G-M RECORDS BEST SELLERS

CARAVAN A SENDRITA'S BOUQUET M-G-M CRUISING DOWN THE RIVER 10346 POWDER YOUR FACE WITH BILLY ECKSTINE and his Orchestra DOO DE DOO ON AN OLD BEAUTIFUL EYES M-G-M AS YOU DESIRE ME 10308 I'LL REMEMBER APRIL and his Orchestra FOOLS RUSH IN BLUE MOON DERRY FALLIGANT BEWILDERED NO ORCHIDS FOR MY LADY BILLY ECKSTINE M-G-M 10340 M-G-M SUNFLOWER
BRUSH THOSE TEARS FROM
YOUR EYES

M-G-M CARELESS HANDS
THESE WILL BE THE BEST
YEARS OF OUR LIVES BILLY ECKSTINE MCK KILLY

YOU'RE SO UNDERSTANDING MISSISSIPPI FLYER JOHNNY DESMOND THE HUMPHREY BOGARY
RHUMBA
JOHNNY GET YOUR GIRL BLUE BARRON and his Orchestra IT'S A BIG WIDE WONDERFUL WORLD JUST REMINISCING BETTY GARRETY

and his Orchestra

TO NATIONAL LAUGH FOUNDATION

FOR PICKING

NATIONAL Records

#9070

"ALL RIGHT, LOUIE, DROP THE GUN"

by Dick and Gene Wesson

LAFF NOVELTY RECORD OF THE YEAR!

Other NATIONAL Hits

9065 DEEP PURPLE The Ravens

Leave My Gal Alone

9068 GRIEVING FOR YOU Wini Brown

9060 IN A SENTIMENTAL MOOD Billy Eckstine

9066 PINA COLADA Charlie Ventura

9067 (Meow, Meow) UP IN THE ALLEY Tommy Edwards

DADER FROM YOUR NEAREST NATIONAL DISTRIBUTOR OF NATIONAL DISC SALES - 1841 BWAY N. Y. 23 N. Y.



Downbeat Leads --- AGAIN . . .

LOWELL FULSON

AIN'T NOBODY'S BUSINESS JIMMY'S BLUES

DB 203

CAN'T MAKE YOU, CAN'T BUY YOU | WINE-O-BABY BOOCIE PEACEFUL LOVIN'

FELIX GROSS & SEXTETTE

I WANT MY CROWN

TOUCH ME, LORD JESUS SISTER EMILY BRAM

JUST BLUES THE JUMPING BOOGIE BLUES

BI 3 SPEED McDANIAL

SKIDROW BOOGIE DB 168 HALF TIGHT BOOGIE PETE JOHNSON

BUTTERMILK DB 172 SLOW DRAG BLUES TWELVE O'CLOCK WHISTLE JAY McSHANN

The Band That Jumps The Blues

DB 152 DB 100 B & O BLUES JOE TURNER & PETE JOHNSON

DB 184 PRAYER CHANGES THINGS DB 182 EACH DAY SISTER EMILY BRAM

> FREIGHT TRAIN BLUES DB 189 BYE BYE BABY MICKY COOPER

HOT BISCUITS DB 165

JAY McSHANN The Band That Jumps The Blues



UNLIMITED PRESSING

For Shellac or Vinylite

in All Colors

For Prices and Service write to:

WEBSTER RECORD CORPORATION

263 West 54th St., New York 19, N. Y.

Billboard

MUSIC POPULARITY CHARTS

Juke Box Record Plays

Based on reports received last three days of Week Ending April 1



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 3,555 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Holl of Hits, Music Popularity Chart, Part L.

POSITION Weeks | Last | This todate | Week | Week I. CRUISING DOWN THE 10 3. FAR AWAY PLACES B. Crosby-K. Darby Cheir..... Decca 24532-ASCAP 1/14 E. Knight-The Stardusters 15 WITH SUNSHINE Decca 24530-ASCAP RED ROSES FOR A BLUE V. Monroe Ork Victor 20-3319-ASCAP 13. 6. SO TIRED R. Morgan... Decca 24521-A5CAP SUNFLOWER R. Morgan ... Decca 24565-ASCAP CARELESS HANDS S. Kaye Ork Victor 20-3321-ASCAP GALWAY BAY B. Crosby ... Decca 24295-ASCAP FOREVER AND EVER R. Morgan Ork Decca 24569 10 FOREVER AND EVER P. Como-M. Ayers Victor 20-3347-BM1 RED ROSES FOR A BLUE G. Lembardo Ork. Decca 24549-ASCAP 13. FAR AWAY PLACES P. Como-H. Rene Ork Victor 20-3316-ASCAP I'VE GOT MY LOVE TO KEEP ME WARM Mills Brus... Decca 24550-ASCAP CRUISING DOWN THE J. Smith-The Clark Sisters-F. De-RIVER Vel Ork .. Capital 15372-ASCAP CRUISING DOWN THE CARELESS HANDS M. Torme-S. Burke Ork Capital 15379-ASCAP

WARNING! In utilizing these charts for buying purposes readers are 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.

14 17 17. FAR AWAY PLACES M. Whiting and the Crew Chiefs Capitol 15278-ASCAP 11 17. A LITTLE BIRD TOLD ME. E. Knight-The Stardusters..... Decca 24514-ASCAP

(P. Watson, Supreme 8-1507; Smokey Rogers, Capitol 15326; Blue Lu Barker, Capitol 15308; S. Shephard-B. Martin Ork, Spot-lite 502; The Waylarers, London 389; J. Wayne-L. Davis, Columbia 38386; R. Murphy, Victor 20-3320;

Polka Ork, Decca 45068; V. Lembrusky, Continental C-1260; Harmony Bella Ozk-J. Conway & The Wayfarers, Dana 2042)

POWDER YOUR FACE 5. Kaye Ork. Victor 20-3321-ASCAP

Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3459; B. Crosby & Crew Chiefs, Columbia 38450;

J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patay Montana & D. Denny-The Suckeroos,

Victor 20, 2000.

I LOVE YOU SO MUCH IT

PRABI

SERVICE.

noard MUSIC POPULARITY CHARTS PART VI

Race Records

taged on reports received last three days or Week Ending April 1

Records disten are race records that soid nest in stores according to The Sillboard's special weekly stores among a selected group of retail stores the majority

| Weeks | OSITIO | Thu | TO DUTING THE PROPERTY OF |
|----------|--------|----------|--|
| CONTRACT | West | Shipped. | |
| | 1 | 1. | HUCKLEBUCKP. Williams Savoy 683 |
| | 4 | 2 | ROCKIN' AT MIDNIGHT R. Brown-His Mighty, Mighty Men Judgment Day |
| 11 | * | | DREAM |
| 9 | = | | Sugar Baby |
| 1.50 | | | AIN'T NOBODY'S BUSINESS J. Witherspoon |
| n. | 5 | | Artie's Jump Sayou 685-8M1 |
| 20 | 3 | 7. | It Took a Long, Long Time Monogram 105-ASCAP |

ENING: In utilizing these chaits for luying purposes readers are under the unset to pay carticular attention to information listed which length of time a record has been on the chart, and whether a record popular increased or decreased. This information is shown in the left-hand columns headings: "Week to Date." "Last Week and "This Week." If a record has nusually long run or if it current position "this week" versus "last week"

| 12 | .6 | 8. | BOOGIE CHILLENJ. L. HookerModern 627 |
|-----|----|-----|--|
| 1 | - | 9. | Sally Mae D'NATURAL BLUESL. Millinder Ork Victor 20-3351 Little Girl |
| 1 | - | 10. | CLOSE YOUR EYES H. Lance Sittin In-514 |
| 2 | | 11. | CONFESSION BLUES Maxine Trio Downbeat 171 I Love You, I Love You, I Love You |
| . 7 | - | 11. | HOT BISCUITS J. McShann Downbeat 164 |
| * | = | 13. | ROAMIN' BLUES L. Jordan and His Tympany Five Have You Got the Gump Decca 24571 |
| - 5 | - | 14. | RAINY WEATHER BLUES R. Brown De Luxe 3198-BMI 'Fore Day in the Morning |
| | 12 | 14. | BEWILDERED |
| 1 | - | 14. | BLUES ON RHUMBA 5. Thompson Miracle 131 |

-PLAYED JUKE BOX RACE RECORDS

Biliboard . special weekly survey among a selected group of luke onx operators whose locations require race records

| BEWILDERED | Weeka | Last | 1 This | |
|--|---------|---------|--------|--|
| DREAM DREAM DREAM Commodore C-7505—ASCAI DREAM Commodore C-7505—ASCAI DREAM Commodore C-7505—ASCAI DREAM LI DIDN'T LIKE IT THE FIRST TIME FIRST TIME BAINY WEATHER BLUES Roy Brown Capitol 1536 RAINY WEATHER BLUES Roy Brown Bay McNeely Savoy 685—BM BEWILDERED Red Miller Trio Bullet 295—ASCAI BABY B | LOUISIE | N.ces | | |
| DREAM DREAM DREAM Commodore C-7505—ASCAI DREAM Commodore C-7505—ASCAI DREAM Commodore C-7505—ASCAI DREAM LI DIDN'T LIKE IT THE FIRST TIME FIRST TIME BAINY WEATHER BLUES Roy Brown Capitol 1536 RAINY WEATHER BLUES Roy Brown Bay McNeely Savoy 685—BM BEWILDERED Red Miller Trio Bullet 295—ASCAI BABY B | 9 | 1 | 1. | HUCKLEBUCK |
| 4 I DIDN'T LIKE IT THE FIRST TIME Julia Lee | 13 | | 2 | DREAM Do Ray and Ma |
| FIRST TIME Julia Lee Capitol 1538 5 RAINY WEATHER BLUES Roy Brown De Luxe 3196—BM 10 5 DEACON'S HOP Big Jay McNeely Savoy 685—BM 6 — 7. BEWILDERED Red Miller Trio Bullet 295—ASCAI 1 — 8. WHERE CAN I FIND MY J. Moore and Three Blazers Exclusive 692 2 8 6 GRANDMA PLAYS THE NUMBERS W. Harris King 427 1 — 8. I LOVE YOU SO MUCH IT HURTS Mills Bros. Decca 24550—BM 1 — 8. MISS FANNY BROWN R. Brown De Luxe 312 10 2 12 BOOGIE CHILLEN J. L. Hooker Modern 62 2 3 12 YOU BROKE YOUR L. Jordan and His Tympany Five PROMISE Decca 24587—ASCAI 2 6 12 DRINKIN' WINE Stick' McGhee Atlantic 87 1 — 12 BLUE MOON B. Eckstine MGM 1031 2 — 12 HIP SHAKIN' MAMA C. Newsom De Luxe 3199—BM 1 — 12 I FEEL THAT OLD AGE COMING ON W. Harris King 427 | 4 | | 3.0 | ROCKIN' AT MIDNIGHT R. Brown De Luxe 3212 |
| 5. RAINY WESTBER BLUES. Roy Brown. De Luxe 3198—BM 5. DEACON'S HOP Big Jay McNeely. Savoy 685—BM 7. BEWILDERED Red Miller Trio Bullet 295—ASCAI 1 — 8. WHERE CAN I FIND MY J. Moore and Three Blazers. Exclusive 693 2 8 GRANDMA PLAYS THE NUMBERS W. Harris King 427 3. I LOVE YOU SO MUCH IT HURTS Mills Bros. Decca 24550—BM 1 — 8. MISS FANNY BROWN R. Brown. De Luxe 312 1 — 8. MISS FANNY BROWN R. Brown Modern 62 2 3 12 YOU BROKE YOUR L. Jordan and His Tympany Five PROMISE Decca 24587—ASCAI 2 6 12 DRINKIN' WINE "Stick" McGhee Atlantic 87 1 — 12 BLUE MOON B. Eckstine MGM 1031 2 12 HIP SHAKIN' MAMA C. Newsom De Luxe 3199—BM 1 — 12 I FEEL THAT OLD AGE W. Harris King 427 | 2 | - | 4. | I DIDN'I LIKE II THE |
| BEWILDERED | | - | - | PAINY WEATHER DIVING BUILD DAY |
| 8 — 7. BEWILDERED | | | 5. | DEACON'S HOP |
| BABY | | | | Savau ARSRMI |
| BABY | | 37 | - 20 | BEWILDEREDRed Miller Trio |
| BABY GRANDMA PLAYS THE NUMBERS I LOVE YOU SO MUCH IT HURTS BEILD HILLEN BEILD HOON TO BE BOOGIE CHILLEN BOOGIE CHILLEN BOOGIE CHILLEN BOOGIE CHILLEN BOOGIE CHILLEN BOOGIE CHILLEN BEILD HOON BEICKSTIME BEILD HOON BEILD H | 1 | - | 8. | WHERE CAN I FIND MY J. Moore and Three Blazers |
| NUMBERS | | SPACE. | | BABYExclusive #9X |
| HURTS | - | 100 | 8. | |
| HURTS | 1 | - | 8. | I LOVE YOU SO MUCH IT |
| 2 12. BOOGIE CHILLEN | - | | | HURTS Mills Bros Decca 24550-BMI |
| 2 12. BOOGIE CHILLEN | | | | MISS FANNY BROWN R. Brown De Luxe 3128 |
| 2 6 12. DRINKIN' WINE "Stick" McGhee Atlantic 87: 1 — 12. BLUE MOON B. Eckstine MGM 1031 2 — 12. HIP SHAKIN' MAMA C. Newsom De Luxe 3199—BM 1 — 12. I FEEL THAT OLD AGE COMING ON W. Harris King 427: | | | | BOOGIE CHILLEN J. L. Hooker Modern 627 |
| 1 — 12. BLUE MOON | SAIS. | 3 | 12. | YOU BROKE YOUR L. Jordan and His Tympany Five |
| 2 — 12. HIP SHAKIN MAMA C. Newsom De Luxe 3199—BM 1 — 12. I FEEL THAT OLD AGE COMING ON W. Harris King 427 | 200 | - 6 | 12 | DRINKING WINE WELLER M.Ch. |
| 2 — 12. HIP SHAKIN' MAMAC. NewsomDe Luxe 3199—BM 1 — 12. I FEEL THAT OLD AGE COMING ON | | n Marie | | DI HE MOON STORE STORE MICHIGE STORES |
| 1 - 12. I FEEL THAT OLD AGE COMING ON | 100 | | 100 | Die Charles B. Eckstine MGM 10311 |
| COMING ON W. Harris King 427 | | | | HIP SHAKIN MAMA C. Newsom De Luxe 3199-BMI |
| 4 — 12. SO TIRED L. Johnson King 4263—A5CAI | | 100 | 12, | I FEEL THAT OLD AGE |
| | 4 | - | 12. | SO TIRED L. Johnson King 4263-A5CAP |

ADVANCE RACE RECORD RELEASES

M. (Sugarman) Penigar (I Wonder)

¥ 23-0016

B. Bailey (Worst Biges) Mer 6125 Every Time I Get To Drinkin'

Sunnyland Slim Ork (Mon Kickin') Mer | Pete Go 'Way From My Door

M. (Moe) Jackson (Move II) Mer

I Don't Dig IL J. Turner (Rainy Weather) MGM 10397

1 Wonder, Baby E (Sugarman) Penigar - Little Miss Sharecropper (Brand New) V 21-0016

Instantaneous Boogle C. Howard (The Mood) Specialty SP 325

R. Murphy (The Best) Mer 8138M

Milk Cow Bluce B. Marshall-C. Coie Ork (Until I) Dec

Hr. Wamp Walks H. (Red) Allen Ork (Old Fool) Apollo

Mare It on Over M. (Moe) Jackson (Oo 'Way) Mer 3127 Bunnyland Silm Ork (Every Time) Mer-

No. 1 Drunkard Washboard Sam & His Washboard Band (Nothin' in) V 22-0017

Washboard Sam & His Washboard Band (No. 1) V 22-0017

Old Fool, Do You Know Me Now? H. (Red) Allen Ork (Mr. Wamp) Apollo

Can Mer 8133

Rainy Weather Blues J. Turner (I Don't) MGM 10397

Sympathetic Blues R. Milton & His Solid Senders (The Ruckiebuck: Specialty SP 328 The Best Things in Life Are Free

R Murphy (Jim) Mer 5128M The Hucklebuck H. Milton & His Solid Senders (Sympa-thetic Blues) Specialty SP 328 The Huckle-Buck

Big Sis Andrews & Her Huckle-Busters The Mood I'm In

C. Howard (Instantaneous Boogle) Spe-cialty SP 325 Till the Day 1 Die Big Three Trio (Don't Let) Delta 5509

B. Marshall-C. Cole Ork (Milk Cow) Dec 48101 We're Ingether Again.

R. Tarrant-J. McVes & All Stars (Listen Baby: Apolto 466 Will You Believe in My Love? S. Jennings (Lament to) Apollo 1143



DOROTHY SHAY'S

YOU BROKE YOUR PROMISE

MR. SEARS & MR. ROEBUCK

COLUMBIA 38418 (1-145*)



CHARLIE WAS A BOXER F. Yankovic 12394-F CANDY KISSES

PLEASE DON'T LET ME LOVE YOU

George Morgan 20547 (2-138*) ALWAYS TRUE TO YOU IN MY FASHION

SO IN LOVE Dinah Shore CRUISING DOWN THE RIVER 38399 (1-111*)

MISSISSIPPI FLYER Frankie Carle 38411 (1-135*) SUNFLOWER

ONCE IN LOVE WITH AMY

Frank Sinatra *Columbia 7-inch Micrograpove Records

38391 (1-106*)

HEAR THE GREAT ARVISTS AT THEIR BEST ON

Columbia Records

Trade marks "Calumbia," and @c Reg. U. S. Pat. Off.





Coin Ops! Look at the names...look at the couplings! They'll bring you in a pile of money... they'll be the most-played platters of '49. Save a spot in every loc for these sensational RCA Victor recordings!

Disk Jockeys! These 6 RCA Victor single give you a complete "South Pacific" coverage And watch for the RCA Victor "DJ" recordings—special Vinylite pressings for radio station use only

Dealers! Your customers can choose the hits they want. They can buy them as singles or in the specia

see here (no extra charge to you or your customers). This free envelope holds up to 5 RCA Victor "South Pacific" records. Available in both 78 and 45 rpm sizes. Envelopes and a COUNTER DISPLAY EASEL ready for you now!



Perry Como

Some Enchanted Evening

AND

Bali Ha'i

With Orchestra conducted by Mitchell Ayres

RCA Victor 20-3402

get them NOW o RCA Victor singles TIRST ON THE MARKET.

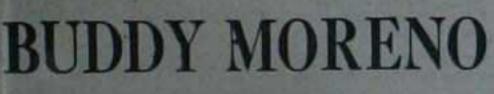
x brand-new RCA Victor records . . . all the new odgers-Hammerstein II songs from the big Broadway usical "South Pacific"! They're headed for the "Honor oll Of Hits" and these are the records that'll put them there! Call your local RCA Victor distributor today!



FRAN WARREN

A Wonderful Guy AND I'm Gonna Wash That Man (Right Out-a My Hair)

RCA Victor 20-3403



She's My Honey Bun RCA Victor 20-3421



BILL LAWRENCE

Younger Than Springtime AND This Nearly Was Mine

RCA Victor 20-3423



they

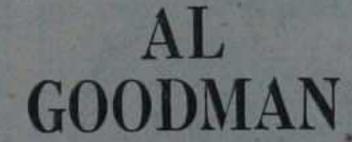
ecial

EVE YOUNG

A Cock-Eyed **Optimist**

AND

Happy Talk RCA Victor 20-3424

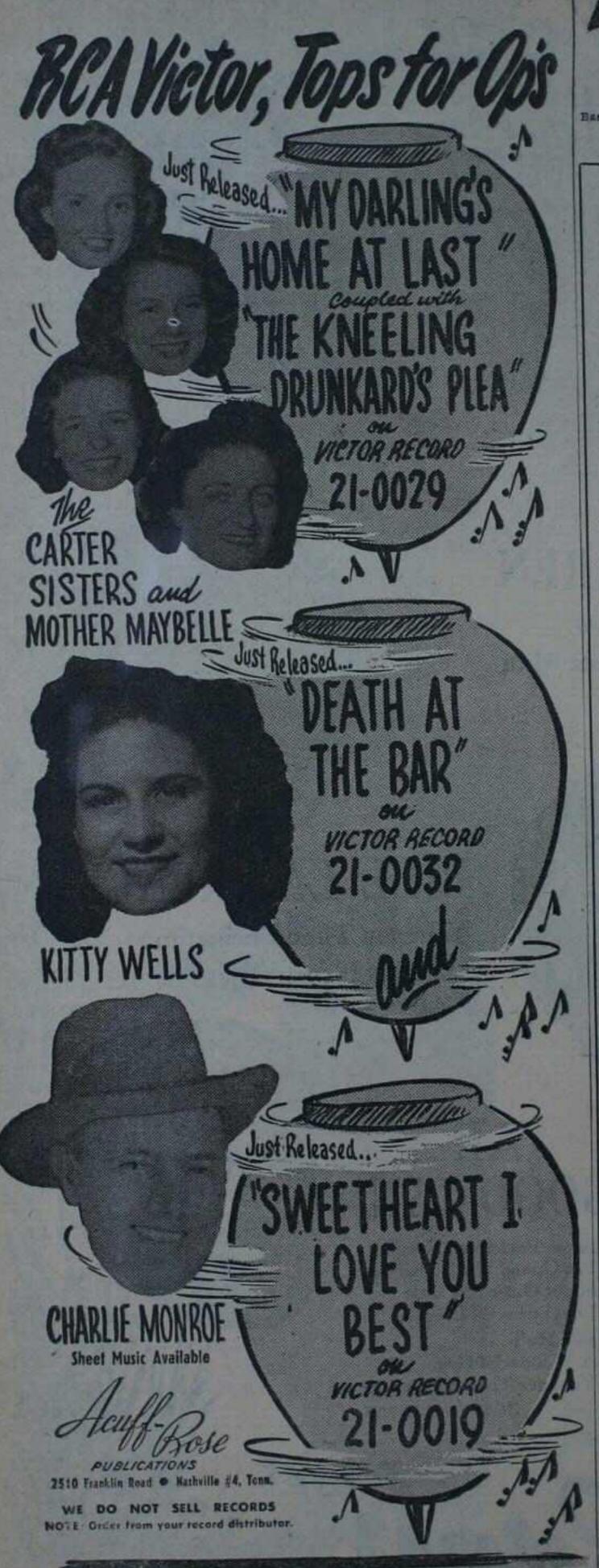


- 'A' 1. Some Enchanted Evening
 - 2. I'm Gonna Wash That Man Right Out-a My Hair
 - 3. Loveliness Of Evening
- 'B' 1. Bali Ha'i
 - 2. A Wonderful Guy
 - 3. Younger Than Springtime RCA Victor 28-0435

ne stars who make e hits are on

CTOR Recon

RCA Victor Division, Radio Corporation of America, Camden, N. J.



Billboard MUSIC POPULARITY CHARTS

Folk Record Section

Based on reports received last three days of Week Ending April 1

VIJ

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.

POSITION

Weeks Last This todate Week Week

- Never Again I LOVE YOU SO MUCH IT
- HURTS J. Wakely and Cowboy Band Capitel 15243-BMI
- Sympathy TENNESSEE BORDER R. Foley Decen 46151-BMI Candy Kisses

WARNING! in utilizing these charts for buying purposes readers are 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.

- 7. BOUQUET OF ROSES..... Eddy Arnold, the Tennessee Plow-boy and His Guitar.... Victor 20-2806-BM1 PLEASE DON'T LET ME
- 9. A HEART FULL OF LOVE .. Eddy Arnold, the Tennessee Plaw-20 13
- Tennessee Border You'll Be Sorry From Now Victor 21-0006 BMI 10
- 12. TILL THE END OF THE WORLD E. Tubb ... Decca 46150-ASCAP
- Coming Home? THE GODS WERE ANGRY WITH ME E. Kirk and String Band
- You Little Sweet You
 HAVE YOU EVER BEEN
 LONELY?
 Let's Say Goodbye Like We
- Said Hello 14. ONE HAS MY NAME J. Wakely Capital 15162-BMI 10 32 You're the Sweetest Rose in

- A Broken Heart Is Good For You J. Iruy & His Texas Rangers (Uptown Swing) MGM 10396
- Alabama Smilin' Eddie Hill & His Boys (Melting
- Steels Apollo 202 Cleanse Me.
- R. Foley (There's a) Dec 46158 Duddy, When Is Memmy Coming Home? Texas Jim Robertson (Saving Up) V 21-Darlin' Mine
- D. Eldwell & His Red River Valley Boys (Jealous Heart) Mer 6188 Deeplreeze Dinah
- Dute Martin & His Round-Up Gang (Oh How) V 21-0047 Down in Old Mexico
- T. Williams (Happy Anniversary) Mer Each Flower That Blooms Must Die Jones Slaters (Wind of) V 21-0046
- Empty Saddles Sons of the Pioneers (So Long) Dec Gathering Flowers for the Muster's Bou-
- The Stanley Bros. (The White) Col 20577 Happy Anniversary I. Williams (Down in) Mer 6185
- P Montana & Her Buckeroos (Need You) V 21-0040
- I Had My Heart Set on You. P Willing & His Riders of the Purple Sage (You Told) Cap 57-40151
- I Send Back Your Letters Sheriff Tom Owen's Boys (The Trouble) Dome 1011 1 Wish I Had a Nickel
- J. Wakely & Cowhoy Band (Someday, You'll) Cap 57-40153 it's Better To Be Alone
- The Turner Bros. (Why Did) Mer 6184 it's Ton Late To Say (That You're Serry) P. Cassell (Memories That) Mer 6186 Jealous Heart
- D. Eidwell & His Red River Valley Boys (Darlin' Mine) Mer 6168 Lone Star Rag
- B. Boyd & His Cowney Ramblers (With-Lonexome Day Bonny Lou & The Dixie Pariners (Tear-drops Falling) Mer 6183
- Melting Steel Smilin' Eddie Hill & His Boys (Alabama) Apollo 202
- Memeries That Live P. Cannell (It's Too) Mer else

- My Cahin in Caroline L. Flatt-E. Scruggs (We'll Meet) Mer
- Patsy Montana & D. Denny-The Buck-Need You
- eroos (I Didn't) V 20-0040 Oh How I Hate You Dude Martin & His Round-up Gang (Deepfreeze Dinah) V 21-0047
- Baving Up Coupons

 Texas Jim Robertson & The Panhandle
 Punchers (Daddy, When) V 21-0030

 So Long to the Red River Valley

 Saddless
- Sons of the Ptoneers (Empty Saddles) Dec 46160
- Some ay You'll Call My Name J. Wakely-V. Williams (I Wish) Cap 87-40153 Sparkling Brown Lyes
 Dainy Mae & Old Brother Charite (You Got) Mer 6187
- Sparhling Brown Eyes

 Jerry & Sky (Troubles in) MGM 18400
- Teardrops Falling in the Snum
 Bonny Lou & The Dinie Partners (Lonesome Day) Mer 6182
 The Trouble With Me Is You
- Sheriff Tom Owen's Boys (1 Send) Dome
- The White Dove The Stanley Bros. (Sathering Planera)
- R. Poley (Cleanse Me) Dec 40150 Too Late To Start All Over
- D. Arnett (You'll Have) Mer 6185 Troubles in My Heart Jerry & Say (Sparkting Brown) MGM 10400
- J. Irby & His Texas Rangers (A Brokke)
- We'll Meet Again Sweetheart

 L. Fintt-E. Scruggs (My Cubin) Mer 5181

 Why Did You Leave Me?

 The Turner Bros. (It's Better) Mer 5181

 Wind of the Sea
- Jones Sisters (Each Flower) V 21-0048
 Without a Woman's Love
 B. Boyd & His Cowboy Rambiers slame
 Star) V 21-0045
- You Got Stuck Daisy May & Old Brother Charles (Sparkling Brown) Mer 6167
- You Told a Lie
 P. Willing & His Siders of the Purple
 Sage (I Had) Cap 57-40151
 You'll Have To Talk It Over With My
- D. Arnett (Too Late) Mer 6180

TRADE

BERVICE

Billboard MUSIC POPULARITY CHARTS MUSIC POPULARITY CHARTS PART VIII

end on reports received last three days of Week Ending April 1

MOST-PLAYED JUKE BOX FOLK RECORDS

Records taked are ultibility records most played in luke boxes according to The fillbuard's special weekly survey among a selected group of luke box operators whose contious records

| | POSITIO | | |
|------|-----------|----|--|
| | week | | |
| 7 | - Millian | 1. | DON'T ROB ANOTHER |
| 1000 | | | MAN'S CASTLEEddy Arnold Victor 21-0002-BM |
| 3 | 7 | 2. | CANDY KISSES G. Morgan Columbia 20547-BMI |
| 23 | 2 | 3. | TENNESSEE SATURDAY Red Foley-The Cumberland Valley |
| | | | NIGHT Boys Decca 46136-BM |
| 2 | - | 4. | PLEASE DON'T LET ME |
| 1000 | | | LOVE YOU |
| 2 | 15 | 5. | CANDY KISSES R. Foley Decca 46151-BMI |
| 2 | 5 | 6. | TENNESSEE BORDER R. Foley Decca 46151-BMI |
| 23 | . 6 | 7. | I LOVE YOU SO MUCH IT J. Wakely and Cowboy Band |
| 1000 | | | HURTS Capitol 15243-BMI |
| 6 | 3 | 8. | LOVE SICK BLUES Hank Williams and His Drifting |
| 900 | | | CowboysMGM 10352—BMI |
| 7 | 8 | 8. | THERE'S NOT A THINGE. Arnold Victor 21-0002-BMI |
| | | | |

WARNING: In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which thousand 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 ander the headings: "Weeks to Date." "Last Week" and "This Week." If a record has ad an unusually long run, or it its current position "this week" versus "last week" nows a sharp drop, readers should buy with caution.

| 44 | - | 10. | BOUQUET OF ROSES Eddy Arnold, the Tennessee Plow- boy and His Guitar Victor 20-2806-BM1 |
|-------|-------|--------|--|
| 1 | - | 10. | TENNESSEE BORDER Tennessee Ernie Capital 15400 |
| 10 | 12 | 12. | LET'S SAY GOODBYE LIKE |
| | | | WE SAID HELLO E. Tubb Decca 46144-BMI |
| 16111 | - | 13. | I'M BITIN' MY FINGER- |
| 40 | | | NAILS AND THINKING OF E. Tubb and Andrews Sisters-Texas YOU |
| 1 | - | 13. | WOMAN blers-B. Lee Specialty SP-701 |
| . 1 | | 15. | TILL THE END OF THE |
| | | 100000 | WORLDJ. Bond Columbia 20549-ASCAP |
| 2 | 12 | 15. | CANDY KISSES E. Britt-The Skytoppers |
| | | | Victor 21-0006—BMI |
| 1 3 | - | 15. | I HEARD ABOUT YOU B. Hobbs MGM 10305 |
| 2 | | 15. | TILL THE END OF THE J. Wakely and Cowboy Band |
| | 1.500 | | WORLD |

FOLK TALENT AND TUNES

By Johnny Sippel

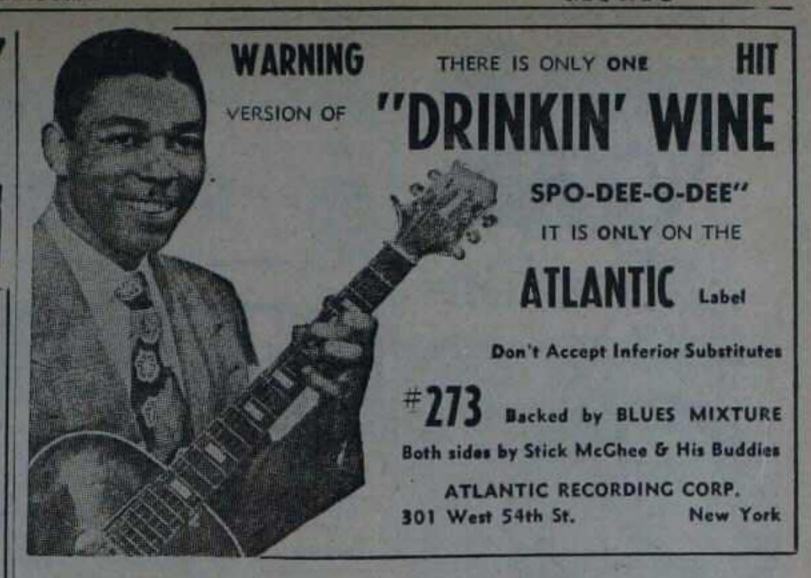
Capitol Records is signing Randy Blake, WJJD, Chicago, disk jockey. . . . Mrs. Martha Nash. wife of Murray Nash. Mercury platters' folk music chief, is convalescing after a serious operation last week. . . Ernest Tubb and Minnie Pearl set for Toledo, April 17; Charleston, S. C., 19; Danville, Va., 20; Raleigh, N. C., 21, and Norfolk, Va., 22. Ernest Tubb and His Texas Troubadours will play the State Theater, Hartford, Conn. April 23-24 sans Minnie Pearl. . . Lloyd Cowboy Copas and His King Recording Oklahoma Cowboys will leave WSM, Nashville, early in May to do the first of six pictures with Donald Red Barry in Hollywood for Barry Productions. Les Hutchins, Copas's manager, has set Copas for the Dale Evans MBS show May 12. The first Copas flicker will be released early in October.

Jack Kennedy, pianist with Ben Christian's 4 Star recording band, reports that Jerry Jerico, vocalist with Christian, toured for a week with T Tex Tyler and the Maddox Brothers and Rose. . . . Hank Williams (MGM), who airs at KWKH, Shreveport, La., has bought a new home in Bossier City, La. . . Jerry Irby, who runs a Houston nitery, has revamped his band for his next MGM cutting date, adding fiddler Clyde Brewer, drummer Jimmie Harper, bassist Ray Kennedy and Pee Wee Calhoun, all formerly with Moon Mullican. . . . Dusty Rogers has left WPDQ, Jacksonville, Fla., where he worked the "Dixie Jamboree," and is on WOBS, Jacksonville, He soon will make his first sides for MGM. Rogers is working nightly at Dan and Pauline's, a local bistro.

Murray Nash cut Daisy Mae and Old Brother Charlie and newcomer Tommy Williams. also of the Tampa area, at Cincinnati recently, together with Pete Cassell, the blind minstrel, for Mercury. . .
Archie (Grandpappy) Campbell, for years a feature at WNOX, Knoxville, has moved to WROL in the same city where the Mercury artist
will direct an expanded hillbilly policy. Other artists on the station
are Lester Flatt, Earl Scruggs and the Foggy Mountain Boys and Carl
Sauceman, all Mercury diskers. . . Rex Allen (Mercury) makes his
first flicker for Republic April 12 under his seven-year pact with the
pic firm. . . John Lair originator of the Renfro Valley h.b. operation,
is undecided as to the future of his operation at Orlando, Fla., where
he has been operating a park and radio show over WDBO. He plans
to return to Kentucky this week to decide definitely on the Florida
promotion

Mack and Sandy, man-and-wife team who combine harmonica and steel guitar, have switched from WNAM, Neenah, Wis., to WTAQ, Green Bay, Wis. . . . Art Lazarow, who bills himself as Art, the Disko Kid, is back on the air over WKMH, Dearborn, Mich. . . Smilie Sutter reports that he hasn't been using his voice for the last year, after straining his vocal chords. He is now doing comedy as Crazy Elmer and working guitar parts with the gang at WWVA, Wheeling, W. Va. . . Rich-R-Tone label has inked with the Bailey Brothers, Charles and Danny, who air from WPTF, Raleigh, N. C. Personnel of the group includes Carl Butler, guitar; Charles Bailey, mandolin; Danny Bailey, guitar, and Junior Tullock, bass. . Jim Hall and the Radio Rangers are at WFNS, Burlington, N. C., where Hall also does two record shows. Jimmy Anderson has returned to the Hall combo after some time with Snooky Graves and the Blue Star Boys, WDBJ, Roanoke, Va.

(Continued on page 41)



IT MUST BE GREAT - IT'S BEING COPIED

Other Record Companies are recording this Great Number . . . but Past Experience has proven that

THE ORIGINAL IS ALWAYS THE BEST

"CLOSE YOUR EYES"

on SITTIN' IN Record #514

DISTRIBS: Write, Wire for Available Territories!

CASTLE RECORDS, INC.

119 WEST 57th ST. NEW YORK, N. Y.



· Fish · Fish · Fish ·

"MAMMA WON'T LET ME GO FISHING WITH YOU"

Everybody is talking about the Fishing Song recorded by Dottle Barlow on Pearl Record #0014—List Price 79¢.

Cute and clever and you'll love her voice

P.S.: Have you heard
"I'VE COME TO SAY I'M SORRY" Pearl Record #24

PEARL RECORD CO.

BOX 229

COVINCTON, KY.

It will pay to order today your

EASTER BOUQUET

LISTEN TO ME

1004

SWEETHEARTS OF SERENADE

Bill Carroll

WHY DID YOU LEAVE ME?

MASTER OF THE MIGHTY HAMMOND

ON ISLAND RECORDS

AND RECORDS

Composer Gertrude F Ash. Order Direct or Through Your Dist.

ISLAND MUSIC AND RECORDING CO.

2339 FRANKLIN ST.

TOLEDO 10, OHIO

KNOCK WOOD! The Whole Nation Will!

I KNOCK WOOD ... exclusively on LUCKY record

No. 711-8 by Ralph Wilson Quintette I KNOCK WOOD is a simply super, sensational

LUCKY MUSIC CORP., 792 The Arcade, Cleveland 14, Ohio

catchy song by Buddy Kaye, Carl Lampl, Stan Arnold.



Another BMI Pin-up Hit I WISH SOMEBODY CARED ENOUGH TO CRY Published by LONDON MUSIC CORP. Performance Rights Licensed Through BMI BROADCAST MUSIC, INC. 580 FIFTH AVE., NEW YORK 19

Chicago 37, III

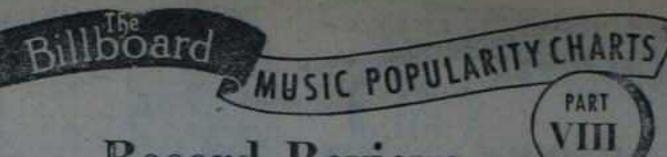


DOUBLE FEATURE This RECORD Week's LEE MONTES TU-TONES "CRUISIN' DOWN THE RIVER" "BE MINE" On The Other Side "WOODEN SHOES SONG" "MICKEY" DF 2010



DOUBLE FEATURE RECORDS

Kids Love EASTER PARADE on ANIMAL RECORD #178 and the flip, SNOWFLAKE JAMBOREE it's sensational! On vinylits? STAPLETON INDUSTRIES, INC. 792 The Arcade, Cleveland 14, Ohio



Record Reviews

Based on reports received last three days of

Week Ending April 1

RATINGS (100 Point Maximum)

90-100 TOPS . 80-89 EXCELLENT . 70-79 GOOD 40-69 SATISFACTORY . 0-39 POOR

Are Defermined

The

Categories

How Ratings

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk lockeys. 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. Sons caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality isurface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion, film, legit and other "plue" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST . TUNES LABEL AND NO. COMMENT

ARTIST TUNES LABEL AND NO COMMENT



79--78--78--80

83--85--80--85

87--87--87--87

84--82--85--85

74--75--72--75

70--72--70--68

78--78--78--78

88--89--87--87

66--66--64--67

62--62--60-64

74--72--74--77

TEACT MEVICE

MATURE

POPULAR

PAUL WESTON ORK (Capitol 15411)

Swedish Rhapsody Good arrangement and performance of the new-est of the "Warraw Con-certo" type pieces, George Greeley handles the solo

piano part well. Bop Went the Strings 76--82--75--70 Boppish figures rather than pure bop make the title for this string exercise written in the David Rose spirit.

ROY STEVENS ORK 65--64--69--68

67--67--67

76--78--78--71

86--87--85--85

89--90--89--88

79--84--79--75

70--70--70--70

76--84--77--68

Cry Baby Muddy recording nampers, and hides what sounds like a little ditty born of the shufflerhythm fad which is sung by Tibble Bennett.

*Manor 1175)

Never Go There Stevens plays some nice trumpet on this mood instrumental which also lones much in a poor technical recording.

BURL IVES (Corumbia 38445) Wayfaring Stranger and Woolie Boogie

lves and his quitar romp thru one brief traditional and one brist original folk air effectively.

Riders in the Sky This new hunk of Americana is a stirring opus of an unusual type and may well sweep the country. This is the first

waxing of the song and lyes has never made a better mice.

IERRY WAYNE G THE DELL TRIO Columbia 38437:

Because You Love Me 72--72--72 Wayne sings moely, the Dell threesonic sounds good as they tackle still another walls with the German band feel. You're So Under-

standing

The singer, mided by a group, turns in a fine job with a promising new ballad which draws tasty. Dell Trio hacquround.

BENNY GOODMAN ORK Capital 154091

Undercurrent Blues Benny's Brot etening with his new band is a bopfintered instrumental which swings and is wellexecuted.

Ma Belle Marguerite finther mixed up ciciling of a new tune atill Buddy Green's tentils to accentage. Vocal group being while the bend has little of consequence to

POPULAR

(Columbia 38436) You Red Head Ai Galante and the ensemble sing a rhythm

DICK JURGENS ORK

ditty with an infectious quality. Women! Women! Women!

Cute and smusing novelty is well performed by Galante, Jimuy Castle and the ensemble.

AL JOLSON (Decca 24601)

That Wonderful Girl of Mine

Joison, with fine Morris. Stoloff nacking, fustefully handles a set of English lyrics fitted to a popular Jewish melody.

I Only Have Eyes for

This pretty oldie will be in the next Jakon picture and the singer sells it strong, giraight and warm on this waxing.

BEN POLLACK ORK (Corn1 #0009)

Song of the Islands Vintage 1937, this is a classly rendition of the oldin which still stands

Locking at the World Thru Rose Colored Glasses

another instrumental of an oldie from around 19.8 leas same sound midsical moments

EDDY HOWARD ORK 154 (CID # 5282)

I Get Up Every Morning Howard, the Howard Trie and ork maintain earlier high standards in rendering a new chythm

Don't Cry. Cry Baby Howard's at his released heat for this new plug dista.

EDDIE CANTOR

111 cc a 245971 Yes Sir, That's My Baby Carrier docum's have the old-time zip as he does the oldie with which he's

so closely associated. Alabamy Bound Same lack of energy's apparent

INK SPOTS (Decca 24585)

As You Desire Me may with this revival. He gets a little too dramu-Lic at Ilmes

It Only Happens Once 82--82--82 The Spots turn in an airy and light job on the Prankle Laine ballad. (Configued on page 210)

the same low price since 1938 ROUND (OSMIUM ALLOY)

INCORPORATED

ALL LABELS PRICE LIST POP RECORDS

Calumbia 44¢ Victor 45 RFM Capitol, Red er Black Victor 54¢ Decca Pops 54c Capitol Purple ...54r Most other labels Albums, LP's-30% off Current Retail Sell Price.

LESLIE DISTRIBUTORS CORT (MECORD WHOLESALERS) 419 W 49h St. 0 New York 19, N.

RONDO HIT

OF THE WEEK! R-188 Ken Griffin with the Cosmopoliti "LADY OF SPAIN"-Rhumba

"THE SHADES ARE DOWN ON COBBLE STREET"

329 S. WOOD ST.

DETROIT'S PERENNIAL FAVORITE NOW AVAILABLE

DON PABLO & Orchestra

Bleventh Year-Paim Beach Cale Detroit 21, Mich. Rondo Records

T D IM IS O Sing It! Shout It! "In the 88th Row (18)

RECORD CO. OF AMERIC 8540 Sunset Blyd., Hollywood 45, Colifer

GET THE ORIGINAL!

FOUR STAR RECORD No. 1289

by

AADDOX BROS. & ROSE

THE MOST COLORFUL HILLBILLY BAND IN AMERICA"

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For the best in Folk Music 05 So. Fair Oaks Ave., Pasadena, Calif.

WE'RE SPECIALISTS!

The Finest JAZZ . . . BLUES . . . SPIRITUALS . . . WESTERNS

. . . are on APOLLO

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE

TOWER TUNE TIPS STOCK IT UP?

TOWER 1458

THE YO YO SONG"

TOWER 1459

TOWER'S NEWEST TALENT PEGGY MURDOCH

Sings with

IIMMY FEATHERSTONE AND HIS ORCHESTRA

540 N. Michigan Ave., CHICAGO 519 W. Washington Blvd., LOS ANGELES

NEW RECORDS

Wholesale ORLD'S LARGEST ASSORTMENT OF "STANDARDS" AND HITS OF YESTERDAY AND TODAY

Send for Sample Order DO VICTOR & COLUMBIA RECORDS \$17.00 DO ASSORTED RECORDS

F. O. B. New York.

1/2 with order, balance C. O. D.

Fits for our list of records and albums.

Albums, 55c and up.

PLaza 7-0634 onklin Leases His

Blvd. to Goldberg NEW YORK, April 2 - The Boule-

ird, Rego Park, Queens, long owned d operated by Hank Conklin, has en leased to Herman Goldberg on long-term basis.

Goldberg, a showbiz lawyer and

itel man, will pay Conklin \$600 eekly, win, lose or draw, which will over the rental of the property. The mount of down payment was not sclosed.

Nick Agneta, who booked shows ere for Conklin, is continuing in that apacity for the new op.

MUSIC POPULARITY CHARTS Billboard IX Record Possibilities THADE BETTYTEE

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.

Based on reports received last three days of Week Ending April 1

This is a apirited beatful new rhythm song by Sonny Burke and Paul Webster which draws a pair of vigorous readings on each of the Decca-owned labels. Conniv Haines's version was the first to come out and was the etching that caused the talk. And the box-office dynamite of a Crosby paired with a torrid Evelyn Knight, with both in fine form, should make 'em put up, shut up and listen.

ISS ME SWEETJudy Valentine with Sid Ramin Ork

Not since Bonnie Baker sold all those disks of "Oh, Johnny" about a decade ago has anything come along with quite the devastating quality which this disking possesses. In the super cute vein, this is about the most perfect—and perfectly cloying—item of its kind since "Johnny." And either the people are going to go nuts over it or they're going to hate it and listen to it just the same. Kitty Kallen's disking on Mercury started this tune on its way and Miss Valentine's likely could send it rooming likely could send it zooming.

Mr. Mooney's banging, clanging, banjo-twanging evocation of the jazzy '30s in this irrepressible treatment of the reincarnated flapper-age ditty has all the earmarks of being the popular successor to his "Beautiful Eyes" clickeroo.

IN THE GOOD OLD SUMMER TIME ... Andrews Sisters and Dan Dalley ... Decca 24605 Dan Dalley emerges here as a platter personality of stature, as he teams with the high-flying Andrews gals for a thumping, band-concert-in-the-park rendition of the good oldie. Flipover, "Take Me Out to the Ball Game," abould get plenty play, comes the first cry of "Play ball!" this spring. Vic Schoen's brass band type orking is in the spirit for both sides.

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

| 1. NEED YOU | Jo Stafford-Gordon MacRae | alala |
|-------------------------|---------------------------|-------|
| | Capitol | 15393 |
| 2. ONCE AND FOR ALWAYS | S Jo Stafford Capitol | 15424 |
| 3. AGAIN | | 15428 |
| 4. I DON'T SEE ME IN Y | OUR EYES | |
| ANYMORE | Gordon Jenkins Decca | 24576 |
| 5. I DON'T SEE ME IN YO | UR EYES | |
| ANYMORE | | -3347 |
| 6. "A" YOU'RE ADORABLE. | | 38449 |
| 7. KISS ME SWEET | | 5265 |
| 8. SHE'S A HOME GIRL | | 15379 |
| 9. SIMILAU | | -3377 |

THE RETAILERS PICK:

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

| 1. AGAIN | . Mcl Tarms Capitol 15428 |
|--------------------------------|----------------------------|
| 2. I DON'T SEE ME IN YOUR EYES | Perry Como |
| 3. AGAIN | Gordon Jenkins Decca 24602 |
| 4. AGAIN | Vic Damone |

THE OPERATORS PICK:

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

1. I DON'T SEE ME IN YOUR EYES 2. HOW IT LIES, HOW IT LIES, HOW IT LIES
3. LOVE ME, LOVE ME, LOVE ME Connie Haines Coral 60044
4. AGAIN Mel Torme Capitol 15428

FOLK TALENT AND TUNES

(Continued from page 39)

Cowboy Copes (King) and Bill Monroe (Columbia) broke the louse record at City Auditorium, Atlanta, March 12 when they did over \$7,000. . . . Bill Powell and the Pioneer Ranch Boys, WHIO, Dayton, O, are preparing for a Saturday night jamboree, currently getting sponsors and radio time set up. . . . Dusty DeNyke, who worked with Curly Clement's Saddle Pals years ago, is making a comeback as a single on CKNX, Wingham, Ont., where he is known us the Log Cabin Balladier . . . Tex Ferguson and His Driftin' Pioneers have just inked a three-year pact with Melody Trail label. They are still at KFEQ, St. Joseph, Mo. . . . Tommy Dilbeck, well-known songspinner, reports that Ted Daffan, currently in Dallas, is using Curly Borgen on vocals and guitar; Cecil Luna, vocals and lead guitar; Clovis Luna, electric guitar; Bob Jenkins, bass; M. C. Lewis, reeds; H. W. Blanchard, piano; Eddle Story, fiddle, and Gene Crabb, drums. Johnny Tyler (Victor), also in that area, has Sam Duke, fiddle; Wayne Foster, drums, Bob Hale, lead guitar, and Sam Chaffin, steel guitar and bass. Dewey Groom (Mercury), who is at the Old Top Rail, Dallas, has Harry Helm, steel guitar; Torchy McCluney, take-off guitar; Wade Wood, fiddle; Ollie Phillips, bass, and Phil Sanchez, drums. . . . Johnny Rion, KREI, Farmington, Mo., bas joined King records. . . . Speedy Clark, only 26 years old but with 14 years of radio background, creates the character, Old Joe Clark, with the Renfre Valley Gang who air over WHAS, Louisville.

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

SEECO-THE GREATEST NAME IN LATIN AMERICAN RECORDINGS

The AL HAIG QUINTET featuring Wardell GREY

MATURE



"SUGAR HILL BOP"

SEECO 10002 "IN A PINCH" and "IT'S THE TALK OF THE

SEECO 10003



Pupi CAMPO'S

RHUMBOP "HOW HIGH THE MOON" and **SEECO 4116**

"ESTAS FRIZAO" and "SON DE LALOMA SEECO 4117

Dist. Territories Still Available

New York 19, N. Y. 1939 5th Ave.

XI

Man



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

POPULAR

A Chapter in My Life Called Mary J. Desmond-T. Mottola Ork (You Broke)

MGM 10393 A Chapter in My Life Called Mary S. Kaye Ork-D, Cornell (Kiss Me) V 20-

A Chicken Ain't Nothin' But a Bird N. Lutcher (Ditto From) Cap 57-70001 A Cock-Eyed E. Young (Happy Talk) V 20-3424

A Kiss and a Rose J. Laurent-J. Carroll Ork (Some En-chanted) Mer 5276

A Kiss in the Dark D. Day-C. Dant Ork-R. Turner (Three Wishes) V 20-3426

Ay Que Vida P. Reed (Dark Eyes) Dance-Tone 307

A Million Miles Away B. Lawrence (If I) ¥ 20-3428

A Rosewood Spinet
P. Reed (I Got) Dance-Tone 308 A Wonderful Guy

D. Shore (Younger Than) Col 38460 "A" Xon're Aderable P. Reed (While the) Dance-Tone 311

T. Dorsey Ork-M. Lutes (The Hucklebuck) ¥ 20-3427

Again A. Mooney Ork (Five Foot) MGM 10398

P. Reed (The Blue) Dance-Tone 313 Mf. Hutton-D. Elliot (Bop Goes) MGM

All Right, Louis, Drop The Gun L. Johnson-R. Carter & The Masqueradera (I'm Laughing) Star 602

P. Reed (My Hero) Dance-Tone 303 An Invitation To Dance Album-C. Thornhill Ork (3-10")

V P-243 Autumn Nocturne . . . V 20-3390 I Don't Know Why (I Just Do) V 20-Lullaby of the Rain . . . V 20-3322 Sleepy Serenade . . . V 20-3392

There's a Small Hotel . . . V 20-3391 Where or When . . . ¥ 20-3390

J. Tarto & His Barfiles (Banjo Polka) Mer 3082 As You Desire Me

S. Vaughan (Black Coffee) Col 38463 Ball Ha'l

A. Vencent-M. Miller Ork (Once and) Ball Ha'I H. Winterhalter Ork (Some Enchanted)
MGM 10309

Banjo Folks J. Tarto & His Barfliss (Annabella) Mer 2082

Because I Care T. Dorsey Ork-H. Prime & The Clark Sisters (The Heart) ¥ 30-3419

S. Vaughan (Too Darn) Col 38461 Black Coffee

S. Vaughan (As You) Col 36465 Blues for What I've Never Had J. Moore's Three Blazers (How Could) V 20-3422

Bop Goes My Heart

M. Hutton-D. Elliot (All Right) MGM It Must Be True

Button Up Your Overcoat S. Vaughan (I'm Glad) Musicraft 593 Candy Kisses

The Fontane Sisters (Once-T Around) V 20-3429 Carcless Hands P. Reed (Put Your) Dance-Tone 310

County Fair M. Torme (You're Driving) Musicraft

Dainty Brends Lee P. Reed (Lena) Dance-Tone 109 Dark Eyes P. Reed (Ay Que) Dance-Tone 307

Day Unto Day P. Bertasso-J. Romano (Running Between) Micor M 1

Ditto From Me to You N. Lutcher (A Chicken) Cap \$7-70001 Don't Ask Me Why

Delta Rhythm Boys (Fantastic) Musicraft Don't Call Me Sweetheart Anymore

G. Carroli-P. Sands Ork (The Kissing) Dance-Tone 1130 Dream Girl

P. Reed (Honey, I) Dance-Tone 316

Dreamy Old New England Moon

E. Russ (The Pyramid) Pyramid I Dreamy Old New England Moon D. Martin-The Martingales-P. Weston Ork (Three Winhes) Cap 57-545

V. Monroe Ork (Gigolette) V 20-3434 P. Reed (The Punsy Cat) Dance-Tone

Every Time We Meet

G. Carroll-P. Sands Ork (If You're) Dance-Tone 1131

Everywhere You Go
B. Crosby-E. Knight-J. Conlon's Rhythm-aires (How It) Dec 24612

Fantastic

Delta Rhythm Boya (Don't Ask) Musteraft

Five Foot Two, Eyes of Bine G. Lombardo & His Royal Canadians (You Can't) Dec 24615

Five Foot Two. Eyes of Blue A. Mooney Ork (Again) MGM 10398 Forest Walts

J. Vadnal Ork (Wolf-Polks) V 20-3431 Forever and Ever P. Reed (The Waltz) Dance-Tone 312 Gigolette

V. Monroe Ork (Dreamy Old) V 20-3420 Give Back My Heart Waltz L. Bashell Ork (Morning Dew) Mer 2003

Goodbye to Mexico P. Reed (Villa) Dance-Tone 317

Happy Talk E. Young (A Cock-Eyed) V 20-3424 Heart and Soul A. Wayne-A. Phillips Ork (It Must) Mer

8279M Hearts Are a Dime a Dozen P. Reed (What Word) Dance-Tone 308

Heaven's Got a Frechled Nose J. Featherstone Ork (Lock It) Tower 1458 Honey Bun

B. Moreno Ork (How It) V 20-3421 Honey, I Love You P. Reed (Dream Girl) Dance-Tone 316

How Could I Know J. Moore's Three Blazers (Blues for) V 20-3422

How It Lies, How It Lies, How It Lies B. Crosby-E. Knight-J. Conlon's Rhythmaires (Everywhere You) Dec 34612 How It Lies, How It Lies, How It Lies B. Moreno Ork (Honey Bun) V 20-3421

How Would You Know? L. Millinder Ork-J. Carnes (Moanin' the) V 20-3430

Hurry! Hurry! Hurry! Andrews Sisters-V. Schoen Ork (Hurry) Dec 24613 Harry! Hurry! Hurry!

J. Bond Ork (Red Head) MGM 18391 Burry! Burry! Burry L. Welk Ork (Who's Girl) Mer 5280

I Didn't Know the Gun Was Loaded Andrews Sisters-V. Shoen Ork (Hurry) Hurryll Dec 24613 I Den't Care

T. Hill Ork (I Never) Mer 77 I Got Lucky in the Rain P. Reed (A Rosewood) Dance-Tone 300 I Love You for Sentimental Reasons

P. Reed (You Can) Dance-Tone 318 I Never Knew I'd Be So Blue T. Hill Ork (I Don't) Mer 5277 If I Could Be With You (One Honr Te-

night) B. Lawrence (A Million) V 20-3428 If I Live To Be a Hundred

A. Pauley (Where the) Musicraft 598
If You're Not Completely Satisfied

G. Carroll-P. Sanda Ork (Every Time) Dance-Tone 1131 I'm Glad There Is You S. Vaughan (Button Up) Musicraft 582

I'm Laughing Up My Sleeve L. Johnson-R. Carter & The Masqueraders (All Right) Star 602

In the Spring of the Year H. Carroll (While We're) Mer \$278 A. Wayne-A. Phillips Ork (Heart and)

Mer 5279M It Took a Dream To Wake Me Up P. Murdoch-J. Featherstone Ork (The

You Tower 1459 It's a Big Wide Wonderful World P. Reed (Toujours Pidele) Dance-Tone

It's a Cruel, Cruel World J. Kilty-B. Weed (Tulsa) MGM 10393 Kiss Me Sweet

S. Kaye-L. Lealie-D. Cornell (A Chapter) V 20-3420

Letter Songs Album-The Song Spinners (4-10") Dec A-643

1. Bring Me a Letter From My Old Home Town; 2, Her Letter Told Me All; 3. The Biggest Thing in a Sol-

dier's Life . . . Dec 24348

1. Don't Porget To Write; 2. Green
Grow the Liluca . . . Dec 24348

1. Faded Letter; 2. Bring Me a Letter From Home: 3, Children's Letters Dec 24349

1. I Am Sending Criss Cross Kisses to Someone's Soldier Boy: 2. Letter From No Man's Land; 3. Man Who Brings the Mail . . . Dec 24351 1 Little Rosswood Casket; 2. Don't

Furget To Write Me, Darling . . . Dec 24349 1. Send Me a Line; 2. Take a Letter to My Daidy Over There: 2. Three Wonderful Letters From Home . . .

Dec 24351 1. The Pirst Letter; 2. Having a Good Time Wish You Were Here; 3. Letter That Never Reached Home . . .

1. The Letter Edged in Black; I. Letter From Their Boy . . . Dec 26350

(Continued on page 190)

Album Reviews

Based on reports received last three days of Week Ending April 1

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 ubject to change depending on results of a curvey of the music trasts now being confused.

Suitability for Juke box operators or disk lockeys is indicated in boldface comment under the separate headings within each re-

THE RATINGS

| | - (| п | 9 | õ | 2 | 9 | | ta | 2 | 4 | 51 | Ħ | 3 | G | Z | Σ | d | 71 | В | a | u | - 30 | ı |
|-------|-----|---|---|---|---|---|---|----|---|---|----|---|---|---|---|---|---|----|---|---|----|-------------------|---|
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| 70-78 | - | • | | | • | • | • | м | и | | н | | м | | м | м | | ۰ | | | œ | The second second | ۵ |
| 40-69 | | e | | я | Ħ | 8 | 8 | e | 9 | B | ٠ | ٠ | ï | a | ۲ | ۸ | R | 9 | ٠ | 8 | ** | liefanto po | ė |

FUNNIEST SONGS IN THE

WORLD-Groucho Marx Young People's Records 719
Groucho makes his debut on was here.
Accent, naturally, is on humor here, and the elder Marx frere tomes off the nonsense stuff with a flair that should tickle junior-size funnybones. Story has a moral, too; endeavers to teach tolerance in paintable fashion. A monkey keeps making up funny songs, but they're never funny to everybody because the jokes are always at the expense of some other animal. Finally, however, he makes up the funniest song of all, which doesn't hurt anybody's feelings. Groucho's name is the big attraction to buyers here, but H's by no means the

only asset, JOCKS. JUKES Fine feature face. Not suitable.

PINOCCHIO-Joseph Boley-Jeanne Roy (1-10") Willida WE 11

The traditional story turns up here in a well-written, pleasingly narrated adapta-tion. Boley's pacing is right, and his style creates an easy, itnimate suspense that's suited to children's story telling. Special musical score goes right then both sides, enhancing the tenor of the story, but never getting in the way. On the whole this production comes off well, and should appeal to a wide age group.

JUKES Good story - time Not suitable. feature.

ANIMALS OF FARMER JONES AND SCHUMANN'S HAPPY FARMER-Irene Wicker-Gilbert

Ma-k-Mitchell Miller Ork (1-6") Gobien 15

"Animal" side provides a filmsy framework on which to string a hunch of snimal sounds, some of which get lost in the music. The flip is the popular instrumental classic in a miniature arrangement recorded without much sparkle. The colorful disk, labels and envelope, with excellent illustrations, will account for plenty of JOCKS IUKES

Okay for short Not suitable. fill-ins.

SONGS TO GROW ON-

(Voody Guthrie (1-10") Cub No. 4 Grow, Grow, Grow; Swimmy Swim. This unusual material is an honest attempt to create new disk entertainment for tots in the 115 to 3-year-old group. It's rhythmic and repetitions, and while it strings together words a child can naturally associate with each other, it doesn's burden him with a contrived story. Guthrie has a down-to-earth folk quality that's just right for the material. The words are printed on the back of the envelope, which also boasts the recommendation of Parents Magazine. JUKES

Not suitable.

JOCKS Material is for too Junng an age group.

TRADITIONAL CHILDREN'S SONGS-Adelaide Van Way (1-10")

Cub No. 5 Loopity Lou; Red Bird; Through My Window; One You Love. This collection is aimed at the 2 to 6-year-

aids. The husky-voiced gal accompanies herself on the either, but doesn't get much charm or flavor into the attractive, the lesser known songs. JOCK5

JUKES There's better falk Not suitable, material to cheese

LEARNING SONGS-Adelaids 65

Van Wey (1-10") Cub No. 2 Barnyard Song: Days of the Week; Count-

'Barnyard' is an "Old MacDonald" type repetition song, but with less flavor. "Days" is "This is the Way We Wash Our Clothes," and "Counting" is "Ten Little Indians." There are sung with more authority, and should be more successful than the animal-recognition deal, if the purpose is to teach via these disks. Material is aimed at the 3 to 8 age group. Words are printed on the envelope.

JUKES

JUKES

Mare flavorius Not enttable. material is availTHE CATEGORIES

MUSIC POPULARITY CHART

1. Production idea (grouping of selection continuity) "Name Value"

S. Caliber of Material 4. Manufacturer's Distribution Power 5. Expiditation Aids

(Record company and other adver-ilains promotion. film, legit and other plugs)

interpretation

Record Quality Manufacturers' Production Efficiency . Packaulno

> RUMPELSTILTSKIN-Paul Anderson-Al Rickey Ork

(art work binding, wrapping)

(1-10") Kiddle Land KLA Ancient fairy tale is one of the great a eent package, rates with the best. Pr tion shows plenty of know-how, with quality narration, and well-integrated

sic running all the way thru. Not suitable.

JOCK5 Fine stery feature.

FOUR NEW STORIES-Mabel

Martin George (2-10")
Damon B. K.-1
The Kitten and the Clock; Honey Ra
Bear and a Bee; The Horse With the C

Material in these rhymed stories is dently for the very young, but the st themselves are pretty long-winded, sometimes the tempo of the narration to the swift side. The writer herself narrand while the stories themselves imagination, she projects without a HAVET.

JUKES Not auftable.

JOCK5 Appeal is ten

SONGS TO GROW ON-Weedy

Guthrie (1-10") Cub No. 6 Merry Go Round; Race You Down

Mountain. These folk-type kiddle songs are ter "Activity-to-do" material by the district with the 4 to 8-year-olds in mind. Bed

singing in his special earthy style, Go plays both guitar and harmonica flavor. Participation idea is abvious is naturally arrived at. Printing of words and suggested action on the cahould be a distinct aid to play supervi Parents Magazine endorsement on the velope is a good sales point. JOCK 5

JUKES Not suitable.

a "now you in" spot, or TV stints.

Juley materia

LULLABIES-Adelaids Van Wey (1-10")

Cub No. 1 Close Your Eyes, Sail, Baby, Sail; Close Your Eyes, ball, Baby, Sall; It L'il Baby, Go To Sleep.

Main distinction here is the fact that inliables are not the usual overdone pirthey have plenty of charm, althout's abscured by the gal's coloriess piping in her other waxings, the aither she companies herself with gets a cumber sound that further detracts from the seed charm of the inner.

aral charm of the innes. JUKES Not suitable.

JOCK5 Plenty of sup choose from.

HENNY PENNY-Paul Anderson-Jeanne Roy-Al Rickey Ork (1-10")

Kiddle Land KL?

Traditional tale is full of charm, but a lit's intended for pre-school tots, it tend get over-exciting and scarcy. Much a fault here is with the marrator, whe atherwise very engaging. Marrator music work well together for maxis effectiveness, and Jeanne Roy's little ings are especially winning. Cover is fattractive, and the familiar story absult ring the hell with the adult chasers. It's a big production for 30 c chasers. It's a big production for 39 d JUKE5

Can be une story-time wise introdu should tempe excitement.

ROCKABYE, BABY, TWINKLE
TWINKLE LITTLE STAR AND
BRAHMS' LULLABY—
Asne Lloyd-The SandpipersMitchell Miller Ork (1-6")
Little Golden 28
This little fullaby collection is top
every respect. Miss Lloyd sings
every respect. M material anywhere.

JUKES Met spitable.

Nat auftable,

Short, but of to have ares

JOCKS

Here They Are!

NEW Records by Favorite Artists

featuring

Jon and Sondra Steele

D-11220—Lonesome for You
I'll Be In Love With You

D-11221-Don't Take My Word, Take My Heart

To Make You Mine

D-11222—I'm Beginning To Miss You Where Do I Go From Here Al Trace and His Flame Throwers

(Bob Vincent, Vocalist)

D-11215—Somebody's Lyin' Brush Those Tears

D-11216-I Couldn't Believe My Eyes

I'm Thru Callin' Everybody Darlin'

D-11217—Every Time You're Steppin' Out Your Tears Came Too Late

D-11218-Downhearted

It Took a Dream To Wake Me Up

D-11207—The Raspa, by Harl Smith
D-11212—Got No Time, by Larry McMahon
D-11213—Don't Come Back Cryin' To Me,
Don Roth Trio

SEL YOUR DAMON DISTRIBUTOR

EXTRA

* MUSIC DEALERS NEWS

EXTRA

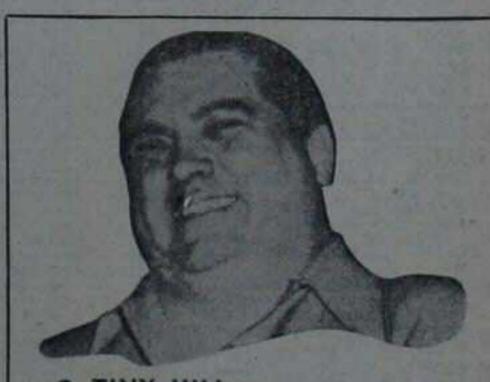
COLUMBIA RE-ISSUES TINY HILL'S ALL-TIME HIT PARADE RECORDING OF "5 FT. 2, EYES OF BLUE"

Recording that zoomed massive maestro to Stardom and a featured spot on the Lucky Strike Hit Parade in Big Demand.

With sales of Tiny Hill's recording of 5 Ft. 2.

Eyes of Blue souring. Columbia looks for renewed interest in several of Hill's all-time best sellers. Flip on Eyes of Blue. "Skirts" was also among his greatest recordings.

Numbers now on hand at Columbia Record distributors, in addition to "Eyes," include such tavorites as ANGRY, backed with SHOW ME, DOODLE LE DOO and AULD LANG SYNE.



TINY HILL

America's biggest band leader, master of the fantalizing Double Shoffle rhythm, vocalizes in this warm homespun style on all of these needs to be a style of the second terms.



NO. 16-HARRY AND ALBERT VON TILZER

By Jack Burton

traveled from coast to coast and such his talents to New York. Harry was eminent actors as James O'Neill and short of cash but long on ambition, Denman Thompson played one-night and so in order to get transportation, stands, stage fever was a common he talked himself into a job as hostler ailment among young boys. Most of to a carload of horses, also Broadwaythem got over it in time, but with bound. Harry Von Tilzer it was an incurable disease. During his boyhood in Indianapolis, where his family settled soon after his birth in Detroit July 8, 1872, Harry frequented the hotels where the troupers stopped and the in cash and a fistful of songs in his stage doors of the Hoosier capital's theaters. Finally in the summer of 1886, when he was 14 years old, he answered the call of the beckoning Tony Pastor, who sang some of the road and took off with the Cole Bros.' Circus.

After a season of tanbark and tinsel, Harry caught on with a traveling repertoire company, playing juvenile roles, singing songs of his own composing, and abandoing the family name of Gumm for a more glamorous and professional moniker. He took his mother's maiden name of Tilzer and added "Von" for a touch of class. This switch in nomenclature proved to be the keystone of a songwriting dynasty which was destined to make history in Tin Pan Alley with the turn of the century.

on the burlesque wheel, which took 1902, just 10 years after his arrival him thruout the Middle West in the in New York by stock-car Pullman, early 1890's. While playing Chicago, he had his own publishing firm on Monroe H. Rosenfeld, horse-player press-a street unmapped sat he attracted the attention of Lettie Broadway. Seven of the top-rank- and composer who collected heavily the hearts of those who work Gilson, the "Little Magnet" of the ing ballads of that year were com- on his Take Back Your Gold and She

Back in the days when roadshows | variety halls, who urged him to take

Arrives in N. Y.

When he arrived in New York in 1892, smelling strongly of hay and horses, Harry Von Tilzer had \$1.65 pocket. But he had reached the goal of his boyhood dreams, and following Lettie Gilson's advice, he sought out young composer's songs himself and introduced Harry to other singers who sometimes paid him as much as \$2 for special song material.

In the next six years, Harry Von play and buy. Tilzer, according to his own estimate, wrote 3.000 songs at this bargain-testified to both his creative and basement rate, in 1898, however, he celebrated Dewey's victory at Manila Bay by hitting the jackpot with My Old New Hampshire Home, which netted him exactly \$15 in folding money but sent his stock skyrocketing. On the strength of this 2,000,000copy song hit, he was made a member of the music publishing firm of Sha- lasting renown with at least 15 mil-Harry Von Tilzer next took a whirl piro, Bernstein & Von Tilzer, and by lion-copy sellers.

Brief biographies of the great writers of popular music complete with

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

This anthology of American popular music, which covers mainly year period from 1890 to the present day is based on 20 years of reby the author a former newshaper magazine and advertising copy who has made the study of popular music his hopby

This anthology does not altempt to dist the complete output of instead the song listing is restricted to those titles that gained either top ranking or appreciable popularity.

In the musical comedy and tim musical fields nowever, the comscorer will be listed in order to provide something new and vitally ne in an anthology of this kind: A comprehensive record of stage and m picture songs

Songs are listed according to the date of their original copyright stage musical songs according to the year such musicals were prod 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

copies, according to the most suthentic and unbiased records avail are marked with ar asterisk (*) In the publisher listing the name of she present publisher and

the original publisher is given and songe now in the public domain (first copyrighted in 1892 or before; have no publisher credit. In the listing of song recordings no so-called collector's Items

given, and while such a list is representative, it makes no pretension being complete.

posed and published by this former | Was Happy Till She Met Yo circus roustabout and burlesque never backed a winning b trouper, who had never taken a piano dropped into Harry Von Tilze lesson in his life but had an instinc- fice one day to get material tive gift for melody and an unerring article he was writing for a knowledge of the kind of songs, both York newspaper in order to rai ballads and comedy numbers, the tra cash to keep the books country's millions would sing and happy.

At the height of his career, which business ability, Harry Von Tilzer opened the door to fame for two composers who were to succeed him as top-ranking songwriters, since he published the first works of Irving Berlin and George Gershwin. He also helped to name the mythical street on which he gained great and

Tin Pan Alley

Harry was playing a piano in newspapers had been stuck to the strings, and Rosenfeld ask "What kind of a tin pan d

call that?" "You name it," Von Tilzer re "but this street must sound tinpan alley with so many making such a din!"

The following Sunday, the "Tin Pan Alley" made its m start in Rosenfeld's newspaper and the name stuck. Today, the shifting district of sharps flats what Newspaper Row is

* * HARRY VON TILZER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE * *

Popular Songs

1897-JACK HOW I ENVY YOU

1898-OMY OLD NEW HAMPSHIRE HOME Lyrics by Andrew B. Sterling. Shapiro. Bernstein & Co., Inc.

Sterling wrote the words for this song by the light of a street tamp. He was behind in his room rent and afraid to turn on the light in his room on 14th Street for fear of letting his landlady know he was in. So he placed a sheet of paper against the window pane and let Father Knickbocker provide the needed illumination. Next morning Von Tilser composed the music for "My Old New Hampshire Home," which was sold to William Dunn, a small print-shop owner, for \$5 down and \$10 more provided his daughter liked the song. She din. and a 2,000,000 copy sale attested to her good judgment.

1899-I WONDER IF SHE'S WAITING Lyrica by Andrew B. Sterling. FI'D LEAVE MY HAPPY HOME FOR

YOU Lates by Will Heelan. This title is the verbatim remark of a stagestruck girl, who wanted to run away with a member of the minstrel troupe with which Von Tilzer was

(Available on Deces record No. 24464 in Album A 692, Frank Luther and the Century Quartet.)
WHERE THE SWEET MACHOLIAS

BLOOM Lyrics by Andrew B. Sterling. YOU'LL GET ALL THAT'S COMING TO

Lyrica by Andrew B. Sterling Lee Point,

1900-THE SPIDER AND THE FLY Lyrica by Arthur J. Lamb. Both the title and theme of this ballad were inspired by a very popular drama of 50 years ago. (Availa te on the following records: Decea So. 23349, Lucky Millinder Or-chestra: Decea No. 18193 in Album A 287, The King's Men. OA BIRD IN A CILDED CAGE Lyrica by Arthur J Lamb, (Available on Columbia record No. 35807 in Set C-30. Beatrice Kny with Ray Block's Orchestra.)

This song was revived in 1941 in the MGM picture "Ringside Mainle," co-

Unless otherwise noted, all songs to the Harry Von Titter catalog are published by the Harry Von Tilzer Music Publishing Company.

OWNER THE HARVEST DAYS ARE OVER, JESSIE DEAR Lyrics by Howard Graham. MY JERSEY LILY Lurica by Arthur Trevellan.

1901-DOWN WHERE THE COTTON BLOS-SOMS GROW Leries by Andrew R. Sterling. MY LADY HOTTENTOT

Laries by William Jerome. 1902-DOWN ON THE FARM Lucies by Raymond Brown. (Available on Columbia record No. 2018), Sweet Vinlet Barn,

I JUST CAN'T HELP FROM LOVING THAT MAN Lyries by Andrew B. Sterling and Vincent Bigan.

JENNIE LEE Lyrica by Arthur J. Lamb. THE MANSION OF ACHING HEARTS
LITTLE BY ATTHUT J LAMIS

Lyries by Andrew B. Sterling. This song was revived in 1944 in the Columbta picture "Aliantic City," star-ring Constance Moore and Brad Taylor. (Available on Decca record No. 18549 in Album A-354, Kniekerbocker Seren-

aders. ALPHONSE AND CASTON Lyrics by Vincent Bryan. This novelty song was a musical lie-in with two of the country's most popular comic strip characters at the turn of

the century IN THE SWEET BYE AND BYE WHEN KATE AND I WERE COMING

THRU THE RYE Lyrica by Andrew B. Sterling. FOOWN WHERE THE WURIBURGER

FLOW5 Lyrica by Vincent Bryan This song started Nora Bayes on the roud to fame, and she was known for years as "The Wurzburger Girl." The first time she sang it at a Brooklyn vandeville theater, however, she broke down in the middle of the chorus and Von Tilzer stood up in a stage box and same with her until she regained her self-confidence.

starring Ann Sothern and George | 1903-MY LITTLE CONEY ISLE Laries by Andrew B. Stirling. UNDER THE ANHEUSER BUSH Lyrica by Andrew B. Sterling. GOOD-BYE ELIZA JANE Lyrics by Andrew B. Sterling.

> 1904-ALEXANDER Lyrics by Andrew B. Sterling. ALL ABOARD FOR DREAMLAND Laries by Andrew B. Simplies HANNAH WON'T YOU OPEN THAT

Laries by Andrew B. Sterling. COAX ME Lyries by Andrew B. Sterling.

1905-PWAIT TILL THE SUN SHINES, NELLIE Lyries by Andrew H. Sterling. This some which was revised in 1941 in the Paramount picture, "Birth of the Blues," co-starring Bing Crosby and Mary Martin, was based on a remark made up a young husband to comfort his bride when a contemplated trip to Cones I land was applied by rain. (Available on the following records: Columbia No. 36466, Harry James' Or-String Band.)
Novak and His Hostin', Tostin' Bays:
Decra No 25801, Ring Crosby and Mary

AROUND Martin with archestra ! WHAT YOU CONNA DO WHEN THE RENT COMES ROUN'?

Lyrics by Andrew B. Sterling. (Available on Columbia record No. 1580) in Set C-36, Beatrice Kay and Ray WHERE THE MORNING CLORIES

TWINE AROUND THE DOOR IN A HAMMOCK BUILT FOR TWO Lyrics by Andrew B. Sterling.

Lyrics or Andrew B. Sterling. 1907-MARIUTCH

STAKE ME BACK TO NEW YORK TOWN Lyrica by Andrew B. Sterling. Von Their wrote this ends after at-tending a faresell party in London for an American who was about to sail for the United States.

(Available so the following records:
Decca No. 18550 in Sibum A-Sit, Knick-

Album A-17. Frank Luther, Zur man and the Century Quartet.) BYE-BYE DEARIE B. Sterilog.

1905-DON'T TAKE ME HOME Lyrics by Vincent Beyan. 1909-THE CUBANCLA GLIDE

Lyrics by Vincent Bryan.
I LOVE, I LOVE, I LOVE MY
BUT OH, YOU KID Lyrics by Jimmy Lucas.

1910-ALL AHOARD FOR BLANKET BA Lyrics by Andrew B. Steril UNDER THE YUM YUM THEE Leries by Andrew B. Sterling.

1911-ALL ALONE Lyrics of Will Dillon. "I WANT A GIRL JUST LIKE TH THAT MARRIED DEAR OLD Lyrics of Will Dillon.
This song was revived in 1946 in (Available on the following ! Columbia No. 37317 in Set Frankie Carle with rhythm section tombia No. 20294, Hosnier Hell THEY ALWAYS PICK ON ME LUZZES by Stanley Murphy. (Available on Decca record No. Texas Jim Lewis and His !

Lyrick by Jack Drislane.
IN THE EVENING BY THE A
LICHT, DEAR LOUISE
Lyrice by Andrew B. Sterling.

PLAST NIGHT WAS THE END O Lyrica by Andrew B. Steriling.

YOUR LAWFUL WIFET
Lyrics by Andrew B. Sterling.
"GOOD-BYE BOYS I'M COING MARRIED TO-MORROW!

Lyrics by Will Difton and And Al Jelson introduced this some in ON THE OLD FALL RIVER LINE A LITTLE BUNCH OF SHAMROC

1915 ON A SOUTH SEA ISLE
LISTED BY ANDREW B. Bierling.
CLOSE TO MY HEART Lyrics by Andrew B. Sterling. erbocker Serenaders; Deces No. 2432 In

YOU'LL ALWAYS BE THE SAME SWEET

Lyrics by Andrew B. Sterling. Lyrics by Lou Klein. 1917-CONSTANTINOPLE Lyrica by Bert Hanlon. 1918-I REMEMBER YOU

Lyrics by Vincent Bryan.

I WANT A DOLL

Lyrics by Edward Moran and Vincent

1919-THEY'RE ALL SWEETIES Lyrics by Andrew B. Sterling.

1920-THAT OLD IRISH MOTHER OF MINE Lyrics by William Jerome.

(Available on the following records:
Decca No. 12014 in Album A-517, Jack Feenry with orchestra; Decca No. 24014 in Album A-1920, Nat Brandwynne Or-chesten; Decca No. 3594, Phil Regan with orchestra.) WHEN MY BABY SMILES AT ME

Lyrics by Andrew B. Sterling. When this song was originally published. Ted Lewis and Bill Munro were credited as the composers but in 1948 when it served as the title of the 20th Century-Fox picture co-starring Betty Grable and Dan Dalley, the name of Harry Von Tilser appeared on the cover of the reprint.

(Available on the following records: Decca No. 23916 in Album A-333, Ted Lewis and His Orchestra; Decca No. 24015 In Album A-1920, Nat Brandwynne Orchestra.) 1925-OLD KING TUT

Lyrics by William Jerome. 1025-JUST AROUND THE CORNER Lyrics by Dolf Singer, Broadway Music

(Available on Decta record No. 23918 in Album A-353, Ted Lewis and His Orchestra.

Posthumous Numbers 1948-BACPIPES ON PARADE

This was an old Harry Von Tilzer melody that was entitled "When Highland Mary Danced the Highland Fling." It was revived with new lyrics by Earl Carroll in the Earl Carroll Vanities, staged in Hollywood shortly before Carroll was killed in an airplane crash

Musical Comedies

1803-THE FISHER MAIDEN Book and lyrics by Arthur Lamb, and presented by a cast headed by Al Shean, George A. MacFariane, Edna Bronson, Sessie Tannehill, Dorothy Jordan and Frances Cameron.

OH, MARJORIE LAUGHING SONG IN A BEAUTIFUL DISTANT LAND WE'RE SECRET SOCIETY MEMBERS HE D' NGLED ME ON HIS KNEE MAYBE (PRETTY LITTLE SOUTH SEA

ISLAND LADY UNDER THE MULBERRY TREE A DAUGHTER OF THE MOON AM I THE HIGHLY IMPORTANT FLY ROSES FOR THE GIRL I LOVE DOWN ON A SOUTH SEA ISLE A SAIL ON THE TAIL OF A WHALE WHEN YOU GO TO LONDON TOWN COO-EE, COO-EE SECRET SOCIETY

1910-THE KISSING GIRL Book by Stanislaus Stange, lyrics by Vincent Bryan, and starring Emelia Stone in a cast that included Olive Vail, John Parks, Mort Lorenz and Joseph

> HUNTER'S HOLIDAY THE SCHUETZEN CORPS GOOD OLD GERMAN BEER
> WHEN YOU KISS THE ONE YOU LOVE
> MAJOR GENERAL PUMPERNICKLE
> MY SOLDIER BOY COME LITTLE GIRL AND DANCE WITH

> THE HAIR OF THE DOG THAT BIT ON THE B, ON THE BOU, ON THE

BOULEVARD
LAUGHING SONG
LOVE IS LIKE A ROSE
A LITTLE BAND OF GOLD WALTZING

Cetra Biggies Visit for Talks

NEW YORK, April 2,-Two toppers of the Italian Cetra diskery arrived in town last week for a series of confabs with U. S. associates. En-Edgardo Trenilli, general manager, will visit California next week and return to Italy April 12.

Arriving with the Cetra officials was Franco Passigli, Italian rep for remain here until April 16. Cetra re- henceforth as Al Grant. leases Tempo wax in Italy. Fogel journeyed in from the Coast to meet Passigli and will accompany him on a nationwide tour of Tempo distributors.

Tempo wax is released in Italy on Cetra label, while Cetra is released here thru the Raxor Corporation, headed by Dario Soria. The Italian company is an operation of a large corporation that owns several large power companies, and also owns a Radio.

SONGWRITERS COMING UP!

April 16 Issue

ALBERT VON TILZER

In Issues Subsequent to April 16 The Billboard Will Present

GEORGE M. COHAN JEAN SCHWARTZ ERNEST BALL J. ROSAMUND JOHNSON IRVING BERLIN CHRIS SMITH AL PIANTADOSI GUSTAV LUDERS THEODORE MORSE EGBERT VAN ALSTYNE JULIAN EDWARDS RAYMOND HUBBELL A. BALDWIN SLOANE KARL HOSCHNA

. . . And others

Varsity Cuts To 35c & Tax; New Kid Wax

by the Columbia diskery price re- clearance headache which has so duction to 60 cents plus taxes, Eli far prevented release of a prom-Oberstein's cheap-price-direct-sales ising Harry James etching of a Varsity firm this week lowered its tune called Someone Loves Someone. retail price from 44 cents including At week's end, combined efforts of taxes to 35 cents plus taxes. In addi- plattery execs, James and music tion, Varsity will lower the price of tradesters had failed to locate cleffer | 1 Daggy its three-disk-envelop series to deal- Shelley Vier, who penned the tune. ers from 75 cents to 72 cents while Until Vier signs clearance papers, Cothe retail price remains at \$1,25.

Varsity also will introduce a new kidisk series to its blossoming lowprice catalog. Firm will market a which will sell for 29.4 cents plus 10 per cent tax to dealers. The single disk will be packaged in a color artwork envelop. The firm will also have two-disk sets which will retail at 98 cents plus tax and will go to the dealer at 58.8 cents plus 10 per cent taxes. The initial release will spot nine singles and four two-disk

King Expands Its Pop Roster

NEW YORK, April 2 .- King Records expanded its pop roster this week with the signing of Boston orkster Leon Mergerian, whose professional monicker will now be Leon Merion; the Tony Mottola Trio, and Chirp Marcy Lutes, formerly with Ray McKinley. The diskery also expects to bring Leighton Noble into the fold soon. Freddy (Schnickelrico Carrara, vice-president, and fritz) Fisher was signed some time

Under pop a.-and-r. director Dewey Bergman, the label cut 16 sides in four sessions within the last week, including sides by warbler Irv Fogel's Tempo waxery, who will Al Cernick, who will be known

Savannah Is Still With Manor, It Seems

NEW YORK, April 2. - Savannah Churchill will continue to record for ing appearances in British Columbia Manor Records, according to the and is booked into Ciro's Los Anchirp's personal manager, Irving Ber- geles, in mid-April. man. Berman, who is also president of the diskery, spiked previous reports | Hughes bop band to a long-term wax half interest in the Italian National that she had switched to Victor, stat- deal. The group, which hails from

Indie Pressers to Talk 45 R.P.M. At N. Y. Meeting

NEW YORK, April 2.—The why. whither and, especially, the how of pressing the new-type 45-r.p.m. disks will be the first order of business at a meeting of indie pressingplant operators to be held Wednesday (6) evening at the Hotel New Yorker, Other subjects on the docket include setting up a credit information exchange, and discussion of current dips in business and prices.

The first meeting of the so-far informal organization was held last week, with representatives of 23 plants (representing 5,000,000 disks per month) attending. It was voted at that time to accept the invitation of RCA Victor, and to send Wallie Wolsky, of the New York Record Corporation, to Camden, N. J., to observe the manufacture and performance of 45-r.p.m. plat-

At the meeting this week Wolsky will in turn demonstrate the disks for the operators and present manufacturing specifications.

Vier's the Someone Columbia Hunts for Okay on 'Someone'

HOLLYWOOD, April 2.-Colum-NEW YORK, April 2.- Sparked bia Records is taced with a unique lumbia cannot market the disk.

Circumstances behind James waxing the tune date back to December, 1947, when the orkster was on a loca-49-cent plus tax unbreakable kidisk tion date at Hollywood Palladium and cutting a flock of disks to beat the recording ban deadline. At the time, Vier brought the lead sheet of the tune to James's manager, Pee Wee Monte, who turned the song over to the orkster. James made an arrangement from the lead sheet and promptly recorded the song.

Until last week, the master gathered dust at Columbia's plant here and was exhumed when plattery exec Ben Selvin and James examined the orkster's backlog of unreleased masters. Meanwhile, the original lead sheet and orchestrations became lost and the platter carried no composer or publisher identification.

To reap publicity from the situation and possibly locate the cleffer, KLAC disk jockey Bob McLaughlin agreed to play the tune on his daily show in the hope of learning the identity of the mystery tunesmith.

Late this week, however, thrush Marion Morgan, who waxed vocals on the James platter, located the missing lead sheet bearing Vier's name. Jack Maas, formerly with Buddy Morris Music here and currently with the Warner firm in New York, was listed as publisher.

Musical hawkshaws haven't found Vier yet and Maas couldn't be contacted in New York at press time. Last word is that if the errant composer will step forward and sign clearance papers, the lad may wind up with a chunk of royalty dough.

an iron-bound, long-term pact.

Miss Churchill is currently mak-

Manor has signed the 15-piece Hoyt ing that she was linked to Manor by Texas, cuts its first sides next week. 300 East Seventh St.





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Who had and directed his own band twenty years ago, please write.

H. C. LANGSTAFF

Manchester, Ohio



MUSIC-AS WRITTEN



New York:

46

Song pluggers in the New York area are getting three more hours of air time as a result of Columbia Broadcasting System's (CBS) slicing of the Galen Drake show. The six-a-week program, formerly heard nightly from 11:30 to 12:30, is now being aired from 11:30-12 over WCBS.

Harry and Iz Levin, partners in the Cadet Distributing Company, Detroit, held open house recently to celebrate the opening of their new offices and salesrooms.

Polka orkster Victor Zembruski is on a six-week tour of the Midwest plugging his Continental platters. . . . Pubber Buddy Morris is vacationing in Bermuda. . . . Bob Arthur, of Circle Records, has two short stories coming out in "Collier's" and "Harper's." . . . Dave Dreyer bought the publication rights to "Lost My Baby," interest in which was started by WAAT (Newark, N. J.) deejay Bill Cook's plugging of the waxing by Jesse Perry, on Uptown.

The Dana platter, "I Kissed Her," done by Dick Byron and Julie Conway, has been named Tune-of-the-Month for April by the Cleveland and Detroit juke ops. . . . Joe Tauss has been named new sales manager for Continental Records. . . . Main Stem Record Shop is putting out a line of bop platters on its own label, also named Main Stem. . . . Spotlighters, instrumental trio at the Hickory House for some nine weeks, has had its option extended indefinitely.

Rainbow Records' Eddie Heller is now personal manager of pianist Eddie (Gin) Miller. The pianist, who waxes for Rainbow, co-authored "I Get Up Every Morning" under his real name, Eddie Lisbona. . . . Stan Roberts, former Apollo and Decca salesman, joined the local Exclusive Records office as promotion manager. . . Trumpeter-vocalist Hot Lips Page was guest star on three television jazz shows last week. He also cut four sides of special material for Columbia disks.

Joe Davis's Beacon Music pubbery has taken over "Queen of the Poconos," a tune penned by Lee Smith and released on Smith's Shawnee disk label. The original master has also been turned over to Palda Records for distribution on that label in the South. Tommy Ryan and a trio cut the tune this week for Davis's own Beacon diskery.

Wesley Rose, topper in the Acuff-Rose and Milene folk pubberies of Nashville, was in town recently starting his folk hit, "Please Don't Let Me Love You," in the pop field. . . Bernie Simon, owner of a chain of music shops in Buffalo, here on a combined business-pleasure trip. Elliot Horne, formerly with Musicraft, has joined Apollo Records as disk jockey contact man for New York and New Jersey. . . Alfred Drake cut the first vocal version of Ernesto Lecuona's standard, staged by Frank Palumbo's Click and the music operators' association, "Malaguena." Marion Banks penned the lyrics. E. B. Marks Music is the publisher. . . . E. B. Marks is also publishing the children's folio, "Songs to Grow On," by Beatrice Marks, wife of Herbert Marks, the pubbery's president.

Bobbie Bennett, who represents a number of folk artists for pictures and personal appearances, commuting between New York and Nashville last week, setting new deals prior to her return to the Coast. Artists newly pacted for film representation include Rosalie Allen, Shorty Long, Texas Jim Robertson and Hank Williams. She will also act as agent to Western film-makers for Bourne, Milene and Acuff-Rose pubberies. . . Emory Rosza, of American-Elite Records, is in Vienna, where he has just completed a series of Viennese operetta waxings with the soprano, Esther Rethy. . . . Saul Tepper, artist-tunesmith, cleffer of "Don't Cry, Cry Baby," Santly-Joy's current plug, became a grandfather March 18. . . . Cleffer Al (Heartaches) Hoffman is vacationing in Florida. . . . Riva Kaye, of Santly-Joy, left for a three-week vacation in Florida.

Bess Berman, Apollo Records' topper, received a cablegram recently informing her that a great-uncle had died in France, leaving her a million francs. The inheritance came as a complete surprise to Mrs. Berman, who had never met her relative.

Guitarist Mundell Lowe, until recently with Dave Martin's band at Cafe Society, has formed a trio. The other two men are bass player Joe Shulman, formerly with Claude Thornhill, and pianist Dick Hyman, protege of Teddy Wilson. Vocalist with the group will be Sherry Shadbourne, titian-haired chirp who ornamented "Inside U. S. A." First booking for the new combo will be in Palm Springs, Calif. Lowe has been replaced by Joseph Galbraith at Cafe Society.

Atlantic Records has engaged National Publicity Associates to flack its forthcoming "This Is My Beloved" album. . . . Yvette Giraud, French thrush, arrives here via Canada for a mid-April opening at the Versailles. Her first Victor Record, pressed from French HMV masters, will be released simultaneously. . . . The Four Tunes. Manor recording group, opens Hollywood: at the Thunderbird, Las Vegas, Nev., next week. . . . Composer-arranger Stan Baum has completed the original score for a short film animating the modern painting of Joan Miro. Baum will also conduct the ork for the sound track.

Dave Dreyers's Jay Dee Music pubbery has taken over the tune "Lost My Baby" from Uptown Records. . . . Wes Smith's Musart Distributing Company has taken over the New York territory for Oliver and Niagara Records, . . . Eddie Heller, Rainbow Records' chief, hit Baltimore and Philadelphia last week on a promotion trip. . . . Seena Hamilton, formerly with the MGM disk publicity department, takes over flack chores at Apollo Records next week. She replaces Gerry Colson, who leaves for the Coast Saturday (9) for a three-month stay. . . . June Winters, the "Lady in Blue" of Mayfair kidisks, makes an appearance at the Litt Bros.' department store in Philadelphia Saturday (9).

The Horace Heidt road unit headed by 19-year old accordionist Dick Conlino broke the house record in its first two days of a four-day engagement at the Capitol Theater, Sioux City, Ia., last week. On Wednesday (30) and Thursday (31) the management cut out the feature film and put

the unit on six shows a day after a four-show schedule Monday and Tuesday pulled grosses of \$2,570.58 and \$2,888.11 respectively.

Larry Gengo left Associated Booking Corporation to join the Leonard Green Agency. . . . Local 802 allowed Tenorman Lucky Thompson a claim of \$800 for four weeks work allegedly promised him at the Royal Roost by Ralph Watkins. Watkins will protest to the Federation. . . WHMG's Bea Kalmus is in West Side Hospital with a broken leg. . . . Tony Parenti. Ralph Sutton and George Wettling will play an all-ragtime concert at Carl Fischer Concert Hall Saturday (16). . . . The Illinois Jacquets are expecting their first child early this month.

Chicago:

Teddy Phillips adding three fiddles to his ork. Phillips' band has dropped its May Trianon date to take a six-weeker at the Aragon in June. Phillips is the writer of "Don't Call Me Sweetheart Anymore," which he cut for Tower and which Larry Fotine cut for Decca. . . . Downtown Interlude, Kansas City lounge, continues its name policy, bringing in the Charioteers April 22. . . . Sally Kay started a six-month stay at the Blue Bar of the Breevort Hotel here March 30,

Rondo Records joined the long-playing record ranks, with its release of eight tunes by Ken Griffen on a 12-inch LP disk, which will retail for the standard \$2.85. J. F. Bard and Nick Lany intend to group other standard catalog items for LP release. Lany cut Olive Mason, cocktail single, with a rhythm section last week, spotting Johnny Hill, ABC network warbler, on the vocals. . . Aristocrat has inked St. Louis Jimmy. blueshouter, and Laura Rucker, singing pianist. . . . Eddie Hansen, former organist at WCFL, has taken to songwriting, with his first effort, "For Old Times' Sake," being waxed by three different Victor artists.

Johnny Apt has worked out a deal with WANE, new Fort Wayne, Ind., CBS outlet, to air remotes from his Prom Terrace Ballroom weekends. . . . Earl Hines has been inked to an MGM pact and will cut here soon, following his first release, "Lazy Mornin'." . . . Dome Records, waxery subsidiary of Country Music, Chicago, is going into the international field in both pubbing and records, having clinched a deal with D. Rhys Ford, Welch writer, for 700 tunes. Johnny Yaklevich also has signed a writer's pact with Country Music.

Philadelphia:

Reese DuPree returns to race dance promotions with Lionel Hampton at the Met ballroom. . . . Musicians and WCAU, local Columbia Broadcasting System (CBS) station, have agreed on a contract that will continue a live studio band at the station for the next two years. . . . Pedro Serrano brings his Cuban band to the new Rumba Room at Caruso's Restaurant. . . . Juke box promotion of the Click-Tune-of-the-Month, gives nod this month to Russ Morgan's needling of "You, You, You Are the One." . . . Capitol Records has taken "The High Cost of Living," the song efforts of Sam Slater, Jack Ziehler and Frank Capano. . . . Jimmy Toppi, owner of the Olympia Ballroom, has taken on John E. Williams to manage the dancery and stage name band promotions there Dick Thomas, writer of "Sioux City Sue" and other Western songs, is weekending at the Capitol Lounge, South River, N. J. . . . John Laurenz, holding forth at the Rendezvous here, takes time out to cut Mercury's first waxing of "Some Enchanted Evening" from the "South Pacific" musical. . . . Merrick Valinote, Troc maestro, is recuperating from an operation at the Mount Sinai Hospital. . . . King Cole Trio back in town at Ciro's, succeeds Red Ingle and His Natural Seven at the spot. . . Leo Morrison, Embassy Club maestro, and his vocalist, Al Avayou, placed their "Breathless Over You" with Leeds Music Company.

Louis Jordan makes his first dance date here since last spring April 18 at the Met Ballroom. . . . Rita Konstanz, local model, makes her canary bow with Ted Forrest's combo at Ciro's. . . . The Artie Shaw concert with the Philadelphia Pops Orchestra, scheduled for Monday (4) at the Academy of Music, was canceled suddenly. . . . Slim Gaillard takes over the music spot at the 421 Club for the next fortnight. . . . Ormonde Wilson, leader of the disbanded Basin Street Boys, responsible for the "I Sold My Heart to the Junk Man" record click last year, joined his step-brother, Steve Gibson. in the latter's Five Red Caps, currently at Chubby's in near-by Collingswood, N. J. Clarinettist Arthur Davey left the Red Caps and joined the Four Blues at Atlantic City's Club Nomad. . . Rex Alexander, for many years record promotion chief and record department manager for the Motor Parts Company, local Columbia label distributors, takes over part ownership of the Premier Record Shop. . . . "All Right Louie, Drop the Gun" is the April Click-Tune-of-the-Month selected by the teen-agers for juke box operator promotion. . . . Harry James plays the Tau Epsilon Chi prom April 16 and the next day at Steel Pier in Atlantic City. . . . Toni Spaulding is handling the publicity chores for Pasco Records, indie disk distributing firm.

Harry Owens and His Royal Hawaiians return to San Francisco's St. Francis Hotel April 26 for their 13th engagement there. New faces in the Owens ranks include Eddie Busch, falsetto pineapple warbler, and whistler-vocalist, Gene Conklin, formerly with Freddy Martin. Hilo Hattie will handle hulactivities. . . Deal has been set with Mark Warnow Music Company for publication of "It Can't Be" which serves as the theme for Harry M. Popkin's pic, "Impact." Ballad's lyrics were penned by Leo C. Popkin, film producer, in collaboration with Charles Gould, who scribed the tune. . . . Batoner-clarinetist, Opie Cates, who frequently takes a fling at comedy, has been inked as a regular cast member of the CBS "Lum 'n' Abner" airer. . . . Casino Gardens manager, Eddie Gilmartin, has inked Dick Stabile and Ish Kabibble to follow Harry James at the ocean front dancery starting April 8. . . Bob Keene, clarinetist who fronts the Ace Hudkins-built Artie Shaw type band, moves into Long Beach's Swan Supper Club. . . . Frank DeVol will conduct his own "Combat Concerto" with the Cleveland Symphony Orchestra June 11. . . Meredith Willson hit the cleffing jackpot recently, peddling his "Gone to Chicago" and "Every Day" (latter is the theme to his ABC Wednesday night air show) to Robbins-Feist-Miller, and his "Indian Song" to Leeds.

Cincy Coney Culls Terps'

By Bob Doepker

being written. A rebuilding and land at a minimum of cost to dancers. refurbishing job early in 1947, which into an amazing replica of a New Orlooring under roof, in addition o an abutting terrazzo, under the sky, measuring 50 by 60 feet, expansiveness permits 1,800 persons success story. imple room to comfortably and si-

Altho the park's season formally ebuts on Decoration Day and coninues thru Labor Day each year, Moonlite Gardens bows early in April with pre-season week-end dance sesions and remains in operation until late in September. Following the extensive renovation in 1947, the lancery chalked up a gross season's business of \$225,000, including refreshments sold inside, which alone

hit \$90,70C.

\$203,000 Gross

ure still represents big busine . These son. figures are formidable, especially

THE NEW Moonlite Gardens, Coney fertile field. It was young Ed's be-Island, Cincinnati, one of the lief that the dancery could 1 : turned argest and most beautiful of all out- into a veritable gold mine if a policy foor ballrooms in one of the na- were instituted of giving patrons solid ion's finest amusement parks, cracks entertainment and band attractions in open its third annual season as this one of the most attractive spots in the

Working under that theory, Ed rost the Coney Island manar nent Schott brought in traveling name 150,000 and transfixed the ballroom bands for 100 days in 1938 at a cost of \$23,000, which resulted in a gross leans colonial garden, provided the business of \$70,000 (with refreshdansant with a 160 by 60 foot wood ments) and a profit of \$32,000. To prove Schott's astute insight into the workings of a park's ballroom business one need only compare curo give the spot an over-all dance rent figures with those of a decade floor space of 210 by 60 feet. Its ago. Therein lies Moonlite Gardens'

Under young Schott's plan the park multaneously cut their terpsichorean has seen its ballroom rise in stature to a point where its attendance now represents 17 per cent of the total patronage of Cincinnati's Coney Island, which annually grosses between \$1,500,000 and \$2,000,000. That in itself is a nple justification for the park's spending a quarter-million dollars for the erection of the New Orleans Colonial Ballroom, and the dancery, in turn, is a tribute to the park's regular and best customers,

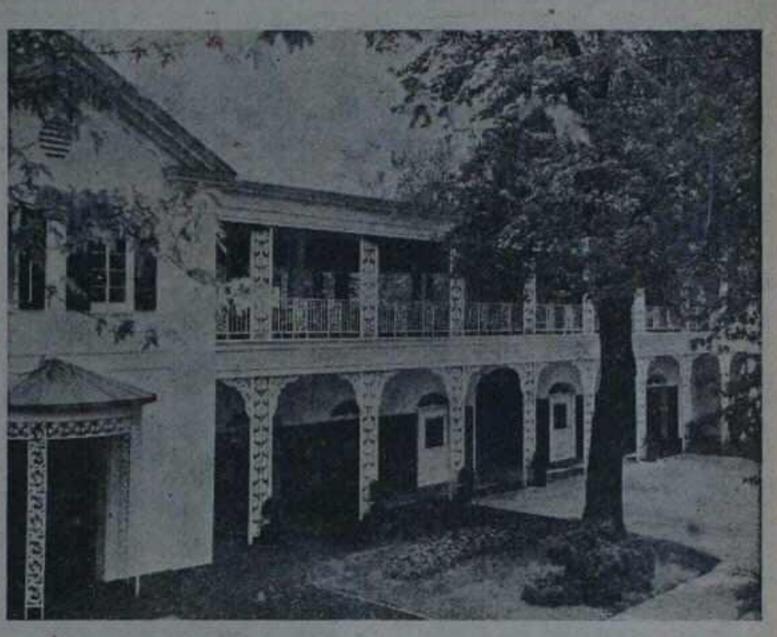
its dance hall guests.

It is figured that only the best in dancing facilities will keep patrons from going elsewhere to seek their In 1948, Moonlite Gardens rung up terpery enjoyment, and proof that gate business of \$121,000, with re- this policy is paying big dividends reshment sales hitting \$82,700, to at Moonlite Gardens is evidenced by give the over-all operation a total of the fact that the ballroom's customers \$203,700 or 10 per cent below that of return repeatedly during the season 1947. However, considering the gen- from early spring to late fall, possibly the country and the increased cost of the average park customer turns out operating the ballroom, the latter fig- possibly two or three times each sea-

A survey over a period of years at when compared with some funspots Coney reveals that dance patrons whose full operations for a year are spend 50 per cent more per capits less than a quarter-million dollars, than any of the other park visitorsand they are truly a tribute to the those who patronize rides, games or perspicacity of the park's genial make the swim pool their exclusive president and general manager, Ed- playground. A partial breakdown ward L. Schott, who as early as shows, of course, that there is a 1935 laid down a barrage of figures higher profit margin on items sold in nefore his late father, George F. the dancery. The park has a 10-cent Schott, which portended to prove his entrance gate fee, and ballroom cuscontentions that altho the park's tomers contribute there. Admission dance hall at that time was operat- to the ballroom ranges from 90 cents ing on a sound business structure, to \$1.50 per person. But it's during it still was missing a goodly portion the dancery's three nightly interof profit-sharing from an extremely missions that the terpsters are par-

NEW ORLEANS-STYLE ARCHITECTURE is plainly evident in this photo of the new Sky Terrace, artistic balcony addition, which is a part of the new Moonlite Gardens front.

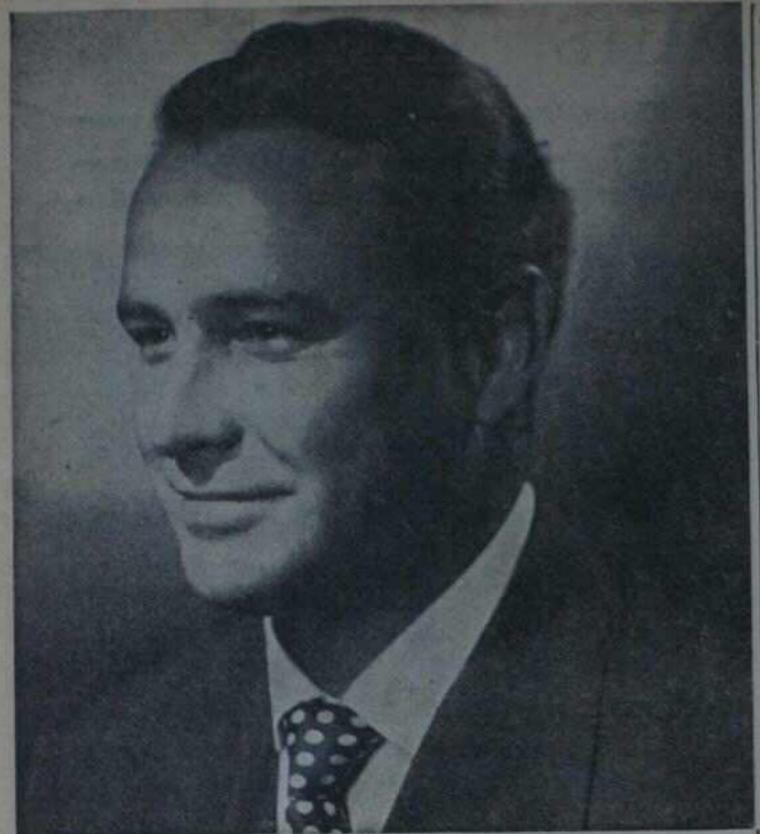
Moonlite Gardens' crowds provide 17% of total park attendance-Hepsters spend 50% more per capita



HERE'S EVIDENCE of the New Orleans-style architecture which the Coney Island management incorporated into its new Moonlite Gardens. Remodeling of the huge ballroom was completed early in 1947 at a cost of \$150,000. Dancery, boasting a seating capacity of 3,250 at tables, is believed to be the largest in the country.

ticularly important to the operation Gardens, some 1,500, or half the total of the remainder of the park. For attendance, have been clocked streamexample, on a Saturday night, with a ing out of the dancery in a single crowd of 3,000 or more in Moonlite (Continued on page 116)





JACK OWENS

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MUSIC CORP. OF AMERICA

Terpery Brass Eyes Flackery To Hypo Biz

By JOHN SIPPEL

year-round ballrooms and sum- watch more closely the timing on it mer-only terperies will hit about the termission breaks and hours of world same level financially as last year, as scheduled on band pacts. but ops, orksters and their booking Chief lament on the part of or agents will have to put forth more surveyed was "high prices" of band effort in order to maintain the 1948 especially in the name and sem pace during the coming season, ac- name categories. Of the ops wh cording to a nationwide survey of had comment on their dealing wit dance-band buyers conducted by The booking offices, 80 per cent mes Billboard. The results revealed that tioned the lofty price tags on bands band budgets will be aproximately Of this number, 18 per cent asked the same as last year in 70 per cent some kind of standardization of price of the terps, according to ops who pointing out that they had hear returned the questionnaires. About from ops in their vicinity of prices 15 per cent averred that they would they paid bands, which, when comcut the summer band nut, while the pared with what they paid, showed remaining 15 per cent expressed de- great discrepancy. sire to hike their band outlay.

that they would up their band bank- guarantees be lowered, with bulk a rolling reported that they felt the the comment asking that "band leadbetter attractions would help make ers remember we (the ops) are takup for the business lag. Ballroom ing all the gamble these days." One brass stated that business was off Eastern operator asked that booking in their vicinities and that with offices furnish free show cards and more and more competition coming display material on bands. A Michiin, they felt a stimulated budget gan operator suggested regional adwould encourage better patronage, vertising of the band by the booking In several cases, ops reported that office, preceding the date. they had made substantial improvements in their terpalaces and felt that a bigger band budget would better insure their regaining the gelt put into sprucing up their spots.

Ops Cut Budgets

Ops who reported sizable budget cuts all said that they felt business was off and that crowds would drop definitely and that the safest approach to maintaining a black-ink ledger would be to scissor their band spending. Estimated drops in budget averaged 17 per cent, while, significantly, hikes in budget averaged 12

Admission prices, which have been pondered by every seg of the band biz, will remain about the same, except for 10 per cent of the ops, who said they intend to cut their ducat price, especially in the case of name orks. All ops, who replied that started approximately six months ago they'll pare the price of pasteboards, said they felt slashed band prices would make it possible for them to the school vacitions, is teen-age present orks at a more economical dancing parties. Ops have found price to the patron.

Ask Promotion, Flack

to orkster: was for improved publicity and promotion co-operation, high school that it's fashionable and Approximately 30 per cent of the smart to be seen at the ballroom ops who replied asked for better crowds increase weekly. Once the promotional material, ranging from teen-agir finds its habitual to get requests for up-to-date and more to the ballroom frequently, a future comprehensive publicity books to one steady customer is garnered. Local op who suggested a current discog- promotions to stimulate teen-age caphy of a band's disks so he might dancing get plenty of outside hell more easily purchase the platters, from civic groups, which are carwhich he used over his p.-a. system cently attempting to fight juvenile at intermission in advance of the delinquency. dance date. Another 30 per cent. Ops generally are expecting some asked that orksters work more to stablization, not only in the price the people generally. Remarks on of crks but also in the patronage of this subject ranged from "quit play- their terperies. Sentiment is that ing for themselves" to "make bands this summer will mean a general realize that they are not better than leveling off, not only of employment

tomers in that locality didn't like the business will again have its feet particular beat of the band. A small on the ground.

RAND business in both established percentage asked that band leader

Thirty per cent of those wh Majority of the ops who signified squawked about price asked that

Old-Time Nights

Biggest promotion gimmick of the past year, and one which will get a good play nationally, was old-time dancing, which definitely showed signs of hitting its prewar peak. Ton Archer, op of a Midwest chain a ballrooms, said that within the pas year he experimented at one of his ballrooms and the one-night-perweek went over so b'g that starting next month all ballrooms in his chain will have a weekly old-time night. Metropolitan ballrooms, such as the Trianon, Chicago, and the Indiana Roof, Indianapolis, which never featured old-time dancing even previous to the war, are now featuring old-time nights with regional and local bands Another promotion stunt, whice

and which should be even bigger or summer terp operations because of that dancers must be cultivated at the high school level. Ops are finding that the teen-age dance is a real Major demand on the part of ops bit of long-range promotion, in the when word gets around the loop

the communities from which pa-A number of ops asked that front- trons come to ballrooms but also it ers question dancers and ops, as to general business, of which dance the tempo of their music, for in many band booking is a part. Ops fee past cases music was good but cus- that before the summer is over, band

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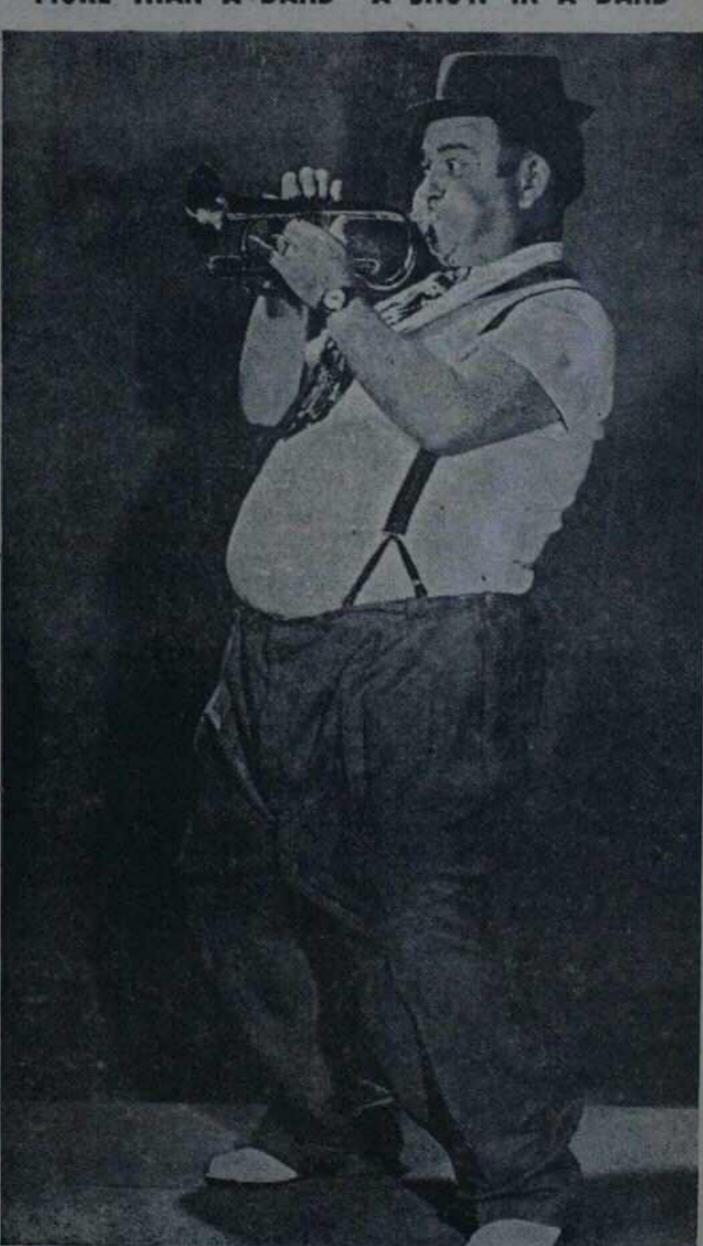


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Bars, Theatres.

ASSOCIATED BOOKING CORPORATION NEW YORK CHICAGO BEVERLY

Swingmaster's T-Bone Disks Draw B&W Eye

HOLLYWOOD, April 2.- A listing in the April 2 issue of The Billboard Advance Record Releases, by Swingmaster Records, announcing forthcoming release of two sides by T-Bone Walker, started a probe by Black & White Records as to how that label obtained masters of the Walker cuttings. Black & White claims to have Walker under an exclusive recording contract. Harold Oxley, Walker's agent, said he too was in the dark on Swingmaster acquiring masters of Walker recordings. Mac Green, B&W manager, sent the following to Swingmaster Records and Master Recording Company, jointly owned diskeries in Chicago:

"In the current issue of The Billboard we notice you are releasing Don't Give Me the Run Around and My Baby Left Me, your Swingmaster No. 11, recorded by T-Bone Walker. Please be advised that T-Bone Walker is under an exclusive recording contract with the Black & White Recording Company and has been for years. I should like to learn how you obtained the masters of the above mentioned songs. An immediate reply would be greatly appreciated."

Cold Outside? If TV Didn't Know It, Buddy Proved It

NEW YORK, April 2.—Illustrative of the problems of music rights and usage that are knotting the current powwows between the American Society of Composers, Authors and Publishers (ASCAP) and video reps is pubber Buddy Morris' restriction this week of the song It's Cold Outside from use on television.

The tune, written by Frank Loesser, is from the flick Neptune's Daughter. and is done there and on a Columbia platter as a boy-girl duet. The nature of the song is such, Morris says, a production number. Tele performin the film, he contends, and he has banned it from video until the pic has been fully exploited.

A National Accounting of Disk Jockey Activities

WESTERN WAX WHIRL . . . Jim Blaine, who recently joined KLAS, Las Vegas, Nev., as engineer-announcer, now does a wax show of his own. . . L. A. (Buck) Newsome, of KENO, same city, has been orkster is expected to renew his named chairman of a USO committee to sponsor dances in Las Vegas for soldiers from the near-by air base. . . . And Carl Paige, of KRAM, also Las Vegas, reports good response to his "Patter and Paige" Saturday afternoon show, at which local high schoolers play their own platters for broadcast. . . Ross Mullholland, the 'Barefoot Boy" of WXYZ, Detroit, who some time ago snagged the largest local shoe store as a sponsor, has just signed deals with firms other than Decca the perfect sponsor for his "Barefoot Society" show-the Bicycle Institute. . . . John Slagle, same wattery, moved his video show into the Hughes & Hatcher men's wear shop for the store's opening. . . . Jim MacDowell, WHFB, Benton Harbor, Mich., does a kiddle show beamed at the three-tofive set. The show, which features Jim and his wife as Uncle Jim and years. Aunt Peggy, hasn't lacked a sponsor in its year and a half on the ether. Dick Coleman, operating as Uncle Dick, is pulling heavy mail for his away, Decca has succeeded in rekiddie show at KGGM, Albuquerque, N. M. . . . Johnny Rose, WHK, Cleveland, had other spinners there plugging Frankie Laine's Mercury platter, "It Only Happens Once," in connection with Laine's theater engagement there. Tune was cleffed by Laine himself. . . . Frank Thurston, KGLC, Miami, Okla., and his wife Betty, are expecting a baby in late July. ... Frank Pollack, former Milwaukee spinner, can now be heard at WONE, new 5,000-watter in Dayton, O. . . . Bud Schenck. WTRF, Bellaire, O., has been lugging his tape recorder to the Cricket Club, local nitery, to cut chats with such as Frances Langford, Bob Eberly and Vic Damone, for airing on his 1290 Club. . . . Don Edwards, new addition to WWOK, Flint, Mich., has taken over the early stint, and uses Jesse Stone's Victor platter, "Bling-A-Ling-A-Ling" as theme. . . . Dick Rossett, WCMW, Canton, O., would like some info on a disk titled "By the Light of the Same Old Moon," on a Town and Country label with Eddie Oliver's ork. . . . Frankie Laine guested with Al (Jazzbo) Collins, Salt Lake City, jock, during a three-day stint at the Cocoanut Grove there.

EASTERN BEAT . . . Louis Barile has switched to WKAL, Rome, N. Y., from WIBX, Utica, N. Y. . . . Harvey Olsen, program director at WDRC, Hartford, Conn., is on the mend at the Gaylord Sanitarium for tuberculosis at Wallingford, Conn. . . Bill Martin. WCCC, Hartford, has added "Connecticut Agricultural Hour," 6-7 a.m., and "Top Tunes," 12:45-1 p.m. to his sked. . . . Russ Offhaus's "National Disk Jockey Round-Up" scored a smash success at WPIT, Pittsburgh. The gimmick featured broadcast of e.t.'s by leading jocks from all areas, telling about the hot tunes of today and tomorrow in their bailiwicks. . . Alix Blake and Ray Gahr, TV sets in homes, according to a TV WENT, Gloversville, N. Y., played host to Art Mooney, and his band at progress report to be made Wednes a St. Patrick's Day hop in the Gloversville armory. . . . Al Reid, WVOS, day (6) by Peter Langhoff, director Liberty, N. Y., has started a program titled "Dedicated to You," to give of research for Young & Rubicam Sullivan County listeners a chance to dedicate tunes to friends-guests at the annual meeting of the Amer at the Grossinger resort have been burning up the wires with requests. . . . ican Association of Advertising Bob Peters, WLBR, Lebanon, Pa., has been deluged with groceries since he Agencies (4A's) in White Sulphul casually mentioned that he liked to eat peanuts and apples during his Springs, W. Va. show.... Ed Carter, WACE, Chicopee, Mass., does a weekly record column for the local newspaper. . . . Deep River Boys waxed a special theme, "Encore Cherie," for Mort Nussbaum's "For Women Only" show at Rochester, N. Y. ... Marty Ross, WPTR. Albany, is sponsoring a dance featuring 15 months. While rates for one-min-Louis Jordan at the Mid-City Ballroom A-ril 15 . . . Bob Snyder, same wattery, recently interviewed Dinch Shore from Hollywood by phone, with the two-way conversation broadcast on his show. . . . Paul Flanagan, WTRY, Troy, N. Y., is getting good audience resconse from his fast moving show with listener phone gimmicks. . . . Vic Colonna, nephew of comedian Jerry. that it cannot be performed except as has taken over the "Night Owl" slot at WMTW, Portland, Me.

ances would injure the song's value CORRECTION . . . In referring to WBZ's (Boston) Gene Kilham's having had his tune "How Lonely Can You Get" published by Mills Music, we inadvertently spelled Kilham's name wrong. Here it is correct, Gene.

> 45-Man Alive! 33-Holy Gee!

NEW YORK, April 2.-This was the week that RCA Victor officially joined the "battle" of the speeds. The Victor 45-r.p.m. was sprung on the public Thursday (31) with a barrage of daily newspaper and national magazine advertising.

Meanwhile Columbia Records' Merchandising Veepee Paul Southard in a letter to distribs explained that Columbia had counteracted the introduction of 45-r.p.m. by reducing the prices of its standard 78 r.p.m. disks this week. He expressed pre-Easter kidisk giveaway promothe belief that the only difference between 45-r.p.m. and Columbia's standard disks was taken care of with the price reduction, Southard albums of Adventures in Bibleland concludes his letter by heralding LP as the top new item in the record business in the past 20 years.

GIVE TO THE RUNYON CANCER FUND

Lombardo Set To Ink Decca

NEW YORK, April 2 - Decca Records and Guy Lombardo have agreed to terms under which the pact with the firm. Lombardo's contract with the diskery ran out during the Petrillo ban and he has on several occasions been reported talking It is expected that he will sign his new Decca deal next week. The new contract is believed to run for five

With Lombardo virtually tucked signing two of its oldest and top selling artists within a week, Las week the diskery inked a pact which brought Bing Crosby back to the firm for a seven-year period. It was learned this week that the Crosby deal involved the creation of a new Crosby corporation, believed to be tabbed "Decca Corporation." It was explained that this set-up was sim ilar to the several other Crosby corporations, operating merely as recipient for his disk royalties, and is not a capital gains project.

N. Y. TV Costs Now Set at \$3 Per M

NEW YORK, April 2.—Television time values have become a much better buy in New York because o the great increase in the number of

Lanchoff will point out that it New York the cost per 1,000 set has dropped from \$5.65 to \$2.95 in ute spots have risen from \$102 to \$240, "the cost of a spot per 1,000 sets has dropped from 83 cents to 43

There is a 50 to 70 per cent high er level of TV sets in use during the summer months as compared to radio, Langhoff will make clear. Hi will state that 55 per cent of the TV sets are in use during the evening hours during the non-summer months, while 35 per cent of the sets are in use during July and Au gust, according to Hooper teleratings for metropolitan New York

Another of the more interesting points he will make is that in directransmission, as compared to film there is a considerable difference a quality. A survey Langhoff -conducted revealed that when direct transmission was used 82 per cent of the audience reported quality as good, but when films were used only 65 per cent reported quality as good

Bibletone, NY RKO Set Giveaway Bally

NEW YORK, April 2.-Bibletone Records has tied up with 40 RKO the aters in the metropolitan area for tion. The stunt calls for the kids to submit colored Easter eggs in a contest to be run once, on a Saturday, by each theater. At each judging : will be awarded as prizes.

Tie-ins are also being made with retail disk shops near each theater Shops will plug the contest in window displays and issue contest entry blanks. Bibletone albums will b displayed in the theater lobbies, with the co-operating neighborhood store receiving reciprocal plugs.



Crackdown on Licensing

PHILADELPHIA, April 2. - Out-State theatrical agencies and bookunless licensed and bonded by nnsylvania, will be subject to art and fines if they solicit or book v business within the State, it was nounced this week. Performers d talent buyers will be subject to same penalties if they book or buy m agents not licensed and bonded the State.

The directive was issued by Wilm H. Chestnut, State Secretary of bor and Industry, acting on a clariation of the State law of July 31, 1, regulating all employment encies in the State. The bill was en its first clarification by the le attorney general's office, at the uest of the Department of Labor Industry, which holds jurisdicn and enforcement powers. The ective mailed Thursday (31) to all oking agents, night clubs, restauits, hotels, clubs and other buyers entertainment, and to a list of permers, was the direct result of sevil years of activity by the Enterinment Managers' Association and Variety Bookers' Association here, ring in the club date bookers and ght club bookers, respectively.

Evasions Precluded

Until now, New York and other olding offices outside the State uld clear their contracts for local os thru a Pennsylvania licensed ent, getting around the clause reairing them to maintain an office in State. Out-of-town bookers used eir own contracts, rubber-stamping em with the name and address of e Pennsylvania booker and giving cal agents a blanket fee allowing e rubber-stamping. Under the new terpretation of the law, only the atract forms duly signed by a liused agent are recognized under

The ruling also makes it illegal for out-of-town booker to solicit busiss in the State without benefit of ense and bond. Law calls for a 00 yearly license fee and the postof a \$1,000 bond. The licensed ent will be the responsible party the contract.

Cauffman Gets Top Philly Spot

PHILADELPHIA, April 2 .- Dewey auffman, night club operator from lantic City where he now has the art Pitt Musical Lounge, has taken er the Dark Rhumba Room of the hnazzy Chateau Crillon here. Bill illman, who was the head waiter the room when it was operated by arty Goldberg until its folding at e beginning of this year, is assoated with Kauffman in the venture. he class room played big floor shows at the new management, taking er this week, will lay low until er Lent when a rumba band and ternating cocktail unit will be an to return floor shows to the

side near Merchantville will go ick to a floor policy, teeing off with ddle Kinley, the Burton Twins, armen Rene, Steve Rico's Hawaiians it couldn't be rescinded. nd Harry Bohn's ork.

NEW YORK, April 2 .- Phil Spialny's date, starting April 16, is for de Memorial Theater, Boston, and ist week.

Out-of-State Hassle Over Tootler-Emsees

Post Pa. Bond Borsht Circuit To Splurge; Plenty Moola for Top Acts

It is supposed that as these two key each other with competitive eyes.

The biggest resort buyer of them all is the Concord. The spot, situated plays the big-time niteries. in Kiamesha, spends over \$200,000 a year on talent, plus its music. It has shows all year, using medium-priced acts three nights a week during the winter, and top-priced acts during the summer season, which starts Decoration Day. Both the Concord and the Nevele are booked by Backman and Pransky.

Sumptuous Concord

The Concord has probably the most lavish layout in the country. Its night club, a recently built addition, holds about 1,500 people and resembles the Riviera at Fort Lee, N. J.

Hassle Over Benefit Show

NEW YORK, April 2 .- A benefit tor the Associated Blind set for Mad on Square Garden, May 12, has developed into one of those twisteroos, with Henry Dunn, American Guild of Variety Artists (AGVA) rep on the Theater Authority (TA) helping to muddle the waters.

Irving Selis, an official of the Associated Blind, asked TA and Alan Corelli for clearance. He was asked to appear before TA, which decided that the amount of dough set aside for expenses left too little for the charity and turned down the request

Jimmy Bauman, a promoter, entered the picture and asked Jerry Rosen to put the show on Rosen was to get \$500 for producing and about \$4,000 for the acts. He contacted several names to set the dates

Second Benefit

In the meantime TA authorized another benefit for a blind org at the Century Theater, and Selis again asked for similar clearance. He was turned down again. In the interim Dunn phoned Corelli and demanded to know why TA had cleared the Century benefit but had refused to okay Selis's request. He was asked to make his complaint to the full TA board.

A few days later the TA board met, Dunn and Selis appeared. It was pointed out that clearance had been refused because too little dough was set aside for the charity and the situation remained the same. Dunn then made a suggestion that Selis pay \$1,000 plus the usual 15 per cent to TA, and Selis agreed. The board then okayed it.

Fireworks Start

Bauman, learning of the okay phoned Rosen that his deal was off, the acts would work for nothing, and rought in. The new owners do not the fireworks started. Dunn phoned Corelli again and complained. Corelli told Dunn that clearance recom-The Cottage Cafe on the New Jer- mendation was made by him and if he knew a paid show was being set he should have said so at the meet-

Corelli said the \$1,000 would go to office. novelty acts that seldom play benefits, which have expensive rigging and props. The other acts - the The nightly take is expected to be in fer and ruled that starting immedinames-would work for nothing. If the neighborhood of \$10,000. Includof in Philadelphia, as stated here they didn't want to work it would ing her percentage of the take, Miss paid and that he pay the back money be their business.

NEW YORK, April 2.-At least two Admission is closed to anybody but mountain hotels, the Concord and the guests of the hotel. The room is Nevele, expect to spend more for equipped with tables, banquettes, talent this summer than ever before. stepped up floors and a large stage which is also used for dancing. spots go, so will the 900-odd other Clientele is made up of people who hotels in this area, all of which watch have enough dough to spend a month or so in Miami, are cafe habitues, and know practically every act that

and press agented by Phil Greenwald, is an actor's paradise. All performers eat in the regular dining room, a gigantic affair, and get the same rooms guests pay for. It's pubevery act coming in getting a buildup thru local ads and house organs that help build the performer's earning power considerably.

has feelers out for Danny Kaye, relations with AGVA. Danny Thomas, Tony Martin and similar performers. But the it would like to buy acts of such stature, it doesn't expect to lower its budget for the lower-priced ones.

Nevele Draws Youth

ily and operated by Ben Slutsky. It no longer applicable. now spends about \$100,000 a year. Its room, a 600-seater, is arranged like a theater, with a tremendous stage. For dancing the seats are cleared and two bands, a Latin and an American outht, spell each other. Incidentally, Latin tempos are pretty hot in this Everybody rumbas, from 16 to 60.

draws a younger crowd, mostly almost any act look good. The Nevele uses acts at least twice every week (Saturday-Sunday) and at least three times weekly during the season.

Soft for Actors!

put out the red carpet for actors. national head. There have been cases where performers and their families have stayed in the Concord for as long as a month on the cuff, and the actor was not required to perform.

Other mountain resort hotels are watching these two places closely. Most of them, with the exception of Grossingers, haven't the budgets or the facilities to buy the quality of acts the Concord or the Nevele use. But if these spots keep on, the rest of the hotels will have to follow suit to stay in the competitive picture.

La Fields Inks 26G-Week Paci

LONDON April 2.—Gracie Fields will receive the largest sum ever paid in England to a vaude artist when she opens at the Empress Hall May 15 for seven days. She has been guar; anteed a minimum of \$26,000 for the seven days

This amount may be increased, as her stay has been extended by a day since she signed the contract. Under her contract with Claude Langdon, she gets a percentage of the take. ing; a contract had been issued and In the first five hours of ticket selling \$32,000 was taken in at the box weekly bite be only \$50 instead of

> The Empress seats 8,000, and the prices range from 50 cents to \$2.50. Fields may walk out with 40G.

Barto in Jam Over an AGVA Card to AFMer

Rank and File Protest

(Continued from page 3)

to get two weeks' severance pay. The The Concord, owned by Arthur card was issued to Norman "with Winerick managed by Ray Parker the specific understanding it would be the exception because of unique and extraordinary circumstances."

The Associated Agents of America (Three A's) learned of this ruling licity is almost institutional, with and hurriedly called a meeting of its own board, which notified AGVA that if the waiver was permitted it would reserve the right to renounce Rule X, to which it had formerly For the coming season the hotel agreed to adhere in its contractual

Rule X, a club date code, forbids agents to emsee shows, and any violator can be fined \$250 for the first offense and suffer revocation of his franchise for subsequent offenses. The Three A's argued that if AGVA The Nevele, a smaller operation issued a waiver in the case of a muthan the Concord, is situated in El- sician the rule itself was being violenville, owned by the Slutsky fam- lated by AGVA and therefore was

Appeasement Seen

Rank and file members say this weakening of AGVA rules has national implication, particularly where it affects its relations with the AFM and James C. Petrillo. The AFM has ordered all its members not to join AGVA or work under AGVA form contracts. They, therefore, point out But unlike the Concord, the Nevele that any musician who does so violates the rules of his own union, and newlyweds, whose presence makes if he doesn't, he violates the rules of AGVA. In any case it is appeasement.

The case of Norman, they say, starts a precedent. What is needed is a definite agreement between AFM and AGVA on a national basis, not Both the Concord and the Nevele private deals between 802 and AGVA's

As a result of this ruling rank and filers are circula ing petitions asking for either the severance of Dewey Barto from branch affairs or his removal from office.

AGVA Rule May Nix Celeb Night

NEW YORK, April 2. - Leon and Eddle's may have to omit its Sunday celebrity nights as a result of a ruting of the American Guild of Variety Artists (AGVA) board.

According to Jimmy Lyons, Eastecn head of AGVA, the club is supposed to pay \$100 weekly to ACVA's welfare fund for permission to run celeb nights. Failing that the club has to pay all celeb night performers one-seventh of their regular salary, or the club date minimum, whichever is larger.

According to AGVA the club hasn't paid the \$100 for about 20 weeks, accumulating a debt of about \$2,000.

When Eddle Davis was called upon by Lyons he suggested that the 000 be wiped out and in the future the the \$100, otherwise he'd discontinue the Sunday night things.

The board turned down Davis's ofately all acts used Surday nights be or face consequences.

52



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NIGHT CLUB REVIEWS

Cotillion Room, Hotel Pierre, New York

(Tuesday, March 29)

Capacity, 265. Price policy, \$3-84 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking policy, non-exclusive, with Stanley Melba buying Publicity, Madeline Riordan. Cost of this show, about \$700.

Two sight acts on the same bill make the current show a good audience winner. Chores are equally divided between Manor and Mignon, ballroom team, and Clifford Guest, billed as a ventro-impressionist.

Guest, a medium-sized good looking lad, is new to this territory. With his act and material being what it is, he won't be new very long. An Australian, with an accent thick enough to cut, guest works with a dummy and Dressed in tomato red turtle-neck suitcase He uses the latter for up shirts and white berets, the three lads and down effects, switching from an overpowering but well-balanced voice picture. Musically, the boys do an to a diminutive effect that was inter- okay job, but it isn't their music that esting to hear. Besides his ventriloquist bits. Guest also does impressions | songs and an overwhelming style that of babies crying, soldiers on the march and a hilarious fox hunt complete them. with vocal sound effects, all of which had the crowd completely spellbound. The lad has a clever act, is a real salesman and gives promise of becoming a sock performer. The customers here went for him with tremendous applause.

Manor and Mignon

Manor and Mignon looked properly dramatic in their ballroom routines. The girl was frilly, blond and lissome, making a good foil for Manor's dark good looks. Mignon's engaging smile, exuberance, youthfulness and occasional talking bits gave the act a feeling of spontaneity the patrons enjoyed thoroly, to judge from their reactions.

The team's dance routines showed an effort to get away from hackneyed ballroomology. But while the effort was there, the execution missed. slow dance to I Wonder had possibilities, but its slow pacing was all of a piece, killing whatever effect was aimed for. A singing bit by the boy in a breathless voice also failed to register. If the team wants voices in the act they might try a recording. On the straight ballroom stuff, the kids were quite competent.

The Stanley Melba band-it now has a National Broadcasting Company (NBC) wire across the board-cut its Bill Smith. usual fine show.

Cotton Club, Hollywood (Monday, March 28)

Capacity, 900. Price policy, \$1.20 admission. Owner-operator, Hal Stanley. Shows at 9:30 p.m. and midnight. Show produced by Nick Castle. Booking policy, non-exclusive. Esti- occasion, a mated budget this show, \$5,000. Estimated blank looks: budget last show, \$7,500.

Hal Stanley has come up with another winner, his second since converting the former Florentine Gardens into a Negro nitery. Headed by acts. Pearl Bailey, bill includes the Jubilaires (vocal quartet), tap dancer Derby Wilson; a line (10), headed by torso-twisting Marie Bryant, with Lee Young's ork (12) and the Dudley Brooks rumba combo (4) providing show and dance music. Show carries an entertainment wallop, giving patrons more than their buck's worth in laughs and fun.

Pearl Bailey's casual approach to her specialty vocals brings down the house. Her asides between choruses and altered lyrics spice proceedings, but she never goes beyond the bounds of good taste in her double-entendre offerings. Her reserved vocal manner and conservative wardrobe serve to set off her rib-tickling material. It's a hard-to-beat formula for winning the ringsiders.

Mitts a-plenty are showered on the Jubilaires, who shine in shufflerhythm spirituals, yet prove themselves equally ear-worthy on ballad blending. Jubilaires sagely inject sufficient stage business to make them

visually interesting. Derby Wilson's effortless tap rou- sic chores.

Blue Angel, New York (Tuesday, March 28)

Capacity, 150. Prices, \$3.50-\$4 minimum. Operators, Herbert Jacoby and Max Gordon, Booking, non-exclusive, Estimated cost of present show, \$1,000.

This spot, frequently a talent hideaway, has come up again with a show geared to customer tastes, produced with skill and presented properly. On the night caught the room was jammed, with every act (four on the bill) getting responses that ranged from polite attention to shattering

The Three Flames bubbled over with childish effervescence, which was contagious as it was commercial. (piano, bass, guitar) made a colorful sold them. It was their inanities, crazy pulled the yocks. The customers loved

Owen and Murray came next on the laugh meter-song parade, with an act better suited to the literate taste the room caters to. Murray, at the piano, and Owen (ex-Owen and Parker) the lead voice, do two-part harmony that was pleasant enough to hear in itself. But with it, the lads, one a bary, the other a tenor, have special material that is adult as it is funny. Numbers ranged from subtle blueness to straight comedy, aided considerably by Owen's studied shyness which was hilarious enough to get extra yocks.

Effects Lost

Betty Harris, a ctue little blonde, showed good voice and phrasing, tho effects were lost because the songs chosen lacked lustre, were unfamiliar and monotonously paced. With the exception of Summertime, all of Miss Harris's numbers were little known show tunes that never got anywhere. Actually, the gal showed possibilities on occasional torch numbers but never built on them. With more commercial songs Miss Harris might do better.

Wally Cox, the shy, diffident youngster caught some months ago at the Village Vanguard, hasn't changed. He still has that eerie sense of comedy that sneaks up rather than is belted out. The lad's characterizations are funny in a subtle sense. His bits on school teachers, juvenile delinquents, scout masters and peevish candy store keepers are a delight. But it is obvious that his dry humor is limited in appeal. While Cox got big laughs on occasion, a lot of his stuff got only

Good Trio Backing

The Herman Chittison Trio, one of the best in the business, did a fine job in its own spot and in backing other

The spot now uses the lounge after 2 a.m. for breakfast and drinks, using Eadie and Rack, girl and boy pianists, for the lure. The team starts working at 2 and keeps on until 4 or so, delicately fingering show tunes, old torcheroos and other melodies suited for a late crowd. The couple, facing each other at twin mini-pianos, make an ideal background for the buzz of

The lounge itself has candle-lit tables, with decor done in shining black that reflects the candle lights pleasantly. Operated with no minimum and tax free, the outer room has apparently caught on. Food prices compare favorably with those charged by straight restaurants like Reubens Bill Smith. and Lindy's.

tines help show to fast pacing, which is further enhanced by the line's numbers and Miss Bryant's gyrating dances. The Young and Brooks outfits adequately handle the dance mu-Lee Zhito.

Cocoanut Grove, Hotel Ambassador, Los Angeles, California

(Tuesday, March 29)

Capacity \$60. Prices: \$1.50 cover, week nights, \$2 Saturdays. Shows at \$.30 p.m. and midnight. Owner, Hotel Ambassador, Operaton, J. E. Benton, Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Publicity, A. V. Tozzi. Fallmated budget this show, \$5,500. Estimated budget last show, \$6,500

Eleven years have passed since Rudy Vallee played the Grove, but time has not dimmed his ability to handle an audience or give it what it wants. If anything, the years have served to mellow and immeasurably enhance Vallee. He was welcomed back to the Grove by a record turnout. He attracts the champagne crowd, a fact that won't be overlooked by the management.

Vallee wins from the start with his good-natured self-ribbing about his age which serves to lead into a few minutes of laugh-provoking dissertation on the life that is supposed to begin at 40. Following his voicing of A Time Goes By, he dons a Western li for a vocal fling at Buttons and Bous and then goes into the Whiffenpoo Song. Nostalgia hangs heavily over the house as he dusts off his hits o the past, Vagabond Lover, Honey and Whoopee. He takes 'em back to the ivy-covered walls with Violets and rousing Maine Stein Song.

Vallee includes numerous audience participation gimmicks-holding the beat with the silverware, vocally join ing into vocal choruses and birthday announcements-which serve to endear him that much more with patrons. He turns ventriloquist, usin a Negro doll. Could win even bette hands if his material is sharpened and brought up to date. He borrow a clarinet to prove he still can wield a reed and takes over the baton from Del Courtney to set the tempi for tangy Besame Mucho, which take the fave thru various Latin rhythi patterns from tango to samba. Time has not impaired Vallee's audience appeal, it has left no toll on his drive and vitality nor on his appearance.

Courtney's crew offers terp-tempt ing selections and capably backs the show. Walter Gross's excellent plant provides plush accompaniment for Vallee's vocal solos. Lee Zhito.

At'l City's New Russell's Reopens With Show Police

ATLANTIC CITY, April 2.- Rus sell's Bar and Restaurant, now unde the proprietorship of Nate Goldberg has been completely refurbished an lights up again this week with an en tertainment policy. Goldberg, a local sports figure from Philadelphia, starting a week-end policy, with full-week stands when the summe season sets in. For the kick-off h has Bubbles Stewart and Johnn Frisco heading the bill, with Fran Bilotti and His Musical Keys for the dancing.

Goldberg bought the room from Morris and Al Sofroney.



ACTS KNOWN TO ME CONTACT ME

EDDIE SMITH STATION KYOA, TUCSON, ARIZ.

psy Maxie's, Hollywood Tuesday, March 29:

ity, 530. Price policy, \$1.20 admission. Fellow, non-exclusive. Publicity, Marie Estimated budget this show, \$4,000; led budget fast show, \$3,000.

since Dean Martin and Jerry played their first date here has edy layout equaled the returns red by the Joey Adams-Tony meri-Mark Plant Trio. Gagsters local bid about the brightest ng Slapsy's has had in recent

ims has devised a formula successfully exploits the full tial of his partners. He's in and Ilways adding luster but never cling from either Canzoneri or Act is razor-sharp, with rouperfectly paced and timed.

Adams brings on Canzoneri crowd loved him. a good build-up. In contrast to is's flip delivery, Canzoneri plays umb ex-fighter with an air of sionalism which defies criticism. a remarkable flare for bright dy and can milk a line for all it's The Adams-Canzoneri bits ems of droll humor and subtle

nt Mark Plant is a perfect foil is two pint-sized partners. His que and rugged good looks him a natural for gag situain which Adams adopts a get routine with him. Plant boasts and lusty voice and he handles or semi-classic material equally

His salesmanship is top drawer. the opening show, the trio d ringsider Max Baer onto the for a gag session, with the four doing a group impersonation of Richman. Bit stopped the

ss Danna, blond blues thrush, is a featured slot, but has little to t improvement from earlier efgal has neither the voice nor to click. Terribly over-dramatic, offered a brace of badly selected tunes which only made rings restless.

I Alexander's ork played for ing and cut the show.

Alan Fischler.

C Show To Keep Melba t Theaters This Summer

EW YORK, April 2. - Stanley oa, band leader and talent buyer the Hotel Pierre, will work theonal Broadcasting Company

e Mark Hopkins Hotel, San Fran-

LATIN QUARTER, NEW YORK The show here is still far and away the best one in New York. Its productions are beautiful; dancing excellent: the girls are very pretty, with costumes highlighting their hings their own way, making physical attributes, while the new star, Georgie Price, and the featured acts, new and old, do sock jobs

Price is the same small package of dynamite he's been for so long His take-offs of Jolson, Jessel and Cantor are classics. His incom tax thing of Figaro got wonderful responses. In addition to working in his spot Price also does bits in the productions, but they don't detract ening with a brace of warm-up from his stature as a performer. The

Tanyi and Biagi (ex-Ruloff Trio) did a outstanding job with their "accidents" as a ballroom team. The fact that the good - looking team played it straight, deadpanning every bit, helped sell the act so much more Besides their highly commercial comedy routine there was also a good dance act.

Penny Caldwell, new singing addition, an attractive brunette with a good figure, didn't have much opportunity to show. But what she was called on to do she did in promising fashion.

The rest of the bill remains basically the same. This time, however, Frank Libuse's low comedy bits stopped the show cold. When he and his partner, Margo Brander, went off, the customers wouldn't let Don Saxon go on until Libuse and Miss Brander came back for a quickie.

Bill Smith.

nmend her. While she has shown New Newport Club Makes Bow in May

NEWPORT, Ky., April 2. - Artie Dennert, well-known Northern-Kentucky sportsman, has acquired the former Beck's Supper Club on Alexandria Pike and, after extensive remodeling and alterations, including a revolving stage, will reopen it around May 15 as the Club Alexandria. Spot will be managed by Nate Rosen and Harold Marks, the latter formerly manager of the Latin Quarter here.

Marks announced this week that next summer as a result of his the new nitery will feature topflight cocktail acts, with the entertainment C) wire, recently put into the budget set at \$2,000 a week. Ray Lyte, Chicago, will book the spot. ie hotel's Cotillion Room shut- According to Marks, first feature at during the summer, and Melba is Club Alexandria will be Al Morgan. atively set to work at the Capi- singing pianist, who is slated to come Theater backing Lena Horne, in for four weeks, with options, at er he's set to do a couple of weeks \$1,000 per week. When completed the new club will represent an investment of \$150,000, Marks says

Follow-Up Review





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Palladium, London Monday, March 21)

Capacity, 2,600. Price policy, 40 cents to \$2.90. Number of shows daily, two; three Wednesdays and Thursdays, House booker, Clasic Williams, Shows played by The Skyrocket orchestra.

The 1949 vaude season at the London Palladium opened with a show that nearly topped the bill since the American invasion of the British vaude stage 14 months ago.

Eleanor Powell, headliner, drew a big mitt with a dancing routine and a line of patter which had the audience calling for more. Her act, the not of star stature, scored very well. She was on stage for 37 minutes and called a halt only to make way for the second performance.

class, with many familiar faces back on the stage. Several of the acts are slated to be held over for the Kathryn Grayson, Johnnie Johnston and Ethel Smith bill which opens April 11.

Louise, with her dogs and ponies, opened the bill with a routine which set the pace for a fast-moving show. Alan Clive, a new British impressionist, in the No. 2 spot, drew one of the top mitts of the night. His Humphrey Bogart take-off was his best His impersonation of British comedian Tommy Trinder also drew a big response. The audience called for more as he left the stage, but time shortage on the opening bill cut his encore.

Aussie Aero Act

The Seven Ashtons, Australian thing to draw the audience. acrobats, are the best act of their type

to appear on the London Palladium stage in many months. Their routine was smooth, fast moving and novel in many points.

Harrison, Carroll and Ross, American musical and comedy act, drew a He assigned an assistant to ascerta fair mitt. Their harmonica routine and the piano playing of Carroll and Ross stood out as their best. Their dancing was slow in spots and needs polishing to meet their other comedy routine.

Josef Locke, British tenor, did a group of numbers which ranged from operatic to swing, to average response.

George and Bert Bernard closed the first half of the bill. The two American performers are well known on the British stage and have just completed 2 weeks of pantomime. However, The entire bill stood out as first their act still contained a kick which made them run overtime. Their record panto of the Andrews Sisters drew one of their best hands. George Pierce appeared with them at the close of their act and drew well with some cross patter.

> Aerialist Dolaire opened the closing half of the bill with a fair routine and was followed by Roger Ray, American comic, who worked like Frank Marlowe. Ray wound up his act with a similar fall into the orchestra pit. His best was an impersonation of a television announcer advertising gin.

> Senor Wences, also well known for his ventriloquist act, still drew big applause. His routine, the same as when caught here last year, should be changed a little by adding some-

Kenneth H. Waggoner.

New York:

N. Y. Stem So-So With 354G; Do, NOXY DD

NEW YORK, April 2.- Biz was only so-so last week at the Stem vaude houses with \$353,500, only slightly higher than the previous week's \$334,000. These stack up weaker when it is considered that the Goetschis and Mother Was a three houses, the Capital, Paramount and Strand, had new presentations.

Strand (2,700 seats: average \$45,000) did a good week's business collecting \$58,000 the first week. with its new bill consisting of Frank \$66,000) grossed a poor \$58,000 the the Dark.

Radio City Music Hall (6,000 seats; rocco. average \$115,000) slipped slightly Women.

Roxy (6,000 seats; average \$89,000) went way down to \$55,000 the third week, with Phil Baker, Stubby Kaye, Cab Calloway, Marion Harris, Jr., Freshman. The new show (reviewed this week) is Ginny Sims, John and Rene Arnaut, Joan Hyldoft in the Ice Show and The Fon.

Capitol (4,627 seats; average Marlowe, Hoctor and Byrd. Guy first seven days, with its new show Lombardo and his ork and Kiss in consisting of Gordon Jenkins, Artic Dann, Cardini and Outpost in Mo-

Paramount (3,654 seats; average below its weekly average to \$112,500 \$89,000) is another house that didn't the third week with its show. The do too well in its first week with a gross the previous week was \$125,000. new bill. Receipts were \$70,000 for the The presentation is Patricia Bowman, stanza. The presentation is Louis Paul Haakon, Paul Sydell and Little Jordan and the Tympany Five, Pat Henning, Ray Anthony and El Paso.

IN SHORT

New York:

Jim Barton opens at the Capitol with the Art Mooney band. . . . Al Wilson says that Max Tishman is not a partner, just an associate. . . Jerry Colonna, due at the Paramount April 6, will do a thing on beboo with Charlie Barnet, also on bill. He has a new act written for him by Frank Warren.

Joey Adams writes from Las Vegas, Nev., that he's doing a new book, 'Lay There and Bleed," about a comic who gets to the top by stepping on everybody else." Not an autobiography, sezzee, . . . Correct date of Tony Martin's opening at Harry Altman's Town Casino, Buffalo, is April 18. . . Eddie Salecto and Dick Darrow of the Salec-Tones, have joined partnership with Ricky Parenti. . . . Benny Davis and Abner Silver will do the music and lyrics for Bill Miller's Riviera shows.

Joe Spencer, Indianapolis agent, has a mailing piece on vaude that he sends to all theaters to hypo their b.-o.'s . . . Eddie Stone, of the Belmont Plaza's Glass Hat, has been signed thru September. . . . Julius Monk of Ruban Bleu, is readying a package for a French tour.

Ethel Smith will take her Hammond organ along when she goes to London to open at the Palladium. . . . Martha Short, now doubling from the Philly company of "Inside U. S. A." to the city's Celebrity Room, will also double to the Hollywood Show Bar, Pittsburgh, when her show plays that city April 11.

4 Philly Clubs Face Padlock

PHILADELPHIA, April 2.- A car paign to shut down private drink clubs was begun Thursday (31) District Attorney John H. Maur whether padlock proceedings cou be brought against four such clu which figured in the news involvi two murders during the past week

The campaign started when prominent business man was ben to death last week after heavy drift ing bouts at the Carlton Club and Meravian Dining Club.

Altho private clubs are supposed close at 3 a.m. (compared with 2 a. for the public places), they have be running all night or as long as the are buyers present. Moreover, private clubs, generally one-m businesses, operate on ancient chi ters of literary and debating society of an earlier century, and therefor can keep open Sundays when all pu lic places are closed. Consequen the private clubs represent a maj chunk of the city's night life activity Some of them have bands and sho all week, while practically every p vate club has shows on week-ends

King Theater, N. Y., To Use Acts Agai

NEW YORK, April 2.- The Ki Theater, formerly the McKinley, w start using flesh again the end April. The plan is to use a permane emsee. Charlie Banks, recently a fi ture at the RKO Regent, and six seven acts.

Shows will run week-ends, with possibility of spilling over into t first two days of the week. Al Grewill book.

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Burlesque

By UNO -

CAMMY PRICE is in his fourth week at the F. E. I. Club, Valley Falls, R. I., co-featured with Nora Ford, Jean O'Day and Billy Stone, msee. . . Ellie Johnston, former traight woman and mimic, is treasirer of Brandt's Gotham, New York. .. Roy Stevens, former ork leader, as signed a long-term contract with Manor Records. . . . Virginia Valenine opened at the Rancho Club, Los Angeles, where Harry Arnie and Charlie Crafts continue. . . . Manny Koler, ex-burly comic, is in Jewish Memorial Hospital, New York, reovering from a heart attack. . . Dottie Lewis back to the Hudson, Union City, N. J., after a visit to her ailing grandmother in Petersburg, Va. Gladys Podehl, another Hudonite, is convalescing in North Hudon (N. J.) Hospital after an appenlectomy. Smiling Ann Bergin left he Hudson unit after five years as a layety, Washington. . . . Bob Nuent, tramp comic known as Boxcar ennie, is returning to the stage fter several years of managing pic louses. . . . Jacqueline Fontaine is eatured at Ace Cain's spot in Hollywood. . . . Darlene Drake closed on he Hirst circuit to resume partnerhip with Jean Caton, ex-burly feaire, in the hat concession at Ernie's litery, Greenwich Village, Manhat-

ESSICA ROGERS and Lonnie Young moved to the Manhattan Club, Providence, April 4, thru Dave Cohn, who also booked Red Marshall it goes on a regular basis. or the Belasco, Los Angeles; Art Gardner and Lyn Yorke for the Taryland, Baltimore; Justine, Samoa Club, New York, April 1; Zorita, 2 'Clock Club, Baltimore; Mary Cord casionally to the baseball broadcasts weeks starting May 1; Arabella per cent ever listen to FM otherwise. Andre, Cat and Fiddle Club, Cincinfork. . . Milt Frome, with "All for Love" at the Mark Hellinger, New York, doubled in video last week, irst on Milton Berle's "Texaco" profram and then with the Lambs Gambol. . . Dixie Sullivan and Genii Young joined Red Marshall in Sidney Pink's revue at the Belasco, Los Angeles, last week. . . . Electra. Betty Morgan and Marnee are new at the Burbank, Los Angeles. . . Marion Lee's return to burly necessiated a new teammate for Harry Hickey) LeVan's vaude act, with Harriette Carr replacing thru the eforts of booker Johnny Singer. . . Bux Wagner is barkeep at the Belmont Hotel, Milwaukee, local showolk hangout. . . . Co-featured with Mei Ling on the Hirst wheel is Syra, Swiss Beauty." Nate Tash and his concessionaire assistant, Sam Nudelhandle several concessions this summer on the Johnny J. Jones Exposi-

CHANNEL REVAMP

(Continued from page 9)

sia the conference will proceed as scheduled."

The State Department "is well LIARRY BLACKSTONE, stricken pleased" with the progress of the Mexico City confab, it was stated, official asserted.

this country are forced to shift from frequency to frequency because of interference from short-wave stations that a good-sized proportion of potential listeners is lost, State Department officials stated. Also the same program is now frequently being duplicated to Latin American countries, for example, in order to assure the greatest possible coverage under adverse interference conditions.

The current conference is to determine allocations for the June season, with allocations for five other periods of a year to be worked out later. This confab, however, is the ront-liner, to advance to principal key one, since revision of the "masanks, opening last week at the ter" June allocations to cover conductivity changes caused by weather is nothing more than a technical problem.

MOORE DOES "LADIES"

(Continued from page 9)

sponsor for the series, which had its

it, will be forthcoming.

name since he started free-lancing nine years ago. Last week Mutual aired a test of a new Chicago-originated quiz program, Meet Your Match, which Moore would emsee if

FM IS GREAT

(Continued from page 9)

nd Strut Flash, camp shows for 30 the station carried, but only about 1

The answer, in the opinion of most nati; Betty Howard, Ha Ha Club, and unbiased observers, is not only must Kiki Arnold, Cinderella Club, New FM now go out and sell the increasing audience it is obtaining to sponsors in an adequate sales manner, but that, primarily, the stations must furnish more programs which will attract the listeners to their side of the band.

Westport Opens June 29

WESTPORT, Conn., April 2 .- The Westport Country Playhouse this year will open Monday, June 29, a week earlier than usual. It will again be under the direction of Lawrence Languer, Armina Marshall and John C. Wilson. Skedded are Helen Hayes in the new William McCleery play, Good Housekeeping; Sir Cedric Hardwicke and Lilli Palmer in Caesar and Cleopatra; Margaret Webster's Shakenewcomer billed as the "Sensational spearean touring troupe; a musical by George S. Kaufman under the banner of Max Gordon; William Bendix, man, at the Gayety, Washington, will Tallulah Bankhead and Madeleine Carroll. The house will alternate revivals with new productions and one or two musicals.

Magic

By Bill Sachs-

with asthma at Jackson, Miss., March 24, has been forced to cancel despite the probable loss of some the remainder of his tour and reover-all broadcasting time. "We are turned to his home at Colon, Mich., getting the best frequencies and the to recuperate. Blackstone spent all best time of the broadcast day," one of last week in an Atlanta hospital for treatment and observation. . . . Present short-wave broadcasts by Sir David Walker and Al Scott are presenting their magic and mental turn at Florida fairs and sportmen's shows. . . . George Searls, Dayton, O., of other countries, with the net result | mentalist, opened Monday (4) in Buffalo and expects to remain in that territory for some time. . . . John C. Green, believed to be the oldest active American magician, who has been touring Western Canada the last seven years, celebrated his 83d birthday March 26. . . . The Great Gravityo (Albert Franklin Davidson), whose death was listed under Final Curtain in a recent issue, was a veteran showman and an accomplished magician who numbered among his intimates such greats as Houdini, Thurston, Blackstone and Dante. Gravityo was especially well known for his hair-pulling stunts, and at the time of his death, at the age of 69, he could still pull a loaded automobile with his hair. He was also a master of the Linking Rings and even fooled Dante with his rings routine when the latter played the American Theater, St. Louis, a few years back. When Blackstone highest Hooper when Quaker dropped played the same house several years ago, he used to skip out between Moore has been a top Chi talent shows to catch Gravityo spring his nifties at a store freak show playing near by. Gravityo played niteries in the winter and carnivals in the summer. He was with one of the Floyd E. Gooding units last season.

> McDONALD BIRCH and Mabel Sperry, who launched their season at Kankakee, Ill., last September, wind up their season at Dubuque, Ia., New Orleans. May 12. They will again put in the summer at Birchwood, their summer home at Malta, O., and in June will hop to Chicago for the IBM convention. Mack and Mabel report a bang-up season, with their dates in Arizona and New Mexico being especially lucrative. At Morenci, Ariz., recently, they gave a matinee and two night shows, all to capacity, and the next day, at Douglas, Ariz., practically duplicated the stunt with two matinees and a night performance. Mack says that after 27 years of steady bookings, he plans to taper off next season, working only thru September, October and November, . Joan Brandon, who has her own television show on Channel 4 over WNBT, New York, each Sunday morning at 11:30 o'clock, appeared as guestar on Channel 2, CBS, last Wednesday evening (30), The March 21 issue of Life carried a full-page color spread on the lovely magic gal. . . Douglas R. Harrison has returned to his home in Battle Creek, Mich., after lazying around St. Petersburg Fla., during March, playing an occasional date with his mental turn when the mood struck

Jerseyites Buy Palumbo Click

PHILADELPHIA, April 2.-Frank Palumbo has sold his Click nitery to a group headed by William Levine, part of a New Jersey combine understood to include seven members of the Levine family. The group also is identified with Sabloskys, who control several theaters. Ben Corson, Palumbo's partner, also gives up his interest.

The name band policy of the Click will continue under the new management, with Louis Prima set to follow Ted Lewis next week. The Click will also retain the Frank Palumbo tag, and Palumbo will serve the new management in an advisory capacity, particularly on band bookings.

him. He tells of catching George LaFollette doing his prediction chest nifty before 2,000 people in a St. Petersburg park and netting solid response with the item. . . . Wilber C. Weber's "Night of Mystery" at Midtown Hall, Bridgeport, Conn., March 26 featured Slydini, of New York; Jim Boyce, of Hartford, Conn., and Walter Schwartz, of Bridgeport, with the last named doubling as emsee. . . Wormald the Magician scribbles that he's currently enjoying good health and healthy business in Mississippi. He plans to wind up his tour in four weeks to return to his headquarters in Oklahoma City to vacation and prep for the fall trek. Recent additions to the show are Jack R. Baker, stage manager, and Gail Foster, assistant. Wormald says they had all planned to catch the Blackstone show at Jackson, Miss., recently but called it off when they got word that the Old Master had suffered a heart attack and was are still "struggling along" and will forced to cancel that date, as well as

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SPORT'S CENTRE, NORTH AVE. AT CHARLES, BALTIMORE, MD.

Paris Yawning In Doldrums; Terpers Best

PARIS, April 2.-French legit this mid-season is definitely in the doldrums. Paris honors have been temporarily handed over to a number of dancers, mostly foreign.

Katherine Dunham was called back for a second engagement and filled the 3,000-seat Theatre de Chailiot for three weeks. Carmen Amaya is back this year, and another Spaniard, Jose Greco, who was Argentinita's partner for years, has formed a company and has been enthusiastically received. And Serge Lifar has made a terrific comeback, both for his dancing in Afternoon of a Faun and his choregraphy and staging for Claude Delvincourt and Rene Dumesnil's Lucifer at the Opera.

Nothing has come up to equal Broadway's Death of a Salesman boxoffice-wise. However, revivals and holdovers from last season abound. Jean-Paul Sartre's No Exit and Respectful Prostitute are again on the boulevard, while the original Red Gloves (Les Mains Sales) is still playing to packed houses. Phillipe Heriat's L'Immaculee (Mother Immaculate), Verneuil's La Femme de Ma Vie (The Woman in My Life) and Armand Salacrou's One Femme Libre (A Free Woman) jog along at a comfortable pace, while Louis Jouvet is giving his annual revival of Jules Romain's Dr. Knock, which proves as lucrative as ever.

As for straight dramas, there are six on the boards at present writing: Henri Bernstein's La Soif (Thirst), with pic star Jean Gabin; Paul Claudel's Le Pain Dur (Hard-Earned) Bread), a long-winded treatise on patriotism: Vercors' sensitive resistance story, Le Silence de la Mer (The Silence of the Sea), starring Pierre Blanchar; Henri de Montherlant's pseudo-philosophical Fils de Personne (Nobody's Son); Jean Genet's Haute Surveillance (Close Watch). tabbed as too brutal and vicious, and J.-François Jantet's illogical, incestuous Mlle. Alelaide.

The comedy situation is not much happier. The roster offers a choice of 13, ranging from Roger-Ferdinand's Ils Ont Ans (They're Twenty Years

Old), to such trifles as Letraz's Voyago a Trois (Journey for Three) Troyot's Sebastien, and Manoir and Verhylie's Mme, de Falindor. There is not a single first-rate comedy; most deal with the inevitable triangle.

Of the eight musicals and revues, best is the new show at the Folies Bergere, with Josephine Baker strutting in gorgeous plumes and feathers, and Dandy as the comedy relief. Top comedian Fernandel holds the spot in his revival of Ignace. Le Grand Mogol (The Great Mogol), White Horse Inn, Violettes Imperiales (Royal Violettes), Plume au Vent (Feathers in the Wind) are a few of the other offerings, but without special merit.

In contrast to last season, which had over 10 foreign plays (about half of them American), this year has only two, a revival of Synge's Room 29 and Aldous Huxley's Gioconda Smile.

This round-up does not include France's national theater, the Comedie-Francaise, which produces about 55 plays per season, 10 to 20 of which are new, the rest revivals of the classics. Upholding the season's honor are Jean-Louis Barrault and his repertory company. Besides the Andre Gide version of Hamlet and Feydeau's delightful farce Occupetoi d'Amelie (Look After Amelia), with Madeleine Renaud, both hold- de Midi (High Noon), with movie star overs, Barrault produced Albert Edwige Feuillere in the principal role. Camus' new play, Etat de Siege (State It is the outstanding theatrical event of Siege), which proved to be better of the season. Barrsult next staged man and Emiddio Ganassi. Next on mous in its approval—and Broadway literature than drama. He then Moliere's Fourberies de Scapin (Scaplaunched another preem, a splendid in's Knaveries), with himself as production of Paul Claudel's Portage Scapin, and Louis Jouvet directing.

BROADWAY TRADE SHOWLOG BERNICK PEATURE

Performances Thru April 2, 1949

Dramas

| Anne of a Thousand | ned Fer |
|--|------------|
| Oays (Shubert) | 8, 148 |
| A Streetcar Named | |
| Desire | 2, 41 |
| 44 War With the Army. 3- (Booth) | 8, '49 |
| Big Knife, The 2-1 | 24, '49 |
| Born Vesterday 5- | 24, '46 1. |
| (Blackfriars Gulid) | |
| Death of a Salesman 2- | |
| Detective Story 3-1 (Hudson) | |
| Diamond Lil 2- | 5, '49 |
| (Coronet) Edward, My Son 9-1 (Martin Beck) | 29, '48 |
| Goodbye My Fancy 11- | 170048 |
| (Fulton) Life With Mother 10- | 28, '48 |
| Light Up the Shy 11- | 18, '48 |
| Madwoman of Challiot 12- | 27, '48 |
| Mister Roberts 3- | 13, '48 |
| Private Lives 10- | 4,148 |
| (Plymouth) Silver Whistle, The 11- | 4.48 |
| (Biltmore) They Knew What They | GEORGIA SA |
| Wanted S- (Music Ben) | |
| Two Blind Mice 3- | 2, '40 |
| Musicals | |
| | |
| All for Love 1-2: (Mark Hellinger) | |
| Along Fifth Avenue 1-1 | |
| As the Girls Go 11- | 13, '49 |
| High Button Shora, 10- (Breadway) | 9, '47 |
| Kiss Me, Kate 12- | 30, '48 |
| Lend an Ear | 16, '48 |
| Love Life 10- | 7, '48 |
| Where's Charley? 10-1 | 11, '48 |
| ICE SHOWS | |
| Howdy, Mr. Ice 6-3 | |
| OPENINGS | |
| The Biggest Thief in | |
| Town | |
| The Traiter 3-4 | |
| COMING UP | THE BUT |
| (Week of April | |
| The Ivy Green 4- | |

Now "Charley" Gets Conn. Show Train

The Ivy Green

Pacific 6- 7, '48

(Lyceum)

Tales of the South

BRIDGEPORT, Conn., April 2. -Encouraged by its successful show train experiment last month to bring Connecticut customers to Stem legit, the New Haven Railroad is planning another excursion Tuesday (5) to the St. James Theater and Where's Charley? Patrons can buy theater tickets at railroad stations at b .- o. prices if they also buy the train excursion tickets.

The excursion rate is 25 per cent off regular fares. The train starts at New Haven and stops are made at Bridgeport, Southport, Westport Norwalk, Darien, Stamford and Greenwich.

Musicians will stroll thru the train entertaining, and two of the singing stars of the show may be aboard to do a radio broadcast. Two grill cars will be attached for pre-theater snacks and on the return trip a scrambled eggs breakfast special will be offered.

Philly Tic Sellers Form Association

PHILADELPHIA, April 2. - Theater ticket agencies, concerned over increases in regulatory legislation and keener competition in face of sluggish activity all around town, have banded together as the Ticket Brokers' Association of Philadelphia, Inc. The charter was obtained for the percenters by Abraham L. Hodes, local barrister.

The association was organized to "promote and foster high standards of business ethics" among all ticket brokers, whose industry always comes in for a black eye from the newspapers whenever a hit show arrives in town and the theater box office can't meet the demand. The charter also calls for the ticket brokers "to exchange and disseminate helpful information concerning governmental regulation, accounting and tax procedure, to promote good will, contact and co-ordinate its activities with other branches of the amusement industry."

Scammon Prepping "Glory" in Virginia

RICHMOND, Va., April 2.-Howard Scammon, for the past two seasons assistant director and member of the cast of The Common Glory, has been named associate director for the 1949 season.

Scammon, a member of the staff of the Fine Arts Department of the College of William and Mary, will hold the first auditions of the season Saturday (9) at Roanoke College, and Sunday (10) at William and Mary. Opening is scheduled for July 1 at the Lake Matoaca Amphitheater near Williamsburg.

Scammon, who has played William Pitt for the past two seasons with The Common Glory, took over the him his one real hour of happiness. leading role of Jefferson near the

end of last season.

3 Shows Sell Out In Brisbane Boom

BRISBANE, Australia, April 2 .-The legit boom continues here, with three legit shows playing to capacity biz. White Horse Inn is taking the cream, but Little Nellie Kelly and Royal Vaudeville are both well in the money, and it is estimated that at least 3,000 are attending these shows nightly. It has been a long time since Brisbane got two musical comedies at the same time.

Saturday night biz has been helped considerably by the repeated postponement of the speedway programs because of wet weather.

Oklahoma!' for Binghamton

BINGHAMTON, N. Y., April 2. -The Binghamton Theater gets its first big road show in 13 years when Oklahoma! bows in for a three-performance stand Monday (4) thru Tuesday (5). The last major fare from Broadway was The Great Waltz in 1936. Then the house was dark for years. More recently it has been face-lifted and air-conditioned and plays pix Sundays thru Wednesdays, days of the week.

Hedgerow's 27th Year Starts

PHILADELPHIA, April 2.- Jasper Deeter's Hedgerow Theater at subur- Woman is a question-a perplexed ban Moylan-Rose Valley opened its Ulysses asking "Why are women un-playhouse last night (1) for its 27th faithful?" If Salacrou had deigned consecutive year, with The Mistress to answer, there might have been an of the Inn, the Italian comedy. The intriguing play. As it is, Woman is cast included Rose Schulman, Sydney reminiscent of Pirandello's Six Char-Walker, George Ebeling, Ronald acters, with less ingenuity. The Bishop, Miriam Phillips, Shelley For- French press, however, was unanithe agenda is She Stoops to Conquer, might find it a pleasant Gallic evewith Jeanne Grace McHenry and ning, especially if it were staged by David Metcalf in the leads.

Foreign **Opening**

L'INCONNUE D'ARRAS (THE UNKNOWN WOMAN FROM ARRAS)

COMEDIE FRANCAISE, PARIS

play by Armand Salacron. Staged by Gaston Baty. Set by Gaston Baty. Music by Marcel Delannoy. Orchestra directed by Andre Cudou, using the Martenot Waves. icolasZacques Charen A Beggar Le Gott Maxime at 20 Paul-Emile Deiber School PrincipalGeorges Chamarat
The FatherJacques Serviere
A WalterJean-Jacques Daubin GrandfatherAndre Palo Maxime at 37Jean Davy Yolunde Denise Noel The Unknown Woman ... Christine Carpentier Germaine Duard, Denise Pearant, Micole

Chollet, Janine Dehelly, Nelly Demas Armand Salacrou is the current local white-haired boy. Besides hav-

ing two revivals in the commercial theater, he has achieved the honor of having his L'Inconnue d'Arras produced at France's national the-

The curtain goes up on a revolver shot, and the tragedy of jealousyand haunting memories-begins. The action is all in the mind of the principal character, who relives his life at the moment he is dying. At 35 and in despair because he has just discovered his wife unfaithful with his best friend, he is a suicide. But in the moment before it is all over, his memory flashes back to the influences which have meant most to him-wife, father, a grandfather's portrait, an old neighbor, a high school principal and various love affairs, including an unusual hour with the woman from Arras whose name he never knew but who gave

He tries to prove to his grandfather (who died in battle at age 20) that he missed nothing by dying so young, that life isn't worth living anyway. In the end he proves himself wrong, but it is too late to repent.

Good Direction

Gaston Baty's set and staging are excellent-an immense black background and heavy black velvet curtains, the spots that seem to come from nowhere, the long staircase leading ever upward in the background decorated with diaphanous females in grey. All is black, gray and white with the exception of the fatal armchair, which is bright red. It is a world without shape, atmosphere or substance - admirably suited to the play's mood.

Unfortunately the main role is misesat. Henri Rollan plays too intelligently, is too stolid a figure with his round shoulders and wrinkled neck to be the romantic hero of 35. Jacques Charon is good as his sarcastic, petulant and uneasy valet. Denise Noel as the reason for his suicide is dry and brittle, and needs more softness to make her character understandable. The other loves, Lise Delamare as his erstwhile sophisticated mistress, Helene Bellanger as the lass who nearly killed herself for love of him and Christine Carpenwith a pic-vaude combo last three tier as the unknown woman from Arras, are all competently handled. The most genuine characterization, however, belongs to Le Goff, whose beggar is real and unaffected

The premise of The Unknown Jean White. Baty.

BROADWAY OPENINGS

THE TRAITOR

(Opened Thursday, March 31)

48TH STREET THEATER

drama by Herman Wouk, Staged by Jed Harris, Setting by Raymond Sovey, Cos-tumes by Joseph Fretwell, III. General man-ager, Harry Essex, Stage manager, Herman Shapiro, Press representatives, Jean Dalrym-Marion Graham, Presented by Jed

rofessor Tobias Emanuel ... Walter Hampden Bailey.Louise Platt Georgia Simmons stessor Allen Carr Wealey Addy of Wilson. Maurice Manson utenant Smith James Davidson ammontree Michael Abbott and Man Larry Sherman Philip Coolidge hief Fharmacist's Mate......Don Doherty

Performances and canny direction f same can naturally make a play nore intriguing than it has any right o be. It would be interesting to now just what Herman Wouk's paiden effort was like before Jed farris went to work on it. Likely e has wrought a small miracle since n essence Traitor is nothing more han a documentary melo. But Haris has hand-picked a splendid cast, livided the play into two segments ith an intermediate curtain, leaving ne pewsitter in bemused suspense. And even if the last act falls in the amiliar cops - and - robbers pattern or a more or less pedestrian climax e has given the melo an over-all trive and impetus which sustains o the final curtain.

Perhaps the Harris stage magic nd exceptional playing will prove customer magnet at the box office. Youk makes better than well with he words, and certainly his spotlightn the hope of world peace, is timely. Obviously, there is only one way that the lad can pay off for his mistaken ideology, and it takes a deal of talk pro and con, plus a terrific hypo from naval intelligence, to arrive at the sign-posted denouement. That Harris and his cohorts can keep these talky matters at hot-pitch temperature thruout is remarkable, since Traitor in its last analysis is slim heater fare.

Excellent Cast

As a young research professor with nuddled political notions, Wesley Addy gives a finely sensitive performance. Likewise excellent is Walter Hampden's portrait of the elderly mentor who believes in him, Louise Platt brings quality to the girl who falls out of love with him, and Richard Derr makes a splendid Stem debut as one of his lesser nemeses. There are outstanding contributions on the skulduggery side from John Wengraf as the Kremlin's chief agent and Philip Coolidge as a fellowplotter.

But since most of Traitor's excitement and drive stems from naval ntelligence sleuthing-which, by the way, seems extremely authentic-it is Lee Tracy's Captain Gallagher who really keeps the propellors churning. Tracy is back after too long a time with another sharp, nasterfully timed acting chore. His captain is no slick super-sleuth who cnows all the answers, but a tired naval officer who masks his shrewdness with a Victor Mooreish petulance. It is an excellently conceived switch on the usual stage dick and quite takes the curse off the cops and robbers angle.

Harris has given the melo a topdrawer production thruout. Raymond Sovey's professional library is a perfection of detail and so is everyhing about Traitor down to the last Brop. Bob Francis.

THE BICCEST THIEF IN TOWN

(Opened Wednesday, March 30)

MANSFIELD THEATER

comedy by Dalton Trumbo. Staged by Herman Shumlin, Setting by Leo Kern Costumes by Eleanor Goldsmith, General manager, Charles Harris, Stage manager, James Gelb, Press representative, Samuel Friedman, Presented by Lee Sabinson,

Bert Hutchins Thomas Mitchell Laurie Hutchins Lots Nettleton Buddy GwynneRobert Readick Miss Tipton Charity Grace Dr. Rolfe Willow Brent Sargent Col. Jared Rumley Pay Roope Second NurseBen Metz

It is certain that yeoman effort has gone into the pre-Broadway preeming of The Biggest Thief in Town. Since its New Haven, Conn., unveiling some five weeks ago, the title has been changed, a principal role eliminated and sharpening attempts via rewrite are evident. Town is still not the comically uproarious matter that it is obviously intended to be, but after a lethargic first act builds a quota of farce comedy amusement.

Reaction will likely be divided. There will be many, no doubt, who will deprecate the humor of drunken didoes in a funeral parlor with which Dalton Trumbo has backgrounded his play. There will be many others who will get considerable belly laughs-as this reporter did-out of the outrageous efforts of undertaker Bert Hutchins and his pals to improve their financial status via the snatching of a locally deceased tycoon. Whether there are enough guffaws to make a customer feel that he gets ing of the confused idealism, which his money's worth of entertainment eads a young American scientist to for a full evening will be a matter of sell our atom bomb secret to Russia individual opinion. The play's progressively drunken background obviates any macabre sting, and there are several situations which are hilarious. But nearly constant imbibing on a stage for three acts bids for monotony, and in consequence Town has as many downs as ups.

To Be or Not To Be

The hilarity, of course, results from what premature. He comes rudely to pretty good.

New Winter Stock For Off-Broadway

NEW YORK, April 2. - A new off-Broadway professional producing group will launch a winter stock company next September at the Central Opera House on East 67th Street. The project, called Popular Theater, which is the brain child of Elizabeth McCormick and Stanley Colbeigh, will stick strictly to popular successes of the past, with no "art" or "experimental" productions in its rep.

Skedded offerings on its agenda include Camille, Billy the Kid, Peg o' My Heart and Kismet. In addition, fresh adaptations of such classics as Trilby and Count of Monte Cristo will be made. Sponsors to date are Theron Bamberger, Jean Dalrymple, Clarence Derwent, Jose Ferrer, Ruth a study which emerges as good the-Gordon, Garson Kanin, Gertrude Macy, Kenyon Nicholson and Florence Reed.

Each play will get a two-week run. Reported concession from theatrical trade will make possible a \$2.80 top scale, with half the seats selling for \$1

life, putting all and sundry in something of a spot. However, he does have the decency to kick-off finally, thereby paving the way for a profitable, if inconsequential, curtain. Since the old buzzard is painted as a complete louse in his own right, the slightly larcenous activities of the mortician and his friends carry no moral stigma.

As a matter of fact, the best of Town comes across via the acting. Thomas Mitchell is immense as bibulous Bert, giving him comic shadings that Trumbo certainly never got in the script. Walter Abel provides an excellent foil as his slightly more sensible medico pal. Russ Brown adds some chucklesome interludes as a small town editor who wants to be a William Allen White, and Rhys Wilbible-spouting druggist, Lois Nettleton makes an auspicious Stem debut as a stage-struck daughter, and Robert Readick is fine as her independent boy-friend who has his own idea of all the answers.

In sum. Town is as good as the the fact that the kidnaping of the actors make it, and being a first rate crooked millionaire's corpse is some- lot, most of the time they make it Bob Francis.

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.

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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.

Out-of-Town Opening

THE PURPLE STARFISH

(Opened Tuesday, March 29)

CENTER THEATER, SEATTLE

drams in three acts by Bill Noble. Staged by Jerry Van Steenbergen. Settings by Blanche Morgan, Costumes by Marion Stixrood, Press representative, Jean Ashford, Stage Manager, Beverly Davis. Produced by Tryout Theater, Inc.

Rhoda Blaine Delores Dahl Marcie BlaineJanet Blaine Mr. Walton Madame Sylvia (Mrs. Blaine). Eleanor Gordon Mrs. Merrick Meiri Benson Mrs. Slade Beverly Davis

Tryout Theater's 14th production. The Purple Starfish, is a play which revolves around a girl with a birthmark. It is a study, at times luminous, at times foggy, but more than often ater. As with the majority of Tryouts, Starfish needs desperately the steady hand of a dispassionate rewrite job.

Starfish deserves an Eastern reading. It is a blend of formless bravado and uncomfortable keen insight. While Noble struggles for the final answer for the permanently physically marked and fails to find it, he does bring into the open a common problem, highlighting its immensity and unholy effect upon the lives of helpless people to whom the dark is too often a deadly retreat into themselves. He treats of a girl persecuted from within and without via a blemish which covers half her face. It is a sorry tale of frustration, but while the author leaves his heroine purportedly stripped of any chances for a real love, she is nevertheless able to face the society she has always feared.

The play has been ably staged by Jerry Van Steenbergen, who is, however, unable to cope with a lot of its superfluous and weighty material. In the role of Rhoda, Delores Dahl, a young veteran of these parts, turns in a performance which is the most creditable of her career. While stuffy liams contributes others as a braving, and overly forced in early scenes, it gathers in steady richness. Eleanor Gordon as the mother has delineated her character in good fashion, but falls down appallingly in those scenes which demand split-second timing. Rollin Neibauer is excellent in a role which demands an almost unendurable amount of highs and lows. Janet Green and Jay Justice are adequate. Top acting honors belong to William Grant, who gives a character portrait which will be memorable in local thesp history. He has taken vivid advantage of the rather Saroyanesque philosophical character Noble has given him.

> Blanche Morgan's set is perhaps a bit too barren for the Bohemian canvas Starfish attempts to paint. Wil Stevens.

ROUTES Dramatic and Musical

Allegro (Davidson) Milwaukee. Annie Get Your Gun (Auditorium) Columbia,

S. C., 6-7; (Municipal Auditorium) Augusta, Ga., 8-9. Born Yesterday (Lyceum) Minneapolis 4-6: (Parkway) Madison, Wis., 8-9. Brigadoon (Auditorium) Rochester, N. Y. Cat and Canary (Forrest) Philadelphia, Evans, Maurice (Curran) San Francisco. Finian's Rainbow (Shubert) Chicago. Harvey (American) St. Louis.

Harvey (Carolma) Durham, N. C., 8-7; (State) Raleigh 8-9. Heiress, The (Colonial) Boston. High Button Shoes (Music Hall) Kansas City,

Inside U. S. A. (Ford) Baltimore. Lunt & Fontanne (Biltmore) Los Angeles. Magnolia Alley (Plymouth) Boston, Medea (Court Square) Springfield, Mass., 4. Mr. Adam (Shubert-Lafayette) Detroit. Mr Roberts (Erlanger) Chicago, O Mistress Mine (Iows) Cedar Rapids, Is., 5; (ERNT Radio Theater) Des Moines 7-5;

(Omaha) Omaha 9. Oklahoma (Strand) Ithaca, N. Y., 6-7; (Strand) Elmira 5-9. Oklahoma (Royal Alexandra) Toronto,

Olsen & Johnson (Geary) San Francisco. Red Shoes (Majestic) Boston. Red Shoes (Selwyn) Chicago. Show Bout (Auditorium) Worcester, Mass., 6-7.

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RALEIGH, N. C.

Theater Managers Switching To Flesh as Dearth of \$\$\$ Hits Southern Box Offices

Lawson Says Small Units Augment Pic Runs

KNOXVILLE, April 2 .- A dearth out that more and more small units of dollars in theater box offices-the are to be seen playing the smaller aftermath of widespread unemploy- theaters which now will book flesh ment in the South, actuated by mills to augment their straight pic policies working only part-time, with some as an added business stimulant. suspending operations entirely-has resulted in theater managers becom- days of just hanging out a sign and ing flesh-minded. That's the opinion opening the doors to s.r.o. business of Everett Lawson, well-known are over and a fond memory to the-

Lawson says that the postwar boom school show operator, who points after owners and managers, but not such a pleasant recollection to the unit manager, who in those days found it not so easy to book a theater when his attraction wasn't needed nor wanted.

> "It is a far cry from prewar days when small tricks with short casts were limited in their operational scope, for to have enough people on the show to book made it impossible at times to pay off," Lawson says. "The good dates were usually salaried jobs and the poor ones were nearly always percentage deals. Now the smaller units can get a fair guarantee against a fair percentage.

"With, what one might say, only one major booking office in the Southeast routing the larger theater units, in almost every city there now can be found individuals or groups booking string-band units, novelties and magicians, etc., in theaters in their surr unding proximity. Conspicuously absent from the scene is the typical traveling tabber of 20 years ago, with comic, straight man and line of girls. These things just don't exist anymore. How we all wish they did! The comics now are the hillbilly type turned out in recent as his guests. Both invitations were ears, and to great popularity, by the radio station. The Toby Teeters of Daily Record's March 30 edition. yore can now be found only on an occasional medicine show or tenter.

Past History

"The chorus girl of yesterday is also a thing of the past. Girls now breaking into show business learn a few time steps at a dancing school and then follow the line of least resistance-the night club. And why not? For in that field as specialty dancers, there are no rehearsals until the wee small hours. Their day's work usually consists of two or three Dinah routines a night and the American Guild of Variety Artists (AGVA) is there to see that they get their money at the end of the week.

"And can you blame them? The chorus girl was always the most necessary part of the show and was always the least paid and appreciated and at the same time did more actual hard work than anyone on anybody's show. Flesh on every stage is in the immediate future, but it will present a vastly different aspect from the conception which the past has given us. Times have changed and so have the people.

Milford Firm Incorporated

MILFORD, O., April 2 .- The Milford Amusement Company, incorporated in Columbus, O., March 26, has completed plans to erect a new drive-in theater here. Incorporators were listed as Robert H. Hair, Harry T. Klusmeier and Gordon H. Scherer. Firm is to have 250 shares of stock, with no-par value.

Coast Notes

LOS ANGELES, April 2.-Ear Nevrton is still at Farmersville, Calif with his Toby's Tent Theater, which is being made ready to open soon for another long trek over its established California territory. Elmer and Almi Whipple .re making their home San Francisco, where Elmer is with the Pinkerton Detective Agency.

Bill and Flo Phillips are in Long Beach, Calif., at Mrs. Glen Chase's Auto Court. Toby Nord (Nordseth) is still at Veterans' Hospital, Administration Branch here. Della Locke and son, Whitland, are making their home here. Whit is flight dispatcher and instructor at Universal Flyers Culver City Airport.

Brunk's Group Set for Opening In Vernon, Tex.

VERNON, Tex., April 2 .- Twentythree members of Henry L. Brunk's Comedians today began rehearsals on the stage of city hall preparatory to their opening here Friday (11). Local week's engagement, which marks the seasonal debut for Brunk, will be sponsored by the Veterans of Foreign Wars Post.

Equipment, which has been stored in winter quarters here, has been given a thoro overhauling, and a new tent, manufactured for the show by Central Canvas Company, was unloaded here this week. It will be erected Wednesday (6) with Bob Hampton, of Los Angeles, in charge

In preparation of the season's opener, Owner Brunk dispatched telegrams to President Harry S. Truman and Arthur Godfrey inviting them to attend the show's inaugural reproduced in full in The Vernon

Jimmie Hull Dies Of Heart Attack

ORANGE, Tex., April 2.—James H. (Jimmie) Hull, widely known rep. tent and tab show performer, succumbed to a heart attack here March 31. He was 57 years old.

In the field for 34 years, Hull pro-duced and performed in 502 amateur theatrical productions for clubs and organizations thruout the nation. He was to have begun rehearsals Monday (4) on another production in Port Arthur, Tex., where he staged his first show in 1915.

A leading tent show impresario for over 20 years, Hull retired from that field several years ago.

COWPENS, S. C., April 2.-Cherry Hill Open Air Theater, capitalized at \$1,000, has obtained a charter from the secretary of state. H. T. Chapman is president.

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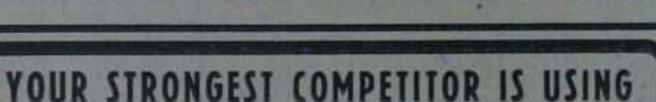
We are also releasing several Abbott and Costello features, Deanna Durbins, Gloria Jeans, Donald O'Connors, Olsen and Johnsons and Bing Crosbys. We have several new groups of Westerns never before released in 16mm.-36 new Monograms-various serials also new to the field.

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Slavington, Pa.

Plunkett Tour Running Ahead Of 1948 Jaunt

CARRIZO SPRINGS, Tex., April 2.-Plunkett's Stage Show, now in the eighth week of its 1949 tour, is playing to crowds and business that thus far have topped any previous season, Kennedy Swain said here this week. Swain says that all towns played to date have given the show steady business when weather permitted with the org playing to five capacit, houses since it opened the

He added that business for the second shows has been outstanding. With the exception of two working men, who heeded the call of the circus, show's roster remains the same as at opening. Org now has eight girls in its line and Flo Del Garde is being kept busy with her three dance classes.

Cleo and Jerrie Plunkett's singing and Jim Plunkett's guitar have proved big hits, while Captain Plunkett's animals are proving showstoppers. Leon Block and ork are doing a good job on the show music.

Several birthday parties have been held on the show. Visitors included Arthur Strickland, Mr. and Mrs. Bill Strickland, Jeri Wertzel, Jack and Priscilla Leopard, Mr. and Mrs. Pappy Coubble, Mr. and Mrs. Bryan Woods, Slayman Ali and wife, Sandy Sanders, Joe McKennon, Verge Lester and Chick Dale, who cut up plenty of jackpots with Swain. They trouped together many years ago.

Indicative of how the local folk took to the Plunkett org is following culled from a first-page editorial carried in The Carrizo Springs Tavelin in the March 17 edition: "In our book, Plunkett and all the little Plunketts give the show-going public more for their money than all the assorted deals we get here in a year's time. . . . We're gonna be right down there in the front row when this show pulls in and if what we saw two years ago is repeated, we won't be sorry. Welcome, Bro. Plunkett and the little Plunketts."

Philly's Lincoln Drive-In Debuts; Preps Other Spots

PHILADELPHIA, April 2.-Lincoln Drive-In reopened this week for the new season with a twin bill policy, adding special attractions for youngsters at Friday night performances. It will operate into the winter as long as weather permits.

Another new drive-in for Eastern Pennsylvania is being constructed on Route 220 just outside of Muncy, near Williamsport. General contractor is Wilson Rights, Sunbury, Pa., who built the Nu-Way Drive-In, Selingsgrove, Pa. New spot is scheduled to be ready for opening May 1. Equipment for the 600-car capacity drive-in will be Motiograph.

Efforts to provide the Trenton (N. J.) area with a drive-in also are being pushed. The Keystone Structural Steel Company there filed an appeal from the refusal of the building inspector of Bordentown Township zoning board of adjustment to erect an outdoor theater one mile from the White Horse traffic circle.

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* ALL STAR PICTURES * Chicago 3, III.

AKERS-Mrs. Dorothy B., 31, secretary to Leslie Atlass, owner of WBBM, Chicago, March 22 in that city. Her husband, Arthur, Admiral Radio Corporation service manager, survives.

BASINGER-David L. (Spot), 58, concessionaire with the World of partnered with Marie Dubas in a Mirth Shows, March 24 in Salisbury, N. C., of injuries sustained in a fall from a wagon. Basinger had been of WMTW, Yankee Network station, associated with Phil Isser, Max March 21 in Portland, Me. Following Linderman and the late Walter K. service in World War II he went to Sibley before joining World of the Yankee Network as announcer Mirth. Survived by his widow and and took the Portland assignment in two brothers. Burial in Salisbury 1948. His widow and daughter sur-March 26.

BERGMAN-Mrs. Raymonde Morris, 80, elocutionist and dramatic dancer on the Keith vaude circuit for reader, March 30 in New York. A 55 years, March 15 at the home of his first cousin of the late Sam Bernard, daughter in Philadelphia. Since his noted actor, Mrs. Bergman wrote skits retirement from the stage 10 years in which Bernard appeared in the ago, he devoted his time to directing Weber and Fields Music Hall. She shows for charitable affairs. His M. Cohan. taught diction and appeared as a dra- daughter, Mrs. Helen C. McLaughlin, matic reader on the stage and radio and a son, Edmund F., survive. before her retirement. Two sons, a Burial in Philadelphia. prother and a sister survive.

and screen comedian, March 28 in politan Opera Company, March 25 in Paris. He made many cafe concerts Boston, where the company was perat the turn of the century with Mayol. forming.

FINAL CURTAIN

Dranem and Raimu and later headlined bills at the Casino de Paris. He also played in operettas and recently vaude bill at the Ambigu Theater.

BROWN-William S., 26, manager

CAREY-Edward F., 77, singer and

CARRUTHERS-James, 68, prop-BOUCOT-Louis, 60, French stage erty man with the New York Metro-

DALEY-Johnny, 68, vaude performer and booking agent, March 26 of a heart attack after performing his roller skating act at Martin's Tavern, Lima, O. He appeared in vaude in the team of Mac and Daley and in recent years as a single. As a booker he was with various Detroit offices, Survived by his widow, Pearl. Burial in Holy Sepulchre Cemetery, Detroit.

GARLAND-Mrs. Lela, 49, wife of Charles H. Garland, general manager of the Mutual-Don Lee station, KOOL, Phoenix, Ariz., March 16 in a Phoenix hospital. She also leaves two sons.

March 23 in Hollywood. He had appeared in productions of Rose Mel- Cleveland in 1904. Se also appeared ville, Woodie Van Dyke and George in the Vaughn Glaser, the Buffalo and

private detective in Cincinnati for At the Mercy of Tiberius, The Girl over 40 years and prior to that a partner in the comedy team of Lanigan The Tavern. and Gieswein for 10 years, recently in Good Samaritan Hospital, Dayton, O. Survived by his widow, Anna, of Dayton, and a brother, William, Cincin- New York. He was later a newspanati. Burial in new St. Joseph's Cemetery, Cincinnati.

HAMILTON-Fred B., 70, old-time showman and former McKenzie, Tenn,, restaurant owner, March 4 in Memphis at the home of a daughter, Mrs. R. A. Campbell. A pianist, Hamilton entered show business as a young man and played with stock companies in Memphis. Later, he and his partner, the late Art Lasley, owned and operated a dramatic show for years, the Hamilton-Lasley Players. Survived by his widow, Lydia; two other daughters, Mrs. John Pilkington and Mrs. George Landrum, of Memphis, and a brother, Robert, Union City, Tenn. Burial in Memorial Park, Memphis, March 5.

HANIFEN-Patrick J., 83. dra- March 22. matic rep and stock actor for many years, March 17 in Halifax, N. S. A. former chairman of the Nova Scotia Board of Censors, he had also managed the Garrick (Strand) Theater, ex-legit and vaude house in Halifax. Survived by a son and daughter. Burial in Halifax March 19.

HART - Ruth, fat girl and with various carnivals and circuses, in Anoka, Minn., March 29. Her mother survives. Burial in Anoka.

HERZBERG-Max, 67, pianist and music teacher, March 20 in New York. He appeared at Radio City Music Hall from 1932 to 1945. Later he accompanied concert singers. A son survives.

HULL-James H., 57, one of the country's leading tent show operators for over 20 years until his retirement several years ago, March 31 in Orange Tex., of a heart attack. Hull had also produced and acted in over 500 amateur theatrical productions for clubs and organizations thruout the nation and was to have started rehearsals this week on a play in Port Arthur,

JACKSON - George, 68, partner with his late brother, David, in a violin duet act for many years, March 19 in Antigonish, N. S.

KAPLAN-Charles M., 75, retired account executive for Station WIP, Philadelphia, March 9 at his home in that city. Survived by his widow, Helen, and two daughters, Mrs. Rita Levy, wife of I. D. Levy, former owner of Station WCAU, Philadelphia, a member of the Board of the Columbia Broadcasting System and owner of Columbia Records Corporation, and Mrs. Julia Reich. Burial in Mount Sinai Cemetery, Philadelphia,

LIVINGSTON-Chris H., 92, earlyday circus clown, March 28 in St. Louis. (Details in Circus Section.)

McCARTHY - Harry, 63, concert violinist and first leader of the Abbey Theater orchestra, March 21 in Waterford, Ireland.

MEEK-Fred, 87, former theatrical executive, March 28 in Englewood, N. J. An actor in his youth, he turned

to the business side of the theater and was company manager for Montgomery and Stone, Jefferson de Angeles, William Collier and the late Henry Miller, and was representative for Charles Frohman, Klaw and Eranger and Henry W. Savage. His mother was the prominent leading lady, Kate Meek.

MILLS-Lillian, 79, retired stage actress, at her Hollywood home March 24. A native of Detroit, she had resided in Los Angeles the past 26 years. Survived by her husband, Edgar Norton. Interment in Valhalia Cemetery, Los Angeles.

MONTELL - Eleanor, 61, former actress, March 25 in New York. The daughter of Eugenie Blair and Forrest Robinson, well-known leading GEAR-Burton E., 71, legit actor, man, Miss Montell first appeared with the Eugenie Blair Stock Company in the Toronto stock companies. Among GIESWEIN-Richard J., 70, former the shows in which she played were and the Judge, Siberia, Clarence and

> NUNBERG-Ralph M., 45, formerly associated with the Deutches Theater, Berlin, Germany, March 25 in perman in Germany and in Hollywood, and wrote several books. His widow, Metopera singer Maria Avellis, his parents and a sister survive.

> REYNOLDS-Henry W., former front doorman with Ringling Bros. and Barnum & Bailey Circus, March 19 in Lowell, Mass. Reynolds, who operated Henry and Angle's Smoke Shop in Sarasota, Fla., was visting his parents in Lowell when he died. He also leaves his widow and five brothers, Burial in St. Patrick's Cemetery, Lowell.

> SEIDEL-Andrew J., 73, for many years director of the Kutztown (Pa.) Fair, recently at his home in that city. Survived by two sons, two daughters, two brothers and a sister. Burial in Hope Cemetery, Kutztown, Pa.,



CONCESSIONAIRE

Died at his home, 37 Windser Road, Pawtucket, R. I., February 21, 1949.

His survivors are wife, Gertrude C. Pratt: daughter, Mrs. Tom C. Lynn; a son, Walter E. Pratt; 2 sisters, Mrs. Wm. H. Arendell, Mrs. Joseph P. Cassidy.

We want to extend our sincere thanks to our many friends for their sympathy and kindness in our late bereavement.

IN MEMORY

And feel you, sh so near;
Your lips, your arms in sweet embrace,
Your tender voice so dear.
I wonder in that distant land across the
deep blue see,
If you, My Darling, understand and
feel as close to me.

MOTHER, SISTERS AND BROTHER THE REYNOLDS FAMILY

In Memory

MINIE GARNEAU You shared my lead as we traveled the

In Memory

OF OUR PAL AND FORMER BOSS BUTCHER

GEORGE DAVIS



Who passed away March 29, 1947, at Miami Valley Hospital, Dayton, Ohio.

May his soul forever rest in peace-We'll never forget you, George.

THE CANDY BUTCHERS POLACK BROS.' CIRCUS WESTERN UNIT

DUTDOR BIZ OUTLOOK GOOD

Hinterlands Flesh

DUNKIRK, N. Y., April 2 .- The ening Observer, in a recent editoil, pointed to the success of George Hamid and Bob Hope in the hinrlands in fashioning a plea for the turn to the sticks of flesh entertain-

ope's success tends to verify someing we have suspected for many ars, to wit, that show people have n following a few wrong trails d overlooking an important fact. ley have concentrated on the mov-, radio, Broadway and television d forgotten that the great hinternd also would like to see living enrtainment. Only Gerge Hamid has nembered that most important fact. d he has made a bigger fortune an Billy Rose, who devotes most his time to the Rialto.

"Millions in the entertainmentingry younger generation have no emory of the living stage. They now movies, radio and television. at they do not know the most satisfyg experience of the theater, either gitimate or vaudeville. The steady uccess of George Hamid and the udden success of Bob Hope should | Close-Ups: aspire enterpriser in the entertainent world to study the possibilities t that vast area which Broadway alls the sticks."

Polack Mops Up n Dayton With

DAYTON, O., April 2.- The seventh nnual Antioch Shrine-Polack Bros.' ircus closes in the fairgrounds colieum tonight with the largest attendince on record.

Every night for a seven-day period as been a sellout and matinees have rawn youngsters for miles around. Total attendance is estimated at approximately 60,000 for the week.

The opening day drew 3,800 perons, just double last year's opening lay, a record up to that time. Due to arge book sales of tickets, three shows were arranged for today, one t 2:15, another at 7:15 and a third at

A. E. (Buck) Waltrip and Mrs. Waltrip, here in advance of the circus to sell books of tickets, report recordbreaking sales. They increased the program eight pages to a total of 48 pages this year.

Justus Edwards, preceding the show by about one week, got all sorts of good stories in the papers.

Only sad feature of the show was he fall of Rose Gould, aerialist, as the was rehearsing her heel catch on a trapeze the day before the show

Further examination revealed a ractured sacrum. She was ordered o remain in bed for three or four weeks. She and her husband, Andre Pihau, and their assistant, Bernard Cenner, will go from here to Sacramento, where she hopes to resume her act when the show opens there April 22.

Hamid, Hope Rate Utah Gov. Asks Cole Bros. Adds Kid Patronage Plug for Bringing Board To Resign Four-Ton Bull To

Members balk at accepting his choice, J. A. Theobald, as State fair secy.-manager

SALT LAKE CITY, April 2.-David H. Thomas, president, and Harold Bowman, a director, today resigned The editorial said in part: "Bob from the Utah State Fair Board because of the insistence of Gov. J. Bracken Lee on his own choice for a secretary-manager, and Lee retaliated by asking for the whole board's resignation because of its unwillingness to select his choice of manager to replace Sheldon R. Brewster, a political re-

> The request to resign was made ville Thursday (14). thru Publicity and Industrial Commissioner J. A. Theobald under whose department the fair operated. The publicity commission dies July 1 for lack of appropriation. Fair board members reported that the governor insisted that it accept Theobald as fair manager, which it was unwilling to do, and it claimed the backing of farm and livertock groups and some industrial exhibitors.

In its refusal to accept Theobald, prised of 15 members.

LOUISVILLE, April 2. - Baby Mine, a four-ton Cole Bros.' elephant, will go into the Stop the Music jackpot, Sunday night radio show, tomorrow night, Bev Kelley, Cole Bros.' press agent, announced here today.

According to Kelley, the idea for the giveaway originated with Jack Taylin, Cole's general manager, and the deal between the circus and the radio show was set up more than a month ago.

The elephant is with the circus in local quarters and being put thru rehearsals for show's opening in Louis-

the board submitted a list of three alternates, a showman, a farm representative and the editor of a farm publication.

In response to the governor's invitation to the Utah State Fair Board that its members resign, only H. Grant Ivins, of Provo, today acceded to the request. The board is com-

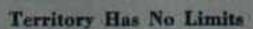
From Rags to Riches, Or the Saga Of The Billboard's Mr. Billboard

By William J. Sachs-

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

MR. BILLBOARD himself is the way countless thousands in the outdoor fields of the entertainment world look upon the general manager of The Billboard's Southwest Division, Frank B. Joerling, who for more than a quarter of a century, with only a brief interruption, has so ably and thoroly wielded his authority over this publication's St. Louis office. During his long tenure with The Billboard, the personable Mr. Joerling, peer of the sheet's advertising solicitors and scrivener of no mean words, has developed into what almost amounts to a fictional character. And we don't mean to use that word character disparagingly. There breathes not a man in the

world today who bears the personal friendship and wide acquaintance among outdoor showfolk as does the subjec of this piece. That virtue is attributable in a large measure to his many years of association with outdoor troupers and his ability to live and conduct himself as one of them. Possessed of a suavity and nonchalance that would make a Murad ad writer blush with envy, Mr. Joerling has the happy faculty of being able to consort with the cultured and to mix with the roughies and in the final analysis to come up with a score as a guy you'd like to make a friend of and keep as such. It is this trait, this faculty that has taught all outdoor showbiz to fall in love with him. And no bum cracks, please!



While, according to the books, Mr. Joerling's territory is supposed to be

limited to St. Louis and environs, his wide acquaintance in the outdoor fields has led many to believe that his Billboard domain extends from the rockbound coast of Maine to the sunny shores of California and from the frigid Arctic to Africa's Cape Horn, a fact which Mr. Joerling, in his solicitations, is never wont to deny.

An inveterate cigar smoker, and with the disposition of a friendly St. Bernard pup, the six-foot, 200-pound Joerling is, in an odd sort of fashion, a rather handsome individual. He's a natty dresser, off and on; hides his (See From Rags to Riches, page 94)

"Stop the Music" PitchExpected To Be Strong.

Farm Areas Loom Brightest

(Continued from page 3)

tially better than prewar times. The general economic picture is bright, they insist Employment remains high; salaries, presumably now leveled off, continue high, and meanwhile the cost of living has been dipping. Mr. and Mrs. John Q. Publicand Sis and Junior, too-now are benefiting from the downward price trend, and will continue to benefit. increasingly.

One of the big factors in the outdoor business this year will be Sis and Junior. A strong pitch is being made in almost every segment of the outdoor industry for the patronage of the youngsters, whether small fry or teen age. And this augurs well over the long term, as well as the immediate future, for the outdoor biz.

New Kiddie Parks

A large number of kiddie parks are to bow this season. Other such existing set-ups already have been or will be enlarged. And full-scaled amusement parks are placing greater emphasis on luring the youngsters.

Of all the postwar developments in (See Outdoor Business on page 90)

10-Week Dallas Casino Program Opens June 20

DALLAS, April 2.-Texas State Fair Casino officials today announce plans for the annual 10-week 1949 Starlight Operetta season, June 20-

Except for one new member, Lehman Engel, musical director, the 1948 production crew remains intact. Staff includes Roger Gerry, stage director; Peter Wolf, art director; Douglas Morris, technical director; Ralph Hunter, assistant musical director; David Wicker, stage manager; Vonn Hamilton, dance director, and Henry Senber, publicity director.

Last summer's policy of presenting Broadway and Hollywood stars in each week's show will be continued. A New York office has been opened in the Hotel Sharon for the production staff, and tryouts for dancers will be held there. Singing chorus auditions will be held in Dallas May 23, when the production staff reports for duty. The 1948 ballet of four men and eight girls will be evened this year to seven of each sex.

Only eight musicals will comprise the 1949 season. Both opening and closing musicals will rate a 14-day stand. The season's program:

June 26-July 3, "Up in Central Park," by Sigmund Romberg; July 4-10, "Rose-Marie," by Rudolf Friml; July 11-17, "Bloomer Girl," by Hareld Arien; July 18-24, "Look, Ma, I'm Dancing," by Jerome Robbins, Hugh Martin and R. E. Lee; July 25-31, "Bitter Sweet," by Noel Coward: August 1-7, "Pal Joey," by Richard Rodgers, Lorens Hart and John O'Hars; August 8-14, "The Chocolate Soldier," by Occar Strauss; August 14-28, "Show Break," by Jerome Econ.



FRANK B. JOERLING

BIG ELI WHEELS

* * * BIG ELI Wheel Orders for 1949, now on file, take our entire output this year. Orders are now being received for 1950 delivery.



Consider a BIG ELI Wheel for 1950 delivery, new wheels include the following Time-Tested BIG ELI Improvements:

1. All-Steel BIG ELI Seats featuring durability, appearance, and light weight. Each steel seat actually weighs 271/2 pounds less than a wood seat.

2. Wide Face Gears. 34 inch face big gear with matching fiber pinion. This combination is a power ful unit and one that runs quiet in steady operation.

3. New Two-Shoe Brake, giving the operator greater ability in handling crowds, starting and stopping the Wheel and holding it in any position for quickly loading passengers.

4. Model D-140 ELI Power Unit, 25 Horse Power, mounted on steel truck, with V-belt drive. Real dependable power. The V-belt drive is positive, direct and simple

These are some of the improvements that make the BIG ELI Wheel the best buy on the market Send us your inquiry today.

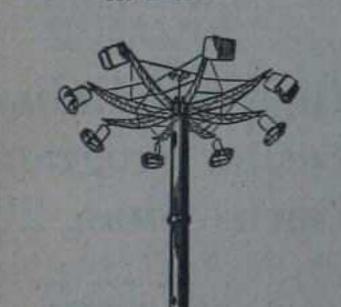
A limited number of Sets of All-Steel Seats are available for replacement on older models Wheels. Inquire about price and shipping

BRIDGE COMPANY

Builders of Dependable Products 800 Case Ave., Jacksonville, Illinois

Surpasses All Others

HI-BALL Ride Is Tops



Fast Loading Ideal for Parks Ideal for Carnivals

FLASH FRANK HRUBETZ & CO.

SALEM. OREGON

STEEL RAILS

and TRACK ACCESSORIES

in all sizes suitable for

MINIATURE RAILWAYS

from warehouse stock.

BIRMINGHAM RAIL & LOCOMOTIVE CO. BIRMINGHAM 1, ALA.

FOR SALE OR LEASE

Two 10-Passenger Kiddle Swings, 1947 model, \$375.00; 1948 model, \$900.00. Electrical controlled, demountable, in excellent condition. Penny Pitch Scards, they fold; Paddle Wheels, Dart Boards, etc., new, Sold money back guarantee. F. O. B. Bluffs, III.

PARKER & GREEN, Mfr., Bluffs, III.

7 Out in the Open

Inked to supply fireworks at the ventor, Andrew S. Moe, who also extra gasoline storage capacity, inmiles apart.

"The last time our boys made the jump was about three years ago, Hand points out, "and they had the tough luck to have two flat tires about 50 miles from the nearest service station in a section of the country infested with mosquitoes and black flies."

of the manager of the Detroit Shrine Circus, leaves soon for a European

Jewell Poplin, of Clyde Bros.' Circus, visited the Hugo (Okla.) Showmen's Club recently while en route Guarding against the day when to the West Coast. . . . Ione Stevens Merry-Go-Round organs will be and Mrs. Mel Lewis were hostesses at a luncheon recently at the Hugo all that he can find. . . . Mr. and Mrs. Showmen's Club. . . . John Sloan, Midwest auto race promoter, filled ers now operating a theater in Soin the winter as a sales representative for Brown & Bigelow, Inc., St. Paul remembrance advertising out- recently. . . . En route to Charlotteslet. Sloan will open his auto racing activities with a stock car still date with the Joseph J. Kirkwood Shows, program at the Louisiana State Fairgrounds, Shreveport, May 15. . . Frances Cavanaugh, widow of the animal farm in Ruffin, N. C. . . . Rex late Dick Cavanaugh, is carrying on the Cavanaugh outdoor display advertising business in Grove City. O.

Siam, writes there are plenty of ani- Sims, N. C. mals in the city, "as this is a big animal market." Powell reported meeting George Emerson, of MGM, who, he said, landed a herd of elephants to use in jungle pictures, and Bill Bevan, who is sending elephants to the Al G. Kelly-Miller Bros.' Circus. Powell said he tried to get some large snakes for Clif Wilson but found none on the market. Powell Fair, met Mrs. Lewis in New York left Bangkok for Calcutta, India.

Ben Brandt, Redondo Beach, Calif., has leased the Battem' Ball Game on the Gayway there from its in-

Calgary, Edmonton, Saskatoon and invented the new Air Pitch Base-Regina exhibitions in Western Can- ball machine. Moe has moved his ada, the T. W. Hand Fireworks Com- headquarters to San Francisco, pany, Cooksville, Ont., will use a where he will manufacture the new specially designed truck to carry the machine. . . . F. O. (Tarzan) Banks necessary equipment and supplies was a recent visitor to Stites Studios, over the trans-Canada Highway. The Shelbyville, Ind., where he placed truck, Bill Hand says, is fitted with orders for blow-ups for his Ocean View Shows at Norfolk and his Virasmuch as gas stations along that ginia Beach Shows. . . . B. Palmer highway sometimes are over 200 Sales Company, operated by Bud Palmer and associates, Dallas, again has been named Texas distributor of Ralph Miller's premium glassware. Bud has distributed the glassware for the past two seasons. Palmer recently concluded the first leg of his season's visits to the shows opening in Texas.

Max Heller, Merry-Go-Round or-Mrs. Tunis (Eddie) Stinson, wife gan repairman, recently was the subject of a feature story in the magazine supplement of The Columbus (O.) Daily Citizen. Heller has been in the business for 61 years, the last 20 with F. E. Gooding Amusement Company, Columbus. rarities, Gooding has been buying Jethro Almond, former circus ownciety Hill, S. C., visited Mr. and Mrs. Rex M. Ingham, in Charlotte, N. C., ville, Va., from Thomasville, N. C., the Fraker family, Wild Life Show operators, stopped at the Ingham Ingham reports visits recently with Jack Roach, theater owner in Autreville, N. C.; Leon Long, of Lee's Minstrels in Wilson, N. C., and with Bill Powell, recently in Bangkok, Rusty Williams, tent showman, in

> Frank Wirth, head of the New York booking office bearing his name, is back at his desk after his usual all-winter sojourn at his Miami His twin-engined cabin cruiser is en route and skedded to arrive in about a week. . . . Samuel S. Lewis, head man of the York (Pa.) upon her return from Bermuda, With Frank Wirth he studied the parking and comfort facilities at Roosevelt

(See Out in the Open on page 86)

IMPROVED KIDDIE RIDES

10-CAR Kiddie Auto Ride with 5 styles of cars-Jeeps, Station Wagons, Trucks, Fire Engines and Roadsters.

12-Passenger Kiddle Rocket Ride with 6 two-seater Rocket Cards. chrome trim-ONLY RIDE OF ITS KIND ON THE MARKET.

Above rides are portable, guaranteed 30 day delivery and can be assembled in one hour, ready to operate.

For Information write, wire or call

1118 West 18th-Phone 63-184 or 3189

NEW KIDDIE RIDES

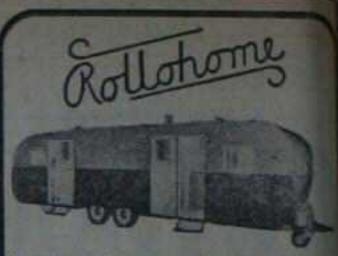
Kiddie Bombers Kiddie Jet Planes Kiddie Jeepsters Kiddie Ferris Wheel

ONE FACTORY REBUILT ADULT COMET RIDE STACY JOHNSON CO.

3628 N. W. 47TH ST., MIAMI, FLA.

H. E. EWART COMPANY

Write for Catalogue. 1220 S. VICTORY BLVD., BURBANK, CALIF.



Latest modern conveniences, sliding screen doors. Aluminum windows apartment-size rangette. 6 cu. it. electri retrig., hot and cold running water will 12-gal. cold water, gravity supply tank Take a bath in your shower withou connection to city pressure system Streamlined Interiors, with workmanship that defies competition.

Altogether a Showman's dream of trailercoach perfection. See these new ROLLOHOMES at your nearest dealer at

ROLLOHOME TRAILER COACH CO. Marshfield, Wis.



KIDDIE RIDES: Auto, Chairplane, Airplan Individual Airpiane, Boat, \$5.00 each; Jeror Troiley (for use on Auto Ride—with ful size pattern), \$4.00 each; Ferris Wheel \$8.00; Train—Gas and Electric, 3 engin styles, all for \$10.00; all 9 Ride Plan (above), \$40.00.

MAJOR RIDES: Greaned Lightning, 24-pa

MAJOR RIDES: Grenned Lightning, 24-passenger Stage Coach Flat Ride, 5 Coaches, 25-ft Circle, 2 Hills and 2 Dine, \$13.00; Chairplane, \$10.00; both, \$20.00; all 11 Rides, \$57.00.

CONCESSIONS: High Striker, \$1.00; Short Range Shooting Gallery, \$5.00; 4-Way Outfit (3 Frames, 13 Games), \$5.00; 4-Way Outfit (3 Frames, 11 Games), \$5.00; 5hallow Outfit (8 ft. deep, 23 Games), \$5.00; shallow Outfit (8 ft. deep, 23 Games and Frame), \$5.00; all 5, \$20.00; all Concessions and all Ride Plans, \$75.00.

ILLUSIONS: Pit Show, Frame, Pit, Bally Platform, Bunner Line, Ticket Box, Banner Painting Instructions, Spidora and Turtle Girl—Complete Plans, \$8.00; Blade Box (Coffin type), with full size Pattern, \$5.00; both, \$12.00; with Concessions, \$30.00; with all Rides, \$85.00.

Fun House Plans Available May 1.

BRILL PLANS SUCCESSFULLY USED FROM ALASKA TO SOUTH AFRICA.

ALASKA TO SOUTH AFRICA. 228 N. University St.

Peorle, III.

FOR SALE

Finest Construction. . . Will sell for less than cost of manufacture. . . . Quick Delivery. Price \$2,250.00 complete, with 3 cars, engine and track for 250 ft. oval.

Write for Details

King Mfg. Corporation 3146 W. Chicago Ave. Chicago 22, Ill.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949. WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

298 Junius St.

Breeklyn, N. Y.

Addison Gas Miniature Train. Engine, 4 Cars. 375 it. Track. Used 7 times. \$2500. 30 Collapsible Fark Benches, \$10 cs. 50 Folding Chairs.

H. KOLZE

4344 IRVING PK. RD. SPring 7-7027

SOSMINISTER HEIGH

CHICAGO

New Improved

6 and 24 seets, 16, 18; 22 Ft. Towners Le Roi Power Units.

RIDE-HI MFG. CO. Murphysbere, III.

DRIVE YOUR TENT STAKES EASIER AND FASTER!



WITH

100% Self-Contained

GASOLINE **HAMMERS**

NO AIR COMPRESSOR-NO HOSE NO BATTERY CASE-NO CABLE ONLY ONE UNIT TO HANDLE Write for details

HOMER CITY, PA.

235 LEXINGTON



CARBONS

Standard National - 60" Searchlight. Type I and 2 in Pairs, 25 Pairs to Can.

\$5.00 PER CAN

C. R. SKINNER MFG. CO. 294 Turk St. San Francisco 2, Calif.

tadioactive and fluorescent mineral samples with special black light and amplifiers for indience demonstrations or atomic shows. Complete equipment.

GLOWSPAR CO. 601 S. Vermont Ave. Los Angeles S. Calif.

Talent Topics

During Harold Barnes' recent engagement at the Capitol Theater, Washington, he was visited by Mr. and Mrs. Bert Sloan, former tight wire performers; Bumpsy Anthony, former character clown who donned make-up once again to work the Hamid-Morton show; the Sheridan brothers, tight wire, and Rolf Erik-son, of the Four Eriksons, with the H-M show; William (Shadow) Carey. assistant in many circus animal acts; Mrs. Ethel G. Cline, CFA'er from Richmond, Va., and Jimmy Carter. The Billboard correspondent in Bal-

Among the acts on the Kelly-Miller Bros.' Circus are Evalina Rossi, aerialist, and Miss Huguett, trick horse. . . . Dolly Jacobs and her elephants are playing indoor dates in Enid, Muskogee, Tulsa and Okla-homa City. . . . Al Connors, dogs and wire act, is in Hugo, Okla., getting his equipment ready for the season.

Watts and Newman, comedy musical act, who closed a 12-week jaunt with an International Harvester unit April 2, have six weeks of theater dates booked before opening their fair tour for the Barnes-Carruthers office. . . . June Martin is working with Sonny and Pat Moore, the Roustabouts, who recently concluded a successful engagement at the St. Paul Shrine Circus. . . . Pat and Willa Levola are playing the Teatro Faust, Havana, Cuba. . . F. W. Bazzett, who has been playing fairs and horse shows with Silver, the marvel horse, is contemplating rodeo dates.

George Cook has signed with Mills Bros.' Circus to present his miniature comedy auto act. He will be assisted by his wife, Marie, and son, Merle. Both Cook and his son also will work the come-in as tramp and clown cops, respectively. . . . Lona Antalek, member of the Five Antaleks, balancing act, became a naturalized citizen recently in ceremonies in the U.S. Courthouse, Chicago. . . . Jack Hamp, who tours with Hamp's Hollywood Pets, reports he recently enjoyed a visit in Fort Wayne, Ind., with Bob Couls, circus general agent. The two formerly trouped together on the Al G. Barnes Circus.

John and Rene Arnaut, musical clown duo, are featured in the stageshow at New York's Roxy flicker palace. . . . Fearless Stars. flying trapeze number, is the free attraction with the Harrison Greater Shows in South Carolina. . . . Maurice Colleano, ace tumbler, with Lyn. Joyce and Jasmine Colleano and Elsie Bowers (Mrs. M. Colleano), is featured in the revue at the Tivoli in Melbourne, Australia. The Juvelys. equilibrists, are also in the revue.

Lot Owner Battles Jacksonville Ban

JACKSONVILLE, Fla., April 2 .-The St. Joe Paper Company, owner of the show lot located in Northwest Jacksonville, in a suit filed in Circuit Court here asked that it may use the grounds lawfully for shows, despite an ordinance passed by the city council last November.

The law passed by the council prohibits the conduct or licensing of carnivals, rodeos or freak shows within 1,000 feet of residential property.

In its bill of complaint the paper company charged that the law applied to its property alone. It pointed out that the main gates leading into the midway area, as well as buildings, sanitary facilities and other permanent improvements used by the plaintiff or its lessees, are within 1,000 feet of residence zones.

The company stated that the land is not readily usable for other purposes and that it has an opportunity to lease it for a fair next November.

It's Here-the NEW



MONEY-METERS, INC.

17 Warren St., Dept. B

Providence 7, Rhode Island





LOOK!

Parker Does It Again!

NEW 1949 CARRY-US-ALL

Mr. C. L. Timmerman, of Oregon, writes: "We bought a Baby 'Q' last fall from you. We set it up the first time without any rouble at all. We ran 5,000 the next day. We like it fine. It is always ready to go. My boy runs it all alone. And it is not for sale. Last fall we played a little town and opened at 10 a.m. and closed at 6. The Merry-Go-Round rode 150 people every 10 minutes for 7 hours. We sold over 9,000 tickets and ran out. I will have plenty of tickets next year. We will be in to pay up in full owing to this spot, and thanks to a good ride and nice people to deal with. You made it possible for the Mrs. and me to do this."

Yours truly, C. L. Timmerman.

C. W. PARKER AMISEMENT

World's Largest Mfr. of Amusement Devices LEAVENWORTH, KANSAS

Builders of Parker's Perfect Pleasure Producers

NEW KIDDIE RIDES



With 1949 Streamlined Cars

EIGHT CAR ELEVATED PORTABLE RIDE

NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY 5441 6. COTTAGE GROVE

CHICAGO 15, ILL.

RUBBER COVERED COPPER CABLE

0-2 Conductor, 133 Strand, 600 V 25c Per Ft. 0000-3 Conductor, 427 Strand, 600 V \$1.25 Per Ft.

Galvanized Steel Tent Stakes, 35" Long x 13/8 Dia..... 50c Galvanized Steel Pole Anchors, 60" Long x 1" Dia.

Screw In Type \$2.00 Ea.

75 HP Hercules Diesel D.W.X.D. Engines, Mounted on Base With Power Take Off\$1500.00

Waukesha Gas Powered Capstan Winch on Wheels. Power Plants, Motors and Equipment of All Kinds.

JOS. STERN, 610 W. Court Street, Cincinnati, Ohio

CHAIRS AND VARIETY



BLEACHERS STADIUM SEATS RIOT PROOF FOLDING CHAIRS



U.S. SEATING CO. 570 7th AVE. N.Y.C (41st. St.) LO. 4-3524

SURE-WAY JUNCTION BOXES

110-220 VOLT-\$15.00

IMMEDIATE SHIPMENT Everything in Electrical Supplies for Carnivals, Circuses and Shows.

1 Lot New 2/0-2 Conductor All Rubber Cable-60¢ foot. PETE LESLIE, BOX 3145, ST. PAUL, MINN.

TICKET BOOTHS

Prower quality, fluorescent lights. Lighted sign portable, durable, attractive. Information and photos on request.

WESELY MFG. CO.

1280 NORTH 18TH STREET

SALEM, OREGON

ELECTRIC METERS

To MEASURE ELECTRICITY consumed by Concessions. Standard makes of WATTHOUR METERS as used by utility companies. Carefully reconditioned, ACCURATELY CALI-BRATED and guaranteed. All types and sizes, immediate shipment. Write for illustrated bulletin.

MASPENOCK ELECTRIC LIGHT CO.

Room 421, 44 Starr Lane

Jamaica Plain 30, Mass.

SURPLUS HOUSE PAINT

WHITE, GRAY, SKY BLUE. Gal. 51.79 1/4 Cash, bal. C. O. D. 2% dis. if ck. in full with order. Minimum order. 20 gal.

SPORTS CENTER WAR SURPLUS STORES

700 W. BROADWAY LOUISVILLE, KY. (Aluminum, \$2.29 gal. 4-Hr. Enamel, \$2.89 gal.)

FLASH NEON TUBING FEASH

SOF PER FOOT-ANY COLOR-SOF PER FOOT RED, ROSE, GOLD, GREEN, BLUE, WHITE, PINK Order From This Ad-1/3 Deposit Required

VOGEL NEON MFG. CO.

OFFICE AND PLANT: 80 WESTERN MAIL ADDRESS: P.O. BOX 3183 AMARILLO INcon Capital of the World), TEXAS

SLOW DOWN FAST LIGHTING DOLLARS!

WANT TO CUT YOUR SHOW LIGHTING COSTS! Get a low-cost Universal 100% Diesel electric generating set. Have more lights at less cost. Sizes up to 36 kw. Also gasoline models. Send for literature and prices today.

UNIVERSAL MOTOR COMPANY

NEW

Immediate Delivery

Special Showmen Finance Plan

Call or Wire

HAROLD (WHITIE) ELLIOTT

FELD CHEVROLET COMPANY

Kansas City, Kansas

Hamilton, Ind., Spot To Celebrate Silver Anniversary in 1949

HAMILTON, Ind., April 2.-Circle Park here this year marks its silver anniversary and D. B. Waterhouse, owner-manager, reports the park will go in heavy for promotions as part of the celebration. Already scheduled are weekly prize giveaways, with a grand prize for the season; free movies, band concerts, and swimming and diving attractions.

"Our bathhouses and check rooms were all new last year," Waterhouse said. "This year we have added all standard diving stands, one, two and three meter boards; a toboggan slide, Merry-Go-Round, water slides, sun decks and sand piles. We have a free kiddies' playground and baseball park."

Park will preem for week-end operation Saturday (30), with daily schedule to start May 28. Sunday, May 29, will be featured with a band concert and free movies.

Waterhouse said the radio advertising budget will be increased this year, with the newspaper advertising total to remain the same as last year.

Park officials, in addition to D. B. Waterhouse, are H. G. Waterhouse, co-owner; Fred Bergman, in charge of passenger boats; Blain Rex, man-ager of the roller rink, beach and pool, and Bud Myers, concesion man-

Memphis Adds Cars, Spitfire; Opening rave notices for NEWARK'S Set for April 16

MEMPHIS, April 2.—A total of \$50,000, including the purchase of one ride and new Rocket cars, has been expended on Fairgrounds Amusement Park here, which bows for week-end operation Saturday (16) and moves into the daily schedule May 1, J. L. Penick, manager, reports.

New rides include a Spitfire, purchased from the Dyer Shows, and new Rocket cars, purchased from the Chambers Company, Beaver Falls, Pa. Penick said scenes in the Old Mill have been redone, a new restaurant built and the front on the Coaster revamped.

Special plans for May 1 call for fireworks. Spot has upped its advertising budget by \$4,000 for this

Duggan Mgr. Portland Aud.

PORTLAND, Ore., April 2.-William M. Duggan was recently appointed manager of the Civic Auditorium Building here to succeed Sidney W. Isaacs. The auditorium is being renovated.

SCOTT *CSEATS*



Ideal for GRANDSTANDS CONCESSIONS, BOATING BEACHES AND PARKS!

Write for quantity prices and dis-

Sturdily built of finest hardwoods. Upholstered. Duran plastic covered. 4 models. Also detachable

SCO. ARCHEDIG OHIO

Ernie Jordan for LUXURIOUS TRAILER COACHES

Displaying Vagatemie Travelines, Disis Queens "M"

Spacette and others.

Let 22 901 911 North Am Highway 77 Ph. 770

Paris Valley Okiahoma.

Pletogroup Spacetap Abreatt Trailers. All aluminum air-raft eventre-test triple insulated as 55 ft. Helps!

Mansion, 80 ft. Mansion 26 ft. Mance. 25 ft. Sportspotts.
Liberal Trade-ins, East Terms, Parts & Supplies.
The Showman's Friend Everywhere.

LOW COST FOLDING CHAIR



Folds Flat Folds Easy Stacks Flat

'NO METAL WILL TOUCH YOU"

TUCK'ER'WAY

These all-wood folding chairs can be treated rough - hardwood throughout - varnished. No metal stampings to pinch or snag-wide seat and back for exceptional comfort. Made in regular, intermediate and juvenile sizes - wide color choice.

WELL BUILT . . . WON'T TILTIII



DUCK & RUBBER CO. Ft. Smith, Ark.

new 1949 illustrated

148-page CATALOG

featuring top-performing

RECORDING EQUIPMEN at dealer-low prices!

- . tubes and replacement partal appakers?
- a wire, tape and disc recorders! mites!
- o hi-fi sound and p.a. equipment! accessories! -
- o standard and ip-pickups, changers, stc.!
- . EVERYTHING FOR INCOME AND BUTBORN EXPLINITATION

NEWARK gives you the factest service from the largest on-the-spot stock of standard brand equipment in the country! And Newark is famous for its dependability of service and reliability of equipment! 24-NR. MAIL SERVICE . FASTER BY PHONE OR WINE

3 GREAT STORES! Uptown at 115 West 45th Stepet and Downtown at 212 Felten Street in NEW YORK 323 West Medison Street in the heart of CHICAGO

RADIO & TELEVISION

MAIL COUPON TODAY Newark Electric Co

242 W. 551h St., NYO D-229 Please sand FREE Newark Catalog to:

NAME_ ADDRESS_ STATE

60" SEARCHLIGHTS

Sperry - Trailer Mounted 5650.00 EACH

PARTS . LENS . CARBONS

GEORGE M. TROTTER

2 N. Fairview, Upper Darby, Pa. Phone: Sunset 8983

Funny Distorting Mirrors

30"x70" high, Unframed, Ea. \$83.00 With Standing Wood Preme, Ea. 128.00 Crating charge included. F. O. B. Factory, N. Y. C.

A. L. HIRSCH & CO., INC. 518 W. 22d St. NEW YORK CITY

MONARCH HAS THE

MONEY MAKERS FOR YOU!

See Page 199 This Issue!

FIRE, SMOKE AND FLASHLIGHT POWDER SPROMATATIOS

for

Legitimate Stage, Night Clubs and Vaudeville Acts

Red Flares for Parades

We welcome your inquiries.

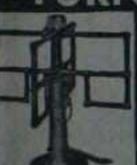
I. C. NEWMAN CO., INC.

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Chicago 3, III.

5 Year Guarantee

TICKET REGISTER INDUSTRIES

Denies WSM Talent, Crystal Coach Sr. "Opry" Title With Sunbrock Jamboree

CHICAGO, April 2 .- Larry Sunbrock's announced promotion of hillbilly jamborees, featuring stars of Station WSM, Nashville, The Billboard, April 2, was denied last week by execs of that station and its talent bureau.

Officials of WSM first heard of Sunbrock's alleged misuse of the monicker, Grand Old Opry, a title that is the exclusive property of WSM, two weeks ago when Columbus, O., newspapers started carrying ads of a Grand Ole Opry show for Memorial Hall there March 27. In a letter to WSM execs, Gough J. Palmer, ad manager of The Columbus Citizen, said he was holding all ads from publication which mentioned the Grand Old Opry after WSM notified him that Sunbrock had none of their established Opry names, as the ad indicated.

WSM brass said that Sunbrock did not recently have dates featuring either Bill Monroe or Cowboy Copas. as mentioned in a previous Billboard story. When the station investigated the story, it was found that Oscar Davis, an accredited Nashville agent, had been dickering with a party named Marlowe, who represented himself as a wrestling promoter. When Davis made a personal visit to Youngstown; O., he was never able to see Marlowe or another party named Allen, with whom Marlowe was associated. The Youngstown date, which Sunbrock claims he promoted, was staged by Davis himself, the station claims.

Sunbrock stated that he will continue his hillbilly tour until April 24, but WSM execs affirm that he will not be using any of their talent.

1949 Model

GIVES YOU MORE

e Large Size—71/2 feet wide by
12 feet long
All Windows of Pexiglas
Beautiful Streamlined Design
Balanced Weight — Easy To Handle Completely Equipped





Price \$2,631

The new Crystal Coach Senior—fully equipped refreshment trailer. Equipped complete with overhead popper, warming counter for popper corn, carmel corn cooker complete with cooling counter and serving counters on both sides, fluorescent lighting, etc. Available through Doc Adney, c/o F. L. St. John, Eldora, lows.

ORDER NOW!

The Calumet Coach Co. THICAGO 28, ILL.

SALES ON WHEELS

WITH

ACORN VENDORS

Don't waste any good weather. Get the best in street vendors at low cost. Highly profitable.

IMMEDIATE DELIVERY



CART MODELS ALSO AVAILABLE

ACORN SHEET METAL MFG. CO., INC.

625 W. IACKSON BLVD.

Established 1921

CHICAGO 6, ILLINOIS

WIRE AND CABLE FOR CIRCUS AND CARNIVAL

Three wire, #6, type 5, 600 V., extra flexible 131 strand rubber cable in 150 ft. lengths on tubular steel reel with 60 amp. Crouse Hinds Arktite Connectors both ends, plus extra matching connector for wall or cable mounting. Condition new. Made by Rome Wire Corp. for U. S. A. Portable Field Generators. Can be buried in ground for temporary use. Weight, 117 lbs.

OUR PRICE ONLY \$39.50 11,000 feet on hand for immediate delivery.

W. R. DORSETT Phone: 8488-R

MACON, GA.

ROUTE 6

THE PROFIT LINE FOR '49

NEW CARDS-15 new series . . . including King Features Syndicate popular comic strip characters . . . also 2 new adorable, selected girl series.

NEW CARD VENDERS - Ultra-modern plastic design . . . gorgeous illumination . . . lots of flash.

"JITTERS" - Latest and most sensational of all arcade pieces . . . combines skill, fun and scoring.

"SEE-A-VIEW" - Modern version of the old reliable "drop" picture machine . . . showing scenes and pictures in natural color . . . using 35mm. Kodachrome and Ansco Color Transparencies obtainable in any Photo Shop.

Write for Our 1949 Illustrated Circular

(Established 1901)

4218-30 W. LAKE ST., CHICAGO 24, ILLINOIS

SHOW

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 CHICAGO 12 2315-21 W. Huran Chicago's Big Test House Since 1870







Al Martin Bookings Zoom; Banner Biz Held Possible

BOSTON, April 2 .- With a record | Mass., the week of July 4. Talent number of park and fair contracts contract for this event is said to be already inked, Al Martin, head of among the biggest of its kind. the talent agency bearing his name.

of big money for alfresco frolicking knife act. is a thing of the past, Martin is inclined to view the coming season wild animals, Sylvia and Her Pals; optimistically, He thinks that grosses Lalage, Howard and Wanda Bell; may well equal those of last year, the Craigs, Roland and Janis, Herbut only if funspots are successful in zogs. Schaller Brothers, Skating valid, and one in Poughkeepsie. drawing bigger crowds, since per Macks, Snookum's bear, Kay and capita spending is almost sure to be Karol, Nelson Sisters, Canestrelli down. The building of bigger gate Troupe and La Tosca. attendances will hinge on giving patrons value while making them aware of bargin values thru hypoed advertising and publicity campaigns, Martin says.

Branching Out

Martin's activities, which only a few years ago were largely confined to New England, will extend as far West as Davenport, Ia., this season and include doings in Columbus, O., and Cincinnati.

The increase in fair contracts is primarily the result of new business obtained in Pennsylvania and New York. Fair talent budgets were cut in some instances and increased in others.

Parks which will play Martin acts this season include Riverside, Agawam, Mass.; Lincoln, North Dartmouth, Mass. Rocky Point, W. Warwick, R. I.; Paragon, Nantasket Beach, Mass.; Rockaway's Playland. Rockaway, N. Y.; Dreamland, Sea Breeze, N. Y.; Clementon Lake, Clementon Lake, N. J.; Idlewild, Ligonier, Pa.; Playland, Rye, N. Y.; Salisbury Beach, Mass., and Hampton Beach, N. H.

35 Acts for Circus

The annual Shrine Circus at the Narragansett race track, Pawtucket, R. I., will use about 35 top attractions. Dates are July 18 thru 24. Three stages will be used on the track for the simultaneous presentation of acts, while the Aerial Thrillers will set their rigging in the infield.

Also set is the annual Catholic church-sponsored circus in Holyoke,

Acts inked for park dates include is heading into his most successful the Stardusters, Aerial Gibsons, the season. Carnival bookings, an out- Starlites, Aerial Winters. Sensational let largely developed and fostered Ortons, Miss Luxem, Frank Cook, by Martin, are reported steady, tho the Lambertis. Flying Lamars, Wirery jelling later than in previous years. Wendts, the Rooneys, Sol Solomon, Altho convinced that the spending Johnson and Owens and Gibson's

Also, Watkins chimps, Keller's

Texas Show Bill

AUSTIN, Tex., April 2.- The bill which would give Texas commissioner courts authority to regulate and license traveling shows up to \$500, still is in a House of Representatives subcommittee, but its author. Rep. Blake Timmons, Amarillo, will make an effort soon to bring it out.

Chief opposition thus far has been a powerful barrage from operators of outdoor theaters, a business which thrives in the Texas climate. These drive-in theaters usually are located outside the corporate limits of cities,

Help!

CHICAGO, April 2 .- T. Leo Moore, mayor of Electra. Tex., today wired The Billboard:

"Bill in Legislature of Texas on circus license in committee now. Circus people should contact their friends and assist Ben Davenport, Bill Moore and myself to block passage. Please try to wake them up."

which would place them at least under the geographical authority of the Timmons Bill.

The theater men do not necessarily object to the regulation, prohibition, or licensing of "any traveling show, circus, rodeo or fireworks display," but to the "other public display of any kind."

Timmons said he may strike out that part objectionable to the theater men to get a favorable report on the bill from the House State Affairs Committee.

So far the bill, modeled almost identically after the Iowa regulatory itute, has had no great protest from circus or rodeo people, altho Ben Davenport, owner of Dailey Bros.' Circus, and T. Leo Moore mayor of Electra, Tex., have started the ball rolling in that direction.

Historical Spec Replaces Casa Manana at Fort Worth

FORT WORTH, April 2.- A historical spectacle is planned for this summer by the city council instead of a revival of Casa Manana of 1936 origin. City funds are available to finance the project, which will include side attractions of a carnival

T. J. Harrell is chairman of plans for the exposition.

Ruby Inked for Wash, Rodeo

COLVILLE, Wash., April 2.-Ring Bros, will furnish the stock and the Ruby Shows will supply midway attractions for the annual Colville Rodeo. May 21-22, Vern Workman, chairman of the American Legionsponsored event, announced.

American Carnivals Association, Inc.

By Max Cohen-

ROCHESTER, N. Y., April 2 Associate Counsel Richard S. Kapl Gary, Ind., has been appointed a sistant Secretary of State for Indian Kaplan will continue to represent the association in the Midwest.

A research service advises of t development of a new type of tw speed transmission to supplement replace two-speed motors.

Two municipal ordinances of terest include one for Durham, N. prohibiting the handling of poisono snakes which has been sustained Y., prescribing hours during whi certain businesses could operate, h been held invalid.

Otto Skeds Early Preem For Cherry Park Midget

AVON, Conn., April 2.-Promote Ed Otto has skedded the first midge auto racing meet for Sunday (3) Cherry Park Speedway.

At a press dinner held in Ner Britain, Conn., as an aid to sellin the initial promotion. Otto presente driver Bill Schindler with a wri watch, and Mike Caruso, anothe driver, with an engraved stop watch

Wildwood Opening Set

KILLINGLY, Conn., April 2. Wildwood Park opens the season Ma 15. The rolling rink opened Frida (1). P. J. Sheridan is owner; J. 1 Sheridan, manager, and Hector Joles is in charge of the restaurant.



Flameproofed Canvas in All Colors

Guaranteed to pass all Underwriters' Laboratories. Inc., tests.

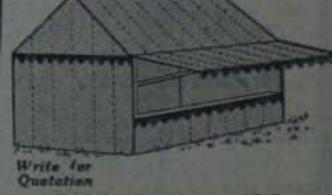
Show. Concession and Exhibit Tents. Horse Troughs. Casting Nets, Ring Mats, Canopies and Marquees built to your spectition-

Arthur E. Campfield 145 W. 54th STREET NEW YORK 19, N. Y Phone Plaza 7-8039

WILLIAM MITCHELL - ARTHUR E CAMPFIELD - MENRY HEIL

CONCESSION TENTS

SEND US YOUR SIZES



POWERS & CO. 5919 Woodland Ave. Philadelphia, Pa.

America's Best Carnival and Clecus

BANNERS

SNAPP WYATT STUDIOS TAMPA, FLA. 608 Franklin St.

Wire, phone or write.

SELLHORN'S

Serancia, Pla., or East Lansing, Mich.

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CARNIVAL—CONCESSION—CIRCUS

USE PRESERVO

FOR YOUR 1949 NEEDS

Protect, Preserve and Color Your Canvas Comes in Brown, Buff, Green and Clear

FLAMEPROOFING available in colors and colorless-Write for quotation.

ROBESON PRESERVO CO.

Port Huron, Mich.

TENTS

ANYTHING IN CANVAS

Tents Concessions, Gypay, Campuna Gashy trommings, I only is all asses, Merry-Go-Round and Caterpillar Tops Big Pops, Wire write a shorte Unick delivery.

TENTCO CANVAS, INC. 180 GREENE STREET Phone: Worth 1-0013

NEW YORK 12. R. Y.

All Sizes-NEW AND USED-All Styles BRIGHT FLAME-PROOF FABRICS-Khats, Blue, Forest Green, Olive Green, Langerine

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE

(Phone 38885)

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Glen E

Whalom

Kennyy Rocky

Knoebe

Boulder

Willow

Wildwo

Ocean

Tolches

Midway Sleepy

Edgewe

Forest

Lakewe

Kayder

August

Raven

Waldan

Idlewile

Rolling

Lake C

Playlan

Fairgro

Rocky

DAILY

April Week - End Biz Pulls Curtain at Many Funspots; Daily Skeds Start in May

Few Amusement Centers Plan Opening Day Specialties

CHICAGO, April 2.-All decked out with fresh paint, the addition of ew rides and front, amusement parks, especially in the East, open their ates this month for, in most cases, week-end operation, with mid-May he popular time for daily operation.

Midwest parks, for the most part, have all this month to prepare for penings, the greater percentage not starting business until May. Weather, f course, is the reason for difference in starting time between the East nd West. However, there are a few Midwestern spots that will open for

operation

first week in May.

week-end operation Easter week-end.

open for week-end operation, accord-

ing to a tabulation made by The Bill-

board, is Riverside Park, Agawam,

Mass., owned by Edward J. Carroll

This funspot was to bow today,

weather permitting, for week-end

business, with May 2 starting daily

A host of Eastern spots have set Easter Sunday as the first park date

In the Midwest, the first spot to

with daily operation scheduled the

open, at least for week-end play,

goes to Puritas Springs Park, Cleve-

land, where James E. Gooding, sice-

president, has set Friday (15) as the

park will start daily operation May

spots close on the heels of Puritas

There are several other Midwestern

New Corn Machine

ST. LOUIS, April 2.-Star Manu-

The model features an exclusive

guesswork on popping temperature.

An amber light signals that the

switch is on but that the kettle has

not reached proper temperature.

When the correct heat is reached, a

green light remains on as long as the

temperature is correct. A red light

I addition to the indicator, the

model features as standard equip-

ment an accurate seasoning dispenser

that charges the correct amount of

seasoning directly into the kettle

and a seasoning hot plate designed

Made of non-corrosive materials.

Price is \$629.50, f. o. b., St. Louis.

BRIDGEPORT April 2 .- Connecti-

cut beaches, especially those in this

area, have been hard hit by the worst

erosion in years. Army engineers.

called in to survey the sandless

beaches, have submitted a report

which is now being studied by the

A bill calling for immediate appropriation of \$1,500,000 for salvage

work is now pending in the Legis-

State Shore Erosion Commission.

Eroded Conn. Beaches

Funds Sought To Restore

the machine is easily kept clean. Dein features stainless steel and

for pre-heating solid seasoning.

eliminating

facturing Company here, maker of

commercial food serving equipment

opening date for week-ends.

Star Mfg. Springs

now on the market.

automatic indicator,

warns of overheating.

plenty of illumination.

Probably the first Eastern park to

Summer Theater Set At Pennsy Lakewood

MAHANOY CITY, Pa., April 2 .akewood Park here is erecting a ew summer theater. Cost of the uilding, along with other improvenents, will hit around the \$46,000 hark, D. F. Guinan, co-owner, an-

The park will open this year under he management of C. Donahue. A otal of \$5,300 is earmarked for pubcity in newspapers and radio.

Guinan said prices will remain genrally the same as last year, altho ere on some rides may be cut.

Happyland Opens May 14

VANCOUVER, April 2. - Happyand Park here opens for the season May 14, Marion M. Ross, manager, nnounces.

FORECASTS

All Readings Complete for 1949

Orystal Balls; Imported
Do Hand in three sizes 2% 8 inch. 8 9/16 Ingle Sheets, 8 % 114, Typewritten, Per M 55 00 pp. Goldfish Pamphlet, 8 % 11 12 Signs Ans Quantity Each 1 % 1

Booket 12 P. and Contains all 12 Analyses and popcorn machines, announces its Very Well Written, \$5.00 per 100 Sample 10c new popcorn machine, Model 44, is ORECAST AND ANALYSIS 10 p Fancy

Covers Ea. Samples of each of the above 4 items for to 1 45 Pages. Assorted Color Covers

NEW DREAM BOOK

120 Pages 2 Sets Numbers Clearing and Policy
120 Dreams Bound in Heavy Gold Paper
Covers, Good Quality Paper Sample
HOW TO WIN AT ANY KIND OF SPECULATION 24 p., Well cloud 8 4:11
PACK OF 78 EGYPTIAN F T CARDS Answers All Questions Lucky Numbers, etc. 60s

Graphology Charte, \$217 Sam Se Per 100 \$7.50

MENTAL TELEPATHY Rocklet of 21 P 25c

Shipments Made to Your Customers Under Your
Label. No sheeks accepted. C O D 25 5 Deposit

Our name or ada to not appear in any merchandine

Eamples postpain prices Orders are P P Extra.

SIMMONDS & CO.

19 West Jackson Blvd. CHICA Send for Wholesale Prices CHICAGO 4. ILL

AN OPEN LETTER

601 W. Abriendo. Pueblo, Colo. March 23, 1949

F. W. Barday.

J. A. Whyte & Sons, 1422 Wisconsin Ave. Washington, D. C. Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again . . . Thanks to your recent discovery. Sincerely,

SEE PAGE NUMBER 171

Make Big Money with Complete

Blood Pressure Machine

Certified for accuracy—sam to operate—carried in suitcase. Big for FAIR5 and INDOORS. De-Luxe Model, \$125.00; Standard Model, \$75.00. 1/3 down, balance C. O D.

ARTHUR ROSENTHAL

MR. CONCESSIONAIRE

Do you want to make more money this season? It's in the hag if you use Williams NEW ZiG-ZAG penny pitch board, with the triangular enaces, or our new double HOOP-LA blocks. Write for

WILLIAMS NOVELTY CO. 3455 E. State St. Chicago 14, III.

Springs. Joe Colihan, co-manager and the same is true on the West of Excelsior Park, Excelsior, Minn., names Saturday (16) as his week-end starting day. Park will open for daily business May 13. Also scheduled to bow Saturday (16) is Idora Park, Youngstown, O. M. A. Rindin, manager, announces the daily schedule will start May 14. Russell Point Boardwalk, Russell Point, O., opens for week-end play Easter Sunday (17), with May 30 starting the daily stint.

Dates in the South and Far West, naturally, are far in advance of those in the Midwest and East. Some Southern spots already are in action nounced by the various parks:

Survey by The Billboard shows a surprising number of parks which plan nothing in the way of special features for opening day or the opening week-end. Many of these plan special features and promotions thruout the season, but are content to open without anything special.

Fireworks, free acts, bicycle races, special contests and, in a few instances, beauty contests will be used to get the park opening away to a fast start.

Here are opening dates, as an-

| | LOCATION | WKEND |
|-------------------|-------------------------|-------------|
| B AND SERVICE | Manlius, N. Y. | April 17 |
| | Irvington, N. J. | May 7 |
| | Hershey, Pa. | May 18 |
| | Palisades, N. J. | April 16 |
| ay Playland | Rockaway Beach, N. Y. | Early April |
| le | Agawam, Mass. | April 2 |
| cho | Glen Echo, Md. | |
| | Lunenburg, Mass. | April 30 |
| boot | Pittsburgh | April 17 |
| Glen | Moosic, Pa. | May 15 |
| 's Grove | Elysburg, Pa. | May 1 |
| | Corfu, N. Y. | May 1 |
| Mill | Mechanicaburg, Pa. | April 24 |
| bo | Killingly, Conn. | |
| Beach | New London, Conn. | April 17 |
| ter Beach | Kent County, Md. | June 8 |
| The second second | Maple Springs, N. Y. | April 15 |
| Hollow | Pennsburg, Pa. | May 1 |
| | Angels, N. Y. | May 80 |
| od | Shamokin, Pa. | April 15 |
| | Hanover, Pa. | April 10 |
| | Northampton, Mass. | April 17 |
| od | Mahonoy City, Pa. | May 23 |
| oss Beach | Saratoga Springs, N. T. | ******* |
| Mount | Norristown, Pa. | May 30 |
| ne Beach | Wilmington, Del. | May 1 |
| Hall | New York | May 20 |
| neer Beach | Erie, Pa. | May 80 |
| | Ligonier, Pa. | |
| Green | Sunbury, Pa. | April 80 |
| ompounce | Bristel, Conn. | April 17 |
| d | Rye, N. Y. | ******** |
| unds | Memphis | April 16 |
| Point | Warwick Neck, E. I. | April 10 |
| | Milana | |

Riverview Riverview Ideal Brach Excelsion Puritas Springs Russell Paint Idora Phillipps Pool Concy Island Lawler's Playland Lakewood Beach West Lake Wenons Beach Silver Lake Tuscora Waverly Beach Silver Beach Bay Beach

Playtime

Aragon

Stewart Beach Galveston Pleasure Pler Hillside Lake Suttle Lake Shawnee Lincoln Washington ontaine Ferry

Guernewood Vichy Springs Santa Monica Pier Natatorium

Kursall & Gardens

Happyland

| Manlius, N. Y. | April 17 | May 20 |
|-------------------------|-------------|--|
| rvington, N. J. | May 7 | May 21 |
| Hershey, Pa. | May 15 | May 15 |
| Palisades, N. J. | April 16 | April 16 |
| Rocksway Beach, N. Y. | Early April | May 21 |
| Agawam, Mass. | April 2 | May 2 |
| Glen Echo, Md. | 1 112 11 | April 16 |
| Lunenburg, Mass. | April 30 | June 4 |
| Pittsburgh | April 17 | May 16 |
| Monsic, Pa. | May 15 | May 30 |
| Elysburg, Pa. | May 1 | May 80 |
| Corfu, N. Y. | May 1 | May 80 |
| Mechanicaburg, Pa. | April 24 | June 1 |
| Killingly, Conn. | | May 15 |
| New London, Conn. | April 17 | May 24 June 8 |
| Kent County, Md. | June 8 | June 5 |
| Maple Springs, N. T. | April 15 | April 15 |
| Pennsburg, Pa. | May 1 | ******** |
| Angels, N. Y. | May 80 | May 36 |
| Shamokin, Pa. | April 15 | May 18 |
| Ranover, Pa. | April 10 | ******* |
| Northampton, Mass. | April 17 | May 30 |
| Mahonoy City, Pa. | May 23 | ******* |
| Saratoga Springs, N. T. | ARREST | May 31 |
| Norristown, Pa. | May 30 | ******** |
| Wilmington, Del. | May 1 | May 20 |
| New York | May 20 | |
| Erle, Pa. | May 80 | May 30 |
| Ligonier. Pa. | | May 18 |
| Sunbury, Pa. | April 80 | May 23 |
| Bristel, Conn. | April 17 | May 30 |
| Rye, N. Y. | 41443314 | May 20 May 20 May 21 |
| Memphis | April 16 | May 1 |
| Warwick Neck, R. L. | April 10 | June 18 |
| Midwest | | |
| | | May 10 |
| Chicago | ******** | May 18 May 11 May 18 May 18 |
| Des Moines | ******** | Many Li |
| Monticello, Ind. | 21002752 | MAN IS |
| Excelsior, Minn. | April 16 | 30.57 L |
| Cleveland | April 15 | May 26 May 36 |
| Russell Point, O. | April 17 | May at |
| Youngstown, O. | April 16 | May 16 |
| Cincinnati | 2222222 | May 31 |
| Cincinnati | April 3 | May St May St May St May St May St |
| Hamilton, Ind. | April 80 | May 2 |
| Bucyrus, O. | May 15 | 345y 80 |
| Arnolds Park, In. | May 30 | May 30 |
| Council Bluffs, In. | April 17 | 35 5 Y 30 |
| Urbana, O. | ******* | May 2 |
| Rebertson, Mo. | ******* | May 1 |
| Haw Cities Minks | May 91 | May 33 |

Bay City, Mich. Wild Rose, Wis. May 29 May 15 New Philadelphia, O. May 15 June 1 Beloit Win. June 1 Lake Delton, Wis. May 15 Green Bay, Wis. May 10 Kenosha, Wis. May 1 Clinton, Ind. South March 1 April 1 Galveston, Tex. June 11 Galvesion, Tex. May 35 Martinsburg, W. Va. April 15 May 80 Charlotte, N. C. April 1 Princeton, W. Va. April 15 Chattanoogs May 30 El Paso, Tex. April 3 April 15

Louisville Far West Guernewood Park, Calif. Napa, Calif. Year Around Santa Monica, Calif. April 1 Spokane Farmington, Utah May 7

England Essex, England Canada Vancouver

April 18 June 6 May 14 *******

May 14

May 21

April 1

May 15

May 38

Big Star Brand Concession Tops

Used Big Tops For Sale 40 x 80-0 20 × 40-0

MARTIN NEW YORK TENT & DUCK CO., INC.

54 HOWARD ST.

NEW YORK 13, N. Y.

FOTO FUN Takes Animated Pictures!

FUN FOR ALL-ALL FOR FUN Low Investment-High Returns Write for Datails.

FRANK HRUBETZ & CO., Salem, Oregon

lature. Remodel Edgewood Cafe

SHAMOKIN, Pa., April 2. - The restaurant here in Edgewood Park is undergoing repairs and remodeling. according to George H. Jones, manager. Jones said he will feature free attractions and radio programs this year as a trade-lure. Park bows for week-ends Friday (15). Daily operation begins May 15.

No 1 Cards, heavy white, black back, 512x714. No duplicate cards. These sets complete with Calling Numbers. Tally Card. 25 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 et 15 per 100. Fibre Cailing Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1. In Green, Red, Yellow @ \$4 per 100. DOUBLE Cards, No. 1 size, 51421415.

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.

taily card, calling markers, \$3.50,
LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black on White, postar
card thickness. Can be retained or discarded.
3,000, size 5x7, per 100, \$1.25. In lots of
1,000, \$1 per 100. Calling markers, extra, \$0s.
Ping Pong Balls, printed 2 sides.
\$30.00
Heplacements, Numbered Balls, Ea.
\$3,000 Jack Pot Silps (strips of 7 numbers), per 1,000.

M. W. Cards, \$x7, White, Green, Red,
Yellow, per 100.

\$1,000 Small, Thin "Brownle" Bingo
Sheetz, 5 colors, loose only, no pads.

3,000 Small, Thin "Brownle" Bingo Sheetz, F colors, loose only, no pads. Size 4-5. M.

3,000 Featherweight Bingo Sheetz, large size, 515x3, 5 colors, loose, no pads. M.

Adv. Duplay Posters, size 34x36. Each. Cardboard Strip Markers. 10 M for ... Rubber Covered Wire Cable, with Chuts. Wood Ball Markers. Master Board; 3-piece layout for Thin Transp. Plastic Markers, Bwn. 14 M.

Red or Green Plastic Markers, 14. Square, Round or Scalloped, \$2.50

I. M. SIMMONS & CO.

ATTENTION! SOFT DRINK CONCESSIONS

W. JACKSON BLVD., Chicago 4, Illinois

Increase Your Profits With

New Lemon Juice Powder

Both children and adults love it as ismonade. Each 12 or. tin makes 1 gallon of lemon juice or 6 to 7 gallons of lemonade at a remarkably low cost. Delicious, Healthful, Economical, Convenient.

CONCESSION SUPPLIERS, INQUIRIES INVITED.

For Price and Further Details Write or Call R. & E. SALES, Dept. B

1086 Lexington Ave. New York 35, N. Y. At. 9-7570 . Le 4-1211

CARNIVAL PLASTER

Large or Small

WE DELIVER IN MICHIGAN, OHIO AND INDIANA

(formerly G & G ART SUPPLY) DOMENIC GIULIANI, Prop. 2506 Riopelle St. Detroit 7, Mich.

Phone: Woodward 2-8442

Small Cost, Sure Profits Bring Miniature Golf Back to Funspots

golf, which blossomed in 1929 only the plush Cool Crest course, San Anto fade out a year or so later, has re- tonio, which he reopened in 1936, and turned to many funspots where it is designer-consultant of many courses now tagged as a stable and profitable thruout the nation, says that the minienterprise.

Altho not in the top bracket of park earning power, a minnie course is considered a distinct asset by many ops. They reason that the addition of a new unit can be counted on to build over-all gross while providing another segment of appeal for mass patronage. Cost of the installation mately \$25,000 has been spent this of a course, in comparison to the investment involved in acquiring a major ride, is comparatively small. Then, too, there are few funspots lacking the necessary 10,000 to 20,-000 square feet which might otherwise be chalked off as waste space.

Knoebel's Elysburg, Pa., Adds New 12-Car Whip

ELYSBURG, Pa., April 2.-A new 12-car Whip will be among the additions to Knoebel's Grove Park this season. Funspot opens for week-end operation May 1 and for daily operation May 30.

In addition to the new ride, park has built a new Whip building, enlarged the parking set-up and improved the landscaping.

Philipps Ad Budget Upped

CINCINNATI, April 2. - Philipps swim pools have upped the publicity and advertising budget by \$1,200 for this season, Louisa M. Philipps. owner, reports. A total of \$3,000 will be spent on newspaper advertising Schmitt, receptionist,

NEW YORK, April 2.-Miniature H. L. Metzger, owner-operator of mum cost of a 15,000-square-foot (See Miniature Golf on page 172)

Idlewild, Ligonier, Pa., Improvements Cost 25G

LIGONIER, Pa., April 2.—Approxivear for improvements at Idlewild Park here, C. K. Macdonald, general manager, reports. Some of the \$25,000 went for a new boat ride, with the remainder being spent on general improvements.

Park bows May 15, moving right into daily operation.

Wenona Beach Primping

BAY CITY, Mich., April 2. - Wenona Beach Park here is spending \$12,000 on repainting, rebuilding and renovating, O. D. Colbert, co-owner, announced. The spot opens for weekends May 21 and for daily operation May 27. Promotions will include fireworks, name bands, automobile giveaways and, new this year, kiddle days and family nights.

10G Boulder Primping Bill

CORFU, N. Y., April 2.-Improvements totaling \$10,000 for Boulder Park here were announced by Owner Theodore Morrot, New rides are a kiddie Water Ride, purchased from The two spots will open May 21, with Allan-Herschell Company, and a water shows as features. Executive Merry-Go-Round. A new concession staff includes Louisa Philipps; Frank building has been constructed. Week-J. Philipps, manager, and Donald end operation starts May 1, daily operation May 30.

UNDER THE MARQUEE

in midtown Philadelphia. No painted Jarmes Bros.' Circus, Postville, Ia., boards are being used for the New did an "Emmet Kelley" clown act at York stand. . . . Mac McDonald is the recent Postville-Decorah Cen-en route from Sarasota to Columbus, tennial Whisker Club basketball O., with four baby elephants he game. He clowned at guard for the trained for Tom Packs. . . . Walter Postville Whisker Five. Winchell's March 29 column in The New York Daily Mirror was devoted entirely to the Big Show. . . . Glenn

The Big Show has a painted board | J. Jarmes, CFA and former owner of

Thirty-year-old one-sheets on shelves are junk to lithographers but they're valuable antiques to collectors.

Christy's Indoor Circus closes April 9 at the Taylorville, Ill., High School, sponsored by the Parent-Teachers Association. It opened October 31 at Mason City, Ill., and moves on 10 pieces of rolling equip-(See Under the Marquee on page 92)

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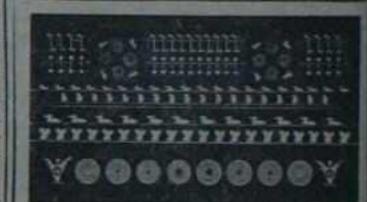
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Hudson Liners Set To Resume Under New Op

NEW YORK, April 2. - Preliminary paper work on transfer of operating rights of the Hudson River Day Line to the Hudson River Boat Company, Inc., newly organized corporation, has been completed and the necessary approval received from the Interstate Commerce Commission, the Interstate Park Commission and New York City, according to George Sanders, head of the new firm, who announced Thursday (31) that signing of contracts would take place before Monday (4).

Sanders is a former New York City commissioner of commerce and, more recently, president of the Sutton Line (Hudson River excursion line), position he resigned to take over his new

Four Liners

According to Sanders, the deal includes the four liners of the Hudson River Day Line; pier facilities in New York, Newburgh and Poughkeepsie, and a 20-year exclusive landing right at Indian Point, large summer resort spot still owned by Day Line interests. Sale price is put at close to \$800,000.

Thursday the Interstate Commerce Commission, Washington, approved the Day Line transfer and okayed plans of the new owners for operating excursion runs to Hudson River points as far north as Poughkeepsie and, in addition, runs to Long Island Sound points as far as Roton Point, Conn., and moonlight excursions.

First Run May 29

The new firm will inaugurate Hudson River service May 29 from New York to Poughkeepsie, with calls at Yonkers, Indian Point, Bear Mountain, West Point and Newburgh. To begin with, only three liners, the Alexander Hamilton, Peter Stuyvesant and Robert Fulton, will be in service, with the Hendrick Hudson in reserve.

Television will be installed on all ships, and dancing will be provided for. Moonlight rides will present entertainment, and ships will carry an emsee to supervise shows.

According to the Interstate Commerce Commission, revenue for each of the first three years of the proposed operations was estimated at \$465,000 from regular runs; \$50,000 from charter parties; \$30,000 from moonlight trips, and \$50,000 from concessions-a total of \$595,000. Annual expenses are expected to be around \$460,000.

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Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Austin, Tex. All American Midway: Livingston, Tex.; Woodville 11-16. American Eagle: Bolivar, Tenn.

American Midway: Mercedes, Tex. American Midway: Mercedes, Tex.

A. M. P., No. J: Ware Shoals, S. C., 8-16.

Barlow's Big City. East St. Louis, III., 6-17.

Bee's Old Reliable: McMinnville, Tenn., 8-16.

B. & H.: Edgefield, S. C.

Blue Grass: Mt. Pleasant, Tenn.

Bogle & Reese: Arma, Kan., 7-16.

Bohn & Son: Sheridan, Ark.

Borderland: Palacios, Tex.

Brownie Am. Beess Okla.

Brownie Am.: Beggs, Okla.
Bullock Am. Co.: Great Falls, S. C.; Lancaster 11-16.

Burkhart; Hampton, Ark.; Sheridan 11-15.
California: San Luis Obispo, Calif., 5-10.
Capell Bros.: Ada, Okla.; Shawnee 11-16.
Capital City: Shelbyville, Tenn.
C. & B. Am. Co.: Kosciusko, Miss.
Central Am. Co.: Beaufort, S. C.
Central States: Ponca City, Okla.
Community Fairs: Chino, Calif., 5-10.
Crafts Expo.: Lynwood, Calif.
Crescent Am. Co.: Tyler. Tex. Crescent Am. Co. Tyler, Tex.
Crystal Expo. Cochran, Ga.; Barnesville 11-16.
DeLuxe Am. Co.; Charleston, S. C.
Denton, Johnny J.; Johnson City, Tenn.
Dickson United: Tishomingo, Okla. Down River Am. Co.: River Rouge, Mich.

11-16. Dudley, D. S.: Wichita Falls, Tex. Dumont: Richmond, Va., 4-16. Dupress & Keller United: Hatch, N. M.; San

Drew, James H.: Taylorsville, N. C.; Gastonia

Antonio, Tex., 11-16.

Dyer's Greater: West Helena, Ark.

Florida Am. Co.: Lawrenceville, Ga.

Francis, John: St. Louis, Mo. Pranklin, Don; Velasco, Tex.; Angleton 11-16. Prear's United: Emporia, Kan., 11-16.

Gem City: Hope, Ark.

Gentach, J. A: Brookhaven, Miss.

Gold Crown Expo.: Aberdeen, N. C.

Grand Union. Atoks, Okla.; Ada 11-16.

Granite State: Manchester, N. H., 4-16. Great Plains: Bowle, Tex. Great Sutton: Blytheville, Ark., 9-16. Groves Greater: Baton Rouge, La. Gulf Coast: Caruthersville, Mo., 9-16. Hannum, Morris, Wendell, N. C. Harrison Greater: Concord, N. C.

Harry's Greater: Andalusia, Ala. Lart of Texas: Temple, Tex.; Stephenville Heller's: Fairlawn, N. J., 7-17.

Hennies Bros. Hot Springs, Ark., 9-16. Henson, J. L. Shreveport, La. Heth, L. J.: Birmingham, Ala. Hill's Greater: San Angelo, Tex. Imperial: Galesburg, Ill. Imperial Expo : Visalia, Calif. Inland: Cabot, Ark.

J. & B.: Victoris, Va., 9-16.

Johnny's United: Pulaski, Tenn. Kaus, W. C. Morristown, Tenn., 11-16.

Kentucky State: Editon, Ga. Keystone Expo.: Saluda, S. C. Kile, Ployd O.: Baton Rouge, La. Kircwood, Joseph J.: Richmond, Va.; Trenton, N. J., 11-16. Lamb, L. B.: East Tallassee, Ala.; Opelika 11-

Lawrence Greater: Columbus, Ga.; Rapeville 11-16.

L & C.: Pitzgerald, Ga. Lone Star Elizabethtown, Ky., 8-16. Magic Empire: Louisville, Miss.; West Point 11-16.

Marion Greater: Columbia, S. C. McKee, John: Poplar Bluff, Mo.; Dexter 11-16. Midway Expo.: Abilene, Kan. Midway of Mirth: Madison, Ill. Midwestern Expo.: Nashville, Ark.; De Queen 11-16.

Mighty Hoosier State: Cynthians, Ky., 8-16. Mighty Page Shows: Henderson, N. C. Moore's Modern: Cameron, Tex. Nelson, George W.: Humansville, Mo., 9-16.
Nelson, George W.: Humansville, Mo., 9-16.
Nolan, Larry: Sentinel, Okla.
Omar's Palace: Vinita, Okla.
Pacific United: Selma, Calif.
Page Bros.: Springfield, Tenn., 9-16.
Palmetto Expo.: Greenville, S. C.
Senn Pramier: Charter Page 116.

Penn Premier: Chester, Ps., 9-16.
Peppers All-States: Bossier City, La.; Vicksburg, Miss., 11-16.
Perry, Jack J. Statesville, N. C. Pike Am.: Drumright, Okla. Pine State: Fort Benning, Ga. Prell's Broadway: Fayetteville, N. C. Raftery, James M.: Jacksonville, N. C.

Rain-Bo: Aragon, Ga. Rogers Greater: Union City, Tenn.; Metropolis, Aeros Abandons Unit Ill., 11-16. Rosen, H. B : Guntersville, Ala.; Fort Payne

11-16. Royal Crown: Macon, Ga. Royal Expo.: Jackson, Ga. Sam's Funland: Mt. Gilead, N. C.: Albemarle 11-15.

Shan Bros.; Athens, Ga. Slebrand Bros.; Douglas, Arts. Silver Slipper: Columbia, Tenn. Smith Am. Co.; Banger, Tex. Snapp Greater: Nevada, Mo. Southern Valley: DeRidder, La. Sparks, J. A., Centre, Ala. Srader, M. A., Liberal, Kan., 14-23. Starr, Joe: Idabell, Okla. Steblar, J. G., Inman, S. C. Stephens, C. A.: Commerce, Ga. Strates, James E.: Washington, D. C. Stumbo, Fred R.: Payetteville, Ark., 9-16. Tassell, Barney: Hastings, Fla.
Thomas Joyland: Lexington, Ey.
Tidwell, T. J. Kermit, Tex.
Tinsley, Johnny T., Greenville, S. C.
Tivoli Expo.: Newport, Ark.; Paragould 11-15.
20th Century: Fort Smith, Ark. United Expo.: Terrell, Tex.
Utah Expo.: Winslow, Ariz.; Albuquerque, M.
M., 11-16.

Victory Expo. Crystal City, Tex. Virginia Greater; Suffolk, Va. Wallace Bros.: Jackson, Miss. Wallace & Murray: Anderson, S. C. Ward, John R: Baton Bouge, La. West Coast: Merced, Calif., 5-10; San Jose 12-17. Whalen & Riley: Stratford, Okla. White Star Attrs. Ardmore, Tenn.

Wolfe Am.: Greer, S. C. World of Today: Oklahoma City, Okla., 7-16. Wrightsman Am. Co.: Red Bluff, Calif., 14-17.

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Beatty, Clyde: (Washington & Hill Sts.) Los Angeles, Calif., 4-10; Santa Monica 11; Bell-flower 12; Arcadia 13; San Fernando 14; Lyn-Wood 15' Long Beach 16-17.
Biller Bros: Mobile, Ala., 8-10.
Christy's: Tower Hill, Ill., 7: Taylorville 8;

Cerro Gorda 9.

Cole Bros.: Louisville, Ky., 14-16.

Dailey Bros.: Gonzales, Tex., 16.

Dales: Union, S. C., 7; Shelby, N. C., 8; Spindale 9; Kingsport, Tenn., 10-11.

Gran Circo Americano: San Juan, Puerto Rico,

thru April 13, Humacao 14-18; Guayama 19-35:

Hamid-Morton: Newark, N. J., 5-10.

Hoxie Bros.: Nahunta, Ga., 5: Ludowici 6;

Hinesville 7: Port Wentworth 8; Estelle 9. King Bros.: Rusk, Tex., 5; Henderson 6; Marshall 7.

Mills Bros : Circleville, O., 16. 101 Ranch Wild West: Gulfport, Miss., 7-9; Macon, Ga., 14-16,

Pawling John: Hagerstown, Md., 16. Polack Bros. (Eastern) (Auditorium) Norfolk, Va., 6-12. Polack Bros. (Western): (Murat Shrine Temple Aud.) Indianapolis, Ind., 5-13.

Ringling Bros and Barnum & Balley: (Madi-son Square Garden) New York, thru May & Rogers Bros. Daytona Beach, Fla., 5; Palatka 6; St Augustine 7; Green Cove Springs 8; Starke 9; Walterboro, S. C., 11. Roy's Animal Adairsville, Ga., 5; Jasper 6;

Ball Ground 7. Seal Bros.: Winters, Tex., 5; Baird 6.
Sparton Bros.: Kingston, Gs., 4; Adairsville
5; Jasper 6: Ball Ground 7; Blue Ridge 8;
Ducktown, Tenn., 9.
Stevens Bros.: Valliant, Okla., 8.

Warner Bros. MacParland, Calif., 6; Delane T; Corcoran S. Lindsay 9.

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Chincoteague, Va., S.

Henderson-Swank Karston Show (Cavalier)
Waynesboro, Va., 6; (Palace) Winchester 7;
(Rockbridge) Buena Vista 8.

Herbers & Ragon Exhibit: Eikhart, Ind., 5-7;
La Porte 8-9; Gary 11-16.

Lee's Colored Minstrel Show (Grove) Newton
Grove, N. C., 6; (Carver) Williamson 7;
Contoe 8; (Hardy) Chase City, Va., 3-10;
(Youngs) Emports 11

(Joyner) Emporia 11.

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One or two Clowns, Ticket Sellers, Working Men in all departments. Jimmy Hurtt wants Baritone for Big Show Bend.

Trick Riders and Ropers to work Concert with Lash La Rue, screen star.

UNION, S. C., 7; SHELBY, N. C., 8; SPINDALE, N. C., 9; KINGSPORT, TENN., 10 AND 11.

Skips Ger. Red Zone

LEIPZIG, Germany, April 2.-Cli Aeros, sole owner and manager of the Circus Aeros, and considered one of the heaviest taxpayers of the city suddenly decided that the climate of the British Western Zone of German would be healthier than the Soviet ruled zone, and made a hasty exi without any formal farewells,

General opinion is that Aeros whose circus had been backed i every way by the Soviet authorities figured that the honeymoon was over and that the Russians were about ready to freeze him out by expropriating his circus and making it State project, which is the usual Soviet mode of operating. Currently the show is being run by an executive board and a group of employee councillors.

Marquis-Karston Show (Carolina) Rocks
Mountain, N. C. 6; (Capitol) Raleigh †
(Richmond) Rockingham 8; (Paramount)
Concord 9, (Criterion) Anderson, S. C., 11
Pan-American Animal Exhibit: Andalusia
Ala., 6-7; Georgiana 8-10; Luverne 11-12
Troy 13-14, Union Springs 15-17.
Plunkett's Stage Show: Marathon, Tex., 7-9
Fort Stockton 11-13; Iraan 14-16.
Stating Vanities of 1949 (Armour) Rochester

Stating Vanities of 1949 (Armory) Rochester, N. Y., 5-10.

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Strip Heating Elements for under Popcorn Tray. Completely enclosed in steel. 110 volts, 100 watta. 11/2"x23" long. ONLY \$2.50 EACH Made for Popcorn Trays.

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See page 41 of Supplement. COR SALE

CRETORS HOLLYWOOD MODEL 48 ALL STAINLESS STEEL POP CORN MACHINE

Like new, four months old, with patented off pump and seasoning Cost \$841.50; will take \$500. Sam Valenti

238 Main Street, Nortolk, Va.

COPYLIGHTED INTERIOR

idway, Amateur Shows Set or Port Huron Celebration

PORT HURON, Mich., April 2 .permakers' Local 193 wil' hold its ring Celebration here April 22-28, was announced by Floyd Walters. nirman of the celebration commitlast week during the Paperkers' Convention at the Hotel Gib-. Cincinnati.

Walters said that the signing of a dway contract was in the final ces and that a horse-pulling con-, amateur shows and other atctions are being lined up. Besides dters, other officials are Albert ndolph, assistant chairman, and arles Shephard, financial secreу.

oseland Funspot Bows or Season April 16

CANANDAIGUA, N. Y., April 2. seland Park here, owned by William Muar, will bow for the season Satiay (16). Spot boasts two new es this year, Drive-Yourself-Boats, rehased from B. A. Schiff Comny, and a Miniature Train, pursed from the Miniature Train & Iroad Company. Rides cost in the shborhood of \$20,000.

While Roseland will have nothing cial in the opening-day cerenies, Muar said the advertising dget this year will hit the \$5,000 irk, \$4,000 of it going to newspapers \$1,000 to radio.

anover, Pa., Funspot Cracks Season April 10

HANOVER, Pa., April 2.-Forest rk here bows for the season Sunday i), August Karst, owner-manager, nounces. Scooter cars, purchased m Palisades Park, have been added s year. Other improvements and pairs also have been made.

Karst said he will use free acts, Ibilly shows and bands as promons this season.

ushman Celebrates Birthday

obably the best known gorilla in world, thanks to some top press entry, celebrated his 21st birthday iday (1) in Lincoln Park Zoo here. graved invitations were sent to 0 guests. There was a cake and her trimmings, and the monkey use was decorated with a jungle otif, with Bushman behind the bars d his guests in front of them.

cean Beach Bows April 17

NEW LONDON, Conn., April 2. ty-owned Ocean Beach Park, of nich Meredith Lee is superintendent, ill bow Thursday (17) for weekd trade and will begin daily opation May 24.

WANTED WANTED WARNER BROS.' CIRCUS

AT ONCE

lovelty Acts, Animal Acts, Working Men. roperty Men, Riggers, wire Al Warner. Spot Aiddleton, Goody Phillips, Humpy Ethridge, immie Boardman, Billy Callimore, Kelly EShea, Claude Terry, wire Hank Cartile, igal adjuster. Mechanic with own tools. laymond Agullar, other useful people, come n. April 6, McFarland; 7, Delano; 8, Cororan; 9, Lindsay; all California,

HUNT BROS.' CIRCUS

Contracting agent to join on wire. Baritone and trap drummer. Unfloss, man and wife preferred.

C. T. HUNT Burlington, N. J.



WHEN T. DWIGHT PEPPLE, general agent for Polack Bros., Is in the Pacific Northwest on his travels, he always finds time to stop in Yakima, Wash., to visit Harry and Marge Chipman at their Circus Inn. On Pepple's recent visit there, the Chipmans had a photographer on hand to record the visit. Left to right, Pepple, Marge and Harry.

Add Tilt, Looper and Skooter To Line-Up at Iowa Playland

Abe Slusky, president-general manager of Playland Park here, reports the spot will have three new rides this year when it opens Easter Sunday (17) for week-end operation. ings. Free fireworks also are planned Daily schedule starts May 30.

New rides include a Tilt-a-Whirl, purchased from Sellner Manufacturing Company; a Looper, from Allan Herschell, and a Skooter, from Lusse

Opening-day attractions include a free act, midget auto races and an Set Russell Point Debut Easter egg hunt.

Slusky says ride prices for adults this year will be the same as last

Willow Mill Ups Price

MECHANICSBURG, Pa., April 2.-Ride prices are being upped in Willow Mill Park from 10 cents to 12 cents, but food and refreshment prices CHICAGO, April 2. - Bushman, remain unchanged. Last year rides went for 8 cents plus 2 cents tax. This year the rate will be 10 cents plus 2 cents tax.

> The funspot has installed a kiddie Auto Ride, Mirror Maze and basketball pitch, H. DeH. Stoner announced. Staff includes Ira J. Brehm, rides and maintenance; Alta B. Stoner, press agent, and Justina S. Brehm, skating rink and refreshments. The park has increased its publicity budget by \$500, total now being \$3,000.

Paul Spadoni Exits Berlin To Open Agency in Rome

BERLIN, April 2 .- Paul Spadoni, former representative in Europe of the old Keith-Orpheum Circuit and leading booker of circus and vaude acts in Germany prior to the war, has disposed of his interests in Berlin and has left for Rome where he is opening an agency.

Spadoni is well known among American circus performers and vaude acts, as he booked practically all of the big time acts that played Europe in pre-war days.

Two New Rides Added To Waldameer's Line-Up

ERIE, Pa., April 2.-When Waldameer Beach Park opens for the season here Decoration Day, customers will find two new rides and a miniature golf course as additions. New rides are a Kiddle Buggy ride and a miniature Ferris Wheel. All other rides have been repainted and repaired, F. W. A. Moeller, owner-manager, re-

Moeller said the park will use fireworks this year on special days to hypo biz

COUNCIL BLUFFS, Ia., April 2 .- | year, but he plans a slight reduction in the tariff for kiddies.

Playland officials will concentrate on special out-of-State picnic promotions and school and employee outat various times during the season.

In addition to Slusky, Irvin Siegman is park secretary-treasurer; Richard Esancy is in charge of promotions, and W. F. McKinney is park superintendent.

RUSSELL POINT, O., April 12 .-Workmen are busy here at Russell Point Boardwalk getting things in shape for the debut Easter Sunday (17). Daily schedule starts May 30. French L. Wilgus is owner of the On Rides by Two Cents park and Jack Stone is manager.



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Del. Augustine Beach To Feature Free Shows

PORT PENN, Del., April 2.—Augustine Beach Park, 20 miles below Wilmington on Delaware Bay, will present a free stage revue every Sunday, Owner Tommy Texis announces. Opening for week-end trade is set for May 1 and for daily business May 29.

Improvements this year include enlarging the theater stage, revamping the night club and concession fronts and extending the beach front. Promotions will include jallopy races, a rodeo, an agricultural fair and exposition and a children's day every Thursday, with ride prices cut one-

On the staff are Martin Stapleton, manager; Rose Stapleton, secretarytreasurer, and Ralph H. Brown, publicity.

Reichardt Adds Mirror Maze To Des Moines Riverview

DES MOINES, April 2.- A Mirror Maze is among the new additions at Riverview Park here, Robert A. Reichardt, president-general manager, announces. Spot bows for the season May 11. Improvements include the remodeling of the office and general painting and repairing. Reichardt also says he may purchase some new Scooter cars this year.

Riverview executive staff, in addition to Reichardt, include Lester Bookey, vice-president; W. E. Kooker, secretary-treasurer; Bartlett E. Kooker, assistant manager; Irven Woolery, ground foreman, and Dorothy Grundy, refreshments manager.

Pennsy Spring Mount Park Expands, Adds Features

PHILADELPHIA, April 2.—Spring Mount Park Annex, five miles from Philadelphia, has been enlarged by the purchase of additional property, which includes several buildings, a basketball court and other equipment, Roy Huber, co-owner announced.

baseball games, hillbilly shows, free movies, water sports and a beauty contest. Park opens May 30.

Park staff includes Roy and Chris Huber, co-owners; Christian Huber, treasurer; Leroy Huber, manager; Henry Sabel, secretary, and Sydney Smith, refreshments and concessions.

Look Adds Miniature Train

NORTHAMPTON, Mass., April 2 .-Look Park has purchased a new miniature train from the Miniature Train & Railroad Company, Rensselaer, Ind., M. Foss Narum, manager, announced. City-owned park opens Thursday (17), with \$27,500 spent on staff, bringing it to full force, and improvements.



ENJOYING A RIDE in the scaled down, but obviously not cramped, cars of the kiddle Roller Coaster manufactured by the National Amusement Device Company are, in the first seat, Leonard Schloss, Glen Echo Park, Washington, and Dutch Vassin, National's prexy; in the second car, Ralph Rocco, Bisch-Rocco Amusement Company, and Charley Paige, Coaster designer; in the third car, John L. Campbell, insurance consultant, and Bill de L'horbe, National's sales manager.

WINTER QUARTERS

Mills Bros.

CIRCLEVILLE, O., April 2.-The Valencianos, high pole and trampoline troupe, one of four foreign features being imported this season by Mills Bros., will arrive in the arrived and have been painted. U. S. April 8, Manager Jack Mills Painting of the new Side Show announced following word from Hans Lederer, show's foreign agent.

Signing of George Cook, Erie, Pa., and his miniature comedy car also was announced by Jack Mills, who has finished business in Cleveland and checked in here, joining brothers Jake and Harry. Two more sleepers, Promotions this year will include a chair truck and another tractor, all purchased within past two weeks by Jake, arrived. Letterers Allen King and Ed Burridge will apply finishing touches to last of motorized equipment next week.

> Arthur (Hard Times) Leonard trucked in a load of newly acquired equipment from Louisville, including wardrobe, chairs, cookhouse equipment and saddles. Jeannette Wallace, Helen Huntley, Mrs. Ray Goody and Eileen McGovern have been working on wardrobe. Three new big top center poles were delivered, skinned by veteran Shorty Good, and painted.

Lou Barwick was added to press (See Mills Bros on page 172)

Cole Bros.

LOUISVILLE, April 2.-All reconditioned wagons, cars and coaches have been painted in orange and blue and half the new wagons ordered wagons got under way late this week.

Recent quarters arrivals included Larry Davis, Eddie Billetti, Dutch and Maggie Wise, Joe Hazey, Martel

(See COLE BROS. on page 92)

Lalle's Funspot, Angola, Will Again Use Acts

ANGOLA, N. Y., April 2.-Lalle's New Amusement Park again will feature nightly free acts, according to Michael T. Guzzetta, president. About \$7,000 has been spent for general improvements, including rebuilding the kiddie ride, building fire places, extending the parking lot and improving the picnic grounds. Park bows May 30.

A new Scooter has been purchased from Celoron Park, Jamestown, N. Y.

Staff includes Lucy Guzzetta, vicepresident; Ann Guzzetta, secretary; Glenn Bender, ride foreman, and Ray Knaland, advertising.

Sellers Bros. To Produce Kerrville's Annual Rodeo

KERRVILLE, Tex., April 2.—Earl and Jack Sellers, Del Rio, Tex., again have been signed to produce the Kerrville Rodeo here July 1-4, under Junior Chamber of Commerce auspices. Cash awards totaling \$3,800 will be put up for the winners of main events and special attractions will be added this year, the committee in charge reports.

Advance ticket sale for the show gets under way June 1. Seating capacity of the new stadium here has been increased to 8,000.

Labor Cele To Highlight Lakewood Beach Opening

URBANA, O., April 2.-A labor celebration will highlight the opening of Lakewood Beach Park here May 28, Dave Conrad, manager, announces.

Park will have a miniature train this year. The Arcade has been enlarged. There are two new concession buildings and improvements have been made on the ballroom.

Spot is owned by Dave and Dean Conrad and Robert Wingard.

Puritas Springs To Open Week-End Schedule April 15

CLEVELAND, April 2. - Puritas Springs Park will open for week-end operation Friday (15), with daily operation to begin May 25.

A new kiddle Boat Ride, purchased from the Charles A. Andersen Company, has been added. Total cost of improvements this year, including the new ride, will hit around \$15,000 James E. Gooding, vice-president and manager, announced.

Park's staff, in addition to Gooding, includes Pearl Gooding Visoloy, president, and Pearl June Stockton. secretary-treasurer.

Noah's Ark and Gallopers Installed in English Spot

ESSEX, England, April 2. - Two new rides, a Noah's Ark and Gallopers, have been installed at the Kursaal and Gardens here. Spot opens for week-end operation Saturday (16) and for daily business June 6, Other improvements made this year include the modernization of lighting effects and the usual redecorating and repairing.

C. J. Morehouse is managing director of the park, with C. F. Gifffiths, assistant, and J. J. Crowley, secretary.

\$2,500 Face-Lift at Tuxedo

CRETE, Neb., April 2.-Repairs and landscaping at Tuxedo Park here will cost around \$2,500, F. J. Kobes, manager, announces. Spot is operated by Harold Clark.



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Org's wagons show shift to pneumatic tires - midway lighting improved

WASHINGTON, April 2.-The James E. Strates Shows were rained out here, Thursday, March 31, and artist, who first made alfresco stands there was a prospect of more rain Friday (1). Despite a severe electrical storm that begin early Thursday night, 2,100 persons braved the torrential downpour to visit the other than assurance that she will midway. There was no let-up in the rate feature billing. It was reported, rain, however, and by 10 p.m. the midway was dark. The storm cli- a \$1,000-a-week guarantee when maxed an all-day light misty rain, touring with Strates. During the but no property damage resulted at winter Georgia returned to the burthe grounds, at Benning Road and Oklahoma Avenue N. E.

Ready Mag Break

WASHINGTON, April 2 .- The James E. Strates Shows are slated to get a plug in Pathfinder magazine which is planning a color cover picture of the local carnival grounds and a six-page picture layout in a June issue. Photographers took a number of shots of the show here and several while the org was in Fort Lauderdale, Fla. Pathfinder claims circulation of about 1,000,000, mostly in rural areas.

The org will have seven new canvas tops this season, press agent Starr DeBelle, said. Two of the new tops were up here. Substantial on promoting Georgia, Decker said. improvement has been made in the show's lighting. Strates continues a 45 by 90-foot top recently purchased to equip the show with modern from the Cetlin & Wilson Shows and Junior Chamber of Commerce sponwagons. A dozen new wagons, with behind a revamped show front fordual pneumatic wheel tires, were built merly used for C&W's Paradise last winter, and a dozen more are Revue. under construction. The prospect is that all the wagons will have the new pneumatic tire equipment by the season's end. Other new equipment includes five new Diesel caterpillar light plants.

The shows carries 27 rides, the same number as last season, and 18

Nate Eagle's Hollywood Midget Movie Stars is a repeater, with a new cast featuring Dottie Wenzel. An all-new cast is reported for Irvin C. Miller's Brownskin Models, a new addition. A new Hawaiian troupe also is slated to join next week. A novel production twist has been effected in Glenn Porter's Tortures of Early Days, which is performed with animated figures.

A larger number of concessions than were here last year were up for the opening. The stand here always has been marked by a big concession line-up.

The engagement here will run thru Saturday (9), with matinees Wednesday (6) and Saturday. The auspices here are the Army-Navy Union of the Potomac, garrison of the presidents.

McCabe Named DAV Leader

EXCELSIOR SPRINGS, Mo., April 2.-Vince McCabe, who soon will begin his fourth season with concessions on the Sunset Amusement Company, was elected first commander of the Disabled American Veterans here rewhich winters here, will open its time for the scheduled opening of thru West Virginia, Ohio, Indiana and in Cordele, Ga., and reported businesses, will open its time for the scheduled opening of thru West Virginia, Ohio, Indiana and in Cordele, Ga., and reported businesses. cently. Sunset Amusement Company, season here.

Concesh Space Decker Inks Georgia Sothern To Operate Gal Unit on P.C. Well in Black

-Ralph Decker, owner-operator of carrying as a free attraction the the Joseph J. Kirkwood Shows, this Emanuel Zacchini cannon act. week announced the signing of Georgia Sothern, a member of burlesque's hierarchy, for all stands beginning with the org's Trenton, N. J., date, skedded for the week of Monday (11).

Decker said the blond strip-tease last season with the James E. Strates Shows, was contracted on a percentage basis and as such will be an independent op. No guarantee is involved but not confirmed, that the lass rated lesque circuit and held down the featured spot at several New York bistros.

Percentage Deal

Claiming to be the first truck show to tour with a name personality, Decker intimated that it would be an expensive proposition in that the Sothern - operated, 12 - person unit would have to gross a pile of dough before the office would retain any deal will pay dividends thru the (9). She is to be given special billing. hoped-for potent drawing power that will result from Georgia's presence. a name Hollywood fem will be carried The Strates management credited her by the org, Owner Harry Hennies with stimulating the gate and build- said this week. He pointed out this follow on the same lot Monday (ing the gal show gross.

to feature Georgia on 10 24-sheets already had closed a contract, but Funhouse and Motordrome, plus weekly. K. C. McGary, now tub- declined to reveal the name signed, rides. Another Ferris Wheel is to be thumping and building kid matinees saying the announcement would be added next week in Columbus, Gr for the org, will largely concentrate delayed until the actress completes and Shive reported that a Screwbe

The Sothern unit will be housed in

Ad Budget Upped

With two weeks of action behind him Decker opined that this season it will take more people to gross big money. Accordingly, he said, his adpublicity budget has been boosted considerably.

The play so far indicates that there is plenty of change, up to and including 50-cent pieces, and that paper money is scarce. Business here and at the previous stand, High Point, N. C., has been good, weather permitting. Altho located three miles out of High Point the org drew 3,500 paid admissions on one night. By mid-week here the show had chalked up a top 2,100 paid on one night. Three radio stations and five newspapers were used in publishing the High Point date, Decker said.

Top Grosses Needed

The Kirkwood org is so geared as to require top grosses now with the

Ohio Valley Loses Equipment in Fire

CINCINNATI, April 2.-Bill Harris, general agent of the Ohio Valley Shows, Roxie Harris, owner, in ment that includes six rides, rolling quarters at Findlay, O., phoned The Billboard that fire there today destroyed the paint shop, tools, equipment and four Merry-Go-Round years with the Gooding organization. horses.

The horses will be replaced in the org at Kenton, O., April 30.

CHARLOTTESVILLE, Va., April 2. addition of Sothern. Show is also

Decker figures on a top season, pointing out that his org will be first Macon Stand Opens in Rain in to play Richmond, Va., beginning next Monday (4); Trenton, N. J.; Newburgh, Poughkeepsie and Schenectady, N. Y., all top dates under favorable conditions.

and are operating five new conces-

April 9 Opening For Hennies Org

To feature Denise Darnell in gal unit - Hollywood name to join for fairs

HOT SPRINGS, April 2.-Denise Darnell, six-foot-six-inch Texas gal of burlesque-night club note, will be featured in the Out of This World sizable amount. However, accept- revue when Hennies Bros.' Shows ance of the short end of a percentage launch their season here Saturday

With the start of the fair season, is in line with the policy he intro- for a week's engagement. The agreement requires the show duced last year. Hennies said he a film commitment.

> at Jaycce Park, with the Hot Springs soring the engagement.

winter quarters activity here was stepped up further this week, and indications were that everything will be in readiness before the opening day.

At the close of this season, Hennies said, he will open a public zoo-winter exposition set-up on the shows' 37acre winter quarters tract. If present plans by the State to concrete the old Little Rock highway which passes the grounds is carried thru, it would prove a boon to Hennies' plan.

Gaffney Date Good For Drew Premiere

GAFFNEY, S. C., April 2.-The James H. Drew Shows, a new entry in the carnival field, kicked off the season to good business here March 26 on the Phillips show lot under American Legion auspices, according to State Shows have contracted to Harvey (Doc) Arlington, who is han- Cedar Rapids, Ia., Spring Festive dling press and secretarial duties.

and colder weather at night brought co-owners, announced. Andrew Ha the day's total of visitors to a good son, manager of All-Iowa Fair, inke figure and spending was good. The in behalf of the festival. Merry-Go-Round topped rides, and concessions got money until the mid- in Slayton and Camby, Minn, night closing ordered by the city.

James H. (Georgia Boy) Drew, owner, is carrying a line-up of new equipstock and some office-owned concessions, Arlington reported. A veteran concessionaire, Drew spent many He plans to spend about a month in the third consecutive year, and the South and then route the show Michigan.

MACON, Ga., April 2.-Wir equipment in spic-and-span cond tion, Lawrence Greater Short moved into Macon Sunday (27) att Molly Decker and Hom Zolan built striking pay dirt on its opening we in Savannah. Most of the trucks hi made the 190-mile jump by mit afternoon.

> Despite a steady rain, the work erecting the midway continued the Monday (28) and the org was 90 pe cent completed at opening time to night. Biz in the early part of the week here has been slow due to me

> Owners Sam and Shirley Levy r port a different picture for last week when warm weather and clear night brought out large crowds, climaxe by Saturday night's (26) turnout 3.916 customers, putting the Savar nah engagement in the winning

> Herb Shive, now in the third see son as general agent, was on hand b greet the show here. Shive arrange with city officials for use of the park ing area of Central City Park am directed several promotional and publicity stunts. Date here was billed heavily by both the Lawrence show and the Royal Crown Shows whith

Lawrence has eight shows, a net and a Rolloplane, shipped to Sales The Hennies opening stand will be Ore., last fall for repair of wrea damages, will be added at Nashvill New front of the Minstrel Show outstanding, with balcony for mus Already well ahead of schedule, clans and stairways for bally nur

> Personnel includes many of timers. Louie Gueth, assistant superintendent and ride boss, an Bob Young, Whip foreman, are

> their 17th consecutive year. Others on staff are Cash Wilts executive assistant to owners; Fit Brown, superintendent of conce sions: J. L. Machamer, secretar treasurer; Johnny Matise, head m chanic: Jack Repass, Diesel engines

> and J. P. Henry, special agent. Show has three 100 kw. Disc plants and one with 20 kw. power Lot is well lighted with towers fluorescent lights, and there is a ne neon front at the main entrance

> Cedar Rapids Spring Fete.

Minn. Fairs to Home Stat LINCOLN, Neb., April 2.- Hor which is skedded for May 26-30, C. Altho rain hurt the matinee, clear Larsen and Don Trueblood, the show

Also contracted recently were fa

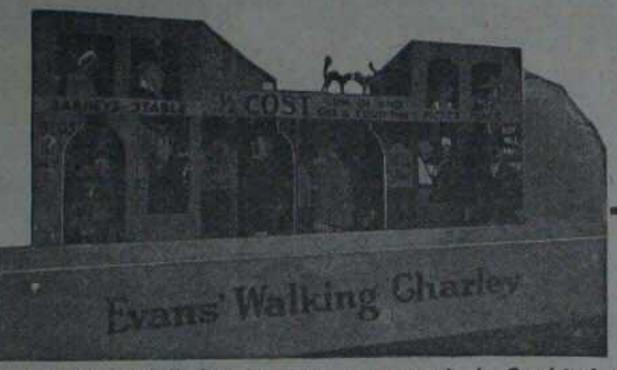
Wallace & Murray Set

Two Tenn. Annual AUGUSTA, Ga., April 2 .- Walling & Murray Shows, now playing he have booked the Mountain C (Tenn:) Bean Festival and Fair Greenville (Tenn.) Fair. Org open

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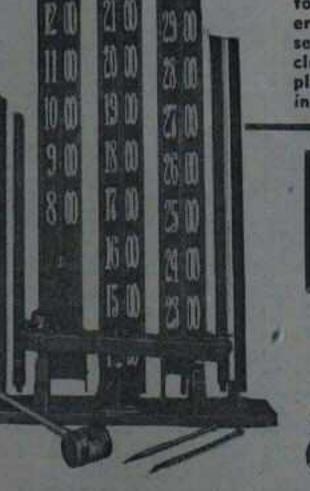


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NEW FORTUNE Buddha Papers on NEW WHITE MASTER OUTFITS S. BOWER Belle Mead, N. J.

MIDWAY CONFAB

issue was in error. He stated that of fishing around the org's Petersamong other things, Curley Sears is burg, Va., winter quarters. . . . Duke's not with the shows; Victor Ferguson bazaar unit will spring May 2 in has no rides, but operates hingo, Media, Pa. . . . Sol (Kane) Knopman popcorn, color game and long-range reportedly used \$4,200 worth of shooting gallery; Dale Parrish has no plaster at four Florida winter dates. rides, but is the Girl Show operator. He has contracted for scales and age The 10 rides on the org are owned at the Apple Blossom Festival, Winand operated by Spheeris.

Real mystery about a reported robbery of \$200 from a ticket seller is where a ticket seller got \$200.

While on a trip to get delivery of a new truck in Hamburg, N. Y., for the Garden State Shows, Ken Whitehead, electrician, and H. Roberts, The Smith & Smith Chairplane Company at Springville, N. Y. . . . R. H. Miner Jr., of Garden State Shows, recently took delivery of two new power units, purchased from the Berman Sales Company, Pennsburg, Pa.

a date is never believed by a manager unless he can show scars.

tor, who is observing his 30th year in outdoor show business, recently presented his wife and family with a new trailer. . . . Dave Kabecoff. well known in outdoor show business, is in Physicians and Surgeons Hospital, Philadelphia, recovering from a heart attack. He expects to remain there for about six weeks and is under the care of Dr. Harry Herman, a brother of Benny Herman, also well known to outdoor showfolks.

provides show weather until he sees a manager wear a straw hat.

James Thompson and daughter, Edith, prior to going into winter fries; Johnny Latchan, candy floss quarters of the O. C. Buck Shows, Troy, N. Y., to ready their Side Show for the season, played Mike Conroy's glass pitch; Bobby Tucker, duck-night club in Rochester, N. Y., with pond; Frank (Peg) Ingram. pitchtheir magic and mental act. They left Rochester Sunday (3) for Troy. ... Jean Renee (Jo-An) closes at the Pullman Club, Danville, Ill., April 10 and will be the annex attraction in the Side Show of Endy Bros.' Shows. . . . A. S. (Dude) Brewer has the cookhouse and Parker Diggers with the Wallace & Murray Shows.

Samehow the reports that Gal Shows are naughty entertainment have so far failed to keep midway patrons away from them.

Ben (Whizbang) Siegal will have a pan game with R. E. Gilsdorf's Dick's Greater Shows. . . . George W. Spieker will have candy apples and Cracker Jack with the Sam Tassell unit playing Philadelphia lots. . . . Frank Ryan, root beer op, recently bought a television set for his fam- Jocque, Sally Cannon, Kate Signor,

A. Spheeris, owner-manager of the lily. . . . Toney Lewis, The Billboard Magic Empire Shows, writes that agent and mailman on the Cetlin & the story of the org in the March 26 Wilson Shows, is getting in plenty chester, Va. The doings open May 1.

> Florida hint: If no attempt is made to shake the Florida sands out of your shoes the stuff will be useful to spread on ky lots up-country.

Dr. G. Hewe Barnhari has resigned his position as director of the Niagara Falls, N. Y., YMCA health Billboard sales agent, visited the department and currently is employed by the State of Indiana, being attached to the staff of the Psychiatric Social Service Department, Central State Hospital, Indianapolis, James R. Ladd reports. . . . Dave Kobocoff recently left the Lawrence Greater Shows due to a heart con-Agent's story about a hard battle to get dition. . . . Sally Halstead, the for-date is never believed by a manager unfriends on the West Coast Shows, is working at Oliver General Hos-Mex Snobar, photo gallery opera- pital, Augusta, Ga. She plans to enlist in the army nurses corps.

> Cookhouse scandal: "Their wagons reek with lust-I mean creak with rust."

Simon Kraus unit is ready for its Friday (18) preem in Frankford, Philly suburb. Org will carry Albert Bydiark's Tilt-a-Whirl, Ferris Wheel, Rolloplane and five concessions, and Sylvester (Bill) Kerr's kiddie auto, train and two concessions. L. T. (Slim) McLaughlin is chief electrician and lot superintend-Concessionaire won't believe that March ent and George (Curly) Ingram. The Billboard agent and mailman. Concessionaires include Jim Brown and Joe Hagerty, custard; Ann and George Ingram, grab and French and two stores; Dave Fishman, popcorn and candy apples; O. T. Evans, til-you-win; Harry Cleyman, scales and age, and Bill Hagelman. The office will have four stores.

> A good stateroom neighbor is one who has no dog and doesn't object to ours.

Mrs. June Reynolds, wife of L. C. (Curly) Reynolds, owner of the World of Today Shows, gave a luncheon March 23 at her home in Muskogee, Okla., in honor of her sister-in-law. Mrs. Ruth Wells. Assisting in the preparations were her mother, Mrs. Marie Sorenson, and Mrs. Inez Carroll. Guests from World of Today included Alice Anderson, Catherine Van Fleet, Bessie Parish, June Harlan, Pat Davie, Betty Harris, Virginia Bushae, Flo Walton, Francis Spencer, Grace Warner, Leona Crowe, Ann

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Tope. All makes and lengths. Priced from \$390.00 up.

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WUDWIE INCOME TO BE INCOME.

194 Plane 51.

SHOWMEN-PARK OWNERS For Sale or Lease

"MARCH OF TIME"

n Wax Exhibit, consisting of nearly 100 of the linest wax figures. This exhibit was assed the past five consecutive seasons as ne of the feature attractions of the famous neel Pier in Atlantic City, N. J. The figures were painted this past winter and entire exhibit is as good as new. Do not confuse hase wax figures with the type and kind een on most Carnivals. The wax figures I have are made from bees wax and will last lifetime.

If the Presidents of the United States from Washington and including President Harry

All the Presidents of the United States from Vashington and including President Harry numan. They are dressed in clothing and boes of their period, 32 figures. All the reat Generals: Robit E Lee, Stonewall Jackson, General Pershing, Douglas MacArthur, en Eisenhower, Admiral Farragut, Admiral Dewey, Winston Churchill, Chiang Ki-Shek, Jenjamin Franklin, Barbara Fritchie, Betsyloss, Uncle Sam, Red Cross Nurse, Boyloss, Unclean Chief, Booker T. Washington, oe Louis and many other noteworthy Igures.

criminals—Hitler, Mussolini, Stalin; Dillinter John Hamilton (his pal in crime), the Woman in Red that betrayed him; Pretty Foy Floyd, Hauptman, Baby Face Nelson, Ciller Burke, Bonnie Parker and Clyde Barow. Machine Gun Kelly, Ma Barker, Jessa ames, Frank James, Bob Ford, Red Kelly, and a number of other criminals. "The Old lolks," five Ubangis; Virginia Dare, who was the first child born in America. Have everything complete: Trunks, pit line, ticket box, an be set up in any building. All of the igures can be seen at the Steel Pier in Afantic City, N. J.

will be at the Steel Pier each day beginning upril 5th to April 10th. Park Owners, if you are the steel Pier in Afantic City, N. J.

will be at the Steel Pier each day beginning spril 5th to April 10th. Park Owners, if you are a building not less than 25x50 where vindows can be put in for display, and a nuch larger building if possible, state mount of attendance last year, if location of building is 100% foot traffic. Ask Mr. les A. Hamid, owner of Steel Pier, about his exhibit. He will tell you there is no ner anywhere. Park Owners, state price of lat rental or percentage.

or Sale—1939 1 1/2 Ton International Truck Fractor and 25-foot Kingham Van Body Frailer. This equipment has been stored, only 35,000 miles on same. See me at Steel Pier, April 5 to April 10, or write:

H. B. MAXEY

AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo. March 23, 1949

J. A. Whyte & Sons, 1422 Wisconsin Ave., Washington, D. C. Gentlemen

SEE PAGE NUMBER 171

NEED RIDES

Fleventh Annual FOUR LAKES AQUATENNIAL

(IN THE HEART OF THE CITY)

June 30th through July 4th, Five days.

Have been using from 12 to 14 Major Rides
and from 4 to 6 Kiddle Rides

Also have smaller events in this ferritory scattered through June into late September.

HAPPY ACRES AMUSEMENT PARK
Has room for rollor-skating rink, Right on
two main highways
About ready for Rides, Concessions, Shows,
Rodens or what have you?

BEN BERGOR, MGR.

LIGHT PLANTS

All sizes up to 35,000 watts. New and rebuilt government surplus. Send for money-saving price (IST)

Marris Machinery Co. 501 30th Ave., S. E. Minneapolis 14, Minn

FOR SALE

1 BKY FIGHTERS
1 MERCHANTMAN DIGGER
1 HI BALL
1 SKEE BALL
1 HOCKEY GAME
Plenty of Extra Parts and Slots. All in
Working condition, No C. O. D.'L

Come, take them. No reasonable offer refused. Must have the space.

MAURICE HELMAN

Francis Frazier, Julie La Boux, Ann Dunlevy, Rose Clawson and Dot Rawlings. Mrs. Wells was gifted with a black corde bag, hosiery and a handmade nylon blouse.

A penny may be larger than a \$100 bill when taken off of a 10-cent ticket.

Edward K. Johnson, Cetlin & Wilson Shows contracting agent, infos that a story in a recent issue of The Billboard carrying the opening date of the org resulted in his receiving 'an average of seven phone calls an hour for three days." He says that he was suspected by the management of the Hotel Senator, Philadelphia, where he resides in the winter, of promoting pyramid clubs. . . . Whitey (Valdosta) Fuller, business manager of Dick's Greater Shows, is in Philly awaiting the opening of that org. . . . Ethel (Kay) Bonnaffon recently purchased a miniature circus mounted on a 32-foot trailer. She is undecided where to book, altho said to be considering the Million-Dollar Pier, Atlantic City. . . . Margaret Lux. Endy Bros.' Shows palmistry op, planed from Miami to Philly for one day's shopping.

No one ever suggested putting a talker's opening thru a lie-detecting machine, but it would be one way to make an opening look like a Merry-Go-Round organ roll.

Hick-towner is one who can sleep thru the mooing of cows, grunting of hogs and the crowing of roosters, but stays awake because of the faint strains of Merry-Go-Round organ located a half-mile away.

W. E. (Bill) Snyder, general agent of Eddie Young's Royal Crown Shows, spent several days in St. Louis recently on business for the shows. . . . Ernie E. Farrow, manager, Wallace Bros.' Shows, accompanied by L. E. Higgs, was in East St. Louis, Ill., Tuesday (29) to take delivery of two new trucks purchased from John Bundy, of Standstand Chevrolet Company. Wallace Bros.' Shows opened April 2 in Jackson, Miss., for an eight-day stand, after which the org jumps to Jackson, Tenn. . . . Linda Lopez, who concluded a successful four-week stand with the closing of the Wonder Club, New Orleans, March 19, has purchased a Side Show, which has been booked with Magic Midway Shows.

Good Samaritan Hospital, Cincinnati, for an operation. He expects to go on the road in three weeks, with Gooding Greater Shows.

An out-of-work talker stated that he spent the winter resting his vocabulary.

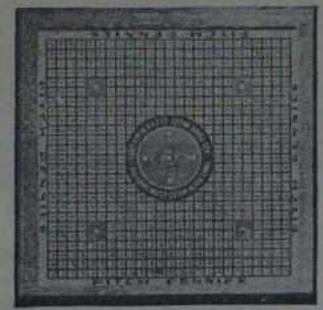
Don and Carrie Stewart are on the road with their concessions. ... Concessionaires present at a recent meeting of the Hugo (Okla.) Showmen's Club were Mr. and Mrs. Gregrich and Mr. and Mrs. C. E. Armstrong. . . . Allan J. LeBlanc, known in carnival circles as Allan White, has been drafted for 21 months of army service and is taking his basic training at Fort Dix, N. J. . . . Princess Luana, snake dancer, will appear with Milt Robbin's Side Show on Dailey Bros.' Circus April 15 in Gonzales, Tex. . . . J. C. Admire letters from Indianapolis that he recently completed contracting fair dates for the Wallace & Murray Shows. He has joined the Burling Bros.' Circus for the season as general agent. . . . Fred Miller arrived in Kalamazoo, Mich., recently from Tampa to ready his cookhouse for the season. . . . Detroit Notes: Joe Ryan, shooting gallery equipment manufacturer, was injured and his car nearly wrecked March 26 when it was struck by another auto. . . . Cameron D. Murray. manager of the W. G. Wade No. 2 Unit, had a severe cold, which had confined him to his home for about a week . . . Harry Mamas arrived recently from Springfield, Mass., to open his corn game for the season in Michigan.

Nothing is more authentic than the April rains mentioned in press agents' copy.

The Man to buy from RAY OAKES

MANUFACTURER OF GAMES FOR THE AMUSEMENT TRADE

OVER 57 VARIETIES TO CHOOSE FROM WRITE FOR OUR 48 PAGE CATALOG



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 \$60.00 spar varnish. Each......\$60.00



SPONGE RUBBER ADD 'EM UP DART BOARD



NEW CHUCK-LUCK WHEEL, 32"

COMPLETE WITH 2 EXTRA LAYDOWNS. Aluminum hub. ball bearings with heavy nickel-plated pins bolted in the back. 48 spaces with the double combination. A money maker. \$95.00



ALUMINUM HUB LAYDOWN 32" WHEEL



RACE HORSE WHEEL

WITH 2 LAYDOWN CHARTS. Mounted on aluminum hub, perfectly balanced, nickel - plated washers on both sides, an outstanding percentage game in the 32" size only. Extra heavy pegabolted in the back. This is a lifetime wheel. \$95.00



NEW SIX CAT

Weight, 414 lbs.
ea., 23" high, 12"
wide overall. Brilliant colors, packed
solid as a rock. If
you are looking for
flash, this
is it. Each . \$8.00



CATS - PUNKS

with high-grade wool highlighting the brilliant colors. Will not fade or wash out. 15" high.



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CHARTS THE BEST-AND HOW!

BEAT THE DEALER, OVER & UNDER SIX ARROW CHARTS

54"x54"—with 13 names of horses with the horses silk-screened on the chart. Made on the finest, cleanest screening job you ever saw.

PLUS . . . 49 ADDITIONAL VARIETIES

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Before buying Arcade Equipment (new and used) get our close-out price list or write for what you want. We have a very large inventory.

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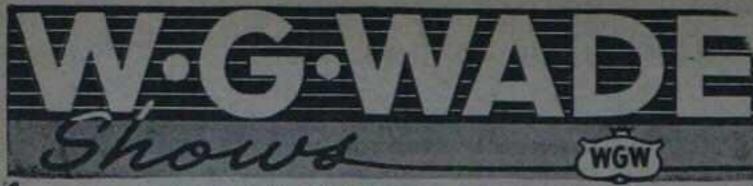
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PLENTY OF STO-K TO BERVE EVERYONE. SO FLASHY NUMBERS TO BELECT FROM.

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OPENING CAL

TUESDAY, APRIL 26, PONTIAC, MICH. FRANKLIN ROAD SHOWGROUNDS (Pontiac's Reliable, Established Downtown Location)

All people holding Contracts, please contact NOW and prepare to report for opening date.

CAN PLACE-Life Show and Dark Ride for full season, closing late October. Our fair season starts in July, continuous into October. WANT Searchlight Operator-Technician who will also handle light

W. G. WADE SHOWS, G. P. O. Box 1488, Detroit 31, Michigan

P. S.: Have opening for limited number of Legitimate STOCK CONCESSION PRIVILEGES at reasonable rates.

high class midway attractions

Opening Friday, April 22, Waverly, N. Y. WANT SHOWS OF ALL KINDS

CONCESSIONS-Custard-Penny Arcade-Photos-Diggers-Rotaries -Novelties and any Legitimate concessions. RIDE HELP-Foremen and second men on Octopus, Wheel, Chairplane, Whip, Double Loop. RIDE SUPERINTENDENT who can lay out lot. Want Free Act. FOR SALE-Large Burch Popcorn Machine-Kiddie Airplane Ride-8-Car Streamlined Mangels Whip. All Replies-

Mickey Percell, Box 106. Waverly, N. Y.

PECK AMUSEMENTS

HIGH-CLASS MIDWAY OF ENTERTAINMENT

OPENING MAY 2, UNDER AUSPICES OF V. F. W., VEVAY, IND. With a Route of Celebrations and Fairs to follow This Unit operating almost exclusively in Indiana.

CONCESSIONS-Will contract for Long Range, Photo, Penny Arcade, Jewelry, Glass Pitch, Hoop-La, Cork Gallery, Balloon Dart, and any other Concession that does not conflict. Bingo, Popcorn, Floss. Snow Ball, Scale and Age already contracted.

SHOWS-INTERESTED IN GOOD ANIMAL SHOW.

RIDE HELP-Foremen for new #5 Ferris Wheel, new Tilt-a-Whirl, and two-abreast Allan Herschell Merry-Go-Round. Must be able to drive Semi. Will pay top wages. If you are married, can place wife on Concessions

H you wish to get with, not the biggest, but one that is going to build a route of the Top Celebrations and Fairs in Indiana and Illinois, now is your opportunity. No drunks tolerated Those close enough will be interviewed in Indianapolis at the Claypool Hotel, April 6, 9.

Those interviewed will be given preference. Others write. No gypsies.

PECK AMUSEMENTS

Permanent Address

872 B. NELSON ST.

KANKAKEE, ILL.

Want Grind Store Agents, Louie Caplin, contact Floyd Vincent. Stock Store Agents, Snake Show people, Monkey Show people, girls for girl shows, capable second men on all rides, must drive semi tractors. Want to book frozen custard.

April 2-9, Wichita Falls, Texas, and April 11-16, Nocona.

B&C EXPO SHOWS

OPENING IN APRIL DOWNTOWN LOT

RIDES-One more Major, one more Kiddle Ride.

5HOWS-Motordrome, Model City, Unborn, Fun or Glass House, 10-in-1. CONCESSIONS-Photo, Basket Ball, Darts, Age, Scales, Jewelry, Penny Pitch, Bumper,

Coke and most others. RIDE HELP, WRITE RAY SANFORD, BAINBRIDGE, N. Y.

MAN FOR OFFICE, GIRLS FOR GIRL SHOW, TWO COUNTER MEN for Cook House, Man for Pan Game. BOB BRYANT, REPORT APRIL 30.

FOR SALE-Pitch-Till-You-Win, will book; one Tractor and Trailer. Address: HEMLOCK, N. Y.

WILSON FAMOUS SHOWS

"Illinois' Finest"

Opening East Peeria, III., April 29. First Show in. Strong Auspices. Bloomington next. Can use any Legitimate Concession except Bingo, Long Range Gallery, Pop Corn or Novelties. Want SHOWS with own equipment.

Foreman for Flying Scooter, Second Men all Rides. You must drive. No Racket, No Gypsies, No Girl Show. Address: ASTORIA, ILL.

MIDWAY EXPOSITION

EIGHT SHOWS Abilene, Kan., this week; followed by Holsington, Scott City in Kansas; Lamar, Las Animas, Rocky Ford, Ft. Morgan, Sterling in Colorado: Buffalo Bill Rodec, Platte, Neb.; best Fourth in Colorado; then 12 straight Fairs and Celebrations
Want soher, capable Agents for Ball Games and Hanky Panks. Will book Stock Stores. What Want soher, capable Agents for Ball Games and Hanky Panks. Will book Stock Stores. What have you? Ride Help who drive Semis Useful Show People in all departments. Need capable Cook House Help. We carry no racket and tolerate no drunks, chasers or agitators. Contact: 35 CONCESSIONS

MANAGER, MIDWAY EXPOSITION. Abilene, Kan., now; Holsington, April 11-14.

FROM THE LOTS

Hill's Greater

PORT LAVACA, Tex., April 2 .-Org concludes a week's stand here tonight. Opening stand was in Aransas Pass, Tex., under auspices of the Business and Professional Women's Club.

Staff includes C. O. Hill, secretary, assisted by Mrs. C. O. Hill; H. P. Hill, manager; W. O. Hughes, advance; C. L. Runnells, electrician and ride superintendent; Mrs. C. L. Runnells, front gate, and Bonnie Holifield, mail and The Billboard agent.

Rides include a Ferris Wheel, Tilta-Whirl, Merry-Go-Round, Spitfire, Flying Scooter, Caterpillar, train, airplane, ponies and buggy ride.

Shows on the org, under C. J. Mc-Donner, are Streets of Bagdad, Hawaiian, Oriental, Congo the Big Snake and Posing. Mr. Atterbury has the Funhouse. Other shows are Side Show, Mickey Mouse and Midget Vil-

Concessionaires are Luke Bollenbaker, country store and ball games; Max Levine, popcorn, candy apples, snow cones, candy floss, lead gallery and custard; Joe Williams, bingo, balloon darts, ball games (2), cookhouse, age and weight; Tex Chambers, pea pool, ball games, photos, basket ball and glass pitch; Warren Murphy, diggers, arcade and hoop-la; Thelma Hill, ball game; Mrs. Atterbury, ball game; Eugene Haddad, hoop-la, blowers, ham wheel and penny pitch; Cleo Hill, beat the dealer; Al Johnson Jr., roll down; Chick Williams, razzle dazzle; Nick Evans, mitt camps (2), and Mrs. Crouch, slum spindles (3) and string and color game.

Patsy June Williams, Houston, niece of Mr. and Mrs. Chick Williams, became the bride of Glen (Smoky) Bench March 22.

Guests at a cocktail party in the home of Vela McGree included Mr. and Mrs. H. P. Hill, Mr. and Mrs. C. O. Hill, Mr. and Mrs. Doc Cole, Mr. and Mrs. Joe Williams, Mr. and Mrs. Art Martin, Mr. and Mrs. Clyde L. Runnells, Mr. and Mrs. Eugene Haddad, E. S. Stone, Bonnie Holifield, Hermita Rodriguez and Mr. and Mrs. Warren Murphy.

W. G. Wade

DETROIT, April 2 .- Sunday's (2 business was heavier than in previo years for the location. Burges's 20-car Scooter got off to flying start, and Fred Thumberg r ported good biz on his Octopus, Rollplane and kiddie train.

John Daniel reported a heavy pla on his kiddie rides, and the show owned Merry - Go - Round, Ferr Wheel and Tilt-a-Whirl did capacit business for several hours. A su prise was the amount of adult but ness on the Little Dipper.

Fred Miller is here from Florid and Harry Mammas arrived from L Vegas, Nev., where he stopped to a the Jing-a-Low and Acc-Awa

Owner-Manager W. G. Wade wi kept busy greeting visitors, including Bernhard Robbins, Harry Stahl, Ea Urquhart; Jack, Jim and Bessie Gal lagher; Mr. and Mrs. Victor Horowit Sammy Stone, Joe Bennett, Bill Ho lingsworth, Whitey Morgan, L. Lafor Mr. and Mrs. Fred Silber and family Sam Soloff, Glenn Hockett and M and Mrs. Roscoe Wade.

Cameron Murray, manager of the No. 2 unit, reported satisfactory bus ness at Davidson and Gallagh streets. Glenn Wade Jr. opened Seven Mile and Cameron streets big business.



Went-Strong Free Act. State lowest for le season. This Show has no pay gate. Grab, P Corn and Carmel Corn. Floss, Mitt Camp, Le Range Gallery, High Striker booked. All oth Legitimate Concessions interested in plays touch with us. This is strictly a Sunday Scho

FOR SALE-1 1947 Ride-Hi Chairplane in perfe chape; want to make room for other Rides.

Can place Roll-o-Plane and Tilt for season. P. Mentz, get in touch with us. Mr. and Mrs. Est land, can use your Wild Life. Special for Show Mechanical, Monkey, Walk Thru with own transportation. No wise snys or lucky people.

R. R. No. 5, Goshen, Ind.

Now contracting for a series of Excellent Dates in Michigan; including the following fairs:

MILAN FAIR, JULY 26-30 CROSWELL FAIR, AUG. 29-SEPT. 1 NORTH BRANCH FAIR, SEPT. 1-5 FOWLERVILLE FAIR, SEPT. 6-11

WANT-Ride Help who can drive Semis, small Grind Shows and ANY RIDES NOT

Write: 10138 W JEFFERSON, RIVER ROUGE, MICH.

YOUNG'S AMUSEMENT CO.

Opening May 1, Milan, III. Playing Red Ones in Iowa and Illinois. Same as last year.

Can use for 1949, Rides: Any Major Ride not conflicting, want No. 5 Wheel (John Harmon, Antioch, III., contact at once). Will lease Rides or book. Concessions: Can place Novolties, Age, Scale, Fish Pond, Bumper, Hoop-La, Glass Pitch, Balloon Dart, Cigarette Gallery, Candy Flosa, Basketball, String Game. Ex on all Concessions. Ex sold on Bingo and Percentage. Shows: Have good opening for two small Shows, Snake, Fun House, Mechanical, etc. Will book for Committee Money and Lights. For Sale: 18x36 Bingo with 1940 Ford Tractor and 1935 G. M. C. Trailer, 22-it., top shape, no reasonable offer refused. Kiddle Airdlane Ride, 4 Planes, capacity 8, new last July, motor in each Plane; loads on two-wheel Trailer, new tires. Priced for quick sale, \$575.00. Contact:

EARL YOUNG, Manager, Rutal Route 1, Milan, III; CHALMERS QUIGLEY, Asst. Mgr., Phone 266-J. Milan, III., or FRANK WESTPAHL, General Agent, Sex 142, Elizabeth, III.

GARDEN STATE SHOWS

Opening the 1949 season April 30, Coplay, Pa. With a Route of Tried and Preven Dates, Conventions, Celebrations and Fairs to follow,

This Show will operate behind a Free Gate for 1949.

WANT RIDES—Will place Merry-Go-Round, Octopus, SHOWS—Will place Shows of all kinets, Want Talker for Monkey Motordrome. Will grant exclusive on two Girl Shows. CONCESSIONS—Want Hanky Punks, Ball Games, Custard, Photos, Age-Scales, Penny Arcade (Johnny Eck, please contact), Long and Short Range Galleries; some P. C. open to those who have Hanky Panks. All address:

R. H. MINER, 161 Chamber St., Phillipshurg, N. J.

SIDE SHOW ACTS WANTED

A-1 Fire Eater. Ticket Seller who can make second openings-good proposition for man and wife-for the O. C. Buck Shows, opening April 21st, Troy, N. Y. All replies:

JAMES THOMPSON, P. O. Box 381, Newark, New Jersey

ENT SHOW EQUIPMENT FOR SALE AT SACRIFICE

Propers Square End Ball Bing Top in rel telescoping center poles, 8-ft. wall, all les and stakes newly painted, bright red les and proscenium. Also about 160 oak error folding benches, kid stringers, comits stage, wiring, ticket box, marqueerite for details and real bargain price on les parts of this beautiful outfit you want.

ALSO

ALSO

Rever out of bar, 8x12 Blue.

and new, never out of bag, 8x12 Blue, impfoll Top suitable for Pea Ball, etc., splete Penny Pitch, Board, Frame, Wiring, w Flamefoll Fly. 2-Kw. Kohler Light of perfect condition.

Plywood box needs repair and paint.

see fine Luggage Trailers. Misc. stock unks and hoxes, four Nieman Diusion Show 10 Hamors used once. No copy, spectacur, attractive coloring.

*crything above (except folding benches) in he seen at Lennus, S. D. Write or come and get whatever you need above at a real country.

WILLIAM MORTON LENNOX, SOUTH DAKOTA

WANTED AERIALIST SMALL DOG ACT CLOWN

WRITE DETAILS

Box 255, c/o The Billboard Pub. 155 H. Clark St. Chicago, III.

FOR SALE

Addison Streamlined Train, Ten-Car Allan Herschell Kiddie Auto Ride with transportation, all in perfect condition: price, \$4,500.00.

J. ROEMER

127 Johnson St., East Peoria, Ill.

AMERICAN EXPOSITION SHOWS

pening April 4, San Antonio, Texas. 10 office-awned Rides-4 Shows. Mant for Season—Stock Concessions of all sinds, also Bingo, Long or Short Range Lead Callery Can place reliable Agents in office-baned Concessions. Want Wild Life, 10-in-1, Penny Arcade, Motor Drome with two transportation or any Show that does not conflict. Will book Boat Ride, Kiddie Train, Live Pony Ride. Want experienced, reliable Ride Help for Ferris Wheel, Merry-Go-Round, Mix-Up, Spitfire, and Rolloplane; must be able to drive semis. All replies to

A. BOOBIE OBADOL 519 Mission Rd. San Antonio, Texas

Who does Vent or Punch, Girl for Blade Box, Hnife Thrower or suitable Side Show Acts, Lenture Man, Animal Man, Working Men who drive trucks. State all first letter, time short. Open April 15. This is two-day stand Animal Phow. Address:

HOWARD INGRAM

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ALL TYPES OF BUSES FOR IMMEDIATE DELIVERY. Send for list today. Priced from 51250,00."

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Capital City

WINCHESTER, Tenn., April 2 .-Org officially opened the season March 5 at Fitzgerald, Ga., under the auspices of the Fitzgerald Lions Club. After the jump from winter quarters in Valdosta, Ga., all shows and rides were ready. Cold weather for the first four days kept business light. The Sensational Constantines, free act, performed nightly, weather permitting.

Shows moved to Carrollton, Ga., where more cold weather was encountered, but later in the week, with better weather, business picked up some.

Next stop was Cartersville, Ga., March 21, where both weather and business were good.

Org carries six major rides, three kiddie rides, a Side Show, Wild Life, rained chimpanzees, Funhouse, Snake Show, a Girl Revue and a free act. On concessions are Con Cunningham, cookhouse; J. L. Clayton, bingo; Dinwiddie, Miller, Paul Towns, Heinrich, Ray Clayton, Green, Lucas, Reed, Waters, Bright, Giddeon, Rose and Berry.

The staff: J. L. Keef, owner-manager: John Reed, business manager; Earl D. Backer, general agent; Jack Rainey, secretary; J. G. Brumitt, auditor: H. Berry, electrician, and J. B. Bayless, mail and The Billboard

Backer announced inking the Tri-County Fair, Manchester; Barrow County Fair, Winder; Gwinett County Fair, Lawrenceville: Jasper County Fair, Monticello; Dodge County Fair, Eastman, and Pike County Fair, Zebulon, all in Georgia; Crenshaw County Fair, Luverne, Ala., and the July 4 Celebration in Stearns, Ky.

C. B. Amusement

POPLARVILLE, Miss., April 2.-Opening date in Milton, Fla., February 26-March 5, gave shows fair business despite much cold weather. Lucedale, Miss., was good and shows ame in here from that date. March 14 opening was especially good here.

Personnel includes Mr. and Mrs. Clarence Cave, bumper and slum spindle; Mr. and Mrs. Sam Bunch, fishpond and hit or miss; Broxton, diggers and long range shooting gallery; Mr. and Mrs. George Comeaw, popcorn and snow cones; Mr. and Mrs. Reed, cotton candy; Mr. and Mrs. Weed, coke bottles, and Sam Bunch, lot man -LUCILLE BUNCH.

Heart of Texas

WACO, Tex., April 2 .- Org, owned by Harry Craig, made its debut in Brownwood, Tex., March 12 for an eight-day stand with 12 rides, 6 shows and 40 concessions. Weather conditions were ideal and biz was good. Free act is Bobbie Corogan and Bill Corlew, Wizards of the Air. Feature attraction is Follies Bergere under supervision of Iona Lee. The front is illustrated and illuminated with neon. Newly decorated sound car, with indirect and neon lighting, is operated by Bob Smith

Shows moved to Waco, where it was greeted by a wind and rain storm. Biz on the week was okay .-L. R. MCNEECE

Wolfe Amusement

WOODRUFF, S. C., April 2.-With the advent of good weather business picked up. The car givenway and nightly door prizes boosted attend-

Mr. Womble joined with 3 concessions, giving the show a total of 40.

There are five carnivals within a radius of 50 miles of here, Harrison Greater in Spartanburg, Davis Exposition in Lyman, Palmetto in Jonesville, Stebiar's in Duncan, and Wolfe

Top money-getter last week was Baker's Parisians, followed by Jernigan's new Ping Pong Show and Poole's Illusion Show.



SEASON OPENS SATURDAY, APRIL 16 8 BIG DAYS—2 SATURDAYS

CAPITOL HEIGHTS, MD. ADJOINING WASHINGTON, D. C.

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SHOWS: Motordrome, Arcade, Snake, Monkey, Wild Life, Illusion, Iron Lung, Mechanical City, Unborn, Midget, Crime Show.

RIDES: Will book one or two Rides not conflicting. Very reasonable rates and an outstanding route.

CONCESSIONS: Jewelry, Photos, Age and Scales, Diggers, String Game and all Hanky Panks.

HELP: First-class Men for Chairplane and Octopus. Also Help for Merry-Go-Round, Wheel, Rolloplane and Kiddy Rides.

Winter quarters now open at Wendell. N. C.

CAPABLE AGENT WITH CAR, ABLE AND WILLING TO ASSIST ALL PHASES OF MANAGEMENT EXCEPT OFFICE WORK-BOTH BACK AND IN FRONT OF SHOW

All replies this week winter quarters, Wendell, N. C.: April 11-16, Capitol Heights, Md.

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1120 E. 9th Ave., Worthington, Minn. Opening May 2nd, Worthington, Minn. Agents for Ball Games, Hanky Panks and P. C. Shows. We have Athletic and Fun House booked. Howard Kumalae wants Girls for Hawalian Show. Will book any Show not conflicting. Help: Parker Marry-Go-Round Foreman wanted, top wages. Second men on all rides, Semi drivers with Chauffeur's license preferred. No drunks.

For Sale: Single Loop-O-Plane, Motor newly reconditioned, no reasonable offer refused. All people who are booked with us, please write and confirm. No Phone Calls Please,

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Douglas Greater

KENT, Wash, April 2 .- Mr.

Mrs. Lloyd Russell were surpri

March 22 at quarters here w

friends gave them a party on th

25th wedding anniversary. The

were presented with 25 silver doll

and two decorated cakes. Lloyd Re-

sell Jr., in the navy, stationed

Hawaii, sent his parents a set of

verware. E. O. Douglas entertain

the guests with moving pictures,

colors, of the Douglas Shows and

sound film of Cole Bros.' Circus.

freshments were served to the follo

W. Sannson and son, Mr. and M

Mr. and Mrs. Alex Stewart, Mr.

Mrs. Charles Hupp, daughter, Jos and son, Ernie; L. N. Freethy, Ke

neth Latham, Bob Stevens, Ed Li

Floyd Nownine and Mr. and Mrs. Je

ry Mackey and son, Danny,-MR

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Happyland

WEBBERVILLE, Mich., April 2 .-V. L. Dickey is in charge of quarters here. Org opens on the Ford and Wyoming lot in Dearborn, Mich., Sunday (17). Shows and game concessions will be absent at that location but will be added for the following date in Royal Oak.

Paul D. Sprague is back from Tampa, where he booked W. B. (Whitey) Sutton's Side Show and Snake Show. Jimmie Winslow will join with a Monkey Show, and Eddie Miller, now vacationing in Tampa, again will present the Girl Revue and have several concessions.

Burt Lamson reported from St. Petersburg, Fla., that he and his wife, Merle, have moved into their new home, but will head this way soon to ready their bingo and other concessions. Mr. and Mrs. Frank Slewinski and Mr. and Mrs. Al Slewinski wintered at their homes in Wyandotte,

Other Happylanders soon to head this way include R. J. Quick, from Fort Myers, Fla., and Nan Rankin, Doc Johnson, Russell and Ethel Stager, Snuffy Massessa, Jack Curley and Mr. and Mrs. O. T. Pleasant, from

Staff this year includes John F. Reid, owner-manager; V. L. Dickey. assistant manager; Paul D. Sprague, general agent and press; Ethel Stager, secretary; R. J. Quick, electrician, and John Simpson, night watchman and walk. A merchant tie-up, via radio, The Billboard agent.

WINTER QUARTERS

Beam's Attractions

WINDBER, Pa., April 2.-Final preparations for opening have been completed in quarters here. Part of the show already is on the lot to complete last-minute painting.

Frank Carr is the new assistant manager of the org, replacing Mort Messias. Joe Dupont is in charge of

Several motorcycles and a new front have been added to the Motordrome. Albert Oscar Stewart has been in quarters rebuilding the Snake Show. Henry McNatt will be foreman of the new Rollo-o-Whirl, Jacob (Sleepy) Wallace has taken his place on the cat crew. Jimmie Yohl is the show mechanic and has charge of the new water ride.

Because of a zoning law the show lost its lease on the present winter quarters.

Kiddieland Amusements

PANAMA CITY, Fla., April 2 .-Owner Doc L. E. Brown states that

Johnny J. Jones

DE LAND, Fla., April 2 .- Activity in quarters has gained momentum, with over 70 workmen busy under the direction of Superintendent Bert Miner. With the best of Florida weather prevailing the past severa weeks, work is well ahead of schedule.

Danny Boyd has charge of the dining hall. Both Funhouse fronts are ing: Mr. and Mrs. Raymond (Bu newly painted. Duke Jeanette will Douglas, Mr. and Mrs. Everett Be again have the Unborn Show. Mrs. ler, Mrs. Earl Douglas and daughte Bertha (Gyp) McDaniels is busy Maureen and Phyllis; Mr. and M checking over a number of new machines for the Arcade and awaiting Rex Boyd, Mr. and Mrs. A. Brow delivery of a specially designed new front for the Rocky Road to Dublin.

Jerry Jackson is expected daily with his Minstrel performers. Show will carry a new top and front. Dick Best is supervising finishing touches to his Side Show. Motordrome has been completely rebuilt, with an elaborate front and panels enhanced by neon and fluorescent fixtures. The Wild Life and Midget Show fronts are completed. J. C. Weer is in quarters with his two new rides.

Wagons are painted and carry the emblem of the JJJ 50th Anniversary tour. Merry-Go-Round is back from a local foundry and machine shop, where the center-pole wagon was rebuilt of steel and the entire ride renovated. A new neon plant has been will preem. Train is skedded to leave quarters Tuesday (22).

Mrs. Boots Paddock has completed redesigning and furnishing the living quarters and observation end of their rooms in Car 49. Marjorie Lockett returned to Boca Raton for several days' stay before opening. Louis Rosenberg, advertising agent, is on a short visit to Miami before leaving for Washington to start billing.

Staff: Morris Lipsky, general manager; Harold (Buddy) Paddock, business manager; Ralph G. Lockett, general agent; L. Peasy Hoffman, special representative; Leonard Traube Associates, New York, public relations counsel and Golden Jubilee Exploitation; Jay Leipzig, press and radio representative; G. M. Dickinson, auditor; Marjorie Lockett, assistant secretary: Hal Eifert, concession secretary; Bert Miner, general superintendent; John Beem, trainmaster; Louis Rosenberg, advertising agent; Andy Kranick, chief electrician, and Dr. Serge Urling, medical director and official announcer.

COSHOCTON, O., April 2.-The

fairgrounds here are bustling with the

activity of Happy Powelson's three units. Approximately 20 men are

working in quarters under the super-

vision of Homer Snedecker and Del-

circus red, trimmed in blue and let-

tered in white. Bert Geyer, scenic

and sign artist, has been working

Six new Chevrolet tractors were

delivered recently. Two Funhouses

West Virginia and Pennsylvania.

Powelson Greater Shows will go out under Delmar Groves, and the

Managing personnel remains the

Powelson Exposition Unit does not

have a manager as yet. -All shows

same as last year: Happy Powelson,

owner; Gene Huff, secretary; V. S.

Scott, general agent, and Rodney

Grey, The Billboard agent,

will open late this month in Ohio,

overtime on trucks and rides.

All equipment is freshly painted in

purchased. Buddy Paddock has returned to Augusta, Ga., to take in the National Open Golf Tournament. General Agent Ralph Lockett has been handling details of the Washington engagement, where the shows

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and two new shows will be added to LARGE OUTDOOR SEARCH LIGHTS, WIRE the No. 1 Unit. This unit again will RUBBER COVERED, ALL SIZES CENERATORS be managed by Homer Snedecker and OUTDOOR FLOOD LICHTS, ALL TYPES OF will make the larger cities thru Ohlo, LIGHTING EQUIPMENT.

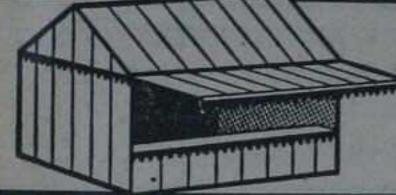
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Don't miss the

FOR REAL MONEY-MAKERS See Page 41 of Supplement

all rides and concession trailers will soon be ready here for the season. New gallery in trailer is completed and office trailer has been remodeled and painted. A new kiddle Rocket ride has been added for the boardand free acts are on the program.

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CUSTOM MADE-TO-ORDER GABARDINE SHIRTS. TAILORED TO FIT YOU. Choice of ten new colors. TAILORED BY BOTTS. \$7.50 each, three for \$20.00. Shank buttons, enameled snaps or PEARL SNAPS. GUARANTEED SATISFACTION. Write for samples. Also have gabardine pants, athletic clothes, jackets, shirts for clubs, bands and all organizations, bowling shirts, embroidery work.

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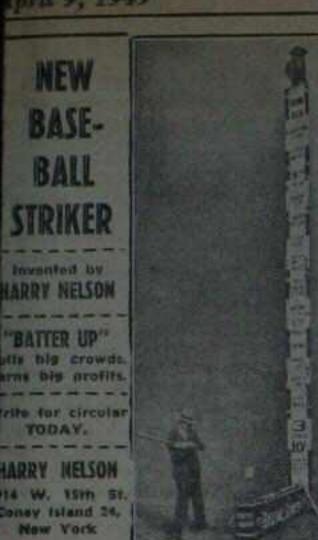
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1942 Model, \$2,000.00 per set, F. O. B. Holyake, Mess. Feed Rollers, \$1.00 each. Negative Nose, \$3.50 each. Negative Contacts less shunts, \$5.50 each. Other parts on hand,

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FOR REAL MONEY-MAKERS

See page 41 of Supplement.

Ihree or Four Rides

JULY 1. 2, 3 AND 4

ANNUAL RODEO & 4TH OF JULY CELEBRATION DEPT. INC. Torra Alta, W. Va.

Rocco

ST. PAUL, April 2 - Work in quarters is in full swing. New show fronts are being built. Neon light towers and 10-mile searchlights will illuminate the midway. A new Spitfire has been purchased, which will make a midway of nine-office owned rides carried by the org. Rocco Jr. has announced that many concessionaires have already arrived, including Mr. and Mrs. Leo Ctibor, Steve and Betty Guilliaum, Freddy and Evelyn Wolfe, Ann and Ervin Skie. Bill and Icy Moran are expected soon, Erv and Elaine Tieden have joined with four concessions. Ruth (Babe) Hart, fat girl from Duluth, Minn., who was booked, under supervision of Doc Crosley, died March 8.

Gifford's

NOBLE, Okla,, April 2.-Work is in full swing here in quarters. This year org will carry a Merry-Go-Round, Ferris Wheel, kiddie Ferris Wheel and kiddie auto ride.

Among the 15 concessions will be bingo, popcorn, snow cones and longrange shooting gallery. Owner-Manager C. F. Gifford recently returned from a booking trip thru Oklahoma and Kansas. Shows will open this month.

Allen-Smith

PROVIDENCE, R. I., April 2 .-Winter quarters is in full swing under the direction of co-owner Frank G. Allen. Peter Paul has completed a new Girl Show and has as personnel Bobby Deare, Ginger Carrol and Peaches. Joe Conlin will have the Animal Show, Jolly Astaire the 10in-1 and Cowboy Pete the Hillbilly Show. The writer will have conces-

Allen recently returned from Pennsylvania where he purchased three complete semi units. Three new power units are on order.-AL HALL.

WANT FOR GOOD ROUTE OF STILL DATES AND FAIRS BOOKED SOLID

Kiddle Autos and Kiddle Train Rides. Will book any Show with transportation. Will book any Show with transportation. Will book any Flat Ride. (Have plenty of transportation—Have 3 30-Ft. Semis for trans-

CONCESSIONS: Want Jewelry, Basket Ball, Heart Pitch, Block Pitch, Pitch-Till-You-Win, Jingle Board, String Game, etc.

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Bolivar, Tenn., this week.

One 12 Car Whip, complete (Mangels) Portable in good shape; self-starter, 15 H. P. motor, A. C. Also one brand new fire engine Kiddle Ride, never been used, 1949 model. Inquire:

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EVANS HIGH STRIKER, used 2 weeks, extra mallet and chaser, cables, sacrifice for \$195. Other surplus equipment. Cretors caunter model electric popcorn machine, good condition, \$175.00. 12-qt. geared hand popper, slightly used, and 5-in. Coleman Gas Plant, \$27.50. Several new and used extra heavy tarpauline, 7x5 to 12x5, chesp. 1/3 deposit, balance C. O. B. CLINT W. SHUFORD, Bax 414, Hot Springt, Ark.

Can use Monkey, Snake, Illusion, 5-in-1, Mechanical, or what have you? Wonderful apportunity for a Motor Drome. We open about the first of May.

Rogers Bros.' Shows Pelican Rapids, Minn.

OUR LATEST ALL ALUMINUM HUCK KEGS



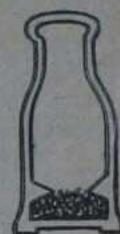
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THIS IS IT! Our new turn over TWO WAY KEG! I To get a fair average for stock work the 4%" opening. To increase your average, just turn kee and use the smaller 41/2" opening. This eliminates changing the fossing distance. TWO SETS IN ONE. We have originated many new ideas in games and this is our NEWEST and BEST.

KEGS are of heavy cast ALUMINUM, 8" high and have TWO openings - one 414", the other 434" in diameter. Enamel finishing in contrasting colors inside and out. Approximate weight, 4 (bs.

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PRICES—Unweighted, \$2.50; 3 Lb. Weighted, \$3.00.

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BASEBALLS-Worth Special- Durohide Cover

Doz. \$2.15; Case of 15 Doz. \$31.50

25% Deposit on All C. O. D.'s.

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Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 2 .-The regular weekly meeting was called to order by L. K. Carter. Treasurer George Carpenter and Secretary Al C. Wilson also were on the rostrum.

Eugene Catlett, of the Catlett Shows, was elected to membership.

Many of the members are leaving to join shows opening early. Curly and Trixie Clark, Ivan (Whitey) Michaelson, Jockey Stevens and Al Campbell left to join the Tex Beason Shows. Toney Martone moved on a lot here and is getting ready to open Friday (8). Sam Benjiman left for worked the past four seasons.

The George W. Nelson Shows will open at Humansville, Mo., Saturday open May 3 at Mission, Kan.

State Fair meeting at the Hotel ton, Marie Tait and Emily Frieden-Muehlebach were Denny Pugh, Harry Hennies, George Flint, Teddy Webb, Maurice Jenks, Fred Cressman, Sam Levy and Theodore Duffield.

the week. Mr. and Mrs. Chester L. Levin returned from an Eastern buying trip.

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COMBINATION CONCESSION AND LIVING TRAILER

Twenty-two feet over all. Modern living quarters, including bottle gas. Six and one-half by eight feet of selling space. Used for lewelry, easily converted to any other straight sale. Must sell because of sickness.

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St. Petersburg, Fla.

Is formulating plans for the Annual Week-Long Fiesta for the week of July 4 to 9.

KENNETH P. REYNOLDS

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Due to disappointment) on large Show, Mid-west or East, NEW POPCORN TRAILER factory built), flashed with chrome equip-ment and over 400 feet of ucon. Fourteen years in the business.

STONE BROTHERS RT. 2, BOX 431, SALEM, VA.

FOR SALE

Combination 24x30 Fire Proof Top and Portable Frame, Milk Bottle and Cat Rack with three steel tables, eighteen milk bottles and about forty-five fuzzy cats with racks and balls. 24x10 artistically painted very heavy duck ball backstop. First \$250.00 takes all.

SAM VALENTI

230 MAIN 5T.

NORFOLK, VA.

same. What have you for inside?

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Opening this week, April 8, at Cynthiana, Ky.

WANT-Ride Men. must drive.

WANT-Concessions-Flashy Photo Gallery, ball game, long range,

or any hanky panks come on. P. C. open. Rat game, big six.

SHOWS-Arcade, Fun House, Snakes, Motordrome, Monkey, Crime-

MR. SHOWMAN AND CONCESSIONAIRE-If you are fed up with

W. R. GERENS

Cynthiana, Ky., April 8 thru 16; Mt. Sterling, Ky., April 18 thru 23

short range duck pond, basket ball, high striker, jewelry, novelties

any shows with own equipment and transportation, 25%. I have

Side Show complete also 3 20x40 outfits with transportation for

being around promoters and would-be show managers, this is a ten

ride show with the finest of fine equipment owned and managed by

the sole owner. A visit to this show will convince you. All replies

CLUB ACTIVITIES

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16 Ladies' Auxiliary

Regular meeting was called to order March 28 by President Mary Taylor. June Hargis was a special guest. New members are Hazel Mack and Ruth

Lucille Dolman, Grace Merkle and Dorothy Enfield are on the sick list. Letters were read from Dorothy Enfield, Nina Rogers and Lucille Gilli-

Opal Manley won spoons donated Walled Lake Park where he has by Mora Bagby, and Charlotte Cohn won jellies donated by Ruth Ann Jones, Minnie Fisher won the bank night. Door prizes, donated by Ber-(9), and Catlett's Greater Shows will tha McCarthy, Stella Linton, Gertrude Mathews and Jetta Clancy, Among those present at the Tri- were won by Sally Flint, Stella Linheim.

Esther Carley, Ruth Gorden, June Hargis, Hazel Mack, Goldi Reeves, Marie Cortes, Babe Miller and Elsie Suker gave short talks. Gertrude F. B. Golden was a visitor during Mathews left for Catalina for the summer.

Following the meeting lunch was served by Estelle Wampler and Alta

Many of the members were guests of Orval and Maybelle Crafts March 15 at the Orange Show. The club was invited to the Clyde Beatty Circus, Monday (4). In return the club has invited the circus folks to the clubrooms for refreshments. This is a yearly event. Maree Rhodes, Minnie Fisher and Peggy M. Forstall will be on the reception committee, and Madge Buckley, Marle Tait, Mary Taylor and Estelle Wampler will have charge of food.

Greater Tampa Showmen's Association Tampa, Fla.

TAMPA, April 2.—A barbecue was held March 6 at the police pisto! range. An orchestra was provided and several members, including Jay Kirk, James Moeller and Bertie Perrot, entertained. The building fund realized \$160. Of this sum \$55 was brought in by autographs on the cast of Hazel Maddox who has been laid up with a broken leg. Gena Berni had charge of the cooking.

The building committee is still working on preparations for the new clubhouse which will be started in the next few weeks.

The drive for membership during the winter brought in over 90 new members. The latest to join are Gene Cummins and Manuel J. Garcia.

The meetings are still drawing quite a few members, altho most are off to join their various shows for the spring tour. At the last meeting there were over 50 members in attendance, with C. J. Sedlmayr Jr., presiding. C. J. Sedlmayr Sr., who was a recent visitor, has been active on special committees.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, April 2.-The regular, meeting was held March 31, with Mike Wright presiding. Also on the rostrum were Treasurer Walter F. Driver and Secretary Joe Streibich. It was decided the last meeting this spring will be Thursday (28) and the first fall meeting October 6.

Jack Benjamin is okay again and is back at his house committee job. Harry Mamsch, W. C. Deneke and Tom Vollmer are still confined. Joe Shapiro, on the sick list, is up and

about

The house committee is serving regular Thursday lunches, starting at 7 p.m. These are taken care of by donations to the penny parade.

With the return of good weather, Ed Sopenar and his cemetery committee will get busy on the necessary work at Showmen's Rest. A number of members attended services for the mother of Cecil and William Meyers, who passed away March 26.

Joe Coyle and Earl Shipley were present after absences, and Dick Ware attended his first meeting. Snyder gave a short talk. Dave Malcolm is back after attending fair meetings. George Brooks is putting in a lot of time on the bingo. Ray Oakes and Henry F. Thode collaborated on getting out the League's birthday cards.

Henry Polk is back from the West Coast. Tom Burke left to join Hennies Bros., and Jack Hawthorne is reported busy at Louisville getting ready for the season with Cole Bros.

Visitors included William Calamari, M. K. Brody, Solly Wasserman, Chick Schloss, Sam Arenz, Rudy Singer. Harry Simonds, Ed Sopenar, Rinaldo Reinhart, Louie Berger, Al Kaufman, Jack Kaplan, Pete Norman and Bob

Letters were received from M. J. Please send in your address. Di lagan and Gene Autry.

Ladies' Auxiliary Mrs. Robert H. Miller and Mrs. Margaret Filograsso were hostesses for the social in Hotel Sherman March 24. Winners included Mrs. Cora Yeldham, Mrs. Sam Gluskin, Nell Young, Edith Streibich and Carmelita Horan.

Phoebe Carsky, past president, returned from a vacation in Florida. Nellie Byrnes is ill in her Chicago

home. Mae Sopenar is back in the hospital.

Secretary Carmelita Horan requested that members send their '49 dues to her at 1825 West Ohio Street, Chicago 22.

Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, April 2.-Mrs. Robert Seery, Eva Shine, Josephine Glickman, Lillian Lawrence and Kathryn Robertson were in charge at the social. Bobbie Cherniak donated a sewing cabinet to be raffled, and Mae Taylor donated a white orchid. Awards went to Anna Graebert, Pearl McGlynn, Martha Witter and Isabelle Brantman. Nellie Young made a cash

Past Presidents Pearl McGlynn and Jeannette Wall are driving to Florida to join Edna Stenson who has been wintering in Miami.

Grace Lynn, entertainment chairman, won first prize on the Ladies, Be Seated radio program, Brantman and Billie Lou Foreman were week-end guests at the new home of Bob and Pat Secry.

The sympathy of the club was extended to Esther Meyer's husband, Cecil, on the death of his mother. Margaret Shapiro has been Ill with pneumonia. Trixie Clark reported Edna Stinson in Jackson County Home with a broken hip,

Mail sent to Charlotte Wright has seen returned unclaimed.

National

Showmen's Association 1564 Broadway, New York

NEW YORK, April 2.- The new advisory board, recently named to all acting executive secretary Ethe Weinberg, met last week and appointed Joseph A. McKee, of Palsades Amusement Park, as their chairman.

Club's house committee has installed velour drapes in the clubroom to provide secluded viewing room for the television set. Application for membership was received from Jack Siegel, sponsored by Sam Rothstein Many of the boys left for Washington to join the James E. Strates Shows

Several members of the shut-is committee visited George Johnson is Newark, N. J., and report he is much improved. Other members on the sick list are recuperating. Sol Eichen was called home because of illness of his daughter.

Our sympathy to the family of David L. (Spot) Basinger, who died March 24. Funeral services and interment were held Saturday (26) at Salisbury, N. C.

Siro Aurilio and Lillian Paegle, of Warner Bros.' Studio, who were recently married, have returned from their honeymoon in Miami. Mr. and Mrs. James Peterson is back from a trip to Havana and Miami. Murray Goldberg also is back after wintering in Miami. Ted Barton has left for the West Coast. Lou Lange is on his way home to Miami.

Recent visitors were Charles Wertheimer, Morris Batalsky, Morris Vivona, Murray Friedland, Eli Guralsky, Louis Kronenberg, Jack Capria, Sidney Rifkin, Harry Koretsky, Jack Harris, Milton Nathan, Charles Zucker, Justin Van Vliet, Herman Moskowitz, Paul Miller, Morris Gustow, Sidney Herbert, D. D. Simmons, Sam Levy, Aaron Hymes, Robert Devany and Harry Krasnow.

Mail is being held for Francis W. Murphy, Al Dorso, George Halpin, Jack Gordon and Raymond Sullivan, Doolan, the Lou Kellers, John Cal- you forget to pay your dues? Next regular meeting, Wednesday (13).

GRAVY-GRAVES

WANTS AGENTS

For Buckets, Tiles, Coke, B. B. Range, Cork Gallery, Duck Pond, etc. Good proposition. Good route opening April 30, Mason City, Iowa. Write or wire

> C. J. GRAVES c/o Wolf's Greater Shows 4232 4th St. N. E., Minneapolis 21, Minn.

STAR AMUSEMENT CO. WANTS

Stock Concessions, Ball Games, Phases, Mitt Camp. SHOWS; Have cood Athletic Show for right party. RIDE HELP for Wheel and Merry-Go-Round, Winter quarters open, Will open about April 15. Good routs of Picnics and Still Dates. Write or wire

B. E. MILLER, Mgr. HOUTE 2, BOX 143 JUDSONIA, ARK.

Concessions: Hit-Miss, Shilk Boffle, Ball Game, Glass-Pitch, Hosp-La. Coke Boffle, Ctothes Pin, Pitch, American Palmistry, Will sell EX, on 1 Bucket and 1 Six Cet, any Concession not conflicting. Can use Rides, Shows. All People that book with this show will open April 12. Let me hear from you or come to winter quarters.

GUY WHITE OR FRED ALMONY. Chattanooga, Tenn. 3614 Fagan St.

Must know Scuttwest. T. J. TIDWELL SHOW

Fort Stockton March 28-April 2. Kermit, Texas, April 65. All Wire T. J. TIDWELL

CANADA

30 CARS

20 FAIRS

Pacific Coast Showmen's Association 235 S. Hope St., Los Angeles 16

LOS ANGELES, April 2.-Regular er by Vice-President Mike Doolan. o on the rostrum were Treasurer Weber and Secretary Louis

anley. Executive Secretary Al Flint reinded the assemblage that club dues Il be upped from \$10 to \$12 anmlly starting September 1.

Ed Smithson still is in a serious reported on the sick list. ndition in General Hospital. Spot aglan, who suffered a relapse after ber. lying the hospital, is said to be owing improvement.

Drawing was won by Louis Baci-

lupi

Lone Star Showmen's Club Dallas, Texas

Ladies' Auxiliary

A stork shower was given for Mrs, stricia Smith in conjunction with e semi-monthly social March 14. etta Lindsey, Margaret Pugh and ary Ellen Liberman were hostesses. country style chicken dinner was rved club members March 21.

veeds Agents for the following: The flashest Slum Stores on the road-Duck Hoop-La. Balloon Darts, Over 12. Pans. Also one Grind Store Agent who can take orders. Swinger Agents for Bama. Jimmie Claire, get in touch with Tim Coleman. Agents who worked for me before, acknowledge this ad. We open April 28th, Middletown, Conn., Celebration. All may answer to me at

321 N. PEARL ST., ALBANY, N. Y. until April 21; then Care Coleman Bros." Shows, Middletown, Conn.

30 CONCESSIONS RIDES 10-Mile Searchlights

Rocco & Sen
Opening in St. Paul, April 30
tock Concessions, Live Girl Slide Ball ame, Mechanical Show, any Grind Show not onflicting, Men on Spiifire, Tilt-a-Whirl and Il Rides, Jo-Ann, contact. Want Speaker Men. ontact

St. Paul, Minn. omo Sta., R. 5 Phone: Nestor 9870

CLIFF OSTEEN CAN PHACE GIRLS

For 2 Girl Shows. Girls who worked for me before wire me at once, will send tickets if necessary. (BOB LEE, wire me at once how I can call you).

CLIEF OSTEEN Cara WALLACE & MURRAY SHOWS Anderson, S. C.

RIDES — CONCESSIONS

Kiddle Rides and Concessions. Few open dates for Bassars, Celebrations and coming events. Phone: Little Palls 4-0811-J.

GEORGE E FERNLEY & SONS Little Falls, N. J. 44 Zelliff Ave.

Merry-Go-Round and Ferris Wheel Foremen.

Other Rids Help.

JAY GOULD CIRCUS OTTAWA, ILL.

Michigan Showmen's Association

3153 Case Avenue. Detroit

DETROIT, April 2.-Regular meeteeting Monday (28) was presided ing was held March 28. On the rostrum were President Jack Gallagher, First Vice-President Nate Golden, Third Vice-President Fred Silber, Treasurer Louis Rosenthal, Secretary Bernhard Robbins and Past Presidents Harry Stahl and Leo

Eddie Gold and Sam Sullins were

Lawrence W. Whitt is a new mem-

The last meeting of the season will be held Monday (11). A special program is planned by the entertainment committee, headed by Mac Kahn, to honor the 10-year members.

Ladies' Auxiliary

The monthly social was held March 28. Bingo prizes were won by Grace Ziegler, Clara Balog, Pat Crognale, Dorothy Gold, Charlotte Richardson, Jean Mazurek, Rose Gold, Lauraine Smith, Sharon Anderson, Bertha Ford, Dollie Galvin, Mayme Wade, Rose Lewiston and Clara Silber. The grand prize was won by Saydie Schwartz. The sum of \$150.55 was realized for the gen-

Luncheon was served by hostesses Ann Borker, Laura Baker, Leona Bennett and Bessie Gallagher.

Show Folks of America San Francisco

SAN FRANCISCO, April 2.—The regular meeting was held March 21. President Eddie Burke presided, Past President Sammy Corenson filled in on the rostrum for Teddy Levitt.

Joe P. Meaders was voted to mem-

Guests, new members and members who had been away for some time, presented by President Eddie Burke, included Charles and Edith Walpert, Tiny Dollita, Pop Erickson, Dave Long, Jane Albright, Albert and Minette Anderson, Dave Rosenthal, Rose Fisher, Sylvan Verneau, Joseph and Marie Kay, Henry and Birdie Copeland, E. S. Fitzgerald, Joe Borell, Abe Fabrican, Lloyd McDowell, Euenna Mack Hanna, Dr. Paul Richelle and Walter Fleck.

A regular meeting of the board of directors was held March 27.

Council Raiford and Dave Long reported Glenn Artz much improved. Joe Alterman is confined to his home, seriously ill. Roy Hodges suffered an accident in Puyallup, Wash., in which he lost two fingers.

John Provenzale won \$19 in the pot of gold. The remainder was given to the refreshment fund.

Hot Springs Showman's Assn.

HOT SPRINGS, April 2.—Meeting was held March 25, with President Noble C. Fairly in the chair. Total membership of the 10-week-old club is now over the 250 mark.

Ladies' Auxiliary held its regular meeting on the same night. Mrs. Viola Fairly, chairman of the St. Patrick's Day party, announced the af-

fair brought in \$248.

OPENING TYLER, TEXAS, APRIL 18

Have opening for capable operators, with people, for Side Show and Girl Show. (Have Neon Fronts and all Equipment for same). Want to book Lead Gallery, Photos, Penny Arcade and Hanky Panks

of All Kinds. Can Use capable Foremen and Second Men on all new rides. Address:

W. A. SCHAFER

714 South Haskell, Dallas, Tex., until April 16, then per route.

FOR SALE—CRIME CAR, COMPLETE SHOW

An autitanding buy—1931 Lincoln (5) custom built bullet-proof Town Sedan, acquired from the estate of the late MARK HELLINGER, in excellent running condition. This car has one inch thick bullet-proof glass—is completely armored, including roof. Has secret machine gun compartment and small arms compartment—gunslots, built in windows.

Show includes new 30 x30 waterproof and fireproof top. Plenty of blow-ups all framed. Panel front ticket box—Webster Wire Recorder—amplifier and speaker. READY TO GO.

\$1600.00 CASH

ERANK PLATTEN

STED CAMERFORD AVENUE

"America's Most Spectacular Midway"

The Show Beautiful CANADA 30 CARS Opening Windsor, April 23 20 FAIRS

WANT-Working Men in all departments. Foremen for Moon Rocket and Fly-o-Plane. Tiny Jamison, wire.

Fairs Start at Lethbridge, Alberta, June 27th

PETE KORTES Can Always Use High Class Freaks

JOHNNY BRANSON Wants Motordrome Riders

JEAN BRANSON Wants Girl Performers

Address J. P. (JIMMY) SULLIVAN Box 442, Toronto, Canada

CAN PLACE SHOWS WITH OWN EQUIPMENT: Monkey Show, Fun House, Acts for Carl Alzora, Side Show.

RIDES: That do not conflict. What have you?

CONCESSIONS: Basket Ball, Bowling Alley, Long Range Shooting Gallery, French Fries.

For best Still Date Route in Tennessee and West Virginia. Nine bona fide Fairs in West Virginia and North Carolina.

Burt Miller, contact Earl Tilghman.

This week, Rockwood, Tenn.; followed by Morristown, Tenn.

Contact RUSSELL OWENS

WHAT HAVE YOU GOT THAT'S DIEDERENT?

WATERBURY KNIGHTS OF COLUMBUS KIDDIE CIRCUS

STATE ARMORY - MAY 5-6-7-8

Proceeds Catholic Youth Center. 20,000 tickets sold in advance.

SHRINE KIDDIE CIRCUS - DANBURY State Armory, May 13-14-15. 10,000 tickets sold in advance. SHRINE KIDDIE CIRCUS — STANFORD

State Armory, May 20-21-22. 10,000 tickets sold in advance.
Booth Space Available. WANTED: Glass Blower, Fish Pond, Arcade, Exhibits, Novelties, etc.

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GOLDENGATE AMUSEMENT

Touring Canada's greatest stampedes and sports days BOOKINGS START ONE MONTH AFTER OPENING DATE

This is a proven route, one of Western Canada's greatest, opening on or about May 1st. Have five office owned Rides. Will book any Ride or Side Show that does not conflict with present set-up. Rummies, please do not answer.

GOLDENGATE AMUSEMENT SHOWS

207 ABBOTT ST.

VANCOUVER, BRITISH COLUMBIA, CANADA

WANT - BINGO HELP - WANT

Countermen for Deluxe Bingo, top salary and bonus.

FOR SALE: 14-Foot Six Cat Outfit, complete, \$300.00; 14-Foot Fish Pond, complete with Top and Frame, Tank, Motor, Pump, Flash Jacks, Backgrounds, etc., ready to go, \$250.00; set of three Baker Buckets (new, used one week), \$70.00 for all three.

Contact: VINCE McCABE, SUNSET AMUSEMENT CO., Excelsior Springs, Mo. Phone 860.

WOLF GREATER SHOWS

20 Celebrations and Fairs

OPENING APRIL 30, MASON CITY, IA.

Will book Jewelry, Bumper, Dart Add Up, Swing Ball, Grab Bag, Nail, Clothes Pin, Watch-La, American Palmistry (no gypsies). Want Shows—Mechanical City, Midget, Fat Show, Iron Lung, Illusion, 10-in-1, Hillbilly, Snake Show. Help on all Rides.

P. O. BOX 2725

Phone: Midway 7647

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BINGO FLASH BOARD BINGO **BLOWERS** 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 A complete line of Bingo Equipment and Supplies on hand ready for immediate delivery. Bingo Specials — 1500 and 3000 series — automatic Bingo Cages. The newest Rubberized Cage at a new low price. Large Heavyweight Bingo Cards — Medium Weight—Post Card Weight—Large News Weight — Sheets—Transparant markers in bulk or bagged and carded (new low price), etc. A new catalog is now ready-write for it. If It's Bingo Supplies-buy from the largest manufacturer.

THE BEST IN OUTDOOR AMUSEMENTS

ACE SPECIALTY MFG. CO. NEW YORK 12, N. Y.

WANT—SHOWS—RIDES—CONCESSIONS For Michigan Still Dates, Fairs and Celebrations

SHOWS—Especially want good Motordrome, Excellent Drome territory, Can place Fat Show, Crime Show, Horror Show, Life Show, Fun House, Glass House, Wild Life.

RIDES—Will book one or two non-conflicting Rides. Want Little Dipper, Scooter, Fly-o-Plane, Hi Ball, Moon Rocket, Tilt-a-Whirl, Spit Fire, Looper.

CONCESSIONS—Can place several more Concessions to work for stock only. Want well flashed lewelry Outfit, Ball Games. Coke Bottles, Country Store, Slum Blower, Hoop-La. Glass Pitch, and others.

WANT SENSATIONAL FREE ACT to join May 30 for about 9 weeks. Whitey Sutton wants Freaks and Side Show Acts. Eddie Miller wants youthful, attractive Girls for Girl Show. Opening for a few good Ride Men. All address:

Happyland Shows, 3633 Seyburn Avc., Detroit, Mich.

2 SATURDAYS 2 SUNDAYS Winterquarters

2 SATURDAYS 2 SUNDAYS Winterquarters

OPEN APRIL 7 TO 17, FAIRLAWN, N. J.

10 BIG DAY! AND NIGHTS-14 MILES FROM NEW YORK CITY

Want Airplane, Merry-Go-Bround, Whip Foremen and Second Men; semi drivers preferred; top wages. Want Shows-Iron Lung, Mechanical City, War Show. Jungleland, Monkey Circus or Dog and Pony or Wild Life. I have tops, fronts and transportation, what have you? Good proposition for Penny Arcade. Don't want Rides, have 10 of my own. Want Concessions-Bumpers, Basketball, Pitch Games. Hoop-La. Want to buy Bingo complete. All address:

HELLER'S ACME SHOWS, Box 6, Campgaw, New Jersey. Phone: Wyckoff 4-0333M



"HONESTY IS OUR POLICY"

CONCESSIONS: Fish Pond, Cork Gallery, Long Range, Milk Bottle, Glass Pitch, Hoop-La, Clothes Pin Pitch, Novelty, Ice Cream, Custard, Cat Rack, String Game, Darts, Penny Arcade and Jewelry
RIDES—Will book or buy Octopus or Spitfire.
SHOWS: Illusion, Fet or Glass House.
HELP WANTED: Agents for office owned Stock Stores. No gypsies, no flats. All repliess

JOHN PORTEMONT PULASKI, TENN.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

For an exceptional route of Still Dates, Celebrations and 10 of the best Fairs in Georgia.

SHOWS High class Side Show, Monkey Circus. Midgets or any entertaining Shows catering to Ladles,
Gentlemen and Children.
Have complete outfit for Animal Show except Animals; Beautiful Snake Illusion Show, complete; will turn over to capable parties.

CONCESSIONS

Can place Custard, Long Range Gallery, Cork Gallery, Heart Shape Pitch, Hoop-Le, String Game, Ice Cream, French Fries, Snow Balls, Jewelry and Hanky Panks of all kinds. Positively no racket.

Bingo Operators, notice: Can place Bingo for a few weeks beginning April 18th or 25th. All address:

22-A E. Court St.

JOHNNY T. TINSLEY SHOWS Thru April 9th, 1949

Greenville, S. C.



Want organized Ministres Show with Band or Hillibilly Show with Band. Also organized Side Show or Acts for Side Show. Salary out of office. Want Talent for Athletic Show. Will book Wild Life. Illusion, Monkey Show. Fun House, Big Snakes, Grind Shows of all kinds. Want Manager for Girl Show with 2 or 3 Girls. CONCESSIONS—Will book High Striker, String Game. Hanky Panks

HARRY CRAIG, MGR.

Address: TEMPLE, TEX., this week; STEPHENSVILLE, TEX., next week,

Ice Show Planned by Dave Endy; Negotiates for 20 - Person Unit

MIAMI, April 2.-Negotiations are physician. Of these only Kline and under way for the Endy Bros. Shows to carry an ice show, Owner-Manager Dave Endy announced this week at the shows' office here. Plans call for a 20-person unit, Endy said. Five wagons would be required to handle the show, he added.

Dick Best, veteran midway show operator, who shifts this year to the Endy org, will have an Unborn Show and a Snake Show in addition to his Circus Side Show, Endy said.

Rita Cortez in Revue

Other shows already set include Mr. and Mrs. Al Mercy's revue, titled Scandals of 1949; George Vogstadt's Illusion, Wild Life and Wild Horse Shows; Big Bertha and her Fat Girl, Fred Munn's Monkey Circus, Catharine's Baby Show, Speedy Bab's Motordrome, and an Iron Lung, Funhouse and Tunnel of Love,

Rita Cortez and her revue, with a rumba band, is to be featured in the Scandals of 1949. Rita is due to join in time for the show's April 29 opening in Albany, Ga.

A total of 20 rides, of which six will be kiddle devices, are to be carried, according to Endy. He said the show will move on 30 cars.

Concession Line-Up

Concessionaires will include Elmer Shoemaker, cookhouse and stands; Tony Munns, pronto pups; Hazel Zabreski, two popcorn wagons; Joe Marcinoe, French fries; Bob Parker's diggers and Derby Race: Dave Francis, long and short-range galleries; Joan Endy, custard, and Mrs. Lux, palmistry.

The shows' staff includes Louis A. Rice, assistant manager; Robert Kline, general agent; Joe Rowan, special here. agent; Glenn Ireton, press agent; Tommy Allen, lot superintendent; play Kentucky, Indiana, Illinois, Ten-Vernon Korhn, secretary; Joe Lux, nessee and Georgia, closing late in concession manager; James Zabreski, Diesel engineer; John Dempsey, general superintendent and trainmaster; Harry Batton, scenic artist; Judson Sleffier, billposter; Enoch Ratzell, sound technician, and Dr. J. Bozeman,

Smith Greater Goes Out as Gold Crown

FAYETTEVILLE, N. C., April 2 .-Smith Greater Shows henceforth will be known as the Gold Crown Exposition, it was announced from local quarters this week by Mabel Smith, treasurer. All equipment is being issue with Chief Smith and criticized readied in local quarters for shows' debut in Red Springs, N. C., under Veterans of Foreign Wars auspices.

Late quarters arrivals included Howard B. Stewart, secretary; Harry E. Wilson, assistant manager and publicity director; Jesse McCul-lough, ride superintendent; Frank Aggreta, Chairplane foreman, and Billie Beans, ride man.

game, and Al Williams the cook- week forwarded midway contracts to house. The Messrs. Sanatones have the Johnny J. Jones Exposition, winbooked their concessions, as have tering in De Land, Fla. Dates are Mr. and Mrs. Jesse Tireman. Roy August 21-28. Chilson, electrician, is expected soon with his crew. General Agent Dr. Hamilton also is expected soon. K. E. (Brownie) Smith continues as litical picture necessarily postponed owner of the shows.

Dennis Day Signed for P.A. At El Cajon Annual, June 3-5

EL CAJON, Calif., April 2.-Dennis Day has been signed for a personal appearance at the second annual county fair to be held here June 3-5 at Gillespie Field.

The fair will feature a horse show, two-day aquacade and exhibits. It is former program director of KFSD, San Diego.

Allen are newcomers to the staff.

Joe Lux recently completed 24 midway stands in winter quarters at Albany, Ga. The railroad cars are being repainted in red and silver Recent additions to the railroad equipment includes several flat carand a new stateroom car.

Blue Grass Bows At Augusta, Ga.

AUGUSTA, Ga., April 2 .- Blue Grass Shows, owned and operated by C. C. (Specs) Groscurth, opened here tonight to satisfactory business. The line-up for the opening shows sever major rides, four kiddle rides and for the first time here, John Russel had his new Coaster in action, as well as the new hobby horse kiddle ride.

In the back-end Joe Hilton has his Circus Side Show; Eddie Greene Monkey, Wild Life and one Girl Show, and Bob and Myrtle Thomas their arcade, housed in a new top. On concession row are Mr. and Mrs. Roy Duffy; James Cassidy with his glass pitches; Mr. and Mrs. Russell Groscurth, Leo Hirsh, George Lewis, Slim Knowdell, Mr. and Mrs. Charles Lake, Larry and Peanuts Horn, James Coonfield, Mr. and Mrs. Sam Scolnik, Mr. and Mrs. Harry Harrison, and Charley Miller's cookhouse.

Among visitors tonight were Eddle Lewis, Buddy Paddock and Mr. and Mrs. Charles Phillips.

E. C. May is the lot man. Doc Angel handles the mail and The Billboard, William Krieger also is

The shows will head north and November.

Leominster, Mass., Mayor Okays Banning All Units

LEOMINSTER, Mass., April 2.-Mayor Ralph W. Crossman has announced that he will exercise his licensing power to prohibit the appearance of carnivals here. Action is based on the recommendation of Police Chief George H. Smith, who summed up his objection by saying, "There are no good carnivals."

Elson B. Race, a member of the Recreation Commission, took sharp the generality of his statement. Race said that applications for licenses should be screened.

Sedalia Midway Contract Awarded to Jones Expo.

SEDALIA, Mo., April 2.-Roy S. Kemper, secretary-manager of the Pat Grande will have the corn Missouri State Fair, Sedalia, this

> Altho it had been generally understood that JJJ was in line for the contract, changes in the Missouri pothe formal signing. The shows will move into Sedalia from Indiana and follow the State fair with a second engagement at the Cook County Fair, Chicago, August 30-September 5.

Motor State Opens April 26

DETROIT, April 2 .- The new Motor State Shows, managed by Joseph J. Frederick, veteran ride and concession operator, will make their debut under the direction of Leah Mc- April 26. Unit will carry five rides Mahon, executive secretary, and and three shows and will play in Michigan, Ohio and Indiana, Leo Schultz is assistant manager.

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WANT GENERAL AGENT

lust be sober and reliable. B. J. Collins, contact me at once. rank Owens, who has been agent for the past three years, is taking other duties with show.

WANT CONCESSIONS

anky Panks of all kinds. Will sell Ex on Snow, Custard. Cookhouse, Scales and Photos.

WANT

Motor Drome, Fun House, Ten-in-One or any other Show

ALL RIDES

wned by A. Spheeris, manager and owner. Ten in all. Will not book Rides

ommy Carson is legal adjuster with show. All people who have been with him in the past please contact

air and Celebration Secretaries, we have a few dates open. Look us over

WANT NEON MAN

All contact

A. SPHEERIS, MAGIC EMPIRE SHOWS

Louisville, Miss., April 4-9; West Point, Miss., April 11-16

CONTINENTAL SHOWS, INC THE SHOW OF HIGH STANDARDS

8 RIDES-2 SOUND CARS-4 SHOWS OPENING APRIL 27, KINGSTON, N. Y. LOT STAKED OUT APRIL 25.

Positively the Finest and Best Equipped Show its size in the

Custard Wanted: must be high class outfit. Limited number of Grind Stores still available. What have you?

Fun House, Motordrome and Grind Shows with own transportation.

ROLAND CHAMPAGNE. Mgr.

Courtney Lane

Phone 36594

Lowell, Mass.

MIGHTY PAGE SHOWS

Girl Show, Animal, Geek, Motordrome and Fun House.

Concessions-Diggers, Novelties, French Fries and any Hanky Panks.

Want Advance Man; O. P. Johnson, contact.

tacey Knott wants Ride Men that drive Semis. All replies to:

BILL PAGE, Henderson, N. C.

Opening May 2 in Best Town in Central Maine

NCESSIONS—Candy Floss, Jewelry, Duck or Fish Pond, Dart Game, Age or Weight and itos. SHOWS—Girl. Snake, Geek, or what have you with own transportation and equipment. Electrician who understands light plants. Second Man on Merry-Go-Round. Can use able Concession Help. WANT Kiddle Auto Ride, also Pony Ride. Want to buy good corn and Candy Apple outfit. Opening for Percentage Dealers. All those booked write opening apol. Arthur Ouelette, answer. Robert Tuttle, report at winter quarters April

Clyde Sanborn, write. Contact M. S EARL P. O. Sox 683, Farmington, Maine

MEN'S CLUB SHOW GROUNDS, LEMOYNE AVE. CONCESSIONAIRES, ACTS AND SHOWS, WRITE.
Rides, Cook House, Bingo, Pop Corn and Floss booked,
Write:

C. F. GRAY P. D. BOX 16, SALINA STATION, SYRACUSE 8, N. Y. PHONE 3-5863.

LONE STAR SHOWS

PRESENTING A STAR STUDDED ROUTE

OPENING APRIL 8, 1949, ELIZABETHTOWN, KY.

LOCATION HEART OF TOWN. 8-BIG DAYS AND NITES-8.

Followed by VFW Spring Festival, Central City, Ky., April 18th thru 23rd: Fireman's Festival, Campbellsville, Ky., April 25th thru 30th; Covington, Ky., Moose Festival, May 2nd thru 7th; Newport, Ky., Moose, May 9th thru 14th; Connersville, Ind., auspices Fraternal Order Police. May 16th thru 25th, including Sunday; Marion, Ohio, Memorial Day Celebration, May 27th thru June 4th, sponsored by Veterans, including Sunday with fireworks, parades, etc.; Springfield, Ohio, June 6th thru 11th AMVETS Festival, with Chillicothe, Hamilton and Portsmouth. Ohio, to follow, then big Fourth Celebration, July 2-3-4, Greensburg, Ky., \$1,000.00 silver dollars and hundreds of dollars in merchandise given away on Midway. Big old-time celebration. Then all bona fide fairs. Will verify this route by personal letter from secretaries of all following fairs to anyone wanting to join us for season with a worthwhile attraction. Keep this list for future references. All fairs starting Harrodsburg, Ky., July 5th thru 9th, Maysville, Ky., Moose Exposition and Fair: Nicholasville, Ky., Fair; Columbia, Ky., Fair; Scottsville, Ky., Fair; Great Glasgow, Ky., Fair. Week August 29th open. Big Labor Day Celebration and Fair, Sheffield, Ala.; Legion Fair, Tuscaloosa, Ala.; Cotton Carnival, Selma, Ala.; Legion Fair, Eufala, Ala.; Rome, Ga., Fair and Exposition; Legion Fair. Opelika, Ala.; Jackson County Agricultural Exposition, Marianna, Fla.; Bay County Fair, Panama City, Fla.; Apalachicola, Blountstown, Port St. Joe, all Florida, to follow.

Want for now and all season capable Ride Men, Semi Drivers, Second Men, A-1 Foreman for Merry-Go-Round, A-1 Diesel man for new 250 KVA GMC Diesel, A-1 Billposter with transportation and equipment. top salary.

Want Fun House, Glass House, Snake Show, Side Show (Mrs. Golden. Joe Hilton, wire), Midget Show, Mickey Mouse, Penny Arcade with own equipment and transportation.

Want Hanky Panks of all kinds, capable Cookhouse Help, Agents for Count Stores, Pin Stores, Buckets, Alley; capable Concession Help of all kinds come on. All address

MANAGER LONE STAR SHOWS, Elizabethtown, Ky.

WANTED

FOR LONG SEASON ON LONG ISLAND, BEGINNING FIRST WEEK IN JUNE

First Class Motordrome, Posing Show, Side Show or any good Novelty Grind Show. Must have own equipment. Can use custard at once. Also concessions that do not conflict. Sober ride help needed at once for early opening, New York City.

CARNIVAL SHOWS, INC. PHIL ISSER, Gen. Mgr. 1539 E. 29th St., Brooklyn, N. Y. Cloverdale 8-1061

ALLEN SMITH SHOWS

OPENING APRIL 25 IN NEW YORK STATE

Spot to be announced in Next Issue.

We carry Six Rides and Four Shows. Featuring Miss Luxem on the High Sway Polean Al Martin Attraction

CONCESSIONS WANTED-Pitch-Till-U-Win, Doll Store, Add-Em-Darts, Slum Blower, String Game, Mug Outlit, Age and Scales, High Striker, Fish Pond,

All Ride Help who have been contracted report to Winter Quarters at 137 Lockwood St., Providence, R. L.



DAST CALL

OPENING APRIL 19TH, SPRINGFIELD, ILL. SHOW5: Can place Penny Arcade, Fun House, Mechanical Show, or any Show not conflicting,

with own transportation.

CONCESSIONS: Can place Clothes Pin, Bumper, String Game, and Bowling Alley.

RIDES: Will book any Major Ride not conflicting.

RIDE HELP: Foremen and Second Men; must drive Semis.

FOR SALE: Bowling Alley, Fish Pond and three-way Hasson Photo Machine. Address:

TURNER BROS.' SHOWS

PETERSBURG, ILL. (Phone: 230)

DODSON'S IMPERIAL SHOWS

30 - RAILROAD CARS - 30

WANTED FOR SEASON 1949

OPENING BIRMINGHAM, ALABAMA, STOCK SHOW AND RODEO, MONDAY, MAY 2

Can place Legitimate Concessions of all Want capable man to take complete charge kinds (no Exclusive), except Cook House of Fun House on percentage; must be sober and Grab, Novelties, Palmistry, Pop Corn, and capable of getting money. Will place Cotton Candy and Bingo. Will place any- Working Men in all departments, Boss Canthing else that is legitimate. Will book one more new Major Ride that does not conflict Ride Help—Have opening for one first class, with what we have; will furnish Wagons sober, reliable Foreman and several Second Men; also other Show and Ride Help.

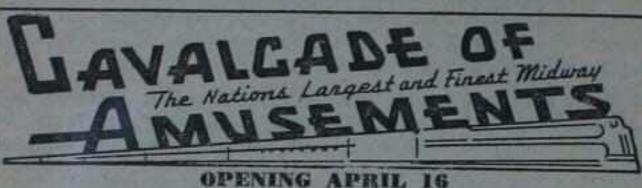
TRAIN HELP-Can use several Polers, Chalkers and Back-End Mon. Best of treatment at all times and salary as much as you can get with any other Show,

Winter Quarters are now open, so if you are at Liberty, come on in, we will place you. All those who have worked for me before write or come on in, I will place you. Don't worry.

Can use Help for Cook House and Grab. Musicians for 15-piece Uniformed Concert Address: CECIL HUDSON, Care of Show.

J. R. McCORMICK, Care of Show.

ADDRESS: M. G. DODSON, MGR. Dodson's Imperial Shows, Columbus, Ga.



WILL BOOK PRETZEL RIDE AND FURNISH WAGON FOR SAME

Capable Foreman for Octopus: must know his business. Reliable man to handle Fly-o-Plane. (Swede Christenson, advise if you are coming. Man to handle Little Dipper Ride. This will be delivered new April 10.

HAVE FOR SALE: IRON LUNG. In first class condition: First \$750.00 takes it. All Address: AL WAGNER, Mgr., Box 66, Mobile, Alabama

NOTICE*NOTICE*NOTICE BRIGHT LIGHTS EXPOSITION SHOWS

NOW RE-TITLED

ALLEGHANY EXPOSITION SHOWS

Opening April 15, Rockymount, Va.

Will book or lease: Octopus, Roll-o-Plane or any Ride not conflicting. SHOWS: Will furnish
Tops for anything new or novel. Carl Carmen, I wrote you and letter came back. Concessions: Can place Candy Floss, Ball Games and Legitimate Concessions of all kinds. HELP: Can always place Useful People. Address all wires and communications to:

> L. C. HECK, Gen. Mgr. ALLECHANY EXPOSITION SHOWS, ROCKYMOUNT, VA.

> > L. O. WEAVER & SONS

OPENING AMES, IOWA, MAY 2. 10 RIDES-6 SHOWS-30 CONCESSIONS WANT-For Iowa's Top Still Spots and 25 Proven Events, Celebrations and Fairs, WANT-Cookhouse, Carmel Corn, Root Beer, Photos, Ball Cames, Coke Bottles, Basket Ball, Class Pitch, Penny Pitch, Hoop-La, String Came, Fish Pond, Grocery Wheel, Blanket Wheel, Scales, Age, any other Hanky Pank Novelties.

WANT SHOWS-Arcade, Wild Life, Snake, Fun House. Joe Turner wants Wrestlers and Fighters; also Agents for Hanky Panks.

Write L. O. WEAVER, Fairbank, Iowa

WANTED

GENERAL AGENT

Must be experienced in handling large carnivals, and know Southeastern territory.

Salary no object if you can qualify.

Address: Box D-168, c/o Billboard, Cincinnati, Ohio

M. C. M. SHOWS

Opening April 25th, Fifth Annual Celebration of the Veterans of Foreign Wars, Dept. of Rhode Island, Hopkins Park, Providence, R. I.

Can use Legitimate Concessions, I Ride which will not conflict. Get set with:

JOSEPH L. COSTIGAN

224 HOME AVE.

Telephone: Eimhurst 7638 The oldest Show operating out of Providence!

PROVIDENCE B, R. I.

MOTOR STATE SHOWS

5 Rides 3 Shows Legitimate Concessions

ATTENTION, COMMITTEES-MICHIGAN, OHIO, INDIANA: Have few open weeks-wite for dates. CAN BOOK few more legitimate Concessions.

Opening April 28. WANT MAN for Mankey Circus. JOE FREDERICK, Mgr.: LEO SCHULTS, Asst. Mgr.

2263 NEWTON ST.

Phone: TRinity 3-2860

DETROIT 11, MICH.

Terrell Jacobs Circus Show To Royal

Sedlmayr Adds Rail Cars

TAMPA, April 2.-The already powerful back-end of the Royal American Shows will be bolstered further this year by the addition of a circus-type unit which will feature Terrell Jacobs and his wild animal

Negotiations, closed this week by the RAS owner, Carl Sedlmayr Sr., call for the circus-type unit to carry seven acts besides that of Jacobs. These other acts will include an elephant number, six-pony drill and an unsupported ladder act.

To Join in St. Louis

The show will be priced at 50 cents for adults and 25 cents for children. It will join on in mid-May at St. Louis, the Royal American's second still-date stand of its season. Jacobs will come on after filling an engagement with the Barnes Bros.' Circus in the Chicago Stadium.

Bob Lohmar, RAS general agent, this week made a trip to Peru, Ind., winter quarters of Jacobs, to complete details connected with Jacobs joining

Add to Show Train

The RAS will move on close to 60 cars this year, Sedlmayr revealed this week. Four flat cars were purchased recently from the Ringling-Barnum circus and negotiations are now under way for the acquisition of others. Last year the org moved in the U.S. on 50 cars. The plan is to carry Jacobs's personnel, equipment and animals and some concessions, which previously moved by truck, on the show train.

Work in winter quarters here is being pushed, with much of the effort now concentrated on building a new front and inside set-up for the show Gypsy Rose Lee will head. Gypsy is skedded to make her initial carnival opening stand at the Memphis Cotton

Such potent shows as Leon Claxton's Harlem in Havana, the Lorow Bros.' Circus Side Show, Henry Kramer's Hollywood Midgets, Leo purchased from the William Mangels Carroll's Monkey Show and Bill plant in Coney Island, which will be Kemp's Motordrome, fixtures of the Royal American line-up, again will be back.

Leipzig To Handle JJJ Road Flackery

NEW YORK, April 2.- Jay Leipzig, local publicist, was named this week to handle road press-radio publicity on the Johnny J Jones Exposition by Leonard Traube, head of Leonard Traube Associates, Gotham flack firm which has contracted to handle the over-all ad-publicity-promotion for the org.

Leipzig, a graduate of the School of Journalism, New York University, has served on the editorial staffs of Swing magazine and Dell Publications and has done considerable radio writfrom 1942 to 1945.

Traube and Leipzig will spend next week at the JJJ winter quarters in De Land, Fla., assembling feature and routine material. He will open the Washington campaign Sunday (20).

At intervals thruout the season Traube will personally visit the shows for consultation and the promotion of special events. At present, Traube is preparing features, pictures and mats. Special jubilee posters are being prepared by Enquirer Show Print Cincinnati.

Out in the

(Continued from page 62) Speedway, trotting center, as a possible aid in planning further improve ments at York. . . . J. Raymond Morris stopped off in New York en route to rejoin the Cavalcade of Amuse ments, Mobile, Ala., as billposter Morris visited the Ringling bill crew having worked with many of it members on various circuses. . . Ben Allen, of Posters, Inc., en rout to his Philly headquarters after an extensive selling trip, reports his sales considerably ahead of last year He attributes the increase to the operator's belief that it will take more

Charlie Romm, former publicity director for the Atlantic City Million-Dollar Pier, has left the resort to join the editorial staff of The Exhibitor, movie trade paper. . . . G. Mortimer Rundle, who retired last year as president of the Danbury (Conn.) Fair after over 50 years of service, celebrated his 94th birthday last week. A party in his honor was attended by two of his seven greatgrandchildren.

advertising to build bigger crowd

and maintain grosses.

Mr. and Mrs. H. E. (Doc) Ewart are in the Kansas City area calling on prospective buyers for their kiddie rides, manufactured in Los Angeles. The Ewarts will return to Los Angeles in about three weeks. . . . Sam M. Newton, importer and distributor of coin-operated machines and operator of a Penny Arcade in Beach Park, Durban, South Africa, was in New York recently making a survey of the coin machine market. . . . Fred Dullin, former burlesque comedian, has joined Terrell Jacobs and will handle front, radio and publicity for Jacobs's circus and indoor dates.

Vivona Org Opens April 18 in Newark

IRVINGTON, N. J., April 2 .- Manager Morris Vivona, of the Vivona Bros.' Amusement Shows, has comappearance with the shows at its pleted all bookings for the coming season. Show will open in the vicinity of Newark April 18.

In addition to the major rides carried last season the show has accepted delivery on a new boat ride added to its set-up of kiddle rides.

A new 50-foot Glass House has just been completed by Herb Williams, Guy Bisceglie and Babe and John Vivona. All art and paint jobs have been supervised by Toby Kneeland,

Additional tractors have been acquired for the show's fleet of 25 trucks and trailers. Red Flanders recently arrived from Florida and will take charge of the Vivona custard outfit.

Free act with the show will be The Girl in the Moon (Albanis), novel high act.

Ruback's Alamo Exposition Bows in Austin to Good Bin

AUSTIN, Tex., April 2-Alamo Exposition Shows opened here March ing and publicity for commercial 27, in Rosewood Park, sponsored by products. He served with the marines the American Legion, to good business, Jack Ruback, manager, announces.

Org moved next to the circus lot for the VFW, and will follow that with a date in San Marcus. Skedded for Monday-Saturday (18-23) is the Battle of the Flowers in San Antonio.

Opening May II in Portland, Me. carrying 9 Hides, 3 Shows, Free Act. Want a few moce Concessions, Cookhouse, For Sale: 1948 Bold-Whip, also I-Case Loop-the-Loop.

MARION YORK

80 Revers St., Portland, Me.

1900

GOLDEN

JUBILEE

TOUR

1949

WANT SHOWS

SHOWS FOR FAIR SEASON

Beginning Second Week of July, in Kentucky and Indiana Fun House, Motor Drome, Animal Shows or any kind of Shows catering to entire families

NO FREAKS OR GIRL SHOWS

NELSON BREEZE RIDES

2125 NORWOOD AVENUE

NORWOOD 12, OHIO

KLI-O-PEE RECORDS

(Calliope)

NOW AVAILABLE!

Bring back the old carnival atmosphere to your Circus & Carnival!

SIX KLI-O-PEE RECORDS

(12 SIDES) Just Released!

Top Hit Tunes & Old Standards Played By

GLENN DAVIS

Order Today!

6 NON-BREAKABLE PLASTIC RECORDS......\$5.70

(Postage Extra)

Save C.O.D. charges by sending check - \$2.00 deposit with each C. O. D. Order

Send for Free List!

KLI-O-PEE RECORDS

P. O. Box 1838, Santa Ana, California

HIRES CONCENTRATED FRUIT JUICE SYRUPS

ORANGE PINEAPPLE PUNCH

Beverages made from Hires Fruit Juice Syrups are distinctive and outstanding. Assures repeat sales and GREATER PROFITS. Made from real fruit juices by James K. Hires Co. since 1917.

Quality guaranteed. Price \$2.25 per gallon. Each gallon makes 6 to 8 gallons. No sugar required. Send for samples. Also all types of Reverage Dispensers and altractive Advertising Signs. CANDY APPLE MEN: Skewers. Coconut. Granulated Peanuts, Colors. FRENCH Fity STANDS: Cooking Olls, Paper Cups. CUSTARD CONCESSIONAIRES: SPECIAL VANILLA. Puwdered Skim Milk. FLOSS OPERATORS: Cut Floss Paper, Powdered Colors, POWDERED Flavors. SNOW CONE STANDS: Flavors, Cups. POPCORN POPPERS: Popping Corn, Boxes. Popsit, Salt.

B. W. KENNEDY CO., 138 W. FRONT STREET, PHILADELPHIA 6, PENNA.

Service is Our Motto

LAST CALL LAST CALL

Concessions—Book Fish Pond, String Game, Hoop-La, Cinthes Pitch, High Striker, Bowling Alley, Basket Ball, Watch-La, Nickel Pitch, Jingle Board, Cigarette Gallery, Long or Short Gallery, Bumper, Coke, Dart, Mitt Camp, Six Cat, Swinger, Pan Game, Collar Block. All Concessions work P. C. with office or flat rate. Rides—Book 2-abreast Jenny, Ray Johnson wants experienced Bingo Help

All Wires: TOCCOA, GA. Mail: AYERSVILLE, GA.

H. H. SCOTT NO GATE

NO FLATS

NO GATE

BIG FOUR AMUSEMENT

WANTED

410 Ve Fifth St.

FIRST AND SECOND MEN ON ALL RIDES. MUST DRIVE SEMI. OPENING APRIL 15TH LONG SEASON. BIG FOUR AMUSEMENT, 135 21ST AVE., MELROSE PARK, ILL. Phone: Molrose Park 3751

WANTED

RIDES - CONCESSIONS - RIDES

For Freeland Annual Colebration, July 3-4-5. Three Big Days. Wire or write:

R. R. GRAHAM, Box 206, Freeland, Mich.

WANTED—SMALL CLEAN CARNIVAL—FREE ACTS

What have you to offer? 3-DAY LABOR DAY CELEBRATION, SIOUX CITY, IOWA - CITY PARK Write:

FLOYD T. SMITH

Sloux City, Iowa

OPENING

WASHINGTON, D. C. WEDS., APRIL 27TH

Followed by a route of JJJ A-1 still dates, colebrations and fairs including . . .

Soldiers & Sailors' Reunion, Salem, III.

Allan County Fair, Ft. Wayne, Ind.

Missouri State Fair, Sedalia

Cook County Fair, Chicago

Tennessee Valley Fair, Knoxville

Chattanooga (Tenn.) Interstate Fair

Southeastern World's Fair, Atlanta, Ga.

Pensacola (Fla.) Interstate Fair

Houston County Fair, Dothan, Ala.

Southwest Georgia Fair, Albany, Ga.

CAN PLACE

Trainmaster. Foreman for Looper and Rolloplane. Canvasmen - Ride Help - Train Hands - Towerman - Carpenters - Painters.

> CAN PLACE Legitimate Concessions for **Entire Season**

Train leaves De Land April 22. All people engaged acknowledge this call.

JOHNNY J. JONES EXPOSITION

P. O. Box 1180

De Land, Florida

HOME STATE SHOWS WAN

FOR OPENING AT LINCOLN, NEBR., APRIL 16TH, 2 SATURDAYS 2

Shows: Giri Show, Motor Drome, other shows not conflicting.
Concessions: Cookhouse that caters to show people, Penny Arcade, a few more legitimate

concessions.

Hide Heip: Wheel Foreman, man to handle front and towers, Second Men who can drive.

Celebrations start May 26th at the Cedar Rapids, In., Spring Festival,

HOME STATE SHOWS

STATE FAIR GROUNDS, LINCOLN, NEBRASKA

APPLE BLOSSOM FESTIVAL

WINCHESTER, VA., APRIL 28 AND 29 Novelties and Straight Sales. Over 300,000 people here last year.

SOL NUGER

P.S.: Ribbon Pinners, Dingers, stay away. If you try to work here you will be prosecuted. This is by order of the mayor, chief of police and commanders of both Vets and the Legion.

Must be fully capable of operating Show Office, supply good references and under 40 years of age. Can use efficient Fun Pouse Operator with good references, Address inquiries:

GOODING AMUSEMENT COMPANY

1300 NORTON AVE., COLUMBUS, OHIO

Wants—CHARLES JOHNSON—Wants

DANCING AND POSING GIRLS

All people with me before contact.

Care ALLEGHANY EXPOSITION SHOWS

ROCKYMOUNT, VA.

PLASTER

Complete Carnival Assortment, 25 cents: 20 cents: 13 cents. Also extra large size for Bingo and Flash, 50-75-S1.00. We deliver within a radius of 200 miles. We are open night and day. Phone Cary 3081.

COSIMINI COMPANY

HIWAYS 1-70

88

CARY, N. C.

FOR LATE JULY OR EARLY AUGUST Must be clean and have at least 7 Rides, some Shows.

NORTH END BUSINESS ASSN. CADILLAC, MICHIGAN P. O. BOX 329

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

-By Starr De Belle-

Scurvy, Miss., April 2, 1949.

Dear Editor:

In this business one doesn't have to have money to be wealthy. All thru operating a bank. one needs is a knack for jackpotting. Before and after the boom years anybody having as much as a grand was and is considered exceedingly rich. The "wealth of experience" which old-timers talk about isn't collateral in package stores and you can't tip a waitress with last year's mileage books. The fundamentally sound, 10 chances to one, repair sound equipment. High finances aren't argued in cookhouses. It's the low one you hear the most about. However, we are smarter than are

bankers, because there are cases where bankers went broke by entering the midway biz, but we have yet to hear of a midwayite going broke

During the winter tour everybody with it went all-out in offering big dough. The Side Show manager advertised his half and half as on the up and up with a banner that read: \$10,000 to any charitable organiza-tion if not as advertised." The Girl Revue advertised itself with, "This is a \$50,000 Broadway Smash-Hit. A like amount has been posted with our manager if proven otherwise." The Museum of Anatomy was billed as the "Million-Dollar Attraction." The Athletic Show offered \$100 to anybody that could beat them. The operator of the Fat Show billed his fat girl twins with, "A half-million-dollar attraction: Their bodies are insured with Lloyds of London for \$250,000 each."

The guy who really gambled with his dough was the Geek Show manager who offered: "Your money back and \$10 for your time and trouble if not satisfied." With all that dough to give away and to put up for insurances, etc., every one slept on the At-show mat, jungled stews behind the shop top or cuffed where cuffing was popular.

There isn't a doubt but that Wall Street secretly sent its best financial wizards onto our lot to get the inside dope on how so much big money could be gambled so recklessly and offered so freely by people who had nothing. Let me add that if they did, and we see no reason for them not doing so, none of our people tipped their mitts by keeping the secrets of their success to themselves and thereby kept the Wall Street chumps from getting smartened up. We on the lot often pictured them returning to New York to report to their superiors: "What they offered was both legal and legal tender and must be a fact, because we learned that even tho they weren't eating regularly they paid their advertising, hauling and railroading bills and kept on moving."

No doubt the big bankers wonder how shows can pay so many high salaries to its performers as mentioned by front talkers and press agents even when for weeks at a stretch no patrons come to the shows. That's an easy one. They get it when it does come in. If you don't get it this season; come back for it next year. The only way you can lose is by dying of old age before it's

Remember this bud, you may be cuffing your food in a pie car, your wife may be rehashing the patches on your pants by patching the old patches or the heels of your shoes may be on a 45 degree angle, but as long as there are jackpots you'll never go broke in the midway busi-

Dodson's Imperial Staff Announced

COLUMBUS, Ga., April 2 .- The complete staff of the Dodson's Imperial Shows was announced here this week at the org's winter quarters. Besides General Manager M. G. (Mel) Dodson and General Agent J. C. McCaffery, the staff consists of Ed R. Bruer, special agent; Harold Inglish, assistant manager - secretary; Dave Pickard, business manager; Eddie Gamble, concession manager; Jack Pugal, concession secretary; Chick Franklin, press and radio; Bill Harvey, trainmaster; Art Riley, lot superintendent; Fat McCauley, Diesel superintendent; Robert Briggs, master electrician; Tex Montgomery, blacksmith, and Jimmy Donohue, The Billboard and mail agent.

Tinsley Opens To Big First Day Business

GREENVILLE, S. C., April 2 .- The John T. Tinsley Shows pried off the season's lid here Saturday, March 26 to excellent biz. The matinee was bly and evening patronage also was heavy, holding firm until nearly mid-

Included among the show personnel here are Speedy Mullins, Motors drome; Naioma and Pop Hewitt Snake Show; Red A. Hutchinson, Funhouse; Sid Alcido's Sky Rockets, free act; the Tullers, bingo and stuffed to wheel; Carl Kalansky, cookhouse; Le Lester, popcorn, candy apples and cotton candy; Danny Dorso, concessions; John S. Scott, Buster McCaslin John Capello and Mayo Tinsley, each with three concessions, and Charles Hutchinson, L. G. Spain, Dinty Moore Homer Gillmette, Bob Everling, H. W. Hawkins, Matheny, Prenticell, Parrish, Bright Weideman and Wax, each with one concession.

The staff, with the exception of William R. (Red) Hicks as lot superintendent and concession manager, I the same as last year.

BUCKLEY MFG. CO. OF CHICAGO

Made only one Race Horse Electric Controlled Machine for Parks and Carnivals. This machine was designed after their famous Buckley Track Odds, and has a 40" diameter glass with horses numbered and in beautifully designed colors. There is a three-way lay down counter for players to make their bets. Having a dollar limit on it and with a straight three hour run, it has an earning capacity of \$300 an hour. This machine can be bought complete with Trailer made with opening sides and electric outlets. You are ready for business when you drive on lot. There are the counters, also a tent and a club room lay down table. As described, this equipment cost \$4100.00. Can be bought for \$2000.00. The finest concession your money will ever buy. Inspection invited.

L. S. COPELAND

1303 Carondelet St.

New Orleans, La.

FOR LEASE OR BOOK Three Ell Ferris Wheels and 11 other Major and Kiddle.

AMERICAN AMUSEMENT CO. 1025 N. Gay St. Baltimore, Md. Phones Eastern 9550

INLAND SHOWS

Will book Hanky Panks of all kinds, \$20.50, exclusive. Want Small Bingo Grab and Mill Camp. Will book one Major Ride. Any Show except Mankey Show. Want Manager for Monkey Show, one who knows his business. Good proposition. Want Agents for Bumper, Color Game. Address:

CABOT, ARK., until April 9.

Sweeney's United Shows

WANE

Small Cook House, Electrician, Man to take complete charge of Bingo, Agents for Cork Gailery and Over 12 Store, Contact me at once. Opening April 23rd, Mounds-ville, West Va. Write or wire

FRANK J. SWEENEY

GLENDALE, WEST VA. Phone: Moundsville 10743

POPPING CORN

BOXES, SEASONING, ETC. Contact us immediately

BRADSHAW CO., INC.

1619 Broadway Est. 1903 New York 19, N. Y.

FOR SALE MINIATURE STEAM TRAIN

First class condition. Really a beauty and a money getter. Plenty of stainlans steel, brass and track. Can be seen Panama City, Fig.

OWNER

PANAMA CITY OF FOLLY BEACH, S. C.

A few more Stock Concessions open—Fish Pond, Watchia, Hi Striker, Ball Came, Snake Show, 10-in-I or any good Mechanical, Will buy 19 used Merry-Go-llound Horses.

BURKHART SHOWS Hampton, Ark, this weeks Sharidan, Ark., next.

Copyrighted malerial



OPENING APRIL 18 VICINITY NEWARK, N. J.

FREE ACT

THE GIRL IN THE MOON

FREE ACT HIGH ACT

10 OFFICE OWNED RIDES-5 SHOWS-4 LIGHT TOWERS Completely Motorized on a Fleet of 25 Trucks and Trailers. Playing best of territory through New York, New Jersey, Pennsylvania, Maryland, Virginia, North and South Carolina, 15 Bona Fide Fairs and Celebrations starting August 15 already contracted.

HELP WANTED-Foreman to handle Rollo-Plane and new Chairplane. Second men wanted on all rides. Can use your wives to operate concessions. Shows-Fat, Motordrome, Monkey, Penny Arcade. Positively virgin locations for all shows. Concessions-Have enough.

FOR SALE-Factory built office completely equipped, mounted on Ford truck. A-1. Reason for selling " Too small for this show. ADDRESS: MORRIS VIVONA, Mgr.; JOHN VIVONA, Asst. Mgr.; BABE VIVONA, Con. Mgr. IRVINGTON, N. J.

HERMAN S. LIST

Wants Agents for various Concessions. Can use Useful Concession People in all departments. My seventh year with the Jones Greater Shows. It must be O. K.; come on.

Open In Ironton, Ohio, April 18th. Will leave Valdosta, April 11th.

Get in touch with me at Pines Camp, Valdosta, Ga., or care of Jones Greater Shows after April 11th, Ironton, Ohio

HAPPY HOLIDAY SHOWS

Open April 8th, John R and 11 Mile Rd., Detroit, Smoke stack territory in Eastern Ohio to follow. All People contracted, come or contact at once.

CAN USE-Hanky Panks, Ride Help, Electrician that knows plants. Shows, with or without Equipment. Can use Agents for office owned Concessions. Sam Soloff needs Agents. TENNESSEE, WALTER DOMETRO, BOB POOLE and EDDIE HERMAN, contact. P. O. BOX 1664, DETROIT 31, MICH.

GEORGE W. NELSON SHOWS

Opening Saturday, April 9, through Saturday, April 16, at Humansville, Mo., auspices American Legion and VFW; followed by Appleton City, Mo., on street, then downtown on the streets of Elderade Springs, Mo. Other good spots to follow. Celebrations start first week of June. Two per week in Northern Iowa. Privilege is reasonable.

Can place Photos, Cork Gallery, Basket Hall, Hoop-La, String, Scales, Bumper, Novelties or any Concession working for stock and non-conflicting. Concessions must be first class. No extra Rides wanted. All replies to GEORGE W. NELSON as per route.

BAKER UNITED SHOWS

LAST CALL! OPENING APR. 16, BEDFORD, IND. ALL PEOPLE BOOKED, ACKNOWLEDGE THIS AD

Will move on lot Wednesday, April 13. Can place a few Stock Concessions. Need Shows for A-1 route. Investigate. HELP: Can place Second Men on all Hides and other useful Show Folks. Winterquarters open at Seymour, Ind. Tem Mehl in charge, or address TOM L. BAKER, 2257 Madison Ave., Indianapolis, Ind. Phone GArfield 4584.

CENTRAL STATES SHOWS

WANT CONCESSIONS-Pirch Till U Win, String, Bumper, Add Up Darts, Ball Games, Hoople. Basketball, Coke Bottles, Short Range, Jingle Board, Class, Sno Cone, Custard, etc. SHOWS-Girl Show, Midgets, Side Show. We have Tops and Eanners. WANT Fun House and Pony Ride. Help in Bingo, Electrician; 2nd Man on Rides, Truck Orivers preferred. PONCA CITY, OKLA, April 2 to 9. Came on, wire.

W. W. MOSER, Mgr.

MARKS SHOWS

Opening April 18 in Richmond?

One More Ride Not Conflicting

Grind Shows of Merit

Legitimate Merchandise Concessions

Sober and Reliable Ride Help. Prefer Semi-Drivers

Joe Decker wants Help for Cook House, French Fries and Grab. Good treatment for good people, Twoshay Lewis, write . . .

JOHN H. MARKS SHOWS, Box 771, Richmond, Va.

UNITED STATES SHOWS

GIANT SEARCHLIGHT - - - NEON LIGHTS

We play the cream of W. Va. Coal Fields, opening at Princeton, April 23 . . . 2 SATURDAYS

WANT Jewelry, Novelties, Photos, String Game, Penny Arcade, Rotaries and other Legitimate Concessions only.

Have 10 in I complete with transportation. Want capable Man to handle same. Want Man for Giant Searchlight. We have same fairs as last year plus Glenville, W. Va., which has been added to our 1949 circuit. Want Animal Show, Snake Show, Funhouse, etc. Need Ride Help for 7 major rides and for Kiddie Rides. Want Ferris Wheel Foreman. Must know your business or do not anwer. Want to buy 28 or 30 ft. Semi Trailer, Deep Frame, sometimes called Low Boy, Rack Body. All mail and wires

1032 N. E. 82nd TERRACE, MIAMI, FLORIDA. PHONE: 7-83553

WANTED NOW

Five Fine Parks To Open April 16

Revere Beach (Boston) Savin Rock, Conn. (New Haven)

Palisades, N. J. Wildwood, M. J., and then

Riverview, Chicago, May 18

Attractions and Acts of all kinds, Working Acts, Novelty Acts and outstanding FREAKS. Want to hear from people we have had with us before in all departments. Bally Girls, Illusions, Pitch Acts, Dancing Girls, Talkers, Cashiers, etc. Time is short. State all in first letter.

RAY MARSH BRYDON HOTEL PRESIDENT, NEW YORK, N. Y.

F. M. SUTTON SR., Presents **GULF COAST SHOW**

GRAND OPENING, SATURDAY, APRIL 9 TO 16 AMERICAN LEGION SPRING CARNIVAL, CARUTHERSVILLE, MO. WANT SHOWS, ONE MORE MAJOR RIDE, BALL RACKS AND STOCK CONCESSIONS. All good Still Spots, plenty Fairs, all in Missouri, short jumps.

Address: F. M. SUTTON SR., Mgr., Carathersville, Mo.

P.S.: Whitie and Elsie Worth, wire Whitie Butler. Can use several Agents or Concessions.

WART SHOWS—Snake, Monkey, Working World, Girl Show, Fun House or any money-making show; must have own equipment and transportation. Long season playing Celebrations. Will hook on low percentage, dates in Virginia, Maryland and Pennsylvania. Want Concensions fimall Cook House, Custard, French Fries, Ball Games, Fish and Duck Ponds, Darts, Long Range, Penny Pitches, Air Gans, etc. Want party to put on three or four stores and do his own fixing for same. Good chance for right party. Want Ride Reip for Wheel and Chairplane (Come on, Winter Quarters now open)

COMMITTEES, have a few open dates in Virginia, Maryland and Pennsylvania, Contact. Write I. K. WALLACE, Ellerbe, M. C. All wires to Rockingham, N. C.

SPARTAN-AMERICAN-M-SYSTEM

Low Down Payments-Immediate Frae Delivery. Call Collect 21-5076.

RAY MYERS

TRAILER VILLAGE, 11650 NEBRASKA AVE., TAMPA, FLA.

GOODING AMUSEMENT COMPANY NOW BOOKING

SHOWS - RIDES - CONCESSIONS. OPENING APRIL 15.

Want filde Help, especially Foremen tol Ell Wheel, Phila-Whirl, Octopus, Roll-o-Plane, Flying Scoolers, Caterpidar Must drive Semis and Jurnish good references. If you drink or change jobs promise angular, do not apply. Can use Penny Arcade for season. Have several State Fairs for tame. Address:

1300 Norton Ave.

F. E. GOODING, President

Columbus 12 Ohio



PRESENTING

GEORGIA SOTHERN

AND HER

ON BROADWAY REVUE

AND

THE ONE AND ONLY EMANUEL ZACCHINI

SHOT OVER TWO FERRIS WHEELS

WANT FOR

TRENTON, N. J.

PRINCETON AND OLDEN AVE. WEEK APRIL 11TH

WITH

NEWBURGH, POUGHKEEPSIE TO FOLLOW

Place any Kiddle Ride except Train. Want to hear from Titt, Hi Ball, Rocket, any new, modern

SHOWS

Motor Drome, Class House, Midget Show, any Show with or without equipment. Man to operate Life; A-1 outfit that good Showman can get money with.

CONCESSIONS

Any Legitimate Ten Cent Concessions, no Exclusive, but I do not overbook. Wire what you have. All wires will be answered.

ARCADE

Here is a Show that an Arcade can get money on.

GEORGIA SOTHERN

Can use Ciris for Revue and Posing Show.

ALL ADDRESS:

RICHMOND, VA., this week.

RABINIONS

"America's Most Progressive Carnival"

WANT NOW FOR BIG ARMY DAY CELEBRATION AND FORT BENNING'S 58,000 SOLDIER PAY DAY AT COLUMBUS, GEORGIA

SHOWS—Fat People, Midgets, Glass House and one more Grind Show. Want for Ted Grace's Side Show, outstanding Act to feature and Half & Half. Man who understands monkeys for MONKEY SHOW. CONCESSIONS—Snow Cones, French Fries, Gueas Your Weight and Jeweiry; good proposition for Novelties HEIF—Foremen for FLY-O PLANE Gimmy Pierce, come on; will pay salary asked for). ROLL-O-PLANE—Salary no object if you can handle these Rides, Can also place SECOND MEN. ALL BIDES; must be SOBER and RELIABLE and have driver's permit. Can always place Useful CARNIVAL PEOPLE. Replies to COLUMBUS, GA., now; HAPEVILLE, GA., next week.

TOMMY CARSON and PERRY COWAN CAPELL BROS.' SHOWS

WANT AGENTS FOR BLOWER, PINS, AND COUNT STORES.

WILL BOOK SLUM STORES OF ALL DESCRIPTIONS. This is a Big Time Show with the Best Dates in Oklahoma.

TORRING CAPSOR ALDRIDGE HOTEL, ADA, OKLA.

Perry Cowan

JAMES H. DREW SHOWS

GASTONIA, N. C., Week April II

LEGITIMATE CONCESSIONS WANTED: High Striker, Darts, Custard, Ball Games, Hoop-La, Basket Ball, French Fries, Cane Racks, Photos, etc. Book one each only. Good proposition, modern Arcade. Special opening one more Show; prefer Snake, Glass, Fun, Mechanical, Midget: Mrs. Wilsie, wire.

OUR SPRING, SUMMER AND FALL ROUTE IS THE BEST All wire this week, Taylorville, N. C.; next week, Castonia, N. C.

BLUE GRASS SHOWS

Can place Concessions of all kinds. Age and Scales on exclusive basis, or any Stock or Hanky Panks. Shows: Shows of all kinds not conflicting, with own transportation. Especially Interested in good Fun House.

Can place Splitting or any Major Ride not conflicting. Carl Kollmeyer, come on or get in touch with Myrtle Thomas. All wires to:

C. C. GROSCURTH, Mt. Pleasant, Tenn.

ARCADE HEADQUARTERS SINCE 1912 FOR A BIG MONEY-MAKING SEASON

NEW EQUIPMENT

| Pitch 'Em & Bat 'Em | Mutoscope Photomatic Write Mutoscope Voice-o-Graph Write Mutoscope Cross Country Race Write Mutoscope Silver Gloves Write Mutoscope Radar Rocket Write Mutoscope Twin-Bowl Write Mutoscope Drop-Kick Write |
|---------------------|--|
| | Market Brokerick marketing |

COUNTER GAMES—NEW

| United 10th Inning Stand for Same ideal Card Vendor Shipman Art Show | 7.50 19.50 49.50 | Acme Shocker |
|--|------------------------|---|
| Kicker & Catcher Bally Heavy Hitter | 34.50 85.00 | Whirt-A-Ball 18.50 Gottlieb Gripper 25.00 |

USED EQUIPMENT

| Williams All Star Baseball | 125.00 125.00 125.00 100.00 100.00 100.00 | Goalee Chicago Coin Hockey Sky Fighter Liberator or Periscope Satting Practice Skii Jump Roover Name Plate Kirk Astrology Scale | 65,00 100,00 75,00 85,00 50,00 110,00 | |
|----------------------------|--|---|--|--|
| EXHIBIT VITALIZER \$95,00 | | | | |

COMPLETE LINE OF ALL THE LATEST EXHIBIT MACHINES ON DISPLAY IN OUR SHOWROOMS

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)



OUT UNTIL NOVEMBER 11 WANT FOR

Fort Payne, Alabama, April 11-16, On the Streets. Auspices: Athletic Association. You all know what Fort Payne is or ask the ones who have played it.

Concessions: All Concessions open. Have good opening for Guess Your Age, Weight, High Striker, Coke Bottles, Frozen Custard, French Fries, Short Range Gallery, Novelties, or any 10¢ Concessions. Rides: Don't need any as we have plenty. Shows: Will book organized Minstrel Show; must have not less than fifteen people, including band. Have up-to-date Wayne bus, seating capacity 35 people, for transportation. Have good opening for Motordrome, or will finance reliable party to build one and or Class House with very reasonable percentage to the office. Want Billposter to join on wire with car or truck who knows how, and will put out paper and solicit banners without heat. References required. Want experienced Carnival Secretary to join on wire that is capable of taking care of 10 Rides and 8 Shows, and knows all forms of taxes. Must be able to furnish reference or bond.

LINDA LOPEZ WANTS ACTS FOR AMERICA'S NEWEST AND MOST BEAUTIFUL SIDE SHOW. Yogi Rae and Wise, come on. (Have beautiful new Tattoo Outfit for you.)
Chief Whitehorse and Squaw, come on. Cacil Latham, come home. Need Front Talker.
(Chuck, who worked for Twisto McCormick last season, have excellent proposition for you.)
Joe Drake, join immediately. Want Magician, Sword Swallower, Pin Cushion, Freaks and Working Acts.

All replies to: H. B. ROSEN

Cuntersville, Ala., this week: Fort Payne, Ala., to follow.

"GNIRPS"-It's Here WANT

RIDES - Tilt, Pony, Cat, Octopus. SHOWS-Animal, 10in-I, Iron Lung, Fun House, Mechanical,

CONCESSIONS -Palmistry, Novelties, Jewelry, any Stock Concessions, Arcade, High Striker, Root Beer. Swinger.

Monkey, Posing.

CAN PLACE Cookhouse or Grab or will frame same for one who can produce.

GIRL OR POSING SHOW -- Have complete Shows; need Manager and Girls or will book reasonable.



"LAICEPS" -- Attention CAN PLACE

Banner Man who can post cards: goodpropo-

sition; ideal territory. Capable Legal Adjuster, with or without Concessions, but must be able to keep Show open. No drunks or unkers. Combination Electrician and Mech-

ATHLETIC SHOW -Have complete frameup, need talent or will also book.

WILL BUY FOR CASH Single or Double Loopo-Plane, delivered, or must be near.

THIS SHOW POSITIVELY CARRIES AT PRESENT 8 RIDES, 6 SHOWS, 30 CONCESSIONS, and will play a 40-week season, yet—with 14 Fairs and 28 Celebrations now booked thru Texas, Arkansas, Missouri, Iowa, Nebraska, South Dakota, Wyoming, Colorado, Kansas and Oklahoma. Get with the winner. Good treatment, 2 and 3-day spots. Use Agents and Truck Drivers at all times. Midway open—Skillos, Count and Line-Up Stores. All replies:

TED WOODWARD OCTAVIO PEDRERO NASHVILLE, ARK .- NOW GEN. REPRESENTATIVE DE QUEEN, ARK .-- NEXT WEEK OWNER-GEN. MANAGER "YOU WERE LATE IN '48-BUT-BE ON TIME IN '49"

HARRISON GREATER SHOWS WANT FOR CONCORD, N. C.

Concessions of all kinds. Due to disappointment, can place Frozen Custard, Candy Floss, French Fries; Shooting Gallery, Long or Short Range; Ball Games, Fish Pond or any Slum Concession. All Slum Stores open. Want Musicians and Performers for Minstrel Show. Good proposition to Motordrome, Penny Arcade or any Grind Show. Want Caterpillar Foreman for old style Caterpillar. Blackle Edwards, get in touch. Help on all other Bides.

All mail and wires to: FRANK HARRISON

PS: Want Side Show Novelty Acts. Tattoper Freak to feature. Girls for Girl Show.

Outdoor Business Outlook Good: To Put Stress on Pitch for Kids

(Continued from page 61) the biz, the many new kiddle riding poor shows. There was no little o devices and elaborate kiddielands this last year, particularly over ragstand out. This reflects the acute bag circuses, some of which scale awareness of the money in kid pa- their prices out of proportion to the tronage and its long-term advantages entertainment value they offered to park or carnival operations.

Carnivals this winter concentrated most of their ride purchases on de- to low prices, a la Woolworth. But vices for the youngsters. Many car- those operations which ask him nivals this year will feature a sep- prices will find the going roughe arate section on their midway for than last year, when they began b such rides. And an increasing num- feel price resistance. Some lowering ber will place heavy stress on kiddle of over-priced charges for rides and matinees.

Youth Trend

In the fair field, the most marked trend since the war has been the sharp, wholesome rise in youth participation. The ranks of the 4-H clubs and the Future Farmers of costs, outdoor showmen this year America have soared to all-time will find little relief. Labor, mainhighs. A large number of fairs, as a tenance and transportation expenses result, have greatly enlarged their continue high. Railroad rates are at facilities to house these youngsters and their exhibits.

ment carries with it strong assurance plotted their routes more carefulls of continued growth of the fairs. It than ever before, to offset the inhas given a twist, too, to the attend- creased rates. ance urge. In prewar years, it was more a case of Dad or Ma taking the tinue to hold the greatest promise youngsters to the fair. Now, with for outdoor business. Farmers still so many youths participating, it is are holding much money, relatively more accurately a case of the chil- few carry debt loads, and existing dren forcing the attendance of their prices assure them a good profit. parents.

Family Patronage

business which cater primarily to the with the need of doing a stronger family trade stand to have a good selling job. Not a few are facing year, provided the prices are rea- this need squarely and are doing sonable. However, the public this something about it,

year is certain to let out a howl over But this year the beefs will be louder

The outdoor business runs usually shows may be expected, veteran operators say. And in the long run such price-shaving will be good for the business, they add.

Operating Costs

From the standpoint of operational peak level, putting an extremely heavy burden on railroad carnivals The expansion of the youth move- and circuses. Most of these have

The rural regions this year con-

To swing-or help to swing-the public from holding on to its money. Those branches of the outdoor outdoor showmen are confronted

CONCESSIONS WANTED FOR 2 BIG SHOWS

INDEPENDENT-NOVELTIES, DEMONSTRATORS, ETC.
TRI-STATE BAND FESTIVAL (6,000 ENTRIES), MAY 11 TO 14
NORTHWEST OKLAHOMA INDUSTRIAL EXPOSITION, MAY 14 TO 21
LARGE CARNIVAL WANTED FOR INDUSTRIAL EXPOSITION, MAY 16-21
CARNIVAL ALREADY BOOKED FOR BAND FESTIVAL

Wire or write at once to

O. E. ZINK, care CHAMBER OF COMMERCE, ENID, OKLA.

L AND C SHOWS

Will sell ex. on Custard. Want Stock Concessions of all types. Mug Joint, Floss, Age, Scale. Want Side Show, Snake and Fun House with own equipment, Will furnish everything for reliable Girl Show Operator with girls. Contact

FRED CANTRELL, Fitzgerald, Georgia

UNITED ANAUSEMENT SHOWS LAST CALL

Opening April 18, Pawtucket, R. I.; Artick, R. I., April 25 and 20 more weeks of spansored events all Legion and Firemen celebrations! Fairs to follow!! THAN I

Bingo, Wheels, Duck and Fish Pond, Jingle Board, Swinger. Penny Frich, Giess Pitch, Photo, Cork Gallery, Jewelry, American Palmistry, Dart Store, or what have your Asents for Pin Store. For Sale: Donut Machine, swell flash, cost \$1,300.00, take it for \$500.00 or anything I can use. A. J. APRIL, 19 Woodland St., Pawtucket, R. I.

WANT

WANT

WANT

Apents for office Ball Games. Cliff Bammell wents Agents contracted to report to winter quarters at Hot Springs immediately. Bill Stare Cants scales and see counts.

Contact: BILL STARR, Concession Mgr.

HENNIES BROS! SHOWS, HOT SPRINGS, ARK

Agents for Hanky Panks who can stay saber and stand work. No drunks or chooses wanted. Open April B. Nevada, Mo. Address:

JACK ROWE

SNAPP CREATER SHOWS, NEVADA, MO

SAM'S FUNLAND SHOWS

WANT FOR LIONS' CLUB SPRING PESTIVAL, ALBEMARLE, N. C. WEER OF APRIL 11. CONCESSIONS: Can place any and all Hanky Panks, Pan Gazza comp. Numb have other contributing in time. Small Shows with own outfit.

This date is in town. Address this week: MT, GILEAD, N. C.

Perry Licks Rain To Score Okay Biz In Camden Preem

CAMDEN, S. C., April 2.- Despite aln, the Jack J. Perry Shows got way to a good start here Saturday 26) with 2,500 paid admissions. Ben Braunstein, business manager, aranged a number of special events, ncluding a formal opening which was ttended by Mayor Henry Savage.

Carl Schlossburg was on hand to ssist in the ceremony and to take photos. A party was staged later with Owner Jack Perry and Brauntein as hosts. Newspaper and radio coverage thruout the engagement was excellent.

Staff includes: Jack Perry, owner; William Howard Robbins, manager: Mrs. Jack Perry, secretary; G. C. Mitchell, general representative; Ben Braunstein, business manager; George Harms, concession manager; R. W. (Bill) Holt, lot superintendent; Grover Hill, advertising; D. Brown, lown: Roy (Hoppie) Riggle, elecrician, and Ken Hipes, assistant elec-

Ride Personnel

Ride personnel (first and second nen) includes: Ferris Wheel, Tommy Marion, Bruce Evans; Merry-Go-Round, Bill Slayton Sr. and Jr.; Chairplane, Joe Morton; Octopus, Ed Bowman, Tom Towler; Ridee-O, Pender Morrison, George Smith; Kidlie Auto, E. Slayton; Rolloplane, Hardy Marks, Bill Mitchell; train, John Howley.

Show line-up: World's Circus Side Show, W. B. (Gator) Smith, manager; Chief Whonaponey, assistant and human ostrich; Prof. Collins, magic and box; W. B. Smith, alligator-skin man; St. Joseph—Food Show. April 6-9. Bernard William R. Shaw, human pin cushion; St. Louis—Nat'l Folk Festival April 6-9. Inside lecturer; Arlene Smith, blade Kay Maynard, sword swallower; Jack Allen, annex, and Bill Shaw and Lucky Maynard, tickets. Atomic Age: Johnny Ryan, manager; Lefty Barry, openings; Walter Miller, canvas; Jerry Chase, Lottie Leonard, Dorothy Case and Dolly Hester, dancers. Other shows are: Scottie's Harlem Broadcasters, minstrel; Hawaiian Revue, managed by Johnny Ryan, and the Snake Show, owned and operated by Robert (Polock) Saulsberry, who also has the sound truck.

Concession Personnel

Concessions: George Harms, manager; Georgie Harms, assistant; Al (Doc) Swain, secretary; Whitey Zeelsdorf, construction. Agents: B. Scott, Tony Georgio, J. Kleiderlein, Ray Couilliard, Frank Bresk, Jack Duncan, Bill Howard, Charlie Nickols, Tommie Wilson, B. Smith, P. Stacks, Russell Harms, Ruby Wilson, Raymondville-Onton Festival. April 14-19. Dolly Zeelsdorf, Russell C. Harms, Pop Eye, Jack and Marty Siegfried. Ace Nichols and Red Keitor.

Other concessionaires are Mr. and Mrs. Robert Saulsberry, Mr. and Mrs. E. N. Luslie, Mr. and Mrs. Irving (Stash) Goldberg, L. Brandt, Mr. and Mrs. E. W. Hutchinson, Jimmy Stover, Mr. and Mrs. Dick Dabney, Mr. and Mrs. George Lynn, Mr. and Mrs. J. P. Howley, Ruby Wilson and Tot Carlton: Bob Parker, diggers, managed by A. V. Ackley and Al Cranford; Mr. and Mrs. Leonard Ross, bingo, operated by Emil Ross, and Sol Wahnish, scales, age and custard, managed by Fred Coleman.

KIDDIE RIDE FOREMAN WANTED

Good pay-Bonus. Happy Riedel and Burton Smith, wire and come on. Address:

> TROY SCRUGGS McMinnville, Tenn.

For beautifully framed Barrie and Block Store. Opening Quincy, BL. April 15. I'll be there April 11. Al, Red and Ashby, contact me. CARL HERRICK

Seneral Delivery QUINCY, ILL.



Coming Events

ARIZONA

Phoenix Phoenix Rodeo. April 8-10. Alex Conovalor, 1021 N. 1st St.

CALIFORNIA

Los Angeles Sportamen's & Vacation Show Oilmore Stadium, April 14-24, Mel B. Morrison.

Los Banos-Festival & Pair, April 28 May 1 George W. Nickel Jr.

Oakland-Spring Garden Show. April 26-May 1 Stuart L. Fletcher, 970 Fallon St. Red Bluff-Red Bluff Round-Up. April 16-17

E L. Hart. San Francisco-Nat'l Junior Livestock Expo April 9 14. Carl L. Garrison.

San Prancisco-Nat'l Business Show April 5-10. Edwin O. Tupper, 30 Vesey St. New York.

San Prancisco Sports, Travel & Boat Show. April 29-May 5. T. R. Rooney, 369 Pine St Baugus-Newhall-Saugus Rodeo. April 30-May I. Andy Jauregul, Newhall, Calif.

CONNECTICUT

New Haven-Happy Kiddieland at Arena April

FLORIDA

Jacksonville-Air Show. April 36-May 1. St. Petersburg-Pentival of States April 4-9 Chas. D. Beeman, Chamber of Commerce. Tampa-Latin American Flesta, April 2-9

HILLINOIS

Chicago-Antiques Pair, Sheraton Hotel. April 19-22. Dorothy Hazen

INDIANA

Indianapolis-Home Show. April 22-May 1. J. Frank Caldwell, 1993 Security Trust Bldg

KANSAS

Topeka-Food & Equipment Show. April 23. 26. C. M. Sandstron, 415 Bennett Bidg.

MASSACHUSETTS

Boston-Copley Plaza Antiques Show. April 11-14 Dorothy Hazen.

MICHIGAN

Filint-Sports & Boat Show. April 5-10. O. E. Rewey.

MINNESOTA

Minneapolis-Sports, Travel & Boat Show. April 16-24. P. W. (Nick) Hahler, 1645 Hennepin Ave.

St. Paul-Food Show of Minn. April 24-26 E. P. Altnow, 500 Robert St.

MISSOURI

Joplin-Better Homes Show. April 18-24. 8

M. J. Pickering, 700 Chestnut St. St. Louis-Police Circus. April 20-May 8.

Major Ray Bowling.

Wirth.

NEW YORK New York-Country Antiques Pair. April 4-9 C. J. Nuttall, 660 Madison Ave. Syrucuse Shrine Circus April 18-24. Prant

OKLAHOMA

Oklahoma City-'89er Celebration & Rodco April 21-22. Chamber of Commerce

PENNSYLVANIA

Philadelphia-Home Show, April 28-May ? Wm. E. Johnson, 606 Market St., Natl. Bank

Reading-Home & Building Show, April 10-May 7. Clarence L. Ebbert.

SOUTH CAROLINA

Charleston-Azalea Festival. April 19-24. J. Prancis Brenner, City Hall,

Mercedes-Livestock Show. April 5-9. Carl

Plainview-Dairy Show. April 11-15. Raymond L. Johns, Box 551

San Antonio-Fiesta San Jacinto, April 18-24. Ellia Shapiro, Insurance Elds Sherman Livestock Expo. April 18-23, Melvin Sisk, Chamber of Commerce.

VIRGINIA Winchester-Apple Blossom Festival. April 28-30. T. W. Baldridge.

CANADA

Toronto, Ont.-Toronto Gift Show. April 25-28 W. W. Seccombe, 9 Drvs St.

Gillette Bros.

PITTSFIELD, Mass., April 2.-A crew is completing work on equipment for the opening, April 18, in Eastern New York. Org will have 7 rides, 24 concessions and a Mickey Mouse show. Fireworks will be displayed on all locations permitting them. Jerry Davian again will operate the Ferris Wheel. Four new floodlights have been bought, also a new trailer for the Merry-Go-Round .-ARTHUR E. GILLETTE.

Verna Schantz, wife of Edwin Schantz, concessionaire, recently wrecked her new Buick in an accident from which she and their two children escaped uninjured. Last year she wrecked a De Soto station wagon.

WANT

WANT

CONCESSIONS: Can place BINGO, Age, Scales, Fish Pond, Slum Blower, Darts, Bumper, Clothes Pins, Duck Pond, String Game, Huckley Buck, Basket Ball, Short Range Gallery, Penny Pitch, Pan Game. No grift.

RIDE HELP: Can place A-1 Till and Spitfire Foremen. Openings for Second Men. All must drive semis.

RIDES: Can place one Major Ride-Fly-e-Plane, Rolloplane, Looper or Caterpiliar. Also Streamlined Train.

SHOWS: We have three office Shows, Illusion, Jig and Fun House, Can place Snake, Monkey, Mechanical, etc. No Girl Shows.

We have 12 Fairs and 4 Celebrations, the best route of any Truck Show in Texas, 2 Celebrations during May. ALL REPLIES:

DON FRANKLIN, MGR.

VELASCO, TEXAS, this week, ANGLETON, TEXAS, next week.

FOR GYPSY ROSE LEE

SHOW GIRLS-5 Ft. 8 Inches or Taller, Slender and Beautiful. Send Unretouched Photos, stating all in first letter.

Top Salaries Paid-25 Weeks-With Finest Working and Living Conditions on the Road.
Rehearsals Start April 17. Write or Wire:

GYPSY ROSE LOE

Care ROYAL AMERICAN SHOWS, TAMPA, FLORIDA

PEPPERS ALL STATES SHOWS

WANT CONCESSIONS: Snow Cone, Custard, American Mitt Camp (no gypsies), Scales and Age, Cork Gallery, Short Range, String Game, Huckley Buck, Cane Rack, Duck Pond, French Fries, Candy Apples, Harry "Smiley" wants Agents for Holl Down, Razzle Dazzle,

Clothes Pins; also capable Agent that can frame Six Cat. RIDE HELP: Chairplane Foreman and Second Men for all Rides. Must drive Semis. Wives for Ball Games and Penny Pitches.

SHOWS: Will book Fat Show, Hiusion, Snake, Mechanical. Must have transportation. WANT FLYING THAPEZE ACT. ATTENTION - THE FLYING LA MARRS

ADDRESS: BOB SICKELS, MGR., Bossler City, La., this week; Vicksburg, Miss., April 11 to 16.

FOR MADEE

AT JUNCTION OF SCENIC U. S. HIGHWAYS 66 & 39-BOTH PAVED Five acres of Highway Property in the Beautiful Ozarks. 6 miles from County Seat, 30 miles from Shepherd of the Hills Country. Good fishing and hunting. Including Fireproof Tile Building, 60-25, with Full Basement. Cafe and Tavern Equipment. Greyhound Bus Station, Taxi Business. 6 Modern Insulated Rock Cabins, Equipped. Outside and Inside Dance Floors, Trailer Park, Filling Station. 3 Room Tile Pump House with Deep Well, Electric Pump System and two Shower Rooms. 1100 Gallon Butane Gas System. Lots of Neon, Shrubbery. Ill health forces sale. Will stand rigid Investigation. Sacrifice, 529,500.00. Terms. This is a steal. WALTER & BETH SHUSTER, BOX 101, MILLER, MO.

MAD CODY FLEMING SHOWS

Opening April 16th, Blackshear, Ga.

Want Foreman for Caterpillar and Spitfire; Second Men on Rides, must drive semis. Dutch Schilling wants Agents for 10 Cent Stock Concessions. Huffman, Cook for Cookhouse Concessions. If tired shooting blanks, come over and make some money, Address: HICKOX, GA.

WANT FOR

Home of the Hanford Atomic Energy Works

3 Kiddle Rides for our Kiddleland. Also can place Frozen Custard, Candy Apples, Pop Corn,
Floss, Snow Cones and Photos.

PARK NOW OPEN. WE OPERATE SEVEN DAYS PER WEEK. KENNEWICK, WASH. RALPH ROBINSON, MGR.

Want to buy for cash-Ministure Train, Boat Ride, Pony Cart Ride or any other Ride not conflicting; must be in first class condition.

Want to book Live Pony Ride and Legitimate Concessions, Candy Apples, Candy Floss, Comic Photo Gallery, Fish Pond. Park will open May 1st in Nashville, Tenn., within city limits; excellent Jocation. ALL ADDRESS: THURSTON J. APPLE

1104 STRATFORD AVENUE

Phone: 75839

NASHVILLE, TENNESSEE

COLEMAN BROS.' SHOWS

1949 Season Opens April 28th, Middletown, Conn. 11 Days-May 5th, 6th, 7th and 8th. BIG ST. SEBASTIAN CELEBRATION

WANT—Shows, Funhouse, Mechanical, Midget Show, Fat Show, Crime Show, Help wanted for Rides. If you drive semis, we prefer you. Our season is long and sure. Watter McGrackens wants for Side Show—Ticket Sellers, Girl for Ball, Freaks and Working Acts—Good Feature Attraction. Nothing too big if you can produce.

RECORDER OF COLUMN ASS MIDDLETOWN, CONN.

P. O. BOX 886

BADGER STATE SHOWS

Opening Albert Les, Minn., April 29. Fairs and Celebrations starting in June, all Minnesots. Hutchinson Water Carnival, Fairs—Barnesville, Mahnomen, Warren, Roseau, Ferfile, Henderson, Wasses, Long Prairie, Little Falls, Breinerd, Fergus Falls, Breckenridge, Blue Earth, Glenwood.

Can use Snake, Fat, Motor Droms, or any Show not conflicting with what we have.

Can use Snake, Fat, Motor Droms, or any Show not conflicting with what we have.

Can use a few Concessions—Long Range Gallery, Coke Bottle.

For Sale—Flying Scooter, can book with Show; or will trede for Roll-o-Plane or what have your Home Address: REDGRANITE, WIS.

J. VOMBERG, Mgr.

FOWLER SCENIC STUDIO INC. NEW YORK CITY

Choice quality, complete color selection. 56" Velours. Per yard ... \$2.50 56" Plushes. Per yard 3.00

New designs - Modern ideas Draperies, Scenery, Electrics, Tracks and Flameproofing.

We will visit your location, measure, submit samples, build and install.

Telephone LU 2-0032 112 West 46th St.

FOR SALE

Chevrolet Tractor and closed 24-ft. Semi. 4 Tops, 14x10 ft. with Frames, 14 Trunks, Backgrounds, Stringers, Lay Downs. Bowling Alley, Roll Downs, Skillos and Wheel. 2 Center Outlits. Ready to go.

> \$1,000.00 TAKES ALL OR WILL SELL ANY PART

SAM LEVINE

119 Louisiana St., Little Rock, Ark.

STATE FAIR SHOWS

ON PARADE OPENING APRIL 11

Showing Oklahoma, Colorado, Kansas and Nebraska. 15 Fairs and Celebrations. Carrying 7 Rides, 6 Shows, 30 Concessions. Winter Quarters now open. Want to book Shows, all open. I have plenty equipment. Good deal to Side Show Operator. Also Fun House Man-ager. Want all Concessions. Every-thing open. Want Legal Adjuster, Sound Car. Want Ride Foremen on Merry-Go-Hound, Mix-Up, Tilt, Kiddle Cars: Second Men on all Rides; must drive. Write C. A. GOREE, Alfus, Okia.

FOR SALE

Beautiful 24x62 Top, Side Wall and Poles; good condition, cost over \$700.00 without Poles; will take \$350.00 for quick sale, or will trade for 24x40 Top.

> W. J. WILLIAMS ROGERS CREATER SHOWS Union City, Tenn., until April 9; Metropolis, Ill., 10-16.

ZEKE SHUMWAY

Wants to hear from following:

EDDIE KNAPP, MARSHALL, BENNY NAKI-KAUNA, HOPPY HUNTER.

Answer Air Mail.

Care DOBSON'S IMPERIAL SHOWS Columbus, Ga.

WANT

CIRCUS RODEO

GOLDEN VALLEY SHRINE CLUB Fred Wilkinson, Secretary CLINTON, MO.

Can place Shows and all kinds of Concessions; also Rides that do not conflict, for 12 weeks commencing July 4 with the big-gest Celebration in New York State, and some very good spots to follow. Address:

W. S. MALARKEY Binghamton, N. Y.

2 Clifford St.

WORLD OF PLEASURE SHOWS

Now contracting for 1949 season Rides-Shows-Concessions Open in April-vicinity of Detroit

JOHN QUINN, Manager Detroit L. Mich. 3550 Cass Ave.

FOR SALE

Almost new. 5 foot Panel Concession, top light stringer, glass front, counter board, 27 inch aluminum pan, perfect condition, complete, \$150; Chair Scale, Guess Your Weight, \$65. Wire, phone 2753, or write.

S. E. MERONEY ST. DAVID, ARIZONA P.O. BOX 20

Allen Gilbert Inked To Produce JJJ Feature Gal Show

NEW YORK, April 2.- Morris Lipsky, general manager of the Johnny J. Jones Exposition, announced from the org's De Land, Fla., winter quarters that Allen Gilbert, New York producer, has been engaged to direct the revue with the show this season. This will be Gilbert's first outdoor venture, having been producer at the 42d St. Apollo Theater here, the Gayety in Montreal and, more recently, night club shows on the West Coast for the Music Corporation of America.

Lipsky said the revue will be a lavish production with new scenery and costumes by Broadway designers. original music and lyrics and comedy sketches and blackouts. The company will number 30, and the show will be presented in a tent seating 700.

After signing contracts in De Land, Gilbert flew here and is now engaged in putting the show together. A name feature is expected to be inked and announced within two weeks.

International Showmen's Association 415A Chestnut St., St. Louis

Earl Bunting presided at this week's recent meeting. Also at the table were Euby Cobb, secretary, and Leo Lang, treasurer. Cobb delivered the invocation in the absence of Roscoe Walkup.

Mort Slivers was praised from the floor for his part in putting on Tulsa-April 10. Mrs. Clara M. Alford. floorshows and dances in conjunction with the building fund drive. In- Greenville-April S. J. H. Cannon Jr., Box #23. cluded among those who addressed the meeting were Dave Kieffer and Chattanooga April 19. Mrs. Leonard Tren-J. P. Murphy.

In attendance after lengthy absences were O. L. Hagen, Vernon La-Blanche, Phil Craft, Pete Brophy, Art Guilliani, Cecil Larrimore, Bill Snyder, Cy Horwitz, Frank B. Joerling, John K. Maher, Joe Maher, Jack Mc-Farland, William (Slim) McCoy and Les Henderson.

Eddie Young, of the Royal Crown Shows, was elected to membership. His application was sponsored by Bill Snyder. Jack Spencer, sponsored by Sid Sidenberg, also was elected to membership.

Marshall Dean is a patient in the Alexian Bros.' Hospital.

It was decided to hold to the original plan of raising bond to pay off club bonds. Members having interest due on certificates can obtain payment at the clubrooms.

Sam Fidler opened this week in this city with his two units. Others opening this week here are John K. Maher, Charlie Oliver and John Francis. Russ Edwards is taking delivery on a Ferris Wheel.

UNDER THE MARQUEE

ment. Acts with the org are Tama Frank, Patsy Lee, Little Butch, Doc and Borgene Ford and Paul Zallee. Gene Rogers handles props and Edna Earl concessions. Show opens under canvas April 20. . . Picture of Harry D. Dann, former Ringling clown, now with Polack Bros.' Western Unit, is on the cover of the April number of "Popular Photography." A full-page photo of him was in the January number of that magazine. . . . Roland J. Weber advises that his miniature-animated display of

the Terrell Jacobs Wild Animal Circus has been in four Chicago spotsthe downtown library, and Marshall Field's, the Boston and Goldblatt stores.

Inconvenient part of being a good agent work, April 6. is that one has to take so much abuse to prove it.

was on the Cole Broz. advance for money than did his truck ticket box.



ALABAMA Birmingham-April 9-10. Mrs. Jerry Bryan, Box 1486.

CALIFORNIA Fresho-April 34. Mrs. George Bonadurer, Route 4. Los Angeles-April 36-May 1. William O. Bagshaw, Beverly Hills.
San Jose-April 9-10, W. E. Harrison, 20 S. Cragmont Ave.

COLORADO Denver-April 8-9. Gladys A. Scott, 1820 Wazes St. Grand Junction April 11. Mrs. Roy Mac-Donald, Delta, Colo. Lakewood-April 17, M. A. Bailey, 1111 S. Steele St., Denver.

DELAWARE Wilmington-April 30. Poley, 2009 Ranstead St., Philadelphia

FLORIDA Jacksonville-April 24. Mrs. W. H. Kendrick, 9730 Eisenhower Road.

GEORGIA Atlanta-April 15. Mrs. Doris A. Lewis, 845 Clifton Road, N. E. Atlanta-April 16-17. Ruby Worthington, 638 N. Highland Ave., N. E. Columbus-April 12, S. L. Speight Jr.

INDIANA Hammond-April 24. Mrs. V. E. Greenland. 6048 Calumet Ave.

MARYLAND Ballimore-April 24. Feley, 2009 Ranstead St., Philadelphia.

NEW JERSEY Teaneck-April 10. Stephen P. Averill Jr., Westwood, N. J

NORTH CAROLINA ST. LOUIS, April 2.—President Charlotte-April 7. Mrs. M. C. Ballard, 1901 Wood Date Terrace.

> OHIO Cincinanti-April 30. Arthur Meit, 2331 Cavenaugh Ave Columbus-April 24. Mrs. Edna V. Edholm, Pataskala, O. Foledo-April 8 and 10. Foley, 2009 Ranstend St., Philadelphia

OKLAHOMA

SOUTH CAROLINA

TENNESSEE Oak Ridge-April 23. Mrs. Dalsy W. Jackson. Eingston Tenn.

TEXAS Austin-April 11 Mrs. Walter B. Sorenson, 1404 Concordia Ave. Corpus Christi-April 14. C. R. Crawford, 459 Ohio Ave. Houston-April 17. Mrs. John O. Edwards,

Box 2410. San Antonio-April 10. A. C. Berry, Box 754. VIRGINIA Alexandria-April 23. Mrs. Gabrielle E. For-

Fort Myer-April 22, Feley, 2009 Ranstead St., Philadelphia. Frederick-April 17, Foley, 2000 Ranstead St., Philadelphia. Richmond-April 16. Foley, 2009 Ranatead St., Philadelphia. Roanoks-April 14. Poley, 2009 Ranatead St. Philadelphia.

WASHINGTON Spokane-April 23-34. Mrs. Mary J. Rogers, Route 5.

Big Opening for Granite

MANCHESTER, N. H., April 2 .-The Granite State Shows opened here today, playing to more than 12,000 paid admissions, according to Manager William E. Muldoon. The org is here for 15 days, working Sundays.

several seasons and handled the billing this winter for the Memorial Auditorium, Louisville, attractions, writes that he expects to again be with the Cole advance. . . . Photos of several Ringling circus feature acts, including Emmett Kelly, the Mroczkowskis and the Mandos Sisters, are displayed in the collection of England's circus photographer Lancelot Vining, "Ten Years of Circus Photography," on exhibition at the Ilford Galleries, London. . . . Francis Kitzman and Dave Murphy. both of the Clyde Beatty org, will be on Groucho Marx's "You Bet Your Life" radio show, over the ABC net-

To show how things progress during the winter, an average day of mooching his L. C. Langhart, lithographer, who brother troupers nets a ducat seller more.

H. B. Rosen Debuts Dog Shows Well in Moulton, Ala.

MOULTON, Ala., April 2-H. B. Rosen Amusements opened here March 26 under American Legion Post auspices to good biz Bob Mack. general representative, returned from a booking tour in the North in time for opening. Owner-Manager H. B. Rosen expects delivery, May 15, on a new Merry-Go-Round and Kiddle Auto Ride from Allan Herschell.

Staff includes Mary Rosen, secretary; Raymond Taylor, lot man; Roosevelt Gibson, ride superintendent; L. E. Weathersby, electrician and Diesel man; Scotty Sullivan, scenic painter; Steve Johns, front marquee and tower man, and Mrs. Carl Tyler, mail and The Billhourd sales agent.

Show line-up: Linda Lopez, Parisian Revue; Billy Logsden, Side Show; Carl Tyler, 1949 Artist Models; William Terry, Animal Show, and Scotty Sullivan, Snake Show.

Rides are Forrest Skidmore, Twin Ferris Wheels; Thomas Staples, Tilta-Whirl; James Gibson, Rolloplane; James Walker, Chairplane; Ervin Mathis, Kiddieland, and Sam Jones, Hi-Ball.

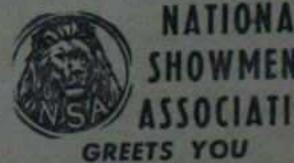
Concessions include Mr. and Mrs. Roy Varner, photos and long-range gallery; Andy Allan, diggers; Mr. and Mrs. Eugene Pitman, popcorn, candy apples and carmel corn; Clarence O. Buttedahal, dart pistol gallery; Mrs. J. H. Beland, penny pitch and darts; George Stevens, palmistry, fish pond and pitch till you win; Mr. and Mrs. H. Griffin, fish pond, balloon dart hoop-la and popcorn; Mr. and Mrs. Tommie Humphrey, block stand, over and under and ball game; J. A. Smith, clothes pin; Herman Brown and Leo Johns, pan game; Mrs. Anna Gibson, glass stand; Tommie Humphrey, Mrs. Ralph Gilly, Billie Hicks and Nick Scifres, bingo: Jimmy Wright and Bill Pike, slum skillo No. 1: C. J. Qualls, slum skillo No. 2; Ralph Gilly, rolldown; Stevie Johns, beat the dealer; William Althausen, Penny Arcade; Mrs. Bill Pike, penny pitch; Frankie Johns, pea pool; Mr. and Mrs. Tony Pelcher, John Gay and Ben Abell, cookhouse, and Steve Johns and John Stein, palmistry booth.

COLE BROS.

Hugo and Ray Marlowe, Eddie Mader is expected soon from Saraseta. Sandra Marlin, Mickey Lyons, Dolly Dale and Bobby Hasson were released from hospitals this week. Bill Hasson's brother will assist him in management of the Side Show.

John Staley's cookhouse has a full house at each meal. Bev Kelley, press chief, arrived and started his campaign in the daily papers. The billing crew started plastering the city Monday, March 27. Car moved to Owensboro, Ky., Wednesday, March 30.

The writer is attached to the advance forces of advertising car No. 1.



You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business Clubrooms in the center of the amusement world

Meetings 2nd and 4th Wednesday each month Palace Theatre Building. 1564 Broadway.

New York 19, N. Y. Almost everyone of the Eastern amusement family is a member. Are you?

Write for Information

Initiation \$10.00 Dues \$10.00 Yearly

Own your own cars, busses with 21

passenger capacity. Available GMC, Ford, Aero Coach Cruisers, etc.

Many different models available it low prices. All rebuilt to perect condition or sold "as is." Some with generous luggage compart

Exceptional values. Guaranteed reconditioning from motor to tail light, tires to upholstery.

> DESCRIPTION OF THE PROPERTY OF BUS AND EQUIPMENT CO.

19 Euclid Avenue, Newark 5, N. J. MArket 2-8055

HAROLD EUTAH

Wants-Agents-Wants

For Ball Cames, Penny Pitch, String Game, Fish Pond, Pea Pool Dealer-must be good Eddle and Jimmie, come on in. Don't get in

OPENING APRIL 16 AT FULTON, MO.

HAROLD EUTAH

Box 665, Joplin, Mo.

FOR TWELFTH ANNUAL

W. JULY FOURTH CELEBRATION WEEK OF JULY FOURTH Estimated crowd of 30,000. Contact:

HERMAN FERR, Com. 821 S. Malcolm, Chanute, Kan. Phone 1754W

WHEEL, OCTOPUS, MERRY GO-ROUND AND AUTO RIDE

Have few open dates for Colebrations and Homecomings. Committees, write.

FRANK ZELLUKI General Delivery

TOLEDO, OHIO

Addison Streamliner, 4 cars and engine, 280 feet of track, ticket box and feace. Guaranteed A-1 condition. Also have transportation for same, Reason for selling, death

MRS. GERTRUDE PRATT 27 Windsor Road Pawtucket, R. L.

WANT

SHOW OPENS FIRST WEEK IN MAY IN NEW YORK STATE

J. F. MARTIN SHOWS Bayonne, N. J. 383 Broadway

WANTS

SLUM STORE ACENTS Kenny Bugg, let me hear from you. April 4 to 9, Tyler, Texas. Care CRESCENT AMUSEMENT CO.

All makes, models, sizes. Get our price first for your requirements.

P. K. SALES COMPANY Cambridge, Ohio

A High Diver, Diving Girls and a Diving Clown to work all season. Have own complete Aluminum Ricgins and Tank. Would like to have man and wife to take full charge of Popcorn and Candy

JAPAN NEW BORDER BORS 1921 N. W. 79th St., Miami, Fla.

MERRY-GO-ROUND FOR SALE—\$500.00

Built on 4 Wheel Trailer, Come and drive It away. Has 12 large horses, two seats. Sultable serma ent location as antique novelty.

> CHAS. C. HALE 295 Gould St., Lama Linde, Calif.

RIDES

WANT

RIDES BA WALL

10

Foreman and Second Men for Merry-Go-Round, Caterpillar, Ferris Wheel, Octopus, Swingaroo, Chairplane. Those that Drive given preference for the best spots in Michigan. Ball Games, Blower. Bowling Alley, Baloon Darts, Glass Store, Basket Ball, Fish and Duck Pond, Over Twelve, Photo Store, etc. Bingo Help-Contact Bob Venner, Such as Mechanical City, Monkey Show, Snake Show, Five-in-One. Will give Ex to Showmen with 2 or more shows.

Show has 12 fairs and celebrations in Michigan. Bingo, Popcorn, Candy Apples, Candy Floss, Ice Cream, Jewelry, High Striker booked. We don't overload the midway

PLAYLAND SHOWS

East Detroit, Mich. 15610 Veronica St. Jack Gallagher, Mgr., Phone Roseville 0665-W.

30th ANNUAL TOUR 30th ANNUAL TOUR HIG SWISHERS AMERICA'S FINEST MIDWAY

OPENING DOWN TOWN LOCATION APRIL 16

Two Saturdays. Five Celebrations, month July, including the Big 4th July. Pittsburg. Kan.

All Fairs and Celebrations till Nov. 11. Only six weeks Still Dates.

CONCESSIONS—Want Photo, Glass, Cork Gallery, Coke Bottles, Darts, Scales, Diggers, Mitt Camp, Cook House open, use any Stock Concession, Only one of a kind.

BINGO CALLER—Want Bingo Caller and Counter Men.

ELECTRICIAN— Want a No. 1 Electrician and Mechanic.

SHOWS—Want up-to-date Girl Show, Minstrel, Mechanical, Unborn, Snake, or what have you?

RIDE FOREMEN—For No. 5 Eli Wheel, Jones Mix-Up, Second Men on all Rides; top salaries.

CONCESSION AGENTS—For Ball Games, Penny Pitch, Pop Corn, Floss, Snow,

WANT—Ticket Sellers, Truck Drivers, Night Watchman; Useful Show People, all kinds. Want to hear from people who have been with us before.

H. C. SWISHER

BOX 125

Phone: 468-W

CANEY, KAN.

7 RIDES

Office Owned

OPENING APRIL 18

7 RIDES

Office Owned

ALL PROVEN TERRITORY

High Striker, Guess Your Age and Weight, Photo Gallery and Jewelry. If you have junk stay in the junk yard. All replies

GILLETTE BROS.' SHOWS, 141 Bromback St., Pittsfield, Mass.

KUNTZ BROS, SHOW

Opening 2 miles from New York, April 15-May 2 17 big days-3 Saturdays, 3 Sundays

Will book Concessions of all kinds, Coupon Stores that will work with office, Ball Games, Holldown, Hoppia, Stock Wheels, Photos, Palmistry, Age, Scales, Penny Pitches, Hi Striker, Candy Apples, Floss, French Fries, Cork Guns, Spot Blower, Glass Pitch, Coke Bottles, Balloon and Add-'Em-Up Darts, String Game and all other Grind Stores, Bingo, Cookhouse, have top. Place Penny Arcade. Will book Shows with own transportation and equipment. All Bide Help and Concessions with me last season wire immediately.

ADDEDICT

Care Kuntz Bros. Shows, 55 Glenwood Ave., Leonia, N. J. Leonia 4-1467.

TIVOLI EXPOSITION SHOWS

Want for Newport, Ark., Week April 4, Downtown Recreation Park; Paragould, Ark., to follow. CONCESSIONS-Legitimate Stock Stores of all kinds, positively no grift, Custard, High Striker, Photo, Novelties, Sno-Cone, Candy Apples. What have you?

SHOWS Can place any Show that has something to offer except Girl Show and Motor Drome. Can place Glass House, Animal Show, Side Show and Mechanical Show. Contact

H. V. PETERSEN, MCR., or C. S. NOELL, Gen. Agt. NEWPORT, ARK., THIS WEEK! PARAGOULD, ARK., NEXT.

UTAH EXPOSITION SHO

Want Legitimate Concessions excepting Photo, Candy Flots, Popcorn, Bingo, Ball Games. Will book Shows with own outfit excepting Animal, Octopus, SHOWS-Mankey Motor Drome. WINSLOW, ARIZ, APRIL BTH-13TH; then the big one, SPRING FIESTA DOWNTOWN ALBUQUERQUE, NEW MEX. I then GRAND JUNCTION, COLO., BAND TOURNAMENT AND CELEBRATION STARTING APRIL 27.

AVERY'S MODERN SHOWS

WANT-Legitimate Concessions of all kinds, Kiddle Auto Ride, Ponies and Train Ride. A-1 Merry-Go-Round Foremen-no drunks, Opening April 15, vicinity of Defroit,

MRS. VERNA AVERY

BOX 569, ROUTE 2

Phone: Rayal Oak 4170-M

ROYAL DAK, MICH.

SPECIAL CALL

SPECIAL CALL

PAGE BROS? SHOWS

OPENING DOWNTOWN SPRINGFIELD, TENN., APRIL 9TH.

Oue to disappointment want Cook House, Custard, Jeweiry, Snow Bell, Lead Gallery and Hanky Panks of all kinds. Operator for Monkey Show; good proposition to reliable party. Second Men on 11 Rides, must drive and have driver license. Paul Pittman wants Agents for P.C., Ball Game, Roll Down, Pin Store and Hanky Panks.

BOX 244 Phone 1305W SPRINGFIELD, TENN.

W. E. (Shotgun) Page, Mgr. C. V. (Bill) Cox, Bus. Mgr. P. S. Heading for the Ky. Coal Pields.

FOR SALE

PENNY ARCADE, BUILT ON SEMI

Consists of 45 Machines. All four sides open up, ready for business in five minutes. Must sell at any price. Best offer takes it.

ALSO 14-FOOT PUNK CAT BALL GAME FOR SALE

Complete with frame, canyas and balls. Used only 2 weeks. COST, \$425.00; WILL SELL FOR \$150.00. Outfit made by Taylor Co.

Sudenfield Amusement Co. Old Orchard Beach, Maine

GOLDEN RULE SHOW

Opening April 18th, Runnemede, N. J. Concessions wanted. Have booked Grab, Pop Corn, Candy Apples, Ball Games, Pitch Till You Win. Will book any Stock Concession not conflicting. Ride Help wanted. Can use any legitimate Show with own equipment.

A. L. Blackmon

818 N. 32nd St.

Camden, N. J.

WANTED GENERAL AGENT

Salary no object if you can produce. Do not misrepresent, the reason for this ad.

> GLEN D. WYBLE HIAWATHA SHOWS

Fairgrounds, Jackson, Mich.

20th Annual American Legion 4th July Celebration July 4th thru 9th.

JNO. R. WADE Trenton, Tenn.

WANT

67th Soldier's Reunion, August 2-3-4, American Legion and Lions, Sponsors, Contact: HAROLD D. RUSS Griswold, lowa

A-1 GIRL SHOW TALKER-MANAGER

3 Beautiful Girls with wonderful wardrobe, Crime Show with banners and electric, Snake Show withoutstanding geek. Have capable people to operate and up and down same, one good painter, builder, mechanic a semi driver. Don't have tops, transportation, or P.A. sets. Please state all.

MRS. H. BEASLEY GEN. DEL.

DETROIT, MICH.

12 Streamline Cars, A-1 condition, \$45.00. Late 47 Ell 25, \$7200. Ridee-O 18 Car, \$2000. 8 Car Streamline Whip, \$2000. WANT TO BUY of trade for: Arcade Equipment, Live Ponies, Tilt, Octopus, Big Chairplane, Kid Rides. F. SHAFER

Mesker Park

Ph: 44505

Evansville, Ind.

FOR SALE

Portable Short Range Gallery, most beautiful on Midway, complete with Targets, Guns and Shells. Just finish building with '47, 4 dr. Chev or without.

JOHN BOKOWE CHICAGO, ILL 3319 W. POLK ST.

— AT LIBERTY —

Front Door, anything around front of show.

J. VINSONN

Willow Springs, Ma. Horton Hotel

MOTORDROME OWNERS

I have for sale a complete stock of 1924 to 1931 101 Indian Scout 45 Parts. Also complete, used Scout Motorcycles made to order. Also Short Hockers for the forks. Everything and anything Wall or Stunt Motorcycle needs. I have it at

CHECOTROLD NOTH THE PLANTING BROCKTON, MASS, 166 Forest Street

On West COAST. Any kind; any place. Send photos.

TON HUGHES

706 Wort 21 St., Los Angeles, Call.

Opening Garfield, N. J., April 14-23

Easter Sunday Included.

WANT-HANKY-PANKS.

CAN PLACE-Side Show, Minstrel, Crime, Have Outlits. Also want Fun House or Glass House, Motordrome. Al Camine, contact me at once regarding Drome.

Can place A-1 Ride Help. Foremen and Second Men, semi drivers preferred.

EDDIE ELKINS, Business Manager J. VAN VLIET, General Manager 404 Garibaldi Ave. Lodi, New Jersey.

Eddie Elkins wants Drivers and Catch 'Em Six Agents. Also P. C. Office Agents. 1564 Broadway, New York City 19.

CRYSTAL SHOWS

8 RIDES, 5 SHOWS, 25 CONCESSIONS BILLY SHAFFER, FREE ACT

Due to disappointment, can place Side Show with own outfit, good opening for Girl Revue. Have 20x50 top. What have you to put in it? Want man with 3 or 4 stores to take over Midway. Can place Snake Show, Illusion or any show with own outfit not conflicting. Octopus for sale or lease, good condition.

Address

N. E. BUNTS Cochran, Ga., this week; Barnesville following, then North Carolina,

WANTED OPENING APRIL 28 - WINTER QUARTERS NOW OPEN

SHOWS—Fun House, Snake, any Grind Show. HELP—Ride Foreman, Merry-Go-Round, Ferris Wheel, Chair-o-Plane. These men contact at ence: BOB, ROY, DAVID MOSEY, H. C. HERRING, TEX EVANS, J. J. MILLER, wire. TED LEWIS SHOWS

12-37 ROSEWOOD ST.

F.A. 6-2794-W

FAIR LAWN, N. J.

ALL AMERICAN MIDWAY SHOWS

Can use Fish Pond, Ball Game, Jewelry, Novelties, Bowling Alley, Blower and Hanky Panks of all kinds. Need Agents for Pin Store, Roll Down and Hanky Panks. Need Talker for Snake Show. Will book Ponies, Tilt or Fly-o-Plane. Book any good Show with own transportation.

All replies to

HERMAN REYNOLDS

All American Midway Shows, Livingston, Tex., April 4 to 9; Woodville, Tex., April 11 to 16.

WANTED

TOP SALARIES

ORIENTAL - STRIP - HULA

Must have own costumes. Salaries guaranteed. Opening Lebanon, Pa., April 18th. Write at once - send photo and state lowest salary to

BILL HOLT, c/G DICK'S GREATER SHOWS

P. O. BOX 481, CHEWS. N. J. P.S.: Need good Boss Canvasman and Useful Working Men.

GOLD CROWN EXPOSITION

"STREAMLINED PLEASURE TRAIL" CAN PLACE FOR LONG SEASON

CONCESSIONS OF ALL KINDS. Good opening for Grind Stores. Liberal proposition for Shows with own equipment. Con Word can place Dancing Girls. We have 7 office-owned Rides. Will book Rides not conflicting. Can place capable Electrician who can lay out lot. Can always use good Ride Men. Address:

K. F. SMITH, Owner, or HARRY E. WILSON, Mgr. ABERDEEN, N. C., THIS WEEK

Want—CAPELL BROS.' SHOWS—Want

HANKY PANKS OF ALL KINDS, BALL GAMES, ETC. CONCESSION AGENTS AND USEFUL SHOW PEOPLE, COME ON. This Show has 10 Rides and 10 Shows, and has 15 Fairs and Celebrations contracted. HAVE FOR SALE: 53-WHISTLE NATIONAL CALLIOPE WANT TO BUY: MUSIC ROLLS FOR TANGLEY CALLIGFE.

H. N. (BOC) CAPELL, Mgr. Ada, Okia., now: Shawner, Okia., next.

From Rags to Riches, Or the Saga Of The Billboard's Mr. Billboard

skimmer to hide the ravages of short Sam found young Joerling's hiding beds, cheap liquor and dandruff to a place. He was bundled off to Camp scalp the was once caressed by Sherman at Chillicothe, O., for several golden curls, he belies the 55 years months' training after which he soon that he has put in on earth. He has found himself overseas with an inan easy-going manner that is the fantry division. Lady Luck rode with envy of all who know him and him, as usual, and he came out of the rarely, if ever, does anything excite war in 1919 unscathed, altho not him. He has been known, however, to race his motor on occasions, and his duties with The Billboard and was when he does he may be expected to transferred to the paper's New York cut loose with the most paralyzing office, where he put in the next and devastating outburst of profanity several years learning the business ever concocted by man that generally leaves his listeners literally hypnotized and transfixed with awe. It'll even curdle milk a mile away. But coming from Old Wooden Shoes, as he is affectionately known to his intimates, it's more apt to be funny than offensive.

The Guy Can Go

when there's work to oe done, but let some one mention the word play and he can be off to the races right answers while treking the nation's now. And in play, as well as work, he can hold down his end with the cided that the road was not for him. best of 'em. He is what is known in sporting parlance as a good, solid, and returned to his first love, The two-fisted drinker when the occasion Billboard. With the death of Will J. demands, but he holds his liquor like Farley in 1923, Joerling succeeded a true Southern gentleman. Either in him as manager of The Billboard's Roman-Greco or catch-as-catch-can St. Louis office. He has held that style of fun-making, Joerling never post ever since, with the exception fails to surprise his adversaries with of a brief interlude when he went to his stamina and endurance. The life Los Angeles as representative of the of any party he indulges in, it is Curtis Ireland Candy Company of common for him to go at a rugged, St. Louis. 24-hour clip, only to come back after a few hour's sleep as fit as the proverbial fiddle and looking as fresh as a dew-covered butter cup. Just to watch the Old Master on one of these endurance funfests has caused more than one strong man to pass out from

Billboard and Joerling Are Born

Franz Bernhardt, the Franz after an in politics in Southern Illinois uncle with possibilities, and the Bernin later life.

Joerling Goes to Work (?)

By the time young Joerling had reached his 18th milestone he had simplified his tag to a mere Frank B. By years of self denial, an ordinary deck of playing cards and hook and crook be had managed to graduate from Cincinnati's Woodward High School in June of 1912, and it was in the fall of the same year, after the elder Mr. Joerling had repeatedly warned Frank to get out and produce. some wherewithall to put some Schweinefleisch and sauerkraut on the family toble, that the gangling youngster stumbled past the then new Billboard plant on Opera Place in Cincinnati. Whether it was Fate or his erudite faculty for picking easy spots that brought him there will never be known. Applying for a job in his quaint broken English, which friend claim he still retains to a degree, he made an immediate hit and was accepted for a clerk's post in The Billboard's circulation department. Let it be said to his credit that in the next several years he developed, thru his personality, persistency and a hustle that he has long since dissipated, into one of the best liked youngsters around the office.

It was soon after America's enpaunch well, and when he wears a trance into World War I that Uncle necessarily untainted. He resumed of hustling ads.

Manages Anna Eva Fay

It was about this time that our young hero began feeling his oats for adventure and romance. He severed his ties with The Billboard to take a whack at the practical side of show business and became associated with the late Anna Eva Fay, most famous Joerling is an indefatigable worker mentalist of her day, as personal manager. After two years of learning most of the tricks and all the major vaude emporiums, Joerling de-He quit his trouping with Miss Fay

Frankie Falls in Love

At that time Joerling handled the duties of the St. Louis office singlehandedly, doubling in editorial work and ad selling. One of his regular weekly duties was the covering of the local vaude house. If his vaude reviews late in 1923 seemed a bit meaningless and trite it was only It is an unusual coincidence that because Mr. Joerling, then trowding the two great institutions-The Bill- the 30 mark, was being smitten by board and Mr. Billboard-should have the love bug. Numbing Mr. Joerstarted out in life together, and both ling's senses as to what was going of them in Cincinnati. The Billboard on on the stage at that time was a was founded in 1894 and on May 6 talented, lovely and shapely young of the same year the stalwart Joerling miss named Lucille Geary, daughter emerged from a worried look on his of Judge and Mrs. Frank A. Geary, of father's face to a reality Born of East St. Louis, Ill., where Mr. Geary German parentage, he was christened was a judge, hotel owner and a power

They had met by accident at the hardt after a horse that went to the theater one day, were introduced and post for Bismarck back in 1870 and f. om then on for months, by some on which Joerling's dad held a \$2 win strange coincidence, Miss Geary found ticket. It was thru this quirk of fate herself at the theater each week at that Franz Bernhardt is believed to the same time that the strong, manly have inherited his knack for handi- and daring critic was reviewing the capping the nags, a quality that was stage output. Their hand-holding to aid in rutting him on easy street soon ripened into love and a year later they were married. They have been a happy and devoted couple ever since, and to the lovely Mrs. Joerling, by virtue of her patience and perseverance, goes much credit for the success attained by her husband in the show and business world.

We of The Billboard who have made the paper our life's work for the part quarter of a century or so are generally inclined to look enviously upon Mr. Joerling as having the best job in the organization. If that is true, and there is little doubt about it, to Mr. Joerling goes the credit for making his berth appear so attractive. By dint of hard work, hustle, loyalty and service, Joerling has built his office into one of the most productive in The Billboard organization. With it he has built the good will and friendship of a host of friends in outdoor show business and allied fields, the likes of which no other man has and the privilege to enjoy

Never a Dull Moment

Not only is The Billboard's St. Louis office piloted by an unusual man but the office itself is operated in an unusual but effective manner, The gaths-ing place for virtually all outdoor showmen who make the town during the year, from the so-called

uehauf Drop-Frame Trailer, 28'; ulated, Air-Conditioned (Chrys-Air Temp. 3-Ton) complete th all duct work; Heated (Stew--Warner self-contained Unit) ndows and Screens, 5 new tires. tions before delivery. This is only one in captivity—so ery, hurry, hurry.

CIAL PRICE (FOB Poughkeepsie, N. Y.) 52495.00

also have a supply of G.E. 60" Searchlight Parts. COMBINED EQUIPMENT CO. 1-7 Brookside Ave... Poughkeepsie, N. Y.

L-APRIL 18TH, RICHMOND, VA.-CALL

People contracted, report April 15th.

place for Side Show — Snake Show, shey Circus, Grinders, Ticket Sellers, mer who can stay sober and take care task. Semi Drivers preferred on all jobs. as Show open. George Ice, Scotty Mc., Dick Hillburn, Chief Wanapony, wer this by wire.

ot to buy Mother and Baby Monkeys, all cast must be healthy. Will book good Act. Long, pleasant season. All address:

W. (SLIM) KELLEY RICHMOND, VIRGINIA

COUNTY FAIR SHOWS

Want for First of May Opening

Show Hanager with Girls. Fine new imment for same. Best Girl Show terriBober, reliable Ride Men was can be Concessions—Want Diagers, Strikers, B Gallery, Jewelry Store, Pish Pond, to Back, Bowling Alley, Bashet Ball, Hoop-Cork Gallery, Slum Spindle, Add Darts, intry Store. Eighteen Fairs and Celetima. Good route Western Still Spota be or wire:

BOX 283, AINSWORTH, NESRASKA

SIDE SHOW ACTS

ent half and half with wardbe, good talker, small girls for usions, Magician and Inside cturer, good freak to feature.

AL ALFREDO

Care Lamb Shows, East Tallassee, Ala.

ARMAN for Merry-Go-Round and Chairto, also other Ride Help. Good salary and
in full every week. If you drink, don't
wer. CONCESSIONS that work for stock,
of a kind, privilege, \$20.50, \$HOWS: Let
know what you have. We show Up Town.

C & B AMUSEMENT CO. T. BROXTON C. A. CAVE

KOSCIUSKO, MISS.

ANT SIDE SHOW ACTS Artist, 73% yours. Man and Wife, Girl lusions. Ticket Seller, etc. Will book per-be of front. Unusual Annex Attraction, Booked with Continental Shows, playing York and New England States. Address

CARROLL MILLER Holly Hill, Fla.

WANT AGENTS

Jom Stores, Penny Pitch, Hir and Miss,
Snow, Flors, Pop Corn, Lead Galfery, Those
of truck given preference. Open April 16th
PARADA SHOWS. Contact

ORREST C. SWISHER CANEY, KANSAS

AGENTS WANTED

Greeties, Ball Game, Age and others. Have sive an Hovelties on 10 Bide Show, a good "Hist for capable Men. Milers, Mays and it, stay where you are.

E. L. WINROD

Galesburg, III.

FOR SALE

W Harmers, Skill; also 11 ft. center, fair. 10, meed 12 meeks. Also have 20 ft. center would side wall, fair, can be used. Also spicte souks blow for sale as I am re-

GILBERTOTRACEY

UPPERCO, MO.

GLDEN GATE SHOWS coon at Pambruke, Ky., April 16-22.
Indexes, City. Guillery. Mits Camp, Fleis
Bouting Alley, High Striker, Durts, Bingo,
Gaste, Huckley-Buck, Slim Spindle, Pan
Bull Games, Jose Cream, Joice Joint, Tenlock Joints, Grind Shows with outrits,
par to office. All contracted to here

SHANK DWSH, Mary

carnival characters to the most astute outdoor showmen, one can readily understand why the office would rarely house a dull moment. At times It may take on the appearance of something cooked up by Rube Goldberg or the setting for a tworeel comedy, but business goes on unhampered and unhindered, and Joerling's record, from a dollar and cents standpoint, speaks well for the success of his modus operandi. Of his assistants, Allen Callaway and Abraham Lincoln Morris, Joerling likes to boast that they can "even read and write," but beneath his smugness and ribbing one can readily detect his complete satisfaction with the merits of his helpmates. Their association is not the usual tie between employer and employee but rather one of affection and respect usually found between father and

He Has Mellowed

It would take volumes to record Joerling's exploits and experiences during his many years as The Billboard's St. Louis savant and it would make for interesting and hilarious reading. In this limited space it would be futile to even start. In the 25 years since we first had the pleasure of hob tobbing with the Old Master he has mellowed in pleasant fashion and the mantle of middle age falls gracefully on his brow. As mentioned before, he belies his age. He's not perhaps the same reckless individual who many years ago did his after-party free act from the chandeliers in the lofty rotunda of the Coates House in Kansas City, Mo., and without a net, too, to amuse himself and his fellow cronies. He has given up foolish things like that. He lives and plays more gracefully now. but can still keep pace with any of the younger blades in whatever the schedule may call for.

Joerling will still take an occasional drink just to be sociable or make an occasional meager wager on the bang-tails or a friendly bet on a football game. He likes to mingle with his old show friends and delights in a friendly game of poker, in which he displays considerable craft. He loves a good story session, but has a tendency to louse up a punch line when he's telling a story himself. He loves to sing and likes nothing better than to gather with his three younger brothers residing in Cincinnati several times a year for a sociable visit. a bit of pinnochle and some harmonizing on old German folk tunes taught them ly their mother, who also resides in Cincy and who, at 84, is still hale and hearty. Joerling's repertoire of German folk songs is astounding, and he knows the lyrics from beginning to end.

As another outlet for his aggressiveness, Joerling has taken up golf with a vengeance, and is a member of a golf club near his home in Kirkwood, Mo., where he was almost a daily visitor the past summer and fall. He shoots only a fair game and gets in his best licks at the 19th hole.

Since building his home, one of the show places of Kirkwood, a few years back. Joerling has become thoroly domesticated, and his chief hobby and greatest delight is to putter among his broccoli and petunias. And where a few years back he didn't know the difference between Toricodendron vernix and Rhus diversiloba, he today is considered a pretty fair authority on what makes things grow and vice versa.

That, in brief, is the lowdown on one of outdoor show business's most popular and best known personalities and one of the grandest guys we've ever had the pleasure of knowing.

WANT TO BUY

No. 5 Ell Wheel, 2-abreast Merry-Go-Round, Train and Kiddle Rides. Address:

RIDE MANAGER

DANVILLE ILL TOB PINE ST.

LAKESIDE AMUSE. PARK

BARNESVILLE, PA.

(Close to Tamagua, Hazelton)

38 years old, Free Gate, 7 days per week, Harry James Band in Ballroom, April 20th.

WANT-Circus for 3 days or week, complete. Hunt, Cole, Dailey Bros., etc., answer.

RIDES-Due to wreck-Wheel, Merry-Go-Round, Tilt, Cat. C-Cruise, Bubble Bounce, Pretzel. No passes or grift. We have Lake, Beach. Coaster, Old Mill, Spitfire, Motordrome, Korn Kobblers, Russ Morgan. Art Mooney, Picnics, Market Days, Plus (5) Grand per week, Cash Indoor Bingo contracted now. Also 40 x 80 Top for Wild Animal. Wax. Revue, etc.; Ex. Custard, Hi-Striker, Darts, Blower, Jagger, etc., open. All replies

> T. L. DEDRICK, Gen. Mgr. Barnesville, Pa.

FOR SALE

FOR SALE CONKLIN SHOWS

RIDES

STREAMLINED CATERPILLAR-OPERATED FOUR SEASONS. LATE MODEL SPITFIRE-USED TWO YEARS. LOOPER RIDE-IN OPERATION TWO YEARS. Above rides operated in permanent park locations and are in excellent

condition.

CONCESSION EQUIPMENT

Concession Tops and Frames, 12 x 12, 14 x 14 with awnings all around. 10 x 12 to 10 x 18 regular Concession Tops-Wheels-Laydowns and other concession paraphernalia. All equipment in very good shape. COMPLETE EZE FREEZE FROZEN CUSTARD MACHINE ON TRUCK. POPCORN-KARMEL CORN OUTFIT ON TRUCK.

CANDY APPLE CONCESSION ON TRUCKS. These three concessions ready to operate. All in first class condition. Trucks have Cadillac engines; also many Arcade Machines, including 8 Buckley Diggers. All thoroughly reconditioned and in good operating condition. ADDRESS

J. W. CONKLIN

BRANTFORD, CANADA

PHONE 1313

LAST CALL

ROSS MANNING SHOWS

OPENING APRIL 16. BURLINGTON, N. J.

Can place Merry-Go-Round Foreman who can drive. Ride help on all rides. No boozers.

Can place one Merchandise Wheel, also Novelty and Guess Weight and Age. Harry Parker wants spot workers. Fat Harris, answer.

SHOWS-Have two complete outfits, new canvas and transportation. What have you?

Want Wild Life, Penny Arcade or Crime Show. Winter Quarters open. Trenton Fairgrounds, Trenton, New Jersey. All answer

ROSS MANNING

100 West 88 Street, New York City.

BEAM'S ATTRACTIONS OPEN JOHNSTOWN, PA., APRIL 28

25 weeks of choice celebrations and fairs

WILL BOOK 10-in-1 or any Show of merit catering to family trade. Our route excellent for Shows.

CONCESSIONS OPEN: Hoop-La, Noveities, Age and Scales, Basketball, Arcade and Pitches, HELP WANTED: Concession Agents. Lacy and Billie Dalton, Meadows, contact at once; also any others who have worked Stock Concessions with me in the past. All replies to

FRANK "CURLY" CARR, Concession Manager, Beam's Attractions, Windher, Pa. Capable Ride Halp can always be placed. Write or wire:

> M. A. BEAM WINDBER, PA.

SMITH'S FUNLAND SHOWS

WANT OPENING IN OHIO, MAY 7TH CONCESSIONS—Cookhouse, Photos, Glass Pitch, Penny Pitch, Striker, Fish Pond, Galleries, any other Hanky Panks. Have opening for Bingo and Palmistry. SHOWS—Arcade, Animal. No Girl Show. WANT—To book small Merry-Go-Round with own transportation.

Committees, contact: have few mere Open Dates.

Write ORVILLE LEE SMITH

SOX SE

NEW MATAMORAS, OHIO

WAA Okays 175-Acre Sale To Santa Ana

Air Base Site Has Building

SANTA ANA, Calif., April 2 .-Transfer of 175 acres of the former Santa Ana Army Air Base to the Orange County Fair Board was approved this week by the War Assets Administration (WAA). The area will assure a permanent fairgrounds for the county, in addition to an allyear recreational plant.

News of the okay was received by L. A. Patch, treasurer-manager of the fair. The grounds will cost the 32d Agricultural District \$130.000, which is one-half of the appraised valuation of \$260,000.

Funds Available

Altho sufficient funds are available from State para-mutuel funds to clear up the debt, only 20 per cent will be paid WAA, Patch said, with the balance to be paid at 10 per cent per year.

The grounds front on Newport Boulevard near Costa Mesa, across from the Santa Ana Country Club. Most of the 125 buildings on the site will be utilized by the fair this fall. In addition to utilities and paved street, three water wells are also included in the transaction, Patch de-

The Orange County Fair was revived in 1948 after a lapse of several years. Negotiations for the former air base site had been in progress for the past several months.

Name Advisory Bd.

ALBANY, N. Y., April 2 .- C. Chester DuMond, agriculture commissioner, this week named a nine-member State fair advisory board.

Members of the board are Henry D. Sherwood, master, New York State Grange; Monroe Babcock, State Poultry Council; Daniel Dalrymple, secretary, State Horticultural Society; Jane H. Todd, New York Women's Council; Elizabeth Lee Vincent, dean, State College of Home Economics; Robert G. Soule, president, Syracuse Chamber of Commerce; Harold L. Creal, Dairymen's League Co-Operative Association; Warren W. Hawley, president, State Farm Bureau Federation, and Lawrence F. Cuthbert, sheep breeder's organization.

as ex-officio members of the advisory board: Earl C. Foster, assistant commissioner, Department of Agriculture and Markets; Bligh Dodds, director of the State fair, and Edward R. Eastman, editor.

The board's function is to advise and consult with the commissioner relative to the State fair which this year will be conducted from September 5 thru 10. Advisory board members receive no compensation but are reimbursed for traveling expenses.

1950 A. C. Convention Bookings Loom Big

ATLANTIC CITY, April 2.—Albert H. Skean, executive manager of Atlantic City Convention Bureau, says the outlook for 1950 is "excellent." Two conclaves already scheduled for February will bring estimated attendance to 20,000.

Skean noted also that the remainder of the 1949 convention season is going to be good. The bureau schedule shows over 150 meetings listed for the rest of this year, including 35 with attendance of 1,000 to 15,000 each.

Annuals Set Plans:

New Features, Bldgs. in Works; Peoria, Ill., Stand Is Half Up

The 5,400-capacity grandstand being | County Fair, West Point, Neb., failed constructed at Exposition Gardens, to be a financial success. The fair Peoria, Ill., is nearly half finished. has a nest egg of \$25,000, which it is Planned as a year-round recreation holding pending a lowering of concenter, Exposition Gardens will struction costs when it proposes to be the site of the Heart of Illinois do some new construction. The an-Exposition, which is set to bow Au- numl has a life membership plan gust 30-September 5. The two race which has proved successful. Each tracks, a quarter-miler and a half- year it sells 100 of them at \$25 each. miler, were built last year and are Ed Baumann, veteran secretary, points in readiness All other preliminary out that "there are always newconstruction, such as the installation of storm sewers and sanitation these are sold, and there also are a sewers, has been made on the 170acre tract. While no formal announcement has been made, it is possible that one or two still date events | rain insurance." will be staged at the plant before the first fair.

Considerable new construction will be completed at the Central Wyoming Fair and Stock Show, Douglas, Wyo., before this year's event, Secretary H. J. Rains advises. Two new stock barns and two new racing stables will be built and the stage in front of the grandstand is to be doubled to accommodate a larger night show than the fair has offered in the past.

An appearance of Horace Heidt at the Rocky Mount (N. C.) Fair is planned by Norman Y. Chambliss, manager. Grandstand program also will include acts booked thru George A. Hamid, New York. Chambliss infoes that new entrances to the main gate and to the grandstand are to be built. Drainage has been improved and the midway will be shifted this year, he also advises.

For the first time in years, Muncie (Ind.) Fair will offer a thrill show, Joie Chitwood's Hell Drivers having To N. Y. State Fair vertising campaign has been mapped. been booked. A more intensive ad-Last year's outlay for radio is to be doubled and more 24-sheet boards are to be used. Principal plant improvement will be a new women's restroom.

> A new attraction at St. Nichollet County Fair, St. Peter, Minn, will be the Boys Town band and choral group of Boys Town, Neb. An addition to the grandstand will provide capacity for 300 more persons.

Arkansas Valley Fair, Rocky Ford Colo., will stage a queen contest tied in with its advance ticket sale. The Ups Run to Five Days contest is expected to spur sales and focus interest upon the annual. The fair is upping newspaper and outdoor advertising budgets. New to the plant | feature a barn dance-type program, is a 4-H building. Other improve-Commissioner DuMond also named ments will include erection of addi- vue and an appearance by the Wings tional bleacher seats,

> National newsboys' bike race is a new feature for Ohio State Fair, Columbus. Event is expected to draw entries from every State.

Two night thrill show performances are to be new features at Van Wert (O.) Fair. Shows will be presented by Joie Chitwood's Hell Drivers.

Acquisition of three additional acres will enable the Outagamie County Fair, Seymour, Wis., to provide more parking space and to accomodate additional farm machinery exhibits. Other improvements will include reconditioning of the roads and new fencing.

Auto races will be staged at Kossuth County Fair, Algona, Ia., for the first time since 1940. Also new this year will be two days of horse races. If completed in time an armory may be used for public dancing.

A new 4-H baby beef barn and a new girls' building will be used for the first time by Ringold County Fair, Mount Ayr, Ia. New to the attraction program will be a home talent confest.

Not once in 26 years has Cuming

comers in the community to whom number of men who become 21 years of age every time another fair approaches." The sale, he says, is "good

Northeast Ia. Circuit Elects Searcy Prexy;

WATERLOO, Ia., April 2 .- Tom Searcy, Independence, was re-elected president of the Northeastern Iowa Fair Managers' Association at a meeting here. Max Katz, Osage, was reelected vice-president, and C. C. Nichols, Cresco, was named secretary.

Katz, discussing problems of a fair manager, said a fair must have the co-operation of all civic and business interests in the community to be a success. Among new approaches he suggested were landing fields adjacent to fairgrounds for Flying Farmers, soil conservation exhibits. more extensive displays by garden clubs and attendance by fair officials at 4-H Club meetings.

William Campbell, Jessup, vice-presi dent of the Iowa State Fair board: Deak Williams, Manchester, secretary of the Iowa Association of Fair Managers and a director of the State Fair board, and Henry Wolfe, Des Moines.

The association, which has a total of 24 fairs, will hold its next meeting in Cedar Rapids Thursday (28).

Langdon, N. D., Adds To Attraction Bill,

LANGDON, N. D., April 2. - The 1949 Cavalier County Fair here will auto thrill show, horse races, a re-Over Jordan Negro choir, Dick Forkner, secretary, announced. The bill has been enlarged in line with extension of the fair's run to five days from three.

About \$10,000 is being spent this year on improvements, which will include a new main arch, paving and a cement floor for the grandstand. Since 1940, approximately \$100,000 has been expended on improvements. Chief among these was erection of a \$40,000 grandstand. Other improvements were erection of a high steel fence around the grounds, repairing and repainting the exhibit buildings rebuilding the race track and installing a fence, grading and graveling all roads, repainting the grandstand and installing a new lighting system.

Estevan Extends Girl Camp

ESTEVAN, Sask., April 2. - The farm girls' camp, held in conjunction with the summer fair, this year man replaces Robert Myers, Lapeer, will be held two days instead of one, as in former years. The age limit has been lowered to 13 years, and town graduated from Virginia State Colgirls, as well as farm girls, will be admitted.

Calif. Prunes **Building Aid** To \$1,883,940

SACRAMENTO, April 2. - Cal fornia fairs have been cut near 1,500,000 in allocations for construction projects following budget paris by the State public works board Requests by 21 fairs for \$3,243,95 was shaved to \$1,883,940.

Allocation for the Los Angele County Fair at Pomona was set 5298,737, the State board announced

The budget for the California Cer tennial Commission in the amoun of \$821,000 was approved by the Assembly Ways and Means Commit-

A motion by Rep. Lloyd Lowre of Yolo County, to cut off funds the commission was rejected by the committee. Since 1947 the centennia commission has been assisting local communities sponsor celebrations.

The amount approved for the centennial: budget is the remainder of the original \$2,000,000 appropriation

Katz Named Vee-Pee Hughesville Pacts Beam for Midway; Hamid Acts Booked

HUGHESVILLE, Pa., April 2,-Lycoming County Fair Association this week closed negotiations with B. Ward Beam's Attractions to provide the midway for its annual to be held here September 19-24. Pact, executed by Secretary-Manager Elton B. Edkin and other fair officials, gives Beam the exclusive on all rides, shows and games, while the association retained all commercial exhibits.

Edkin said that George A. Hamid will provide the grandstand attractions, with the show being purchased Other speakers and guests included outright via the largest budget in the annual's 79-year history. Three days of horse racing have been programed under direction of George Pike Jr., Waverly, N. Y., who served as race secretary for the first time

> Joie Chitwood, who has been headlined here for the past three years, is slated to open the fair September 19 and close it September 24, giving afternoon and night performances both days.

> A new board of directors, headed by Clyde G. Kiess as president, was named at a recent stockholders meeting. Kiess succeeds William B. Seibert, a board member for 25 years and president of the annual the last 10. Edkin was retained as secretarymanager, while Burton A. Morgan was named to the treasurer's post.

Canadian Shortage Of Buckers Seen

CALGARY, Alta, April 2. - A warning that Canadian stampedes and rodeos might be unable to get suitable bucking stock in five years was voiced by Dirk Scholten, of Medicine Hat Stampede, at the recent annual meeting of the Stampede Managers' Association here.

Scholten said there was little free range left and that year by year good bronks were becoming harder to get

Charles J. Wartman Named To Mich, State Fair Board

LANSING, Mich, April 2.-Charles J. Wartman, Detroit, Wednesday (30) was appointed to the 20-member Michigan State Fair Board. He was appointed by Gov. Mennen Williams.

A Negro war veteran, and city editor of The Michigan Chronicle, Wartwho resigned, to fill out a term which ends April 14, 1951. Wartman was ege in 1936 and taught history there for five years.

97

Confidence

The Billboard



According to Webster's Dictionary, CON'FI-DENCE is defined as: "State of one who confides; trust; reliance; belief." Nowhere is this definition more clearly and forcefully illustrated than in the relationship between George A. Hamid, Inc., and the outdoor showbusiness.

O BE deserving of trust is not achieved overnight. Only through continuous, conscientious endeavor does the outdoor booker gain the complete confidence of everyone in the world of outdoor entertainment.

To SERVE outdoor showbusiness most effectively and efficiently. Hamid scouts are dispatched to the four corners of the world in an unending search for outstanding acts and attractions. This continuing effort has the prime objective of supplying the paying public with the type of entertainment that will keep them coming in greater and greater numbers to all of the five shows served by George A. Hamid, Inc.

Your belief in us is evident . . . a record number of contracts have been negotiated for 1949. So, it is with deep appreciation that we acknowledge the practical confidence shown in George A. Hamid, Inc.

For all your outdoor needs contact...

GEORGE A. HAMID & SON

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

heydey.

Sure Cure for Parking Problems

Small chance of traffic jams at Santa Clara fair under set-up put in force by Pettitcustomers greeted courteously by attendants

That's the \$64 questhe mind of every fairviticus had to park his chariot two miles from the Roman Amphitheater traffic so as to cause the least chance in order to see a Christian or two of traffic jams. Cars coming from

The answer to this has been well taken care of by Russell Pettit, secretary-manager of the Santa Clara ists approach to within a mile of the County, California, Fair. Realizing grounds large signs 3 by 8 feet direct that people with tired feet and the them to the grounds and parking lots. usual accompanying jaundiced eye are Full co-operation is given by the not likly to tell their friends that "it's the best county fair I ever saw," the problem of parking was given serious consideration.

Uses Arrow Signs

many people were visiting the fair a county fair. for the first time and did not have the slightest idea of where to park

HERE shall we park?" | the fairgrounds. To take care of this, arrow-type directional signs in tion that has plagued large numbers are installed on all the main thorofares within a radius goer since Marcus Le- of eight miles of the San Jose event.

Every effort is made to direct thrown to the lions during Nero's the north are directed up the back roads so that they approach the fairgrounds without interfering with traffic from the south. As the motor-State Traffic Patrol which helps immeasurably in keeping traffic flowing evenly, even during peak hours. Loud-speakers are placed a few hundred yards from the parking lots so that motorists may hear music and First of all it was realized that get in the right spirit to thoroly enjoy

Auto Association Helps

their cars for the shortest walk to greatly by printing a small special parking lots and at the main intersec-

DEK YOUR CAR

PARKING LOT TICKETS list the section in the area and the row. When fairgoers check both they are able to locate their automobiles with the least amount of searching. Each ticket is numbered for revenue checking purposes.

folder showing the best routes to the | tion near the fair. fairgrounds. Thousands of these are distributed, and the map is reprinted in, newspapers reaching potential courteously by uniformed attendants. fairgoers. Banners 80 feet long are The automobile association helps strung across the street from the sion of the fair at this point, every

As the customer comes to the official parking area he is greeted As the motorist gets his first impres-

(Continued on page 104)

By Fred H. Phillips

THE commemorative celebration seems to be here to stay.

In 1946 Hamilton had its centennial; 1947 witnessed the Dundas Centennial and the Galt Old Boys' Reunion; in 1948 Fredericton marked the centennial anniversary of its incorporation, and in 1949 everything else in the East will be subordinated to the great Halifax Bicentennial. So the commemorative celebration, financed on a civic budget, is becoming a part of the Canadian summer scene and a factor in our growing travel industry.

The larger celebrations offer a rich variety in historical pageants, music festivals and religious ceremonies, plus parades, band contests, athletic events, carnivals, fast horse racing and elaborate grandstand shows,

So much for outward appearances and customer values. Now what's the inside machinery that makes one of these events tick? Who sees that the big parade passes City Hall at exactly 11 o'clock? Where do they get the pennant for the mayor's car? Who thought to send the colorful literature to policy. to your Uncle Jack out in Peoria?

Presuming that the idea of a commemorative celebration has taken



FRED H. PHILLIPS

Planning a Celebration?

Canadian Gives Valuable On How To Organize, Execute Plans for Community Events

root in the minds of some civic lead- | The program is beginning to take ers, an alderman or an executive of at least nebulous form and you now barrister, should call a public meet- mittee heads to take charge of various a group of interests as possible. The stage. convener should leave three questions with the folk who attend the first meeting:

(a) Why are we having a celebration?

(b) What form should it take? our community?

answers to them will serve as a guide pattern.

In the next month or six weeks there should be more public meetings and more discussions. Listen to it all. Out of it you will get the temper of balance between civic ceremonies, reyour community and the form your ligious observa ces and activities of celebration is to assume will begin to become manifest.

The Dates

Now you come to your first big decision-your dates. These will be dictated by your own attractions, the dates of opposition events and the will draw patrons from a distance and availability of talent and personnel. Once your dates are decided they should be announced in a release to all papers and radio stations in the area from which you hope to draw patronage. You are now committed.

General Planning Group

From the personnel attending your early meetings you should endeavor to consolidate a closely knit, hardhitting central planning group. Reserve the power to add to the membership. The need for certain com-

the civic government, preferably a have (or are seeking) a group of coming. The appeal should be to as wide departments. Here ends the first

General Manager

Now you must find a man who can sit down with a few key committee heads and draft a general programa timetable that will crystallize all the best ideas of the earlier discussions (c) What do we want it to do for and pin-point a multitude of events with regard to time and place. He These questions are basic and the must make them all fit into a general

> He must be an organizer with jet propulsion. He must have the patience of Job and the hide of a rhinoceros. He must appreciate the proper a more festive and sporting nature; between free pageantry and paid attractions; and he must be familiar with the tradition and historical background of the community. He must have the showmanship to know what following: the publicity sense to get your message to those potential patrons. Yes. you are now searching for an odd kind of individual, one possessed of a curious combination of talents. But find him. And when you've found him, make him your general manager.

The Convener

The appointment of a general manager, however, does not mean that the original convener should now fade Pageant of transportation. out. Quite the opposite. If the convener is a barrister his continuing mittees will not be apparent in the support will be of inestimable value early months, altho such need may be to the general manager, particularly time firemen's tournament. keenly felt later on and you will wish in matters concerning the civic byto draw upon qualified persons in the laws and the operation of the corcommunity to head such committees, porate machinery in general. To-

gether the two can be a powerful team. The convener should continue to represent the city council in the shaping of broad policy and should act as liaison between the council and the central planning group of the celebration.

Program Approval

(From this point onward we shall address our remarks to the general manager.)

Once your draft of the program is complete, lay it before your central planning group in open meeting. This will mean some revision and compromise; but now is the time for such leveling off-not later. Once you are firm on the program, go before the city council with it and request its approval in principle, or otherwise.

The Budget

Assuming its approval, go back to your planning group and call for estimates from committees to cover the probable cost of their operation. Once these are filed you can compile a composite statement of estimated costs and, armed with this, you return to the city council. When and if you obtain the council's approval of your estimates you will have a definite budget on which to operate.

With that you and your planning group have entered the "action phase."

Organization

A glance at the growing organization may be worth while. In Fredericton we allocated our work among the

Fredericton Exhibition: Harness racing, horse show, night grandstand attraction.

Kinsmen's Club: Carnival. Canadian Legion: Boxing. Y's-Men's Club: Hobby show. Fredericton Art Club; Art exhibition.

Rotary Club: Street decorations. Automobile Dealers Association-York - Sunbury Historical Society:

Local Athletic Club: Track and field

Fredericton Fire Department: Mari-

Fredericton Yacht Club: Regatta. HQ New Brunswick Area (Army): (Continued on page 100)



STATE OF THE PARTY OF THE PARTY

TO BARNES-CARRUTHERS IS THE BUYER! . . . AND
TO THE BUYER . . . IT'S THE CUSTOMER

It's the same person ... because it is the first duty of Barnes-Carruthers to win and keep the confidence of the customer in the talent buyers' ability to present quality entertainment.

The ever-increasing demand for Barnes-Carruthers productions and attractions, coupled with consistent record breaking grandstand attendance, is proof that our productions are what the fair-going public wants ... and again for this year we will maintain the same high standards as we have for the past 40 years.

Whatever your attraction needs . . . it will pay you to consult with us.

Presenting

FAIRS
PARKS
CIRCUSES
INDOOR AND OUTDOOR
CELEBRATIONS AND
SPECIAL EVENTS

MUSICAL EXTRAVAGANZAS
INTERNATIONALLY FAMOUS
CIRCUS ACTS
CHAMPIONSHIP RODEOS
HORSE SHOWS
TRACK AND INFIELD EVENTS
EVERYTHING IN THRILL SHOWS



CAN ALWAYS USE ADDITIONAL ACTS OF MERIT
Wire or Write

BARNES-CARRUTHERS

THEATRICAL ENTERPRISES

159 NORTH DEARBORN ST.

CHICAGO 1, ILLINOIS

Planning a Celebration?

Canadian Gives Valuable Tips On How To Organize, Execute Plans for Community Events

(Continued from page 98) Mock battle, military march-past, military floats.

In addition, the following committee heads functioned directly under the general manager: First aid, religious services, sports, public address, music, parades and floats, civic ceremonies, centennial queen pageant, advertising and publicity.

Of Shows and Showmen

If your celebration is going to assume major proportions, you will need a grandstand and a race course. Therefore you will need to enter a working agreement with your local fair board. They will probably be handling a racing meet during your celebration and a big grandstand attraction in the evening will simply focus additional attention (and draw additional admissions) upon the fair

the professional showmen and buy it. plays under local auspices.

THE AERIAL

125 FT.-NO NETS

Head and Handstand

Combination Swaypole

Most Daring Feats

Skill of Balance

THRILLS

Assure Success THRILLS

Represented by

CHARLES ZEMATER, 54 W. Randolph St., Chicago, III.

ANNOUNCING

2 New HIGH WIRE COMEDY ACTS

4 People-Comedy High Wire Act with () 5 People-Comedy High Wire Act on

2 new arrivals from Europe . . . fea-) their way from Europe . . . under

contacts

my management. For Dates, stc.,

THE GREAT ARTURO

investment. You can buy several types of attraction nowadays that will sell out your grandstand every night. the presence of some hundreds of You can buy a complete rodeo or a thrill show featuring automobile the populace at large into a carnival crack-ups. Most popular of all, however, is the balanced vaudeville bill with a big musical revue as a basis.

Several agencies specialize in staging these outdoor extravaganzas.

If you go for the big revue, by all means buy a professional band to planning. Seven months before our handle its music. A band may be a show. On the other hand 10 experienced "pro" boys can really sting your show across.

Again with carnivals, let the pro-When you come to the entertain- fessionals do it. It may be most satment phase of your celebration, go to isfactory, however, if the carnival

Conventions

If you look over the summer calendar of your part of the country you will note that there are a number of conventions and gatherings which are held annually in one center or another. It is then only a matter of salesmanship to get the executive committee concerned to hold their get-togethers within the scope of your celebration. This offers you several benefits. First it adds greater variety to your general program. Second, these special interest groups add It will cost you money, but it is a good | materially to your total attendance. Third, the cumulative effect of these convention groups is good because badge boys (and girls) helps to put mood. This type of promotion is governed by your available hotel accommodations but it should be exploited within reason.

Armed Forces

Include the armed forces in your centennial we approached Brig. T. G. crackerjack parade unit, it may be a Gibson, Commander, New Brunswick first-class concert organization, but Area, with a wild scheme for an atif it is not thoroly conversant with tack and a full-scale battle on the theatrical accompaniment, a band can streets to liberate the city from ocmake an awful hash of a beautiful cupying forces. The brigadier heard see them a mile away-and hold their us with reservations at the time; but when summer rolled around the army came thru with the first full-scale "battle" to be staged in any Canadian city. It was even complete with air cover provided by naval planes based in Halifax. The army followed up with elaborate floats in our several parades and various military demonstrations thruout the week,

> Frankly the mock battle staged on Monday morning of our week had utterly no historical significance. But the future. There are bockey games it certainly did have strong mass appeal. By providing lots of noise, noon of the opening day.

might be seen in many towns during the summer months? Be cruelly

Let us assume that you have the attractions and that you are going to advertise them. The next step is to engage the services of a competent advertising man. He may either become the chairman of your advertising committee or remain an independent operator who will be en-

He will probably recommend two pieces of literature. The first will be a simple but colorful piece announcing your celebrations and the dates. This should be printed in quantity and released at as early a date as possible. Your advertising committee should undertake shipments to outside points and local merchants should be supplied generously so that they may enclose one in every piece of out-of-town mail.

The second piece should also have plenty of color and should be more elaborate than the first. Your program will be taking shape and the text matter should be specific regarding the "where" and "when" of various attractions. It is a follow-up piece and should be released not more than five weeks in advance of your actual dates.

ers, envelope stickers, book matche and special stationery to be madavailable to merchants at cost. Don worry about these things. Once yo have announced your intentions "the trade" will be most proline with sug

Two substantial musts on your ad vertising budget, however, should newspapers and radio.

Publicity

A close appraisal of attraction should also govern your publicits Start issuing your news releases the time of your first explorator discussions, altho at first it may be a well to confine your efforts to the local public. Only as you become definite about your attractions ca you appeal to the outside public.

Your publicity must perform a two fold function: (a) It must sell your local public on the idea of a celebration and keep them sold on it righ thru the planning period and on thru the big week itself. (b) Your advance publicity must convince a large outside public that it should visi your town during the celebration,

Keep a series of news stories going to the press and radio stations. D not use hot air blurbs. Editors can waste baskets ready. If you are properly astride of developments you will find enough bona fide news items to keep your celebration in the papers and on the newscasts.

Now a word of caution about the planning period. So long as you are sure that your committee work solid, do not worry about the seemin indifference of the general public. is difficult for people to enthuse over a celebration that is still months motion pictures, general elections lodge meetings and a dozen other things in the interim. Frederictonians remained indifferent to their own centennial until July 1. (The dates were July 25-31.) After July 1, however, public interest mounted steadily until, in the last furious weeks See Tips on Celebrations, page 17

AN OPEN LETTER

Pueblo, Colo. March 23, 1949

J. A. Whyte & Bons, 1422 Wisconsin Ave. Washington, D. C. Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again . . . Thanks to your recent discovery. Sincerely, P. W. Barday.

SEE PAGE NUMBER 171

DAVE MALCOM

"for planned pleasures"

BONDED ENTERTAINMENT

FOR YOUR

FAIR PRODUCTIONS

54 W. Randelph St. Chicago I, Illinois

Fhane DEarborn 2-7782

RIDES WANTED

CHURCH FESTIVAL Southwest Side, Chicago, June 17 thru 16

TOMMY SACCO Music & Entertainment CHICAGO, ILL

203 N. Wabash Ave. Ch RAndolph 6-2232

HOT SPRING COUNTY FAIR ASSOCIATION

MALVERN ARK.

lots of smoke, lots of troops and military vehicles on the streets-and later lots of brass bands-the military exercise brought to the centennial a mid-week pitch of excitement before Advertising Before you begin your advertising campaign scrutinize the pulling power of your attractions. Will you have features of a unique and outstanding character that will attract people from a distance? Or have you just a series of events such as

honest with yourself on this point.

gaged by you direct.

If your advertising man is sharp, he will seek your permission to bring out an official souvenir book containing various types of information about your town and the celebration, and a detailed program of events. Examine his "dummy," discuss plans with him and if they meet your wishes give him your approval and your blessing. The layout of such a book plus the sale of advertising is two men's work and you will be wise; to let professionals handle it.

There are many types of novelty advertising such as windshield stick-

balancing pale. A terrific new comedy featurel THE GREAT ARTURO TAMPA 4, FLORIDA

THE GREAT ARTUROS

turing sensational new tricks without)

FAIRS CELEBRATIONS BOOK THIS 36 PASSENCER MINIATURE TRAIN. THIS MONEY MAKER IMMEDIATELY AVAILABLE.

TRAINMASTER AMUSEMENT CO.

BUFFALO 2, NEW YORK 1426 LIBERTY BANK BLDG.

THE SIX CYCLING PAIGE'S

COMEDY AND DANCING ON UNICYCLES'

ORIGINATORS
OF
DANCE ON
WHEELS

If you can't improve on my routines, don't copy! Especially on Television???

SEE THE NEW BOOGIE WOOGIE

CHICAGO STADIUM April 22nd thru May 8th

We Work on Any Kind of Floor 9 Ft. Ceiling-20 Ft. Depth

WE GO ANYWHERE IN THE WORLD

REPRESENTATIVES ?

BARNES-CARRUTHERS

159 No. Dearborn



In Chicago CHARLES ZEMATER 54 West Randolph St. AL WILSON HANS LEDERER

ROY SIMINS

100
FOOT
HIGH

*

Walking on the Sky

WITH COMPLETE NEW APPARATUS
NOW, MORE THRILLING THAN EVER

"THE WONDER OF WONDERS"

Exclusive Representative

CHARLES ZEMATER 54 W. RANDOLPH ST.

HERDINKS TRIO

Foremost Exponents of Grace,

Comedy and Skill on the Horizontal Bars

Featuring

THE "WONDER BOY" GYMNAST

LITTLE FOUR YEAR OLD

"DICKIE"

THE WORLD'S YOUNGEST
MASTER OF CEREMONIES

A SURE-FIRE ATTRACTION THAT CAN BE PRESENTED ANYWHERE!

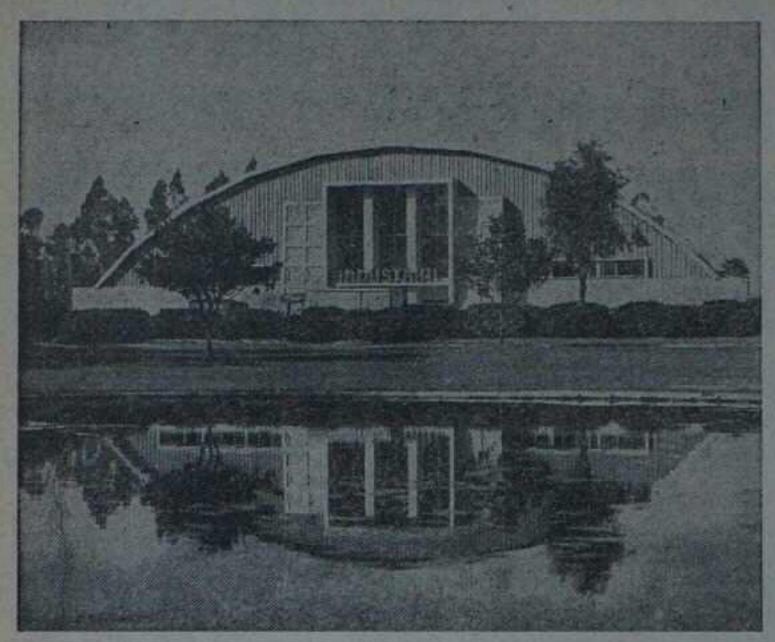
REPRESENTED BY

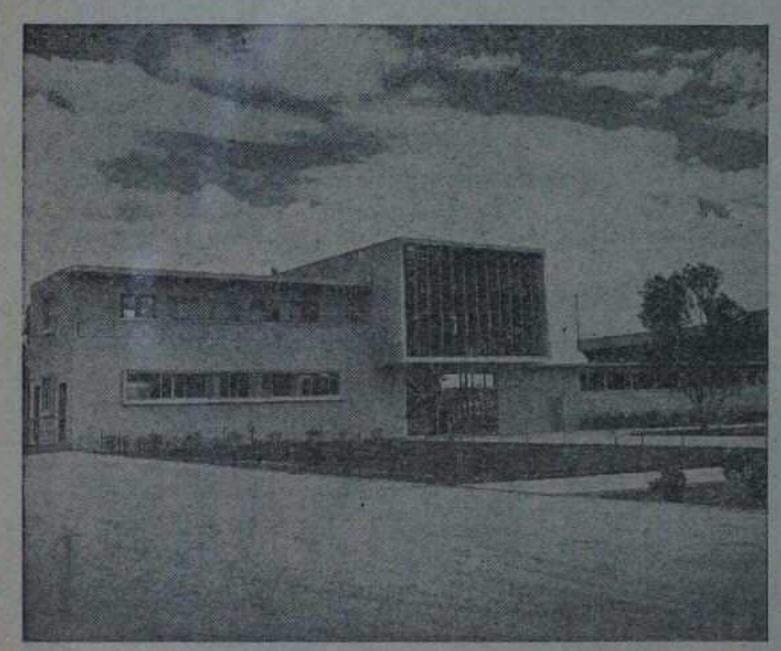
CHARLES ZEMATER

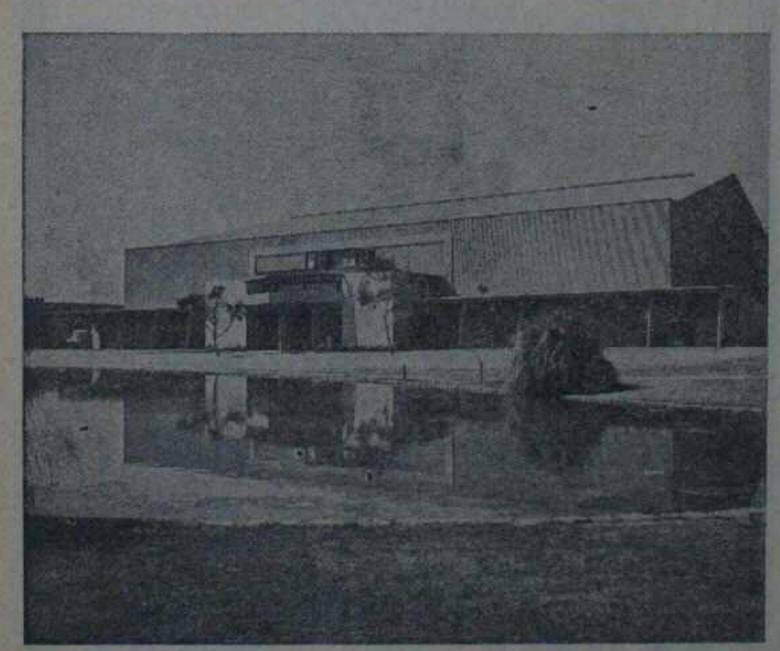
54 W. Randolph St.

Chicago, Illinois

SPECTACLE IN, OF ORANGE







THE NATIONAL ORANGE SHOW is pushing its master development plan. Three major structures have been constructed since the war. At the top is the Industrial Building, first of these to go up; below it is Administration Building and at the bottom is the new \$600,000 Entertainment Building, which was completed in time for the '49 show.

San Bernardino's annual National Winter Citrus Expo surges upward-290,689 lured this year by Calif.'s third largest annual-master development plan in use

N 1947, when the National Orange Show in San Bernardino, Calif., picked up where it had left off six years before, the Catholic War Veterans of that city asked permission to have a tacos stand on the fairgrounds with the hope that it would swell the organization's coffers. Few of the event's officials, if any, could visualize anyone walking along and nibbling on a Mexican hot dog. They, like the veterans, were suprised when the group reported that it had made an unprecedented \$4,000 during the first year.

The growth of the National Orange Show, which was established in 1911, runs almost parallel to the Catholic War Veterans' project. Of course, the Orange Show was on a much larger scale and took longer, but its expansion developed with as much expectancy as that of the tacos stand.

Ranks Third in State

From a meager beginning 33 shows ago when Hiram Johnson, then California's governor, opened the first show by pressing a buzzer in Sacra- in-law, William Starkey, who dimento to set off the fireworks display, the National Orange Show has grown into an annual event that is topped in California only by two other events, the Los Angeles County Fair in Pomona and the State Fair in Sacramento. Less than 20,000 people saw the first show held under canvas at Fourth and E streets in San This past season-Bernardino. March 10-20-the show was attended by 290,689 people and the closing Sunday was marked by the greatest display of air power since the war-550 planes being in the air over the grounds at one time.

The scope of the show encompasses far more than just another county or stalled and sold. This year the district fair. It serves 33 citrus pro- policy was about the same as in 1948, ducing counties and enjoys participation and representation from all com- sold. The fairgoer was offered the mercial citrus districts in the State. opportunity of seeing the show free The show is dedicated to producing better citrus fruits, better means of cultivation, better fertilization, better market conditions, greater monetary returns to the farmer, larger State him all the way thru. If a seat was income, nationwide beneficial pub- bought, then the show was actually licity for the State, 4-H Club en- behind a \$1.50 gate, a small amount couragement and greater competi- for a 90-minute Hellzopoppin' protive fruit growing.

List of Achievements

The Orange Show, a non-profit organization, lists as its achievements State citrus experimental stations, due to a pointed need because of competitive displays for further research and improvement in fruit growing, development and holding of citrus institute meetings in behalf of the grower, publicizing of California and citrus products more than any other single agency, facilitating claimed much interest here over the marketing thru desirable publicity, years is the actual packing and shipa 34-year record of continuous show- ping of oranges. Few people realize ing of expositions limited exclusively that the fruit is pampered so. Few to the industry and contributed to realize, too, that from it come a numgeneral agriculture by setting a suc- ber of valuable by-products. cessful pace which has been accepted and followed by other agricultural interests.

-to promote the vast Southern Cal- The crowd gathers at the railing ifornia citrus industry-the Orange above the machinery to watch the Show now lists assets of several mil- oranges roll out of the loading bin lion dollars. A new \$600,000 enter- into the grading section and then on tainment auditorium, largest of its to the rolls that automatically drop kind in interior Southern California, them according to size into bins. It was opened this year for the first is from these bins that the girls wrap 180 by 240 feet, has a capacity of which are made by machinery as part 17,000 people. There is a seating of the exhibit. capacity for 5,000 or 6,000 around the walls and standing room for an- "National Orange Show," fairgoers other 11,000. In addition to the au- have found them appropriate souditorium there is a stadium seating venirs.

Guiding the National Orange Show is Russell Z. Smith, who took over as the secretary-manager in 1947. A State forester, Smith received his



RUSSELL Z. SMITH

training as a fairman from his fatherrected the show for six years. Smith became actively engaged in the fair business upon his honorable discharge from the air force in 1946.

Shift From Movie Names

The Orange Show, under the Smith administration, has made its greatest strides. The first year he directed the event, the show policy of using a movie star each day as a featured attraction was followed. This year the plan was abandoned and a show with Olsen and Johnson headlining was booked. In past years, too, the stage was part of the exhibit building and the show was free.

Last year bleacher seats were inexcept there were more seats to be of charge by standing or he could pay an additional 50 cents and have a seat. If he preferred to do the former, the gate admission of \$1 took

Secretary-Manager Smith shifted to the Olsen and Johnson formula this year in preference to the movie star policy in order to give the fairgoers something new. The show draws a large percentage of its attendance from Hollywood and Los Angeles, where seeing movie stars is common.

Really Put on Show

One of the attractions which has

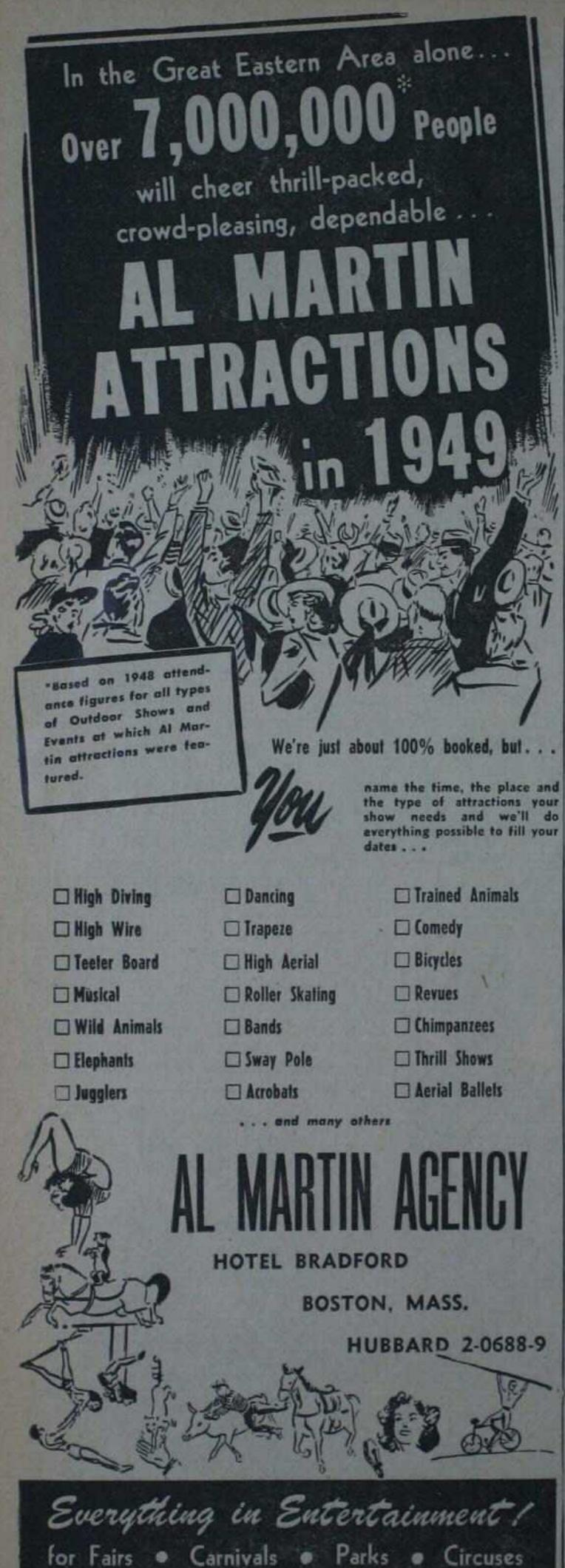
Presented like an attraction, the crew of women packing oranges take their appointed places almost like Following thru on its original aim the vaudevillian doing the two-a-day. The modernistic structure, and pack the oranges into crates

Since each orange is stamped with

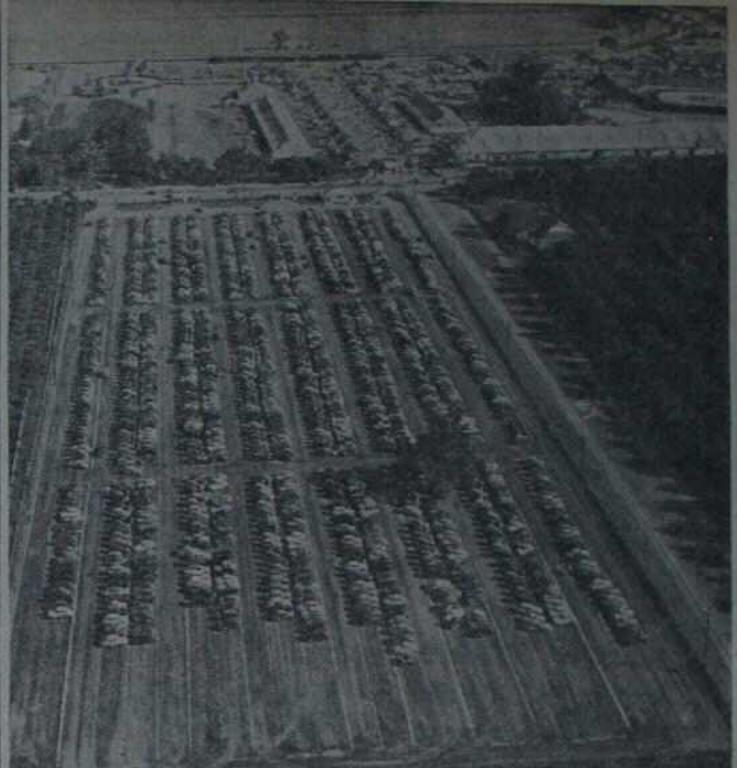
Something To Talk About A publicity release issued in 1941,

the last year before the shut-down (Continued on page 106)





· Celebrations · Special Events



SANTA CLARA COUNTY FAIR boasts its well laid out parking area. Almost 1,200 feet deep, men are stationed in towers to advise the front gate by telephone on the availability of spaces.

SURE CURE FOR PARKING ILLS; SANTA CLARA CUTS TRAFFIC JAMS

name the time, the place and effort possible is made to see that it | they are connected with the front the type of attractions your is a good impression. The entrance gate by telephone. Ticket sellers are as possible. During peak hours, two them. People in automobiles are inclowns are stationed near the parking vited to get out and sit on the benches lot entrance and around the main provided for them while their driver gate. They help in putting customers parks the vehicle. in the right frame of mind to have a good time. The motorist also is told the price of parking. As far away from the entrance as 1,000 feet large signs are posted telling him the cost. This enables him to have the correct amount ready and keeps traffic flowing steadily.

Lot Men Are Neat

All attendants are supplied with clean uniforms and caps. These are changed often enough that the parking lot men are neat at all times. Official badges and ribbons also are issued, so there can be no mistake in the identity of those with the authority to collect the parking lot

Attendants are trained in treating customers courteously. The fair uses college students and employees of local banks, for it has been found that they already have been instructed in the proper manner of greeting the public. Ticket sellers are stationed 10 to 20 feet from the parking lot right to the car and make the transaction without delay.

The tickets are marked with the rows and section of the parking lots and the customer is advised at the time of purchase to lock his carand mark his position on the stub so that he will have no trouble finding his automobile upon his return.

Attendants Direct Traffic

Inside the lot attendants are staioned to direct traffic thru the right channels To further facilitate the movement of the cars, directional signs are placed. The combination of attendants and signs make it practically impossible for the fairgoer to get confused in this area.

Because the parking lot is nearly 1,200 feet deep, towers 25 feet high have been erected at vantage points. Attendants man these towers and

to the official parking lot is decorated advised from time to time where there with flags and made as attractive are openings and direct the fairgoer to

> While this system has served the Santa Clara fairgoer well, Pettit has plans for the installation of tractor motivated trains to save people the walk from the end of the parking lots. The main parking lot itself is directly across the street from the main gate, a matter of only 100

Plenty of Light

The parking lots are well illumi-nated with floodlights thruout the area. As a matter of fact, the 11-acre lot

Am Now Contracting FEATURE ACTS FOR MY INDOOR CIRCUS DATES AND 1949 FAIRS

203 M. Websih Ave. Chicago, Illinois

CY'S DILAPIDATED TAILSPIN CAR

B. AS 图 日 用 4 W 图 日 L 任 位 3

10045 WALNUT RELLFLOWER, CALIF.

Legit Gaming Concessions WANTED FOR ANDERSON FREE FAIR, AM-

DERSON, INDIANA, JULY 4 TO 9TH INCL. No contracts by mall—see in person.

BECK TAYLOR, Mgr. Anderson, Ind. 2430 Jackson St.



CONCESSIONS WANTED DECATUR FREE STREET FAIR

July 25-30, 1949

ROBERT HELM, Concession Mgr.

Decatur, Indiana

FAIR SECRETARIES!

CONTACT
The
ERNIE YOUNG AGENCY
For Your
GRANDSTAND SHOW
Suite 2306
203 N. Wabash Ave. Chicago, Illinois

For Fairs and Celebrations

THE KNAPP FAMILY

RADIO STARS IN PERSON
For twelve years on WKAR at Mich. State
College. Five people playing eight different
musical instruments. Beautiful costumes,
special stage settings, public address system.
Comedians, vocalists. Photos and terms on
request. Address: HARRY MILLS, 245
Washington, Bay City, Mich.

has 65 1,500-watt floodlights on 60foot poles. The lot is enclosed with a
six-foot steel mesh fence and three
strands of barbed wire above that.
The two entrances have two 12-foot
gates and the two exit gates are 20
feet wide.

A CANADA SHE SHARES

Every effort has been made to insure the customer's comfort. At the entrance is a large rest room with attendants on duty at all times.

All tickets have the following printed on them regarding the fair's liability, "The acceptance of this ticket constitutes an agreement between the Santa Clara County Fair Association and the acceptor thereof, that the Fair Association and/or its representatives, shall not be responsible for loss or damage to vehicle, accessories, or contents thereof, caused by fire, theft, collision, water or any causes beyond its control." Signs further disclaiming responsibility and cautioning customers to lock their cars are also prominently displayed in the parking area.

Use Numbered Tickets

For the purpose of revenue control, numbered tickets are used. These are checked out to the sellers and acceptance confirmed by a signed order. Since these sellers peddle from the hip, they are provided with an apron similar to that used by carpenters. Tickets and change are carried in the apron pocket. An adequate supply of tickets is kept at the near-by gatehouse and a "change man" makes frequent contacts with sellers to pick up surplus bills in exchange for coins. During the 1948 fair, a man on a three-wheel scooter was used solely for the purpose of collecting cash and issuing change and tickets to the attendants.

A further check on attendants is kept by an inspector in plain clothes —a man unknown to ticket sellers and takers. He is responsible only to the fair manager.

Customer Gets Aid

After the customer has seen the fair and has arrived at the lot for his car, every effort is made is assisting him to find it. Now that he has seen the fair, the idea is to get him on his way home as speedily as possible. If he has failed to mark his ticket properly when he parked, the attendant courteously helps him find his car. He also-politely-points out that this search could have been avoided by marking the location on the stub. If the car fails to start, reasonable assistance is given. Two attendants remain on duty in the parking area until the last car is out and the gates are locked.

This is why those who attended the Santa Clara County Fair in 1948 will return with their friends in '49.

PINTO BROTHERS

Accepting orders now for the two most popular KIDDIE RIDES

* THE KIDDIE FIRE ENGINE RIDE

(Proven as the children's No. 1 favorite)

* THE KIDDIE PONY CART RIDE

(The newest success—each cart has a team of galloping horses)

2940 West 8th Street, Coney Island 24, N. Y.

ONE OF THE GREATEST ACTS IN SHOW BUSINESS

* BILLY OUTTEN *

AND HIS SKY HIGH DIVING ACT
COMEDY * THRILLS * BEAUTY
FIRE INTO FIRE

GEO. M. HARTON BOOKING AGENCY

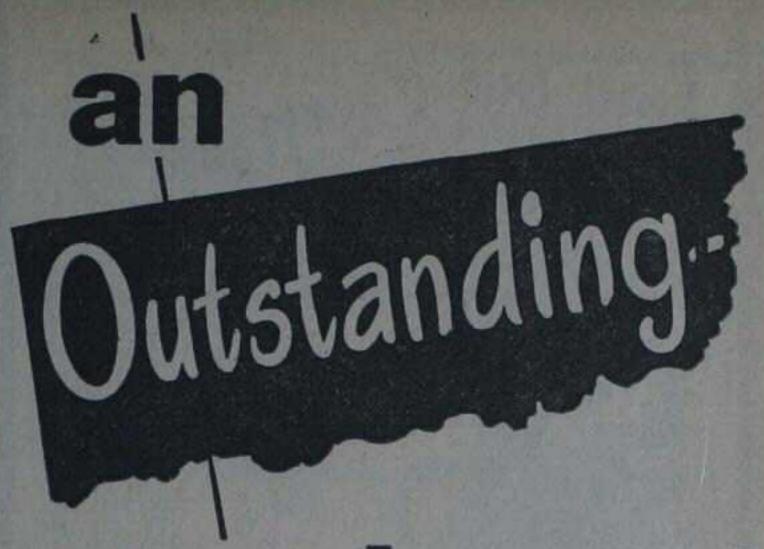
Pittsburgh 29, Pa.

EAGLE GROVE DISTRICT JUNIOR FAIR

Eagle Grove, Iowa, August 22, 23, 24, 1949

INDEPENDENT CONCESSIONS WANTED lowe's Original and Largest Free Cuto Fair.

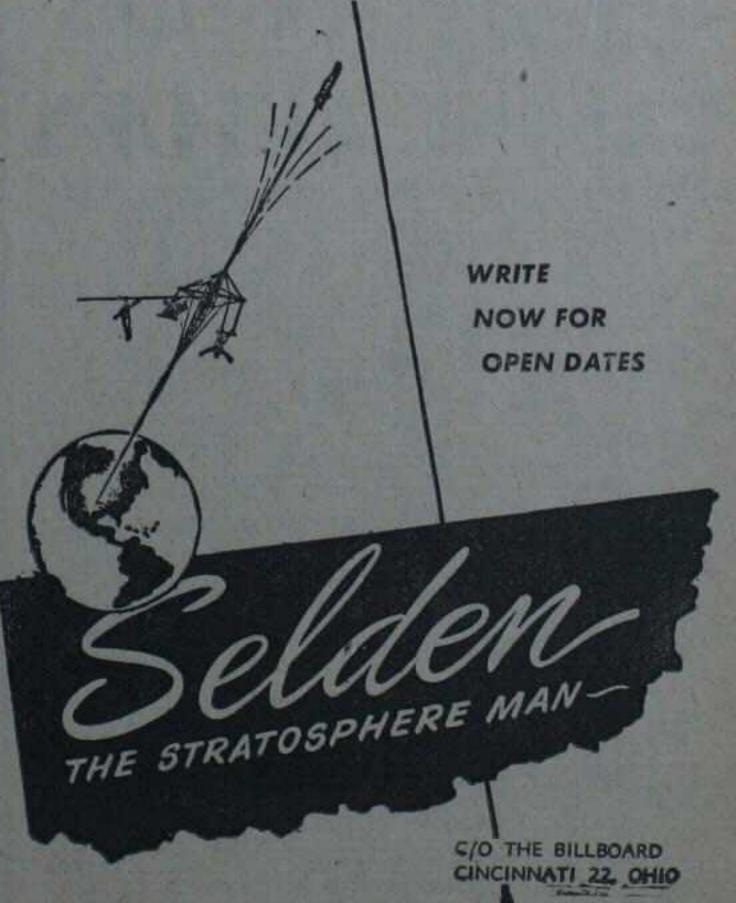
GERHARD HANSON, Secretary

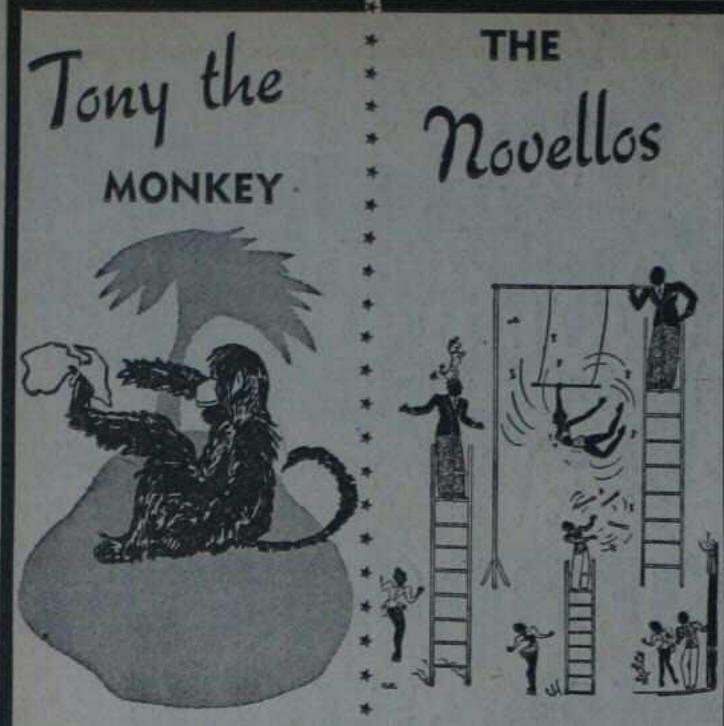


grandstand attraction

For 15 years the name Selden. The Stratosphere Man, has meant an outstanding grandstand attraction to all fair secretaries, booking offices and outdoor showpeople. Whenever Selden is booked as the feature for any fair or outdoor show the management knows in advance that he will assure big repeat crowds.

The act is unique in showdom—the only man to do a handstand atop a 138-foot swaying pole—thrilling crowds wherever he goes. Selden also features many daring acrobatic routines which make hearts pound and bring crowds to their feet. Topping this outstanding act is the sensational "slide for life" which brings patrons back to see Selden again and again.





LADY COMEDY - MONKEY + LADDER BALANCING AERIAL ACT with audience * participation-50 ft. high by * HERMA NOVELLO

WITH

TRAPEZE AND DOG

Booked for the CHICAGO STADIUM-April 22-May 8 by SAM LEVY.

Also contracted for 9 weeks of Fairs by ERNIE YOUNG. All Bookers interested for open dates-contacts

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National Orange Show's Gate, Plant, Importance Increase

of information: "A million dollar en- Western Fairs Association. terprise . . . the National Orange Show comprises 72 acres of land, has the largest single structure west of the Mississippi. Built and paid for without cost to California by private citizens without monetary returns or return of their principal or investment. It is a non-profit organization."

mains and its racks of oranges along the sides for 700 feet are a spectacular sight. However, the erection of the new entertainment building has given the Orange Show publicity geles County featured in its display man, Earl Buie, something else to talk about. The new show building is modern in design and is the center portion of a three-part structure to be constructed according to a proposed master plan. When the plan has been completed, the entrance to the grounds will be moved to the south.

To Shift Midway Area

The carnival lot, occupied for a number of years by the Crafts Shows, owned and operated by Orville N. Crafts, will be to the north of the entrance, probably the best location the show has had since it has been playing this date. In 1947, the Crafts aggregation was near the stadium and to the rear of the fair area. Last year it was to the south of the present entrance and this past season was north of the walk leading from the turnstiles to the exhibit building. More frontage was allowed this year and the show made an exceptionally good appearance for the reason that Roger Warren, show manager, was given more freedom in laying out the

The management of the Orange Show is rather complicated. directors are ex-presidents and assume their places on this board following a year's service as president. Russ Smith has received excellent support and co-operation from his board. Altho the Orange Show is



for the complete story of

& PAULETTE

INSIDE FRONT COVER OF THIS ISSUE

THE RESIDENCE OF THE PARTY OF T



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one of the top three fair-type events during the war, contained this bit in the State, it is not a member of

Locomotive of Oranges

This year's Orange Show was officially opened with Gov. Earl Warren dedicating the new entertainment auditorium to Sen. Ralph E. Swing of San Bernardino County and the show to the people of California Featured in displays were 22 cities The large exhibit building still re- and communities from San Diego to the San Joaquin Valley. The exhibits followed the theme of California's Famous Days.

> Following this theme, Los Anan early-year locomotive which drew the first train from San Francisco to Los Angeles thru the Tehachapis.

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The entire exhibit was done in oranges. San Diego used a platform of oranges upon which figures portrayed the landing of Cabrillo on Southern California shores.

This year's show queen was Patricia Adelyn Scoggin, 17-year-old Victorville high school senior, who was chosen over 17 other contestants from as many cities and towns in Southern California. Her awards included a trip East, during which she appeared on several coast-to-coast radio shows. On these occasions, Miss Scoggin plugged the 34th National Orange Show. In Chicago, she appeared on Tommy Bartlett's Welcome Traveler and Don McNeil's Breakfast Club.

Gets Rain A-Plenty

The Orange Show has proved a most reliable weather forecaster. In the 34 years that it has been held it has rained sometime during 30 of them. Last year, when California was faced with a drought and there had been no rain for months, odds were given that the show would be held without Jupiter Pluvius putting in his appearance. No sooner had the show opened when clouds began to gather. It rained for five of the 11 days. It did cut attendance but fairmen were so grateful for the rain that no one complained. This year it rained the night before the show opened and the Saturday before it closed. However, since the attendance this year exceeded all past years, it cannot be said that the rain curtailed turnout.

The high prestige that the National Orange Show has established as a community event cannot be denied—the air force and navy sent 550 planes over the grounds on closing day.

The tacos stand started two years ago by the Catholic War Veterans is still at the same location and doing capacity business. Plans are being made for expansion.

The same goes for the National Orange Show.

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Records Predicted For Sydney Royal; Shows Limited to 10

SYDNEY, April 2. — The Sydney Royal Show, Australia's top fair, which opens Saturday (9) for a nine-day run, will set new records, according to Secretary Barney Sommer-ville, with the value of exhibits and equipment on display exceeding \$13,-000,000.

been so numerous that exhibitors have been instructed to reduce the number of animals they plan to show. In the horse section there are 6,5% entries, which also pose a space problem. Total number of exhibits is 25,000, which tops last year's record total by 3,000.

Striking warehouse men and packers have agreed to move 25,000 bales of wool stored in buildings at the Royal Show Ground to the Manufacturers' Hall, but this still prevents the Royal Agricultural Society from making use of this hall during the fair.

RAS policy of last year, restricting
Side Shows to specified types, has
been carried a step further. The number permitted has been limited to 10,
which must be housed in permanent
buildings. All tents and trailer living quarters have been banned as fire
risks.

Attendance at this year's exhibition is expected to top the 1,000,000 mark.

Lusk, Wyo., Changes Dates

LUSK, Wyo., April 2.—The Niobrara County Fair here, set for August 18-20, has changed its dates to August 20-22. The fair will be held August 20, with a rodeo and other entertainment the next two days. A parade will be held August 22. Andrew McMasters is president and Dr. Walter E. Rackling secretary.



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Mathis New Trainmaster

NEW YORK, April 2. - Advance guard of Ringling performing personnel hit town a day ahead of schedule to find a full-fleged taxi strike under way and a drizzling rain. The train, which left Sarasota Wednesday (30), arrived on the New Jersey side of the Hudson around 4 p. m. yesterday and reached the railroad yards at Mott Haven a few hours later, the fastest time ever chalked up for the Sarasota-New York trek.

Hotels Jammed

Most of the performers left the train in New Jersey and taxied to New York where the majority converged on hotels in the Madison Square Garden area. They were turned away from several owing to lack of rooms. First-comers, including band leader Merle Evans, equestrian Claude Valois and the Doll family of midgets, arrived shortly before 5. Also an early arrival was the Icelandic giant, Johann Peturs-BOIL:

Early arrival of the train will enable the circus to get most of the animals and equipment into the Garrehearsals will probably not start with Alice in Wonderland.

until Monday (4).

New Trainmaster

McGrath, superintendent of the train last season.

effort is being made to expedite sales, whenever the lines begin to jam.

have been holding their fire, but some big spreads are set for Sunday (3) papers. Arrival of the train is usually the signal for the publicity campaign to get into swing. Several big spreads in magazines with national circulation are hitting newsstands this week-end. Radio stations have aired some plugs for the show. and this coverage will be stepped up now that performers are on hand for interviews.

Video Problem

the end of last year's run here stated that no further televising on Ringling performances would be permitted. The policy of the circus while on the road was that no part of the performance could be televised, and newsreel shots were only permitted on condition they would not be televised. The press staff was permitted to arrange for the televising of personnel at studios.

San Juan for Big Americano; Menagerie Gets New Chimp

SAN JUAN, Puerto Rico, April 2 --Jerry Wilson's Gran Circo Americano is playing here to good business despite considerable rainy weather, and the show's run has been extended to

Wilson recently acquired an additional chimpanzee to augment the show's menagerie.

King Bros.' Opener In Texas City, Tex.,

TEXAS CITY, Tex., April 2.-King Bros. was greeted by warm, sunny weather here Thursday, March 31, and the show did okay biz at both performances of its 1949 bow. Coowner Floyd King reported capacity crowds at both performances.

Show moved from here to Baytown, with Port Arthur next in line. With of time to get set up in Nacogdoches for its Monday (4) show,

Return Spec To Line-Up of Barnes Show

Levy Announces Acts

CHICAGO, April 2.-After a year's absence the spec will be returned to the line-up of Barnes Bros.' Circus for its stand in Chicago Stadium April 22-May 8, Sam J. Levy, of the Barnes-Carruthers office here, an-

Show will open with the Festival den basement today and speed the of Clowns, with the No. 2 part of fitting of acts with costumes. Final the spec being the Enchanted Forest

Acts, as announced by Levy, for this year's show, include the Wal-The circus train was in charge of lendas, high wire; Terrell Jacobs, Bennie Mathis, replacing Philip A. wild animals; Kirk and Novello Company, unsupported ladders; aerial and the Chamberty Troupe, aerial Advance sales continue at a steady bars; the Orantos, Pope and Renee, pace and with less confusion than in and the Bontas, perch; Toni, monkey with two windows open most of the Bros.' elephants; Franconi, break- has been doing for several months. time. A third will go into operation away pole; Betty and Benny Fox, Roland Butler and his press staff cycles; Duward, George Valentine been in Sweden trying to arrange for flying acts, and the Lange Troupe, groups of her trained animals, but Four Cardovas and Four Landons, acrobats.

Show will give 33 performances spot in the Zoological Gardens. during the 17-day stand.

Livingston, Early Circus Clown, Dies

ST. LOUIS, April 2.-Chris H. Livingston, 92, early-day circus clown The show's policy on televising and credited with inventing various Garden performances has not been circus tricks still in use today, died announced. John Ringling North, at at his home here March 28. Surviving are a son, Charles C., and a sister, Nora M. Livingston, both of St. Louis.

here March 31. used by clowns today. At one time which is the hit of the show. with the Ringling show, he retired in

Rogers Gets Full One

ers Bros, bowed for the season here the bill is the lack of good clowns. Wednesday, March 30, under auspices of the Lions Club and scored with a full one at night after a light matinee.

Matinee Opener in L. A. Hit Proves Successful By Cold; Night Biz Is Okay

Afternoon attendance light but night show does near capacity-Alhambra proves best of one-day stands preceding 12-day stint in Los Angeles

By Dean Owen

Sunday (3) off, the show had plenty den cold spell gave the Clyde Beatty show tough competition on its first major date of the season here Wednesday, March 30. As a result, the matinee was light but night show drew near capacity. The only empty seats at night were in the blues. Show's stand here runs thru Sunday (10).

Preceding the Los Angeles date, Beatty played six one-day stands, with a heavy matinee and a straw house at suburban Alhambra, Tues- following shows: Kay Kyser, Abbott wagons were shuttered when fire officials refused to allow more ticket 1,000 were turned away.

Following the El Monte opening, March 24, the org played Azusa, reported good at Azusa and Riverside

Only One Org Set for Berlin **Outdoor Dates**

prospects for Berlin are rather drab, with only one circus definitely set department, who resigned this week | ballet, with 12 girls, featuring Vio- for the season instead of the usual Mathis was assistant superintendent letta; Harold's, the Lablonde Troupe three or more. Circus Barlay, with the backing of Soviet authorities, has been able to erect a wooden arena in Berlin and will continue to present preceding years. Apparently a real girl; Great Stanelly, cloud swing; circus performances during the sum-Blomberg's 12 Liberty horses, Barnes mer, with frequent changes, as it

> Paula Busch, owner-manageress of dance in sky; Six Paiges, giraffe the well-known Circus Busch, has Company and the Flying Zacchinis, shipping back to Germany several apparently will be unable to accomplish this in time to take over her old

> > In view of the small chance of Circus Busch's planting its big top at the Zoo, it is almost certain that the Circus Blumenfeld, one of the oldest in Germany, will take over his spot despite the fact that it has scarcely any animals or horses and only a weak line-up of acts to offer at the present time.

Current Biz Good

Circus Barlay has been operating all winter at its indoor arena. Programs have been a bit spotty, using Funeral and burial services were held both circus and vaude acts, but business has been good. Current pro-Livingston started in the circus gram (March) is billed as Circus business with the old St. Louis Turn- Stars and offers a good line-up of verein and later performed thruout acts, including the Cimarros troupe, the world as an aerialist, gymnast, high wire; Two Jakubowskys, double high wire walker, clown and high trapeze: Five Lagards, horizontal wire bicyclist. He is credited with bars; Two Roberts, equilibrists; inventing the trapeze bar in 1891 and | Seven Maravillas, fem acrobats, and also with originating the fat-man suit | Four Fourrees, novelty balancing act,

Also on the bill are a mixed group of elephants and horses, presented by Harry Barlay, and a well-trained group of Liberty horses, handled by the well-known Danish showman TITUSVILLE, Fla., April 2 .- Rog- Albert Schumann. Weak point of

Barlay may hit the road with a tent circus but will continue his Berlin run throughout the summer if attendance warrants.

LOS ANGELES, April 2 .- A sud- | but light at Banning. Org encountered rain the following day at Redlands, keeping attendance there at a minimum.

A heavy publicity campaign by Ora Parks and Norman and Shirley Carroll resulted in fans lining up at the red wagon by 6:30. Most of the L. A. papers went overboard. Radio plugs, handled by the Carrolls, included the day, March 29. The red and white and Costello, Buster Brown Show, Anniversary Club, Queen for a Day, Surpise Package, Free for All, selling. Police estimated more than Ladies Day, which was also on tele; Breakfast in Hollywood, the Norma Young Show, the Jerry Lawrence show, Ladies First, Fun To Be Young. Riverside and Banning. Business was Downtown and All Around, Junior Stand-In, Your Standing, Truth and Consequences, People Are Funny, and G. E. Houseparty. A breakdown showed approximately 100 radio plugs with 11 live airers carrying mentions on opening day. Radio coverage this year was nearly double that of 1948. Beatty equipment is in excellent

shape.

Larkin Subs for Carroll

Red Larkin, moving in as announcer BERLIN, April 2.-Summer circus at the last minute when Norman Carroll, who was skedded to announce the opening night performance, was delayed by radio dates, did a commendable job.

Atho the acts playing the main show are of top caliber there were slow spots in the 2-hour, 15-minute performance.

The 11-piece band, including caliope, under the direction of Victor Robbins, provided plenty of typical circus background music for the show. Band line-up included Willard Isley, Jeff Davis, David Cayugo, Fred Mullen, George Wagoner, Harris Harding, Percy Cayugo, Spoks Brickett, Roger Hayer, Carl Berggren and Spencer Vest.

Presented in 26 displays in 3 rings, the big show opened with the spec led by the band, with all performers participating. Production by Bobby

(See Cold Mars Beatty on page 112)

Swedish Season On; Schumanns in Arena

STOCKHOLM, April 2 .- Sweden's circus season got under way March 24 when the Danish Circus Schumann opened for an extended run at the indoor arens in Stockholm.

As usual, the Schumanns feature Liberty and high-school horse numbers, with Albert and Max Schumann presenting a new equestrian production billed as A Study in White, which is a standout. Schumann horses played circus dates in England and on the Continent during the winter.

Heading the line-up of acts is the flying trapeze act of Pierre Alise Other acts are elephants of Goda Kruse; Three Petroffs, bar act; Monsleur Chevalier, equilibrist; Asta and Allan, hand-to-hand balancers, and Siki, musical clown.

Circus Schumann will go on tour, under canvas, after the wind-up of the run here.



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DRESSING ROOM GOSSIP

Polack Bros.' Western

We worked in a low building in Dayton, O. Most affected was the Ward-Bell Troupe, but it did a wonwork for two or three weeks because on until Rose recovers.

With 4 p.m. matinees every weekday, the clowns are coming out with prowess as a dance team. great culinary talents. Participating are the Sherman brothers, Billy Griffin, Arden Beecher, Harry Dann, Otto and Freddie Freeman. Note to George Davis: If you are short a good chef or two, let us know.

Harold Ward sends thanks to Rose Behee for that jewel box. Papa Berosini celebrated his birthday, and what a shindig he threw. Guests included Mr. and Mrs. Ross Paul, Mama Berosini; Josephine, Vicki and Otto Berosini; Dorita, Alex, Lillie and Papa Konyot; Gus and Betty Bell, Mildred Keathley, Harold Ward, Mr. and Mrs. Eddie Ward, Slivers and Josephine Madison, Al Sweeney, Eugene and Clara Willys and Freddie Freeman. Bernard Renner, member of the Rose Gould act, showed colored movies, including one of the Ringling show.

Bobo Barnett and Otto Griebling were dinner guests of W. L. Beacher, president of the United Fireworks Company, Dayton. Charles Webb is up and around but still weak from his recent illness. His son, Harry, is visiting him and his wife, Johanna.

Latest to acquire new trailers are Andre and Rose Gould, Eddie Kohl and Papa Berosini. There are three talented girls, Betty Bell, Josephine Berosini and Elsie Sidney, on the show when it comes to making ward-

Skeeter Ward, infant son of Eddie and Dorothy Ward, has recovered from his recent illness.

Recent visitors were W. L. Beachler, Eugene Haerlin, John E. Ernst, Marie Reiffenach, C. W. Finney, Leonard Pearson, Laurence (Dookie) Anderson, Herbie Hobson and son, Harry Atwell, Leo and Ethel Hamilton, Bob Zimmerman, Joe Hanon, Johnnie Welde and family, the Ericksons, Forrest Fought, Bob King, Ralph Winarski, Ludwig Berosini, Frances Hogan, Mrs. Otto Griebling and Larry Benner.

Reports are that Gus Lind has been released from the hospital at Spivak, Colo.-FREDDIE FREEMAN.

Hamid-Morton

We made the jump from Wichita, Kan., to Washington in good time. Joe Basile went home to bring back his band, which will remain for the rest of the season. Mr. and Mrs. Walkmir went to Chicago to look after their property and Mr. and Mrs. Simmons went to Memphis to pick up their house trailer.

A new one-ton panel truck was purchased by Mike Kocuik in Kansas City. Roland Coty journeyed to Bloomington, Ill., to marry Cleo, one of Peaches' former revue girls. Mr. and Mrs. Mike Koculk, Johnny Atterbury, Dean Johnson and Miss Caldonia attended the wedding.

Mr. and Mrs. Jonny Welde and Connie visited the Polack Western

Don't miss the FOR REAL MONEY-MAKERS

See Page -- of Supplement

Polack Bros.' Eastern

Billy Barton and Adolph Delbosq celebrated their birthdays at Akron's Rooster Club. Those present included derful job. Rose Gould will be off the Delbosq family, Irene Lafferty, Al Hyman, Nate and Marsha Lewis, of the fall she took opening day in Whitey and Edythe Boyd, Gene Ran-Dayton. The two boys are carrying dow, Mrs. Randow Sr., Jack Klippel and Frank and Ree Zepko. Billy Barton and Clara Delbosq exhibited their

Dime Wilson is in the crate-making department, taking orders like mad. Other early-morning activities on the Griebling, Chester (Bobo) Barnett show center around the practicing of the Flying Wards, which has everybody trying to get into the act. Latest recruit is Bill Walden, tiger act worker. Mabel Stark, Kinko and Ernie Wiswell can also be seen working

> Connie Wilson has a competitor in the costume biz. Jack Harris is turning out sequined belts for the flying acts and neat little costumes for Pat Parrish. Dennis Stevens, the unpredictable, favored the clown band with his terrific "Coo Coo, the bird girl" dance one evening. Sensational Marion, of break-away pole fame, visited the show in Akron and enjoyed cutting up jackpots with Malikova and the writer. Her husband owns the Summit Beach Amusement Park in Akron.

Ed Raymond reported he and Dennis Stevens were treated to a swell feast by Carleton F. Smith, circus fan. There were many circus fans on hand thruout the engagement. Pete Mardo brought his collection of circus albums, and Ted Deppish arrived with a load of cakes and pies that were distributed around the dressing rooms. Irene Lafferty waited a week for Conchitas' visit on the way to Washington for Hamid - Morton. When Conchita finally arrived, she and Irene really had a gabfest. When Adolph Delbosq suffered another attack (he was laid up in Brooklyn with pneumonia), Clara took over the act and worked Serenado II in his place.

Irish Donovan makes the best coffee on the show. Father and Mother Boyd celebrated their sixth wedding anniversary. Charlie Borza, Malikova and Jack Klippel celebrated birthdays in Akron. The run was climaxed Saturday, March 26, by

three performances. Visitors from Hamid-Morton Included Francine Volante, Frank Matausch, the Ericksons and Conchita. Circus fans who visited included Ted Deppish, who took movies of the show and recorded the band music; Mr. and Mrs. C. A. Klein, Carleton F. Smith, Mr. and Mrs. Wallick, Frank Sennes and party, Mr. and Mrs. Frank Collins and Mr. and Mrs. Pete Mardo. Other visitors were the Nelson sisters, George Lerch, Jake Mills, Bobby Allen, George Hubler, Robert Mason, Jimmy DeCobb and the Sensational Marion. The Tadmor Shrine Temple threw a party for everyone on the show.

The writer suffered a severe heel injury by miscalculating the distance of the breakaway and plowing into the floor of the Akron Armory opening day. However, no performances were missed.—BILLY BARTON.

unit in Dayton, O., and the Sheridan brothers and Mr. and Mrs. Valente-Otaris visited the Polack Eastern unit in Akron. The five Ericksons and Conchita visited both shows.

Dan Robinson joined the Aerial Royals. Bozo's wife and Mr. Hanson's wife arrived to spend the season on the show.-CONCHITA.

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SEE PAGE NUMBER 171

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Clear Post Card size views, 1900 to 1948 of Bar-num and Bailey, Rineling Barnum, Sells-Flots, Hagenbeck-Wallace, Robbins Bros., Cole Bros., J. M. Cole, Cirds Beatty, Tom Mir, Van Leer, Wallace Bros., Hunt Bros., Datley Bros., Bailey Bros., 40 Horse Team, Barnes Wrock, Hartford Disaster, Old Bridgeport and Sarasota Quarters, sig. Send 25s for exister and sample view is Robert D. Good, 1555 Turner St., Allenton, Ph.

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PHONE MEN WANTED Hamid-Morton Circus

AUSPICES JUNIOR CHAMBER OF COMMERCE

NEW HAVEN, CONN. Write: John Minton, Room 627 Hotel Taft, New Haven, Conn.



ELASTIC NET OPERA HOSE

All colors, \$4.95 Finalic Public Shinestones, Settings, Metal Spansies Chainette Fringes, Foldert Yes.

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formerly of Brooklyn, now at 17 EAST IG STREET NEW YORK 3, N. V.

I have for sale 545 different 5x7 actual chotos human oddities of the Side Show Most top notchers since Barnum's; double seast, four-legged woman, three-legged man, mule faced woman frog boy, Hon and dog-faced men. Siamese, albinos, rubber and allighter skinned, taltoped, siants, midesia, etc. Ten photos for 51.50 with complete lists. Also hundreds of circustana photos such as banner lines, parades, parade wagons, acts, owners, etc. BERNARD KOBEL, Box 105, Frankfort, Ind.

Wanted for season, with experience in High Act.
Top salary if you qualify. State experience,
salary expected, height, weight and all you do
Send photo; will be returned. Write:

BOX D-162

P.S.: Will teach good amateur.

7th Year

ED BAYMOND

Polack Bros. Shrine Circus

raxy iddie own

Booked by Ethel Robinson FOR SALE

> Priced to sell. Replyt CIRCUS, ROX D-141 Care Billboard, Cincinnati 22, Ohio

Under the Marquee

F. M. Farrell, with Cole Bros.' Side Show last season, is at his home in Ithaca, N. Y. His plans for this season are indefinite. . . . Doc Waddell is in Mills Bros.' winter quarters in Circleville, O.

Old-timer says he has lived a long time and seen everything except a down-trodden pusher.

Dr. Harold Staples, New Haven, Conn., has returned from a Florida trip. Doc, who is president of the Con Colleano Tent, CFA, New Haven, visited the quarters of the Ringling-Barnum show at Sarasota, Fla. He visited with Mr. and Mrs. Paul Jung in Tampa, Paul Harumpo and others of the Big Show.

Canvasmen are interested in loodsthree times a day.

Omer Kenyon, member of the Hamid-Morton promotional department, recently spent 10 days in Miami Beach as house guest of Mr. and Mrs. Bob Morton. . . . Biletz, formerly with Cole Bros., who will be with King Bros., this year, was a recent guest of Cleo Stafford at the My O My Club, New Orleans, Art Leonard reports. . . . Norman (Slapsy) Lawrence, Natchez, Miss., recently was the subject of a feature story, plus picture in a local paper. Lawrence had his miniature circus on display in the Hartman Moritz brokerage firm on Main Street.

Any spring weather that's bearable is

J. A. Gephart is new general agent of the Dailey show, according to a recent announcement out of Gonzales. Tex. Gephart earlier this year was signed as manager of Advertising Car No. 1 on the show, with William M. Moore inked as the general agent. No announcement was made out of Gonzales on whether Moore will or will not be with the show in another capacity. . . . Reports are that Mr. and Mrs. Si Kitchie, for years on the Dailey show, will be with King Bros. this year. . . . Charley Smith has been named superintendent of Dales Bros. and has assumed his duties at the org's winter quarters in Union, S. C. Smith for years was with Dailey Bros and Roger Bros.

No property man ever became so good hat a performer wouldn't kick about him.

Buck and Tavia Regar, national advertising representatives of Kelly-Miller Bros., were visiting in Hugo, Okla., en route to Hot Springs. . . . Bob Grubbs, of Stevens Bros,' Circus, purchased a semi to carry his liberty horse act and props. . . . Paul Bejano, producing clown of Stevens Bros, has several new novelty numbers for walk-arounds, including large mache heads and an automatic cannon act. Assisting in the cannon act is Doug Riggs. . . . Rex Rossi, Hollywood, visited his mother and Evelyn Rossi on the Kelly-Miller Bros.' show in Hugo, Okla . . . Les Garner, boss biller on Stevens Bros. Circus, is in Hugo, Okla., stocking his new bill car with several new designs of paper.

Nobody can frighten a railroad by threatening to move over another road.

Mr. and Mrs. Frank Bynum, of Bell Bros, Circus, will operate the Circus Inn, Emporia, Kan., this season for Frank F. Ellis and Mrs. Laura Anderson while they are on Robbins Bros. Circus with their concession. ... Mell Henry recently was married to Carmen Valenzuela, performer on Circo Augilas Humanas. . . . Dr. William C. Huebener, Cincinnati physician, was admitted to citizenship by Judge John H. Druffel in District

ELEPHANTS

Young Females Up to Five Feet. Each . . . \$3,500.00

| ORANGU-TANGS. Pair | \$4,500.00 |
|--|------------|
| CHIMPANZEES, Each. | 600.00 |
| I FEMALE LION, SIX YEARS OLD | 100.00 |
| 1 BINTUORANG | 300.00 |
| LEOPARDS, ONE YEAR OLD. Pair | 1,200.00 |
| ROYAL BENGAL TIGERS, TWO YEARS OLD. Pair | 3,000.00 |
| BLACK PANTHERS. Pair | 1,500.00 |

MONKEYS

| RHESUS MONKEYS-FOR SALE OR RENT. Each\$ | 25.00 |
|--|--------|
| AFRICAN GREEN MONKEYS. Each | 25.00 |
| CAPUCHIAN RINGTAIL MONKEYS. Each | 40.00 |
| JAVA MONKEYS. Each | 40.00 |
| JAVA MOTHER AND BABY MONKEYS COMBINATION | 75.00 |
| BABOONS. Each. | 75.00 |
| SOOTY MANGABEY MONKEYS, Each | 35.00 |
| DIANA MONKEYS. Each | 100.00 |
| MARMOSETTE MONKEYS (COTTON EARRED). Each | 25.00 |

Watch for Our Flying Cargo Due To Arrive in Four Weeks. Will Also Have Plenty of Pythons, 12 to 24 Ft.

Animals listed above are F.O.S. N. Y. with exception to female lion—this animal Is F.O.B. Chicago. Live arrival guaranteed.

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THE ROUGH RIDERS RODEO AND WILD WEST SHOW

FAIR SECRETARIES, REGION COMMIT-TEES, CIVIC GROUPS IN EASTERN STATES

Contact us at once for your spring and summer entertainment. Can use high-class Advance Agent with reference who knows the East Central States.

J. L. LYONS, General Delivery, San Antonio, Texas

ROLAND TIEBOR and ROLAND JR.

World Famous EDUCATED SEA LIONS

Western Circus

WONDER SEA LIONS

Presented by FRANCIS HOGAN

Eastern Circus

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I. J. POLACK-LEWIS STERN and Ethel Robinson A Record Never Achieved By Others



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EUROPE'S GREATEST CIRCUS BOOKING AGENT WHO PUT THE CIRCUS ON ITS FEET IN ENGLAND

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TOWER CIRCUS, BLACKPOOL (23 WKS, SEASON), FOR 14 YEARS BELLEVUE CIRCUS, MANCHESTER (8 WKS. SEASON), FOR 10 YEARS ROYAL AGR. HALL CIRCUS, LONDON (6 WKS. SEASON), FOR 13 YEARS KELVIN HALL CIRCUS, GLASGOW (6 WKS. SEASON), FOR 11 YEARS STADIUM CIRCUS, LIVERPOOL (5 WKS. SEASON), FOR 3 YEARS HIPPO CIRCUS, GT. YARMOUTH (12 WKS. SEASON), for 13 YEARS WAVERLY CARNIVAL, EDINBURGH (4 WKS. SEASON), FOR 24 YEARS)

___ Also Represented in England ___

RINGLING BROS.-BARNUM & BAILEY CIRCUS (4 YEARS) . THE WINTERGARTEN THEATRE, BERLIN (6 YEARS) CARL HAGENBECK CIRCUS OF HAMBURG (14 YEARS)

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ALSO BOOKING AGENT FOR THE MOZART CIRCUIT OF THE IND PENDENT BOOKING AGENCY, NEW YORK CITY, FROM 1909 TILL 1911. GREETINGS TO BENNY PIERMONT.



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GONGA, THE WORLD'S ONLY PERFORMING ZEBRA STALLION CANTON, OHIO

WILL BUY Band Wagons, Ring Curbs, Chairs and Bleachers; also Liberty Act, Midget Horses, Llamas and hay-eating Animals of all kinds. WILL SELL or TRADE registered Palomino Quarter Horses and Colts; also Sorrel Brood Mares bred to registered Palomino Quarter Horse, Selling Prince Palo Hio, registered Palomino Stallion. Also 5-year-old Palomino Gelding, registered in 2 associations, Tennessee Walking Horse and Palomino both, Can sell a few Brahma Bulls, 2 years old. Silver Mounted Saddles, \$1000 and up. Also Rubber-Tired Cart, 2-wheel, like new. CAN USE Crooms and other Useful People.

GRAN CIRCO AMERICANO

HAS AT LIBERTY FOR LEASE OR BOOKING WORKED BY TRAINER TWO ELEPHANT ACT AND GIRL LARGEST PERFORMING

CHIMP TODAY CAN BE CONTRACTED FROM JUNE 10TH ON. WRITE OR WIRE JEROME O. WILSON, OLIMPO CT. APT., SANTURCE, P. R.

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UNION SCALE, \$6000 ACCOMMODATIONS, USUAL LONG SEASON, Wire or write:

HANK WERNER, Band Leader

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W, sell, trade old show Home. Send dellar for
begree, 8 pts. Small list free for stamped env.

CIRCUS VIEWS

Cars, wagons, equipment, personnel of both old and new shows. Sells-Floto, HW. Robbins, Sparks, Tom Mix, Beatty, Dailey, Sarasots Wagons and many more. Write today for Fittle big lists. Bargains. Prompt service. Free premiums. Money back if not pleased. Inquiries from old customers welcomed. ROBERT SAMS, 2743 Bush Bivd., Eneley, Birmingham 9, Als.

Cold Mars Beatty L.A. Matinee Bow; Night Biz Stacks Okay

Kay and costumes by Mel Rennick series of spectacular spins. helped give the number eye appeal.

Harriett Beatty Absent

Harriett Beatty, scheduled to work the center ring with a riding tiger for the moon. on a bull did not appear. Her act was handled by an unannounced cess Mussetta (Eleanor Velarde) who The Escalante Family worked Ring 1 with a trampoline turn she built to a forward somersault that closed with a sock finish. The and heel catch. Dewayne Troupe, in Ring 3, did a high voltage trampoline bit. Working ling Ring 1 and Johnny Cline in Ring with four partners, Ted Dewayne 3. Riding War Cloud, Cline had kept up a smooth flow of difficult the best of it with his high school stunts.

Following a clown walkaround, A. W. Kenard presented a six-pony Liberty turn in Ring 1 with equestrian Director Johnny Cline directing a the man from Bombay, who entered six-pony Liberty turn in Ring 3. Both were typical Liberty horse accompanied by the ballet. Presenroutines.

Clyde Beatty, with his usual showmanship, directed a group of mixed cats in the arena. The feature, a roll-over tiger, was a hand getter,

While the arena was being struck, the Medini Troupe, two fems and two males, presented a novelty balancing turn in Ring 1 that went well. The Dewayne Troupe returned in Ring 3 to present a Risley act. Both act that pleased the kids, groups, working at a fast pace, kept the show moving.

After a clown walkaround, the concert line-up was presented, featuring Juan Lobo, Don and Hope McLennon. Hal Ferren, Miss Skeeter Knudsen and Wild Bill Montgomery. Tickets for the concert went for 25 cents.

Two slack wire turns in Rings I and 3, featuring Ralph and Manuel Velarde, were well received.

Good Background

Next were webs and ladders, featuring the ballet which included Randy Post, Antonio Harding, Marsha Randall, Barbara Weir, Rhea Ethridge, Mary Lou Hudson, Milonga Cline, Claire Levine, Dorothy Brown, Betty Escalante, Jerry DeWayne, Rusty Hendryx, Renee Pape and Beverley Scott. To the music of Cruising Down the River, the production made a nice background for the LaForms, two males and two fems doing a double trap act in the center ring. The Acro turn, while not spectacular, was an adequate forerunner for their aerial turn later in the show

Dog acts occupied the next spot under the direction of Dorothy Herbert in Ring 1 and Mr. Morales in Ring 3. Trainers drew a nice hand.

Next was the clown band, led by Abe Goldstein. Other joeys included Mark Anthony, producing clown; Bobby Kay, Laurence Cross, Brownie Gudah, Dick Lewis, Hughey Curtis, Rene Terzan, Peg Waddell, Billy Collins, Bob Lorain, Bob Hayden, Jimmy Essex, Joe Hamilton, George Ellis and Shorty and Peggy Sylvester, the latter midgets.

Following were comedy aerial bars, featuring the Alves Troupe in Ring I and the Escalante Troupe in Ring They drew a good reception for their combined efforts.

DeWaynes Take Over

The DeWayne Troupe took over the center ring with teeterboards, adding a bit of pulchritude to their turn in the presence of Jerry De-Wayne, Milonga Cline took over Ring 1 with three bulls, while Dorothy Brown had a similar act in Ring 3. Wind-up was bulls doing a topmount walk-off on the Hippodrome track.

Featured spot on the next presentation went to the Medinis in center ring with their walking ladders. As usual they offer a smoothly running act. Two perch pole turns with the Thomens in Ring 1 and Billy and Rence Pape in Ring 3 were on at the same time with unsupported ladders.

Renee turned in a smash finish with a

Rocket Ship Scores

Best of the clown bits was the Rocket Ship number in the center ring, which had Superman taking off

Easily the best high act was Prindid some spectacular heel and toe catches on the trap. Using no net,

Menage had Dorothy Herbert work-

Dick Lewis followed with his swaying tables for laughs.

Big build-up went to Louis Velarde, the center ring riding a bull and tation was an eye-filling prelude to his bounding rope turn. Working with confidence and ease, Velarde scored with a series of backward somersaults.

Horse Act Pleases

While the center ring was being rigged for aerialists, Johnny Cline in Ring 3 and A. W. Kenard in Ring 1 presented a standard Liberty horse

Following a clown walkaround, the Flying LaForms, a quartet of trap artists, took over the center ring. Feature was Mitzi LaForm doing a pass-over blindfolded. It provided a flash finale.

Cloudy Weather Hits Seal Org's Opening

GIDDINGS, Tex., April 2. - Attendance was light for the opening of Seal Bros. here March 26, cloudy weather hurting the draw. Show had a light matinee and a three-quarter night house.

At Meridian, Tex., the weather took a turn for the better and so did business. Org registered two full ones. Big top performers include Al Con-

ners, the Fuller Family, Tiger Bill Snyder Jr. and Happy Kelley. Side Show line-up includes Stuart's

Scottish Highlanders; Marion Holley and Betty Grisson, annex; Marie Loter, vent and Punch; Valdeen, magic, and Cleo Bennett, mentalist.

Visitors opening day included Ben Davenport, owner of Dailey Bros.; Mr. and Mrs. Tiger Bill Snyder Sr., Corky and Norman Plunkett, Gee-Gee and Billy Powell, Ted Bowman and Leland Antes Jr. Antes clowned in the spec, while Bowman was busy shooting pictures in the back yard.

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JUGGLING JEWELS

The Very Best of Their Kind Outjuggling All Others

NOW PLAYING RETURN ENGAGEMENT

With Greater Success Than Ever Before

AT GRAN CIRCO AMERICANO SAN JUAN, PORTO RICO

March 17th to April 13th and ending a happy eight months' engagement with Gran Circo Americano in June.

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BIZ OUTLOOK GOOD, OPS SAY

Predicted for Playland, Rye

Improvements Cost 100G

RYE, N. Y., April 2. - Playland, Westchester County-operated funspot, envisages increased attendance this summer but possibly a decrease in per capita spending, according to Col. Allan E. MacNicol, director.

The mild winter proved a boon to Playland's huge indoor ice rink, for little outdoor skating was possible in this area. To offset the lack of outdoor skating the park management cut afternoon admission fees in half for school children. Playland's rink occupies the park's spacious Casino, which in the summer is occupied by games, areade machines and similar amusements.

Preems May 21

While the official opening of Playland is set for May 21, the park usually plays host on week-ends to large numbers of motorists who flock to the spot to enjoy the boardwalk and gardens as soon as weather permits.

Under the supervision of Director MacNicol, the Westchester play spot is expending close to \$100,000 on improvements and reconditioning of structures and grounds. Included in this outlay is the planting of 25,000 shrubs and flowering plants. A new Octopus has been set up, Coaster cars have been rebuilt, a new steel floor has been laid for the Scooter ride and all other rides have been rebuilt or repaired.

Free Acts, Pyro

Playland's ent rtainment policy of free circus acts daily and fireworks displays on Tuesday and Friday nights will be continued. Picnics are a big feature of the resort, with several large excursion liners bringing picnic parties from New York, New Jersey and Connecticut ports to its large pler daily during the summer.

Playland's executive staff this sea-Vogel, general superintendent; Chas. G. Palmer, public relations; Anthony Lofaro, refreshment manager; Robert P. Boehm, operating superintendent: Stephen J. Fallon, booking manager, and Seamus McGonagle, auditor.

Spangler Buys Century Flyer

SUNBURY, Pa., April 2,-R. M. Spangler, owner-manager of Rolling Green Park here, has purchased a new Century Flyer from National Amusement Device Company, Dayton, O. New ride will be in operation when the park bows for the season Saturday (30).

In addition to the new ride Spangler has had erected three new concession buildings and enlarged the play pool area.

Rolling Green's publicity budget has been pegged at \$6,000, Spangler said, and will include newspaper, radio and billboard advertising.

Executive staff, in addition to Spangler, includes his son, R. M. Jr., assistant manager; Georg Gower, superintendent, and Richard Wetzel, secretary.

Good Season See Shuffleboard Dept. This Week

Among the stories of interest to the park operators in the Shuffleboard Department of this issue are:

SHUFFLEBOARD PARLORS GROW. Specially designed shuffleboard locations are opening up in increasing numbers thruout the country.

PLAN FIRST MAJOR TOURNEY. Standard Shuffleboard Congress of America is formed and first major tournament set up. TWO CHICAGO FIRMS BOW BOARDS. Steel shuffleboards, built to resist the elements, introduced for the first time.

BOARDS GAINING FAVOR WITH LAS VEGAS PATRONS.

New game takes hold in Nevada.

Watch the Shuffleboard Department each week for the latest developments in this new field as they will affect park operations.

New Ballroom At Rocky Glen

Sterling sets May 15 as date for park bow-plans strip tickets to help hypo biz

MOOSIC, Pa., April 2.-Sterling's Rocky Glen Park here will bow for the season, week-end operation only, May 15, with May 30 the date for daily activity. Feature of the opening this year will be the new ballroom, with all opening-day activity centered around it.

The ballroom will be utilized for publicity events thruout the season, Ben J. Sterling, co-owner, reports. Strip tickets in the park, offering bargain-day rates, also will be used to hypo business, Sterling said.

Executive staff of the park, in addition to Sterling, includes Mae Sterling, co-owner; Gibby Sterling, assistant managing director; Tom Brownlee, public relations, and Jimmy Greco, in charge of the ballroom.

Community Sings Added at Hershey's

HERSHEY, Pa., April 2 .- Community sings will be added to Hershey Park's list of special events this year, J. B. Sollenberger, manager, reports. The park will continue its weekly amateur night.

Opening date for the park is May 15. Approximately \$20,000 has been son consists of Col. MacNicol, Max spent for new rides and general improvements. New rides are a Kiddie Buggy ride, purchased from Travers Enterprises, Inc., and a Lucas Boat Ride. Two new buildings have been erected and improvements made in landscaping around the Roller Coaster.

Philly Zoo Celebrates 75th Birthday With Pic Contest

PHILADELPHIA, April 2. - Photographers from all over the country are competing for \$200 in prizes being offered by the Philadelphia Zoo for the best wild animal pictures in a land, the Penny Arcade, Merry-Gocontest held in conjunction with the Round and other kiddle rides operated of the zoo.

Pictures need not be taken at the zoo here, but double the amount of prize money will be given for winning photos taken in the Philadelphia plant. First prize will be \$50, second merchandise. Deadline is May 8.

Cincy Coney Preps For May 21 Debut

CINCINNATI, April 2.—Other than the usual clean-up and painting job, already in progress, no major changes are planned for Coney Island here, already one of the most modern and attractive parks in the country. President and General Manager Edward L. Schott has scheduled May 21 as official opening date.

The opener, however, will be preceded by a series of three week-end sessions, with the park's Moonlite Ballroom expected to get t' : major play, altho some other attractions will be in operation.

Ray Anthony and his band have been inked for an April 30-May 1 stand in the dancery. He will be followed by Johnny Long, May 7 and because we will be able to accommo-15. Schott also has arranged for tions." From Mechanicsburg, Pa., H. music by Clyde Trask's orchestra, a local crew, for special Friday night the operation of Willow Mill Park, dance sessions on April 29 and May 6, 13 and 20. During the regular season the park will be open daily except Mondays.

Hot Spell Aids Gotham Spots

NEW YORK, April 2 .- With the mercury hiting 73.2 degrees Sunday (27), Coney Island, the Rockaways and other shore resorts got off to an early start with good-sized crowds. Ride and concession operators chalked up good biz.

Coney Island drum beaters oiled their typewriters and came up with an attendance figure of 110,000, while Rockaway Beach nose-counters settled for a 50,000 turnout. Jones Beach, with its archery range about the only concession operating, drew 13,000. No swimmers were reported, but some of the hardier water bugs dunked their tootsies in the surf at all three resorts.

Coney Island's independent ride owners and concessionaires, whose attractions were operating, did good business. At Rockaway Beach Playcelebration of the diamond jubilee for the first time this season and did good business.

> price \$40, third prize \$30 and 10 honorable mention prizes of \$10 each in

Two features of particular interest to park owners, operators and managers appear in the Personal Appearance Section on pages 47 and 48 in this issue. One deals with the successful operation of Moonlite Gardens, Coney Island, Cincinnati, and the methods used to promote patronization from class trade. The other represents a clear, concise picture of ballroom operation generally and the sales and promotional efforts that are being utilized to increase business.

Few Changes In Over - All Price Picture

Weather Big Factor

CHICAGO, April 2 .- Park operators thruout the country believe business this year will be on a par with last year and prices, on the whole, will remain as last year.

That is the consensus gleaned from a questionnaire sent out by The Billboard regarding the business outlook for 1949 and questions concerning prices on admissions, food and drinks.

Most of the operators hinged their prediction on the business outlook on weather, of course. Eastern operators, especially, who ran into some tough weather in the early season last year, made that a big point. On the other hand, those same operators said if they received a break in the weather in early season receipts this year might show an increase over last year.

Two Foresee Increase

Only two park men in the East foresee an increase in receipts this year. Paul S. Haney, manager of Rocky Point Park, Warwick Neck, R. I., said: "In building Shore Dinner Hall, which seats 2,500, we anticipate a much better business than in '48, 8, and Sonny Dunham, May 14 and date outings, picnics and conven-D. H. Stoner, one of the partners in reported: "From picnic bookings to date, as compared to last year, we should do about 10 per cent more business. And our '48 business was 18 per cent ahead of '47.

A total of 10 Eastern park men predicted a drop in business. Julian H. Norton, Lake Compounce, Bristol, Conn., said present indications in his area pointed to a slight drop, "However, with proper promotion, management and a bit of luck weatherwise, we should not be too far off."

Per Capita Spending

Several operators figure per capita spending will b down this year but attendance may be up.

Midwestern operators gave about the same outlook as the Eastern owners. The majority feel business this year will be as good as last, altho seven see a drop and two feel their spots will be ahead of last season. In the South the feeling is business will be about the same, altho three foresee an increase because, they said, the South was hit by the polio epedemic last year. "If that does not hit us this year," one operator said, 'we should top '48. In the Far West the opinion was evenly divided. Half figured business would be the same as a year ago, while the other half see an increase. Only one operator foresaw a drop.

Regarding prices, the majority reported no changes. In a few scattered points operators hope to drop prices on food. Admissions, gate, ride and show prices will remain the same as a year ago in most spots.

Operators Views

Here are some quotes on business and prices:

R. M. Spangist, Rolling Green, Sunbury, Pa.: "Gross approximately 90 per cent of '48, If weather conditions are favorable it may be as good as '48, or even better. Last year the first seven weeks of our season was hit by bad weather. Prices to remain the same."

F. W. A. Moeller, Waldameer Beach, Eris, (See Bis Outlook Good, page 118)



with STROBLITE IDENTIFIER



Hands of patron are stamped with a harm-less invisible ink which becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms. Rinks, Pools, Amusement Parks, etc.

Write for

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FOR SALE

FLECTRO FREEZE CUSTARD MACHINE

Large model, 25 gal. per hour, with cabinet, used one season. Price right for interested

W. E. McGINNIS

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NAHANT, MASS.

DIVING BOARDS AND STANDS FOR SALE

Two 14' laminated, tapered diving boards with coco-mat runners; one steel stand 1's meters high; one steel stand 1 meter. Adjustable fulcrums. This equipment is like new, used only a few weeks last season Mfd. by Everson. Cost over \$300.00. Price, \$200.00. Shipped subject to inspection on receipt of \$50.00 deposit. Address:

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Wanted-Wanted-Wanted

To book any Major Ride not conflicting. 17 weeks' work, no moves, on Myrtle Beach. S. C., tastest growing Beach in the South.

> SEASHORES, INC. Louisburg, N. C.

Amateur Op Ferla Sparks Million \$ Rocky Pt. Revival Boff Bow Biz

WARWICK NECK, R. I., April 2.— park, they have set the theme and it "My friends call me crazy," Vincent need only be carried out by other Ferla says with a strong Sicilian accent and a knowing smile.

Ferla didn't have all of his buttons about a year ago when he became involved in the rebuilding of Rocky Point Park with only a sketchy knowledge of the difference between, say, bingo and a Merry-Go-Round.

They are especially critical now because the funspot, the fabulous



VINCENT FERLA

growth of which gives credence to fables involving the use of magic wands, could be peddled for a neat \$200,000 profit.

"But I like this business and I'm in it to stay," Ferla says, and so dis-"Anyway, a fellow needs something to do or he will grow old too quick. In Italy when a man makes as much as \$50,000 he quits. That is not so in this country," he adds, indicating that he may have played around with the idea.

Jewelry Manufacturer

Ferla, who is 48 and looks younger, came to this country in 1923. He before the gates are opened since got a job as a ringmaster in Provi- each operator guarantees rent, said dence, R. I., a notable center of to run between \$100 and \$150 a front mass-produced jewelry. He was paid foot, against percentage. The park \$13 a week to start but soon became expert and earned top wages. In suing and checking tickets daily, and 1929 the stock market crash broke him, but he bounced back and became a manufacturer in 1933. He soon owned two plants doing a \$500,000 the park business. Accordingly, Al gross business annually and had a \$300,000 credit rating.

Rocky Point, a once thriving shore funspot noted for its seafood dinners, was demolished in the 1938 hurricane. Until last year it remained an ideal but rubble-strewn site. In August it was sold to Frederick Hilton, New York, and Joseph Trillo. Providence business man. Rebuilding was begun under the directtion of Joseph A. Drambour, Springfield, Mass Jack Ray, Toronto, designed the fronts and general decorations

Ferla was familiar with the mushrooming project principally because he had a summer home near by and had his eye on Rocky Point as a better site. He bought Hilton's share in the park and recently purchased Trillo's interest to become sole owner

Model Layout

Altho not yet complete, the work already done, progressing and chased from the Dodgem Corporation, nation's model funspots. The mid- Bros., a new Airplane Swing and way constructed by Drambour and Ray in less than five months combines the best features of recent built. world's fairs and the sparkling midway at the Canadian National Exhibition, which was also largely designed by Ray. Altho Drambour and Ray are no longer connected with the

competent builders and designers.

"There is about \$1,000,000 already The critical friends first inferred invested in land and buildings," Ferla says. Regardless of the money involved a million-dollar effect has certainly been achieved.

> "There are many units planned and we will add them as soon as possible," Ferla adds. "Next year we will probably add a Roller Coaster, the swimming pool should be completed and we also want a ballroom." These units could conceivably involve another \$500,000.

> > New Buildings

skedded for completion in time for the park's Palm Sunday opening are a \$125,000 armory-sized shore dinner hall that will accommodate up to 3,000 patrons, a new Skee-Ball building that will cost an estimated \$20,000 and a new structure to house a Fascination game at a cost of \$25,-

Ferla is not a babe-in-the-woods since he has had thruout his tenure the expert guidance of Paul S. Haney as park manager. Haney was outing manager for the old Rocky Point for 14 years and more recently had food concessions at Crescent Park, Riverside, R. I., and Lincoln Park, North Dartmouth, Mass.

most optimistic hopes of Ferla and Haney since they report that the park gates had to be closed on several Sundays when attendance zoomed to crowds are estimated since there is Opening May 21

no pay gate. Like Ferla, most of the unit operamisses the appeal of mere dollars. tors within the park made their debut in the business last year. They are, Crystal Beach here, recently returned for the most part, Providence business men who were able to finance rides and the buildings and fronts

> which went with them. The grouping of individual owners provides for a unique operational setup. The park doesn't own or operate a single unit, and because of this is virtually assured of a winning season maintains complete supervision, ishandling all money.

> Ferla is convinced that "you have to spend money to make money" in Martin attractions were featured weekly last season and are again skedded for this season.

> The initial success of the operation has grapevined thruout the country. "We are approached every day by people who want to add new units. But we give the preference to the operators who started here with us. If there is money to be made we want these people to make it," Ferla says with finality.

Whalom Spends 60G On Improvements

LUNENBURG, Mass., April 2 .-Whalom Park, which this year spent nearly \$60,000 on additions and improvements, bows for week-end operation April 30 and for daily business June 4.

New rides include a Dodgem purplanned will make this one of the a fire engine purchased from Pinto Merry-Go-Round. In addition new buildings for the Coaster cars were

> Harold D. Gilmore, general manager of the spot, figures business this year will be on a par with last year.

Spot is owned by Henry G. Bowen. sistant manager,

Playland Tabs At Rockaway

Full-Blast Week-Ends

NEW YORK, April 2. - Partial opening of Rockaway's Playland Sunday (27) afternoon, with the Penny Arcade and kiddle rides operating, paid off so well that owner A. Joseph Geist announced that all rides and concessions will open for week-ends beginning Saturday (9).

Attractions set for the opening are the Coaster, Whip, Caterpillar, Funhouse, Davey Jones's Locker, Rollo-Under construction now and plane, Merry-Go-Round, goat ride, kiddie Whip, kiddie Fire Engine and Police Car, pony cart, kiddie boat ride, kiddle Aeroplane and kiddle Ferris Wheel.

Concessionaires signed for this season are Freeman-Shore Enterprises, poker game and Raceland; Meinch and Feltman, machine gun gallery; Nathan Faber, Fascination, poker game, rabbit game and wings game; Leo Feldman, ball game; Stephen Renyak, Greyhound; James Meisel, Penny Arcade; Charles Weiss, penny pitch; Irving Altman, scale and guessyour-age; Robert Gall, guess-your-(See Playland Bows Big on page 122)

Business last season justified the Crystal Beach Sets Ork Sked;

CRYSTAL BEACH, Ont., April 2. -F. L. Hall, general manager of from a vacation in Florida, is supervising preparations for the spot's opening May 21.

Hall reports that Mark Kinney's ork will be featured in the ballroom opening night. Kinney will be followed by a week's engagement by (See Crystal Sets Orks on page 120)

Picnic Garden For Excelsion

EXCELSIOR, Minn., April 2-A new picnic garden is among the improvements at Excelsior Park here this season, Joe Colihan, manager, reports. Park will open for week-end operation Saturday (16), with daily operation to begin May 13.

An elaborate advertising campaign is planned this year, Colihan says, as part of the spot's 25th anniversary. Fireworks, beauty contests, radio shows and added picnics are among the promotions planned.

Staff, in addition to Colihan, includes R. S. Shogran, advertising and auditor; Charles E. Sampson, refreshments manager, Muriel Baughn, games manager, and Franz Winter, maintenance.

West Lake Sets Promotion Plans: Nickel Days Mapped

ROBERTSON, Mo., April 2 .- Fivecent days will be used at various times thruout the year at West Lake Park here as a promotion, Joseph Botto, owner, reports. Other promotion ideas include beauty contests, free dances, and boxing and wrestling bouts.

Botto reports more than \$6,000 has been spent in prepping the park for its opening May 8. Custom-built kiddie boats will be new this year.

Henry G. Block is the park's manager, with Oliver J. Gereau Jr. as-

SALES ARE UNSURED BUT THE REAL PROPERTY.

Concessions Now Available!

- Popcorn Nuts and Confections made from them
- Horoscope
- Medical Products
- Rolling Chairs
- Etc.

Season '49

write or wire

R

Sandusky, Ohio

Want To Book or Lease

No. 5 or 12 Ferris Wheel

Near Baltimore, Md., on Chesapeake Bay. May 15 to Labor Day.

Contact

HENRY G. GRAYNER

211 Hillmoor Drive Silver Spring, Md.

WANTED!!!

ATTENTION, RIDE MEN Can offer good proposition to party with 4 major rides, 11/2 miles from city limits.

Plenty parking and lighting facilities. Long. term lease. Philadelphia's most beautiful park. On river and Lincoln Highway.

RFD =3, LANCHORNE, PA. PHONE 2773

NEW FROZEN CUSTARD MACHINES FASCINATION GAME

Sensational TURF GAME Skill KIDDIE RIDES

GOOD USED RIDES Or Have You Any To Sell? BERTHA GREENBURG Hotel Kimberly, 74th St. & B'way, N. Y.

Operator of Kiddie Rides

Season May 8th to Labor Day NEW AMUSEMENT PARK, WRITE

Melbourne Country Club

Malbourne, Kentucky

ATLANTIC CITY, NEW JERSEY

UNDER NEW MANAGEMENT

New Policy-Admission Free Opening May 28th

WANT: Shows, Concessions, Games and Exhibits. Address:

GEORGE J. COSTELLO

General Manager

"The Midway Where Fifteen Million People Pass"

BATHERS' AND SKATERS' KEY BANDS

Highest Quality Obtainable. Lowest Prices. Immediate Delivery.

247 WEST 37TH STREET, NEW YORK 18, N. Y. CHICKERING 4-0975



Send for Illustrated Circular and Prices

For Pensacola Motor Speedway and Amusement Park, three miles from city, Rodeos, Circuses, Thrill Shows and other outstanding attractions, also anyone interested in starting Amusement Park here on a very small percentage.

Stock Car racing here every Friday night.

PENSACOLA MOTOR SPEEDWAY

Pensacola, Fla.

PUEBLO, COLORADO MINNEOUA LAKE PARK - OPENING MAY 28

Bookings for Rides or Concessions. Particularly Ferris Wheel. No two of a kind here. SPECIALTY TRAVELING ATTRACTIONS AND GOOD CIRCUS. We can accommodate you if dates are right. Large grounds, fenced in. Family Park. No junkers or fast operators. Write, giving details-you'll get quick reply.

HARRY W. ELLSWOOD, Mgr., Pueblo, Colorado

LOOK

LOOK

- I have three beautiful acres of ground on which is located the following: house-rents for \$100.00 per month.
- rooms, all occupied.

 * Roller Skating Rink, 60x120, and 200 pairs of Chicago Skates—doing fine business.

 * Large Super Market, fully furnished with complete stock of merchandise and equipment. Ox120, and 200 pairs

 Industrial to Stock of par month.

 Located on State Route = 45, right at the edge of Bloomington, Indiana.

 **All equipment in first-class condition. This is a big paying business—and we regret that it MUST be sold.

 A REAL INVESTMENT—Call, Write or Wire

JOE CHAMBERS Storage Building and Cabins Net 57000 00 Per Year. BLOOMINGTON, IND.

FOR SALE

BEACH AMUSEMENT PARK

Offered for immediate sale, a well-established amusement center with Rides and Concessions. Operated successfully by present owner since 1848. Located near Savannah, Ga. Equipment consists of Lune Auto Scooter with fourteen cars—building 40x70. Spillman forty-foot Three-Abreast Merry Go-Round under permanent building with 10 h.p. electric motor and modern music, with Wurlitzer automatic record changer in steel cabinet. No. 12 Big Eli Wheel with all-metal seats, set up on eight concrete bases, operated two seasons. Seven-Car Tilt-a-Whiri, in first-class condition. Addison Streamlined Train with 500 ft. track and station building. Bought new in August. '18 Five Concession Buildings, located on the Boardwalk, all rented. All Ridge overhauled and put in shape when set up. Operating week-ends now, Season sets under way early in May. Present lease runs three more years. Priced to sell. Falling health of owner positively only reason for selling. Write, wire or phone:

EASTIN'S RIDE CENTER

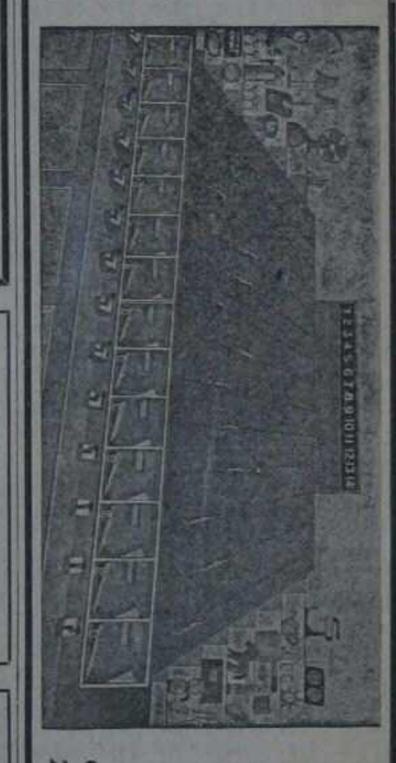
P. O. BOX 194

1023 W. 2ND STREET

PHONE 216W

SAVANNAH BEACH, GA.

REGISTERS



CINCY MOONLITE GARDEN CROWDS PULL 17% OF CONEY'S ATTENDANCE

beautiful surroundings.

116

Great Capacity

Coney's Moonlite Gardens has a seating capacity believed to be the largest in the country. There may be crowds, but there is no other ballsoom where more people may be seated at individual tables. There is room in the gardens to seat 3,250 persons, and because of the management's policy of giving its dance patrons the best in music and entertainment for a nominal admission is that rarely is the plano offered charge, capacity crowds are very often the rule during the season.

ager for many years, points out that piano tuner on hand at least once and the area, who put disks in nearly 100 cents. Moonlite Gardens also possesses nu- often three times per week during the locations, which means that 1,000 On Wednesday, Thursday and Frimerous intangible values that do not summer to keep the Steinway in con- title strips were on the machines, day nights a group of 100 to 250 show up in its books. In booking dition. Altho seemingly a minor de- The title strip for each disk persons is charged regular price for picnics and private parties the ball- tail, it is one which has proved vastly carried the words "Ray McKinley- admission, with the rebate for each room has a tremendous selling point important and has set the spot high Coney Island-Week of June 11." Ar- ticket sold totaling 10 cents. In in itself. It provides ample accom- on the list of musickers who come in rangements also were made with crowds of 250 or more the regular modations for card parties, matinee to play the dancery. dancing, radio programs and the like, all of which are pushed to the hilt by an alert picnic and promotion staff headed by Harley Clark.

Three Basic Fundamentals

a policy of not reserving tables, mean- 1947 Tex Benecke set the house while providing ample arrangements record when, in a single appearance, for pocket-shy guests to lounge on he drew 4,700, topping the previous they will inspire a similar refined 5,745 turning out over the week-end. deportment from their patrons. While Coney officials feel that their service and music catering is superlative, the park's promotion department lite Gardens during Tex Beneke's cents; Sunday, 71; Tuesday, 66, they are ever cognizant of the fact leaves few stones untouched. A prime record one-nighter. In addition, 1,000 Wednesday, 68; Thursday, 73, and that they can be kept that way only example was a trio of novel gim- packs of chewing gum together with Friday, 67. July figures are Saturby alert management and wise ex- micks utilized by Staffer James M. a card calling for two free admissions day, 64; Sunday, 63; Friday, 65; ploitation.

dance hall affords an excellent op- their fingers in the ple. The occasion downtown Cincinnati garage on two since the bandstand attractions change tie-up, the Ohio Appliance Company,

intermission to take in the rides, make occasion when a name band doesn't the concessions or buy refreshments, make its appearance on the podium Here's another reason which moti- at least once a month. They try to vates Coney's management to go give name attractions to patrons overboard in seeing to it that its hep- every two weeks and the usual policy sters get everything they want in is to present them every week-end. service, music and spacious and The reason is obvious. Big name bands provide prestige and keep the park in the public eye as well as in its conversation. Here again network broadcasts add considerably to the park's exploitation. By varying band types the park feels that it is able other spots that have larger floor space to appeal to the different age groups and some may even handle larger and their fickle tastes, thus bringing new faces to the park each summer.

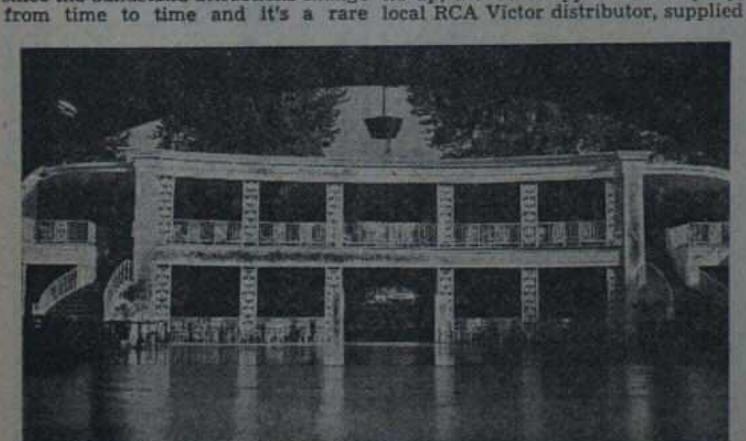
The same alertness and sound management that permeates the park generally is carried over into the operation of the ballroom. For instance, one of the chief gripes among bandsmen making a park's dance spot them kept in tune. This condition McKinley platters 10 days in ad- group totals 200 or more the regular has long since been solved by the vance of the orkster's opening date to admission price is charged but the Ralph DeVore, the dancery's man- Coney management, which has a four of the large juke operators in rebate for each ticket sold is 25

Thoro Bally

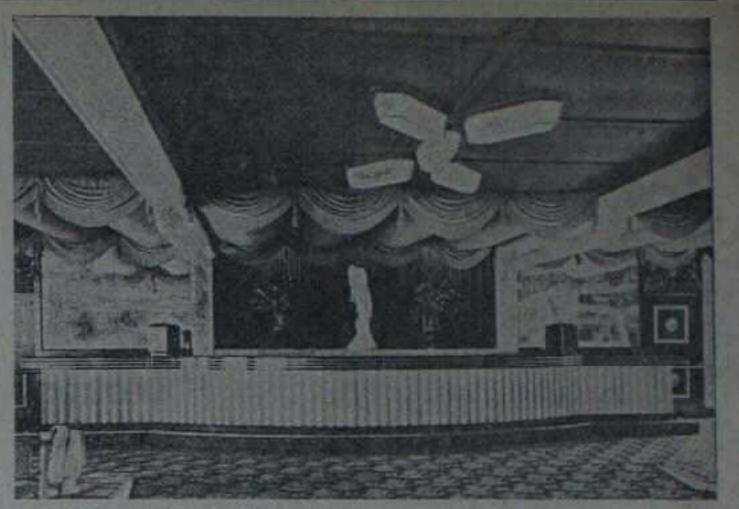
The park's promotional deals are handled with the same acumen and thoroness and in a great measure are responsible for the big grosses Coney's management maintains chalked up over the years. In settees between dances and buy re- mark of 4,400 set by Tommy Dorsey freshments at bars, sans service from in 1941. Moonlite Gardens also has waitresses. Three basic fundamentals records of crowds of over 4,000 turned which have proven successful and in on single-night engagements by which Coney officials religiously ad- Kay Kyser, Guy Lombardo and here to in the operation of their ball- others. Location bands, semi-name room are the aforementioned one of and local combos like Clyde Trask's trying to give patrons the best possi- are booked into the spot and all reble music and entertainment at a ceive the over-all fine publicity nominal cost; to supply the surround- treatment from the park's able staff with the appearance of the Ray ings, the atmosphere and the service of tub-thumpers. For many years that is usually associated with more the Trask combo has been the house exclusive and expensive spots, and ork and is a prime favorite with local to have a few rules and regulations terpsters. Ray McKinley opened the carried Anthony's Signature record- profitable operation, altho per capita regarding good conduct and behavior, new spot in 1947 with a Saturdayand maintain them rigidly. They feel Sunday total of 5,234 patrons. Johnny that by maintaining a pleasant, re- Long, in a week's stand in June of fined atmosphere in their dance hall the same year, attracted 10,230, with nature distrib, putting out some 150 Figures reveal that in late September

Novel Gimmicks

Burt and which resulted in jukes, to the park's auto gate were passed Thursday, 61; Wednesday, 63, and Coney execs also realize that their radio stations and newspapers having out to the customers of a leading Tuesday, 63. portunity for them to vary advertising was the appearance of Ray McKinley days. of the park as well as the ballroom, in a week's stand and thru a Burt



A VIEW OF THE NEW SKY TERRACE from the dance floor points out a feature that has received much favorable comment from visitors. Coney officials feel that the Sky Terrace has tended to make for an atmosphere that helps draw its class trade.



MOONLITE GARDENS' physical appearance borders closely on the most modern in night club appointments. From this bar is dispensed 3.2 beer and soft drinks to slake dancers' thirsts. A side bar, embellished with similar accoutrements, adjoins it.

all local radio stations to plug price is again charged, but the rebate the engagement, each supplying time here is 25 cents for each ticket puron a different day. In return Coney chased. No rebate is made to any ran ads in The Cincinnati Times-Star group unless it has dispensed 100 from June 10-17 inclusive advertising tickets. In the event a group sells Coney, RCA Victor and the station less than 200 tickets it may still that plugged the engagement on that make use of the ballroom's balcony particular day. A portable radio was provided it agrees to a \$35 service awarded the person contaibuting the charge which covers the cost of the correct definition of Airzay, a new opening and operating of it. If the McKinley Victor disk, in a tie-up with group has sold less than 200 tickets Station WZIP, Covington, Ky. This and does not desire to bear the service was only the first of a series the charge for use of the balcony, it is park's promotion men arranged for given suitable accommodations on the the bands coming to Moonlite Gardens main floor. This arrangement, sucthruout the season.

turned in by Burt for the park and or holidays. the band attraction as well occurred ing of Gloria, together with the date spending among patrons runs pretty From an exploitation standpoint ment, were placed on tables in Moon- the per capita take is Saturday, 73

Modern Appointments .

pearance borders closely on the most Beneke record one-nighter per capita modern in night club appointments, takes a downward swoop chiefly be-A recent innovation is the handling cause the equipment and workers of its dance patrons at intermissions, can't turn over the refreshments Formerly the doorman gave customers fast enough to satisfy each individpass-out checks, but now they stamp ual's tastes. the backs of their bands with a fluorescent ink : they pay their weather is as big a hazard even with visible to the eye unless it's untier generally. If the park is unlucky an ultra-violet light. There is such enough to get rainy days on Decoraa light right at the entrance to the tion Day, Fourth of July and Labor gardens and under this system dance Day, all in one year, those poor patrons can pass out at will by simply weather breaks will be reflected in showing the backs of their hands un- the financial statement for the der this light. Schott picked up this dancery for that year. Then, of idea at Coney Island, New York, course, there's the flood bugaboo

which provides for Summer Parties at more damage to the ballroom than the Gardens' artistic Sky Terrace bal- any other attraction in the park becony layout. For instance on Tues- cause of the costly hardwood floor. day nights, a group comprising from 100 to 200 persons is charged the regular price of admission to Moonlite given a new floor following the 1937 Gardens, with the group getting back flood, which cost the park manage-10 cents for each ticket sold. If the (See Coney Dance Biz on page 122)

cessfully instituted last summer, is Another sound exploitation job not offered on Saturdays, Sundays

Per Capita Spending Schott, in commenting on the over-Anthony combo for a week's engage- all operation, said that early spring ment. Title strips in over 1,400 and summer seems to be the period jukes and wall boxes in the area when the ballroom enjoys its most of his Coney appearance, with the much the same whether customers W. E. Harvey Company, local Sig- come out in spring, summer or fall, copies of Gloria to local ops. A the per capita spending for weekthousand Ray Anthony postcards, im- ends is 58 cents on a Sunday and 63 printed with the date of his engage- cents on a Saturday. During June

Schott also points out that it has been the park's experience that when the ballroom turns out a crowd as Moonlite Gardens' physical ap- vast as that which attended the Tex

Because of its type operation, This stamp is not the ballroom as it is to the park which continually haunts Schott and Another recent innovation is the one his associates. Flood water will do

> Floor Insurance The original Moonlite Gardens was

> > Cupyrighted material

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINST FOR BIGGER PROFITS



MINIATURE TRAIN & RAILROAD CO.
Executive Offices: Rensselver, Indiana

WANT EXPERIENCED COASTER MAN

A good job for the right party.

Must have references. State all

first letter. Apply in person it

possible. Be ready to start work

at once.

COASTER CO.



WANT FOR 1949 SEASON

Will book Merry-Go-Round and other Rides reasonable. Have open—Balloon Dart, Milk Bottle, Long Range Gallery, Candy Floss and Pop Corn, Frosty Malt, any other Store that works for stock.

FOR SALE (with or without booking): Late Model Spitfire, 24-Seat Chairplane, Single Loop-o-Plane, 10-Car Kiddle Kar Ride.

> PARK OPEN WEEK-ENDS OFFICIAL OPENING MAY 28 Write or wire:

DISMO DI AVWAY DADK

446 Oceanview

Pismo Beach, Calif.



Champion new like in modern above making decirative heavily, lighting effects and sound preferation. It's different, it's beautiful, it's an automoting magnet for drawing more customers to—Bolleoura, Highs Chile. Terroma, Ruilee Rinks, Amusement Parks, Hetel Kentrurmie, Reports, etc.

Write tos complete tree details.

HOLLYWOOD SPOTSLITE CO.
Dept. 8 912 No. 18th St. Omaha, Nebrasha

MERRY-GO-ROUND

3-Abreast at best location Rockaway Beach, 4-year lease, 10-year option. Asking \$10,000, Telephone: REpublic 9-3672, Call between 8-10 a.m. or 6-9 p.m.

FOR SALE

Greyhound Hare Game. Reasonable. Can be seen on location at Seaside Heights Casino, N. J. Game is one year old. Contact:

GEORGE ESPOSITO
MI Woodward St., Jarsey City, N. J.
Delaware 3-3662

Schloss Adds More Rides At Glen Echo

Spending Hits 85G

GLEN ECHO, Md., April 2.—A number of new rides will greet customers here Saturday (16) when Glen Echo Park opens for the season, according to Leonard B. Schloss, vice-president and general manager.

Spot has purchased five kiddie rides and a Jet Aero from Bisch-Rocco, a Whip from the W. F. Mangels Company; a boat ride from B. F. Schiff, Inc., and a buggy ride from Pinto Bros. Total cost, including the purchase of three streamlined Coaster trainers, purchased from National Amusement Device Company, new rest rooms and a new photo studio, will hit around \$85,000, Schloss said.

Nothing special is planned in the way of promotions this year, outside of Sunday school and fraternal picnics. Glen Echo will use four daily newspapers; 12 radio stations, using spot announcements, and 15 country weeklies in its advertising campaign.

Julian Norton Predicts Slight Drop This Year

H. Norton, secretary at Lake Compounce Park here, sees a slight drop in business for his funspot this year. "Present indications in this area point that way," Norton said, "but with proper promotion, management and a bit of luck weatherwise we should not be too far off."

Lake Compounce bows for weekend operation Thursday (17), with daily operation scheduled May 30. Park will feature a name band as part of its opening-day ballyhoo. Fireworks and band concerts are scheduled May 30.

Norton said the usual run of improvements are being made. The picnic area has been enlarged and several other improvements made.

Lake Compounce plans a program of giveaways this year to stimulate business. Ad budget, Norton said, has been set for \$9,500. Of this amount, \$7,000 will be spent with newspapers and \$2,500 with radio.

Park's executive staff, in addition to Norton, include Edward G. Pierce, president; I. Edward Pierce, chairman of the board; Irving Norton, vice-president, and Percy Norton, treasurer.



for the complete

PAUL & PAULETTE TRIO

See INSIDE FRONT COVER OF THIS ISSUE

FOR SALE ROLLO-PLANE RIDI

With extra equipment.)
MUST VACATE LOCATION
Lease Expires Oct. 15, 1949. Write:

J. KAVAKOS

48 Ocean Ave., Breeklyn, N. Y.

Increase Your Receipts PURCHASE THE UP-TO-THE-MINUTE GET-BEHIND-THEWHEEL LUSSE AUTO SKOOTER RIDE



The U-Drive-It feature, firecracker performance and outstanding appearance of Lusse Auto Skooter Cars will put new life and greater appeal in your Fun Spot.

Win your patrons' support, provide greater fun and thrills, and you'll wind up completely satisfied you invested in a Lusse Auto Skooter.

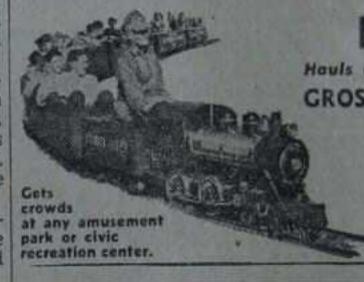
IT'S TIME TO ORDER YOUR LUSSE SKOOTER FOR '49

Lusse Bros., Inc.

2809 N. Fairhill St.

Lusse Bros., Ltd., Sardinia House, 52 Lincoln's Inn Fields

London W. C. 2, England



MINIATURE STEAM TRAIN

GROSS \$2,500 TO \$12,000 A SEASON

Burns coal for normal steam operation—puffs and chugs like a big train—kids love it and parents can't refuse to let them ride. Can be used indoors with compressed air for safety. Make real money in any town over 10,000 population.

OTTAWAY AMUSEMENT CO.

Mirs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS

Vacation and Season's Bank Roll Here. May 1st to Oct. 1st.

Panama City Beach, Florida

150,000 Improvements This Spring and New 1,000 Ft. Pler.

SAFE RIDES

DOC L. E. BROWN, Owner & Manager

WANTS FOR MAY 1ST OPENING—Flashy Kid Rides; Large Merry-Go-Round; office owns Kiddle Merry-Go-Round, Boats, Rockets. Will book, buy or lease Train, Ponies, Autos, any small, safe Kid Ride. Clean Concessions, all X—Custard, Sno-Cone, Popcorn, Karmel, Candy, Apples, Floss, Novelties, Photos, Penny Arcade (preference given to trailers). No grift or drunks.

KIDDIE RIDE WANTED

Outstanding opportunity—bathing beach catering to 40,000 swimmers and picnickers for years, being opened for Concessions. Prefer Rides and Games for children—but what have you? All replies to

A. C. KRAUSE, RM Box 36, Gloversville, New York

PARK FOR SALE

Central New York. A-1 Park. Established 50 years, 500,000 population in 40-mile radius, 6 Major, 3 Kiddie, 1 Dark Ride, Arcade, Ballroom, Bar, Restaurant, Cames, Athletic Field, Picnic Grove, Food Stands, etc. Owner wishes to retire, reason for selling.

Terms: \$50,000.00 down, \$10,000.00 yearly.

Address: BOX D-165, c/o The Billboard, Cincinnati 22, Ohio

RIDES FOR SALE

SUPER ROLL-O-PLANE, A-1, Repainted, Used Park, 220 V, 3 Phase A. C. Motors.

Price, \$2,500,00 Cash.

AIRPLANE SWING, Jr. Size, 20' Portable Tower, 6 Planes, New Paint, 5 H. P. 220 V. A. C.

Motor. Price, \$1.250.00 Cash.

EDWARDS FALLS AMUSEMENT CO., INC.

GIVE TO THE DAMON RUNYON CANCER FUND

WESTSIDE PARK

Vineland, New Jersey

Have Tilt, Ferris Wheel, Flying Bomber and all Kiddie Rides.

WANTED

All major rides not conflicting

AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo. March 23, 1949

J. A. Whyte & Sons, 1422 Wisconsin Ave., Washington, D. C.

Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again . . . Thanks to your recent discovery. Sincerely. P. W. Barday.

SEE PAGE NUMBER 171

FOR SALE

Double Loop-o-Plane, A-1 condition, \$1,400: one Red Seal Gasoline Engine, 4 cylinders, O. Wheels, used one month, \$450; one High Striker, 3-Way, all steel, 35 feet high, bar-

FOR RENT

40 feet x 400 feet, in the heart of Coney Island Amusement Centre. Good for gasoline cars, miniature train, kiddie rides.

600 SURF AVE. CONEY ISLAND, N. Y. Phone: DEwey 9-1246

FOR SALE-CHEAP 10 Lusse Skooter Cars

Late model, perfect shape; Wurlitzer Galiola, 30 H. P. Slip Ring Motor, 15 H. P. Induction Motor: 40 Westinghouse 1/4 H. P. Motors, will fit old style Skooters, cheap.

A. KARST

Forest Park

201 S. PRAIRIE

Hanover, Pa.

ATTENTION RIDE OWNERS AND CONCESSIONAIRES

THE HOUSTON HOT WELLS

CYPRESS, YEXAS

For many years the most popular amusement and recreational resort near Houston, will reopen under new colors on or before April 22, 1949, for continuous all year around operations with the following attractions: 30 acres of picnic ground patronized by large industrial, commercial, civic and school organizations of Houston; the largest well equipped swimming pool in Texas; outdoor dancing pavillion, indoor dine and dance hall; artesian hot mineral baths, baseball grounds, riding stable, boating, fishing, etc.

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Biz Outlook Good, Ops Say; Ideal Beach Resort Few Changes in Price Picture

Pa.: "Business expected to be about the same. Our prices will remain unchanged."

Jack Gross, Kaydeross Beach, Saratoga
Spa, N. Y.: "Business should be as good, if
not better, than in '48. Prices will be about

August F. Karst, Forest Park, Hanover, Pa.: "Business will be about the same, prices

Michael T. Guzzetta, Lalle's, Angola, N. Y. "I think business will be as good this year, If not better than in '48. Our prices won't

Thomas Carr, Midway, Maple Springs, N. Y. same for Business will be equal to last year and children." prices the same."

Ralph McGinnis, Tolchester Reach, Kent Coun'y, Md.: "Look for same business this year as last. We plan no price changes." A. B. McSwigan, Kennywood, Pittaburgh. "Coming season looms as another good year. Picnic booking better than ever. With reasonable break in the weather the season should compare with 1948, altho it may be slightly under. Our prices will be approximately the same, with no extensive increases being considered."

Harold Gilmere, Whalom Park, Lunenburg, Mass: "Business should be as good as last year, depending, of course, on the weather.

Prices will remain as of last year."

Leonard B. Schloss, Gien Echo, Washington:
"Should be as good, if not better, than last
year, depending, of course, on weather. Prices will be practically the same."

Harry Storin, Biverside, Agawam, Mass.; "Should be good this year. Will have to put on a strong drive for biz. Plan no change in prices. We are considering a ride combo ticket to cover all rides."

Anna Halpin, Palisades, Palisades, N. J.: "Business expected to be as good as it was in

'48. Our prices will be unchanged."

J. B. Sollenberger, Hershey Park, Hershey.

Pa.: "We expect business to be somewhat lower than last year. Our prices will remain." Bobert A. Guenther, Olympic Park, Irvington, N. J.: "Altho some big plants are moving out of Jersey and there is an increase in un-employment benefits, business should be about equal to that of last year. Ride prices will be the same as last year. Food prices may be a bit cheaper."

Fred W. Searle, Suburban Park, Syracuse, N. Y.: "Should be about the same if we get good weather in May or June. Otherwise spending may be off 10 to 20 per cent. Prices will be the same unless federal admission taxes are reduced."

Wildwood Park, Killingly, Conn.: "Money will be tighter, due to general unemployment, but look forward to a good year. Prices will remain same as last year. George H. Jones, Edgwood Park, Shamokin,

Pa : "Look for a 10 per cent drop this year. Prices will remain same."

M. F. Narum, Look Park, Northampton, Mass.: "Predict a 10 per cent drop. We plan to lower ride prices on the train during weekdays, but otherwise prices will be same."

D. F. Guinan, Lakewood, Mahonoy City.

Pa.: "See a slight dip this year. Prices, on the whole, will remain the same, altho we may reduce prices on a few rides." C. K. MacDonald, Idlewild, Ligonier, Pa.:

"Biz may be down a little. Prices will stay as they were in '48."

Lawrence L. Knaebel, Knoebel's Grove, Elysburg. Pa.: "We expect an increase in attendance this year, but per capita spending probably will be down. Prices will be about

Allan E. MacNicol, Playland, Rye, N. Y.: "Spending may be less, but patronage should increase. Our prices have been kept reasonably low and we plan no changes."

Anton Fenoglio, Aragon, Clinton, Ind.: "This season will not be any worse than '48 and it may be better, depending on the weather. Prices will be the same."

Frank Van Duzer, Playtime, Kenosha, Wis.: "Expect about the same business as a year ago, but more advertising will be necessary because people will have less spending money this year. Prices will be the same, unless more taxes are added."

M. Simonds, Bay Beach, Green Bay: "Look for drop in business. Prices will be same as in "48."

BANKE

"Look for a 16 per cent drop! Prices on admissions and rides will be the same, but food prices may be cut if possible?

S. L. Cashman, Waverly Beach, Belott, Wis .: "We expect a small decrease, but plan no price changes."

O. D. Colbert, Wenone Beach, Bay City. Mich.; "We look for a drop in business of about 10 per cent. Prices will be the same as last year,"

Abe Slusky, Playland, Council Bluffs, In .: "Estimate business will be as good this year as last. Our ride prices will be the same for adults this year, but lower for

R. S. Jelly, Seccaium, Bucyrus, O.: "Look for increased business this year. Prices will be unchanged."

D. B. Waterhouse, Circle, Hamilton, Ind.: "Outlook about the same as 1948, which showed a decided improvement in our industrial outlings. No decided change in prices. altho food and drink prices may be slightly

Louisa Phillipps, Phillips Swimming Pool Cincinnati: "We hope to have an increased business this year. Prices will be the same as last year."

M. A. Rindin, Idora, Youngstown, O.: "Expect s 10 per cent decrease in business this year. Our prices will be unchanged from last

Jack Stone, Russell Point, Russell Point, O. Look for business to be about the same as last year. Plan & reduction in prices." James E. Good, Puritas Springs, Cleveland: "According to our winter roller skating op-eration, business should be on a par with

1948. We plan no price changes this year." J. P. Colihan, Excelsior, Excelsior, Minn. Figure business will be down from last year Prices here will be the same as last year."

T. E. Spackman, Ideal Beach, Monticello, Ind .: "It won't be as easy to get the money this year, but the money will be there if you work for it. Prices will be about the same as last year."

Phil A. Reichardt, Riverview, Des Moines: "See about a 10 per cent decrease. No changes contemplated in prices."

J. L. Pennick, Pairgrounds, Memphis: "I think the business outlook for the year is good. We may have to work harder to get the business but it will be there if you work for it. There is not as much money in circulation for higher-priced entertainment this year, so the parks should come to the front this year."

Ralph J. Andrews, Pollen, Raleigh, N. C. Providing polio does not break out, thu should be an outstanding year. We plan no price changes."

Business should be as good this year as slightly on admission."

Ralph A. Suttle, Charlotte, N. C.: "There is more unemployment in this section than last year but we find the park business is better when money is tight. People don't make long trips and stick closer to home As a result, we get more of their entertainment money. Prices probably will remain the same, altho we may be able to reduce some

food prices."

Jedie P. Hall, Galveston Pleasure Pier,
Galveston, Tex. "We expect a much better year. Our prices will be the same as last

Fred Kingsbury, Stewart Beach, Galveston "Should be much better this year if polio doesn't scare people away. Our prices will be unchanged."

Robert E. Freed, Lagoon, Sat Lake City 'We hope business will equal that of '48 Prices, generally, will remain the same as last year. In a couple of instances we hope to decrease prices." Leuis Vegel, Natatorium, Spokane: "Business

will be off about 20 per cent, because a great number of persons have been out of work on account of the severe winter. It will take months for the working class to pay up their bills when business in general opens up. Our prices will remain the same as in '45."

Meric E. Harris, Vichy Springs. Napa. Calif.

"We think business will be much better this year than last. Our prices will be the same as last year with the exception of drinks and food-served in our ballroom. We are forced to charge the 20 per cent cabaret tax."

Scooter, Motor Boats Purchased by Idora

YOUNGSTOWN, O., April 2. - A Skooter and motor boats have been added to the line-up at Idora Park here, M. A. Rindin, secretary-manager, reports. Total improvements this year, including rides, will cost around \$65,000, he reported.

A high school play day picnic will be featured opening day, May 14, when the spot bows for daily operation. Week-end play starts Satur-

Park officials, in addition to Rindin, are Pat Duffy, president and concession manager; L. A. Cavalier, treasurer; Frank Nelson, refreshments; Robert Mills, ride foreman, and E. M. O'Neil, office manager,

Extends Midway

MONTICELLO, Ind., April 2 -- Exension of the midway is among the improvements that will be noted at Ideal Beach Resort, on Shafer Lake here, when the funspot opens for daily operation May 28. Ballroom opening was March 13, for week-end operation only.

T. E. Spackman, manager of the resort, reports that cement walks also are being installed and various improvements made to the picnic area. Approximate cost of the improvements will be about \$15,000.

The park will use fireworks July 4 and Labor Day, Spackman said, and plans some giveaways this season.

Ellswood Named Minnegua Head

PUEBLO, Colo., April 2.-Harry Ellswood, La Junta novelty manufacturer, has been named manager of Minnequa Park here. He has inked a 10-year contract. An extensive improvement campaign is planned. Ellswood hopes to have the park ready to open May 30.

R. B. Flemons & Sons are expected to be contracted to furnish eating concessions at the park, while Bacop Rides, Inc., will be back again this

The park is owned and operated by Pueblo Amusement Corporation and is incorporated for \$150,000. Park consists of rides, concessions, ballroom, swimming pool and speedboats. Plans are to add an ice rink and a wading pool later.

Of N. J. Excursions

OCEAN CITY, N. J. April 2 .-Since the 1949 summer season will be last. We are contemplating advancing prices a "crucial" one for the Pennsylvania-Reading Seashore Lines reaching into all the South Jersey resorts, Ira L. Fish, general passenger agent, said here this week that the railroad is seriously considering resuming the operation of one-day excursion trains such as it had before the war.

Amusement and business interests here and at all the other near-by seashore resorts have been campaigning for the return of the one-day train excursions this summer in order to insure a steady flow of patronage.

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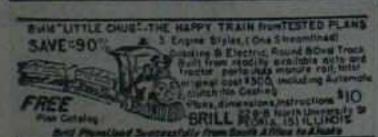
Want 2 or 3 Kiddy Rides

for a Concession at a busy spot. Bathing Beach during day and Drive in Theatre at night. Write to

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Complete Bottle Games ready to set up. 5
Hardwood Bottles, table top and post. Special price, \$5.98 complete. F. O. B. Brooklyn.
N. Y. One-half deposit with order, balance
C. O. D. Bottles only, as low as 40s each.

MULLINS LUMBER CO., INC. Brooklyn 24, N. Y. 1714 Neptune Ave.



Hamid Predicts Big A. C. Year

ATLANTIC CITY, April 2.—George A. Hamid, owner-operator of the Steel Pier, predicted this week that this resort was about to enjoy the biggest season in its history. Hamid said that the increased cost of living would curtail lengthy, distant vacations for most families and that this would benefit Atlantic City, which is easily accessible for many densely populated areas.

Maud Wilson, Philadelphia press agent, has been engaged by Hamid to direct the publicity, advertising and exploitation for the Steel Pier. She is the wife of Mark Wilson, veteran publicist, who has handled the Pier for many seasons and who is now convalescing at Will Rogers Hospital, Saranac Lake, N. Y. Mrs. Wilson was associated with her husband's office for many years. In Philadelphia she handles the four Shubert legit houses, a concert series and special events.

The Steel Pier, planning to lead the resort's entertainment parade, will light up for the first time this year on Palm Sunday (10) when Myron Cohen, comedy star, headlines a benefit show being staged that night by the Akiba Club. Regular public opening of the funspot will be the following Easter holiday week-end. with Harry James and his ork the top attraction. Betty Grable (Mrs. James) is expected to be here at the time to be crowned "Queen of the Easter Parade."

Manlius Preview Set For Easter; Searle Predicts Good Year

SYRACUSE, April 2.—Suburban Park at near-by Manlius is set to start off its season with a preview Easter (17), after which it will operate week-ends until the formal opening date, May 20. Owner Fred W. Searle looks for business on a par with that of last summer, provided weather breaks are favorable during May and June. Bad weather the opening weeks would cut general spending from 10 to 20 per cent of normal.

Approximately \$20,000 is being expended on improvements this spring. with all rides being thoroly overhauled and repainted. New rides acquired for this season are a Pretzel and Kiddie Buggy ride.

The park's policy of running Kiddies' Day every Tuesday will be resumed as soon as vacations get under way at the end of June. No other reductions in the park's price set-up are contemplateds unless federal taxes on admissions are abolished or reduced.

Executive staff consists of Fred W. Searle, owner-manager; Ruth A. Searle, treasurer-assistant manager; Harold Hadley, ride superintendent; Clarence A. Wheeler Jr., picnics, and Edward R. Little, promotion manager.

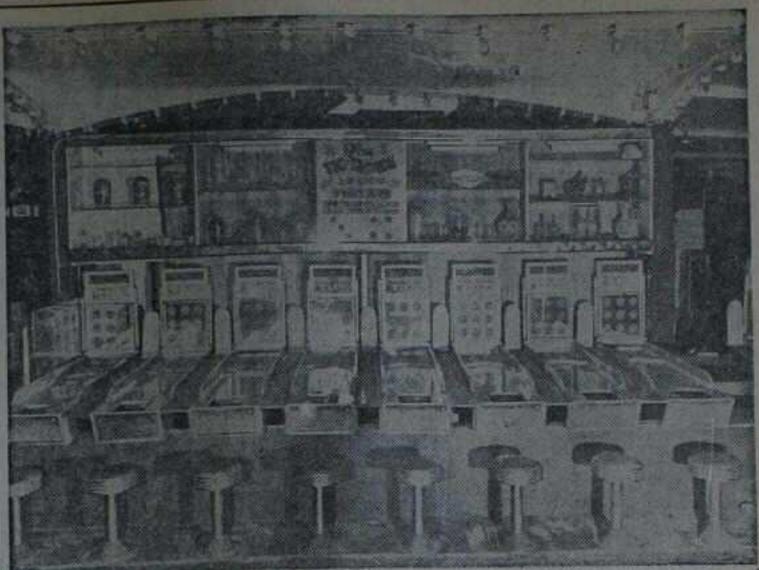
Pleasure Beach, Conn., Skeds May 21 Preem

BRIDEPORT, Conn., April 2 .-Bridgeport's municipally operated Pleasure Beach amusement park will open for the season May 21. John E. Molloy is general manager.

The ballroom will again feature name bands on Sundays and holidays. A house band will take over on weekdays.

Lawlor's Opens May 30

ARNOLDS PARK, Ia., April 2 .-Lawlor's Park will bow for the season here May 30. I. L. Lawlor is owner; J. Markley, manager, and P. Canfield, public relations director.



HERE'S THE NEW, SENSATIONAL MONEY-MAKER

EACH TABLE HAS A CAPACITY OF MORE THAN \$3.00 PER HOUR

- MECHANICAL FEATURES · Formica top - hard wood - mirrored
- back glass Knock-off button to crase winners e Sliding glasses for easy access to lamps e Rear portion of playing surface easily
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 SMALL—COMPACT—10 tables require only 20 feet of floor space

 Available with hinged back board to
- fold into table for easy transportation In Carnival use-please specify when

OPERATING FEATURES

- Operates on 3 or 4 balls for 5¢ · Everyone knows how to play Tic-Tac-Toe · No stick or rake necessary-attendant is free at all times to make change and
- issue coupon awards o One attendant handles ten tables easily

F. O. B. New York, N. Y. 1/3 cash with order, bal. C. O. D.

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For a period of five months, during 1948, 10 tables, operating with 4 balls, in Feltman's Coney Island, N. Y., grossed \$8000.00. The award system used was—I coupon for any 3 in a row, and 2 coupons for a ball in each of the four corners. With coupons valued at 21/2¢ each (wholesale cost of merchandise), the payout for awards was 22% of the gross.

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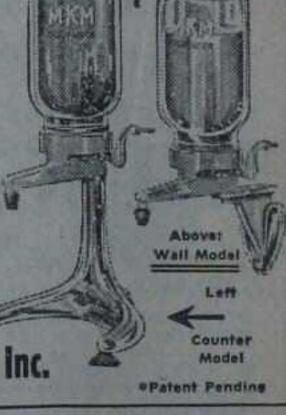
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Hillbilly Parks See Record Biz, Survey Shows

COLK music park operators this papers and poster cards showing the are better able to service the cus- program. tomer and promote and advertise for the necessary patronage.

issue) revealed that attraction will open about May 15 and run struction of a small Roller Coaster if thru October 15. Folk music parks again will operate only on week-ends, with shows also set for the important summer holidays.

Food Concesh Biz Good

Folk music park ops have found that food concessions pay the biggest dividend, with soft drinks second. Popcorn and Karmel Korn follow in that order.

Of the 10 ops who have introduced amusement games into their parks, half reported that the games were getting top revenue. Three of the ops, who reported amusement games bingo as their best bet, One op reported doing a landslide biz with gional or national names. Some have prize package candy.

A recent innovation cracking the folk music park market is the record stand. Ops reported that half of the 36 parks today are geared to sell records. Facilities for disk peddling run from an umbrella-covered stand to a full-fledged record store in the case of one Indiana park. Records, they report, are a natural, for the bulk of the clientele visiting the park are disk buyers, who come from CRYSTAL SETS ORKS rural areas, where it's difficult to buy platters. In addition, fans purchase more disks in the parks when announcements are made from the stage Inn. Ont. Other bands skedded for that disks, purchased during the day, Crystal Beach include Boyd Ballou. will be autographed by the entertain- a three-week engagement starting ers who are working the park. Some June 24; Bert Niosi follows until parks ops are utilizing their souvenir July 31 and Benny Louis comes in stands as record shops also. Two ops to finish the season. In addition, reported their combination record- Hall says he is negotiating with souvenir shops show the most sales Music Corporation of America promise for the next season.

Picnic Best Promotion

Biggest individual free promotion to date is the civic picnic. Francis tising return from a free-beans give- Buffalo. away, when he gave out a mess of the legumes on the last Saturday of has been carried out this year. A each month. Last year he used 90 buggy ride and Coaster have been gallons of beans. Shorty Long, the Victor recording artist, who operates Patty Conklin. A new Penny Arcade Santa Fe Ranch, Reading, Pa., said has been crected on the site formerly that his kiddle club, the Santa Fe occupied by the Funhouse. New Junior Rangers, named after his recording group, pulled the biggest mobs. Kids get in free on certain rides. New and unique black light days and attend ice cream parties.

Roy Acuff, who operates Dunbar Cave, Clarksville, Tenn., found his band remotes from the park paid the biggest free-promotion dividend. An- in addition to fireworks and other other op reported that a Friday night promotions. A live elephant ride auction did most to publicize the will be available for kiddies. park, while another set up a regional "Numerous picnics, including those amateur contest that did most to of large industrial plants and organperk his attendance.

a folk music park, with radio, news- son," Hall said

year expect their biggest year same amount of usage. Next in order in the comparatively short his- were direct mail, bumper cards, tory of these rustic amusement billboards and handbills. Majority of parks, which feature hillbilly and ops, who replied to the advertising Western artists, a survey by The query, said they would base their Billboard indicates. Park ops feel budget on the name value of the now that they have several years of entertainer and had not yet set up park operation under their belt, they definite outlays for their advertising

Going for Rides

Over 60 per cent of the ops re-The query (park addresses and ported that they have the start of an owners are listed elsewhere in this amusement park ride set-up in their grounds. Some started with several budgets will be hiked, with an aver- kiddie rides and in some cases graduage budget of \$600 for last year ated to a number of adult rides. One raised to \$800 this year. Most spots owner said he is considering the conbusiness continues good this year. Ops find that kiddle rides lend themselves best to their needs, for kids can be put on the rides for the afternoon, while parents attend the shows.

Folk music park owners have found that an average admission price of 60 cents for adults and 30 cents for children under 12 is the best admission stipend. Some parks charge adults from \$1 to a low of 30 cents, and moppets get in for from 15 cents to 50

At the present time, folk music park programing is extremely flexias biggest dough-grabbers, specified ble, with attractions in the h. b. or Western field being either local, reworked up facilities for rodeos.

> Most parks will operate with a house band, which, in most cases, will be a local radio bond, which will publicize the park during the week on its progams. It's expected that the biggest attractions, Eddy Arnold, Smiley Burnette, Lulu Belle and Scotty and others, will make the park circuit again this year.

Art Hallman, who is booked for the remainder of the season at Bigwin (MCA) to bring in three or four top name bands for one-night stands.

Steamer To Operate

Crystal Beach Park again will have Grund, of the Brown County Jam- the steamer Canadiana, with a caboree, Bean Blossom, Ind., reported pacity of 2,735 persons, which will that he received his biggest adver- carry passengers to the park from

An extensive landscaping program added to Kiddieland operated by loading platforms are being built for the Tumble Bug and Heydey stunts have been added to the Laffin-the-Dark and Old Mill rides.

Feature Free Acts

Free acts again will be featured,

izations, in addition to community Three media tied as time-tested days, have been booked and we are best methods for paid advertising of looking forward to a very big sea-

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16 YEARS ON RADIO

LONE COWBOY

With Western Revue

Featuring

High-schooled horses GOLDEN FLASH-TRIGGERGOLD CLOWN MULE UNCLE CHERRY

COWBOY PHIL

AND HIS

GOLDEN WEST GIRLS

FEATURING

ESTHER (ABBIE) NEAL

WORLD'S CHAMPION GIRL FIDDLE PLAYER STARRED BIBLETONE RECORDS

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ELECTRIC STEEL GUITAR

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Chicago, Ill.

Amusement Parks Using Folk Music

(The following are not completely equipped amusement parks, but have some park facilities. They utilize folk music talent as chief attraction and operate mostly on a holiday and willtamsport-Jim and Jane's Radio Corral week-end basis.)

DELAWARE

Wilmington-Radio Park, Haley and Bernard Enterprises, owners; outdoor theater with dance hall, two kiddle rides, pony circle, riding horses, picule grove.

FLORIDA

Tamps-Radio Ranch, Charile Arnett, mgr; has three rides; barn theater, scating 1,300; outdoor stage and scating area and rodeo

Orlando-John Lair's Park, John Lair, ownermgr.; outdoor theater and seating facilities, picnic grounds.

INDIANA

Angola-Buck Lake Ranch, Harry Smythe, owner-mgr.; free kiddle playground and six kiddle rides; a permanent theater, seating 2,200; an outdoor amphitheater, seating 8,000, and a midway with approximately 14 novelty and food concessions.

NEW HAMPSHIRE

Reeds Ferry-Lone Star Ranch, Curtis L. and A. C. Bell, owner mgr.; outdoor theater, with picule park and saddle horses and pony circle.

NEW YORK

East Bloomfield—Max Raney's Bar M Banch.
Max Raney, owner; outdoor stage, plenic
grounds, riding horses, pony circle, amusement rides on percentage basis, arcade, the surface has withstood five infive food and five game concessions.

Williamstown-Kasoag Lakes Park, Bob Maron Lloyd and Mr. and Mrs. Harvey Cornell, owners; pony ring, three concession games, souvenir stand, bingo, boats and swimming

оню

Newark-Hillbilly Park, Eddie Ruton, ownerconcessions.

Newcomerstown-Donald E. Edwards, mgr.: outdoor stage, food concessions, penny-pitch games, pony circles, picnic grounds.

Zanesville-Moxabala Park, Tim Nolan; outdoor stage and seating area. Pierpont-Pioneer Picule Park, Dale B. Cole, dancery's floor is negligible. mgr.; outdoor stage and scating area.

PENNSYLVANIA

Berlin-Sunset Grove Park, C. M. Schall, mgr.; outdoor stage, indoor rink and dance hall, pony circle and one kiddle ride, souvenir

Blairsville-Ravine Park, Mrs. Rose E. Palmer, owner-mgr.; outdoor stage and scatting area and picule grounds.

Clayaburg-Doc Williams's Musselman's Grove, Doc Williams, owner-mgr.; outdoor theater, scating area, piculo pavilion, uses rides on percentage basis, three concession games and five food stands.

Payetteville-Hockey's Amusement Park, Glen Hock, owner; outdoor theater with seating area, Chairplane and several kiddle rides.
Gilbertsville—Hickory Park, Lester G. Mutter.
owner: outdoor theater with 800 seating
capacity, plus 3,000 standing room; five
pitch concessions, shooting gallery and five

Lehighton-Maryland Parms, Robert Drehl, owner; outdoor theater, 700 scatter capac-ity, two kiddle rides, four food stands, two

chighion-Valley View Park, Mr. and Mrs. Harvey E. Trump, owners; outdoor theater, with picnic grounds, kiddle rides on per-

centage basis, three pitch concessions, four food stands and a novelty shop.

Lime Ridge Columbia Park, Pred Stair, mgr.; outdoor theater, 3,000 seating capacity; plenie grounds, pony circle, Merry-Go-Round, food stands, three pitch games, povelty and

souvenir shop.

Mount Greina-Mount Greins Park, Arthur
Woods and the North Carolina Ridge Runners, owners; outdoor theater and picnic ennaburg-Sleepy Hollow Ranch, Ken C. and

Dan E. Newman; outdoor stage, auditorium, picnic grounds, kiddle rides and pony circles, five food concessions, seven game

cending—Santa Pe Ranch, Shorty Long, owner:
outdoor stage, 2,500 seating capacity; pictic
grounds, kiddle ride park, five game stands,
six food stands, and navelty shop.
leading—Carsonia, Carsonia Park Company,
Inc., owners; outdoor stage, picnic grounds

two Roller Coasters, five rides, roller skating

rink, dance hall and boating.
togersville-Golden Oaks Park, Gene Johnson owner; piente grounds, outdoor theater with 2,000 seating capacity.

Grove, George S.

D,000 seating capacity.

Spring Run-Hammond's Grove, George S.

Hammond; outdoor amphitheater with 500 seats; pony circle, four kiddle rides, one adult ride, five food stands, five game stands.

St. Johns-Evergreen Park, Frank P. Mazzo; outdoor theater, picnic grounds, four rides, bingo stands, two food stands.

Sunbury-Rolling Green, R. M. Spangler, owner; outdoor stage, bandshall, 50 different rides, concession and food stands, picnic grounds.

grounds.
almutport—Edgement Park, Rollin E. Minnick and Son, owness; pavilion theater.

picnic grounds, pony sircle and four kiddle rides, food and game concessions. West Grove-Sunset Park, G. Ray Waltman

owner, outdoor amphitheater, picule grounds, amusement rides, food stands, sourrent Mr. and Mrs. James L. Class; outdoor thes.

ter, picnic grounds, game and food stands

RHODE ISLAND atonville-Pine Crest Ranch, Charlie Kryland Frank Soper, owners; outdoor thesier, piente ground, pony circle, food stands and novelty shop.

A RESIDENTIAL DESIGNED OF

Mount Solon-Natural Chimneys Park, Gorden Acuff, owner: open-air theater with 1,000 seating capacity; amusement rides and food stands.

VIRGINIA

Mount Solon-Natural Chimneys Park, Gordes E. Brown, owner; outdoor stage with plents

grounds, food stands.

Jerome-Uncle Tom's Park, Thomas A and
Howard P. Miller, owners; outdoor stage,
dance hall, swimming pool, food stands.

WEST VIRGINIA

Palls Mills-Buddy Starcher's Park, Buder Starcher, mgr.; outdoor stage and plens

CONEY DANCE BIZ

undations because of new structural methods devised by Shirley Watkins maintenance superintendent at the park. Ironically enough, Coney's officials never feel safe when the Ohio River begins to rise. There's mgr.; outdoor thester, pony circle, two nothing they can do about it but kiddle trains, picnic grounds and food sit back and hope that the stream's ravages won't be too great. However, with or without floods, the flooring's average life is about five years. With Chagrin Falls—Harmony Ranch Park, Gene Prandi, mgr.; outdoor stage, dance hall four kiddle rides, sirplane ride, shooting has a complete flooring in storage at gallery, boats and food stands. all times so that in the event of a flood the problem of replacing the

> Over the years, however, Coney ballroom operation has proven highly profitable and not only profitable for its income alone. It has given Moonlite Gardens valuable prestige and its operation has been an outstanding contributor to an extremely wellbalanced summer recreation program

PLAYLAND BOWS BIG

nge: Seymour Machson, donkey ball game; S. Matsura and John Wang

birds; G. Robinowitz and Jack West souvenirs; Sol Levy, nail game, and J. Seidel, Skee Ball. Food concessions scheduled to open

are Martin W. Martin, karmel korn frozen custard and drinks; Masse Iwai, jelly apples and potato chips and William Ebach, bar and grill. Park's elaborate p.-a. system i

hooked up so that FM can be played in one part of the park, AM in another, recordings on a third hook-up and announcements on a fourth circuit.

Two excursion boats of the Wilson Line will ply between Yonkers, Jersey City and Lower New York and the Playland dock when the season gets in full swing. Each of the ships accommodates 3,300 passengers. One boat operated over this route last

In preparation for the opening, all equipment has been overhauled. Extensive wiring and lighting changes have been made and new fronts have been installed on the midway. Fresh paint jobs have been given all structures. On exterior painting alone, more than 3,000 gallons have been

Opening day receipts on kiddle rides were among the highest in history of the park and played an important part in Geist's decision to throw the park open week-ends. William Hicks is manager of Playland and James Meisel is assistant man-

AND DESCRIPTION OF THE PERSON OF THE PERSON





MERLE TRAVIS

"KING OF THE JUKE BOXES"

CAPITOL RECORDING ARTIST



CAPITOL RECORDING ARTIST

"SINGING HEART SONGS OF AMERICA"



ARMSTRONG TWINS

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HOMETOWN JAMBOREE, EL MONTE, CALIF. KXLA-ONE HOUR DAILY (Monday to Friday) WILMINGTON CENTENNIAL CELEBRATION (2nd YEAR) WHITTIER'S "NATIVE SON" CELEBRATION

For Personal Appearances—Wire, Write or Phone . . .

AMERICANA CORPORATION

4527 SUNSET BOULEVARD HOLLYWOOD 27, CALIFORNIA Normandy 6071 Recent Lawsuits Reviewed:

Important Decisions Briefed As Service to Rink Operators

(Recently, the higher courts rendered several outstanding decisions likely to assist owners and officials of rinks and other places of amusement in avoiding local controversies. Not a few of these citations may be used RSROA group at a special meeting advantageously to win unavoidable law suits.

(To provide an easy-to-understand briefing of these decisions, The Billboard engaged Leo T. Parker, an attorney specializing in the briefing of amusement business cases, to compile a review of recent important cases.)

CIRST, it is important to know that modern higher courts consistently hold that the owners and operators of places of imusement must use "reasonable and ordinary" care to safeguard patrons against injuries. Failure to do so will result in heavy damage allowance. According to a recent higher court, failure of a proprietor to supply guards or supervisors at a dangerous location is negligence which results in liability. See the late and leading case of Ephremian v. Sholes, 52 Atl. (2d) 425. Here a girl went to a skating rink, bought a ticket and skated until a specialty number was announced whereupon she went into an aisle to watch the specialty number. Soon afterward another skater ran into her and severely injured her. The injured girl was taken to a hospital and remained there for several weeks. She sued the proprietor of the skating rink for heavy damages and proved that no attendants were on duty in the aisle during performance of the specialty number.

The higher court held the proprietor liable to girl for \$7,500 damages, and said:

"It is conceded that the defendant (proprietor) was not an insurer of the patron's safety while she was in the

aisle or at the soda bar. But, on the other hand, it was his duty, while she was in the aisle, to provide such supervision for the aisle as might reasonably be expected to protect her against dangers known to or reasonably to be foreseen by him in the exercise of due care."

Hence, this proprietor could have avoided liability in damages for injuries to the girl if he had proved that his attendants were on duty in the aisles to safeguard patrons and otherwise keep good order while the specialty number was on. Obviously, this same rule of law is applicable toall amusement places.

For comparison, see Allie, 54 Atl. (2d) 270. The testimony showed that a passenger on a roller coaster had his back broken by a sudden jerk of the car. From the testimony the jury decided that the jerk was caused by excessive wear of the chain when engaged by dogs and teeth in the sprocket gear. This court said that since the device had been in disrepair for more than two weeks, that fact indicated that the operator was negligent.

Police Assault

According to a recent higher court sionals, are teaching classes there. the proprietor of a place of amusement is responsible for acts of a city police officer who, without cause, injures a patron.

For example, in Rain, 211 S. W. (2d) 248, it was shown that a city ordinance requires operators of dance halls to pay for services of a city police officer to maintain order. One night a police officer struck a patron while ejecting him from the premises. The operator of the dance hall did not know that the officer had struck or assaulted the patron. Nevertheless, the higher court held the patron en- a heavy schedule of class work at his titled to recover \$5,000 damages.

Control Important

Considerable discussion has arisen from time to time over the legal question: Is the proprietor of a place of amusement liable in damages to patrons injured when in a location not intended for patrons? The answer is yes, if the proprietor had control of the location and knew that patrons customarily used it.

For example, in B. Hayward v. Downing, 189 Pac. (2d) 442, it was shown that seats for the patrons of a nightly sessions from 7 to 10:30. wrestling match extended in all directions from the stage, each row of ganist, and William Prendergast, asseats being elevated slightly above the sistant manager. row immediately in front of it. On the east wall of the arena there was a small platform or balcony or alcove, 15 feet above the floor. There were no stairs, steps, ladder, ramp or other means by which patrons could reach this platform or alcove, nor were any seats, chairs, stools, benches, bleachers, or other accommodations provided for the seating of patrons on this platform. In other words, the platform was not intended by Downing, promoter of the wrestling match, to be used by patrons.

On several different nights a few patrons gained access to the platform Halifax Conneil Gets Rink by grasping an iron beam with their (See Important Decisions on Page 126) year up to October 1, 1948.

Gotham Operators Nix Lence Bid for Aid on Tele Shows

NEW YORK, April 2 .- Possible financial aid by other rink men to Operator Emil Lence in the forthcoming WPIX-TV roller revue series from his Eastern Parkway Rink was nixed, at least temporarily, by the metropolitan called to discuss the subject Tuesday (26) at the Park Sheraton Hotel.

Lence, who previously had announced willingness to spend \$6,500 on special lighting for the 13 hourlong shows, said that channel officials estimated the total nut for the project as around \$10,000. He felt that since publicity benefits would be shared, installation and production expenses should be, too.

General opinion, however, was that the approximate \$1,000 per rink cost outweighed by far possible benefits to individual rinks. Furthermore, Lence would wind up with the permanent video lighting and equipment.

Rink operators said they would cooperate with costumes and shows.

Memphis East End, Rainbow Doing Biz

MEMPHIS, April 2. - Business is reported excellent for the two major roller rinks of Memphis, the East End and Rainbow Lake Rollerdrome, both of which feature outdoor swimming pools which are to open with the advent of warm weather. .

Rainbow, operated by A. and U. Peiraccini, also has a ballroom, terrace for refreshment service, and a dining room in the same building. Mr. and Mrs. Dick Sykes, profes-

East End, managed by Ted Moyes, has been conducting a series of classes under the supervision of for training camp soon to prepare himself for the coming season.

Harlow's Long Beach Hipp Debuts Series of Classes

LONG BEACH, Calif., April 2. -Charles V. Harlow has inaugurated Hippodrome Skating Rink here, all classes being under the supervision of silver medalist pro J. D. La Tella, a member of the Society of Roller Skating Teachers of America.

On the Hippodrome schedule are fundamental classes, Tuesdays 6 to Horn emseed. 7 p.m.; Junior Dance and Figure Club, Saturdays, 12 to 1:30 p.m.; a weekly one-hour free style skating class, and hit was a non-skating imitation of Al to 1:30 p.m. Hippodrome operates champ Donald Mounce, Mineola pro. each afternoon from 1 to 4 and offers Other professionals who performed

Staff includes William Engler, or-

Moraze, Ruault-Cazier Join

HALIFAX, N. S., April 2.-Henri Moraze, of St. Pierre and Miquelon 100 members of the Oldtimers' Roller Islands (French possession off New- Skating Club of Chicago turned out foundland), has become associated for a recent private skating party in with Emmanuel Runult-Cazier in the the YWCA hall at 49th and Ashland, operation of a roller and ice rink report Joe Laurey and Bill Henning, in St. Pierre town. With the early members. Laurey also is in charge of opening of movie theater next to Sunday morning speed classes at I'e rink by the partners, there will Riverview Roller Rink. be no films shown in the rink.

the platform. One night the platform eration of Forum rink, owned by the rose Skating Rink here, is now living collapsed and seriously injured sev- city, has been taken away from a in California, according to word eral patrons who sued Downing for five-man commission of members of reaching Hartford. Rose had been a damages. Downing argued that he city council and given to the council, partner with Syd Conn in the operawas not liable because he did not con- The commission reported a surplus of tion of the rink, a film theater and struct the platform and did not sell \$12,873 from operations for the fiscal a night club. Conn I now in the

250G Mullins Spot Going Up in Tulsa

TULSA, Okla., April 2.- John C. Mullins, owner of Crystal City Park here, is putting up a \$250,000 roller rink which is expected to be completed in early April.

The 136 by 200-foot structure, located at 11th and Norfolk, will have a 90 by 190-foot skating area with a clear span of 102 feet.

Capacity Turnouts See Queens Revue

NEW YORK, April 2.- The fourth edition of Roller Follies, annual show of the Queens Figure and Dance Club. attracted capacity audiences to Queens Rink, Elmhurst, Tuesday evening (29) and Wednesday (30). Every spectator was scated in reserved chairs or bleachers. No standees were allowed.

Loaded with aspiring and actual titlists, Follies was a fast-moving production of excellent solo, pair, four, eight, group, comedy and novelty numbers. There were four elaborately costumed major production routines and several smaller ones.

The cast, headed by World Congress champ Patricia Carroll, was entirely amateur except for rink pro-Mildred Wilkins, who skated a specialty and subbed in several acts for members who were absent because of illness. Operator Nat Steinberg was emsee. Direction was by pros Clifford and Mildred Wilkins; music by ring organists Nick Monty and Bill Gilroy and props were by cast

Mineola "Carnival" Draws Huge Crowds

NEW YORK, April 2.—Winter Car-Larry Fox. The latter, also a pro- nival, Jean Van Horn directed exfessional baseball player, is to leave travaganza of Mineola Rink's Earl Van Horn Club, played to 1,500 spectators Monday night (28) and again Tuesday night (29). All seats for both performances were reserved. Press notices were excellent.

Running two and one-half hours, Carnival offered every-skating act in the book from individual stints by champions, thru stilt and jump skating, to elaborate group numbers. Costumes, created by the rink's Mrs. Charles White, were acclaimed by spectators and press. Also applauded by the press were Bobbie Weedon's organ music and vocals by Rita Lynch and Ken Johnson. Operator Earl Van

Most elaborate number was Nuteracker Suite Fantasy. Unexpected intermediate dancing, Sundays 12:30 Jolson, to a Jolson record, by world were George and Gladys Werner, gold medal dance skaters, in a medley of dances, and the Whirlwinds, an outstanding spinning act.

Chi Oldtimers Hold Party

CHICAGO, April 2. - More than

Shifts Made by Rose, Conn

HARTFORD, Coun., April 2 -HALIFAX, N. S., April 2. - Op- Bill Rose, formerly a partner in Con-



New and Used Rink Roller Skales Advise Make, Size, Condition and Quantity Also Best Price.

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225 Pair Used Chicago Rink Skates Sixes 1 to 9; all cleaned and wheels ground, ready for spring, \$2.50 per pair. P. O. BOX 187, CEDAR LAKE, Indiana.

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'allomar's Benefit Draws 750 Turnout

MILWAUKEE, April 2.-About 750 aters attended a party held March at Phil Hays' Pallomar Roller Rink re for the benefit of Russell hweiger, member of the Pallomar enting Club, who broke his leg durg a recent race. Features of the ening were a collegiate contest and half-mile race.

Winners in the dance contest were prothy Gruber and Bill Legner, Chigo: Janet Durant and Eugene Foricci, Milwaukee, and Dee Ann Maris and Gary Dalton, Milwaukee. ne speed event was won by Connie anahan, Chicago, followed by Jerry ogol, Chicago, and Jim Hammer-

hmidt Milwaukee. Contests were judged by Eddie artkus, Elsie and Andrew Parcell, ert Widd and Bob Irwin, of Panel o. 9, Arcadia Roller Rink, Chicago.

erby Biz Big in Brooklyn

BROOKLYN, April 2 .- The Roll-Derby, back for its second New ork City stand inside a four-month egiment Armory here. Opening ght of the 18-night stand, with a y (24). Games have been arranged itil April 1, and Brooklyn vs. New ork, April 2-10. American Broadsting Company is handling the tele-

tudents Vote for Rollery

FREDERICTON, N. B., April 2 .railable for such a building.

AOW Race Contests Showing 20% Boost In Gate Receipts

ELIZABETH, N. J., April 2 .- Organized racing competition in the William Schmitz-directed America on Wheels ain of rinks is going into the closing period of its third season with business showing a 20 per cent gain over the corresponding period of 1948, according to Jack Edwards, AOW chairman of racing activities.

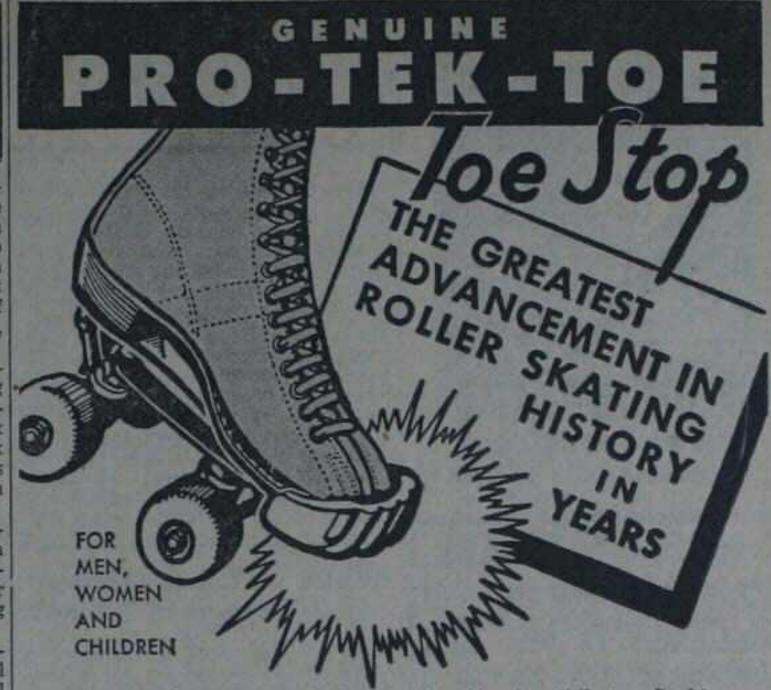
Finals will be held May 13 at Hackensack (N. J.) Arena. The following night all AOW racers will be dinnerdance guests of Edwards at Frank Dailey's near - by Meadowbrook nitery. During the dinner awards will be made to winning skaters in various divisions.

With the addition this year of a 15member speed club from Alexandria (Va.) Arena, the 120 active racers directed by AOW is the largest number ever handled in the chain's racing competitions, said Edwards,

With three competitions (Hackengried, is packing them into the 14th sack, April 2; Paterson, N. J., April 16, and Twin City, Elizabeth, April 30) to be held before the finals, ortion of its proceeds going to the Mount Vernon (N. Y.) Arena leads ee milk fund for babies, was Thurs- the pack with 390 points, closely followed by Hackensack, 380; Twin City, that it's Brooklyn vs. the Bronx 270; Capitol Arena, Trenton, N. J., 75; National Arena, Washington, 75; Paterson (N. J.) Recreation Center, 30; Boulevard Arena, Bayonne, N. J., 25, and Alexandria, 20.

Pennsy Liability Proposal

HARRISBURG, Pa., April 2. y a unanimous vote approximately A bill make it mandatory that 0 students of University of New operators of public amusement places runswick here have protested a de- where admission is charged ta'e out sion by college heads to build a at least \$10,000 liability insurance brary instead of a rink. Students to protect the public against loss, emand a roller and ice rink as es- damage or death has been introduced ntial A donation has made \$200,000 in the Pennsylvania House of Representatives by Rep. H. G. Andrews.



PRO-TEK-TOE Skate Stop, made of tough white rubber, beautifully streamlined in design, is creating a sensation among roller skaters everywhere. Just a few of the highly desirable features of PRO-TEK-TOE area

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- * Protects skate shoe toe from
- ok Give skaters greater confidence!
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- * Adds to skate shoe beauty!
- * Eliminates floor scratchest
- * White rubber leaves no streaks?
- * Helps to avoid rink accidents!
- * Hidden steel washer makes PRO-TEK-TOE more durablelonger lasting!



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New Portable Skating Rink used last summer alre 50x110, interlocking style Northern Wisconsin Hardwood Maple floor, milled in Rhine-lander. Wis. Complete with 14 rows of Stringin Screw Jacks; new custom built 14 or. Anchor tent, ball ring style, roped every other seam, reinforced with extra ropes, trimmed inside in four colors with ten foot ennex) new 100-watt Stromberg-Carison p. a. system, two cabinets with six heavy duty speakers; Chicago Webster Record Changer, Mike, 36 pair new Chicago shoe skate rentate, being made by Dock Monroe and 150 pair Chicago clamp-on skates new 10-case Coca-Cola ice box, benches, counters, railing.

Eye Summer Biz at Biloxi

BILOXI, Miss., April 2.— Plans for a record summer business are being made by Dock Monroe and Marie W. Tice, operators of Tice's Coca-Cola ice box, benches, counters, railing. tent stakes, new red picket fence, 450 feet. Price 88,250.

COTTON'S ROLLER RINK Raphael Cotton Hoffman Route 5, Jasper, Indiana Telephone 129L

FOR SALE

New Complete custom made portable rink ready to go. A 4-pole, 5 section heavy cenves flameproof bail ring tent frimmed in red and blue. Tent is approved by underwriters. Interchangeable first grade maple sectional floor, railing, wiring, etc. An aluminum trailer 71/2x14 ft. containing 200 pr. Chicago skates in counters, sound system, pop cooler, parts, etc. Trailer sets in front of rink. To get in the rink you go through the trailer. Come and see the best portable made. We will move and set up this rink for \$8,350.

GOLD'S 409 N. 5th St., Phone 2443W. Longview, Tex.

ICE SHOW

skaters, for Parks, Fairs, Theatres, Night Clubs, etc., with portable 20x26 foot rink. Or will sell, with two compressors, estimated to freeze 40x60 feet ice surface. Price 38,500. Or will rant. Write

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MILLCREST ROLLER RINK, doing good bustness, 50 by 100 ft., Quonset building, tile front. modern equipment, good location, built two years ago. All goes. For further information write: O. L. Thompson, 11041/2 Wallace St., Clovis, N. M.

FOR SALE

Portable Roller rink, 30x100; 125 pr. skates, some campbell heavy duty flame proof tent, P.A. system, records, parts, benches, floor supports, blocks, cables, poles, stakes, wiring, drink box, rails. Complete for operation. Priced to sell—\$2.000. This rink new in 1947, used 10 months. Other business. Call or write

PAUL HENDRICKSON, Leachville, Ark.

Important Decisions Briefed As Service to Rink Operators

Continued from Page 124)

tickets for seats on the platform, nor did he provide steps for the injured patrons to get onto the platform.

Altho the lower court refused to hold Downing liable the higher court reversed the verdict, saying:

"Defendant (Downing) having permitted plaintiffs to sit upon the platform, he was bound to exercise ordinary care to maintain it in safe condition for the accommodation of spectators, just as he was bound to exercise ordinary care to maintain the regular seats and bleachers in safe condition. ... Defendant (Downing) was lessee in possession of the building, and had

Hillside's TV Raffle Draws Hefty Turnout of 700 Kids

control of the platform, the same as

NEW YORK, April 2 .- Month-long television raffle contest at Hillside Rollerdrome, Richmond Hill, came to a conclusion Thursday (31) with approximately 700 skaters, 500 more than the usual Thursday night crowd. present for the drawing. Rules of the event provided a free chance for each patron with every admission, and presence at the drawing. Winner was Arlene Doscher.

Guests of honor were Steve Ellis, WMCA sports commentator, and skating columnists Bill Love and Jane

Coca-Cole ice box, benches, counters, railing. Poller Rink here. Spot is located on Shore Drive, a resort section, and is counting on the heavy summer season when Biloxi is a center for vacationists. The operators plan to add skating classes and a team of professionals to take charge of this activity.

RSIA Shifts Headquarters

NEW YORK, April 2.-The Roller Skating Institute of America (RSIA) has moved to larger quarters at 35 West 53d Street here. The telephone number remains the same, CIrcle 6-5047.

Roller Rumblings

Coonie Umbach, pro at Fred H. Freeman's Bal-A-Roue Rollerway, Medford, Mass, soon will celebrate the 11th anniversary of his start as teacher in the Freeman organization. Originally from Cincinnati, Umbach went with Freeman in 1937, and for eight years served as pro-manager of the old Winter Garden rink and the l'antasket (Mass.) Skating Rink in Paragon Park before joining Bal-A-

Plans are under way for one of Boston's newspapers to carry a roller skating column.

A move has been started in New Waterford, N. S., for erection of a rink for roller and ice skating in CFA, will attend opening night's perseasons.

ATTENTION, RINK OPERATORS

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any other part of the building. Nor is it material for what purpose the platform may have been originally con-structed and intended to be used."

Minor's Linbility

It is generally believed that a note or other contract signed by a minor is void. However, this ordinary rule of law can be changed by a State law.

For example, in Jennings v. Gibson, 47 S. E. (2d) 779, a Georgia State law provides that if an infant, by permission of his parent practices any profession or trade he shall be bound for all contracts connected with such profession, trade or business.

The testimony showed that one Gibson placed a juke box operated by one Jennings on a commission basis of 50-50 of the proceeds taken in by the juke box. Jennings is a minor. Soon afterward there arose a disagreement between Gibson and Jennings, Gibson contending that Jennings tripped the mechanism in such a way that it would play without the insertion of a coin. Then Gibson sold the machine to Jennings. Jennings and his mother signed _ note for \$185 balance due on the juke box. Jennings refused to pay the note and Gibson sued both Jennings and his mother.

The higher court ordered Jennings and his mother to pay the amount of the note to Gibson, altho it was argued that a note signed by a minor is void. This court said that the minor's note was made valid and collectible in view of the above mentioned State law.

Brown Pushing RC Drive

NEWARK, N. J., April 2. - New Dreamland Arena operator brown, the metropolitan RSROA group's Red Cross chairman, has a fund-raising raffle going full swing at member rinks. Under his direction, operators and club officials are pushing chances on 100 valuable prizes, including an expensive television set.

UNDER THE MARQUEE

Court, Cincinnati, March 28. He is an ardent circus fan, a member of John Robinson-Loyal Repensity Tent, and an outstanding horseman. For many years he was personal physician for Emperor Wilhelm of Germany.

What the circus business needs is some workingmen with 30-day guarantees.

When Al Butler was in Macon, Ga., recently handling advance duties for 'Annie Get Your Gun," he renewed acquaintances with Paul M. Consway and Charles Sparks.... William R. (Pop) Smith, for many years editor of The Macon News and long a circus fan, resigned effective April to accept a newspaper position in Gadsden, Ala. . . John Kries, CFA. former circus performer, who has been lecturing at clubs and lodges, closed his season April 1. Circus movies have been given in connection with the lectures. Mr. and Mrs. Kries are building a new home in Tampa, on property adjoining that of the Paul Jungs, Horumpo and others of the Ringling winter colony. . . Mr. and Mrs. Leslie B. Ulrich, both formance of the Ringling show in New York, guests of William Fields, of the Big Show's publicity department. Fields and the Ulrichs are residents of Sheffield, Mass.

Finishing his first season as general agent for an old-time circus, the booker asked his manager for a raise because of the good route. The manager answered "You only booked the towns I sent you

AN OPEN LETTER

Pueblo, Colo. March 23, 1949

J. A. Whyte & Sons. 1422 Wisconsin Ave. Washington, D. C. Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again Thanks to your recent discovery. Sincerely, P. W. Barday.

SEE PAGE NUMBER 171



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40' by 104', in operation 20 months, good condition, Campbell flameproof tent, telescope center poles, plated side chains, maple floor, 150 pairs Chicago skates, extra parts, pop cooler, counters, benches, skate bins, complete wiring, P.A. anstem, skating records, new location, doing good business Price, \$4500.

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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.

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A-1 i ARODIES, SPECIAL SONGS, MATERIAL for any act: 1949 catalog free. Kleinman. 5146 Strohm Ave., North Hollywood, Calif. ap16

ATTENTION, SINGERS, MUSICAL DIREC-tors and Recording Bands: Send for free pro-fessional styled copies of "O. Belleve Me Dear," a coming hit. Don Kokesh, 1426 S. Oak Park Ave., Berwyn, Ill.

BACK POPULAR SHEET MUSIC-BALLADS, Ragtime. Comic, Novelty, Minstrel Songs, everything; list 10¢. Fore's, L3151 High, Denver 5, Colo.

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"HOLLYWOOD REEFER PARTY," TIMELY Socko Biackout, Popular "Manana" Parody, list of Scenes, Bits, Gags, Specialty Songs, etc. Special offer this week only, \$1 Writers Mart, Box 309, Culver City, Calif. ap16

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(Continued on page 130)

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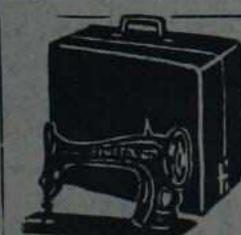






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Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D. EMROW JEWELRY CO. Box 53 North Station Providence 5, R. I. Ruy Direct From Manufacturer and Bave.

1949 ~ CATALOG ~ 1949

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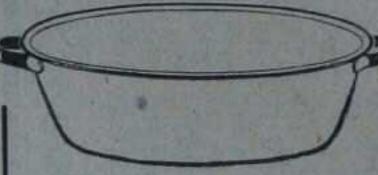


| 10 3 3 5 1/ | PRICE |
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| 2000 | Mark Division Ship |
| NO. ARTICLE | CROSS |
| 4942 6" Monkey | \$ 8.65 |
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| 1114 | 14 Qt. Dish Pan Blue | 12 | 4.00 |
| 1063 | 5 Qt. Tea Kettle White | 6 | 9.00 |
| 1166 | 5 Qt. Tea Kettle Blue | 12 | 7.00 |
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Also 100 other enamelware items. Pots, pans, drips, kettles, pails, bowls. Write for special closeout list.



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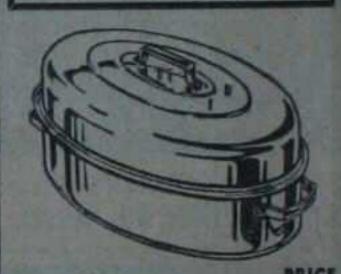


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| NO. | ARTICLE PRICE GROSS |
| 6309 | Ashtray \$ 3.50 |
| | Ashtray 3.35 |
| 6302 | Ashtray 3.45 |
| 6226 | Whiskey 3.60 |
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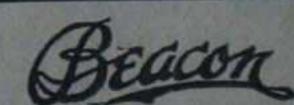


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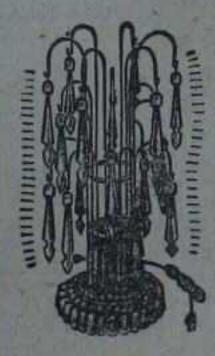
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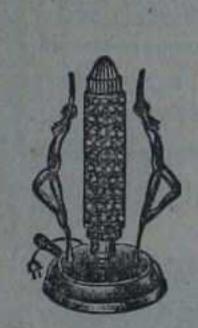
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Hats, Canes, Monks, Cell. Dolls, Rubber Toys, Squirt Guns, Para-sols, Flying Birds, Pin Wheels, Leis, All Counter Items, Talls, Comic Buttons, Charms and Badge Board

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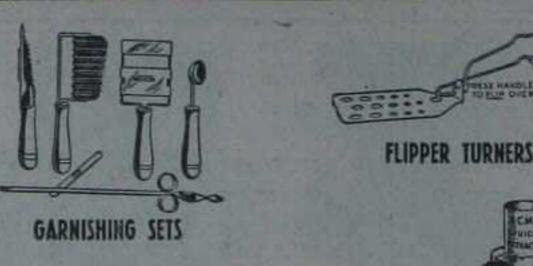
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Always Get Money

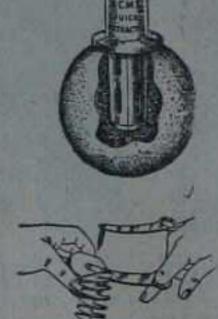
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A harmless paper buster gun with real action. Entirely automatic. All metal, finished in gun-metal blue with nickel plated exploding nozzle, trigger and breech. Harmless, does not violate any community or state regulation. Complete with 1 roll of ammunition. In carton. Sample-51.00 ea. Prepaid.

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AGENTS-OUR NEW COMIC BOOKLET SELLS
like hot cakes; rush 25s today for sample
and price list; postcards ignored. Walter Fox,
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Extra special offer! Leon Corn Salve, 50e one ounce Jars (never dries, hardens, spoils or shrinks); 3 gross, 545; take in \$216; Leon Solid Liniment, 75e Jars, for arthritis, rheumatism; no bad odor, no blisters; 1 gross, \$36; Vido Rectal Ointment, \$1 jars, for piles; 1 gross, \$40; 14 deposit, balance C.O.D.; we guarantee our products. Leon, 311 Fifth Ave., New York 15.

AGENTS, JOBBERS, DISTRIBUTORS, WHOLE salers and Salesmen: Get on our mailing list for the new issue, "Classified Ada"; tells you what new items are on the market and where to buy them; your's free, postpaid. Write Business Service 1088 Broadway, Suite 106,

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DeLuxe All-Occasion Cards; patented feature
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AMERICAN WATCHES-BRAND NEW; POCK-et, \$1.55, \$1.78; Luminous, \$1.95; Wrist, \$2.63, \$2.78, \$2.88, \$3.18; samples C.O.D. United Watch Co , St. Cloud 6, Minn.

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BUY THOUSANDS OF NATIONALLY ADVER-tised products direct from manufacturers: write for "Buy Direct and Save." Consumers Ass'n.. 218-D Investment Bidg., Pittsburgh 22,

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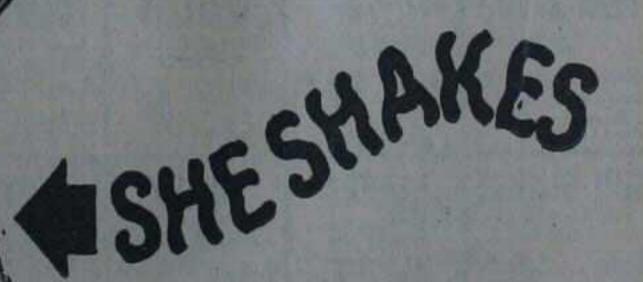
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PERFUME BEAD BOSARIES, NECKLACES— Fast sellers, big demand; low jobbers' prices. Mission, 2328B West Pico, Los Angeles 6. Calif.

PERFUME - WHOLESALE, FINEST FRENCH Odors; pint, \$6; trial ounce, \$1. Fischborn Laboratories, 350 Lincoln Road, Miami Beach,

PIC-TEASE, BAROMETERS, PHOTO-FINISH Races; 20 to box; dozen boxes, \$5.40; 3 dozen, \$15; 20 samples, \$1. Lewis, 1908B East 42nd Place, Chicago 15, III. ap2

PITCHMEN, PEDDLERS, JOBBERS — ONE thousand per cent profit! Sell Resurrection Plants; the plant that never dies; samples, 25c. Blanca Ossis, Sierra Blanca, Tex. ap23

PITCHMEN — MAKE \$50 DAY UP WITH "Pedaling Pete," the wonder toy; \$4.50 dozen, one dollar for two samples. Western Arts Co., Box 2124, Reno, Nev. ap30

ROBOTCASHIER!—SEE OUR AD IN GEN-eral Outdoor Section; greatest boon to retail sales since invention of coinage; distributors, jobbers, agents wanted; national and regional. Money-Meters, Inc., Dept. B, 17 Warren St., Providence 7, R. L

ROSE LIGHTING FIXTURES-400 MODELS; seiling outfit \$2 postpaid. R. Stambaugh, 329 E. Walnut, Shillington, Pa.

RURAL ROUTE MEN - MAKE BIG PROFIT with America's leading, fastest sciling poultry magazine! Excellent market, peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, 1205

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelery Items direct from factory con-nection. Pickering Co., Dept. B, 180 North Main, Attleboro, Mass.

SALESMEN, DISTRIBUTORS, AGENTS, MEDIcine Dealers: Operate installment routes
(colored communities) for the famous Atomic
Constipation Remedy and Atomic Vitamin B-1
Iron Spring Tonic (retails for 33, pint sizes);
America's fastest selling Medicines; choice
territories are still available; our unique advertising material gets the business; make
\$100 week easily; full particulars and regular
size of both medicines sent postage paid for
\$3; better write air mail. Atomic, Inc., 137
E. Spring St., Dept. B.F., Columbus, Ohio.

SALESMEN - VENDING MACHINE EXPERIence; travel anywhere, sell anywhere to operators; Candy Bar Venders, Almond Venders, Postage Stamps, Picture Machines; top quality machines! Men in \$20,000 year class apply Shipman Mig. Co., 1325 S. Lorena, Los Angeles

die B useful garments \$1; resale value 55.
Linaly Supply, 857 Washington St., Dorchester,

SELL NATIONAL CARDED CLIP COMBS — Fast sellers in stores and stands. List free. National Specialty Sales, 15 E. 3d, Cincinnati I,

SELL SACHET SHAMPOOS-REPEAT ORDERS make regular income; 12 samples, \$1. Surinek, Box \$27, Bridgeport 1, Conn.

SELL SCOTCHLITE SIGNS FOR MAILBOX and other day and night identification; attractive commissions; send \$1 for sample and full details (returnable for full refund). Gilliard Sales, Inc., Buffalo, Minn.

SELLING OUT \$10 LORD HAMILTON THREE piece Pen and Pencil Sets, 75¢ set. United Company, 404 West Franklin St., Baltimore 1.

SENSATIONAL COMMISSIONS SELLING 18 color Sport Shirts, Cuban Shirt Jackets; complete line; free outfit, Jarod Manufacturing Corporation, Rockville Centre 27, New York.

SMOKE WITHOUT FIRES—CHAPERONE YOUR cigarettes; see Life, Look, Post ade; new miracle Silvergias holder protects you; safe enough to smoke in bed; a Godsend to motorists; no flying sparks or ashes; good deal; dozen with display, \$5; samples, \$1; list, \$2; ship same day. Nuf Sed. Pat. & Mfr. Safe-Gard Mfg. Co., Ferry-Payne Bidg., Cleveland 13, Ohio.

SOCIAL SECURITY WORKERS - WE HAVE the real pre-war focial Security Plates, also cases; sample, 25¢ stamps and wholesale prices.

C. Gameiser, 250 West 88th St. N. Y.

SOMETHING NEW-FAST SELLER: SMALL Gold Plated Baby Shoes; can be worn as good luck charm on key chain; sample pair, 15c; ask for quantity prices. Begner, 441 Ocean Ave., Brooklyn. New York.

STOPS RADIO TUBE STATIC-NEW, JUST out: patent pending; set wall while this is hot; send \$1 for box of two magnetic marvals and instructions. P.O. Box 535, Springfield, Ohio.

TRAVELING SHOWMEN-IN SPARE TIME, big profits: sell Plastic Non-Electric, Neon Effect Signs, Write United Plastic Signs, Starks,

WHOLESALE PRICES—NATIONALLY ADVER-tised Appliances, Jewelry, Diamonds, Watches, Electric Razors, Sporting Goods, Typewriters, etc.; earn 255, save 252, Crown Merchania Co., P.O. Box 224, Southbridge, Mass.

10r BRINGS SAMPLE COPY "MAIL SALE AD-vertiser" | losded with opportunities, offers, propositions, Jones, 1210B Dudley, Utica, N.Y.

Imported Specials

Just arrived from occupied Japan. Some items are limited in stock and early orders will be filled accordingly.

Jap Paravols, 19" spread ... Gr. 514.00

| The property of the party of th | |
|--|-------|
| Jap Parasols, 31" spread Dr. | |
| Jap Parasols, 35" spread Dz. | 5.75 |
| Fur Monkeys, 6" | |
| Fur Mankeys, 9" | 19.20 |
| (Feathers attached) Gr. | 1200 |
| | 1200 |
| Feather Dolls, 7". (Feathers attached) Gr. | 21.00 |
| Feather Dolls, 9". | |
| (Feathers attached) Gr. | 33.00 |
| Cellulaid Dells, 5" Cr. | 9.00 |
| Celluloid Dells, 7" Cr. | 13.00 |
| Celluloid Dolls, 9" | 22.50 |
| Small 3" Dolls for Badges Cr. | 6.00 |
| Fur Dogs for Badges Gr. | 16.50 |
| Jap Swords with Sheaths Gr. | 22.50 |
| Jap Flying Birds, outside | |
| whistleGr. | 5.00 |
| Coolie Hats, 12" | 21.60 |
| Coolie Hats, 16" | 35.00 |
| Jumping Fur Dogs | 22.50 |

Rubber Water Pistols Cr. 9.00 MECHANICAL WINDUP TOYS

Red Devil Skeletons Gr. 10,25

| Walking | Penguir | | | Gr. | \$18.00 |
|-----------|----------|-------|------|-----|---------|
| Crawling | | | | | |
| Itchy Do | | | | Ds. | 3.50 |
| Dancing ! | Couple | | | Dr. | 3.50 |
| Hula Hul | a Cirl . | - | | Dz. | 3.50 |

SPECIAL FOR CREW HAT WORKERS

STREETMAN SPECIAL RALLOOMS

| SILVERILING SI PRINT BATTABLE | |
|---------------------------------------|------|
| 11 Animal Print, pastel colors. Gr. 1 | 5.00 |
| 9 Star & Stripe Gr. | 7.00 |
| 11 Star & Stripe | 8.50 |
| 10 Mickey Mouse | Sec. |
| (ears inflate) | 8.50 |
| Nosey Mouse (ears and Nose | 2200 |

#11 Bunny Balloon, pastel colors Gr. 5.00 Terms: 25% with order, balance C. O. D. Also in stock at lowest prices: Lash Whips, Batons, Novelty Felt Hats, Domes-

tle Flying Birds, Badgeboard items, etc. Visit our showroom and observe a com-pletely set up Novelty Concession Flashed with fast selling items.

DRESS UP YOUR CONCESSION



Doll is I" Tall — Human Hair — Stands Alonal Beautiful satin costume with heavy loce trimming. S Costumes — White, hime, pink, green, red. Individu-sily baxed with calleshane protective lining. Can be displayed in box without tolling foll.)

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Jobbers: Write for prices!

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Size 1x2"-Red or Blue Ink. Larger sixes at low prices.

FIAPLASTIC PARASOL

#720 18" PLASTIC TOP SPREAD

> PLASTIC TOP IN THREE COLORS

RED, BLUE or GREEN with WHITE DECORATIONS



RETAILER

21" WOOD HANDLE

YELLOW STICK, RED BALL HANDLE & STRAP

> EVERY ONE GUARANTEED TO WORK

CAN BE OPENED AND CLOSED THOUSANDS OF TIMES



STANDARD **UMBRELLA** SPRING ACTION

LOUDEST WHISTLING YING BIRD ON THE MARKETI Each with 24" Stick #380-Yellow embossed fully rounded bird body with red trimming. #310-Multi colors stapled bird, four color combination.

417 EAST 24th STREET NEW YORK 10, N. Y.

EVERYWHERE!...

LUMAR TOY BALLOONS

ARE THE BEST BALLOONS MADE

Get Your Supply of Dart Balloons and Our Regular Numbers From Your Jobber. Write for Your Nearest Jobber

LUMAR PRODUCTS CO., Inc.

14 Sixth Street Bridgeport, Conn.

CASINO ROULET

Toby Toys MANUFACTURERS



ROULETTE Wheel, 150 assorted color plastic chips, green felt laydown, full instructions and balls. Packed in display box.

EXCELLENT PREMIUM, PRIZE & GIFT ITEM. TERRIFIC FLASH - GOOD VALUE.

2126 Casino Roulette Set, \$30,00 Dt. (Sample, \$3.75 Postpaid)

#125 Roulette Set (without chips), \$24.00 Dr. (Sample, \$3.00 Postpaid)

F. O. B. N. Y., 1/3 deposit, . bal, C. O. D. Immediate Delivery.

JOBBERS AND DISTRIBUTORS-SPECIAL PRICE AND DELIVERY SET-UP.

. H. BARON CO., 30 Irving Place (at 16 St.), New York 3, N. Y.

Manufacturers of Bingo Cages, Mah-Jongg, Roulette Wheels. Catalog on request.

SELL NYLONS GUARANTEED

The ONLY arion have in the whole world actual renteed against nins, snags or excessive wear. REGARDLESS OF CAUSE Yes no matter what the cours, whether use or obuse Kender nylons are replaced FREE it they run, usag at become unfit ter mean within guarantee period — a period up to three whole monthal Net sold in stores. Extra there is denier sheer 30 denier and service 60 denier Latest colon tengths 28 to 35 makes. Both tenanted and seamless Also complete line men's line hastery guaranteed for One FULL YEAR or replaced FREEL No money or experience needed to every him stood tenanteed to complete line men's line hastery guaranteed for One FULL YEAR or replaced FREEL No money or experience needed to earn hig, steady income writing orders in spare or full time. We deliver and callect. Just say Gueranteed Against Everything" and the sale is made Advance cash plus huge banus Complete soney moting vales outlin felt and prepare to soligamen. Fighting to pay now or later. Simply turk your name and address on a postcord and you'll be making money next week. REBDEX COMPANY, BASYLON 47

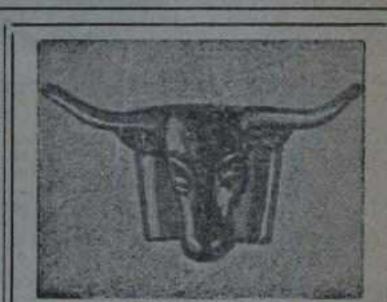


Send \$10,00 for either our new sample Ring Assortment, our boxed Rhinestone Pendant and Earring Sets, or our line of Identification Bracelets. 20% Deposit, Balance C. O. D.

#510 Ident as Illustrated

\$22.50 Gr.; \$2.25 Doz. #542 MEN'S HEAVY WEIGHT IDENTI-FICATION BRACELETS, Specially Priced 536.00 Gr.; \$3.75 Doz.

Large selection of Ident Bracelets from \$22.50 to \$72.00 Gr.



WESTERN SCARF SLIDES HEAVILY SILVER-PLATED \$24.00 Gr.

SAMPLE ASSORTMENT OF SIX HAND-SOME STYLES-\$1.00

Minimum Order Accepted 3 Doz. DIRECT MFG. CO.

PAWTUCKET, R. I. P. O. BOX 632,

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Kilroy Stirrers ... 80
Slide Coin Box. 1120
Miracle Coin Amer. Beauties. 1.75
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Tray 6.50
Squirt Boy 1.00 Squirt Girl 1.25 Flaspole Sitter . 3.50 Hot Doy Matches .70 Trick
Trick

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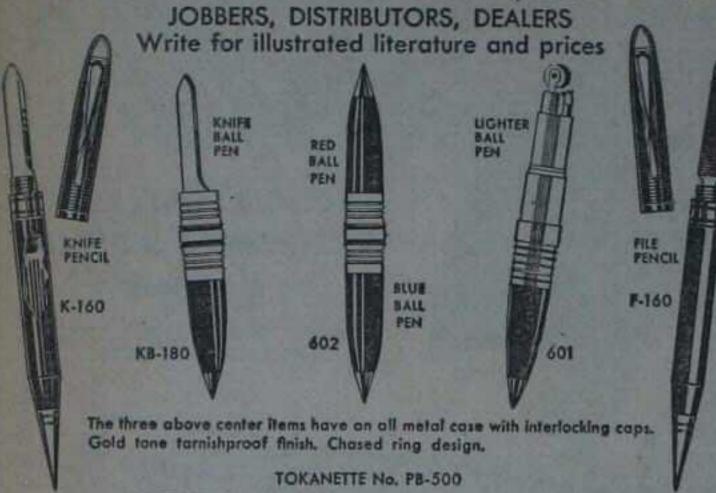
Rush your order from list above, or send \$10.00 for above samples and 20 more

Fast Sellers

DAN DEE NOV. 514 Collins Ave., Miami Beach, Fla.

okanyTWO-IN-ONE DOUBLE PURPOSE PEN AND PENCIL NOVELTY COMBINATIONS

SIX FEATURE ITEMS . . . RETAIL AT \$1.00 EACH



MECHANICAL PENCIL AND BALL POINT PEN COMBINATION

Long size when used as a pen, purse zize as a pencil

K-160 - KNIFE-PENCIL, MAGNETIZED SURGICAL STEEL BLADE F-160 - FILE-PENCIL, GOLD PLATED

TRIPLE CUT NAIL FILE PB-500- MECHANICAL PENCIL AND

BALL POINT PEN Above three items have gold tone ternishproof metal caps and plastic

KB-180-KNIFE-BALL-PEN, MAGNET-IZED STEEL BLADE

502 - TWO COLOR (Red and Blue Ink) BALL POINT PEN

601 - LIGHTER AND BALL POINT PEN

Above three items have new style interfocking metal caps.

Top cap fits over lower cap when in use. Gold tone tarnishproof finish. Chased ring design.

Replacement cartridges available in blue or red ink. Packed one dozen units of a solid style or in assortment of styles on counter display card when so requested.

ALL TOKANY PRODUCTS CAN BE HAD IMPRINTED WITH NAME, ETC: FOR GOODWILL ADVERTISING OR PRE-MIUM USE AT A NOMINAL EXTRA CHARGE.

TOKANY KNIFE-PENCIL CO., 741 BROOKLYN AVE., BROOKLYN 3, N. Y New York Office, 41 UNION SQUARE, NEW YORK 3, N. Y.

SOUVENIRS, NOVELTIES, RODEO, CARNIVAL GOODS

| Slum, asstd. selections. 1 Gr. 95¢; 10 Gr. \$ 9.00 |
|--|
| Slum, plastic, per lb. approx. 256 pcs 1.40 |
| Slum Wedding Rings, 1 Gr. 75t; 10 Gr 7.80 |
| Hot Pepper Chewing Gum. Box 20 Pkgs90 |
| |
| Smokers Fun Shop, 1 Card, \$1.75; Case 20 29.95 |
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| Novelty Neckties, Each \$2,95; Doz 28,20 |
| Gibson Girl Boudoir Doll. Lg. Ea. \$4.75; Doz. 51.00 |
| Gibson Girl Boudeir Dell, Ige., 38 in. |
| Horse Lamp, copper shade and base, |
| 91/1". En. \$3.25; Dor |
| Horse Lamp, copper shade and base. |
| 12". Ea. \$4.60; Dox 51.00 |
| Doz. Gross |
| Horse, Western, metal, bronzed, |
| Horse, Western, metal, bronzed, |
| 4/2 7.00 80.00 |
| Copper Hats, 3 inch |
| Copper Hats, 412" Inch 1.65 18.60 |
| Copper Hats, 6 inch |
| Whistling Auto Bomb (exp. only) 1.20 13.20 |
| Trick Book Matches, carded 2 dz. @ .35 7.20 Trick Reg. Matches, carded 1 dz. @ .40 4.20 |
| Cigarette Loads, carded 2 doz. @35 7.20 |
| Sneeze Powder, carded 2 doz. @20 2.90 |
| Itch Powder, packed 1 doz. cans @ .45 4.75 |
| Bingo Exploder 1.10 12.00 |
| Nose Trumpet, carded 2 doz. @70 8.00 |
| Luminous Raint |
| Shooting Fountain Pens 3.00 58.00 Bloody Soap Powder, carded 2 dz. @ .55 2.90 |
| Metal Sconer Dogs With Eggs 1.75 20.00 |
| Extra Eggs, carded 3 doz. @ 38 4.20 |
| Spiders, spring legs, large size 1,40 14.00 |
| Skeletons, spring legs, large size 1.10 12.00 |
| Spun and Blown Glass Novelties made in |

29.00 19.00 19.00 Snake in the Box, trick 1.80 Entertaining Tollet Paper 1.75 Squirt Rings 1.75 10.95 Blowouts, American made, 19"45 4.50 Key Chains: Puzzie Pup, carded 1 doz. @ ... 1.25 Skull, Billy Bones, carded 2 dz. @ 1.25 Rabbit Foot, carded 2 doz. @84 Copper Hat, carded 2 doz. @84 Boot Charm, carded 3 doz. @84 Pistol Charm, carded 3 doz.84 Tie or Scarf Slides: Tie or Scarf Slides:

Nickel Steer Head or Saddle ... 2.00 22.50

Nickel Gun in Holster ... 2.00 22.50

Plastic Hat, asst. colors ... 1.25 14.00

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Straw Cowgirl Hats, asst. colors ... 7.20 84.00

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Cactus, blooming varieties ... 1.00 7.20

n our own factory. Write for price list.

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QUICK, DEPENDABLE SERVICE Note: Trick Matches, Cig. Louds, etc., Shipped by Express Only

GLASSWARE SPECIALS

Bowls, Ash Trays, Handled Mugs, Grape Hostess Dishes and Pink Classwere.
Send us your requirements. 25% deposit, balance C. O. D.

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DALLAS, TEXAS



Darner and Button Hole Demonstrators

Got my new LOWER prices on complete sets or extra springs. Yes, i have Mills Needle Threaders for my customers. Can furnish "Pitch."

SAMPLE OF COMPLETE SET 25c RALPH REDDEN

8754 INDIANA AVE.

CHICAGO 19, ILLINOIS

AGENTS & DISTRIBUTORS

(Continued from page 134)

\$3 DOZEN PLASTIC APRONS—OTHER QUICK-selling quality buys, including matching Tablecloth Apron Sets, \$12 dozen; sample set, \$1.25; free catalog. Jole Fashions, 231B East 119th St., New York, N. Y. apan

SS 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, 179M, West Washington,

100% PROFIT—\$1 SELLER; KNIFE AND CIS-sors sharpener; homes, hardware, department stores; exclusive territory open; sample, 50s coin. Keenway, 185 Barbee, Fontana, Calif.

100% PROFIT—14 PIECE SET ALUMINUM ware, \$6.50 in lots of 3; sample, \$7.50; Perfex Electric Shavers, single head, \$27 dozen; sample, \$3.25; double head, \$36 dozen; sample, \$4.25; individually boxed with simulated pirskin pouch; Wm. Rogers 50 piece Silverware Set, service for 8, with packette, \$19.95 in lots of 3; sample, \$20.95, Ideal Sales, 767 Milwankee Ave., Chicago 22, III, ap8

\$100 WEEKLY-NEW COMPLETE, MODERN Plastic Line; Tablecioths, etc.; over 25 items; every home prospect; 100% profit; free samples. Carwell, 330FC So. Wells. Chicago 6. ap30

200 YEARS AT A GLANCE COPYRIGHTED Calendar on one page: excellent as a free premium; on laminated cardboard; sample, 50s; quantities, \$35 per hundred eash; on laminated paper, sample, 25r; per hundred, \$10 cash. M. Guttmann, 1409 St. Johns Pl., Brooklyn 13, N. Y.

300% PROFIT SELLING HANDIEST RAZOR, Straight or Safety; 25s for sample; five for dollar, 4-S Razor Co., Hutchinson, Kan.

1,000 UP-TO-DATE NAMES, 50 CENTS-LIST composed of opportunity seekers and mail order aspirants; neatly printed list. Hoge, Box 144, Columbus, Neb.

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AAAAA ATTENTION, ALL SHOWMEN, REPtile Dealers and Zoo Keepers; We specialize
in offering fresh, fat, healthy Texas and Mexican Diamond Back Rattlers, 2 to 5 footers, for
only a dollar per pound; targer ones, \$1 50 per
pound; Indigo and Yellow Bulls, same price
Why pay more; Get full value for less money.
Mexican Ravens, nearest substitute for Parrots, ship anywhere, \$10 each; dozen, \$100;
\$11ver Fur Badgers, \$20; Bob Cats or Lynx,
\$25; prompt shipment, live arrival guaranteed;
dealers since 1914; free folder on request.
Zoological Supply Co., Laredo, Tex. app AAAAA ATTENTION, ALL SHOWMEN, REP.

AGOUTIS, PACAS, COATI MUNDIS, MEXI-can Orange-Silver and Black Squirrels; Rat-tlers, South American Boas; immediate ship-ment. Snake King, Brownsville, Tex app

APRIL SPECIALS FOR SHOWMEN!-DENS OR singles; Black Dragons, \$3 each; Coach-whips, \$3 each; Cantils only \$4 each; only \$1.50 per foot for fat Bons, Blue Bulls, Rattiers; immediate shipment. Reptile Gardens, Wash-ington Park, El Paso, Tex.

ASSORTED HARMLESS SNAKE DENS -Mixed Poisonous Snakes, fixed, ready to go: spring customers get priority this summer. Phone 1092-black; wire Ocala; mall Ross Allen's, Silver Springs, Pla-

BABOONS, PUMA CUBS (THREE MONTHS), Vervet Monkeys, Rhesus Monkeys, Pigtali Monkeys, Badgers, Racoons, Foxes, Squirrels, Bear Cubs. Chase Wild Animal Farm, Egypt,

CAPUCHIN MONKEYS — ORIGINAL ORGAN Grinders Monkey: tame pets, dark face, high dark pompadour, \$65 each; immediate shipment. Terms: Cash with order, or half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Ill.

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DANCING DRESSAGE AND TRICK HORSES trained; reasonable prices. Otto Daustes, Creve Coeur, R. 1, Mo.

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FOR SALE — CHIMES, B BELLS: DEAGAN make; Equipment for Horse, Pony, Seal, Chimpanzee; also large Ferris Wheel and Merry-Go-Round for Bird Act; one White Cockatoo Bell Ringer; great act in itself feature. Geo. E. Roberts, Pamahasika's Studio. 3504 and 3506 N. 8th St., Philadelphia 40, Pa.

FOR PEPPY CAME MICE, WRITE, DON'T telegraph, Riverside Mousery, Avon. N.Y.

GOLDEN HAMSTERS-IDEAL EASTER PETS: 53 pair, \$15 dozen; Hamster Book, \$1.50. Rothrocks Hamstery, 308 Owen, Mt. Vernos,

GOLDEN PALOMINO PONIES—WE HAVE THE only herd of rare colored ponies in the world; ideal for pickout ponies, Col. Robinson, Dunkirk, O.

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KING VULTURE, PERFECT CONDITION; rare Silver Wooly Monkey, tame; Birds, Animals and Reptiles of all kinds. Jungleland Bird and Animal Exchange, Bowmanville, Ontario,

MIDGET HEREFORD BULL 2 YEARS, 225 lbs., perfect; best offer, 426 Jackson, India, Calif.

MONKEYS, WILDCATS, COATIS, AGOUTIS, Porcupines, Otters, Coyotes, Fox, Skunks, Squirrels, Civits, Owis; can supply many other animals, birds; advise wants. Charone Animal Hanch, Burlington, Wis.

LOOK!-4 AMAZING-SALES AND PROFIT BOOSTERS!

Sensational Sellers-Direct From Manufacturer



HIGHEST QUALITY 24kt. Genuine Gold Stamped 4-in-1 "Sweetheart"

Ladies' handy accessory

direct from manufacturer. Beautiful, longlasting, smooth calf finish. All above 2 features
plus "clear view" pass

FAST-SELLING \$1.00 to \$1.49 Retail Value YOUR LOW COST

\$4.75 per doz. \$4.35 per doz. in 3 doz. lots \$4.00 per doz. in 6 doz. lots \$5.50 per doz. in grees lots \$ample, 856

HAND PAINTED ZIPPER WALLET

All-around zipper, 4 cells

phane windows, snap purse, 12 multi-colored designs. Direct from manufacturer. Over 200% profit! 98¢ sell-ers. Your low cost—\$6.50 per dor., \$6.25 per dor. in 3 dor. lots, \$5.75 per dor. in 6 dor. lots, \$5.40 per dor. in gross lots. Sample, \$5¢ IMPORTED

'Crawling Baby' It's Almost Human

Crawls on movable arms and legs like real haby. Sturdy motor with self-con-tained key, individ-ually boxed.

Giant \$1.00 retail value. Your low cost, \$7.00 per doz., \$6.75 per doz. in 6 dez. lots.



SPECIAL! SHMOO BALLOONS-Exactly as featured in Li'l Abner co.alc strip. Rapid 10s sellers. Inflate to 17" ht.a. Your cost only \$9.25 per gross. Each balloon separately cellophaned packed with feet.
Order all 4 fast money-makers today. Send 25% deposit, balance C. O. D. Write for FREE catalog complete family line.

GOLDEN NOVELTY CO. 448 Broadway, Dept. B-35, New York 12, N.Y.

> Buy Direct & Save NEW SENSATIONAL









2 in a Box. Beautiful assertment, \$5,00 a dozen for samples. Special price for quantity users.

25% deposit, balance C. O. D. No catalogs.
Also Pins and Earrings, Bracelets, Lavaliers.
Individually boxed, \$10.00 per dozen.

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FULL-FIGURE PHOTOS

Actual Photos of Artistic Poses in FULL FIGURE, Daring, Tentatizing, Revealing.

GLOSSY FINISHED

Sizes: \$x10-5x7-4x10-314x514

Send 25; for sample assortment and complete price list.

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Suite sos CHICAGO A, ILL. 22 W. MONROE ST.

ACTUAL LIFE COLORS

The following are "NEW ADDITIONS" to our growing line of gift hits.

GAME FISH PAPER WEIGHTS

Life-like, natural colors, backed with felt. 9" long.

#1400 Bass; #1500 Trout;

#1600 Calico Bass

Sample, \$3.50—Set of 3, \$8.25

1/2 Doz. Asst., \$14.40

Doz., \$25.20

GAME FISH BOOK ENDS

UNUSUALI VERY NEW! FISHERMAN'S DREAM!

Every sportsman and fisherman will love to own a set of these for his cabin, den,

Must see to appreciate. A sure-fire seller this season. Choice of BASS, RAIN-BOW TROUT.

Sample, \$7.50 - 3 sets, \$21.75

6 sets, \$40.50 - 12 sets, \$78.00

GOOD NEWS FOR DOG FANCIERS

Watch announcement of new LIFE-

LIKE Dog Plaques SOON

office or summer home.



#1000-RACE HORSE HEAD PLAQUE Beautifully sculptured and colored Choice of Sorrel, Black, White. Size of plaque, 10"; weighs 2 lbs.

Sample—\$5.00. Sample Set (3)—\$12.00.

1/2 Doz. Lots—\$22.00.

Dozen Lots—\$32,00.



#300—SHOW HORSE Craftsmanship at its top. More beautiful than the real life model. Exact reproductions. Choice of Sorrel, Say, White. Size 21/2".

Sample Box Asst. (12)—\$3.00.

3 Doz.—\$13.50.

6 Dos. Box Asst.—\$25.50.





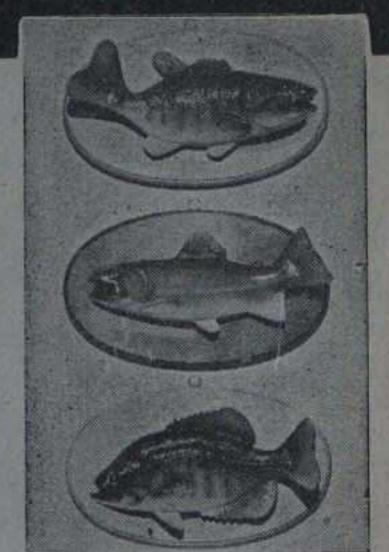
#100-MINIATURE DOGS of the most popular dogs in America.

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Lowest Prices - Prompt Service.

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Serving you since 1930.

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These are repeatedly the surest sellers season after season for dealers, jobbers, concessionaires, park and carnival operators, etc.

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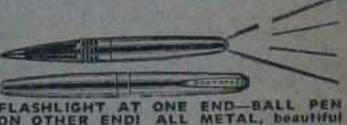
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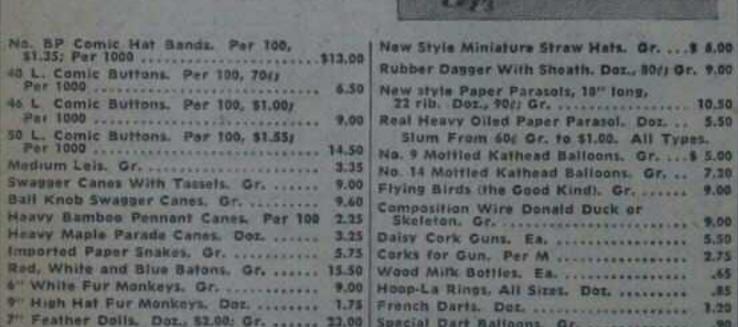
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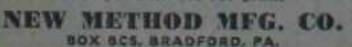
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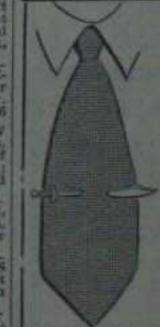


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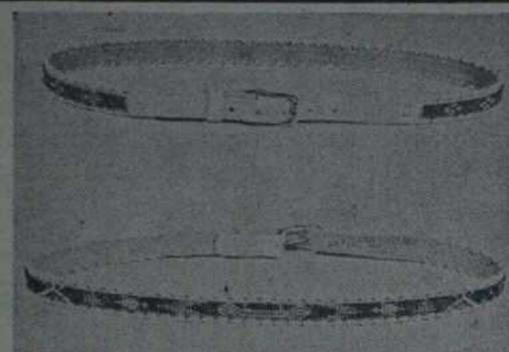
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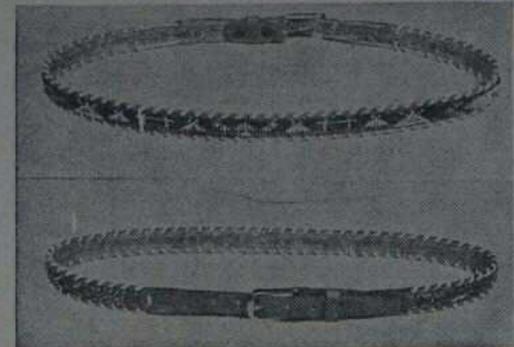
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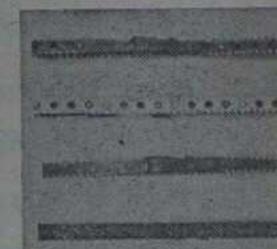
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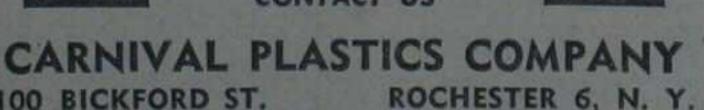
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(Continued from page 138)

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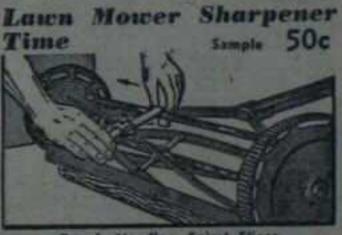
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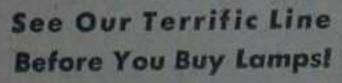
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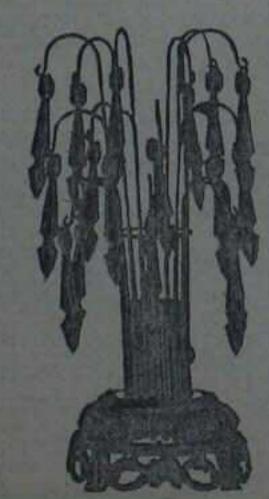
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A Large List of Second-Hand Coin Machine Bargains will be found on page 174 in this issue.

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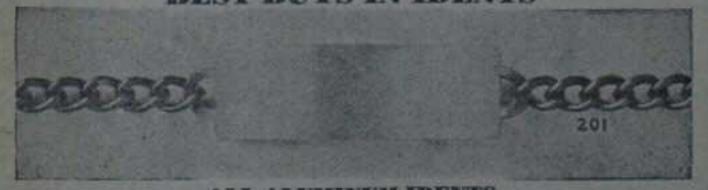
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(Continued from page 140)

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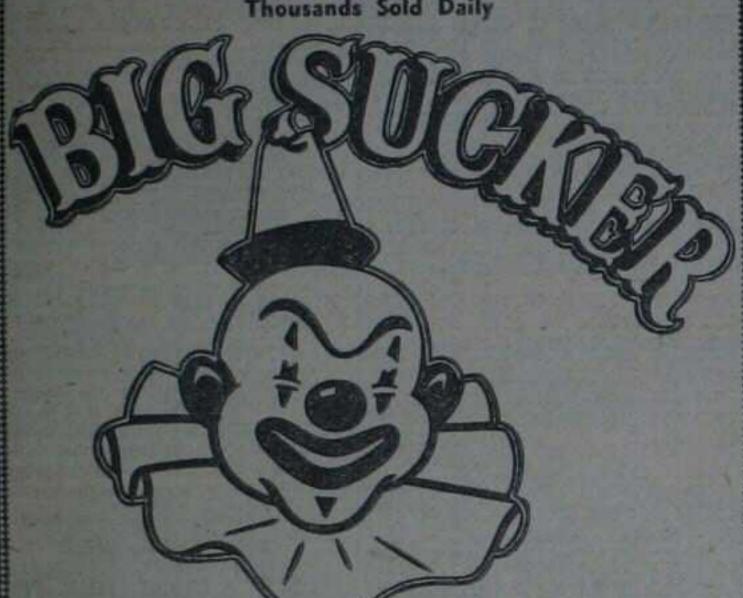
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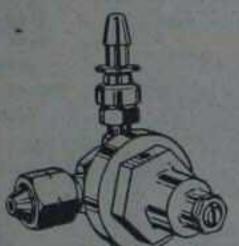
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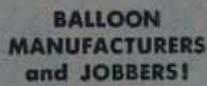
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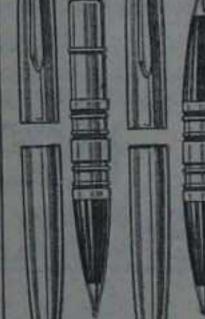














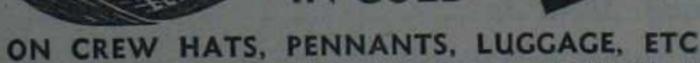
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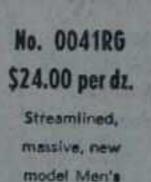






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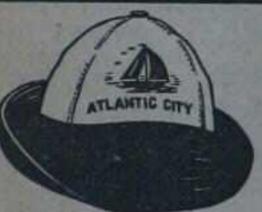
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(Continued on page 150)

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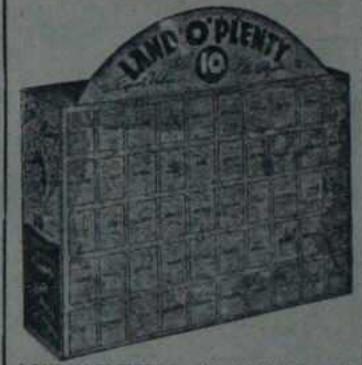
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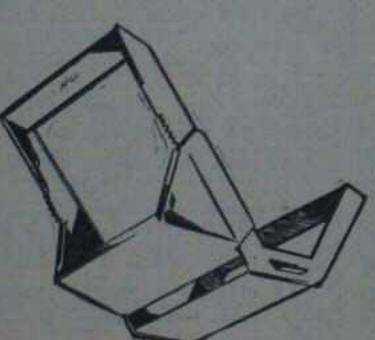


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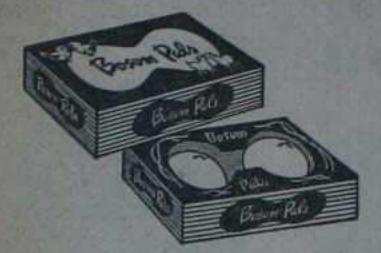
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Plastic

Looks like Fine China

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20-in-1 Kitchen necessity does
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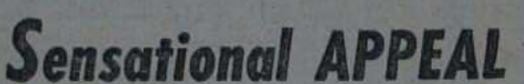
NEW METHOD CO.

BRADFORD, PA. BOX BM-25

PLASTER WITH PLENTY OF FLASH

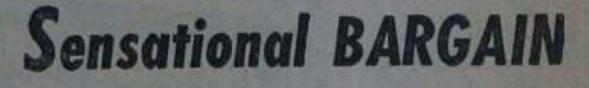
See our new smooth and high gloss finish, highly tinseled, with pienty of FLASH. When seen looks like chins, not PLASTER. Prices: 6¢, 10¢, 25¢. Must be seen to appreciate. WIRE TODAY. All orders shipped same day received, 50% deposit required.

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PACKING - Three Assorted Designs. One dozen to carton, Weight 35 lbs. Three dozen make freight shipment.

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Will Weigh on Dec. 31, 1949, at 6, P.M.?

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If Winner Submits Correct Identification of

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With His or Her Answer.

Answers Must Be Postmarked No Later Than DEC. 15, 1949. For Bars, Taverns, Novelty Shops, Gift Shops, Night Clubs, Carnivals, Perfect Business Gift.

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The nationwide demand for "Miss New Look of 1949" has been so tremendous that we have now been able to put this item into quantity production at a substantial reduction in cost. We are now passing on this saving to you!

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(Minimum order, 1 gross.) \$1.00 for 3 Samples.

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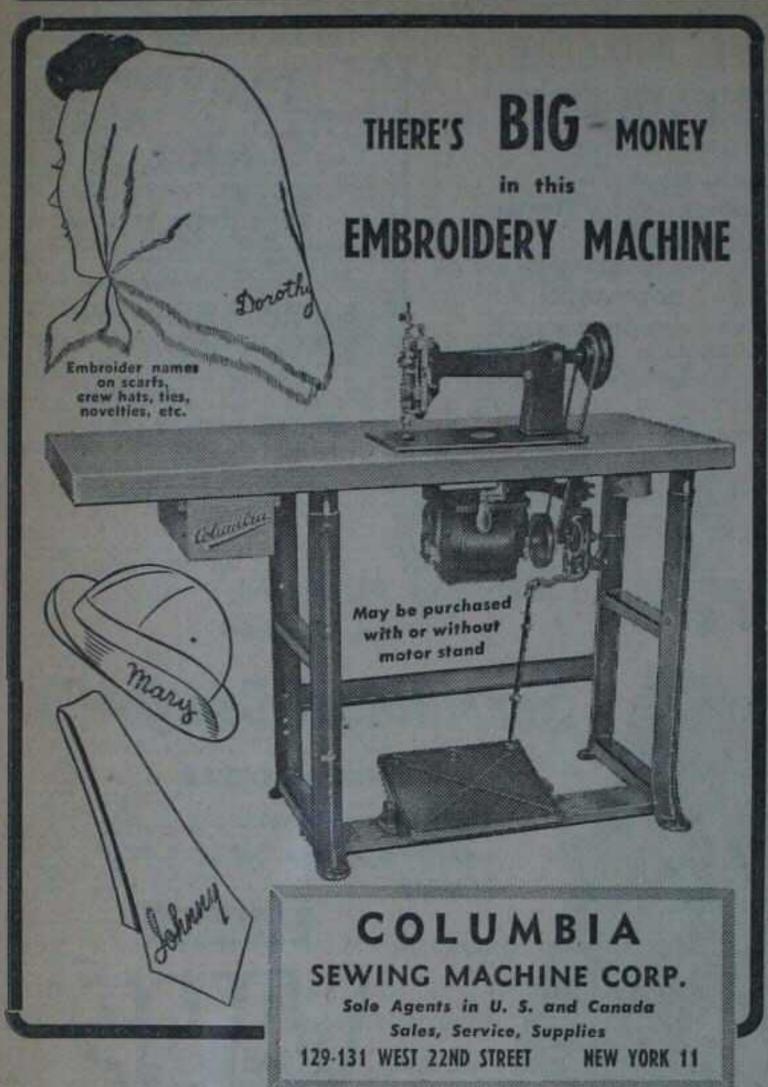
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\$5 on every active account you open. Requirements: Car, one sale weekly, bondable, we pay bond. Coast to Coast International Associates, Desk B, Rochester 7, N.Y.

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Buy your paper hats direct from manufac-turer at jobbers' prices. Made of best quality crepe paper. Comes assorted colors, trimmed with gay decorations. Buy your stock now for the fall festivities. Ideal for fairs, carnivals, concessions, halloween parties, etc.

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Big 48 page Catalog of Rubber Stamps and
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250 6% ENVELOPES AND 250 WHITEBOND Letterheads, 6½x11, 5 lines copy, \$3 post-paid, Webster's Printshop, Farmland, Ind. ap16

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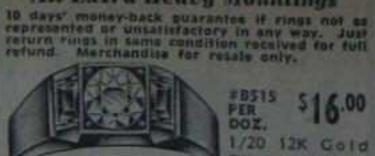


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In All Metals

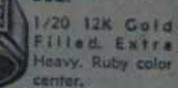
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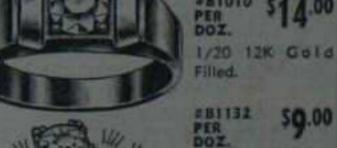


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The 15-Puzzle \$7.50 Sample \$1

A Rival to Crosswords and Jigsaws. 219 Quadrillion Different Combinations. Fascinating-Attractive. Individually packed in handsome, suede-like, anap-button case.

ULTRA-MENTAL MYSTERY DECK

ANY card thought of is found revened in pack.

Looks Impossible! Simple — Can be done immediately.

For Amusement Only

Uitra Mental Deck \$10.00 Dz. Svengali Deck 6.00 Dz. Wizard Deck 6.00 Dz.

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Famous Shelf
Game ... 3.60 Dz.

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Samples, \$1.00 ea; except U'tra Mental
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TABLECOVERS\$24.00 per doz.

Two Samples, sent postpaid \$3.50.

Taffeta karchiefs, shawls and
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Manufacturers BE EAST THE ST. NEW YORK 3, N. Y.

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BREATH-TAKING BEAUTIES IN UN-RETOUCHED NATURAL COLOR SLIDES, UNUSUAL POSES. Samples (50¢), 2 for \$1.00; 25 for \$5.75; 50 for \$9.50; 100 for \$18.75; 500 for \$86.00.

Catalog FREE For Perfect Detail of \$1.50 Art Slides. Sample ... \$1.50

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Attractive cellophane, two-layer 1 ib. boxes, 2 dos. to case. Introductory offer: 10 Cases, \$5.50 Dox.

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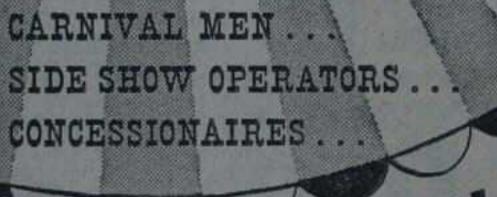
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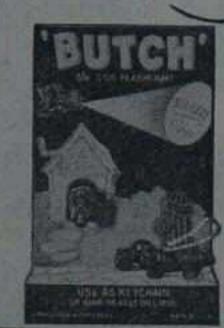
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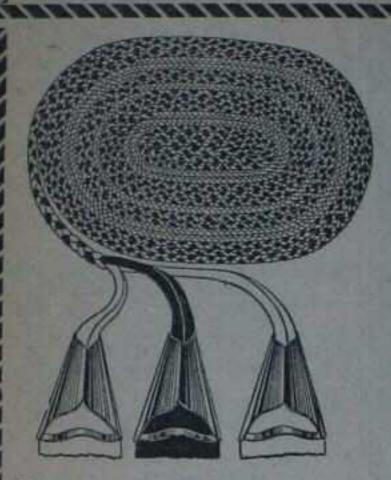
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LIGHT

59¢ RETAIL PRICE

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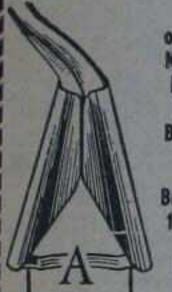
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TATTOO OUTFIT-READY TO WORK; IN hand case; very nice, \$65. Miller, 433 Main, Norfolk, Va.

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(Continued on page 156)

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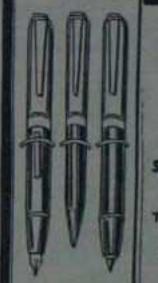
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Improved MYSTIC LIGHT BULS Bulb lights in your hand.

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Sticks
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The Famous BRAIDING SET

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Sets individually packaged, 2s addit. Cuaranteed the finest set on the market by The Braiding Post who was the first to introduce the sets to operators in The Biliboard last June.

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Complete wool service for your customers

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NEW IMPROVED

Food Tongs



Plenty of action for demonstrators, plenty of sales appeal for salesmen. The mechanical hand with a thousand kitchen uses. Handles hot foods, saleds, lars, atc., safely, efficiently. Gleaming Chromium plating that keeps its sheer.



Packed 3 doz. in carton....\$4.95 doz. Sample - \$1.00 ea. Doz....\$8.28



Every Toy Store-Premium User Will Want the Sensational

NEW PLASTIC GYRO TOP

Colorful precision made toy that fascinates all ages. Does tricks on a cord, spins and balances at amazing angles. Fluid filled rotor in ball-bearing mounted . . . looks like a \$5,00 item yet retails for ONLY \$1.00. Packed 36 to carton, each top in colorful box.

WRITE FOR VERY SPECIAL DEAL



SALESMEN! HERE'S A NATURALI For every Garage, Gas Station, Car Owner

NATIONAL BATTERY INDICATOR

Simple to install and demonstrate, automatically indicates strength of battery on cars, farm tractors, frucks, faxi cabs. Shows generator performance too. No mechanical operation, no service. All you have to do is show it. Retails at \$3.95.

YOUR PRICE \$2.20 EA.



The New Addressoprint

ADDRESSING MACHINE

Addresses envelopes, cetalogs, postal cards, circulars sufomatically. Priced so lew, two or three mailings will pay for it. Addresses are imprinted from master list at speeds up to 50 addresses a minute. Every businessman, lawyer, doctor, retail store a prespect Retail Price, including complete set of supplies

YOUR PRICE \$16.95 25% with order, balance C. O. D.

RETAILERS SALES

141 W. Jackson Blvd. Chleage 4, Illinois

: Wow, What a Gal! :

LURING . . . ALLURING . . . CHARMING . . . DISARMING

UNIQUE! SENSATIONAL!

BALLPEN OR LIGHTER

KEYCHAIN NOVELTY



EVE is a fascinating charmer—a lustrous golden figure, so clever she's also a smooth-writing, precision-made ball pen, or an expert eigarette lighter, who carries your keys with the greatest ease.

UNIQUE, NOVEL, Eve is an exciting attraction wherever she's on display The demand for this golden enchantress will be no less than sensational, for this slim, nymph-like figure writes in the best ball pen fashion, or lights in quick lighter style. EVE is ideal for promotional and premium deals-perfect for party souvenirs and prizes-a wonderful gift for every man in home and office.

FREE ATTRACTIVE DISPLAY IN 3 EYE-CATCHING COLORS

Cash in now on a sure-fire novelty. Low-priced for volume sales and volume profits.

EVE KEY-CHAIN BALL PEN.....\$6.00 per dozen Order #333 EVE KEY-CHAIN LIGHTER 7.20 per dozen Order #334 ATTRACTIVE DISCOUNT AND TERMS TO JOBBERS AND DISTRIBUTORS

SEND FOR MINIMUM SAMPLE ORDER TODAY. PLEASE SEND CHECK OR MONEY ORDER IN ADVANCE.

H. K. MANUFACTURING CO.

1 ORCHARD STREET NEW YORK 2, N. Y.



PROFIT!

30 W. Washington Blvd.

NU-D-ART MODELS

TANTALIZING POSES

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** 96-4x5 PHOTOS

NU-D-ART MFG. CO.

Chicago 2, Illinois

GIBSON GIRL

The Smash Hit of the Season!



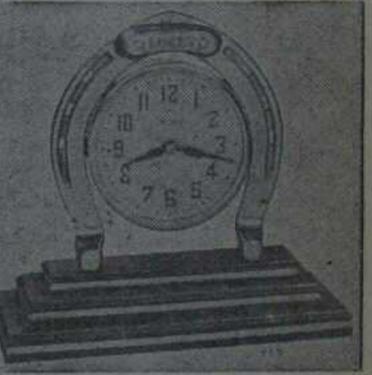
#913 Luxuriously gowned in high finish Satin with contrasting flowered Satin Jacket. Truly in keeping with the New Look!

Samples, \$4.50 ea.

#913X Same as above, 30" Tall.

\$32.75 \$3.50 ea \$3.50 ea.

LUCKY HORSE SHOE CLOCK



912" High, 912" Wide

*340-Dependable United Self-Start ing Electric Clock, manufactured under Westinghouse license. Rich mahogany finished base. Horse Shoe and Clock Case finished in bright Chrome.

A SURE-FIRE SALES HIT

SAMPLES DOZ. \$6.00 EA. If not for resale, add Federal Excise Tax

25% Deposit, Bal. C. O. D. Telephone. ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

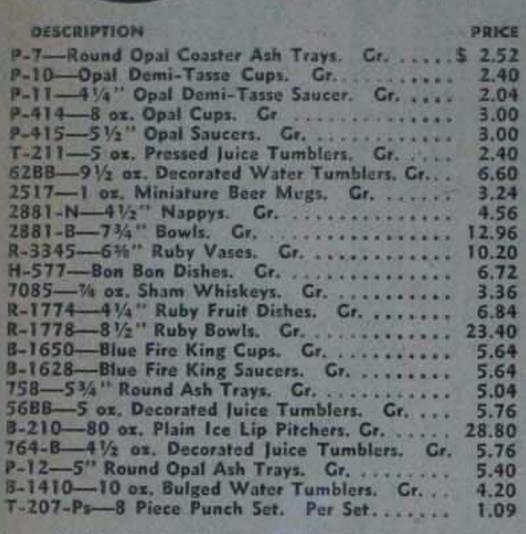
-BIG NEW-GLASSWARE

DIBROHANDISE

HUNDREDS OF TERRIFIC FLASH AND SLUM ITEMS

Just off the press!

WRITE FOR YOUR COPY







Tumbler \$5.76 Per Gross



2881-N Nappys \$4.56 Per Grass 2881-B 744" Bowls 512.96 Per Gross



2517 Miniature Beer 53.24 Per Gross

ORDERS SHIPPED SAME DAY; ORDER BY THE GROSS Glassware for Bingo, Glass Pitch, Fish Ponds, Etc.

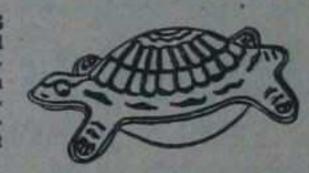
For Immediate Shipment, send cash with order. Complete Stock of Crystal, Ruby, Blue and Green Glassware Items. Blue and Ivory Fire-King Ovenware. Decorated Tumblers of all Kinds. Prices F. O. B. St. Louis.

Established 1902

3132 N. BROADWAY ST. LOUIS 7, MO.

THE TURTLE THAT CAN'T BE BEAT!

SOLD BELOW MANUFACTURER'S COST! There's no beating the appeal and price of this non-inflammable vinylite plastic toy . . . a great favorite with everyone. Take advantage of this sellout price and send in your order immediately because it has to be "first come-first served."



CHUBBY THE \$ A GROSS TURTLE . . . F.O.B. FACTORY

will be sold only in gross lots of assorted colors. Individually packed in cellophane bag with printed instructions on each envelope. Deflated size: 8 1/16"x5%".

25% with order-balance C. O. D.

Write for other items.

DARTMORE CORPORATION 8501-15 NEW UTRECHT AVENUE BROOKLYN 14, N. Y.



F. L. DE ARKOS, Importer

OF MEXICAN

Shawls (rebozes), Alligator Ladies' Bags, Typical Wool Embroidered Ladies' Jackets, Feather Bird Cards, Sarapes, Artistic Pottery, Novelties, Curios, etc.

Address: 904 SCOTT ST., LAREDO, TEXAS

HELP WANTED-ADVERTISEM

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

BASS AND RHYTHM PIANO FOR COMMER- WANTED-CIRCUS PARTICES, FEMALE, RAY cial resort territory hand. Phone or wire Lynch, the Great Magician. Write Coates ville, Pa., B.D. 2.

DANCE MUSICIANS — PREPER DOUBLING men: commercial Midwest band; experienced only; send photo. Jimmy Barnett, Sioux Falls, S. D. app

DANCE MUSICIANS-PIANO, DRUMS, TROM-bone, sax, bass man who sines; weekly contanteed calary. Box 593, Sloux Falls, S. D. Phone: 8-1295.

DANCING GIRLS FOR GIRL SHOW-GOOD pay. Write or wire Tex Dorman. P. O. Box 41. Mount Olive, Ala. Tel. Gardendale 4094.

FERRIS WHEEL FOREMAN WANTED-GOOD pay, good conditions. Confact Jerry Galliceblo, 125 Pine St., New Haven, Conn. Ken Peters, get in touch with me.

FREE CATALOG MAGIC TRICKS, JOKES, Novelties, Laramie Sales, 4800 So. Laramie Ave., Chicago, Ill.

GIRL MUSICIANS - GUITAR, BASS, SAX, Trumpet, Piano, A'ecordion: Young Singers and Entertainers preferred. State all, enclose photo if possible. Box 401, Billboard, 1564 Broadway, New York City.

GIRL, BOY, ACTRESS OR CIRCUS ACtress; sing, dance, M.C. or novelty; also speak lines, assist two acts; 375-4100, AGVA fairs booked; details, photos. Box 403, Bill-board, N.Y.C.

ILLUSION SHOW TALKER, ACCORDIONIST, Dancer, Singer Assistant; have accordion, costume; 20 week booking. Write Bert Dean, Box 264, Bloomington, III.

LEAD TRUMPET, IMMEDIATELY; ALSO rhythm plans, bass; prefer wind bass double; resort tegritory. Carl Colby, Alexandria, Minn.

LEAD ALTO, TWO BEAT DRUMMER-SAL-ary, sleeper bus; state all. Buddy Bair, Box 313, Colome, S. D. ap15

MAKE \$200 PIRST 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.

MECHANIC WANTED - EXPERIENCED ON music and amusement machines, or will sell half interest to honest, reliable mechanic. A. B. Amusement Co., Margaretville, N.Y.

MUSICIANS - COMMERCIAL STYLE BAND: experienced, clean, single; locations; eighty dollars up; girl vocalist married to musician; use both. Box 258, Billboard, 155 North Clark. Chicago.

MUSICIANS WANTED AND ENTERTAINERS—
Male and female, popular, Western, Spanish, all instruments; doubling vocals; every type finest entertainers, for steady club, radio, theaters, positions; top pay for top musicians; photo and transcription for files appreciated. The Jack Gilbert Agency, Nation Wide Booking Service, Morris Arcade, Frankfort, Ky.

NON-SMOKING YOUNG MAN TO TRAIN FOR executive position; yearly salary, vacation with pay; write fully, no postcards. Biverside Mousery, Avon, N.Y.

OPENING FOR MAN TO DOUBLE BASS FID-dle and Bass Horn; also Trumpet Chair open. Ralph Rech. Glencoe, Minn. ap18

PIANO MAN-EXPERIENCED; COMMERCIAL band; good reader, solid two beat rhythm fill-ins; salary, ninety to hundred; locations. Box 254, Billboard, 158 North Clark, Chicago.

free to travel; salary suaranteed; also advance agent with car. Wire Johnson, Western Union, Amarillo, Tex.

STRING BASS-ALL AROUND COMMERCIAL man; must read, prefer vocalist; playing good locations in West; send photos, minimum salary; opening in approximately four weeks. Orch. Leader, Stockmen's Hotel, Elko, Nev.

TENOR SAX, PIANO, LEAD THUMPET: No characters; union: no micky; send photo; mu-t be willing to travel. Address Bandlesder. VMCA, 632, Eric. Penna.

TROMBONE WITH CONSISTENT HIGH range; also tenor singing good ballads; commercial band; state previous experience, aga, permanent address. Box CH-122, Billboard, Chicago.

WATER SHOW PERFORMERS—HIGH DIVERS, High Fire Jumper, Clowns, Diving Girls; Northern free act: state all first letter. Gor-don's, 2670 N.W. 13 Terr., Mlami, Fig. app

WANTED-GOOD WESTERN HILLBILLY UNIT with hot fiddler, either sex, for radio lent show; 12 weeks; two night stands, all Wisconsin; write all including salars; send photo; others write. Mark Ford, WTAQ, Green Bay,

WANTED-NEAT APPEARING VOUNG LADY, weight under 125 pounds to assist magician and wife operate a week stand magic show; work in stage illustons, candy sales, etc.; experience unnecessary; state your age and mention if you drive car or play plano; mail snapshot, will be returned; salary, 533 a week with bonus of 55 a week if you stay until Nov. 1st; board and room included; might also use team; mention salary wanted, Myhres Show, 1341 First Ave., No. Fargo, No. Dakots.

WANTED - MAN WITH GOOD TENT, NOT less than 400 seats, and movies, to join Hill-hilly Hadio Show on P.C. to open early in Max. Write "Kid Smith and the Dixie Night Hewks," Radio Station WDOV, Dover, Del.

WANTED TO JOIN IMMEDIATELY - BOSS Canvannan and Tent Workingmen, Truck Mechanic; can use good Agent who can post; winter quarters now open. Slout Playars Tent Show, Coulterville, III.

WANTED-CANVASMAN TO HANDLE 50:00 bail ring top; show making all two week stands; state salary; other useful people, write. Answer Bartones Ideal Comedy, 127 E. Spring St., Columbus, Ohio,

WANTED-HILLBILLY AND WESTERN MU-alcians; union or must join; for leading bill-billy show in Midwest; rush photos; state all you can and will do: join immediately. All replies Box C-103, Bulboard, Cincinnati, Otto

WANTED-PIDDLER WITH WIDE PLAYING range, true tone; prefer man who can double wire Paul Howard, 312 Wilburn, Nashville,



HOT RING SELLER

HALL'S, 304 N. Linn, lowa City, lowa

e Big, Heavy Mexican

. Highly Polished Jaweler's Brass

· Plenty of Flash

· Six Different Styles

\$2.00 Sample Doz. Postpaid

1/3 Deposit, Balance C. O. D. SIGFREDO TRADING CO.

309 5th Ave.

PARTY FAVORS

Write for catalog listing: Blowouts, Horns, Party Hats, Serpentines. Confetti: Nut Cups. Snappers and Novelties. Available in Every Day, Halloween and New Year designs.

manufactured by

JET TOY COMPANY



Made of Lustrous Callaphane on Green Wrapped Stom with Poliage. An outstanding novelty flem for Stores, Streetman and Hustiers. Thousands sold last year; hand made; supply is fimited. Pink or White, parked 100 of a color to hor. Specify color wanted.

848.00 Per 100 Per 1000

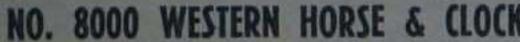
Cash in full with order. We pay postege.

KANT NOVELTY CO. Pittsburgs 22, Pa. 323 Third Ave.

157

4 STAR MONEY-MAKERS FOR PREMIUM USERS

At Startling Prices (Learn What they are!)



Precision-made watch-like construction, with beautiful Western Saddle Horse mounted on a rich hand-rubbed Walnut Base, felted bottom, complete with 6 ft, cord. 2 gorgeous glistening finishes, statuary bronze and gold. Individually boxed, priced right for



Differenti Appealingl

Beautifully plated, all metal simulated gold Scottie mounted on a 16x5 inch, rich hand-rubbed Walnut Base. LANSHIRE CLOCK blends beautifully with the figure and base. A distinctive new premium! Priced very low! Individually boxed.

MODERNE CHINESE PAGODA CLOCK

Choice of three vivid colors molded by Haeger Potteries, famous for quality ceramics. Women can't resist the beauty and styling. Individually boxed. Packed 12 assorted colors to carton. Attractively priced.





WRITE FOR LOW PRICES! LANSHIRE Clock and Instrument Company

A QUARTER CENTURY OF CLOCKS .

Phone: ABerdeen 4-5800
7548-58 S. Loomis Blvd.
Chicago 20, III.

NEW! NOVEL!

EAGLE'S

SENSATIONAL HEY ELMER



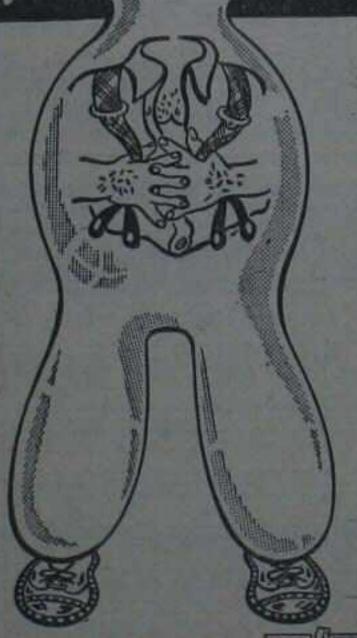
WALKING BALLOON

"Hey Elmer" is something to shout about, something entirely new in toss-up balloons.

Elmer is designed for sales appeal from the tip of his hat right down to his shoes. His grin is friendly and his manner is winning.

Toss Elmer into the air and he will strut his way right into the hearts of your customers.

Ask your jobber or write to Eagle for complete details on this 30 inch novelty balloon with separate feet and cap packaged in a colorful envelope.

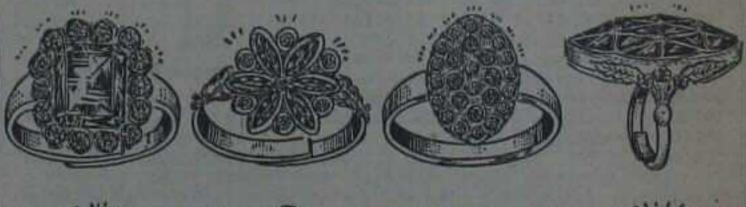


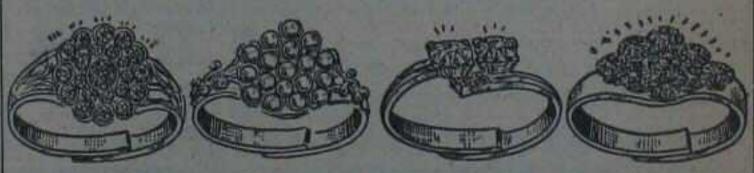
EAGLE RUBBER CO., INC. Ashland, Ohio

CLOSEOUT

Imagine if you can

36 BEAUTIFUL STYLES-ALL ADJUSTABLE—COSTUME RINGS





Imported Stones-Simulated, Rubies, Sapphires, Amythesis, Emeralds, Aqua Marine, Topaz, Pearl and Onyx. Values to \$22.50 per dozen.

SENSATIONAL **VALUES WHILE** THEY LAST

2 doz. sample assort. . \$15.00 Gross lots. Per doz. . . 6.00

1/3 deposit with order, balance C. O. D. Postage paid for full each with order.

MANSCRAFT MFG. CO.

WARING AVENUE

MANSFIELD, OHIO



SELL-SATIONAL VALUES . . . AMAZING PROFIT MAKERS!

BUCKIN' BRONCO

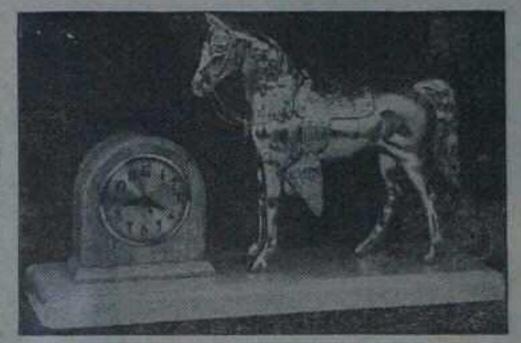
This beautiful, hand-cast metal reproduction captures the spirit of the Wild West! The Cowboy and the Buckin' Bronco are detailed in Two-Tone Bronze, Silver and Gold finishes. Features & Self-Starting SESSIONS Electric Clock. Looks like a million-priced unbelievably low. It's a natural and sells like wildfire! Sixe: 14" high-base 12" long.

each in dozen lots Samples \$9.50 each

SADDLE HORSE

Rich looking . authentic, selling . hand-cast reproductions in beautiful Two-Tons Bronze, Silver and Gold finishes. 10" horse with Self-Starting SESSIONS Electric Clock mounted on a hand rubbed, natural finish wood long by \$15" wide.

ea. in doz. lots Samples \$8.50 each



Immediate Delivery. 25% Deposit, Balance C. O. D.

JOBBERS-YOU CAN'T BEAT OUR PRICES!

Here's a sales opportunity you can't afford to overlook! This line of hand-cast metal statuette clocks are priced for quick sales and profits. You too can sell your customers at the low prices shown above. Get your share of this profitable business—act now!

Write Today for Catalog and Quantity Discounts

MOONEY & CO.

Factory Representatives

19 West 44th Street New York 18, N. Y.

Li'l Abner sez, "Woo the Shmoo with Lots of Money-

Another MAKE YOUR FUTURE BRIGHT AND SUNNY ROJAC Exclusive!

The United States Treasury Department has officially designated the SHMOO as symbol of the great peace-time Security Bond Drive starting April 19th.

Over \$45,000,000 of advertising space is being turned over to the Bond Drive by department stores, national advertisers and the U. S.

Treasury to promote this Bond Drive. Over 20,000,000 comic books and magazines with new and original SHMOO drawings are

ready for release. Over 700 newspapers in the U.S. A. carry a new series of SHMOO comic strips featuring Al Capp's Washable Jones and the Wonderful SHMOO. -

This new 7 inch SHMOO BANK in plastic comes wrapped in a sealed cellophane wrapper. Each bank is its own display. Colorful, roomy, sensational! It's SHMOOPENDOUS-it will be SHMOONIVERSAL!

Packed 4 dozen of assorted colors to a carton. 25% deposit-balance C. O. D. Rush Your Order in Today to

MINIMUM ORDER 4 DOZEN

ROJAC NOVELTY COMPANY

DEPT. B-2, 33 UNION SQUARE

NEW YORK 3, N. Y.

SPRING SPECIALS—LOW PRICES

| Schmoo Tossups . \$9.00 Gr. #14 Mottled Cats #7 Round . 2.00 Gr. #10 Cats #19 Round . 2.75 Gr. #6 Mickey Mouse #11 Round . 3.50 Gr. #10 Mickey Mouse Baseba | 4.75 Gr. #12 Roy Regers Attr. 7.00 Gr. 3.25 Gr. #9 DeLuxe Asst 6.50 Gr. 7.00 Gr. #860 Kat Mottled 12.00 Gr. |
|--|--|
| Lancaster Batons with Bell 514,00 Gr. Cov. Lash Whips, 27" 10,80 Gr. Spr. Whitele Whips, 27" Silk 14,40 Gr. Chr. Trombones—\$21.00 G. Bugle 16.00 Gr. Con. Trumpets, Metal, with Handle 9.00 Gr. Clarinets, Plastic, 141/2" 2.25 Oz. Fig. Cupey Dolls, Briteeyes, 4" 8.00 Gr. Feather Backs, Grite Colors 7.50 Gr. Par Jap Crooked Handle Canos 3.60 Gr. Par | whoy Hats mish Hats ST.00 Gr. Sto. Mexican Hats Hats. Gold Label Whoy Hats. Felt with Lacing, Stop Dx Stop Birds. Best Made Stop Dx Stop Birds. Best Made Stop Gr. Stop Dx Stop Dx |

NEW YORK 7, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum S1

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

NOVELTY EDUCATED DOGS - 15 TO 30 minute (union) act; comething different; own orchestration music, transportation. Educated Dogs, 341 Climax, Pittaburgh 10, Pa.

BANDS AND ORCHESTRAS

AVAILABLE JUNE 6 FOR LOCATION ENgagement; seven piece Commercial Orchestra; excellent appearance, reputable; have been touring Midwest for past three years, locations during summer months; all star musicians, all double; finest equipment; three complete libraries; very modern, all styles, novelties and vocals; prefer north but will book anywhere if condition are agreeable; recordings and pictures on request. Contact Ted Mikita and His Tophatters, 112 East Daniel, Champaign, III. Phone 3224.

DANCE ORCHESTRA-11 PIECES, WHA CUT down to seven if necessary; available for bookings after June 17, 1949; no mickey; will travel anywhere. Address Bandleader, 632 YMCA, Erie, Pa. ap16

HOY SANDERS SOCIETEERS-9 TO 11 MEN; union, commercial style band desires re-liable agent, 1017 N. 9th St., Reading, Pa.

VOCAL TRIO-TWO BOYS AND CIRL; AVAIL-able for band; picture and record on re-quest, PLaza 7-6325, N.Y.C.

CIRCUS AND CARNIVAL

PAT DWARF WOMAN, AGE 40, WANTS TO join show with other dwarfs or midgels; I have a small musical act. Address Blanche Ober, 1516 Orange Ave. (rear), Fresno, Calif. np

FIRE EATER-EXPERIENCED; WANT TO GET with a carnival; will give comolete details on request. Contact Geo. W. Staine, 1920 Strauss St., Brookirn, N. Y. ap9

HI EDDIE-STILTWALKER AND PRODUCING Clown for all occasions. 4146 McPherson, St. Louis 8, Mo.

TICKET SELLER AND GRINDER FOR SIDE Show; prefer circus; no drunk or weed; state all. Box 283, Ashland, Ohio.

MAGICIANS

BOY AND VIVIAN SHRIMPLIN-GOOD MAGIC and comedy; can change; lady good plane player; for summer shows, free acts, celebra-tions. Box 415, Alliance, Ohio. Phone 5835.

MISCELLANEOUS

LEGAL ADJUSTER—ATTORNEY, AGE 50, good appearance, seeks connection with traveling show or carnival snywhere; can willingly assist in other work also; moderate remuneration acceptable for an opportunity to break in. Box C-304, Billboard, Cincinnati, Ohio.

PROF. PAMAHASIKA PRESENTS THE World's Greatest Acting Birds, those Famous Cockatoos Military Macawa; nothing like it anywhere; the oldest and greatest on earth; always was headliner and still the tops. Address Pamahasika Studio, 3504-6 N. 8th St., Philadelphia 40, Pa. Sagamore 2-5536.

TEAM AT LIBERTY-MEDICINE SHOW OR vaudeville; do blackface, guitar; work all medicine acts, have car, living tent, P.A. System; join on wire. Vaudeville Team, Box 406, Rocky Ford, Colo.

WHILE U WAIT PHOTO OPERATOR WANTS proposition; have Cameras, D.P. Bromide, any size photo; speed lights, buck floer, bear, comics, contumes; for parks, kiddleland or what? Ed Groves, 1432 North Clark St., Chicago, Ill.

MUSICIANS

ALTO, CLARINET-UNION, 22, SINGLE; GO anywhere; prefer small combo. Write, wire Hugh Chamberlain, 145 Geiger St., Bluffton,

ALTO SAX, TENOR SAX, CLARINET - NO jazz, transposing; experienced; prefer 3rd alto; Join anywhere in U. S. Musician, 204 Marion Ave., Punksutawney, Ps.

AT LIBERTY-TENOR SAX AND CLARINET, lead tenor or combo, Address Al Friedman, Holland Hotel, floom 210, Orange, Tex.

AVAILABLE IMMEDIATELY—TENOR, ALTO and clarinet; will play bari; just finished one year location; can transpose. Joe Davis, 2502 N. Western Ave. Chicago, Ill. Ph. Armitage

BASS-NAME AND SEMI-NAME EXPERIENCE, double vocals; commercial styled bands and combos preferred; read and fake; seber and reliable; married, travel by car, age 30; references and phote upon request. Don Bartach, 423% Hampshire St., Quincy, Ili. Phone 67833.

Would like to join numbo or mickey band to West, if possible; all essentials; cut or no nouce. Contact Box C-301, Hillboard, Cincin natt. Must give notice in order to join.

DRUMMER-LOCAL 10; EXPERIENCED, GOOD Latin, mickey or fatt; have car; no phone calls. Engens Beyer, 419 Hamilton, Necesso, Mo-

DRUMMER — AVAILABLE IMMEDIATELY, age 23, union, read, play all rhythms, excellent equipment; prefer location. Dirk Glerum, 704 South Maple St., Oak Park, III. Tele. Village 2335.

ENTERTAINER—PIANO, VOICE GRARITONID, Solovox, Accordion for strolling; union, good personality, wardrube; want cocktail or intermission work; age 45; feature Community Singing, Special Material; salary \$125 plus one way transportation; photos on request. Forcest "Chic" Wade, Maryland Hotel, 104 West 42, N. Y. C.

HILLBILLY, WESTERN TEAM — MAN AND wife solos, duets, comedy bits and monologues; good wardrobe, two guitars accompanies; plenty experienced; prefer radio show work; union; consider all offers; name best offer. Write or wire Chartle & Mary, WCAZ, Carthage, III.

(Continued on page 160)



SENSATIONAL VALUE MATIONALLY ADVERTISED

PEN AND PENCIL SH

85c PER SET IN DOZ. LOTS 75c PER SET IN GR. LOTS Consisting of:

Fine quality Foundain Pen — Sparkling gold tone celofilm cap —

Band to match—Fitted with 10K Gold plated stainless steel smooth writing point—Ball Point Pen—Propel, Repel and Expel Pencil to match. It makes a fine gift and excellent Premium. Resale price ticket enclosed in each box. Send \$1.25

Large variety of premium and sift mer-chandise. Send for price list, 25% De-posit with order, balance C. O. D.

J. C. MARGOLIS NEW YORK 10, N. Y. YAWGAOSS IIE

ENGRAVERS!

I'm with it since 1907; Originator of the ALL-ALUMINUM IDENT. \$3 Doz., \$35 Gr.

Grab Bag Jewelry-40 different items complete-Sample Assertment SHELLS and GOLD WIRE FOR WIRE WORKERS

Have worked stores with jewelry joints myzelf for years and know your needs. LOWEST PRICES AVAILABLE SEND FOR CATALOG

MILLER CREATIONS MFR. 562E Kenwood Ave.

Complete Line

Wheels, All Sixes Prises Blankets Dolly-Teddy Bears

FISH POND ITEMS

ELECTRICAL SUPPLIES

Write Us For Prices

CC&C COMPANY

Lanting, Mich. 433 N. Grand Ave.



Harricane Windproof Lighters Chromium Plated and Buffed

They spell smoking satisfaction and enduring smoking convenience. The first fine lighter to be priced within the reach of every smoker. Smart design—light weight—sturdy construction—one hand operation. Lighters parked in initividual boxes and one doses to display case. Sample, 75c. Deten, 35.00.

NEW METHOD MEG. CO.

With Iridium Nibs, Doz. \$2.25; Or. \$14.00.
With 14Kt, Gold Nibs, Individually boxed,
Doz. \$7.20; Gr. \$79.10.
15% Deposit, Balance C. O. D.

HUDSON PEN CO. New York TO, N. Y.

150 PARK ROW



CARNIVAL MEN! DISTRIBUTORS!

ANOTHER BIG EXPANSION WATCH BRACELETS

SHIPMENT OF EXPANSION WATCH BRACELETS

We Now Have a Large Supply of These Fast Moving

Bracelets. A No. 1 Mail Order Item.

NATIONAL NOVE

Write, Wire or Phone ... ORDER DIRECT FROM ...

IMMEDIATE DELIVERY

> WRITE FOR ATTRACTIVE QUANTITY PRICES

These expansion watch bands are identical in construction to the more expensive type. Chrome finish at an unheard of low price!

25% WITH ORDER, BALANCE C. O. D. \$6.50 DOZ. GOLD FINISH \$7.50 DOZ.

. LOS ANGELES 36, CALIFORNIA . Phone

SAMPLE OF BOTH SEND FOR \$2.00

GAINES & GAINES 5 N. WABASH AVE.



YOUR AMERICAN RED CROSS IS ALWAYS THERE
AFTER TRAGEDY STRIKES



ATTENTION

We will not be undersold

SPECIAL - \$55.00 Per Gross

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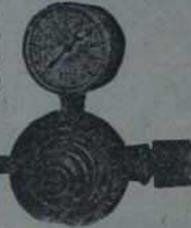
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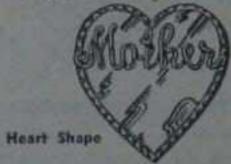
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Continued from page I

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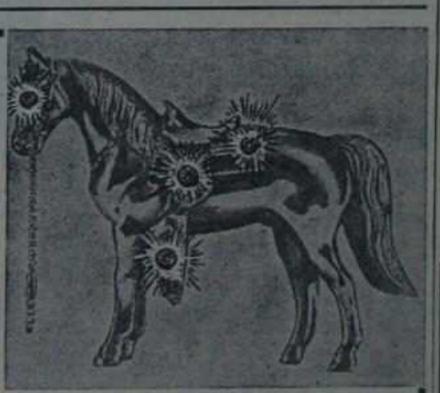
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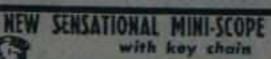
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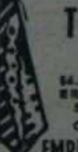
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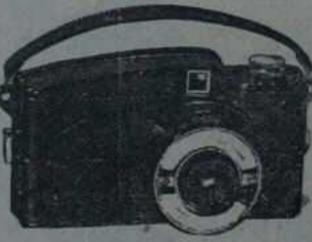
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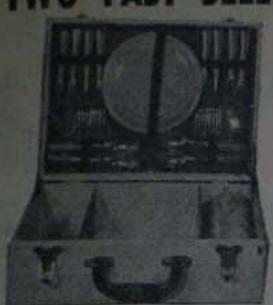
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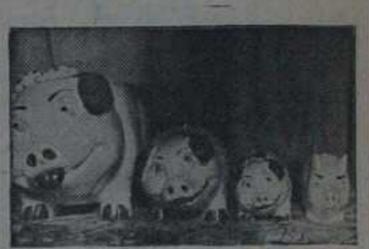
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| н | 2880 | B 55." | 11 14 | * | E |
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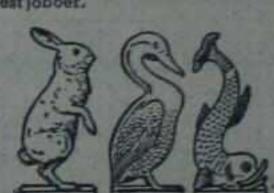
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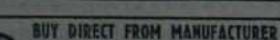
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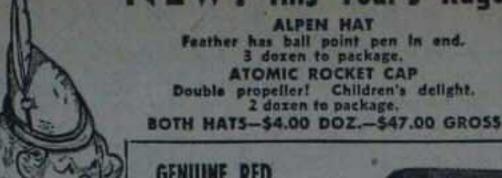


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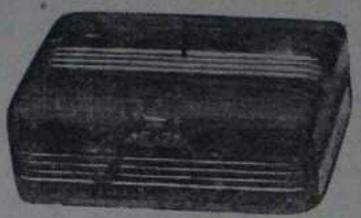




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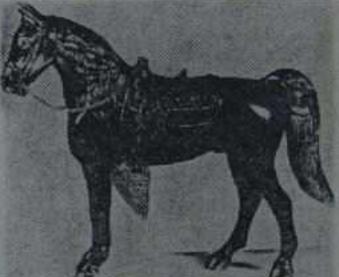
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Pipes for Pitchmen

By Bill Baker-

THE FOXES ... George and Alice, worked stocking soared to \$5 for six months. Now darners to successful scores at the that is out and the fee is \$35 per Miami Home Show.

A versatile plichman can take dead stock in a store and sell it in large quantities.

WILLIAM AIKEN ... is in Marlboro, N. H., planning a mouse layout which he will spring soon.

MEMORY LEWIS ... had his cake demonstration clicking O. V. FLIPPO . . . to good tips and passouts at the Miami Home Show.

Truth on a pitchman's bally often is stranger than fiction.

BIG AL WILSON . . . worked the Bradenton, Fla., Fair to only fair results. He left there for the sport show at Jacksonville, Fla. "Sir David Walker is here," says Al, "and he's a clever fellow with trick cards. Working with him is Al Scott, another clever boy, who has good days to come. Rug braiders are here, and Tex O'Rourke has jewelry and hats."

Pitchfolk chant: "Please make the weather behave this spring."

FRENCHY LA BOE ...

pipes from St. Louis with his say early '20s in addition to working ink about conditions in the Mound City: sticks and jewelry. His last item was cents per month," says Frenchy, at the beginning of the war. During

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purveyed knife sharpeners to good takes at the recent Miami Home

PITTSBURGH SPOTS ... are still proving a happy hunting grounds for Chief White Horse and

Persistency is the one word which defines some pitchmen's success.

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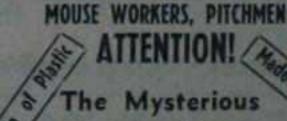
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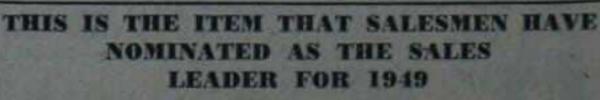
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50¢ Brings Sample Prepaid.

SERVICE DESIGNATION OF THE SERVICE O Oakland 9, Calif. Dept 8-4



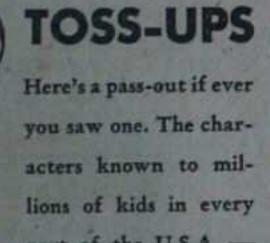
A GREAT COMBINATION For BIG

The biggest money getters because they have the most appeal — helium filled balloons that float on the end of a string.

Get the top quality balloon that's made to stand up under outdoor selling conditions - insist on OAK.

And remember - AIRCO helium is available nation-wide.

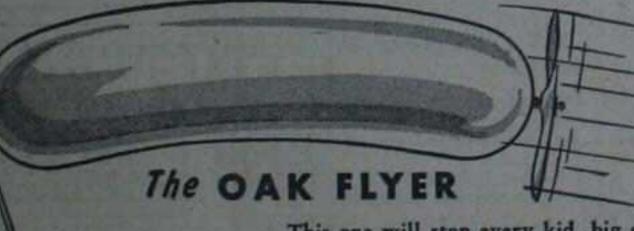
MOTTLED
MICKEY MOUSE and BUGS BUNNY



now available in MOT-TLED natural rubber

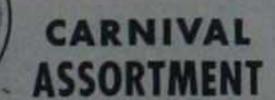
latex.

also fast Selling on reed Sticks



This one will stop every kid, big or little, who sees the brightly colored

propeller whirling in the breeze. Use with gas or sticks.



Flashy 2-color Floral and Bird Prints, Circus and Animal pictures and Mottled Balloons assorted for fast action on reed sticks.

Get this assortment from your jobber today. THE VENDOR WITH THE HELIUM

INFLATED BALLOONS makes a

greater flash, takes in more cash!

Get set now for the biggest season yet. See

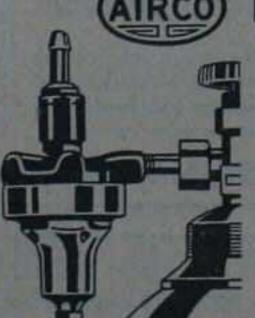
your jobber right away for OAK-HYTEX

Balloons and AIRCO Helium.

Ask for the New Novelty Numbers pictured

OAK HYTEX





above.

For the best service make sure your balloon filling regulator is a genuine AIRCO regulator.

Work it with one hand. It's easier and faster. You'll be glad you have one when the blow-off comes!

See your

THE OAK RUBBER CO. . in reduction all REDUCTION SALES CO.

RAVENNA, OHIO COOPERATION NEW YORK, N. Y.



Felt, Westerner. Cord
Isced brim. Dz. ... \$7.00
Kiddie Straw Westerner w/bedge. Dz. 4.50
Inflated Donald Duck
and Mickey Mouse
Squawkers. Dz. ... 2.25
Lancaster Batons. Gr. 14.00
Jap Fur Monkeys. Gr. 8.00
Lge. Fur Monkeys
w/Hat. Gr. ... 18.00
Whips. Gr. ... 12.00 Comic Hat Bands, M \$12.50 Raccoon Foxtails. Dz. 1.60 White Foxtails (Lge. Selected), Dr. 3.60 Balloons for Dart Game. Gr.75 Baseballs, Dz. 2.15 Balloon Sticks, 18". Gr.40 Sticks, 24". Gr. ... Whips, Gr.12.00 Imported Rubber Plastic Clarinet. Gr. 24.00 Animals, Dz. 2.75 Imported Knives and Plastic Bugle, Gr. 24.00 Sheath. Gr. 8.00 American Plastic Min. Whistle Baton, Parasols. Dr. Gr. 9.00 American Made 56 Ligne Comic Swords, Dr. American Made
Flyins Birds, Gr. 7.50 American Made
Pinwheels, 4K Asst.
Gr. 8.50 Whistle Batons, Gr. 9.00 Buttons, M12.50 WESTERN HORSES #13 Horse, Gr.\$30.00 | #900 Horse, Lge, Dz. \$10.00 Dz. 2.75 | #910 Horse, Med. Dz. 24.00 #14 Horse, Gr. 48.00 | #100 Horse, DI. 4.50 Special. Dz. 120.00

#15 Horse. Gr. 60.00 Boat Clocks. Dz. 90.00

#16 Horse. Gr. 84.00 Lamps 90c, \$1.25, 1.50

#17.50 CLOCKS—ALL PRICES

#96 Horse. Dz. 12.00 Cocklail Sets

#92 Horse. Dz. 16.50 \$2.25 — \$2.75 — \$8.50 ABOVE IS ONLY PART OF 40 NUMBERS ON HAND

1/3 Deposit on All Orders. Balance Shipped C. O. D., F. O. B. N. Y.

Positively No Orders Shipped Without Deposit

114 PARK ROW NOVELTY CO. NEW YORK CITY

Large Assortment of Flash Items. Write for Price List.



NEW FLYING BALLOON

Really works with our new jet attachment. We are also manufacturing six other good novelty balloon numbers, paper hats, horns, paper novelties.

EAGLE SPECIALTY CO., Akron 14, Ohio

COAT ROOM CHECKS

DOOR PRIZE TICKETS RAFFLE BOOKS - ROLL TICKETS

Ready Made-Printed to Order-Prompt Delivery

AMERICAN TICKET CO. SIS GREENE AVE. BROOKLYN 16. N. Y.



GIVE TO THE DAMON RUNYON CANCER FUND

the war he sold music courses and in-1 struments in Washington. Harry says he'd like to read pipes here from George and Hazel Bayers and Danny and Anna Moorhouse.

It's already spring and the sun soon should be shining on both sides of the

"CLOSED HERE . . .

March 26 after a two-week stay," letters Tom Kennedy from Reading. Pa. "The first week was good, but the last week was only fair. However, I connected with a new car and remained the second week to get delivery. I have been riding the rattlers for the past year and swore I would never again buy a used jallopy. So now I have a new one. Enjoyed the recent pipes from Ray Herbers. He and Madaline Ragan are two of the swellest people in the business today. Time or space does not permit a lengthy pipe at this time but more anon. I recently had a display of South American water plants at the Philadelphia Flower Show and received a lot of plaudits to say nothing of the financial gains."

A smile costs nothing, yet gives so much.

PLASTIC TOWELS . . . proved a winner for Charlie Burke at the Miami Home Show.

JACK ANTHONY . . . is reported to have worked his coil layout successfully at the Minmi Home Show.

More energetic grinding seems to be the watchword among pitchmen as the advent of another summer rolls around.

EDWARD MARTONY . . . penner of number of songs that look like hits, worked his Vita Mix demonstration at the Miami Home Show to lucrative takes.

MEMPHIS SPOTS ... continue to prove good for Tommy Adkins.

The outdoor season in the North is almost at hand.

DOC MORGAN'S . . . perfume layout is reported to have garnered the long-green during the Miami Home Show.

CHARLIE McGAIN ... successfully purveyed his gadgets at the Miami Home Show.

JACK LaMOORE . . . and wife are still working Atlanta shops with sharpeners to good counts.

There's a full summer's work ahead of you if you'll just shake yourself loose from that dull feeling.

JACK KAHN . . . is working out daily at the pitch store on 48th Street and Sixth Avenue, New York, doing well with health books, oil and mental science.

REPORTED . . . to be working around New York and other Eastern locations are Bill Schultz, Bill Vreeland, Louie Weitz, Murry Kramer, Doc Kingston, Sailor Jim White, Jerry Franchenie and Sol Addis.

The pitchman is proud of the fact that he schools himself on the meritorius talking points to the many articles on the shelves in showcases, something the average store clerk falls to do.

SONIA GIROUD . . .

tells from Jensen Beach, Fla., that Mr. and Mrs Coffin (Frances Farr) worked horoscopes March 26 at the Kress store on Beach Street, Daytona Beach Fla., while Arthur House and Roy Pitrie worked waffle irons, and Patty Shells, irons. "I watched them every moment I could spare from my demonstration with the Magic Wonder Towel at Ivey's Department Store, two doors away from their Kress layout," Sonia says, "and they were doing sock business. Miss Ho-

gan, buyer of notions, put me down

BLUEBIRD PENDULETTE CLOCK



Made of moulded wood. Bluebird swit to and fro feeding its young. 4" wide, long. Guar key wind movement.

Sample \$2.50. \$1.92 ea. in doz. lots.

25% with order, bal. C.O.D., F.O.B. Chica.

LAKEVIEW SALES CO.



MEXICALI ROSE & CHIC CHIQUITA DOLLS-MADE IN MIAMI.
Gorgeous, tropical dolls made of pure we feit in gay Latin colors, 15 inches tall.
Order there SAMPLE GROUPS postpaid:

1. Mexican Family: 3 Dolls-Mexicali

Page Chica and Ministers

Rote, Chico, and Ministure

2. Swits Family: 3 Dolls—Toolee, Oolee
Doolee and Droolee (Ministure)

3. Chiquita Banana, Chiquita Fiests and
Carmen Miranda; beautiful, elaborate
detail—3 dolls for

4. Shoulder Bay for tots in fell or fiber
with doll mask, 1 dezen assorted
nations and styles

5. Darling 6-inch Ministures of the large
dolls, with mailing boxes, assorted
Illustrated catalog on request.
CHIQUITA TRINKETS

216 W. Fissier St. Miami, Fi

PITCHMEN



Here is a brand new hot num that is a real money maker. TRIPLE-BIT Screwdriver may a wonderful demonstration-bits go through the shaft-works like magic. Show a mow it operate it and then WA ONE it makes a wonderful to sell at factories. You appoint others employed to in plant for you. Don't take word for it, send a dollar bill sample, refundable if you are satisfied. Show it to a lot of pie—that will prove to you folks want it. Makes a marve birthday. Father's Day Christmas gift. There is a lot money in this for pitchmen anyone selling direct. Send sample today. YOU CAN ON WIN, YOU CAN'T LOSE.

JOHNSON EQUIP. CO. 1946 E. 6th St., Dept. 9449

Cieveland 14, Ohio

Write for price list on Finer Scaps, Tonic Linkments, Tablets and Salves. We also carr fastest selling Herb Packages on the marke formula attached. Prices right; plenty of

BECKER CHEMICAL CO. 235 MAIN STREET CINCINNATI C.

Multi-color, becuttfully tinseled. Large, 25c. Medium. 10c. PERRY MOVELTY CO., Perry, N. Y.

THE LATEST SCIENTIFIC MARVEL

NO PICTURE OR WORDS CAN DESCRIBE THE RADIANT BEAUTY OF

FLUORESCENT NON-ELECTRIC

OUR NAME PRODUCT & NEO-LITE REGISTERED IN U. S. PATENT OFFICE 1949

AS NEW AS TOMORROW Brighter Than the Stars

REFLECT - REFRACT - MAGNIFY - DAY OR ARTIFICIAL LIGHT

What is Fluorescent? Re Webster's Dictionary new 1949 Edition

FLU-O-RES-CENCE (Floo'a-res'ens), n. Phys., 1, the property of certain substances which, when in solution or otherwise under the action of light, emit light of a color differing from their reflected or transmitted color. The property by which certain substances become luminous when exposed to X-rays or other forms of radiation: 2, the light thus produced.—adj. FLU'O-RES'CENT.

BORN 150 DAYS AGO

Tried and procen a tremendous success in Miami, Fla., Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million dollar baby is only 5 months old, and has never been out of its own front yard.

Fluorescent Neolite signs are being sold to stores, salesrooms, sarages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of 850,000 in the past 60 days, in the downtown area alone. They are the talk of the town. It is impossible to count 5 stores in a row without seeing one of these signs. And in many instances they have been sold to 5 and 6 stores in a row

without a miss. In New York they are being used by such stores, firms and chains as Eresge, Philoo, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nation-

wide advertisers. More attractive than Neon, at one fifth the cost. No unsightly transformer boxes-no upkeep, no breakdowns. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It sathers and transmits light, fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.

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. No investment required. One half of each sale is yours. No such chance has ever before been presented on such a sure fire product. You can't miss, it sens on signo

Base or shelf sign. State style of frame with each sign ordered.

hanging sign with holes

This 10 letter sign in 6 inch letters, made in meon, retails for \$105.00. The same 10 letter sign in 6 inch letters made of fluorescent neolite retails for \$20.00, only \$2.00 a letter—your cost 95c per letter including frame, allowing you 4c per letter express charges. This gives you a clear, net 100% profit.

This 10 letter sign in 4 inch letters made in neon retails for \$95.00. The same 10 letter sign in 4 inch letters made of Fluorescent Neolite retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter including frame, allowing you 1¢ per letter express charges. This gives you a clear, net 100% profit.

HERE IS WHAT OUR AGENTS HAVE TO SAY ABOUT NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS

"Received the sample layout late Friday. I started Saturday morning in a suburban shopping district near my home. Worked till 1:00 on Saturday and all day till 4 p.m. Monday. My sales have totaled \$360. Here is my order, which adds up to \$180. Please rush as I am anxious to make delivery." MILTON SHOULTZ, Muskegon, Mich.

"I wish you would give me this territory and a radius of 100 miles. I am certain that I can do justice to it. This would take in Grand Island, Premont, Norfolk, etc., and I think I can produce, as you see I have done over \$150 in 2 days." AL UNRUH, 1570 34 Ave., Columbus, Neb.

"I spent the first part of this winter in Mismi and true to your advertisement, the signs are practically all over. Sincerely," HAROLD E. LESTER 350 E. 77th St., N. Y. C. 21, N. Y. Jan. 11, 1949.

"I received your \$10.00 sample layout and was pleased to note that your product is all you claim- pleased that I am enclosing a Money Order for \$25.00 for which I want you to send me your \$25.00 sample R. W WHITE, Morrisvale, W. Va. layout, Order enclosed."

"They all were very much impressed and persuaded me to make a business for myself of them I sold better than \$100,00 worth in a few HAROLD B. ADAMS, 111 S. 3d St., Mt. Vernon, III. hours."

American Made Merchandise Only Telephone KEarney 2-1077 VEE RAY GRO ASSOCIATES, Division of Industrial Discount Corporation 884 Devon St., Arlington, N. J.

"I am convinced that NEO-LITE is the Hottest advertising medium that I have ever seen in my entire sales experience. I have carefully made a survey of the sales potentialities since I received the samples three days ago. The conclusion I reached was this: I believe that NEO-LITE can be V. RAYMOND GROBHOLZ, Sales Mgr. built into a lifetime business."

"Received the literature and the sample layout today. Kindly send me 2 more \$10 saleman's sample layouts; also signs for which I am sending diagram. I am organizing sales force at once You stated that this territory is open. I have found the public reaction to your product very satisfactory and am very much enthused. Kindly find certified check for 843.72 to cover this order. Yours truly,

LEO M. MARTIN 20410 Mark Twain, Detroit 21, Mich. Jan. 20, 1949. NOTE: Leo Martin is now Gen. Sales Agent for State of Michigan (Exclusive).

SALESMEN'S SAMPLES cash with order. Remit by postal money order. Checks must be certified.

AGENTS AND SUB-AGENTS

You can appoint sub-agents on commission, pay them 25 or 33 1/3 per cent and still have a nice profit in addition to the 100 per cent you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection, and cease selling to anyone who might trespass on your territory. Letters come in 2, 4, 6 and 8 inch sizes.

SECURITY DEPOSIT \$10 REFUNDABLE

We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign and 1 sample 2-inch sign. These are standard samples. you may return them for refund if they are not exactly as represented or if for any reason you cannot devote your full time to this agency.

SECURITY DEPOSIT \$25 REFUNDABLE

This sample layout consists of one 10 letter 6-inch sign, Television, one 10 letter 4-inch sign, Beauty Shop, one 4 letter 2-inch sign, Open, and one 4 letter 8-inch sign, Cafe This is by far the best sales producing layout of samples. Your deposit is refundable if they are not exactly as represented or if for any reason you cann a devote your full time to this agency.

SAMPLES OF YOUR CHOICE

We make samples of your choice at the regular price per letter. These samples are not refundable, as stock samples of our choice may be sent out again in case of return

PRICE LIST BLOCK LETTERS

| 2-Inch | Letters | 491/2c | \$1.00 |
|--------|---------|--------|--------|
| | Letters | 74c | 1.50 |
| 6-Inch | Letters | 96c | 2.00 |
| | Letters | \$1.46 | 3.00 |

Above prices include luminous crystal clear plastic frame.

All prices are F. O. B. Washington, D. C. We ship by Railway Express only. Above prices to agents are designed to cover cost of express shipments, giving you a clear 100% net profit.

Money-Back guarantee on all samples and orders. Over 30,000 Billboard customers have bought our products with a money-back guarantee since

Beware of imitators that copy our name, advertising and product. Only J. A. Whyte makes Neo-Lite. Do not be misled into cheap imitations.

Manufactured by

Mail Order Office 1732 Wisconsin Ave. HYPE & SONS

General Office and Showrooms 1422 Wisconsin Ave.

SEND ALL MAIL ORDERS TO 1422 WISCONSIN AVE., WASH., D. C. YOUR ORDER WILL BE SHIPPED FROM NEAREST POINT.

FACTORIES

Arlington, Va. Plant =1, 4411 Lee Highway Plant =2, 5726 So. 1st St. Lynchburg, Va. 3315 Memorial Ave.

Washington, D. C. 1732 Wisconsin Ave. Miami, Fla. 269 W. Plagler St. Little River, Fla. P.O. Box 451

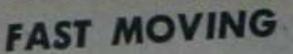
Detroit, Mich., Western Division 313 Woodward Ave. Alpine, Tex. P.O. Box 1023 New York City (Studio) 354 W. 44th St.

Canadian Factory King Show Print Bldg. Estevan, Sask., Canada Cable Address NEOLITE ABC-5th Edition and Bentleys Telephone NOrth 9082

Brighter Than The Stars

SAME DAY SHIPMENTS

We ship all orders same day received because we have thousands of letters made in advance. Our assembly rooms are shelved with pigeon holes, containing all of the alphabet in each size letters. The moment your order is received a runner picks out the letters and feeds them to a setter-upper. The cement sets in 30 seconds. The sign dries, hardens, and is cleaned and packed for delivery. The express company picks up our shipments every hour on the hour.





MEN'S RING B sparkling stones on white or ruby center. State color. 14 Kt. R. C. P.

\$12 DOZ.

Write for

SUPERIOR JEWELRY CO.

1949 Catalog 740 Sansom Street Philadelphia 6, Ps.

IT'S READY!

The Fastest-Moving Merchandise Deals
In the Country.

Quick Turnover & Big Profit &
Sand name and address for our catalog.

STAR INDUSTRIES 4753 Broadway, Rm. 506 Chicago 40, Ill.

Flash! New Three-Star Set

* Fountain Pen * Pencil + Ball-Point Pen All newly styled with Gold Finish Caps. Price List on request. Sample, \$1.00.

ARGO PEN-PENCIL CO. 220 Broadway New York 7, N. Y.

My demonstrator stays there. I made K. Max Smith, V. L. Torres, Mr. and a hurried trip to Jensen Beach to see my husband, Clarence, who is working a store there. Mrs. Doc Williams; Doc Owens, of Wonder Rug Needle note, and O. J. Bach would like to read pipes here from Doc Harold Wood."

A number of Northerners report that their feet are itching.

BOB CARROLL . . . is working California spots with rug

braiders to good tips and business. GEORGE PLATTETER . . . continues to pitch pix via his photo gallery in the Wisconsin Hotel, Mil-

waukee, to lucrative business. Who's making the numerous dog, home. trade and electrical shows which annually are held at this time of year?

LET'S HAVE . . . some pipes from Mary Ragan, James (Kid) Carrigan, George H. Brooks. Chief Thundercloud, Slim Cunningham, Patrick Clark, Clarence Giroud, T. Alonzo Shallow, W. Van Hyning. Carl Balmer, Doc J. D. and Unice Lance, Billy and Vera Moring, George Haney, Jack Greenbaum, Jan Del Marr, Bill Baring, Alex R. Strauss, James E. Miller, Carl Knowles, L. B. Lester, W. E. Hubbel, Glen Hosberg,

on record as tops of the weekly sales. E. G. Newschwanger, Fred Hudspeth, Mrs. Robert Noell, Joe Conti, Charlie Pettis, Ed Brosan, Ann McMurtrie, Mickey Toy, Mickey Wycoff, Harry Bartell, Conrad Phelps, Jack Tatner, Joe DeMercedes, Belle Sattler, Charley Lyons, Jack (Bottles) Stover and Ben Meyers.

> If you fear a new idea you're a courard.

SLIM CUNNINGHAM ...

continues to grab his share of shekels working Beeville, Tex.

MADALINE E. RAGAN . . .

with husband, Ray Herbers, closed their Hygiene Exhibit after a successful week's engagement in a downtown Newport, Ky., location and left for Marion, Ind., where the show played a one-day stand. From Marion it moved into Gary, Ind., where it opened a week's engagement under Amvets auspices March 26.

Many are the pitchmen who start saving for next winter on their closing week of the fall.

WHAT HAS BECOME ... of all the papermen?" asks Bill Murray from Thomasville, Ga. He says that the cabbage markets in Georgia are good, as are the stock sales in that neck of the woods.

GEORGE STACEY . . . is reported to be getting some long green working sheet at stock sales in

W. G. BARNARD . . . and Gillette Johnson are reported to have chalked up some good geedus counts working the Vita-Mix juicer at the Milwaukee Home Show.

Don't forget that when you are an aid to the pitch profession you are naterially helping your own interests.

WORKING MED ...

Georgia.

to slick takes at the Miami Home Show were Doc Allen and Chet Nairn.

EDDIE GILLESPIE . . .

continues to ply his combs and mice in Indiana's five and dimers to some long green.

PENS PROVED . . . a good item for Tex and Bertha Dabnev at the home show in Miami.

MILLS BROS.

agents and the writer have been working in and out of this area preparing for April 16 debut here.

The cookhouse is under direction of Mark Roe. Blackie Diller checked in from Marion, O., and repainted his trailer. Harry Cone, in horse department last year, is shifting to menagerie, starting his ninth season with org. Harry Mills brought in new floss machines. Albert (Whitey) Koepke again is in charge of ring dogs.

A new water heater was acquired. eliminating old campfire system of heating water for show thru the season. Bert Wallace and Diller have worked the two new ponies into drills and Wallace is completing schooling two new dancing horses. Five track specialties are planned. He also has broken another riding monkey.

Many of personnel visited the Grotto Circus in Columbus, O., renewing acquaintances. Several also caught the Akron Shrine show earlier. Booster Club, sponsoring opening date, has been using ticket wagon, flashed up with new lettering and faney seroll, uptown to spur ticket campaign. Invitations to press banquet skedded between shows opening-day, have gone out to press and radio men, fan groups and committees thruout the Midwest. Banquet accommodations are being made for more than 200, with Tom Wilson, Circleville Herald publisher, as toastmaster.

Miniature Golf Stages Comebac

(Continued from page 68) layout would be about \$1,000, cautions that it would involve cutt expenses to the bone. He estima the average cost at \$2,000 to \$5,0 with no ceiling, since Cool Crest re resents an investment of \$42,000.

Metzger offers many helpful bi for present and future operate Chief among them is the necessity a fast play since the season is sh and dependent on the weather. ' posting and enforcing of rules help the play. Groups of more th four players usually cause del Metzger also places a seven stre limit on each hole.

A course should be easy enough the poor player, yet hard enough the good player, and this requi thoughtful designing, Metzger ma tains. It is important that the cou appeal to the player on his first t since word of mouth advertisi which can be good or bad, is sure result.

In laying out a course it is portant to avoid duplication of zards in order to assure inter-Drainage is important, since it ge erns the maintenance of greens a the time which must elapse between a heavy rain and resumption of pl

Water Holes Taboo

Most inexperienced planners 1 to include a water hole and sa trap, Metzger says. These are tal with him because the water must changed often to be clean and so players will invariably try to play ball out of the water and in so do splash the walks, greens, or even oti players. If they try to retrieve ball by hand they get wet and mes Sand traps have just about the san drawbacks, in addition to being nat ral receptacles for trash, Metzs maintains.

Metzger favors a short course t cause the length has no bearing the number of players that can accommodated with the result th the gross for a long or short cour will be approximately the same. short course will likely interest patron in several successive gam while one game on a long cour might be regarded as sufficient. Als a long course will naturally invol more maintenance expense.

The success of many courses poin up the natural appeal of the gam Opportunities for stimulating play a limitless, since the game is adaptab to the formation of leagues ar tournaments. The player range is cludes all ages, from teen-agers u



I inches to II makes in dismuse. Hardfold by leading jetters averywhen. Write the samples and press.

Chair from your jubble.

ASE FOR GIBES WOOD HOOPS THE GIBBS MFG. CO.

CANTON E ONIO

HANDLE COINS? You'll Want A PALM COIN WRAPPER NICKELN (\$2,00)

NO BAND CHUNTING NELL

FAIRS—SEASHORE RESORTS—CELEBRATIONS WE HAVE VERY FAST SELLING ITEMS AT THE LOWEST PRICES

PARKS—CIRCUSES—CARNIVALS

| Jumbo Mottle Cat, blows up apprex. | 35 | Co Patrick's Battern with | |
|--|--------|---------------------------------------|----------|
| | 12.00 | St. Patrick's Buttone with green rib- | |
| Patriotic Balloons =9. Gross | 6.50 | ban only. Per 100 | 5 4.00 |
| #14 Mottle Cat, red box. Gress | 6.50 | Everlast 3-Pince Fountain Pen Set. | |
| Squeaking Mickey Mouse and Funny | 0.20 | gold top. Per Dozen Sets | 12.00 |
| Bunny, inflates 12 inches. | | Everlast Plain 3-Piece Sets. | No. |
| Doren 52.75 Cross | 20 00 | Per Dozen Sets | 9.50 |
| Dozen \$2.75. Gross | 30.00 | Ladies' Midget Leather Sets. | |
| #9 Balloon, high quality, assorted | 400 | Per Dozen Sefs | 9.50 |
| colors. Gross | 3.00 | These all have price tags. | |
| #12 Balloon, asserted colors. Gress. | 1.50 | Midget Filigree Ballpoint Pen with | |
| Three-Colored Waxed Envelope Silver | | key chain. Dozen | 3.00 |
| Airship Balloon Package, closeout. | 2230 | Gross | 33.00 |
| Complete with cabinet and fin. Gr. | 6,00 | Musical Spinning Metal Tops, sells on | - |
| Darf Balloons, Gross | .75 | sight for 35c. Gross | 15.00 |
| inflated Monkey on Stick, 12" long. | | Parasols, imported. Gross | 15.00 |
| Dozen 32.75. Gress | 30.00 | Plastic Jumping Rabbits, with rubber | |
| Green Wiggle Snakes. Gross | 8.00 | ball. Dox. | 4.50 |
| Imported Dolls with feathers, com- | - 53 | New Sensation—sells like wildtire— | 2000 |
| plete, beautiful colors. | 10000 | Combination Wallets. Doz | 6.50 |
| Gross \$15.00, \$27.00 and . | 36.00 | Hawaiian Leis. Gross | 2.50 |
| Candy Lollipops, jumbo size. Per 100 | 8.00 | Baseballs for Ball Cames. Doz | 1.75 |
| Swords, two ft. long, collophane oke. | 201100 | Felt Pennants, 12x30", Rodeo and | 1112 |
| Doxen 53.50. Gross | 39.00 | Fairs. Per 100 | 11.00 |
| imported rur Monkey with high | 200 | | 11100 |
| Rat. Gross | 14.00 | HATS | The same |
| Jumpo Fox Jails, white, Dozen | 3.50 | Spanish Hats, regular size. Gross 5 | \$27.00 |
| Sliding Metal Trombones, Gross | 21.00 | Mexican Cholo Hats. Gross | 24.00 |
| allk-Satin Half Masks with bands. Cr. | 5.00 | Cowboy Hats, white or colored. Gross | 33.00 |
| Masks with gold or silver timed and | CHARLE | Firemen Hats, felt. Gross | 20.00 |
| bands. Gross | 12.00 | Pinked Hats with feathers. Gross | 10.00 |
| Confetti, 30 lb. box. Per Box | 5.00 | Felt Derbies with feathers- | |
| Large Rolls Serpenting Per 100 Balls | 6.00 | SPECIAL Gross | 12.00 |
| in Decorated Tin Horns, Cross | 15.00 | Coolie hats, imported. Der. \$2.00 & | 3,00 |
| Jumpo Gigari, 5 in box, special. | | Longlash Whips. Gross | 12.00 |
| Per Box | 1.75 | Lancaster Batons. Gross | 14.00 |
| SECRE REDUCE & PEST, WITH RES PROIS | 2000 | Maple Walking Canes for parades. | |
| Per 100 | 4.00 | Gross | 39.00 |
| MINDO REDUIT & FEET, PEF 100 | 5.00 | Kodeo and Fair Pennants, 12x30". | |
| womic rell Mat Band, long leagth | | Per 100 | 12.00 |
| Per 1000 | 10.00 | relescope Key Chains, beautiful | |
| ness belicon snext, 24 inches, Cross | .60 | views. Gross | 19.00 |
| rancy fur Monkeys, nice size. Cross | 27.00 | supper empossed wallets with four | |
| "Whistler" Flying Birds, U. S. make. | | card helders. Dozen | 5.00 |
| Orbita | 8.00 | Aipper Wallets, alligator, assorted | |
| or. Farrick's Buffons, with green sib. | - Cont | colors, with card holders. Dozen. | 3.50 |
| bon and ornaments. Per 100 | 8.00 | | 1 |
| | | 25% Deposit-Balance C. O. D. | |

HARRIS NOVELTY COMPANY

1102 ARCH STREET

Phone: MArket 7-9848

PHILADELPHIA 7, PA.

DEMONSTRATORS and ENGRAV

Complete line of Bracelets, Brooches, Fobs. Lockets and Novelties, styled and priced to sell. Ifems from \$6.75 gr. and up.

Send for free catalogue which will be off the presses soon.

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NOVEL CRAFT ATTLEBORO, MASS.

Manufacturers

STREET PHOTOGRAPHERS

On you want to be busy at your next "doing"? Then order the KEYSTONE MOUNTS. Our beautiful extortment of designs and sayings will make every day a "big day" for you. NO SHORTAGE OF STOCK AT THE KEYSTONS. Blackbacks, mounts and folders for the One Minute Men. Mounts and folders for the One Minute Men. Mounts and folders for the One Minute Men. Mounts and folders are filled pramptly and correctly. Send for our samples. Enclose the for handling and mailing charges.

KEYSTONE FERROTYPE CO.

731 Kater St. Philadelphia 47, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND

173

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PUNCHBOARD

MANUFACTURER

· SERVICE

THE MOST COMPLETE

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OPERATOR PRICES.

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in SALES BOARDS

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PRODUCTS

LINE OF BOARDS TO

FIT EVERY NEED.

·IDEAS

SALESBOARD SIDELIGHTS

ports that its new "Salesbooster" line of Girl Jackpot Boards is click- ucts, Chicago, employee, making the ing at a satisfactory-plus rate with nuptials a really top salesboard asthe trade. The complete line of boards is now in the hands of firm's representatives, who return word that the flash, color and all around attractiveness of the gal numbers has caught the operators' eye and the players' punches. Gardner's Charles Leedy took off for the South and Southwest this week, and Maurice H. Kaye, divisional sales manager, is now covering the Eastern territory. Saul Wyatt, general manager, is back in the office, following his recent illness.

Dick Hitter, whose M. R. Hitter Company, Inc., Elmira, N. Y., handles all New York State wholesale sales for both Bee-Jay Products, Inc., Chicago, and Universal Manufacturing Company, Kansas City, Mo., has been busy traveling thru the State the past few weeks. Dick reports his firm, which was recently incorporated, draws a good many customers from Buffalo, Rochester, Utica, etc., to view the colorful lineup of boards and tickets in its East Market Street showroom. During his stint at the Bee-Jay-Universal booth at the National Association of Tobacco Distributors (NATD) convention at the Statler Hotel, New York, April 24-29, Dick says he expects to see many of his old friends.

Joseph Berkowitz, general manager of Universal Manufacturing Company, announcing the new size Match-Pak ticket books, reports that initial acceptance has run up the order levels to peak heights. New books are available in 14 styles, featuring 5 or 10 tickets to a pack. Joseph stresses the newest Jar-O-Do ticket style is now specially sized for every pocketbook.

Jack Morley, vice-president of Container Manufacturing Company, St. Louis, announces a new sales manager for the States of Indiana and Michigan; new man is Marion Coffman, formerly an electrical engineer who takes to the board business like a duck to water, according to Jack. Firm's West Coast sales manager, Frank Showalter, reports unusual sales levels during the last few weeks in his territory-he means on the "good news" side, of course, Another Container-ite, Jim Ruben, who covers the Intermountain area. informs Jack that he has entrenched himself in the territory and has developed a host of personal friends and customers. Representative Ju- flow of stories over a six-month planlian Shapiro, brother of Container's ning phase capped by an intensive Chicago sales manager, Dave Sha- press and radio campaign during the tions:

Gardner & Company, Chicago, re- piro, took the "I do" vows Saturday (2). He married a Superior Prodsociation.

> Jay Goldman, Triangle Manufacturing Company, Minneapolis, is now making a two-week tour thru Iowa and Illinois. He has returned business reports to General Manager Jay Zelle to the effect that "business is showing a terrific uptrend."

DeLuxe Sales Company, Blue Earth, Minn., is introducing a new line of boards within 10 days, General Manager H. C. Hayes reports. He adds that current sales have stepped up over those of this time last year, and that there are no signs of a letdown. . . . Walter McNamara, production head of the McNamara Company, Chicago, says the newest insert, or filler, board for the Color-Ado stand is Arizona, a quarter play pellet deal out last week. Firm's sales representatives are all hitting the road; brothers Bill, Jack and Phil are all set to chalk up some nice order returns. Bill will be back in six weeks, Jack in two weeks and Phil left last week for a six-weeker.

Harlich Manufacturing Company, Chicago, continues to keep its order department busy "wrapping 'em up," Sales Manager Sam Feldman declares. Sales Director Manny Gutterman left Monday (28) on an extended tour to cover the East Coast. . . . Staffers over at Peerless Prod- contacts. ucts, Inc., Chicago, are keeping the ing in with a right good will and the results show up well.

Consolidated Manufacturing Company, Chicago, has just covered Salt Lake City, San Francisco, Seattle, and parts of Montana in his current tour. While in Great Falls, Mont., Irv spent some time with the Henry Bergs. Firm's Northwest representative, Irv Greenfield, accompanied Sax thru Montana and Washington, and according to Sax he has made a host of friends thru the territory. While in Butte, Irv toasted the recent marriage of Charles Spillum, son of Carl Spillum, Butte board job-

TIPS ON CELEBRATIONS

(Continued from page 100) it became almost mass hysteria.

What achieved this? A sustained

last two weeks or "going-in" phase.

Up to this point you may handle your own publicity if you have had experience in this field. But when you strike the going-in phase a couple of good smart boys or girls will be a wise investment. Especially will you need them during the celebration itself.

Advance publicity is one thing. On-the-spot publicity, after the crowds reach town, is quite another. It is principally concerned with the "where" and "when" of specific attractions, with unforeseen developments and last-minute changes of program. It cannot be planned in advance. It's spot stuff. It's urgent. It depends largely on radio and the use of sound trucks. Again, don't try to handle it yourself. Hire a couple of smart press and radio boys to do it. (I know now. I tried it.)

National Outlets

If your attractions honestly warrant it, go after the co-operation of the big national agencies-the CBC, the National Film Board, Associated Screen News, Star News Service (pictures) and the big nationally circulated weeklies like The Montreal Standard and The Toronto Star Weekly. If your celebration has national news value you may get coverage.

One more avenue. Most of our provinces now maintain active tourist and publicity bureaus whose personnel are interested in anything and everything that may increase the number of out-of-province visitors. So if you are planning a big show. enlist the co-operation of your provincial publicity bureau. They have established channels and numerous

Here in Fredericton we are conproduction and sales activity of their vinced that it's worth-while to try firm at a comfortable level. Both the for the national outlets. Our big Maltzes, Ben and Marshall, are pitch- breaks on the centennial included (a) A major article in The Canadian Geographical Journal for February 1948, which we afterward had printed Irv Sax, general sales manager of in pamphlet form for distribution by mail; (b) a two-page article in Toronto Saturday Night for June 12: (c) a travelog film on the St. John valley, using the centennial as a basis, being made by the National Film Board for distribution to commercial theaters thruout Canada and the United States; (d) an "actuality" broadcast on the centennial originating from Station CFNB and going to the maritime network of the CBC: (e) the 10th anniversary broadcast of the Just Mary program originating from CFNB and going to the national network of the CBC on the evening of July 30, and (f) five pages of pictures on the centennial in the roto section of The Montreal Standard for August 21.

These things plus complete newspaper and radio coverage prior to and thruout the centennial bring us back to one of our three basic ques-

What do you want your celebration to do for your community?

The centennial with its attendant publicity and its throngs of visitors certainly spotlighted our newly opened Lord Beaverbrook Hotel. The combination of hotel-plus-centennial has already skyrocketed Fredericton to the fore as the convention center of the East. We're well satisfied.

Now it's your turn.



Price Profit Lucky Bucks Thick

J.P. Charley, Thick

Texas Charley, Thick

Fully Pagend Thick Girl Board

It's the Knots Thick Girl Board

Barely Speaking, Thick, Girl Board

Glorely Lady Thick, Girl Board

Pick a Cherry, Thick Sear Board

Fin & Sawbuck, Thick 5 Nos. to Ticket

Kwick Fin Glant Holes, 6 for 25s 5 7.00 2.75 2.75 2.75 2.50 2.85 2.50

WR'TE FOR OUR LATEST ILLUSTRATED PRICE LIST. Stating your requirements Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Glant Holes and all kinds of Gigarette Boards 16, 26 or 56. 25% deposit with all orders-balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS .

Prompt Shipment. Terms: 25% with order, balance C. O. D.

\$2.50 1.40 2.95 2.50 2.50 2.50 1.25 Kwik Fin 544.30 J. P. Charley, Thick 51.95 Forty Fins 67.00 Helpt I'm Slippin' 14.75

Will buy any quantity and type. Write full particulars of what you have to dispose of.

WANTED

SALESBOARDS

JAR TICKETS

RED, WHITE

AND BLUE

LUCKY SEVEN

BINGO TICKETS

1000-1200-1280

BELL SALES CO. 500 WEST ST. CLAIR AVE.

CLEVELAND, OHIO

AN OPEN LETTER

601 W. Abriendo. Pueblo, Colo. March 23, 1949

P. W. Barday.

J. A. Whyte & Sons. 1422 Wisconsin Ave., Washington, D. C. Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again . . Thanks to your recent discovery. Sincerely.

SEE PAGE NUMBER 171

FREE CATALOG-Write

"IT'S A CREATION" NOTHING LIKE IT IN SALESBOARDS SO DIFFERENT-SO NEW-



WILL MAKE **MORE MONEY** THAN A CRAP GAME

COMPLETE SAMPLE

REGULAR DISCOUNT TO DEALERS

1/3 DEPOSIT WITH ORDER BALANCE C. O. D.

A PROVEN MONEY MAKER THRUOUT THE WEST - FROM ALASKA TO MEXICO

SPILLUMS

4 N. MAIN ST.

140 M. 31st St.

BUTTE, MONTANA

a Winner. board of its kind on the market! The ONLY "GAL-UP POLE" Gal-up Pole FORM NO. 12318 25c Play .Sp. Thick 1200 R.M. Holes 35= 0 11= 0 15= 0 121= 0 \$300.00 Takes In 220 220 210 200 Av. Payout 223.60 PROFIT \$ 76.40 HARLICH MFG. CO. HOMAN AVENUE CHICAGO 51, ILLINOIS 1200 NORTH

SALESBOARDS

FREE! WITH "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES - GIGANTIC ASSORTMENT - FASTEST SELLERS. 10th year giving immediate delivery on finest boards.

A DOMESTIC OF STATE O

P. O. BOX 86-F Phone 2842 HUNTINGTON BEACH, CALIF

Of Sales Boards, Coin Boards, Jar Tickets of all kinds. Combination Tickets—Lucky 7, Red White-Blue. Pad Deals, Box Deals, Match-A-Pak, Bingo Tickets. All sizes Jack Pot Card and Boards, Ticket Staple 3-5-7, all sizes.

WE CARRY A COMPLETE LINE AND GIVE PROMPT SERVICE.

Write for Our Prices. HENRY E. WEISS

Phone 530

Belleville, III.

USED COIN-OPERATED MACHINES

Music . Vending . Amusement . Bells . Counter Only advertisements of Used Machines accepted for publication in this column.

> Minimum 52 RATE-12c a Word

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS-CIGARETTE AND CANDY WANTED TO BUY-USED CHAMPION BAS-Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ap23 lows.

ACE SHOE SHINE MACHINES—3 NEARLY new, perfect condition; all for \$250; 50% deposit, balance C.O.D. Pacific Shuffleboard Co., %5128 Melrose Ave., Los Angeles 46, Calif.

ARCADE BARGAINS—KEENEY AIR RAIDER.
Seeburg Paratrooper, both for \$30; 3 Advance Card Vend Machines. \$20; 1 Kicker Catcher, 1 Gottlieb Gripper, both for \$20; 2 Western Grip Scale on bases, both for \$35; like new Remington Automatics, five for \$250; one for \$55; other bargains list. Pop's Arcade, Anniston, Ala.

BIG INNINGS WANTED, IN GOOD CONDI-tion: state quantity, serial number, condition and best price. -Box C-293, Billboard, Cincin-nati, Ohio. ap16

CIGARETTE AND CIGAR VENDORS-USED bargains guaranteed; like new Nationals. Reiner Vendors Co., 3728 Division St., Chicago 51, III.

DIGGERS GETTING SCARCE—EXHIBIT MER-chantmen. Iron Claws, Erie Diggers, Muto-scopes, Electro-Hoists, Buckleys, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers, rotarys. National, 4243 Sansom, Philadelphia,

FOR SALE—2 KEENEY BONUS SUPER BELLS,

5e-25e, \$325 each, very clean; 3 Keeney
Pastimes, 9 coin head, \$114.50; 1 1942 Galloping
Dominoes, \$200; 1 1942 Evans Bangtalls,

\$200; 1 Bally Draw Bell, M. B., \$150, like
new; 6 Columbia D.J.P., \$49.50 each; small deposit. Seashore Music Co., \$23 So. Front St.,

Wilmington, N. C.

FOR SALE—50 COIN-OPERATED RADIOTEL Radios; 24 practically new, 26 slightly used; original cost, 574.84; sacrifice all or part for quick sale, due to illness. Make offer to Paul Lee, 1739 Buchanan St., San Francisco 15, Calif.

FOR SALE—500 FORD CHROME BALL GUM
Machines, on location 13 Middle Tennessee
towns; also franchise 37 counties; price, \$10,500;
includes Machines, Gum, Stands, Coin Counter,
Scales and all necessary equipment for operation; excellent opportunity to take over a paring business and expand if financially able.

I. Geor. 207 Changl ave. Nachville 6. Tenn. J. G. Geer, 207 Chapel Ave., Nashville 6, Tenn.

GUM MACHINES - STEWART McGUIRE SIX column; vends Adams Tab Gum; have 80, good condition, \$5 each. John Hartman, 6705 Cleveland, Kansas City 5, Mo.

INVENTORY SALE—MAKE OFFER: WURLITrer Skee Balls, Bally Basket Balls, Air
Raider, Mountain Climber Red Balls, 200 Advance Candy Bar Machines, Mexican Base Balls,
Thrill Skills, Bat a Ball, Excell Corn Popper,
Hawkere Corn Vender, A.B.T. Challengers and
Iron Stands, Sun Nut, Asco Hot Nut, It Pitchems, Star Vending Co., 510 West 4th, Denver 9, Colo.

KIRK GUESSING SCALES, MODEL K25, 875 each; ready to put on location. Sullivan Sales Co., Salem, Ind. ap9

MARBLES ARE IN SEASON-\$1 PER THOUS-and: will ship any quantity. Samuel Klein, 1711 W. Grange St., Philadelphia, Pa.

NEAR NEW JOHNSON AUTOMATIC PENNY
Counter, \$25; World Series, floor, \$35; 8 late
Mintoscope Floor Card Vendors, \$15; two late
Mintoscope Punching Bars, latest electric trips,
\$75 each: Periscope, \$35; Grandma Fortune,
large, \$35; Bally Basket Ball, floor model, \$35;
floor Football, \$25; near new floor Bat-s-Ball,
\$20; ABT Rifle Sport, complete with compressor and 5 guns, \$150; numerous small Machines, \$3 to \$5 each. Write Edward Howard,
\$11284 Margareta, Detroit 19, Mich.

REMODELED KINGPINS - SOMETHING DIF-ferent in design; perfect condition, \$50 each. Curtis Coin Machine Co., 3033 Hamilton, Detroit, Mich.

SALE: 150 MILLS NOVELTY CANDY BAR Machines, 49 capacity; used; \$10 each. Write The Hospital Specialty Co., 1901 E. 56th St., Cleveland 3, Ohio.

SAM HORROCKS HAS FOR SALE-MUTO-scope, Old Mill Penny Novelty Vending Ma-chines; perfect for arcade or summer resort. Box 413, Neptune, N.J.

SCALES-GUARANTEED, EXCELLENT CON-dition: 10 Rockols Le-Bors, \$52.50; 5 Watling Juniors, \$67.50; 5 Mills Le-Boys, \$52.50. Stevens, \$225 Gilbert, Dallas, Tex.

SHOOT THE CHUTES—SCIENTIFIC BATTING practice, highest bid; also 20 Counter Machines; send for list. Chester Nowak, 76 Littlefield, Buffalo 11, N.Y.

SIXTY 1s WEIGHING SCALES, ON LOCA-tion, \$2,000; this is a good bur; other interest, C. W. Hudson, P. O. Box 259, Bickmand, Va.

STAMP FOLDERS DIRECT FROM MANUFAC-turer; low, low price; immediate delivery; write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP MACHINE OPERATORS—GET OUR prices before ordering folders; free delivery west of Mississippi River! Distributors wanted. W. Neubauer, 2285 California St., San Francisco, Calif.

WANTED TO BUY-TEN STRIKES, HIGH dial only: must be priced very reasonable; also have for sale Seeburg Ray Guns, with mother-n-law or bartender conversions, at a low price. Chicago Bowling Machine Co., 2512 Irving Park Road, Chicago, Ill.

WANTED-DELUXE AIREON FOR CASH FOR sale: Two Skyfighters, one Batting Practice, all three, \$100, Music Machine Co., Brunswick, Ga.

WANTED - MUTOSCOPE CHANE, ROLL Chute type; Electro Hoist Diggers and Ex-hibit Rotary Merchandisers, pusher type, Sam Valenti, 230 Main 61, Norfolk, Va.

WANTED - EXHIBIT ROTARY MERCHAN-disers, pusher type; Electric Hoist Diggers and Mutoscope Cranes with roll chutes. Rights Amusement Center, 1431 Broadway, N.Y.C.

WANTED 5c MASTER VENDORS; PRICE MUST be right; Vest Pockets, \$22.50, Penny Sales, Box 1784, Louisville, Ky.

X-RAY POKER (POKERINO) EQUIPMENT—20 tables and complete equipment for store including juke box, money changers, money counter, booth, 24" floor fan, leather covered bar stocks, 15' Hollywood awning, neon sign, lighting fixtures (six fluorescent). Write or call Ed. Bowley, 339 W. 15th St., Chester, Pa. Phone 28557.

4 BALLY RAPID FIRES AND 4 SEEBURG Guns converted to Bear, clean, ready for lo-cation, \$75 each; Groetchen Metal Typer, \$150; Batting Practice, \$75; Drivemobile, \$115; Super Bomber, \$80; Kiss-o-Metar, \$125; \$ nine; foot Skeeballs, \$45 each. Baldridge, \$67; Academy, Brighton, Mich.

8 ENHIBIT MERCHANTMEN DIGGERS, ROLL Chutes, \$75 each; 1/3 deposit. Herb Ever-scher, 1182 North High, Columbus, Ohio.

50 LIKE NEW DUNHILL POCKET LIGHTE Filling Stations for sale at the reduced pric of \$1,225; will sell one or more at a time. Writ Harold Brozyna, 1020 Laura St., Schenectady N.Y.

BARGAINS IN SALESBOARDS

WHILE THEY LAST

Per Des. 1000 Grab-A-Fin Pads, Sfor 15c A. \$14.00 1.40 Large Stock of Combination Jar Tickets and Prize Boards. Wire or Write, Don't Phone.

SPENCER SALES COMPAN'

ILLINOIS MURRAYVILLE

SALESBOARDS

IMMEDIATE DELIVERIES - 20% DEPOSI 440 Se Barrel Sourd ... Def. 18 00 440 10; Barrel, X Tt, ... Def. 86.00 800 St Lutu Board, X Tt, Daf. 1000 25¢ Janes Pot Charley . Avr. 352.05 5 .5 1000 25¢ J.P. Charley X Th. Avr. 52.05 5 .5 1200 25¢ J.P. Texas Charley Avr. 102.28 1 E 600 25¢ Jumps Q.T., X Th. Avr. 65.00 2.1 1020 75¢ Block Stutter X Th. Avr. 65.00 2.1 1200 5¢ Win A Fin . Avr. 34.40 2.4 1200 5¢ Win A Fin . Avr. 20.00 2.5 NEW & TIGNETS PER HOLE BOARDS 200 25: Kwick Fin Max Avr. \$38.50 \$2.4 200 28: Lucky Fives Max, Avr., 73.50 2.8

170 Se Red Wh. Bl. Tets. Def. \$36.50 \$1.25 120 Tip Finasi Git Gr S18 751 Doz.

WORLD'S HEST HOARDS, TICKETS, CARDS DELUXE MFG. CO.

WE THE MANUFACTURERS

BCOK Buy Direct From Manufacturer &t Very. Very.

-Columbia Sales Co .-WHEFLING W. VA. BOE MAIN ST.

GIVE TO THE DAMON RUNYON CANCER FUND

Communications to 155 No. Clark St., Chicago 1, III.

Exports Pose Problem

Spokane Ops Seek Pinball Referendum

Council Okays Ban

SPOKANE, April 2.-Pinball ops ind location owners moved this week o oppose a new city ordinance banning pinballs by placing the issue beore the voters in a referendum.

They took action a few hours after he city council passed ordinances prohibiting operation of pinballs in he city and approving retention of bell machines in private clubs. The uell ordinance conforms to a 1937 State statute prohibiting bells in pubic places. The ordinances will be voted on at a March 8 municipal election. If approved they are schediled to become effective April 28.

Pinball Men Protest

The pinball men made strong proests at the council hearing. A lastminute amendment to allow pinballs to be operated only on premises liensed by the Wasihngton State Liquor Control board failed. So did an fort to postpone the final vote.

Members of the Spokane and Eastern division of the Washington State Pavern Association met later and voted to take advantage of the city referendum as suggested by John Carey, Seattle, a representative of the Washington State Tavern Association.

City commissioners reacted to the (See Spokane Ops Seek on page 194)

Me. Ops Meet; Okay Plan for **Local Groups**

PORTLAND, Me., April 2 .- The second regularly scheduled meeting of the newly formed Maine Coin Machine Operators' Association (MCMOA) was held last Sunday (27) it the Elm wood Hotel in Waterville More than 40 operators and their ruests from all parts of the State oined in the meeting and attended he dinner. Arthur Sturgis, an official of the Boston association, was he speaker, giving pointers on activiies the MCMOA could pursue.

On display at the meeting were the AMI Model B phonograph and the new Target Master Gun, both items hown by the New England distribu-

Discussed during the meeting was plan to encourage the forming of smaller groups thruout the State, all of which would belong to the State-

wide association.

George G. Bean, Brunswick, is president of the new association. Other officers are Mrs. Donald 1 IcNeil, Cape Elizabeth, secretary; harles Stillman, Augusta, vicepresident, and Elmer S. Libby, Portand, treasurer.

Board of directors include, in addition to the officers, the following: Oliver, Portland: Frank Howe, Wells; A. Benoit, Auburn.

Mills '48 Financial Report Reflects Improved Position

progress made by the present management of Mills Industries is a comparison of the balance sheets governmade public this week by Edward J. Gesick, firm treasurer. The financial amount by another \$300,000. report also stated that present plans all for the sale of the Fullerton Avenue plant subject to the continued possession of Mills under a longterm lease.

Closing out 1947 with a secured in debtedness of \$2,651,400.23, the new

Propose Bill To Up Taxes On Texas Ops

Would Include Equipment

other coin-operated machines in Texas was introduced this week in the State House of Representatives by Rep. Henry Lehman, of Giddings.

The bill would almost triple the State's revenue from such machines. Under the present law, Texas collects close to \$700 000 annually. Lehman estimates that approximately \$2,000,000 would be collected under his measure, which is known as House Bill 829.

If passed, the new tax on venders and phonographs operating for over a nickel would be increased from \$20 to \$60 each; for the same type equipment operated for a nickel or "more than 1 cent," the tax would go up from \$2.50 to \$15 per unit. For skill or pleasure coin-operated machines operating at over a nickel, the tax would jump from \$60 to \$150 per machine; for the same type equipment (See BILL PROPOSED on page 194)

Favorable Bill Gets Iowa Okay

DES MOINES, April 2.- The Iowa Legislature completed action on a bill which would permit a coin machine operator to take out only one for each location.

dennes a place of business under the where a retailer or amusement op erator sells merchandise by means of | hall on a truck, serviceman leans his or amusement devices at more than one location the office, building or place where the books, papers and cart until back wheels clear trucks records of the operator are kept shall be deemed the place of business.

loseph B. Glazier, Bangor; Martin per cent sales tax is collected as an and Donald W. Schau, all of whom balls and juke boxes.

CHICAGO, April 2 .- Reflecting the | management headed by A. E. Tregenza reduced this amount to decrease \$1,069,260.12 or a \$1,582,140.11. In addition to this subing the catendar years 1947 and 1948 stantiat reduction in 1948, the firm, during February, 1949, reduced this

As an additional example of the improved Mills financial standing, Gesick pointed out that for 1947 no provision was made for the estimated tax deficiency with which the company was faced, nor was sufficient reserve set up for settlement of contracts with suppliers. "These two items, which are reflected on our balance sheet of December 31, 1948, have a material bearing on our net also added that in the 1948 balance sheet \$517,000 was reserved for federal taxes on income and accrued interest for prior years on the same item. This sum represents the maximum amount of tax deficiency which could be assessed against the com-

Gesick also explained that protest, filed against a proposed tax assessment, had resulted in a revised tax deficiency of but \$164,000. There is (See Canadian Exports on page 191) AUSTIN, Tex., April 2. - A bill a strong possibility that an allowance which would drastically increase oc- for bad debts covering 1943-'46 will cupational taxes on juke boxes and further reduce the tax deficiency to \$47,000 compared with the \$517,000 originally assessed and now held in reserve to meet this contingency.

> During the first part of 1948 it was (See Mills Financial on page 194)

Kalamazoo Firm In Production On Pinball Cart

KALAMAZOO, Mich., April 2 .-Schau Enterprises here is now in full production on a pinball cart which can be handled by one man in moving a pinball machine, Mrs. H. C. Schau, firm official, announced this week.

The unit measures 231/2 by 48 by 171/2 inches, embodies a frame of cold-rolled rod five-eights of an inch in diameter and weighs 85 pounds. It lists for \$89.50, f. o. b. Kalamazoo.

To load a pinball on cart, unit is placed in a downward position and rolled under amusement machine. By exerting a 25-pound downward pull on the cart's handle attached to a lever arrangement, the cart's front wheels are lowered, raising the pinball off the floor in position for movsales tax permit instead of a permit ing. In moving a pinball machine around the operator's shop or at loca-The bill, which passed both houses, tions, cart's handles are turned in and cart is steered in the manner of State sales tax. It provides that a wheelbarrow by lifting the back wheels off the floor. To load a pinvending machines or operates music | weight on the handles of the cart (about 100 pounds pressure is necessary) raising the back wheels of the high enough to roll on truck.

The Schau firm is owned by four Under a law passed in 1947 the 2 brothers Harvey C., Robert Carlton amusement tax on the receipts of all have been associated with the operyears in the Kalamazoo area.

CoinUnitFlow Continues Tho Ban in Effect

Explanations Studied

CHICAGO, April 2.—What happens to the coin machines which monthly. official reports from the United States Department of Commerce show, go across the border to Canadian buyers?

That has been a \$64 question for interested readers in both the United States and Canada since the Canadian government imposed its embargo on "non-essential" items November 17. current assets deficiency," he said. He | 1947. Despite that embargo, which clearly lists all types of coin machines as "non-essential," Canadian purchases of phonographs, venders and games have been regularly recorded on the Commerce Department's monthly bulletins.

In 1948, for example, Canadian buyers were recorded as having purchased 2,877 U S .- built coin machines

valued at \$87,080.

Replying to questions put them by

TrainingDevices Expands; Unveil New '49 Quizzer

DETROIT, April 2.-General offices and sales offices of Training Devices, Inc., manufacturers of the Quizzer, are being moved this week to the firm's main plant at 1469 Electric Avenue in the suburb of Lincoln Park. At the same time the firm reported expansion to full production on the new 1949 model of the machine. Offices have hitherto been located in the David Stott Building in Detroit.

The 1949 model features newly designed scoring sign with a stepper type scoring device.

When a player answers the projected question correctly, the figure of an owl on the sign lights up, and the scoring, in multiples of thousands, starts. If the question is answered incorrectly, the figure of a clown lights up, and no score is registered.

Play Timer

A play timer has been installed in the center of the cabinet directly in front of the player, ticking off the seconds remaining to complete each

Another feature of the new model is the endless film assembly that operates on the same plan as an endless chain or belt. This eliminates the film reels and all reversing mechanism, allowing continuous operation.

The Quizzer, which has been called by The Cleveland Plain Dealer the coin machine "with a Ph. D.," is being manufactured and assembled in Training Devices' own plant, which also houses the company's laboratories. The cabinet for the machine is also being manufactured by the firm in its new, completely equipped G. A. Swett, Howland, and Wilfred amusement machines including pin- ating end of the business for several cabinet and woodshop adjacent to the main factory.

SECNY Learns Ven

Meeting Hears Six Experts Discuss Industry; Seedman Reports Convention Plans

Business Leaders Urged To Adopt Automatic Venders

By Is Horowitz

NEW YORK, April 2 .- More than 600 business leaders, representing some 50 types of business enterprises in this area, were urged Tuesday (29) to attend the next convention of the National Automatic Merchandising Association (NAMA) to learn how vending might enlarge the scope of their businesses. George Seedman, of Rowe Corporation, issued the blanket invitation as he addressed a monthly luncheon of the Sales Executive Club of New York (SECNY) at the Hotel Roosevelt. Seedman, who is also convention chairman for NAMA, predicted the 1949 confab, in Atlantic City model over four years ago, was form-

next November, would be the largest ever. "There may be a machine for

Capsule Exhibits

In effect a miniature vending convention, the SECNY luncheon offered the business executives a capsule exvending. They heard short talks by six experts in the field, in addition to Seedman.

Seedman reported that of the 270 booths set aside for the display of equipment, services and merchandise he pointed out, but supplement them (See SECNY Learns on page 186)

Nickel Drinks On Way Out in N. E. Ops Told

Mfrs. Try To Hold Price

BOSTON, April 2.—The 5-cent drink is on the way out, despite all efforts to hold the price, it was revealed at the 32d convention of the Massachusetts Bottlers of Carbonated Beverages at Horticultural Hall last

Bert A. Harless, of Lowell, president of the Massachusetts association, said that every effort was being made to hold the price in line despite increases in production costs.

The question may be decided within the next few weeks, leaders in the industry agreed. The outlook was dark for the 5-cent price among members of the Maine, New Hampshire, Vermont, Rhode Island and Connecticut bottlers organizations, however, at their sessions with members of the Bay State unit.

Firms Take Steps

are being taken. "Large concerns are installing more efficient labor-saving devices and machinery and new and more efficient business administration methods are being adopted in the fight to prevent any change in retail prices of carbonated beverages," he is in process of appointing distribudeclared. "We are installing machin-

Hebel Corp. Intros Spring Action Ice Cream Machine

for production of a new five-flavor selective ice cream bar vender were announced this week by the Fred Hebel Corporation here. Called the FHC Vendor, machine is priced at \$695, and has a 190-bar capacity with 38 bars in each of its five vending "reels" or drums, Seven pilot models have been on test location for several months, according to Fred Hebel, designer of the machine. Initial production line output is scheduled for made in June.

Hebel, who developed the first

CHICAGO, April 2.-Final plans erly general sales manager of the Good Humor Corporation, and has been associated with the ice cream industry for over 20 years.

Features Spring Action

Unusual feature of the vender is its spring action; each of the vending drums, revolving on a common horizontal hub, employs a 10-foot stainless steel spring to supply the turning power to bring each bar (in separate pocket) into the vending position. Individual springs are late May, with first deliveries to be wound as the bars are stocked in the drums. When vending, the drum revolves with double ratchets locking !! into proper position for each pocket. As the complete revolution of the drum, when loading, enables the spring to drive it thru five full turns, adequate "power" is assured, Hebel said.

Manual Delivery

Actual delivery of the bar is manual. Customer deposits dime, which unlocks the small trap-door covering the drum, and latter is thus freed from its ratchet to bring a bar into vending position. Delivery port is automatically locked when closed after bar is removed. Drum, however, cannot be moved to next pocket until another coin is deposited, even M

Popsieles and packaged ice cream can also be vended, with latter item requiring a minor change in individual pockets. Tension springs on each side of the pocket hold bar in place when the drum revolves,

Bars are stocked with the stick up-(See Hebel Corp. on page 186)

the first SECNY meeting to take up N. Y. Transportation Board Asked To Liberalize Pact hibit of coin-operated equipment and rapid but there survey of the current status and future potential of For Subway Cup Operation

Open Hearing Held To Discuss Proposed Contracts

bidders for long-term rights to oper- firms now operating machines in the at the NAMA confab, 145 have al- ate cup venders in New York subway, subway, officials of companies exready been reserved, more than seven stations forcefully urged the Board of pecting to enter bids and observers months before the convention. Vend- Transportation Monday (28) to lib- from cup, sirup and allied industries. ers do not compete with counter sales, eralize proposed contract terms. They While only a few spoke, many indimet with board officials in an open cated they would avail themselves of hearing to voice objections and suggest alterations in the preliminary specifications.

form, emphasized operator spokesmen, would make subway operation a hazardous enterprise, with route owners forced to assume unreasonable risks and costs out of line with expected revenue.

More than 50 persons crowded the hearing room at board headquarters for the proceedings with Commissioner Francis X. Sullivan as chairman.

Vend-Rite Now In Production On Kleenex Mch.

CHICAGO, April 2. - A 72-pack Kleenex machine, designed to sell to operators at \$35, went into produc- weeks would be required for considtion here this week at the newly (See N. Y. Transportation, page 185) formed Vend-Rite Manufacturing Company, 850 Ogden Avenue, Vend-Rite is headed by I. J. Russakov, who also heads a metal working firm which does fabricating work for a number of vending machine manufacturers.

Vend-Rite's machine will handle the Kleenex pocket-size package which sells for a nickel. The maapproximately 25 pounds and may be used on a counter or bracketed diing, the machine is furnished with an adapter plate with hidden screws.

Russakov said that his company tors to handle the unit. The vender, ery for automatic loading, more ef- housed in a white baked enamel cabficient water treatment, sterilization inet with a silk-screened door, comes process, cooling systems, conveyor equipped with ABT slug rejector and appointments of distributors would operated by the County Beverage (See Nickel Drinks on page 185) | an automatic coin return.

NEW YORK, April 2.-Prospective They included representatives of the door is not closed. Sullivan's offer to receive written objections to the preliminary terms.

Proposed contract terms and oper-The specifications in their present ating specifications calling for the placement of at least 300 cup venders were revealed by the board two weeks ago (The Billboard, March 26). concerning equipment, financial resources, sanitation and operating methods to be maintained by contractors. Some of these provisions were unduly severe, the operators declared.

> More than 110 cup venders of all types have been operated in the underground locations since last summer. They have been maintained by now on test locations, full production seven firms under experimental of 15 machines per day will not be agreements with the board. These agreements are due to expire when the long-term contracts are let.

Three-Week Interim

Allowing a week for the receipt of written briefs by prospective bidders, Sullivan indicated about another two

Bader & Co. Appoints New Distributor for Better Shoe Shiners

ST. LOUIS, April 2. - Bader & Company, national distributors for chine is 61/2 inches deep, 121/2 inches the Better Shoe Shine Machine, man-Harless said that preventive steps wide and 30 inches high. It weighs ufactured by the Better Shoe Shine equipped with water storage tanks. Machine Company, announced the appointment this week of J. Rosenrectly to a wall. For stand mount- feld & Company, St. Louis, as distributor for Missouri, Illinois, Arkansas, Tennessee, Kentucky and Kansas.

John F. Schutz and Jack Friedlander, heads of both the Bader and Better Shoe Shine companies, reported that the machine is now in full production and that additional be made during the next few weeks, Company, San Diego, Calif.

Combo Hot Java-Studied by bidders in advance of the hearing, they detailed rigid standards Chocolate Unit n Production

LOS ANGELES, April 2 -A combination coffee and hot chocolate machine called Hot-o-Mat is being manufactured by Interstate Associates here. While several pilot models are reached until May 1.

The machine, with 420-cup capacity, has a brown hammertone finish and measures 71 by 2114 inches with a 31-inch front. Four buttons give the patron a choice of black coffee, with sugar, cream, or both, and hot chocolate. One feature of the machine is the advantage of using a combination price of 5 and 10 cents, or a single price. Current models are set for 5 cents for coffee and a dime for chocolate.

After each sale clear water flows thru the pipes so the customer does not get a mixture of coffee or chocolate in his drink. A flowing mix is

used in the machine. If a water line is not available on locations, the machines can be and chocolate is used by the manufacturers and kept at a temperature of

42 degrees. Liquid sugar is also used. The machine was invented by Homer Houchen and Clyde Allyn Officials of Interstate Associates are Lou Kahn and Herman Segal, H. F. Miller is sales appresentative.

One of the first test locations was

Operators Can Make 12½% MORE PROFIT PERDRINK

Fully Automatic Console-Cup HUPP COLD-DRINK VENDORS!

Only Console Cup-Vending Machine on the Market-Priced Lower than many Bottle Vendors!

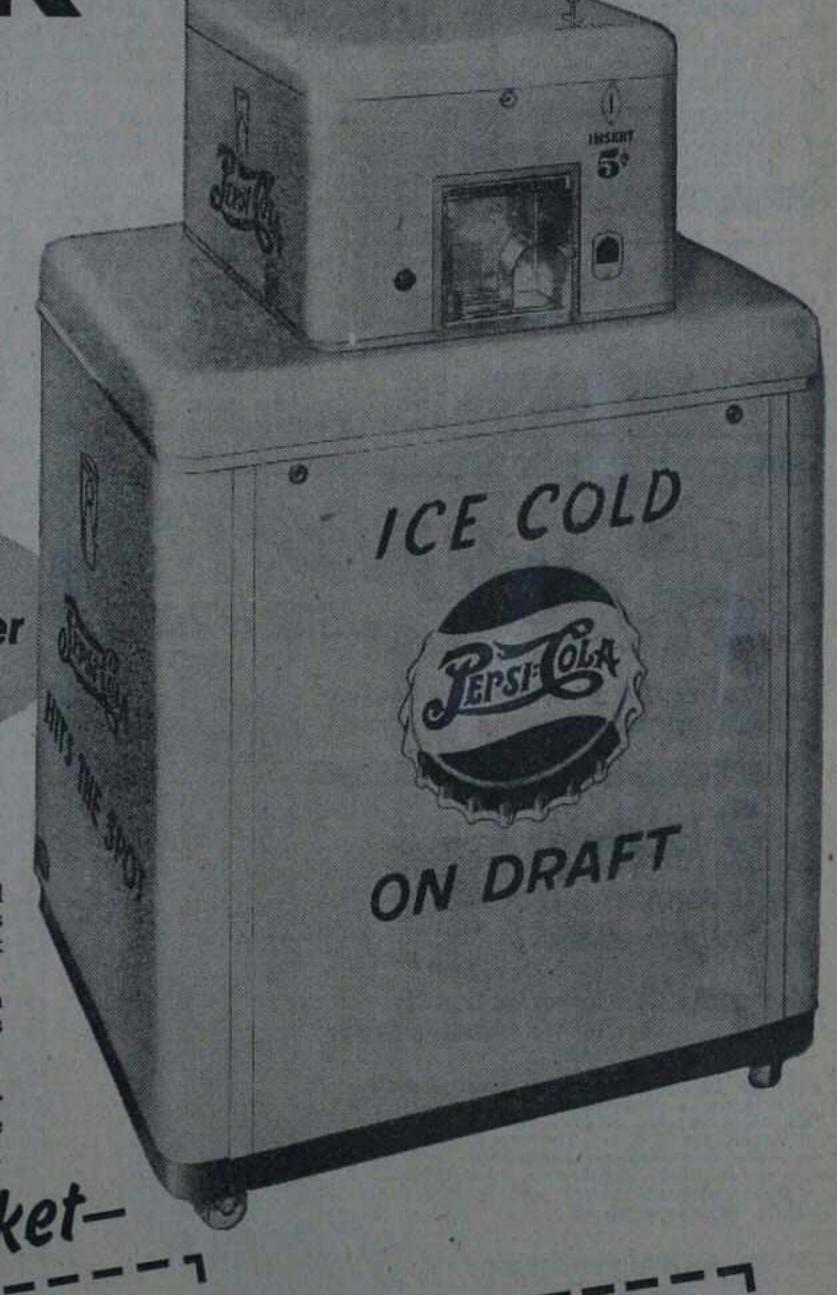
LOOK AT THESE SPECIAL FEATURES:

makes servicing by operator or location a matter of minutes. GREATER OPERATING INCOME. Lower initial cost reduces amortiza-

tion and depreciation charges.

- EASY SERVICING. Special design 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, balnce over 18 months. Low cost permits placing two units in one location at price of one large machine. Results: Double availability and profit.



Re First in this New Market— Note this unique after. Pepsi-Cola Syrup can be purchased for use in Hupp vending machines in many territories by those who qualify at \$1.45 to \$1.23 per gallen —depending on quantity. and Capture

the Plus Profit. Send in Coupons and we'll show you how!

Please send me full information. Popsi-Cola Vanding Dept. 3 West 57th Street New York 19, New York

Refrigeration Products Div. 1250 W. 76th St., Cleveland 2, Ohio **Hupp Corporation** Please send us full information about your plan for operators and locations with the Hupp Cold-Drink Vendor.



178

CHARMS

. . . that are different Shiny Metal Hobby Pins. Per Gross \$4.00 Gold Charm Bracelet (in Capsule). Per Hundred 6.50 Blade Knife. Per Gross 1.10 Skulls. Guns. etc. All Items will fit any Vending Machine. Send for Samples and Prices. 14 Deposit Required With Order.

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Used Advance Model "D" Ball Gum Machines.

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Western Vending Ops Hold Meet; Discuss City Tax Decal Muddle

ing to all venders to place decals on gate the charges. their machines was given by M. I. Slater, president of the Western Vending Machine Operators' Association (WVMOA) at the monthly meeting (29). It was reported that city officials were checking machines for possible tax violations. According to Slater the city has plenty of decals due to a franchise with the factory. for all licensed machines.

One member reported he had mailed his check to the city in January and still had not received his decals. He was advised to investigate, as an error had undoubtedly been made. Operators who found themselves short of the decals could put them on one machine only on a location, it was agreed. Operators were warned to place the decals inside the glass where moppets could not get at them.

The question of machines being placed on location for a disease prevention society were also discussed. According to some operators the society rep is said to be offering equipment and splitting the profit between the society and the location. It was these machines on so-called routes. voted to investigate the situation, as the membership agreed no one could ing on veterans, it was claimed at the put machines out and give a commission to a location and the balance to the society with no money for himself. As he has many times in the past, Slater asked that operators with complaints supply him with facts. If such facts are forthcoming,

LOS ANGELES, April 2 .- A warn- he said, he would personally investi-

Another point brought up was the alleged practice of a local jobber who is operating 450 machines in competition with venders. Upon being questioned this jobber is said to have claimed that operators were not buying his machines and therefore he had to put the equipment on location or close his doors. One operator, who reported the loss of two top locations to this jobber; said he was offered the spots back if he would buy the jobber's equipment.

It was suggested that the Better Business Bureau be contacted, but Slater said no action could be taken by this body unless misrepresentation could be proved. The firm manufacturing the machines had been contacted, Slater said, but only evasive answers to the questions were given.

A black eye to the vending business was in the making the membership agreed if the practice was allowed to continue. It was claimed that "suckers" were being roped in to buy Particularly are the promoters preymeeting. In order to grab locations these novices are said to be putting expensive charms in their machines and offering 25 per cent commission.

Anyone who has bought routes under such conditions should be brought to the next meeting, Slater said, so the facts could be aired.

The city of Burbank's proposed \$1 per machine tax was also discussed. Slater said he would be willing to take the matter up at the next city council meeting, but venders operating in that area would have to accompany him.

One member reported a run-in ATTANTA with a county assessor who claimed a tax of \$20 on cigarette machines, \$20 on candy machines and \$1 on peanut machines had not been paid. Slater pointed out that this was classed as unsecured personal property and subject to tax. In order to avoid similar trouble in the future, Slater warned the members to declare their machines at the county tax office.

There was no new report on the possibility that the sales tax might be taken off candy. It was deemed advisable by attorneys for the association to hold off lobbying for the tax removal at this time.

Under new business was the problem of dealing with the alleged movement of unions into the vending field. Several operators reported their locations had been contacted by union reps and told electrical equipment should bear the International Brotherhood of Electrical Workers' (IBEW) stamp,



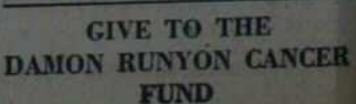
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25 Weight Scales on location in Reidsville. N. C.; and in Rockingham County at \$127.50 each, Write

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4 HAWKEYE Peanut and Popcorn automatic vending machines, practically new. \$125.00 EACH

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6603 Lynwood Lane, S. W., Tacoma, Wash. | old rate.

Pa. "Emergency" Soft Drink Tax Extended 2 More Years

HARRISBURG, Pa., April 2.-Gov. controversial and hard-fought soft package cigarette levy. drink tax.

Duff approved the tax bill after it had passed the House of Representatives only with the help of Democrats. Eighteen Republicans bolted the party line to vote against

The tax is levied at the rate of 1 cent on each 12 ounces of bottled drinks and 1/2 cent an ounce on fountain sirup. It is estimated it will yield \$22,000,000 in the next two years.

Since the soft drink tax was first enacted two years ago, organized bottlers and sirup manufacturers have battled it in the courts. An initial court decision in this series of suits is still awaited in Dauphin County Court.

fought the bill in both houses of the Assembly without success. It passed the House by a narrow margin and cleared the Senate by a vote of 14 to 36.

One Change

One major change was written into the new law by the assembly to exempt sparkling water, cider and cordials from the tax. This will cut revenue from the present level by about \$2,500,000 a year, it is estimated.

When officials decided that this exception was an error the bill had already cleared the House by such a narrow vote that they feared to take another chance on an amendment. Instead a separate bill is being prepared to tax the exempt items at the under orders to patronize the ma-

Other "emergency" taxes extended James H. Duff has signed into law for two more years and approved by for another two years Pennsylvania's the governor include the 4-cents-a-

Ball Gum Venders Protect Health of Red Lead Sprayers

CHICAGO, April 2.-Use of ball gum and a ball gum vender as a health protection measure for employees of a local steel company was reported this week by Robert Adair, of R. H. Adair Company, Oak Park, Ill. The ball gum, however, is a special type, prepared by a physicians' supply firm and the vender is minus Bottlers and sirup manufacturers its coin mechanism and dispenses its gum for free.

Elaborating, Adair stated that the unique vender set-up was located in the red lead spray room of the Joseph T. Ryerson & Son Company here. Because lead poisoning still occurs, altho usual mask protection is used by the sprayers, additional safe-guarding is necessary. This involves use of the special medicinal gum, in candycoated ball form. Saliva, containing the medicine, when swallowed nullifies the lead that may have entered the system.

Adair filled the order for two ball gum venders, with coin units removed, this week. They are now on location in the spray room, dispensing free ball gum to the sprayers who are

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TE MASTER VENDORS TE ADVANCE PEANUT Ic NORTHWESTERN

While they last! Sold in lots of 5 machines only. (Used vendors.) U. S. POSTAGE VENDORS (2-col. folder type) Each ...

BUBBLE BALL GUM (3%"-140 count) per lb. . . .

HEAVY VENDOR STANDS (Wide base, cast metal) each

M&M CANDIES-131/4 lb. ctn. (Write for sam.)



1302-1304 E. Baltimore St Baltimore 31, Md

Complete alphabet and 10 numerals available in bulk in bright colors and metal plated. Popular for initialing baseball caps, beannies, etc. Write for samples and prices.

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SPOTS! MORE SPOTS! BIG PROFITS!

IT'S THE LATEST-GREATEST VENDING SENSATIONI

NEW 5c "POCKET-PACK"

KLEENEX* Tissues

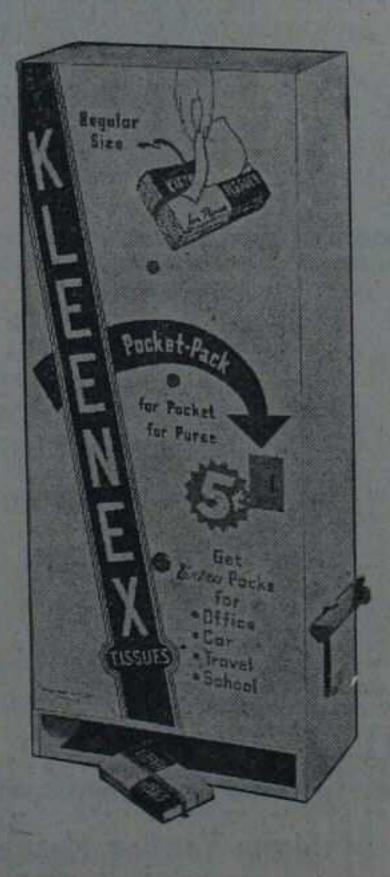


LOWEST IN COST-BIGGER CAPACITY-SERVICE PERFECT

ords.

And you'll have the new, handsome "VEND-MASTER," now in mass production to give the combination of quality and really loss price that made it the talk of the last C. M. I. convention.

Mr. Operator and Distributor-we leave Unlimited Possibilities in Present Locait to you-how often are you offered tions-Opens the Door to New Outlets. such an unbestable combination: the Your customers will be quick to see BEST KNOWN PRODUCT in the field, the quick turnover and profits-and the and a quality machine that cuts in- GOODWILL they will enjoy in making stallation investment to the bone! Yes- a handy pack of KLEENEX Tissues you'll be tied in with the greatest name available. For the same reasons, espein tissues -- KLEENEX -- in the new, cially the service feature and health handy "Pocket-Pack" that is already factor, you'll find a ready welcome in setting tremendous national sales rec- offices, factories, schools, clubs, hotels, restaurants, theaters, service stations and hundreds of public buildings. So don't delay-BE FIRST-write for VEND-MASTER literature today. Or better yet-order several to start. Your money back if not wholly satisfied with VEND-MASTER quality.



FINEST QUALITY AND PERFORMANCE!

- · Large, 72-pack capacity-KLEENEX "Pocket-Pack," regular size tissues.
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- & A.B.T. slug rejector.
- Fine white baked enamel, with "KLEENEX" blue and red.
- a Individually packed in carton. Size: 61/2"x121/2"x30". Shipping Wt. 25 Lbs.

IMMEDIATE DELIVERY!

Operators: Write for quantity discount.

Terms: 1/2 cash with order, balance C. O. D., plus shipping charges.

Distributors: Write for met prices.

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Sole Manufacturers of VEND-MASTER

in POPCORN machines

it's the ARISTOCRAT!

% 140 Count

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BALL GUM 5 lb. cartom

27c LB.

PISTACHIOS

Almonds

Plastic Charms \$2,75 Per 1000



"Costs a little more

-- worth a lot more"

-and cheapest to operate

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It's the product of experience

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It's foolproof

It's attractive

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MAMA Holds Meeting To Air All PURPOSE VENDER'S New Legislation Problems

ST. PAUL, April 2.—Now that the proposed increase in cigarette taxes has been all but killed, members of the Minnesota Automatic Merchandisers' Association (MAMA) met Tuesday night (29) to study additional legislation, affecting their busing considered by the liquor ness, now being considered by the on liquor. Minnesota State Legislature.

The proposal to boost cigarette taxes from 3 cents to 5 cents per

Youngdahl had asked for the cigarette tax increase to help finance a stepped-up program of State activities, costing some \$41,000,000, and had told the legislators that the increase from 3 cents to 5 cents per package would yield an additional \$5,700,000 in annual revenue.

LeRoy Johnson, of the Canteen Company of Minnesota, president of MAMA, said he was happy to hear about the action by the House tax committee, but that the other proposals relative to taxing of bottle and cup soft drink machines and cigarette and candy machines wor-ried vending operators considerably.

Leo Maher, St. Paul attorney retained by the association, outlined the status of the bills in committees. As | yet neither measure has undergone committee hearings. Maher said reaction of legislators to the two pro-posals has been mixed. The big danger, it was pointed out, is that the Legislature has only three weeks to go and that in the waning days, confronted by huge money demands, the solons may be driven into enactment of either or both of these measures. He urged the membership to alert itself and to contact their own legislators to hear the vender side of the story.

Also up for discussion at the meeting was the development within St. Paul, where the city license bureau has been enforcing, in recent weeks, an ordinance requiring a \$5 license on each candy or candy-nutgum location.

The fee is applicable to locations and, Johnson said, many locations are unwilling to pay it, claiming the operators should do so. Operators, he | Rush FREE facts and money-making builtexplained, are unable to do so because business thus far this year has | NAME been off considerably.

He cited figures showing that in 1948 net operating profit was 1.8 per cent, while as of February 15 business was down 141/2 per cent over what it was a year ago. March sales as of Thursday (31) were nearly 24 per cent below those of the same month at that date a year ago, Johnson declared.



Ic Model

5c Model

Write for details on MONEY-MAKING "HUNTER" MACHINES

1/3 Osposit, 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. 1 461 SACKMAN ST., BROOKLYN 12.N.

Top Profit Yours Quickly - Easily with ATLAS 1c DELUXE VENDS CANDY, NUTS, BALL **GUM WITHOUT PARTS**

CHANGE

Thousands of operators all over the country are acclaiming the Atlas Deluxe, a is bulk vending machine, as the leading money maker on the market. Don't be satisfied with the fair profits ordinary machines will make—set top profits quickly and easily with the Atlas Deluxe, a machine designed by leading operators who know what it takes to make hig profits. \$50,000 insurance, largest insurance coverage in the industry, protects you against liability. Get free facts now, also money-making merchandising bulletins.

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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 setting and holding locations.



VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE Non-Coin Operated **OPERATOR**

MAKES \$4.20 Per On Sale of 2 Lbs. WRITE FOR DETAILS YOU COLLECT

WE TAKE TRADE-INS-LIBERAL ALLOWANCE Va Deposit, Balance C. O. D .- Write for Our Catalog.

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THREE MACHINES IN ONE

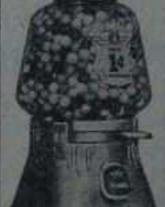
PROPERON OF THE PROPERTY OF THE CO. 49 W. Washington St., Chicago 6, Illinois

Stamp Vending Machines

Will accept bids on 50 new Automatic Dis-perser Company Wall Type Postage Stamp Vanding Machines. Original cost \$2,000.00. Reason for sale—death of owner.

PEOPLES BANK & TRUST COMPANY Rocky Mount, N. C., Administrator

Brand New "CHARM KING" Ball Gum + Charms = \$ \$ \$ The Kids Really go for THIS one because



Only F. O. B. Aurora, III.

All kids go for Gum Balls. And they go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-ofmine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

*Others as low as \$10.55 in quantities, "Hot Nut", Nut and Ball Gum Venders 1c, 5c, 2 for 1c. U.S. and Foreign Coins,

... and Here's ANOTHER WINNER! The New "HUNTER" Nets up to 75° of EVERY DOLLAR You Take in!

'A real money-maker from the moment you install it!" That's what operators say about the new "Hunter". But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75c out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

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ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

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LOCATIONS UNLIMITED!



our salesmen go to town with this live-wire em. No sales resistance! Ideal for direct location sales. Write for our attractive

ocations everywhere are demanding this ocketpack of tissues vendor as a service to heir customers. (Machine pays for itself n only 6 months.) Everybody knows leenex . . men, women and children seed Kleenex. Billboard says sales are errific.

FULLY GUARANTEED!

Sixe: 10"x5"x35". Capacity: 76 units. Shipping wt. approximately 30 lbs.

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THE ONLY TISSUE VENDOR WOW DELIVERING

Bronx 51, N. Y.



Pop Corn Ser Popcorn Vending Machines, ood condition and appearance. 4 Vendit Candy WANT TO BUY

NEPTUNE DISTRIBUTING CO.

Supplies in Brief

The Billboard

Ice Cream Price Down

PHILADELPHIA, April 2. - The first break in ice cream prices, which have been rising steadily since 1942, came with the announcement by the Supplee-Wills-Jones Milk Company that prices of milk and ice cream would be cut this week. No formal statement was made by officials of other major ice cream makers here, but it was indicated that they would follow Supplee's announced plan of lowering prices to dealers by 7 per

John K. Bainbridge Jr., general sales manager of the firm, said that

such reductions in the past "usually resulted in dealers lowering their price to consumers by about five cents a quart." He added that already "more than 50 per cent of our dealers assured us they would reduce prices to consumers."

The retail price of ice cream now ranges generally from 75 to 85 cents a quart. Early in 1942, before a series of increases, the price range was from 55 to 60 cents. Bainbridge asserted that lower prices of cream and other ingredients enabled the firm to make the reduction.

(See SUPPLIES on page 182)

ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM COPPER AND SILVER PLATED CHARMS Silver Wedding Rings. 1,000 Gold Wedding Rings. 1,000 Cameo Rings. 1 Gross Sassy Wise Crack Buttons. 1,000 Gold Plated Basket Balls. 1 Gross



It's Hard to Resist the "Sales Appeal" of a Mills Cooler

The Neat, Clean · Appearance Creates that Impulse to "Have a Refreshing Drink"

The Mills Cup Machine with new vending stage insures dependable dispensing of cup, syrup and carbonated water, eliminating servicing trouble.

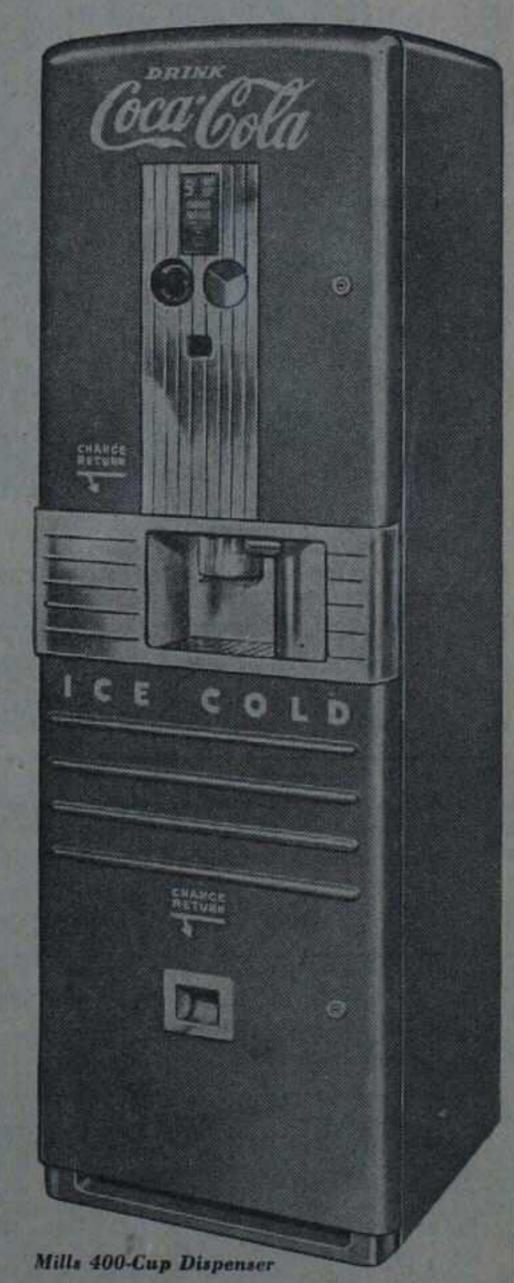
No sales are lost for want of the exact change. The Mills coin changer takes nickels, dimes and quarters-delivers the beverage and correct change automatically.

> Over 60 Years' Experience in the Manufacture of Coin - Operated Machines

MILLS INDUSTRIES, Incorporated

4100 Fullerton Avenue

Chicago 39, Illinois



MILLS COOLERS

Fully Automatic with Coin Changer

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURE

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 refilled 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 collec-



WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION BIB EAST ARMSTRONG ST. . MORRIS, ILLINDIS

ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

ROY TORR, Lansdowne, Pa.

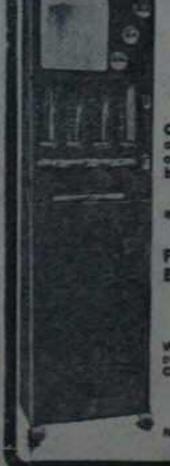
A MONEY-MAKER ON EVERY LOCATION! louhwestern

le AND Se OR 5c AND 10c

Less Than 25 \$45.00 Less Than 100 \$44.50

100 or More \$44.00





Earn BIG **Profits** SE GUM AND CANDY

VENDOR

Capacity: 328 Packages of Gum or 21C Packages of Candy or Any Com-bination of Both.

MODEL 500 Metal Cabinet and Sase Ht. on Sase. 60"x18" WL on Sase. 64 Lhs Base 15.00

SPECIAL

\$65.00 Candyman, 72 8 ar Capacity with enclosed base.

Immediate Dailvery In Green, Blue or Ten.

Write for Catalog of Com-clete Line of Se Gum and Candy Vendors

ALKUNO & CO. 468 Concore Ava. NEW YORK 54, N. Melrose 5-7767

Victor Vending In Production On Hot-Pop Unit

CHICAGO, April 2.-Victor Vending Machine Company's non-coinoperated popcorn dispenser, shown during the January convention of the Coin Machine Institute, was placed in production this week according to H. M. Schaef, president of the firm.

The dispenser will be sold thru Victor's regular distributing firms for \$47.50. Machine has a capacity of one bushel of popped corn, is 14 inches in diameter at the base and 31 inches high. A 100-watt warmer element is built in the bottom of the machine.

Housed in a steel cabinet with chrome trim, the globe of the dispenser is clear plastic. Inside and outside parts, Schaef said, are copper, nickel and chrome.

Victor is marketing the dispenser to coin machine and automatic merchandising operators suggesting that the operator place the machine on a commission basis, dropping off the corn and collecting immediately. The proprietor of the store would then stock the machine and keep it serviced. Since the machine has no coin drop, locations could either sell portions of popcorn or give the corn

SUPPLIES IN BRIEF

All milk companies lowered their prices again April 1, in accordance with a State Milk Control Commission order issued before last Christmas. January 1, the commission ordered the cost of B milk in this area to 21 cents, delivered at the doorsteps and also cut the cost of cream and other milk products. The cost of milk bought on a cash-and-carry basis in stores was also cut April 1.

On the heels of the Supplee announcement, price reductions, ranging from 3 to 4 cents a quart and bringing the wholesale price of its ice cream to approximately the April, 1948, level, were announced by the Breyer Ice Cream Company. The company stated the reduction was made possible by lower cream costs and that it is expected that dealers would reduce their prices to consumers by 5 cents a quart.

Write for Quantity Discount Other Popular North Jestern Vandors \$10.35 and Up

Contact us for BULK MACHINE CHARMS MERCHANDISS BALL SUM

TRANSFER REFILL

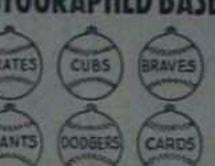
Cuts Service Time

\$17.55

SAMPLE

Parts and Supplies 16-56 and Foreign Coins. Write for Circulars and Price List.

RAKE COIN MACHINE EXCHAN 609 SPRING GARDEN ST. FHILA 23 [Ombard 3-2676



B 44.44 C KING CO.

California Vending Almon

65¢ F.O.B Los Angelos 80° Per LS

We Manufacture BULK MERCHAN DISE. All Types-Highest Quality Lowest Prices . . . Samples

Southern California Operators, order ACORN MERCHANDISE VENDO

Operators Vending Machine Supply 1023 S. Grand Ave. Los Angeles 15, C.

TRIPLE YOUR PROS TRIPLE YOUR PROP

BECKER VENDING SERVICE - BAILLIO

ATTENTION-25c & 30c CONVERSIONS

Silver, -Quarter or combination Nickel-Dime conversions, Guaranteed Parts

Expert Workmanship. ALSO 30¢ CONVERSIONS FOR ALL

| CIGARETTE MACHI | NES |
|--|----------|
| NEW NATIONAL SE | \$275.00 |
| NEW UNEEDA & Cols. 510 Pack Cap. | 139.50 |
| National 9-50, 350 Pack Cap | 97.50 |
| National 9-30, 270 Pack Cap | 75.00 |
| National, 6 Col., 150 Pack Cap | 32.50 |
| Rowe President, 10 Col., 475 Pack Cap. | 1125.00 |
| Rows Royal, 10 Col., 400 Pack Cap | 100.00 |
| Rows Royal, 8 Col., 720 Pack Cap | 85.00 |
| Rows. 6 Col. 150 Pack Cap | 35.00 |
| Uneeds Model 500, 9 Col | 115.00 |
| Uneeda Model E. 15 Col., 350 Pack Cap. | 62.50 |
| Uneeds Model E. & Col., 240 Pack Cap. | 57.50 |
| DuGrenier 9 Cols. Model W. 270 | 62.50 |
| Pack Cap. | |

| - | | | 512 | 100 | |
|-----------|-------|-------|-------|-------|--------|
| Stoner, 8 | Col | | | | 120.00 |
| Mational | 9-18 | | ***** | ***** | 35.00 |
| U-Select | Candy | Machi | - | | 17.50 |
| Shinman | Candy | Vendo | | | 22.50 |
| ROWE 5 | COL I | CUM | VENDO | A | 17.85 |

SPECIAL

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-EA" INCE C. O. D. Parts and Mirrors expliable for all makes and models.

THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES'

BROOKLYN 11, NEW YORS Evergreen 7-4568 166 CLYMER STREET

183



SPECIFICATIONS

Height, 31 inches. Base, 14 inches in diameter. (Occupies very little space.) Capacity slightly more than one bushel of popcorn. Vends about 44 ten cent or 88 five cent portions from each filling. Equipped with one 100 watt heat element that keeps corn hot at all times. Comes with 7 feet of cord. Operates A.C. or D.C. current. One electric bulb Illuminates Hot-POP. The top part of globe is made of plastic. Transparent for excellent display of corn. Easy to remove for cleaning. The cover on top of globe is made of red plastic, easy to remove when location fills Hot-POP. New feather touch release trigger. Positive delivery chute, easy to keep clean. Toggle switch in front to turn off or on.

Write for free profit chart and colorful circular with full and complete details.



ORDER NOW FROM YOUR DISTRIBUTOR

MANUFACTURED BY

REVOLUTIONIZES OPERATING!

HOW OPERATORS CAN COLLECT THEIR PROFITS IN ADVANCE

So easy . . . so simple . . so profitable, with such a very small investment for each location unit that Hot-POP can make its cost out of profits in just a few weeks of operation.

Here's How Hot-POP Works in Practical Operation

You, the Operator, place each "Hot-POP" Vendor on location with the agreement that you will allow the proprietor to have the use of "Hot-POP" free of charge. All popcorn must then be purchased from you, cash on delivery. You make your profits in advance! The location then sells the popcorn out of your "Hot-POP" Vendor over the bar or counter, and makes his own big profit. He doubles his money.

A GREAT BUSINESS STIMULATOR

In addition, the sales of hot, fresh popcorn stimulates the entire business of the location, especially bar business . . . so the location makes money iwo ways.

LOCATIONS EASY TO GET

Locations are easy to get because of Hot-POP's very attractive modern design and size. Every location falls in love with it and they start making profits immediately, without obligation to buy or rent the equipment. It's the greatest operating deal ever created! Big profits are made with exceptionally small investment.

OPERATORS COLLECT . . . IN ADVANCE

You, Mr. Operator, collect your money in ADVANCE when delivery is made, usually once a week. The location services "Hot-POP" for you by keeping it full of popcorn. There are no other service calls, as "Hot-POP" is not coin operated. No keys necessary. After "Hot-POP" is placed on location, you merely deliver popcorn and collect when delivery is made.

BUY PRE-POPPED OR POP YOUR OWN

The popcorn you sell to your locations can be purchased in your own vicinity from your local jobber or any wholesale popcorn supply house . . . or you can pop your own corn. There is big profit for you which ever way you wish to handle this end of the business.



VICTOR VENDING CORPORATION

5701-5713 WEST GRAND AVENUE

BONANZA'S SENSATIONAL MONEY MAKER

THE NUGGET

Automatic Popcorn Dispenser

Featuring

National Coin Rejector, Microswitch timing, Coldrolled steel construction. Stainless steel chute and exterior trim. Baked Hammerten enamel finish. Neoprene (rubber) window insulation. Locked-In cash box. Safety-fused lead-in cord. Size 151/4x 151/x59 inches. Weight 70 lbs. Operates on 110 volt AC-DC, 50-60 cycle. Simple to convert from 10c to 5c mechanism. Storage space for extra corn. Meet all requirements of the Pure Food Laws and Underwriters Laboratories.

Built to operators' demands for a trouble-free vender at low cost

at a Sensational

Low Price

. O. S. Los Angeles

Operators and Distributors East of the Mississippl River Contact ANNZANN CORP., Durham, N. C., Eastern Representative

IN THE WEST ...

LEON (Hi-Ho) SILVER, San Francisco, Calif. A. KOENIGSDORF, Kansas City, Mo.

BONANZA, Inc.

2980 WEST PICO BLVD.

LOS ANGELES &, CALIF.

Also manufacturers of the SWIFTY-SHINE Automatic Shoe Shine Machine at \$149.50, F. O. B., Los Angeles

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW VENDING MACHINES N.W. Doal Vendor, comb. 16 or 56 45.00 N.W. Deluxe, comb. Is and Se 27.00 Silver King Charm King, 16 13.95 SHIPMAN Triplex, Is, 3c and air mail 39.50 N.W. Nat'l Postage, roll type 69.50 Postmaster Stamp, Roll Type 69.50 Advance #21, 2/25¢ match fold pack 25.00 Advance Sanitary Napkin, 10: ... 20.00 SANITARY NAPKINS, 250 in carton, Ea. .04 Adams Gum, Model GV, 4 col. 22.50 Match Box Machine 4.95

STAMP FOLDERS 50c per M

| 45r Per M in Lots of 25A Folders Packed SM to | A or more. Carten |
|---|--|
| NEW COUNTER GAMES | NEW SLOTS |
| ABT Skill Gun | Mills Vest Pockets . 8 Mills Q.T., Sr Col. Bell, Double Jack- pot, Interchange- able, 5, 10 or 25c |
| Exhibit Card Vendors 19.50 Steeplechase, 1s 35.00 Target Kings, 1s 45.00 Imp, 1s or 3s 16.50 | Marvel 1s Taken American Eagle, 1s Vest Pocket, 5s Imp. 1s Yankee, 1s |
| Test Quest, 14 29.30 Hunter, 14 45.00 | Windmills, 16 |

LIBERAL ALLOWANCE WE CARRY A COMPLETE

27.50

RECONDITIONED VENDORS

1s Variety Shops With Stands 14.50

Master #2 Comb., It and St 10.00 It You Chu Ball Gum 650

Cath Trays, Almonds, Sr (New)

It Vic. Mod. V. Cab. Type

It Vic. Mod. V. Globe Type

N. Y. Stamp Vendors, It and 3r

Shipman Duplex, It and 3r Stamps

Adams Gum Vendors

Columbus Tri-Mor, J Comp.
Columbus, Se, Model 46ZB
Columbus, 1e, Model 46Z
Columbus Bimor, 1e

Rows St Gum and Mint Venders ... 14.50

WE TAKE TRADE-INS-

Adams Gum Vendors, 1c, 4 Col.

Adams Gum

Adams Gum Vendors, 1r. & Col. ...

LINE OF SALESBOARDS STOP IN TO SEE US

COLUMBIA BELLS

USED (WAS \$85.00)

NOW \$75.00 45.00 Genuine LEAF RAIN-BLO GUM at Factory Prices 14 SIZE, 26c LB. 170 Ct. and 210 Ct., 27¢ Lb. Kicker & Catcher ... 22,50 Sparks, Tok. Pay., 16. 19,50 Liberty, Tok. Pay., 16. 14.50

45,00

Send for our Complete List of Coin-Operated Machines and Supplies.

1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

US SPRING GARDEN STREET

Electric Shockers 18.75

Whirt-s-Ball 19.50

Kicker & Catcher, 1r. 34.50

LOmbard 3-2676

PHILADELPHIA 23, +A

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

Harrison Ships Coffee Extract For Vender Use

NEW YORK, April 2.-Following extensive local testing of its new coffee concentrate, specially developed for use in automatic coffee venders, the Harrison Company disclosed this week plans for distribution of the product to operators on a national basis.

Altho immediate plans call for delivery of the liquid concentrate direct to operators by truck, George Harrison, president of the coffee processing bouse, said that eventually his firm will establish regional warehouse facilities to spread distribution to route owners. Already deliveries are being made to operators as far distant as Chicago, he said.

Harrison, whose headquarters are at 50 Stone Street bere, stated that his liquid coffee concentrate requires no straining before use and that its use in venders results in "no settling out of coffee solids of extraneous matter to disturb measuring devices." He also declared that it wouldn't clog valves, since no sediment remains in the commodity container

From 700 to 850 six-ounce cups of mixed coffee may be dispensed from each gallon of concentrate, he pointed out, depending on the strength desired. The coffee extract is shipped in No. 10 metal containers or full gallon containers, since freezing for retaining freshness is said to be unnecessary.

The method of processing, said Harrison, keeps the liquid coffee fresh for at least a month after leaving his plant. However, test containers of the coffee have remained commercially usable for more than twice that period, he pointed out. The company recommends that the concentrate be stored in a cool place.

Altho the Harrison concentrate is not competitively priced, its promotion will be based on its "full flavor and body," according to the head of the company, as well as the claim that none is wasted in the dispensing

While it was developed primarily for venders, Harrison said the extract will also be marketed to restaurants, catering houses, ships and other large users of coffee. The Harrison Company was founded in 1930, However, its president has been in the coffee business since 1921.

Estimate Coin Washer Volume At \$150,000,000

NEW YORK, April 2.-The gross income of coin-operated washing machines, both in stores and multiple dwellings, has now reached \$150,000,-000 annually, it was estimated this week by Arthur W. Percival, President of Telecoin Corporation; Of this amount \$100,000,000 represents the business done by the 6,000 laundry stores in the country, he said.

The average investment in each of these stores is \$10,000, according to the head of the commercial Bendix washer distributing house, with the net income of each store estimated at about \$10,000 a year. However, this income is tapering off somewhat as more and more stores are placed in operation, he pointed out.

At the same time it was announced that Telecoin has named three new distributors to handle its vending and service line. They are C. H. Fuller Distributing Company, Houston, for the State of Texas; Tele-Mat Corporation, Detroit, for the Detroit crea, and Juice Vending Corporation, Atlantic City, for seven counties in Southern and Western New Jersey.

Advance and Columbus Machines. Vend in all other machines, too. Fortune Balls With Precious Per M 510.00 Fortune Balls With 1 Dice. Fortune Balls With Key Chains, 18.50 Fortune Balls With Balloons Fortune Balls With Bracelets

New round prizes suitable for

Per Gross 6.00 LOWER PRICES ON CHARMS.

| SKULLS AND RINGS | |
|--------------------------------|---------|
| | Per M |
| Series #1 | \$ 3.00 |
| Plastic Charms, Big Series =2. | 4.00 |
| Plasfic Skulls | 3.50 |
| Plastic Rings, 20 Styles | 3.00 |
| Metal Plated Charms, Series #1 | 6.00 |
| Metal Plated Charms, Series #2 | 7.50 |
| Metal Plated Skulls | 6.50 |
| Metal Plated Skulls With | |
| Rhinestone Eyes | 15.00 |
| Metal Plated Rings, 20 Styles | |
| Samuel Fnny & Co | Inc |

Jamuel Lphy & Lo., Inc. World's Largest Charm Manufacturer

113-08 101st AVE. Richmond Hill 19, L. I., N. Y.

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Outs Service Time

BAMPLE Write for Quantite Other Popular North western Vendors

\$1035 and Up Contact in for BULK MACHINE

· MERCHANDISE BALL GUM Parts ann Supplies

Write for Circulars and Price List. BADGER SALES CO., Inc. 2251 W. Piro Blirt. Los Angeles 6, Onlif.

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM

BUBBLE GUM BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc. SEA BRIGHT, N. J.

REAL LOW PRICES U-SELECT IT

54 Bar Capacity, \$22.50 ea. Lots of 10, 520 ea Uneeds 3 Column with Base \$52.5

Cigarette Machines DU GRENIER 7 COL. S DU GRENIER VD. 7 Col.
DU GRENIER W. 9 Col.
DU GRENIER CHAMPION
UNEEDA MONARCH, 8 Col., Like New
UNEEDA 8 Col.
NATIONAL 5-30 UNEEDA 9 Col. 500

HARRIS VENDING 2717 N. Park Ave. Philadelphia, Pa.

BRAND NEW



Lots of 25. 57.75

Lots of 5.

Nut and Charm Vendors hold & lite. Note: Bull Gom Vendors, 800 Balls Gom. Fully quaranteed.
1/3 Deposit. Balance C. O. D.

BLOYD MFG. CO. VALLEY STATION, KY.









N. Y. Transportation Board Asked To Liberalize Pact

some of the contract terms. Once the normally exposed to public view. revised contract terms are made pub-

lic bids will be solicited:

preliminary contract voiced at the tions for alteration, included: hearing was its duration. Operators claimed the three-year period speci- a function not of the board, as specified was too short for them to realize fied, but of the health department; a profit in view of high installation the number of machines called for and operating costs. Since it was (50) in lower traffic stations should claimed that at least three years be reduced; operators should have would be required to amortize equip- four months to install the required ment costs, they suggested the con- minimum of machines, rather than tracts be extended to four, or possibly two months; if machines have to be five years. Also, they urged that defi- moved and the new locations prove nite provision be made for renewal of less profitable than the original ones, contracts by successful bidders

seemed to hit on a point close to the way garbage disposal facilities should interests of all attending when he be allowed to operators; no payments asked the board to reduce its com- of commissions should be required in mission requirements. These now call the case of theft of receipts from mafor 25 per cent on gross income for chines, as now specified, and to promachines in all stations except those vide for reimbursement of installation in mid-town Manhattan. There, 30 costs if the board orders equipment per cent is asked. Collins suggested to be relocated. that the commissions be trimmed to 20 and 25 per cent respectively. The record at the hearing protested the competitive factor in the bidding will "slanting" of contract provisions be minimum monthly guarantees to making them inapplicable for pure the city.

Test Limit Protested

Strong objection was also made to the provision allowing no more than 10 test drinks per machine per month. This provision should be eliminated from the contract, declared Frank Finneran, of Union News, since "you can have 10 dishonest tests or 1,000 honest ones." Other means should be found for insuring the city against false statements, he said.

In this connection, it was also argued that the provision requiring counting meters visible from the front of machines was unwise, since it was a tacit invitation to tampering and

Stoner's Hard Candy Unit Supplied on 50% Of All New Stock

AURORA, Ill., April 2.-Stoner Manufacturing Corporation's special hard candy four-column unit, introduced during the NAMA show last December and placed in production in January, is now being installed on 50 per cent of all new Univenders leaving the factory, "Bip" Glassgold, sales manager, reported this week.

The hard candy unit, which continues to be priced at \$25, takes the place of the left-hand end column in Stoner's standard candy vender models. Stocking mint, fruit drop and sti gum packs in each of its four separate columns, which are positioned one immediately in back of the other, the unit is operated by machine's regular coin mechanism. Selection, however, is made via a roll-type selector set out from the base of the unit which incorporates an "empty" indicator. Total capacity of the four columns is either 158 packs of gum, 104 mint packs or 90 (round) fruit drop packs. Because of the selector mechanism, combinations of all three may be stocked.

NICKEL DRINKS

(Continued from page 176)

methods and means of transportation. Everything humanly possible is being done to keep the 5-cent drink in existence."

The question posed for ops was difficult. A change over to a 10-cent brice means changing all their units, an expensive and long job.

price was said to be an extremely important factor, and the industry lightly, leading bottlers contended.

theft." Operators felt the meters eration of all objections and sugges- should be located on the sides or in tions and the possible rewriting of back of machines, in positions not

Other points in the proposed contracts objected to by operators at-One of the major objections to the tending the hearing and their sugges-

Approval of sirups used should be an adjustment should be made in the John Collins, of Automatic Canteeu, monthly guarantees; the use of sub-

> Two documents made a part of the fruit juice vender operation. These presented by the Florida Citrus Commission and Snively Vending and Sales, asked, in effect, that a special contract be written for such operation. The present contracts smacks of "monopolistic practices," charged the Snively brief, and discriminates against the country's "farmers and fruit growers."

Coan Delivering Fully Selective Cigaret Venders

MADISON, Wis., April 2 .- Initial deliveries on Coan Manufacturing Company's fully selective eigarette vending machine were made last week, Vic Johnson, Coan's sales manager, announced. Johnson said the first run on the cigarette machine totaled 250 units.

Introduced to the trade at the 1947 exhibition of the National Automatic Merchandising Association, the Coan cigarette machine was not placed in production until last month because of the teel situation and the necessity for changing over the plant from a strictly candy production line to a combination capable of turning out both types.

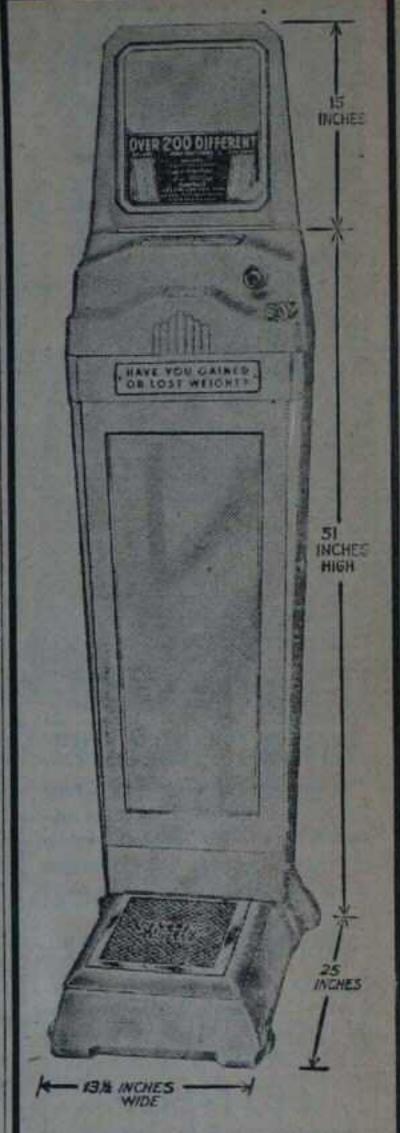
Companion Pieces

Somewhat larger than the U-Select-It candy machine, the cigarette vender is 471/2 inches high, 81/4 inches wide and 8 inches deep. Coan's cigarette unit closely resembles the firm's candy machine. Johnson said the two will be operated as companion pieces on most locations, indicating that Coan expects many of its candy operators to add cigarettes to their line.

The cigarette vender, which lists at \$84, has a capacity of 74 packs and weighs 58 pounds. Like the Coan candy machine, the cigarette vender use the endless belt principle. Currently the cigarette unit is being produced only with a quarter coin drop, altho Coan expects to put a 20cent machine on the market in the future.

Meantime, Johnson said, some ope. ators in areas where cigarettes are still being sold for 20 cents are "nickeling" their packages. With the cigarette vender handy to the candy machine, Johnson expects operators Consumer resistance to a 10-cent may find "nickeling" a hypo to candy business.

Feature of the cigarette vender, does not intend to take that factor which Coan is emphasizing, is the removable coin chute.



FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

Manufacturing Company

Chicago 44, III. 4650 W. Fulton St. Est. 1889-Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

The new, BIG-CAPACITY Vender for Kleenex* Pocket-Pock Tissues

IS ON THE WAY "T M. Reg. U. S. Pat. Off. I. C. P. Co.



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 profitable and satisfactory service.

OR'S UNIVERSAL

Tops for modern design and efficiency . . . truly a worthy rival for the Model V as an all-purpose vender . . . greater capacity.

HOT-POP

Victor's New Sensational POPCORN VENDOR Only \$47.50

Write for Descriptive Matter and Prices

5701 5713 W Grand Ave. CHICAGO 39 ILL.

recommended and sold on

TORR TIME PAYMENT PLAN Pay for same in 20 weekly payments

WRITE FOR DETAILS

RAIN BLO BUBBLE BALL GUM

Packed 25 Lbs. to Carton

25 to 475 lbs...... 27c lb. 29¢ lb. 500 lbs. or over 26c lb. 28c lb.

Freight paid on 150 lbs. or over FULL CASH WITH ORDER

For better cash returns try TORR DELUXE SALTED MUT MIX Made up of Cashews Pecans, Filberts Virginia and Spanish Packed 30 lbs. to

47c PER LB .- S14.10 PER CTN. Cash with order-F. O. B. Philadelphia.

LANSDOWNE, PENNA.

The new, BIG-CAPACITY Vender for Kleenex* Pocket-Pack Tissues IS ON THE WAY

*T. M. Reg. U. S. Pat. Off. I. C. P. Co.

SECNY Learns Vending Biz; 6 Experts Discuss Industry

(Continued from mage 176)

and open up new areas of distribution. As a fast-growing industry, he found vending providing new jobs and contributing greatly to the national wealth.

In a talk illustrating the development of a large vending concern, Louis E. Leverone, of the Automatic Canteen Company of America, detailed the growth of his company. Introduced by John T. Collins, head of Canteen's New York operation, who also introduced the other speakers, Leverone spoke of early difficulties with automatic merchants. Not the least of its effort, during the firm's early days, was spent in convincing industrial management of the value of venders as an in-plant service, he said.

400 Million Candy Bars

In emphasizing that vending is becoming big business, Levorone revealed to the sales executives that over 400,000,000 candy bars of a single brand were sold thru Canteen machines last year. He viewed efficiency in operation and high standards of service as the "secrets of success" in vending. But he warned there was no sure road to vending profits, pointing out that the mortality rate among automatic merchandising concerns has been high.

Leverone disclosed that Canteen would soon place its hot sandwich venders in quantity. In the development stage for more than six years, the vender has undergone numerous design changes to incorporate refrigeration mechanism and to secure full example of the special problems encountered by the vending industry, perienced with the 275-sandwich- sources," stated Curtiss. capacity machine, Believed perfected, the machine was recently rector of Philip Morris & Company, placed on test by Canteen. But the who with John Collins was credited Federal Communications Commission (FCC) found that it interfered with on the value of intra-company contelevision reception. Now a special screen has to be built into the unit.

Predicting that vending is in for a period of sustained expansion. Leverone asserted that "automatic the clock, servicemen Leo McGrath merchandising was the greatest step and Robert Morgan cleaned and ahead in distribution since the era filled two candy venders, an oper-

HebelCorp.Bows Ice Cream Mach.

(Continued from page 176)

ward, thus the slight pressure required to extract the bar is exerted on the stick.

Separate Coin Units

Each of the five drums is actuated by its own coin mechanism. Enclosed in a separate top compartment, running the full width of the machine. coin controls are not in the "cold zone." Interior of the vending compartment is stainless steel; the drums are aluminum to facilitate removal for cleaning. Entire drum assembly and hub weighs 50 pounds; weight of the complete vender is 285 pounds. Three inches of fiberglass on all sides except bottom, which is three inches of cork sheet, furnish insulation. Over-all dimensions of machine are nounces a planned program aimed at 50 inches high, 30 inches wide and 31 making May a special "beverage inches deep.

Marketing Plan

Present plans for marketing the vender include appointment of distributors in key cities, and direct-topurchaser sales in those areas not May, the plan is geared to increase serviced by distributors.

Manufacture of the machine is being undertaken by the Era Tool & Engineering Company, Chicago. Rob- State-wide basis, would be beneficial ert Lonze, Era vice-president, states to bottlers in all parts of the counthat initial production will be 10 units try; they invite all local associations a day. His firm specializes in pre- to contact them for details of their cision production, tooling and design, promotional plan-

Harry Alexander, of the Chalex Corporation, told the sales executives that the current status of vender acceptibility could be attributed largely to the development of the slug rejector and change maker. These increased confidence in the machines, he asserted, as well as boosted their utility.

Venders are "impulse merchandise" sellers primarily, according to Alexander, and will do their best in the dispensing of branded merchandise. He said the next great advance in the industry might well be the perfection of multiple coin mechanisms permitting the vending of odd-priced

A bright future for venders in airports was predicted by Robert S. Curtiss, director of the department of concessions and revenue in the Port of New York Authority (PNYA). Disclosing that venders under the jurisdiction of PNYA, which operates several airports, bridges and tunnels in this area, grossed almost \$500,000 last year, he said that plans now call for the placement of many additional machines.

\$214 Per Square Foot

Pointing up the earning power of suitably placed venders, Curtiss reported that one machine at La Guardia Airport grossed \$214 per square foot of floor space in 1948. Three others earned in excess of \$2,000 per machine, while five venders took in more than \$1,000 each. There are now 470 venders in PNYA locations, he revealed. An important approval of health officials. As an part of the port's income comes from commissions on the machines' sales, since it must realize "60 to 70 per he told of the latest obstacle ex- cent of its revenue from non-aviation

> Zenn Kaufman, merchandising diwith preparing the conclave, spoke tests in promoting efficiency. To illustrate his topic, he emseed a vender-loading contest between two Canteen employees. Working against ation that normally takes about 11 minutes. McGrath was the winner, completing the job in 1 minute 41 seconds. The demonstration was followed with interest by the onlookers. and it was announced that McGrath would compete with the Canteen Mid-West champion soon.

Venders exhibited at the Roosevelt Tuesday included Canteen candy and soft drink machines, a Bert Mills coffee vender, Rowe cigarette merchandisers, Lehigh nylon venders, International Mutoscope, Photomatics and recording machines, a General Register ticket machine, an insurance vender and the Chalex automatic auditor.

Calif. Bottlers Plan Special Sales Drive

ALHAMBRA, Calif., April 2 .-Southern California Bottlers of Carbonated Beverages (SCBCB) anmonth" in Los Angeles and Orange Counties, with the campaign to include use of posters for trucks and venders, display cards and window strips to publicize their product.

Altho designed to hit hard during bottled soft drink sales on a yearround basis. Association officials state that similar campaigns, on a

30 lb. carton salted Virginia. (vending) (vending)

Raw and Roasted Peanuts in the Shell Salted in the Shell, Bulk

and 10c Packages Granulated Peanuts for Drumsticks, etc. 5e Salted Peanuts (Bags)

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U-Need-A-Pak 'E", 8 col. 52.50
U-Need-A-Pak 'E", 8 col. 52.50
U-Need-A-Pak 'E", 8 col. 63.00
National 9-30, 9 col. 63.00

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PHINSM KEYNOTES INDUSTRY

Home Tele Set Sales Up; See Less Juke Woe

Commercial Market Holds

CHICAGO, April 2 .- The rapid increase in the use of home television receivers is continuing, with more than 1,200,000 sets now in use. This figure was reported by E. P. H. James, vice-president in charge of television for the Mutual Broadcasting System, who further estimated that by the end of the current year the figure should approach the 3.000,000 mark. With this rapid increase in the sale of home sets, the use of public location sets has been on the decrease, according to surveys here and in the East, with juke boxes getting less competition from video. But use of commercial tele sets in larger locations is expected to continue unabated for some years to come.

Actually, the locations offering video have decreased steadily in number as the home set sales have grown. Major outlet for the commercial, multiple-type receivers is expected to be larger restaurants and clubs, a market which is comparatively untapped to date. Too, as more cities open up with television, Music Company, Inc., has been apunits such as those marketed by Trans-Vue, Solotone, Tradio, etc., are expected to introduce the video medium to the public. Too, these multiple-screen sets are much more adaptable to the larger locations, making it possible for patrons, no matter where they are seated in the location, to view the programs without too much trouble.

According to current estimates, about one in eight families in the upper income brackets in the Chicago area now have a home receiver, while the ratio is about one to four families New York area. Cutback in the prices of home sets has opened up the market to the lower and middle income brackets, but as yet no figures have been compiled on sales to these families.

WurlitzerNames Southland Dist. Los Angeles Rep

NORTH TONAWANDA, N. Y., April 2.- Appointment of the Southland Distributing Company, with headquarters in Los Angeles, as distributor of the Rudolph Wurlitzer Company products in that territory, was announced by the manufacturer here. Southland will move its headquarters to larger headquarters at 1128 South Crenshaw Boulevard April 4, and will maintain complete sales and service departments in the new and larger quarters.

Owners of Southland Distributing are A. M. Mendez and Norman Rothschild, both of whom have been active in the coin machine industry in the South and Southwest for a numper of years. Stanley W. Turner, long associated with the Wurlitzer company, has joined Southland, it was announced by Mendez and Rothschild and will concentrate on the Wurlitzer account.

Sport Enthusiast

SIOUX CITY, Ia., April 2 .-Dave Johnson, local juke box operator, is probably one of the nation's top basketball enthusiasts.

He is sponsor of two top teams, the Johnson Jukes and the Sioux City Jamcos. He keeps up with both teams, using air-travel to get around in order to watch his squads.

The Johnson Jukes were organized a year ago and the team has been rated as one of the best in the Middle West; in fact, Johnson will just about take on any team with his Jukes.

The Jukes were declared ineligible for the national AAU tournament so Johnson formed his second team called the Jamcos. This squad won the Sioux City tournament and walked off with the Midwest honors at Omaha, winning over an Omaha club 47 to 31 to gain the national meet held at Oklahoma. The club was beaten by one of the top teams in the national meet.

London Music Reps Seeburg In Minn., Dakotas

CHICAGO, April 2 .- S. L. London pointed exclusive distributor of Seeburg music systems and auxiliary equipment for the States of Minne-(See London Music on page 190)

AMI Prez Sees Lower Price Coming as Costs Drop; Ops Say, Grosses Remain Steady

Report Postwar Adjustments Now Largely Completed

CHICAGO, April 2.—General conditions in the music machine field have undergone a considerable change in the last 12-month period, with operators, who were faced with a dark future in the spring of 1948, now showing definite signs of putting their routes on a profitable operation basis. While many of the costs continue high, especially those in the labor and supply end of the business, a decided downward trend has been noted in many of the expenses encountered by ops. While list prices of machines continue about the same as last year, trade-ins, bonus arrangements and

other sales incentives have actually lowered prices to the operator-at a time when he had amortized his im-United Amuse. mediate postwar purchases and was in need of replacements for some of his older equipment.

In line with the optimistic note in the industry today, John W. Haddock, president of AMI, Inc., Grand Rapids, Mich., this week told The Billboard this feeling of optimism was based on what he considered to be four AMI Manufacturing this week ap- fundamental and easy-to-understand pointed the United Amusement Com- facts:

1. Average gross seems to be holdutor covering the Western Missouri ing firm.

2. Postwar adjustments have largely been made.

3. Operators' costs, including depreciation, are tending downward.

4. Competition from television is decreasing.

Regional Differences

"In my contacts with operators and distributors thruout the country," said Haddock, "I make it a point to carefully check gross income so as to determine whether they are falling, rising, or holding firm. There are some regional differences of course but, in general, the reports reaching me indicate that the average gross has held at approximately the same level for the past six months and there seems to be no reason why it should not continue to hold at the same level or increase slightly during the coming resort and travel sea-

"Another reason why I believe we can all face the future with confidence is that we have met and successfully passed the worst of our postwar adjustments. During the war, and for some time after, there was a greater demand for all types of goods and services than could be supplied. In every industry, when supply catches up with demand, a period of readjustment follows which is confusing and troublesome. We in the phonograph business have met our period of readjustment and it is now largely behind us. In this respect we are one or two years ahead of most other industries."

Prices Down

"Thirdly," continued Haddock, "I believe the whole level of prices is tending downward and as this continues, operators' costs will be reduced. We all know that our basic problem during the past three years has been the squeeze between inflated costs and the relatively fixed price of 5 cents for 3 minutes of music. Call it deflation, disinflation or what you wish. The nickel which shrank so small is now getting larger, and as it grows this industry will get healthier."

Ops More Active

Meanwhile, operators of music equipment are showing more unified interest in the problems facing the industry. Practically every music operator in Minnesota, Wisconsin, (See AMI PRESIDENT on page 190)

Nineteen Firms To Exhibit At Five - States Convention

held here April 25-26, it was announced this week by Ken Ferguson, publicity chairman. While the emphasis will be on music equipment and supplies, other types of coin-operated equipment is expected to be shown.

The exhibitors are: Lieberman Music Company, Music Service Company, Silent Sales Company, Midwest Coin Corporation, Mayflower Distributing Company, LaBeau Novelty Company, Gopher Distributing Company, Automatic Games Supply Company, F. C. Hayer Company, Hy-G

MINNEAPOLIS, April 2.-Nineteen | Music Company, Reinhard Bros., Capin the same income brackets in the firms have contracted for the entire itol Records Distributors Company, exhibit space at the Five States Pho- The Roycraft Company; Mercury nograph Operators' Convention to be Records Distributors, Inc., all of the Twin Cities.

New AMI Distrib

For Mo., Kansas

pany, Kansas City, Mo., as its distrib-

and Kansas territory. Appointment

of United, which is headed by Carl

Hoelzel, was reported by Lindy Force,

general sales manager of the manu-

United Amusement Company,

among other lines, is also distributor for Bally and Mills products in the

Missouri-Kansas area. Headquarters

are maintained at 3410 Main Street,

facturing firm.

Kansas City.

GRAND RAPIDS, Mich., April 2.-

Out-of-town firms set to exhibit include: Shuffleboard Sales Company, Milwaukee: Encore Manufacturing Company, Cleveland; J & F Sales Company, La Crosse, Wis., and Permo, Inc., Chicago.

Hotel space in Minneapolis for the convention dates is rapidly being reserved, Ferguson announced, and operators were reminded to send in their room and banquet ticket requests as soon as possible to insure their being

(See 19 Firms on page 190)

See Music Dept. for This Info

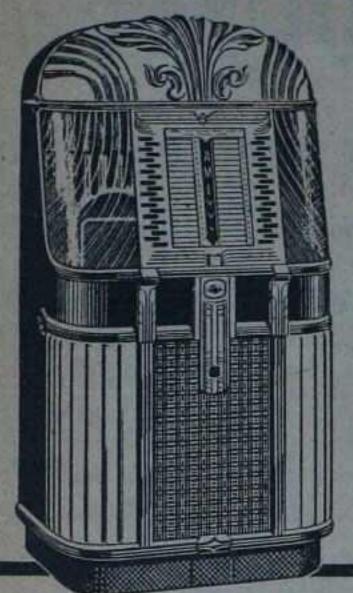
Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are: PRICE CUTS STIR DISKER UPROAR. Waxeries other than Columbia say they will hold firm to prices.

VARSITY CUTS TO 35 CENTS PLUS TAX. Retail price reduced from 44 cents; firm cuts series to dealers.

LP PRIVILEGES EXTENDED TO SHELLAC. Columbia adds 5 per cent to return privileges, heretofore given only on the LP disks.

KING EXPANDS POP ROSTER. Diskery inks artists to pects in a move to increase its pop field. SUPREME, BLACK & WHITE DISSOLVE SUIT. Suits and

counter-suits end amicably out of court. 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 mechanical developments in the business—the Radio-Phono-TV



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640 W. Baltimore St., Baltimore, Md. . Phone: Mulberry 4799

BILOXI

United Novelty Company

111 W. Division St., Biloxi, Mississippi • Phone: 4328

BOSTON

Atlas Distributors

1024 Commonwealth Ave., Boston, Mass. . Phone: Beacon 2-3870

CHICAGO

Automatic Phonograph Distributing Co.

806 N. Milwaukee Ave., Chicago, Ill. . Phone: Chesapeake 3-4900

CINCINNATI

T & L Distributing Company

1321 Central Parkway, Cincinnati, Ohio . Phone: Main 0477

CLEVELAND

Lief Music Distributing Co.

1640 Payne Avenue, Cleveland, Ohio . Phone: Main 2545

DETROIT

Marston Distributing Co.

20 W. Alexandrine St., Detroit, Mich. . Phone: Temple 3-4403

EL PASO

Reichel Distributing Company

1212 N. Copia St., El Paso, Texas . Phone: El Paso 7-5831

FOND DU LAC

General Music & Novelty Co.

51 N. Main St., Fond du Lac, Wis. . Phone: 2933

FORT WORTH

Fort Worth Amusement Co.

110 S. Jennings Ave., Fort Worth, Texas . Phone: 3-9427

GRAND RAPIDS

Miller Vending Company

42 Fairbanks St., N. W., Grand Rapids, Mich. . Phone: 9-8632

HOUSTON

R. Warncke Company

1217 Taft Ave., Houston, Texas . Phone: Jackson 2-5161

JACKSON

United Dixie Co., Inc.

619 W. Capitol St., Jackson, Miss. . Phone: 3-5677

JACKSONVILLE

Taran Distributing, Inc.

90 Riverside Ave., Jacksonville, Florida . Phone: 6-1551

KANSAS CITY

United Amusement Company

3410 Main Street, Kansas City, Mo. . Phone: Valentine 5825

LOS ANGELES

J. Peskin Distributing Co.

2663-67 W. Pico Blvd., Los Angeles, Calif. . Phone: Dunkirk 8-6178

MEMPHIS

Southern Amusement Company

628 Madison Ave., Memphis, Tenn. . Phone: 5-3609

189

Taran Distributing, Inc.

2820 N. W. Seventh Ave., Miami, Florida . Phone: 3-7648

MILWAUKEE

Paster Distributing Company

2606 W. Fond du Lac Ave., Milwaukee, Wis. . Phone: Hopkins 2-5425

MINERAL WELLS

Wallace Distributing Co.

205 N. E. First Ave., Mineral Wells, Texas . Phone: 216

NASHVILLE

L. L. Daugherty

835 Fourth Ave. S., Nashville, Tenn. . Phone: 4-7363

NEWARK

Runyon Sales Co. of New Jersey, Inc.

123 W. Runyon St., Newark, N. J. . Phone: Bigelow 3-8777

NEW ORLEANS

Dixie Coin Machine Company

912 Poydras St., New Orleans La. • Phone: Magnolia 3931

Runyon Sales Co. of New York, Inc.

593 Tenth Ave., New York City, N. Y. . Phone: Longacre 4-1880

OMAHA

Mayflower Distributing Corp.

1209 Douglas St., Omaha, Neb. . Phone: Atlantic 3407

HILADELPHIA

David Rosen, Inc.

855 N. Broad St., Philadelphia, Pa. . Phone: Stevenson 2-2903

PITTSBURGH

Banner Specialty Company

1508 Fifth Ave., Pittsburgh, Pa. . Phone: Grant 1373

ORTLAND

Western Distributors, Inc.

1226 S. W. 16th St., Portland, Ore. . Phone: Atwater 7565

RAPID CITY

Koers Distributing Company

613 Eighth St., Rapid City, S.D. . Phone: 530

RICHMOND

Automatic Music System

306 W. Broad St., Richmond, Va. . Phone: 2-2912

SACRAMENTO

J. Peskin Distributing Co.

RAY POWERS, Representative 2711 Riverside Dr., Sacramento, Calif. • Phone: Sacramento 2-2550

SALT LAKE CITY

Coin Machine Sales Company

53 E. Sixth South St., Salt Lake City, Utah . Phone: 9-0222

SAN ANTONIO

R. Warncke Company

121 Navarro St., San Antonio, Texas . Phone: Fannin 2236

SEATTLE

Western Distributors

3126 Elliott Ave., Seattle, Wash. • Phone: Garfield 3585

ST. LOUIS

Murphy Distributing Company
3504 Lindell Blvd., St. Louis, Mo. • Phone: Newstead 6672

ST. PAUL

Paster Distributing Co.

2218 University Ave., St. Paul, Minn. . Phone: Nestor 7901

TULSA

H. W. Dolph Distributing Co.

222 E. Fourth St., Tulsa, Okla. . Phone: 3-9025

UTICA

Hanna Distributing Company

408 First Street, Utica, New York . Phone: 2-5732

HAVANA

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Cardenas 209, Havana, Cuba

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SHELDON'S RECORD CENTER 31 Tremont St., Boston 8, Mass.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 42)

Kim Me Sweet J. Valentine-S. Remin Ock (Kitchy Kitchy) MOM 10394 Kitchy Kitchy Koo

J. Valentine-S. Remin Ork (Klas Me) MGM 10394

P. Reed (Danty Renda) Dance-Tone 309 Lot's Have Breakfast in Hollywood L Stevens (Two Shadows) Blue Chip 101 Look It Up

P. Murdoch-J. Peatherstone Ork (Heaven's Got) Tower 1458

Moanin' the Bince L. Millinder Ork-A. Allen (How Would)

V 20-3430 Morning Dew Polks

L. Bashell Ork (Give Back) Mer 2983 P. Reed (Always) Dance-Tone 303

Meed You J. Bradford-H. Rene Ork (You Can't) V 20-3418

Need You. G. Lombardo & His Royal Canadians

(While the) Dec 24614 Night After Night P. Sinatra (The Right) Col 38456

Old Fashloned Song T. Beneke Ork-G. Douglas (Tulsa) V 20-3417 Once and for Always.

A. Vincent-M. Miller Ork (Ball Ha'l) Mer. One Has My Name, the Other Has My

P. Reed (Somebody Stole) Dance-Tone 300 Powder Your Face With Sunahine

P. Reed (Sunflower) Dance-Tone 302 Put Your Shoes On, Lucy P. Reed (Careless Hands) Dance-Tone

Red Head J. Bond Ork (Hurry, Hurry) MGM 10391 Red Head

E. Howard Ork (Single Baddle) Mer Running Between the Raindrops

P. Beriasso-J. Romano (Day Unto) Micor Siboney

P. Reed (Streets of) Dance-Tone 314 Single Saddle E. Howard Ork (Red Head) Mer 5276

Some Enchanted Evening J. Laurenz-J. Carroll Ork (A Kies) Mer

Some Enchanted Evening H. Winterhalter Ork (Ball Ha'I) MGM

Samebody Stole My Rose Colored Glasses P. Reed (One Has) Dance-Tone 306 Song of the Vagabonds

D. Rose Ork-R. Turner (Swedish Rhapnody: MGM 30196 Stout-Hearted Men

Reed (This Is) Dance-Tone 304 Sunflawer P. Reed (Powder Your) Dance-Tone 302

Swedish Rhapsody D. Rose Ork-R. Turner (Song of) MGM 301960

The Blue Skirt Waltz P. Reed (Alice Bine) Dance-Tone 213 The Heart of Loch Lomond T. Dorsey Ork-S, Calello & The Vee

Tonus (Because I) V 20-3419 The Hucklebuck T. Dorsey Ork-C, Shavers (Again) V 20-

The Kissing Tree G. Carroll-P. Sands Ork (Don't Call) Dance-Tone 1130

The Pussy Cat Song P. Reed (Easter Parade) Dance-Tone 301 The Pyramid Song

E. Russ-The Pyramiders (Dreams) Pyramid 1 The Right Girl for Me

P. Sinatra (Night After) Col 38456 The Shrine of St. Cecella

P. Brito (When Your) Musicraft 504 The Story of My Life J. Laurenz-M. Miller Ork (When Ist Mer. 5270

The Streets of Laredo P. Reed (Siboney) Dance-Tone 314

V 20-3425 This Nearly Was Mine B. Lawrence (Younger Than) V 20-3423 Three Wishes D. Martin-The Martingales-P. Weston Ork (Dreamy Old) Cap 57-545 Too Darn Hot L. Fuller-E. Sledge-P. Davis (Bianca) Col 38461 Toujours Fidele P. Reed (It's a) Dance-Tone 308 Tropical Isle Album-A. Bey Ork (3-10") Cap CC-141

The Walts You saved for Me

Still: Regent 150

Took) Tower 1459

This Is the Army, Mr. Jones

The Ye Ye Song P. Murdoch-J.

Three Wishes

P. Reed (Forever and) Dance-Tone 312 The World Is Full of Sweethearts

A. Foster-The Whispering Three (We'll

P. Reed (Stouthearted Men) Dance-Tone

D. Day & The Rhythmaires (A Kiss)

Peatharstone Ork (It

Love Songs of the Nile . . . Cap 10204 Pagan Love Song . . . Cap 10206

Wabash Blues . . . Cap 10305 Tuisa

T. Beneke Ork (Old Fashioned) V 20-3417

J. Kilty-B. Weed Ork (It's a) MGM 10392 Two Shadows in the Moonlight L. Sevens (Let's Have: Blue Chip 101 Villa

P. Reed (Goodbye to) Dance-Tone 317 We'll Still Be Honeymooning in Our Golden Wedding Day A Foster-The Whispering Three (The

World: Regent 150 What Word Is Sweeter Than Sweetheart P. Reed (Hearts Are) Dance-Tone 305

When Is Sometime J Laurenz-M. Miller's Ork (The Story) Mer 5270 When Your Hair Has Turned to Bilver

P. Brito (The Shrine) Musicraft 594 Where the Mountains Meet the Moon A. Pauley (If I) Musicraft 598 While the Angelus Was Ringing

G. Lombardo & His Royal Canadians (Need You) Dec 24514 While the Angelus Was Ringing
G. Lombardo & His Royal Canadians
(Need You) Dec 24614

While the Angelus Was Ringing P. Reed ("A" You're) Dance-Tone 311 White We're Young

H. Carroll (In the) Mer 5278 Whose Girl Are You? L. Welk Ork (Hurry, Hurry) Mer 5280

Wisard of Or Album - J. Herron Ork (#-10"1 MOM L-9 1. If I Only Had a Brain; 2. If I Only

Had a Heart . . MGM 50019 1. If I Only Had the Nerve; 2. Ding Dong! The Witch Is Dead . . . MGM 50019 Over the Rainbow . . . MGM 50018 We're Off To See the Wizard . . .

MGM 50018 Wolf-Polks J. Vadnal Ork (Porest Waltz) V 20-3431

You Broke Your Promise J. Desmond-T. Mottola Ork (A Chapter) MGM 10393 You Can Never Shake Love

P. Reed (I Love) Dance-Tone 315 You Can't Buy Happiness
J. Bradford-H. Rene Ork (Need You) V 20-3418

You Can't Buy Happiness G. Lombardo & His Royal Canadians (Five Foot) Dec 24615

Younger Than Springtime B. Lawrence (This Nearly) V 20-3423

Younger Than Springtime D. Shore (A Wentlerful) Col 38440 You're Driving Me Crary

M. Torme (County Fair) Musicraft 525

CLASSICAL

Beethoven: Sonata No. 1 in D Minor for Violin and Piano, Op. 12, No. 1, Album -J. Szigeti-M. Horzowski (2-12") Col MX-313

MX (72794-D-72795-D)

Strauss; Barinkay's Entrance Song - M. Berini - Metropolitan Opera Ork - E. Cooper, Dir. (Strauss; Walterlied) Col 73459-D

Strause: Waiserlied-M. Berini-Metropoli-tan Opera Ork-E. Cooper (Strauss) Barinkay's) (1-12") Col 72459-D

Tchaikorsky: Eugen Onegin-Tatiana's Let-ter Scene, Op. 24 Album -L. Welitsch-The Philharmenia Ork-W. Susskind, Dir. (2-12") Col MX-310

MK (72712-D-72113-D)

Voices of Spring . . E. Sack-German Opera House Ork, Dir., M. Schmidt-Inserstedt (The Nightingale) Cap-Telefunken 81000

CHILDREN

Easter Parade Johnny the Mud Turtle-Susie the Squir-rel (Snowflake Jamboree) Animal 178

Snowflake Jamboron Pater Porcupine-Belly Beaver (Raster Parade: Animal 178

LATIN-AMERICAN

Ausencia H. Gil (La Vida) V 23-1148 Dame Un Cache

N. Morales Orb (Bamba Blanca) Secto El Cicatrinade.

M. P. Hernandez (Suplies Rauchera) V 23-1151

El Piraguera Conjunto Castrillon (Vuelves Arrepentida) Seeco 693 La Vida es un Sueno

H. Oll (Ausencia) V 23-1148 Muy Cerquita A. Pineds (Por Ras) V 23-1149 Olaya D. Santes Ork (Un Pedato) Secco 7013

Por Esa Mujer A. Pineda (Muy Cerquita) V 23-1149

Samba Bianca N. Morales Ork (Dame un) Seeco 694

Damiron (Piruli) Seeco 639 Suplies Ranchers M. & P. Hernandes (El Cicatrizado) V 31-

Un Pedans de Pan

1151 Tres Veces Heroica Los Troyadores de Mexico (Donda, Estaras: V 23-1150

D. Santos Ork (Olaya) Secto 7013 Vuelves Arrepentida Conjunto Castrillon (81 Piaraguezo) Hesco S93

(Continued on page 194)

Tele Competish Leveling, Says

NEW YORK, April 2. - Operators in this area have already survived the worst that competition from free commercial television can offer in reducing juke box income, according to Al Denver, President of the Automatic Music Operators Association (AMOA). Speaking before a general membership meeting of the organization Tuesday (29), he said that the drop in phonograph revenue attributed to free video is now leveling off, with "the general run of business" still in a healthy financial state.

The 110 members who attended the meet also heard a report on pending legislation by Sidney Levine, AMOA attorney. His prediction for the remainder of this legislative year was optimistic, with no bills adversely affecting the industry expected to be written into law in 1949.

Talks were also given by Meyer Parkoff, of Atlantic New York Corporation, who told of the income potential of Seeburg's Select-o-Matic, and H. F. Dennison, of Dennison Sales, who spoke on upping weekly take thru on-location promotion. It was understood that Dennison soon would introduce a new promotion device to call attention to tunes featured in juke boxes.

Seven operators from Staten Island were formally accepted as new members at the AMOA confab, thus further extending its coverage of the metropolitan area.

AMI President Sees Lower Price Coming

(Continued from page 187) North and South Dakota and Iowa will be in Minneapolis to attend the Five-State Phonograph Operators' Meeting April 25-26, and will go thoroly into the problems affecting their operations. To add emphasis to the meet, officers and directors of all music op associations thruout the country have been sent special invitations to attend the convention and

Music Operators of America (MOA), a national committee headed by George Miller, California, with Al Denver, New York, vice-chairman, and Sidney H. Levine, national counsel, is also continuing its work in behalf of the operators, and there is a strong possibility this group will hold a special convention later this summer.

to sit in on the business sessions.

LONDON MUSIC

sots, North and South Dakota. Announcement of the appointment was made here this week by C. T. McKelvev, vice-president in charge of sales for the J. P. Seeburg Corporation.

London succeeds the Hy-G Music Company as distributor in this territory, and will maintain a complete sales and service facility at 2605-07 Hennepin Avenue, Minneapolis.

The London company has been the Seeburg distributor for Wisconsin and upper Mighigan for a number of years. This territory will continue to be handled out of London's Milwaukee headquarters.

19 FIRMS EXHIBIT

(Continued from page 187) filled.

To date, two recording orchestras, a name recording singer, and a songwriting team, have been contracted to appear at the banquet. As soon as the complete entertainment program is set, the names of those artists to appear will be announced.

Canadian Exports a Problem; Coin Unit Flow Continues

(Continued from page 175) he Washington bureau of The Billoard, Commerce officials are at a hipments. They did, however, sugf which may be the answer to the equipment is concerned. eeming contradiction.

List Alternatives

ffice and sent back across the border s "Returned American Goods."

ssential items was drawn up, the anadian government reportedly nade provision for granting special ermission in "hardship" hereby buyers would be allowed to ring in prohibited items.

Thus far there are no records of ermits having been granted Canaians for "hardship" cases involving oin machines. Exporters generally ay that permits for all types of proibited items-including coin mahines-are almost impossible to obam.

Commerce Department officials in Vashington are certain of this: that ne statistics which they release each nonth, and which are published conthly in The Billboard, are an arurate record of the number and alue of machines which cross the order into Canada.

Each customs house in the United tates sends its export declarations largest trading center. papers filed by exporting firms which describe the item exported) dioreign Trade Division in Washingroken down into commodities so hat it is possible for the census oficials to collect statistics showing low many coin machines are leavng this country and for what country hey are bound.

Where Did They Go?

The machines on the monthly export list as published in The Billcoard, actually did go out of the ountry, in this instance to Canada. What happened to those machines once they crossed the border, Washngton officials do not know.

If the goods were rejected by Caadian customs and sent back again o the States, this fact could not be old because the "Returned Amerian Goods" elassification is not broken down by commodities. Only the total dollar value of all such goods is on the and it is impossible to tell whether any part of this classification inludes coin-operated equipment.

On the surface it would appear nighly unlikely that coin machine arms in the States would continue to export machines to Canada, month after month, if those machines are

PYRAMID PROFITS with and TRADIO-ETTE

Our factory is still going full blast, turning out TRADIO and TRADIO-ETTE, famous, pioneer coinoperated radios. Operators installing them in public locations all over the country continue to reap handsome returns.

Experience? You need only the willingness to empty your own coin boxes periodically.

Your initial investment? Only one cent for a postcard for details. Write, right away.

NEW JERSEY

being regularly refused entry.

Whatever may be happening to the coin machines which show on oss to explain what happens to these each month's official export summary, Canadian coinmen are still in est two possible answers, one or both desperate condition so far as new

Newfoundland Story

Within recent weeks, coin machine 1. The coin machines destined for firms in and around St. John's, Newanadian buyers pass the United foundland, report heavy demand for tates customs office, where they are all types of coin machines on the part uly recorded as exports, but are of Canadian buyers. During the past urned back by the Canadian customs week, Newfoundland and Canada formed a union and customs barriers between Newfoundland and the other 2. When the list of prohibited, non- nine provinces were removed.

Because Newfoundland was not subject to the Canadian embargo laws, prior to this week's union, coin machine firms there were able to import all types of equipment by boat and plane. Duty schedules, too, were considerably lower in Newfoundland than those prevailing in the other nine provinces prior to the 1947 embargo.

Altho the Canadian government, immediately the union with Newfoundland was effective, enacted an embargo prohibiting imported goods from moving out of the maritime province into the remainder of Canada, there were no customs barriers to overcome and Western Canadian firms were reported buying freely.

Used coin machines were being snapped up this week thruout Newfoundland by Canadian buvers. This was particularly true in St. John's, the

By the week's end, however, when the Canadian government stressed ectly to the Bureau of the Census that goods imported from the U.S. could not move from Canada's new on. These export declarations are 10th province into the other nine, buying slowed down considerably.

At the time the Canadian embargo was imposed, coinmen generally believed it would be lifted within two years. Altho no official word has come from the Canadian government, United States exporters are almost unanimous in their op'nion that some tems will be removed from the prohibited list this June or July.

If the prohibited list should be liberalized to any great extent, Canadian coin firms may be able to buy equipment freely again. But that -like the question of what is happaning to the machines which cross the border each month-is a matter for conjecture.

United Starts Production on New Five-Ball

CHICAGO, April 2.-United Manufacturing Company is now in production and making deliveries on its new game, Carolina. Follow-up to the firm's successful Ramona game, Carolina introduces a new criss-cross ball action, features stepped up playfield action, and eight different ways to score replays.

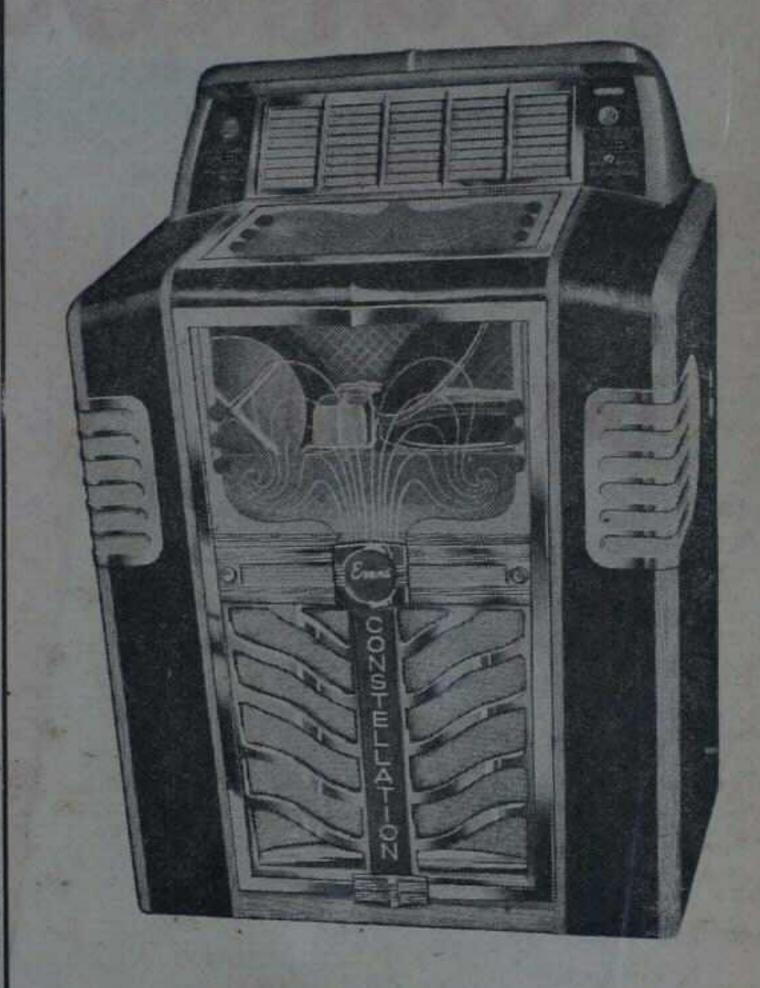
The criss-cross action is obtained thru two pockets located at the bottom of the playfield. When the ball falls in the pocket, after certain numbers are lit, not only are free plays registered, but the ball is then kicked out so as to work itself into other pockets located further up the board, and down to the opposite criss-cross hole. Thru these pockets, plus three kicker bumpers, it is possible to work the ball back to the top of the playfield after it has once made the full scope of the field.

A high score of 490,000 points is possible, altho the high score needed for a free play is considerably less. Game also features the stepped-up play which has been a highlight of recent United entries, and has been thoroly location-tested.

IT'S CLEAR SELLING

with EVANS' NEW VISIBLE ACTION

CONSTELLATION



For an important percentage of locations, "visible action" assumes a big role in developing play. To meet the requirements of such locations, Evans offers the new Constellation with Visible Action. Its custom-designed wood cabinet features a handsomely decorated transparent front and top. Through it players may view the fascinating performance of Evans' Tuside record-changing mechanism, the swing of the pick-up arm and the spinning turn-table.

Where patrons like to "see it work," you'll find it clear selling with this outstanding example of

"America's Brilliantly New Phonograph"!

Evans' Constellation, with or without New Visible Action, is currently offered by your Evans Distributor on the basis of optional priority acceptance. See him today for the complete story of better operating with Evans' Constellation,

H. C. EVANS & COMPANY

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 221

LOOK AT THESE PRICES Wurlitzer "400R" \$ 39.50 | Rock-Ola Imperial \$ 59.50 Wurlitzer "500" 49.50 59.50 Mills-Constellation

107E UNION

ATLAS AMUSEMENT COMPANY PH.: 36-2309 1/3 Deposit—Balance S. D. or C. O. D.

MEMPHIS, TENN.

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Our 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.

DECEMBER, 1947-The Select-O-Matic "200" Library was introduced to the industrialcommercial field.

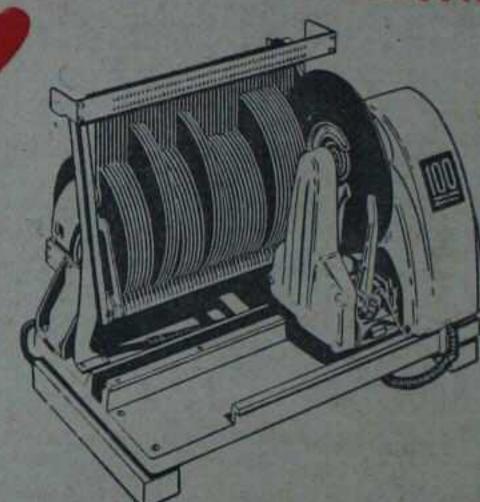
DECEMBER, 1948-

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.

A The Mechani



For the first time in the history of coin-operated music, a mechanism was introduced that was tried, tested and proved—not behind the locked doors of a research department—but in industrial and commercial installations throughout the country. This fact permitted Seeburg to offer music men a proved and revolutionary mechanism before a single piece of coin-operated equipment went out into the field. The performance of this mechanism wherever it has been placed on location is testimony to the wisdom of this program.





SINCE 1902 MUSIC SYSTEMS DEPENDABLE

THE MOST WIDELY PUBLICIZED MECHANISM

TOR THE PLAYING OF RECORDED MUSIC

J. P. SEEBURG CORPORATION Chicago, Illinois

America's Finest and Most Complete Music Systems

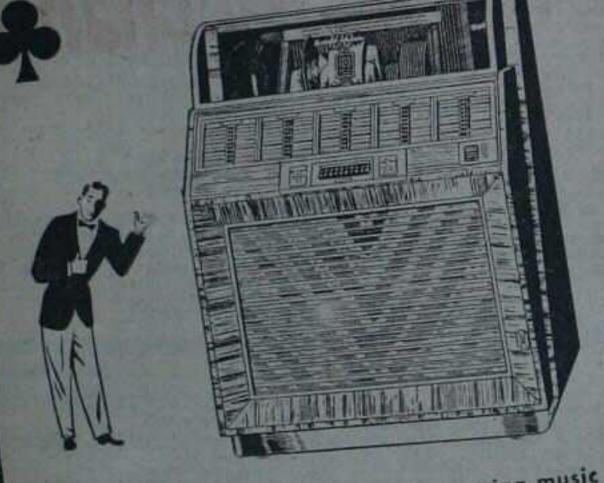
MESSAGE

Atlantic-New York Corp. New York, New York Atlantic-New York Corp. Hartford, Connecticut Atlantic-Pennsylvania Corp. Philadelphia, Pennsylvania Atlas Music Company Chicago, Illinois Allas Music Company Des Meines, Iowa Atlas Music Company Detroit, Michigan Allas Music Company Pittsburgh, Pennsylvania Davis Distributing Corp. Syracuse, N. Y. Davis Distributing Corp. Buffole, N. Y.

193

on the table!

A'" Selekto Matic



Count the benefits that only this amazing music

system offers. One — multiple selection — 100

system offers. One — multiple selection — 100

choices of music — all visible at one time! Two

choices of music — all visible at one time! Two

music for Everyone — cataloged under logical

musical classifications — no longer does your

musical classifications — no longer does your

business depend on a few hit tunes! Three —

business depend on a few hit tunes! Three —

business depend on a few hit tunes! Three —

and 12-inch records! Four — New Playing Apart — Ne

A " Walle maile



The success of any music system depends on the service it performs. To offer the GREATEST POSSIBLE music service to every location, Seeburg has matched the sensational Select-O-Matic "100" with the Wall-O-Matic "100"—the most amazing remote selection system you've ever seen. Yes, here is remote control at its finest! 100 selections—cataloged under musical classifications—visible in 5 groups of 20 each—and all right at the finger tips of the public.

Music men who know that greater earning power depends on greater service to the public know the value of the Wall-O-Matic "100."

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Sparks Specialty Company
Atlanto, Georgia

Sparks Specialty Company
Columbia, South Carolina
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S. L. Stiebel Company
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Evansville, Indiana
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Baston, Mass.
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St. Louis, Missouri
W. B. Music Company, Inc.
Kansas City, Missouri

CANADA—Baldwin Distributing Co., Ltd., Toronto, Canada

EXPORT—American Steel Export Company, New York, New York

Bill Proposed To Hike Taxes On Texas Ops

(Continued from page 175)

operated at over I cent but not more than a nickel, the new levy would be \$100, compared to the present \$30 per machine.

Owner Pays

The tax would be levied on the owner of the equipment and he would be required to keep all necessary records. Lehman's bill would amend House Bill 8, which was passed in 1936. Present tax rates have been in effect since that year.

According to Lehman, the tax which is now \$2.50 on merchandise or music machines was \$10 prior to the 1936 session, at which time it was reduced \$7.50.

Prospects for passage of the bill are conjectural in view of the tax situation in Texas. Altho the State treasury held a \$100,000,000 surplus when the Legislature convened in January, subsequent demands for expenditures and declining oil prices and production created an estimated deficit within the next bienium for which the current Legislature must appropriate. However, the revenue and taxation committee of the House. where all tax bills must originate, is considered to have a "no-tax" majority.

Record Gum Sales

WASHINGTON, April 2. - Bureau of the Census, issuing a preliminary report on the nation's chewing gum industry, revealed that 1947 was a record year for sales and production. Figures, first such made available since 1939, showed that 37 firms shipped products valued at \$148,300,000 and weighing 207,000,000 pounds that year. This compared with a \$60,800,000 valued placed on gum products in 1939.

Percentage - wise, sales figures showed a 144 per cent increase, indicating the rapid growth of the industry over prewar years.

Cigar Tobacco

WASHINGTON, April 2. - Tho 1949 production of cigar tobacco will be off slightly, cigarette tobacco will be more plentiful, Agriculture Department predicted. Flue-cured tobacco acreage will be up about 6 per cent from last year, while indicated plantings of burley tobacco show a 4 per cent increase. Both are widely used in making cigarettes. Minor declines are predicted by the agency for cigar filler and binder tobaccos.

Sugar Increase

WASHINGTON, April 2.- The increase in domestic sugar use continued during the week ending March | penalties of \$300 or 90 days or both. 12, Agriculture Department has reported. Distribution totaled 132,198 tons as compared with 113,943 tons county communities follow Spokane for the corresponding 1948 period.

Mills' Financial Report Reflects Better Position

ontinued from page 175)

revealed that the reserve for estimated loss on settlement of contracts with suppliers was underestimated by approximately \$400,000. Tho at the time it was known that there were nearly \$7,000,000 of outstanding purchase orders and commitments, it could not be determined what percentage of the orders could be canceled nor could it be anticipated what claims would be filed for damages arising out of cancellations. Thru 1948 negotiations with suppliers, readjustment or purchase orders and other commitments a saving of approximately \$500,000 was effected.

The report reviewed the change in plans which first place the Fullerton plant up for sale with the intention of moving all Mills activities to the Lake Street plant. The firm had difficulty in selling the Fullerton building and rather than continue to run the expense of operating from both addresses, it was decided recently to move the Lake Street division into the Fullerton quarters, a move which will be completed by April 30. Gesick said that this consolidation of operations will result in lower overhead and increased efficiency since future operations will be under one roof and maintenance charges will be eliminated.

Gesick concluded his comprehensive report by referring to the expected improvement of Mills' activities in the near future. He said: "Our business is seasonal and our main problem is liquidation of inventories. The seasonal upswing is evident now with the building up of a backlog of orders and it is anticipated that considerable cash funds will be realized in the next season cycle from the liquidation of this inventory.

Spokane Ops Seek Games Referendum

(Continued from page 175) referendum proposal by threatening

to boost the present 10 per cent city tax on pinballs.

Figures compiled by the city auditor shows that in 12 years pinballs have contributed \$1,138,378 in city revenue, and bells, on which a 5 per cen' tax is levied, have contributed \$431,919 in slightly more than three vears.

Meanwhile, shuffleboards are appearing in taverns in increasing numbers and pinball operators are speculating on whether, if the referendum fails, they can keep their machines on location by converting them from payouts to free-play.

They point out that the ordinance prohibits possession, maintenance and operation of pinballs or other devices of like character "for rewards."

The ordinance provides maximum Spokane county commissioners are not expected to follow slut unless in banning the pinballs.

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Charlotte, North Carolina

ADVANCE RECORD RELEASES

(Continued from page 190)

INTERNATIONAL

Acttis Liebling Landlerkapelle Loretan (Vor Em) London

Auf Und Ab

W. Glabe Ork (Queckstiber) London 18043

Bergglocken Landierkapelle Loretan (Uesa Bundner) London 18018

Besame Mucho L. Andersen (Unter Der) London 18053

L. Andersen (Kleines Sommermarchen) London 18051

Sluebird Polks

The Slovenian Pive (Sweet Potato) Mer Blue Skirt Waltz

Harmony Bells Ork-J. Conway & the Wayfarers (Tell Met Dana 2042

Champagner Beim Abschied L. Assis (Gutenacht) London 18057

Das Alte Lied

J. Evens (Den Ersten) London 18028 Das Alte Muhlenrad

Geschwister Burgstaller (Die Alte) London 18040

Das Fruhfahr Geschwister Winkier Terzett (Tiroler, Jageri London 18027.

Das Hutt'l Am Berg Geschwister Winkler Terzeit (Sommer Im) London 18026

L. Andersen (Piet Rose) London 18052

Das Schonste Blum'l Uf Der Well Geschwister Winkler Terzett (Rechts Die-London 18023

Den Ersten Kuss Gibt Man Am Morgen J. Evens (Das Alte) London 18028 Die Alte Spieluhr

Geschwister Burgstaller (Das Alte) London 18040

Die Sennerin Geachwister Winkler Terzett (Liechtenstein, Heimati London 18025

Drehwurm W. Glahe Ork (Mumpitz: London 18042 Du Kannst Nicht Treu Sein

J. Evens (Ich Bin: London 18038 Es Werfen Die Berge Ab

Geschwister Winkler Terzett (Von Der-London 18032

J. Evens (Silberne Wolke) London 18010. Guie Nacht, Kleiner Liebling L. Assta (Champagner Beim Abschied)

London 18057 Ich Bin In Das Leben Verliebt J. Evens (Du Kannat) London 18038

In Deine Hande J. Evens (Liebe Wars London 18029 Innabruck, Wunderschone Alpenstadt

Geschwister Winkler Terzett (Sonntag Auf: London 18039 Je Suis Comme Ca

I Bell Ennemble-B. Tonel (Le Petit) Lendon 18061 Kleine Uhr E. Kunneke (Verseigh) London 18035

Kicines Sommermarchen L. Andersen (Billy) London 18951

La Complainte Du Liftier J. Rol'an (La Complainte) London 18064 La Complainte Du Pauvre Franceis J. Rollan (La Complainte: London 18054

La Jardiniere Do Roi L. Assia (Un Petit) London 18059 Le Petit Horloger

T. Beil Engemble-B, Toffel ides Butni London 18951

Lie'e Mutti, Darist Nicht Weinen H. Albers (Rummelplata) London 18044 Liebe War Es Nie

J Evens (In Diens) London 18929 Licchtensteink, Reimat Mein Geschwister Winkler Terzett iDie Sennerin: London 18025

Loin Des Sambas B. Toffel (Manuellta) London 10060 Maman Si Jolie Bell Ensemble-B. Toffel (Tres

Heureux: London 18082 B. Tollel (Loin Des) London 18050

Mariechen Waltz -Whoopee" John Wilfahrt Ork (Minns-sota Polka) Dec 45071

Minnesota Polks Whoopee" John Wutahrt (Marleonen Waltz: Dec 45071

Mir Kommen Tranen J. Evens (Wie Hab') London 18033

F. Montecassino Quartet (Telephoning) Cap 57-53300

Moi J'M'En Four B. Toffel (Reste Encore) London 1806) Mon Armailli Du Texas T. Bell Ensemble-J. Rollan (Une Chan-

son: London 18063 Mumpitz W. Glahe Ort (Drehwurm) London 18042 |

Nach Regen Scheint Some W. Glane Ork (Regenpfeifer Sing: Lon-GOU 10037

Ole Guapa W Glahe Ork (Unter Der) Landon 18941 Piet Rose, Der Matrose L. Andersen (Das Meer) London 18052

Quecksilber W. Grahe Ork (Auf Und) London 18043

Reshts Die Berge, Links Der See Geschwister Winkler Terrett (Danschonster London 18023 Regenpfeifer Sing Dein Lied

W. Glahe Ork (Nach Regen) Landon 18037 Reste Encore B. Toffel (Mot J'M En) London 18055 Rummetplatz

H. Albert (Liebe Mutti) London 18044 Rhythm Polks The Rhythmaires (Vagabone Watte) Dome 10-1001

Schinger, Die Man Gerne Bort, 1 & 2 London 18054 Schinger, Die Man Grene Hart, 3 & 4 L. Assia London 18000 Wilberne Wolke-Flieg Rund Um Die Welt

J. Evens (Gitarren) London 18030

T. Bell Ensemble-B. Toffel (Venes Pres) London 18066 Sommer Im Hachland Geschwister Winkler Terzett (Das Hutt'i)

Si Vous M'Aimes Autant

London 18026 Sanning Auf Der Alm

Geschwierer Winkler Terzett (Innsbruck, Wunderschapes London 18079 Sweet Potate Polka The Sloventan Pice (Blue Bird: Mer 2081

Telephoning. P. Montagnasius Quartet (Kissed Lips) Cap 35-52300

Tell Me Maybe, Baby Harmon's Bells Ork-J. Cooway & the Wasfaters (Blue Skirt) Dana 2042

T. Bell Ensemble B. Toffel (Tout Le) London 18067 Tiroler Jager

Geschwister Winkies Terzett (Das Fruhahr: London 18027 Tout Le Long Des Hars

T Bell Ensemble-B. Toffel (The Gypsy) London 18067

Tres Henreny T. Bell Ensemble-B Toffel (Maman St) London 18062

Uesa Bundner Landlerkapeile Loretan (Bergelicken) London 18018

Un Chanson Quien Veut Rien Dire T. Bell Ensemble-J. Rollan (Mon Armaillis London 18063

Un Petit Benquet De Violetten L. Assia (La Jardiniere) London 18049 Unter Der Roten Laterne Von St. Pauli L. Andersen (Besame Mucho) London

Unter Der Roten Laterne Von St. Pauli W. Glahe Ork (Ole Guapa) London 18941 Vagabond Waltz

The Rhythmaires (Rhythm Polks) Dome 10-1001 Venez Pres De Moi T. Bell Ensemble-B. Toffel (8) Vous

London 18065 Verzeigh. E. Kunneke (Kieine Uhr) London 18035 Von Der Hob in Das Tal

Geschwister Winkler Terzett (Es Werleu) London 18022 Vor Em Alphuttli

Landierkapelle Loreian (Aettis Liebling) London 18019 K Jirasek (Wiener Flakeriled) Landon

Wie Hah' leb Nur Leben Kaunen Ohne

J. Evens (Mir Kommen) Landon 1893) Wiener Flaherlied K. Jirasek (Weinsted) Landon 18015

HOT JAZZ

D. Lambert (Hawatian War) Cap 57-59091 M Koffman's Main Stemmers (Rockin'

With: Main Stem 48-763 Beppin for Std M Kollfiman's Mals Steinmers (Muin Stem's) Main Stem MS-702

Three Bips & s dap-B. Chinzales (Professor Rop) Cap 57-80000

Alice Hall Trin (Pennies Prom) Cap Casbah T Dameron Ork (Sid's Delight) Cap

57-60006 Cole Heat, Warm Feet H. D' Amico (Somewhere Overs National

The Lennie Tristano Sextette (Wowl Cap

Ensenada D Bar-our (Little Boy) Cap 27-50002 Pautasy on Figure

S Sherock Ork (Sobulo Blues Commouore That Father Bobk roupper C. Jackson Ork (Conclude Cul 3845)

M Days Ore (Jerus Cap 57-60805) C Jackson Ora (Codehilds Cm. 3245)

COL 38451 Hawaiian War Chant

D. Lanwert (Always) Cap 57-60001 flow High the Mono B Harris-S. Burke Ork -The Moons Can

57-00004 M. Davis Ora Riedchiles Lap 57-80005 Little Boy Cop Go Gine Your Top

D Barbous (Edwhads) Cap 57-80002 Main Stem's dopportunity

M. Koffman's Main Stemmers (Soppin's fore Main Stem MS-702

Minton's Madhouse E (Lockjaw) Davis Ork (Ravin at)

Lenox L-515 Pennics From Heaven Three Blps & a Bop-B. Gonzales (Cap-

Penthouse Serenade E Garner ti Cover: Havey 628 (lavin' at the Haves

E. (Lockjaw) Davis Oft (Minton's Madnouse: Lenox L-515 M. Koffman's Main Stemmer (Sup Lap)
Main Stem MS 703

Sid's Delight T. Dameron Ore (Catoan) Cap 57-80000

S. Sherock Ors (Fantany on) Commodute

B. Harris-S. Surks Ork (How flight) the Moon is Low.

Three n'Click Jump (Pin. 1 & 11) J. Liggins & His "Honey-Delppers Exclusive SAX

MUSIC Slightly Used 2 Seeburg '47. Ea.... \$495.00 1 Seeburg '47 Convert to '48. 525.00 1 Seeburg '48 575.00 1 Seeburg 8200 R. C..... 199.50 1 Seeburg Hideaway R. C.... 245.00 1 Seeburg to Tone R. C..... 245.00 2 Wurlitzer 61 Counter Model A-1. Ea..... 69.50 50 Seeburg Sc 3-Wire Wall Boxes, Late. Ea. 42.50 50 Seeburg 5-10-25c 3-Wire 59.50 Boxes, Late. Ea.... 100 Seeburn 5c R. C. Wall Boxes, Late. Ea..... 42.50 200 Seeburg 5c R. C. WS2Z Wall Boxes, Fa..... 24.50

AN OPEN LETTER

Adams 7254

601 W. Abriendo. Pueblo, Colo. March 23, 1949

Columbus, Ohlo

J. A. Whyte & Sons, 1422 Wisconsin Ave., Washington, D. C. Gentlemen:

525 S. High Street

It has been quite a few years since I've made even a hundred dollars in one day. Thank God. those days are here again . . Thanks to your recent discovery. Sincerely. F. W. Barday.

SEE PAGE NUMBER

Turning Back the Clock

15 Years Ago This Week

CHICAGO, March 31, 1934.-One of the big events of the week was the grand opening of the Huber Coin Machine Sales Company in Chicago, hosted by "Colonel" Joe Huber, Move gave the Huber firm one of the biggest showrooms in the city. . . . At a meeting of the Detroit group of the Michigan Automatic Merchandising Association (MAMA), election of new officers resulted in Michael A. Angott, of American Automatic Sales Company, becoming chairman, and W. N. Zerby, of Freeman Specialty Company, assistant secretary-treasurer. In addition, filling two newly created offices, L. V. Rohr became assistant chairman in charge of amusement machines, and C. C. Ingersoll, former vice-president of the State AMA, assistant chairman in charge of merchandise and service machines.

While President Roosevelt was carrying out plans to remove gold currency from circulation, the engineering staff of the Bally Manufacturing Company announced its own plan of removing the particularly pestilent "Texas" slug from coin box circulation. Bally stated that its improved coin mechanism, developed primarily for firm's Rocket, would Waterloo these slugs in the most effective way -by taking them out of circulation.

game with realistic action. The new from base to base, in view of the said.

players, and upon a batter scoring a triple the man (ball) on first base crossed home plate and scored a run. . . . Watling Manufacturing Coinpany reduced prices on new bell machines, pegging its Gold Award Vendder Twin Jackpots (in nickel, dime and quarter play) at \$75, and its Twin Jackpot Front Vender at \$65. . . . Irving Manufacturing & Vending Company chimed in with a buy on

"practically new" Mills silent double (See Turning Back on Page 218)

Kaplan Named Prez Of Television Set Manufacturers' Org

NEW YORK, April 2 .- The newly formed Television Manufacturers' Association (TMA), which held its first organizational meeting last week, has elected Michael L. Kaplan president, it was announced here this week. The group, incorporated under the laws of this State, already has 17 set producers on its membership rolls, he

Kaplan, who also heads the Sightmaster Corporation, declared TMA's prime function will be to find ways of bettering the industry's service to Genco announced a new baseball the public. The group will also conduct a program "to acquaint the pubgame embodied automatic devices lic with accurate and scientifically that included advancement of balls tested television inforamtion," it was

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For the Finest in Record Reproduction

Use the New G. I. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Removable Needle



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Selectors, \$24.50; 1/3 Deposit. 30 Wire Cable with Selectors, 174.

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SELECT-O-MATIC "100" MUSIC SYSTEMS

Complete Facilities and Staff for All Service Needs

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PIAN FIRST MAJOR TOURS

Four States To Compete in Speedbird Intros Shuffleboard Chicago for \$15,000 Prize Money; Use Rock-Ola Units

Form Standard Shuffleboard Congress of America

By Norman Weiser

first step toward the eventual formation of a National Shuffleboard Congress, resembling the ABC of bowling, Standard Shuffleboard League, Inc., next week will announce its sponsorship of the Standard Shuffleboard Congress of America four-State shuffleboard championship tournament to be held in Chicago June 16-19. With men and women's teams, and individual players from Illinois, Indiana, Michigan and Wisconsin competing in the four-day event, \$15,000 in cash prizes and trophies will be awarded to an estimated 25 per cent of those participating in the championship play.

According to completed plans, existing leagues in the four-State area can qualify teams and players for the tournament, but the teams (6 players, 2 alternates) must be in a sponsored, endorsed and recognized league. The type of equipment used in their individual leagues has no bearing on their qualifications.

The tournament will be held in the Coliseum, 1513 South Wabash Avenue. Play will be continuous thruout been set for the new product it the four-day period on 48 Rock-Ola would be in the current competitive corporates a leg leveling device adshuffleboards, which will be made by the manufacturer for Standard for the championship meet.

Six Divisions

play will be conducted as follows: plies. The unit itself actually has Men will compete in the singles, been on test location for the past few scores on either a point or frame doubles and team classifications, with weeks.

CHICAGO, April 2 .- Marking the prizes totaling \$2,500, \$2,100 and \$5,000 respectively. Women, competing in the same three classifications, factured in New England, and made (See Plan First Major page 204)

To N. E.; Locations Okay Game BOSTON, April 2 .- More than 500 | W. Laing Woodworking Corporation,

ops and location owners got their Framingham, were on display: first view of shuffleboard at the spe- Tournament size, 22-foot Micarda cial opening and showing held by top, made by Westinghouse: a 12-Speedbird Distributors at the firm's foot board, with red Micarda top: new modernistic showrooms, 295 and a 16-foot maple board, top by Huntingdon Avenue, last week. Brunswick Balk Collander, said to be Daniel Collins, veepee and general the only board tongue and grooved, manager of the new outfit, was host.

Three models of their own shuffleboard, Speedbird, the only one manuespecially for the company by Charles

glued and screwed. Collins said the maple board is screwed with 600 steel tempered nails, turned three times, with one placed every six-inches in the board to prevent warping. The maple board sells for \$525, a formica board for \$495, with special prices for custom made models.

Opinions on shuffleboard were reminiscent of opening of television. Juke and pin ops were dubious-location owners went for it in a big way. Collins, disappointed with reaction of ops, nevertheless was much pleased with location owners' remarks. He said if ops don't come around, the outfit will be forced to sell direct to locations. Twelve salesmen have been put on to introduce shuffleboard to New England.

Tests Successful

Collins said boards out on test locations in rural areas had returned \$100 per board per week in the first two weeks of operation. After first two weeks, the gross leveled off to between \$50 and \$60 per week. In the test locations, owners were charging 10 cents per person per game. Among those that ran free play for introduc-

Collins said Speedbird would offer territories for dealerships outside of New England. Clubs and hotels (See Speedbird Bows page 204)

Boards Gaining Favor With Las Vegas Locations

LAS VEGAS, Nev., April 2 .- Shuffleboard, only three months old here, has been making rapid strides in popularity and now is available in about 20 clubs, taverns and arcades in Las Vegas and suburbs. Among the first to install the boards at Christmas time were Embassy Club and Zanzibar bar in North Las Vegas and Playland Arcade, Fifth Street Liquor Store and Ace bar in Las Vegas, Most report play still increasing.

Gordon Potter, proprietor of the Fifth Street store, last week was appointed Southern Nevada distributor by William Gould, Los Angeles distributor for American Shuffleboard Company, Union City, N. J., and already has sold two boards to Wayne Stewart, for location in the Savoy Club here. Potter has placed three more of the maple tops of his own on location at The Three Little Pigs, of Whitney: Trio Bar, of Henderson, and El Rancho Dio, of Las Vegas.

See Supplement

A special feature article on shuffleboards will be found in the Outdoor Equipment Review in this week's issue of The Billboard. The story, explaining the shuffleboard equipment and how the game is played, describes the adaptability of the shuffleboards to outdoor loca-

2 Chicago Firms Bow Boards With Steel Tops and Cabinets

CHICAGO, April 2.-Mero Industries here is producing shuffleboards featuring all steel cabinets and stainless steel playfields, L. Lewis, of the firm's public relations staff, announced Thursday (31). Mero also announced that its coin-operated electric shuffleboard scoreboards are now being delivered.

High points of the all-steel cabinet include leg adjustment from the top, chrome rail around complete and Lewis said, offer the fastest shuffleboard playing surface on the market. He added that altho no price had price range.

less steel tops and steel cabinets at this time was based upon the recent Broken down in six divisions, the improvement in the flow of steel sup- nounced that its coin-operated score-

CHICAGO, April 2.-First production was announced this week by Shuffleboard Specialists on an allsteel shuffleboard. The firm has headquarters in this city.

New unit, according to its manufacturers, features a construction which is guaranteed against warping, twisting and denting, and a stainless steel top which speeds playfield stainless steel trim. The playfields, action. The cabinet is lined with sponge rubber thruout, designed to eliminate noise of pucks striking the end of the playing area. Cabinet in- tions, biz increased 25 per cent. justable from the top. Firm claims The decision to introduce the stain- that new units are now being marketed on an immediate delivery basis.

> Shuffleboard Specialists also anboard is now in full production. Unit

SHUFFLEBOARD PARLORS

Aids in First Midwest Salon

Uses Other Coin Machines

GREEN BAY, Wis., April 2.-Smitty's Shuffleboard Salon officially shipments. opened here Thursday (31) at noon with elaborate ceremonies. With the for several months on boards feamayor of Green Bay on hand to turing masonite die stock playfields. throw the first puck, the Monarch- Last week Guichard announced that, planned parlor is one of the most in addition to the black masonite complete in the country, and will be tops, the company is now offering used as a model installation for sim- masonite playfields with the No. 2 ilar locations already scheduled for area in color. With the latter type to \$70 weekly, one distributor estiother Wisconsin and Illinois cities of playfields, the playing area is ac- mated. as well as other communities thruout tually green while the No. 2 area is the country during the coming spring. red, yellow or white (operator may

signed to provide food and entertain- | Guichard said. ment thruout the day and evening Perma-Top also announced the ap-

step up production on Perma-Top Corporation shuffleboards, Jim Guichard, president, announces that the firm had added a night shift in its South Side plant here, effective Tuesday (29). The firm has also con-tracted for bonded warehouse service Marking the first invasion of the with one of the city's large storage Midwest by shuffleboard parlors, concerns in an effort to speed up

The firm has been in production Making liberal use of other types choose color). Price on the playof coin machines, the salon is de- fields is the same as black tops,

hours for its patrons. Six specially pointment of C. Collins Jackson as constructed Monarch boards are the distributor in the Utah territory. feature attraction of the salon and, Jackson has headquarters in Ogden tomers to rivals with shuffleboards (See Monarch Help on page 198) where he owns the J & J drugstore.

Monarch Help Perma-Top Begins Spokane Gets To Speed Output Initial Spot CHICAGO, April 2.—In an effort to ep up production on Perma-Top Next Month

Over-All Picture Bright

SPOKANE, April 2. - Shuffleboards, which have been catching on fast here, now appear to be lifesavers for operators, who have been depending on pinballs to keep them in

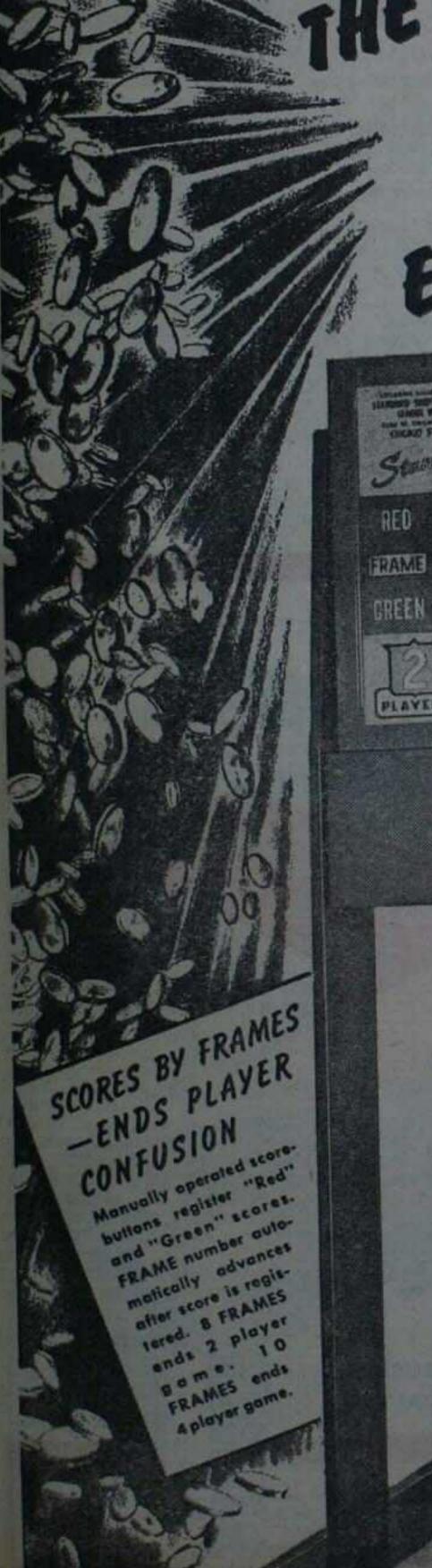
Pinballs were banned by city ordinance, effective in 30 days, but some 75 locations with shuffleboards aren't worrying too much. Their boards are averaging a gross of \$60

The boards have appeared on the Spokane scene since mid-December and the city's three distributors report a strong continuing demand.

Some ops and location owners were quick to realize the revenue possibilities of the boards. Others came to the conclusion after losing old cus-(See Spokane's Initial page 204)

197





3-Hour Board Resurfacing Developed; To Train Mechs

to begin next month.

surfacing Method, has been made width of the playing field simulta-

NEW YORK, April 2-A method possible by the creation of a new, of completely resurfacing shuffle- portable resurfacing machine, said to boards on location in three hours has weigh about 100 pounds and capable been developed by U. S. Shuffleboard of returning a board to a true sur-Exchange, it was announced here this face almost automatically. The maweek by Joe Kaufman, company ex- chine does not operate on tracks, it ecutive, and will be taught to se- was explained, but is guided as it lected students in a course of training covers the length of the playing surface by the perpendicular sides of The process, called the Master Re- the board top. It acts on the entire

neously and can be set to cut any desired fraction of an inch.

Package Deal

Kaufman declared it was his firm's intention to merchandise the new machine and the full resurfacing course as a package deal. Shuffleboard distributors are being approached with the deal which will cost approximately \$3,000, he disclosed. In addition to the master resurfacer and a one-month training course, the fee covers a full set of shuffleboard tools, Kaufman said.

Students taking the course wil receive full instruction in the use of the resurfacer, porter-cable belt sanders, the filling in of surface damages with plastic wood or by the inlay method, and the technique of French polishing. Use of the latter technique permits a board to be put back in play 30 minutes after the finish has been applied, Kaufman claimed.

Chief instructor will be Bob Ward, who developed the refurfacing device. Ward, who formerly did resurfacing work for major board manufacturers on contract, will head a staff of three instructors. He has been in the shuffleboard business for the past 15 years.

The mechanics tools to be supplied students include a porter-cable belt sander, electric drill, a complete set of hand tools, a supply of polishing materials and a level. For those who already have their own tools and who need training only in the new master resurfacer, a special discount will be offered, it was explained. The resurfacer alone will sell at about \$1,800. according to Kaufman,

He also said that one of the important phases of the course will be training in how to correct badly warped boards. This, Kaufman pointed out, can also be done on lo-

Monarch Help Aids First Midwest Spot

so that customers can find other amusement while waiting for a board to open up, there are 15 coin-operated arcade pieces located thruout the salon. A soda fountain and luncheonette, which also sells candy, is included in the set-up. A carmel-corn machine is placed in one window, and an ice cream vender is to be added shortly for the summer season.

Special Boards

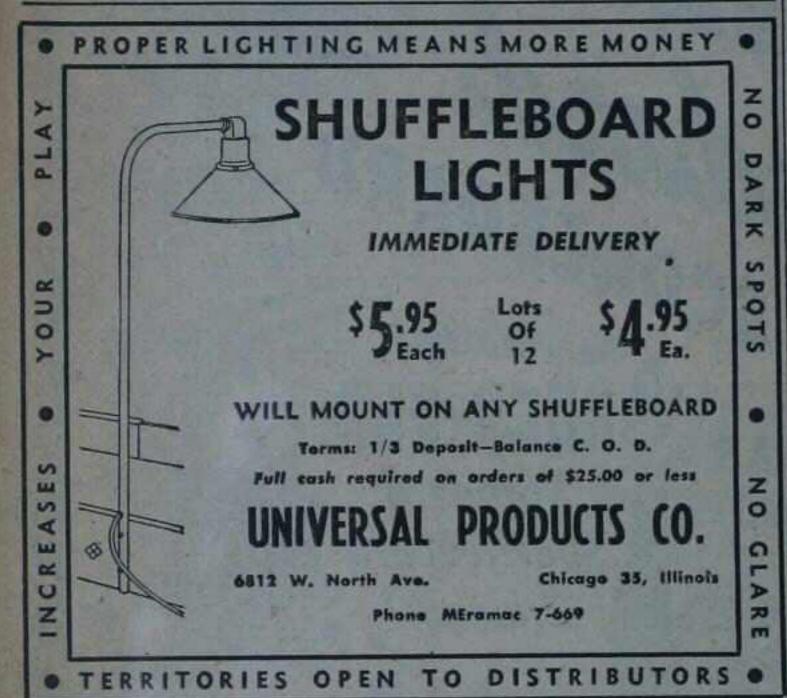
Monarch has built six special boards for this location. These are made from maple and walnut woods. with the darker-hued walnut used to make four stripes down the playfield. This is done to help the player who is unaccustomed to the game, and who can use the stripes as guides for his throws. Boards are the regulation 22-foot size.

Roy Bazalon, president of Monarch, reported that his firm helped plan the layout of the new shuffleboard parlor, and has developed plans for similar layouts which are available to operators on request. Monarch, in order to assure the most complete layout, and one that will be a profitable operation, has offered its services to obtain all the necessary equipment (including the fountains, areade pieces and venders) at no extra cost to the operator.

In reporting that 10 other parious will open in Wisconsin shortly, Bazalon said that a number of Chicago operators who were interested in the parlor idea had made a special trip here to see the model, shelving their plans temporarily until they had had an opportunity to see the Smitty Salon.

New Scoring Unit

Within the next few weeks Monarch will introduce a new overhead (See Monarch Help on page 206)





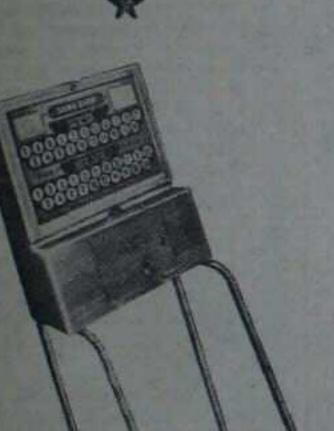
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Also available: Automatic Leg Levelers. Self-adjusting to all floor conditions.



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Roy Bazelon

Acclaimed the finest in the world by all who operate them!

Richly styled of fine woods, beautifully grained and finished. Trimmed

with colorful leatherette. One-piece solid maple, alcohol-resistant

top is specially finished for durability and smooth, fast action.

Extra padding prevents break-through of weights.

Solidly constructed to give years of service and

retain attractive appearance. Easy to install

-requires only half the time needed for

ordinary boards. Special piano-

score sheets, etc.

type legs add strength and long

life. All boards complete

with precision - machined

weights, playing rules.



Complete unit includes modern design stand of highly polished chrome steel tubing. Solidly built for years of service. Has crutch-type rubber feet. Delivered kocked down; assembles in minutes with simple bolt arrangement. All Monarch Score Boards available in this model.

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For All Shuffleboards and All Types of Play

AVAILABLE IN FLOOR, WALL AND CENTER-OVERHEAD MODELS

All equipped with National Slug Rejector, metered coin box. Coin box hold up to \$200.00 in coins.



Tops in Rebound Action and Real Skill Play! 8 Ft. "Shufflette" features colorful Electric Score Board—solid Hard Maple long-life top—inlaid walnut playing field marker—rubber - cushioned field

rubber - cushioned field
separator. Has extra-heavy live rubber
rebound on sides and back. Ultra modern design with sturdy pedestal legs.
Coin-operated model illustrated. Also
available without Electric Score Board
and Coin Chute. A beauty and a Money
Maker either way!

PROMPT DELIVERIES! MONARCH Electric, Coin-Operated SCORE BOARD

For "Horse Collar" or "Baseball"

Monarch Quality and all-around utility.
Provides scoring action to 50 points for
"Horse Collar" or "Baseball." Adjusts
to score 15 or 21 points for conventional
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"FRAME-SCORING" UNIT

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Chicago:

Roy Bazelon, president of Monarch Shuffieboard, took a party of operators to Green Bay, Wis., Tuesday (29) to view the premiere of the first Midwest shuffleboard parlor which took place there the following night The Green Bay establishment includes a battery of boards, arcade machines and soft drinks and snacks. . . . Herman Klebba, who operates a large route of shuffleboards on the

PUCK PATTER

stops and found that the shufflebowl | in his peninsula territory is good business.

Orville Adams, who heads the Adams Coin Machine Company in L'Ance, Mich., was a caller last week at Jim Guichard's Perma Top Cor-South Side, has started producing poration plant. Orville drove over shufflebowl pins. He says he tried with his truck to pick up or order the idea out on some of his marginal of boards. He reports that business

pins step up all around shufficboard and getting better as far as shuffleboards are concerned. Adams is an ardent backer of coin-operated scoreboards which he insists helps location to keep track of game receipts and also avoids unnecessary discussions with patrons on game fees.

Chicago Coin is now in its 19th consecutive week of production on the Shuffle-King Re-Bound, which embodies its own coin-operated scoreboard. . . Pete Rozgus, oilicial of fleboard, is reported about ready to National Shuffleboard Company, Chicago, and in charge of tournament play for National in the metropolitan area, spent a few days in Rockford, Ill., last week. National currently has two tournaments in progress and is making ambitious plans for State-wide competition.

Herb Perkins reports that Purveyor is enlarging its Chicago and West Coast offices and showrooms. The move was prompted by the increased demand for the firm's boards. The West Coast office, located at 1615 East 24th Street in Los Angeles, is headed by John R. Railton. Perkins also announced the addition of Charles Peters and William Jones to the Chicago offices. Former comes to Purveyor from the Chicago Coin & Spring Company, while Jones doubles between the sales staff and the golf links, where he is a professional.

Los Angeles:

Ed Wilks, of the Paul A. Laymon Company, is pushing Kats Wax to pany is preparing to open a special his shuffleboard customers. It's a department for shuffleboards and a Long Beach, Calif., product. The full line of accessories. Additional firm is now concentrating on Royal salesmen will be added, and Sol Lipshuffleboards.

E. T. Mape Company, has his new represents National Shuffleboard. Sterling rebound board on exhibi- (See Indianapolis on opposite page)

tion. He recently completed several deals for the board.

Dave Gould, of the American Shuffleboard Sales Company, just returned from a swing around the Southern California territory. . . . Bud Parr has formally opened the new addition at the Olympic Shuffleboard plant.

Bill Leuenhagen, of the W. H. Leuenhagen Company, is now handling the green-topped Hercules shuffleboard. He says the colored surface is causing a lot of comment among operators.

Jack Millspaugh, of Western Shutopen a branch office in Portland. According to present plans, Mary Sims, of the local office, may go there to take over.

Indianapolis:

Marquerite Stone, secretary and treasurer of the Standard Shuffleboard League, reports three leagues and 72 teams active in Indianapolis. Teams consist of 10 members, six regulars and four alternate members. The latter are used for fill-ins when regular members are absent The teams are equipped with Rock Ola shirts for men and blouses for women All teams are required to report league standing each week and a complete record is kept on every game played. There is an active board of four members to assist the secretary in making decisions and deciding controversies. Shuffleboards are located in teen-age centers, clubs, restaurants, lodge halls, taverns and all places of amuse-

Southern Automatic Music Comkin, a factory representative, will Walter (Solly) Solomon, of the set up local leagues. The company

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Jackson Downs



To Okay Pins In Md. County

Affects Bells, Consoles

ANNAPOLIS, Md., April 2 .- Pinball, console and bell machine payouts would be legalized in Baltimore County, a heavily populated area ringing Baltimore city, under the terms of a bill introduced by Delegate of Delegates last Thursday (24). Of considerable interest to Baltimore operators, the measure provides for a referendum by county voters at a special or general election to be set by the county commissioners. If approved, it could become effective June 1, 1949.

Known as House Bill 754, the legislation was referred to the Baltimore County delegation for study. It "authorizes and empowers the county commissioners of Baltimore County ... to license and regulate the keeping, maintenance and operation in Baltimore County by any person, firm or corporation, of any pinball machines, console machines, and similar coin or token - operated amusement devices in the operation of which awards are offered, paid or distributed."

License Scales

The scale of special license fees is left to the discretion of the county commissioners, as is the limitation on the number of licenses to be issued, the location and nature of establishments in which machines could be operated, and the areas in which no licenses would be issued. All licenses would expire December 31, the fee for each being pro-rated to the month of issue. Proceeds from license sales would be used "exclusively and solely" for school construction and maintenance.

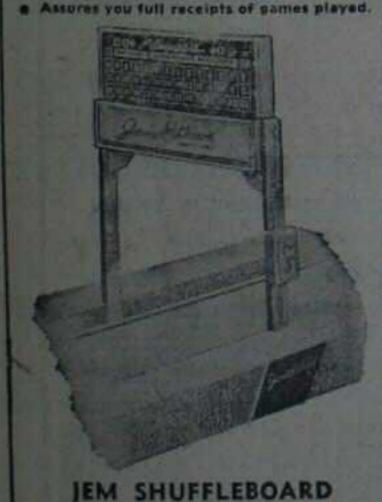
A section of the bill bans the operation of any device by persons under 18 years of age. Upon conviction under this provision of the act, fines ranging to \$500 for the first offense, not more than \$1,000 for the second offense and revocation of license, could be imposed.

Free-play pinball games are currently permitted in Baltimore County.

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GIVE TO THE RUNYON CANCER FUND

Intro Measure C-Eight Laboratories Begins Deliveries on New Coin Unit

NEW BEDFORD, Mass., April 2 .-Beginning last week, operators purchasing Electro cigarette machines produced by C-Eight Laboratories here were offered a coin changer as optional equipment. The changer, according to C-Eight's president, Mario Caruso, adds \$10 to the list price of the machine. Operators who want to add the changer to their Electros already on location will be able to purchase the unit at the same

Beckwith in the Maryland House company's program of building as earlier Electro purchases. By remany of its own parts as possible, placing one part in the match de-C-Eight designed and engineered the livery assembly, C-Eight equipment changer for its own use. The changer already in operation can make use was first announced at the National of the changer. Automatic Merchandising Association (NAMA) convention held in porated in the C-Eight machine since Chicago last December.

Addition of the changer to the Electro machine, first of the electric cago June 16-19, cigarette merchandising units, will enable operators in 20-cent States to make full use of the nickel, dime and quarter coin drop. Until now, Electro operators in these States have been unable to take advantage of quarter sales.

The changer, which Caruso said is constructed of six parts, is now being shipped out to those buyers of new machines who want it, and to opera-In keeping with the manufacturing tors who wish to add the feature to

Like other improvements incor-

Indianapolis:

(Continued from opposite page) Mr. and Mrs. Peter Stone flew to Chicago Friday (1) where they attended a meeting at the Rock-Ola plant in the interests of the shuffleboard tournament to be held in Chi-

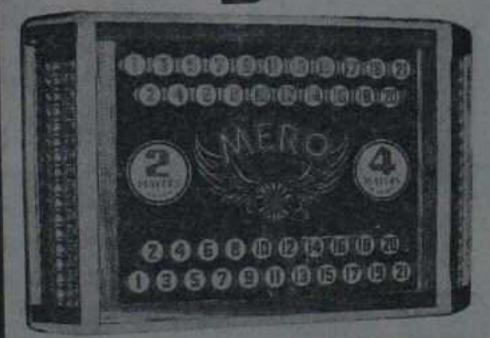
Flamingo Tavern took first honors as the Indianapolis Shuffleboard League closed its season this week. Deep Sea and Silver Cafe were tied for second place and playoffs for the runner-up trophy were being ar-

ranged. MASTER PORTABLE

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- e instant action scoring at both ends of board
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- e Automatic counter registers accurate number
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- e Solid maple and walnut finished cabinets
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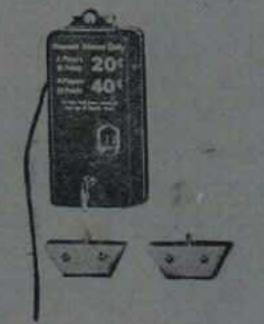
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Mero Coin Box 5 or 10c plug-in.

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Complete with remote control buttons.

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WAbgah 2465

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One-third cosh on order, balance

C. O. D.

ORDER NOW!

ORDER NOW! ORDER NOW!

ORDER HOW! Lam-o-Matic Builds Electric Telescore

LOS ANGELES, April 2 .- A new electric scorer for shuffleboards called Telescore is now being manufactured by Frank Lamb, of the Lam-o-Matic Shuffleboard Company here. The new unit is three and one half feet high and eight inches wide. Numerals are staggered on a mirrored surface. The scorer can be mounted on one side of the board and operated from both ends. The manufacturers claim the use of step-up units in place of relays has made their scorer virtually trouble free.

CPO Tourney Champ Wins \$100

CHICAGO April 2.-Chief Pharmacists Mate Eldon Marcotte was the winner of the first annua' shuffleboard tournament held in the Chief Petty Officers' Club at the Naval Armory at Randolph Street and the I ke front here. Chief Marcotte was awarded \$100 by Jim Guichard, Perma-Top Corporation president, who sponsored the tournament and also donated the shuffleboard for the permanent use of club members.



SLICK — the constant-speed wax — choice of champs, assures better control! Don't sacrifice skill and accuracy for super speed . . . use SLICK wax. It's not too fast, not too slow . . .

it's just right! No dead spots with SLICK . . . you get smooth, fast, accurate play at all times. A uniform product!

Insist on these Slick Shuffleboard products.

- · "Slick" Shuffleboard Powdered Wax
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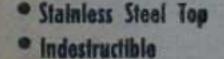
Approved by leading

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Guaranteed PATS. PEND. NO COMPETITION HOTTEST SELLER IN THE AMUSEMENT INDUSTRY The only all steel shuffleboard in America. PRICED · Makes conventional boards obsolets Fastest playing top

LOWER THAN ORDINARY SHUFFLE BOARDS

IMMEDIATE

DELIVERY

NEW ELECTRICAL SCOREBOARD

Reduces Playing Time! Increases Profits!

Games and on points or frames-whichever comes first. FIRST TIME SHOWN

Be sure to visit our factory-see how these all-steel shuffleboords are made

· Exclusive log-leveling device in top eliminates

· Eliminates waxing, varnishing, daily maintenasce,

· Unconditionally quaranteed not to warp, twist or deal

Sponge rubber lined throughout eliminates noise

bending to adjust

costly resurfacing

TAKE A PLANE, PHONE OR WIRE FOR EXCLUSIVE TERRITORIES SHUFFLEBOARD SPECIALISTS

1114 S. MICHIGAN AVENUE, CHICAGO S, ILLINOIS

WEbster 9-3795-6-7

Also Manufacturers of "Wood Shulllebourds With Maple Wood, Maple-Color Formica and Black Top. -

203

HURYEYUR

Sensationally low priced at

W. O. B. Chicago Purveyor to install, the Shuffleboard Scoreboard pays for itself because it avoids the embarassment of mistakes in collections. Metered mechanism does all the work of keeping count on plays. Lightweight rich natural wood cabinet mounts on wall. No glass, no glare, easy three way visability. EQUIPPED WITH SCORING BUTTONS ON BOTH ENDS OF THE BOARD. Coin operated or remote control models, both metered for counting games played

The last word in ELECTRIC Shuffleboard scoreboards, Allows the players to play Base ball, Horsecollar or Shuffleboard.

PURVEYOR JR. SHUFFLEBOARD

12 Ft. Long Light Formica Top Only NOT A RE-BOUND

A standard shuffleboard made to order for those thousands of smaller locations. Use regulation pucks. Same quality workmanship as our larger boards.

USE THIS HANDY ORDER BLANK

Purveyor Shuffleboard Co.

Gentlemen:

Please send me the following Shuffleboard Items:

ITEM

QUANTITY

QUANTITY

PURVEYOR SHUFFLEBOARD (official size) No. 16

PURVEYOR JR. (12 Ft. Long) CLAMP-ON FIXTURE

SCOREBOARD

WAX

ITEM

QUANTITY

PUCKS

ITEM

CLEANER

PENCILS

SCORE SHEETS

REFILLS

LEVELERS

T-SQUARES

BLACK BOARDS

BUFFER

ALL ORDERS SHIPPED SAME DAY RECEIVED

WORLD'S LARGEST SHUFFLEBOARD SUPPLIER AND MANUFACTURER

Now offers this sensational fast-moving merchandise for

IMMEDIATE DELIVERY—LOWEST PRICES!

PURVEYOR SHUFFLEBOARD

THERE IS NOTHING FINER!

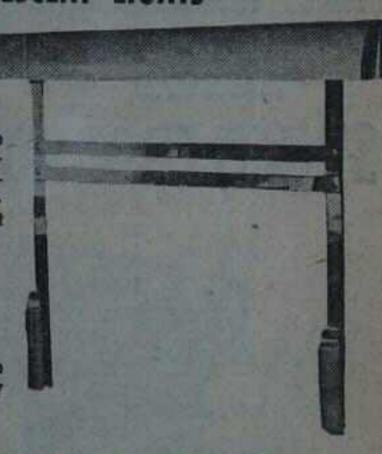


PURVEYOR SHUFFLEBOARD CLAMP-ON FLUORESCENT LIGHTS

MAKES OF SHUFFLEBOARDS

Easy to install, add to the flash and playing appeal of your board. Beautifully chromed to synchronize with the finest decoration scheme.

Equip your board with lights and watch the play



GADER YOUR SHUFFLEBOARD SUPPLIES

For all types of playing fields, finest quality, non-gritty. Dozen cans.

AUTOMATIC LEVELERS

No more headaches trying to keep your boards level. Install these automatic levelers — save time and money. Set for 10 legs.

ELECTRIC BUFFER MACHINE Specially designed for shuffleboard needs. Fully guaranteed, built for heavy duty: do your own shuffleboard refinishing.

PUCKS, \$18.00 Set - \$34.00 for 2 Sets (16) Regulation weight, designed for official use. Highest quality, perfectly balanced.

T-SQUARES, \$1.00 Ea. - \$10.00 Dox.

Top grade hard wood neatly finished, accurate, sturdy. PLAYING FIELD CLEANER, \$1.00 Can-

Large 32-Ox. Can

A better cleaner, developed exclusively for shutfleboards. Save yourself a lot of trouble by cleaning your boards with this special cleaner.

AUTOMATIC SCORING PENCILS, \$1.50 Ea. Complete with attached thief-proof chain. Refills (144 to box) -\$1.50 box

SCORING SHEETS, 10 Pads, \$10.00 Official size-100 sheets to ped. 20 pads-\$18.00: 30 pads-\$25.00.

Good quality, official size. \$3 50 ea. in doz. lots. WRITE FOR THE NAME OF YOUR NEAREST DISTRIBUTOR FOR FAST

DISTRIBUTORS:

Write us about our money-making proposition. Some Tarritories still available to qualified companies. Terms-25% with order, balance C. O. D. Cash with all orders under \$25.00.

4322-24 N. Western Ave.

Manufacturers

CHICAGO, ILL.

Phone, JUniper 8-1814

\$1,050 and \$2,500 respectively.

SHUFFLEBOARDS

Singles, \$3; doubles, \$5, and teams, fied.

1\$15. All entries close May 27.

will vie for prizes totaling \$1,250. To assure adequate player coverage from all four States, entries from the Entrance fees, which will account larger cities will be limited. It is for less than one-third of the \$15,000 expected that about 100 men's teams. in prizes, have been set as follows: and 50 women's teams will be quali-

tournament. These may either sit in the gallery or watch the play from the floor. Ropes will be used to keep the Boards in N. E. boards separated from the standees.

The first tournament is being confined to a four-State area so as to establish a pattern for future championship meets which are expected to be expanded to a national basis by next spring at the latest.

The Standard Shuffleboard Congress of America is now preparing its rules and regulations governing the championship play, and will send a large poster, containing all pertinent data to every shuffleboard location in the four States involved. These are expected to be mailed within the week, and will be posted in the loca-

In addition, special types of teams will also be invited to enter the tournament. One team already interested is a group of paraplegies from Vaughan General Hospital.

Organization of the Standard Shuffleboard Congress of America was only recently completed. Dean E. Douglass was named executive secretary. Headquarters have been established at 800 North Sawyer Avenue, Chicago. Stated program of the Congress is to promote and standardize the playing of shuffleboard thruout He said his tests show that shufflethe country.

SHUFFLEBOARDS "Maple Tops" "It pays dividends to look" -HOLDIDIATED DESIREN Distributors and Operators, Contact F. BARRICK

1135 St. Paul Street

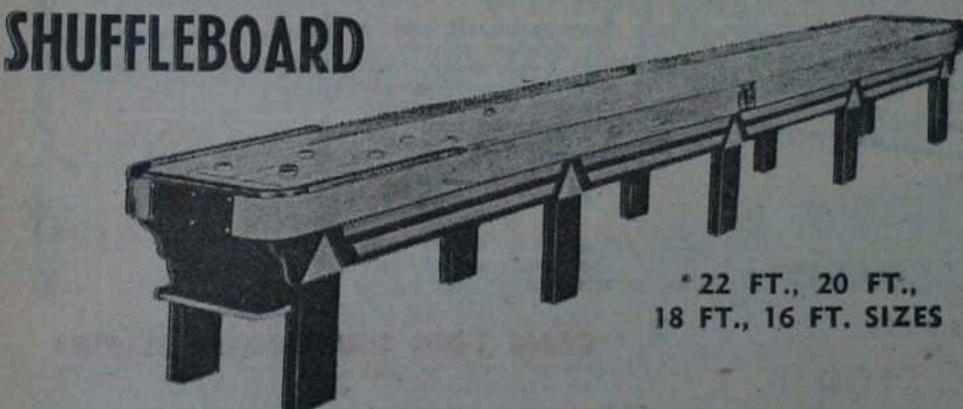
Indianapolis (3) Indiana



WITH DIE HARDENED, DIE STOCK PLAYING FIELD OF BLACK GLASSLIKE FINISH.

and you'll have no other





NO OTHER MANUFACTURER CAN MAKE THESE CLAIMS

WILL NOT WARP

WILL NOT DENT

MO COSTLY RESURFACING

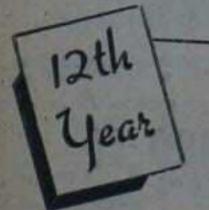
MEEDS LESS ATTENTION

FASTER, ALWAYS ACCURATE

✓ STRONGEST CONSTRUCTION

· note!

Can easily be converted into two re-bound boards Re-bound feature is optional Also available with Maple Top



MANUFACTURED BY

MERCANTILE DISPLAY, INC.

1525 N. CLARK ST.

CHICAGO 10, ILLINOIS

A \$1 fee will be charged spectators | Speedbird Bows

seemed most interested in the boards at opening of the show, Collins said. He felt downtown Hub locations would not be too good, but was enthusiastic about smaller towns and the Maine, New Hampshire summer resort territories

No shuffleboard parlors are in the offing at the present time, ops holding on to amusement arcades with pins and panorams. Bowling alleys may be opened up with shuffleboards, as operators of these establishments have league play and audiences that could be converted to shuffleboard addicts, it was believed. A report was circulated from New Bedford that a shuffleboard league had been formed with 1,000 persons competing for prizes.

Collins sald that his firm had made arrangements to install special built boards for paraplegics in vet hospitals in New England. He said these boards will be custom built.

The Speedbird veepee said shuffleboard is the only game that para-plegic vets can really play and enjoy. board won't interfere with video in locations, but it definitely will with pins. He pointed out that in his test spots, fans played shuffleboard and watched video at the same time.

While coin adapters, for nickels and dimes, are being readied by the company, Collins says he thinks this territory will be better off with the fee per person per game set-up.

Collins said that he would protect ops wishing to go in for shuffleboard in exclusive territories. Collins is also a juke box operator and knows the operator's problems. He is going to devote a lot of time to doing a public relations job for shuffleboard in New England, because "what's good for shuffleboard, is good for us," he says.

Spokane's Initial Shuffleboard Spot Debuts Next Month

and seeing the gross of their pinballs drop as much as 50 per cent.

Location owners who refused to recognize shuffleboards at the start now are asking for them, said R. J. Moore, of Pedicord & Moore, distributors for Royal boards, who placed the first shuffleboard in Spokane.

Most of the boards placed so far are in taverns, with a few in restaurants, ice cream parlors, pool halls and private clubs.

Inland Novelty Company, branch of Puget Sound Novelty Company of Seattle, has sold 45 Rock-Ola shuffleboards to ops in the Spokane area, said Robert E. O'Meara, man-ager. The machines are going out with electric scoreboards manufacfured by the local company. Ope with Rock-Olas include Richardson & Warner, Regal Novelty, Roy Shaw, Henry Stock, George Schumon, Lloyd Scoles, of Coeur d'Alene, Idaho, and Sam Woods, of Spokane Shuffleboard Company.

Woods, who has 19 Rock-Olas, is

one of the city's most enthusiastic shuffleboard ops. He credits shuffleboard play with boosting biz 40 per cent at his Riviera tavern-restaurant.

He is planning to open Spokane's first Shuffleboard Parlor in 30 days. He plans six boards at the start and hopes to conduct tournament play, which he says is not allowed in taverns under present State law. He also is looking ahead to several par-lors and shuffleboard tourneys played by teams representing business firms, like bowling leagues. He plans radio broadcasts to advertise the parlors, having successfully used this medium to tell of his shuffleboard locations in the Pullman, Wash., and Moscow, Idaho, area.

205

SEE IT ON DISPLAY AT OUR SHOWROOMS

MARVEL MFG. CO.

Phone: Dickens 2-2424

FOR BIG PROFIT SMALL INVESTMENT WITH it's A SURE BET WITH SHUFFLE AMERICA'S **FINEST Shuffleboard** 8 FOOT LAMINATED MAPLE PLAYING FIELD-2 INCHES THICK AND 101/2 INCHES WIDE WITH HIGH SPEED FINISH OVERALL LENGTH 9 FEET-WIDTH 201/2 INCHES ACT NOW! ACTUAL JOIN THE "SHUFFLETTE PROFIT PARADE" WEEKLY PRICE \$199.50 CERTIFIED TERRITORIES INCOMES AVAILABLE FOR FURNISHED UPON ESTABLISHED AGENTS, DISTRIBUTORS PHONE Garfield 2577 REQUEST SHUFFLETTE, INC.

SHUFFLEBOARD OPERATORS! Put New Life in Locations

Chicago 47, III,



with SHUFFLEBOARD BOWLING PIN GAME

LOWEST PRICE FOR THE BEST MONEY-MAKING DEAL EVER OFFERED TO SHUFFLEBOARD OPERATORS

> Including 10 Pins, Rack and 4 Signs

2 BOWLING SETS AND 1 DRUM MAJOR DOLL

20 pins, 2 racks 8 signs, \$10.00 value

117 SYCAMORE ST.

30" high \$9.00 value

CINCINNATI 2, OHIO

Operators! Here's a guaranteed play stimulator, tested by one of Chicago's largest Shuffleboard Operators. Locations where play has sagged showed new life when miniature bowling was introduced, saved operator the expense of moving the board. Don't take our word for it . . . try it yourself and see amazing results.

The right way to play the bowling game on the Shuffleboard in to put 2 sets on the table (I set on each end) so the player does not have to walk from one end to the other. The Number 1 pin is spotted on the Number 1 on the board.

100 Sets . . \$4.00 set 500 Sets . . . 3.00 set

including signs and rack for each set including signs and rack for each set

1/3 Deposit-Balance C. O. D. Certified Check or Money Order. F. O. B. Chicago.

MINIATURE BOWLING PIN CO.

Chicago 8, Illinois

Phone Yards 7-0571

DRUM MAJOR OR MAJORETTE DOLLS

Beautiful high lustre rayon plush, solidly stuffed with cotton. Washable plastic face. Attractive colors.

2847 W. Fullerton Ave.

30" Size \$54 Doz. 21" Size \$33 Doz. 16" Size \$27 Doz.

1115 W. 31st Street

Callendar for Coinmen

SHUFFLEBOARDS

April 19—Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.
April 23—Michigan Automatic Music Operators' Association (MAMOA), annual meeting and banquet, The Fantasia, Detroit.
April 24-29—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.

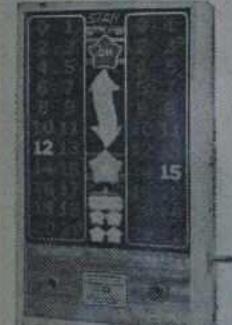
June 5-9-National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

June 19-24-International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.

July 26-28-National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York

(Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago I, for listing in this calendar.)

****** COIN-OPERATED ELECTRIC



WALL OR COUNTER TYPE

SCOREBOARD

for All SHUFFLEBOARDS

\$124.50

TO OPERATORS

F. O. B. Los Angeles, Calif.

1/2 Deposit, Balance C. O. D.

A PROVEN LOCATION-TESTED TROUBLE-FREE SCOREBOARD, BEAUTIFUL 5-COLOR GLASS FRONT—HARDWOOD CABINET. REMOTE CONTROL OPTIONAL AT SMALL ADDITIONAL COST. ORDER SAMPLE NOW. FULLY GUARANTEED FOR 1 YEAR (except light bulb).

PACIFIC SHUFFLEBOARD CO.

8428 Melrose Ave. Los Angeles 46, Calif. Phone: Whitney 4992

-SHUFFLEBOARDS22 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

MID-STATE COMPANY

2369 MILWAUKEE AVE. CHICAGO 47, ILL. Phone: Dickens 2-3444

YOUR SHUFFLEBOARD SUPPLY HOUSE

SUPER-SPEED WAX • FAST WAX • CLEANING POLISH
• PRECISION GROUND STEEL WEIGHTS •

SCORE PADS • WALL HANGERS • CRAYONS • T-SQUARES • SIMONIZE
LOW-PRICED CLAMP-ON LIGHTS AND THE INDISPENSABLE
DUO ELECTRIC BUFFER AND POLISHER

SHUFFLEBOARD TOURNAMENT TROPHIES & PRIZES

COIN MACHINE SERVICE COMPANY

1547 N. FAIRFIELD AVE.

CHICAGO 22, ILLINOIS

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Bell Licenses Increase in La.

BATON ROUGE, La., April 2.—
State Revenue Collector W. A. Cooper disclosed this week that operators have already applied for licenses on 6,000 bell machines and predicted that the total would approach the 8,000 mark before long. The Louisiana fee for this type of equipment is \$100 per unit.

Meanwhile, Clement J. Giamalva, New Orleans location owner, has filed a suit here asking that bells be ruled legal or that the State license fees be held unconstitutional. Cooper said that the suit has not slowed down license requests.

Klebba Producing Shuffle Bowl Pins

CHICAGO, April 2. — Herman Klebba, head of Miniature Bowling Pin Company here, announced Wednesday (30) that his firm is now in production on miniature bowling pins and racks designed specifically for use on shuffleboard playfields.

Pins and racks list for \$7.50 the set or \$10 for two sets, which is the number of sets necessary to fully equip one shuffleboard for shuffle bowl play. The 10 pins in each set are made of wood.

Klebba, one of the first operators of shuffleboards in typical coin machine locations, says that giving board players the choice of playing straight shuffleboard or shuffle bowl has a tendency to increase over-all shuffleboard play.

Shuffle bowl makes use of the principle of setting pins in the traditional bowling triangle formation. Player slides pucks at pins just as bowler aims at regulation bowling pins. Scoring is also the same as bowling.

MONARCH HELP

scoring unit for use in parlors as well as all types of locations. Especially adapted to the parlors, however, the scoring units are operated from a cashier cage. Players pay their fee for use of the board, and the cashier directs them to the board they are to use, at the same time lighting up the scorer. When the game is completed, the scorer is dimmed by the cashier until the next group takes

Until the scorer is installed in the parlor here, special back-to-back scoring pads have been installed above the six boards, so that the score is instantly available to players at either end of the board.

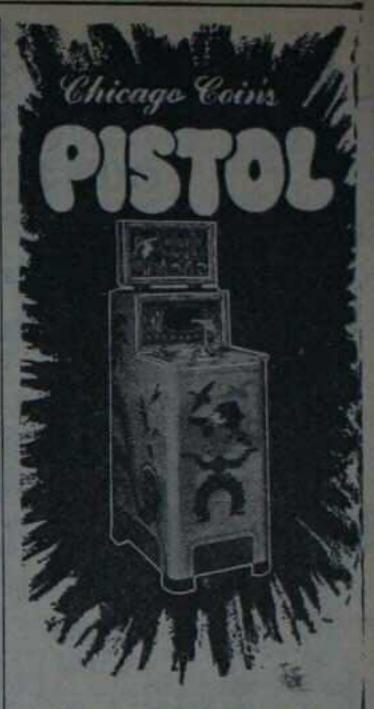
C-8 LABORATORIES

(Continued from page 201)
its introduction four year ago, Caruso
said the changer was designed so
that it would not obsolete earlier
purchases.

The C-Eight plant, occupied by the firm a year ago, is rapidly approaching the point where it will be an entirely self-contained unit, Caruso said this week. He declared his firm is now making all of its own dies and that all of the tools used in the production of the equipment are designed in the company's own shop and made in the plant.



U. S. SHUFFLEBOARD EXCHANGE 60 E. 42nd St., New York 17, N. Y.



Earnings exceed any we can remember! This is the shot in the arm we've been seeking for lo, these many months.

EVERYBODY PLAYS MAJORS OF '49-AND WE'VE GOT ITI

PREMIER COIN MACHINE DISTRIBUTING CO.

214 S. HOWARD ST. BALTIMORE, MD. Ph.: Mulberry 1420

WAX-OLA

THE FINEST POWDERED WAX FOR

IS PREFERRED



by

- Operators
- LocationOwners
- Players

Because it is definitely less abrasive by chemical laboratory tests and superior in every respect of speed, stability and laying powers.

SOME DISTRIBUTORSHIPS AVAILABLE: WRITE FOR INFORMATION

WAX-OLA

510 FRANKLIN AVE. NUTLEY, N. J. Telephone Nutley 2-4034

We also manufacture Stuffleboard Paste Wax, Shuffleboard Cleaner, Shuffleboard Covers and other allied products.

Shuffleboard Playfields

LAMINATED HARD MAPLE—ANY SIZE

KARL M. MITCHELL.

166 W. Jackson Blvd. CHICAGO 4, ILL.

"ACROSS THE BOARD" NATIONAL SHUFFLEBOARD

Yes sir, National Shuffleboards meet every operator's desires right "across the board": These distinctively beautiful shuffleboards stimulate fullest play impulse . . . Then, too, there's National's shuffleboard promotional plan to increase operator's profits . . . Operators get full take with gross margins that are eye openers . . . Want an eye pener? . . . Fill in the coupon and send it now . . .

Dept. Orange, N. J. Please send details. I am operating in

National Shuffleboard Co.

NATIONAL SHUFFLEBOARD CO.

ORANGE THE WORLD'S OLDEST AND LARGEST Exclusive

SHUFFLEBOARD MANUFACTURER



COINMEN YOU KNOW

New York:

Mario Caruso, president of C-Eight Laboratories, and Lew Jaffa, Eastern in developing the Good Humor ice mer Robinson Sales organization Electric top kick, met here early cream bar and has a 20-year backlast week before leaving on a biz trip to Chicago. Caruso leaves next has a new five-flavor ice cream bar week for a trip to Italy. Jaffa, who vender ready to go into production. just returned from another cross- Machine stresses simplicity in concountry tour, reported that newly struction and operation and will be appointed C-Eight distribs are naming special salesmen to handle the Engineering Company here. . . Electro vender.

at the Board of Transportation hearing Monday (28) on proposed contracts for subway cup machine operation. Many voiced criticism of the proposed specifications and urged that they be liberalized so that subway operation could be a profitable venture both for the city and the ops. Among those who attended the meet were John Collins, of Automatic Canteen; Jack Pero, former Spacarb exec; Sal Fornatora, of Chick's Drinks; Dr. G. A. Lowenstein, of Good and Cold Drinks; Ed Scully, of Lily-Tulip; Maury Auerbach, of Practical Products; Matty Forbes, of the Cigarette Merchandisers' Association; Mel Rapp, formerly with Drink-o-Mat, and Bob Rodner, of United Automatic Vend-

Al (Senator) Bodkin, of Forest Hills Automatic Music, returned (See New York on opposite page)

Chicago:

Fred Hebel, who was instrumental ground in the frozen confection field, made for him by the Era Tool & H. M. Schaef, president of Victor Vending Machine Company, reports About 60 vending reps turned up the firm's Hot-Pop non-coin popcorn vender is being featured in ice cream parlors, confection stores, bars, theaters, and "everywhere popcorn is in demand."

> Theodore Griesenauer, head of Bowman Dairy Company's refrigerated cabinet division, says its not signs of spring that prompt him to hypo his plans for a resumption of ice cream bar vending. Firm had a number of bar venders on location before the war, and if present plans materialize, will put out such equipment in conjunction with its milk venders again. . . . J. C. Webb and Sam Reid, American Citrus Corporation, report a solid four days of trade interest, shown by the daily walk-in of visitors, during the special showing of their Del Juice canned juice vender at the Stevens Hotel last week. Machine will hit production in June. . . . Gib Cousshon and Ed (See Chicago on page 216)

Detroit:

Ben Robinson, founder of the forhere, has returned to his home in New Orleans after a visit to his old territory around Detroit. . . . Tony Vance, of the National Coin Machine Company, has moved his office to Health and Safety Committee of the 4438 John R Street, and is establishing the National Record Dis- ers for 1949. tributors there as well.

in town to buy new Aireon music chines, has a new tie-up with a Hart machines for his route. . . . Harry White, of Jackson, is adding additional music machines to his route. . . . Phil Yuille, of the Wolverine in Ajax vending machines each Music Company, reports a heavy demand for the Viz-Rad television ting a free dinner on the pass units they are selling. . . . Mr. and Residents of Winsted, Conn., have Mrs. Morry Kaplan celebrated the bar mitzvah of their son, Sammy Stewart, Saturday.

Morry Kaplan, who has just moved to new enlarged quarters at 8346 Linwood Avenue, reports "I Gotta Love You Till I Die" by Pat Rainey on the Gold Medal label is now moving up into the hit category. . . . Hugo Croll, of Au Gres, was a visitor at Wolverine Sales Company, where he bought some Chicago Re-Bound shuffleboards to install on his route in the Northern Michigan resort sec-

Philadelphia:

The new Seeburg phonograph offering 100 varied selections with six plays for a quarter, is being received with much favor on test locations at local taprooms and restaurants, with the collections for the new machines indicating a revival of interest in automatic music. . . . Toni Spaulding now handling the publicity chores for Pasco Records, local record distributing firm. . . . While movie houses have been plagued with robberies of the coin boxes of vending machines in the lobby, police reported last week the first robbery of a stamp machine. Proprietress of a candy and cigar store stated that a man emerged from a telephone booth in the store, picked up a 3-cent stamp machine and walked off with it.

Openings of new locations reported by operating firms in near-by Atlantic City. . . . Music Box Corporation reported placement of the music system at Venafro's new Village Bar, with the Toomey Vending Company placing the cigarette machine. . . . Rube Jacoby, head of Atlantic City Vendors, Inc., reported placement of cigarette machine at Sammy Schwarzbach's new Sammy's Restaurant and Cocktail Lounge. . . . Reopening of Nate Goldberg's Russell's Bar and Restaurant in West Atlantic City found John M. Murphy getting the call to place cigarette and cigar machines.

Hartford, Conn.:

John H. Chaplin, president Veeder-Root, Inc., Hartford, man facturers of counting and computing devices for coin machines, has bee appointed chairman of the Industria National Association of Manufactur

A Hartford stamp vending ma Alfred Esparza, of Saginaw, was chine organization, Ajax Stamp M. ford restaurant, with 50 free stea dinners given each week. & dinner pass is placed into 50 stamp folder week, with 50 lucky customers get voted against installing parking me ters for even a trial period.



Lay that PISTOL down, pals, Lay it down in every location you know and watch the profits rise! We know!

OH YES, WE'VE GOT CHICOIN'S MAJORS OF '49

WILLIAMSPORT AMUSEMENT CO. 323 HEPBURN ST. WILLIAMSPORT, PA Ph.: 2-3326

storn new and used, rebounds and standards, coin operated or non-coin operated. Our prices are the lowest in the industry. NEWEST CONSOLES

NEW COUNTER GAMES.

| Senny Target | 539.5 |
|--------------------------|-------|
| A.B.T. Challenger | 42,5 |
| A.B.T Model F | 44.5 |
| Kicker & Catcher | 35.00 |
| Acme Electric Shocker | 19.5 |
| Duck Hunter | 45.0 |
| Target King | 45.0 |
| Shipman St View-a- | |
| Scope | 49.5 |
| Whirt-a-Ball | 19.5 |
| Special prices for 10 or | mor |

| MUSIC | |
|----------------------|---------|
| 6 1422 Rock-Ola\$ | 1295.00 |
| 4 Wurlitzer 750-M | 185.00 |
| 1 Wurlitzer 750-E | 195.00 |
| 5 Wurtifrer 850-H | 195.00 |
| | 120,00 |
| 2 Wurlitzer 500 | 125.00 |
| 5 Wurlitzer 600-R | 125,00 |
| 2 Rock Ola 39 DeLuxa | 100.00 |
| 1 Rock Ola 40 Super | 100.00 |
| Seeburg 46-M | 395.00 |
| Seeburg 46-5 | 375.00 |
| 30-Wire Coded Cable, | 1 1272 |
| 100 H. Per ft | .20 |

| | | SPEC | AL_ | |
|----|-------|------|------|--|
| 10 | Brand | New | 1080 | |

Boxes and 2 5te-tions, complete ... \$00.00

39 Personal Music

CIGARETTE VENDORS 6 Unceda Pak, 15

| Col., 500 | 83,00 |
|------------------------|--------|
| 4 Uneeda Pak, 7 | |
| Cal., 500 | 80.00 |
| 4 Uneeds Pak. 0 | |
| Col., E | 75.00 |
| I Rowe Royal, 10 Col. | 95.00 |
| a Rowo Royal Is Col | 80,00 |
| 2 Rowe Royal, Il Cal | |
| I Rowe Imperial, I Col | 60.00 |
| 5 Rowe Imperial, 6 Col | 50.00 |
| 3 National 930 | 65.00 |
| I National 950 | 85 00 |
| | 185.00 |
| 2 C-8 Electric | |
| 15 PX-8 | 125.00 |

HETE POUTOIT

| - NOTED LUNDULED |
|--|
| |
| 1 Bally St Hi Boy 5195.00 |
| 4 Manuary 5-55 Sumay |
| 1 Keeney 5-25 Super |
| Bonus Bells 335.00 |
| 2 Keeney 5-10-25 |
| Super Bonus Bells 525.00 |
| Puber pouns peus 349,44 |
| 2 Bally Double Ups 185.00 |
| 2 Evans Races |
| 225.00 |
| Comb 325.00 |
| 2 Deluxe Draw Bolls 225.00 |
| 4-Way Keeney |
| |
| THE REAL PROPERTY AND ADDRESS OF THE PARTY AND |
| 2 Draw Bells 200,00 |
| 6 Baker's Pacers 150.00 |
| 2 Jannings Chal- |
| I I JUDDIDUS CHAI- |

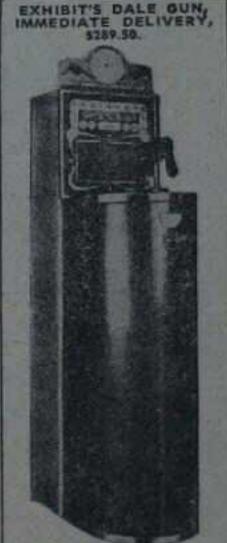
tengers, \$-25 ... 325.00 falls 3 Bells, New, 295.00

Fully selective music uox with Emerson's 15-in. Television built in - excellent shape, originally \$1700.00 each. Special \$925.00

2 VIDEO GRAPH Television Phonographs

| " Trais dun perr | |
|--|----------------------------|
| 1 Set of 5c-10c-25c | 10000 |
| Mills Club Bells. | |
| THE RESIDENCE AND ADDRESS OF THE PARTY OF TH | 425.00 |
| Mills Black Cherry | CONTRACTOR OF THE PARTY OF |
| Originals, 5t | 125.00 |
| 106 | 135.00 |
| 25¢ | 145.00 |
| 10c Watting Treasury | 50,00 |
| 250 Watting Roll-a-Top | 69.50 |
| Bive Fronts, 56 | 75.00 |
| 100 | 85.00 |
| 256 | 95.00 |
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| 10e | 85.00 |
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| _USED | COUNTER | GAI | HES_ |
|--------------------|-------------|-----|-------|
| Pop Ups Penny P | Istal Shots | | 12.50 |



ARCADE EQUIPMENT

Kesney Super
Bonus Bell \$800.00
Arrow Bell 800.00
Evans Complete

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lengers 595.00 Bally Spot Bell 749.50

NEW VENDORS

B. G. 13.95 Master 1e-5e Comb. .. 16.95

BRAND NEW.

Seven Hi Coin Oper-ated Pool Table ...\$284.50

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2 Jafco 9-ff. Barrel

100 12 and 14ft. Bank Balls, Each. 95.00 In lots of 10 or

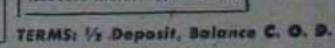
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more. Each

5 Wurlitzer Skae

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| Brand New Atomic | - |
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| Bomber | 1765.00 |
| 15 Exhibit Merchant- | |
| men | 95,00 |
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| Brand New Quizzers. | |
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| | |



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2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-4718



Chicago Coins The appearance of PISTOL accounts for the disappearance of gloom! No

other game can make this claim!

BUSH DISTRIBUTING CO. 286 N.W. 29th Street

Miami, Florida

508 Dellwood Ave. acksonville, Florida

New York:

home this week well on the way to recovery after an operation last week... Ruth Nussbaum, secretary of the Automatic Music Operators' Association, is getting compliments aplenty on her new-look bob... John Heffron, public relations director for the Electric Boat Company, producers of Eleo-Bowl, spending much of his free time doing publicity for local charities.

H. F. (Denny) Dennison, of the Dennison Sales Company, was in town early last week and attended the general membership meeting of the Automatic Music Operators' Association. He then left for Washington for a biz conference with Hirsh De La Viez.

Joe Young of Young Distributing, reports that the Revco ice cream machines he now handles are moving well. Young recently added venders to his Wurlitzer showrooms.

Ray Harrison, of Automatic Cigarettes, is due to return from a Florida vacation early next week. He operates cigarette machines in New York and Connecticut.

Bert Lane and Harry Pearl, of Bert Lane, Inc., factory reps for Genco, are in Chicago this week on biz.

Chippy Maltz is bedded down with virus pneumonia. . . Ralph Hotkins, of Capitol Projectors, has placed one of his Midget Movies in the 42d Street ferry terminal. Right near it is one of Automatic Canteen's hot chocolate conversions.

Al Bloom, of Speedway Products, and manufacturer of the Tele-Juke combination set, finds that his route just keeps on growing. He has more than 85 combo sets out now, all said to be on front-money contracts.

SLOT MACHINES

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AND SAVE MONEY!

GUARANTEE IS YOUR
ASSURANCE OF
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MILLS

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BAKER

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS Los Angeles:

Paul A. Laymon, reports that Bally's spot bell is going well. Ed Wilks, of the Laymon Company, says he's practically ready to kiss that pesky ulcer goodbye. . . . E. R. Rippee was in town from Compton to look over some new equipment.

Kay Solle, of Leuenhagen's Record Bar, is going north next week to visit her niece in Marysville. Mary Solle will keep things humming while she's gone. . . . Mr. and Mrs. W. W. Matthews, of Bakersfield, came down to make the rounds on Pico Street and see what bargains they could find.

Phil Robinson. Chicago Coin's local man, is spreading the firm's new Pistol game around town. Seems to be catching on, he says. . . . Ora Johnson was in from Huntington Park last week.

William R. Happel Jr., of Badger Sales, had Joe Soares, Tulare coinman, as a visitor. He reports business looking up in the Badger export department, which is handled by Joe Durante. . . Al Sherman, of King Records, was making the rounds. Ditto for Bill Jones, of MGM Records. . . Perry Irwin was down from Ventura for one of his frequent visits.

Tommy Workman, well-known coinman and an official of the San Gabriel Valley Coin Operators' Association, is still planning to bring his organization into Los Angeles. ... Bull Moose Jackson made a very favorable impression on his recent Pico Street tour. Ops are really going for his records, so the reports Charles (Chuck) Hartman tried to fly down to see him, but couldn't make it due to bad weather. His plane was grounded. . . . Irene Boling came down from her Bakersfield headquarters to look things over on the street.

Washington:

The big hit at the Day Service Music Company right now is "Hucklebuck" by Paul Williams on Savoy label, according to order clerk Mrs. Alberta Kenon. The Capitol disk of "The Way You Look Tonight," by Sammy Davies, is also going well, she said. Stick McGhee's "Drinkin' Wine, Spo-Dee-O-Dee" on Atlantic is coming up fast in her opinion. As usual, Day Service is having few calls for blues or hillbilly numbers since the section of town where it is located is principally interested in the hottest tunes, Mrs. Kenon commented.

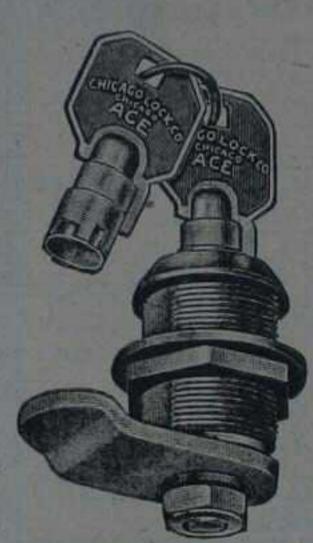
Teddy Crawford, of Sterling Novelty Company, announced that his son, Ronald, is working for the company as a service and collection man on pinball and juke box routes. Ronald just graduated from Coolidge High School.

A number of coinmen in the area interested in the bill to legalize console machines in near-by Prince Georges County, Maryland, now before the State's General Assembly, have contributed to a fund for promotional work. The measure received a slight set-back when LeRoy Pumphrey, Democratic delegate from the county and House majority leader, announced his opposition to it.

Indianapolis:

Charles Steinbaugh has been added to the office staff at Southern Automatic Music Company, as clerktypist. . . . Peter Stone, Indiana Automatic Sales Company, Rock-Ola distributors, visited operators in Marion, Ind., and surrounding territory last week. . . . The new appraiser's value on all coin-operated equipment has been settled thru the efforts of Abe Fleig, president of the Music Operators' Association of Indiana, Chapter 1. Present appraised value will stand. . . . The Music Operators' Association of Indiana will hold its regular meeting and election of officers April 5 in the Indianapolis Athletic Club.

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Your
Take
with Chicago
ACE Locks



ACE Locks have what it takes to do a real job of protecting your cash and equipment.

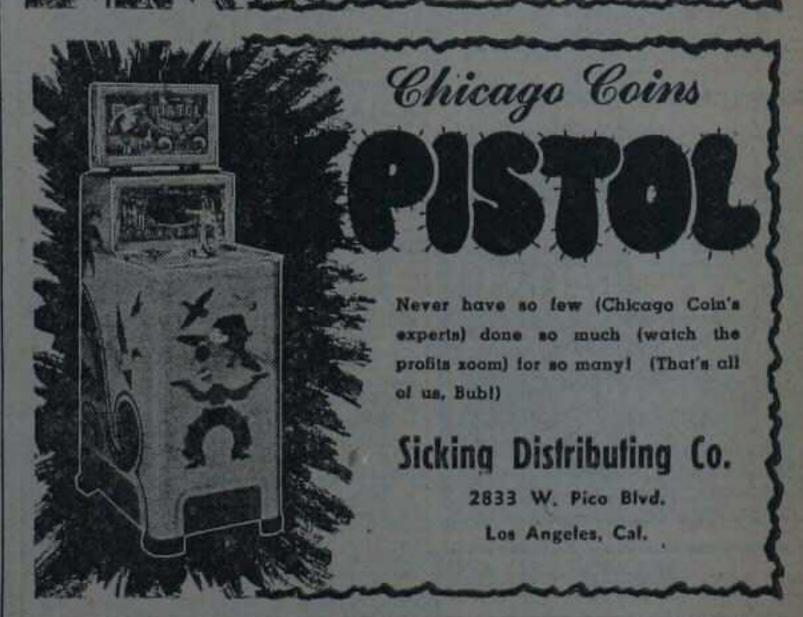
Unique 7 pin-tumbler ACE mechanism permits over 80,000 key changes. Your changes may be registered for your exclusive use. The patented ACE round key protects you against fraudulent duplication because blanks are never sold to anyone. Duplicate keys available only from the factory on receipt of your proper authorization.

So to protect your take, fight operating hazards by installing Chicago ACE locks on all your equipment. Ask your distributor, or write for Folder B.

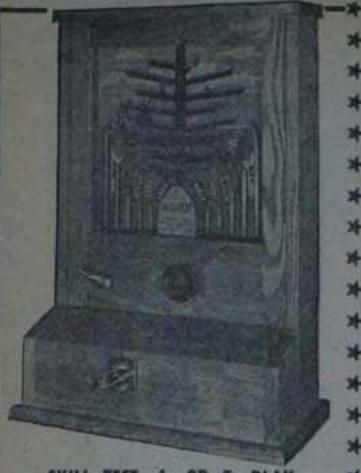
Chicago Lock Co.

CHICAGO 14, ILLINOIS





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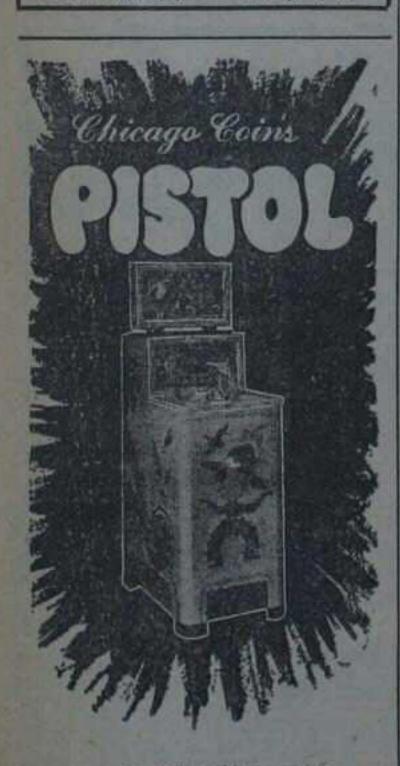


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HANNA DISTRIBUTING CO.

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Record Reviews

(Continued from page 211)

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

ARTHUR GODFREY

(The Mariners)

All Right, Louie, Drop

Godfrey makes a likable thing of the growing nov-

Godfrey again lends his

homespun charm to a

tune of considerable infection of the "Pive Foot Two Eyes of Blue"

Could 1? I Certainly

(Columbia 38477)

the Gun

elty tune

type.

Could

RAY BOLGER

only at a buck.

the show.

tasteful.

elty ballad.

World

material.

TONY PASTOR

It's a Cruel, Cruel

Everybody in the Pastor

band joins in to make

three minutes of fun of

a clever piece of waltz

"A" You're Adorable

Pastor, the Clooney Sis-

ters and crew make this

a potent two-sided disk-

pretation of the novelty ballad which has drawn

new life via a Como etch-

(Universal U-143)

Chi disk jockey Eddle Hubbard wrote and sings

this tune. He achieves

very little on either

A couple of accordions

mix tempos in delivering a rather weak etching of the old fave.

(Axel Stordahl Ork)

Sinatra shows more of the old voice here than in

aome time. Tune, from "Tales of the Bouth Pacific," is a honey, and it's done full justice here.

Prom the same show, this South Sea paean is a nostalgic atmosphere

piece, calling up the murmur of hine waters against a coral inte. The Voice gives it a fine, sensitive mood treatment.

FRANK SINATRA

Somo Enchanted

Evening

Bali Ha'l

You Kiss Me Too Much 45--45--45

ing and now this one.

LEE MONTI'S

count.

Liebestraum

TU-TONES

BUD BREES

It Hurts

Make a Miracle

(Ray Bolger &

Amy

(Decem 40065)

Once in Love With

Splendid original cast

disking of one of the highlights of "Where's Charley?" Bolger is

great as is the conception

of the song. Runs 4:17

and is out on vinylite

Allyn McLeric)

From same show and

with original cast stars doing it, this novelty tune would appeal mainly

to those who have seen

(Bob Martin Ork)

I Love You So Much

For 44 cents this is a fine

disking of the hill song gone pop. Brees does an effective singing job and orking is simple and

"A" You're Adorable

Resulted Paige does nice-

(The Clooney Sisters) (Columbia 38449)

(Spotlite 510)

POPULAR

82--84--82--80

81--82--80-80

85--90--85--80

80--85--80--75

73--75--75--70

89--88--90

89--- 90--- 89--- 89

59--60--58--58

88--90--90--85

88--90--88--85

ARTIST TUNES LABEL AND NO. COMMENT



81--84--80--80

84--84--85

78--77--79--78

51--52--50--50

47--50--45--45

65--65--68

78--80--78--75

79--82--78--76

68--68--65--70

POPULAR

DICK FARNEY-THE SKYLARKS (Velvet 201)

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

I've Spent the Evening 70--72--68--70 in Heaven

Another polished offer-ing, but the interpreta-tion carries the whole

EDDY HOWARD ORK (Mercury 5272M)

Candy Kisses The folk hit shows s strong pop potential in Howard's easy, buoyant rendition.

Nothing startling here, but Howard handles the Hoagy Carmichael oldle in pleasant style.

ROY STEVENS ORK (Manor 1176)

Nothing happens on this pseudo-mambo try.

And I Do Mean You Poor recording mars an okay band performance here, but the material is weak too.

PAUL MARTIN ORK (Exclusive PlX) 72--74--72--70 | Wanna Marry

Mary Silly novelty overworks itself. Lively orking is an asset, however.

Singing Sweet Melodies to You

Label prexy Leon Rens sings his own tune here and reveals a pleasant personal style. Material has a lot of charm.

BETTY CARRET

(Harold Mooney Ork) (MGM 10390)

It's Fate, Baby, It's Fate

Clever hunk of material is from the "Take Me Out to the Ball Game" pic. Miss Garret will be hard to beat on this one.

O'Leary Is Leery The comedicane delivers an easy, swingy, but feather-weight side.

BUDDY KAYE QUINTET (The Tune Timers)

(MGM 10387) Don't Tell My Heart Al Cernick and group render an especially redreamy pace. This one grows on you.

Don't Take My Word Ditty is contagious, but the orking falls to main-Group vocal is strong.

however. LEE MONTI'S

TU-TONES

(Double Feature DF 2010) The Wooden Shoe Song and Be-Mine

A novelty and a new version of "La Paloma" make up this double-length aide. Vocals are passable, the not distinc-tive. Length limits value on lukes.

Mickey and Cruising Down the River Accordions essay the standard in highly danceable style. The his is cut, with vecal, in highly satisfactory fash-

72--80--82--55

Chicago Coins

Is all that you claim! It's handsome, it attracts customers in draves, and is proving to be the best yet!

WE'VE GOT THE BEST IN BASE-BALL GAMES, MAJORS OF '49.

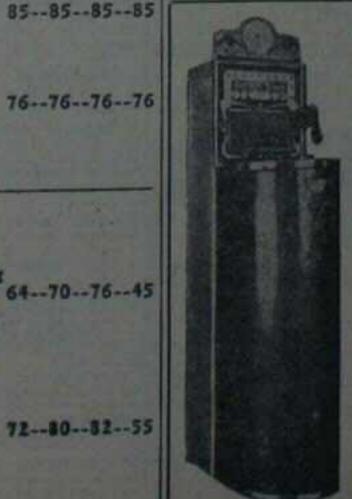
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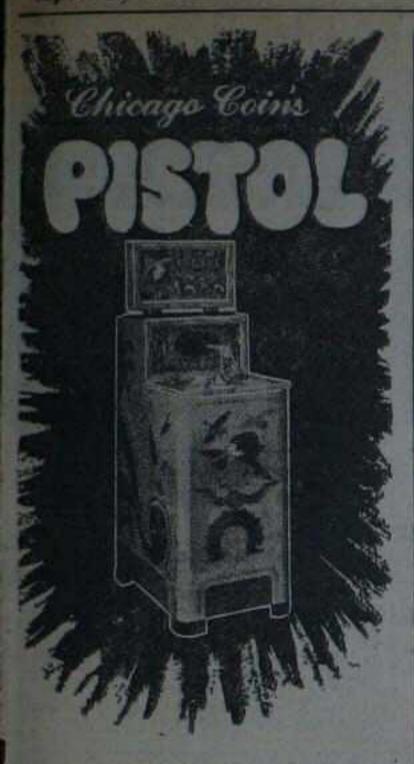
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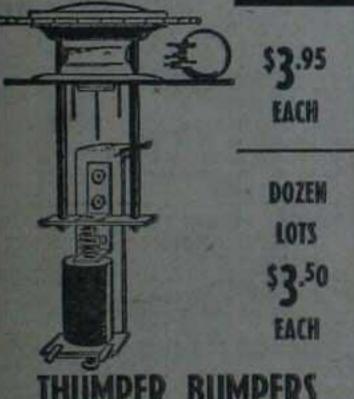


Is leading the field in souring receipts in our neck of the woods! Thanks! Thanks! Thonksi

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PHILADELPHIA COIN MACHINE EXCHANGE

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1/3 Deposit With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

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

SHORTY SHEROCK

Fantasy on Figaro

Sobbin' Blues

BEN LIGHT

Changes

choruses.

Green Eyes

ORK

the band.

Boom

(Commodore 7551)

Shorty Sherock gets off

some aweet trumpet on a

jazz treatment of the familiar Pigaro theme.

Sherock growis, wah-

wahs, and cries the sob-

bin' blues on his trumpet.

(Tempo TR 580)

Piano, with novachord and rhythm, does the

oldie in bang-up old-

time style that pales

when the boys try jazz

Side is an ordinary pseu-

do-belero until Light goes into his bright planistics past the half-way point.

FRANKIE MASTERS

Everywhere You Go

Phyllis Myles and the

Swingmasters group han-

dle vocal chores here.

Band offers a straight-

forward danceable scor-

ing that could pull some weight if the tune clicks.

Accent here too is on

danceability. Tommy

Traynor's vocal is adequate, but lacks distinc-

tion. Same holds true for

THE KORN KOBBLERS

(Stanley Fritts) (MGM 10384)

Clancy Lowered the

(Frank Saunders)

coming Irish novelty.

Hooray, Hooray, I'm

Going Away (Howard McElroy)

ability is okay too.

(Tempo 675)

BEN LIGHT

appeal

klings here.

Novelty arrangement is

more amusing than the

forced lyrics here. Dance-

Pianola style 88-ing the

feature on this quintet

instrumental, aimed at the juke trade. Juxtapo-

sition of the cornball keyboarding with up-to-date rhythm backing makes for commercial

The Rodgers-Hart classic

is a loser to Light's tin-

RONNIE DEAUVILLE

Deauville does the pretty

ballad with grace and feeling, but without enough force to hold at-

I'll String Along With

Same lack of spark is in

MOREY AMSTERDAM

The popular comic's pro-

jection of a hunk of hillbilly parody is woe-fully weak, lacking his usual shullience and en-

Never Underestimate

the Power of a

Material here is good, but Amsterdam misses

(Sammy Fidler Ork)

(Mercury 5267)

tention all the way.

(Apollo 1127)

evidence here.

Little Darlin'

Woman

fire all the way,

thusiasm.

Is It Too Late?

(Mitch Miller Ork)

Where or When

Brass band scoring and

effective brogue warbling make an entertaining side from the up-and-

She's a Home Girl

(MGM 10306)

ORK

POPULAR



72--72--70--74

70--70--68--73

78--76--78--80

69--68--68--70

70--69--67--74

57--57--55--60

71--73--71--69

\$5--60--54--50

58--62--58--54

ARTIST TUNES LABEL AND NO.



65--65--62--68

73--80--69--68

79--80--77--80

75--75--75

85--85--85--85

POPULAR

SHIRLEY MOORE (Apollo 1333)

COMMENT

Moon Glow Tasty and feelingful pip-71--71--70--72 ing of the pretty ballad here-but no reason to believe the song will score at this time via this relatively uncommercial

version. 63--63--60--66 Happy in Love Same rationale applies.

RAY BLOCH ORK (Signature 15258) Chop Sticks 75--76--73--75

With Johnny Guarnieri tackling the keyboard, Bloch and ork turn in an imaginative set of impressions built around chopsticks.

67--70--66--66 A good job is done with an original of no great

significance. ALAN DALE-

RAY BLOCH ORK (Signature 15261) Waiting for the Robert E. Lee

Dale and Bloch team to make for a spirited waxing of an infectious oldie. A Million Miles Away Dale is ingratiating with a new and pleasant bal-

BROTHER BONES &

HIS SHADOWS Five Foot Two. Eyes of Blue

The whistling-and-bones-shaking formula is wellsuited to the latest of the revived oldies.

Another oldie treated the 80--80--78--82 name way doesn't quite match up to the bounce and infection of the top-

> BEN LIGHT (Tempo TR 682)

My Blue Heaven 68--70--65--70 Light at plane with support from novachord and shythm makes a highly listenable thing of the

I'll See You in My Dreams

Even more effective here is the Light plane touch.

BORNAND MUSIC BOX

(Bornand S 501) Star Light, Star Bright 65--65--NS Novelty waxing of typical music box produced music is rather charming

and quaint. Fairy Tales 65--65--65--NS Same comment.

THE SMOOTHIES (Bullet 1071)

It's a Small World Tune is okay, but the Smoothles, especially the lead warbler, ain't so 69--71--69--67 smooth.

> Searching for a Rainbow Same complaint on this yawnful waits rendition.

52--52--50--54

71--78--70--66

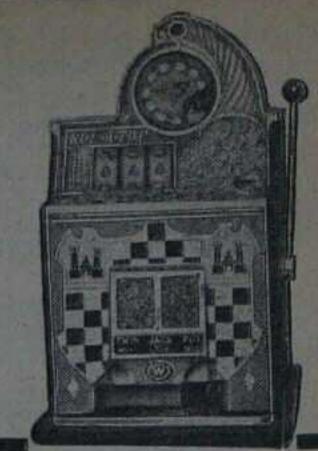
77--80--76--74

GEORGIA GIBBS (Johnnie Guarnieri Quartet) (Mercury 5369M)

The One I Love Reissued from a Majentic master, her nibs, Miss Gibbs, turns in a compeiling job with the wellperformed evergreen.

Ballin' the Jack (Glenn Osser Ork) Tune's being revived by its publisher. Disking is reissue from Majestic and is a fine etching of the song with Miss Gibbs outstanding and draw-ing fine Osser orchestral

support. (Continued on page 214)



BRAND NEW

ROL-A-TOPS

5c-10c-25c PLAY

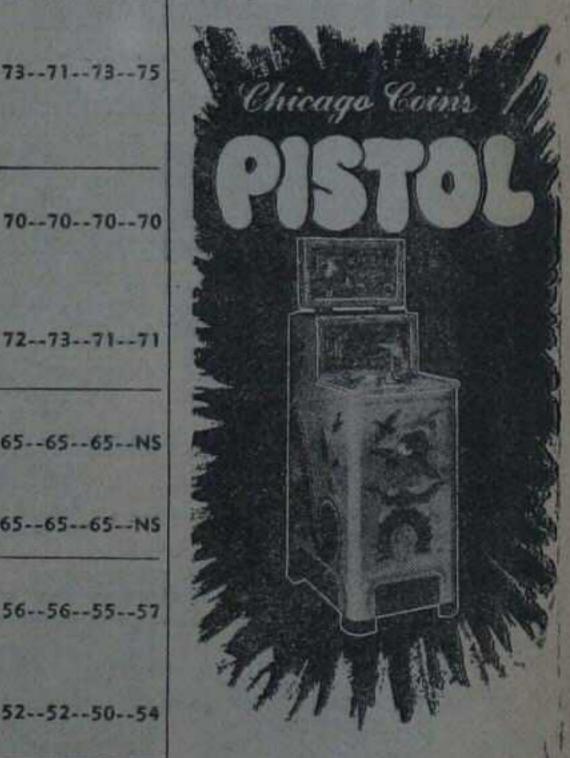
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RATINGS

71--70--71

77--80--78--71

60--60--58--6E

68--67--67--70

58--58--57--58

78--78--77--79

74--75--73--73

83--85--83--82

56--56--55--57

57--57--54--60

75--80--74--72

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| NEW |
|--------------------|
| FLASH BOWLER, 9 Ft |
| USED |

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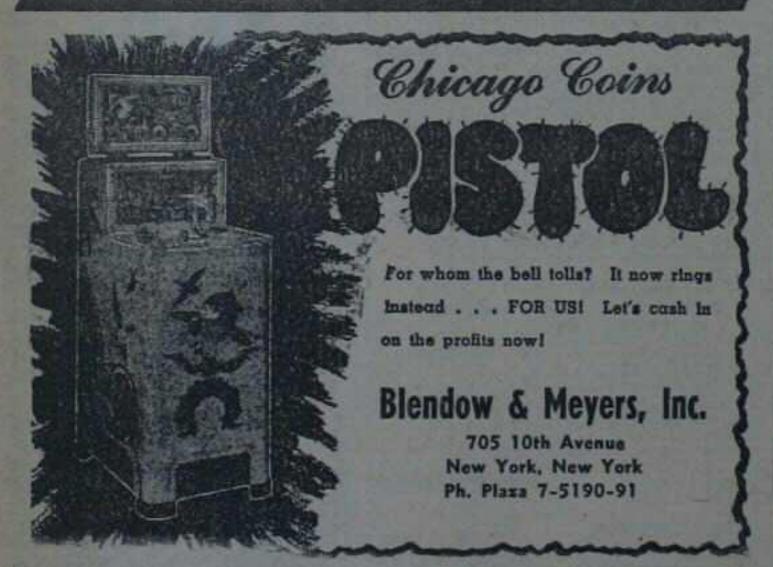
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Record Reviews

RATINGS (100 Point Maximum

90-100 TOPS - 80-89 EXCELLENT - 70-79 6000 40-69 SATISFACTORY . 0-39 POOR

ARTIST HUNES

BORNAND MUSIC BOX

(Bornand S 803)

Cradle Song Brahms' Lullaby as it sounds on a music box

makes for an odd and

entirely soothing disking.

Rockaby Baby Same comment.

LEE MONTI'S

Strangers

stylers.

Similau

PEGGY LEE

TU-TONES

Oh! You Million

Dollar Doll

(Bob Morris)

(Universal U-142)

Echoed vocal responses dubbed back in make for

an effective rendition of the oldie after a slow instrumental start.

Pleasant little job on one of those simple old-

(Capitol 15415)

Thrush does a provocative job with this most melo-

die jungle chant, shetted by one of Barbour's

class backings. Off-the-besten track, but liable to be a big thing.

While We're Young

Here's a little gem of

tune and performance

market-wise, out is a

succes d'estime. Song is a delicate, pretty Alec Wilder waltz.

DOTTIE DILLARD-

(Select 255)

Was Loaded

ORK

in material.

tricky side.

OWEN BRADLEY

I Didn't Know the Gun

Rambunctious novelty in the pseudo-hillbilly vein is mildly amusing. Thrush

shows good projection. Let the Good Things

Happen
Gal is fine here, too, but performance lags,

owing to lack of punch

DO, RAY AND ME

(Commodore 7550)

Group sings pleasantly, but the tune is on the

Darling, You Make It

Solo warbler and trio-backing turn in another pleasing side in the King Cole tradition.

THE PIG FOOTERS

Jump-boogle honker fea-tures tenor and baritone

saxes and sounds like a Jersey-sure bet for the

The boys make a credit-

able try, but this ver-sion is unlikely to over-come the Paul Williams hit disking. Vocal takes up a good hunk of the side.

ROOSEVELT SYKES

(Victor 22-0011) He's Just a Gravy

Sykra shouls with a spirit, and the deep blues backing matches him. Side should amuse

Attractively blower tenor sax helps flavor a rich, distinctive blues for the down-home folks.

Walking and Drinking 72-70-73-72

Train

old timers

(Mercury 8130)

The Hucklebuck

Neck Bones

RACE

(Dave Barbour Ork)

V LABEL AND NO. COMMENT

POPULAR



70--70--67--72

70--69--68--70

65--65--64--66

68--69--67--70

70--70--68--72

83--82--83--84

77--76--77--79

68--64--70--70

LABEL AND NO. COMMENT

ARTIST

TUNES

RACE LA MOTTA BROTHERS

70-70--70--NS (Manut 1175) Pig Knuckles and Rice Tonight Calypso number is played and shouted with con-viction, altho the lyrics are nothing special. 67--67--67--NS

ORK

Ay! Chicken Boom Bill La Motta delivers a sparkling Latin plane solo, with strong rhythm aid. Benge sole adds fine finvor.

PETE FRANKLIN (Victor 22-0012) Casey Brown Blues So-so Deep South war-biling of a rather ordi-nary blues piece.

71--70--68--74 Down Behind the Rise 54--54--52--56 More in the same vein;

> T-BONE WALKER (Swingmaster 11)

My Baby Left Me T-Bone delivers his us-ual proficient guitar and 85--90--85--80 singing job with a blues of rather slim composi-Don't Give Me the

Run Around Inane ditty bogs this side all the way down 68--74--70--60 despite Walker's hard try.

> BIG JAY MCNEELY (Exclusive 90X)

Blow Big Jay Another of those tenor eax solo waxings of a frensied nature. Big beat, and honks and squnaks are the characteristic duches present.

Midnight Dreams McNesiey and band set deep mood for a blues shout of an ordinary

JOHNNY MOORE'S THREE BLAZERS (Exclusive 86X)

Love Me Tonight Charlle Brown dispenses the lyric to this ballad in his usual unique and appealing way with sym-pathetic backing from the

Peek a Boo Brown is the same but the song is downright amateurish. BETTY HALL JONES

(Capitol 15432)

Why Can't You Love That Way? Thrush has studied her Dinah Washington, but not well enough. Tuns might be a good vehicle. This Joint's Too Hip

for Me
Oal does a much better
job with this fly rhythm
number, which contrasts,
hy name, boppers like
Nrd and Dis with Armstrong, Basie, Louis Jordan, Anti-bop sentiment

will amuse musicians and locks, both pro and con.

THE FIVE SCAMPS Gone Home

Columbia's new instru-mental and vocal live combo get off an instru-mental jumper with a hard-jumping tenor and frantic rhythm section featured. So frantic, it confuses the issue after

Chicken Shack Boogle 72--72--70--73
This "Chicken Shack,"
with vocal, swings, but
isn't likely to hurt already established verplenty promise, however,

66--66--64--68

215

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



ARTIST TUNES COMMENT



| RACE | |
|--|---------|
| THE FIVE SCAMPS (Columbia 30158) With All My Heart Brief hass solo is out- | 696870- |
| standing on an other- | |

wise mediocre ballad side 83--83--81--8 The new group delivers the diskery's outstanding race offering in many moons, Jumping, rattling boogle packs a wild tenor

sax most of the way. FOLK WESLEY AND MARILYN TUTTLE (Cupitol 15423) 60--60--60 Need You indifferent country version of the pop ballad. I'm Bitin' My 60--60--60 Fingernails Not enough of the honest hill quality here.

CARSON ROBISON (MGM 10389) More and More Tee-Jus, Ain't It? 83--83--82--84 The sequel to Robison's nock "Tee-Jus" opus figures to follow up okay, having all the in-

gredients of the original. Don't Make Sense. 79--79--78--80 Does It? Another cracker-barrel philosophic recitation and it's amusing.

HANK, "THE SINGING RANGER" (Victor 21-0028) Only a Rose From My 67--67--66--68 Mother's Grave Fair Jub of an effective weeper piece, Western

style. 60--60--60 Blue Ranger Nothing gripping here. JERRY BYRD (Mercury 6175)

Drowsy Waters 80--82--80--78 Topnotch string instrumental job of a dreamy traditional hill waltz should get plenty action all the way. Byrd's steel guitar work is masterly. 80--85--80--75 Steelin' the Blues Country jocks should cotinstrumental, with more fine Byrd. Imaginative

and unusual, with an effective short vocal by Rex Allen. PAUL BLUNT (Bullet 674) 69--71--69--67 You Promised Me Warbler does an okay job with a good-enough hilibility ballad. 55--53--55--57 Sweetheart of Hawaii Close male harmony on a formula Hawalian ditty

doesn't add up commercially. DICK DYSON (Bullet 673) 59--61--57--59 Time After Time Dull warbling and no-best orking on a tune that could punch, done You'd Better Change 64--64--63--65 Brighter and more sprightly thythm rendition here. THE CARTER SISTERS

AND MOTHER MAYBELLE (Victor 21-0029) My Darling's Home 65--65--65 at Last The answer to how-

maudlin - can - you - get --ballad about the return of rerviceman's body from abroad for burial. Group isn't especially convincing with ft. The Kneeling Drunkard's

62--62--62 Pica Energy's lacking from

LABEL AND NO.



| ľ | FOLK | MINIO CALIFORNI |
|---|--|-----------------|
| | ROME JOHNSON (MGM 10385) | |
| 0 | Down in the Neck of | |
| | Routine folk stuff with- out particular appeal. | 56565558 |
| 4 | Rio Grande Valley Western love ballad and a lagging performance. | 53535255 |
| ĺ | SPADE COOLEY (Victor 21-0027) | |
| - | Lord Nottingham's War Dance | 73787270 |

any Western jump opus should attract jock play. Texas Playboy Rag 70--70--68--72 Okay instrumental ren-dition of the Bob Wills Western jumper. ROY ROCERS (Victor 21-0030) Met a Miss in Texas 68--68--70--66 Pollshed, synthetic Western should click with Rogers' rodeo and pic fans, but outside of some

offers little for authentic folk fans. With a Sweep of My 61--62--62--60 Sombrero Ditto here for a pseudo-Latin serenade, but with-

brilliant steel guitar it

ing rings true too.

out the guitar. MONTANA SLIM (Victor 21-0031) She Lost Her Cowboy 71--72--70--70 Pal Jiggy Western is flavored by some neat jazz whistle and yodeling by Slim. Appeal is limited to Western buyers. 75--76--74--74 Don't Cry Over Me Country ballad-with-alift is warbled with quality and conviction, Ork-

KITTY WELLS (Victor 21-0032) Gathering Flowers for the Master's 82--84--84--78 Bouquet Gal pipes a rich sacredtype hill tune with fine feeling. One of the lads helps out with effective harmony. Death at the Bar 80--84--86--70 Moralizer preaches the evils of whiskey. Head-on

approach is potent, but side isn't recommended for tavern boxes. BOB WILLS & HIS TEXAS PLAYBOYS (Columbia 20555) 75--75--75 Goodbye, Liza Jane Alternate vocal and hoedown fiddle choruses in this traditional sound-

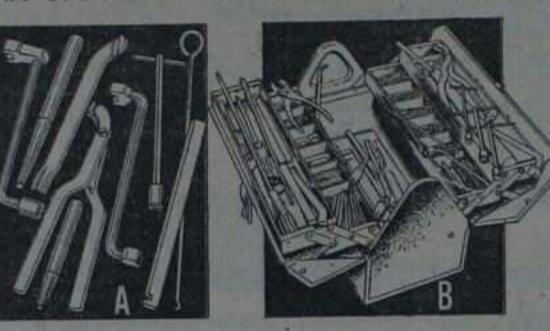
ing ditty make a lively and listenable side. 70--70--68--72 I'm Feelin' Bad Typical Western swing item bounces along, with trumpet and string getoffs spotted along with vocal passages. COUNTRY WASH-

BURNE (Capitol 15413) Money, Marbles and 72--70--72--74 Chalk Peelingful, straightfor-ward interpretation of the hill ballad. 71--72--72--68 Open Up Your Heart Lively rhythm ballad shows Washburne sing-ing with strength and sincere appeal.

ANN JONES (Capitol 15414) Give Me a Hundred 58--58--55--62 Reasons Thrush has quality, but not the drive and con-viction this Western dit-ty needs for proper inter-pretation. 55--55--52--59

Believe You, Baby Same applies here, with interest flagging after For MILLS and JENNINGS MACHINES

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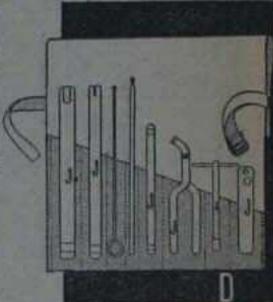
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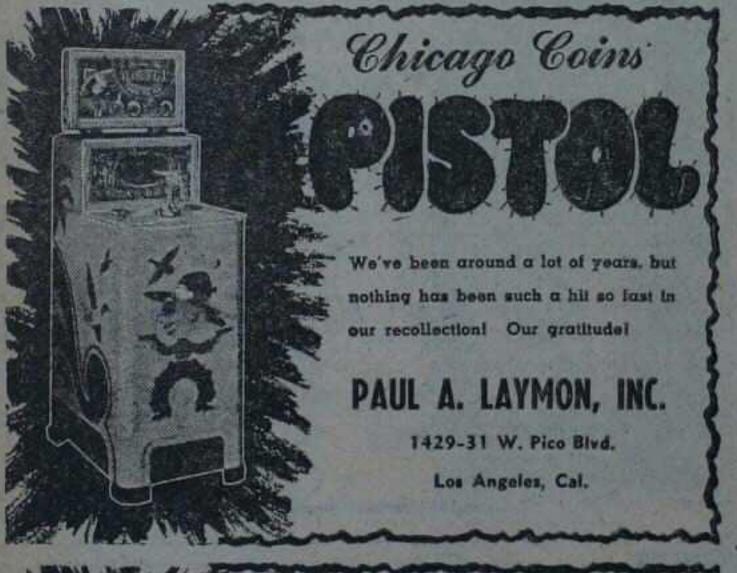
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RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 29)

| Weeks | Darrie Lant | 1 This | |
|-------|----------------|--------|--|
| 14 | | | Company of the compan |
| | 10 | 13. | POWDER YOUR FACE E. Knight-The Stardusters. |
| 3 | 13 | 1.4. | FOREVER AND EVER P. Come-M. Ayers |
| 9 | 12 | 15. | GALWAY BAY B. Crosby Decca 24295-ASCAP |
| 1 | | | Smith-Crew Chiefs-F. DeVal |
| 7 | 26 | 17. | CARELESS HANDS S. Kaye Ork |
| 2 | 3.0 | 17. | FOREVER AND EVER R. Morgan Ork Victor 20-3321-ASCAP |
| 0 | 19 | 19. | THE HOT CANARY P. Weston-P. Nero BMI |
| | 133 | | (The Merrie Musette Ork, Victor 30-3398) . Capitol 15373-ASCAP |
| 2 | 25 | 20. | SUNFLOWER |
| - 1 | - | 21. | RED ROSES FOR A BLUE |
| 4 | - | 22. | POWDER YOUR FACE D. Martin-P. Weston Ork |
| | | 22 | SUNFLOWER J. Fulton-E. Ballantine. |
| ME. | | | Tourse 1454 ACCAD |
| * | 24 | 24. | RIVER |
| | - | 24. | I LOVE TOU SO MUCH IT B. Clark-E. Haven |
| | | | (Mills Bros. Decra 24550; J. Wakely & Cowboy Band, Capitol |
| | | | P. Tillman, Columbia 20430; Smokey Smith & Gold Coast Boys. |
| | | | Crystal 197; V. Damone-G. Osser Ork, Mercury 5261; R. Breen. |
| | _ | 28. | B. Martin Ork. Spotlite 510) HURRY, HURRY, HURRY. D. Reid |
| | | | (H. James Ork, Columbia 38428; The Three Suns, Victor 26-3289; Andrews Sisters-V. Schoen Ork, Decca 24613; J. Bond Ort, MOM |
| | - 25 | Here. | 10391; L. Welk Ork, Mercury 5240) |
| | 10 | 26. | "A"-YOU'RE ADORABLE . Jo Stafford-G. MacRae-P. Weston |
| | | | (B. Raye Quintet, MGM 10310; R. Paige-The New Yorkers. |
| | | | Spotlite 510; P. Como-Fontane Sisters-M. Ayres Ork, Victor 20-3381; L. Potine Ork, Decca 24579; A. Vincent-J. Carroll Ork, |
| | | | Mercury 5253; J. Pace-G. Ellis Ora, Keystone 1600; T. Pastne Ora, |
| 11 | 21 | 26. | Columbia 38449, P. Reed, Dance-Tone 311) CONGRATULATIONS J. Stafford Capital 15319—BMI |
| | | | (T. Beneke Ork, Victor 28-3237; P. Carle Ork, Columbia 38372; C. Cross Ork, Sterling 4003) |
| 7 | - | 26. | FAR AWAY PLACES D. Shore Columbia 38356-ASCAP |
| - | 20 | 30. | 50 IN LOVE D. Shore-H. Zimmerman Ork Columbia 38399—ASCAP |
| | | | (P. Page, Mercury 5230; B. Croany-V. Schoen Crk. Decca 24559; |
| 1.0 | | | A. Drake-L Engel Ork, Victor 20-3352; J. Harvey-H Winter- haller, MOM 10359; G. Lombardo Ork, Deces 24573; T. Dorney |
| | | | Ork, Victor 29-3331; B. Breen-The Merrymakers, Spotlite 508) |
| | | | |

(Continued from page 29).

81 - Suctaining Instrumental

C1-Commercial Instrumental

| av dottaining votar | | | | - | | - | | | | | | | - | 100. | |
|---|--------------|--------|----|---|---|----|---|---|----|----|-----|---|---|------|-------------|
| Songa | Pub. | 100.00 | | | | | | | | | | | | | Tot. Pts |
| I Love You So Much It Hurts | Melody Lane | 0 | | 0 | 4 | 3 | 3 | 0 | | A | -0 | Q | | | .61 |
| If I Could Se With You (Flamingo Road) | Remick | | 2 | 0 | 3 | 4 | 2 | 1 | | | 1 | 0 | - | 10 | N |
| I'm Beginning To Miss You | Berlin | 4 | 12 | 0 | 2 | 0 | 7 | 1 | 4 | 7 | 5 | 0 | | 10 | 114 |
| it's a Big, Wide, Wonderful World | BMI | 3 | 7 | 1 | | .0 | 1 | 1 | 1 | | 2 | 1 | 3 | | 131 |
| I've Got My Love To Keep Me Warm | Berlin | | 2 | 2 | 3 | 1 | 3 | 3 | 4 | 6 | 3 | i | 3 | | 82 |
| Johnny Get Your Girl | Bovrne | 2 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | | 11) | 1 | 3 | 10 | |
| My Dream is Yours (My Dream is Yours) | Wilmark | 2 | | , | 1 | 1 | 4 | 0 | 3 | 2 | 5 | 0 | 1 | | 6 |
| No Orchids for My Lady | Leads | 5 | | 1 | 4 | 0 | 7 | 2 | | 1 | | 1 | 4 | | 121 |
| Once In Love With Amy (Where's Charley?) | 6. H. Morris | 2 | 4 | 0 | 3 | 0 | 4 | 0 | 3 | 1 | 6 | | 4 | | 71 |
| Powder Your Face With Sunshine | Lombarde | U | 4 | 0 | 5 | 0 | • | | 5 | 2 | 4 | | 4 | 8 | 71 |
| Red Roses for a Blue Lady | Mills | 3 | 3 | 1 | | 7 | 3 | 5 | | 1 | 3 | 0 | 4 | 1 | III |
| So in Love (Kiss Me, (Cate) | T. B. Harms | 6 | | 2 | | 5 | | 3 | 11 | 7 | 20 | 1 | 1 | 1 | 112 |
| So Tired | Glenmore | 1 | 2 | 1 | 4 | 1 | | 5 | • | 4 | 11 | 1 | | | 126 |
| Someone Like You (My Dream | Harms, Inc. | | | 1 | 4 | 1 | 4 | 1 | • | 4 | | 1 | | B | 111 |
| Someone to Lave | Warren Pub. | | 4 | 0 | 1 | 0 | 0 | | 1 | 15 | | | 1 | | 63 |
| Sunflower | Pamous | 3 | | | | 2 | 7 | | 10 | 1 | 7 | 0 | | 22 | 111 |
| The Streets of Laredo (Streets of Laredo) | Famous | 4 | 10 | 1 | 1 | 2 | | , | 1 | 3 | 5 | 0 | | | 80 |
| Underneath the Linden Tree | LaSalle | | , | | 1 | 2 | 2 | 3 | 2 | * | | | 0 | | 4 |
| While the Angelus Was Ringing | Melody Lene | | | | _ | - | | | 3 | | | | | -32 | 00 |
| You, You, You Are the One | Campbell | 1 | 7 | 0 | 1 | 3 | 2 | 1 | 1 | 2 | 1 | | - | | 43 |

Chicago:

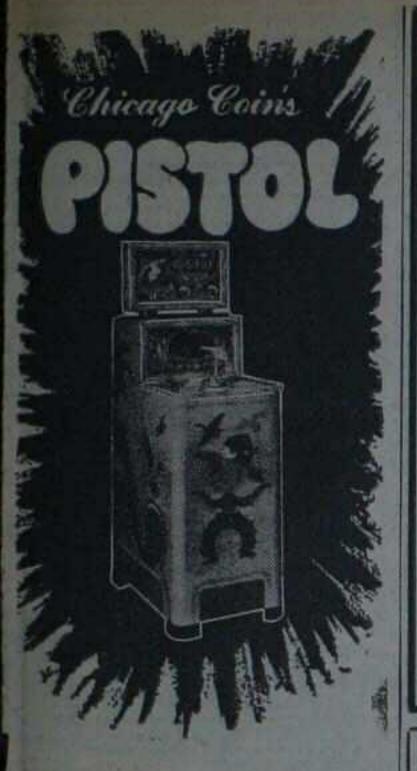
(Continued from page 208)

Levine, Tropical Trading Company, are keeping production on their hot nut units at a high level. Racine, Wis., plant reports output continuing amoothly.

A. Dalkin, president of Adco Products, was in New York last week, on company business. Adco, for-merly A. Dalkin & Company, made various vender parts before the war and is currently interested in a noncoin drink dispenser and a candy machine. . . John Frantz, J. F. Frantz Manufacturing Company head, has some more good things to report on the scale business. Upon put on his earlier "zooming orders"

statement. "It's a scale year," he opines. Firm's new General scale continues to keep the Frantz production line taxed.

Lindy Force, AMI general sales manager, reports that Joe Caldron has completed his Southern business trip, and will return to Chicago this week-end after spending a few days in New Orleans renewing old acquaintances. Lindy has been busy these past weeks looking into the 45 r.p.m. record introduced by RCA to see just how the new speed will work into the juke box picture in the future. He says his study of the situation has been most enlightening, "weighing" 1948 activity with scale and the situation is one which all sales to date this year, John stands juke box manufacturers will have to juke box manufacturers will have to follow closely in the coming months.



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All rides used only one season. Call or write:

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An exciting, new, legal skill game. Made of clear, unbreakable plastic with lock-on, slitted top, filled with water. Object is to drop a coin through slit and have it land in cup on bottom. It's intriguing to all Keeps its own record

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We will allow \$10 for any old games in trade on new equipment, as we need one thousand

We want Bally Consoles. Can use one hundred. Send your list in now. Send your orders in now.

FRANK SWARTZ SALES COMPANY

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Turning Back the Clock

(Continued from Page 195)

jackpot bells with escalators-\$39.50. After more than 30 years in the Penny Arcade business, M. M. Linick reported he would retire. Linick had as many as 12 arcades at one time in as many different cities.

10 Years Ago This Week

CHICAGO, April 1, 1939.-Cigarette venders were in the operator and public eye. U-Need-a-Pak Products Corporation, Brooklyn, came up

with the announcement that it would introduce a new line of 6 to 15-column machines by the end of the month. Meanwhile, the X. L. Coin Machine Company, Inc., Boston, advertised used cigarette equipment at some "fancy" prices. A 6-column Gorreta vender, refinished and with 150-pack capacity, listed for \$10, with metal stand at \$2.50 extra; 6-column Rowe Aristocrat units, same capacity, with penny match box attachment, went for \$15 each, with stand also extra, and a 3-column Jr. U-Need-a-Pak "like new" machine, with 45pack capacity, was pegged at \$19.50 each, complete with cabinet. Other cigarette venders advertised by the X. L. firm included a Stewart-Mc-Guire Pump Handle Wall Model, 41pack capacity, for \$9.50, and a 4-column Advance model, 100-pack capacity, for \$15.50.

Showings of the new 20-record Mills Throne of Music phonograph captured operator interest over the country. The juke, with a cabinet of figured Oriental wood accented with tiger wood inlay, "ablaze with catalin," was generously trimmed with chrome. . . . The first regional meeting of the Automatic Music Association of New Jersey, Inc. (AMANJ), under the leadership of Everette Masterson, president, was held in Trenton, N. J. Manager Le Roy Stein, in his address, declared that the association, then only 10 weeks old, had increased its membership from an original 12 to 62.

Don Anderson, sales manager of Western Products, Chicago, reported that firm's Baseball game, with new cash payout and free play models for 1939, was in its 12th straight month of production. "It's a record that has seldom been surpassed in the coin game industry," he said. . . . Pioneer Springless Scale Company, Chicago, was bubbling over with enthusiasm for its new guessing scale. Featuring no-spring construction, a 4-foot column and slug-proof coin chute, unit also boasted an etched plate glass column mirror which exposed chrome-plated mechanism midway down the face of the column. It also registered "every coin reaching the coin box." . . . Atlas Novelty Company, inaugurated all-night, 24-hour per day service, emulating many of its operator customers.

Peanut Crop Off

WASHINGTON, April 2.-On the basis of estimated plantings, the 1949 peanut crop will be some 600,000,000 pounds less than the 1948 crop, according to the Agriculture Department. Estimated 1949 crop is 1,700,000,000 pounds.

Agriculture said that reductions in planting below last year are indicated in each of the major peanut producing regions.

Rules Against Ore. Free Play

SALEM, Ore., April 2.-Federal District Judge Joseph Felton ruled here Tuesday (29) that free play pinballs are not legal under Oregon law. His decision came in the form of a 23-page opinion which overruled a defense motion filed by attorneys of an operator in the area south of

In their motion, defense attorneys had filed demurrers to the charge on the ground that complaint was improperly drawn. The real argument of defense hinged on the contention that free play tokens awarded by operators were of no value.



Pushback Wire

18 or 20 Strand Color Combinations

Pushback wire to: many years one of our leading items, has kept pace with the phenomenal growth of the coln machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness to meet any regulrements of the industry.

Coin machine service organisations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with BUNZEL quality wire.

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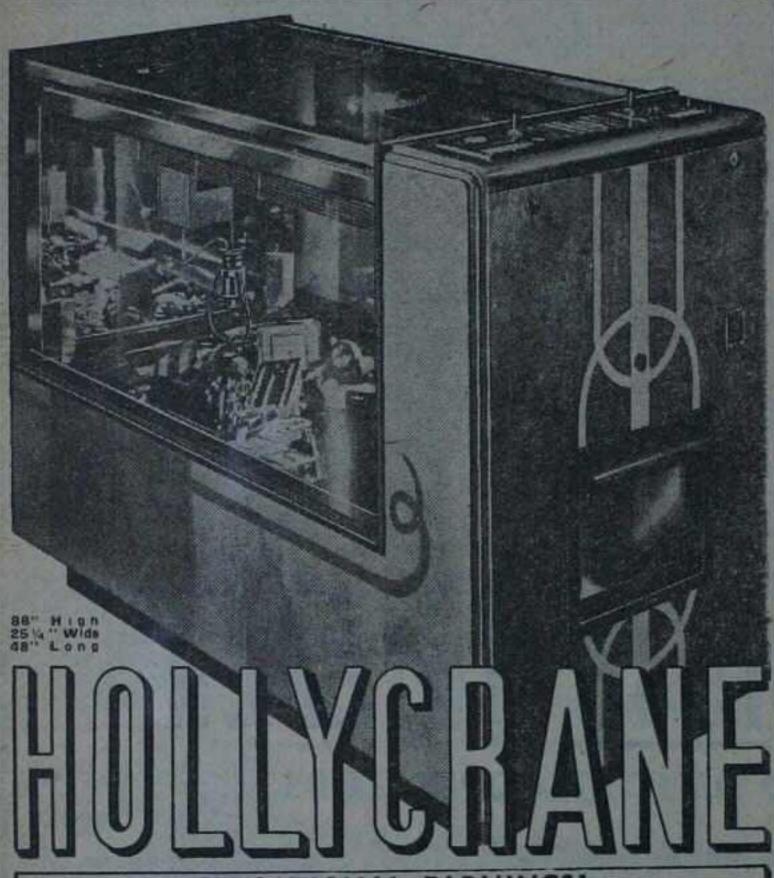
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Chicago Coins Can't be beat for mechanical perfection, beauty, and steady earning power. A superbly fine game that will attract players for a long time! WALBOX SALES CO.

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Chicago Coins Has revived an elusive thing called profit! Praise, heaps of It. for Chicago Coinl RUNYON SALES CO. 593 10th Ave., New York Ph. Chickering 4-8585 123 W. Runyon Street Newark, New Jersey Ph. Bigelow 3-8777

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Handicap swing . . . a new

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BONANZA SLOT MACHINES

WORK LIKE NEW!

SOLD ON A MONEY BACK GUARANTEE

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PRICE SCHEDULE CRISS CROSS & BONANZA SLOTS

5c Play - - - - \$160.00 10c Play - - - - 165.00 25c Play - - - - 170.00 50c Play - - - - 195.00

Cries Cross and Bonanza cabinet sets complete with all necessary parts to build your own CRISS CROSS and BON-ANZA slot from any Mills escalator type slot into the sharpest looking slot of them all—

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GENCO BIG TOP UNITED ROMONA WILLIAMS DALLAS CHICAGO COIN MAJORS EXHIBIT SWANEE

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| Se BLUE FRONTS | \$ 79.50 |
| TOE BLUE FRONTS | 84.50 |
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| 10# BROWN FRONTS | 84.50 |
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| SE BLACK CHERRYS | 129.50 |
| 10¢ BLACK CHERRYS | 134.50 |
| 25¢ BLACK CHERRYS | 139.50 |
| Se JEWEL BELLS | 169.50 |
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| SON JEWEL BELLS, REBU | ILT 249.50 |
| 5¢ COLDEN FALLS | 135.00 |
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| 10¢ SILVER CHIEFS | 74.50 |
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| Se VEST POCKETS | |
| Se MILLS Q.T.'s | 65.00 |
| 10¢ MILLS Q.T.'s | 70.00 |
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MILLS 54-104-254-504 BLACK CHERRYS IEWEL BELLS BLACK BEAUTY BLUE BELL TOKEN BELL SE VEST POCKETS IENNINGS NEW BELLS STANDARD & CLUB MODELS CHICAGO METAL SINGLE DOUBLE & TRIPLE REVOLV-HEAVY STEEL REVOLVAROUND SINGLE,

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| CO1120FF2 - 02F | |
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| KEENEY BONUS, 54-254 | 425.00 |
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| DE LUXE DRAW BELL | 275.00 |
| EVANS RACES, COMB | 495.00 |
| 54-25¢ JENNINGS CHALLENGER | 345.00 |
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| BALLY BIG TOP, FP | 69.50 |
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| ARROW BELL, 54-254 | 800.00 |
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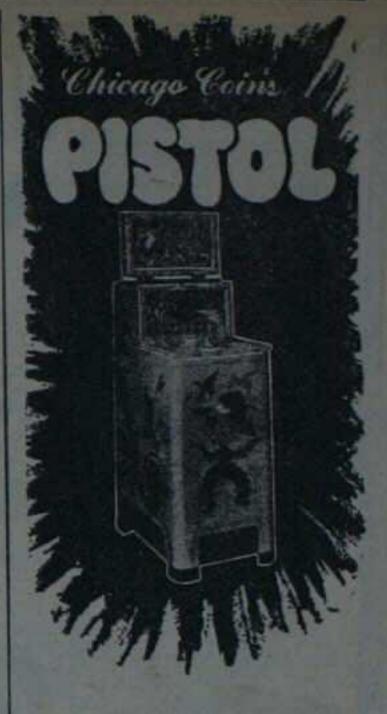
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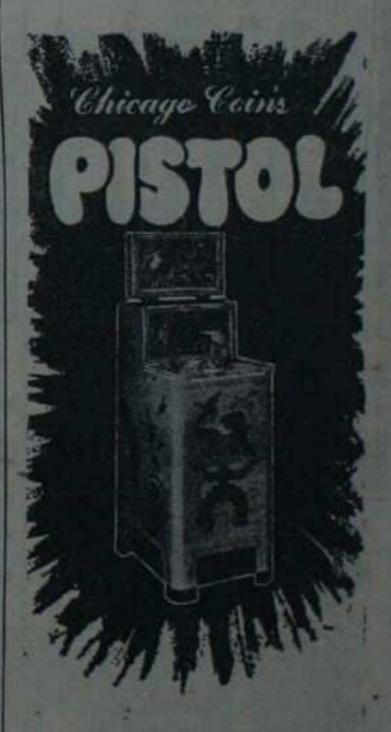


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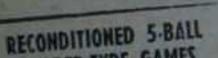
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EXCELLENT MECHANICAL CONDITION-CABINETS REFINISHED.

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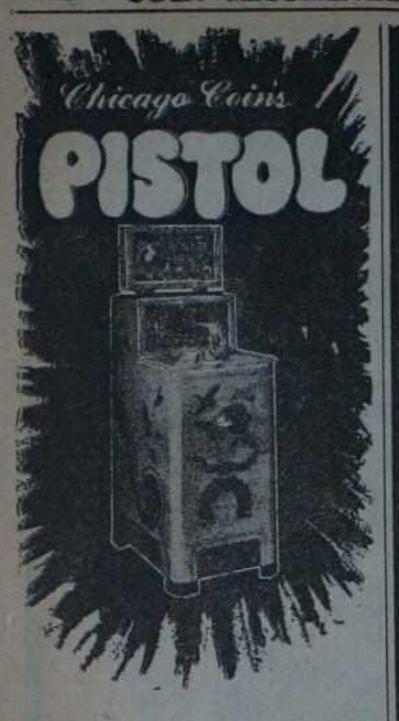
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Each unit completely recorditioned and refinished. All worn parts replaced.

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All With Club Handles

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COMPARES IN EVERY DETAIL WITH REGULAR SIZE BOARDS:

Coin operated! 18-foot action! Dura-Life plastic board-won't warp-will never requies resurfacing! 10s coin play with measured playing time . . . adjustable from 3 to 5 minutes!

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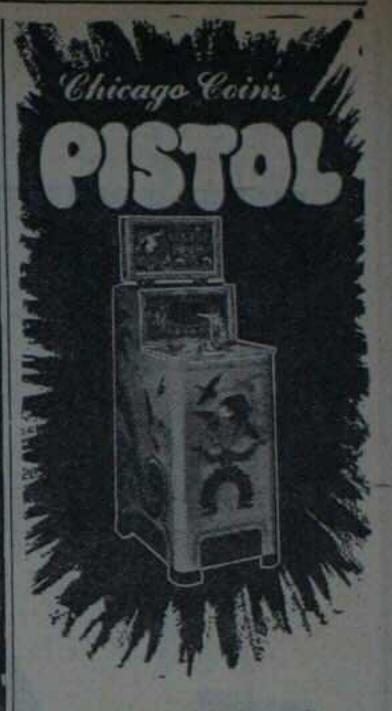
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Terms: 1/3 Deposit, Balance C. O. D.

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Had the range from the very lirst shot! It's on the target, on the beam, and will put you in the green! Quick like!

THE SEASON IS HERE-AND WE'VE GOT MAJORS OF '49.

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NOW! You can get SPECIAL PRINTED

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Monday, Tuesday, Wednesday, April 4-5-6, 1949

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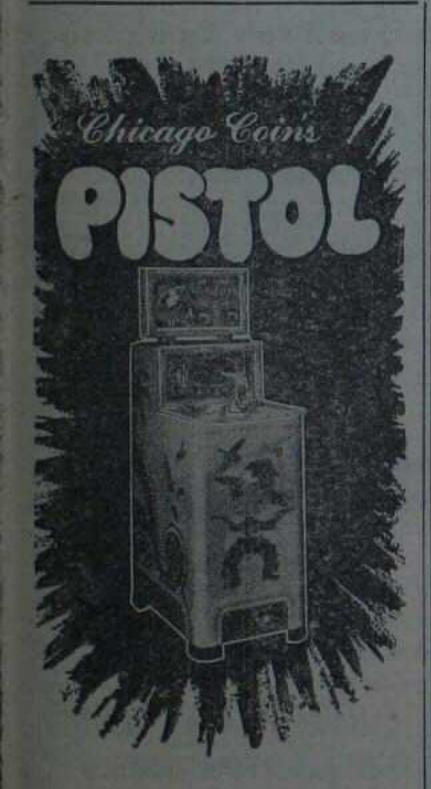
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All Types Coin-Operated Machines and Salesboards

A Cordial Invitation Is Especially Extended to Operators From Southern Ohio, Northern Kentucky and Eastern Indiana



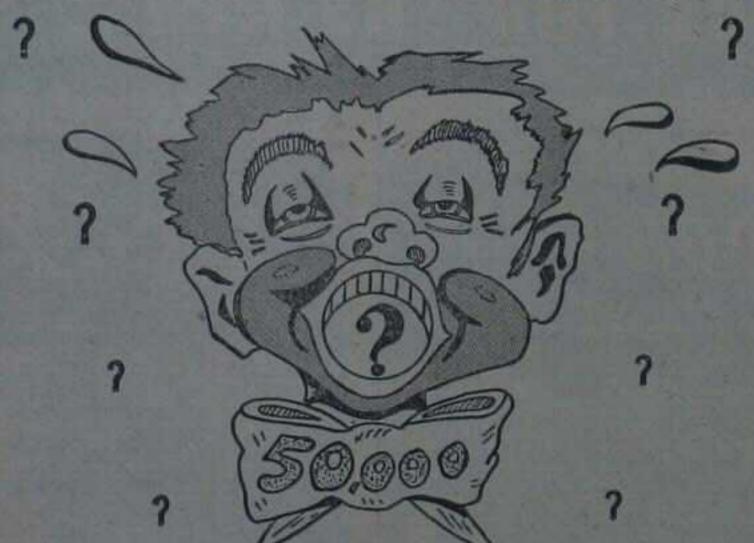
Is kicking our profit charts to a new high! Our thanks to the "brains" at Chicago Coin.

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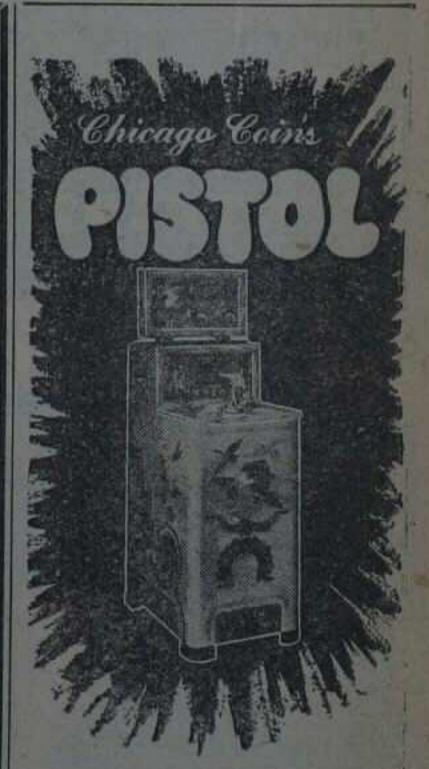
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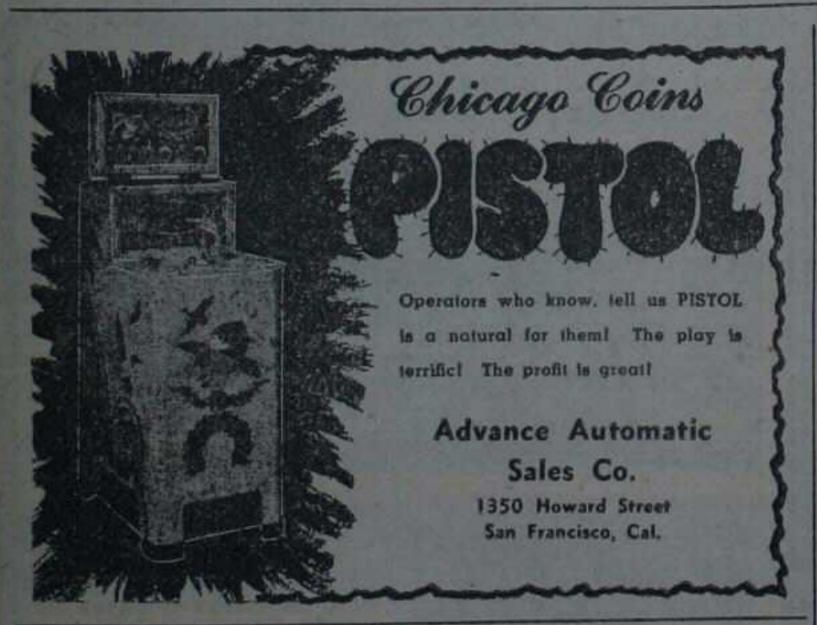
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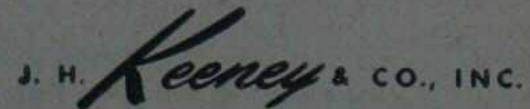


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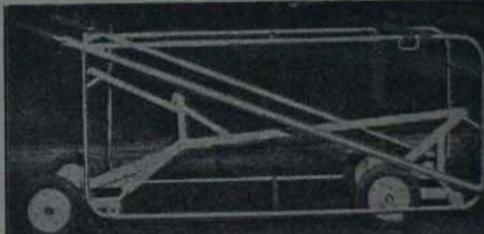
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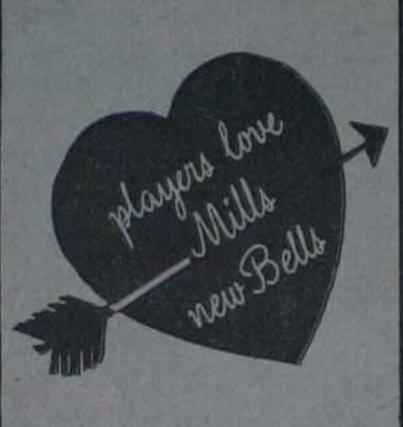
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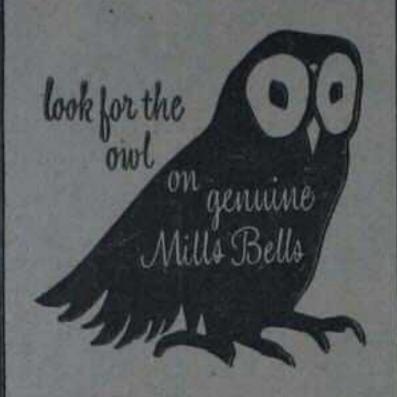


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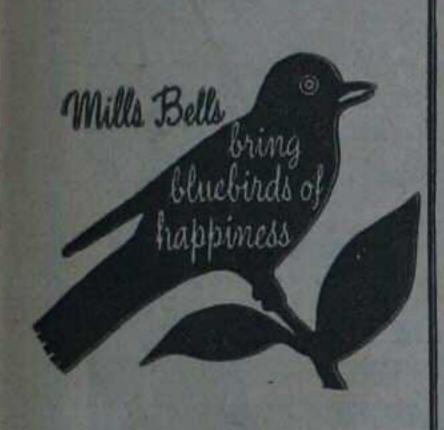






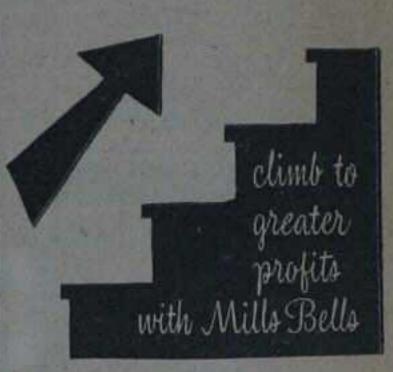


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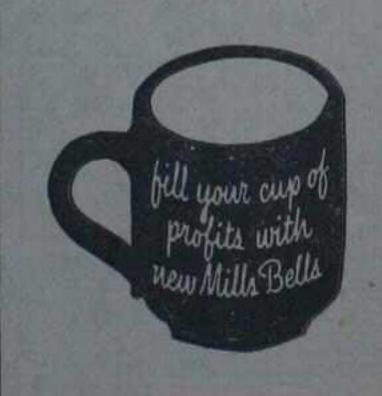






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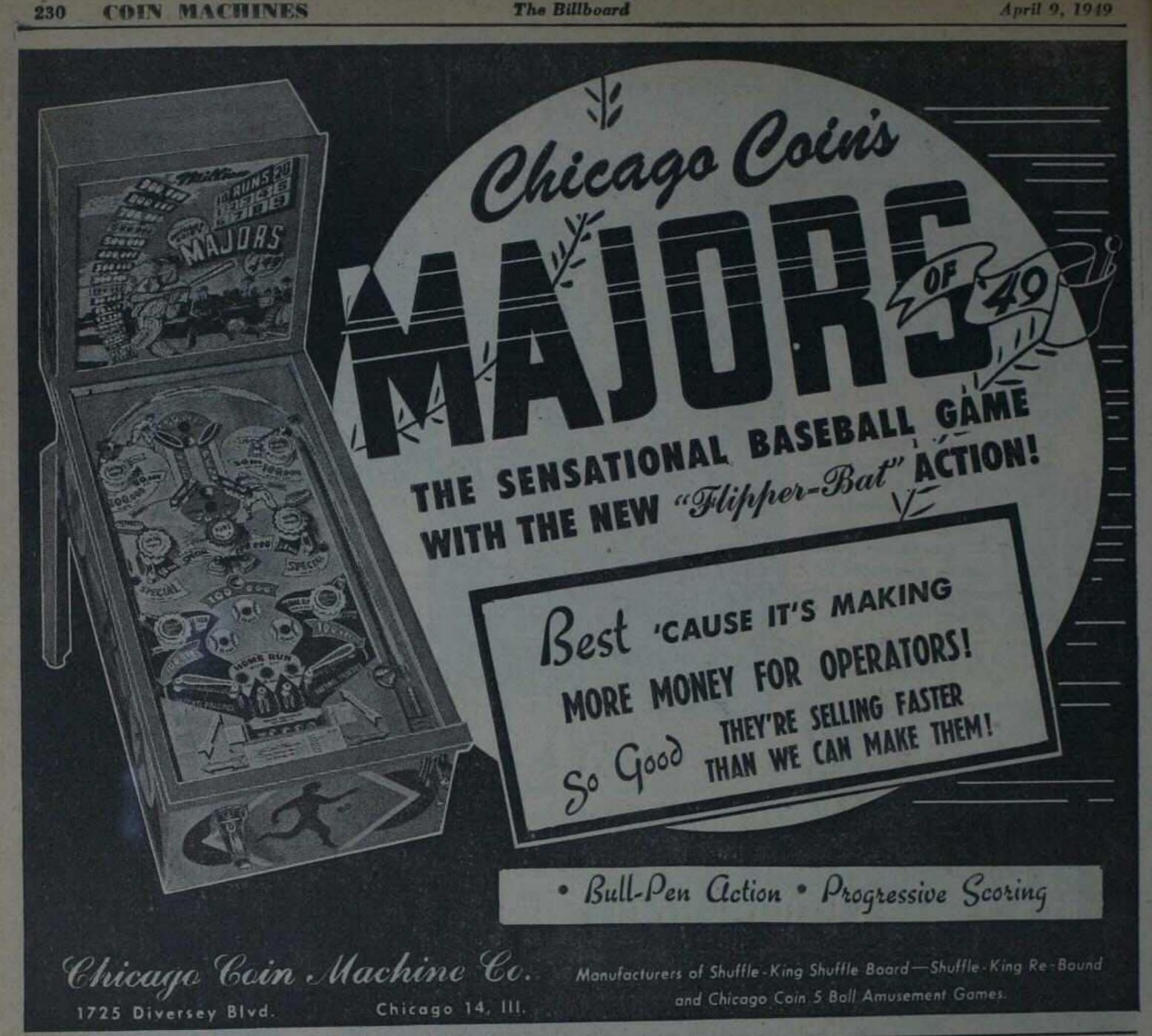
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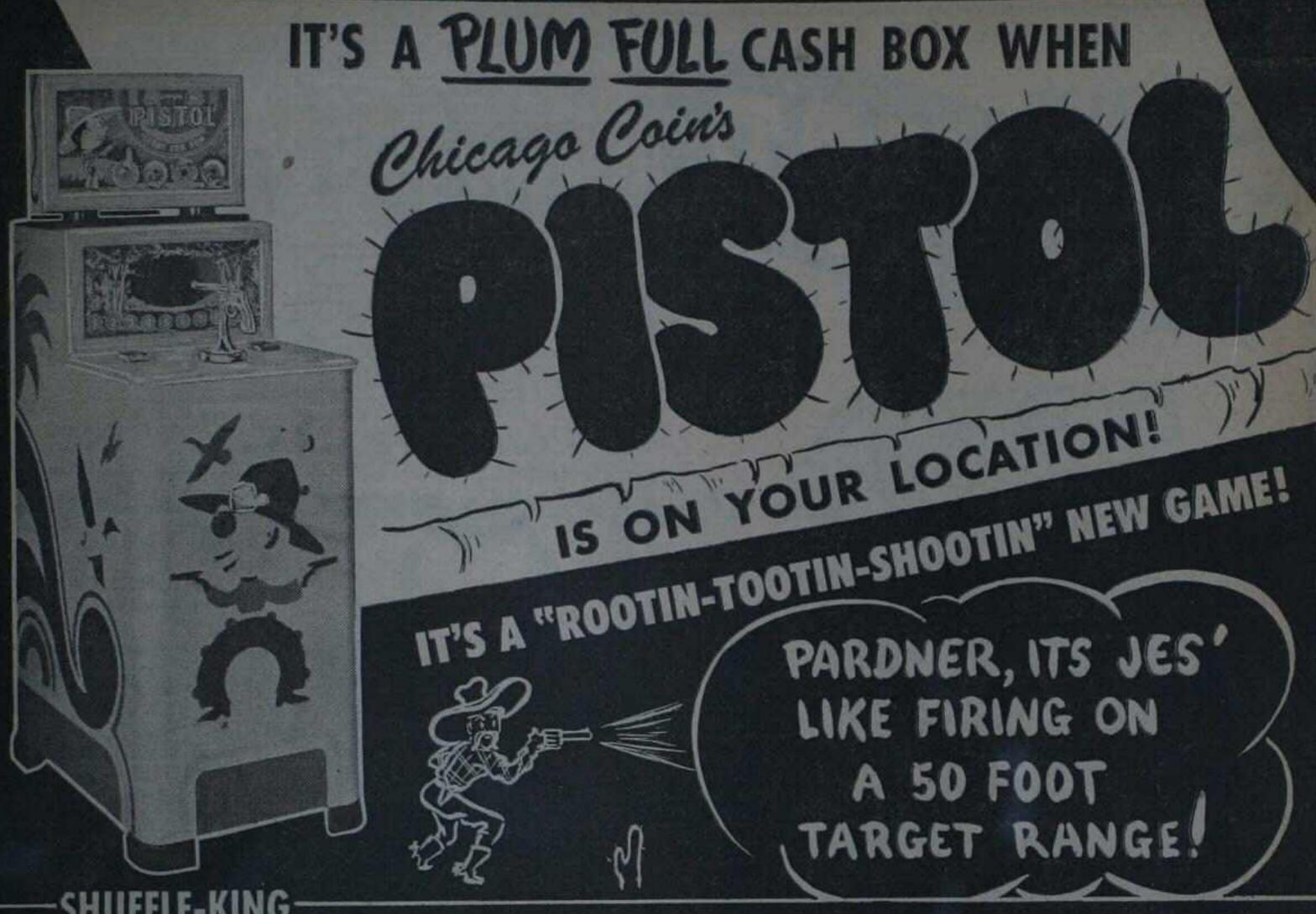
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 15 Evans Ten Strikes: 5 1948 Model, high dial; 5 1947 Model, high dial; 5 Prewar Model.
- low dial.
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 1 Mutoscope Voice-o-Graph, latest style steel cabinet, 1948 model.

 5 Mutoscope Voice-o-Graphs, wood cabinets, 1947 late improved models, with con-
- 5 Mutoscope Voice-a-Graphs, wood cabinets, 1947 late Improved models, with concealed microphone, etc.

 10 Mercury De Luxe Model 15-Play Grip Machines (used), with Indian Wrestle.

 100 Gottlieb De Luxe Triple Grips, 1948 Model.

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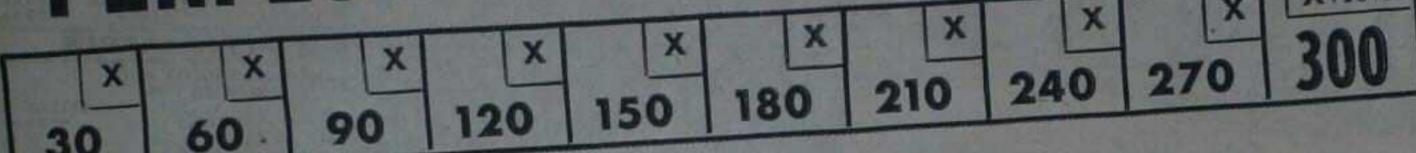
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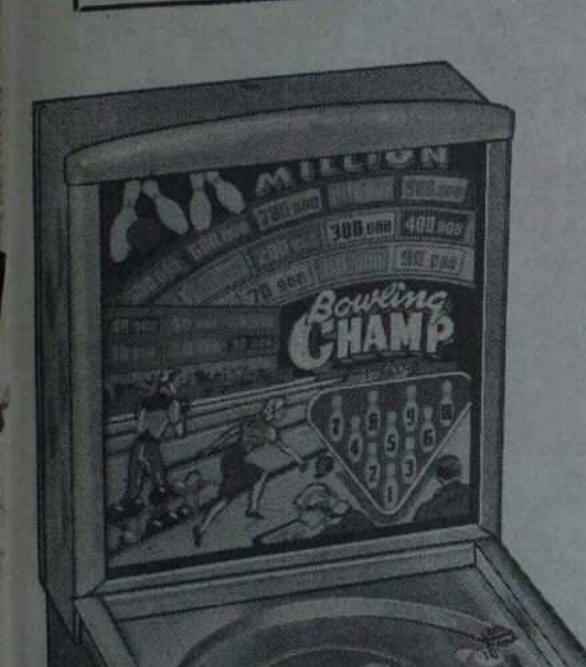
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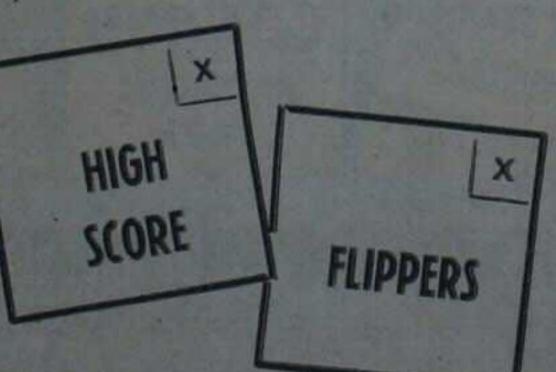
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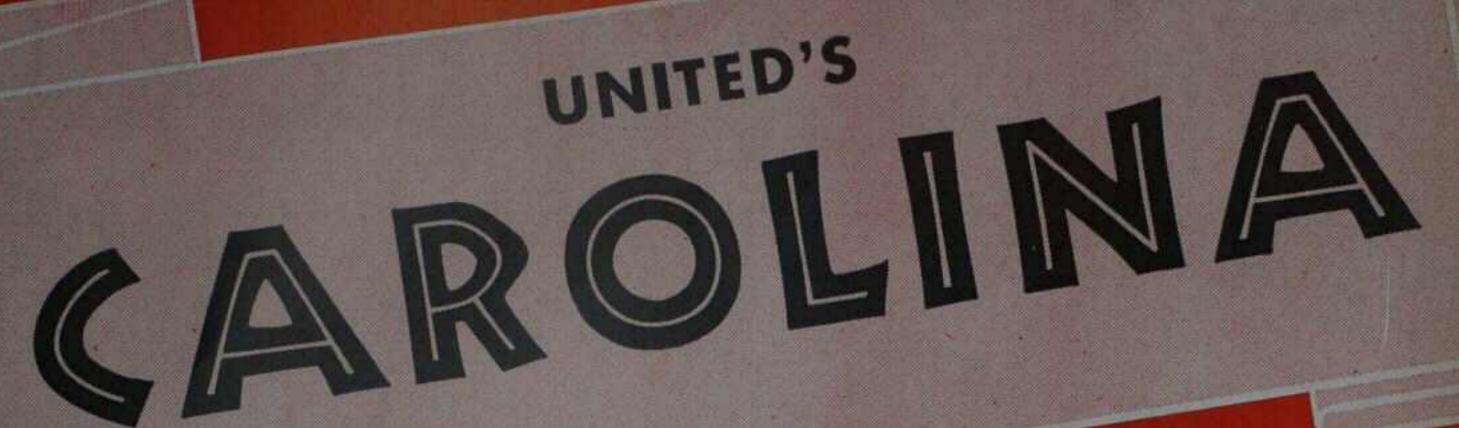
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