Billboard

HE WORLD'S FOREMOST AMUSEMENT WEEKLY . 25 CENTS

APRIL 2, 1949



A group of RCA Victor executives, who are responsible for the development and promotion of the new 45 RPM records, gather round to discuss plans for an extensive sales and promotion campaign. The exhibits on the table are, of course, the pint-sized eye-catching RCA albums and players. The men, from left to right, are: John K. West (seated), vice-president in charge of public relations; David Cole, chief engineer, home instruments department; James W. Murray, vice-president in charge of record department; Allan B. Mills, general sales manager, home instruments department; Joseph B. Elliott, vice-president in charge of consumer products; John M. Williams, general sales and merchandising manager, record department; Richard M. Fielding, advertising manager, record department; James M. Toney, advertising manager, home instrument department, and D. F. Schmit, vice-president and director of engineering.



THAT WAS 1948 AT 5,000 WATTS

NOW 50,000 WATTS

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The World's Foremost Amusement Weekly

MIDEORING REPORT ON THE PROPERTY OF THE PROPER

Sports, Circuses And Roller Derby In New NJ Arena

NEW YORK, March 26.-On April 15 ground will be broken on Route 4 here, five miles from the George Washington Bridge, for a \$1,000,000 Jersey sports arena. The sports center will seat 14,500 at capacity and will present all kinds of sportsfights, wrestling and hockey. Plans also include a roller derby and a circus.

The arena is expected to be completed early in 1950, the first five months of operation being a process of knocking out the bugs. The operators figure it has for an immediate draw the 673,000 residents of Bergen County. The ground for the park covers 30 acres, is valued at \$185,000 and has room to park 4,500 cars. John Handwerg, an operator of several golf courses, is the angel.

Admish Taxes Up in Feb.; All

WASHINGTON, March 26. - The tax on admissions was the sole show business excise to show an increase in receipts in February, the Internal Revenue Bureau reported this week. Collections from levies on disks, liquor, coin machines and phonos, radies and parts were all off from February, 1948.

The 20 per cent bite on admissions to theaters, concerts and sporting events was up \$1,514,195 from the previous February, while the levy on admissions to cabarets and ballrooms showed a minute rise of \$2,483.

Disk taxes continued in their long slump, bringing in \$244,123 less than February, 1948. Liquor collections Relations Act with minor changes

ASCAP Seeks Higher Video Rate Than AM

Dicker Takes Tough Turn

NEW YORK, March 26 .- High brass on the TV negotiating committee of the American Society of Composers, Authors and Publishers (ASCAP) this week indicated that they hoped to get a higher rate for TV uses than the present rate on standard broadcasting. The negotiations with the telecasters' committee, it was indicated, have taken a rather tough turn, with no formula hit upon as yet.

stated: "We will probably have to stumble upon a formula . . . but we are determined not to give the music away . . . and we think it is worth more on television than it is on radio, (See ASCAP Seeks on page 21)

S&J Icer Socko 215G in 7 Days At Cincy Garden

CINCINNATI, March 26.-Shipstad and Johnson's Ice Follies of 1949, making its first Cincinnati appearance, played to 94,022 paid admissions for a stupendous gross of \$215,432 in nine performances in a seven-day engagement at the new Cincinnati Garden March 16-22. With ducats pegged from \$1.25 to \$3, the gross was by far the largest ever chalked up by any theatrical attraction in the history of Cincinnati.

Cincinnati Garden opened February 22 with an exhibition ice hockey game, and since has housed a major One leading publisher member fight, several wrestling matches as (See S & J Icer Socko on page 62)

well as major college basketball games, but Ice Follies was the first theatrical attraction to come in for tional Broadcasting Company (NBC) an extended run. Horace Heidt played a one-nighter there two weeks ago,

House Paves Way to Repeal Others Decline Of Ban on

eration of Musicians (AFM) may vanish if the labor bill favorably reported by the House Labor Com- taining no welfare fund provisions mittee this week is enacted in its would leave the union free to conduct present form. The measure would its welfare fund any way it wants, wipe out the statutory ban on union- just as in pre-Taft-Hartley days. administered welfare funds along with the rest of the Taft-Hartley Act. 13-10 in favor of the administration's The action was identical with that labor proposal, with the ballots havtaken earlier by the Senate Labor ing been cast strictly according to Committee.

bill to reinstate the Wagner Labor with the GOP against the measure.

WASHINGTON, March 26 .- Need the House or the Senate to incorfor the neutral administrator of the porate some T-H provisions, but no welfare fund of the American Fed- move has yet developed to add the welfare fund ban to the list.

Passage of a new labor bill con-

The vote of the House group was party lines with the exception of The possibility remains that the one Southern Democrat who voted

As they head for floor action, the (See Admish Taxes Up on page 62) will be amended on the floor of either (See House Paves Way on page 54)

Net May Put Programing 'On Location

CBS, NBC May Share Site

NEW YORK, March 26.-The first major move to take regular television programing out of its current fourwall boundaries and air shows from "on location" was under way this week at the DuMont video network, with two other webs reported considering participating in the deal. Blueprints were being drawn up at DuMont for a giant "home lot" on the 57 acres adjacent to its new Paterson, N. J., plant, which formerly housed the Wright Aeronautical Corporation. Officials of Naand Columbia Broadcasting System (CBS) have examined the site, and high level meetings at those webs are hashing over the extent of their collaboration.

The move, which may mean to tele's programing scope what D. W. (See DuMont Plans on page 15)

5 Top Bands Going to New Tele Program

NEW YORK, March 26 .- Five top bands have committed themselves to participate in a new television program series being prepared by World Video, Inc. Gene Krupa, Jimmy Dorsey, Count Basie, Charlie Spivak and Woody Herman have been set, and World Video is planning succeeding shows featuring the bands of Tony Pastor, Claude Thornhill, Duke Ellington and Ray McKinley.

One Night Stand, the series will present condensed versions of the bands' personal appearance theater acts, cut from the usual 55 to 70 minutes, down to 27 minutes. A permanent emsee will head the show, and under consideration are Ted Husing, Dennis James, Fred Robbins and Bill Williams. Ernest Anderson, of the. World Video staff, will be executive producer.

Kapp Dead, Who'll Head Decca?

Rackmil Seen 4 Billion for Fun In Line; Death Stuns Showbiz

Dazzling Career Ends at 47

NEW YORK, March 26, - Jack Kapp, president of Decca Records, Inc., died last night of a cerebral hemorrhage. He was 47. Kapp's associates were too stunned to venture an opinion as to who would succeed the fabulous record exec at Decca, but it was believed that Milton. Rackmil, executive vice-president, would logically move up to the presdency. It was conjectured that Dave Capp, vice-president and a-and-r chief, or Leonard Schneider, vice-(See Decca Mantle on page 20)

Was Our '48 Bill

WASHINGTON, March 26 .- Approximately \$4,000,000,000 was spent on amusements last year by the American people, the Commerce Department estimated this week. The figure includes all personal expenditures for movies, theaters, night clubs and shows of all types, as well as vacation expenses with the exception of transportation costs.

Recreation expenditures were at a peak in the last quarter of the year, reaching an average annual rate of \$4,100,000,000, as compared with \$3,800,000,000 for the first three quarters of the year.

Without compiling a breakdown of the over-all figures, the department reported that the 1948 spendings on recreation were slightly under those for cigarettes, cigars and other types of tobacco.

Barto Luring Whitehead to Post in AGVA?

NEW YORK, March 26 .- Despite the insistence by toppers of American Guild of Variety Artists (AGVA) that all is sweetness and light in the top echelons, the grumbling about inefficiency continues,

According to well-placed insiders, ican Federation of Actors (AFA), which preceded the present AGVA. and later, in 1939, attempted to take the actors into the stagehands union, the International Alliance of Theatrical Stage Employees (IATSE), then headed by George Brown and Willie

(See Barto Luring on page 55)

Mayors Demand 20% Tax Repeal

WASHINGTON, March 26, - The drive to ease the federal government out of the amusement excise field is gaining new momentum in the wake of a resolution passed by the conference of mayors this week calling for Dewey Barto, AGVA topper, has been elimination of the 20 per cent fedhaving secret talks with Ralph eral tax on admissions. The group also Whitehead, former head of the Amer- asked for the setting up of a joint congressional commission to study the whole tax structure with a view Whitehead was removed from office toward co-ordinating State, local and federal taxes.

The resolution on admissions puts the municipalities squarely behind the earlier stand of the Council of State Governments (CSG) and the Ameri-(See Mayors Demand on page 55)

Equity Picks Member Delegates Roller Show Going Abr

Council Also Clarifies Veto Of 4A Merger

FDR Memorial Okayed

NEW YORK, March 26 .- Three matters of major importance were on the agenda of Actors' Equity quarterly membership meeting, held here Friday (25) at the Hotel Astor. First was the election of six membership delegates to serve with the three already appointed by the council on the nominating committee for the preparation of the slate for the general elections at the end of May. Ballots will be counted today.

Second was a report by Equity council to membership clarifying the former's 18-2 turn-down of a proposed merger with various branches of the Association of Actors and Artistes of America (Four A's). Philip Ober and Margaret Webster explained the views of the council majority, and Alan Hewitt submitted a minority report on the governing

(AE Picks Delegates on page 61)

Equity Votes

NEW YORK, March 26 .- From the 511 valid votes of the 518 cast by Actors' Equity membership Friday (25) at the Hotel Astor, the following were chosen to serve on the nominating committee with Matt Briggs, Edith Meiser and Mady Christians, who were chosen by the council. The voting for the committee to prepare the slate for general elections the end of May ran as follows: Mildred Dunnock, 294 votes; Otto Krueger, 276; Sam Wanamaker, 271; Blanche Yurka, 268; John O'Shaunessy and Margaret Wycherly, 255 each.

In This Issue

Broadway Showlog	
Burlesque	W
Carnival	
Circus	78-80
Classified Ads	. 97-103
Coin Machines	
Fairs and Expositions	
Final Cortain, Births and Marriages	164
General Outdoor	55-73
Honor Holl of Hits	28
Legitimate	60-61
Letter List	
Walte	110
Morehandise	97 109
Music	20-54
Music Machines	FELL 197
Music Popularity Charts	28-48
Night Clubs	55-59
PRINCIPAL CONTRACTOR	-
Parks and Pools Pipes for Ditelimen	000
Radio-Television	5.19
Benerioire	
Music as Wellton	50
Within Clarks	56
Radio-Television	9.10
Vaudeelle	
Minks and Skaters	
PRODUCTOR PROGRAMME	O.B.
Poutor Carment	72
Clarity Co.	70
CANADA NA	60
Missellaneous	70
Salesboards	
Vaudeville	And a second contract of the second
Vending Machines	
venting atachines	1111-134
107/301	
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Insure Your Vote

Each year for the past five years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Sixth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time. In order to get ballots to players who will not be appearing on

Broadway early in May, The Billboard, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to The Billboard today.

> The Billboard. Donaldson Awards Committee 1564 Broadway. New York 19, New York.

Please forward ballot and eligibility list for the Sixth Annual Donaldson Awards.

> Address at which mail will be sure to reach you in May

NOTE: If you will be working in a Broadway theater in May. don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

"Aida" Opens N. Y. City Opera, With 100G Season Advance

NEW YORK, March 26 .- The New | Helena Bliss and Margarita Zam-York City Opera Company, which brana, Robert Bernauer, Richard has been annually increasing in stat- Charles, David Garen, Lloyd Thomas ure as a purveyor of popular priced Leech and Franz Vrooms will all grand opera, opened another aus- have opportunities for leading roles. picious spring season with a 100G ad- Also returning to the troupe are Irma vance in the till Thursday (24). The Gonzales and Giulio Gari, after a songbirds will rep at the City Center two-year absence. thru May I.

Productionwise two new items have Two sporanos and four new tenors | been added to this year's rep. Trouhave been added to the company bled Island, by William Grant Still roster for the spring song festival. (See "Aida" Opens N. Y. on page

Pitt Gazettes Prying Open Their Columns for Showbiz

PITTSBURGH, March 26 .- The de- | fighting to meet the new threat, have Sunday field has worked to great ad- ting the bulk of the extra space. vantage to all fields of showbiz here.

cision of The Pittsburgh Post-Gazette, opened their pages to more amuseonly morning daily here, to enter the ment news, with the night clubs get-

The Post-Gazette has always been

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 10348

No. 1 Disk via Dealer Sales

CRUISING DOWN THE RIVER, R. Morgan Ork, Decca 24588 No. 1 Disk in the Nation's Juke Boxes

CRUISING DOWN THE RIVER, R. Morgan Ork, Decca 24568 No. 1 Most Played Juke Box Folk Record

DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002

No. 1 Best Selling Retail Folk Record

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

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 28 to 48 in Music Section.

amethrase spring the part also sets the writte self quality of phones.

Going Abroad

NEW YORK, March 26.-Harol Steinman, owner-producer of the Skating Vanities of 1949, has called attention to an error in the March 2 issue of The Bil'board which identi fled his show as an icer. The produc tion is on roller skates. Steinman describes it as a \$1,000,000 produc tion with a company of 140 and points out that it is in its seventi

Skating Vanities will sail May for a tour of Britain and the Conti-Lent, the first such American show to contract a trans-Atlantic trek.

High Budgets Oust 2 Video Sustainers; Is This an Omen?

NEW YORK, March 26 .- Television sustainers on American Broadcasting Company (ABC) were under close scrutiny this week as budgetary problems prompted the dropping of two shows. American Minstrels, featuring Pick and Pat, and carrying a talent nut of about \$2,200 weekly, was axed, as was Critic at Large, which bows out late in April. John Mason Brown, who heads the cast of the latter program, was said to have been getting \$750 per show for his own services. ABC is known to have parted with Brown with real regret and is believed to be considering new, less expensive program, built around him.

Other ABC video sustainers also are due either for overhaul or junking in the current cost-trimming campaign.

Albee Tops Hartford IATSE HARTFORD, Conn., March 26 .-Linus H. Albee, of the State Theater. has been elected president of Local 486, International Alliance of Theatrical Stage Employees (IATSE), of Hartford. Others elected are Gus Soderberg, of Loew's Poll Palace, vice-president; Donald MacDonald. of the Strand, corresponding secretary, and Peter DiCarli, of the Allyn, recording secretary and treasurer,

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The Billboard also publishes: Vend, the monthly magazine of automatic

Turnover, the monthly magazine for record and phonograph dealers.



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

GETS IN PROGRAM

NBC Auditions "Wizard," 50G Giveaway Show

HOLLYWOOD, March 26 .- Audition platter for Wizard of Odds, a waxed here Wednesday (30) by National Broadcasting Company (NBC). One of several loot-laden ideas being considered for the 7 p.m. (EST) slot opposite Jack Benny, Wizard employs simmicks which can conceivably boost cash payout to \$50,000.

format, employing phone calls to home listeners. Persons called will for months. be asked questions dealing with their particular occupations, with loot to be progressively greater as each question is correctly answered. Method of chosing home contestants nas not been disclosed.

The net hopes to settle on some form of giveaway in time for preem April 24. Horace Heidt's stanza, currently riding the slot opposite Benny, reverts to orkster's former 10:30 p.m. (EST) slot after April 17 (The Billboard, March 26.)

Wizard is owned by Leo Guild and packaged by Arthurs S. Lyons Agency.

General Foods Drops Willson

NEW YORK, March 26 .- The General Foods Corporation this week canceled the Meredith Willson show ory. on the American Broadcasting Company (ABC). Willson aired under the Jello banner at 10:30 p.m. Wednesdays. Young & Rubicam is the agency, and April 6 the last outing.

ABC will fill the time with a new 30-minute domestic situation comedy, The Kirkwoods at Home, featuring web has high hopes that Kirkwood will catch on in the new format, and has taken him out of his former 15minute slot at 11:15 a.m. across the board for the new package.

Whodunits Set for ABC Sat. Nights

NEW YORK, March 26 .- Whodunits again will be the major fodder on Saturday nights at the American Broadcasting Company (ABC), according to plans just hatched by that web's program department. The evening sked will be built around the sole mystery commercial airing that night, Chesebrough's Little Herman. Headed for an early exit in the gunplay reshuffle is a veteran mystery, The Amazing Mr. Malone, the Bernard Schubert package, which, despite good ratings, has failed to snare a sponsor. ABC formerly had potent Saturday ratings with its all-murder sked, but broke up the team a couple of seasons ago.

Pat Novak for Hire, which recently negan a full web sustaining run Sunday nights at 7 p.m., after a highly moved into the Saturday line-up, possibly next week, but certainly before mid-April. Its Sabbath replaceperiod, will remain, and the web is sales and ratings. now cooking up two new cops and up soon.

Blood and Thunder News Is Key Web Joining To Radio Ears, Survey Shows

of news programs has a direct relanew super-giveaway stanza, will be tronship to the number of items mentioned in each program, and human interest and stories of crime and disester are remembered better than stories on public affairs. These con-University of Illinois research men and social scientists who recently Show will feature a straight quiz completed a special study of news programs underway at the university

> The research project took the form of memory tests of a population crosssection sample of about 300 who listened to especially written, varied newscasts played back via wire and tape recording. Twelve and a half minutes of news to simulate the average 15-minute commercial program, was used in each test.

> General conclusions reached by the research group, headed by Wilbur Schramm, Thomas W. Harrell and Donald E. Brown, were:

1. An audience remembers a proportionately smaller number of the items in a 15-minute newscast as the number of items is increased from 20 to

2. An audience has a decided preference for newscasts with 20 or 30 ing comments on the mental caitems over one with 40 items.

3. Repetition of facts within a newscast has not been shown to have a significant effect on audience mem-

4. Human interest and spectacular stories of crime and disaster are remembered better than stories of public affairs.

The research experts also concluded that "spectacular events are remembered by the mass audience, whereas such serious subject matter as public Mr. and Mrs. Jack Kirkwood. The affairs is remembered less well by the part of the population which is not gifted with good memories."

On the first point-number of items remembered-54.5 per cent of the 20item programs was remembered during tests given immediately after shows had been heard. The 30-item programs had 49.3 per cent of their facts remembered, while the 40-item shows had 45.9 of their facts recalled. The report stated, "Approximately three out of four people preferred the 20-item newscasts to the 40-item newscasts."

Questions concerning name items received a correct answer percentage of 53. The public affair percentage was 63, spectacular events, 72, and human interest, 85.

Concerning types of material remembered most by various population strata, the report stated, "As far as the memory factor goes, it would seem to be possible to hypothesize a formula for a newscaster's approach to the lowest common denominator,

ABC May Nix Kids Abbott-Costello Show

NEW YORK, March 26 .- The Abbott and Costello kid show, which successful Coast career, will be airs Saturday mornings at 11 a.m. Company (ABC), this week was re- gram director for NBC locally. ported heading for cancellation from ment is not yet set. Novak is apt to the web. The program, which is get Malone's old 9:30 p.m. time. Fa- sold co-op, is said to have proved program director, while Kenneth current season. mous Jury Trials, now in the 8:30 disappointing to ABC in terms of

robbers shows to bring into the line- taken a couple of cuts in recent con- manager, becomes business manager Agency, are expected here shortly tracts to keep the show on the air. for all three stations.

CHICAGO, March 26 .- Radio tis- and therefore to a mass audience. teners' ability to remember contents That formula would be about the same as the one used by many newspapers which have reached mass circulations-sensation, crime, disaster, human interest, public affairs subordinated or treated in a sensational manner; an emphasis on nearby clusions were reached by a group of places and familiar names, and a plentiful sprinkling of interest-attracting words, names and phrases."

Ford Firing of Markle Denied

NEW YORK, March 26.-Reports that Fletcher Markle has been let out as director of the Ford Theater series were denied this week by Kenyon & Eckhardt, agency of the show. Rumors started originally on the Coast, where Markle and the program are now headquartering.

have been grave differences between Ford and the agency on one side and Markle on the other. Matters really reached fever pitch a few weeks ago when Markle, in an interview with Ben Gross, of The New York Daily News, really let go with some scathpacities of sponsors and agencies.

to be Ford's insistence that the program remain on the Coast as long as possible, where, with film names, it had hiked its Hooperating considerably, and Markle's fervor to get back to New York. Markle is said to regard Hollywood troupers in the same light he does agency and sponsor people,

CBS Eyes Sims, Babbitt Musical

NEW YORK, March 26.-Another possibility for a summer replacement show on Columbia Broadcasting System is a musical package starring Harry Babbitt and Ginny Simms, An audition record has already been heard by network execs here and given an unofficial okay.

If the program now being heard by Lucky Strike does not go commercial, the web probably will spring for it. Ben Brady is the director. The show is packaged by Frank

NBC's Wash. Outlet **Undergoes Job Shifts**

WASHINGTON, March 26 .- Several job shifts in the National Broadeasting Company's (NBC) WRC, WRC-FM and WNBW (TV) were announced this week by Frank Russell, veepee in charge of NBC's Washington operations. William Mc-Andrew has been named general manager of all three stations, and George Wheeler was appointed ansistant general manager. McAndrew retains his old job as assistant to over the American Broadcasting Russell. Wheeler was former pro-

> over by Eugene Juster, former WRC French, former WRC production su-

NBC, CBS in Show Fight

Rooney, Allan Jones Set

NEW YORK, March 26 .- The American Broadcasting Company (ABC) this week was working up a string of new shows as its answer to the programing threats of the other networks. The airers, being prepped for premieres ranging from the summer up to next fall, are built around such personalities as Allan Jones and Irene Hervey, Allan Mowbray, Sheldon Leonard, Kay Starr, Donald O'Connor, Mickey Rooney, Jack Kirkwood and Lawrence Welk. In addition, the web is working on a new giant giveaway opus which it hopes will dwarf even its success with Stop the Music.

Jones and Miss Hervey were inked this week for a new husband-wife However, it is known that there series the first few months of which will be transcribed abroad. The duo will go into the 6:15 p.m. slot across the board, as a co-op show, replacing the much-lauded Ethel and Albert series. The ABC contract was set, with the National Proadcasting Company (NBC) hot after the same show this week.

The first Jones-Hervey show was Another bone of contention is said just cut in Hollywood featuring the couple leaving for their European jaunt. Another will be cut in New York and further stanzas aboard ship. Episodes from Europe will be cut in England, Ireland, Scotland, Wales, France, Switzerland and Germany, featuring interviews with celebs there. After their return the couple will air the shows from Hollywood and also will tour the country by car, using a mobile unit to record inter-

Rooney Comedy

The new Mickey Rooney show is titled The Boy Next Door and is a domestic type of situation comedy. One waxing was made about six weeks ago, and a revised sample was cut last week. Donald O'Connor, too, will be featured in a situation comedy, as yet untitled. Mowbray has been set for the lead in a comedy airer titled That Man Stanley, with Sheldon Leonard holding the inside track for the top supporting role.

Warbler Kay Starr, who recently has become a hot item in the record stores, will cash in on her popularity by heading a musical-variety show. This show, also to be done from the Coast, recently transcribed a sample, with the Wesson Brothers and Reggie Gardner as guests. Two packages of Jean Holloway's are under consideration also, one an audience participation comedy and the other a comedy drama. Both probably will (See ABC in the Act on page 18)

Jack Smith Series Woos Dinah Renewal

HOLLYWOOD, March 26.-Deal for Dinah Shore to continue on the Jack Smith musical series next season is in the works, altho terms of a renewal pact are still unsettled, Originally spotted on the Smith airer Wheeler's old job is being taken as a guest, la Shore's stay has been extended for the remainder of the

Henry Jaffe, Miss Shore's business pervisor, takes over Juster's position. agent, and Adrian Samish, radio top-The comics are believed to have George Sanderfer. WNBW business per for Dancer, Fitzgerald & Sample to discuss a pact renewal with Dinah.

WMOR in Role of Guinea Pig First Dist. NAI Briefs Fellowe

Can FM Radio Pay Its Way Is Question

Sets 2 Projects as Guides

CHICAGO, March 26.-Two plans for the guidance of programing are being formulated by the management of WMOR, new commercial FM station which started full-time operation here Sunday (20). Station, managed and manned by veterans of World War II, is planning an aggressive operation which, it hopes, will prove that FM stations programmed with plenty of live and public service programs can make money and obtain community and trade stature comparable to successful AM outlets.

Unique Plans

According to Ralph Wood, president of WMOR, station's first unique program guidance force, an advisory council of 100, will be in operation by the middle of April. On the council will be leaders of civic, religious, social, industrial and labor organizations representing a cross management seems to be favoring three years ago as manager and will on the air in May, or early June section of the city's population. Wood stated the group would meet once a month to give program content advice which the station management would follow if it were at all feasible. In addition, the council will be given a half hour or hour time slot each Saturday to program practically as it sees fit.

Listener Project

Second program guiding force will be a listener preference research project to start next fall with the cooperation of the University of Chicago. According to tentative plans, a scientifically chosen sample of about 100 will be provided FM receivers set to receive only WMOR. After a month, dial restricting devices will be removed and the sample will be able to listen to any FM program, including duplications of regular local and network AM schedules put out by network affiliates. After three months of listening to programs of its own choice, the sample will be tested to see if it then prefers WMOR shows or the typical radio fare.

Management of WMOR hopes that the result of this test will prove that listeners today continue loyal to regular programs because they have been unable to hear anything different. The station's production executives, led by Jules Pewowar, program director, believe listeners will form new habits and will prefer "WMOR's more adult, stimulating, informative programs," as they put ät.

Features Public Service

The station, which is programing 12 hours a day, is featuring plenty. of news and public service shows, using local and national figures. Music, drama and forum programs also will be used.

Wood said the station expects to be operating in the black by fall, with a basic one-time rate of \$80. It already has some sponsors inked.

To help capture a large segment of the estimated 650,000-set FM audience here, the station is planning an intensive promotion campaign. One facet of this campaign will be the placement of news about WMOR in about 30 community papers with an estimated weekly circulation of about 500,000. With its promotion it expects to get a strong following, which



KLZ Announcer

MAUREY MILLER

A background of four years producing and announcing in Midwest radio circles by Maurey Miller is just one more reason why KLZ's announcing staff rates tops with Rocky Mountain listeners.

KLZ, Denver

would constitute a good buy for advertisers.

In an effort to obtain additional WKY HOISTS SUGG revenue, WMOR also is considering entering the storecasting and transit radio fields. It will do neither, however, if it hurts programing for the veepee and director of WKY, Okla- ting WKY's TV outlet ready general listener. At the present the a transit radio tie-in on a limited hours-per-day arrangement.

'Mod. Romances' On ABC, With Mag Behind It

NEW YORK, March 26 .- A new half-hour soap opera will kick off on the American Broadcasting Company (ABC) April 11. The airer, titled Modern Romances, will be placed on the 11 to 11:30 a.m. slot across the board. The show will be produced in conjunction with the Dell Publications magazine which bears manager of Columbia Broadcasti the same title as the program,

ABC program execs currently are England. mulling whether to carry over the same characters in the sagas each day, or to let a different brace of names carry the burden of woe in each episode. It is the web's intention, however, to have each day's show complete in itself, mostly on the basis that after 30 minutes of grief something must be resolved. The show replaces two 15-minute airers featuring Nelson Olmstead and Jack Kirkwood, the latter getting a new 30-minute evening show.

NEW YORK, March 26 .- P. A. (Buddy) Sugg has been elected a homa City. He came to the station broadcasting. The station should continue in that capacity. At present | the latest, to become the first vid he's enmeshed in the details of get- outlet in Oklahoma.

For Chi Huddl

BOSTON, March 26 .- The large group of broadcasters ever to conve in New England gathered in the Hul Hotel Somerset Wednesday (23) this year's conference of the first di trict of the National Association Broadcasters (NAB).

The purpose was a free exchan of ideas and information on all phas of broadcasting problems in order equip Harold Fellowes, recently f elected first district director of NA for his appearance at the nation convention in Chicago, Fellowes general manager of WEEI here at System (CBS) operations for Ne

There were two major points whi Fellowes feels will have the stronge effect at Chicago. The first is the will and pointed criticism of daily new papers made during this one-di gathering. The other is the express idea that radio is the most readi available "common denominator" American life. The conception of rad as a common denominator can be d veloped to such an extent that it ca be radio's soundest defense against competing forces-television, new papers, movies, and so on.

Among the speakers were Dr. Ke (See First Dist, NAB on page 18

ABC

\$ 21,870,348

NBC Leads Nets in Billing Figures

NEW YORK, March 26 .- National Broadcasting Company (NBC) during 1948 maintained its lead over its competitor webs, both from the standpoint of total billings as well as in the number of accounts spending over a million dollars in gross time billings. During 1948 45 advertisers spent over a million, and of these, 22 spent over two million. As usual, Procter & Gamble led the parade with a total over \$18,000,000

Of the 45 accounts 30 used NBC, for a \$55,877,948 total; 26 used Columbia Broadcasting System (CBS) for a total of \$46,048,736; 20 used American Broadcasting Company, for \$28,669,375, and 15 used Mutual Broadcasting System (MBS), for \$11,021,937. Fourteen of the advertisers spent all their radio money on one network exclusively, with NBC getting six; ABC, four; Mutual, three, and CBS, one. Of the 1948 total of 30 using NBC, three-Standard Brands, Toni and General Motors-are off the air. CBS has lost five of its 26, these being General Electric, Manhattan Soap, Texaco, P. Lorillard and Pet Milk.

NBC

\$ 6,970,512

Total Spent

Network Radio

The breakdown follows:

1. Procter & Gamble \$ 18,199,384

2. Sterling Drug

Advertiser

Advertisers Who Spent More Than \$1,000,000 in 1948 (In Rank Order)

1 8,343,504

TOTAL	\$141,617,096	\$35,877,948	\$40.048,736		
45. Pet Milk	1,631,883	280,974	-	#18,666,F78	\$11,027,933
43. Sun Oll	1,048,640	940 974	200,909	********	********
42. U. S. Steel	1,049,768	1,649,768	Prost cares	1.018,610	********
41. National Biscult	1,052,090		********	ANGELE	
40. P. Lorillard	1,149,137	***********	450,275	1,052,090	********
39, Serutan	1,164,420		643,939	NGE, NET	********
28. Brown & Williamson	1,165,487	*********	*********	700,500	
37, S. C. Johnson & Son.	1,174,488	1,174,488	********	THE PARTY OF THE P	1,168,48
36. Borden Co	1,181,372	1,181,372	***********	and the latest	Belleville.
35. Texas Co	1,216,508	*******	1,210,508	*********	***************************************
54. Westinghouse	1,318,029	*********	212,688	1,075,210	ake teason
33. Bayuk Cigars	1,346,461	*********	*********	1,318,029	*******
32. Raiston Purina	1,407,855	*********	**********	**5******	7,286,40
51. Standard Brands	1,475,776		*********	******	1,597,85
30. Mars, Inc	1,542,002	1,475,776		*********	***********
29. Carter Products	1.554,107	1,542,002		***********	******
28. Ford	1,639,102	1,235,687	*********	358,284	1,195,91
27. Libby McNeil & Libby	1,778,550	**************************************	393,415	********	********
26, National Dairy Products	1,875,830	1,875,830	********	1,718,550	MARRIETTA
25. Armour	1,916,323	**************************************		200000000000000000000000000000000000000	********
24. Prudential Insurance	1,942,416	1,373,426	1,816,993	********	99,00
23. General Motors	1,976,879	120,000	568,990	*********	*******
22. B. T. Babbitt	2,632,183	1,172,050	859,831 808,269	21,258	1,021,23
21. Bristol-Myers	2,101,015	1,331,612	**************************************	**********	*********
20. Philes.	2,234,816	********	244441111	770,003	
18. American Tobacco	2,519,887	583,507	1,486,797	2,128,062	106,74
17. Quaker Oats	2,600,573	2,452,558	148,015	A REAL PROPERTY.	247,58
16. Swift & Co	2,619,620	********	*********	1,973,265	
15. Manhattan Soap	2,774,240	661,498	************	2,112,742	700,41
14. General Electric	2,803,753	1,076,942	1,526,811	9119 757	**********
13. Philip Morris	3,283,378	783,084	1,826,896	673,008	*********
12. R. J. Reynolds	3,843,578	1,630,341	811,835	4 * * * * * * * * * * * * * * * * * * *	7,401.40
11. Colgate-Palmolive-Peet	4,076,436	1,895,766	3,477,666	673,318	29,68
10. American Home Products	4,342,245	2,722,468	1,619,777	**************************************	*********
9. Liggett & Myers	4,523,589	2,241,053	2,282,504	*********	********
8. Lever Bron	5,043,752	2,835,956	2,207,796	*********	*******
7. Campbell Soup	5,819,758 5,317,035	1,438,740	3,878,215	*******	The Hotel of
6. Miles Laboratories	5,881,798	1,149,148	4,670,615	*********	********
5. Gillette	6,270,650	3,024,236	1,558,450	********	1,201,10
4. General Foods	0.775,170	1,319,473	2,054,797	2,608,709	287,6
3. General Mills		2,910,282	2,982,465	177,559	704,8
3 General Mills	7,190,599	2,524,251	*********	4,000,000	704

GANDERS INTEGRATION

etters on Richards Deluge FM Map Shows CC, 90% Being Hostile, But ome Praising "Foe of Reds"

ket in the history of the Federal in this character." nmunications Commission (FCC) earch of FCC files disclosed this ek. Of the nearly 200 letters filed, roximately 90 per cent criticized operations of KMPC, Los Angeles; AR, Cleveland, and WJR, Detroit, close to a score of letters are on endorsing Richards, from such ables as Sen. Arthur Vandenberg Mich.), Ohio Gov. Frank

sche, American Legion Comnder Perry Brown, California ut. Gov. Goodwin Knight, Vetas of Foreign Wars chief Lyall gs, Notre Dame President John anaugh, Michigan State Univer-President John Hannah, three dals of General Motors, and Fred Deventer, news commentator of R. New York.

.Favor for a Friend as "Dear Wayne," Van Deventer

A. Richards, who is now in Washton. It was on his WJR in Detroit t I broke into radio, and he asked if I would write you. In the four rs that I worked for WJR, I was er asked to slant news on either my two daily broadcasts. He chards) was in Detroit frequently

he took a sharp interest in the s room operations, but I wrote own stories. Naturally there was over-all pol-

as there is everywhere, but the y policy ever called to my attenwas to broadcast the news withfear or favor, but always with a w toward libel and offensiveness persons or groups. I think Mr. hards is a rather impetuous inidual, but, honestly, I don't think would ever do anything to damage ommunity, or the nation."

Vandenberg Writes

cial Senate Foreign Relations mmittee stationery:

I have no right to make any sugtions to you regarding the pendcase against G. A. Richards and radio stations (including WJR at troit). Please acquit me of any ow he has been wrong in some of internal activities. I think I know at he would be the first to say so to ur commission and to give assurces against any recurrence. I also ow you could depend upon these turances, because he is a man of th honor whose word is as good his bond, but I expressly refrain om presuming to discuss this phase

'My interest is in WJR as an instition. It is a public interest because JR has long been a vital factor in chigan's public welfare. I think I ow whereof I speak when I assert at WJR has rightfully earned the blic confidence by a record of conint impartial and unprejudiced blic service which is a model in dio operation. Regardless of what sy have been Mr. Richards's pernal predilections, I venture to say at WJR has come as close to a nstant record of 'broadcasting fair my as can be found in this country. respectfully suggest that what goes the air is the best test of responsi-

VASHINGTON, March 26 .- The bility. It is in this spirit that I take A. Richards case has attracted one | the liberty of volunteering this 'charhe most intensive masses of corre- acter testimony.' I respectfully urge ndence of any individual station the importance of preserving WJR

Knight's View

The endorsement from Lieut. Gov. Knight praised Richards as "a good American citizen of excellent reputation." Knight declared: "He is the unremitting foe of Communism and other false foreign ideologies inimical to American democracy."

Gov. Lausche confined his remarks to WGAR, stating that the station was active in news and special events programs. He stated: "I have noticed that its news programs are objective and impartial and its treatment of political questions and candidates is fair and unbiased."

Brown wrote: "As commander of the American Legion, I desire to record the organization's appreciation of the outstanding Americanism service rendered by Mr. Richards and ddressing FCC chairman Wayne his radio stations." Similar praise was forthcoming from VFW head Beggs, who commented on the "fine, I received a telephone call this patriotic programs of WJR, which rning (February 20, 1949) from deserve the support of veterans' organizations."

Letters to Truman

A few of the letters were addressed to President Truman rather than the FCC. Most notable example was the endorsement of Richards sent to the President by Father Cavanaugh, president of Notre Dame: "From my personal relationships with Mr. Richards and from numerous leaders of the nation who revere him, I have come to respect highly his courageous Americanism. While he has been constantly friendly to the indigent, he has stood implacable and forthright against the isms inimical to the substance and form of our government." Michigan State Prexy Hannah also directed his letter to Truman. Hannah praised Richards as a "good citizen" and remarked: "I am writing you in the hope that this letter will come to the attention of the Vandenberg wrote his letter on proper governmental officials who will see to it that he is not unfairly treated."

eral Motors Veepee M. B. Coyle, Richards.

720 Stations,

WASHINGTON, March 26 .- The FM Association (FMA) is giving heavy play to a new map detailing existing FM markets and coverage. The map, prepared by Everett Dillard, head of the Continental FM network, shows that the 720 operating stations serve a potential audience of more than 100,000,000. Discussion lumbia Broadcasting System (CBS) of the map is to be the chief feature is studying the question of integrating of FMA's sale clinic, set for New York April 1, it announced this week.

The map shows a heavy concentration of FM coverage east of the policy either calling for complete in-Mississippi, with some 90 per cent of the 27 States being virtually blanketed with FM coverage.

Speakers at the sales clinic will include Dillard, Edgar Kobak, president of Mutual Broadcasting System (MBS); Milliar Faught, president of Faught Company; Ted Leitzell, public relations director for Zenith Radio Corporation, and Linnea Nelson, time buyer for the J. Walter Thompson Agency.

NLRB Ruling on Turntable Tiff

WASHINGTON, March 26 .- Turntable operators are program employees if the turntable is in the studio and technical employees if the table is in the engineering booth, the National Labor Relations Board (NLRB) ruled this week in a jurisdictional dispute involving WPTF, Raleigh, N. C., and the National Association of Broadcast Engineers and Technicians (NABET).

In making the ruling, NLRB rejected a NABET petition to have turntable operators included in the engineering unit for purposes of collective bargaining.

praising Richards as an "outstanding American." Coyle commented that Richards and his radio stations "have been aggressively opposed to Communism." He added: "I hope this fact has had no influence upon the sponsible for both of these phases. current investigation."

Other General Motors officials di-Also writing to Truman was Gen- rected letters to Coy, all in praise of

Studies Full 100-Mil Market AM-TV Tie-In On Operations

Pros and Cons Weighed

NEW YORK, March 26.-The Cocompletely its AM-TV operations, it was learned this week. Because the web heretofore has not set firmly a tegration or complete separation, a number of administrative headaches have developed, insiders report. The uncertainties resulting, it is claimed, have contributed to occasional interdepartmental friction.

Unlike the National Broadcasting Company (NBC) which is operating on a policy of complete AM-TV integration, the CBS policy calls for partial separation and partial integration. TV network sales and TV programing are now self-contained and are operating largely independently of the web's AM program department, except for program board meetings, at which representatives of both sides huddle. The sales department in turn is operating on its own for TV network sales, but Radio Sales, Inc., handles WCBS-TV time.

Present Set-Up

Accordingly, Charlie Underhill and Dave Sutton, program and sales heads for TV respectively, report directly to Jack Van Volkenburg, who heads up the entire CBS-TV operation. Van Volkenburg in turn reports to Frank Stanton, the network president. This means that Hubbell Robinson, CBS program veepee (AM), and Bill Gittinger, sales vepee for AM, do not take their normal AM places in the CBS-TV table of organization.

The same conditions do not apply to other departments, two examples being sales promotion and publicity. Both of these departments for television come under the same direction as they do for AM. Vic Ratner, sales promotion veepee, and George Crandall, press department head, are re-

The CBS situation has added new fuel to the fire now hot in web circles as to whether integration or separation should be the governing policy. One school claims that only thru integration can the entire dual operation be handled satisfactorily. The other maintains that TV is growing so rapidly that the functions must be separated, since otherwise the dual responsibilities on department heads are much too onerous.

ch intent. I know the nature of Reynolds Reported Leaving KMPC; KLAC on Sales Block

learned this week. At the same time it was disclosed that KLAC, a portion of the packaged sale made by Dorothy Thackrey to Warner Bros., will be resold to Ralph Atlas, Midwestern radio biggie, and Ben Lindheimer, owner of the Los Angeles Dons pro football club. The Atlas-Lindheimer combo will file purchase papers with the Federal Communications Commission (FCC) within two weeks and will pay approximately \$400,000 for the AM property.

Speculation is that Reynolds was approached by Atlas several months ago to take over the KLAC management and deal is expected to be inked

HOLLYWOOD, March 26.—Robert | shortly. Reynolds may move to KLAC O. Reynolds, general manager of in the very near future to familiarize KMPC, is reported set to resign his himself with station's operating polipost with the G. A. Richards station cies. He will work with Don Fedderhere to become operating head of son, KLAC general manager, until KLAC, Hollywood, The Billboard FCC arrpoval is granted. Barring hitches, Atlas and Lindheimer expect to take over KLAC early next fall.

> Because of FCC duopoly rulings, Warners are required to sell KLAC in order to continue operating KFWB here, Flickery will combine KLAC-TV and KFWB into one operating unit, and will also hold on to KYA, Thackrey-owned San Francisco outlet, which was included in the overall purchase.

Fedderson, who has headed the Thackrey Coast radio properties during the past four years, is understood to be set for an executive TV berth duce the show. The Knox-Reeves with Warners when firm acquires KLAC-TV.

Gen. Mills To Herald **Baseball With Bingle**

NEW YORK, March 26. - General Mills has bought the 10 to 11 p.m. spot Sunday, April 17, from the Columbia Broadcasting System (CBS) for a one-shot program heralding the opening of the baseball season April 19. The show will be called Bing Crosby's Wheaties Baseball and will have the old Groaner, part owner of the Pittsburgh Pirates, as emsee. In addition, it will feature top sports personalities and Bing's four kids.

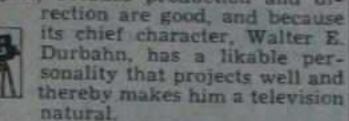
Since Wheaties was one of the first products to use baseball sportscasting as a means of selling its product, it is particularly appropriate they pro-Advertising Agency, Minneapolis,

handles the account.

Walt's Workshop

Reviewed Monday (14), 7-7:30 p.m. Presented sustaining on WNBO, Chicago. Walter E. Durbahn, homecraft demonstrafor and writer; assistant producer, Duane Bogie; cameramen, Bob Haley, John Casagrande and Homer Holabough,

This show is successful because its format is built around an interesting subject, because production and di-



Format is simple but effective. Each week Durbahn, a trade school teacher for about 20 years, illustrates various techniques in homecraft-furniture building, painting, glass replacing and other facets of care of household interiors and exteriors. Durbahn, undoubtedly because of his teaching experience, does a top job of explaining each project step by step so that even the rawest amateur can follow him and learn thru his advice.

Effective camera work follows Durbahn at all times and produces the required amount of close-ups and long shots which account for none of his illustrative actions being missed by the video audience.

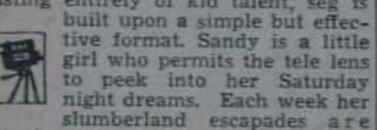
In this package WNBQ definitely has a show worthy of commercial sponsorship. And the station deserves credit for its cancellation of a recent sponsorship contract after the potential bankroller insisted upon making the program a "30-minute commercial." The potential sponsor, a maker of power tools, had tried to prohibit use of hammers and other manually operated carpenter tools. One of the principal values of this program is its ability to show tricks in the handling of made about the Dexters' work. every day repair devices and techniques. If it had to illustrate power has been the addition of the role of crunching sounds when he ate. tool techniques only, it would have to forego many sequences which now give the program universal acceptance.

Series' only fault at the present time is the plan, illustrated on the program reviewed, to present only Durbahn for an entire half hour. Other characters and semi-dramatic sequences which would give more showmanship should be woven into each show. Cy Wagner.

Sandy Dreams

p.m. Style-Kid show, variety. Written sales message. Furthermore, Jeff's and directed by Robert S. Stefan. Sustaining over KTLA (Paramount), Holly-

Here's a show that is sure to hold the kids and their parents. Consisting entirely of kid talent, seg is



convincingly portrayed by a group of moppets who, for the most part, have quite a bit on the talent ball.

This week found Sandy wishing she could do more for the March of Dimes. She then thinks of a show she and her playmates could stage, with the proceeds going to the charity. As per schedule, Sandy drops off to sleep, cameras fade into her dreams which intros a parade of various kid acts. These consisted of vocalists, dancers, acro and tumbling acts, with each one pulling applause.

weekly series are furnished by the judged by a board of four showbiz

awakening to find it all was a dream, stars, each counting for one point; Bolton offered a hearty manner in-This type of program pattern, altho the adult act and the juve act scoring stead of the usual suave business. It old, provides a flexible format for highest win. the series. Furthermore, it helps tie The talent aired last week was, by but one criticism: Too much repeti- it could appear on a more suitab in a series of otherwise unrelated acts, and large, of rather stock character, tion of "my dear" in addressing the program. An effort to showcase to boosting considerably the viewing in- An exception was Jerry Davis, contestants. Whatsa matter, Joe, can't ent thru the use of a weak progra terest of both children and their wuthful and attractive Negro thrush, you remember their names? elders.



Radio and Television Program Reviews



At Our House

Reviewed Friday (18), 8:30-8:45 p.m. Presented on WENR-TV, Chicago, under sponsorship of Hoover Company, for Hoover vacuum cleaners. Agency, Leo: Burnett Company, Inc. Produced by Hope Summers for Television Advertising Productions, Inc. Featured Actors, I'm and Edie Dexter and Jim Andelin, Writers, Mr. and Mrs. Dexter; director, Jack Cibney: cameramen, Hielmer Ladefoged, Arthur Joswick, Walter Kramer,

Apparently an attempt to create the video counterpart of radio's Fibber McGee and Molly, At Our House

will have to drastically change its format, improve its writing and become more professional before it will enjoy a restriction comparable to the Wistful

ceived and written by Jim and Edie Dexter, who also portray the lead roles of constantly bickering husband and wife, has been on the air here for a long time, primarily as a sustainer, but it still has many bugs.

Principal fault is the constant theme of conflict between a scatterbrain wife and a long-suffering, patient husband, which becomes irritating, monotonous and far removed from any semblance of normal life. One reason for Fibber McGee and Molly's success has been the involvement in circumstances familiar to listeners. That statement can not be

Jeff, Edie's brother. A typical interfering brother-in-law nuisance, Jeff manages to break up the Dexter harangues to contribute a welcome change of pace.

Jeff also has the job of integrating commercials thru display of Hoover products. On the program reviewed the integrated commercial was a failure. While displaying a cleaner, Jeff pulled the nozzle hose from the motor and bag assembly. That did no good for Hoover, even tho an ad-lib attempt was made to pass off the situation as something to be expected. The integration was too obviously Reviewed Saturday (12), 6:30-6:50 dragged into the plot just to present a stepping out of character to deliver the straight commercial at the end of the program was incongruous.

Cy Wagner.

Four-Star Talent Search

Reviewed Friday (March 18), 8-8:30 p.m. Style-Variety, Sustaining via WPIX, New York. Director, Eddie Nu- sultry and stylistically pleasing rengent; producer, J. S. Pollak; camera director, Sid Davidson; emsee, Joe Bolton. Contestant winners: Jerry Davis (first) prize). The Golden Jubilee Quartet (secand prize), Beverly Marris (third prize). Glenda Williamson (juvenile winner).

Youngsters participating in this Search, emseed by Joe Bolton, and of the judges. Ruben's Workshop, a talent school, characters each week. The judges and the emsee job, by Joe Bolton, Wind-up, of course, finds Sandy rate each act with from one to four was off the beaten ringmaster path. duets.

Lee Zhito. | who took top adult honors for her

Suspense

Reviewed Tuesday (March 151, 9:30-10 p.m. Style Drama, Sponsored by Electric Auto-Life Company, thru Newell-Emmett Company and Steve Hannegan, via CBS-TV, New York, Producerdirector, Robert Stevens; drama, "Suspicion"; author, Dorothy Sayers; radio adaptation by Sylvia Berger, Cast: Ernest Truex (George Thomas), Sylvia Field (Ethel Thomas), Viola Roache (Mrs. Sutton, the cook!

In a nation where crime and mystery in fictional form does pay off

the slightest aid in the form of first of the series, starred Ernest Truex and Sylvia Field

and, while not tops in terror, showed enough promise as a pulse quickener to merit praise.

This was the story of a suburban ish at times. couple with a new maid on their hands and an arsenic-poisoner loose mercials, does a good selling job in the vicinity. The show continually threw out false alarms which pointed the finger at the maid. Finally, the a practice of actually selling in husband sipped a cup of cocoa, only tail stores the products he'll have to find enough arsenic in it to destroy an army. He, too, suspected the maid, but he received the shock of his life and it's a shame he could not ha when the real arsenic poisoner was fewer products to handle. Three apprehended. He learned his wife each show should be a maximum was the culprit. She was a sensitive One recent improvement in House girl, and he was a boor who made

Scripting Falters

The basic situation was one that lent itself to suspense, but the writer, instead of creating more tension by building up the wife as a threat, made her only a sickly neurotic woman. The result was a great deal of surprise at the end but a loss in the quota of suspense that might have been extracted.

Still, the story had sufficient interest to hold the audience's attention constantly. The film clips which were integrated helped give the show a range that could never be achieved by sticking to one set.

Truex, Miss Field and Viola Roche, as the chief suspect, handled themselves creditably. Robert Steven's direction was also highly professional. The camera work and close-ups at critical moments helped build the uncertainty.

This one has made the grade. Leon Morse.

dition of Can't Help Loving That Man of Mine. The gal really knows how to project a song and is deserving of a pro break.

First place in the kiddle branch went to a 10-year-old violinist named Glenda Williamson. The youngster. Amateur talent programs are be- a Juilliard student, did a fine job on ginning to glut the video market just a difficult classical number. Howas they have the AM air. The low ever, stealing the show were the budget and minimum re- Goldman brothers, a couple of monhearsal and production costs pets who did a delightful bit of mimhave an enticing look, and icry to a background of Tim-Touvirtually no station is without Shun, the Jo Stafford recording. The some form of showcase airer, kids were promised the next open WPIX, no exception to the spot in High Button Shoes by prorule, offers its Four Star Talent ducer Joe Kipness, who served as one

Camerawork was above average. was good as well as different, with far better to save this talent unl

Sam Chase.

Women's Magazine of the

Reviewed Wednesday (March 23) 4:30 p.m. Presented on WCN-TV der sponsorship of Hyland Electric Sur Company, Produced by Herbert S. La man & Associates; directed by Bart Coming; co-editors, Ruth Crowley Rush Hughes; cameramen, George E and William Rocker.

As everyone knows, television tops as a sales medium, but it, has its limitations, and any produ

who attempts an excess selling job is mishandling tools. This program is a go case in point. During its minutes it has at least 10 mi utes of commercial pitch

Everything on the program seems be done with an eye to create n terial around which commercials be woven.

The series is co-operatively spe sored by an appliance distributor a various manufacturers, and therefore has to display and sell plenty of iter in novels, radio and film, a similar On program reviewed five items w pay-off will continue in TV, if sold extensively. Each time one of Suspense gives the formula featured informational portions of program got interesting, it was cut scripts. Suspicion, one of the with a so-called integrated comm cial for products ranging from a lamp to an electric corn popper. O vious attempts to drag in comme cials thru use of cue phrases t were not always pertinent were for

> Rush Hughes, who handles the co has to work under the handicap some stupid situations. Hughes ma talk about on the program. It's vious he knows plenty about the

Program reviewed had typical p gram content of interest to women book review by Jo Fields Shale fashion discussion by Mary Shat fashion co-ordinator for a local of partment store, and cooking demostrations by Ertta Haley, home ecoomist for a food chain. The weaker because it contained nothing visua was the verbal book review by M Shalett

In addition to the fault of ove commercialism, the program also su fered from mistakes in direction a camerawork. The latter work w sloppy at times, especially duri panning of title pages shown duri changes of program content. Faul direction resulted in missed cues as fluffed lines. Cu Wagner,

Lady of the Mountain

Reviewed Tuesday (1), 5:35 to 5) p.m. Presented sustaining on WEK Chicago, Tuesdays and Thursdays, Pr ducer, Jonny Graff; director, Fred Fre land, Talent, Barbry Ellen Rogers at Tommy Sands. Sets by Bill Ryan. A nouncer, John Dunham. Camera wo by Esther Rojewski and Gene Savitt.

As an example of folk song enter tainment, this program is acceptable But as over-all television fare it do not pass the grade. Barte Ellen Rogers and Tomm

Sands have better than avel age voices for singing for tunes of this and other cour tries. There the acceptabilit of the program stops.

Conception of the program is weak its format is loosely organized. Mit Rogers is cast as a gal who lives of a mountain top, and Sands appear in the role of a young boy who only reason for climbing the mou tain seems to be to provide an oppotunity for the station's production staff to get the two together for you

The program just does not star up as television fare. It would b structure is worthless and not fa Су Wаркет to the performers.



more awards

went to NBC stations than to those of any

other network-13 to AM stations, 2 to terevision affiliates and one to the NBC Western Network.

Billboard's judges confirm what individual NBC sponsors say: That NBC affiliated stations as a group back programs with the strongest, most effective promotion in the business.

And in 1949, NBC stations aim even higher. In the recent Chicago convention, the affiliates resolved: "to accomplish the most aggressive promotion campaign in the history of the industry."

This is added assurance that programs placed on NBC's superior facilities, bolstered by NBC affiliates' superior promotion, can gain the largest audiences in radio.

Billboard and its distinguished board of judges honored in particular:

KDKA · KSTP · KSTP-TV · KVOO · WBOW · WKBO · WLW · WOW · WPTZ · WTMJ · WMAQ · WNBC · NBC Western Network

NBC America's No. 1 Network



Charles Street Caravan

Reviewed Sunday (13), 2:30-4:30 p.m. Style-Variety. Producer, Ed Hanrahan, Conducted by Frank Harms, Via WBMD, Baltimore.

Serving the two-fold purpose of nabbing Sunday afternoon listeners and copping the cocktail trade during

the Sunday lag, Caravan shows a lot of progress toward doing

both.

A variety theme of records, showbiz notes and news, coupled with guest interviews, holds things together for the period. The show caught was the debut, emanating from Doc's, a popular main stem lounge. In spite of not too much publicity, the program drew a full and apparently appreciative crowd. If the habit forms, it should insure the Peggy Wood, Phil Regan, Bert show a steady run.

alarm clock, with each tab holder expressing his preference as to its time of ringing, with the three close guessers coming up to the mike to identify a combo of six tunes, for a smash

line-up of prizes.

The jam professor, in this case, is Frank Harms, a local video light to cue in the various performers. easily capable of calling the turns here. An easy manner is evident, with the whole thing seemingly having little lag. Among the guests this show was Pat Henning, on the local vaude boards, who tossed lines with Harms for a lot of laughs. The use of more guests would be an improving factor, if the obvious difficulty of rounding them up could be overcome. A rundown is also given of all the entertainment in town, live and celluloid, with all the spots coming in for good pitches.

The success of this type show naturally depends on the business factor, as what doesn't? If Caravan can manage to draw a powerful Sunday crowd, hands all around will be satisfied. It might be said that on a quick look-around during program to do this job the show must time, at some of the better lounges. on the street, trade was nil. Smart atmosphere, good handling and entertainment appeal point to a good showing. James A. Carter.

Court Is In Session

p.m. Style-Court trial. Sponsored by Yellow Cab Company thru E. L. Brown Advertising Agency, Philadelphia. Origi- show a few charts and some photos nated by WCAU-TV, Philadelphia, for CBS-TV. Created and produced by Isaac D. Levy; assistant producer, Bernard Smolens; director, David Kaigler,

Presented as a public service feature, with the sponsoring Yellow Cab

of the hour, this Session not only affords a real service in not be muffed. acquainting the general public with the American system of justice, but also affords the

viewer a full hour of intense and fairly exciting video entertainment.

Rather than play-acting, the success of this show depends entirely on the authenticity of the setting and procedure. And the formula, created and produced by Isaac D. Levy, former part-owner of the station and a familiar figure in the radio industry, is a highly successful one. The cameras are set up directly in a City Hall courtroom with a local judge on the bench with the court crier, court stenographers and all the other characters that make up the real life drama of a courtroom. Prominent members of the Philadelphia bar play real life roles as prosecutor and defender. There's a mock jury in the jury box and the courtroom is filled with spectators. Even the testifying coroner's physician isn't play-acting. The only professional actors on the half of the duo. Vocalizing is more scene are the defendant, in this case or less standard two-part harmony. a woman being tried for murder, and the other witnesses taking to the stems from its mail-order presentastand.

(See Court Is in Session on page 12) dorant.

Show Business, Incorporated

Reviewed Wednesday (March 23) 8-8:30 p.m. Style-Variety. Sustaining via NBC-TV, New York. Director, Ralph Nelson; producer, Martin Jones; emseecommentator, Danton Walker. Guests: Bert Wheeler, Peggy Wood, Martha Wright, Florence Reed, Phil Regan,

In the plethora of variety shows hitting video these days, the Danton Walker entry, judging by its

preem, has a better chance of survival than most. In fact, if The New York Daily News columnist can continue to round up guesters of the caliber he had on the tee-off, he's quite likely to wind up snagging a sponsor. With Florence Reed, Wheeler and Martha Wright as his The show is gimmicked by a magic line-up, Walker presented strong entertainment, topped by a really

sock bit in Miss Reed's reading of

the Macbeth sleepwalking scene. The peg for the program is Walker's so-called scrapbook of theatrical memories, with appropriate comments by the newsman of distinction Actually, the scrapbook idea sounds better than it looks, altho the flaws aren't too tough to remedy. As done on this show, Walker has a collection of cards on his desk (actually (See Show Business, Inc., on page 12)

The Science Review

Reviewed Friday (March 18) 9-9:30 p.m. Style-Educational. Sustaining via CBS-TV and originating in the studios of WMAR-TV, Baltimore. Producer-emsee, Lynn Poole. Cast: Dr. George Gamow, Dr. Robert Herman, Dr. Ralph Alpher.

The Columbia Broadcasting System (CBS) in The Science Review has a program that can do a great deal to

> popularize science. However, take advantage of what TV can offer in the way of visually presenting and clarifying scientific theories and facts.

While the program caught did attempt that tack in its presentation of the latest theory of how the universe was formed, it hardly succeeded. Reviewed Friday (March 18), 9-10 Three exceedingly erudite scientific profs, for the most part, sat around and explained the theory. They did of galaxies, but did not really work up a show which was video-wise.

Lynn Poole, emsee, too, was neither hep, astronomically, nor slick enough to point up the really important parts of the theory. Science to the general public is a subject that is covered Company getting only credit men- with mystery. This challenge to the tion at the beginning and end people to add to their knowledge and make better citizens of them should

> The camera work was adequate. Leon Morse.

Mail-o-Vision

Reviewed Wednesday (March 23) 7:30-7:45 p.m. Style-Miscellaneous. Sponsored by L'Orle Parfums, Inc.; thru Lew Kasuk & Son Advertising Company, via WJZ-TV, New York. Director, Charles Powers; producer, Kasuk Productions; cast, Lanny and Ginger Grey.

This Lanny and Ginger Grey entry doesn't shape up as sufficiently strong visually to win out any perma-

nent berth in the current video sweepstakes. Essentially, it's a slightly modified version of the sort of entertainment and selling the pair have done for years on

radio. The team does two numbers jointly and a solo, the latter being a well-sold torch ballad by the fem

The Mail-o-Vision tag for the show tion of various items, with a pain-Altho the facts of the case are fic- fully heavy overdose of plugs by the tional, it is tried with all the realism twosome. Items peddled on this show that one would find in the actual were a men's deodorant and a hot courtroom trials. It's the stark real- tray. The plugs could use the deo-Jerry Franken.

Powwow

Reviewed Thursday (March 24), 6:30p.m. Style-Kidstrip. Sustaining via WNBT, New York. Director, Jack Caldwell; writer, Judy Dupuy. Cast: Chief Lone Bear, Chief Little Moose, Swift

A kid show with a different twist is Powwow, which has switched from Sunday mornings to Thursday at 6:30

p.m. on WNBT. The premise of the program is that the younger generations always have been fascinated with Indian lore, legends and traditions, and that the current

brood of young 'uns is no different. In this respect the program's mentors probably are correct, and whatever the shortcomings of the show, it offers such material in big quantities.

A major credit mark for the opus is that is doesn't treat the Indian as the wily and treacherous Redskin, but rather as a human being with a wide background of culture and history, albeit crude and aboriginal. This, a series of Indian dances and songs spread thru the show was educational in its broadest sense, as well as being

highly entertaining.

The show is handled by Chief Lone | the first number being the Motets Bear of the Pawnees, who showed flashes of multisyllabic vocabulary beneath his guttural pidgin speech, which probably is needed to lend the dition of Lamentations of Jeremi show the proper color. He told the by Thomas Tallis, a 16th cent viewers the story of how corn got its English composer. These two mus name from the Indians, with an assist from Columbus. Feature of the air and thus proved interesting show was an episodic pantomime dramatization of Indian life based on the story of Hiawatha, with Lone Bear's commentary pointing up the action. The current episode told how that youth formed an early version of the United Nations by convincing five warring Iroquois tribes to unite. Camera work could have been a mite better, with a sloppy opening and closing coming on before the cast was ready and ending after they thought it had ended.

The Billy Bean Show

Reviewed Tuesday (March 22), 9-9:30 p.m. Style-Situation comedy. Sustaining via ABC-TV, New York. Producer, Jeffry Hayden; stage director, Marty Rett; television director, Sean Dillen; writer, George Lefferts. Cast: Arnold Stang, Billy Lou Watt, Harry Bellaver, Mort Stevens, Phil Tead,

As with so many TV shows, this one had an intelligent basic premise. The idea was to star Arnold Stang in a Henry Aldrich-type situation

comedy.

The idea still has merit because Stang unmistakably has the goods for TV, but the Billy Bean show isn't the answer.

The fault can be traced directly to one of the best situation comed the scripting. The show was formula 10 times warmed over, a mixture of last year's hash and beef stew.

Billy Bean is an idiotic store clerk who had the idea his head was getting smaller because, unwittingly switching hats, he chose one similar to his but several sizes larger. This resulted in a series of crises, each others of its kind. more ridiculous than the other, involving Bean, his girl, his boss and a refrigeration mechanic Billy thinks is a head doctor.

Stang, as mentioned before, is a real video bet. His appearance and important call, her husband has voice mannerisms get laughs even boss imitate the giveaway emsee without strong material. However, he would register still better if he developed more visual comedy technique and varied his style of playing thing in the house in anticipation so as to get some contrast. Billie Lou the new things to come and the hu Watt did a smooth job as his girl band returns to find that he has friend. This ingenue should be a even a bed to sleep on as a resu natural for many TV shows.

top flight all the way, and clever use that the purchasers ask for is an ar was made of cartoon stills to effect and a leg. Everything ends happing time of scene transitions. Only in when the wife finally does win the camera work did the show suffer, giveaway show by mistake. Several times the lenses failed to keep up with the actors when they by The Talking People continued the moved.

Leon Morse. experience.

Robert Shaw Chorale

Reviewed March 24 Sustaining Via NBC

Thursdays, 10:30-11 p.m.

Producers, George Weist and Everett Parker, and featuring the voice collegiate chorale under the di tion of Robert Shaw.

Current Hooperating for the show Starte March 17) Average Rooperating shows that typ (Sustaining) Current Hooperating program preceding (Sustaining) Current Hosperating program following (after 11 p.m., NYT)

CURRENT HOOFERATING OF SHOW ON OPPOSITION NETWORKS CBS: First Nighter. MBS: Sustaining..... NBC: Fred Waring

The Robert Shaw Chorale pro again this week why it is rated highly among the musical cognosce

In the second of a series pre - Lenten broadcasts, group showed intelligence its readings, feeling in its terpretations and the abi to project its handling of lyrics so that each syllable stood

clearly and precisely.

The program offered good contri a Time of Penitence, by the mod French composer, Francis Poule The program concluded with a r numbers are done infrequently on from the standpoint of unusual a terial alone. The programs are be aired under the auspices of the P testant Radio Commission, and rep sent a good example of the non-co mercial use of radio for religious p

My Favorite Husband Reviewed March 18

GENERAL FOODS Thru Young & Rubicam, Inc.

Via CBS

Fridays, 8:30-9 p.m.

Producer, Jess Oppenheimer: write Jess Oppenheimer (chief), Madelyn Pi and Bob Carroll Jr.; music, Wilbur Hall Cast: Lucille Ball, Richard Denning, R Perrott and John Hiestand.

Current Hooperating for the show (Started (Situation Comedy) Current Hooperating of program preceding (Jack Carson)
Current Hooperating of program following ("Ford Theater")

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS ABC: "This Is Your FBI".....

MBS: "Yours for a Song"..... NBC: Jimmy Durante In My Favorite Husband, Colu bia Broadcasting System (CBS)

available to radio listene Aside from the slick pe formances given by Luci

Ball, as the dizzy young brit and Richard Denning. patient husband, the extr ordinary comedy scripting sets th show head and shoulders about

On the program reviewed, the sto was a timely illustration of the fello who cried wolf. With his wife wrapped up in giveaway shows at camped at the phone for that al thereby tricking his wife into belie ing she has won all kinds of prize She gives away practically every of his own little joke. Natch, whe The direction by Mary Ritt was they try to buy back the articles, a

The Jello commercials delivere high standard set by the rest of the Stang should chalk this one up to program. They were different an Leon Morse. fairly short.

&E Adds 3 Execs To Radio Dept.

EW YORK, March 26.-Kenyon ckhardt Advertising Agency has d three to its radio department John Bates, previously with M. Mathes, has been named as rvisor of production; C. G. Alexer is the new business manager of radio department, and Gordon man heads presentation activities. lexander was formerly with the onal Broadcasting Company and man with the American Broading Company.

MB's Near-Death Spurs Hooper On

EW YORK, March 26 .- The vircertainty that the Broadcast surement Bureau (BMB) will at the end of this year is spur-C. E. Hooper to launch a new e to enlist station customers for audience measurement service. latter, not to be confused with p's better known program popuy surveys, was inaugurated last and is offered by the researcher measurement of actual station ening in multi-station areas.

oop's push will really get moving he forthcoming convention of the onal Association of Broadcasters (B) in Chicago next month, with convention promotion to be contrated largely on this service. oper, meanwhile, denies reports he plans to bid for BMB during convention. Instead, he'll offer station measurement service.

looper declares that his system in lience size measurements is suior to that of BMB, inasmuch as it s a higher level of listening for yardstick and is also planned it can be concentrated on any tares, in 800 of the nation's 3,000 town.

WMCA, New York, has appointed two new account execs, John M. Sweeney and John B. Soell. . . . Bob Patt, formerly of WMGM, New York, National Association of Radio News is the new director of advertising and sales promotion for WCBS, New York, replacing Jules Dundes, who is leaving for the Coast, while Rolf Brent is heading promotion for WBBM, Chicago. . . . A 7-pound girl was born to the Neal Hathaways at Presbyterian Hospital Friday (25). He is membership. Orrin Melton, KSOO, manager of the program promotion division at CBS.

Robert T. West has joined the announcing staff at WHLI and WHLI-FM, Hempstead, L. I. . . . Renee Ruben, casting director on "Ford Theater," is soon to discard crutches, made necessary by a leg broken in a car crash in Hollywood. . . . WWRL, New York indie, has entered a pact with the Unit System Laundry, Brooklyn. The station will put its posters on laundry trucks, put its seal on shirt bands, garment covers, etc. In return, the laundry will receive spot announcements over the outlet. . . . Edythe J. Meserand, assistant director of news and special features at WOR, is to vacation for one week at Williamsburg, Va.

Bart Hazlett joins Harry S. Goodman Radio Productions as West Coast representative. . . . About 70 stations are to be used for the annual springsummer spot radio drive for Grove's tasteless chill tonic. The drive will be concentrated in rural Southern areas where malaria is more prevalent.

Sheldon Peterson, news and special events director of KLZ, Denver, won the top Denver Press Club award in the radio division and \$100 for "outstanding radio newscasting" in 1948. . . . George Creamer is the new WBZ, Boston, program supervisor. . . . At WNOC, Norwich, Conn., Noel Breult is now sales manager. . . . Jack Purrington, WNOC program director, has been upped to the sales department. Ann Merder Purrington is a new addition to the staff to handle continuity writing.

Don Andrews, chief announcer at WKNX, Saginaw, Mich., has been appointed to the staff of the Saginaw County Hospital as supervisor of broadcasting activities. . . . Homer Griffith has joined the sales staff of KDYL, Salt Lake City.

counties and new studies are currently being planned for Tulsa, Detroit, Maine and Upper New York State.

WARRENTON, Mo., March 26 .-KWRE here will formally begin operations March 27. The Missouri station will be managed by Les Ware who formerly directed operations for KXLW, Clayton, Mo. The 250 wat-

World Series Stays Despite Kobak Exit

NEW YORK, March 26 .- The Mutual Broadcasting System (MBS), despite contrary reports, has the World Series radio rights tied up thru 1951 and will air the games, under Gillette t of the listening day or night. ter is owned by W. T. Zimmerman, sponsorship, irrespective of whether eys already have been made, he operator of a movie house in the Edgar Kobak remains as president. work also has first refusal rights on Reports were that Kobak, if leaving, television for this year only.

Natl. News Directors Plan Member Drive

PORTLAND, Me., March 26 .- The Directors (NARND) is planning a coast-to-coast drive to triple its Sioux Falls, S. D., and Ben Chatfield, WMAZ, Macon, Ga., head and veepee in charge of membership, respectively, announced the drive which will be spearheaded by that specific committee.

Directors of 12 regions have been named to contact newsmen thruout the entire country.

Special Show Intros KCBC (Ex-KQW)

SAN FRANCISCO, March 26 .-KQW, 50,000-watt Columbia Broadcasting System (CBS) station here, changes its call 1-ters to KCBC April 3. The Federal Communications Commission (FCC) okayed the change yesterday (25). A special half-hour program the day of the switch will mark the event.

On April 4, Frank Stanton, CBS prexy, will fly here for a special luncheon to be held at the Fairmont Hotel for West Coast advertisers and agencies to celebrate the occasion.

would carry the series rights with

MBS signed for the rights to the series for 1949 thru 1951 last year, paying \$150,000 for 1949, \$175,000 for 1950 and \$150,000 for 1951. The net

our thanks To the judges of BILLBOARD'S

11th Annual Radio and Television

Promotion Competition

for voting

NBC WESTERN NETWORK

first regional network

for audience promotion



A Service of Radio Corporation of America

Sales Panel

Subject: Selling Radio and T

vision-Programs and Time.

Earl Ryan, City College of 1

York; M. B. Grabhorn, Am

can Broadcasting Compa

Lewis H. Avery, Avery-Kno

Inc.; George Frey, Natio Broadcasting Company; Arth

E. Duram, Columbia Bro

casting System; Eugene

Thomas, Television Stat WOIC; Ralph N. Weil, WO

Publicity and Promotion

Subject: Balancing of Public

and Promotion in All Phases o

William P. Pettit, City Colle

George Wallace, Nation

Broadcasting Company; E

Ferris, the Earle Ferris Co.

pany; Louis Hausman, Colui

bia Broadcasting System; Wa

hillau Lahay, N. W. Ayer

Son, Inc.; Jo Ranson, WMG

New York; Frank Young, Te

New York.

Changing Industry.

Banks Mull Big TV Entry; 1½-Mil Deal Weighed; ABA Surveys Field for Plunge

N. Y. Bankers, Federal Reserve Air Test Shows

NEW YORK, March 26 .- Heavy them and what methods have proved entry into television sponsorship by banking institutions and associations was seen likely for the near future as a number of organizations this week were preparing shows or considering such a move. Heading the list is a \$1,500,000 deal known to be pated, it is probable that the organin the works, whereby a combination of banks will produce a series of 20-minute institutional films, dealing mainly with such subjects as counterfeit money and its detection, to be aired widely under the combine's sponsorship.

Such staid striped-pants outfits as the American Bankers' Association (ABA), the New York State Bankers' Association (NYSBA) and the Federal Reserve Bank (FRB) also are known to be scrutinizing the video field closely. The ABA move is considered the most promising in the way of future returns for tele than hidden in the mattress. The broadcasters, since it has as its members most of the top banks in the possibilities of the medium that a nation.

The ABA in the past has given its members assistance and advice on and has gone so far as to produce Schenectady. scripts for radio and copy for black and white advertising. Now, with with the flood of bogus \$10 and \$20 individual banks in several cities bills flooding this area from the Midalready having taken the tele plunge, it is turning its guns on the new medium. A survey has been launched lem. A new series on the same by ABA to determine how many theme is regarded as possible inasbanks thruout the country are in much as the flow of counterfeits is

most fruitful.

At the conclusion of the survey, a couple of months hence, the ABA will make its decision on further moves depending upon the sentiments of its members. If the survey's results are as glowing for tele as anticiization will invest from \$10,000 to \$20,000 in supplying programs and material for its members, which then would be produced and aired at a local level, with the ABA affiliates footing their own bills.

The NYSBA already has dabbled a bit with tele, its agricultural committee having aired a show over WGRB, Schenectady, N. Y., last January. This program was geared to convince farmers in the region that their bankers were not city slickers at all, and that their loot was safer with the kindly neighborhood banker NYSBA was so impressed by the new fling is being scheduled in June or July, and a chance exists that it may be worked into a series, perthe use of various advertising media haps embracing stations outside of

The FRB has been very concerned west. Thus, some months ago it aired a show dealing with this probvideo, how effective it has been for said to be still growing.



Not the name of some secret weapon-not the type designation of an airplane-not the brand of a Western cattle ranch-

But . . . of all things-

One letter and one figure, pointing to the third year* WDNC has received a first place in the coveted

Billboard

Annual Radio Promotion Competition

Thanks to the distinguished board of judges who recognized our promotional efforts and handed us this award.

°1945 1946

CBS STATION FOR EASTERN CAROLINA

CCNY Radio-TV Confab Ske

NEW YORK, March 26 .- The fifth annual Radio-Television Bo ness Conference, sponsored by the College of the City of New You School of Business (CCNY), will be held here Wednesday (30) the Hotel Roosevelt. The agenda is devoted almost exclusively workaday radio and television problems, with the full agenda lowing:

> MORNING DISCUSSIONS MARCH 30

Program Panel

Subject: Competitive Programing of AM, FM and TV.

Seymour N. Siegel, WNYC, N. Y.; Ted Cott, WNEW; Leslie T. Harris, Benton & Bowles, Inc.; Tony Kraber, Television Station WABD; John M. Sinn, Frederick W. Ziv Company; Morgan Ryan, American Broadcasting Company.

Research Panel

Subject: Qualitative and Quantitative Research and Their Effect on Programs and Sales.

D. E. Moser, City College School of Business; E. P. H. James, Mutual Broadcasting System; Kenneth H. Baker, National Association of Broadcasters; Edward F. Evans, American Broadcasting Company; Oscar Katz, Columbia Broadcasting System; Peter Langhoff, Young & Rubicam, Inc.; Samuel Northcross, Audience Research, Inc.

vision Station WPIX, N York. Luncheon sessions, awards. Addresses by Thomas L. Norto City College School of Business; John Gray Peatman, College of Lil eral Arts and Sciences; Ben Duffy, Batten, Barton, Durstine & Os

AFTERNOON SESSION

New Frontiers in the Radio and Television Business.

born; Edward Arnold, film and radio actor.

Robert A. Love, Conference Director, City College School of Business; William E. Ware, President, FM Broadcasters' Association; Elliott M. Sanger, WQXR and WQXR-FM, New York; Hubbell Robinson Jr., Columbia Broadcasting System; Marion Harper Jr., President, McCann-Erickson, Inc.

Each of the moderators of the morning panels will report briefly on leading questions discussed.

Programing: Seymour N. Siege WNYC, N. Y.

Sales; M. B. Grabhorn, America Broadcasting Company.

Research: E. P. H. James, Mutu Broadcasting System.

Publicity & Promotion: Georg Wallace, National Broadcastin Company,

The panel will discuss ques tions raised by the morning panels. They will also bandl questions presented in advance and submitted from the floor.

SHOW BUSINESS, INC.

(Continued from page 10) a table one of the prop guys must have found in an antique show) and on the cards are pasted mementoes of the occasion he is describing. But holding them up to the audience is meaningless, since almost invariably the camera failed to dolly in closely Daily News now has Ed Sulling enough or quickly enough to give the Walker and Jimmy Powers on viewer even the vaguest idea of what air. Who next? Dick Tracy? was printed on the cards. This, incidentally, is all too characteristic of slovenly NBC video production visible on far too many of the network's shows. Another typical example was a persistent close-up of Miss Wright's back (strapless evening gown), after she'd finished a tune. Wait for color, guys, on this sort of stuff.

A much simpler way to handle the scrapbook idea would be to make a really king-sized one and present it easel fashion, simplifying the camera work as well as permitting a little more action in Walker's walking to it, turning its pages, etc. The show also has the standard fault of phony hellos between Walker and American principles of justice. the upcoming guest, each acting as

tho he were surprised. Miss Reed's "out damned spot" Gerun on the bench; bar members speech was beautifully read and well Harry LaBrum for the defense directed. Miss Wood, one of the Americus Cortez as the district more wonderful women of the American stage, infused the show with a rare warmth. Miss Wright sold two for half a century. vocals handily and impresses as a sound trouper. Wheeler did his clas- for public service shows and reve sic mouse bit and Phil Regan did a how little ingenuity and showma couple of tunes in which he was un- ship can develop a perfect blend comfortably off pitch. Presenting education and entertainment rich Regan immediately after the Mac- both eye and ear appeal. beth bit was an atroclous bit of plan-

ning. The show should have en with Miss Reed.

Walker is a long way from o fortable and will have to loosen, He'll also have to learn how to ! ject his voice and not do a Mumble.

Interesting to note is that Jerry Franker

COURT IS IN SESSION

(Continued from page 10) and human drama unfolded fore the judge's bench that susta the high interest note in the view and, as it should be, is entirely void of the staged theatricals.

Levy goes before the camera hi self to set the scene for the trial st and the court procedure. And wh the jury is out pondering a verd of time necessity short-circuited, L gets an opportunity to return and a forthright message championing

Volunteering their services as public service were Judge Char torney, and Dr. William Wadswor who has been the coroner's physic

The program sets a top stands

Maurie Orodenker!

utlets in Pitch or Transit Biz

IICAGO, March 26, - Plans to three or more FM stations origiprograms for a local transit radio ation are in the works. Whereas it radio has been handled by one station in other markets, felt that the size of the poal public transportation audience will be so large, and the revenue costs so great, one station could the proper job.

is estimated that when and if it radio is put into effect on eles of the city-owned Chicago sit Authority (CTA), maximum lation could be 80,000,000 a h. It is estimated, also, that such a large potential, revenue tations could be between \$5,000,and \$7,000,000 a year.

Plan Fall Start

cording to reports it seems posthat transit radio may be in ation here sometime in the fall. ree or more stations get frans, each would program during al transit radio hours, but each I would be received by a specific of vehicles. Thus, advertisers buy one or more groups. It has conjectured that if advertisers not buy segments of the total d just one segment, for example, d still be potential clients.

present four local stations are ing for franchises. These, it is rted, are WGNB, Chicago Tribune et; WBIK, Balaban & Katz sta-WFMF, adjunct of WJJD, and OR, new independent having FM ities only.

Complications

here are plenty of complications he picture. Some of the stations trying to get exclusive franchises don't go along with the split ry. Each is trying to jockey with ical connections, because it is ous that the city fathers are going ave a voice in granting of CTA ements. As a result of the poal tie-in necessity, it seems likely the politicians will grant no exive agreements, in order to cut plum in a manner which will ad patronage.

Kiddie "Thrillers"

SAN FRANCISCO, March 26 .-Radio stations which broadcast "thrillers" for kiddie listening were taken for a ride at the two-day special Crime Study Commission on juvenile justice meeting here this week. The fireworks were provided by Mrs. Anna Lenn, publicity chairman for Radio Listeners of Northern California.

Listeners of Northern California recently made a survey of so-called children's programs, Mrs. Lenn said.

"And what did it find? Blood and thunder. Violence in every form. Horror. Terror.

"On one station alone during seven days of listening," she said, "there were 30 murders, actual, attempted or contemplated."

Mrs. Lenn unleashed her broadside at children's programs after a member of the commission, Dr. Robert J. Ball, recommended that a survey be made to study the effect of radio on children.

For Virgin Islands

WASHINGTON, March 26.-The Federal Communications Commission itial audience, only the most af- (FCC) is planning to authorize stacompanies could afford to get tions for the first time in the Virgin the local picture. But with the Islands, it announced this week. A ion plan, advertisers who could proposed amendment to the FCC rules permits the granting of 50-watt stations in the islands.

> FCC said the economic situation makes it impractical for station construction under FCC's regular rules, while 50 watts should be sufficient to The sole bid pending for the Virgin ing in colleges and universities, adult (See Ohio State Meet on page 18) Islands was filed by William Greer last May. He wants a 50-watter in Charlotte on St. Thomas.

Col'bia To Build Pix Around ABC's Novak

NEW YORK, March 26 .- A deal was near signing this week whereby Columbia Pictures will buy the rights to make a series of motion pictures built around the lead character of the American Broadcasting Company (ABC) mystery series, Pat Novak for Hire. Columbia is said to have been interested in the property since it had a lengthy commercial run on the Coast ABC web some time ago, and the deal was set up after the show went full web recently.

dherence Slack Lessening Chances for NAB Code?

k. Beyond that, there appears effective code in themselves. be a decreasing chance of the e really becoming effective, due ely to the industry's economic ation.

his situation had a double interin view of the publication this wers concerning the code, the stions coming from broadcasters the answers from Justin Miller, B president.

four reasons for the lack of obvance of the code are advanced. e is that many broadcasters reit the code, claiming it is an asobjectives or provisions. A third portant sources of violation."

EW YORK, March 26 .- Ad- is a belief held by many station ence to the code of the National managers that they are in a better ociation of Broadcasters (NAB) position to judge what will go and a minimum thruout the country, what won't in their own markets, noritative sources stated this and these regional tastes serve as an

Business Hurdles

Beyond that, the code is running smack into the tough business situation facing many stations. The result is that station managements will take no chance of frightening away ek of a number of questions and business by imposition of code standards. The persistence of giveaways on the air and a rapid growth in mail - order and cost - per - inquiry business are offered as examples.

Miller's comments on the code in itself indicated the local station problem when he noted that station employees-"the long - winded copynption of managerial rights by the writer, the overly enthusiastic disk B. Another reason is a failure jockey, the salesman jostling for that understand the code, either as to marginal time sale-these are the im-

our of Chi's FM SF Group Blasts Ohio State Meet To Be Same As Before Except for Some autting of Session Conflicts

all sessions of the annual Ohio State of the public and community organ-University Institute for Education by izations' use of radio. Radio in Columbus, O., May 6-8, has It is in the meetings for special been set, Dr. I. Keith Tyler, head of interest groups that the largest cut the Institute, announced this week, in simultaneous sessions has been The children's committee for Radio Dr. Tyler indicated that, except for made. In the past as many as 11 reduction of simultaneously held ses- meetings of this type have been held sions and a new emphasis on television, the Institute will, in general, will be a total of eight a day, four at have the same structure, content and a time. Those meetings will be held tone of other institutes in the past Friday and Saturday (7) afternoon, few years. Altho no advance registrations have been received, Dr. Tyler | 3:30 and another block of the same of radio, education, government and civic groups would be present this

Tyler said invitation to speakers ing and education. at principal sessions are going out and that he could not reveal their names until he had received acceptances.

The institute program can be broken down into three principal groups: Work study meetings, ses-FCC To Okay Outlets sions for special interest groups and the general sessions.

Work Study Meetings

Work study meetings will be held Friday (6) and Sunday (8) mornings. Five work study meetings will be on the subject, Can Radio Conbe held simultaneously Friday. These | tribute to Peace? How Radio Can Use will treat agricultural broadcasting, school broadcasting, radio news, re- Saturday night, and the annual dinligious programs and radio subjects ner will feature a national speaker of interest to national orgs, such as discussing human rights. Saturday the Red Cross. Sunday seven work night's session is expected to feature study sessions will be held simultane- first results of a survey now being ously. These will be devoted to dis- conducted to discover the effect of cussions of special events (radio and recent radio series telling the public TV), broadcasts by federal, State and about venereal diseases. supply regional radio to the islands. municipal governments, radio train-

CHICAGO, March 26 .- Line-up of education by radio, health education

simultaneously, but this year there one block of four meeting from 2 to estimated about 1,200 representatives number meeting from 3:45 to 5:15. The special interest meetings will be liberally sprinkled with sessions treating television production, writ-

Annual Dinner, Sunday

The institute will also include general sessions on Thursday and Friday nights as well as Saturday morning and night, and an annual dinner Sunday afternoon.

The opening general session Thursday night will be titled, The Future of Broadcasting-AM, TV and Fax. Friday's general session will be What Will Television Do to American Life? and Saturday morning's meeting will Radio Effectively will be the theme

Altho this year's institute was sup-

HHR

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Twenty of Radio's Top Sponsors-

Judging Billboard's 11th Annual Radio and Television promotion competitionawarded CFRB, Toronto-first place for Canadian stations.

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The No. 1 Buy in Canada's No. 1 Market!

TELEVISION

TV STATIONS IN OPERATION AND CONSTRUCTION

AS OF MARCH 1, 1949

			PROB-		NET	MO	W				PROB-	
	TV SETS*	. 9 186	ABLE		A	C	D	N	THE GOLDEN		ABLE	Ć.
AREA	(as of 2-1-49)	STATION**	START	CH.	BC	8	M	BC	METROPOLITAN AREA	STATION	DATE	CHA
lew York#	450,000	WABD		5			×		Ames, Ia.	WOI-TV	Indef.	
25 25 31 X 3		WCBS-TV		5 2		×			Binghampton, N. Y.	WNBF-TV	Indef.	
		WJZ-TV WNBT		7 4	×			×	Birmingham, Ala	WAFM-TV	Fall	
The state of the s	The second	WPIX		11						WBRC-TV	Summer	
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hiladelphia*		WCAU-TV	and the same of th	10		×			Charlotte, N. C.	WBT-TV	Spring	
		WFIL-TV		6	×		×	х.	Columbus, O.	WBNS-TV	Summer	
os Angeles	89,300	WPTZ KFI-TV		20				w.		WLWC	April	
1 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	100000000000000000000000000000000000000	KLAC-TV		13				1		WTVN	Summer	
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SECTION OF THE PARTY.	THE RESERVE OF THE PARTY OF THE	WENR-TV		7 9	×	×	v		Greensboro, N. C.	WTLE	Indet.	
		WGN-TV WNBQ		5		^	^	X	Huntington, W. Va.	WSAZ-TV	Indet.	
ston*	45,100	WBZ-TV		4	**	14	NA.	×	Indianapolis, Ind.	WFBM-TV	June	
ltimore*	43.000	WNAC-TV WAAM		13	×	×	×			WUTV	Indet.	
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THE REAL PROPERTY.	20.500	WMAR-TV		2		×	4		Inchessed the Etc.	WJAX-TV	Summer	
etroit*	39,500	WJBK-TV WWJ-TV	100/3	4	1	X	×	x	Jacksonville, Fla.	WJAX-1V WJHP-TV	Jummer Indef.	
2 20 2 1 1 1 5	3 4 34 39	WXYZ-TV			x'				SUIT KINDOWS	WMBR-TV	Indef.	
/ashington®	34,200	WMAL-TV		7	X			x	THE RESERVE	WPDQ-TV	Fall	
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	BUTTO BELL	WTTG		5	1		X		A STATE OF THE PARTY OF THE PAR	The state of the s		
leveland*	24,700	WEWS		- 5	X	×	×	x	Johnstown, Pa.	WIAC-TV	Summer	
		WXEL	Summer	9				100	Kalamazoo, Mich.	WKZO-TV	Indef.	
. Louis*	20,000	KSD-TV		5	×	×		X	Kansas City, Mo.	WDAF-TV	Spring	
ew Haven*	19,000	WNHC-TV		6	×	X	×	X	Lancaster, Pa.	WGAL-TV	April	
lilwaukee# :henectady#	16,200 16,000	WTMJ-TV WRGB		A		x		x	Lansing, Mich.	WJIM-TV	Fall	
incinnati	14,500	WLWT	THE R	4				X	Miami, Fla.	WTVJ WSM-TV	April Fall	
Co. Marie - No.	- 15 TABLE 1-50.	WKRC-TV WCPO-TV	April	11		×			Nashville, Tenn.	WSM-TV WTAR-TV	Indef.	
uffalo#	12,300	WEPO-TV	Spring	4	×			x	Norfolk, Va.	WKY-TV	Indet. May	
linneapolis-St. Paul	9,500	KSTP-TV	2 3 6 5	5				X	Oklahoma City, Okla.	KMA-TV	Summer	
1	12 10 10 10 10 10	WTCN-TV KTRV	April Indet.	4	×				Omaha, Neb.	WOW-TV	Fall	
oledo#	7,500	WSPD-TV	moer.	13	x	X		X	A THE YEARS, PARES		1	
ort Worth-Dallas	7,000	WBAP-TV	2/45	- 5	X			X		150000	7	
STATE OF THE PARTY		KBTV KRLD-TV	Summer Fall	8					Peoria, III.	WEEK-TV	Indet.	
ichmond#	6,900	WTVR	10000	6				×	FEFTURE FEET	WMBT	Summer	
tlanta	5,500	WSB-TV		8	×			X		SALEMIN .		
		WAGA-TV WCON-TV	Fall	5		×			Phoenix, Ariz.	KTLX	Fall	
ttsburgh#	5,400	WDTV	- 411	3			×		Portland, Ore.	KTVU	Spring	
ouisville	3,900	WAVE-TV		5		×		×	Providence, R. I.	WJAR-TV	June	
		WHAS-TV	Fall	9				x	Riverside, Calif.	KARO	Indef.	
in Francisco	3,800	KPIX KGO-TV	May	7	×				Rochester, N. Y.	WHTM	Spring	
	The same of the sa	KRON-TV	Spring	4				w	Rock Island, III.	WHBF-TV	Indet.	
ew Orleans	3,800	WDSU-TV WTPS-TV	Summer	67	×		A	×	St. Petersburg, Fla.	WSEE	Fall Indet	
		WRTV	Indef.	4					San Antonio, Tex.	WOAI-TV	Indef. Fail	
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eattle	2,800	KRSC-TV KDYL-TV		3				×	San Diego, Calif.	KFBM-TV	Spring	
alt Lake City	2,500	KSL-TV	Summer	5		×			Stockton, Calif.	KGDM-TV	Spring	
ayton	2,000	WHIO-TV	1	13	×	X		×	Tulsa, Okla.	KOVB	Summer	
West and the	2,000	WLWD	April	9		X	×		Utica, N. Y.	WKTV	Summer	
yracuse	2,000	WSYR-TV	Indet.	5					Waltham, Mass.	WRTB	Indet.	
	500	KOB-TV				100	A.C.	X	Wilmington, Del.	WDEL-TV	Spring	ASSESSED FOR STREET

^{*} Interconnected cities.

[·] Estimates by NBC Research Department of TV Sets Installed within 40-mile radius.

^{**}BOLDFACE TYPE-Stations in Operation; LIGHTFACE TYPE-Stations in Construction,

DUMONT PLANS OWN TV

DuMont Plans WABD, Net Staff Integration, Division Of Powers for Efficiency

s to improve efficiency. The method the station. s to dispense with the dual personnel epartment heads.

In the past, when Lawrence Philips was boss of the network's oprations, he assumed full responsisility for all its manifold departnents, and all decisions rested with im. Since Com. Mortimer J. Loewi eplaced Phillips, a change in operaonal thinking has set in, and Loewi as begun to set the new machinery n motion. This calls for new auhority for department heads, who will in turn be responsible to Loewi and to a special plans board.

The DuMont plans board, which vill meet once weekly, will have some 15 members, 11 of whom head eparate phases of the broadcast division. The top brass will include President Allen B. DuMont, Loewi, Veepee Len Cramer and Julian Armstrong, Loewi's assistant. The other members and the departments they currently head are P. J. Witting, administration; Tom Gallery, sales; lames Caddigan, programs; Len network operations; Rodney Chipp, engineering; Robert Jamieson, network traffic; Leslie G. Arries Jr., sports and special events; Arthur Schofield, sales promotion and advertising; David Alber, public relations; Donald Stewart, manager of WDTV, Pittsburgh, and Walter Compton, manager of WTTG, Washington.

Each of these 11 will have adminstrative power over his own field, including hiring for his division. Restrictions mainly will be of a type which affects virtually all other divisions, such as contracting for a program, which involves certain legal and technical complications. These will be taken up at the weekly board

The complaint in the past, both within DuMont and among organizations and individuals dealing with the web, has been that the oneman operations proved more cumbersome in the long run, since the amount of material piled up for okay

Miller Brew To Back Welk Ork ABC Show

NEW YORK, March 26 .- The Miller Brewing Comany this week signed with the American Broadcasting Company (ABC) to air a show built around band leader Lawrence Welk and his ensemble. The program will go into the 9:30 p.m. Wednesday time, which will open up when Groucho Marx's Elgin-American show begins its hiatus after the May 25 broadcast. Two formats featuring Welk are under consideration by the brew outfit, and execs of that firm are due to come fast from Chicago next week to huddle with ABC program chief J. Donald Wilson over which will be selected.

The Miller sponsorship will be for ABC's central division stations only during the summer, and the web may offer the show for sale over its other outlets. Where the show will be slotted next fall has not yet been set.

NEW YORK, March 26 .- A new was enormous. The linking of web rganizational set-up is being in- operations with those of the New talled at the DuMont video web, in York outlet, WABD, was considered onjunction with its current person- natural since the network and its el reshuffle. The object of the switch shows actually are an outgrowth of

Recent personnel shifts have had et-up between WABD and the net- Schofield replacing Wade Thompson work, integrating the operations, and in charge of advertising and sales o mete out new responsibilities to promotion, Lawrence Menkin added as head of program planning and Roy Passman upped from assistant to the manager of WABD to manager of that station's operations. Jack Rayel, former supervisor of WABD daytime programs, is now assistant to Caddigan, and his past duties will be split between Les Tomlin and Miss Duncan MacDonald. Hole was upped from the managership of WABD to supervisor of the network operation. Technical Director Frank Bunetta now is production supervisor, and Sam Fairchild supervises budget con-

Young To Air in East, Try Tele

NEW YORK, March 26.-Alan equally important purpose of getting into TV. With this in mind, Frank Cooper, who originally packaged Young for radio, will do the same for video and prepare a situation comedy for his talents.

Young's radio show is on National Broadcasting Company Tuesdays, 8:30 to 9 p.m., for Tums.

Admiral To Lose Caesar, McCarty?

NEW YORK, March 26 .- Indications are that Mary McCarty and Sid Caesar, two of the stars of the Admiral Broadway Revue, will be leaving the show soon. Miss McCarty has been signed for the Irving Berlin - Robert Sherwood musical, Miss Liberty, which begins rehearsals in June, and she wants a vacation.

Caesar, it is claimed, feels overworked as a result of his comedy chores on the show and also wishes to take a rest. The program leaves its National Broadcasting Company (NBC) Friday 8 to 9 p.m. TV slot policy on the show will lean less to a permanent cast, probably using performer for a four-week stints, instead of continuously.

Boston Area's Sets Pass 50,000 Mark

BOSTON, March 26.—The installation of television sets in the Boston area shows no signs of slacking off. Last May, when TV began scheduled programs in the Hub, there were only 2,000 sets. Within six months the number grew to 35,000.

Now the latest survey made by WBZ-TV (NBC) and WNAC-TV (Yankee) shows that in three or four months known what hour NBC has pitched. the number has steadily climbed to The latter deal is said to be continover 50,000. Some 49,239 sets are gent on NBC's being able to get some be changed to feature a prominent installed in homes, about 4,400 in public places. Meanwhile, the Prov-6,100 sets.

It's Ginny Brown

PHILADELPHIA, March 26. -When a struggling young actress does a good job in her role, a favorable review in the trade press can be a source of considerable encouragement. In the March 5 issue of The Billboard, Ginny Brown of Philadelphia was commended for her efforts on Stop the Clock over WCAU-TV, being called "an eyeful personally" and a gal who "helps keep the program's speed constant in assisting with the props and game staging."

The only trouble is that, altho Miss Brown was given proper credit in the review's legend, another actress's name appeared in the body of the review. To Miss Brown, who also appears in Susan and Doug on WCAU-TV, and the Sportsman Show on WPTZ, our apologies.

"Stop Music" Set for May 5; Whose Dough?

version of Stop the Music this week Young will come East next fall to period, over the American Broadcast- reckoned, but is likely to be around do his radio show, but with the ing Company (ABC). Web officials \$1,000,000. While DuMont would said the second 30-minute period al- welcome the participation of NBC ready has been sold, but the bank- and CBS, it is not depending upon sponsor. A kinescope film of the with the project." Initial construcshow will be made April 11 for audition purposes. Costs, excluding agency commission and time for the remaining half hour, is \$5,250 for the first 26 weeks and \$5,500 for the second 26 weeks.

The show, which will originate at the Ritz Theater, will have a variety format, utilizing the same basic cast as the radio version, plus a number of sight acts, such as dancers, comics, etc. When the music stops, the variety act on at the time will be halted simultaneously. Bert Parks will emsee, as he does on AM. Louis G. Cowan, Inc., owns the show.

NBC Offers Kudner Int'l Exclusively

NEW YORK, March 26 .- The National Broadcasting Company (NBC) and the Columbia Broadcasting Sys-June 10 and returns September 16. It tem (CBS) were engaged this week is expected that the new fall talent in a nip-and-tuck fight over the hourlong Olsen and Johnson television show now being built for Buick. As part of its bait, NBC was reported having offered the Kudner Agency, which handles the show, exclusive rights to the International Theater, which NBC recently leased as a video studio.

Under the proposed deal, NBC would permit no other account to air its TV shows from the International. Instead, Kudner would have the house for its Milton Berle, Buick and Admiral programs, The Lambs Gambol, now airing from the International for General Foods, would be shifted to another NBC studio.

CBS has offered Buick the 8 to 9 thru local distributors p.m. spot on Thursday, but it is not Don Ameche. Ameche will handle other accounts to move to different guest vocalist each week. times, since the web, other than on

CBS and **NBC** Mull Share of N. J. Location

57-Acre "Home Lot"

(Continued from page 3) Griffith's early "location" films did to motion pictures, was conceived first as a means of solving the Du-Mont studio space problem, which has also acutely affected the other webs as well. With the cost of leasing theaters a "colossal" one, according to a DuMont exec, the idea of building a complete tele center of its own is believed an economical one, as well, from a long-term point of view, cutting down the need to lease more and more theaters.

The use of theaters has brought concurrent headaches to the webs. Lighting facilities generally are not up to video's par. Also it is manifestly impossible to use a theater for back-to-back shows, what with scenery and prop shifts and audience turnover.

Nut Around \$1,000,000

The DuMont plan calls for a NEW YORK, March 26 .- The tele gradual construction program, rather than a full-scale building plan. The was virtually set to tee-off Thursday, ultimate cost, when the project is May 5, probably in the 8 to 9 p.m. fully completed, still has not been roller was not divulged. The plan is it. A spokesman said that "no matto sell the first half hour to one other ter what they do, we're going ahead tion is estimated to call for nearly \$250,000, and is planned for occupancy in about 16 months.

The exact division among the three webs, should CBS and NBC join the enterprise for the "television city," probably would have each network having certain areas and facilities of its own and sharing others. Among the latter would be such items as a swimming pool for water shows, a golf course and even baseball diamonds. Other plans call for movable stages, laboratories for science shows, special types of stages for certain program types, ample scenery storage space, rear projection equipment and many others.

The DuMont feeling is that in the not too distant future viewers will demand something more than the tight script shows and special-event remotes they are now getting. A plant such as blueprinted will furnish full opportunity for experimentation with new program types. Providing proper facilities for science and other educational shows also will enable the medium to live up to its promise for providing exciting programs capable of instructing while amusing.

American Broadcasting Company was not invited to participate in the deal because it recently invested heavily in purchasing and development of its current New York plant on 66th Street.

Ameche for Young On Durante Seg

HOLLYWOOD, March 25. - Alan Young will ankle the Jimmy Durante show after April 1 to be replaced by emsee chores and double as foil for the Schnozz. In addition, format will

Ameche is set for the remainder idence area is estimated to have Saturday nights, has no evening hour of the current season with option for

next fall,

Time Sales on 55 Video Outlets Avg. 11/2 Million Mo.

RADIO-TELEVISION

Thanks..

on the 55 television stations throout accounted for \$167.83% and local rethe country are now averaging tai, business for \$118,029. The total \$1,700,000 monthly, according to pro- is \$423,364 for the week. jections of figures gathered by the N. C. Rorabaugh Company. By the same the Rorabaugh figures give the Natoken, presuming video will keep the tional Broadcasting Company (NBC) same pace thrusus the year, or make a terrific edge. NBC for the month up in the fall for its expected summer of February scored a total of \$370,328, losses, the medium will chalk up a total gross time core for 1949 it ex- as follows: ress of \$20,000,000.

The breakdown shows that networks, during the week of February

NEW YORK, March 26 .- Time tales | 6, did \$137,496 all told; spot business

Among the networks themselves, with the other networks stacking up

DuMont 83.104 American 19,950

Cooper Preps TV

NEW YORK, March 26 .- A special unit to prepare mystery adventure shows for TV is being set up by package agent Frank Cooper. Lawrence Klee, the scripter on Mr. Kean, The For Man and The Clock, will head the operation.

Cooper's feeling is that this type of presentation has clicked solidly on radio and in films and will do the same on TV.

Privacy Breach Mystery Pkg. Org | Charge by AGVA In KLAC-TV Suit

HOLLYWOOD, March 26 - American Guild of Variety Artists (AGVA) made good its threat to seek lega action for its members against tele stations by filing three lawsuits accusing KLAC-TV of televising AGVA members without permission. Action which may become a test case in determining the tele rights of performers, was filed in Superior Court here Friday (25) on behalf of . cimmers Joe Peterson, John Riley, and William Lewin. Union asked \$2,500 damages on each count, accusing KLAC-TV of invasion of privacy and unfair competition.

First suit of its kind to some before local courts, AGVA attorney Sam Shayon charges that on September 26, 1948, the tele outlet aired a show from L. A. Olympic Swimming Stadium, in which the plaintiffs appeared. Union alleges that the lads were neither consulted nor informed that they were to be televised. The fact that the station beamed the show without prior clearance from the performers involved made KLAC-TV guilty of violating privacy, AGVA contends,

A similar claim against Paramount's KTLA was amicably settled this week following private negotiations:

Aussies Promised 'Tops in Television'

SYDNEY, March 26 - Senator Cameron, the postmaster general, announced last week that all Australian capitals would have television within two years and that within four years Australia would possibly have the best television service in the world. Only another world war or shortages of manpower or supplies would delay the plans to introduce television. he said.

Within a few days the Broadcasting Control Board will select a tender for the erection of television stations in Sydney and Melbourne and when the selection has been approved by the Federal Government television is expected to go ahead by leaps and bounds. Bids have been received from Holland, France, Britain, America and Australia, and once a decision has been made contractors will start building the stations. The board will consult manufacturers on the question of the production of television receiving sets, which it is hoped will be ready when the stations commence operating.

"Candlelight Revue" Inked by A. S. Beck

NEW YORK, March 26. - A. S. Beck will sponsor a new television show, Candlelight Revue, over the National Broadcasting Company (NBC) TV outlet, WNBT, beginning Thursday (31) from 10 to 10:20 p.m. The revue will headline Monica Lewis, Roger Dann and the comedy team of Goodman and Kirkwood.

The Dorland, Inc., agency is handling the account and Howard G. Barnes is its video director.

"Strike It Rich" Seg Heads for TV on CBS

NEW YORK, March 36 .- The Columbia Broadcasting System (CBS) radio show, Strike It Rich, is being prepared for TV. The giveaway program, now on CBS Tuesdays, 9:30 to 10 sustaining, is expected to be ready for auditioning in a few weeks.

The package is owned by Frank Cooper & Associates.

to Billboard

and the Distinguished Panel of Judges in The Billboard's 11th Annual Radio and Television Promotion Competition

FIRST PLACE

PROMOTION:

SECOND PLACE

PROMOTION:

IN PUBLIC

SERVICE

IN SALES

Clear Channel Network Affiliates

"WLW evidenced its usual top-flight sales promotional job in winning first place in that category. The station's merchandising methods have become a by-word in the industry. Again this year they proved the plus ultra in the field thru maximum use of 20 full-time employees in a department devoted entirely to grocery, drug and special merchandising."

"WLW won second place for pubserv work in giving 1,100 free broadcast hours to worthy causes. Potent publicity, advertising and promotion was given these shows, on a par with regular commercial broadcasts."



Thanks, too, to the City College of New York and its panel of prominent trade paper editors, for selecting WLW for an Honorable Mention for "unusually effective all-over station promotion" in the National Radio Television Awards for 1948.

ENTH PHONEVISION ON

AM Rating Systems Failing To Tell TV Story -- Loewi; Disregard Sales Potency

ales drive, predicated on the contenion that the current rating systems tory, is being geared up by the Durs and potential clients, with Hum- response. olt J. Greig, the web's assistant nake the pitch. A similar session, uture, probably at a king-size lunch-

by network director Mortimer J. coewi, is that the ratings do not take value of video. nto account the tremendous sales mpact of video. Just as programing methods are completely different han for any other medium, so too must rating procedures be revised, according to Loewi. Mere numbers of listeners alone do not tell the full story which advertisers and agencies must have, and even on the measurement basis alone they offer contradictory evidence. For the latter point, Loewi offered the current Hooper-Pulse controversy as to the rating of the Admiral show.

be such a potent force if handled properly, Loewi maintains that neither size of audience nor relative popularity is a gauge to sales effectiveness. He compares the situation with that of two door-to-door salesmen, one of whom calls on 100 customers and the other on 50, with the second doing a stronger job and bringing in twice as many orders as the first.

Mail Responses

To buttress this point of view with figures. DuMont plans to make a series of mail response tests on some of its shows, with the emphasis likely on its daytime airers. Thus, last week, one announcement on the Kathi Norris Television Shopper show offered some free perfume to ladies who wrote in, and by the next afternoon nearly 9,000 letters were received. Similar tests will be made on other shows. Loewi also mentions the Small Fry show as one with marked effectiveness, since it has enrolled some 90,000 moppet members who, Loewi says, are "acquiring purchasing habits which will remain with them the rest of their lives."

Another fallacy in the rating scheme as regards sales pull, he said. lies in the comparative non-competitive status of video today. When high-budgeted name talent shows are opposed by other similar shows right down the line, the ratings will be

GLOSSY PROFESSIONAL 8x10 PHOTOS

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

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

NEW YORK, March 26 .- A new sliced into markedly. At that time, predicted Loewi, the sponsors will have a much better line on how much goods their shows really are moving. to not effectively tell the television Meanwhile, a comparison generally of radio response per dollar cost to Mont network. T'e opening gun was that of television shows that the red in Chicago Thursday (24) at a latter medium, while costing more, pecial meeting embracing bankroll- returns an infinitely higher effective

The Loewi-DuMont stance comes hief, traveling from New York to at a time when AM advocates are making diametrically opposite claims. n a much larger scale, is being The AM boys say that the Hooper lanned for New York in the near ratings deflate radio and inflate video. Loewi's pitch, on the other hand, is that neither the Hooper sys-The DuMont position, as framed tem nor The Pulse recall system properly evaluates the sales impact

Conn. Movie House May Screen Video

HARTFORD, Conn., March 26 .-The Connecticut area may have a movie theater equipped with television receiving equipment by summer. Nick Kounaris and Paul Tolis, partners in the Newington Theater, movie house in suburban Newington, and building a 1,000-seat flicker theater canceled. Because salesmanship on tele can at Meriden, with initial plans calling projection booth for television receiving equipment.

will be the first Connecticut movie Agency. house to have it. The theater will be air conditioned.

Berle's Marathon

NEW YORK, March 26 .- Milton Berle will take on video's first marathon broadcast, Saturday (9), for the Damon Runyon cancer fund. The show, to be aired over the full National Broadcasting Company (NBC) network, will begin at noon and is expected to run into the wee hours of the following morning. The web's regular shows will not be cancelled, but Berle will work into all of them, including Who Said That, which makes its bow for Crosley that night.

Berle has enlisted top showbiz names to appear as guests. A giant blackboard will be set up, and every 30 minutes, contributions phoned into the affiliates will be tabulated and marked on the board.

WNBQ "Workshop" To Hines Lumber

CHICAGO, March 26. - Walt's Workshop, homecraft program of WNBQ, local National Broadcasting Company (NBC) TV station, this week was sold to the Hines Lumber

A few weeks ago the program was sold to the Magna Corporation, homecraft power tool firm, but after Magna tried to make the program a 30minute commercial show, according George Ulyssis, of New Britain, are to NBC sources, the contract was

Hines will pick up the tab April 4 for setting aside space in the film and give the show more latitude in name the movie producers with whom commercial content. Hines signed a 52-week contract (13-week option If the equipment is installed, this clause) thru the George Hartman Zenith plans to introduce it in other

Program will continue to be aired

Mondays from 7 to 7:30 p.m.

Chi Trade Calls "Top 10" Tele Research Misleading

local agencies, stations and networks. a 35.0. The beef is that such ratings do not take into consideration the fact that often all stations are not on the air, and thus some of the highest ratings are garnered by programs which do With the hypoed ratings, non-comnot have competition.

The researchers in no way object ratings. But they insist relative ratings of supremacy based on ratings arrived at during non-competitive periods are misleading. They agree that lists comparing ratings of top programs are okay in New York, where more stations are on the air, and where all stations have competition practically all the time.

Cite Examples

Examples of the type of situation the research men point out to sub-WENR-TV gets a rating of 12.4 from month. 9:45 to 10. This rating is given the program while other stations are on New York service, Jay & Graham are the air. But when a wrestling program on WMBQ goes off the air added to their list of clients the Wade, and WENR-TV is the only station on Foote, Cone and Belding, Roche, Wilthe air the latter's boxing program liams & Cleary agencies, and manurating jumped to a 20.9.

Thursday nights' wrestling show Admiral.

CHICAGO, March 26 .- A strong on WGN-TV provides another exfeeling against certain research or- ample, research men pointed out. ganizations' practice of ranking local While WNBQ and WENR-TV are on television programs in comparative the air this show gets a 29.0. But listings of "Top 10" or "Top 15" is when the two sign off, WGN-TV's being expressed by research men of program rating increased quickly to

Non-Competitive

There are other examples, too, in which shows get ratings in the 20s and 30s when competition is eliminated. petitive programs easily could capture "Top 10" or "Top 15" list posito methods used to arrive at various tions. Relative non-competitive ratings can also be realized if one considers average ratings of various days, according to Videodex. The Jay & Graham latest report, for February, showed that local average ratings were as follows: Monday, 13.9; Tuesday, 19.0; Wednesday, 17.3; Thursday, 16.2; Friday, 15.6; Saturday, 17.1, and Sunday, 16.8.

Seek N. Y. Facts

Jay & Graham believe that they'll glean further facts about the effect of stantiate their reasoning are con- non-competitive airing here when tained in the latest Jay & Graham they compare local ratings with those Videodex. According to the J & G they garner in New York, where they report, Tuesday night boxing at are making their first TV survey this

Coincidental with the starting of also adding new clients. Recently they facturers such as RCA, Motorola and

Experimental **Debut Within** 6-Month Span

Set 7-Day-a-Week Schedule

CHICAGO, March 26 .- The Zenith Radio Corporation will begin its first regular programing of Phonevision television within six months, Comm. E. F. McDonald Jr., president of the company, said this week. First programs will be originated by Zenith's experimental TV station here, he said, and will be transmitted about an hour and a half or an hour and three quarters per day, seven days a week.

McDonald further stated that his company had no commitment yet from the Illinois Bell Telephone Company for supplying of required telephone lines and metering service. When the service begins subscribers will have to pay per program in order to receive via telephone line the signal which will not be sent via regular wireless transcription. If the telephone line is not added Phonevision wireless transmitted pictures will be garbled on all receivers.

Exact Date Not Set

McDonald could not give an exact starting time for Phonevision service here. Altho he said the first programs would be film, he refused to he had reached agreements.

After Phonevision is started here, markets.

A spokesman for Illinois Bell said that the New York headquarters of the Bell system had recently told Mc-Donald it would offer to lease special circuits to any Bell subscriber who wanted to take experimental Phonevision programs. These would not be regular telephone lines, the Illinois Bell spokesman made it clear. Zenith execs have stated in the past that Phonevision service would be provided via regular lines, but Bell officials made it clear that they were against use of regular phone lines for this purpose in the past, and were still against it.

Billing Undecided

The Bell spokesman also stated that at this time there was no certainty that Phonevision charges would be placed on regular monthly phone bills, as Zenith statements have indicated. Details as to how. collections would be made, who would install special Phonevision home connections, etc., have not yet been worked out, it was said.

Furthermore, Bell execs made it clear that any requests for Phonevision service would have to come from the individual subscriber and not from one company, such as (See Zenith Phonevision on page 18)

SPECIAL

ORDER YOUR PUBLICITY PHOTOS AT ONCE

FOR 100 8x10 PHOTOS NO NEGATIVE CHARGE SEND FOR PRICE LIST ON OTHER SIZES

50% DEPOSIT, BALANCE C. O. D.

QUALITY PHOTO SERVICE Perkins St., Box 12 BRISTOL, CONN. Phone: 4018

Webs Agree-But Fast-Upon Cable Splits; But Burn Is On

RADIO-TELEVISION

vision networks yesterday (25) set what amounts to a new speed record for clearing up the cable allocations muddle for the period starting May 1. In only one full week of meetings, the cations take effect or be networked cable breakdown was settled to the via kinescope. approximate satisfaction of all parties. However, beneath the expressed satisfaction of the participants, a number of smoldering resentments still were burning.

Trade feeling was strong that beneath the quibbling over time allotments, the networks actually were sparring for an opening to take over each others' affiliates. This is particularly true in cities where there are only one or two stations, not enough to give each web a full-time tie-up. By bickering over time periods and seeking to block out each other's programs, some networks obviously had one eye on wooing new affiliates into their fold.

The Sunday night battle, perennially the toughest because of the heavy scheduling on that night, this time proved less difficult. The American Broadcasting Company (ABC) agreed to use the eastbound cable out of Chicago for nearly all of its Sunday shows, leaving one westbound cable for each of the other three net-

The toughest problem rested in smoothing over conflicts in time periods when shows were coming into New York out of Washington and Midwestern originations at the same With only one cable from Philadelphia toward New York, shows hitting Philly from Washington and Chicago simultaneously would bottle-neck each other. However, this situation, too, was solved after DuMont agreed it would do no eastbound programing.

The National Broadcasting Company (NBC) lost one major time period, the 7:30 p.m. slot across the board. This is where it planned to

FIRST DIST. NAB

(Continued from page 6) neth Baker, the NAB director of research, who made his first public appearance as the new acting director of Broadcast Measurement Bureau (BMB). He covered the "aims and techniques" of the continuing study of BMB. Other speakers were Maurice Mitchell, NAB sales director; Walter Hasse, NAB music director, who discussed music and licensing problems and indicated that everything on the surface is pretty rosy in radio music, and Carl Haverlin,

Doherty Speaks

Richard Doherty, NAB labor relations chief, spoke on a needed reanalysis of all radio production costs, especially the matter of labor. He said that many broadcasters come to him, saying that they would like to pay better wages to their help, but find they cannot. The spread between cost of operation and gross receipts is getting so slim as to leave little or no margin of profit, he said. Doherty indicated that extra personnel, duplicating jobs, and the like seemed to be the chief bugbear.



NEW YORK, March 26 .- The tele- place the new Henry Morgan show, starting next week. Morgan will debut as planned, but will either be shifted elsewhere when the new allo-

> Another cable meeting will take place next week. However, this will merely confirm the new agreement and smooth out the few rough spots remaining.

Meggers Nearing Contract With ABC

NEW YORK, March 26 .- Substantial progress has been made in the negotiation sessions between the Radio and Television Directors Guild (RTDG) and the American Broadcasting Company (ABC) to reach an agreement covering TV directors working for the web.

ABC has offered \$80 weekly for associate directors and \$105 each week for directors. However, the RTDG is holding out for the same wages that meggers received at the Columbia Broadcasting System (CBS), where associates and directors get \$95 and \$140 respectively each week. The important question of recognizing the union's right to jurisdiction over the pilots at the station has already been agreed to by ABC.

OHIO STATE MEET

(Continued from page 13) posed to have a greater industry flavor under the direction of its advisory committee, composed of representatives of industry as well as been too noticeable. The National Association of Broadcasters (NAB), for example, was supposed to appoint seven men to serve on the committee, but finally was able to appoint only two, Bob Richards, the association's public relations director, rector. Richards attended the first meeting of the committee, but other than that, NAB's effect upon the institute's plans have been via correspondence only.

Trouble Shooting

NEW YORK, March 26 .- The recent complaints of TV set owners in the vicinity of Paterson, N. J., that their reception on Channel 2 (WCBS-TV) was being interfered with by WNNJ-FM, Passaic, N. J., have been practically eliminated. Investigation disclosed that the fault was in the design and installation of TV receivers, many of which weren't designed to operate near an FM outlet.

When they learned of the trouble, set manufacturers and servicemen set to work installing wave traps or stubbing filters and WWNJ-FM co-operated by shutting off its power to enable field tests to be made.

NBC To Kinescope Live KNBH Airers

HOLLYWOOD, March 26. - National Broadcasting Company (NBC) will kinescope every live tele show tele sets owned by 1 in 10 familie airing over KNBH, net's Coast outlet. Plans call for wholesale film the average for the top 10 markets processing as soon as local installation is completed.

Web will use kine samples for audition purposes and for submission to local and Pacific Northwest agencies and bankrollers. Also, kine recordings will be shipped to net's New York headquarters for use by the Eastern sales force and for offering to NBC tele affiliates. Should affiliates want to carry any Coast originations locally, show will be offered them

ZENITH PHONEVISION

(Continued from page 17) Zenith. Altho Zenith has stated education, industry thinking has not Phonevision prices would be between 50 cents and \$1 per program, Bell officials say no definite price has been worked out and will not be worked out until exact costs of special circuit leasing are determined.

The New York okay of the Bell system had been relayed to McDonald, and Harold Fair, NAB program di- it was said, but so far the phone company has not received an answer from the Zenith president. It is reported that the first programs will be supplied to 300 homes on an ex-

perimental basis.

on a cost basis.

SHORT SCANNINGS

"Chevrolet on Broadway," National Broadcasting Company's (NBC) TV dramatic series, has been renewed. Owen Davis Jr. remains as director. . . Mike Kirk, of the Kudner Agency, is back from a bout with the grippe. . . Louis Stumer is now Columbia Broadcasting System's (CBS) TV program sales co-ordinator. . . Arthur I. Rothafel, son of the late Samuel L. (Roxy) Rothafel, becomes assistant to Charles Underhill, director of programs at CBS-TV on April 11. . . . At the same web Richard J. Redmond becomes director of CBS general TV operations. . . . Bill Brennan is head of CBS's sales in Hollywood.

Howard Bay, Broadway and Hollywood scene designer, is entering the TV field. . . . Henry Morley is the new co-chairman of the production committee of the National Television Film Council. . . . McCann Erickson has set Frank Bibas to direct its film department. . . . Flamingo Films, Inc., has been formed to produce and direct TV and theatrical films. Participants are James B. Harris, Cy Weintraub, Dave Wolper and Joe Harris,

Jimmy Saphier back to the Coast last week with a split lip after a bathtub fall. . . . Jimmy Burrell, featured on "American Minstrels" TV show, has signed a management contract with Jack Lenny, of Radio Artists, Inc. . . . Basch Radio & TV Productions has secured exclusive rights to Fu-Manchu stories. . . . The New York Times will publish a special TV and radio section Sunday, April 24. . . . Martin Gabel, Broadway director will pilot TV shows for Radio Artists, Inc.

Harry Goodman Television Productions has completed production of its TV weather forecast jingles. . . . Eugene P. Weil is the new supervisor of sales at WHY, WGFM and WRGB, General Electric Radio and TV stations in Schenectady, N. Y. . . . Shappe-Wilkes, Inc., New York advertising agency, recently installed a radio and TV department with Robert Kirschbaum in charge of radio and Patricia Stevens to direct sales.

The George Scotti show, featuring piano pantomime, has been renewed for 13 weeks over WXYZ-TV, Detroit, by Packard Motor Car Company. ... Len Hall is heading his own radio and TV package firm to operate from Philadelphia.

Charles Townsend is now television technical film director for NBC. . . . KSL-TV. Salt Lake City, is to begin TV broadcasting in June. The station is affiliated with CBS. . . Lou Simon is commercial manager of KPIX, San Francisco. . . . Juanita Wilcox is manager of promotional activities for WLC-C, Columbus, O.

James Gives Facts, Figures To Prove Video Good Ad Bu

CHICAGO, March 26 .- Facts prove his premise that television is substantial advertising buy on t basis of its present circulation we cited here this week by E. P. H. Jame Mutual Broadcasting System (MB) vice-president in charge of sales pre motion, advertising and research James spoke before a meeting of the Chicago chapter of the America Marketing Association. As an Indica tion of television's position as a goo advertising buy today in some area James stated that in the 10 top buy ing markets of the country TV ciry lulation ranged from 1 out of 8 home to 1 out of 26 homes.

N. Y. Leads in Video

New York leads in terms of vide circulation, James stated, with 1 of of every 8 families in that city has ing sets. Philadelphia is next wit The Chicago figure is 1 in 141/2, while 1 in 13.

In these markets where, Jame maintains, the medium is justifiable : an advertising buy on the basis of it circulation, 86.9 per cent of all the TV sets of the country are located.

For the advertiser with distribution in these markets, James added, television is a natural, providing cost of programs are not excessive.

Cites Circulation

To support his contention that television competes favorably with some magazines at present, James stated "Geographically speaking, television already offers a medium of comparable spread to the American Weekly and the metropolitan Sunday group and in a few years will be in the same circulation class." He pointed out that in the majority of the cities in which these magazine sections are circulated, there already are more than 1,000,000 television-owning families At the present rate of growth, he added, this family penetration will be almost doubled by October of this year and within four years will be well above the 10,000,000 mark.

James also stated that there would be about 15,000,000 television home in the United States by January 1953, and that concentration of this circulation will be in the top markets.

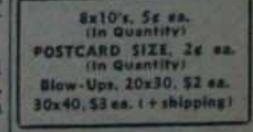
ABC IN THE ACT

(Continued from page 5) get sample waxings within the next few weeks, after which Miss Holloway returns to the Coast from her current trip east.

Two other new shows feature comic Jack Kirkwood and his wife and the Lawrence Welk band. The Kirkwoods, in a situation comedy, will be set into the time being vacated by Meredith Willson, under the direction of Dick Woolen. The Welk airer will get a trial run in the current Groucho Marx time during the summer and may be worked into something bigger for the fall. Storles on both these programs will be found elsewhere in the Radio Department in this issue.

MORE FOR YOUR MANNA . .

When you circulate your glamour-puss on gleam ing detail-perfect Moss glossy photo repres . . . they guarantee more only and also per fant







ew Recorder: Emboss. No Cut

NEW YORK, March 26-The new ener-Nichuls Microdisc recorder, ich embosses a half hour of sound 2 4%-inch vinyille disk (The Billord, March 19), has set its distribun and makes its debut on the retail rhet April 18. The set will be monstrated at the Carl Fischer re-I store on that date, with the first scheduled to break in The Times

The recorder, which embosses (as posed to cutting) and plays back th the same needle, is the invention Buddy Wagner, a former Rudy liee sax player, and August Nichola, sound engineer. Machines are beg munufactured at the plant of Laie Electronics, Morganville, N. J. invent rate of production is between 0 and 250 weekly, but the figure is adually being stepped up.

The Wagner-Nichols Manufacturing poration is headed by Andrew einberger, president and chairman the board. Hector Castelucci is

Initial distribution of the product ill be confined to metropolitan New ork and Northern New Jersey, unmerchandising methods are thoroly ted, according to Ed Scheuing, exy of the distributing outlet now sing set up to handle this one item sclusively. Bob Schening and Sidey Festelberg are weepees of the disribbery, as yet unnamed. All three re connected with the Apex Recordng Studios bere

New Garod Console Retails for \$798

NEW YORK March 16 -- Garod lectronics Corporation has started eliveries on a new television-radiohonograph console which retails at BE, complete with AM-FM radio. and 76-10 m record changer and neage space. The model in a hinese cabinet, utilizes a 12-inch shode my tube with "tele-mom" introl. The latter development enorges the normal 12-inch rectangular cture to a circular closs-up on the ull face of the tube.

Garod according to Lou Silver, mer wice-president, will continue to ntroduce television receivers in period, modern and specially decorated cabinets to harmonize with furniture in the home.

Now You Play 33 1/3

NEW YORK, March 25.-The nicro-verter, a device which includes speed-reducing turntable and s leatherweight pick-up arm which econits a 78-s p.m. player to play 2 1/2-apm disks is now on the codeet for \$14.95.

Dr. Peter Goldmark, Columbia astallation of the micro-veter is tions. arillated by instructions on a mount-

Air King Reduces Prices

recently announced price reductions television models, a 10-men table model (A-1900) and a li-mon comsole receiver (A-1901). Both sets incorporate a 30-tube chassis said to be especially effective in fringe areas.

How They're Selling Them

(As advertised in the notion's press.)

Billboard staffers plean neurrapapers for radio-tele-plano advertisements from coust to coust. No results of soles as pet reported.

PHILIPPS ACROSS THE BOARD PRICE rolling on new 1942 radius and comphysicians got the biggest play in the ada this week in several principal cities thected Biggest reduction percentagewhere was no the Model Bill automatic cough-tuning radio, formerly \$44.95, now reduced to \$19.25. Market 1801 reminimation with stud-appeal players reduced to \$130.95 from \$105.95. our Meanwhile regular Philos TV and continued to feature "wide-screen" trievintes at 45-850 with reproduced pleture in the actual 61 square-inch atte. Some of the program captions used by individual Philip dealers follow:

BETTER THAN A PURAMED CLUB. in a minute-Castelberg's puts you kill to the good "-Castelberg's, Baltimore.

"PERIOD PRICES SLASHED" IN STATE toch letters arrow a two-page arrest --Bins a Saltimore.

SAVE UP TO BU ON A BEAND NEW 1949 Philips "-Crockin-Levs. Northic.

TP TO ME OFF-TEADE IN TODE OLD radio or photograph for a new 1949 Paties long-playing radio phonograph. Terms to suit you. - Electrical Appli-

them reprinted from "The Wall Birect Journal reads. Philips starts campaign to spur larging rates. Beduces retail prices on more expensive radio acts by 25%; others are cut 6 to 25%." Ad reads "Sale: New 1949 Philes Ra-Clos."-The Bentt Company, Washing-

FULL PAGE AD READS-WRAT GOES on at Sun Ratio" inhowed by "Too save up to \$1%-Philip radios and ra-dio phonographs "-Sun Radio, Wash-

GREATEST TELEVISION SHOW IN BALtimore' 43 different sets on display. Crusics Model at \$250.55. Blustrated -Television Company of Maryland Baltiminte.

TELEVISION SALE. FAMOUS MAKE gets top brand name mendioned, some floor samples and demonstrature, nome brand new, all Tally guaranteed Radiophono-TV combo originally listing at 286 now size plus installation and service, TV combo with flux-speed record changer marked down from 2000 to 2300 Liberal trade-in allowance -

MAGNATOR WITH TELEVISION NOW -or when you want it. IV can be arided later to madel Blustrated-in apace provided for extra record starare - Campbell's. Washington.

BENT A REAND NEW BALLSCEAFTER television and as low as all per day, 15one minimum. We phone or mail orders. -Louisville Radio, Louisville.

DECLESIVE SALE OFFERS IS PER CENT of free antenna free service, on 18inch TV by "nationally famous manufacturers" Original price, \$295.25, sale price, \$18 M. Diesen other TV min. including communitions, with reducthems up to \$200 ten a \$500 arti. No brand names given.-Vinia, New York.

PER-INVENTORY CLEARANCE, SAVE 30% to 70% on all radio-phonographic. Formers brands mentioned include Admiral, Majenin, Crosley Magnavox. BCa Victor, Zenith Stromberg G. E. and Philips Eights specific models described briefly without around mention. with listing of original and sale praces. Copy says, "Every radio-physograph in all five stores has been almabed to price. Start worth over \$100,000. Minety-one weeks to pur .- Dynamic Sew York

"A SEAT ENGHT DOWN IN PROST for the horney play-offs . . . It the cupy. shant used to uttract sports furn to the Magneson IV units Action pic Iron a buckey game is the eye-cutcher -Certurell's. Detroit.

NEW "MILEO-VERTER" CONVERTS present phone unit to play long-playing distr. Engly installed gadget acits for #14.85. As who plugs specific LF clubs available - Eerr's, Detroit.

NOTHING DOWN: PAY ONLY II A week. Admiral radio-photo table model at \$49 25 evaluable with me down payment Bulli-in aeroscope antienna is Instanted.-Eastern Culumbia Department Store, Los Angeles.

IN REVOLUTIONIZED, MUNTZ IN REcelvers are modern trievision. Hattpage ad streams Munit's "one-know picture course -en exciutive patented Seature "so remarkably advanced a mers child can operate it with tunsummale ruse." But boads a "big 65-inch screen instead of the muni-52." Table model at \$260.50, installa-tion free -Munit TV, Inc., Hollywood.

A SERIES OF INDOESEMENTS ON THE "don't wait" theme is uringing "a number of inquities." Buttale ad reads in handwritten stript: 'I'm glad I didn't wall to get our BCA Victor television set. It means so much to the whole family." Signature is that of a customer.-Electric Center, Washing-

TWO-COLUMN SPEEAD BEADED "BOTtienecks" traces dealer's troubles in getting dista. Story states it will cut find prices only when general wholesale rate comes flown.—Dptown Music Center, Wannington,

NOTHING ELSE TO BUY-FREE ANbennie, 50 days sorvier, one year's party warranty and installation offered with Motorole tuble or complette at \$289.95 and 1949.55. Pitty-free aquare inchstored and all-channel concease within range - Manufels Chicago.

SPECIAL PUBLISHESS SAVE SIG BOX Victor automotic radio - phonograph with PM Regularly \$139.50 new only \$140.50. At refers to their starre at Chicago's oldest music store - Limball, Chimur.

PESTEEDST 1600 TO MINI-TOMORROW. \$250.55 to \$419.50. Save more than half on General Electric radio-phonograph and PM combinations, \$140,000 worth for \$61,000. Convenient credit plan at points out that this is the greatest radio purchase in the history of the store-Maporia Chicago

Freed Offering 3-Speed Combos

NEW YORK, March 36 .- Freed Radio Corporation, manufacturer of Freed-Eisemann combinations, this week released to dealers two highfinelity AM-FM ratio-promographs equipped for playing all recurd speeds. The combinations are supplied with an automatic dual-speed changer for 78 and 3513 ram. dinks and an automatic 45 cp.m. changer for the new wide-spindle records. Freed timed the release of these models to coincide with RCA Victor's 45 r.p.m. record promotion.

In a letter to dealers, the manufacturer pointed out the phone facilities of the new models would have a particular appeal to consumers who have delayed purchasing equipment in order to await latest technological developments. Dealers were cautioned not to display the models until March 31, when nationwide prumstion for both 45 rp.m. and 38 1/3 r.p.m. is scheduled to break

Models are the New World Hep-

plewhite and the Regency.

Both models are identical in AM-FM and phone facilities, and both retail for \$595.

Still Pictures With Platters

YORK March 26 - Dick Bradley, Tower Records topper, arranged here this week for Eastern distribution of his Tel-Vision Junior, the children's record player with a film unit which shows still 16mm. pix in full color in synchronization with platters. The major distribbery here is reported to have already sold retail at \$31.95. Film strips with 17 pix to a strip, and a new shot propected every 11 seconds-will sell at 50 cents each. Strips are available to go with the Little Toot, Boso Sings and Rusty in Orchestraville Capital platters, plus a new Benny Strong disking, Toy Town Masquerage and Dence of the Super Flum Fairies.

The player will be handled by Massachusetts Music for New England David Rosen for the Philadelphia area and General Distributors for Baltimore and Washington, Brasley will make further distribber arrangements in Pittsburgh, Cincinnati and Detroit on his way back to Ctucago, and will set up arrangements for the Midwest and the Coast soon.

NEW YORK, March 26 .- Herman Labinsky, owner of the Regent and Savoy disheries, and Ben Starr, his attorney, leave for Europe March 31. Their Hinerary includes Italy, Denmark, Norway, Sweden, Beigium, WASHINGTON, March 25.-The ingion, for example, there are four and the American zone of Germany, Altho the purpose of the voyage was ably geared to make-on-the-apot-

outlook for the owner of a TV set is the same regardless of what is done with U-H-F in his city.

In his speech this week in Baltimore. Coy said there is no need to worry about the obsolescence question because all of the existing V-H-F vice for them if ultra-high-fre-The same situation holds true in quencies are utilized for the present

FCC Echoes Coy's Stand Vs. VHF Set Obsolescence

"tempest in a teapot" remark about city" expansion of commercial telemarket. One dealer is offering the wisson into the ultra-high-frequency U-H-F) range still a long way off. The minro-verter, developed by but also that there is no guarantee that telecasters are going to be inbroadcasting System engineering terested in building a U-H-F station exec, was demonstrated a couple of in a city already having a number months ago by Columbia Reports of very-high-frequency (VHF) 578-

Engineers say the cost of erecting ing template packed with each micro- an U-H-P station will equal, if not exceed, the cost of a V-H-F station but will give less coverage. This means that a U-H-F station going onto a V-H-F city would have to NEW YORK, March 24 - Air King spend as much or more money and Products Company, Inc., Brooklyn, still reach a smaller audience than his competitors. In addition, a U-H-F of 13 and 13 per cent on two current sudience would have to build up almost from scratch, while competing V-H-F stations with a head start rake in most of the advertising

Regardless of now the FCC decides with exceptional clerity in primary to unline UHF, the economic situation is going to play a big part. In Wash-

Federal Communications Commission | V-H-F stations. In addition, WTOP, (FCC) officials are echoing the Inc., has expressed an interest in also not disclosed, Labinsky is presumcoming into the nation's capital with set obsolescence made earlier in the TV if an extra channel can be found week by Chairman Wayne Coy. It is The station wants to get a V-H-F pointed out that not only is the "big- channel and may possibly be able to do so thru some jugging of empty frequencies in near-by great. Epwever, if this can't be arranged, WTOP rould get only the possible assignment of a U-H-F channel here. The station might decide the cost and uncertain income decisive enough to delevision channels are going to remake it drop the idea. If it decides main, and there is no plan for a to go ahead anyway, people with wholesale shift of TV into U-H-F present sets will still be able to re- He declared that set owners will find ceive four out of five TV stations. If that "their sats will render them fine they want to get WTOP, they will service for many years to come and probably be able to get a reasonably can be converted to render fine sercheap converter.

many other cities. Artually, the system,"

SPECIAL ROLL THOKETS One Roll 51.45 Five Bolls 4.3 DISTONS MASTER CHECKS PARKING & LAUNDENSTRE TAKE ALL FERMS OF TRANSPORTED TON TROKETS Double Coupu. 409 LOFAYETTE ST. N.Y.C. 82 W. WESHINGTON ST. Chic

MONROE'S 400G OK TAK

Thar's Gold In Them One-Night Jumps

2-Month Tour Racks Up \$\$\$

By Hal Webman

NEW YORK, March 26. - The phenomenal two-month road trek of the Vaughn Monroe ork (The Billboard, January 29) came to a close last week with the red-hot orkster grossing about \$400,000 in 61 play dates between January 6 and March 15. The average daily gross for the tour works out to a sizzling \$6,550. This, despite the fact that Monroe ran into the unprecedented Texas cold spell and the equally unprecedented snow and cold of the Southwestern territory during the month of February. The bad weather, which hit Monroe on nine dates in Texas and seven Southwestern dates, bit into the potential Monroe grosses at the rate of from \$2,000 to \$4,000 per date. And combined with a brace of four poor and a group of three middlin' dates down South in 15 hours of continuous music. The the early part of the tour, the reason is firmly established for Monroe's failure to hit the pre-tour halfmillion dollar gross potential estimate of the Willard Alexander Agency. But in this day of weak band biz, a nightly average of over \$6,500 for a potpourri of concert, dance promotion and college dates is considered remarkable by the trade.

Healthy

The gross outcome of the Monroe tour combined with a current trek of Spike Jones, who also is piling up some tremendous figures which still are unavailable, makes for at least a pair of healthy and heartening band biz indications. There also were some signs of hypoed band interest on the road, with some of the touring lesser name crews drawing neat grosses in the pre-Lent period. However, as is the usual, the Lent season has virtually established a band boxoffice standstill with the sole and outstanding exception of Jones.

Monroe carried an organization of 32 to 34 people on his tour. Aside and Harold Lang, all of Kiss Me, from the 23 tootlers in his band, Monroe spotted two vocal groups, the Moon Maids and the Moon Men, and a couple of acts in the persons of Johnny Mack and Jay Lawrence. Most of the dates were sold on guarantee (figured to be about \$3,000 average per night) against 60 per cent of the gross on the date. There were a few school and private dates and an appearance at the Aragon Ballroom in Chicago which were (See Monroe Finds on page 50)

Bing and Decca Up for 7 More

NEW YORK, March 26.-Bing Crosby yesterday (25) renewed his org here, set an execlusive booking pact with Decca Records for a reported additional seven years, thus squashing trade speculation that Der Bingle might leave Decca.

ties for 1948 were the highest in his and is planning to use a greater sic within a tightly controlled circle. history with Decca. His previous top amount of talent this season. Set It misses many potential winners, year was 1947, when he hit around for April 5 are Dollodian's quartet, And it makes a mockery of enter-\$625,000.

Light Fingers

NEW YORK, March 26 .- The first local dealer to receive the new RCA Victor 45-r.p.m. records recently also found something new to worry about. In an urgent call to The Billboard, he expressed concern over the fact that customers were handling the different colored disks and, he feared, slipping them into their pockets. While he agreed that this was a surefire method to get the disks into more homes, "there's no future in it."

15-Hr. Player Gets Big Show

NEW YORK, March 26. - New products and personal appearances by a string of disk artists drew heavy attention at the first week of R. H. Macy's annual two-week music fair.

Large crowds were drawn to the individual booths where Columbia and RCA Victor representatives demonstrated their long-playing and 45 r.p.m. systems, but most attention was paid to a new double-side automatic record changer that plays over unit, which is not yet on sale, is the first commercial product of Lincoln Engineering Company, St. Louis. The model demonstrated plays 7, 10 and 12-inch LP platters intermixed, and turns disks over if desired. Models now in preparation will also play 78 and 45 r.p.m. disks.

On sale the first three days of the week were a large quantity of pop records retailing for 29 cents (tax included) on the mysterious "Smith" label. These sold out completely, and Macy's officials would not reveal the source or the possibility of restocking. The store has been a pioneer promoter of Eli Oberstein's 39-cent (plus tax) Varsity platters, and is also selling the new Hi-Tone records at 32 cents (plus 2 cents tax). Hi-Tone is regularly priced at 35 cents (plus tax). According to tradesters, the Smith recordings are similar in quality to Varsity offerings.

Top disk artists have been making daily appearances in the department. Included this week were Alfred Drake, Patricia Morrison, Lisa Kirk Kate, Guy Lombardo, Nat (King) Cole and his trio, Elliot Lawrence, Julie Wilson, Ray Bolger and Vaughn Jonah Barrington, radio columnist Monroe also appeared.

Kurtze Getting Ex-FB Accounts

HOLLYWOOD, March 26.-Jack Kurtze Agency has taken over the servicing of talent users formerly dealing with the Hollywood office of Frederick Bros, Agency, Frederick office dropped out of the booking picture last year, when L. A. Frederick switched to full-time real estate operations.

Kurtze, formerly with the Frederick pact with the Wilton Hotel, large Long Beach, Calif., hostelry this week, which will run thru the summer. Hotel is a combo resort-commercial band leaders in their choice of prospot featuring four cocktail lounges, with Silhoettes Trio opening May 1. tainment."

Decca Mantle to Rackmil? Showbiz Stunned by Death Of Kapp; Career a Dazzler

president and general manager, on a mass and successful scale, might move to Rackmil's post. In seemed to be fated for the disk busiany event, Dave Kapp is regarded ness from infancy. He was born in as likely to figure more than ever in Chicago, where his father, a salesman the executive business operation. It for Columbia, sold records from was stated in some quarters that house to house. Young Kapp ac-Milton Gabler might move on to companied him. During hours at a-and-r head.

the trade, as well as speculation on the status of the conflict between American and English Decca now that Kapp is gone.

The late Decca president, who was

At Macy Fair Cap Beats Col To Market With "South Pacific"

NEW YORK, March 26.-Capitol Records will break with a rush album of six sides containing tunes he went to work for Brunswick, from the forthcoming Rodgers and specializing in records appealing to Hammerstein South Pacific score. The the Negro market. It was during this album features two sides each by period that he signed the Guy Lom-Margaret Whiting, Jo Stafford and bardo orchestra-a feat he accom-Peggy Lee-Capitol's one-two-three plished after trailing the maestro female disk punch. Album will hit from city to city. "You deserve the the stands a week prior to the April contract," Jules Stein, Music Corposhow and will be out in front of him. Even in those early days Kapp Columbia Records' skedded original showed his aptness at picking artists cast album, which hasn't yet been recorded.

Capitol's preopening date album marks the second time in recent years that a diskery has taken a fling at anticipating a smash hit and coming out with a package prior to an original cast album. First time it happened with Finian's Rainbow, when Victor issued a studio-made package far in advance of Columbia's original cast disks and prior to the show's Broadway opening.

BBC May Use Ballot on Hits

LONDON, March 26. - Radical changes in the British Broadcasting Corporation's (BBC) Hit Parade will be introduced if the BBC follows the preliminary suggestions made by of the Sunday Chronicle, Barrington has suggested that a public ballot be taken each week to determine the top seven songs, instead of taking the selections from figures given by music publishers.

The BBC has agreed in principle with the idea put forth by Barrington and will bring the matter up at the next meeting of the BBC Variety Department.

"I do not question the publishers' integrity," Barrington says, "They meet each week to mull over the figures of sales returns from sheet music, and supply the BBC with a list of winners.

"But I do question the BBC's wisdom in accepting this list as a basis for program building. It crowds out the new writers. It influences dance grams. It confines British dance mu-

the first to manufacture 35-cent disks home Kapp listened to records, and These and other conjectures swept when he was 14 he obtained a parttime job as a salesman for Columbia. Three years later his sales acumen was already apparent and he was already addressing sales meetings. Later, one of his sales letters was published in Effective Business English, an anthology compiled by Alta Gwinn, an English professor at the University of Illinois.

Kapp had a phenomenal memory, a flair for talent scouting, a love of American culture and the drive and organizational ability to build a great record company during the dark days of the 1930's. It was said of him that he memorized the titles and numbers of more than 4,000 disks in the Columbia catalog. In his middle 20's 7 Broadway opening date of the ration of America (MCA) chief, told (See Decca Mantle on page 53)

RCA Drops Plan For 8½% Cut; New Pay Basis

NEW YORK, March 26. - RCA Victor this week dropped its plan to slice an 81/2 per cent deduction from mechanical royalties to music pubbers. Those pubbers who had signed the discount agreement will have the pacts returned to them,

From now on Victor's procedure will be to pay on the basis of records actually sold. Returns will not count as records sold.

Mich. Distribs' Org Established

DETROIT, March 26 .- Formal organization of the new Michigan Record Distributors' Association was completed this week, with Art Cole, of the Central Record Sales, elected as the first president. Other new officers are Max Lipin, Allied Music Sales, vice-president; Morry Kaplan, Kaplan Music Sales, secretary, and Casey Jones, Staff Record Company,

Bylaws and constitution are being drawn up and are slated to be adopted

at a meeting next week.

Objectives of the new association, according to Kaplan, are "to deal more effectively with the individual and collective problems of the various members of the record industry. We intend to see that a proper ethical standard is followed."

The program for future activity calls for regular meetings six times a

year, Kaplan said.

As Best Pic Tune

HOLLYWOOD, March 26 .- Butons and Bows won the Academy of Motion Picture Arts and Sciences oscar as the best original song used n a film during 1948. Ray Evans nd Jay Livingston ditty (Famous Jusic Company, a Paramount Pix ubsid) was used in the soundtrack f the Bob Hope-Jane Russell licker, Paleface. Evans-Livingston eam first caught the national ear then their cleffing Tr Each His Own it the song jackpot during 1947. o Each was nominated last year uring the Academy awards but owed to the winner, Zip-a-Dee-Doooah. Nominees for the best song ward this year included It's Magic, ulie Styne - Sammy Cahn, The Voody-Woodpecker Song, Ramey driss and George Tibbles; This Is he Moment, Frederick Hollandereo Robin, and For Every Man here's a Woman, Harold Arlen-Leo lobin.

Other music Oscars were awarded his year to the J. Arthur Rank film, ted Shoes, with score by Brian Easale, for the best musical score of a ramatic or comedy picture, and to IGM's Easter Parade, for the best coring of a musical picture, credit oing to Johnny Green and Roger dens.

Bruell Clears Carroll Case

CHICAGO, March 26 .- A story in the March 26 issue of The Billboard to the effect that Gene Carroll, WJMO, Cleveland, disk jockey, parted company with Stapleton Industries (owners of Animal Records), was disputed this week by Ernest Bruell, Stapleton president. Carroll told The Billboard ne severed because of contractual difficulties and a dispute over royalties. Bruell points out the deal with Carroll called for the latter to receive royalties and share the profits providing there were such without any investment on his part, Carroll, says Bruell, furnished two masters, Civilization and You Were Meant for Me, and three months later furnished two additional masters, Feudin' 'n' Fightin' and Woody Woodpecker. Despite losses sustained thru bad distribution and costly processing and other causes, Carroll was paid royalties at all times, totaling over \$3,200, according to Bruell.

In August, 1948, when Carroll hought he was entitled to more royalties, Stapleton Industries showed him the books and gave him an audit every two months. Carroll subsequently did a Christmas album and two original songs for Stapleton, for which he was paid the regular composer's royalty rates, it is claimed.

Stapleton's original contract, according to Bruell, carried a clause stating that should Carroll be released to go with any other diskery, Stapleton would own one-third of his contract, but Bruell charges Carroll stated to other companies that he owned all masters and wished to turn them over to them, thus not living up to the Stapleton contract. Stapleton also claims it offered to release Carroll outright provided he turned over additional masters to protect the com-Carroll refused. Citing instances of lack of co-operation on Carroll's part, Stapleton claims that at no time did the company sell 100,000 of any Carroll number. Carroll had charged his disks had topped that mark.

on a proviso that he furnish six more side:

"Buttons & Bows" ASCAP'S Best Foot Forward Wins AMP AS Oscar ASCAP'S Best Foot Forward

A "New Look" For Public And Govern't

Newmyers a Big Factor

WASHINGTON, March 26.-An important new era of public relations for the American Society of Composers, Authors and Publishers (ASCAP) is under way as the result of ASCAP's engaging Arthur Newmyer & Associates this week as its Washington public relations counselor.

The Newmyer firm, one of the leading public relations outfits in the nation's capital, steps into the picture as ASCAP is in the throes of some serious problems, including the Leibell decision and the Department of Justice's threats to restrict ASCAP's international activities. The recent death of Rep. Sol Bloom, an old friend of ASCAP's, is considered another factor in the Society's reshuffle move. ASCAP, known for its uncommunicative habits, is apparto get its story across.

Newmyer firm and a former newspaper executive, said here today that is embarking on an intensive study of several months to familiarize itself with ASCAP. The Newmyer firm operates on the formula of a two-way reporting service for its clients-telling government about the clients and clients about government. In keeping its clients abreast of current Washington happenings that might affect company actions and policies, the Newmyer firm maintains a complex and continuous research analysis, reporting and contract service which includes the following activities: Analyzes and forwards to clients pertinent government statements, orders and reports; covers congressional hearings and government press conferences; reports on Washington thinking and discussions foreshadowing future (governmental) policy decisions; analyzes pending legislation and appaises chances for enactment, and arranges for appearances by its clients before congressional or agency hearings.

Blue Book Clients

(See A New Look on page 52)

DETROIT, March 26 .- The Numbers Blues, the new Jimmy Preston number on the Gotham label, paid off in reverse for the local numbers fans. The ditty recounts the woes of a numbers follower who was advised to play No. 369, but insisted on playing 367, only to have 369 come in.

Undercover reporters and Morry R. Kaplan, record distributor, vouch for the statement that No. 369 hit twice within seven days, and apparently a lot of localites took the song's ignored advice seriously, because one numbers house is said to have paid out \$78,000 on the unexpected strike and then folded.

MOM Bankrupt Action Is Filed

CHICAGO, March 26 .- Music of lations job. the Month, Inc. (MOM), an expansive program designed to merchandise platters by mail on a memberently bent on a turnabout in policy ship basis, has filed bankruptcy proceedings in District Court here, it a publicity campaign on a high in-Arthur Newmyer Sr. head of the was learned this week. Tho Berne stitutional level which would en-Ellis, MOM prexy, could not be compass more than mere publicity. reached for comment, it was learned Rather, it would present the Society his organization, conforming with its that MOM had closed its office in as the "custodian of American musical usual procedure with a new client, the 540 North Michigan building and culture" as well as the protector of that creditors had received letters regarding the forthcoming court action. started in Chicago last August.

> Ellis told The Billboard and creditors several weeks ago that a move was under way to refinance MOM but it was understood that the attempt to obtain new backing was unsuccessful. Ellis said that rapid expansion had dissipated original funds, which MOM had obtained from franchised reps thruout the country. An attempt at straight record sales thru department stores for Christmas business proved a financial flop. At press time, details of the court proceedings were not obtainable.

Tony Plays 4th Prize Date

BRIDGEPORT, March 26.—Setting a record at the Ritz Ballroom here for being the first name band in 25 years to play this spot four times in one season, Tony Pastor played a one-nighter Sunday (20), attracting The Newmyer firm's select list of 1,250 persons for a gross of \$1,875. clients include some of the blue book The spot has Ray McKinley set for Sunday (27).

ASCAP Seeks a Higher Rate On TV Than AM; Deal Dangles

(Continued from page 3)

because of the dramatic nature of the medium." Another said: "We're right back where we started from, and we're throwing around a maze of fractions." ASCAP, it's known, is pany's initial investment, but that pitching for a rather healthy rate for various reasons. In addition to the belief that TV is worth more because of the nature of the medium, there is also the belief on the part of some ASCAPers that TV will hurt other sources of music income and will Finally, Stapleton released Carroll therefore have to compensate. Some ASCAPers, too, are of the philosophy masters, with Stapleton owning all that if they agree to a low rate it will previous masters. Agreement called set a precedent which will be hard to for Carroll to receive 1% cents per crack, even the TV will make more money in the future.

At this point, there seems to be some indication that the Society might go back to the membership to acquire more rights. One music exec, when queried, replied: "You got me there. It depends upon the definition of dramatic rights." An exec on the TV side, when asked the same question, stated that whether ASCAP would go back to the membership for additional rights depended upon the kind of deal agreed upon.

stated in The Billboard.

The next joint session is scheduled for Monday (28).

"Numbers" Reverse Institutional Top-Level Job In the Works

First Attempt Since '41

NEW YORK, March 26 .- Retaining of Arthur Newmyer by the American Society of Composers, Authors and Publishers (ASCAP) as public relations counsel was frankly admitted this week as an attempt by ASCAP to "put its best foot forward." Publishers queried on the matter stated the Society, particularly since the death of John G. Paine, onetime ASCAP general manager, felt the need of presenting its "best" facade to both the government and the public. Within the past few months, fireworks at ASCAP pubwriter meetings again pointed up the need for a sharper public re-

Newmyer was in New York this week, confabbing with Society execs. It's understood his policy has not jelled, but according to some top rank publishers, ASCAP has in mind the rights of tunesmiths and publishers. Too, the campaign would, The mail record promotion was it is stated, seek to dissipate the opinion which persists in some quarters that ASCAP is a Tin Pan Alley racket. Paine, a man of admitted charm and personal magnetism, had tried to do somewhat the same job.

The only other time within recent years that ASCAP made an all-out effort to sell itself to the public was in the early 1940's during the time of the radio crisis. ASCAP at that time hired a number of additional public relations people and embarked on an expensive ad campaign-altho admittedly the job was a case of too little and too late.

Leeds Pays Austin \$350 Court Costs

NEW YORK, March 26. - Leeds Music last week paid songwriter Billy Austin \$350 in settlement of his claim for royalties deducted to defray expenses of a plagiarism suit. Payment followed a decision by the American Arbitration Association (AAA) allowing half of the amount claimed by Austin.

The hassle began when one Connie Glore brought suit against Leeds claiming infringement in connection with Is You Is or Is You Ain't My Baby, published by Leeds and written by Austin. Miss Glore withdrew the suit, but legal costs amounted to some \$700, which Leeds maintained should be borne by Austin.

AAA's decision is based on the thesis that the writer and pubber should split the tab in defending suits.

Savannah Churchill Signs With Victor

NEW YORK, March 26.-Chirp The Society, meanwhile, at its board | Savannah Churchill this week signed meeting Wednesday (23) extended its a term recording contract with the music rights to the television indus- RCA Victor label. She formerly try, gratis, thru April 30, 1949. That waxed with Manor Records, where this would be done was previously she hit a couple of seasons ago with I Want To Be Loved.

> The thrush is skedded for an early recording date.

· Top Artists op I unes

give you:

- 7)Top Demand
- 2) Fastest Turnover
- 3) Lowest Inventory

means DECCA

Profits DECCA

RECORDS

LOOK TO DECCA

neans PROFITS

NOT WORDS BUT A FACT FOR 15 YEARS

America's Fastest Selling Records!

Jesterday!
Today!
Tomorrow!
Tomorrow!

Decca means profits

COLLECTION OF THE GREATEST

DECCA

RECORDS!

Columbia Price Dip Stirs Speculation; Some Majors Attempting To Hold Fast

able trade speculation was raised this week over the impending Columbia diskery announcement of a general 25 per cent reduction on its entire who are dependent on outside sources shellac line. In many quarters, it was suggested that the Columbia price cut the Columbia move. They claimed will lead to an industry-wide dip in retail prices. However, other tradesters questioned the soundness of the Columbia move in the face of the still price-wise. high costs of production.

It will be officially announced March 31, it is reported, that Columbia's retail prices will drop to 60 cents plus taxes for 10-inch pop records from 75 cents, 85 cents plus tax for 12-inch pops from \$1,85 cents plus tax for 10-inch masterworks from \$1 and \$1 plus tax for 12-inch masterworks from \$1.25.

Execs of some companies were noncommittal on their plans regarding price plans. The late Jack Kapp, of Decca, and Glenn Wallichs, of Capitol, however, said their firms would stick to the current 75-cent plus tax price level for the 10-inch pop field.

Timing an Aggravation

But RCA Victor, Mercury and MGM execs were mum on the subject. An unconfirmed report indicated that execs of the Victor company were boiling over the Columbia price cut and the timing of the release of info regarding the dip in prices. The reported breaking date of the Columbia price cut coincides with Victor's tim- ant function of any manufacturer is ing for the initial announcement for to establish fair, sensible and work- son Square Garden and other arenas McIntyre's personal manager for more its 45 r. p. m. line.

One MGM exec was of the opinion that his diskery would seriously think of slicing its price to match the Columbia price. This exec pointed out that MGM was the last of the biggies to go to 75 cents and pointed out that even then the only reason for in-

Ted & Doris Steele Taking Over WMCA Spot of Bea - Andre

NEW YORK, March 26. - Ted Steele and his wife, Doris Brooks Steele, will take over the WMCA Mr. & Mrs. Music slot being vacated by Bea Wain and Andre Baruch next Friday (15). Steele will do his piano and organ bits, and perform with an instrumental quartet in addition to spinning platters.

The station is shifting emphasis toward more live music, having disbanded its house ork and added four small instrumental combos headed by Smith and Jerry Shard. The total number of tootlers employed will be equal to those in the dissolved house ork, so that the changeover has the sanction of Local 802. The smallgroup policy goes into effect Monday (4).

Detroit Padlocks Pair of Ballrooms

DETROIT, March 26 .- Licenses of two ballrooms operating on a taxidance policy, the Aragon and Trianon, were revoked by Mayor Eugene Van Antwerp, following charges of immorality. The case had been in court and was marked by legal sparring between counsel for the ballroom operators and the city officials, climaxed by a five-hour hearing before the mayor. Police charged "immoral dancing" and "permitting acconclusion was that the spots should together reps of 15 distrib points lo- tories of one label in the same terrinot be allowed to continue operation cally. In a short confab following tory could be eliminated. Hope of compete with the large indic and under present management.

NEW YORK, March 26 .- Consider- creasing the prices was due mainly to the fact that retailers were selling the MGM product at 75 cents along with the other firms' disks.

> Meanwhile, a number of indies, for production, were indignant about that it would be economically impossible for them to go along with Columbia and keep in the competition

HOLLYWOOD, March 26.—Capitol has shot a left jab at price-warring record companies and distribs, informing dealers it will not enter the battle and promising that its prices and policies will remain unchanged. In a letter to all dealers, Capitol's veepee and general sales manager, Floyd Bittaker, assured them that they can feel safe in buying Cap's product at existing prices.

In part, Bittaker said:

distributors not only sanctioning but any member other than the leader encouraging price-cutting and not by a local neighborhood 'sale' but in an half the leader's fee in addition to organized, nation-wide dump. don't know exactly what they are trying to accomplish by this policy and we don't think it's our position to make any further comment as to our competitor's policies. That's up to you to decide. We can tell you of Capitol's thinking and plans and our dates the scale shall be \$20 for Class viewpoint of the record business today and tomorrow. The most importable policies for his product and to used for sports events, conventions, than five years, started for GAG live up to them. This applies to prod- etc. uct, quality, service and price and is The exec board reported favorably necessary to protect the dealer. We only on the first resolution, going on at Capitol have endeavored to ob- record against the others largely beserve this requisite and we shall con- cause, in their estimation, attempts tinue to do so. We want you to to put thru such conditions would know that we will back up the terms jeopardize an already dwindling emof our sales to you and you need not ployment situation. The third proworry that the merchandise you buy posal, concerning minimums on A today might be available on different and B jobs, is described by exec board terms tomorrow. You can count on as "in all probability illegal under that now and always."

But Corned!

NEW YORK, March 28.- Jack Hallstrom, RCA Victor a-and-r topper, who once told pubbers never to hesitate to bring their beefs to him, got a real beef this week from Bobby Mellin. Mellin dropped in at the RCA offices, slapped a half pound of best grade round steak on the desk of Hallstrom's secretary, told her to "deliver this beef to the boss" and left rapidly by express elevator.

802 To Study Amendments on Price Demands

NEW YORK, March 26 .- Five resolutions for amendment of the price list of Local 802, American Federation of Musicians (AFM), will be submitted at the general membership meeting Friday (11) at Palm Gardens.

They are: (1) A proposal that on single engagements, where a show "We find some manufacturers and or performance is part of the job. who conducts the show shall receive We the regular price for the engagement; (2) a proposal that sidemen be paid rehearsal rates at auditions; (3) a proposal that the exec board establish and enforce minimums in Class A and Class B steady or single jobs; (4) a proposal that on club A and \$16 for Class B jobs; (5) a proposal that a minimum number of musicians shall be required in Madi- representative. Moffett, who has been

the present law."

Petrillo Near Accord With Video Webs

Asks 100% Hike for Single

NEW YORK, March 26 -- James Petrillo, president of the Americ Federation of Musicians (AFM), execs of television webs at press to were very close to a pact coverscales for musicians on TV.

The networks, it was known, h forwarded to the AFM a counterpr posal to the terms previously offer by Petrillo. Petrillo had asked I a very substantial hike on the sci for single engagements, in return t which he offered to extend the now expired TV pact to September. T networks' proposal on scale, notab on single engagements, is less tha the 100 per cent hike requested AFM. However, a TV industr spokesman stated that in the ever the industry would make a conce sion, it was quite likely the pacwould be extended considerably be yond September.

Moffett Departs McIntyre Band

NEW YORK, March 26 .- Georg Moffett this week amicably severe his personal management pact wit orkster Hal McIntyre and went work for General Artists Corporation (GAC) as a roving salesman and Monday (21) and already has take off for his first sales trip. The agence hasn't had a roving representative for about a year, at which time Jo Higgins moved into GAC's Chi offic and from there into his current Cir cinnati office post.

Another GAC personnel chang this week saw Lyle Thayer resig his West Coast sales post. Thay came to the agency about a year ag when GAC merged with the Mus Art Agency of which Thayer was key member along with Jack Whitte more and Russ Facchine, both of whom are still with GAC.

turers' contracts with distribs wa also evinced.

Centralized buying of such materials as corrugated filler paper and cartons was also suggested as a purpose for a distrib association. The larger distribs pointed out how they are able to get a better figure on pape when they buy in 100,000 lots and tha individual price could be lessened further if all distribs bought at the same time and increased the total

Credit Bureau Urged

A central credit bureau, which count or owed certain distribs large sums, was recommended. In the case of liquidation of assets of a bank rupt customer, distribs, it was pointed out, could better handle the dispersa

Distributors, asked if an association would assist him in putting thru program which he has been working on with several small distribs to increase the individual distribs' coverage. Margolis said he is in favor of uniting with several smaller distribs to guarantee a traveling dist get better coverage outside the immediate Chi area. As an individual it's difficult for the smaller distrito have a large sales staff, but as rep of several distribs, salesmen could be dispatched into the territory to

Chi Record Distrib Huddle Washout; 2d Confab Mulled

distributors, representing both major reps, decided definitely to stage anand indie labels, failed to work out other meeting soon. satisfactory agreements at a Tuesday (22) meeting which would have of objectives for the group including made it possible to establish the first concerted action to force a drop in the Chi record distributors' association. price of local package delivery serv-Talks with indie label distributors ice (The Billboard, March 26). A rep Johnny Guarnieri, Merle Pitt, Rufus after the meeting indicated that an- of the largest delivery service was other confab, exempting reps of the present at the meeting, but due to majors and those distribs who han- other discussion, no definite plan was dle a company-owned branch, will talked over with him. Distrib men would warn distribs when a deale probably be held soon.

In a vote taken after lengthy discussion concerning merits of the better breaks than the smaller firms. projected org, the vote showed all indie distributors, save one, voting dealer ordered a package of records, up, while all reps of the Big Four distrib an average of 50 cents per of assets at hand thru an association and factory-owned branches, save one, voted against the move. Milt dollar total was frequent breakage Solstone, M&S Distributing, said he during delivery, leaving the distrib was undecided about joining, while with a \$1.25 to \$1.50 deficit, without Nick Laney, of Rondo label, which any sale. has its own distrib point in connection with its home office here, voted in favor of the association. Solstone later told reps he would join the was talked over, with distribs reassociation, it was learned.

Plan Second Meeting the main meeting, Passis and Martin, some standardization of manufac- major label sales force.

CHICAGO, March 26 .- Local record | together with four indie distrib point

Distributors discussed a number openly decried the inequality of or juke op was overdrawn on his acprices, with the larger outfits getting One rep pointed out that often a which he later returned, costing the package each way. Added to this Discuss Claim Jumping

The problem of manufacturers switching distribs indiscriminately porting that they would be favorable salesman a sizable draw, in order to to some action to clarify the claim Jimmy Martin, who heads his own jumping. If both the old and the indie label distrib firm, and Monroe new distributor were able to get the Passis, chief of Chord Distributing, news of a distrib switch, the problem called the meeting, which brought of both distribs holding large inven-

rt Mooney Sets ace With Huge Bridgeport Bally

BRIDGEPORT, Conn., March 26 .is city witnessed one of the most tensive promotional campaigns in mection with the recent one-nightappearance of Art Mooney at the Ballroom here. Mooney drew 22 persons, breaking the season's

the local Loew-Poli Theaters, thru tt Saunders, Harry Rose and Al mane, one week prior to the enrement, set an Art Mooney Week, ir purpose being to exploit MGM ords. The co-operation of MGM cords in New York City, plus the mouth Electric Company, MGM imbutor in New Haven, made the sequent events possible. All thers, record stores and the Ritz Ballm displayed very prominently ge silk gold and black banners ling attention to Art Mooney ek, his MGM records and his aprance at the Ritz. All record res featured his records, as their ef sales feature. Disk jockeys on al radio stations played Art oney records on regular schedules. Mooney's arrangement of Doo De o on an Old Kazoo was incorated into the Casa Ritz orchestra, house band at the Ritz every Satiny night. Promotion included a a floor show highlighting a dance rty, which included a banjo player ying all of the Art Mooney novelty

th all participants receiving prizes. A Beautiful Eyes Contest was re awarded in person by Mooney. shop was enlisted to create a aby Face Coiffure." Large picture mon problems. vertisements were run in the local pers offering prizes for the first ree persons who could spot the

es. As an audience participation

ture, several dancers were called

on to compete in a kazoo contest,

odel wearing this "Baby Face Coifre" at the dance at the Ritz the ght preceding Mooney's appearance. that evening the girl was among iring the evening and the place was ive with activity, and cash prizes ere awarded.

For weeks in advance, colorful een four leaf clover cut-outs were stributed thruout the city, green ickers were found all over town and ousands of cards were mailed out prospective customers, heralding e coming of Art Mooney.

The city was really made Art coney conscious, and his record iles jumped accordingly, with all cord outlets reporting banner busi-

Ray Colonari, of the Ritz Ballroom aff, handled the entire exploitation.

For Adoption

LAS VEGAS, Nev., March 26. -Singer Jo Stafford has assured residents of Alamo, Nev., cow country village near here, that she hopes to visit the town soon and accept its invitation to make her recording, On the Alamo, the town's official anthem.

It seems that expatriate Texans living in California protested that her waxing was an insult to the historic beroes of the convent in old San Antone. Hearing of this, commissioners of Lincoln County, in which Alamo is situated, informed the torch singer that they would like to adopt not only the record as the town's anthem, but the

Dunk You!

HOLLYWOOD, March 26. -Promotional tie-ins are nothing new to the music biz, but this one is a dunker. In commemoration of National Doughnut Week (April 25-30), Jack Smith was selected the "man with whom the 3,000,000 members of the National Doughnut Dunking Association would most like to dunk with."

He will receive a Mayflower Doughnut trophy during his May 25 broadcast. Posters carrying Smith's pic with credits on his Oxydol air show and Capitol disks will be displayed in all the Mayflower Doughnut Shops thruout the country. Same posters will be distributed to indie and chain stores carrying the Mayflower Doughnuts, while Cap's distribs will make them available to disk dealers.

Dunker was set between the Bert Nevins office, New York, and Bob Weiss, Smith's drum beater.

DC Wax Dealer Org Stirs Trade

WASHINGTON, March 26. Queries on the set-up of the recently organized Washington Retail Record Dealers' Association (WRRDA) are coming in from several cities, indicating to WRRDA a widespread interest in record dealer groups. Littman Danziger, of the Disk Shop, inched by Radio Station WNAB in public relations director for WRRDA, junction with the Ritz, and listen- told The Billboard this week that were asked to send in girl's pho- the association has received letters raphs and judges would pick "Miss from Boston, Houston and several autiful Eyes." Various business smaller cities, inquiring about the ablishments donated prizes, which procedure for establishing record Danziger also disclosed groups. Another stunt was built around an WRRDA has been in touch with Mooney record hit. A local beau- existing dealer groups in Philadelphia and Chicago regarding com-

Formed only a month ago (The Billboard, February 26), WRRDA is making rapid progress, Danziger said. At a meeting Tuesday (22), some 50 local dealers were on hand. The group approved the sending of telegrams to disk manufacturers and e dancers. Baby Face was played local distributors requesting that dealers be advised a "reasonable period" in advance of any public announcement regarding disk price cuts.

> At its meeting, WRRDA agreed to sponsor co-operative advertising to "make the public record-conscious." Distributors agreed to share the cost of such institutional ads.

Joyce Pacts Wakely For Entire Country

PHILADELPHIA, March 26. -Jimmy Wakely, top Western singing star linked with Capitol Records and Monogram flickers, will be booked exclusively by Jolly Joyce, who heads the local agency bearing his name. For the past month Joyce held a booking exclusive for all points east of Chicago. New arrangements negotiated with Ray Whitley, Wakely's personal manager, gives Joyce the booking rights for the entire country, covering theaters, parks, fairs, night clubs and auditoriums.

Before Wakely goes out on a park tour for Joyce, starting June 11, the Western singer will take in the theaters and auditoriums. Joyce is also negotiating to provide Wakely with his first night club engagement, the deal being set to bring him into the Last Frontier Hotel, Las Vegas, Nev.

Joyce agency has also taken on the Hilton Sisters (Daisy and Viola) for a theater tour, starting off with the Towers. Camden, N. J., and the Majestic, Paterson, N. J.

London Makes Drastic Staff Revamps; Some Execs Out

Records has undergone a drastic per- fit, on the Coast. Toller-Bond stated sonnel shake-up, with a number of the company planned distributor extop-level personnel leaving the com- pansion. pany. These include James P. Bray, vice-president and national sales manager; Joe Martin, advertising and Dishard sales promotion manager, and Richard Paganelli, salesman for the library service. It was also reported that Remy Farkas is taking a two-month leave of absence.

shake-up mirrored a strong retrench- has been suspended by RCA. The ment policy necessitated by declining miniature platters, which made their sales. He added that hundreds of debut last fall (The Billboard, Octothousands of dead stock disks had ber 30), were cut under the superbeen shipped into storage this week.

London, stated that the shake-up was stores. All shipments were made in no way a reflection on the com- directly from the RCA factory in pany's financial condition. The move Camden, N. J. was precipitated, he said, "by purely internal problems of organizational methods." He added that London would reorganize on a stronger basis.

It was reported that during the last 10 days sales of London's top 10 records had hit only 19,000. Toller-Bond denied this, stating sales have been rising since Christmas. London has 10 best sellers, he said, and six are moving fast. Toller-Bond also stated the company was planning for months ahead, and denied there was any connection between the personnel shake-up and the reported rift between American and British Decca.

No personnel replacements are being considered at the present time, Toller-Bond said.

London's West Coast distributor, Sues, Young & Rubicam (which is also MGM's distributor on the Coast), a bill topped by Ella Fitzgerald and is closing the San Francisco branch, featuring the Jazz at the Philharbut will continue in Los Angeles, monic unit and Machito's Afro-Cuban London is expected to open Redwood ork.

NEW YORK, March 26 .- London | Record Sales, its own distribution out-

In Tail Spin

NEW YORK, March 26 .- Produc-A company rep stated the personnel tion of the 612-inch spinner kidisks vision of Victor music staffers for D.- H. Toller-Bond, speaking for direct sale to chains and department

According to Jim Murray, vicepresident in charge of the Victor Record Division, the line may be put back in production sometime, but meantime certain outlets are reported to have been offered approximately 280,000 disks at 10 cents each.

Diz and Sarah Set For Bop City Bow

NEW YORK, March 26 .- Bop City, sooned-to-be-opened modern jazz Broadway bistro, has set a six-week bill beginning June 16 co-featuring the Dizzy Gillespie ork and Chirp Sarah Vaughan.

The spot opens in mid-April with





Dealers Dealers HERE IS YOUR ANSWER

when your customers ask you this question:

Will possible changes in wave lengths obsolete today's television sets?

YOUR TELEVISION SET WILL NOT BE OBSOLETE

1. It is true the federal government, thru the Federal Communications Commission, has required private industry to experiment with television transmission in higher wave bands so more television stations can go on the air.

2. As many as 60 new channels may eventually be approved, and television sets being sold today will not receive television on these channels unless some inside conversions and an additional antenna are installed. Estimates of the cost of converting current receivers vary from \$20 to \$70 per set. It must be understood the purpose of these new channels is NOT to replace present station channels. In other words, except in very rare cases, you will be able to continue to receive on your set all local stations presently on the air without any future added costs.

3. It is important to bear in mind that private industry has not as yet been able to prefect transmission equipment that will satisfactorily transmit television programs on these new wave bands (UHF). Estimates vary from one to three years as to time that will be required to engineer this TRANSMISSION equipment. After that, stations will be licensed

and then transmitters will have to be built. Thus it may be as long as four years before you may have to convert—IF the new higher wave bands are assigned to some future station in your territory.

4. These new wave bands may never be assigned to future television stations broadcasting in hundreds of American communities currently in television areas. In other words a

On Wednesday, March 23, 1949, Wayn Coy, Federal Communications Commission Chairman, stated:

"I think this question of obsolescence of television receivers is something of a tempest in a teapot. I do not think that any one buying a television set today has had a fraud perpetrated upon him. I can assure them that wherever a television signal is available from a VHF transmitter, their sets will render them fine service for many years and can be converted to render fine service for them if ultra high frequencies are utilized for the present sys - 7."

very large percentage of today's television buyers may NEVER have to convert their sets.

5. It is questionable that manutacturers can save the consumer
money by currently installing provisions for future conversions that
will make final future conversion cost
less. Such "preliminary" provisions
today must necessarily raise the prices
of sets today. It is quite possible
the additional money paid for sets
having such units today, when added
to cost of specific additional alterations and serials in the future, will
cost the consumer more in the long
run.

5. Summarizing:

1. The television set you buy today will in all likelihood, without any additional cost to you, continue to receive television broadcasts from stations in this area currently on the air

2. It is possible that within another three or four years you may have to spend from \$20 to \$70 for conversion units that will enable you to receive broadcasts from future stations that MAY go on the air in this area on new high, as yet unproved, wave bands.

The above information was compiled by The Billboard, one of the leading trade papers in the Radio-Television-Music field. In the opinion of The Billboard this information best represents combined information on the subject as stated by industry leaders and government officials.

Order Reprints of This Message Today! Be Ready To Turn Hesitant Prospects Into Buyers.

MAIL THIS COUPON TODAY

ALL ORDERS MUST BE IN BY MONDAY, APRIL 14 The Billboard 2160 Patterson St. Cincinnati 22, Ohio

I enclose \$1 for which send me postpaid 50 reprinte "Your Television Set Will Non-Residualete"

Address

City State

Inked by MGM

NEW YORK, March 26 .- MGM scords last week inked the Shep elds ock to a waxing pact.

craft diskery and recently obtained release from that firm, when it beame embroiled in a petition for rehandler Act.

Bellen Inks Mary Jones

PHILADELPHIA, March 26 .- Ivan ellen, head of the Bellen Record our Mind.

Bermuda Baits Tourist With Tricky Calypso-Like Album

HAMILTON, Bermuda, March 26 .- take occasional vocals. Fields last recorded for the Mu- A specially produced record album Altho none of them has ever had nganization under Chapter XI of the made by the island's hottest attrac- to race items and pseudo-calypso. be released next month. group, native Bermudians, consists their playing and singing. A little bit of place Jimmy Martin, who since the ompany here, who also has the Instrumentation is somewhat on the musical style, instrumentally as far as tional distributor for the label, Martin lotham label in New York, has unorthodox side, as the music they possible, and vocally in a glaringly will continue to act as national disdded to that label Mary Louise make. The brothers are Archie, who obvious manner, is discernible. For tributor chief until Putnam can reones, ex-vocalist with Cab Callo- plays guitar and harmonica (braced example, there's a touch of the Crosby align his distributor set-up. Martin A local lassie, Miss Jones was on his neck) simultaneously and phrasing, the Sinatra glissando, even told The Billboard that he was unigned to a long-term binder. She singly; Austin, ditto; Ross, electric a Ruth Etting sob in one warbling able to carry the load of national disas two sides out now, with backing guitar; Dick, tipple (overgrown chore or another. And while the tributor in addition to operating his com Calloway's small unit, in Blue ukulele); Roy, a home-made bass lads are hardly fastidious about hit- own five-State indie label distrib set-If the Time and Darling, Make up fiddle, and cousin Cromwell Manders, ting every note on the nose, they up, generally regarded as the biggest

is finally being added to the long any formal musical training, their list of souvenirs available to tourists repertoire is extremely varied, rang-The six-sided package was ing from current pops, thru standards, tion, the Talbot Brothers, a six-man, They learned their techniques mainly so-called calypso outfit, and will from listening to American records financially. The and this becomes quite apparent in of five brothers and a cousin. just about every well-recorded Yank first release on DF, has acted as naaccordion. Practically all of them (See Bermuda Tricky on page 54) in the Midwest.

Double Feature Goes to Plastic

CHICAGO, March 26 .- The new Double Feature disks, released recently by Bill Putnam, of Universal Records, will probably become a 100 per cent all-plastic platter line within six weeks. Putnam, when contacted, said he is making plans to turn the line into plastic and that .current talks with record presseries indicated that the move would be a sound one

Putnam also is making plans to re-

LL YOUR RECORD NEEDS FROM ONE SOURCE

TAKE ADVANTAGE OF OUR SERVICE OPERATORS & DEALERS

Just as we serviced your needs in 78 Records, we are now equipped to handle your needs in the new 45 RPM field. We are now handling the complete Victor "45" catalogue. Also the Capitol catalogue of regular and Telefunken records on "45", as well as the new releases by Mercury on Long Playing records. Of course, we will continue to handle your needs for Columbia LP's. Catalogues on all the above on request,

- WE STOCK THE FOLLOWING LABELS: . MODERN . TEMPO . NATIONAL
- APOLLO AND ALL OTHERS SAVOY MIRACLE ALADDIN
- The following are always in stock—

DECCA - \$.54

40065 ONCE IN LOVE WITH AMY-Bolger

(Original cast "Where's Charley?") Vinylite 70s

24576 I DON'T SEE ME IN YOUR EYES ANYMORE-Jenkins

24565 COMMI CI, COMMI CA-Haymes 24502 AGAIN-Jenkins

24612 HOW IT LIES, HOW IT LIES-E, Knight and Crosby

24549 EVERYWHERE YOU GO-Lombardo

24608 BARROOM POLKA-Morgan 24569 FOREVER AND EVER-Morgan

48098 HE WATCHES ME-Thorpe

46151 TENNESSEE BORDER-R. Foley

MERCURY - \$.54

5261 AGAIN-Vic Damone

5253 KEEP A TWINKLE IN YOUR EYE-Ann Vincent

5238 LOVE ME, LOVE ME, LOVE ME-Eddy Howard

5272 CANDY KISSES-Eddy Howard

5260 ALL RIGHT, LOUIE, DROP THE GUN-Art Kassel, with Gloria Hart

MGM - \$.50

10346 CRUISING DOWN THE RIVER-B. Barron

10368 CARAVAN-B. Eckstine

10357 BEAUTIFUL EYES-Art Mooney 30174 SLAUGHTER ON 10TH AVE.-L. Hampton

10340 BEWILDERED ... B. Eckstine

VICTOR — \$.54

3359 YA WANNA BUY A BUNNY-Sp. Jones

3381 "A" YOU'RE ADORABLE-Como 3347 FOREVER AND EVER-Como

3319 RED ROSES FOR A BLUE LADY-Monroe

21-0002 DON'T ROB ANOTHER MAN'S CASTLE-E. Arnold

20-3355 A PENNY FOR A DREAMER-Bill Lawrence

20-3343 SENORITA'S BOUQUET-Monroe

20-3329 BLUE ROOM-Como

20-3321 CARELESS HANDS-Sammy Kaye

20-3302 LADY OF SPAIN-Ray Noble

COLUMBIA - \$.54

38410 FOREVER AND EVER-D. Shore

38324 I'VE GOT MY LOVE TO KEEP ME WARM-Les Brown

38390 LITTLE GUY-Godfrey 20547 CANDY KISSES-Geo. Morgan

12394 CHARLIE WAS A BOXER-Yankovia

CAPITOL - \$.54

15393 "A" YOU'RE ADORABLE-McRae

15428 BLUE MOON-Mel Torme

15357 SO IN LOVE-McRae

57542 A WONDERFUL GUY-Whiting

15416 SIMILAU-Peggy Lee

TE652 SWEET GEORGIA BROWN-Brother Bones Complete line of Brother Bones and Ben Light records.

SENSATIONAL CLOSEOUT OF SURPLUS STOCK

50,000 Columbia, Victor, Decca, Capitol and MGM. In lots of less than 1,000-15 cents each . . . 5,000 or less 14 cents each. All 50,000 can be had for 12 cents each.

Special offer: Hora Staccato by Heifitz, and I Can't Get Started With You by Bunny Berigan. 50 cents each.

We invite export orders. All shipments by Parcel Post and motor freight during strike.

No order too large or too small to fill. Our price is as follows: 5c above wholesale cost on any label. All albums @ 30% discount of full price. Wholesale only. Terms C. O. D. Immediate Delivery. (10 records or less \$1 handling

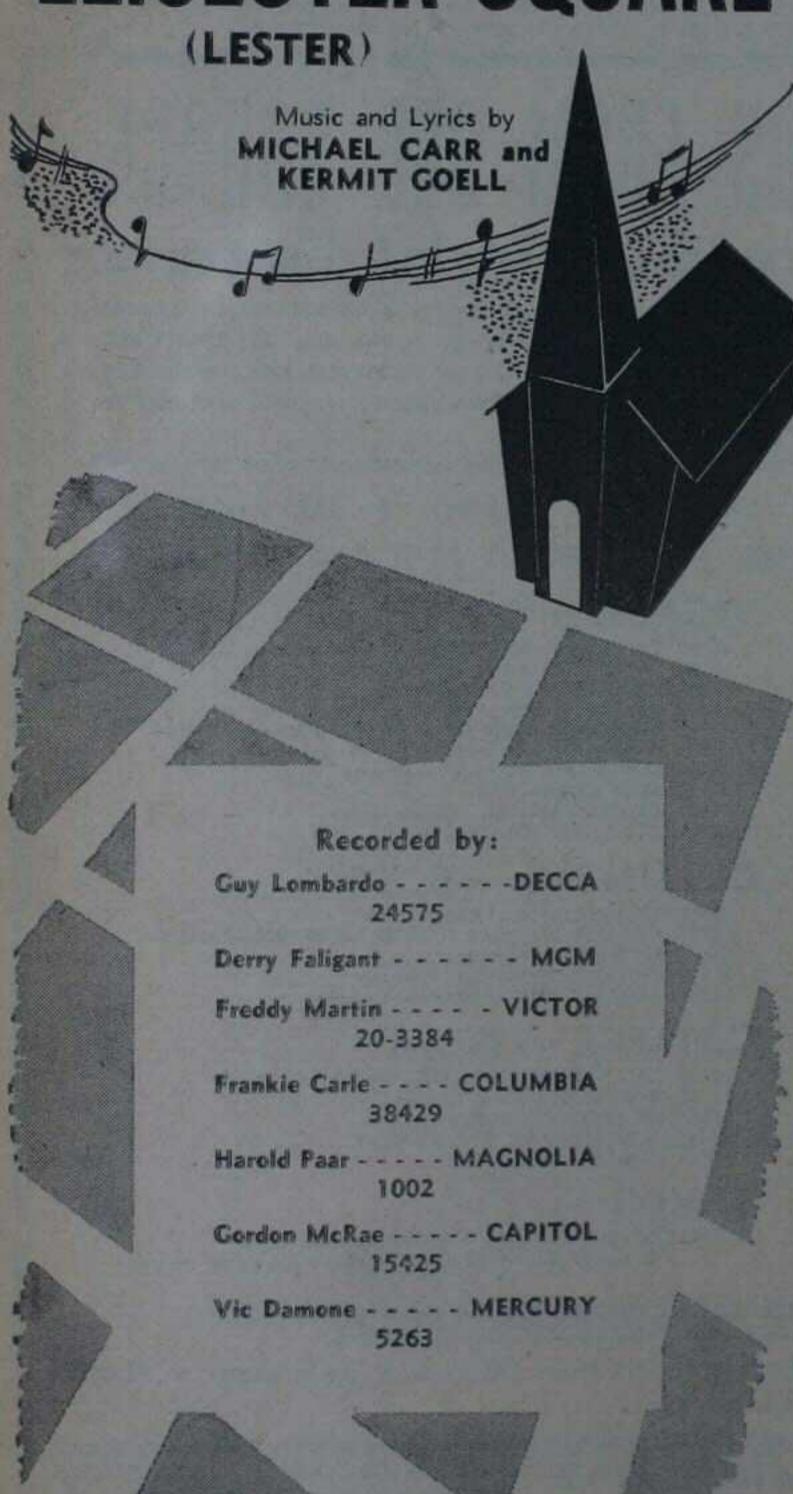
84-32 164TH ST., JAMAICA, NEW YORK, N. Y. RAYMAR SALES CO. Tele: Jamaica 3-2248; Re 9-7908; Ja 3-9560

TRADE

SERVICE



OLD CHURCH NEAR LEICESTER SQUARE



OXFORD MUSIC Corp.

GEO. JOY, Pres. NEW YORK 19, N. Y. 1619 BROADWAY NEW YORK . BOSTON . CHICAGO . HOLLYWOOD MUSIC POPULARITY CHARTS

The Nation's Top Tunes

Based on reports received inst three days of Week Ending March 25

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scienti tabulation of various degrees of each song's popularity as measured by survey features of It

HONOR ROLL OF HI

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

This Week

By Beadell and Tollerion Records available: B. Barron Ork, MGM 10346; Jack Smith-The Clark Sisters, Capitol 15372; Prankis Carle, Columbia 38411; H. Carroll, Mercury 5349; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 50035; The Riddlers-The Hi Tonians, Hi-Tone 104; The Paulette Sisters, Spotlite 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. 1. CRUISING DOWN THE RIVER

By Whitney and Kramer Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vio Damole, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Rene Ork; Victor 20-3316; Ames Brothers, Coral 60016; O. Tucker, Double Feature 2002; Smith-J. Miller, MGM 10356; E. Baird, Hi-Tone 104; P. Terry-Paulette Sisters, Spotlite 500.

Electrical transcription libraries: Stanley Black Ork, London; Haye Armen, Associated; Weltz Festival Ock, NBC Therappers

Associated; Waltz Festival Ork, NBO Thesaurus.

By Sid Tepper and Boy Browsky 3. RED ROSES FOR A BLUE LADY Published by Mills (ASCAP) Records available: J. Laurenz, Mercury 5201; G. Lombardo, Decea 24549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 392; L. Douglas & Hi-Tone Berenaders, Hi-Tone 103; B. Breen-B. Martin Ork, Spotlite 507. Electrical transcription libraries: Charlie Spivak, World; Lenny Herman, Lang-Worth; Novatime Tric, NBC Thesaurus.

By Dr. Arthur Colahan 4. GALWAY BAY Published by Leeds (ASUAP) Records available: Bing Grosby, Decca 24295; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3238; A. Sheiton, London 287; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddle Ballantine Ork, Rondo R-184; C. Dennis-B. Cole Ork, Capitol 15403; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101; P. Terry-S. McWilliams, Spotlite 506.

Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork,

5. POWDER YOUR FACE WITH SUNSHINE By Lombardo and Bechinski Records available: D. Bryon-T. Black Ork, Dana 2021: E. Knight-the Stardusters, Decca 24520; Primo Crais Banjo & Accordion Ork-The Esynotes, London 367; B. Barron, MGM 10346; D. Martin-P. Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Sammy Raye, Victor 20-3121; Double Peature, 2000; A. Vincent-J. Laurenz, Mercury 5247; Phyllis Marshall-Norm Alexander Quartet, Monogram 104; E. Baird-The Hi-Tunians, Hi-Tone 103; J. Tucker, Spotlite 100.

Electrical transcription libraries: Blue Barron, Lang-Worth: Sammy Raye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus; Lawrence Welk, Standard.

6. SUNFLOWER

By Mack David Hecords available: D. "Two-Ton" Baker, Mercury 5239; S. Browne-The Squadronaires-J. Miller, London 304; J. Fulton-E. Ballantine, Tower 1454; J. Kilty, MGM 10339; M. McKinley Ork, Victor 20-3336; R. Morgan Ork, Decca 24568; Frank Sinatra, Columbia 38381; J. Smith-Crew Chiefs, Capitol 15394; Deuce Springens-T. Williams Ork, Capitol 15405; J. Cooper-The New Yorkers, Spotlite 512, Electrical transcription libraries: Charlie Spivak, World; The Swingtones-The

Jumpin' Jucks, NBC Thesaurus; Shep Fields, Lang-Worth.

7. FOREVER AND EVER

By Franz Winkier-Malia Rosa Published By Robbins (ASCAP) Records available: H. Carroll & the Carolers, Mercury 5252; Perry Como-M. Ayers, Victor 20-3347; Russ Morgan Ork, Decca 24569; D. Snore-H. Zimmerman Ork, Columbia 38410; M. Whiting, Capitol 15386.

Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye,

NEC Thesaurus.

By Carl Sigman and Beb Hilliard 10 8. CARELESS HANDS Published by Metrose (ASCAP) Becerds available: Bob & Jean, Decca 24563; R. Dean, Mercury 6170; J. Deamond, MGM 10349; S. Kaye Ork, Victor 20-3321; J. Laurena, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 21-007; L. McAuliffe, Columbia 20546; A. Smith, MGM 10380; M. Torme, Capitol 18379; P. Palge-The New Yorkers, Spotlite 507; J. Price, Rich-R'-Tone 443.

Electrical transcription libraries; Monica Lewis-Mack Stewart Quartet, World;

Larry Cilnien, Lang-Worth; Sammy Kaye, NBC Theasaurus.

By Russ Mergan and Jack Stuart Q 9. SO TIRED Published by Glenmare (ASCAP) Records available: N. Donovan, De Luxe 1185; K. Starr, Capitol 18314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, Bing 4263; P. Martin Ork, Victor 20-3350; Reggie Goff, London 354; P. Terry-The New Yorkers, Spotlite 509. the information on electrical transcription libraries available as The Biliboard goes to press.)

10. I'VE GOT MY LOVE TO KEEP ME WARM Published by Berlin (ABCAP) 7 Becords available: Mills Brothers, Decca 24550; L. Brown Orz, Columbia 16334;
R. Nobie Ork, Victor 20-3302; The Starlighters, Capitol 15330; A. Lund, MGM 16348; H. Brooks Trio, Modern 20-549; E. Baird-The Hi-Tonians, Hi-Tone 101; C. Elwood-B. Martin Ork, Spotlite 504.

Electrical transcription libraries: Hank D'Amico, Associated; Bal Franzella, Lang-Worth; Sweetwood Screnaders, NBC Thesaurus; Dick Haymes, World; Hay Stare, Standard.

May Start, Standard.

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



MAUGHN MONBOE

RCA VICTOR RECORDS



20-3411

П

The Billboard-The Disk Jocks-The Retailers— The Ops— ALL PICK AS A SMASH HIT

1 = = 1

recorded by

(Listed Alphabetically)

Capitol 15393 Jo Stafford Gordon McRae

Wesley & Marilyn Tuttle Capitol 15423 Columbia 38450

Bob Crosby and his Crew Chiefs

Coral 60043 Sandy Sims

Decca 24614 Guy Lombardo

Bob Morris Highway 3459 and

Kay Karma

Victor 20-3418 Johnny Bradford Victor 21-0040 Dave Denny

and Patsy Montana

CHOICE MUSIC, INC.

1574 Broadway N. Y. 19, N. Y. 9109 Sunset Bvd. Hollywood, Calif.

Billboard

MUSIC POPULARITY CHARTS

Sheet Music

Based on reports received that three days of Week Ending March 25

BEST-SELLING SHEET MUSIC

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

Weeks	Wee	t This	
8	310	1.	CRUISING DOWN THE RIVER (R)
15	2	2.	FAR AWAY PLACES (R)Laurel
16	3	3,	GALWAY BAY (R)Lends
12	15	4	POWDER YOUR FACE WITH SUNSHINE (R) Lombarde
4	4	5.	SUNFLOWER (R)
9	6	. 6.	RED ROSES FOR A BLUE LADY (R)
6	11	7.	SO IN LOVE (M) (R)T. B. Harms
4	9		FOREVER AND EVER (R)
17	7	9.	LAVENDER BLUE (Dilly Dilly) (F) (R)
1	-	10.	CARELESS HANDS (R)Melrose
4	14		BRUSH THOSE TEARS FROM YOUR EYES (R)Leeds
2	12	11.	"A" YOU'RE ADORABLE (R)Laurel
9	10		I LOVE YOU SO MUCH IT HURTS (R) Melody Lane
11	8		I'VE GOT MY LOVE TO KEEP ME WARM (R) Berlin
1	-		SOMEONE LIKE YOU (F) (R)

ENGLAND'S TOP TWENTY

odate	HEEL	And I	English American	
6		1.	FAR AWAY PLACES Leeds Laurel	
12	1	2.	ON A SLOW BOAT TO CHINA Melrose	
13	4	2.	HEART OF LOCH LOMOND. Unit	
3	7	4.	TWELFTH STREET RAG Chappell Shapiro-Bernste	In
26	6	8.	WHEN YOU'RE IN LOVE Bradbury Wood Chappell	
5	9	8.	ON THE FIVE FORTY FIVE Strauss Miller Shapiro-	
18		e.	CUCKOO WALTZ Kelth Prowse Criterion	in.
25	3	8.	BUTTONS AND BOWS Victoria Famous	
3	13	9.	CRYSTAL GAZER Dash Leeds	
9	7	9.	MAHARAJAH OF MAGA- DOR Chappell Mutual	
6	11	11.	IT'S MAGIC Campbell-Connelly . Witmark	
4	12	12.	FOR YOU Feldman Witmark	
2	17	13.	POWDER YOUR FACE WITH SUNSHINE Chappell Lombardo	
29	10	14.	MY HAPPINESS Chappell Blasco	
15	14	18.	CUANTO LE GUSTA Southern Peer	
46	15	16.	DREAM OF OLWEN Lawrence Wright Mills	
8	16	17.	PERHAPS, PERHAPS Southern Caribbean Music, I	Inc
	19	18.	UNTIL Kassner Dorsey Br	02.
1	-	19.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON Connelly Remick	
9	18	20.	SUVLA BAY Box and Com	

Songs listed are sheet music best sellers to Canada. Listing is cased on records received from the seven largest retailers to the Dominton

- CRUISING DOWN THE RIVER
- GALWAY BAY
- Z. FAR AWAY PLACES
- 4. SUNFLOWER
- 4. POWDER YOUR FACE WITH SUNSHINE
- 8. LAVENDER BLUE (Dilly, Dilly)
- 7. I'VE GOT MY LOVE TO KEEP ME WARM
 - CLANCY LOWERED THE BOOM
- 9. RED ROSES FOR A BLUE LADY
- IC. DOWN BY THE STATION
- 11. I LOVE YOU SO MUCH IT HURTS
- 12. 50 IN LOVE
- IS. A LITTLE BIRD TOLD ME
- 14. A BLUEBIRD SINGING IN MY HEART
- 14. FOREVER AND EVER

TRADE BERVICE

MATURE



Radio Popularity

Based on reports received last three days of Week Ending March 25

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

Weeks	lan	Table	Lie. By
todate	Week	13Veek	City Dy
9	1	1-	CRUISING DOWN THE Blue Barron OrkMGM 10346-ASCAP
14	3	2	I'VE GOT MY LOVE TO L. Brown Ork
8	5	3.	RIVER Vol Ork . Capitol 15372—ASCAP
9	4	-4.	SO TIRED R. Morgan Decca 24521-ASCAP
6	7	5.	LADY V. Monroe, Victor 20-3319-ASCAP
18	2	6.	FAR AWAY PLACES M. Whiting and the Crew Chiefs Capitol 15278—ASCAP
5	11	7.	CARELESS HANDS M. Torme-S. Burke Ork Capitol 15379—ASCAP
5	8	3.	CRUISING DOWN THE R. Morgan OrkDecca 24568—ASCAP
9	9	9.	SO TIRED K. Starr Ork Capitol 15314-ASCAP
13	10	10.	POWDER YOUR FACE E. Knight-The Stardusters Decca 24530—ASCAP
13	5	11.	FAR AWAY PLACES P. Como-H. Rene Ork
- 5	24	12.	GALWAY BAY B. Crosby Decca 24295-ASCAP

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

Week of March 18-24

	11/12/200	 Tel Carlo Della
SI—Sustaining SV—Sustaining		

Ci-Commercial Instrumental

Songs	Pub.	Hei SI S	rd	N.	Y. P	iea Si	rd	Chi	H	SI	d Ca	CIC	50	Adi	d. Tot. Pts.
A Bluebird Singing in My Heart	Advanced	3	5	2	5	2	1	4	6	2	0	2	5	13	120
A Little Bird Told Me	Bourne	0	5	1	3	0	14	2	4	1	3	1	2	1	74
A Million Miles Away	Paxton	2	4	3	4	0	1	0	4	0	0	0	4	2	65
A Rosewood Spinet	Shapiro- Bernstein	0	8	0	5	1	•	2	6	1	2	0	5		108
Cruising Down the River	Spitzer	0	7	0	,	0	2	0	8	2	4	0	D	1	129
Down by the Station	American Academy		5	0	7	0	4	0	8	0	7	0	6	13	121
Dreamer With a Penny (All for Love)	George Simo	, 2	6	0	•	0	1	0	3	2	3	0	2		40
Everywhere You Go	Lombardo	1		0	2	.0	1	0	2	4	5	0	2	2	61
Far Away Places	Laurel	0	5	0	11	0	1	0	9	2	5	0	8	4	140

six offices-Louisville Lexington, Cin-

(Beginning Friday, March 18, 8 a.m. and ending Friday, March 25, 8 a.m.) Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles, Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 lunes (plus ties)

A Bluebird Singing in My Heart (R)
A I trade Died Tald Ma (D) (D)
A Little Bird Told Me (F) (R)Bourne-ASCAP
A Rosewood Spinet (R)
"A" You're Adorable (R)Laurel-ASCAP
Buttons and Bows (F) (R)
Carallel Harle (0)
Careless Hands (R)
Cruising Down the River (R)
Down by the Station (R)
Far Away Places (R)Laurel-ASCAP
Galway Bay (R)Leeds-ASCAP
Great Guns
I for the first the second sec
I Got a Gal in Galveston (R)
I Love You So Much It Hurts (R)
I Love You So Much It Hurts (R)
I've Got My Love To Keep Me Warm (R) Beelin-ASCAP
Johnny Get Your Girl (R) Rowens-ASCAP
Love Me! Love Me! Love Me (Or Leave Me Alone) (R)
Mr Dading Are Dading (Mr 191)
My Darling, My Darling (M) (R)E. H. Morris-ASCAP
No Orchias for My Lady (R) Leeds-ASCAP
No Orchids for My Lady (R)
Red Roses for a Blue Lady (R)
So in Love (M) (R)
Someone Like You (R)
Streets of Laredo (F) (R)
Similar (P)
Sunflower (R)
Tarra Ta-Larra Ta-Lar (R)
Underneath the Linden Tree (R)La Salle-ASCAP
When You're in Love (R)
While the Angelus Was Ringing (R)
You Broke Your Promise (R)
You Was (R)
- ASCAT



NOW EXCLUSIVELY ON

coupled with

Vocal with Quartet & Orchestra Both with the TATTLERS

CORAL 60045



THE FOUR KNIGHTS

Singing

DON'T CRY, CRY BABY

coupled with

WRAPPED UP IN A DREAM

Vocal Quartet with Instrumental Accompaniment **CORAL 60046**

TODAY'S DEMAND HIT!

CRUISING DOWN THE RIVER CLANCY LOWERED THE BOOM! THE AMES BROTHERS 60035

FOUR RECENT RELEASES RIDING HIGH!

HOW IT LIES, HOW IT LIES, HOW IT LIES

YOU TOLD A LIE Vocal with Mixed Chorus & Rhythm Accompaniment CONNIE HAINES

with 4 Hits & A Miss Coral 60044

NEED YOU ANGEL FACE

Vocal with Organ & Rhythm Accompaniment-SANDY SIMS Coral 60043 ORDER FROM YOUR CORAL DISTRIBUTOR I DON'T CARE BLUE BONNET BLUES

Singing with String Band Coral 64006 JIMMY WAKELY

EACH DAY

LOVE LIKE A RIVER

Vocal with Rhythm Accompaniment With Jimmy Blythe, Jr. Trio Cotal 65005

OR WRITE TOA

Single Records 75¢ (plus tax)

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PART

STEVIES PEACHE



Usethis ... CHECK LIST OF TOP-SELLING M-G-M RECORDS ORDER FROM YOUR M-G-M RECORDS DISTRIBUTOR

POPULAR

CRUISING DOWN THE RIVER POWDER YOUR FACE WITH SUNSHINE

BLUE BARRON and his Orchestro

M-G-M 10346

INDICATE

QUANTITY

DOO DE DOO ON AN OLD KAZOO BEAUTIFUL EYES ART MOONEY and his Orchestro

M-G-M 10357

CARAVAN A SENORITA'S BOUQUET THE HUMPHREY BOGART RHUMBA JOHNNY GET YOUR GIRL YOU'RE SO UNDERSTANDING MISSISSIPPI FLYER

BETTY GARRETT M-G-M 10367 **BLUE BARRON** and his Orchestra

BILLY ECKSTINE

M-G-M 10368

M-G-M 10369

I THOUGHT I WAS DREAMING TENNESSEE TANGO

FRANCIS CRAIG and his Orchestra M-G-M 10378 JOHNNY DESMOND

PEGGY DEAR WHILE THE ANGELUS WAS RINGING CLANCY LOWERED THE BOOM

M-G-M 1035B THE KORN KOBBLERS M-G-M 10384

HOORAY, HOORAY, I'M GOIN' AWAY I DON'T SEE ME IN YOUR EYES ANYMORE HELEN FORREST WHY IS IT BEWILDERED

M-G-M 10373

NO ORCHIDS FOR MY LADY SUNFLOWER

BILLY ECKSTINE M-G-M 10340 JACK KILTY M-G-M 10339

BRUSH THOSE TEARS FROM YOUR EYES "A" YOU'RE ADORABLE THE BUDDY KAYE QUINTET

M-G-M 10310

DON'T SAVE YOUR KISSES FOR TOMORROW SO IN LOVE ALWAYS TRUE TO YOU IN MY FASHION

JANE HARVEY M-G-M 10359 ART LUND

YOU WAS! GET A LITTLE SUMMER IN YOUR KISSES JUST ONCE MORE HOW MANY TEARS MUST FALL

M-G-M 10365 FRANKIE MASTERS and his Orchestra

AS YOU DESIRE ME I'LL REMEMBER APRIL

M-G-M 10371 DERRY FALLIGANT M-G-M 10308

SOMEONE LIKE YOU I'VE GOT MY LOVE TO KEEP ME WARM

ART LUND M-G-M 10348

A ROSEWOOD SPINET FAR AWAY PLACES

KATE SMITH M-G-M 10356

FOLK and WESTERN

LOVESICK BLUES HANK WILLIAMS NEVER AGAIN M-G-M 10352 MORE AND MORE TEE-JUS AIN'T IT CARSON ROBISON DON'T MAKE SENSE DOES IT M-G-M 10389

LADY OF SPAIN CARELESS HANDS ARTHUR (Guitar Boogie) SMITH M-G-M 10380

CANDY KISSES TENNESSEE BORDER **BUD HOBBS** M-G-M 10366

EBONY SERIES

DOWN BY THE STATION A GHOST OF A CHANCE

SLIM GAILLARD M-G-M 10309

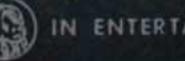
KEEP YOUR BIG MOUTH SHUT MISS LUCY

BULLMOOSE JACKSON M-G-M 10318

LAZY MORNIN' KEYBOARD KAPERS EARL (FATHA') HINES SWINGTETTE M-G-M 10382

M-G-M RECORDS

THE GREATEST NAME (IN ENTERTAINMENT



Billboard

MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received tast three days of Week Ending March 25

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

POSITION Weeks, Last This todate Week Week

1. CRUISING DOWN THE Sunflower R. Morgan Ork Decca 24568 ASCAP 2. CRUISING DOWN THE ----- MGM 10346-ASCAP

Torra Ta-Larra Ta-Lar RED ROSES FOR A BLUE LADY

... V. Monroe Ork... Victor 20-3319—ASCAP

6. SO TIRED ... R. Morgan . Decca 24521—ASCAP

I Hear Music
FOREVER AND EVER P. Como-M. Ayers Victor 20-3347—BMI Eyes Anymore

8. FOREVER AND EVER R. Morgan Ork .. Decca 24589-BM1 You, You, You Are the One

9. POWDER YOUR FACE
WITH SUNSHINE E. Knight-The Stardusters
One Sunday Afternoon Decca 24530—ASCAP

11 10. SUNFLOWER R. Margan ... Decca 24568—ASCAP

Sunzhine

12. RED ROSES FOR A BLUE LADY G. Lombardo Decca 24549-ASCAP

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 papularity 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" versue "last week" shows a sharp drop, readers should buy with caution.

Fashion 14 10 15, I'VE GOT MY LOVE TO

KEEP ME WARM L. Brown Ork Culumbia 36324—ASCAP - 16. POWDER YOUR FACE WITH SUNSHINE S. Kaye. Victor 20-3321-ASCAP Careless Hands

17. I DON'T SEE ME IN YOUR EYES ANYMORE..... G. Jenkins-The Stardusters ... Because You Love Me

H. Porrest, MGM 10383; V. Lynnes, Browne-li, Farnon Ork,
London 403; P. Como-M. Ayres Ork, Victor 26-3347; J. Pace-G.

Ellis Ork, Keystone 1500)

7 13 18. I'VE GOT MY LOVE TO KEEP WARM Mills Bros. . Decca 24550-ASCAP

10 12 19. A LITTLE BIRD TOLD ME . E. Knight-The Stardusters Decea 24514-ASCAP (P. Walson, Supreme S-1507; Smokey Rogers, Capitol 15326; Blue Lu Barker, Capitol 15308; S. Shephard-B. Martin Ork, Spotlite 502; The Wayfarers, London 389; J. Wayne-J. Davis, Columbia 38386; R. Murphy, Victor 20-3320)

Moonlight Romance
(Russ Morgan Ork, Decca 24569; J. Eager & Eager Beavers-E.
Musetté Ork, Grand G-25010; Ames Bros., Coral 60015; H. BeneMusette Ork, Standard T-142; D. James-H. Smart, London 391;
Jackie Brown Quartet, MGM 10236; M. Lau-H. Martin Ork,
Spotlite 511; K. Griffin, Rondo R-186)

23. CLANCY LOWERED THE

5253; J. Pace-G. Ellis Ork, Keystone 1600; T. Pastor, Columbia

38449)

27. I LOVE YOU SO MUCH IT HURTS Decca 24550-BMI

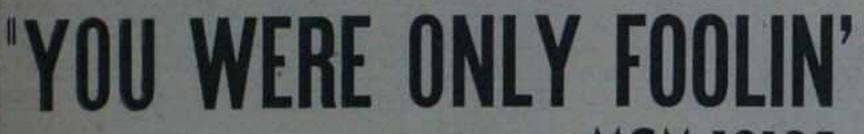
> (J. Wakely & Cowboy Band, Capitol 1524); The Prontieramen, Victor 20-3184; R. Goff, London 312; F. Tillman, Columbia 20430; Smokey Smith & Gold Coast Boys, Crystal 197; P. Clark-E. Hagen, Columbia 28406; V. Damone-G. Osser Ork, Mercury 5261) 5261; B. Breen-B. Martin Ork, Spotlite 510)

(Confirmed on page 40)



Lighting Does Strike THREE TIMES!!

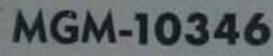
and here's proof. first



MGM-10185

then







and now

YOU'RESO UNDERSTANDING":

MGM-10369

BARBUN

and his Music of Yesterday & Today

M-G-M RECORDS

THE GREATEST NAME () IN ENTERTAINMENT



by the Michigan Phono Operators' Association as the record of the month

by the Cleveland Phono Operators' Association as the record of the month

by The Billboard in TIPS on coming TOPS

Dana's Smash Record

(In My Dreams)

7ed Black and Orch.

Ervin Drake and Jimmy Shirl

DANA 2040

PICKED by the Nation's Disk Jocks:

Alphabetically Listed

TICILIE .		tically List	ed
	Alphabe	Hickory	"Swell boy and girl combo
	artford	WTHT	going places!"
Mitch Betters	Hewark	WAAT	"Going around the best turntable circles
Paul Brenner		WIND	"I KISSED HER a smacking success!"
Linn Burton	Chicago	WIBK	"First spin started phone song in
Jack the Bellboy	Detrait		big way
	Cleveland	MIM	elly lor
Walter Kay	New York	WINS	"Biggest event to hit Virginia since "Biggest event to hit Virginia since arrival of John Smith at James-
lack Lacy	Norfolk	WCAV	arrive
Ed Lampert		WWDC	"Catchy tune and treatment." "Rhythmic lift and whimsical charm one of year's best!"
ackson Lowe	Washington	KFEL	"Rhythmic lilt and whimster" one of year's best!" "A hit! Good audience re-
Ray Perkins	Dearborn	WKMH	action."
Robin Seymour		WIID	"Smacking Smooth Smash!" "Reaction very good you have
Rose Mary Wayne	Chicago Buffalo	WEBR	a hit!" "I KISSED HER Socko in
Bob Wells	Claveland	WIM	Cleveland!"

DANA RECORDS, INC.

286 Fifth Avenue

Bud Wendell

New York City Published by

1619 Broadway

New York 19, N. Y.

Billboard MUSIC POPULARITY CHARTS PART

Retail Record Sales

Based on reports received tast three days of Week Ending March 25

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

Week	a Last		
42	1	3.	LITTLE TOOT (One Record)
9	3	2.	Don Wilson-The Starlighters Capitol DAS-80 SO DEAR TO MY HEART ALBUM (Four Records)
42	2	3.	Walt Disney-B. May, director Capitol DB-124-Capitol DD-109 BOZO AT THE CIRCUS (Two Records)
31	6	4.	Billy May With Ork-Vance "Pinto" Colvig Capital BBX-34 BUGS BUNNY AND THE TORTOISE (Two Records)
27	4	5.	Mel Blanc-Billy May
42	7	G.	Vance "Pinto" Colvig, Billy May Ork Capitel DBX-98 BUGS BUNNY (Three Records)
13	-	7.	
33	9	ā.	
34		9.	UNCLE REMUS (Three Records)
20	. 15	10.	Johnny Mercer and Original Cast
19	12	11.	RUSTY IN ORCHESTRAVILLE (Three Records)
34	- 8	12.	Billy May-Alan Livingston-Henry Blair Capitel BC-35 BOZO SINGS (Two Records)
31	10	13.	Billy May With Ork-Vance "Pinto" Colvig Capitel DBS-84 NURSERY RHYMES (Two Records)
26	12	13.	GENIE, THE MAGIC RECORD (One Record)
23	-	13.	JOHNNY APPLESEED (Three Records)
			Dennis Day

Records listed are those classical and semi-classical records willing oest in the untion's retail record stores (dealers) according to The Billucard's weekly record dealer survey. Records are listed according to greatest sales.

Werkni	Last	This	
178	1	1.	Clair de Lune Jose Iturbi
- 1	-	2	Knightsbridge March Eric Coates
121		2.	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor: Leo Litwin, pianist
1	-	4.	De Puis Le Jour Dorothy Maynor
136	2	5.	Jalousie Boston Pops Ork; Arthur Fiedler, conductor Victor 12160
3		5.	Sabre Dance Boston Pops Ork; A. Fiedler, conductor

Albums listed are those classical and semi-classical albums seiling best

Week	USITIO	This	bums are listed according to greatest sales.
20	-	1.	Chopin's Favorites (Three Records) First Piano Quartet
3	-	2,	Carmen Excerpts Rise Stevens
1	-	3,	Camarata Concert Album (Two Records) Kingsway Symphony Ork; Camarata, director London LA-14
*	-	3.	Hamlet: Excerpts-Music by William Walton Album (Three Records) L. Olivier-Philharmonia Ork; M. Mathleson, director
1	-	3.	Unfinished Symphony Bruno Walter

BEST-SELLING POPULAR RECORD ALBUMS

Albums lated are those selling best to the nation's retail record stores (dealers).

Week	e cour	UN Thie	Albums are listed numerically according to greatest sales.
	2	1,	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark- J. Diamond
11	1	2.	L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-
- 7	4	3.	SIAN KENTON ENCORES ALBUM (Three Recueds)
12		4.	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork. Victor P-234
19	5	5.	ROSES IN RHYTHM (Four Records)
3	-		F. Carle
13	-	7.	I CAN HEAR IT NOW ALBUM (Five Records)
2	7		JAZZ AT PHILHARMONIC, VOL. IX (Three Records) 1. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R. Brown-
1	7	9.	B. Hayes Mercury JATP Vol. 9 SEQUENCE IN JAZZ (Three Records)
218		10.	W. Herman

After 10 million phonographs— After 1 billion records...

Comes the new RCA VICTOR system of recorded music

Congratulations to our associates, the RCA Victor Dealers everywhere, whose confidence in RCA Victor has made possible this 50-year marketing achievement.

To them must go much of the praise for these two newest and finest examples of research and engineering—the best automatic changer ever built—the finest record ever made. For, without the assurance of its dealers' confidence, no company could undertake any major improvement in home entertainment.

Without the confidence of its dealers in 1923, RCA Victor, founder of the phonograph and record business, could never have started radio down its billion-dollar road. Countless other improvements could never have reached the market if it were not for the great confidence RCA Victor dealers have in RCA Victor products. Include television! Here is a 50-million dollar RCA investment which is today establishing itself as another billion-dollar business for dealers across the country.

And, what inspires this great dealer confidence? Many things . . . too many to enumerate here. But, proof that it is worth having, lies in the fact that today the RCA Victor dealer franchise is the most profitable in the entire industry. With the continued confidence of dealers and with the unique foresight of RCA Victor management, an RCA Victor franchise will remain the most profitable in the entire industry.

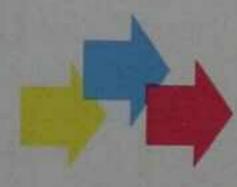
The new RCA Victor system of recorded music is a shining example of management's foresight. With continued dealer confidence the ultimate profit is inevitable. Work started on the new system in 1939. RCA Victor engineers were granted complete freedom of action . . . freedom from even the major inhibitions, such as non-standardization of record sizes, and speed of turntables. Engineers had but a goal . . . to produce the finest changer and record ever conceived.

The customers' dollars will prove that these engineers reached their goal. The new RCA Victor record and changer constitute the sensible, modern, inexpensive way to enjoy recorded music. The product is ready... the public is ready. A demonstration, more than ever before, means a "close." Its advantages will eventually make it the only way to play music in the home.

Meanwhile, RCA Victor will continue to provide its dealers with 78 rpm records and record playing equipment. This period is not one of revolution but one of transition. There will be plenty of time for all dealers to adjust their inventories in making way for this new, improved, more profitable product.

To welcome change is to show a keen awareness of the principal factor lying behind all of our country's industrial progress. That factor is the constant striving of the American public to own something finer. In this light, the new RCA Victor system of recorded music will flourish. To RCA Victor's dealers, whose confidence makes such progress possible, will again go a rich reward of bigger profits through continued high turnover.

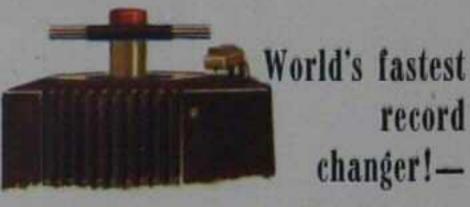




DESIGNED FOR

THE PLAYER ...

Read the new RCA-VICTOR PLAYER story in 30 seconds!

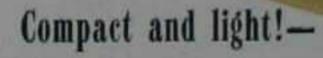


Trigger-action speed! Can play more than 50 minutes of music without need of attention. And it's just the music the listener wants when he wants it. It can play up to ten records with speedy, silent, hardly noticeable changes.



Silent, Record-saving Pickup!-

The new RCA Victor player exerts a stylus pressure of only 5 grams. There's a new "Silent Sapphire" Pickup. No needle changing. Records sound better—last longer. Two vital customer "wants."



The changer unit occupies less than half the space of other types. This opens entirely new avenues to smarter console cabinet styling . . . to greater economies and greater values. The lightweight, compact table phonograph model can easily be carried from room to room.



Big Pylon Spindle holds changer mechanism!—

Changer mechanism is within the large spindle. No posts or clamps to adjust. Fewer moving parts—it's trouble-free. The new RCA Victor changer is the surest, easiest operating changer ever designed.

4 QUICK INSTRUMENT FACTS TO TELL YOUR CUSTOMERS

- 1. World's fastest changer.
- Easiest, surest operating changer ever...and it costs less.
- Automatic . . . load the spindle
 —press a button once and
 that's all.
- 4. Can play more than 50 minutes without need of attention.

EACH OTHER

...THE RECORD





POPULAR ... (Black)



CLASSICAL ... (Red)



POPULAR CLASSICAL . . (Midnight Blos)



CHILDREN'S ... (Yallow)



COUNTRY AND WESTERN . . . (Green)



BLUES AND RHYTHM . . . (Cerise)



INTERNATIONAL . . . (Sky Blue)

Sparkling identifying colors!— Record classification is simplified

because a different color is used on the entire record . . . not just an

the label to denote each classification. This helps you to determine the type of record at a mere glance.

Just a fast 30 seconds for the new RCA-VICTOR Record Story!

Distortion-free playing surface!—

Theoretically, every record can have a "Quality Zone". . . a portion of the record in which no distortion occurs. Music recorded beyond this zone is distorted.

New RCA Victor records are the first to be recorded entirely in the "Quality Zone"—and they play as long as ordinary 12-inch records.

Convenient 7-inch size!—

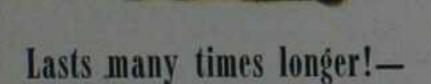
More than 150 single records or 18 symphonies fit in one foot of bookshelf space. No storage problems for your customers. You can display a wider, more complete selection without sacrifice of space.



4 QUICK RECORD FACTS TO TELL

YOUR CUSTOMERS

- 1. This is the first record to be distortion-free over its entire playing surface.
- 2. No storage problems ... records fit ordinary bookshelf.
- 3. Non-breakable . . . made of vinyl plastic with surfacesaving shoulder . . . lasts many times longer.
- 4. Low cost . . . only 7 inches . . . yel can play as long as ordinary 12-inch record.

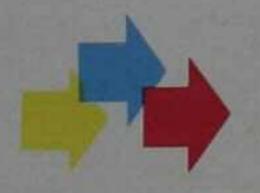


Made of non-breakable vinyl plastic with a special "Shoulder Construction," the new record lasts up to 10 times longer . . . cuts inventory losses due to damage in handling and storing. The surface-saving shoulder keeps playing surfaces from rubbing one another . . . prevents damage to record grooves.

Low Cost Creates Bigger Market!—

From the record press to the customer's purse,
the 7-inch record costs less . . . opens a bigger

the 7-inch record costs less . . . opens a bigger market . . . new collectors! And those who own ordinary records now find that it takes less money to buy more pleasure. The new 7-inch record ensures you greater profit through faster turnover.



Greater Variety for Greater Sales!

... you can offer your customers the new RCA Victor system in their choice of 7 magnificent instruments . . . all (except the attachment, of course) with the exclusive RCA Victor "Golden Throat" tone system.



Model 9TW333-52-square-inch RCA Victor Eye Witness Television, FM-AM radio, 78 rpm automatic changer for 10and 12-inch records, plus the new RCA Victor system of recorded music. Walnut, mahogany or blond finished cabinet with generous storage space for 7-inch records.



Model 9EY3-Smartly styled. compact RCA Victor Player in a rich maroon plastic cabinet with distinctive, gold-colored trim. Here is a complete phonograph to offer your customers the advantages of this new system at an amazingly low price.



Model 9JY-Easily attached to any make set, this fully automatic new RCA Victor Player brings your customers the new distortion-free recordings-50minute programs without need of attention-at a new low price!



Model 9W105-A console with AM and static-free FM radio with a powerful 12-inch speaker . . . 78 rpm record changer plus the new RCA Victor system of recorded music. Mahogany, walnut or blond finished cabinet has ample storage for records . . . 7-, 10- and 12-inch.



Model 9W101—Superb FM-AM radio . . . and the new RCA Victor system of recorded music. Rich traditional cabinet of attractive walnut or lovely mahogany finish. Storage for 216 singles or 24 albums . . . more than 38 hours of this great new listening pleasure.

Model 9W103 - FM and AM

radio, a big 12-inch speaker, plus

the exciting new RCA Victor sys-

tem of recorded music. Beautifully

finished in limed oak, walnut or

mahogany, the cabinet stores 33

hours of recorded music-189

singles or 24 of the new albums.



Model 9Y7-The most amazing table combination ever offered. Imagine . . . an automatic record changer . . . powerful Standard Band radio plus storage space for as many as 60 playing sides-all in one compact table model. Finished in walnut, mahogany or blond.



The new RCA Victor system is the modern, inexpensive way to enjoy recorded music. It offers more advantages and enjoyment than does any other type of record or record playing equipment. The advantages start with low cost and run a course of conveniences never before

heard of. The enjoyment starts with a distor-

tion-free record and continues with exactly the music your customers want when they want it. This combination of advantages and enjoyment has been calculated to best suit the desires of the greatest number of your customers.





THE MUSIC YOUR CUSTOMERS WANT IS ON THE NEW RCA VICTOR 45 RPM RECORDS

The Music Your Customers Love Best, by their favorite artists, is on the new RCA Victor records. This list is but a small sampling to give you an idea of the variety available in the introductory library. Additional standard top-selling favorites and current releases will be added regularly.

RED SEAL ALBUMS

BOLERO (Ravel)-Boston Symph. Orch., Serge Koussevitzky, Cond. WDM-1220 CONCERTO No. 1, IN B-FLAT MINOR, Op. 23 (Tchaikortky)-Artor Robinstein, Planist, with the Minneapolis Symph. Orch., Dimitri Mitro-

PIANO MUSIC OF MENDELSSOHN - Vladimir WDM-1121 Horowitz, Pinnist ROMEO AND JULIET (Overture-Fantasia) (Tchai-

COLAS BREUGNON: OVERTURE, Op. 24 (Kabalevsky) (final side)-Arturo Toscanini and the NBC Symph. Orch. SLEEPING BEAUTY, THE IMusic from the Ballet) (Tchaikovsky)-Leopold Stokowski and his Symph. Orch. WDM-1205

RED SEAL SINGLES

AH! SWEET MYSTERY OF LIFE (Young-Herbert) INDIAN LOVE CALL - (Harbach-Hammerstein II-Frimi)-Jeanette MacDonald, Sop., and Nelson Eddy, Bar., with Nathaniel Shilkret and

AUFENTHALT (Schubert)

AVE MARIA (Schubert) - Marian Anderson, Contr., with Franz Rupp at the Piano 49-0136 BECAUSE (Teschemacher-d'Hardelot)

BLUEBIRD OF HAPPINESS (Heyman-Davies-Harragtil-Jan Peerce, Ten., with the RCA Victor Orch., Sylvan Levin, Cond. CARMEN FANTASIE (Based on themes from Bizet's "Carmen") (Waxman)-Jascha Heifetz, Violinist, with the RCA Victor Orch., Donald

HUNGARIAN RHAPSODY No. 2, IN C-SHARP (Liszt)-Alexander Brailmesky, Planist 49-0262

COUNTRY AND WESTERN

ALL-TIME HITS FROM THE HILLS-Eddy Arnold, The Tennessee Plowboy, and his Guitar

MY HEART WENT THAT A WAY NO CHILDREN ALLOWED - Roy Rogers, Voc., with Country Washburne and his Orch. 48-0028 ROOTIE TOOTIE (V.R.) TENNESSEE WALTZ (V.R.) - Per Wee King 48-0003 and his Golden West Cowboys

MUSICAL SMART SETS

DOWN MEMORY LANE-Vaughn Monroe and his THEME SONGS - Tommy Dorsey; Tex Beneke; Freddy Martin; Vaughn Monroe; Wayne King; The Three Suns; Sammy Kaye; Larry Green

YOU AND THE NIGHT AND THE MUSIC-Tony Martin, Voc., with Earle Hagen and his Orch.

POP CLASSICS

STUDENT PRINCE, THE (Donnelly-Rumberg)-Al Goodman and his Orch.; Mary Martha Briney and Frances Greer, Sopranos; Donald Dame, Ten.; Earl Wrightson, Bar., with The Guild Charisters

POPULAR SINGLES

ALICE BLUE GOWN-Walte SMOKE GETS IN YOUR EYES-Waltz-Warne King and his Orch.

IF YOU HAD ALL THE WORLD AND ITS GOLD Perry Como, Voc., with Russ Case and his Orch.

DANCING TAMBOURINE STUMBLING-The Three Suns, Instrumentalists

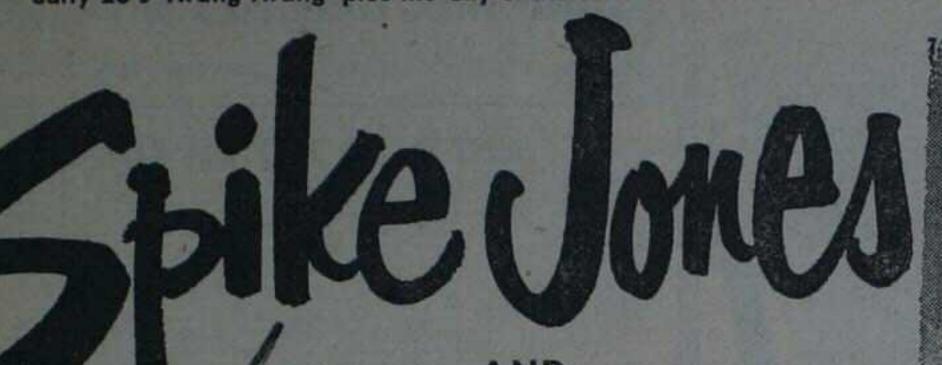
47-2756

"Vietrola"-T. M. Reg. U. S. Pat. Off.

ONLY REA VICTOR MAKES THE VICTROLA

GET ON THIS FOR SURE!

Looks like another "Two Front Teeth" I It's got that early 20's 'twang-twang' plus the City Slickers!



HIS CITY SLICKERS



MULN, RNULN

(WHO'S THERE?)

AND

Ya Wanna Buy A Bunny?

RCA VICTOR 20-3359



THE CERTAIN SEVEN (Best-sellers that no dealer can afford to miss) Perry Como Perry Como Eddy Arnold Sammy Kaye 20-3347 Forever and Ever Vaughn Monroe 20-3316 Far Away Places Eddy Arnold 20-2806 Bouquet of Roses lose Iturbi 20-3319 Red Roses for a Blue Lady 21-0002 Don't Rob Another Man's Castle 20-3321 Careless Hands

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

The stars who make the hits are on



11-8851 Clair de Luna

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

THIS WEEK'S RELEASE!

POPULAR

The Mountaineer And The Phil Harris Jabberwock

Elmer and The Bear 20-3393

Wayne King When You're In love Everywhere You Go 20-3394

Tex Beneke Midnight Serenade

Pin-Striped Pants 20-3395 (And Cutaway Coat)

Charlie Ventura Whatta Ya Say We Go 20-3396 Body And Soul

Perry Como Some Enchanted Evening Bali Ha'i

(Both from the Broadway Musical "South Pacifie") 20-3402

Fran Warren A Wonderful Guy I'm Gonna Wash That Man

(Right Out-A My Hair) (Both from the Broadway Musical "South Pacific") 20-3403

José Morand Coca-Roca - Rhumba Walter Thornton Rhumba 20-3397

POP SPECIALITY

Red Lips And Red Wine Over Three Hills-Waltz

Ernie Benedict 20-3389

Let's All Sing Like The Birdies Sing Betty Be At Your Best Ambrose and his Orchestra Merrie Musette Orchestra 20-3401

FOLK

I Met A Miss In Texas With A Sweep Of My Sombrero

Roy Rogers 21-0030

She Lost Her Cowboy Pal Don't Cry Over Me

Montana Slim 21-0031

Gathering Flowers For

Kitty Wells

The Master's Bouquet Death At The Bar

21-0033

BLUES

Casey Brown Blues Down Behind The Rise

Pete Franklin

About Lazy Mornin'!.

Said 25 consecutive ork leaders, jockeys and record dealers-

"Undoubtedly one of the greatest melodies in music"-



EARL

(Fatha')

HINES

and his swingtette

LAZY MORNIY

SLOW RHYTHMIC BALLAD

coupled with

"KEYBOARD KAPERS"

SENSATIONAL NEW RHYTHM NOVELTY
WITH A ROLLIN' SOLID BEAT!!
PLENTY OF GOOD ROCKIN' ON THIS ONE—

MGM #10382

ORDER FROM YOUR DISTRIBUTOR (We Do Not Sell Records)

WALTER MELROSE MUSIC CO.

54 W. RANDOLPH ST. CHICAGO, ILL.
28 Years in the Music Publishing Business

Billboard

MUSIC POPULARITY CHARTS

Juke Box Record Plays

Based on reports received and three days or Week Ending M.rch 25



MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest may in he commit ture comes that to based on the Billboard's week's survey among I has more than an air services of the country. Listen under the title of each of the most are or or or or or or other available recordings of the same time. Unless shown in man not other available records of tunes listed here will be found to the Bonot Roll of the Music empiretly. Chart. Part I

Weeks	Last	This	
ronintel	Rock	Week	
6	2	1.	CRUISING DOWN THE R. Morgan Ork
	1	2.	CRUISING DOWN THE Blue Barron Ork
17	100	3.	50 TIRED R. Morgan . Decca 24521-ASCAP
13	4	4.	FAR AWAY PLACES B. Crosby-K. Darby Choir Decca 24532-ASCAP
12		. 5.	RED ROSES FOR A BLUE V. Monroe Ork
9	7	6.	GALWAY BAY B. Crosby Decca 24295-ASCAP
14	3	7.	POWDER YOUR FACE E. Knight-The Stardusters
6	10	8.	SUNFLOWER
7	13	9.	I'VE GOT MY LOVE TO KEEP ME WARM Mills Bros Decca 24550-ASCAP
3	15	10.	FOREVER AND EVER R. Morgan Ork Decca 24569-BMI
19	8	11	A LITTLE BIRD TOLD ME E Malaba The Control
			A LITTLE BIRD TOLD ME. E. Knight-The Stardusters

ARNING! 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, o. if its current polition "this week" versus "last week" shows a sharp drop, readers should buy with caution.

had .	r the h	ncrea neadir	sed or elected this information is shown in the left-hand columns in th
7	14	12,	CARELESS HANDSS. Kaye OrkVictor 20-3321-ASCAP
2	17	13.	FOREVER AND EVER P. Come-M. Ayers
5	10	14.	
6	18	15.	HURTS
12	9	16.	FAR AWAY PLACES P. Come-H. Rene Ork
13	10	17.	FAR AWAY PLACES M. Whiting and the Crew Chiefs Capitol 15278-ASCAP
11	16 5	18.	EEP ME WARM
8	21	19.	CRUISING DOWN THE J. Smith-The Clark Sisters-F. De- RIVER Vol Ork. Capitol 15372—ASCAP
	1	10.	BEAUTIFUL EYESA. Mooney
*		21.	BLUE MOON
13	23	22.	SWEET GEORGIA BROWN . Brother Bones and His Shadows
2	21	23.	BLUE SKIRT WALTZ F. Yankovic and His Yanks-The
			(H. Harding, Grand G-25013; H. Carroll & Carolers, Mercury 5252; L. Duchow Red Raven Ork, Victor 10-3156; Socach-Habat Polks Ork, Decca 45068; V Zembrusky, Continental C-1260)
	10	24.	LADY OF SPAIN
4	-	24.	POWDER YOUR FACE WITH SUNSHINE Blue Barron Ork
1	-	26.	ONE
1	-	27.	FOREVER AND EVER G. Fields London 362-BMI
9	25	27.	POWDER YOUR FACE S. Kaye Ork
		29.	HURTS Capital 15243—BMI
1		29.	CRUISING DOWN THE Helen Carroll and the Carolers

BEST-SELLING POPULAR RETAIL RECORDS

(Cotinued from page 32)

16	- 28	Margie Margie	Managram 176-77CAI
		Strong Ock Tower 1255; W.	Oray-V Muses Modern 29 dil R.
		Microby, Majestic 1271; J. L.	M. Whiting and the Crew Chiefs

4 — 30. CRUISING DOWN THE
RIVER

Coca Rece

Vel Ork. Capital 15372—ASCAP

POSITION

MUSIC POPULARITY CHARTS board

Race Records

ed on reports received last three days of

Week Ending March 25

TEADE SERVICE PEATURE

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

Indiate	Week	Wee)	
7	1	1	HUCKLEBUCK
10	3	2.	The Wise Old ManCommodore C-7505-ASCAP
19	4		It Took a Long, Long Time Monogram 105-ASCAP
1	-//	4.	ROCKIN' AT MIDNIGHT R. Brown-His Mighty, Mighty Judgment Day Men De Luxe 3212
10	4	5.	DEACON'S HOP
11	2	6.	BOOGIE CHILLENJ. L. HookerModern 627
16	-	7-	BEWILDERED

WARNING! in unitzing these charts for suying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings; "Week's 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"

4	8	8.	GRANDMA PLAYS THE NUMBERS
14	8	9.	TREES
2	-	9.	
1	-	9.	LONG TIME
5	12	12.	
3	13	12.	
-		12	Och! Och! Sugar I'M A GOOD MAN BUT A
			POOR MAN
2	-	12.	CREEPING ON
1	-	12.	DON'T ASK ME WHY B. M. Jackson King 4280

MOST-PLAYED JUKE BOX RACE RECORDS

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

1		14.	MORDEDOJazz at Philharmonic Mercury 1101
2	-	14.	T-BONE SHUFFLE T-Bone Walker Comet T-53
10	3	10.	DEACON'S HOP
19	2	10.	CHICKEN SHACK BOOGIE A. Milburn Aladdin 3014-
15	7	10.	BEWILDERED A. Milburn Aladdin 3018— ASCAP: Monogram 105—ASCAP
1	-	10.	ROAMIN' BLUES L. Jordan and His Tympany Five
1	-	8.	GRANDMA PLAYS THE
1	_	8.	YOU SATISFY
3	7	6.	ROCKIN' AT MIDNIGHT R. Brown De Luxe 3212
1	4	6.	(Parts I and II)
5	13	5.	AIN'I NOBODY'S BUSINESSJ. Witherspoon
1	4	4.	D'NATURAL BLUESL. Millinder Victor 20-3351
1	-	3.	YOU BROKE YOUR PROM-L. Jordan and His Tympany Five
9	6		BOOGIE CHILLENJ. L. Hooker Modern 627
8		1	HUCKLEBUCKP. Williams Savoy 683
Weeks	Week	Wenk.	

ADVANCE RACE RECORD RELEASES

Blow Big Jay McNelly (Midnight Dreams) Ex-

Clusive POX
Den't Give Me the Run Around
T-Bone Walker (My Baby) Swingmaster

Don't Let That Music Die Big Three Trio (Till the) Delta 6509 For Dancers Only Album-J. Lunceford Ork

(4-10")
Dec A-664
Charmaine . . . Dec 25423
Down By the Old Mill Stream . . .

Dream of You . . . Dec 25421 For Dancers Only . . Dec 25334

Four or Five Times . . Dec 25423

Organ Grinder's Swing . . Dec 25334 Sleepy Time Gal . . Dec 25421
Sweet Sue-Just You . . Dec 25422
Hard Notch Boogie Beat
Big Three Tric (I Feel) Col 30156
Hole in the Wall

Albennie Jones-S. Price (Bong Man) Dec 48100 Hucklebuck

B. Marshall-Cory Cole Ork (Red Light) | Dec 48009

I Ain't Gonna Cry Anymore.

Camgant Trio (Screwy Boogte) Bullet 209
I Feel Little Steppin' Out
Big These Trio (Hard Notch) Col 30186
Littlefield Bed-ie
Little While Littlefield (Sweet Old) Freedom 1502 Lave Me Tonight

J. Moore's Three Blazers (Peck a) Ex-

Mad With You. Eightnin' Hopkins (Airplane Blues) Gold-

Midnight Dreams Big Jay McNeely (Blow Big) Exclusive BK.

My Baby Left Me T-Bone Walker (Don't Give) Bwingmaster

No Money, No Love 'Little Son" Jackson (Gone With) Gold Btar 653 Nobility Boogle

R. Miller Trio (Bewildered) Bullet 295 Peek # Boo

J. Moore's Three Blazers (Love Me) Ha-Pinky's Party Rhythm Masters & P. Williams Ork

(Soon Now) Bandwagon 519 Red Light B Marshall-Cory Cole Ork (Hucklebuck)

B. McGhee (Wrong Man) Savoy 5559 Screwy Boogle

C. Gant Trie (I Ain't Conna Bullet

She Only Fools With Me The Dozier Boys (St. Louis) Aristocrat Soon New

Rhythm Masters & P. Williams Ork (Pinky's Party) Bandwagon 518 Song Man

ARIDO St. Louis Blues The Dozier Boys (She Only) Aristocrat

Albennte Jones-S. Price (Hole in) Dec

Sweet Old Woman's Bluzs O. Carter (Littlefield Boogis) Preedom

THIS WEEK'S HEADLINER 00000 0000000

All Right, Louie, drop the Gun

COULD 1? I CERTAINLY COULD

COLUMBIA 38447 (1-176*)



CANDY KISSES Please Don't Let Me Love You

George Morgan

20547 (2-138*)

BLUE SKIRT WALTZ (Original Record) Charlie Was A Boxer F. Yankovic

ALWAYS TRUE TO YOU IN MY FASHION 12394-F

Dinah Shore 38399

I'VE GOT MY LOVE TO KEEP ME WARM (1-111*) I'm A-Tellin' You, Sam Les Brown

CRUISING DOWN THE RIVER Mississippi Flyer

Frankie Carle

38411 (1-135*)

38324

*Columbia 7-inch Micrograave Records

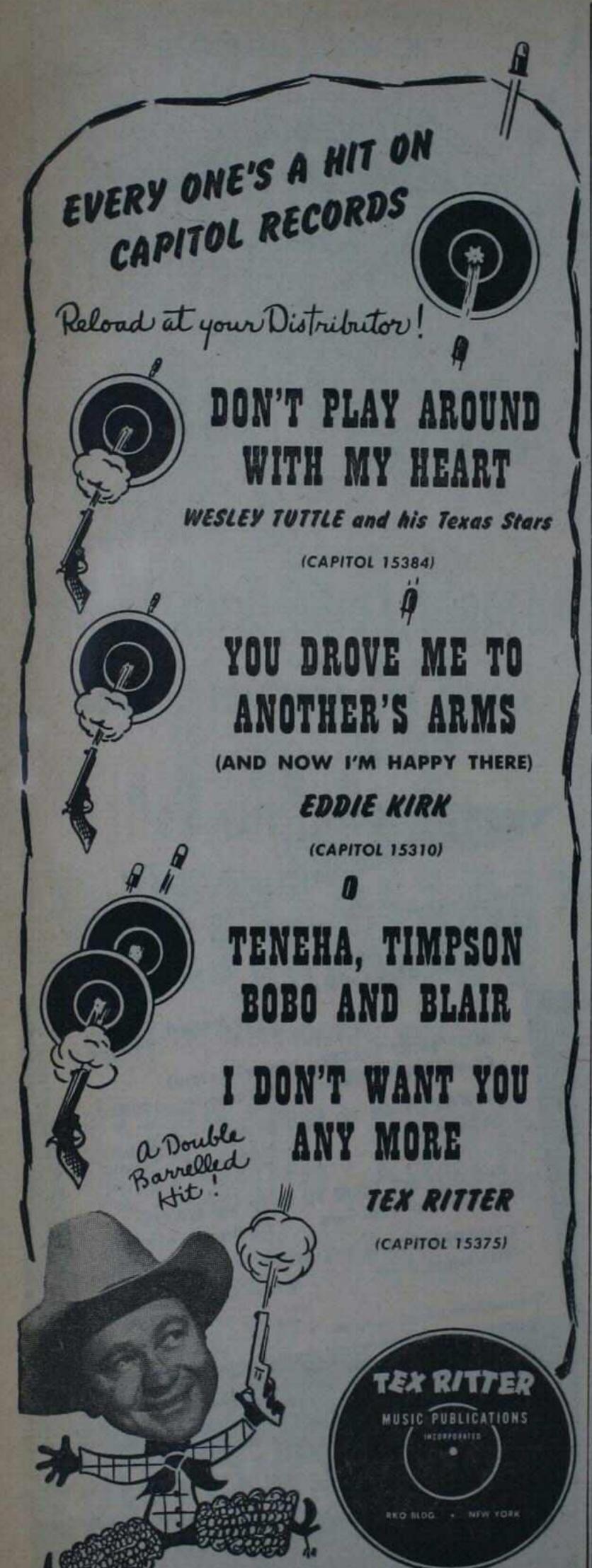
So In Love

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade marks "Columbia," and On Reg. U. 5: Pat. Off.





Billboard

MUSIC POPULARITY CHARTS

Folk Record Section

Based on reports received last three onse or Week Ending March 25



Records dated are nilibilly records that said pest in sloves according to The Billboard's special weekly survey among a selected group of retail tores the majority of whose customers purchase folk records.

POSITION

Weeks, Last This todate Week Week

1.	CANDY Please	KISSES Don't	 George	Morgan Columbia	20547—BMJ
	and the same of				

MAN'S CASTLEEddie Arnald .. Victor 21-0002-BMI There's Not a Thing LOVE SICK BLUES Hank Williams and His Drifting Never Again Cowboys .. MGM 10352-ASCAP

PLEASE DON'T LET ME LOVE YOU G. Morgan .. Columbia 20547-BMJ Candy Kisses

8. TENNESSEE SATURDAY TENNESSEE BORDER R. Foley Decca 46151-BMI Candy Kisses

23 I LOVE YOU SO MUCH IT Want Your Sym- Capitol 15243-BMI I Don't Want Your Sympathy

7. BOUQUET OF ROSES Eddy Arnold, the Tennesssee Texarkana Baby Plowboy and His Guitar....

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 share drop readers should have with continu shows a sharp drop, readers should buy with caution.

8 9	9.	THERE'S NOT A THIN	G. Eddy	Arnold., Victor	21-0002—BM)
-----	----	--------------------	---------	-----------------	-------------

10. ONE HAS MY NAME.....J. Wakely Capitol 15162-BM1 You're the Sweetest Rose in Texas

10 10. CANDY KISSES E. Britt and the Skytoppers You'll Be Sorry From Now Victor 21-0006-BMI

Forever 13. LET'S SAY GOODBYE LIKE

WE SAID HELLO E. Tubb Decca 46144-BMI Have You Ever Been Lanely?

13. A HEART FULL OF LOVE. Eddy Arnold, the Tennessee
Then I Turned and Walked Plowboy and His Gultar.....
Slowly Away

Victor 20-3174—BM1

15. TILL THE END OF THE WORLD E. Tubb Decca 46150-ASCAP Daddy, When Is Mommy Coming Home?

ADVANCE FOLK RECORD RELEASES

A Prepared Place

Careless Bands J. Price (Just a) Rich-R'-Tone

Could You Take Me Back

J. & L. Short (Now It's) Dec 46157 Do You Ever Think of Me?

J. Davis (Shackles and) Dec 46159

Drowsy Waters

J. Byrd-The String Dusters (Steelin' the) Mer 6175

Give Me Back My Heart D. Thomas & His Nashville Ramblers

(Sleepy Old) Dec 48156

Happy Valley Special
The Bailey Brothers (Rattlesnake Deddy)
Rich-R -Tone 421

I Lied to My Heart About You J Morris & The Silver Dew Boys (Might

I'll Do as Much for You Sameday

S. Whitman (I'm Casting) V 21-0038 I'm Casting My Lasso Towards the Sky

S. Whitman (I'll Jo) V 21-0038

We're Dancin') in the Old Red Barn Tu-

R. Harper (Unworthy) Velvet 161

Just a Faded Petal From a Beautiful

Bouguet C. Sa rman (Careless Hands) Rich-R'-

Tone 443

ax; Melody Trail 211

Mary Warner Blues Red River Dave (Hayaced Schottish) Centinental C-8039

Might as Well Bay I Don't Care and Let

You Go J. Morris & The Silver Dew Boys (I Lied) Melody Trail 211

Money, Marbles and Chalk B. Atcher (Smilling With) Col scene

New 18's Year Turn To Cry J. & L. Short (Could You) Dec 48187

Our Darling's Gone The Stanley Brothers (The Jealous) Rich-R'-Tone 435

C. King (Two Little) Rich-R-Tone 433 Rattlesnake Daddy Blues
The Balley Brothers (Happy Valley)
Rich-R'Tone 421

Shackles and Chains J. Davis (De You) Dec 46159

Sleepy Old Town D. Thomas & His Nashville Ramblers (Give Me) Dec 46156

Steelin' the Blues J. Byrd & The String Dusters (Drawsy Waters) Mer 8175

P. Blunt (You Promised) Builet 674 The Last Letter

Sweetheart of Hawaii

R. Guiffin The Loveniers Coral 64007

The Lovesick Blues R. Griffin (The Last) Coral 64007

The Jealous Laver

The Stanley Brothers (Our Darling's) Rich-R'-Tone 415

Sleepy Hellow Rangh Gang (Till the)

Till the End of the World Sleepy Rollow Ranch Gong (Three

Wishest V 21-0036 Thirty Pieces of Silver

M O'Dell & His Als ama Jubileers (Wild Rose: Mer 6179

Time After Time

D. Dyson (You'd Bester) Bullet #73

Two Little Handbuds C. King (A Prepared) Rich-W-Tone 433

R. Harper (In the Old) Velvel 101

Wild Rose of the Mountains M. O'Dell & His Alatiana Jubileers (Thirty Pieces) Mer \$179

For Promised Me P. Blunt (Sweethearts of) Bullet #14

D. Dyson (Time After) Bullet 673

Sage of Star May Cap 27-40151

TRADE

PEATURE

Billboard MUSIC POPULARITY CHARTS PART VIII

Folk Record Section

Based on reports received tast three days of Week Ending March 25

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks Last This todate Week Week

ROGATE	allimited.	The Later Land	
6	1	1.	DON'T ROB ANOTHER MAN'S CASTLEEddy Arnold Victor 21-0002-BMI
22	3	2.	TENNESSEE SATURDAY Red Foley-The Cumberland Valley NIGHT Boys Decca 46136-BMI
	6	3,	LOVE SICK BLUES Hank Williams and His Drifting
20	10	4.	A HEART FULL OF LOVE . Eddy Arnold . Victor 20-3174-BMI TENNESSEE BORDER R. Foley Decca 46151-BMI
22	2	6.	I LOVE YOU SO MUCH IT J. Wakely and Cowboy Band

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7		10.	CANDY KISSES
3	10	10.	TILL THE END OF THE
			WORLD E. Tubb Decca 46150-ASCAP
9	12	12.	LET'S SAY GOODBYE LIKE
			WE SAID HELLO E. Tubb Decca 46144-BMI
	15	12.	HAVE YOU EVER BEEN
			LONELY? E. Tubb Decca 46144-ASCAP
1	_	12.	CANDY KISSES E. Britt-The Skytoppers
19	15	15.	I LOVE YOU SO MUCH IT
			HURTSF. Tillman Columbia 20430-BMI
1	-	15.	CANDY KISSES

FOLK TALENT AND TUNES

By Johnny Sippel

Tex Ritter (Capitol), who just did a week at the Joy Theater, New Orleans, is set for Loew theaters in Richmond and Norfolk, Va. He opens in Richmond March 31, with Norfolk following April 7. Both are full-week dates, indicating that the vaude trend will include name h. b. and Western acts. . . . Hal O'Halloran, veteran emsee at WLS, Chicago, is reported leaving that station. . . . Georgia Crackers (Victor), who air daily on WHKC, Columbus, O., tried working a name folk music outfit on their weekly "Barn Dance" March 18, bringing in the Trail Blazers from WLW, Cincinnati. Visit of the name unit so hypoed business that the Newman boys are now bringing in names weekly. Ernie Lee (Victor), WLW, Cincinnati, worked last week, with Kenny Roberts, WLW, set for April 1, while a "Grand Ole Opry" unit, starring Wally Fowler and the Oak Ridge Quartet will work April 10.

Hank Thompson (Capitol) broke the house record at Cliffie Stone's Barn Dance, El Monte (Calif.) Stadium, March 12, drawing 2,783 people. . . . Harry (Mushmouth) O'Connor has joined KMAC, San Antonio, where he is doing three d.j. shows. . . . Johnny Lawrence, Tallahassee, Fla., reports he has formed a new h.b. record label, Ribbon Records, with the first release by Buck Green and the Dixieland Playboys. They air over WTAL, Tallahassee's 5,000 watter. The music is published thru Ribbon Music, a BMI affiliate.

Eddie Sosby, leader of the Radio Rangers, KFAB, Lincoln, Neb., became the father of a daughter, Lesley Anne, February 12. . . . Eddie Nesbitt the Drifter and His Shenandoah Ramblers are doing their daily radio show over WEAM, Arlington, Va., from the Casa Blanca Cafe, Washington, where they also appear nightly. Personnel of the group includes: Dub Saylor, electric steel guitar; Chuck Saylor, electric Spanish guitar; Slim Brooks, guitar and vocals; Harry Thompson, fiddle and vocals; George Brown, bass; Faye Humphries, vocals and guitar, and the leader's guitar.

Jimmy Kish and his group have settled down at WBBW, Youngstown, O., after a winter of one-nighting in the North. . . Yodelling Slim Clarke, WPDX, Clarksburg, W. Va., has re-signed with Continental label and cut eight more sides. He will tour the East this summer with his trick horses. . . Patsy Montana, who cut a session for Victor in Chicago recently, is working on the "Louisiana Hayride," KWKH, Shreveport, La., Saturday nights, commuting from her Hot Springs home. She also works a daily show on KIHS, Hot Springs.

WLIZ, Bridgeport, Conn. The group are all ex-G.I.'s and have been playing together for 12 years. Personnel includes Arizona Dave Moran, guitar and vocals; Tiny Beam, bass and vocals; Smiling John Husosky, accordion, and Buddy Mulligan, fiddle.

Kenny Roberts reports he has two new sponsored shows daily over WLW, Cincinnati. . . Lyle Engel. New York song lyrics mag publisher, has started a new fan mag, "National Jamboree," which will cover the folk music field. . . . Happy Jake and His Cowboys have been renewed for another year, after celebrating their first anniversary at KSMN, Mason City, Ia. They also work the Castle Club Sunday nights at Charles City, Ia.

Dave Lebby, former disk jockey at KWBU, Corpus Christi, Tex., has recently taken over the Trocadero Club, Corpus Christi, and converted it into a Western style bistro. Lebby has used the top names thus far. Other bands in the town include: B. C. Jennings, the Recording Rhythmaires, and Bill Barr and His Sons of Texas, all of whom air over KWBU, Corpus Christi.

(Continued on page 45)



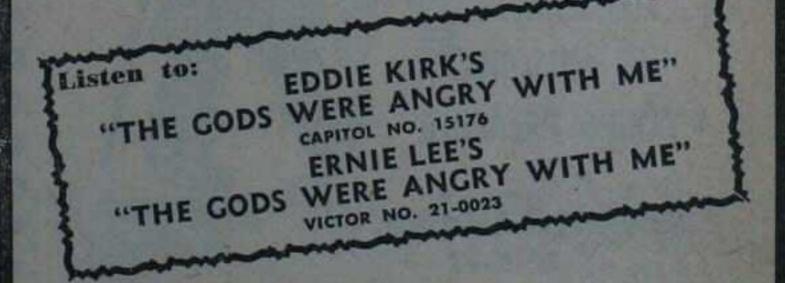
'I GOT THE MILK 'EM IN THE MORNING BLUES"

CAPITOL No. 15400



By CENTURY SONGS, INC.

4527 SUNSET BLVD. Hollywood 27, Calif. 7932 SO. CHICAGO AVE. Chicago 17, Illinois



Thanks to: RANDY BLAKE, WJJD, Chicago, for introducing "Milk 'Em" In the Chicago area, and NELSON KING, WCKY, Cincinnati, in the Cincinnati area.

For Personal Appearances: Wire, Write or Phone ..

AMERICANA CORPORATION

4527 SUNSET BOULEVARD

HOLLYWOOD 27, CALIFORNIA NOrmandy 6071

PART

VIII

TRADE

WHAT'S WRONG WITH THE SONG BUSINESS THAT A GOOD SONG WON'T CURE

THE SUPER DELUXE SONG OF THE YEAR

DOWNHEARTED"

by the writers of "You Call Everybody Darling" and "Brush Those Tears"

LATEST RECORDING NOW ON .

A SIMPLE SWINGY TORCH

DON'T DELAY! ORDER TODAY!

THIS TORCH SONG

ORTEN MUSIC COMPANY 54 W. RANDOLPH ST., CHICAGO 1, ILL.



Willard Robison's

"THE MISSOURI WALKING PREACHER"

is on

RCA VICTOR RECORDS 20-3377

with

RAY MCKINIFY

and his Orchestra

MUSIC POPULARITY CHART Record Reviews

Based on reports received last three days of Week Ending March 25

RATINGS (100 Point Maximum)

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

How Rafings Are Determined

Calegories

Records are reviewed three times: (1) for retailers: (2) for operators: (3) for dick 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. Song camber, 15; interpretation, 15; arrange ment, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'1'g-promotion, film-legit and other "plug" aids), 10; manufacturer's distribution power. 10 manufacturer's production efficiency, 5.

ARTIST TUNES

LABEL AND NO. COMMENT



TUNES LABEL AND NO. COMMENT

POPULAR

ARTIST



POPULAR

ANNE SHELTON

(London 398)

Go Now Miss Shelton sings wonderfully with a new ballad of considerable character and class. She has superb accompaniment from Roy Robertson's

All Is Lost

She again sings with much feeling and warmth ns she tackles a weak lyric set to the melody of Brabms' Hungarian Dance No. 5.

DICK JAMES

(London 399)

Heaven?

CYRIL STAPLETON ORK-

Who Do You Know in

This is an entirely pleas-

ant ballad done in simple

and creditable fashion by

James, a vocal group and

I'd Rather Be Wrong

Than Be Sorry

James is rather webbly

on this side and offers

little comfort to a tune which in itself isn't

the Stapleton crew.

85--86--35--84

57--57--57

88--90--88--86 Can't Sleep

been taken over by Lonely Cafe This, the original pairing on Coant, is just another

LORRY RAINE

(Decca 24590)

Thrush delivers with

strong feeling. Ballad job

han a dream-haunted

quality, brought out by

echo effect. Side, original-

ly on Coast Records, has

70--70--70--70

84--84--84--84

80--85--78--78

ERNEST TUBE & THE

ANDREWS SISTERS (Decca 34592)

Dan't Rob Another

Man's Castle 72--72--70--75

Teaming the gruffvoiced himsilly ace with the versatile Andrews Gals tooks like an okay idea, as they pour on the sentiment with the highriding "Castle" ditty.

I'm Biting My Fingernails and Thinking

of You Combo does a prisk job with a catchy homespun

Old Mother Hubbard 84--84--84

The Family Overhead 75--75--75

ELLA FITZGERALD

Ella s a delight with this modern translation of the

nursery rhyme. Suitable for the boppers as well as

This is a lesson to now to sing a rhythm song of

make it come out like it really was the bitter

end. Long Hve Ella!

HUM & STRUM

viketini SIC (020)

An Irish-Bayored doveity

I Want To Learn About

Love (And the Day-

(Deren 245EL)

pop buyers

dreamers)

82--82--82--82

80--82--78--80

73--73--70--75

CYRIL STAPLETON ORK-DICK JAMES London 3771

Welcome Little

much

Stranger

James dues a good enough job with a slight lullaby. He is ably supported by vocal group and the Stapleton ork.

It All Comes Back to

Me Now Vocal group and Millersounding ork unite to turn in a first-rate dance disking of an English ballad which has no reintionship to the Ameri79--82--79--77

66--67--66--66

can hit of some seasons ago save in title.

ETHEL SMITH (Decca 24588)

Teddy Bear's Picnic The spooky novelty ditty, which has been clicking via a Lendon platter, makes a perfect piece of material for Miss Smith's talented organ work.

Fiddle-Faddle

Fiery virtuoso organ per-formance of the flighty "Fiddle-Faddle" should get good luke and jock attention.

Haymes turns in a re-

adaptation from a French

song Especially out-standing is the Victor

DICK HAYMES (Decca 24565) The Streets of Laredo 80--81--80--79

laxed and tasteful job with this title picture. Comme Ci, Comme Ca 89--90--89--88 Haymes sings one of his best sides ever with this

with same verse and hu-mor both in the song and in the performance. 77--75--73--83 St. Patrick a Day on

76--78--73--78

Cute novelty particularly good for St. Patrick's leason. Done in bregue, it's a rather wild then that has amounted me-

the River Nile

JOHNNY DESMOND AMECIAN LUNTY

Comme Ci, Comme Ca 83--83--84--81

Desmond's remittion of the Kramer-Whitney plug is one of the best to date. with strong soice, person-al flavor, and appropriate

76--77--76--74 My Dream Is Yours Pic title sone gets the benefit of a richly fig-

vored war line affort. (Continued on page 142)

board IX Record Possibilities

Based on reports received tast three days of Week Ending March 25

In the opinion of The Billbourd music staff, records listed below are most tikely to achieve popularity as determined by entry into best selling, most played or most heard leafures of the Chart

ONCE AND FOR ALWAYS IF YOU STUB YOUR TOE ON THE

This brace of a ballad and a rhythm tune out of "The Connecticut Yankee" score shows Crosby in fine old-time fettle. He'll be closely identified with both tunes inasmuch as he does them in the flick. "Once" is slow and simple: "Stub" is pert
and fly, cut from the same cloth as "Swinging on a Star." Other promising renditions are Nat Cole's Capitol "Stub"; Margaret Whiting's "Once," also on Capitol,
and Tony Martin's Victor disking of both tunes back to back.

SOME ENCHANTED EVENING

Prom the Rodgers-Hamerstein "Tales of the South Pacific," two quality ballads with earmarks of standard longevity receive sterling jobs from Como and Crosby. Both the Victor and the Decca are paired back to back. Sinatra's Columbia disk, pairing them the same way, is strong, and Hugo Winterhalter's MGM job also back to back is outstanding instrumental-wise. Peggy Lee's "Ball H'ai" and Jo Stafford's "Evening" are Capitol's ear catchers.

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

1. BOP! WENT THE STRINGSPaul Weston
2. CARAVAN
3. ALL RIGHT, LOUIE, DROP THE GUN. Art Kassel Mercury 5260
4 ACAIN Vic Damone Mercury 5201
K ACAIN
a HIST REMINISCIN'
7 ALL RIGHT, LOUIE, DROP THE GUN, Wesson Bros National 9070
7 FOREVER AND EVER
a ONCE IN LOVE WITH AMY
10. FIVE FOOT TWO Benny Strong Tower 1456

THE RETAILERS PICK:

PICKS that have appeared for three consecutive menks of three times withit a six-week person are not repeated below Based on a weekly survey among 4.97t or them the recent returns think tomorrow's hits will be

1. FOREVER AND EVER	Perry Como
2 AGAIN	. Vic Damone Mercury 5261
A BLUE MOON	. Mel Torme Capitol 15428
4. AGAIN	. Mel Torme
6. I'M BEGINNING TO MISS YOU	Dill Lawrence Victor 20-3355
7. YOU BROKE YOUR PROMISE	Dorothy Shay Columbia 38418
8. ORGAN BOOGIE	George Wright Regent 141
9. SCALAWAG	.Guy LombardsDecca 24589

OPERATORS PICK:

PICKS that have appeared for three consecutive weeks in three times within a str-week period are not repeated beard Based on a weekly survey among 1,558 of them the tuke bid operators think tomorrows with will be.

1. NEED YOU	Jo Stafford-Gordon MacRae
2. LOVE ME, LOVE ME, LOVE ME	. Eddy Howard Mercury 5238
1. FOREVER AND EVER	Margaret Whiting Capitol 15386
S. I DON'T SEE ME IN YOUR EYES	
4. IS IT TOO LATE? 7. LOVE ME, LOVE ME, LOVE ME	Vaughn Monroe Victor 20-3382

FOLK TALENT AND TUNES

(Continued from page 43)

Johnnie and Jack and Their Tennessee Mountain Boys, KWKH, Shreveport, La., have inked with Victor. Personnel includes: Johnnie Wright, bass; Jack Anglin, guitar; Paul Warren, fiddle; Clyde Baum, mandolin, and Kitty Wells, guitar and featured vocalist. . . . Pee Wee King (Victor) and His Golden West Cowboys cut their latest wax session, with Gene Stewart, bass-playing brother of Redd, who remains with Pee Wee altho making his own platters for King, handling the lyrics. Other vocals were handled by Dave Denny, who is now a disk jockey in the Arlington, Va., territory. Denny also cut duets with Patsy Montana. Wayne King is cutting Pee Wee's "Tennessee Waltz" as a pop for Victor. . . . Paul Simpkins, d.j. at WVIM, Vicksburg. Miss., is promoting weekly barn dances for the American Legion in Vicksburg. Half of the four-hour barn dance is aired via remote lines.

Jenny Lou Carson, the folk music songwriter who currently has "Don't Rob Another Man's Castle" among the hits, has returned to Chicago with her hubby, orkster Tiny Hill. . . . Bill Boyd and His Texas Ramblers cut a series of sides for Victor in Chicago recently. Mrs. Mildred Boyd. Bill's frau, did her first harmony vocalizing on the series. Art Davis, veteran fiddler, has rejoined Boyd after a dip into politics in Tulsa, Okla. . . . Roy Hall (Mercury), formerly with WSM, Nashville, has his own band, the Cohutta Mountain Boys, at Dalton, Ga., where they are operating a square dance club, The Cohutta Dawn Club. . . . Eddy Arnold's disking of "Bouquet of Roses" has passed the 1,000,000 mark, according to the last Hill & Range pubbery report.

Please address all communications to Johnny Sippel. The Billboard 155 North Clark St., Chicago I, IIL

FRANCIS CRAIG'S 2 SIDED M-G-M HIT!

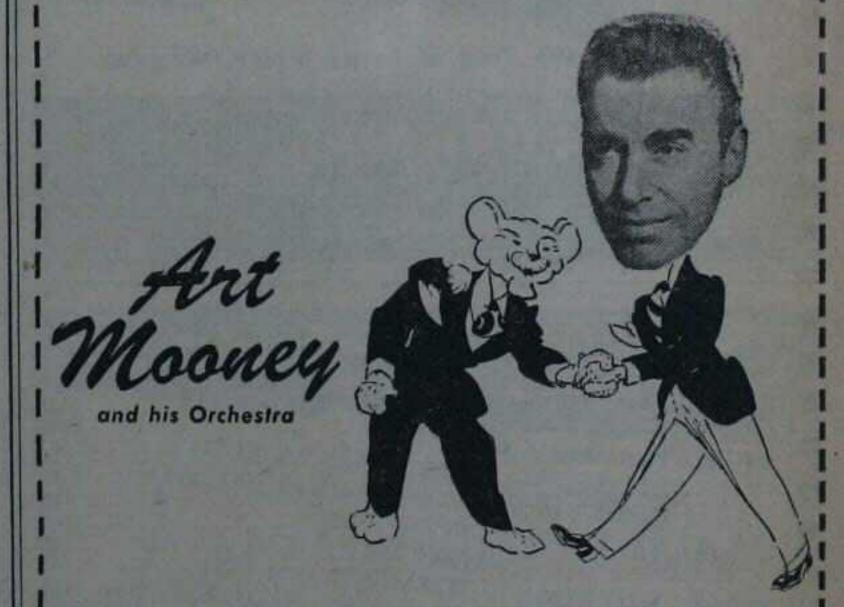


THOUGHT I WAS DREAMING

ENNESSEE TANGO

M-G-M #10378

TWIN SMASH FROM ART MOONEY!



FIVE FOOT TWO, EYES OF BLUE

AGAIN

M-G-M #10398

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9070- The Wesson Bros.'

ALL RIGHT, LOUIE, DROP THE GUN Ooodles of Boodle (and Batches of Scratch)

9065 - The Ravens' DEEP PURPLE Leave My Gal Alone

9068 - Wini Brown's GRIEVING FOR YOU (Ya Got My) Brand of Honey 9060- Billy Eckstine's IN A SENTIMENTAL MOOD

9066 - Charlie Ventura's PINA COLADA



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Delvar Recording Co. New Brunswick, N. J. P. O. Box 203



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MUSIC POPULARITY CHARTS PART

Advance Information

Based on reports received last three days of Week Ending March 25

TRADE MENICE MATURE

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

POPULAR

A Good Man Is Hard To Find C. Duley (All Right) Dec 24800.

A Kiss and a Rose Ink Spots (A Knock) Dec 24611

A Knock on the Door Ink Spots (A Kina) Dec 24611

A Million Miles Away A. Dale-R. Bloch Ork (Waiting for) Signature 15261

A Wonderful Guy M. Whiting-F. DeVol Ork (Younger Than)

Cap 57-542 "A" You're Adorable J. Pace-G. Ellis Ork (I Don't) Keystone

"A" You're Adorable T. Pastor Ork (It's a) Columbia 38449

Aeroplane Songs Album-The Jesters (4-Dec 4-642

1. Amelia Earhart's Last Plight: 2. The Airship and the Swallow Dec

1. Come, Josephine in My Flying Machine: 2. Come Take a Trip in My Airship . . Dec 24344

1 Daughter Come Down; 2. Pd Like To Run an Airship . . . Dec 24346 1. Flying: 2. In Aeroland . . . Dec

1. In Our Little Helicopter; 2. Take Me Up With You, Dearie . . . Dec

1. Lucky Lindy; 2. Byrd (You'te the "Bird" of Them All) . . Dec 24347 1. Walt Till You Get Them Up in the Air, Boys; 2. Hippity Hop . . Dec 24345

1. Way Up in an Aeroplane; 2. That Aeroplane Glide . . . Dec 24346

D. Haymes-G. Jenkins Ork (Skip to) Dec 24602

All Right, Louie, Drop the Gun C. Daley (A Good) Dec 24600

B. Crosby (Sweet Lellani) Dec 25425 And I Do Mean You

R. Stevens Ork (Yarbo) Manor 1176 B. Croaby-J. S. Trotter Ork (Some

Enchanted) Dec 24609 Ball Ha'i P. Lee-D. Barbour Ork (There Is) Cap

Ballin' the Jack G. Gibbs-G. Osser Ork (The One)

Barrom Polks R. Morgan Org-The Rhythmaires (Put Your) Dec 24608

By the Way J. Pace-G. Ellis Ork (You Broke) Keystone 1900 Cabaret

Do Ray & Me (Darling You) Commodore Candy Kisses

E. Howard Ork (Judy) Mer \$272M

Ames Bros. (Goodnight, My) National

B. Light (Green Eyes) Tempo 680 Chop Sticks R. Bloch Ork (Joanne) Signature 15259 Clancy Lowered the Boom

D Dailey-The Andrews Sisters-V. Shoen Ork (I Had) Dec 24610

Cruising Down the River L. Monti's Tu Tones (The Wooden) Double Peature DF 2010 Darling You Make It So

Do Ray & Me (Cabaret) Commodore 7550 Do You Ever Think of Me? B. Crosby & the Merry Macs (You Made) Dec 25424

Do You Still Love Me? O. Bradley-P. Waller (Laurel Walta) Delta 6515

Easy To Love R Huckett (With a) Brunswick 60100 Echoes From the Burning Bush The Chuck Wagon Gang (Sinner You'll)

Col 20564 Every Time I Meet You D. Haymes-G. Jenkins Ork (Skyscraper

Blues) Dec 24606 Everywhere You Go J. Pace-G. Ellis Ork (You're So) Keyatone 1500

Five Foot Two, Eyes of Blue Brother Bones & His Shadows (Ida) Tempo 694

Five Foot Two, Eyes of Blue T. Hill Ork (Skirts) Col 38452 D. Farney-The Skylarks (I've Spent)

Velvet 201 Goodnight, My Lave Ames Bros. (Caravan) National 9067 Green Eyes

B. Light (Changes) Tempo 680 Hamp's Boogle Woogle No. 2 L. Hampton Ork (New Central) Duc

Happy in Love S Moore (Moon Glow) Apolio 1133 Havin' a Wanderful Wish

J. Pace-G. Ellis Ork (Someone To) Keystone 2100

Hellyward Bowl and Spoon S Coates & O. Wood (January to)

Bullet 1073 I Didn't Know the Gun Was Leaded

D. Dillard-D. Bradley Ork (Let the) Select 2503 I Don't See Me in Your Eyes Anymore J Pace-G. Ellis Ock ("A" You're) Key-

stone 1500 I Got Shythm A. Tatum Trio (1 Would) Brunswick

I Had a Hat When I Came In

D. Dailey-The Andrews Sisters-V. Shoen Ork (Clancy Lowered) Dec 24610 Wanna Marry Mary

P Martin Ork (Singing Sweet) Exclusive

I Would Do Anything for You

A. Tatum Trio (I Got) Brunswick 80102

Brother Bones & His Shadows (Pive Poot) If I Could Be With You One Hour Tenight

B. Boylan :If It Notional 9071 II I Had Only Known B. Boylan (If I) National 9071

If There Is Someone Loveller Than You B. Hackett (What Is) Brunswick 80101 I'll See You in My Dreams. B. Light (My Blue) Tempo 682

I'll String Along With You

R. Deauville-M. Miller Ork (Is-it) Mer I'm Gonna Wash That Man Right Onita My Hair

J. Stafford-The Starlighters-P. Weston Ork (Some Enchanted) Cap 57-544 In the Good Old Summertime

Andrews Sisters & D. Dailey-V. Shoen Ork (Take Me) Dec 24605 Is It Too Late?

R. Deauville-M. Miller Ork (Fil String) Mer 5267 It's a Cruel, Cruel World

T. Pastor Ork ("A" You're) Col 38449 It's a Small World

The Smoothies (Searching for) Bullet It's Fate, Baby, It's Fate

B. Garrett (O'Leary Is) MGM 10190 I've Spent the Evening in Heaven

D. Farney-The Skylarks (Ginny) Velvet January to June

S. Contes (Hollywood Bowl) Bullet 1073 R. Bloch Ork (Chop Sticks) Signature

E. Howard Ork (Candy Kinses) Mer

Laurel Waltz

O. Bradley (Do You) Delta 6515 Let the Good Things Happen D. Dillard-O. Bradley Ork (I Didn't)

Select 2503 Liebestraum L. Monti's Tu-Tones (You Kiss) Univerani U-143

Little Darlin' M Amsterdam (Never Underestimate) Apollo 1127

Little Jack Frost, Get Lost S. Ellis-O. Bradley Ork (Moon After) Bullet 1014

Moon After Moon S Eilis-O. Bradley Ork (Little Jack) Bullet 1014 Moon Glow

S. Moore (Happy in) Apollo 1133 My Blue Heaven B. Light (PH See) Tempo 682

Neck Bones The Pig Pooters (The Hucklebuck) Mer 8220

Need You B Croaby & The Crew Chiefs (Three Wishes) Col 38450

Never Underestimate the Power of a M. Amsterdam (Little Darlin') Apollo

New Central Avenue Breakdown L. Hampton Ork (Hamp's Boogle) Dee

New Portraits of Old Masters-5, Marlows

Dec A-622 Cookoo-Cuckoo . . . 24205

Dance of the Spanish Onlon . . . Dec 18th Century Barrelhouse . . Dec

Haydn Seeks . Dec 24206
Mr Mozuri Meanders . Dec 24208
My Dog Has Fleus . Dec 24208
The Village Blacksmith . Dec 24207
Toy Counter . Dec 24207

Oh! You Million Dollar Dell L. Monti's Tu-Tones-B. Morris (Stranges)

Universal U-142 O'Leary Is Leary of Falling In Love B. Orarett (It's Pale) MOM 10390

Put Your Shees on Lucy D. Dillard-O. Bradley Ock (Save That) Seinet 2501

Put Your Shors On, Lucy El Morgan Ork-The Rhythmaires (Bur-room Polks) Dec 24668

(Continued on page 150)

MATURE



Based on reports received tast three days of Week Ending March 25

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

Sultability for juke box operators or disk lockeys is indicated in boldface comment under the separate headings within each re-

	n	o	0	K							S									ı	1)		
80-89		8	8	8	В	8	B	ĕ	н	ø	ĕ	В	8	8	8	э	В	ч	9	e		excelle	mt.
70-79 40-89 0 39		ø	и	ø	-	B	×	8	ä	8	8	8	6	e	0	6	6	я	в		gat	istarto	10
4 74		8		ă	ă																		

MUSIC FROM THE HILLS—Uncle Henry's Original Kentucky Mountaineers-Kary and Harty (4-10") Capitol AD 136

The Love That We Once Enew: Those Gone and Left Me" Blues: Preclous Memories: Would You Care If Jesus Left You: Don't Go Out Tonight My Darling: 1 Just Don't Care Anymore: Fire on the Mountain: Swing the Ladies Up and Down.

With two instrumental hordowns, a couple of sacred selections, a country blues and some typical hill-country ballads, this flavorsome collection offers something for everyone in the family. All participants give accounts of themselves in real backequarry style, with no affectations or big eity influences creening in Package should elick as a year-round gift item in cural areas.

JUKES
Most sides merit
which in country
torations.

JOCKS
Worth a whirl singly or in a lumn on a variety show.

BLESS THIS HOUSE - Christopher Lynch-Warner Bass (3-12") Columbia MM-813

Bless This House; My Freasure; Ave Maria, Op. 52. No. 6; Gift of God: The Palms;

Panis Agelicus; Children's Prayer.

Irish tenor Christopher Lynch sings seven songs of benediction in a voice that has strength, purity and feep emotion. Most of these devotional songs are familiar—the Ave Maria, for example, which he sings in Latin. Of unusual interest is the Gift of God, which Lynch foes in Gaelic, and a song called "Children's Prayer," a prayer for the homeless children of World War II.

It is especially touching and poetic. The album should make a topnotch Easter

JUKES Not suitable. JOCKS
For devotional
acts orimarily.

ANOTHER EDWARD LEAR NONSENSE ALPHABET — GII- 65
bert Mack (1-10")
Mercury 32-98X

This almost classic nunk of material is designed to give the kiddles the same kind of silly humor they fabricate when left to their own devices. Each letter of the alphabet represents some animal or object which then tees off a string of nonsensical chyming syllables. Main trouble here is a heavy-handed approach that makes the whole deal too deliberate and tedious, and practically obscures the alphabet itself. The entire script is printed on the coverfolder.

JUKES Not suitable. On the slow side

JUDY CANOVA SOUVENIR AL-

Good Night, Soldier: A Tiny Little Voice; I Was Wrong: You Sang My Love Song to Somebody Else: Stars and Stripes on Iwo Ilma: You Don't Have To Say You're Sorry. Oled-in-the-wool Canova fans will go for this set, but to others its hybrid nature will be disappointing. Gal sings with fine uill-country flavor, but her backing is slick, hig-city stuff that toesn't blend. Her aftectingly simple sincerity is meant for the sob set, but the jarry orking, with trumption saxes, etc., actually seems to make fun of her efforts. The cover photo is a highly glamorised job that further attempts to separate the gal from her char-

JUKES

JOCKS Nothing special here.

A PIATIGORSKY RECITAL 70
Gregor Platigorsky Ralph Berk. 70
owitz (3-12")

Columbia MM 888
Schubert: Introduction, Theme and Variations in B-flat Major, Op. 83, No. 3; Schutoann: Fantasiestucke No. 1, Op. 73; Faure:

Elegic. Op. 24.

The great cellist gives us here three samilings of his work on three standard pieces—indeed a Piatigorsky recital. Admirers of the cello—which is to say, admirers of Piatigorsky, will want this album for the pure pleasure of hearing him play out in front for six 12-inch sides. Tone, attack and feeling are superiative, and the special emotion of the cello comes they strongly. Halph Berkowits's plane support is first-rate.

Mot suitable

For the heavy

THE CATEGORIES

	Max	Pix
1.	Production idea (grouping of selection continuity)	15
2.	Name Value	15
3.	Caliner of Material	15
4	Manufacturer's Distribution Power	10
5.	(Record company and other adver- clains resmetten film legit and other alocal	10
8 7	Re ord Quality	15 5
8 9	Manufacturers' Production Efficiency	10

BRAHMS: 8 HUNGARIAN 80
DANCES—Fritz Reiner, Cond.,
Pittsburgh Symphony Ork
(2-12")
Columbia MX-309

fart work binding wrapping)

Hungarian Dance No. 5 in F-Sharp Minor: Hungarian Dance No. 7 in A Major; Hungarian Dance No. 12 in D Minor; Hungarian Dance No. 13 in D. Minor; Hungarian Dance No. 6 in D-Flat Major; Hungarian Dance No. 21 in E Minor; Hungarian Dance No. 19 in B Minor; Hungarian Dance No. 1 in G Minor

Reiner, who currently is winning new fame in his post with the Metropolitan Opera House, is a Hungarian by birth and is perhaps the best-qualified conductar over here to turn out a set of Brahms' Hungarian Dances. In this set he wields the baton on eight of the 21 Brahms' dances which are indeed steeped in the traditions of Hungarian folk music. Fiery and spirited is the performance he extracts from the Pitisburgh Symphony.

JUKES Not suitable. JOCKS Good for all FM and longbair situntions.

Andre Kostelantez Ork (4-19") 85

Waltz From 'Sari'; Vienna, City of My Dreams, Op. 1; Gold and Silver Waltz: Two Hearts in Three-Quarter Time; Waltz Dream; Waltz From "Gypsy Baron"; Gypsy Love Waltz; A Thousand and One Nights. Op. 346.

Blend eight evergreen waltses in the spirit of old Vienca written by Strauss, Lehar, Kalmach, etc., with the lush conception of Andre Kostelanetz and the end result must be virtually a sure-fire sales item. In fact it's pretty difficult to see anything but good business for this album. Kosty's approach to the popular waltses is not quite as goody as one has come to expect from his music. But the nelodies themselves are so latent with saccharine that his fans will hardly notice the lifference. Packaged in the Columbia dust-proof box-type album.

JUKES Not suitable. JOCKS
Suitable for every
type spinner
show.

5. 5. LOLLIPOP-Joseph Boley-Jeanne Roy-The Belle-Aires 80 (2-10") (Unbreakable) Willids WR 8

This variety package offers a miniature recipe for keeping a child occupied on a rainy day. Altho a popular title is used as an eye-catcher, there is actually no connection with the song "Good Ship Lollipop." Ship idea, however, is the continuity gimmick on which the collection of nursery tunes, story and riddles and rhymes are hung. These include 'Humpty Dumoty." "Pop Goes the Weasel": "Hickory, Dickory Dock": "Twinkle, Twinkle, Little Star": "Oats, Peas. Beans and Barley Grow," an original story, "Land of the Lost Toys," and some cute riddles with popular animal and machine noises. Narration is clear and relaxed, and the vocal group makes melody and lyrics understandable. Recommended fare for the two to six-year-old group. Title and lively cover are attention getters.

JUKES Not suitable. JOCKS
Plenty of variety
here with all pertions useful.

Anderson-Al Rickey Ork (1-10") 84
(Unbreakable)
Kiddle Land KL 6

At 39 cents this is one of the market's best buys. It's the same story used in the "classical" renditions, and Prokofieff's music is used, with indictous cutting, of course, to fit on the two ten-inch sides. Narration is clear, and the music is cleanly played. The production manages to carry off the condensation effortlessly, without crowding, and gives an effectively brisk pacing to the story itself, relegating the music to a more "incidental" function. The story name is strong marketwise, and the cover is an eye-catcher. Chains and a and los should do well with this.

JUKES

JOCKS Fine feature f

MARTHA RAYE



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Mercury Record Dist. Co. 1412 Hennepin Ava. Minneapolis, Minn.

Maple Leaf Records 455 Craig St. West Montreal, Canada Mass. Music Dist. 1139 Trement St. Boston, Mass.

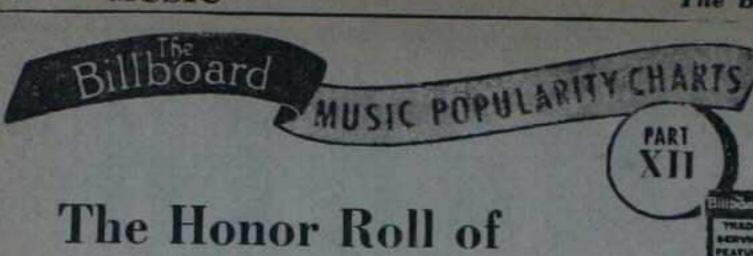
Roberts Record Dist. Co. 2234 Olive St. Louis, Mo.

Elite Calif. Dist. Co. 316 Sixth St. San Francisco, Calif.

Roberts Record Dist. Co. 1615 Main St. Kansas City, Mo.

DISTRIBUTORS
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Popular Songwriters

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NO. 15-GUS EDWARDS

By Jack Burton

There is no question about Gus eventful night, after entertaining the Edwards's right to a place in Tin Pan Alley's Hall of Fame. There are some. however, who would reserve two for America's outstanding songwriters, for he was more than a composer of popular music that was sung and him to Europe to study voice and played from coast to coast in the first decade of the present century. He also discovered and developed a galaxy of juvenile performers who went on Paris On the way home, 10 hoodon to achieve headline billing and top lums waylaid him and robbed him of alaries on Broadway and in Holly- \$1.73-his week's pay at the cigar wood. In addition, he was a vaude- store and the 23 cents he'd picked up ville star himself. A single niche, off that canvas at the fight arena. they contend, is much too small for a man of such multiple talents.

Like the storied tree that "grows in Brooklyn," Gus Edwards took early root in this fabulous boro. With his parents he came to the United States from Germany in 1887, the family settling in the Williamsburg section of the Long Island metropolis. Young Edwards was then eight years old.

Before he had outgrown his short pants, Gus Edwards took a 14-houra-day job in his uncle's cigar store at the stage doors of Tony Pastor's. Miner's Bowery, and Koster & Bial's in New York, and Hyde & Behman's and the Gaiety in Brooklyn, offering to work as a boy soprano for the reigning vaudeville stars of that era. These included Helen Mora, the greatest of female baritones; Imogene Comer and Emma Carus. When his Horatio Alger story starts in 1898 whom he rescued from a knife-throwservices were infrequently accepted. he sang from a seat in the gallery, which put him a notch above Willie had taught himself to play the piano, Howard in the social scale of boy sopranos. Willie sang in the aisles and also passed water between the

dollar in the variety halls, Gus sang the notes on paper. Two years later, Rosetta Duncan, Eddie Buzzell, life he seldom left his bed. He died

customers between bouts at the Diamond Athletic Club, now the New York Athletic Club, the boy soprano niches for him in this mythical temple, was approached by a noted composer of church and choral music named Schaffenberg, who offered to send piano for five years with all expenses. paid. Gus turned the offer down. His eyes were on Tony Pastor's, not

Such a financial calamity, however, did not brake the ambitions of this stagestruck boy. These were finally realized several weeks later while he was singing in Jack Palmer's Gaiety Salon on Graham Street, Brooklyn. Jack Hyde, of Hyde & Behman, vaudeville impresarios, gave him his first big break, hiring him to round up four other kids and form the Newsboy Quintet, an act that toured the country and interspersed ballads with a crap-shooting routine and \$1.50 a week, and at night, after tak- tough "sidewalks of New York" lingo. ing in the wooden Indian, he haunted Gus Edwards never forgot Jack Hyde. and years later he gave hundreds of other talented youngsters the same opportunity to make good on the big time that he had had while traveling under the Hyde & Behman banner.

First Hit

when he wrote his first song hit, All ing act in Atlantic City; Walter Win-I Wants Is My Black Baby Back. Gus chell, who changed to newspaper and being unable to write music, prevailed upon Charles Previn, who later Hildegarde, Mae Murray, Helen ing in two films: The Song Writer's became musical director at New York's Radio City Music Hall, and Ricardo Cortez, Melvyn LeRoy, Elea- of 60, his health started to fail and When he couldn't pick up a half- other erudite musicians to transcribe nor Powell, Paul Haakon, Vivian and for the last five or six years of his in saloons and on ferryboats. One his I Can't Tell Why I Love You But Georgie Price, Charles King, Bert November 9, 1945.

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

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

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

This anthology does not attempt to that the complete output of these instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity

in the musical comedy and tilm musical fields nowever, the complete score: will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion plature songs

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

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

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

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

I Do topped the best-selling ballads, | Wheeler, Ann Dyorak, Lillian Lorand he really rang the bell in 1907 with School Days, which sold over stage appearance as "dressing" for the 3,000,000 copies.

School Days, like Sunbonnet Sue, On the Old Seesaw and Look Out for wards produced and presented on the vaudeville circuit with casts of tal- Maker. ented youngsters he discovered and developed, the success of which led to such Broadway witticisms as these:

"You'd better hide your kids or Gus Edwards will get 'em!" and "Gus is hanging around the maternity wards now looking for fresh talent."

This benevolent Pied Piper of Broadway, however, provided a showcase in which scores of teen-age boys and girls sang and danced and clowned to the best of advantage. Their names today are written big in the Who's Who of New York and Hollywood, for Edwards's finds in-The next chapter in Edwards's clude Georgie Jessel; Eddie Cantor, work when his voice changed; Mitzi his taste of Hollywood fame, produc-Mayfair, Groucho Marx, Ray Bolger, ing several movie shorts and appear-Menken, Jack Pearl, Sally Rand, Revue and The Doll Shop. At the age

raine and Lila Lee, who made her first Look Out for Jimmy Valentine number during the tryout of the 1911 revue at the Hudson Theater in Union Jimmy Valentine, was written for one Hill. Hollywood truly was inspired of the several song revues that Ed- in 1939 when the film based on Edwards's life was titled The Star

Gus Edwards made both stars and money with these juvenile revues, two or three units being on the road during a single season with one troupe in charge of the producer himself and the others being chaperoned by his wife, Lillian Boulanger Ed wards, and Mrs. Charlotte Jessel. Georgie's mother.

At the height of his career, Edwards owned his own music publishing firm, and to give a smash dramatic ending to his "from-rags-to-riches" story, purchased the Circle Theater at 59th Street and Columbus Circle, New York, where years before he had made as much as \$7 a week selling sheet music in the lobby.

The former boy soprano also had

* * * GUS EDWARDS' GREATEST SONGS AND RECORDINGS AVAILABLE * * *

Popular Songs

- 1898-ALL I WANTS IS MY BLACK BABY BACK
 - Lyrics by Tom Daly, Pauli-Pioneer Music Corp.
- 1899-I COULDN'T STAND TO SEE MY BABY LOSE Lyrica by Will Cobb. Paull-Pioneer
 - Music Corp. THE SINGER AND THE SONG Lyrics by Will Cobb. Paull-Pioneer
- Music Corp. 1900-I CAN'T TELL WHY I LOVE YOU
- Lyrics by Will Cobb. Paull-Pioneer Music Corp. This song was revived in the film musical, "The Belle of the Yukon," in 1944.
- men Quartet with orchestra.) 1901-TLL BE WITH YOU WHEN ROSES BLOOM AGAIN
 - Lyrics by Will Cobb. Pauli-Pioneer Music Corp.-Mills Music, Inc. WAY DOWN YONDER IN THE CORN
 - Lyrics by Will Cobb. Pauli-Ploneer Music Corp Mills Music, Inc. MAMIE (DON'T YOU FEEL A-SHAMIE?) Lyrics by Will Cobb. Pauli-Pioneer Music Corp.
- 1902-COULD YOU BE TRUE TO EYES OF BLUE IF YOU LOOKED INTO EYES OF BROWN? Lyrics by Will Cobb. Pauli-Ploneer Music Corp.-Mills Music, Inc.

- 1904-GOOD-BYE, LITTLE GIRL, GOOD-
 - Lyrics by Will Cobb. M. Witmark &
 - IN ZANZIBAR (MY LITTLE CHIM-PANZEE! Lyrics by Will Cobb. Remick Music
 - This song was an interpolated number in 'The Medal and the Maid."
- 1905-HE'S MY PAL Lyrics by Vincent Bryan M. Witmark 1808-1 JUST CAN'T MAKE MY EYES
 - (Available on MOM record No. 30190, J. Lasar, H. C. ..., L. Duddy Swing Choir, A. Stang, J. Garde and Archie Bleyer's orchestra.!
 IF A GIRL LIKE YOU LOVED A BOY
 - LIKE ME Lyrics by Will Cobb. Mills Music, Inc. (Available on MGM record No. 30192, J. Larar, R. Charles, L. Duddy Swing Choir, A. Stang, B. Garde and Archie Bleyer's orchestra.)
- (Available on RCA Victor Record No. Bleyer's orchestra.)
 20-1611, Dinah Shore and the Sports- 1905-IN MY MERRY OLDSMOBILE Lyrics by Vincent Bryan, M. Witmark
 - (Available on the following records: Columbia No. 37235, Les Brown and his orchestra; MGM No. 30190, J. Lazar, R. Charles, L. Duddy Swing Choir; A. Etang, B. Garde and Archie Bleyer's erchestra.)
 - TAMMANY Lyrics by Vincent Bryan. M. Witmark
 - This song was written a half hour be-fore the curtain rose on a Tammany Club show and smoker at which Ous Edwards acted as master-of-ceremonies. He had intended to introduce "In My Merry Oldsmobile" at this Democratic powwow, but changed his mind on the way to the hall on hearing one street

- plane grinding out "Hiawatha" and another hurdy-gurdy playing "Navajo."
 "Tammany," a parody on these Indian ballads, was adopted by Big Tim Sullivan and other Tammany chieftains as their official battle-cry, and Lee Harrison made the song a smash hit when he introduced it in the Broadway mu-sical, "Pantana." (Available on Decca record No. 18551
- in Album A-354, the Knickerbocker Serenaders.)
- BEHAVE Lyrics by Will Cobb. Mills Music, Inc. This song was written for Anna Held,
 - the girl with the come-hither optics, who introduced it in "The Parisian
 - I'D LIKE TO SEE A LITTLE MORE OF Lyrica by Will Coob. Mills Music, Inc.
 - This song also was introduced in "The Parisian Model." TWO DIRTY LITTLE HANDS

 Lyrics by Will Cobb. Mills Music, Inc.

 Shapire-Bernstein & Company, Inc.

 I'LL DO ANYTHING, DEAR, IN THE

 WORLD FOR YOU

 Lyrics by Will Cobb. Mills Music, Inc.

 Shapire-Bernstein & Company, Inc.
- 1907-SCHOOL DAYS Lyrica by Will Cobb. Shapire-Bernstein
 - & Company, Inc. Available on the following records:

 RCA Victor No. 18178, RCA Victor Orchestra, Nathaniel Shilkret, conductor;

 MGM No. 30192, J. Lazar, R. Charles,
 L. Duddy Swing Cheir, A. Stang, R.

 Garde and Archie Bleyer's orchestra.)

 IN THE GRAND OLD SANDS

 Lyrics by Will Cobb, M. Witmark &
 - BYE-BYE DEAR OLD BROADWAY

- Lyrics by Will Cobb. M. Witmark &
- The above two songs were introduced in the first "Ziegfeld Follies," which was staged at the Casino de Paris with a cast headed by Harry Watson Jr., David Lewis, Grace LeRue, George Bickel, Charles J. Ross, Emms Carns, Florence Tempest, Marion Sunshine, Helen Broderick, Prince Tokio and Mile.
- 1908—SUNBONNET SUE
 - Lyrics by Will Cobb. Mills Music, Inc. (Available on the following records) Columbia No. 20227, Bob Wills and His Texas Playbuys; MGM No. 36181, J.
 Latar, R. Charles, L. Duddy Swing
 Chair, A. Stang. B. Garde and Archie
 Blayer's orchestra.)
 ON THE OLD SEESAW
- Lyrics by Ed Gardenier. Mills Music, Inc.-Jerry Vogel Music Company. 1909-BY THE LIGHT OF THE SILVEY
- MOON Lyrics by Edward Madden. Remick Music Corp.
 - Muste Corp.
 This song was introduced by Georgia Price, who was planted in the audience to sing a chorus of this number during the staging of the vaudeville sketch, "School Boys and Girls." Lillian Lorraine also sang it in the "Polites," and and Jarome Remick, the publisher, liked the song so much that he offered Edwards \$7,000 outright for it. Edwards, however, held out for \$20,000 after learning that Remick had an initial order for 1,000 copies at 7 cents each. It was revived in the Paramount film, "The Birth of the Bines," in 1941 and in "The Joison Story" in 1948.
 (Available on the fellowing records; Columbia No. 36479, Ray Noble and His Orchestra; Decca No. 25405, Gay Lam-

barde and His Rayal Canadians; MGM No. 30191, J. Lazar, R. Charles, L. Duddy Swing Choir. A. Stang, B. Garde and Archie Bleyer's orchestra.)

MY COUSIN, CARUS
Lyrica by Edward Madden. Remick
Music Corp.

This song was introduced by Charles Bigelow in "Miss Innocence," and also

was interpolated in the "Ziegfeld Follies" of 1909 COME ON PLAY BALL WITH ME Lyries by Edward Madden.
UP, UP, UP IN MY AEROPLANE
Lyries by Edward Madden. The above two songs were written especially for the "Ziegfeld Follies" of

1911-LOOK OUT FOR JIMMY VALENTINE Lyrics by Edward Madden, Remick This number immortalized in song the

sensitive-fingered safecracker in the O. Henry story, "A Retrieved Reformation," which served as the basis for the play, "Jimmy Valentine," in which Henry B. Warner starred. (Available on MGM record No. 30189, J.

Larar, R. Charles, L. Duddy Swing Choir, A. Stang, B. Garde and Archie Bleyer's orchestra.)

912-IF I WAS A MILLIONAIRE Lyrics by Will Cobb. Remick Music (Available on the following records:

Columbia 36940 in Set C-115, Beatrice MgM No. 30189, J. Lazar, R. Charles, L. Buddy Swing Choir, A. Stang, B. Garde and Archie Bleyer's orchestra.) LUCY ANNA LOU Lyrics by Edward Madden. Remick Music Corp.

915-I LOST MY HEART IN HONOLULU Lyrics by Will Cobb. Shapiro-Bernstein & Company, Inc.

917-FOR YOU A ROSE Lyrics by Will Cobb. Remick Music Corp.

1918-LADDIE BOY Lyrics by Will Cobb. M. Witmark & This song was written at Camp Black,

L. L. where Cobb was stationed shortly after the United States entered World War I. He smuggled Edwards past the sentry, and during the night Edwards composed the music vithout the aid of a plano, humming the melody over and over to fix it in his mind.

1928-LITTLE BOY BLUE JEANS Lyrics by Gus Kahn. Harms, Inc.

Stage Musicals

1305-WHEN YOU WERE FORTY ONE Book and lyrics by Robert B. Smith, 1908-SCHOOL DAYS and presented by a cast headed by La Belle Darie, a sensational masked dancer: Harry Bulgar, John McVeigh, Charles H. Prince, Elsle Janis, Emma Carus and Harry Mechan. M. Witmark

SIMPLE SIMON
UP AND DOWN THE BOARD WALK
THE MAIDEN OF THE WILD AND
WOOLY WEST
THE ADVANTAGE OF A COLLEGE

EDUCATION MARION THE MAID

THE MAN THAT LEADS THE BAND THAT LEADS THE ARMY SWEET KITTY KILLAIRES MEET ME UNDER THE WISTARIA This song was a plug for the roof gar-den, called the Wistaria Grove, of Hammerstein's New York Theater where 1910-ZIEGFELD FOLLIES OF 1910 the production was staged.

1905—BREAKING INTO SOCIETY Book and lyrics by Robert B. Smith and starring the Four Mortons. M.

Witmark & Sons MARRIAGE GAME
UP AND DOWN THE BOARD WALK
IF I COULD ONLY LAND A MIL-LIONAIRE

I'M THE BOY THAT'S WHAT THE PAPERS SAY MY SENORITA BASHFUL CHAPPIE STANDING PAT COLUMBIA COLLEEN IF WOMEN HAD THEIR WAY TING-A-LING PING-PONG

1907-HIP-HIP-HOORAY

Book and lyrics by Edgar Smith, and co-starring Weber and Fields in a cast that included Dick Bernard, Harry Tighe, Tom Lewis, William Gould, Howard Esterbrook, Walter Paschel, Fay Tincher, Amelia Stone, Valeska Suratt, Bessie Clayton, Charles Ross and Mabel Fenton. Mills Music, Inc. SWEET IVY GREEN IN PHILADELPHIA ALL I WANT IN THE WIDE, WIDE WORLD IS YOU I'M A BUSINESS MAN COON COLLEGE OLD FRIENDS WHAT'S THE USE

WANDER OFF NOWHERE FASHION HOW'D YOU LIKE TO TAKE ME HOME WITH YOU KNOW WHAT LOVE IS TILL I LOVE YOU

1908-THE MERRY-GO-ROUND Book by Edgar Smith, lyrics by Paul West, and presented by a cast that in-cluded James J. Morton, Mabel Hite, Bobby North, Dorothy Jardon and Ig-nacio Martinetti, Mills Music, Inc.

"LIKE A GYPSY TUNE"

LY-105 Vocal by Raiph Randall Music by Eddie Gee & Orch.

Delvar Recording Co.

SONGWRITERS COMING UP!

April 9 Issue HARRY VON TILZER

In Issues Subsequent to April 9

The Billboard Will Present ALBERT VON TILZER GEORGE M. COHAN JEAN SCHWARTZ ERNEST BALL J. ROSAMUND JOHNSON IRVING BERLIN CHRIS SMITH AL PIANTADOSI GUSTAV LUDERS THEODORE MORSE EGBERT VAN ALSTYNE SILVIO HEIN JULIAN EDWARDS RAYMOND HUBBELL

. . . And others

BETTY, YOU'RE MY ONE BEST BET THERE'S NOT A CIRL IN ALL THE WIDE WORLD THAT WON'T HAVE

IN DOHEMIA WITH YOU A TWO-HORSE FELLER IN A ONE-HORSE TOWN MY LITTLE TAILOR MAID I MET HER AT THE METROPOLE I WON'T BE HOME TO DINNER WHEN THE MUSIC STARTS TO PLAY I LIKE THEM JUST LIKE YOU, LITTLE

HAVE YOU SEEN MY BABY WON'T YOU COME UNDER MY MERRY WIDOW HAT ORCHIDS OF THE OPERA

CAPTAIN OF THE MINEOLA GUARD MERRY-GO-ROUND RAG

Book by Aaron Hoffman, lyrics by Edward Gardenier and Vincent Bryan, and presented by a cast that included Gregory Kelly, John Hines, Herman Timbers, Janet Priest and Joe Keno. Mills Music, Inc.

SCHOOL DAYS MAYBE IT'S A BEAR FIGHTING KID IT TAKES A COP TO COP THE CIRLS TEDDY-BIRD

WE'RE GOING TO FIGHT THE INDIANS
THE PAPER HAT BRIGADE
CALENDAR OF LOVE
SCHOOLMATES
SEE-SAW
CAMPBELL SOUP KIDS GET ON THE MERRY-CO-ROUND

Book and lyrics by Harry B. Smith. Panny Brice and Bert Williams made their first "Pollies" appearance in the 1910 edition of this annual revue in a cast that included Harry Watson, George Bickel, Lillian Lorraine, Hobby North and Grace Tyson. Harms, Inc. LOOK ME OVER CAREFULLY SWEET-KITTY BELLAIRES

KIDLAND A WOMAN'S DREAM DON'T TAKE A GIRL DOWN TO CONEY
THE CHICKEN THIEF MAN
THE COCK OF THE WALK
MR. EARTH AND HIS COMET LOVE
THE WALTZING LIEUTENANT
NIX ON THE CONCERTINA, LENA

1923—SUNBONNET SUE Book and lyrics by Robert B. Smith, and starring Fred Hildebrand and Olga Cook in a cast that included Chester Fredericks and Helen Lynd, Harms,

SUNBONNET SUE MEMBER WHEN
SHINNY ON YOUR OWN SIDE
LOVE IS A CARDEN OF ROSES
I'M COING TO MEET MINNIE TO-

DOWN WHERE THE BLUE BELLS CROW SAME OLD SUNBONNET SUE BABIES A LA MODE THE KID IS CLEVER SCHOOL DAYS ARE OVER OVER THE GARDEN WALL

1938—BROADWAY SHO-WINDOW BROADWAY SHO-WINDOW

Book and lyrics by Eugene Conrad. A vaudeville revue in which Armida, Theims Lee and Joe Cook Jr. were the principal performers. In addition to old numbers from past juvenile revues, three new songs were written for this production. Paramount Music Corp. POVERTY ROW OR LUXURY LANE HITCH YOUR WAGON TO A STAR SPRING IS IN THE AIR

Film Musicals

1929-HOLLYWOOD REVUE OF 1929 Lyrics by Joe Goodwin. This was Metro-Goldwyn-Mayer's first musical, filmed with an all-star cast that included Marion Davies, Norms Shearer, Joan Crawford, Bessie Love, Conrad Nagel, Jack Benny, Lionel Barrymore,
"Ukulele Ike" Edwards, Laurel and
Hardy, John Gilbert, Anita Page, William Haines, Buster Keaton, Marie Dressler, Charles King, Polly Moran,

Natacha Nattova, the Brox Sisters and the Albertina Rasch Ballet. Robbins Music Corp.

MINSTREL DAYS
YOUR MOTHER AND MINE
NOBODY BUT YOU
I NEVER KNEW A THING LIKE THAT
LON CHANEY WILL GET YOU IF YOU STROLLING THROUGH THE PARK ONE

ORANGE BLOSSOM TIME
The interpolated numbers in this revue
included the following songs by Arthur Freed and Nacio Herb Brown: SINGIN' IN THE RAIN YOU WERE MEANT FOR ME TOMMY ATKINS ON PARADE Fred Fisher, Louis Alter, Jo Trent, Ray-mond Klages, Jesse Greer, Martin Broones and Andy Rice also contrib-uted songs to this historic film.

Gus Edwards' Album

MGM No. 41, Gus Edwards Songs with Bleyer's Orchestra. By the Light of the Silvery Moon, He's Me Pal, If a Girl Like You Loved a Boy Like Me, If I Was a Millionaire, In My Merry Oldsmobile, Jimmy Valentine, School Days and Sunbonnet Suc.

Steel Pier Planning Season of Top Orks Ziehler, Leader Plan Pub

ATLANTIC CITY, March 26. again feature top band names this season. In fact, the Pier stand promises to be the only spot that will pay the fat fees for the coming season.

kick off the season with the Easter Sunday holiday week-end with Harry week operation sets in late in June. piano player.

Seeco Prexy Siegel's Tour Garners LA Masters, Artist Pacts

NEW YORK, March 26. - Sidney Siegel, Seeco disk prexy, returned from Cuba and Puerto Rico recently with a pocketful of newly waxed Latin masters and new artist pacts. In Puerto Rico singers Hilda Ramos and Yiye were inked. Ney Rivera, vocalist from the Dominican Republic, and Oscar Del Valle, Argentine tango singer, were also signed. Del Valle is the first artist to record for Seeco under a deal made between the diskery and its Argentina distributor, who J. Lazar, R. Charles, L. Duddy Swing ery and its Argentina distributor, who Choir, A. Stang, B. Garde and Archie will henceforth cut masters there for the diskery.

> In Puerto Rico, Siegel cut sides with crooner Bobby Capo and Pepito Torres' Siboney Orchestra, among others. Siegel is leaving for Mexico to inspect the new Seeco plant that opened there recently.

PHILADELPHIA, March 26.-Jack Marine Ballroom on Steel Pier will Ziehler, general manager for the Frank Capano music publishing interests here for many years and a songwriter on his own, has linked with Bob Leader to organize his own George A. Hamid, pier owner, will music publishing firm, Supervisor Music Publishing Company. Ziehler has been identified with Tin Pan Al-James on tap. He will run the bands ley since 1917 when he went to work for week-ends until the regular full- for the Leo Feist firm as a singing

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Monroe Finds There's Gold in Them 1-Niters

(Continued from page 20)

sold on flat deals. It is estimated that Monroe and his org earned about \$225,000 for the two-month tour.

The following is a per date breakdown of the tour in the order of appearance beginning January 6 and running thru March 15:

Loew's Theater, Washington, \$35,570 (one week); Harrisburg, \$4,600; private date, \$5,400; Fort Wayne, \$4,050; Muncie, Ind., \$6,720; Louisville, \$9,200; Evansville, Ind., \$7,800; Memphis (one-day theater), \$4,800; Birmingham, \$2,500; Nashville, (two concerts), \$9,700; Knoxville, \$4,800; Roanoke, Va., \$6,000; Columbia, S. C., \$3,200; Montgomery, \$8,200; Tuscaloosa, \$6,400; Mobile, \$4,100; Troy, Ala., \$3,700; Thomasville, Ala., \$6,200; Jacksonville, \$6,100; Orlando, Fla., \$4,600; West Palm Beach, \$4,200; Tampa, \$8,850; Miami (Coral Gables), \$3,700; New Orleans, \$11,200; Galveston, \$8,700; Dallas, \$7,900; Waco, \$5,600; Texas Aggies, \$7,600; Houston, \$8,400; Wichita Falls, Tex., \$8,600; Amarillo, \$8,400; Hutchinson, Kan., \$9,400; Enid, Okla., \$4,525; Norman, Okla., \$6,200; Texas State Dental, \$7,200; Shreveport, La., \$7,600; Tyler, Tex., \$4,400; Fort Worth, \$5,600; Ardmore, Okla., \$5,800; Tulsa, \$7,200; University of Arkansas, \$7,000; Kansas City, Mo., \$7,800; Marion, O., \$5,400; Sioux City, Ia., \$4,800; Sioux Falls, S. D., \$5,400; Clear Lake, Ia., \$5,600; Des Moines, \$5,800; Peoria, III., \$5,400; St. Paul, \$5,400; Sheboygan, Wis., \$5,700; Madison, Wis. (oneday theater), \$6,400; Aragon Ballroom, Chicago, upward of \$16,000; \$7,600, and Niagara Falls, \$6,000.

Music-As Written

New York:

Ray Anthony's ork inked to play two weeks at the Lakeside Park in Denver beginning May 27. . . . Bill Eckstine and the Duke Ellington band will be the bill at the Paramount Theater here for at least three weeks beginning April 20. . . . Mercury Records this week inked and recorded the Sabby Lewis ork. . . . RCA Victor exec Jack Hallstrom left for a threeweek vacation last week. . . . George Keane, record sales exec at Victor, is the proud poppa of a son, Barry Alan, born Monday (21) in Philadelphia.

Sam Price, pianist-arranger-leader, was inked to a term deal with Decca Records last week. Columbia Records is exhuming a two-sided disk, "Two Black Crows," featuring Moran and Mack for an early reissue. . . Jack Egan, until recently with Down Beat mag, has opened a pub-

licity office here. . . . Ted Weems' ork skedded for the Hotel Roosevelt, New Orleans, beginning April 6 for four weeks. . . . Ray McKinley. returning to a modern music kick with Eddie Sauter due to return to the arranging fold. . . . Vic Damone will be featured in the opening show at the Riviera, beginning April 27. . . . A new claimant in the "Louie" quarrel is comedian George DeWitt, who maintains that he was using the "drop the gun" line a year before the Wesson Bros. DeWitt says he got the line out of the old Donald Henderson Clarke novel, "Louis Beretti." . . . Exclusive Records will distribute the Lenox and Damon labels for the New York area. . . . Ronald Simon, trombonist with Lucky Millinder, died of a heart attack last week. . . . Mrs. Jack Cohen, wife of the prexy of the Cleveland Phono Association, penned her first tune, "Don't Tell My Heart," with Buddy Kaye, with the latter waxing the number for MGM.

Ziggy Talent signed a wax pact as a solo warbler with Victor . . . Gene Krupa follows Benny Goodman into the Hollywood Palladium Tuesday (5). He'll stay till May 1.

Chicago:

Tower Records has appointed Pan-American Distributors as its rep in the Detroit area and not William Scripps as previously reported. . . . Gene Ammons, the Negro tenor star who waxed for Mercury and Aristocrat, has joined Woody Herman's ork. . . . Natt Hale has resigned his post as chief of MGM Record distribution here to join Columbia as a field rep, working five Midwestern States under Joe Lucas, Chi chief. . . . Joe Sanders's ork opens Bob Christ's newly rebuilt Casino, Quincy, Ill., April 16, with Don Ragon set to follow May 6. . . . Lionel Hampton was congratulated recently by the Most Rev. Joseph E. Ritter, archbishop of St. Louis, for his work in fighting juvenile delinquency. Hamp recently played five benefit dates in Indiana to help build a youth center in Indianapolis. . . . Al Melgard. veteran Wurlitzer organist at the Chicago Stadium, cut four sides for Mercury last week, including his own "My Visions." Darwin Dane, who years ago, and will retain his finanalso cut sides for Tower, did the lyrics. . . . Schwartz Bros., Washington, cial interest for the present. Heller Milwaukee, \$8,900; Lincoln, Neb., replace Oriole Distributors of Baltimore as the Mercury distributors in ha been artists and repertoire directions.

"Rum and Coke" Suit -- Round 99

NEW YORK, March 26. - Morey Amsterdam, Paul Baron, Jeri Sullivan and Leo Feist, Inc., defendants in the interminable Rum and Coca Cola infringement suit, lost another chukker when the U. S. Circuit Court of Appeals this week upheld a lower court judgment granting a plaintiff's interlocutory decree and the right to an accounting of profits derived by the publisher.

The defendants had appealed the finding by Federal Judge Simon H. Rifleind, who held that Rum is a copy of the melody of L' Annee Passee, an original composed by Lionel Belasco and Massie Patterson and copyrighted by Maurice Baron (no relation to Paul Baron).

Feist and the writers also are on the wrong end of lower and higher court judgments for alleged infringement of the lyrics to Rum. Both courts have

held that Mohamed H. Khan is the

owner of Rum, published in Trinidad.

Fromkes Gives Heller the Biz

NEW YORK, March 26 .- Harry Fromkes, Rainbow Records' prexy, this week turns over active management of the diskery to Vecpee Eddie Heller, and takes over as president of the Lawyers' Mortgage Corporation. Fromkes recently acquired control of that corporation, which allegedly has resources of over \$1,500,000.

Fronkes, former, president of the City Title Insurance Company, put up the initial coin for Rainbow two



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Martino Pubbery Wins 7-Song Suit

NEW YORK, March 26 .- Antonio De Martino, owner of Italian Book Company, publishers of Italian music, this week won a judgment against an Italian oroducin, company for infringement of rights to seven songs. The plaintiff was awarded \$250 for each song, \$500 in counsel fees, plus costs, De Martino claimed that Orazio Cammi, producer; Orazio Tesiri, ork leader, and singers Tina Stefanneli and Mario Trovato sang and played his songs without permission or proper license at the Italian theater June 1, 1947.

House last February 6.

Symphony Batoneers Scolded As Too Leery of New Works

PHILADELPHIA, March 26 .- Mu- | chance," he said. the producer and three members of sic critics and symphony orchestra conductors were taken over the hurdles by Edwin A. Fleisher, worldfamous music patron, in accepting the Art Alliance medal of achievement on Tuesday night (22) for founding the Symphony Club and the ductors stick to some 50 "standard" world-famous Fleisher music collection. He charged the lack of trained music critics and the timidity of radio and records have hammered symphony conductors were holding away to the public music development in this country De Martino also filed suit this far behind Europe. Of the 11,000 also due to many incompetent conweek against Armando Benedetti and works in his collection, he said, some ductors. Some, he said, either can't Ernesto Migliaccio, impresario and 600 eacl, season are lent to orchestras play the score on the piano or "hear" conductor respectively, for similar all over the country. But nearly all it by looking at it. One maestro, he alleged infringement of two of his are works of the "standard" com- said, would play the new work of membership meeting Wednesday (30) copyrights at the Newark Opera posers, "The many beartiful works an internationally known composer to review the proposed contract's pro-

Conductors are afraid to play unfamiliar works because of "lack of box office" or because "they underestimate the younger generation," said Fleisher, who is a retired wool manufacturer. He said that the consymphony selections, programing only those 50 compositions which

Passing up new works, he said, is of unknown composers haven't a (See Symph Batoneers on page 54) visions.

Pluggers' Pact Up to Lawyers

NEW YORK, March 26 .- The contract covering employment of song pluggers by music publishers is now in the hands of attorneys for lastminute language revisions, according to Bob Miller-altho a number of important sessions remain to be held before the termer can be inked. Miller, who claims he has won a number of gains, still has one session scheduled-probably next week, with Herman Starr, head of the Warners pubberies. Another session is scheduled with Broadcast Music, Inc., and another with reps of the Music Publishers' Protective Association (MPPA).

The contact men's union holds a

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- 1037-"ONE MOMENT IN GOD'S KING-DOM" and "SLEEP ON. DARLING MOTHER" The Five Gospel Souls
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- 203-"DO YOU STILL LOVE ME" and "LAUREL WALTZ" Fred Waller, with Owen Bradley at the organ-Super Smooth Music

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A "New Look" For Public And Govern't

Newmyers a Big Factor

(Continued from page 21) of American industry: The Standard Dil Company (New Jersey); the Ford Motor Company; the Ford-Inernational Company; the F. H. Me-Graw Company, one of the world's major contracting firms, and a group of motion picture theater exhibitors. The Newmyer organization is also Washington representative of Earl Newson & Company, New York public relations firm, which numbers among its clients the following: The International Paper Company, American Locomotive, Tea Bureau, Inc., Wool Secretariat, Ford and Standard Oil. The Newmyer organization recently served as counselor to the Hoover Reorganization Commiss on which is headed by former President Herbert Hoover and for weeks has been submitting its reports to Congress and the White House.

In serving as a listening post, the firm prepares "special reports summarizing Washington reactions" to the client's policies and activities.

Newmyer and his aids have developed what is described . a valuable card-index system of "thought moulders" in official and unofficial Washington. This list, revised daily, embraces such people as members of congress, agency officials, their key aids, reporters, commentators, columnists, newsreel photographers and magazine writers. "Washington," according to Newmyer, "has increasingly become the focal point of public opinion, and a successful national public relations program is dependent on sound Washington relations." In describing the organization's function, a Newmyer borchure emphasizes that the organization is "a Washington information and advisory service; we do not speak for our clients before Congress or administrative departments and agencies-

we do not lobby." The ASCAP contract is the first which Newmyer has undertaken with a trade group of this kind, establishing for the first time a full-scale Washington public relations service for ASCAP's membership of more than 2,000 composers and authors and more than 350 publishers. The manner in which Newmyer's firm clears up misunderstandings was typified during the industrial price-rise controversy when Sen. Joseph C. O'Mahoney (D., Wyo.), a top figure on Capitol Hill, cited Standard Oil for "sound industrial statesmanship" in cutting prices of petroleum products. Ford got a similar "favorable relations" break here after its price cut was announced.

A native of this city, Newmyer began newspaper work on the old Washington Times, advanced to national advertising manager of the Munsey chain, became associate publisher of The New Orleans Item, holding that post for 23 years during which his paper won Pulitzer Prize recognition, and returned to Washington as publisher of the old Washington Times, eventually becoming assistant general manager of the Hearst newspaper chain. He started his public relations firm in 1940. His organization of 25 people has a top-level set-up of successful ex-newspaper men and government officials.

SAN FRANCISCO, March 26 .-Bob Bobbio, formerly of Music Corporation of America (MCA) office here, has joined the San Rosey Agency and, with Murray Petersen, will head up the band booking department. Bobbio operates his own musical org under the name of Gary

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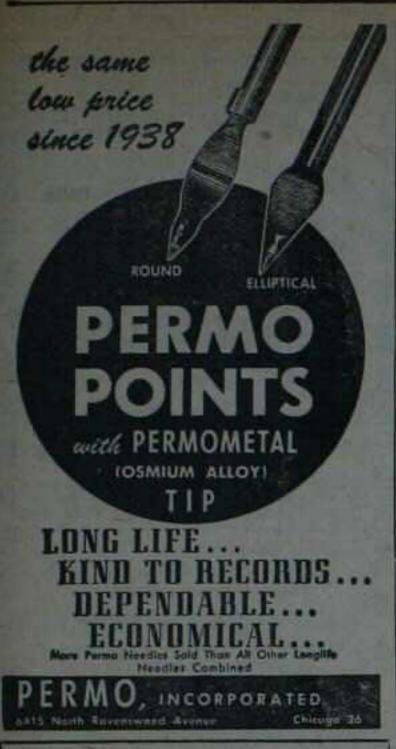




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Decca Mantle to Rackmil? Kapp's Death Stuns Industry

and tunes. Al Jolson's Sonny Boy re- artists joined the new firm. cording for Brunswick, for instance, sold 2,000,000 disks in 1928. Kapp closely supervised the mammy singer on this date, making him drop the duced their profits. Other disk mannique strictly to the requirements of the mike.

Founding of Decca

The founding of Decca had its inception in Kapp's belief that an English tie-up would help Brunswick. He traveled abroad, met E. R. Lewis, head of English Decca, and sold the latter the right to make Brunswick disks in England. In 1933 Kapp had

Statement from Milton R. Rackmil, executive vice-president of Decca Records: "The loss of Jack Kapp is of course irreparable. Our sense of personal bereavement is profound. There remains for Decca not only the incomparable catalog of recordings created by Mr. Kapp but also his and the company's fully formulated plans for the future, which will continue to guide its policies and destinies for many years to come. A meeting of the board of directors is scheduled for Tuesday, March 29.

already crystallized his plans for a cheap label on the American market. his plans, which involved naming Kapp president, he quit and organized American Decca. E. R. Lewis

Brothers, Isham Jones and other top

The 35-cent disk had tough going in the early years, largely thru dealer opposition on the ground that it regestures in order to limit his tech- ufacturers also regarded the move with askance. Defective disks, owing to poor plant facilities, added to the troubles of the infant company, but by 1935 the firm began to show profits. By 1943, Decca's financial status had risen to the point where its consolidated net income was \$1,036,361 after provision for income taxes. As of December 31, 1948, Decca's assets totalled \$9,629,374, while liabilities amounted to \$4,784,368. Another indication of the extent of the operation is the amount of royalties reportedly paid to Bing Crosby, This totals \$600,000 annually, according to tradesters.

In 1941 Decca bought all the capital stock of the Brunswick Record Corporation.

The Common Touch

Kapp was an omnivorous reader. He was a great student of Shakespeare. The classics, however, were only part of his cultural acquisition. He had a penchant for the common touch, and this stood him in good stead in his dealings with musicians and publishers. He had an uncanny aptitude for advising artists. instance, he is credited with changing Bing Crosby's earlier crooning style. His predilection for melody and songs indigenous to America also proved When Brunswick did not accede to itself good business, as shown by such successful enterprises as the Songs of Our Times albums.

As he grew older, the Decca presiprovided the financial backing, and dent became more and more enamimmediately after the formation of ored of the American scene and the the company, Bing Crosby, Guy Lom- importance of cultivating American bardo, the Dorsey brothers, Mills talent and thought. He often spoke

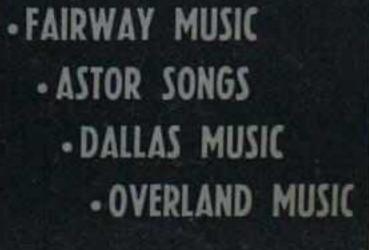
of this theme before civic organizations, colleges and universities, and rather recently addressed a gathering of the Radio Executives' Club in New York on the same subject. At the time of his death, Kapp had become a figure widely known not only in the record business, but thruout show business and industry generally-his life typifying the traditional American success story. He was written up most recently in Life magazine, and has been the subject of stories in Colliers, The New Yorker and other leading national publications.

He is survived by his widow, Frieda; a daughter, Myra; a son, Jonathan, and two brothers, Paul and Dave. At press time, funeral arrangements had not been definitely set. The funeral was tentatively scheduled for Monday (28) at 11 a.m. and large numbers of show people and industry figures were planning to attend. Bing Crosby, Al Jolson. and other top artists were reported flying in from the Coast, as were Lou Levy and possibly the Andrews Sisters. The list of publishers, record execs and talent in attendance was expected to be tremendous.









FRED STRYKER, PROF. MGR. 6612 SUNSET BLVD. HOLLYWOOD, CALIF.



GOTHAM GOUACHES. Ralph Ashley bowed as a jock at WGYN Tuesday (22) at 7 p.m. The show, called "Teentime," will be written and produced by Ralph, to feature platters and interviews with music people. Sponsor is the Edwin Pierce dance school. . . . Maurice Mysels, of the Jefferson Music Publishing staff, and Bette Lou Purvis, deejay at WPGH, Pittsburgh, will marry in April. . . . Brother Bones rated three guest shots on Bill Cook's "Caravan" at WAAT during the Brother's recent Adams Theater run. . . . Leonard Feather, WMGM, is conducting a "Why I'd Like to Vacation in Colorado" contest in connection with the "Man From Colorado" flicker. Prize is a week's trip to Estes Park for two. . . . Eileen O'Connell, WMGM, entertained in the children's ward at St. Giles Hospital, Brooklyn. . . . Ray McKinley guested on Ted Steele's DuMont tele show. Posing for a gag shot with WOV's Fred Robbins recently, Jose Ferrer blew a shrill blast on a borrowed silver whistle and blew the "1280 Club's" audience out of their seats-or their composure, anyway. . . . Jack Eigen, WINS, who remotes nightly from the Copa, now has his own theme song, "Jack, Jack, Jack," with special lyrics by Carl Sigman, on a platter cut by the De Marco's and Skitch Henderson. . . . Vic Damone has been voted "King of the Baritones" for 1949 in Geoff Davis's "Singing Battle Royal" at WINS.

GIMMIX . . . Bob Perry, WORL, Boston, making an appearance at a local dance, used a neat way of giving out platter albums to dancers. A list of 10 tunes was given the band leader, and any guest who requested a number on the list got an album. . . . Ed Carter, WACE, Chicopee, Mass., has his own way of making sure there are no requests left over on his request platter show. When time runs short, he plays them two at a time. He says a duet of the Masked Spooner doing "I've Got You Under My Skin" and Spike Jones's "Glow Worm" is the most intriguing combo so far. . . . Milton Q. Ford, WWDC, Washington, has a parrot named Richard on his platter show. Richard makes comments, choice and otherwise, on the selections.

FOLK FARE . . . "Shorty." WIMS, Michigan City, Ind., has added a new afternoon show to his morning "Chisholm Trail." The new show features new platters and unknown performers. . . . Texas Jean and Her Western Ramblers are doing a live show at 8:30 a.m. over WOLF, Syracuse, N. Y., with Charlie Shaw emseeing. . . . Ray Mercier, WPOR, Portland, Me., mimeographed 1,000 copies of the "Deck of Cards" lyrics and offered them on the air to try out his coverage. He had to reprint three times, and is now going into the fourth. "Viva la hillbilly!" Mercier concludes.

TALENT CORNER . . . Herb Fontaine, WCOU, Lewiston, Me., writes, "As far as I know, I'm the only jock who plays the sax during the disk shows. If there are any others, I'd really like to know." . . . Dick Moon, KGLC, Miami, Okla., is singing a three-a-week remote show from the Coleman Theater there in addition to jock and program director chores.



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British Decca Cuts Harmony

LONDON, March 26 .- Harmony, 8 new record label, has been set up by plant. The label has no connection the United States.

Harmony's first cuttings have already been made, Billy Ternent and ork this week waxing She's My Lovely, All the World Is Waiting for the Sunrise, I Cried for You and Just One of Those Things. Releases are due June 1.

"Sicilian Tarantella" Rights Go to BVC

week succeeded in obtaining the the Verdi score. In fact, with the American rights to Sicilian Tarantella after some spirited pubbed bidding Mellin Music was BVC's closest competitor.

BVC obtained the tune from the estate of writer G. Balsamo in Italy. The song origina"y was sliced around 1940 by RCA Victor's Italian branch under the name Fisciattando. recently was issued on Victor's American label as Sicilian Tarantella and has caused enough stir to set the other diskers to slicing the work. Among the new diskings of the tune are etchings on MGM by Macklin Marrow and on Eli Oberstein's Varsity label.

SYMPH BATONEERS

(Continued from page 51) only if the composer supplied a recording along with the score.

Music critics also came in for their share of the blame, the medal winner declaring that the standard of criticism and musical development in a city go hand in hand. Several years ago, he pointed out, an enterprising Detroit maestro gave a new work on every program, only to find that the music critics upbraided him for not playing the standard work.

However, the music patron had some good words to say about the nation's musical development in general. "The United States has more talent and better teaching than any country in the world," he declared. "In the old days one went to Europe to study. Now foreign students come here."

"Aida" Opens N. Y. Opera; 100G Sale

(Continued from page 4)

and libretto by Langston Hughes, a new company-with disks being re- gets a world preem Thursday (31). corded and pressed at British Deca's Island treats in English of Dessaline's slave rebellion in Haiti. with British Decca, however, Plans Weede, Marie Powers and Helena are under way to export platters to Bliss will sing the leads. Also, April 8 Offenbach's Tales of Hoffman gets a brand new revival. Virginia Mac-Watters, Wilma Spence, Robert Rounseveille and Walter Cassell head

The troupe's opening offering Thursday was one of its production show pieces, Aida. Considering the shallow limits of the City Center stage, pictorially it is a remarkable achievement. Theodore Komisarjevsky's direction is excellent and the backgrounds by H. A. Clondell are spendidly devised for the space he has to work in. Vocally, the NEW YORK, March 26 .- Bregman | opening night cast was not completely | Vocco, Conn (BVC) pubbery this up to the grand scale demands of exception of the Lawrence Winter's Amonasro, other major contributions were no more than adequate. Norman Scott, Margery Mayer, Camilla Williams, Rudolph Petrak and Oscar Natzka carried the other principal assignments.

> However, the faithful were out in force to jam the City Center and give them a terrific welcome. Price scale for this year is again \$1.50 to \$3.

*Bob Francis.

4 Tunes Unit in Move RECO To Victor Wax Stable

PHILADELPHIA, March 26.—The Four Tunes, vocal-instrumental unit which has given the Manor label some hit records, moves over to the Victor waxing stable this month. The switch is a result of negotiations by Jack Hallstrom, Victor artists and rep chief, with Jolly Joyce, local agency head who has the Four Tunes under his managerial wing. The new Victor contract gives the unit a minimum of 12 sides a year, each carrying an added percentage royalty tie, and runs for two years with options running to five years.

Keeping the Four Tunes billing, the unit becomes a fivesome with the addition of Ace Harris, remembered as the pianist with Erskine Hawkins for many years and the composer of the After Hours blues click. The unit opened last week at Perruso's Cafe, Washington, and the Joyce agency here then moves them West to open April 22 at the Last Frontier Hotel, Las Vegas, Nev.

BERMUDA TRICKY

(Continued from page 27) deliver a surprisingly solid beat, which keeps the floor crowded during personal appearances.

Unorthodox Cutting

The album, too, was recorded in a slightly unorthodox fashion. The boys made a deal to do a telefilm in Bermuda for Larry Gordon's Tele Features, Inc., Part of the deal was that the Talbots were to retain the tape sound track of the show. From the tape, Empire Recording in New York made masters and acetates. Pressing is being done by Music You Enjoy, the firm which also has United States national mail order sales The package will be sold in all leading Bermuda hotels and gift shops, as well as in the island's only record shop, the Hamilton Record Shop on Ried Street in Hamilton Memories of Bermuda is the slant, and a number of local projects, as well as Pan-American Airlines, come in for healthy plugging

-In person, on the island, the Talbots do all right, playing virtually every night in the week at one or States was at a private party in another of the island's swank hotels. Detroit, tossed by a member of the such as the Bermudiana, the Prin- Ford family last year. Joe Caida.

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Barto Luring Whitehead to Post in AGVA?

(Continued from page 3) Boff, who were subsequently jailed for various offenses.

Whitehead Denies

Whitehead, reached by phone, denied he was going back to AGVA or that he had been spoken to. He admitted that "Mr. Barto has asked for my address." Barto also denied talking to Whitehead.

Another explosion is expected at Tuesday's (29) AGVA national executive board meeting involving the vnion's legal reps, Silverstone and Rosenthal. Barto has insisted he peeds "a lawyer at my elbow." Silverstone and Rosenthal, connected with Barto by direct phone, say that is unnecessary. A compromise was reached last week where Barto was promised a young lawyer and AGVA attorneys have indicated they will pay him out of their retainer. Attorneys, however, insist they will not be responsible for decisions made and agreements entered into about matlers on which they haven't previously been consulted. Barto, it is said, has spoken to Matthew Woll, American Federation of Labor (AFL) chief, requesting he suggest a lawyer.

Hesitancy on Circus

Another, and perhaps a major point, is Barto's hesitancy in following up the Cole Bros.' Circus agreement. Some weeks ago, AGVA reached an agreement with Jack Tavelin, Cole Bros.' manager, whereby he recognized AGVA as sole bargaining agent to represent all performers working for him. This letter was merely the forerunner of an agreement to enter negotiations "not later than March 21,"

The day passed and nothing was done about either talking with Tavelin or setting forth new scales or conditions. Barto claimed AGVA didn't have enough money to send a rep to Louisville to implement the letter.

There was a verbal understanding between Tavelin and AGVA that a union rep would be sent to the State Department to discuss Ringling Bros. on the charge the show was importing acts from abroad at salaries under American scales. Insiders say nothing has been done about that, either.

Mayors Demand 20% Tax Reveal

(Continued from page 3) an Municipal Association (AMA) (The Billboard, December 25).

The idea behind the excise move is for the federal government to leave strictly for State and local taxation such fields as admissions and other amusement excises. State and local authorities are playing up the fact that many cities and States are in a bad way for revenue. It is pointed out that they can hardly raise their present excise rates because of the high federal rates now prevailing.

Treasury Reluctant

The move has some congressional support, but the Treasury Department has always been reluctant to accept any idea that would result in lessened federal revenues, especially in times of high expenditures. Treasury Secretary John Snyder, however, has agreed to meet with AMA later in the spring to discuss the question.

Because of the high budget for the 1950 fiscal year, the present Congress is not likely to approve the shifting of Uncle Sam out of any excise field. It is likely, however, that both the Senate Finance and House month with stageshows that saw the Ways and Means committees will con- box-office average go from \$14,000 local taxing muddle, with a view to- April. ward later action, possibly next session.

Roxy Cast Wins Hike; MH Next?

-Editorial

Let's Stop This Cuffo Farce

A few weeks ago, Ray Bolger did a benefit at a local armory for a group of beer brewers promoting bock beer the the Red Cross was the gimmick pulled in to make the benefit angle stand up. At this benefit Bolger suffered a nose injury and it was feared the show. Where's Charley would be forced to close.

In the case of Mae West, the cast and backers of Diamond Lil weren't so lucky. While going to a benefit Miss West suffered a leg injury and Diamond Lil closed, throwing a lot of other actors out of work.

A season ago, Sophie Tucker, doing a benefit in a Miami hospital, hurt a leg and the subsequent layoff cost her about \$30,000. Some time ago, Jack Benny missed a broadcast because he was doing a benefit at Chicago's Soldier Field. Ben Bernie's untimely death was attributed to a series of colds aggravated by too many cuffo appearances.

Internecine Conflict

The actors injured or made ill while doing benefits are legion. The various organizations supposed to represent and protect the actors are now fighting among themselves while the performer pushed into a corner is forced to do benefit upon benefit.

It seems to us that the Theater Authority and the various unions represented in it might stop their finger-pointing for a short time and think a little about the actors.

For the past few years Theater Authority has had blanket insurance on all actors working benefits covering them for various injuries and death up to \$1,000. We doubt if many performers are aware that such insurance exists. But this policy isn't enough.

We suggest the Theater Authority make it a condition that every organization running a benefit have its own blanket policy covering the performers. This should at least provide for medical and hospital expenses for illnesses and injuries sustained, plus a reasonable recompense for layoffs caused by such injuries and illnesses. Insurance won't solve the benefit tangle but it would be a step forward - in giving actors some sort of protection.

Only the Thesp Goes Unpaid

Practically all organizations running benefits pay musicians, pay rent for a hall, pay for food if it's a banquet, sell journals and advertising, and some of the orgs even pay professional promoters as high as 40 per cent of the gate.

The only people who don't get paid are actors, who contribute their time and services, endanger their health and take a chance on their bread and butter. Without actors most benefits wouldn't draw a dime.

It seems to us only justice that the Theater Authority should make it a condition for clearing a benefit that all actors be covered. Where such insurance is not provided, actors should be forbidden to appear.

TA Mulls More Hub Puts Banon Cut Into Benefits

NEW YORK, March 26 .- Another facet in the benefit ring-around-therosy came up at last week's Theater Authority (TA) meeting. This time it was based on TA's taking a larger cut of the gate than the 15 per cent it has been collecting all along.

The suggestion to increase the take was made by Henry Dunn, representing the American Guild of Variety Artists, but proposed as a formal resolution by the Equity rep to TA. The proposal asked the board that in the future its 15 per cent cut be based on a benefit's full gross. This would take in any journals to be printed, ads and any other income, exclusive of ticket sales. At present the TA cut is based only on tickets.

TA accepted the resolution and is now investigating its legality and will probably report back in its next monthly meeting.

Philly's Earle Back To Flesh

PHILADELPHIA, March 26 .-Warner's Earle Theater, which reverted to a straight picture policy after two socks weeks earlier in the marquee. The combination of Mari-

Fem Impersonators

female impersonators was issued in strikes were freely made. The Roxy Board, a State-appointed agency, March 21, and more than 1,000 night immediately upon signature. clubs and restaurants were notified Roxy management has agreed to all the ban will be strictly enforced by police. All violators will be subject It is expected however that the conto revocation of food and liquor li- tract will be signed before the week

The order to license holders read that they shall not permit on their premises the "impersonation of a male employee of the licensee; nor shall any male employee impersonate a female as a master of ceremonies, hostess, waitress, or in any other capacity whatsoever."

Mary E. Driscoll, chairman of the board, said about 20 places have been under close police scrutiny for some time. She further added that several hearings on charges of improper entertainment have been held by the board during the last six months, but violations have increased,

Superintendent of Police Edward W. Fallon, in an order to all police stations, demanded an immediate report to him of any place where management refuses to comply.

Three Suns is sat for the April 8 tion to Dale to collect such dues, duct preliminary studies of the State- to \$40,000, will relight the stage for week, and the coupling of Ginny Tony Martin will open Friday (1) 15. The house also has Eddle Cantor administration and has brought the with another name act to share the as a May possibility.

Guild Garners Lift for Line, Singers, Icers

Weekly Payroll Up \$997

NEW YORK, March 26.—The Roxy chorus, singers and ice skaters will get \$60,000 more each year as the result of an agreement reached this week by Roxy management and the American Guild of Variety Artists (AGVA) in its month-long discussions.

The weekly pay roll increase will be \$397.50, with retroactive pay to February 1 to all members of the Roxy staff represented by AGVA.

The new starting salary for dancers will be \$55 (old figure was \$45) After six months this figure will be raised to \$62.50 (old figure was \$55). After one year the scale will be \$67.50 (instead of \$50). After two years the kids will get \$72.50 (instead of \$65).

Extra Time Off

In addition to the stepped up salories, the gals will get one week off in every five (instead of one in six). Rehearsal time, previously unlimited, will now be held to 25 hours for each new production.

The kids complained that in the past those who attained seniority were sometimes fired and then rehired at the minimum scale. Under the new arrangement, anybody fired will retain seniority if rehired within

The singers will get \$70 to start, and \$75 after two years. Under the old contract they started at \$60 and raises were on a catch-as-catch-can basis. All singing subs will be guaranteed four days' work a week. Previously they just hung around backstage hoping somebody would drop out and they'd get called in.

Skaters Upped \$2.50

Ice skaters will get a \$2.50 raise across the board and their rehearsal hours have also been changed

Negotiations for AGVA were handled by Vic Connors. The deal was BOSTON, March 26 .- A ban on started last month and threats of the Hub by the Boston Licensing staff, numbering 68, ratified the agreement, which is to take effect terms but one, involving arbitration. is over.

> AGVA now plans to go after the Radio City Music Hall management to discuss new scales and conditions.

It's Status Quo On AGVA-Dale

NEW YORK, March 26. - The American Guild of Variety Artists (AGVA) case against Freddie Dale, Boston, was ruled on by Boston Superior Court this week. The decision preserves the status quo until the New York Supreme Court case, now nending, is decided.

Superior Court Judges Good and Henify ruled that AGVA members who pay dues to Dale shall not be interfered with in the Boston area. The order also made it clear that this lyn Maxwell, Mischa Auer and the is not be construed as an authoriza-

Dale is a Matt Shelvey appointee Simms and Harvey Stone for April who refused to recognize the new

NIGHT CLUB REVIEWS

(Wednesday, March 23)

Capacity, 350. Prices, \$3.50 minimum, Shows at 8:30, 10:30 and 12:30. Operator, Eddie Davis. Booking, non-exclusive, Estimated cost this show, \$1,000.

This spot is deserving of some kind of a prize having been in business for 20 years, a record for an industry noted for its high mortality rate. The new show is about average for the place with two acts rating better than the average nod.

The first act is Roy and Emily a pair of young hoofers. Both kids are fresh, good-looking and youthful and bring to their work an enthusiasm rarely seen in such an act The boy, about 18, is particularly promising. He has an infectious grin, smooth complexion and moves around with agility. His partner, a very pretty girl, dances equally well, tho has an excellent chance to survive she misses on selling ability. In a boy-girl bit, she tries to look cute but doesn't convey it well. Unfortunately the gal doesn't look like the boy's girl friend; she looks more like Jewish community, the magnet is his big sister. She might do some- Jennie Goldstein, veteran of the Yidthing about her hair to give her a dish stage. With appearance and youthful appearance more in keeping vitality that belie her many years bewith her male partner's obvious hind the footlight, Miss Goldstein their juggling routine. Joanne Henry, youth.

Sullivan Improves

Danny Sullivan, singing emsee, has picked up considerably since last caught. His handling of the emsee chores was smooth and his singing was equally good. The lad is one of the few singers with little name value who doesn't limit himself to dated pops and standard: He does current pops with beats that pull customers in time and again.

About Eddie Davis there's little to be said that hasn't been said time and again. He's still a top seller, an ingratiating host, and his blue songs are just what the patrons here want. Like that old river, Eddie Pavis just keeps rolling along.

girl singer, is obviously an amateur. Mitzvah" speech of the 13-year-old. Wearing a Veronica Lake hair-do, vith brunette shoulder-length bob, the girl impressed on looks, but didn't back it with voice or material. Actually she can sing in a pretty soprano ideally suited for operettas. Instead she uses pops she can't do. With suitable material, costuming to fit a voice and more experience, she should progress.

Terpers Handicapped

Courtney and Sonia Van Honne, and manages to do them capably. ballroomologists, are competent but couple, however, has nice routines the show.

Leon and Eddie's, New York Golden Slipper, Philadelphia

(Monday, March 21)

Capacity, 250, Price policy, no minimum or cover. Shows at 8:30 and 11:30, Operator-manager, Joseph Vogel, Publicity, Sidney Gathrid, Booking policy, non-exclusive, Estimated budget this show, \$1,500.

Joseph Vogel, out of the candy manufacturing business, is the first in over a year to venture forth with stage from the back bar over the top a new night spot for the town. Vogel has done a major refubishing job on a long-established Jewish-style eaterie and night club a short distance from the center of town.

Considering the big sale of Yiddishlanguage phonograph records here, the Golden Slipper fills an entertainment niche for a large segment of night-lifers. And with the brand of entertainment displayed here, plus the favored dishes on the food menu, it profitably.

More than the novelty of the room, which takes its name from a familar fraternal organization in the local brings to this generation a comedy character in contrast to the melodramatics by which the older genera- his spot here and pulled out every tion remembers her. Dipping back stop to get laughs. The room was to the familar Yiddish characterizations in her song stories, all rich in the him on some smash phonomimic bits, comedy of that culture, she scores The Two Mothers-in-Law, The Baby rocking. Sitter (of a generation ago) and a dramatic force, she gives a stirring recitative Salute to Haganah.

the entire show, the stage is set neatly for her by youthful and energetic Larry Alpert with his borscht belt his best comedy foot forward with a Diane Manners, a sultry looking biting satire on the proverbial "Bar In contrast, Florence Zamora delights with her gypsy fiddling and Spanish dancing.

> Erv Winters (4) provides effective dance music, peppered with the traditional Yiddish melodies, with Blanche Bernard, a pretty miss, filling the on the piano. Maurice Orodenker.

Art Waner's two bands (he doesn't handicapped in their lifts and over- front, either-he's at the Latin Quarhead spins by the low ceiling. The ter) do okay for both dancing and Bill Smith.

Hollywood Show Bar, Pittsburgh

(Monday, March 21)

Capacity, 250. Price policy, no cover, no minimum. Shows continuous. Owner, Show Bar, Inc. Manager, Jerry Kramer, Exclusive booker, George Claire Estimated budget this show, \$1,500. Estimated budget last show, \$700.

This spot, the class cocktailery in town, looked at falling grosses long enough and seems to have come up with the answer in a sock vaude bill that is presented on a newly built of the original front bar. Claire has produced a tight show for the lickoff, even with a low budget.

Headliner Dorothy Claire gets most of the loot, and the show-wise fem deserves it. She was execptionally well received and had to beg off. The girl was working under the handicap of opening night bugs (bad lighting and loose mike stand, both of which have been corrected), but she came off way ahead.

Lu Claire, dancer, opened in slick fashion and put the house that had never seen a dancer on the stage in the mood for the show to follow.

Damon and Sylvia

Damon and Sylvia, juggling turn, worked to good advantage, altho their bow-off bit with trick accordions was a little weak in comparison with acro dancer, followed to a fair mitt.

Paul Benson, comedy emsee, took noisy and he couldn't get them with so be went right into his smash video solidly as a signing comedienne for drunk bit that soon had the room

Dorothy Clarie came on next and more current Gin Rummy. And to was followed by a local team, Tish prove that she's lost none of her and George, bop singers and dancers. This team is in its first month of pro appearances (George is still a men's While Miss Goldstein is virtually room attendant) but their mixture of time and again. The fact that she bop and jazz routines has the town on its ears. The team is doubling from the Erectors Club and were the hit of routine of dialect stories, but putting a benefit last Sunday (20) at the Syria Mosque. Whitey Scharbo's Trio cut the show in excellent fashion. Tish Goode plays the short lulls.

Len Litman.

Mickey Finn Tootlers Get 20G in Damages

SAN FRANCISCO, March 26. lulls with fine atmosphere melodies The four musicians who were served a catchy calypso, Down Was Up, Mickey Finns while playing at Joaquin Garay's Copacabana Club in 1946 were awarded \$20,000 in general damages from Garay and head bartender Henry Torres in Superior Court here, Wednesday (23).

> Band leader Noel Deselva was awarded \$9,000 and band members Pete Noriega, \$3,000; Ted T. Thompson, \$3,000, and Vincent S. Lerma, \$5,000 by a jury which deliberated five hours. The four had asked total damages of \$75,000.

N. Y. Capitol Signs 6 Orks, Some Hot

NEW YORK, March 26 .- The Capitol has signed six bands to follow the current Gordon Jenkins show, with some of them red-hot outfits that have recently come up with some big-selling platters.

Art Mooney follows the present Jenkins show, to be followed by Enric Madriguera, Russ Morgan, Eddy Howard, Dick Jurgens and Les Brown. This line-up is expected to carry the theater well into July.

Spitalny Gets Week At Philly Memorial

NEW YORK, March 26 .- Phil Spitalny will open April 16 for a week at Philly's Memorial Theater. The house, an RKO property, usually plays straight flickers, with the Keith Boston getting the flesh.

The show will open Saturday to duck two religious holidays.

Follow-Up Review

COPACABANA, NEW YORK: Three new acts, headed by Jackie Miles, Connie Haines and the De Marlos, give the show a face-lifting and gear it to attract a different clientele from the one that came in to hear Phil Regan, who closed Wednesday (23)

Jackie Miles came in with a routine built around Miami Beach to which he's added a few new situation gags. Other than that, his act was basically the same as when last caught. But old or new material doesn't matter where Miles is concerned. His soft, self-effacing style, a combining of pathos with comedy, has been tied into a commercial whole that makes him a delight to hear. The sob in his voice, the plaintive complaints of a losing horse player, are top-drawer comedy. Miles, however, insists on injecting unnecessary dialect use which may eventually hurt him. He proved he didn't need it with one yarn, getting yocks upon yocks.

Connie Haines has switched her act almost completely. Last time we pointed out that she was attempting to do a Lena Horne. She has now almost completed the metamorphosis. A claim has been made that she used this style years ago, yet the comparison is obvious. But with it she has become a better commercial singer. Her cute appearance, excellent material and a sock delivery now win her attention she seldom got before.

Studied Gestures

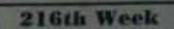
Her new style, complete with studied gestures, a staccato delivery, plus an overdrawn Southern drawl (she's from Florida), pulled top hands got immediate attention and held it all the way was a tribute to Miss Haines. Girl singers at the Copa, unless they're starred, seldom find attentive audiences.

Miss Haines opened fast with You Made Me Love You, using a hand mike which permitted some effective strolling bits. She worked fast, seguing into three more numbers, and threw in So in Love for a pace changer. She came back for Darktown Strutters' Ball, some more oldies with a Dixieland beat, and wound up with walking off to gratifying hands,

The De Marlos have given their dance act a high polish. They're ordinarily a three-person act, but the extra girl now does backstage voice only. The boy and girl opened with their recording of Liebestraum and picked it up with music from Porgy and Bess. The team's spins were sensational, with a back-handed elbow lift-spin drawing the most attention. They have grace, looks, intensity and salesmanship. Their individualized whiris were breath-taking and pulled hefty mitts.

The rest of the show, including the productions, remain the same.

Bill Smith.



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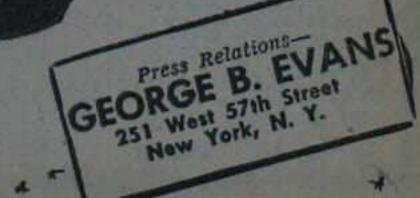
Bob Goddard,

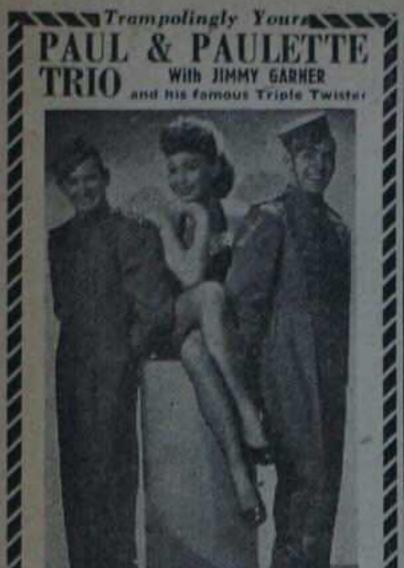
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NEW YORK 19

New York:

NIGHT CLUBS-VAUDE GROSSES

Stem B. O. Slips to 334G; Roxy 70, Strand 42, Cap 37

Stem vaude houses slipped back to lowe, Hoctor and Byrd, Guy Lom-\$334,000 last week after a slight re- bardo and his ork and Kiss in the covery to \$370,000 the week before. Dark.

Radio City Music Hall (6,200 seats; average \$115,000) was one of the leaders with a solid \$125,000 for the second week with Patricia Bowman, Paul Haakon, Paul Sydell and Little Women. The take for the first week was \$127,000.

Roxy (6,000 seats; average \$89,consists of Phil Baker, Cab Calloway, would fold. Marion Harris Jr., Stubby Kaye, the Goetschis and Mother Was a Fresh- Rand's father died and she asked to

000) collected only \$37,000 for the counter-offer-that she finish the third and last week of its bill, as against a second week's \$41,000. The new show (reviewed this issue) old bill had Harvey Stone, Sammy get their salary from the bond up in has been postponed indefinitely and Kaye and Three Godfathers.

Paramount (3,654 seats; average (AGVA). \$89,000) went to \$60,000 the second and final week with the King Cole show (reviewed this issue) has Louis Jordan, Pat Henning, the Ray Anthony ork and El Paso.

Strand (2,700 seats; average \$45,-000) held up to an okay \$42,000 the third and last stanza with a bill consisting of Desi Arnaz and South of St. Louis. The previous week's gross was \$45,000. The new presentation

Carle, Mills Pull 29G 25G, Boston's Keith

NEW YORK, March 26 .- The RKO Albee, Cincinnati, pulled in a julcy \$29,000 for the Frankie Carle-Mills Brothers show which closed Wednesday (23). The flicker was Clay Pigeon.

Keith, which also closed Wednesday (23), did a poor \$25,000.

NEW YORK, March 26 .- The five (reviewed this issue) has Frank Mar-

Clique in Jam As Sally Exits

NEW YORK, March 26 .- The 000) went down to \$70,000 for the Clique ran into difficulty late Thurssecond stanza. The gross the first day (24) and at one time it looked week was \$87,000. The presentation as if both the show and the club

The situation developed when Sally Rand's father died and she asked to be let out for the funeral. Irving Eddie Cantor's Capitol (4,627 seats; average \$66,- Alexander, op, came back with a week and then go, but leave the show behind. The show opened last week (17) for two weeks at \$4,000. is Gordon Jenkins, Artie Dann, Car- When Miss Rand asked for time off dini and Outpost in Morocco. The pro-rata, Alexander told the cast to Chicago Theater, Chicago, April 15, the American Guild of Variety Artists perhaps dropped completely.

Upshot was that Miss Rand will come back to work Saturday and Trio, Elliot Lawrence's band, Larry Sunday, and will then leave the show. Storch and Alias Nick Beal. The first The rest of the cast, seven girls, the week's take was \$70,000. The new Hucksters and a singer and dancer, will stay on for the extra week. Meanwhile, the nut has been cut from \$4,000 to \$1,400.

Sennes Offices Set For Dallas & Miami

Sennes, head of the Cleveland talent ment of \$30,686 in Federal District agency bearing his name, disclosed Court here last week, representing a he will soon open offices in Dallas judgment originally obtained two and Miami. Here on a talent hunt, months ago against Frank Barbaro, In Cincinnati; Prima Sennes said he was en route to Dallas to acquire space for an office and will of Ralph H. Stoughton, of Las Vegas, then go to Miami to open another Nev. Judgment was based on a windbranch. Sennes holds exclusive book- up of Barbaro's venture a year and a ing deals with 18 major spots. He half ago into Las Vegas nitery operaacts as their talent buyer, dealing tion, in which Stoughton was assowith other agencies in addition to ciated. using the spots as a circuit for his own talent stable, which includes itself is based on the club's failure to Billy Farrell, vocalist on the Bob file papers ordered by the court for The Louis Prima show at Boston's Hope air show; Two Mad Caps, John- disclosure of the relationship of Barston Owen, Witson Sisters and Louis baro to the club. He maintained that

Para, RKO Theater Op Profits Exceed Pic Gains Since 1940

NEW YORK, March 26 .- For the past year or more there have been complaints about bad business in theaters. Grosses from various theaters were available, but the net incomes were jealously guarded.

With the acceptance of the consent decree by most of the major chains and the plans proposed by them to implement the split, at least two chains, Paramount and RKO, have broken down their financial statements into The breakdown shows two parts. that theater income has been far and away the most profitable part of chain operation from 1940 on.

months of 1948, theater operation theater operations, brought in \$10,900,000, while its in- Breakdown is as follows: come from pictures for the same period was \$4,500,000. It is interesting to note that the company's figures are distorted, because its theater incomdoesn't include earnings from partly owned houses, while the picture in come includes earnings from it Canadian theater chain.

The breakdown is as follows: Theater Picture 1940-\$2,300,000\$4,100,000 1941- 5,100,000 4,100,000 1942- 8,600,000 4,600,000 1943- 8,000,000 6,600,000 1944- 6,900,000 7,800,000 1945 8,000,000 7,400,000 1946-18,700,000 20,500,000 1947-10,700,00017,500,000 1948- 4,500,000 10,900,000 (1st 9 mos.) (1st 9 mos.)

Paramount's stake in TV will be taken over by the picture end, thru the transfer of various classes of stock in Allen B. DuMont Laboratories.

RKO shows a similar disparity between theater and flicker income, Ac-Paramount, for example, which is cording to the company's profit and now in the throes of a reorganiza- loss statements which now go back tion on which stockholders will vote, to 1940, it was disclosed that the April 12, shows that in the first nine biggest part of its earnings come from THE

-	ALTE TO THE TOTAL THE TOTAL STATE OF THE TOTAL STAT	
9	Theater	Picture
3	1948*\$5,198,480	\$5,166,221 loss
3	1947 7,023,135	1,036,845 loss
3	1946 6,195,354	7,303,370
7	1945 3,967,437	2,793,419
3	1944 2,025,162	3,066,053
3	1943 3,248,121	4,972,879
	1942 3,269,540	2,176,465 loss 444,495 loss
	1941 1,277,111	1,457,504 loss
	1940 935,530	1,401,004,2000
	"Nine months.	

Detroit's Stork Must Drop Name

DETROIT, March 26 .- The right of a spot to protect its name in other cities, even tho the night club is operated in a remote State, was upheld by a decree signed by Federal Judge Frank A. Picard here. The case was filed by the New York Stork Club against the local spot of that name, and an injunction was issued against owner Eddie De Mercurio. The latter, who has 30 days to change the name, has not yet decided on a new one.

The Detroit Stork, operated as a cocktail lounge, has been operating under that name since the fall of 1945. The case has been in court for months.

Chi Stint Off

NEW YORK, March 26.-Eddie Cantor, who was set to open at the

The main reason was a difficulty in the mutual agreement clause between Cantor and the house. Cantor was promised a picture, and the flicker set to go in with him wasn't what he wanted. So it became no

30G Judgment Put On Bowery, Detroit

DETROIT, March 26 .- The Bowery HOLLYWOOD, March 26 .- Frank | Cafe became liable to a default judgimpresario of the Bowery, in favor

> The judgment against the Bowery he was an employee of the Bowery. Failure to disclose the facts made the club liable for the automatic judgment.



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Capitol, New York

(Thursday, March 24)

ril 2, 1949

shows, four week days; five week-Chain booker, Sidney Piermont, Show by name band on bill.

the Capitol can't boast of its ers-and the current Outpost in cco, is just another one of those then it can certainly brag its stageshow. From an audiviewpont, and potential box angle, the Gordon Jenkins e Stem. It has thoroly delightusic, expert showmanship, choral of this type. ng seldom heard, listenable arements and the whole thing ed by two standard acts, making e of the best productions the er has had in a long time.

ngers) makes an eye-filling picn conventional black and white; local following. ins is in tails, looking digni-

be, followed with some Jenkins routines are above average. nals, of which Maybe You'll Be e got the full treatment. It's a album recording, Manhattan he stops. In this one, it had bowed to big mitts. y Thompson narrating in a pleasmodulated masculine voice the band and the chorus went its paces. The lighting was erly appropriate, coming up and its now familiar crescendo, it reception from payers. d terrific hands.

Tattlers Register

nkins has a four-person singing p, the Tattlers, doubling out of lopa, who impressed at the cafe show, if anything, better here be theater. The two boys and are fresh, have excellent voices do their lines so ably they give and plausibility to their songs. arles Lavers, did an outstanding on Maybe You'll Be There, sing each line in a voice that was nable to the fullest degree. Later, ed by the Tattlers, he did equally in San Fernando Valley.

nkins's piano solos made for nice changers as a relief from the y music. He showed good teche and sound showmanship.

ne rest of the show consisted of e Dann and Cardini. Dann started ly, using his nose as the foil for of his act. But if he started only he wound up quite nicely. The that he did as well as he did was is favor. It takes strong comedy s out.

tines got appreciative applause all Bill Smith.



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VAUDEVILLE REVIEWS

St. Louis Theater, St. Louis (Thursday, March 17)

Capacity, 3,800. Prices, 75 cents. Number of shows, two dally, four on Saturday and Sunday. House booker, M. D. Howe. House manager, James Irvin.

Second attempt to bring flesh shows back to this city stacks up as a good band show, fast-paced and packed age is easily the best show now with enough musical pyrotechnics to please the average devotee of shows

Gene Krupa's organization occupied the major portion of the bill. The band gave out with plenty of numbers to satisfy aficionados. Dolores Hawkins, cute fem vocalist with the e 50-person unit (35 musicians- Krupa crew, did Boogie Blues, Gene's Boogie and Bop Boogie. Boy vocalist on stage. The sidemen flank Bill Black, a St. Louis product, offers ared central space on which the Say It Isn't So and While the Angelus rs do their stints. All musicians Was Ringing. He scored a hit with his

Other band numbers interspersed while the mixed vocal group is thruout the show included Pennies r in grey or black, with the From Heaven (featuring a lackaers (two boys; two girls) add- daisical vocal by trombonist Frankie lash thru more picturesque cos- Ross). Roy Eldridge, trumpeter who ng. Despite the big company, received featured billing in newslage didn't seem too crowded. In papers and out front, was not feathe size of the group gave it a tured on the stage at all. A youthful appearance that didn't belie its tap team, Judy and Martin Barrett, did three routines in fine fashion. e show started with the Blue The team is clean-cut and its tap

Comic Wally Brown garnered plenty of chuckles with his gags and st, however, was the Jenkins stories, winding up with a couple of songs. Some of Brown's stuff tended ers, for which the band pulled to be blue, but he worked fast and

The vocal group, Pied Pipers, still represent the peak of unexcelled harmony. They opened with Shine, did five numbers and closed with a clever novelty called Good-Bye Roon cue; the singing was thrill- mance. They easily took top honors

Pic, I Cheated the Law.

Abie L. Morris.

RKO Albee, Cincinnati

(Priday, March 25)

Capacity, 3,200 seats, Prices, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly, Shows played by Deke Moffitt's house ork.

Current five-act parlay comes up with a couple of standouts in Frances Langford and Emsee Don Cummings. Miss Langford, co-headlined with husband, Jon Hall, of the movies, puts loads of appeal into three offerings, Great Day, I'm in the Mood for Love and You'll Always Belong to My Heart. Altho each is simply handled, all are wrapped up in harmonious richness and polish. Seemingly effortless pipings pack an abundance of charm, warmth and volume. Hall does okay in a duet with her on I Like Mike at the wind-up but it doesn't add up to much.

Comic Cummings is a competent ollow the kind of music Jenkins emsee and in his own slot he's even more expert. Gags are slick and ardini provided a pleasant inter- his timing excellent, winning him with his legerdemain. His solid palms time and again. Tosses ed-handed card manipulation, in a humorous dance effort and a fingering and lighted cigarette television take-off for his best mitts.

Leading off are the Roberts Sisters and White, who incorporate plenty of zip into difficult tap turns on a raised platform. Their work is embellished with slick glides when hoofing individually and in unison, which caught patron's fancy.

A speedy and satirical take-off of an Apache dance is Luciene and Ashour's (boy and gal) stock in trade. Their knockabouts, with the gal handling a big share of the heavy work, registered well. Turn possesses unusual arco skill.

Bedell and Matson, in the second slot, garnered a good share of laughs with their record apings of the Andrews Sisters' Sonny Boy and Crosby and Martin's Wait Till the Sun Shines, Nellie. Ace slapstickery and general horsing around with a Spike Jones number earned them additional palms,

Deke Moffitt's ork did a smart job

Paramount, New York

(Wednesday, March 23)

Capacity, 3.654. Prices, 55 cents to \$1.50. Number of shows, five daily. House booker, Harry Levine. Show played by name ork on

From an audience viewpoint this show has plenty of what it takes, which is a good thing because the flicker, a horse opry, El Paso, Isn't going to interest many customers.

good, and even if the boys didn't get to do something individualized, they did a highly competent job in their much-mugged Story of Dangerous band take-offs, with each eight bars Dan McGrew. of each recognizable theme getting appreciative applause. The ork's biggest two numbers were I've Got My Love To Keep Me Warm and a Dixieland version of their old Capitol recording, Darktown Strutters

Louis Jordan and his Tympany Five, now grown to seven, just about act of Chester Dolphin. The man does pants and shocking pink jackets; and that's seemingly what he had to Jordan wore a brilliant replica of the do to get a reaction. At one point he same but added a heavily sequined remarks, "Guess 'Ill have to get more tie and gold shoes. The boys beat gags or learn how to juggle." No Burn the Candle and wound up with fresh lines, or should get into his their banjo Decca calypso, Run Joe. bona fide juggling at an earlier point, The whole thing was highlighted by Jordan's prancing, pop-eyed mugging and general sock showmanship. It comes the loud, boisterous and frewas a good thing the Jordan outfit quently hilarious Frankie Marlowe, was on last because there was nothing | who gets by-in fact, comes out ahead on the bill that could follow it. And -with 99 per cent perspiration and had they been on before, they'd have I per cent material. The big lad fell stopped the show and tied every- on and off the stage, ran after a thing up into a knot. As it was, the patron leaving the theater, threw audience was applauding right into things at the men in the band, and got and thru the spill.

Watson Overshadowed

Jordan's new fem addition, Paula to hear, and as it slowly built for this show and received terrific Watson, a big, bulky gal, did her You Broke Your Promise and Little Bird Told Me. But while she was adequate she was overshadowed by the antics and voice of Louis Jordan.

Pat Henning's standard act got the customary yocks. His low comedy routine is too familiar to detail here. Judging from the response it got here, it apparently was new to a lot of people. Henning built well, milked a little and wound up way ahead.

Peggy Mann is probably one of the most pleasant girl singers around. Her rhythm numbers, mostly oldies with arrangements, were just right for her. It was on her ballads that she didn't shine too well. One reason is a tendency to over-play lyrics that are sentimental enough in themselves. Another is her stance. The girl seems to have trouble with her hands.

Johnny Barnes is an excellent hoofer with a sense of comedy that registered time and again. But while he can dance, his outfit, a brown business suit, gives him an awkwardness that detracts from his general ability. His shambling rag doll hoofery was done quite well. His chatter, a combo of self-effacement and boyishness, was equally good. Given better costuming, he'd have registered from a walk-on, tho he wound up Bill Smith.

opener to send the show off on the

Pic, Flaxy Martin. Bob Doepker.

Strand, New York (Friday, March 25)

Capacity, 2,700. Price policy, 75 cents-\$1,50. Pive shows daily. Harry Mayer, chain booker. Show played by Guy Lombardo's ork.

Guy Lombardo, musically speaking, is still the old pro, and in the new Strand show he simply resorts to all the formulas that have kept him in the top money brackets for years: Twin piano novelties, medley of record hits, medley of tunes composed by brother Carmen, and a community song-fest for the big finish. Don Rodney and Kenny Gardner, a fine Ray Anthony's band (14) looks pair of warblers, do well on their solo turns, with the latter fetching the biggest mitt of the show with his

Lombardo is introduced via some old newsreel film to start the show. The band rises out of the pit, and bounces right into its recorded version of I Get Up Every Morning. And it bounces thru a lively two-piano stint Ball. The crowd ate up both things. of Irish Washerwoman before things come to a standstill with the juggling fractured them. The boys wore green his best work standing on his head, out Let the Good Times Roll, Don't argument there. He could use some

> In startling contrast to the saccharine saxes of the Lombardo crew a healthy hand for his considerable efforts.

The young dance team of Hocter and Byrd showed plenty of freshness and vitality, altho their material was not always ideally suited to their appearance and personalities. Example of this is the gal's essay of an arty, classical toe dance to a Chopin nocturne, with most of the effect dissipated by her too healthy, curvaceous physique. More suited was the team's final zestful ballroom-jitterbug con-Bill Simon.

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House Bill Asks Belasco Legit

WASHINGTON, March 26. - A committee repping local civic and cultural groups to spearhead support for a bill to restore the Belasco Theater as a legit playhouse here, was selected at a meeting, Wednesday (23), in the Natural History Museum of the Smithsonian Institute. The bill, currently in the House Public Works Committee, is sponsored by Rep. Emanuel Celler (D., N. Y.) and calls for the Public Works Administrator to restore the building to its original condition as a theater (it was a storehouse for government records during the war years). The house is then to be offered for a lease not exceeding five years, with the cost of rehabilitation not to be included in the rental. The bill further stipulates that the rental conditions shall be such as to insure a reasonable profit to the lessee, regardless of any loss to the government, which would appear to be practically a federal guarantee against loss.

The Public Works Administrator and the Secretary of the Treasury have been advised to present any objections to the measure and are expected to be heard from within the next two weeks. Thereafter, public hearings will be called.

Father Hartke, head of Catholic University's drama department, presided at Wednesday's meeting. Equity was represented by Louis Simon, executive secretary.

Tent Shows Thrive In Australia Bush

MELBOURNE, March 26. - Views of advocates of a National Theater movement in Victoria to take drama to the country are receiving considerable support via the outstanding b.-o. success of tent shows now touring the provinces by actor-producers on a commercial basis. Bert Randall is taking what he calls Everyman's Theater, featuring Charlie's Aunt, round the bush. The troupe plays for a week at any town that can pay off and in the smaller villages does a couple of night stands.

Randall reports a sell-out for the full season on every occasion before his org gets to town. Other traveling legit shows also report excellent business, possibly because for the 1939-'47 period of the war traveling legit was completely out in country towns and people have become hungry for flesh shows.

Tentage for a traveling show has been very difficult to get and several touring companies have restricted their casts to a minimum so as to take advantage of the halls available in the sticks. These halls are not the best in most instances and lack reasonable facilities for full-scale legit shows, but in spite of these handicaps biz is hot thruout the state.

3-Wk. Stock Rehearsal Plea Nixed; AE Honors Dullzell

NEW YORK, March 26 .- In recognition of his years of service to the organization, Equity council voted Paul Dullzell an honorary life membership at its meeting Tuesday (22).

Max Gordon, producer, appeared before the council with a request for a three-week rehearsal pay concession for a musical to be done in a summer theater. The council granted two weeks at the regular \$20 figure, but a third week must be at the strawhat minimum of \$50.

"Little Women" for D. C.

W ASHINGTON, March 26 .- The 17th season of plays sponsored by the local Children's Museum winds up with Little Women at the Virginia Theater April 2. The play is being presented by the Children's Theater of New York.

BROADWAY TRADE SHOWLOG SERVICE FEATURE

Performances Thru March 26, 1949

Dramas

п	Drumus	
II	Anne of a Thousand	Perfs
ı	Days	12
ı	A Streetear Named Desire	51
ı	At War With the Army 3- 8, '49	
I	Blg Knife, The 2-24, '49	3
ı	(National) Born Yesterday 2- 4, '46	1,32
ı	City of Kings 2-17, '49	3
I	(Blackfriars Guild) Death of a Salesman 2-10, '40	5
I	Diamond Lil 2- 5, '49	4
ı	(Coroneti Edward, My Son 9-29, '48	20
I	(Martin Beck) Goodbye My Fancy 11-17, '48	14
I	Life With Mother 10-28, '48	18
I	(Empire) Light Up the Sky 11-18, '48	14
H	(Royale) Madwoman of Chaillet 12-27, '48	10
I	(Belasco) Mister Roberts 2-13, '48	46
ı	(Alvin) Private Lives 10- 4, '48	200
ı	(Plymouth) Silver Whistle, The 11- 4, '48	14
ı	(Biltmore) They Knew What They	
I	Wanted 2-16, '49 (Music Box)	41
ı	Two Blind Mice 3- 2, 49 (Cort)	25
ı		
۱	- Musicals	
ı	All for Love 1-22, '49 (Mark Hellinger)	73
ı	Along Fifth Avenue 1-13, '49 (Imperial)	84
ı	As the Girls Go11-13, '49 (Winter Garden)	153
ı	High Button Shocs 10- 9, '47 (Broadway)	612
ı	Kiss Me, Kate 12-30, '48 (Century)	98
ı	Lend an Ear	116
ı	Love Life	196
۱	(46th Street) Where's Charley?10-11, '48 (St. James)	192
ı	ICE SHOWS	
l	Howdy, Mr. Ice 6-22, '48 (Center)	366
	OPENINGS -	100
	Detective Story 3-22, '49 (Hudson)	
	COMING UP	
	(Week of March 28)	
	The Biggest Thief In	

Melbourne House Reverting to Legit

Town 3-30, '49 (Mansfield)

The Traiter..... 3-31, '49 (48th Street)

MELBOURNE, March 26. - The Kings Theater, which has been screening pix for a number of years with indifferent success, is to revert to legit after Easter, directors P. F. Collins and Garnet Carroll announced this week. Originally built for legit shows, the house is not really suitable for films and business has not been good for some time.

Current plans are for the Kings to show Kiss Me, Kate; Street Car Named Desire and Anna Lucasta.

Waterbury Grips Elect

WATERBURY, Conn., March 26 .-Newly elected officers of Local 304, Stagehands Union, International Alliance of Theatrical Stage Employees (IATSE) are Louis Jannetty, president; Nicholas DiPietro, vice-president; Frank T. Carey, business agent; James F. Corrigan, recording secretary; Douglas Estelle, financial secretary-treasurer; and Harry Berger, sergeant-at-arms. local's executive board are Jannetty, ers will present Somersault in the Sca-DiPietro, Carey, Frank Wysocki and at Lisner Auditorium April 21-23 as Equity talent will come June 15 at Ralph DiPietro; trustees. Nicholas the fourth and final production of the Barbizon-Plaza Theater with a Grosso; delegates to the Waterbury Central Labor Union, Jannetty, Carey, Estelle and Berger.

Nevada Gets Its First Stock

LAS VEGAS, Nev., March 26 .-The Bird Cage Theater, first stock company in Nevada's 85-year history. is in the midst of a spring season here. Broadway and Hollywoodtrained actors, aided by prominent guest stars, are endeavoring to revive the traditions of rip-roaring, 19th Century gold boom days when Virginia City, Goldfield, Tonapah and other bonanza towns guested nearly all the stage greats.

The Bird Cage is under the management of Sara Lee Harris, who induced such names as Edward Everett Horton and Nancy Coleman to come from the Coast to inaugurate the theater with performances last fall. The theater, with seating capacity of 168, was one of the first frame buildings in southern Nevada, built in 1905, the year Las Vegas was founded, as headquarters for a trading company. It is located on the grounds of the Last Frontier Hotel. Prices are \$2.50 and \$1.50 (plus tax) and capacity houses are already frequent.

Resident players include: Isabel Jewell, Tom Conroy, King Donovan, Billy Henry, Lex King, Ted R. Young, Barbara Knudson and Miss Harris. Conroy is resident director as well as doubling in acting chores.

Plays for the six-week spring season which opened March 7 are: Three Men on a Horse, Mr. and Mrs. North, For Love or Money, Glass Menagerie, Ten Nights in a Barroom and one yet to be chosen.

New House Okayed For Farmington

HARTFORD, Conn., March 26 .-The Zoning Board of Appeals of suburban Farmington, Conn., has turned down the petition of four Farmington residents for a change of the decision of the Farmington Town Plan and Zoning Commission permitting erection of a legitimate theater to be designed by Frank Lloyd Wright. The residents had charged that construction of such a project would lessen the privacy of their homes and cause dangerous traffic conditions.

Paton Price, Sam Capuano and Morgan James, of Hartford, and other associates will build the theater.

New Hayloft for Cape

NEW YORK, March 26.-Richard Aldrich, backed by a board of di- Hyattsville Rep April 15? rectors including Mrs. Arthur W. Bell, Robert Crane, Julius Fleishmann, David Holzmann, Mrs. Frederick V. Lawrence, Mrs. Richard K. Mellon and John R. Peterson, has leased the Connamessett Club at Connamessett-on-Cape Cod, Some \$40,000 worth of alterations will immediately ertory Company is hoping to open get under way to convert the club into a modern 600-seat barn theater, to be known as the Falmouth Playhouse.

Occupancy is skedded for June 1 with a July 1 unveiling of a nineweek season. Guest star policy will be similar to Aldrich's other summer venture, the Cape Playhouse at Dennis, Mass.

Students in "Somersault"

WASHINGTON, March 26 .- The Elected to the George Washington University Playwith music, the show was written by Edward Mangum, of the school's speech staff.

ROUTES Dramatic and Musical

Allegro (Luceum) Minneapolis Annie Get Your Gun (Tower) Atlanta. Blackstone (Poche) New Orleans.

Brigadoon (Royal Alexandra) Toronto, Born Yesterday (LuCrosse) LaCrosse, Win (Auditorium) St. Paul, April 1-2. Finian's Rainbow (Shubert) Chicago. Pavorite Stranger, with Kay Francis (Nice)

Harvey (Auditorium) Asheville, N. C., 2 (Carolina) Charlotte April 1-2. (Murat) Indianapolis, 21-April 2. Righ Button Shoes (American) St. Louis Heiress The (Colonial) Boston, Ivy Green (Locust St.) Philadelphia. Inside U. S. A. (Community) Hershey, Pa. I Know My Love, with the Lunts (Biltmore

Los Angeles. Meden, with Judith Anderson (War Memoria Aud.) Trenton, N. J., 30; (Playhouse) Wington, Del., 31-April 2. Magnella Alley (Plymouth) Boston, Man and Superman, with Maurice Even (Curran) San Prancisco.

dr. Roberta (Erlanger) Chicago. Olsen & Johnson (Geary) San Francisco. O Mistress Mine (Murat) Indianapolis, Ind. 30; (University Aud.) Bloomington 1: (Shrine Mosque) Peoria, Ill., April 1: (Orpheum) Champaign 2. Oklahoma (Ford) Baltimore.

Oklahoma (Empire) Albany, N. Y. Street Car Named Desire (Hanna) Clevelant Show Boat (Newark O.H.) Newark, N. J. South Pacific (Shubert) Boston Skulnick, Menasha (Porrest) Philadelphia

Warners Reassured On A. C. Competish

ATLANTIC CITY, March 26 .- II Broadway stageshows continue to be booked into the Warner Theater for the summer, the city is not likely to lease the ballroom of its Municipal Auditorium as a legit playhouse, Mayor Joseph Altman announced this week. The Warner, first-run movie house, was reconditioned to allow for an orchestra pit and full stage facilities. Normally dark during the winter, the house has been staging week-end vaude with success and for the first time has booked in a legit show in Harvey, opening late in April for an indefinite run.

"In addition to the fact that the city has no desire to compete with private enterprise," Mayor Altman told A. J. Vanni, Warner Bros.' district manager, "it has been found that the Auditorium theater is not the best place in the world to stage shows. It is not as intimate as a theater should be, and the acoustics are bad. We have leased the ballroom for such attractions in the past summers simply because they were not offered elsewhere and because we felt they were necessary for visitor entertainment."

Altho legit shows (repeats of Broadway successes) have been offered in the Auditorium ballroom for several summers, they haven't proved too profitable, even with name players in the leads.

WASHINGTON, March 26 .- Having obtained approval this week from the Maryland National Capital Park and Planning Commission to remodel the old Arcade Theater in the suburb of Hyattsville, Md., the National Rep-April 15. Permission to alter the condemned building still must be got from the Hyattsville City Council. Proposed extension of the stage will reduce the seating capacity from 550 to 400. Other plans include the building of dressing rooms, addition of two fire exits and an asbestos curtain, overhauling of the lighting system and repainting. Cost is estimated at \$10,000.

Auditions for Amateurs

NEW YORK, March 26 .- An opportunity for showcasing of non-Iannantuoni, Louis Ferrelli and Frank their season. An original comedy revue, Something Fresh, produced for the benefit of Madison House Settlement. Frank Satenstein is supervising the production.

opendhed material

Broadway Opening

DETECTIVE STORY

(Opened Wednesday, March 23)

HUDSON THEATER

drama by Sidney Kingsley. Staged by the ithor, Setting by Borts Aronson, General annager, Herman Bernstein. Stage manper David Gray Jr. Press representatives, eo Preedman and Abner Elipstein. Preented by Howard Lindsay and Russel

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The n	umber of	current playw	right

ho can put 34 characters on a stage the course of one evening and ring them all roundly and fully to e probably can be counted on the ngers of one hand. Not only has dney Kingsley done just that in etective Story, but he has directed eir comings and goings into a patern of vivid, exciting melodrama. ackgrounded by a detective squad oom in a local police precinct by oris Aronson, which literally reeks tmosphere, and richly played by ractically every member of a huge ast, Story from curtain to curtain is ulsing theater by a singularly obervant reporter. Needless to say, lessrs. Lindsay and Crouse have a

While Story's over-all make-up is panorama of an ordinary evening a New York police station, Kingsey's focal point is a hard-boiled deective with a messianic complex oward crime. There is no "in beween" so far as Detective McLeod s concerned. A crook is a crook. is motto is lay 'em low and make em pay in full, whether it's an initial hip-up by an ex-war hero or a muliple repeat by a hardened yegg. Oblously, such a character is riding for fall and McLeod gets it via his nbred self-righteousness.

Tragedy

A relentless pursuit of an aborionist brings to light the fact that is own wife, to whom he is devoted, has been a one-time patient of the mack. Even a great love can make to dent in the rigid armor of his code and the consequences are tragic. This s the core of the play and possibly its one weakness. It is hard to credit such an unyielding philosophy in such circumstances. However, Kingsley has embellished his central theme with such rich variety of colorful minor incident and overtones and undertones of humor and pathos that it can be accepted in stride-and he has devised a climax that is smash melodrama.

Ralph Bellamy gives one of the finest performances of his career as the tough-fibred McLeod, harsh, arrogant, uncompromising almost to his last breath. Meg Mundy is not so successful in her two brief scenes with him as the distracted wife, which is the least defined role in the There are so many fine supporting contributions that it is practically impossible to mention them all. However, a special bouquet goes to the gruffly sympathetic Detective Brody of James Westerfield, a splendid counter-irritant to his partner's ruggedness Joseph Wiseman, Michael

OUT-OF-TOWN OPENINGS

MAGNOLIA ALLEY

(Opened Thursday, March 24)

SHUBERT, NEW HAVEN, CONN.

A new play by George Batson, Staged by Carl Shain. Set by Edward Gilbert. Costumes by Guy Kent, General Manager, Ben A. Boyar, Company manager, Louis Kaliski, Press, Willard Reefe and David Tebet. Stage manager, Michael Ellis, Presented by Lester Cut-

Angel Tutt	le		fulle Harris
Laura Beau	mont	Jessie Ro	oyce Langis
Andy Hamil	1	Ja	ckie Cooper
Maybelle		Bibi	Onterwald
Tom.		Bren	man Moore
Joanie			Hildy Parks
Perc Cravit		В	rad Dexter
Colonel Sta	icey	Fr	ed Stewart
The Doctor		Do	n Kennedy
Mr. Albus.		Douglas	Rutheriord

In spite of its many shortcomings, this can develop into a very interesting play. As it stands right now it would not have a ghost of a chance in bigtime competition. However, most of the faults lie with the scripting and the direction, and since these two factors, important as they are, are thru as pleasant divertissement.

Alley is entirely Jessie Royce Landis' play-and she handles her extremely tough part with fine artistry. She is continually on stage-and continually in character. The part calls for her to wrestle with a Southern drawl, and to her credit she never lets it get out of hand. Her interpretation of the gay widow with a heavy taste for juleps and an eye for any eligible male is extremely believable, and her depth of character is handled to complete satisfaction.

Jackie Cooper's Debut

Jackie Cooper, who will make his first Stem legit appearance in this play, does a nice job, and will no doubt go far. His role is not exactng. He holds himself in check continually, and the usual "scenery chewing" by Hollywood graduates is completely missing.

The supporting cast is right out of the top drawer, and every role, even to the bits, is given a well-rounded reading. Julie Harris and Bibi Osterwald do a particularly fine job and carry away top honors.

However, the play is extremely slow and much too word heavy. The action moves well enough thru the first act, but bogs down to snail's pace. The author has created five separate problems and never completely solves three of them. The audience is left with a "wha hoppen?" feeling, and a suspicion that it has been let down. For instance, the auditors never know whether the bad girl gets her comeuppance, whether the good gal gets her man, or whether the many problems facing the star are going to be settled.

Edward Gilbert's set was well executed, but Carl Shain, who handled the direction, had better get back to work on his pacing and movement.

To add everything up: The acting is superb, the motivation is good, the plot has possibilities, and the show can be called entertaining, but if it expects to survive it will need plenty of work by the top brass.

Sidney Golly.

Strong and Harry Worth add excellent portraits of various types in the crimina' hierarchy. Horace McMahon is fine as the harried boss of the squad room and Les Tremayne is ditto as a battling defense mouthpiece. Warren Stevens and Joan Copeland are paired in effective pathos as a young first offender and the girl who comes to help him. Lou Gilbert makes a stage police reporter for once completely believable and Lee Grant adds an amusing bit as a slightly moronic shoplifter.

A reporter could salute all 34 of obvious. them if space permitted. However, what is more important is that their after enjoying a healthy run here, united efforts insure their gainful employment at the Hudson Theater for a long time to come.

Bob Francis.

TONGUE IN CHEEK

(Opened Monday, March 21) LAS PALMAS, HOLLYWOOD, CALIF.

A musical revue presented by Ross Hunter and Jacque Mapes. Words and music by Earl Brent, Sketches by Charles Faber, Additional words and music by Buddy Pepper. Dances and musical numbers staged by Lester Horton and Bella Lewitzky. Costume direction by Maria Donovan. Musical direction by John Latimer, Choral direction by Paul Owen. Production designed by Jacque Mapes, Directed by Ross Hunter, Production supervised by Harry Zevin. Duo planists, John Latimer and Edward Green. Press, Jack

CAST: Arlen Allen, Earl Barton, Wilda Bie-ber, Kenny Brewer, Libby Burke, Jenina Car-roll, Joyce Elaine, Roy Fitzell, Sandra Gould, Dick Humphreys, Ross Hunter, Frances Ir-vin, Jani Lawrence, Vivian Lloyd, Patricia Lynn, Peter Marshall, Bert May, Ray Parker, Danny Scholl, Roberta Stevenson, Gloria Stone and Jimmy Thompson.

The Las Palmas, road to Broadway for Lend an Ear, may again prove itself the avenue to Tongue in Cheek's Eastern success. This intimate musireadily adjusted, the show may pull cal revue sparkles with the effervescence of youth, zest and vigor. Its songs are bright and tuneful, the lyrics clever and well turned. Sketches are of the broad, unbuttoned brand of humor which brings healthy belly laughs. Dance creations are sharp in conception and execution, to the credit of Lester Horton and Bella Lewitzky when one is mindful of the stage limitations. Settings and wardrobe are of an extravagance seldom seen at little theaters. All these factors combine to give a highly talented group of youthful performers considerable material to build an evening of light and satisfying entertainment.

> Tunes showing Honor Roll of Hits potential include the ballads, Girl in the Window and Autumn's in the Red Again and a bouncey, bop-sided ditty, Move On. Autumn was beautifully projected by Patricia Lynn. With so fine a voice in the company a few more meaty ballads would provide cause to hear more from Miss Lynn as well as lend greater musical weight and body to the revue. Staging of Girl in the Window is flavored with yesteryear grace and charm and reveals Danny Scholl's vocal talents to good advantage. Miss Lynn and Scholl get to blend their voices in another ballad contender. House in the Country, a tune which benefits considerably from the colorful staging and accompanying choregraphy.

But it's the merciless satire that gives this revue its name as well as its interest. Standouts among the comedy sketches include Outside U. S. A., which deftly ribs the fabulously wealthy Texas oilmen on the dual score of their overnight millions and their great pride in the Lone Star State. Heredity, a calypso-flavored ditty, spotlights Sandra Gould's great capacity for comedy. Her talents as a comedienne steal each number she touches, among them Passion, in which she portrays an angel; as a singing charwoman in Body in the Trunk, or her sob burleyed torch take-off for I Call Him Al. Her petite stature, baby stare with voice to match is a rib-tickling combination. Among the funniest sketches must be included The World's Oldest Boy Violinist with revue's director, Ross Hunter, garbed in a velvet Little Lord Fauntleroy get-up, fiddle in hand bemoaning his lot of having missed life's pleasures because of his diligent Strad scraping. Fabulous You rakes the self-centered movie queen. Sleeping Beauty shows little mercy for the stage attempts of the society set. The possibilities of a sketch tagged Menagerie Named Desire are

Revue should prove a local hit and with proper trimming and addition tion, not to exceed \$1 per person. of a few stronger sketches, it may well prove a delight to Broadway Lee Zhito. audiences.

Off-Broadway

THE SUN AND I (Opened Sunday, March 20)

NEW STAGES THEATER

A drama by Barrie Stavis. Directed by Boris Tumarin, Settings and lighting by Robert Gundlach, Costumes by Grace Houston, Press representative. Ned Armstrong. General manager, Paul Vroom Stage manager, Edward Strum, Presented by New Stages, Inc.

GadJoseph Silver
Zebulun Maurice Shrog
Reuben Ben Irving
Simeon
Levi
DanJohn Randolph
Naphtali Jack Manning
Judah Richard Kiley
Issacher Peter Hobbs
Asher Louis Hollister
Joseph
An Ishmaelite Slave Trader Salem Ludwig
Vashnee Nancy R. Pollock
Arraft Peter Capell
The Executioner Richard Kiley
Malfi Merrill E. Joels
Potiphar Martin Tarby
The Harpist Michael Howard
Assnath
Rakaph
Pharaoh
The Footwasher Louis Hollister
Sharshees Willard Swire
Shilah Michael Howard
An Engineer William Brower
A Warrior Frederick De Wilde
First Guard Eugene Paul
Second Guard
Big Worker
DIE WOLKEL WILLIAM DIOWEL

Altho New Stages continues to present interesting theater in The Sun and I, the sum total of events on stage is not of enough merit to warrant an evening's concentration. Barrie Stavis uses the Biblical story of Joseph and his brethren, Joseph's subsequent sale into Egyptian bondage and rise to power in the land of the Pharaohs, to try to point out many things. However, the play has not been shaped up so that an over-all theme emerges.

The play makes a good beginning when Joseph is lording over his brothers and flaunting his superiority, but goes nowhere except for some interesting philosophical comment. The fact that it is a chronicle play makes certain that no real character development occurs, the stress being placed on events.

Perhaps with a sufficiently decorative production which emphasized other values much of the pageantry of an Egyptian court of the period might have been captured. However, New Stages has neither the physical nor the financial resources for that kind of production.

The treatment of The Sun is far from imaginative and much of the acting can hardly be termed solid. There is no sense of strong and precise direction, of a firm hand directing people toward a goal.

The play's strongest asset is the intelligent versatile acting of Karl Weber as Joseph. Here is a presence that makes itself felt. Peter Capell contributes a substantial assist as another councillor to the Pharaoh, Among others in the huge cast that impress are Joseph Silver, Ben Irving, John Randolph, Florence Luriea and Salem Ludwig.

Robert Gundlach's single all-purpose set for the many scenes fits the Leon Morse. mood.

AE PICKS DELEGATES

(Continued from page 4)

body's action. Third was a report from Sidney Blackmer on the negotiations of Television Authority.

After over three hours of these reports and debate, the meeting recessed for one month or as soon thereafter as possible to permit membership to digest these matters and allow an opportunity for further discussion, curtailed because of the time limit yesterday.

The meeting further unanimously indorsed a proposal submitted by Leopold Lever, of New York University, for a memorial to the late Franklin D. Roosevelt in the form of a theater, to be known as the Roosevelt Memorial Theater, proposed financing would be done via country-wide popular subscrip-

Yesterday's meeting drew an attendance of 890. President Clarence Derwent presided.

S&J Icer Socko 215G in 7 Days At Cincy Garden

(Continued from page 3)

pulling 9,200 paid admissions for a \$15,500 gross.

Ice Follies curried terrific favor three local dailies going all-out for the show in its reviews and news stories, with two of them even resorting to their editorial pages to describe been very satisfactory and we will the excellence of the performance and to brand the show the best entertainment buy ever to hit the town. With the exception of the first twodays, each performance was a sellout or nearly so, with hundreds turned Marquis, the Karston show roster inaway each night.

Attendance and Gross

	Paid	Net
Day	Admission	Receipts
Wed. (16)	7,751	\$19,154,75
	9.561	22,578.25
Fri. (18)		
Sat. (19) Mat.		21,545,25
Sat. (19) Eve)		25,374.00
Sun. (20) Mat.		25,527,00
Sun. (20) Eve.	11,126	
Mon. (21)	11,281	24,988,50
Tues, (22)		
	AND THE PROPERTY OF THE PARTY O	The state of the s

\$215,432.00 Totals 94,022

The only other previous traveling ice review which Cincinnati has seen is Holiday on Ice, which has played Music Hall here the last three seasons. Cincinnati Garden's next attraction is Buster Crabbe's Aqua Parade, which is set March 31 thru April 5.

PITT GAZETTES

(Continued from page 4)

V. Cohen, critic, uses all types of nitery items in his column, Drama Desk, and the city staff feels that most of the names are good for a feature story. The Sun-Telegraph has been unable to grant more than an occasional reader, with critic Karl Krug using very little in his column. Last Sunday (20) the paper came out with two pages and an entire column on night clubs. Leonard Mendlowitz is writing the column, which will be a steady Sunday feature. The Press has Kaspar Monahan, critic, using more and more items and also a directory, free to the ops, listing all the attrac-

HOUSE PAVES WAY

(Continued from page 3)

are identical. They repeal the Taft- spring and summer. . . . We had the ground and training. Hartley Act and they restore the usual treat bestowed upon us last Wagner Act untouched, with the fol- week when we caught Dell O'Dell to speak on the cold war's effect on lowing exceptions: The President and Charles Carrer at the Glenn radio, inexplicably withdrew, altho is given authority to order a 30-day Rendezvous, Newport, Ky. To those he remained a sponsor of the confercooling off period in strikes affecting familiar with their individual turns, the public safety. Jurisdictional let it suffice to say that they're still strikes are banned. Restrictions are doing their usual topnotch job, and added regarding secondary boycotts, the Glenn patrons were highly apand an additional seat is created on preciative of the cleverness and novthe National Labor Relations Board elty of Carrer's act, and the hustle, (NLRB). The last provision con- bustle, pep and personality displayed hard between shows, entertaining at tinues in effect the present member- by Miss O'Dell in selling her clever the tables, as she does on stage, but ship of the NLRB.

Magic

By Bill Sachs-

GEORGE MARQUIS, currently a feature with Joe Karston's "Atomic Scandals," scribbles from the Kearse Theater, Charleston, W. Va., under date of March 14: "I'm writing this in the dressing room where Howard Thurston donned the on supplying understanding and exfrom this ice-show hungry town, the grease paint and tails for his last planation, according to Commentator performance in 1935, just before the Arthur Gaeth, who today (26) made stroke that closed his career, Business in Virginia and Tennessee has be on the Atlantic Seaboard in two weeks. Frankie Gallagher, who closed recently with the Blackstone show at Richmond, Va., is now stage manager at the Kearse." Besides cludes Joe Karston, owner, producer and tour manager; William Decker, company manager; Lu Karston, treasurer; Cal Gwin, musical direcassistant, and Donna Lee, Peggy and Parlow, and Robin and Walker. Mrs. George Marquis, now visiting available to pay their way. her ailing father in Canada, is slated to rejoin the show's assisting staff soon. . . Bob DuPont, juggler, well known in magicdom, is current at the Edgewater Beach Hotel, Chicago. . . . William Butler, formerly for eight years master of props with the late Howard Thurston, is now stage He called for broader scope of sponcarpenter at the James Theater, Newport News, Va.

> THE JOHNSTONES, George and Betty, who have been busy on club dates in the Chicago area since Betty's illness in November, plan to trek east late in May for their annual vacation with George's folks in Boston. George and Betty recently chalked up a first for the video record book when they appeared on the first variety show in Chicago sent over the new coaxial reports conform, cable beamed for New York. La- While terming the news round-ups beled "Video Varieties," it hit the of the web, with remotes from abroad, American Broadcasting Company via WENR, Chicago. . . . Tommy Windsor, of Marietta, O., magic, vent Magician of the Kentucky State Po-

CSCWP Hears Gaeth Expound Radio's Ills

NEW YORK, March 26 .- Radio in the postwar period has proved long on criticism and castigation, but short the major address on the medium at the mass communications panel at the Cultural and Scientific Conference on World Peace. Gaeth, who has a weekly show on the American Broadcasting Company (ABC) sponsored by the United Electrical Workers, said however that "no radio provides more widespread dissemination and coverage of news than does the American. altho the British may have more balance."

While noting that few other nations tor: Terry Lee Manning, principal have a radio system permitting a wider diversity of opinion, Gaeth said Rose, Carolyn Manners and Bill the "tendency to clamp down and Avery, assistants. Specialty acts with regiment is increasing." Literal comthe unit are the Seror Twins, Dillon | mentators have decreased in numbers, because sponsors and funds are not

> The system of sponsored newscasts and commentaries, said Gaeth, is dangerous because corporations and business interests, in the main, are the bankrollers, and broadcasters are faced with "an unconscious pressure to stress 'business-favorable' news.' sorship, including consumer groups, labor unions, farm organizations and political parties to give the other side for adequately balanced fare.

Gaeth stressed the "wide latitude in freedom of expression" on American radio, noting that direct censorship is applied as protection against libel and to produce conformity to decency. He pointed to powerful religious and political lobbies which simultaneously seek to tame and make

While terming the news round-ups TV channel January 9 over the the best form of news presentation, Gaeth said they have their limitations because of expenses involved, lack of adequate facilities in many areas, and writer, is doing a piece about such as Eastern Europe, Africa and Lieut. Lee Allen Estes, Safety First Asia, and "because of the lid the Soviet Union has put on short-wave lice, for a national mag. . . . Landrus transmission." Wire-service news the Magician, now finishing up on a material mainly is "canned" and sustring of return dates in Mississippi, perficial, he charged, and of the many will soon be making a big hop into commentators and news interpreters, bills of the House and the Senate Maine and Canada for the early only a handful are qualified by back-

Norman Corwin, who was slated The mass communications panel was chaired by Clifford Durr, former member of the Federal Communications Commission (FCC).

line of magic. She still works as she works as the she enjoys every minute of it. Charles and Dell had visits from numerous Cincinnati magic enthusiasts during their stay at the Glenn. They departed early Friday (25) for Chicago for a private club date and were due back in Cincinnati early this week to pick up their elaborate house trailer to move onto their next stand. They are due for an early return at the Brown Hotel, Louisville,

ADMISH TAXES UP

Coin Machines

represented the biggest drop dollarwise, \$9,460,309. The levy on radios, phonos and parts fell \$1,931,758, while collections from the coin machine tax declined \$3,730.

Show Business	Excise Feb., 1949	Collections Feb., 1948
Liquor Theater Admissions	\$153,170,820 27,054,317	\$162,631,129
Cabaret-Ballroom Admissions	4,125,027	6,122,544
Hadice, Phonos, Paris	4,242,149	6,178,908 750,148

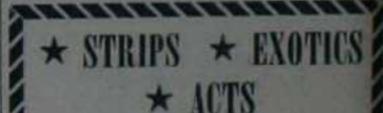
Burlesque

OLLY LOGAN, talker, singe dancer and strip, just back free Florida niteries, joined the Mari-Ferman-Beverly Lane unit on th Hirst circuit at the Hudson, Union City, N. J., March 20. . . Edd Kramer, formerly Hirst wheel comi has formed a unit composed of In-Stadlen, Christine Nelson, Glenn Ab bott and Hayden Griffin called the Shoe String Reviewers for vaude and nitery tours. . . . Bert Carr. comic, is back on the circuits after 30 weeks at Nick Cardullo's Manhattan Club, Johnston, R. I. Constance Karsh, a Freddie O'Brien graduate from the chorus at the Grand, St. Louis, is talking and novelty stripping on her initial principal trip around the Hirst circuit

. . . Marion (Smiles) Lee left the Hickey LeVan vaude act to return to burly, opening at the Gayets Washington, March 25. . . Eddle Lynch has been engaged to stage and direct 14 chorines who will make up the group Gypsy Rose Lee will head over her Royal American Shows tour. . . . Irma Bop, recently of the Jack Montgomery strip school is a new Mickey Owens find.

DENEE GRIFFIN being held over at the Monte Carlo Club in Miami which recently changed from name acts to strips. . . Leda Lombard, Mary Carlson, Florence Conn Charles Brown, Duke Monroe, Iris Vinson and Don Trent, emsee, comprise the group Freddie Fulton calls his gang of stars who are to entertain at the Hospital for Joint Diseases, New York, April 3. . . . Billie Bird, comedienne, is featured as Miss Bull Durham of 1949 at the Colony Club, Los Angeles, ... Bennie Moore after completing his current Hirst wheel tour, opens at the Burbank Los Angeles, May 13 for 10 weeks with an option. On his way wes he will visit the Goldmans at their Edison Sportsmen's Bar in Toronto. Wilma Hayden (Mrs. Bert Carr) former mannequin, later show girl at the Casino, Pittsburgh, is a firsttime Hirst wheel principal. . . . Jean Dawn, contortion dancer, extra attraction on Hirst houses, is booking out of the George Hamid office. . . Eddie Troy, Bobby Wardell, Faye LaMarr and Judy Evans were the opening principals in a new burly policy at Ace Cain's spot in Hollywood. *

Nina Kereszi, formerly of the Hudson, Union City, N. J., is showgirling at the Belmont Plaza, Manhat-



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bly have been some one I knew Coubt heading big institutions. low business, I asked myself? I ired of the gentleman if his name possibly be Fred Byers, who ely owned a half interest in ett's Dramatic and Musical Exre. Chicago, and who had on the The Frame Up, the Fred Byers Company and Boston Opera nany.

answered in the affirmative, and I introduced myself with: "I am Gray, who was your press agent ears ago." We both took long and began to laugh. He exhimself from about 20 people were waiting to see him and we into his office and talked over rne show business until lunch

on our return from luncheon, 's secretary handed him a letter Fred Hand, managing director e stitution Hall, Washington. is the same Fred Hand who into Bennett's office 30 years ago he was an ambitious leading Here is an instance where two good friends had been living in ame city for years and neither how to contact the other.

d Byers has been in Washington even years as district manager large Baltimore firm, handling directing the efforts of 65 sales-He also is handling public reas and I heard him deliver a sterpiece. I believe that Byers one of the most ingenious actorgers ever to enter show business. ed was never supercilious, dictaor overbearing in dealing with s and because of this could get work out of people than any in I have ever known.

ticton Drive-In Set

NTICTON, B. C. March 26 .to start soon on a new 250een the city and Okanagan e-in Theater, Ltd., calling for the of 13 acres of land off Main Street signed recently. Purchase price \$5 500. Promoters of the project H. S. Kenyon, Jack Dalrymple Bob Brown. Contract calls for letion of the theater in 18 that Cost of the layout is estied at \$75,000.

meeticut Firm Chartered

ARTFORD, Conn., March 26 .-London-Norwich Drive-In The-Inc., Montville, Conn., has filed rtificate of incorporation with the clary of state here, listing Elias Loew as president; Mae M. So-. vice-president, and Bruno Weinen, secretary. New corporation operate a newly completed 800capacity outdoor theater at Monte Conn. Loew operates outdoor alers at Newington and Milford,

Att. Bris. etc. Specialties. Joto now to salary. Wire or write. Positively no lect wires.

OBISON BROS.' SHOWS Lafavelle, Tenn.

DATE THE THEATRE ides 1939 Chev. 14 Ton Truck, 2 15mm. Amprojectors; 1 tent. 40x00, poles and stakes; folding chairs, Kohler 14 K. V. A light plant of the chairs, the complete traveling to start a complete traveling to the chairs. Priced to sell.

H. P. VINSON JR., Model, Tenn-

A SINGULAR coincidence I I have often wondered what has betropped into an office in Wash- come of the many actors and agents recently and behind the desk who were in the busiress years ago. well-groomed, prosperous and I presume that many of them are ned-looking individual. I thought doing just what Byers and Fred Hand face looked familiar. Could it are doing, with many of them no

Steelville, Mo., Debut Site for Slout's Players

STEELVILLE, Mo., March 26 .- A call has gone out to members of the Toby and Ora Slout Players Tent Show to report here April 14 to begin rehearsals. Show is scheduled to open a four-day stand here April 27 and move into its regular policy of week stands the following week. Unit will work north and bring the attraction into Michigan the last week in June.

The first few weeks of Missouri dates are to be played under auspices of the American Legion posts. Equipment, which is stored in Lively Grove. Ill., will be moved into this city for the annual pre-season check-up and repairs.

A new panel truck is to be added to equipment and made into a sound car for bally work in feeder towns.

LaPalmer and Allen Lease J-H Org for talk at a banquet that proved Dallas Summer Stock

EL CAMPO, Tex., March 26 .-Bobbie Jewell, president of the Jewell-Harris Tent Show, Inc., said here this week that the show has been leased for the season by Joey LaPalmer and Ethan Allen and has not been purchased by them as was recently reported. Allen and La-Palmer will operate the unit as permanent stock in Dallas, Jewell said.

Jewell and wife, Margaret, have framed a new Illusion Show which they have booked on the Don Frankdrive-in theater here. Contract lin Shows, while Harris has gone back to the aviation industry with which he and Jewell were connected prior to organizing the Jewell-Harris

aga Ensues When Press Agent Nation's Drive-Ins Readying leets Boss Byers After 30 Years Programs for '49 Operations

HARTFORD, Conn., March 26 - | lere is nearing completion and will Castleton Thearers, Inc., Castleton, be ready for formal opening about Vt., will open a new 400-car capacity | April 15, Spence Pierce, resident outdoor motion picture theater there manager, said this week, April 29 Construction on the project | will be operated by Tropical Drivestarted some time ago, with estimated In Theaters, Inc., owners of outdoor cost said to be about \$10 000

F. Chare Hathaway principal State and in the Chicago area. C. H. stockholder of the Castleton firm, is Deaver will be supervising director the architect . Leo Towers will man- of the local project. age the spot. Altho theater's canacity will be 400 cars, the project will have room for expansion to 900 cars.

Waterford Sets 715-Car Spot

HARTFORD, Conn., March 26 .-Waterford Theater Corporation, newly chartere! Connecticut firm, with offices at Waterford, Conn., has started construction of a 715-car capacity outdoor motion picture theater there. Work is expected to be completed May 15. Al'ho the initial capacity will be 715 cars, the theater will have enough space to expand to accommodate 1,000 cars. Officers, all of Hartford, include Michael Radin, president; William Rabinowitz, vicepresident; Florence Bloom, secretary, and Lorraine Fortier, treasurer. Robert Gloth, Hartford, is general manager.

Bloomfield Drive-In Planned

HARTFORD, Conn., March 26 .-Philip W. Maher, of Bloomfield, Conn., has announced plans to construct an outdoor picture theater in that town. Bloomfield's Zoning Board of Appeals held a public hearing on Maher's application for a building permit last week, but no action was taken by the board.

Normandy Bows April 15

JACKSONVILLE, Fla., March 26. -New Normandy Outdoor Theater

Rep Augments Flickers In Newfoundland Houses

ST. JOHN, N. B., March 26 .- With films weak at the box offices in some Newfoundland pic houses, a troupe is being organized to tour theaters of the island in connection with film programs, and offering a repertoire of stage plays, with small casts.

Troupe will be based at St. John,

where it will be rehearsed.

Outdoor Theaters Chartered

theaters in the southern part of the

MACON, Ga., March 26.-A charter for Outdoor Theaters, Inc., was granted in Bibb Superior Court March 16 by Judge Mallory C. Atkinson. New corporation will engags in the operation of outdoor theater for showing motion pictures, projecting television programs and exhibiting plays and stage shows. Petitioners were E. K. Cargill, Mrs. Allie V. Cargill and Miller G. Edwards Jr., all of Macon.

Grubb Combo Licensed

HIGH POINT, N. C., March 26 .-Contdoor Theater, Inc., here has been granted a charter by the ecretary of state to operate theaters. Authorized capital stock is \$50,000, with \$300 stock subscribed by C. W. Grubb and Virginia Grubb, both of High Point, and C. C. Wilson, of Thomasville, N. C.

COLUMBIA, S. C., March 26 .-Sky-Way Drive-In Theater, on Rosewood Drive here will open April 20, according to W. T. Cameron. Spot will accommodate 230 automobiles.

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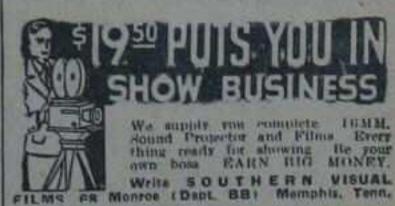
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REP RIPPLES

presenting his 16mm, pix around Sparks, Mont., plans to add flesh during the summer. . . . Maurice Cash is in Milwaukee readying his flesh trick to play established Wisconsin territory. . . . Leon Otto has 16mm. pix and flesh in the Galveston, Tex., area. . . . Ralph Mulvaney, who spent most of the winter at Bartow, Fla., has returned to Portland, Ore., where he will take out a pic outfit stored there and play flesh and pix in established Central Oregon territory. . . . Merkle Players into New Mexico for the summer and play schools and halls, . . . Doss & Mae Show will use pix this summer and will add some museum items soon. . . . Claude Ingersoll has 16mm, pix in the Galveston, Tex., sector. . . . Republic pic show, operated by T. H. Casson, has been playing to fair business in Arkanunit idle for two weeks in Bentonville, Ark. Casson plans to play with short-cast bills. . . . Al Dunbar, (3). Proceeds of the show will be panoram Soundle Projectors in cabinet for \$175.00 who has had pix and vaude in North-used for rehabilitation and welfare each. Shipping Cama. \$3.50 each ern New England the past winter, work carried on by the First District. | simpson Films, 155 High Dayton S. Ohio

OHN E. FLEMING, who has been will play New England fairs with E. F. Hannan's "Expose," Dunbar also has booked some indoor lodge dates for the spring. . . . Allen's pic show is a 16mm, outfit moving around the Emporia, Kan., sector. Trick reports a fair season of school and sponsored dates. . . . Griff's school and hall show is playing to only fair returns in Madison County, Montana. . . . Curly Rathbun's magic and vaude attraction is in the Pawnee, Okla., sector. . . . Charles D. Hamill is playing school and hall dates around Portland, Ore., to fair business. Hamill plans to spring are in their second month of flesh with a tent show in Olympia, Wash., around Denver. Show will move after June 1. . . Allie Gilman is winding up a season of dates booked by Freeman Hall under auspices. . . . A. A. Grandberg has 16mm. pix around Boone, Ia. . . . Charles and Lionel Hersey are playing the Hazelton, Pa., area with 16mm, pix.

HARTFORD, Conn., March 26 .sas. Inclement weather kept the About 2,000 persons saw the first annual minstrel show of the First District, American Legion, at the New Mexico most of the summer Bushnell Memorial Hall Thursday



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THE FINAL CURTAIN

long associated with publishing formerly one of the country's top houses, March 17 in Yonkers, N. Y. jazz band clarinetists, March 20 at In his youth he played in dramatic his home in New Orleans of a heart stock and vaude before entering the ailment. Ill health forced his return publishing field. A sister survives,

ARCIERI - Emil, 47, clarinetist with the Boston Symphony Orchestra, March 18 in Boston. His widow, sisters survive.

BECK-William F., 75, father of Sally Rand, fan dancer, March 23 in Phoenix, Ariz.

BENNETT-Harry, 71, for 50 years an orchestra leader, pianist and entertainer, March 20 in Scarsdale, N. Y. He led orchestras at the old Tony Pastor, Proctor's 125th Street and Union Square theaters, New York. Four brothers survive.

BRESSART-Felix, 57, stage and film actor, March 21 in Hollywood. Bressart made his Broadway debut in January, 1947, in The Big Two.

In Loving Memory Of My Husband O. BRIGHT BETTY FROMEN BRIGHT

CAREY-Edward F., 77, vaude performer for 55 years before his retirement in 1939, March 15 in Philadelphia. He was a character singer and dancer on the old Keith Circuit. His daughter and son survive.

GEORGE D. DAVIS

Passed Away March 29, 1947

MY SORROW WILL NEVER

CEASE

HIS WIFE

MRS. DAISY DAVIS

Jack Kapp

Jack Kapp, 47, president of Decca Records, Inc., died in New York March 25 of a cerebral hemorrhage.

Born in Chicago, Kapp became a parttime record salesman for Columbia when he was 14. A few years later he went to work for Brunswick and while with that firm conceived the idea of an English tie-up with Brunswick, Subsequently he sold E. R. Lewis, head of English Decca, the right to make Brunswick disks in England. In 1933 Kapp presented to Brunswick his plan to make a cheap record for the American market but when he and the firm were unable to come to terms on the set-up, Kapp quit and organized American Decca, with Lewis providing the financial backing. The eventual success of the new firm was aided by the early day acquisition of such entertainer names as Bing Crosby, Guy Lombardo, the Dorsey brothers, Mills Brothers and Isham Jones.

The Decca firm rose financially from 1935, the first profit year, to an organization with assets totaling almost 10 million dollars as of December, 1948. In 1941 Decca bought all the stock of the Brunswick Record Corporation.

He leaves his wife, Frieda; a daughter, Myra; a son, Jonathan, and two brothers, Paul and Dave, the last named vice-president and a-and-r chief of Decca. (Further details may be found on page 3.)

ALLEN-Edward, 64, former actor | FAZOLA-Irving (Prestopnik), 36, to his home in 1942 after seven years with some of the most prominent name orchestras. After graduation from school Fazola joined Louis Primother, three brothers and two ma's band in New Orleans, and in 1935 went to Chicago to play with Ben Pollack. He was with Bob Crosby five years as first clarinetist. Subsequently he played in the Teddy Powell, Claude Thornhill and Horace Heidt bands. Survived by his widow and a brother, Louis. Burial in St. Vincent's Cemetery, St. Louis.

FRY -Edward H., 73, former driver on Ringling Bros. and Barnum & Bailey Circus, March 15 in Veterans Hospital, Fort Snelling, Minn. Burial at Owatonna, Minn.

GILLINGWATER - Mrs. Helen Minkley, 89, one-time leading woman for Maurice Barrymore, March 21 in Wilkes-Barre, Pa. She also appeared with Edward Everett Horton and Russell Hicks and on Broadway with Jane Cowl.

HARRIS-Herbert H., 52, Broadway producer and president of Parfums Charbert, Inc., March 21 in New York. A foster son of the late Lew Fields, Harris became interested in the theater at an early age. After founding his perfume business, he backed such successes on Broadway as Connecticut Yankee, Hit the Deck, Peggy Ann and The Girl Friend. In 1945 he introduced Arthur Miller, author of Death of a Salesman, to Broadway with his first play, The Man Who Had All the Luck. He followed this as coproducer of Miller's second play, All My Sons. His widow, three brothers and four sisters survive.

MARTIN-William H., 55, acrobat and aerialist, March 12 in Zanesville, O. Martin had been with the Walter L. Main, Sells-Floto, James M. Cole, Cole Bros., and John Robinson circuses and had played parks, fairs and theaters from coast to coast. Survived by his widow, Mrs. M. K. Martin; his mother, Mrs. M. B. Martin, and two sons. Burial in Greenwood Cemetery, Zanesville.

McCARTHY-Mrs. Vina Smith, 54, a vaude and musical comedy actress 30 years ago, and wife of Clem Mc-Carthy, radio sports announcer, March 22 in New York. Under the name of Leah Norah, she was featured in Doing Our Bit and was in two shows with Al Jolson, Sinbad and Bombo.

CARD OF THANKS in the impossibility of personally ec-knowledging all of the expressions of sympathy and the many kindnesses shown in the recent loss of my husband,

Walter K. Sibley i wish to sincerely thank all of our many friends. Mrs. Mamie Sibley

SMITH-William H., 73, puppeteer, March 18 in Margate, N. J. He had given seven command performances of a Punch and Judy show for the British King and Queen before coming to the United States in 1913. He then toured the Fox Theater Circuit from coast to coast. A brother, Albert, London stage performer, survives.

STRINGER-Al, 65, organ repair man and concessionaire with various shows, March 19 in North Little Rock, Ark. Survived by his widow, Blanche. Burial in Crestview Cemetery, North Little Rock.

STYLES-William J., 89, bandmaster and cornetist, March 21 in Yonkers, N. Y. He was a cornet soloist with the Arthur Pryor and Guiseppe Creatore bands and toured the country with them. Among his other engagements were with bands at the Manhattan Opera House and the Warburton Theater, Yonkers. The Warburton ork and the Styles Band were his own units. His widow, three sons and a daughter survive.

THOMAS-Mrs. Allen, 50, legit pus Christi, Tex., Father is a c actress in the 1890's known as Anne cession operator. O'Neill, March 20 in New York. Her career was short-lived, as she retired from the stage in 1895 to marry Henry Clay Miner, a theater owner and a representative. Miner's holdings included Miner's Bowery Theater, Miner's Fifth Avenue, Miner's Eighth Avenue, the People's Theater, in New York, three houses in Newark, N. J., and one in Brooklyn. A sister survives.

TILDEN - Mrs. Linda Palmer Teece Littlejohn, 60, Australian feminist, lecturer and radio commentator, March 21 in Sydney. A leader for women's rights, she headed many Aussie organizations and served as a lecture, and radio commentator from 1939 to 1943. Her husband, two sons, two daughters, two brothers and two sisters survive.

VESTOFF-Mrs. Peggy Foster, 32, dancer known as Peggy Hale Foster. March 19 in New York. She was the wife of Val Vestoff, musical comedy actor. Her daughter and father also survive.

WALLACE - Roy (Brenner Roland), 42, former concessionaire with the Ringling, Sells-Floto and Hagenbeck-Wallace circuses, March 8 in Miami of a heart attack. At the time of death he was employed at the West Flaglar racetrack in Miami. Survived by his widow; a son, Bobby, and two sisters. Burial in Argyle, Ill., March 12.

WATKINS-Claude E. (Toby), 77 for many years manager of the Grand Opera House, New London, Wis., March 8 in that city of a heart attack. At the time of death he was owner-manager of the Mermae Theater in New London. Survived by his widow and daughter.

WILLARD-Mrs. Ida, 75, former actress, March 19 in Plainfield, N. J. She was the widow of Alfred E. Willard, actor, and appeared with him in vaude and legit. Two sons sur-

YOUNG-Mrs. Nettie E., 81, vet- American Shows. eran vaude performer, March 22 in Emmons, N. Y. She was featured March 15 in Washington. Father with her late husband, Arthur, in musical comedy acts on the Hammerstein, Keith and Proctor vaude circuits. They retired in 1927. A son, sister and two brothers survive.

A daughter to Mr. and Mrs. George Westerman March 8 in Denver Father is a member of the Polack Bros. Circus Western Unit promotional staff.

A daughter to Marty and Geraldine Michils March 8 in St. Francis Hospital, Monroe, La. Father was with the Southern Valley Shows the past three years.

A son to Mr. and Mrs. Stanton H. Wrisley recently in Moody Hospital, Dothan, Ala. Parents operated the Side Show on the L. J. Heth Shows last year. Mother is professionally known as Princess Tiny.

Twin sons to Mr. and Mrs. Alonzo Shallow March 7 at the Jewish Hospital, St. Louis. Father is a concessionaire.

A son, Kim Vincent, to Mr. and Mrs. Vince Francis March 4 in San Francisco. Father is sales manager at the American Broadcasting Company, San Francisco.

A son to Mr. and Mrs. Charles Hammack March 8 in Chicago. Mother is press agent for the Edgewater Beach Hotel Marine Room, Chicago.

A daughter to Mr. and Mrs. Frederick P. Laffey March 5 in Lawrence, Mass. Father is an announcer with WLAW, Lawrence.

A son to Mr. and Mrs. James Loss March 3 in Chicago. Father is with the Music Corporation of America, Chicago office.

A son to Mr. and Mrs. James Shannon March 9 in Pittsburgh. Father is an announcer at KQV.

A son to Mr. and Mrs. Frank Shuster March 8 in Toronto. Father is a member of the Wayne and Shuster comedy team.

Jack Edwards at Sphon Hospital, Cor- March 5 in London.

A daughter, Susan Violet, to and Mrs. George Westerman at Luke's Hospital, Denver, March Father is on the promotion staff Polack Bros.' Circus.

A daughter, Leslie Louise, to 1 and Mrs. Edward Antalik, Brist port, Conn., recently. Father is orchestra leader.

A son, Robert to Mr. and X Homer Simons March 22 in Ting Ga. Parents are concessionaires World of Pleasure Shows

A son, James David, to David a Pearl Brandon recently in St. Lo. Parents are musicians.

A son to Mr. and Mrs. Monn Engelberg March 5 in New Yor Mother is the former Shella Roge comedienne.

A daughter to Mr. and Mrs. Visco Micko March 15 in Chicago. Fatt is with David LeWinter's ork.

A son to Mr. and Mrs. Ward Ny March 13 in Los Angeles: Father a Music Corporation of Ameri

A son, Stanley Jordan, to Mr. s Mrs. Sidney James Paine March in Brookline, Mass. Mother was concert coloratura; father is mot picture editor and producer WVOM and former correspondent The Billboard.

A daughter to Mr. and Mrs. B Stulla March 11 in Los Angel Father is a radio announcer.

A daughter to Mr. and Mrs. Wolfson March 18 in New Yo Father is in the William Mor Agency's cafe and vaude department

A son to Mr. and Mrs. Hank Tr nick at Cedars of Lebanon Hospit Los Angeles, March 2. Father is con nected with Minthorne Music Con pany, that city,

A daughter, Ginger Ray, to M and Mrs. Chuck Miged March 11 Miami. Parents are with the Roy.

A son to Mr. and Mrs. James Bla a producer on the staff of tele Statis WOIC.

Marriages

BARNES-MYER - Harold Barne high-wire performer, and Elaim Myer, Radio City Music Hall ball rina, March 10 in New York.

BEERS-SABINE - Nate Beers, the William Morris Agency's legit d partment, and Elizabeth S. Sabi March 19 in New York.

BERNSTEIN-LEABROW - Harr (Bingo) Bernstein, concessionaire Polack Bros.' Western Unit Circu and Mildred Leabrow, non-pro, Mare 1 in Chicago.

BRADY-WYNNE - Paul Brady member of the vaude team of Bar ton and Brady, and Roberta Le Wynne, dancer, March 4 in Ne York.

GHATEHELD-MOSCHETTY -Blake Chatfield, former magician the East and Midwest and now charge of publicity for KNBH-T Hollywood, and Rocci Moschetti, the American Broadcasting Compa publicity office in Hollywood, Mars 5 in that city.

FLAHERTY-TURNER - Jess Flaherty, night club organist, as Dorothy Turner March 5 in San Monica, Calif.

ISCIANA-CULBRETH - Frank Isciana, musician, and Martha Vivia Culbreth, co-owner of the Carolin Music Company, Dillon, S. C., in the city March 6.

MATHIAS - HAMMERSTEIN -Phillip Mathias, writer, and Alice Hammerstein, daughter of Oscar Hammerstein, March 9 in Los Ap

NEVINS-BARR-Morty Nevins, so cordionist with the Three Suns, and Helen Jane Barr March 6 in No.

NORTHCOTE-MANAHAN-Jan Stafford Northcote, film technicia A son March 13 to Mr. and Mrs. and Shelia Manahan, Irish actre

BROS. BUYS MIA

anada Cuts ncome Tax, ther Levies

Refunds in June

TTAWA, March 26 .- The outdoor esement business in Canada stands enefit this season from a reducin Canadian income taxes, a drop taxes on some concession items, the repeal of the 15 per cent tax railway and airplane tickets and he 5 per cent tax on bus tickets. mnounced Tuesday (22), the iget calls for a raising of income exemptions. That for single pers has been lifted from \$750 to 00, that of married couples from 00 to \$2,000, that for children m \$100 to \$150 and that for other endents from \$300 to \$400.

Cut Jewelry Tax

is a result, a single person earning 000 will have to pay \$150, as inst \$220 last year, for a reduction 70. A married couple with an ine Canada Cuts Tax on page 109)

onklins Awarded Winnipeg Cele's **Midway Contract**

WINNIPEG, Man., March 26 .- The way contract for Winnipeg's 75th iversary celebration here June 6has been awarded to the Conk-Patty and Frank, of Toronto, The aklins will supply 25 rides and ws, plus concessions.

the fireworks contract, the only er attraction contract awarded Is lar, has been given to the Hand reworks, Ltd., Cooksville, Ont.

A total of \$80,000 has been raised the centennial committee. n was raised thru contributions Winipeg business firms and by a y appropriation.

hio Showmen Hold pring Round - Up

CANTON, O., March 26, - The th annual spring Round-Up of the hio United Showmen's Association s held Sunday (20) at the Diano Maio Ranch on Moore Road, More in 300 members and guests were resent. A barbecued beef and ham aner was served by the women's oxiliary. Talks were given by sonard Powelson and Homer N. redecker, after which vaudeville is were presented. Acts included Micael brothers, hand balancing; obble Holland and Eleanor Lund, o dancers; Sonny Williams, musical welties; Jennie Lee, acrobatic ncer, and Pat and Pat, folk songs. usic was furnished by the Jack evis Trio.

Howard Neel was general chairan and Tony Diano was in charge

arrangements. Out-of-town guests included Mr. ad Mrs. Leonard Powelson, Mr. and ra Vance Scott and sons, Edward d Vance Jr.; Homer M. Snedecker, of Happy Attractions; A. D. ichele, president of the Hudson reworks Company, Inc.; William opkins, Akron, and Russ Simmons.

Soft Drink Bottlers Again Vie Former Gov't Layout New Prices in Dip, Say Bush and Laube Home of Org

KANSAS CITY, Mo., March 26 .- At long last, outdoor food and drink concessionaires find themselves in a buyers' market for some items for the first time since before the war. Keen competition has set in among soft drink bottlers whose ranks have increased sharply. Not a few are shaving prices in the competitive fight for the bulk orders of outdoor concessionaires. Outlets for franchise drinks, while holding firm to their prices, are eagerly offering assistance in various ways. This is one of the significant developments of recent months, George Bush and Chan Laube, operators of B. & L.

Concessions, one of the largest organizations in the grandstand concession field, pointed out here this week.

Some prices have skidded, too. Novelty prices are off about 10 per cent from three months ago. There has been a dip of like proportions in many food items. Holding firm is the price of various meat products, Bush and Laube reported.

Per capita spending at amusement events is down 15 to 20 per cent, they money carefully, and Bush and Laube illustrated this by pointing out that mistake," now are slow-movers.

carry much change when going to boree, featuring Cowboy Copas and events. In lush years many of the Bill Monroe. small fry were given a dollar to

From now on, Bush and Laube maintain, novelty concessions will have to stress 25-cent items,

The labor market has loosened up for concession operators. Illustrating this, they pointed to their recent experience at the Houston Fat Stock Show. In recent years it was almost impossible to get help to work that show. An advertisement this year pulled so many applicants that Bush (See AT LONG LAST on page 109)

Bazinet & Wilson Form Partnership

HOT SPRINGS, March 26. -Lwight Bazinet and A. (Dutch) Wilson recently organized the B. & W. Bazaar Company, with permanent headquarters here. The new org will planning new buildings, the first real operate 35 assorted concessions on various shows, independent fairs and celebrations. The first unit now is felt by the State's fairs, but they are n the Tivoli Exposition Shows.

Gem City Shows, and Wilson had several rides and a Motordrome on erate concessions only from now on ! tained.

Sunbrock Launches Canadian Bookings In Ottawa May 1

CINCINNATI, March 26.-Larry Sunbrock, in town Wednesday for a police court appearance, where two charges against him of defrauding an Patrons are watching their innkeeper were dismissed when Larry explained that "it was all a planed out Wednesday novelty items selling at over 25 cents afternoon for Cleveland to dicker for use of the Public Auditorium for Children, they point out, no longer an appearance of his Hillbilly Jam-

> In a phone call to The Billboard, Sunbrock reported that his hillbilly See Sunbrock for Canada, page 94)

3,500,000 Attended 1948 Ohio Annuals

COLUMBUS, O., March 26,-Approximately 3,500,000 persons passed thru the turnstiles of Ohio's fairs in 1948, Lawrence P. Lake, president of the Ohio Fair Managers' Association, The total is based announces. on annual reports made by State, county and independent fairs.

"Ohio ranks high in the nation in the importance of its fairs," Lake said. He reported that a large percentage of Ohio fairs are making repairs and additions to present buildings and that many annuals are expansion since before the war.

"The pinch of rising costs has been keeping pace with modern trends, Bazinet operated concessions on with reports of early planning for '49 programs indicating that our fairs will offer their patrons superb pro-Hennies Bros. The partners will op- grams this summer," Lake main-

Sign of the Times

WASHINGTON, March 26 .- Fairs and carnivals playing the farm belt will find cash a little tighter than last year but not substantially so, an Agriculture Department report indicates.

Farm employment started to climb in February as farmers started work for a new crop season. The number of hired workers during that month was a third larger than in January, but total farm employment of 8,370,000 was 3 per cent less than a year earlier.

Average wage rates for hired hands also are running below 1948. The average full-time farm worker is making \$102 a month plus room and board as compared with \$104 last year. Average transient pay, however, is identical with the prevailing rate last year of 77 cents per hour.

Show Inks Lancaster

LOUISVILLE, March 26. - Jack Tavlin, general manager of Cole Bros.' Circus, announced here today that the Cole org has purchased from the U. S. government a layout of 155 acres, less than 10 miles north of Miami proper, to be used as the new winter quarters of the show. The site, formerly a shipyard, is on U. S. Highway No. 1, across from the Village of Ojus. The Dade County Zoning Commission has okayed the deal.

The grounds has one building 420 feet long, 60 feet wide, and 50 feet tall, with a concrete floor and glassed on four sides. In addition to a railroad siding, there is a canal 90 feet wide running 1,000 feet into the grounds. Tavlin said plans are to make the new winter quarters a year-around proposition, with zoological and botanical gardens and a chi'dren's recreational area.

Burt Lancaster Signed

Taylin also confirmed the report that the Cole show has inked Burt Lancaster, movie star, for a two to four-week tour with the show, starting with the show's opening in Louisville April 14. Cole exces say that Lancaster, former circus trouper, will do his old acrobatic act with the same partner he had some years ago and will be presented in the main performance and not as a concert feature.

His salary for the limited tour is reported by Cole officials as \$11,000 a week, which would top by \$1,000 the salary received by the late Tom. Mix on the Sells-Floto Circus in 1933, when Mix made a brief appearance in the main show but was primarily an extra-fare feature in the concert. Louella Parsons, announced Lan-(See COLE ACQUIRES on page 80)

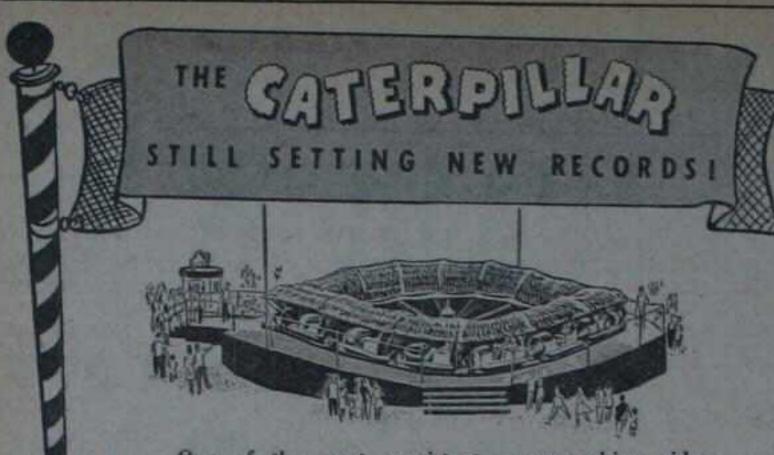
Two Fairs for Mobile; New One Contracts Dodson's Imperial

MOBILE, Ala., March 26. - Two fairs will be held here this fall, it was disclosed Friday (25) when incorporation papers were filed by the Mobile County Agricultural Fair & Exposition, Inc., which plans to operate the week beginning October 3 at the old Chastain Airport in Prichard. This poses competition to the existing Great Gulf Coast Fair headed by Fournier J. Gale.

Papers filed by the new fair group list M. A. Boyette Jr., Andulsia, Ala., as president-general manager; E. B. Chastain, Pritchard, vice-president, and W. F. Chastain, secretary-treasurer, with authorized capital stock set

at \$5,000. Boyette, who is president of the Covington County Fair, Andulsia, said that Dodson's Imperial Shows have been signed to provide the midway attractions. A half-mile track will be built on the 65-acre airport tract, he said.

66



One of the most consistent money-making rides of all times! Many owners have grossed over \$5,000 in a single week. Completely streamlined, with modern lighting effects and 18 gleaming stainless steel ears. Carries 36 adult passengers or 54 children. Peak loading time approximately 60 seconds. Compact . . easily carried in one 28 ft. and one 30 ft. trailer. Write today for further information.

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LOOK! Parker Does It Again!

1949 CARRY-US-ALL

Mr. Bill Baddeley, Manager of the Royal Canadian Shows, of Vancouver, B. C., writes: "We Prefer a "Parker". We have seen the rest, but still like the best. For durability of workmanship and construction, combined with its lasting qualities and beautiful appearance, we will still buy a "Parker"! 25 years has told us of its dependability, and you can quote me." Yours very truly, Bill Baddeley.

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LUCAS BOAT RIDE Available-Immediate Delivery All Models

BUS RIDE Inexpensive-Yet Top Earning Power

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* Fun For All Ages * Indoor or Outdoor * Self Loading * Self Unloading EASY TO FILL UP ... OPERATE ... SET UP AND TRANSPORT! C-Cruise can be set up to suit your customers Write for details

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Close-Ups:

Fair Biz Love Bug Inoculated Paul V. Moore 47 Years Age

By Jim McHugh-

(This is another of a series of articles on little known facts about peo prominent in outdoor show business.)

66 WHEN the fair bug bites you you're inoculated for life," Paul V. Mo secretary-manager of the South Carolina State Fair, Columbia, with authority, having been nipped first in 1902, shortly after leaving col Altho crediting "divine direction" for his introduction into a business which he still retains a beginner's love and enthusiasm, Moore has tagged the "dean of fair men" by his compatriots in the Southeast

because of his noteworthy accomplishments and longevity in fairdom.

In 1902 Moore was prevailed upon to exploit the cotton manufacturing leadership of Spartanburg, his home county, at the Charleston and West Indian Exposition in Charleston. The excellence of his exhibit won the \$1,000 capital prize and a loving cup. As a result of this success he was selected to collect and install a South Carolina exhibit at the Jamestown (Va.) Exhibit in 1907.

Drafted as Secretary

The following year Moore returned to his ancestral home in Spartanburg intent upon working the 1,000 acres he inherited and which were given to his forebears in a land grant by King George III in 1765. His tenure as a country gentleman was short lived, however, since he was drafted to take over the Spartanburg County Fair, now operating as the Piedmont Interstate Fair, which was organized in 1907.



PAUL V. MOORE

For 20 years Moore labored at developing this annual. He earned recognition of the late Dr. W. W. Long, head of the federal demonstra service, who labeled the annual as an "inspiration and leader in demonst tion work." Since he was a farmer at heart and, by his own admis-"close to the soil" he found the job to his liking and worked hard to cre a worth-while factor in agricultural betterment.

Heads State Fair

In 1924 Moore accepted the position of advisory director of the So Carolina State Fair, which was then steeped in financial troubles, at (See FAIR BIZ LOVE on page 90)

Jersey Lawmakers Act To Govern Auto Races, Hell Drivers

TRENTON, N. J., March 26 .- The State Assembly, Thursday (24), passed and sent to the Senate a bill which would place auto racing and exhibitions of auto driving skill under the regulation of the attorney general and his department of law and public safety.

Assemblywoman Dilger, Passaic, N. J., introduced the measure as the result of a series of fatalities during midget auto races staged at Hinchliffe Stadium, Paterson.

Proposed rules and regulations prescribe safety provisions to protect participants and spectators, including track construction and condition, guard rails, pit facilities, lighting, inspection of vehicles and equipment, physical condition of drivers, fire protection and medical and ambulance facilities.

Promoter permits would cost \$75 for each racing day or driving exhibition. Driver's permits, at a cost of 50 cents, would be required, and each auto entered in races or exhibitions would be subject to an inspection fee of 50 cents.

Penalties call for fines from \$200 to \$1,000, up to a year in jail, or both.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1969. WRITE FOR CATALOG, ETC.

HARRY WITT

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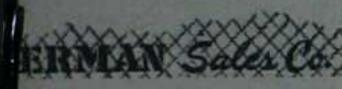
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in all sizes suitable for

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New Improved

24 seats. 15, 18, 22 Ft. Towers. Le Rol Power Units.

RIDE-HI MFG. CO. Murphysboro, III.

BOWERS

Electric Kiddle Train Ride Only \$1,500.00 Complete K. MAX SMITH ENTERPRISES Russells Point, Ohlo

Alfresco Units Score Big Biz In Venezuela

NEW YORK, March 26 .- Venezuelans are still upping big dough for outdoor attractions, despite a leveling off in the general economic situation, Sam Bakerman, a partner with J. A. Borges Villegas in a top operating combo, announced here this week.

The successful two-year run of an ice revue using portable equipment and showing under their banner prompted the recent inking of Noel Sherman's Water Follies for an extended run which will open April 16 in the 14,000-seat Caracas bull ring. Unit is currently showing in the Sports Palace, Havana. A 40 by 160foot tank, containing both a diving and swimming section, is used.

Bakerman said the price scale in dollars would run \$1.80, \$4.50 and \$6. In line with experience gained thru operating the icer, no difficulty is expected in peddling upper-bracket ducats since, strangely, sales resistance is reflected only in the sale of cheaper seats. The success of this venture will probably result in the partners importing other big attractions such as a circus or rodeo. There is no difficulty in changing Venezuelan money into dollars, Bakerman said.

Park Biz Up

The Bakerman - Villegas - operated Coney Island Park and a touring carnival unit both increased their gross takes in the last year. While here Bakerman arranged for the shipment of a new portable Scooter, and a Rock-o-Plane purchased from Eyerly Aircraft. The purchase of several kiddie units and two or three other major rides is also contemplated.

Coney Island operates year-round on Saturdays, Sundays and holidays. Average attendance on Sunday runs is not less than 10,000, Bakerman said. Free acts are used on Saturdays and Sundays, with an average budget of \$4,000 covering about five acts. About 25 per cent of the talent is from the United States, with the rest coming from Europe.

Kochman Hell Group To Sport New Cars

NEW YORK, March 26. - Jack Kochman's Hell Drivers will feature new Dodge cars and trucks this season, it was announced here this week. Unit will play about four weeks of still dates before hitting its first fair date, July 19, at Selinsgrove, Pa.

Dates inked include 12 afternoon performances at the Canadian National Exhibition, Toronto; Eastern States Exposition, Springfield, Mass., and annuals at Richmond, Va.; Raleigh, Charlotte and Shelby, N. C., and Atlanta.

The show, which will be produced by Irish Horan, is skedded for several rehearsals at the Trenton (N. J.) State Fair grounds before preeming.

QUEEN OF THE FLYING RIDES

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STATIONARY & EIGHT CAR ELEVATED ORTABLE RIDE

NEW JET KIDDIE RIDE PARK RIDE

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And other Rides in big new AMUSEMENT PARK AND KIDDIELAND in Bronx Boro, New York City. Two million people. No competition. Adjoining the big and very successful Bronx Beach and Pool now doing capacity business. (10,000 per day.) Splendid location. This is the greatest park proposition now developing in this country. Every facility. Enormous parking space, Wonderful opportunity to get in on the ground floor. No junk and no takes wanted. Reliable people only. Refreshments open. Have seven office owned Rides.

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84 Richmond St., Painesville, Ohio

MONEY KIDDIE RIDES

DON'T WASTE SPACE on old style Kiddle Rides that earn little profit. Get rid of them. Put in TRAVER RIDES that gross much more than any of your present Kiddie Rides and three times as much as your old junk Rides.

DON'T MAKE THE MISTAKE of buying a Ride that will not get you big money. Buy the best KIDDIE BUGGY RIDE on the market . . . the one that started in Cleveland and is built only by Traver. It has beaten all other Kiddie Rides in receipts at Cleveland for nine years because it has those big beautiful horses, real motion, real harness, real buggies, real ballyhoo.

There is only one LUCAS KIDDIE BOAT RIDE. It gets the most money by far because it is better built, better finished, and it has all those splendid features and the flash that appeal to the kids and their mothers.

The BUS RIDE is a low cost Ride that gets almost as much money as the Boat Ride; more than any cheap imitation.

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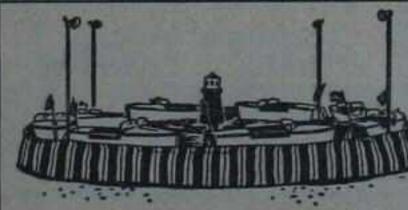
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Talent Topics

The Loyal Repensky family has | documented and authentic writesigned with Atayde Bros.' Circus in on popular circus joeys of Pin Mexico City for a three-month en- by Joseph A. Barry, with parties gagement. Troupe currently is with attention allotted to such Paris the Gran Circo Americano in San- favorites as the Fratellinis, Greturce, Puerto Rico. Its fair dates Antonet and Beby and Pipo start in June. . . . Billy Pape and Rhum. . . . Con Colleano, ace will Renee, perch act, will do a three- walker who will be a feature week run with the Clyde Beatty season with Cole Bros.' Circus Circus before opening at the Chi- currently starring at the Chicago Stadium April 24.

Oswald Lenzsch, former high wire subject of the March 20 issue artist, has gone into retirement at Parade, Sunday mag supplement. Logansport, N. J., where he intends to raise pheasants. . . . Jack and Ruby Landrus, midget clowns, have signed to play Tom Packs' dates opening in Nashville June 6. Duo was booked thru the Ernie Young office. . . . Adolph and Clara Delbosg received a neat bit of publicity-a three column picture and story-in The Akron Beacon-Journal Friday (18). Bill Green, Polack Bros. Eastern Unit press chief, made a deal with Sheriff Robert L. Smith to put Serenado II, the Delbosg musical horse, in jail for a spell and The Akron Beacon-Journal sent Staffer Keith Spriggel over to get a picture and a story. Polack's Eastern Unit wound up its Akron stand Saturday (26).

Joe Beach reports that he recently visited Edna and Mickey Gautier, Hazel and Marvin Case, Les Lamarr and Poppy, Los Gattos Trio and the Karolis, all of whom were playing the Court Square Theater, Springfield, Mass. At the Valley Arena in Holyoke, Mass., Beach caught the Wallabies, Harry Savoy and Mr. and Mrs. Claire, of Cole Bros.' Circus. . . . Last Sunday's (20) New York Times Magazine carried an arty but well

Hunefeld Again Gets Sacramento Stadium For Midget Racing

SACRAMENTO, March 26 .- The Board of Education here again has granted permission to William G. Hunefeld, Stockton, Calif., to stage midget auto races in Hughes Stadium.

Other promoters who bid for the stadium were Joe Gomez and Joe Williams, both of this city. Gomez offered 30 per cent of the gate to the school district, and Williams, 21 per cent. Hunefeld was granted the permit for 21 per cent.

Gomez contended his 30 per cent offer should receive consideration over Hunefeld's 21 per cent, while Williams held the permit should go to a Sacramento man instead of an outsider.

The board accepted Hunefeld's offer when school Supt. William J. Burkhard pointed out Hunefeld had pioneered midget racing in Sacramento and had spent much money in its development.

The permit carried a proviso that the race cars must have mufflers and the loudspeaker system be toned

down.

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d. New York; Mr. and Mrs. Al rsinger, Dodson's Imperial Shows; Sievens, Robbins Bros.' Circus; and Mrs. Renaud, Cole Bros. rous, and Mr. and Mrs. Gil May-

Pan American Animal Exhibit ned to good biz in Chipley, Fla., rch 13, with a one-day stand. hibit moved to Marianna, Fla., a two-day stand date. . . . Sam tren. Eastwood Park exec, is back Detroit getting the park ready for tentatively scheduled preview ning Easter week-end. Kutzen been vacationing in Florida. . . . a Swenson was in Chicago rently in behalf of Joie Chitwood's Drivers. From Chicago he went Kansas City to attend the Middle st Fair Circuit meeting.

ack Dickstein, manager of Edgeter Park, Detroit, was chairman the annual party held by the Defirst event in the org's new clubuse.... Clifford Sponberg was re-

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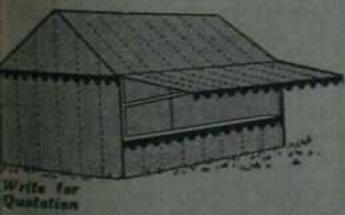
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Recent visitors in Hot Springs cently elected president and Mrs. included Mr. and Mrs. Les Fanny E. Faas secretary, of Southotchison. Montgomery, Ala., for-wick (Mass.) Fair Association. . . . Re-elected to head Blandford (Mass.) Mrs. Dwight Bazinet, Mr. and Fair were Warren Bordurtha, presi-George Hall, John R. Ward dent; Lee Wyman, secretary, and ows; Moe Epstein, Royal American Elwyn Wyman, treasurer. Dates are ows; Mr. and Mrs. Fred Meeker. September 4-5. . . . Richard Sagenchita, Kan.; Joe Hamm, Kansas dorf is the new president of Spencer y. Mo.; Lou Leonard and Sol (Mass.) Fair, Rep. Philip A. Quinn sserman, Chicago; George A. Ha- will continue as secretary. Dates are September 3-5.

> Rube Liebman, sales rep for Barnes-Carruthers Theatrical Enterprises, recently entered Methodist Hospital, Des Moines, for treatment of a stomach ailment. . . . Auglaize Wild West Show will open Monday, County Fair, Wapakoneta, O., will May 2. host the Bi-State Convention of Fairs (those in Michigan and Ohio) April Ranch will appear before the grand-28. Harry Kahn, Wapakoneta fair stand, along with other attractions. secretary, infos that 40 fairs have been invited to send representatives and that Howard Foust, manager, Ohio State Fair, Columbus, and Bryant P. Sandles, manager, Springfield (O.) Fair, will be speakers. Plans for the banquet call for a homecooked meal and acts. The gettogether will be held in Wapakoneta's Elks Home. . . . Bill Powell writes from Hong Kong that the park there is doing big business. "Plenty of people in the city with extra money," Bill says. . . . Benjamin J. Bump, nephew of the once noted midget, General Tom Thumb, plans to open a Tom Thumb museum at Middleboro, Mass. Bump reports that he and wife have collected most of the toy household furnishings and clothes used by the lilliputian.

Frank Winkley (thrill show and auto races) and Billy Collins, owner of the William T. Collins Shows, pent some time visiting with fairmen during the recent three-day short course on fair management sponsored by the Minnesota Federation of Fairs in St. Paul. . . . Ernie Young Agency has moved its offices to 203 North Wabash Avenue, Chicago, shifting from the Ashland Building, which is to be razed.

Dorothy Packiman, George A. Hamid, Inc., exec, is back at her desk after a vacation cruise in Southern waters. . . . Irish Horan, thrill show op, is on a swing thru the Midwest. . . . Max Cohen, general counsel, American Carnivals Association (ACA), reports that the org has been listed with the Ways and Means Committee for notification when hearings open on the bill calling for elimination of federal excise taxes on admissions under \$1. The bill, sponsored by Congressman Keating (R., N.Y.), would benefit all outdoor showbiz. . . . Chai and Somay, tumbling act on the Polack Western Unit, will not play sports shows in Grand Rapids, Mich., April 4, and in Minneapolis, April 16, as previously reported. Chai and Somay are under contract to Polack for the en-

Irving J. Polack, co-owner of Polack Bros., left Chicago Friday, March 25, for his home in Van Nuys, Calif., for a month's rest on orders from his physician.

Waco's Centennial **Tied In With Annual**

WACO, Tex., March 26.-In celebration of Waco's centennial celebration, local fair here this year will be called Waco Centennial Exposition. Event will be held October 24-30, following the Dallas Fair.

Exhibits will stress poultry, rabbit, school and agricultural displays. A new East Waco bus service has been put in operation and will bring visitors directly to the main entrance of the grounds. A large parking area will be ready for opening. W. S. Hammond, fair president, recently returned from a trip thru the East on business for the event.

Alabama Annual To Stage Rodeo; LN 3 Books Imperial

BIRMINGHAM, Ala., March 26 --Plans for the seventh Birmingham Stock Show and Wild West Round-Up, to be held at Fair Park here, have been completed by the Birmingham Ghamber of Commerce and the Alabama State Fair Authority.

Featured again this year will be young beef cattle to be shown by Alabama farm youth. The stock will be shown Wednesday, May 4, but the

Col. Zack Miller's 101 Wild West Last year Verne Elliott's Rodeo played the date, and Gene Autry was here for the 1947 rodeo.

Dodson's Imperial Shows will be on the grounds during rodeo week, and Kiddieland Park, with eight rides, will be in full swing starting April 30.

R. H. (Dick) McIntosh, veteran Alabama State Fair manager and amusement park operator, will again handle details of the rodeo. Andrew W. Smith, who has handled rodeo publicity for the Chamber for two years, will be associated with McIntosh for the rodeo, the amusement park and the 1949 State fair.

Elkins Festival Revived

ELKINS, W. Va., March 26 .- The Mountain State Forest Festival at Elkins, previously held annually until 1941, will be revived this year, Dates are October 6-8 and C. Wood Crawford is director general.

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Cushing Active In Manila Promosh

MANILA, P. I., March 26 .- Frank Cushing, well-known American highdiver, is handling a big Veterans' Victory Carnival and Exposition, which opened Friday (11) and will run thru April 10. Carnival layout occupies the old Tait location and special events are being put on nightly in the auditorium.

Cushing has a good line-up of rides, all of which he constructed during the past year, and a number of shows, concessions and commercial exhibits. As free attractions Frank Cushing does his high dive and his wife presents a spectacular high-pole act. Proceeds go to the National Federation of Veterans.

Average age at which a trouper ceases to think that another season on the road would put him in the chips enough to retire is 65.3 years.

Indiana To Try New Automatic Ticket Dispensers

INDIANAPOLIS, March 26.-Indiana State Fair this year will try a new system of dispensing and collecting gr te tickets, having leased 18 Automaticket ticket-dispensing machines and as many stub rod control boxes, Robert M. Schram, Peru, State fair board member in charge of the gates, announced.

Automaticket dispenses the tickets, which are then torn in half by a gateman, with one half going to the patron, the other to the gateman who places one half in a rod control box. This box is designed to permit a quick spot-check of tickets sold.

System is being tried in an effort to speed the flow of traffic, cut down losses on the reuse of tickets and reduce personnel. Leased thru General Register Corporation, New York, the machines will be purchased by the fair if they prove successful.

Roseville, Calif., Leases Part of Grounds to State

ROSEVILLE, Calif., March 26 .-A proposal to lease a site on the Placer County Fairgrounds here to the State for construction of an armory or a radar station was okayed by the Placer County Board of Supervisors.

Terms of the lease will be for 50 years at an annual fee of \$1; work on the new unit must commence within three years after the lease is signed.

The supervisors also approved the 1949 fair budget, which now will be submitted to the State Department of Finance for final action.

Minnie Circus, Railroad In Newark Dept. Store

NEWARK, N. J., March 26 .- Dunn Bros.' Circus, one of the country's largest and most complete miniature model circuses, has been installed in the children's department of Bamberger's Store as an Easter attraction, opening today. Admission charges are 14 cents for the kiddies, and 25 cents for adults.

In addition to the model circus there are several other attractions. including a miniature railway, at 9 cents a ride, and Humbux, the Magician.

Dr. Steinberg, SLA Legion Post Medical Officer, Dies

CHICAGO, March 26 .- Dr. Fred. B. Steinberg, medical officer of the Al Sopenar Showmen's League of America, American Legion Post, died in Chicago Wednesd y (16). Funeral services were held Friday (18).

Military funeral services were held. with an honor guard, composed of Sopenar Post members. At Waldeim Cemetery a full military burial service was held, including a firing squad, color guard and two armed color guards.

Heidelberg Track Sets AAA Big Care CSRA Midget Race

HEIDELBERG, Pa, March Sam Nunis, Eastern promoter of a automobile races, will stage the car auto races at the half-mile delberg Speedway on the outof Pittsburgh. The switch from C to AAA this week was announced Jack White, track general man-Three, possibly four, big car programs are planned for the c mer.

White said midget car racing start May 22, will continue to sanctioned by CSRA, with Suracing on the half-mile track Thursday night events on the que mile oval.

The track now seats 12,000, work already begun on a grande to provide added capacity. The stand will not be ready for the season, but circus bleachers no pressed into use on the infield to commodate midget race crowds.

Nunis may hold a 100-mile on the fast track later in the sum White said. One or two long m races also are being considered.

In addition to the auto ra White tentatively has lined up a deo, two thrill shows, and may s ule a circus and boxing in an to keep the new sports arena thruout the outdoor season.

SUSANVILLE, Calif., March Low bidder for a grandstand a Lassen County Fairground was H man & Company, of Susanville, a figure of \$55,900 if the construct is of wood and \$63,297 if of steel

However, awarding of a contract being held in abeyance by the of supervisors for further study the fair board.

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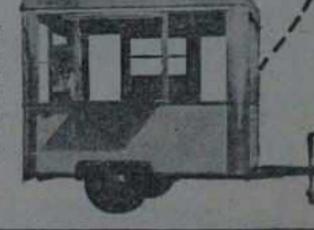
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Vunis Skeds Season Opener for Atlanta

READING, Pa., March 26.-Sam mis, auto race promoter, opens s Eastern American Automobile ssociation (AAA) big car au' race eason at Lakewood Speedway, Atnta, Sunday (27), one week before e season's opener here at the fairrounds April 3.

Nunis, who resides in suburban Cenhorst, said many drivers have een contracted to race under his enner. Line-up includes Bill Holand, second place money winner at ndianapolis in 1947 and 1948; Tommy linnershitz, runner up to Ted Horn n last year's Eastern AAA point tandings; Tommy Mattson, third in he Eastern pennant chase; Hank logers, who finished fifth, and Len toenig and Mark Light, who placed ighth and ninth, respectively. Also gned is Walt Brown, seventh place nisher at Indianapolis in 1947.

Nunis said his schedule this year alls for 50 race meets on tracks ast of the Mississippi River. Among is new operations are the half-mile anked Heidelberg Speedway, near ttsburgh, where he has scheduled iree big car meets in 1949 and the linnesota State Fair, where he has boked two days of AAA racing durig fair week.

mateur Hour, Zemater Acts Booked by Donnellson, Ia.

DONNELLSON, Ia., March 26 .cts booked for the Lee County Fair. be held here July 27-30, are a unit the Major Bowes original Amateur our, booked thru the Boyle Woolilk Agency; free acts and stage reues, booked thru the Charles Zeater Agency, and units of the Jimue Lynch Death Dodgers. There ill be harness racing on the afteroon programs, July 28-29.

Officers of the fair are C. J. Ward. resident; W. D. Krebill, vice-presient; A. D. Krebill, vice-president; R. Doherty, secretary, and M. G. ddicks, treasurer.

Fine Tooth Comb

NEW YORK, March 26 .- The launched Westchester County Fair Association is using a novel approach in drumming up sales of exhibit space for its first edition of the fair. skedded for September 9-17. thru insertion of the following ad running in classified columns of county papers.

"Choice concession space available in the million dollar edition of the 1949 Westchester County Fair. . . ."

Looks like a five star rather than a first edition.

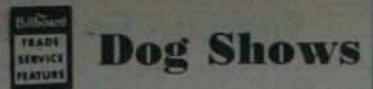


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COLORADO

Denver-April 8-9. Gladys A. Scott, 1620 Wazee 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 Foley, 2009 Ranstead St., Philadelphia.

FLORIDA

lacksonville-April 24. Mrs. W. H. Kendrick. 9730 Eisenhower Road.

GEORGIA

Atlanta-April 15. Mrs. Doris A. Lewis, 849 Ciliton Road, N. E. Atlanta-April 16-17. Ruby Worthington, 688 N. Highland Ave., N. E. Columbus-April 12. S. L. Speight Jr.

INDIANA

Hammond-April 24. Mrs. V. E. Greenland, 6048 Calumet Ave.

MARYLAND

Baltimore-April 24. Poley, 2009 Ranstead St., Philadelphia.

MICHIGAN

Adrian-April 9. Marion E. Kahle, 723 N. Broad St.

NEW JERSEY

Teaneck-April 10. Stephen P. Averill Jr., Westwood, N. J.

NEW MEXICO

Santa Fe-April 9-10, Mrs. Thomas T. Knight,

NORTH CAROLINA

Asheville-April 11. Nancy Maudin, Box 1326 Charlotte-April 7. Mrs. M. C. Ballard, 1901 Wood Dale Terrace. Durham-April 5. Mary A. Bowden, Box 131.

OHIO

Cincinnati-April 30. Arthur Meik, 3331 Cavenaugh Ave. Columbus-April 24. Mrs. Edna V. Edholm, Pataskala, O.

Foledo-April 8 and 10. Foley, 2009 Ranstend St., Philadelphia. Youngstown-April 3. Patrick E. Cisine, 1651 Mahoning Ave.

OKLAHOMA

Tulsa-April 30, Mrs. Clara M. Alford.

OREGON

Salem-April 2-3 Col. John M. Hamilton, 7040 N. Seward Ave.

PENNSYLVANIA

Scranton-April 2. Foley, 2009 Ranstead St., Philadelphia.

SOUTH CAROLINA

Greenville-April 9. J. H. Cannon Jr., Box

TENNESSEE

Chattanooga-April 19, Mrs. Leonard Trenholm. 502 S. Crest Road. Oak Ridge-April 23. Mrs. Dalay W. Jackson,

Kingston, Tenn.

TEXAS Austin-April 11. Mrs. Walter B. Sorenson, 1404 Concordia Ave.

Corpus Christi-April 14, C. R. Crawford, 459

Dallas-April 3. Bernard L. Pulton, R. 7, Box

Wilshire Blvd.

Houston-April 17 Mrs. John O. Edwards.

Box 2410.

Lubbock-April I. Mrs. Harold Ball, Route 7. Odessa-March 30. Aletha M. Conner San Antonio-April 10. A. C. Berry, Box 754. Waco-April 5. Frank Alexander, 1633 Pine St.

VIRGINIA

Alexandria-April 21 Mrs. Gabrielle E. Por-Port Myer-April 21 Poley, 2009 Ranstend St., Philadelphia.

Predericksburg-April 17. Poley, 2009 Ranstead St., Philadelphia;

Newport News-April 2, Poley, 2009 Ranstend St. Philadelphia

Richmond-April 16, Poley, 2009 Ranstead St. Philadelphia.

Roundke-April 15, Foley, 2009 Ranstead St., Philadelphia.

Virginia Beach-April 3. Poley, 2008 Ranstead. St., Philadelphia.

WASHINGTON

Spokane-April 21-24. Mrs. Mary J. Rogers. Route 5

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HAW THE BEINING

137-139 Marine St. OCEAN PARK, CALIF.

Mich. Gov. Signs Bill Barring Muts At Det. After '49

DETROIT, March 26.—Recent hectic history of the Michigan State Fair this week moved into an era of relative screnity, with the Detroit city council appearing as the champion of the present operation. The council by a unanimous vote, supported the retention of the fair at Detroit-in answer to a move in the Legislature last week to sell the fairgrounds here and move the fair to either the Michigan State College plant at East Lansing or some other location.

Because of conflicting interests, it is considered unlikely that the proposal to move the fair will be adopted. A similar campaign, aimed particularly at moving to Grand Blanc was made two years ago but failed.

By action of the Legislature, approved this week b Gov. G. Mennen Williams, 1949 will be the last year to see racing with pari-mutuels at the fair track here. Move is in line with the plans of a group to construct a race track, at a reported cost of a million dollars, about a mile and a half away from the fairgrounds.

Sydney Royal Faced With Space Problem

SYDNEY, Australia, March 26 .-Sydney's Royal Easter Show is threatened with a serious problem as some 23,000 bales of wool have been stored in the fair's Hall of Industry and other pavilions and a strike of warehouse men and packers is holding up shipments out of the city.

The Easter fair, April 9-20, is the biggest of its class in Australia and industrial firms are already installing their exhibits. Should the strike prevent the clearing of the halls many of the exhibitors will not be ready to open on time.

In view of the cramped quarters occupied by the Royal Agricultural Society, which runs the Easter fair, a proposal has been made by the government to transfer the Sydney Cricket field and the Sports Ground. adjoining the RAS grounds, to another site and to turn over the two plots to the RAS.

While no estimate of the cost of the proposed scheme has as yet been Wilkes-Barre-April 5. Poley, 2009 Ranstead made by the government, it would run from \$1,000,000 to \$1,500,000 and take five or six years to complete.

Charlotte, Mich., Signs Lueders' Grandstand Show

CHARLOTTE, Mich., March 26 .-Grandstand show for the Eaton County Fair here has been awarded to Henry H. Lueders, United Booking Association, for the sixt! consecutive year. Show will use two units, opening with the Continental Revue for two days. Broadway Varieties of Fort Worth-April 2. Wm. V. Plankey, 2017 1949, a combination of vaude and circus acts, will be used the remaining two days.

Floyd E. Gooding Gooding Amusement Company, has the midway con-

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43/16. Write for prices.
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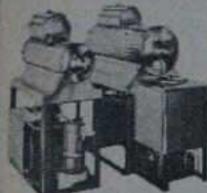
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Electric Candy Floss Machine Co. Nashville 4 Tenn.

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OPEN STATE MARKET. BIG CABBAGE CROP. April 9. First Show in. Nopercentage. Nodrunks.

LANKFORD OVERLAND, Moultrie, Ga.

Carnival Routes

Send to 2160 Patterson St., Cincinnati 22, O.

Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Austin, Tex. All American Midway: Presport, Tex. American Eagle: Bolivar, Tenn. American Midway Freer, Tex. Barlow's Big City: East St. Louis, III., 6-17. B & H. Ellenton, S. C. Big State Am Co.: Alvarado, Tex. Blue Grass: Augusta, Ga. Bogle & Reese: Arma, Kan., 7-16. Bohn & Sons United Monticello, Ark. Bullock Am Co. Great Falls, S. C., 2-9. California: Santa Barbara, Calif. Capell Bros. McAlester, Okia. Capital City Winchester Tenn. C & B Am. Co.: Union, Miss. Central Am. Co.: Beaufort, S. C., 2-9. Community Fairs Maywood, Calif., 30-April 3 Chino 6-10

Crescent Am. Co., Kilgore, Tex. Crystal Expo.: Douglas, Ga. Deluxe Amusement Co.: Charleston, S. C. Denton, Johnny J.: Morristown, Tenn.: John-

son City 4-9.
Dickerson: St. George, S. C.
Down River Am. Co.: River Rouge, Mich., 1-9. Drew, James H.: Gaffney, S. C. Dudley, D. S.: Wichita Falls, Tex., 2-9. Dumont: Plymouth, N. C. Dyer's Greater: West Helena, Ark., 1-9.

See CARNIVAL ROUTES, page 90

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: (Washington & Hill Sts.) Los Angeles, Calif., 30-April 10. Biller Bros. Mobile, Ala., 8-10. Dales: Union. S. C., 7.

Hamid-Morton: Washington, D. C., 28-April 3 Newark, N. J., 5-10 Hoxle Bros.: Callahan, Fia., 30; Hilliard 31;

Folkston, Ga., April 1; St. Marys 2; Wood-King Bros.: Texas City, Tex., 31; Baytown

April 1: Port Arthur 2: Nacogdoches 4: Rusk 5: Henderson 6 Lisogar, Roy (Centralia) Centralia, Mo., 29-30: (Roosevelt) St. Louis April 1-2.

Polack Bros. (Eastern): (Auditorium) Clarks- Guenther Wallenda, Mrs. Whitey ran across the Hanneford family. burg, W. Va., 30-April 4; (Municipal Arena) Norfolk, Va., 6-12.

Polack Bros. (Western): (Coliseum) Dayton, O., 28-April 2; (Murat Shrine Temple Aud.) Indianapolis, Ind., 4-13.

Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York 6-May 8. Rogers Bros.; Melbourne, Fia., 29; Titusville 30; Eustis 31; Orlando April 1-2; Sanford 4. Seal Bros.; McGregor, Tex., 29; Meridian 30; De Leon 31; Rising Star April 1; Coleman 2;

Bronte J: Ballinger 4: Winters 5; Baird 6. Sparton Bros.: Grantville, Ga., 28; Whitesburg 29; Tallapoosa 30; Villa Rica 31; Stilesboro April 1; Dallas 2.

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it Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Draws any size drink continuously without turning lever off-10 to 15 drinks per minute-Draws delicious solid drink with slight amount of toam when handle is turned to one side, and a creamy drink when turned to other side Also DISPENSERS for Coca-Cola and Root Beer.



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DRESSING ROOM GOSSIP

Polack Bros. Western

The Chicago engagement was pleasant for Josephine and Slivers Madison, Chester (Bobo) Barnett and Morris Gephart. The Madisons were guests of Josephine's parents, Mr. and hit just below Memphis, but no har-Mrs. Ringuso, and the two clowns were guests of Mrs. Clara Shublin. mother of Dorothy Barnett.

Those taking part in a two-hour show at the Hines Hospital Included Bogino Family, the Cycling Sidneys, Chai and Somay, Roberta and clowns Freeman, Griebling, Griffin and

Beecher.

Rex Ronstrom was given a surprise birthday party by members of the Medinah Temple band, They serenaded him and gave him a cake in the form of a drum and drum major. He also received a leather toilet case. Vickie Berosini also had a birthday party and received many gifts.

We like the original entrance Harry Dann makes in the aerial ballet.

Laugh of the week-Gene Randow, boss clown of the Eastern Unit. wanted to pay a visit to clown alley but could not get by the pass gate. He had to buy a ticket for \$2.50. That's what we call visiting first class. Other visitors from the Eastern Unit were Jack Klippell, Nate and Marsha Lewis, Jack Harris. Mustapha, Elmer Santana and Betty

Mr. Canestrelli, La Tosca, Ernie Miller show. After a short visit with Young, Rev. Marcel La Voy and Obert and Dory Miller we next made mother; Jimmie De Cobb; Teresa, a stop at the Hugo Showmen's Club Tommy and Pat Adkins; Mr. and and were entertained there by Shorty Mrs. Angelo Ringuso, Mr. and Mrs. Gilson and August Kanerva. Final Joe Coyle, Francisco; Dr. H. H. visit was to Stevens Bros. Charles Conley, president of CFA; Red Carter, and Jewel Poplin, who had been in Jimmie Picchiani, Joe Ambrose, Lind- Hugo readying the Liberty act for the sey Wilson, Joe Madden, James S. show, opened in Long Beach. As Hanney, Charles Jones, Tad Tosky, we traveled down the highway we Wilbur and children; Walter and LAURENCE CROSS. Anna Blix and daughters; Hally Mc-Cabe; Jack Irving of AGVA; Mrs. Landon of the Landon midgets; Mrs. Edna Dee Curtis, the Maschino Troupe, Harold Ramage, George Valentino, Mrs. Clara Shublin; George, Eva and Bobby Sharpe, Mr. and Mrs. Ed Panto, Mr. and Mrs. Grover Jen- Mich., went instead to Austin, Tex. kins, Mrs. Art Law, Mable Carroll, Margaret Herdein, June Kirby, trunks to Stockton, then had to have Frances Place, Jean Meyer, Jules them forwarded to the Lone Star Swankman, Tony Lui, Sam Levy and State. Paul Geyer.

and Dorothy Ward, was on the sick opening day in Lansing when she HSt.-FREDDIE FREEMAN.

Sparton Bros.

Show opened under canvas in show. Georgia in late February and has been moving along on schedule. Business, like the weather, has been good and bad.

for a few days with injuries suffered | Charlton. in a fall from her swinging ladder. Barbara, our gal clown, gets a hefty doesn't keep abreast of the times. At mitt from the audience. Dick Hunt, Mike, Acker and Kay get their share troduced. of applause. Rose Washington and her dogs are featured in the program.

Show is heading north and we expect to be in Ohio the latter part of April.—MARIE LAROY

Misc. Routes

2160 Patterson St. Cincinnati 22. O.

Burke's Jack W. Dixiana (Dixie) Lewisburg Tenn. 30 (Franklin) Franklin 31; (Rivoll) Winchester April 1: (Academy) Lynchburg.

Henderson-Swanz Karaton Show Majestin Johnson City, Tenn. 30; State: Kingsport 31; (Paramount) Bristol. Tenn. April 1; (Liberty) Benfurd Va. 1; Academy Lynch-burg 4; (Lafayette: Charlotterrille 5;

Herbers & Ragan Eshibit, Marion, Ind., 18-30; Hokomo 31-April 2; Goshen 4, Elkhars

Pan-American Animal Exhibit: Pensacola Fia. 30-April 1. Plunkett's Stage Show: Sanderson, Tex. 4-6.

Marathon 7-9.
Skating Vanities of 1849 (L. M. A. Auditorium) Flint, Mich., 30-April 3. (Armory) Rochester.

Clyde Bros.

The jump from Owensboro, Ky, v the naval air base at Millington Tenn., was made in the rain. We rae into the outer edge of the tornado the was done to the show equipment.

The building in Millington was speclous. Most of the personnel slept ! the barracks. The writer especially got a kick out of sleeping in G.I. barracks again and not having to fall out for reveille. The only one who observed regulations and responded to reveille was Tommy Bently.

Charles Cuthbert's band was aurmented by 15 men from the navy band. They did a great job,

Phil Wright was on the sick list for several days but is back in the program again.

Roy Atkinson is making a hit with his miniature dog walkaround, and Happy Johnson gets plenty of laught with his comedy traps. Glen and Ethel Henry's youngest daughter, Shirley, made her debut in the rolling globe act. Clara West and Marie Henry had a vacation during the Millington date as the naval base had all

the concessions.

Show moved to Long Beach, Calif. for an extended tour. En route to the Coast, Cuthbert and the writer made a side trip to Hugo, Okla., to visit showfolks there. First stop was all the home of Vernon Pratt, next came Visitors also included Bert Wilson, the winter quarters of the Kelly-

Polack Bros. Eastern

Promoter Sam Ward, originally scheduled for Stockton, Calif., a Western Unit engagement, after Lansing, for this org. Bill Kay shipped his

Melitta Wicons certainly threw a Skeeter Ward, infant son of Eddie scare into customers and performers stepped into the loop of her let-down rope and dropped over 20 feet before the rope stretched taut. Despite painful rope burns, she worked the night

A hand balancers' club has been Members include Kurt formed. Wicons, Elmer Santana, Charley Borza, Walter Long, Bob Porter, Bobby Jackson was out of action Juanito Lopez, Pepi Borza and Ray

> Never let it be said Henry Kyes every show a popular hit tune is in-

Elmer Santana and Betty Brasno finally got their new Pontiac station wagon. They taxi the personnel to and from the buildings. Mabel Stark, who damaged her new Buick leaving Flint several weeks ago, has the car back and will start out afresh.

Those belts Jack Harris turned out for the flying act are really flashy. Stephen Mustaffa's wife, Jeannette,

suffered a heart attack before an evening's performance, but didn't miss the show. Adolph Delbosqu stricken with pneumonia during the run in Brooklyn, is still recuperating. W: were all happy to learn that Don Dorsey is recovered from his fall and will join the Garden Bros ' Circus in Canada this spring-

Prior to the opening matinee in Akron, a Shrine luncheon was held at the Mayflower Hotel, Attending were Dave Kind, Kris Krenkle, Bill Green, Ernie Wiswell, Hubert Castle, Henry Kyes and Clara Delbosq.

When Gene Randow visited the Western unit in Chicago he was re-

ed admittance via the stage door, he bought a ticket-in the dress cle no less! Others who visited inided the Mustaffas, Elmer Santana, tty Brasno, Jack Klippel, Jack Har-Terry Peers and Nate and Marsha wis. Stopping off at their homes en ite to Akron from Lansing were e Wiswells, Irene Lafferty, Ed and oebe Raymond, Frank Hogan and rn Henry.

All of us send congratulations to rold Barnes, tight wire, recently urried in New York.

Connie Wilson is going strong in costume department. Her newest tomer is Dwight Moore. Skip Man-'s wife, Helen, is on the show for a ef vacation. Helen now has a three-I skating act known as the "Whirl-

The Flying Wards, who had to use ir upright rigging for the first e in the Akron Armory, were senonal -BILLY BARTON.

Ayres-Kathryn Davies

En route to Oakland, Ill., the pony ick was forced into a ditch by an coming car. Truck was turned er but no one was hurt. Org has urned to quarters at Dixon, Ill., ere it will remain five weeks bee opening under canvas at Dixon. te and Ollie Heerdink have rened to their home in Evansville, , while remainder of personnel I remain at Dixon to assist in getg the summer show ready. A Side w will be added. - JOHNNY AZIER.

harles Sparks Struck By Car on Macon Street

MACON, Ga., March 26.-Charles arks, former circus owner who ired several years ago, and residin Macon, is recovering from uries suffered when he was struck an automobile while crossing a wntown street.

sparks was not seriously hurt but s confined to his room at the Hotel R-B Philly Lot Okayed mpsey for several days under care a physician.

bbby Hasson, Side Show Manager, Loses Left Eye

LOUISVILLE, March 26,-Bobby sson, manager of Cole Bros.' Side ow, expects to be discharged from Joseph's Hospital here Sunday 7), following the removal of his

Hasson was struck in the eye by a ce of steel while supervising conuction of a new platform at the le winter quarters here.



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business buy from Concession Supply Company get dependable equipment. Conces-sion offers a com-plete line of floss machines, popcorn kettles wattle molds and candy pullers, all designed for rugged wearability. Conces-sion Supply of-fers the only

direct drive vibrationless tioss machine on the immediate delivers, only \$275.00. Popcorn smoother operation at only \$275.00. Popcorn stance on delivers, capacity at \$12.00 to 5.0. B. Toledo. 35-ct. super kettle at 37.50. Also complete line of new and sed floss machines. Write

CONCESSION SUPPLY CO. World's Largest Floss Muchine Monufacturers

Hamid-Morton

The building in Wichita, Kan., was a bit on the small side but the location was excellent and we could park the trailers inside the building.

At Wichita, the home town of Peaches O'Neill's husband, there was much entertaining. Peaches invited all her girls to a dinner in her inlaws' home. Delores Malos left the show to undergo an operation and is doing okay.

The Loof brothers created a new illuminated rope ladder to climb up to their rigging. The Five Ericksons, with their spinning glass balls in one of their numbers, make a great flash

New costumes were purchased in Wichita by Francine Valante, Peaches O'Neill and the writer. Bob Morton purchased a new costume for Miss Caldonia, who works the elephant act,

Len Humphreys celebrated his birthday in Wichita. Morton presented him with a wrist watch.

Most everyone still is talking about Tulsa, Okla. We were there for the Fat Stock Show, and between dodging cows and the girls with the milk buckets, the cowpunchers and the teen-agers in the calf scramble, we had a lot of fun. Everybody went Western and showed up in a cowboy or cowgirl outfit. Mary Romas took

John Pawling, Eastern Get Delaware Charters

DOVER, Del., March 26. - Two circuses have been chartered with the corporation department of the office of secretary of state. They are: The John Pawling Great London Circus Company, Inc., capital 250 shares, no par value. Its principal office is given as the Corporation Trust Company, Wilmington.

Eastern Circus Equipment Company, Inc., 250 shares, no par value. Its principal office is also the Corporation Trust Company. Purpose of both is to deal in entertainment,

For May 23-28 Showing

PHILADELPHIA, March 26 .- The site at 11th and Erie Avenue was approved this week for the use of the Ringling circus from May 23 thru 28, it was announced by George Kington, acting fire marshal. Application was made by Waldo T. Tupper, circus agent.

The Big Show has used the Erie Avenue lot for many years, altho the circus ran into opposition last year when it was caught in the middle of a local fight over concession rights on adjacent streets.

Zack Miller's 101 Ranch

Set for Gulfport, Miss. GULFPORT, Miss., March 26. -Zack Miller's 101 Wild Ranch Show will play here April 7-9. Show opened the season Friday (18) in Dothan, Ala., for a three-day stand, auspices of the Kiwanis Club. Other dates include Macon, Ga., April 14-16; Columbus, Ga., April 27-30, and Birmingham, May 2-8.

Jack Webb, veteran rodeo performer, will appear at the Gulfport and Birmingham performances.

Ocean City, N. J., Allots 30G for Boardwalk Repair

OCEAN CITY, N. J., March 26 .-Resort commissioners this week adopted on final reading an ordinance authorizing the expenditure of \$30,-000 to complete the south end of the resort's Boardwalk.

The redecking of one portion of the walk at a cost of \$44,000 has been completed. Another section is being rebuilt at a cost of \$35,000.

part in ladies' milking contest.

The coffee stand was the hangout for all those who had no trailers. since the building was miles from town. Frank and Francine Valante almost owned the coffee stand.

In Tulsa, the Loof Rios saved themselves by catching on the side ropes when the anchor broke while they were working. When Mike, the catcher for the Flying Romas, somersaulted to the net at the end of the act, the net gave way, and it took three stitches to fix up the cut in his head. He was back in the show next afternoon.

Mr. and Mrs. Thomson, of clown alley, and Mrs. Walkmir and her son, Mickey, were on the sick list in Tulsa, but are okay again .- CON-CHITA.

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Look at Our New Dallas Address Below HERE ARE SPECIAL GET-STARTED PRICES FROM BLEVINS THAT WILL SAVE YOU MORE!

POPCORN BEE-HIVE Hybrid, guaranteed to make you more money, special price in

5-bag lots, only \$8.90. BEE-HIVE "331" in 10-lb. cans. Buy 10 cans @ \$1.25 each and get 2 cans FREE. Buy 5 cases @ \$7.50 and get 6 cans FREE! 6 to case.

PEANUTS Raw No. 1 Fancys. Virginia grown, in 5-bag lots, only . . \$16.00

Raw Jumbos, in 5-bag lots 19.00 Roasted No. 1 Fancys 18.95 Roasted Virginia Jumbos 23.75 (Peanuts slightly higher in Texas) SNOW-MAN Concentrates, in 8-qt. lots, only\$1.25 Qt. SNOW-MAN Syrups, full strength, in

FLAVORS

8-gal, lots, only 1.25 Cal. PRINTED CUPS. 5-M lots 3,00 M WOODEN SPOONS 1.75 M METAL SPOONS . 1.75 M

COME BY AND SEE OUR EQUIPMENT DISPLAYS
We have just opened our new HEADQUARTERS EQUIPMENT SHOWROOM in Nashville.
If you will come by and see ALL our prize winning equipment before you buy, you'll save more than enough to pay the expense of your trip! Other equipment displays in Atlanta, Dallas and Arcanum, Ohio. A FREE PRIZE IF YOU VISIT US.

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NASHVILLE

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ARCANUM Near Dayton, Ohio) Popcorn Square C. A. Stallings

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The new Electric Counter Model Popcorn Machine and Grill is built to last . . . backed by Concession Supply Company's 44 years of manufacturing experience. Equipped with 8 qt. Kettle Popper, 110 volt 1500 watt heating unit with three-way three-heat switch. Storage case is all aluminum with double strength glass on three sides. Stainless steel bottom meets all State health requirements. Buy this outfit today and get in on big cash profits. Also complete line of popcorn kettles from 8 qt. to 35 qt. capacity, new and used floss machines, candy pullers and waffle molds. Write for full story. Terms: 25% with order, balance on delivery F. O. B. Toledo.

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Size: 18"x24"x28" high.

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SAVE TIME SAVE MONEY

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Early Opening Forced

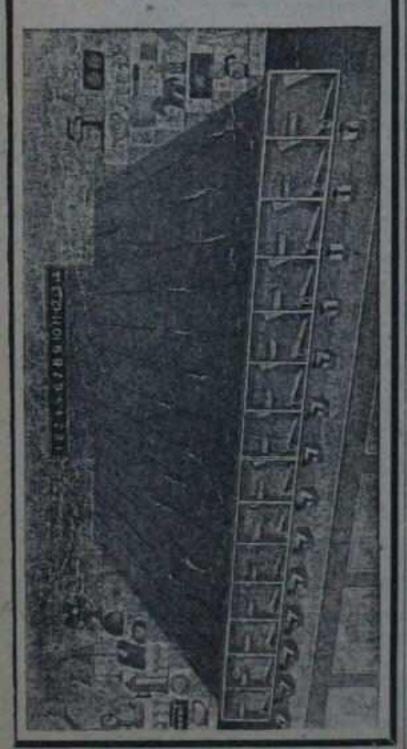
KENNEWICK, Wash., March 26 .-Opening day at Tri-City Amusement Park here, owned by Ralph Robinson, former concessionaire, proved a big success. People started moving in at noon, forcing Robinson to open the gates at that time instead of at 2 p.m. as planned.

All rides did big business, with the Roller Coaster and Merry-Go-Round running one-two for first-place Two army searchlights money. helped advertise the park opening

The atomic energy works here, according to Robinson, is adding 20,000 new workers, bringing the total to 35,000 employed at this spot. Too, he said, the McNary Dam has added 8,000 to its pay roll in recent weeks.

Concessionaires enjoyed a big open-(See Tri-City Spot Opens, page 109)

MUSEM RESORT GROSSING CREYHOUN ARE



Answer Questionnaire:

Opens to Good NAAPPB Group Girds for Battle On 20-Cent Admission Tax

Huedepohl, executive secretary, National Association of Amusement Parks, Pools and Beaches (NAAPPB), who returned this week from Boston the New England Association of Amusement Parks and Beaches, is making no secret of the fact he's dispointed with park owners and opera-

The NAAPPB secretary pleaded for park men to return the admission tax questionnaire sent out from the Chicago office under the signature of the association's president, Harry J. Batt, Pontchartrain Beach, New Orleans.

It's Important

"This questionnaire is important," Huedepohl said. "We are trying to compile tax statistics from parks thruout the nation in an effort to help us in our battle for the elimination of the 20 per cent tax on admissions going for 20 cents and under. Evidently the park owners and operators to whom the questionnaires have been sent do not think it's important. This survey is being made to help each and every park owner and operator and it is imperative that we receive all the returns possible. At present, only about 10 per cent of the questionnaires have been returned.

"As per our letter, all replies and figures will be held in the strictest confidence, but we need these figures so we may have some ammunition when the special tax committee meets with the House Ways and Means Committee and the Senate Finance Committee."

a representative amount of questionnaires are returned, figure out just how much actual tax is paid to the government on all admissions of 20 cents and under. This amount, Huedepohl figures, is very small and that one item will give the NAAPPB's committee something to talk about when it meets with government committees.

Plan To Meet

When all information is compiled, Batt, Leonard B. Schloss, Glen Echo Park, Glen Echo, Md., chairman of the NAAPPB's legislative committee, and C. Melvin Sharpe, Washington attorney, hope to meet with the House and Senate committeees to discuss doing away with the admish tax.

Huedepohl, who excels in figures, came up with some big ones in getting over his point. He said that if the admission tax is discontinued it would cause no great shortage in the U.S.

"Parks cater to the workingman and his family," Huedepohl said, "and doing away with the tax on admissions of 20 cents and under would increase the per capita spending of folks who patronize amusement parks. For instance, take a kid who has \$1 to spend at the park. Actually, he gets to spend only 82 cents of that dollar. The other 18 cents goes for taxes.

"In 1947, for instance, the government collected \$7,283,000,000 in excise

Batt Visits Capital

WASHINGTON, March 26 .-Harry J. Batt, president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), visited Washington en route home from the New England park meeting. While here he conferred with C. Melvin Sharpe, legal consultant of the NAAPPB and with many of Batt's friends in the Senate and House in quest of sympathetic interest in the battle for the admission tax reduction.

CHICAGO, March 26 .- Paul H. taxes. Of that amount, \$479,500,000 came from admission and dues. This means that only 6.6 per cent of the total tax collected came from admiswhere he attended the meeting of sions and dues. I maintain that the elimination of the tax on tickets 20 cents and under would mean only two-tenths of 1 per cent cut off the total of admission taxes collected.'

See Good Chance

Huedepohl and the legislative committee of NAAPPB believe if they can show the government how little money would be lost by doing away with the tax and at the same time showing how it would help the average workingman and his family in getting wholesome recreation they stand a good chance of getting the tax eliminated.

"But we have to have statistics to back up our story," Huedepohl said, "and we have to get those statistics from the park men themselves. That is why it's imperative that the tax questionnaire be returned at once filled out properly."

Steel Pier Gets 250G Facelift; To Run Easter

ATLANTIC CITY, March 26 .-Anticipating a big summer season, case Park, has some of its kidde which will get a head start with the rides along the boardwalk front Huedepohl said his office will, when Easter Sunday holiday week-end, George A. Hamid, Steel Pier owneroperator, announced that the ocean amusement center is undergoing a \$250,000 renovating and redecorating job. Having dropped his lease on Hamid's Million-Dollar Pier, Hamid will devote all of his energies to the Steel Pier.

> For the Easter holiday Hamid has booked in the Harry James band with other name attractions to be added. Plans are to keep the pier open for week-ends until the regular daily 25,000 shrubs and flowers, while operations start in June.

The exterior of the pier is being repainted from stem to stern. All the theaters have been repainted, recarpeted and redecorated. More than \$50,000 was said to have been spent in refurbishing the Marine Ballroom which was damaged slightly by a minor fire last summer. Murals representing all of the United Nations will grace the walls of the ballroom and a brand new bandstand, in nautical styling, has been installed.

The stadium end of the Pier, where the thrill circus and water sports will be staged, has been enlarged to accommodate greater crowds and has been completely renovated.

The redecorating job on the Music Hall Theater, where the big vaudeville shows are housed, will be finished in time for the Memorial Day week-end.

Plan 30G Kidland For OmahaFunspot

OMAHA, March 26 .- Officials of the Richman-Carpenter Amusements have notified city council that they plan to erect a \$30,000 kiddieland in athletic fields. Carter Lake Park here. Richman-Carpenter proposes a movable set-up to tie in with the park and recreation commission's proposed development of the lake front.

The proposal offers the commission 20 per cent of the gross and 18 per cent of the refreshment gross.

Spring Brings Chilled Crowds To N. Y. Spots

NEW YORK, March 26.-While b Sunday (20) was officially listed the first day of spring, the tempera ture here was anything but spring like. Despite the chill breezes, how ever, Coney Island, Rockaway Beart and other outdoor spots drew large turnouts. Rockaway Beach registers the biggest mark, but this was large due to an influx of summer resident in search of bungalows for the com ing season and for the inspection of a large block of cabins which are t be sold at auction April 2.

At least 10,000 optimistic free air fans visited Bear Mountain Paron the Hudson and about 4,000 a them had the good sense to bring along skis or other winter spor equipment, since winter sports were still in order at some spots there.

While Coney Island and the Rock aways are active to some extent the year-round, the resort season will gradually get under way at thes spots starting this week-end. Cone Island's Merry-Go-Rounds and othe covered rides operate most of the year, on week-ends, but Rockaway amusement area usually waits for Decoration Day before taking the wraps off rides and attractions. However, this spring Rockaway's Playland will tee off Sunday (27), with kiddle rides and Penny Arcade going into operation in the afternoon, followed by week-end operation (two days) beginning April 9, and full operation starting in June.

Tilyou's Remains

Coney Island's only remaining amusement park, Tilyou's Steepleoperation week-ends, but the man section of the big park is still in the hands of the park's maintenance crew and will open May 21. Rubbish and rubble of fire-gutted Luna Park b gradually being cleared out to provide a new parking lot, while group of new buildings is being erected on the park's frontage along Surf Avenue.

Playland, Westchester County swanky funspot at Rye, N. Y., w. be embellished thru the planting t rides, swim pool, refreshment stand and other attractions are being made ready for opening May 21.

Jones Beach, de luxe recreation unit of the Long Island Park Commission of New York, has its yearround crew of 50 workmen busy overhauling structures and equipment in preparation for the summer. The actual opening of park's swim pools, game areas, restaurants and other attractions depends on weather conditions, but activities get under way during May.

Palisades Opening

Palisades Amusement Park, which enjoys an ideal location on the cliffs of the Hudson, will get off to a early start with its official opening set for April 16. Owners Jack and Irving Rosenthal are going all cu in decking out their funspot in brilliant colors and lights, as well as installing several rides and attractions on the park's midways.

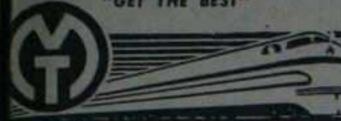
New York's municipally operated beach resorts and swim pools are als being readied for summer. In addi tion to the city's large beach resorts Jacob Riis Park, at Rockaway Beach Orchard Beach, in the Bronx, and South Beach and Wolf's Pond, States Island, the city's park departmen also operates 17 large outdoor swin pools, scores of pinygrounds and

HARRISBURG, Pa., March 28 .- A bill requiring complete State Inspection of all public swim pools before they are opened each season has been approved, 205 to 0, by the House Representatives and sent to the Seaate for action.

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NICK DIONISIO O. BOX J LAURENCE HARBOR, N. J. Matawan 1-2224

Olympic Preps Pollution Talk For Week-Ends; Preems May 21

IRVINGTON, N. J., March 26.— Henry Guenther's attractive Olympic Park is undergoing its annual preopening fresh-up under supervision lic's reaction to the publicity recently of Bob and Henry Guenther Jr. Mild winter has left the park's picnic groves, buildings and rides in excellent condition, with only routine, minor repairs and paint jobs required.

While the official opening is set for May 21, the park will offer two weeke...d previews, May 7-8 and May 14-15.

Henry Guenther will maintain Olympic's policy of presenting two band concerts and two circus performers daily, beginning May 21. As usual the Olympic Park band will be under the direction of Joe Basile, with the circus talent provided by the George A. Hamid office. Also a fixture are the fireworks displays provided by Fred Murray, of the International Fireworks Company, on holidays and other special occasions.

Olympic's huge outdoor swim pool, a big summer drawing card, goes into operation May 28, in time for the three-day Decoration Day week-end holiday.

Only major rides skedded to be added to the park's set-up are a new miniature railway, occupying the spot formerly held by one of the

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Park opens April 15 to Oct. 2, 1949. Write: HENRY D. JOHNSTON, Mgr. BOX 1588, ROUTE 1, CHARLESTON, W. VA.

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GRIFFEN AMUSEMENT PARK Jacksonville Beach, Fig.

Snags Suit Sales

NEW YORK, March 26 .- Lag in stocking up on bathing suits by retail outlets is giving the swim suit industry the jitters. Since manufacturers attribute the slowness in the placing of orders largely to the pubgiven the reports on the increase of water pollution all along the Atlantic seaboard, a campaign will be launched next month to pressure communities and civic groups to push the construction of sewage disposal plants and swim pools.

According to Martin Stern, executive director of the Swim for Health Association, the promotional unit of the beachwear industry, a nationwide drive by the association will get under way in Westchester County April 7 when a local bill authorizing the construction of a new swim pool will be introduced.

With the Florida winter season revealing a subnormal demand for swim suits, the industry is seeking to spur the spring and summer demand by a stepped up swim-forhealth publicity campaign. .

park's Funhouses, and a new Caterpillar, which will replace a similar ride recently retired to the junk pile.

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Seccaium Park, Central Ohio's largest playgrounds. Coaster, 15-Car Dodgem, Miniature Railroad, Concrete Pool 80x200, with Bath House; 2 Cottages, Concession Stands; about 60 acres with trees; Shelters and Tables, Artificial Lagoons, Baseball Grounds. Plenty of parking space. Beer Permit. 500,000 people within 40 miles. Come and see it.

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SAN ANTONIO, TEXAS

ORANGE SHOW HIS

Squeezes Out Record Gate

Pulls 290,689 to top '47 -gets only I rainy day-Olsen-Johnson stand 'em up

SAN BERNARDINO, Calif., March 26.-All previous attendance records for the National Orange Show were broken for the 34th running of the event (10-20) when a total of 290,689 clicked thru the turnstiles. The new mark is 3,000 over the former 1947 high of 287,715. Altho total attendance was up, the 1949 expo failed to beat the 1947 record of 50,744 for the first Sunday, drawing 48,113.

Attendance for the past three shows was:

	1947	1948	1949
Thursday	10,409	8,915	10,066
Friday	20,834	15,759	17,062
Saturday	41,26	32,107	41,812
Sunday	50,744		48,113
Monday	16,015	200 00000000000000000000000000000000000	15,811
Tuesday	30,607		21,349
Wednesday	17,519		20,079
Thursday	15,781		19,603
Friday	19,729		21,253
Saturday	29,425		31,196
Sunday	35,388		44,345
On only one		nene thous	

On only one day was there a decided drop in attendance over 1948 and that was the final Saturday when the figure was approximately 10,000 off. Inclement weather was given as the reason for the slump by Secretary-Manager Russell Z. Smith.

The Orange Show date has been a traditionally rainy season with as much as half the playing time lost due to bad weather. An unexpected break this year brought only one bad day, the aforementioned Saturday.

in the displays featured in the Exhibit Building, the longest west of Chicago. The 1949 theme was early days in California.

Altho some concessionaires complained their gross was off from 1948. the majority reported good business. Crafts Exposition Shows had them lined up for the 15 rides and 80 concessions.

Hellzapoppin' Clicks

Closing day featured an air parade of 500 army, navy and marine planes, which drew 44,345 to the grounds. A two-hour parade thru San Bernardino streets advertised the military theme. Among the high-ranking officials attending the wind-up were W. Stuart Symington, secretary of air; Adm. Louis E. Denfield, chief of naval operations, and Gen. Clifton B. Cates, marine corps commandant.

Top draw during the show was the Olsen and Johnson streamlined version of Hellzapoppin', which played to capacity crowds in the new 5,000seat Entertainment Building. In addition to the seats, the theater is Jr., president of Covington County built to accommodate an additional Fair, Andalusia, Ala., being named 10,000 standees.

The National Orange Show is third in attendance in California, being

topped by Los Angeles County Fair and the State Fair.

In prewar years, the Orange Show gate was always below the 200,000 mark. In '41, the last year it was held until '47, attendance was 194,-536. In '40 the total was 152,987.

Red Deer Elks Stampede

RED DEER, Alta., March 26 .- The way. Elks will sponsor a stampede here June 24 and 25. Midway contract has fall on October 17. Bernie Smuckler been awarded the Gayland Shows, Calgary. Harry Brown is general and handle an independent midway chairman and Marshall Lees is secretary.

Minn. Short Course Big Pull; Lew Mar Price Iowa Execs in Strong Turnout | Elected Prez

ing turnout of Iowa fair men, as well and Bill Woods. as a gratifying attendance of Minnesota execs, gathered here Monday thru Wednesday (21-23) for the short course on fair management sponsored jointly by the Minnesota Federation of County Fairs and the Agricultural College of the University of Minne-

Bill Woods, secretary, Clay County Fair, Spencer, was among speakers. His subjects were "Group and Community Participation in Your Fair" and "Industrial Exhibits and Movies resenting Consumer Interests of Utah State Fair, secretary. of the Clay County Fair." Also in Minneapolis. the Iowa delegation was Max Katz, Osage, president, Iowa Fair Managers' Association.

From N. D., Too

Asked whether the Iowa association would introduce a short course for its membership, Katz said that such a course would not be held, but he indicated that the course had much to commend it.

In addition to the Iowa fair men, out-of-State execs in attendance included Ralph Lynch, secretary, Grand Forks, N. D. Fair.

Keynoter of the short course, Doug Baldwin, assistant secretary of the Minnesota State Fair here, emphasized the basic importance of community participation in fairs. He held such participation to be vital if fairs are to continue to be dynamic forces for democracy.

Stress Community Tie-Ins

Thus opened, the course held largely to the theme of increasing community participation. Inasmuch as Minnesota this year is celebrating its Over 1,000,000 oranges were used centennial, several of the speakers and much discussion evolved around tying fairs in with the centennial program. Peter Popovish, Harold Searls, Merrill Cragun, Richard R. Sackett and Everett Olsen, all of the Minnesota Territorial Centennial, dwelt on possible tie-ups, and B. J. Branton, member of the fair board at Willmar, Minn., spoke on "Bringing the Past to the Present."

> Speakers who joined in emphasizing the importance of community participation were P. J. Holand, Mower County Fair, Austin; W. A. Lindemann, president, Minnesota State Fair board and exec of the New Ulm (Minn.) Fair; Milo Peterson, Uni-

Boyette To Pilot **New Mobile Annual**

MOBILE, Ala., March 26.-The Mobile County Agricultural Fair and Exposition, Inc., was chartered here Thursday (24), with Marion Boyette managing director and president. W. F. Chastain, local used car dealer, was elected secretary and treasurer.

Fairgrounds will be located on the former Chastain Airport site, six miles from downtown Mobile. The 65acre tract will be converted into exhibition halls. A \$5,000 premium list, under direction of County Agent Brockway, will be awarded. Fair will be held the week of October 3, with Dodson's Imperial Shows on the mid-

Because the Andalusia fair dates will assist Boyette on the Mobile fair fair to feature stock car and harness horse racing.

Women's Dept. Forum

A forum on women's departments proved one of the most fruitful. Introduced as a new feature, it dealt largely with specific ways in which Lew Mar Price, Richfield, was elected the handling of entries could be improved. Speakers included Dorothy Fairs and Shows at the annual con-Simons, Minnesota Leader of Home vention here Friday (18). He succeeds Demonstration Agents; Vernon Hoys- E. E. Brown, Hoytsville, Other officers ler, Glencoe County Agricultural named were Mrs. Fearl Hunsaker, Agent; Mrs. C. Harrington, Minne- Brigham City, vice-president, and apolis, and Mrs. A. L. Satterlee, rep-

to specific ways to standardize bookkeeping. Robert A. Whittaker, Minnesota Public Examiner, led this dis- son, Salt Lake City, was named vicecussion. Other speakers were T. H. Canfield, member of the Agricultural College faculty, and Harold Thom- Nephi, treasurer. forde, secretary of the Minnesota Poultry Association.

George Larson, president, Minnesota Federation of County Fairs; Allen J. Doran, association vice-president; George Gleixner, association secretary; F. J. Meade, secretary Lyon County Fair, Marshall, and Doug Baldwin were among those who presided at various times during the course.

Austin, Minn., To Spend 69G For Bldg. Plan

AUSTIN, Minn., March 26 .- A total of \$69,000 is to be expended for new construction, plant expansion and improvement of present facilities at the Mower County Fair before the 1949 event here August 9-14, P. J. Holand, secretary, announced.

Biggest item is \$25,000 for the purchase of an additional eight acres adjoining the grounds. Construction projects planned include the erection of neur and Schaghticoke annuals. a historical building, an administration building, a stage with dressing rooms, an apartment for the custodian, a beer garden, and fencing.

The new acreage will be paid for out of county funds, and the historical building will be built with money raised by subscription thruout Mower County. The balance of the construction will be covered by the fair's operating surplus.

The annual this year will pay tribute to four-generation families. Featured in the past were school boards, township officers, mayors, 50-year families and golden wedding couples.

Little Hope for R. I. Bldg. at ESE in '49

SPRINGFIELD, Mass., March 26 .-Eastern States Exposition officials are doubtful that a Rhode Island State building will be constructed on the annual's avenue of States this year.

Rhode Island is now in the process of raising funds for the project. The State Legislature authorized a \$50,000 bond issue, but made it necessary for the trustees to raise \$50,000 thru publie subscription.

The decision of the West Springfield board of assessors to tax all but the Massachusetts buildings was said by exposition officials to have had an adverse effect on the Rhode Island fund-raising campaign.

ST. PAUL, March 26.—A surpristation of Minnesota faculty member, of Utah Group

S. R. Brewster Secretary

SALT LAKE CITY, March 26 .president of the Association of Utah Sheldon R. Brewster, formerly of

At a companion meeting, John E. The final day's session was devoted Booth, Spanish Forks, was named president of the Utah Livestock Shows Association, Raymond C. Wilpresident; Clem Schramm, Salt Lake City, secretary, and R. E. Winn,

> Dates for the Intermountain Junior Fat Stock Show, the State's largest, were set for June 8-10 at North Salt Lake, A schedule of 50 fairs, shows and celebrations is being drawn by a joint committee of the two orgs.

50 Annuals Set For New York

ALBANY, N. Y., March 26 .- Fiftytwo agricultural societies will stage 50 county and town fairs in New York State this year, the Department of Agriculture and Markets announced.

This is the largest number of agricultural fairs to be scheduled in New York State since before the war. In 1940 there were 56 fairs in operation, but the number declined rapidly to 29 in 1943 and now is seen as approaching a normal peacetime quota.

The season will get under way at Batavia and Owego July 24. The last scheduled event will take place at White Plains, September 22-25. Combined societies operate the Gouver-

Night shows will be featured at nearly all events. Only two fairs, Kingston and Avon, are on a strictly daylight basis.

Missouri State Aid Increased

JEFFERSON CITY, Mo., March 26. -State aid to Missouri fairs will be lifted this year as a result of a bill enacted this week.

Aid to fairs in any county will be upped from one-third to one-half of the total they pay out in premiums The ceiling on the amount in any one county will be boosted to \$10,000 from the past limit of \$6,000.

Additional appropriations will not be necessary, inasmuch as funds set aside last year for premiums were not exhausted.

Saratoga, N. Y., Dates Set; Reid, Martin Ink Attractions

SCHENECTADY, N. Y., March 26. -The Saratoga County Fair will run from August 29 thru September 3, Wendall Townley, secretary, announces.

The King Reid Shows will be on the midway. The Al Martin Agency, Boston, has inked eight acts. There will be four days of harness racing this year instead of three.

New Association | Mutuels for Oklahoma? Set for Alabama

BIRMINGHAM, March 26 .- Repreentatives of eight Alabama fair asociations met at Alabama State Fairgrounds here Tuesday (22) to form he Association of Alabama Fairs thru which it is hoped to co-ordinate activities of fairs thruout the State and exchange information relative to operation of fairs. Present membership s made up of 10 fairs.

D. C. Finney, manager of Madison County Fair and Tennessee Valley Exposition, Huntsville, was elected president of the organization. Other officers named are F. U. Logsdon, president of Etowah County Fair, Attalla, vice-president, and R. H. Mc-Intosh, general manager of Alabama Baker, Oklahoma City fair manager, State Fair, secretary-treasurer, The officers will serve as members of a five-man board which includes L. J. Lunsford, superintendent of Houston County Tri-State Fair, Dothan, and Marshall Johnson, Selma. Membership will include North Alabama State Fair, Florence; Selma Alabama Fair; Limestone County Fair, Athens; Walker County Fair, Jasper; Covington County Fair, Andalusia, and Jackson County Fair, Scottsboro.

McIntosh was chairman of the irst session and conducted the election. He also discussed plans for expanding Alabama State Fair. Others attending the meeting were H. S. Whisler and Ervin Jackson, of the fair Board Authority; James Beatty, of the local Chamber of Commerce, and James F. Adams, Birmingham, representative in the Legislature.

Sked New Annual For Oneonta, N. Y.

new annual will operate here July 25 thru 30, under the banner of the Central New York Fair Association, Inc. Nucleus of the organization is composed of local business men. Bert W Lowe, a resident who is also associated with the Frank Wirth Booking Association, New York, will be the manager.

Frank Wirth grandstand attractions space is already under way. Lowe announces.

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For Week of October 17 or 24 LANCASTER COUNTY COLORED FAIR ASSN. Write

FRED L. CLINTON 120 Pleasant Hill St. Lancaster, S. C.

A FEW MORE ACTS FOR OUR 1949 FAIRS

Also July 4th. No Animal or Horse Acts wanted. Send photos, price details.

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Possibility Stirs Midwest Circuit Meeting; Execs Voice Optimism Over '49 Prospects

-By Herb Dotten-

KANSAS CITY. Mo., March 26.-Principal item of conversation at the annual spring meeting of the Middle West Fair Circuit here Wednesday (23) at the Muchlebach Hotel was whether a bill to legalize pari-mutuels in Oklahoma will be passed and, if it is, the possible effect upon Oklahoma fairs, chiefly the Oklahoma State Fair at Oklahoma City. The bill is slated to come up next week, and it is believed to have slightly better than a 50-50 chance of passage. Should it be enacted, there is a possibility that parimutuel races will be held this year at the Oklahoma City Fair. That possi-

bility was sufficient to cause Pete to refrain from inking any afternoon attractions for the '49 annual. The presumption is that if the bill fails to pass auto races and thrill show performances will be relied upon as the main afternoon grandstand lures.

The passage of the pari-mutuel bill probably would have far-reaching effects upon the Oklahoma City annual, it is believed. The added revenue the State would derive from the mutuels would probably spell success for a move to have the State assist in the acquisition of some added land needed to relocate the fair and build a modern multi-million dollar fair plant on it.

Already some land has been acquired for this purpose. To complete the mapped relocation plan, however, it would be necessary for the State to give substantial financial assistance and for the city of Oklahoma City to provide funds thru a bond issue.

The Middle West Fair Circuit's spring meeting is one not given to big news. Instead it is the time ONEONTA, N. Y., March 26. - A when circuit fair execs try to determine what's in the wind for their fairs and the fair movement as a whole. This they do in an informal round-table discussion in which they air their views and hear those of others.

A general feeling of optimism marked the session. To be sure, the optimism was tinged with some reservations. All conceded that, have been inked for matinee and judged by normal standards, this, innight shows and the sale of exhibit deed, will be a good year. But some of those who maintained this said they were anticipating a slight dropoff.

Discuss Video

"What tho is a 10 per cent drop from the business and patronage that we have been getting?" was the question posed by one to indicate that a slight lowering of fairs' income this year would still keep them well up in the money-winning division.

In their sessions, the fair managers mulled the future relationship between television and fairs. Inasmuch as only a relatively few member fairs have had some little experience with video, no conclusions were drawn, excepting that the discussion itself revealed an awareness that in television fairs are dealing with a medium unlike radio which may prove competitive in some respects to them.

Two fairs entered application for membership in the circuit. They were the Tulsa State Fair and the Tri-State Fair, Amarillo, Tex., represented here by Letitia Dabney and Rex Baxter, respectively.

The applications sparked discussion about the wisdom of expanding the circuit's membership, leading eventually to the establishment of A and B circuits as in Western Canada. Glen Boyd, secretary-manager of the Ozark Empire District Fair, Springfield, Mo., and circuit president, named Doug Baldwin, assistant secretary of the Minnesota State Fair. St. Paul; Ed Schultz, Nebraska State Fair, Lincoln, and Pete Baker as a committee to explore the advisability of enlarging membership and to report at the circuit's annual Chicago convention in December. Action on the membership applications was deferred ntil that time.

Others besides those already named

in attendance here were R. S. Thornton and Harry Frost, both of the Minnesota State Fair; Jack Reynolds, manager of the Wisconsin State Fair, Milwaukee; D. W. Osborn, Nebraska State Fair: Maurice Jencks, secretary; A. J. Schober, assistant secretary; Russell Brown, concession superintendent; Clive Lane, publicity director, and Mrs. Lola Crow, all of the Topeka Free Fair, Topeka.

Also Virgil C. Miller, new manager; Perry Lambert, president; William Wegener, vice-president; R. C. Beazley, William Condell and Herman Prager, board members, all of the Kansas State Fair, Hutchinson; Art Murphy, Arkansas-Oklahoma Livestock Exposition, Fort Smith, Ark.; Lem Jones, Oklahoma State Fair; M. Twedell, manager, and Tom Conrade, president, Muskogee (Okla.) Fair.

Attraction agency reps, carnival men and suppliers noted included Sam Levy, Mike Barnes and Fred H. Kressmann; Barnes-Carruthers Theatrical Enterprises, Chicago; George Flint, Boyle Woolfolk Agency, Chicago; Frank P. Duffield and Jack Duffield, Thearle-Duffield Fireworks Company, Chicago.

Also Bob Lohmar, general agent of the Royal American Shows; Harry Hennies, owner of the Hennies Bros.' Shows: Frank Winkley, thrill showauto races; Leo Overland, Jimmie Lynch Death Dodgers, Aut Swenson, Joie Chitwood's Hell Drivers; Ted Webb, custard operator; Bill Hartzell, sound systems; George Bush and Chan Laube, B. & L. Concessions; Jimmie Morrissey, tent supplier; Harold (Whitey) Elliott, concessionaire and Chevrolet sales rep, and Denny Pugh, Dallas midway operator, the latter here merely to visit.

Merchants Oppose Barrington Dates

GREAT BARRINGTON, Mass., March 26.-The board of selectmen has summoned Edward J. Carroll, general manager of the Great Barrington Fair, to appear before the board and discuss the dates of the 1949 fair, in the light of complaints from the directors of the Chamber of Commerce, who have recorded their opposition to the last week in August for staging the 1949 event.

Carroll had sought the last week of August for the fair on the basis of his race meet, since any earlier dates would conflict with existing race dates, and a later date would bring the fair into a period of colder weather. .

Altho the racing dates must be approved by the Massachusetts Racing Commission-which has also received a complaint from the Chamber and similar objections from the Great Barrington Kennel Club and the Berkshire Innkeepers' Associationthe selectmen must also act on granting a license for the fair itself.



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BRATTY

8,000 Attend At El Monte; Matinee Late

Special Ducat Deal Helps

EL MONTE, Calif., March 26.—Rain ushered in the 1949 season for Clyde Beatty here Thursday (24), but despite the bad break, org played to an estimated 8,000 at two performances. Matinee attendance was hypoed by a special 40-cent ticket deal for elementary and high school students. Approximately 2,400 students took advantage of the cut price. Regular admission is \$1.20, plus \$1.20 for reserves.

The matinee got off to a late start, first act going on at 4 p.m.

New ring curbs have been installed

this year and the 20 wagons Beatty purchased from the Sparks show have been repainted and equipped with pneumatic tires.

Robbins.

The Beatty show is covering 200 miles on six one-day stands before opening in Los Angeles Wednesday (30). Following the opening here, the show jumped 14 miles to Azusa, then 60 miles to Riverside, where they played Friday (25), then 40 miles to Banning. Show then moves 25 miles to Redlands, then 50 miles to Alhambra and then 10 miles into Los Angeles for the first major date.

Krause Infant Dies

SARASOTA, Fla., March 26.-The tinet from the cage. infant son of Mr. and Mrs. Willie Krause, members of the Ringling Bros. and Barnum & Bailey Circus, zoos at Hanover, Dresden and Leipdied here recently.



BILLIE WORTH, who plays Annie Oakley in "Annie Get Your Gun," and John Moses, 86, brother of Annie Oakley, view an original poster of Annie Oakley's performance at the Darke County Historical Museum, Greenville, O., during the show's recent engagement at the Victory Theater, Dayton, O.

Big show band is fronted by Victor Martinet, German Trainer, Dies of Heart Attack

BERLIN, March 26.-Henry Martinet (Emil Stubner), 34-year-old lion trainer, recently succumbed to a heart attack while working a group of lions at the Circus Apollo in Gottingen, British Zone, Germany.

Martinet was finishing his first rehearsal with the lions when he collapsed. Willie Hagenbeck, director of the circus and a member of the well-known family of Hamburg, entered the cage and held the lions at bay while an assistant dragged Mar-

Martinet had worked with the circus Sarrasani, Circus Barlay and in

King Bros. Set For Opener in Texas City, Tex.

ROSENBERG, Tex., March 26 .-Final touches were put on the King Bros.' org here this week as the show prepared for its move to Texas City where it opens the 1949 season Thurs-

The spec, Owner Floyd King says, will be the most elaborate ever attempted by his show. Wardrobe and trappings are new. Lucio Cristiani, en route to his home in Sarasota after (See King Bros. Set on page 109)

Ringling Tabs Boff Advance In New York

Lester Back on Press

NEW YORK, March 26.-Roland Butler and the press department of Ringling Bros. and Barnum & Bailey unloosed the first real barrage of their Garden publicity campaign Thursday (24), with all newspapers springing with circus pix and lengthy accounts of the new features with the Big One this season. Joining Butler's staff this week was Allen J. Lester, a former Ringling staffer who was lined up for a similar post with the Cole Bros.' Circus. He served last year with Dailey Bros.' Circus.

Advance seat sales at Madison Square Garden opened with a bang Monday (21), with an early-morning turnout of such proportions that three ticket windows on the 49th Street side of the Garden were kept open and continuously busy until closing time. Sales slowed down somewhat during the remainder of the week. According to Arthur C. Anderson, head of the Garden's ticket staff, over 20,000 tickets, including a backlog of mail orders for 5,000, were disposed of Monday (21). Anderson's staff consists of 40 ticket sellers.

Train Sked Set

Little time will be available for rehearsals in the Garden, since the show's trains from winter quarters at Sarasota, Fla., are not expected to reach the Mott Haven railroad yards in New York until early Saturday (2) morning, which means rigging and the arena will not be ready for performers until late Monday (4) at the earliest. Reports from Sarasota are that rehearsals have been in full swing there so that ballet, specs and menage numbers will require only a minimum of time to become acclimated to the Garden layout.

A complete list of the line-up of acts for the 1949 run has not yet been released. Among the new features imported from Europe are Alma Piaia, French aerialist, who will star in the aerial ballet. The Girl in the Moon; Lillian Wittmack, Danish high (See Advance Socko on page 109)

BIG TOPS READY TO

Clyde Beatty Jumps the Gun

New shows, owners make outlook interesting - 10 orgs plan April openings

CHICAGO, March 26. - It's that time of the year when the big tops go up and circus performers, owners and followers start worrying about the weather. No less than 10 shows, three of them railroad orgs, bow early next month. Three others, Clyde Beatty, Seal Bros, and King Bros. will already be under way by then.

The Beatty show jumped the gun on the others, bowing Thursday (24) in El Monte, Calif.; Seal Bros. opens today in Giddings, Tex., and King Bros. bows Thursday (31) in Texas City, Tex., under the combined banner of Floyd King and Lucio Cristiani.

R-B in Garden

First to bow in April is Ringling Bros.-Barnum & Bailey, which opens Wednesday, April 6, for its long stand in New York's Madison Square Garden. Cole Bros., under new ownership, debuts in Louisville Thursday, (See Big Tops Ready on page 109) play seven stands in Texas.

Polack's Akron Run Big Winner

AKRON, March 26 .- Polack Bros.' Eastern Unit closed a highly successful nine-day stand here tonight, which, it is expected, will be a record breaker, at least from the gross angle. The increased gross is accounted for by R. F. (Bob) Hartenstein, Tadmor Temple general chairman, and Rae Williams, executive assistant, who reported advertising revenue up. Sale of banners topped last year and the program was almost double last year's size, they reported.

Show was hit by cold weather opening night, Friday (18), which cut attendance, Weather improved, however, and starting Saturday (19). Webb, office wagon; John J. Jones, when three performances were necessary to take care of patrons, the show did capacity and near capacity.

Dave Kind managed the Polack unit here, substituting for co-owner Irving J. Polack, who left for his home in Van Nuys, Calif., for a month's rest.

Willis Alley handled the Akron engagement. His next stand will be Austin, Tex. The Polack unit will

Giddings, Tex., **Opening Stand** For Seal Bros.

GIDDINGS, Tex., March 26 .- Seal Bros.' Circus, scheduled to bow for the season here today, moves on 21

Staff includes Bud E, and Dorothy Anderson, co-owners and managers; Joe B. Webb and Jack Turner, legal adjusters; John D. Foss, general agent; A. J. McAdoo, brigade agent, with Shorty Dunn, Art Duke and Wesley Greene, billers; George Griffin, country routes, with J. B. Phares, L. Berry and Hood Shores, billers; Doc Pyle, ticket promotion; John J. Lynn, superintendent; Sweaters Mc-Farland, boss canvasman; Frank electrician: H. J. Johnson, master of transportation; Jack Kelley, steward; Niles Graham, head waiter; Mr. and Mrs. Norman Anderson, privileges; Bud E. Anderson, front door; Mrs. Bud Anderson, inside tickets; Dean Hopkins, equestrian director; Professor Duncan, band leader.

Performers Listed

(See Seal Gots Going on page 109) ing her in a haspital six months.

Rose Gould Injured In Fall at Dayton, O.

DAYTON, O., March 26. - Rose Gould, aerialist with the Polack Bros." Western unit, here March 24 thru April 2 in the fairgrounds Coliseum, fell while rehearsing Wednesday (23). Taken to Miami Valley Hospital, X-Rays showed no bones broken and she was returned to her trailer. However, the next day she developed severe pains in her shoulder and it is possible further hospital treatment will be necessary.

Owing to the low ceiling in the Coliseum, necessitating that all aerial acts be lowered, Miss Gould did not regard the distance high and failed to resin her heel for the heel catch on a trapeze. She fel about 12 feet. Meanwhile her husband Andre Pihan, and their assistant, Bernard Zenner, are working in another act with a

muscular display. Just an hour before the accident, Miss Gould ensually told The Billboard reporter here that she had fallen Performers include the Franklin twice, once injuring her back and the Trio, Fuller family, Morris troupe, next time her leg, one accident keep-

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MILLS BROS, CIRCUS HARRY OGDEN

Under the Marquee.

Sam Freed, circus agent, is working on a spring festival for the Eagles in Amsterdam, N. Y., with more slated to follow. . . . Rink Wright is lining up acts for the Tangier Temple Shrine Circus, Omaha, May 9-14. . . . Gil Gray has signed to produce the Shrine Circus, May 26-28, in Scottsbluff, Neb.

To judge by what they're breathing, the old-timers around stake-and-chain wagons have been taking their spring tonics of sulphur and liquid brimstone.

Having closed with the Benny Fox Star-Spangled Unit, which played army camps, Slivers Johnson will play the Grotto Circus, Columbus, O., and the Police Circus, St. Louis, for Frank Wirth. . . . Cheerful Gardner, of the Polack Eastern Unit, marked his 43d year as an elephant trainer in March. . . . Frank D. Reed Jr., producer of the Lone Star Rodeo, Detroit, the past year, will move his headquarters in June to Colorado Springs, Colo., where he has opened an armored car service. He will continue to produce shows.

Circus owners begin to feel their ages when collectors start writing them for their yester-year programs.

Ed Hiler will handle press with the Dales Circus. Due to picture contracts, Little Beaver will not be with the show as previously stated.
M. J. Dales and Hiler flew to Atlanta and contracted Lash LaRue, Western picture star. LaRue has just finished a series of eight Westerns to be released this year. An extensive exploitation is planned. D. E. Miller and Hiler are preparing 15-minute radio transcriptions and press material of the new feature. . . . Grady B. (Pat) Lynn, who was injured in an auto accident last December, is in the Veterans Hospital, Ward 6A, Dublin, Ga. He has trouped with the Kit Carson, John H. Marks and other shows. Lynn is unable to walk.

Soon comes the opening season when life around lots is more pleasant between 10 a.m. and opening hour at night.

Chicago is playing host to two miniature circuses. Ernie Palmquist has his miniature on display at The Fair Store, while Roland J. Weber has his at Goldblatt's. Mr. and Mrs. Weber, Chicago residents, recently returned from a vacation in the South, stopping off in Natchez, Miss., for a visit there with Mr. and Mrs. Lux, owners of the Memory Doll House, now on display there. . . Jake Disch, known professionally as Corrigan the Clown Cop, caught Polack Bros,' Western Unit at the Sunday matinee, March 20, and visited his son, William, in Des Plaines, Ill. Disch, visiting the Chicago office of The Billboard, reported he has quite a few fair and celebration dates inked.

"This one is for the season," said a train hand on joining after having been chased off of three circuses, confident that the law of averages would start operating soon.

Horace Laird, mailman and clown on Cole Bros., who recently was discharged from the Chester, Pa., hospital, visited in New York with Charles Robinson and Billy Dick. . . . Len Humphreys, manager of the Hamid-Morton Circus, visited the Chicago office of The Billboard March 25, en route to Washington where the H-M unit opened in the Uline Arena Monday, March 28. . . . Howard Y. Bary left for Houston, after the H-M unit closed in Wichita, Kan., to attend the grand opening of the new Shamrock Hotel as guest of the management. Bary will go from Houston to Rosenberg, COLUMBUS, o. | (See Under the Marquee on page 110)

DISPLAY

DISPLAY

DISPLAY

DISPLAY

RING 1 CLOWNS

WORLD'S LARGEST INDOOR CIRCUS - SEASON 1949

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4-A	MONTANA BILL BUSCHBAUM— THE WONDER Introducing to the American audience a true picture of the West. A cowboy's love for his cow pony, and the good old tradition never forget a cowboy's pal.
5	THE HOLLYWOOD GIRLS IN AN AERIAL BALLET Featuring MISS FRANCINE in a cloud swing through the air.
b 6	Special hearing of the Great American Triumphs of other Balancers and through the persuasion of Col. Bob Morton, we bring from Europe for the first time, the Equilibristic Wonder the Incredible ATHOS—the only making the world who does not use a glove or any other form of deception, and balances on one finger. His other balancing feats are equally as great
7	CLOWNS WATKINS' CHIMPANZEES A unique and unusual feature.
8	NORBERTYS Last year's friumphal importation held over by the acclaim of a United Nation. A Balancing Feat in mid-air that has never been equalled by an other group with any Circus — no matter what circus — in America
9	PICKARD'S TRAINED SEA LIONS Animal Jugglers and Intelligent Seals.
10	The inimitable pantomime sensation of Europe. The new comedian of the Americas. The funniest of all funny men, direct from the success of five years in Europe. For the first tour of the Americas, we give you the one and only LINON.
11	JOHNNY WELDE'S TRAINED BEARS Formerly with Ringling Brothers Circus.
12	HIP RAYMOND How does he do it? The new wonder of America. A truck load of furniture plus many surprises. Big things in little ways.
13	SHERIDAN BROTHERS South African Sensation Feature Unbellevable — skilled — matchless — is the only description for these undaunted wixards of the wire.
14	THE CALIFORNIA AERIAL BALLET With new introductions of feminine aerial routines that are entirely different. Introducing MISS CONCHITA in the center in an Iron Jaw demonstration, concluding with a teeth swivel.
15	COOPER'S LIBERTY HORSES Presentation of fine Liberty Horses (Formerly Greer's) galloping in Intricate drills and rhythmic precision, handled by that able trainer and cowboy — BILL BUSCHBOM.
16	AIDA — THE GIRL IN THE MOON Unsupported Perch Poles with different innovations and finishing routine that have never been witnessed by an American Audience.
17	THE FIVE ERICKSONS A new European importation demonstrating skill, grace and muscular endurance, accomplished only by this famous Troupe.
10	THE BARBER SHOP

In the new comedy conception of tomfoolery, presented by COSMO, SASO and ROY BARRETT.

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SI RUBENS

Melbourne, Fla., March 29; Titusville, 30; Eustis, 31; Orlando, April 1-2, or as per route. Tige Hale, contact Si.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradex-The Show With a Leaf of Gold

By Starr De Belle-

Orange Crate, Fla. March 26, 1949

Dear Editor:

purchased the defunct High as a Pine Lumber Mill at Sawed Out, La., which he intended to use as winter quarters. had leased its train to a real estate Three looging flatcars were thrown in for good measure. However, the lots located near Bloomer-by-the-Sea, bill of sale made no mention of the Florida, and that the circus had flatcars. Thru the purchase of a folded with the boom. On account sleeper and a stock car, we switched of the growth of high weeds, the cars from an over-land wagon show to a railroader.

Short Timber, Fla., the lot was lo- in the cars, Manager Upp purchased cated across from the High as a Pine them at the current price of junk. Lumber Mill, which had switched We have gone into quarters here to its activities from Louisiana to rebuild and paint the train. Florida. There that afternoon a P.S.: The lumber company is ready lawyer handed the boss a court order to settle with the show. A telegram for him to return the company's arrived today that read, "You are property to them. They refused to suing us for \$67,000. We are counsell the cars to the show, reducing it tering with a suit to the amount of to a two-car unit. The boss im- \$67,000.75. To save legal fees and mediately sued the company for other expenses send us the 75 cents \$67,000, which he claimed was the difference and the train is yours." amount it cost him to freight the cars Manager Upp stated that he will from Louisiana to Florida by routing now go out on 10 cars. them thru the 48 States during the past four years. Then the lumber company retaliated by suing the show for \$67,000.75 as rental on them for the four years. The case was scheduled for court July 10.

Because the boss didn't build railroad show equipment and merely loaded his overland wagons on the flatcars and retained his mules, we were able to move to our next stop, Seedless Pulp, Fla., by road and rail, which was made in good time with only one mishap on the road when our elephant, Crumbwell, upset the pelican cage while pushing it out of a ditch. Threatening rain kept the

audience away.

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At Orange Crate, Fla., yesterday a weed fire sprung up about 200 feet be- pretty bad. I model all types of circus hind our lot. Our loyal workingmen formed a bucket brigade and extinguished the blaze. The fire uncovered fan who would like a wagon in real an old railroad siding on which were five flatcars and a coach. On top of the flats were what looked like the crumpled remains of floats that

depicted the progress of real estate in the State. The sides of the cars carried lettering, dim from age, that On December 9, 1944, Manager Upp read, "The Florida Boom Train."

From the depot agent we learned that in 1924 the Old Hickory Circus. company and had been paid off with and siding had been forgotten or overlooked. By making a rough Last Wednesday, while playing at estimate as to the amount of iron

18-Year-Old Youth Seeks Info on Roth, Circuses

(Editor's Note: The following letter, from an 18-year-old youth who is on the sick list with asthma, is selfexplanatory The young man's name is Dyer M. Reynolds. His address is 197 East Avenue, Pawtucket, R. L.

DEAR EDITOR:

In a recent issue of The Billboard there was a piece about Louis Roth, Lisogar's indoor circus made its del the cat trainer. Could you give me here Tuesday (1) and will stay the address of Roth. I sure would the road until late September. Shi appreciate it.

I am 18 years old and have asthma under club sponsorship. wagons and animals for fans to help out my parents. If you know of some scale or a clown about four inches tall, please refer them to me. I could the Jay Gould Circus. send them a clown on approval. model all the R-B clowns from Kelly to Saluto.

The letterhead I am using is my own design. I also hand-painted it myself and had a plate made. I took the letter from a Barnes herald.

If you ever run across someone who has any Al Barnes photos or any material such as heralds, bills, route

cards, etc., please keep me in mind.
I model all types of circus animals in all scales from clay. The clowns also are made from this material. Then I hand-paint them. My wagons are one-quarter scale. I model all types of cages, parade wagons, etc.

Sparton Does Okay Biz First Four Weeks on Road

MACON, Ga., March 26.-Using bargain prices and school tie-ins, Sparton Bros.' owned and managed by Harry LaRoy, has done okay business the four weeks the show has been on the road, LaRoy reports. Show opened in Valdosta, Ga.

Show uses a new 30 by 60 top and acts include whip-cracking, Liberty horse and swinging ladder numbers by Buck and Barbara McLane; pick-out pony and dog numbers, Rose Washington; comedy acrobatic and juggling, Acker and Kay, and a trained baboon, worked by Harry LaRoy.

Hubert Riley is boss canvasman with crew of four. Jimmy Salter is general agent for early spring tour before joining the John Pawling show.

KING BROS.' CIRCUS Texas City, March 31; Baytown, April 1; Port Arthur, 2: Nacopdeches, 4; Rusk, 8; Handerson, 4; all Texas.

Cole Acquire Miami Quarter Signs Lancaste

(Continued from page 63) caster's salary with Cole as \$5, per week, which figure is in line that bandied about the Cole quart in Louisville this week.

Inking of Lancaster was hand by Mitchell Hamilburger, Hollyw booker.

Two new acts booked in rec weeks include the George Han ford riding family, and Rudy Doc doys. Taylin also reported Loretta Jefferson, formerly with Ringling show, is in quarters aid Barbette in putting the web g thru their paces.

Pepsi-Cola Deal

Tavlin confirmed the report t his show had signed an agreem with Pepsi-Cola for the exclusive soft drinks on the show. Repo re that it was a \$50,000 deal, all Tavlin did not comment on the pr

Ben Reuben and Mark Tay Tavlin said, will be concession mar gers under his (Travlin's) sup vision. Rouben is a vetern conc sionaire and restaurant man, havoperated a restaurant at the N York World's Fair, among of places. Tavar has had concessiin night clubs and other spots

Roy Lisogar Has Indoor Circus on Road This Yes

FREEBURG, III., March 26 -- B will play theaters and auditorius

Lisogar, who came to the Unit States from Vegreville, Alta, in 19 played the free act on Don Brashea American Midway Shows. Duri 1948 he had his lions and bears

SI RUBENS

ROGERS BROS. CIRCUS

Can also use I Side Show Ticket Setters, els

Punch for Side Show and Annes Attraction

Vero Beach, March 25; Mulbourne, 78; Tibu

ville, 32; Ewstis, 31; Oriende, April 1 and 5

Sanford, 4; all Florida.

WANT

Acts of all kinds. Open April 8.

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several sober, industrious Telephone Sales men on Motion Picture Deal Stock, Tickett and Bannets. Steady work. No collect calls

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That do two or move. Family Act. there Hear, wire. Buy for cash; Puny Drill, Day Act. Cage Animals. (For Sale: St with 2 M or Camples, Commity Mode. Compensate speec. Route March M. Calistan, Campillary 19, Hillard, Fig. April I, Fadratan, Ga. S. Maryn; S. Waodibine, Ga. GEO. BARTON, Mar.

NOTICE! ALL PEOPLE CONTRACTED WITH THE G. KELLY & MILLER BROS.' CIRCUS

Be in HUGO, OKLA., April 25. Show opens Thursday, April 28.

Can use a good Chevrolet Mechanic for the best bunch of trucks ever on any sircus. Can use Trumpet and Baritope for Big Show Band; write W. A. Stevens, Gaylord, Kansas. Need one more Groom and few more Working Men. Will buy Lebra Stallion. Have real small Pony for sale.

Al G. Kelly & Miller Bros.' Circus, Hugo, Okla.

enn Premier Bows April 9 In Chester, Pa.

ARTHAGE, N. C., March 26 .parations are nearly complete for kedded April 9 opening in Ches-Pa., of the Penn Premier Shows. which was first framed in 1938, cing its ninth season under the er-management of Lloyd D. Serwho kept it in the barn for two sters while serving with the mas in the last war.

his year's route card sports the line-up of fairs ever tackled by org. Annuals include Batavia and donia, N. Y.; Huntington, Mansand Port Royal, Pa.; Durham, hage and Lexington, N. C.; Chase Va.; Kingstree, Marion and terboro, S. C.

Staff Listed

aff includes May B. Serfass, treas-Frank Long, secretary; Mark am, business manager; Roy Mctransportation and ride superident; Miles Detrick, general man; Harry Hewitt, publicity; C. Pebble, special promotions 4-hour man; F. W. Pauli, chief cician and lot superintendent Ernest Arnold, mailman and The oard sales agent.

new Tilt-a-Whirl has been or-I from the Sellner Manufactur-Company and a Rolloplane has purchased from Troy Williams. v light towers have been received n Downey, St. Louis, and new tor-trailer units from Berman, wille, Pa. Albert Bydiark, who sted the Tilt and Rolloplane on show last year, will play lots in Philadelphia area with his units. Il rolling stock has been repainted contract basis by the Harris Sign pany, local firm. All trailers

Concessionnires Sct.

oncessionaires inked include: Mr. Mrs. McIntyre, cookhouse and Harry Stevens, custard and ap-Al Boxall, bingo, which will be aged by Junior McCullan; Mrs. ton, floss; Mrs. Serfass, popcorn; tie Wilson, carmel corn and nch fries; Lew (Blinkey) Bernn, 7 concessions; Frank Johns, erican palmistry; Ted Lewis, tos; Mr. Powers, long range gal-Hal Roberts, hoop-la, pitch-til--win, slum store; E. W. Pauli, fish d and string game; Miles Detrick, ny pitches; Fred Nixon, 4 stores; liam Renaute, 3. The office also

how managers include: Al Ren-Side Show and Reptile Show; edy Bauers, Wall of Death; Mrs. Groner, Manhattan Scandals and Hat Revue; Blackie Wendell, sissippi Showboat; Bill Hinton, shouse; Doc Corton, Iron Lung and I of Science and William Hellman, kest Africa.

he Serfasses recently built a new ne here and arrangements have n made for the show to again iter in a local warehouse.

olden West Inks 4 Fairs

BAN FRANCISCO, March 26 .rry (Polish) Wisher, general maner of the Golden West Shows, anunced that his show has been arded contracts for four California s, Calaveras County Fair and Jumping Jubilee, Angels Camp; ther Lode Fair, Sonora; 12th Dist Fair, Ukiah, and Glenn County ir, Orland.

. D. Org for Hazleton, Pa.

HAZLETON, Pa., March 26 .chael Dembrosky, manager of M. Amusement Company, announced re he has booked the Jamboree,

NSA Guys and Gals Go Native; World of Today Barnyard Frolic Nets 3 Bills Opens; Reynolds

By Ted Wolfram-

(Dada) King and members of his ners were Ethel Shapiro, most marentertainment committee gave city ried; Jeannette Finkel, best costume; slickers of the National Showmen's Florence Asch, best entertainer, and Association (NSA) a taste of fun on Joe Whipp, best all-round guy. the farm at the annual Barn Dance and contests not only proved a lot of \$300 after expenses.

Clubrooms were attractively decorated with streamers, balloons and Trio. rural settings, such as a barnyard with live pigs and ducks, a jail cell, courtroom and marriage bureau. Church dinners and sandwiches were handled by Frank (Shrimpy) Rappaport and his lunchroom staff.

Ladies Join Fun

Attendance was around 200 and it was a co-ed affair, with a limited stag line and few wall-flowers. Ladies' Auxiliary was represented by a large contingent, most of whom were speedily corraled by Dada and joined his gang in trimming the customers via shotgun marriages (with certificate and ring) and equally speedy divorces-at a price. The marriage license bureau was handled by Jack Alfred.

Sam Burke, a natural as a hick town sheriff, kept District Attorney Harry Kaplan, Judge Fred Murray and Clerk of Court Eddy Cohen busy handling a line of victims arrested on a variety of charges-and fined according to the bulge of their wallets. The jailer was George Rector.

Snellens First Prev

Gerald Snellens was first in jail, Ida McCoy and Estella Regan con- and Bobbie Jean, dancers. e large pictorials and are outlined first married, first divorced and first (See IAS Fund Profits on page 94) in court, which honors offset the deflation inflicted on his bankroll in

Clifford's Pomona **Debut Bucks Rain**

POMONA, Calif., March 26.-Altho rain dampened the March 19 afternoon debut here of Clifford's United Shows, new West Coast organization, business improved with the weather that night, and fair weather the following day brought good business.

Staff includes Howard J. Clifford, owner; Til Taylor, general agent; Joe and Katherine Hurtt, office; Earl Pitcock, ride superintendent, and Henry Smalley, mechanic.

Visitors during the week included Mr. and Mrs. Tom Plank, Ted De-Waine and troupe, Ed Grady, Al and Hazel Moss, Lucille King, Mr. and Mrs. Buckley, Frank Warren, Country Yager, Homer Canter and family, Leo Blakeman, LaVaughn Speer, Ben Howell, Ted LeFlores, Cliff and Mae Gilbert, Shorty and Mae Bock, Art Converse and Dale Turney.

Silver States Org Gets New Monicker

ST. LOUIS, March 26 .- James D. (Jim) Carpenter, co-owner with Harry Richman of the Richman-Carpenter Amusements, announces that the Silver States Shows has been retitled the Greater Plains Shows. The new show is their No. 2 unit, and is playing Texas.

The No. 1 show will bow in May and also will go out under a new title to be announced later. Eddie Davis, general agent, is on a booking tour for both units.

Hot Springs Was Donor

Showmen's club made the donation. Joyride and a Bumper Car.

NEW YORK, March 26 .- Louis D. | copping these titles. Other honor win-

Bucky Allen served as emsee. in the clubrooms Saturday (19) night. David Brown handled ticket sales The carnie boys and girls proved to and supervised the door. An excelbe no match for Dada's contingent of lent four-piece combo from Joe Barural rubes whose come-on games sile's band provided dance music, while specialties were offered by Milfun but left the committee a profit of dred Ford, vocalist; Evelyn Evans, accordion; Florence Asch, come-

It was one of the most successful clubhouse parties ever staged by the NSA, socially and financially.

IAS Building Fund Gets Party Profit

ST. LOUIS, March 26.—Proceeds of the 12th annual International Association of Showmen's St. Patrick's Day party and dance will go to the org's building fund.

Floorshow performers donating their services included Jack and Minnie Spencer, Ronald and Mort Silvers. Danny O'Connor, Cookie Beckman, Shirley and Betty Young, Gaby Weydown, Sharon Lupo, Cookie and Sharon, Don Schaeffer, Billy Richards and Edith Maxville. Carroll Creamer and her eight-piece band provided the dance music.

George Regan headed the refreshment committee, assisted by John Sweeny. Charles Chaney managed the checkroom and Dave Prevost was in charge of tickets.

Whitey Weiss Leaves John R. Ward Shows

NEW ORLEANS, March 26 .- O. J. (Whitey) Weiss today resigned as concession manager of the John R. Ward Shows, which winters here.

Weiss, who had been here for two weeks, said he was leaving for his home in Tampa and that he had made no plans for the immediate future.

No replacement for him on the Ward shows has been made.

Bunch & Smith Preem New Org in Antlers, Okla.

Grand Union Shows, in quarters here, will bow Monday (28) in Antlers, Okla. R. S. Bunch and Casey Smith are co-owners. Both have been ride nie Gunyotone and Mike Petrontia, agents; and concession operators.

Org will open with five rides, including a Loop-o-Plane, Spitfire, Merry-Go Round, Ferris Wheel, Mix-Up, Minstrel Show and Side Show. Following the opening in Antlers, the show will play Atoka, Okla., the week of April 24, and Ada, Okla., the week of April 29.

C. & W. Opens Season May 9 Name Mrs. Weinberg CINCINNATI, March 26 -Cetlin & Wilson Shows has its dress rehearsal To Sibley's Office in its winter quarters town Petersburgh, Va., April 30 thru May 7, and then hops to Harrisburg, Pa., for the opening of its regular season May 9. It was erroneously reported last week that C. & W. would open in Harrisburg April 9.

Casey Buys Rides, Funhouse

WINNIPEG, March 26. - E. J. Casey, owner of the E. J. Casey Shows HOT SPRINGS, March 26 .- Hot with headquarters here, announced time as a permanent executive secinsored by six interclub orgs of Springs Showmen's Club donated today that he had purchased two retary is named, an advisory board zleton. Event is scheduled the \$1,000 to the Boys' Club, thru the more rides and a Funhouse from consisting of Arthur Canfield, Fred t week of May and will be held on Junior Chamber of Commerce. A Henry Meyerhoff, British Columbia Murray, Joseph McKee, John Mcrman Geist Memorial football previous story reported the Arizona show owner. The rides are an Aerial Cormick and Clemens Schmitz has

Now Sole Owner

MUSKOGEE, Okla., March 26 .-The World of Today Shows today tossed off their winter wraps and launched their season here under L. C. (Curley) Reynolds, who recently bought out the interests of H. Wells to become sole owner.

Ralph Clawson, last year with Ray Marsh Brydon and prior to that with other carnivals and circuses, is here, having joined recently as aid to Reynolds. Art Frazier, last year with dienne-vocalist, and the Old Time the Johnny J. Jones Exposition, is concession manager.

> Other staff members include Art Signor, secretary and auditor, and Bill Rawlings, who doubles as general agent and publicity agent.

> Shows, which carry much neon, opened with all rides newly painted after a thoro overhaul.

Show Line-Up

In the show line-up are: Motordrome, Art Spencer: Side Show, James Chevaney, manager and front; Louise Chevaney, inside lecture and big snake; Fred O'Hara, No. 1 box; Alfred Vincent, No. 2 box: Grace Warner, four-legged girl; Bill Bishop, human pin cushion; Warcelo Vincent, electric chair; Johnnie Covington, frog boy; Chief Hughes, fire-eater; Louise Excella, rubber skin; Eddie Wario, magic; Curley and Francis Prichard, knife throwers; Babe Beach, aword box; Ann Zebick, mentalist; Zonette, No. 1 Annex, and Joe Shane, No. 2 Annex. Illusion Show, James Chevancy, manager; Jack Frost, tickets; Frank Long, canvas, and Loretta Lawrence, snakes.

War Show, James Chevaney, manager; Mrs. Sid Crane, inside; Side Crane, front, and Leon Cramer, canvas; Mickey Mouse Show, Jim Dunlevey: "American Cuties," Mrs. Fay Ayers, manager and front; J. B. Hawkins, No. 1 ticket box; Rex Wane, No. 2 ticket box; Louise Grooms, singer-dancer; Pat Lunsford, Randey La Vell, Lorine Davis and Mary Loo Ownes, dancers; Harry Howe, guitar, and Jake Steed, accordion; Bubble Dance Show, Ray Ayers, manager, and Marie Marcell, Lulla Bell

Funhouse, Bob Bushae, manager; Art Freeman, tickets; Glass House, Jack Rawlings, manager, and Johnnie Bush, tickets; Jig Show, Pee Wee Parker, manager; Ray Jones, front man; Patso and his six-place band; Ethel Mc-Cow, blues singer; Sambo, comedian; A. Blos-som, comedian; Pee Wes Parker, straight; Johnnie J. Tap, dancer, and Dolly Day, Dasie Jonies, May Jones, Pannie Bay and Mollie Duncan, chorus; Snake Show, W. Roberts; Unborn Show, Shortle Hukle; Monkey Show, Harry King, and Jungle Land Show, Moe Biggle.

Ride Line-Up

The ride line-up includes Perris Wheels, Loyd Schemel: Ridee-o, Buster Montgomery; Spitfire, Dago; Rock-o-Plane, Larry Turner; Rolloplane, Buster Glenn; Octopus, Carl Agman; Loop-o-Plane, Johnnie Jones: Tilt-a-Whirl, Jay Brazili; Merry-Go-Round, Charlesto Winters; kiddle rides, Duke Warner, and Caterpillar, kiddle boat ride, kiddle train ride and Little Dipper, Anse Anderson, Mr. Van Fleet and Carl

Concessions

Concession row includes bingo, Sam Lieb; midway cafe, Mr. Duffy; pan joint, Bob Harls and Junior Davis, agent; rat joint and overand-under, Mr. Sorenson; ball games, Mrs. HUGO, Okla., March 26. - The Leona Crow, and Ann Jocque, agent; slum rand Union Shows, in quarters here, stores (3), Mrs. Leo Bergeman; derby racer, Anse Anderson and Mr. Van Fleet; rolldown and razzie, Chuck Magid, and Heels Beels Schiperio, George Lang, Jimmle Schoble, Johnpin store, Leo Bergeman, and Billie Averil and J. Gorman, agents; skillo, Carolina Boyd, and E. B. Ensley and Durham Brownie, agents; blower, Bill Crow, and Johnnie Carter, Ben Blakley and Marvin Kjos, agents; nail joint, Simmle Careol, and Luther Richie, P. E. Willlams, Johnnie Litzenberg and Marshel Harper, agenta; ham and bacon, Frenchie LaDoux; beat the dealer, Francis Frasier; stock man, Walter Cannon. Pappy Miller is on the front gate and Deafey Adams is in charge of the searchlights and neon.

NEW YORK, March 26 .- The board of governors of the National Showmen's Association, at their meeting Wednesday (23) night, appointed Mrs. Ethel Weinberg acting executive secretary of the club to replace the late Walter K. Sibley, who died March 9. She was Sibley's assistant over a long period.

To assist Mrs. Weinberg until such been appointed.

Fine quality Rayon Plush for Backdrop, Any color: Red, royal blue, black, yellow, pink, etc. '54" width.)

Less than five yards cost is \$3.00 per yd. Over 5 yards cost is \$2.50 per yd.

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Female Shrunken Head, like photo, prepaid, \$10. Shrunken Bodies, about 2 ft. long, prepaid, \$15. Fish Girl, about 15 in long, prepaid, \$15 Devil Child, about 2 ft. prepaid, \$20. Ape Boy, about 18 in, prepaid, \$15. Wolf Boy, about 18 in prepaid, \$15. 2-Headed Baby about life size, prepaid. about life size, prepaid, \$20. Send today. We prepay them.

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Youngstown, Ohio 17 Garfield St.

MIDWAY CONFAB

route from Oklahoma to Columbus, Jack Ray, Toronto scenic artist, was Ga., to join Dodson's Imperial called upon to design a few of the Shows, on which they have their major fronts. concessions booked, stopped at the quarters of World of Today Shows, Muskogee, Okla.

Concession jackpotter is a guy who can't see an argument without cutting himself in on it.

Tommy Carson and Joe H. Goodwin will have all the concessions on the Magic Empire Shows owned by C. A. (Curly) Spheeris. . . . Mrs. J. C. (Ethel) Weer, Mrs. Milton Morris, Mrs. Bertha (Gyp) McDaniels are in Key West, Fla., on a fishing trip. Louis Gueth pens that he is still The Billboard sales agent on Lawrence Greater Shows.

years prominent in producing indoor shows and staging dances in town, Pa. British Columbia, has signed to provide the shows on Henry Meyerhoff's Crescent Shows. He plans to have at a surprise party, March 19, in a Rat Show, Mouse Circus and Monkeyland. The Meyerhoff org is skedded to open its 28-week season Host was Jean Nadja, of Philadel-April 11 in Penticton, B. C. . . . Herb Shive, general agent of Lawrence Greater Shows, is busy with his contracting chores, having recovered from illness which plagued him most of the winter.

because they think they'll like it, and then Grimm, William Mudge, Wilma Robstay with it because they're stuck with it.

cessions with the Pioneer Shows, Foy Cooke, Charles Hunter, Doro-A. Percell, of that org, which has thy, Mary and Bobby Kasick, Ruth its base in Waverly, N. Y., infoes Eaton, Betty Rowland, Albert and that Harold Corner recently pulled Marie Buchanan, Ruby Starr and into town, driving a new Plymouth. Jo-Ann Fay. ... Alberta Slim, who has contracted to supply all shows with the Bill Lynch Shows, advises that he is to get lady ticket sellers' minds on the cusframing all-panel fronts and that a tomers and off of their noils, 70-foot front for the Monkey Show has been completed. Besides the Monkey Show, he will have one fea- of his regular season, has been bookturing Kitten, "the wonder horse," ing his rides in and around Mobile, and five grind shows, Ape Man, Ala. During the recent Mardi Gras

Johnny and Janet Wuetherick, en Wildlife, Freak, Snake and Illusion.

Those who speak of bally-bucking wars as the they were trivial affairs, just don't know ferocity when they see it.

Mr. and Mrs. C. L. McBrien, former carnival owners, have returned to Kansas City, Mo., after wintering in the Rio Grande Valley and report the Charro Days Celebration at Brownsville, Tex., was good for their concession on the streets. . . . Another couple who wintered in the valley, according to Walter Whitmer, is Mr. and Mrs. Amos Wolf, who returned to their home in Tarkio, Mo. Wolf expects to hit the road soon with his concession. . . . L. D. Pease has signed to operate the Hawaiian John Kazlowsky, for the past 10 Village on Beam's Attractions this year, opening April 28 in Johns-

Bobby Kork was guest of honor Yetters Court, Trenton, N. J., the occasion being his 50th birthday. phia. Babe Montana, who came to Ky., April 8. . . . Johnny Orneall Trenton from New York for the party, was accompanied by the "High Steppers Revue," which furnished comic, for his unit on the John the floorshow. Jay Rex and his band furnished the music. Guests included Gene Eugene, Le-Ola, Al Beginners invest in midway equipment Primo, Ann Smith, Ray Higgins, Ted bins, Martin D. Baker, Flo White, Al Rutter, Peggy Ewell, Jack El-George Buzie has booked his con- liott, Kitty Gordon, Sandy Sanders.

One of the big midway problems is how

Harry Lottridge, pending opening

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KANSAS CITY 6, MO

ED BERG

there, his rides were located in Negro section of town, and nyre cently were in operation in fricts Mobile's largest suburb, where t were sponsored by the Lious C . . . L. J. (Bill) Dollar, former eral agent of the J. F. Sparks She eards from Birmingham that again will be with Lee Cuso Amusement Company. He has be with Creson since the Sparks ou was sold three years ago. . . . Bet Dolores Hauser, former Girl Sh. performer, is playing niteries arou-Pittsburgh and Akron. She and a Bobby, are making their home Duquesne, Pa. . . . Mrs. Betty P telwaitte, Down River Amusen has taken delivery on a new kill Horse and Buggy Ride from W. King.

Press agents got reputations for the because at early ages they learned to only with visiting editors on expense

Clyde Graham is still in Coun Hospital, Oklahoma City, where soon will undergo another oper tion on his lung which will ke him hospitalized another five week He'd like to read letters from friend

. . . Don DiGiovanna's two G Shows have been booked with Lo Star Shows for the 1949 tour who gets under way in Elizabethtow Jr., Girl Show operator, has engaged Johnny Wise, emsee a

FOR SALE

16-car Allan Herschell Kiddle Auto Ride on excellent condition, with new tire-proof red, white and blue top. All cars have new tires. Ride complete. Overhauled and painted. Ready to go. Price 52,500.00 cash.

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TRAILER VILLAGE, 17680 NEBRASKA AVE., TAMPA, PLA.

Brownsville, Tex. Mrs. Mc- Side Show this year. recently purchased jackets and ier pictures in Mexico for their ssions which they have booked he Tony Martone Shows, which the season in Kansas City very on a new truck.

unity at a showman's club consists member getting up in a meeting and g. "Why not while I'm alive?"

r. and Mrs. Henry Myers, of O, report that they have retheir Glass Show and will build me in Tampa. The Glass Show be taken out in four separate by the Myers's four daughters sons-in-law, Dorothy and Ber-Shaw, Cleveland; Marie and rles Mapel, of Kent, and Martha Guy Corlew, Portland, Mich. . . . art G. (Bozo) Baugh has been iding the winter working for G. Hoffman in and around mi. . . . After a winter in New second season there: Danny ry; Karl Alzora, Side Show; ar shows, and Red Eversole and tie Lynn, Zanaa Show. . . . James ley Blair, who winds up his in Parkersburg, W. Va., for a before heading for his winter rters at Fremont, O., to ready

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cessions that work for Stock, Glass use, Animal Show, Fun House, Agents for my Pitch, Cork Gallery and Ball Games,

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lorida Amusement Co.

ANTS - Hanky Panks, Girl Show, Side ow and Crind Shows. Good proposition to ngo. Want Diggers, Scales and Age. reenwood, 5. C., now; then 3 spots in orth Carolins; then Indiana and Michigan. Wire: GREENWOOD, S. C.

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Union City, Tonn.

S.: Jos Selly and Bob Donithan, get in

s Shows. . . . Binger and Anna his marionette and magic turns for ford have returned to their new the summer. He will handle the er quarters in Kansas City, Mo., inside of Tex and Ginny DuBose's

Philly Notes: Mr. and Mrs. Clarence Church stopped over en route to join Coleman Bros.' Shows. . . . Frank King passed thru en route to 18. The McKords recently took Connecticut to visit his parents after making Florida spots with his concession. . . . George Dover is refurbishing his stands in his back yard. . . Irving Sherman, after being discharged from a local hospital, left for Atlantic City to recuperate. . . Joe Sherman doing sales promotion for a television company. . . . Izzy Cetlin, George Golden and Claude Sechrest, of Cetlin & Wilson Shows, were recent visitors. . . . Joseph De Leo is getting ready to hit the road with his scales and age. . . . Mr. and Mrs. Lloyd Bruge have arrived in Detroit from ard Thompson and Edna and Ocean Springs, Miss., with their new Scooter and kiddle ride which they have booked on the W. G. Wade Shows' No. 1 unit.

Ralph Lockett, general representative of the Johnny J. Jones Exposians the following have rejoined tion, reports that the annual meet-W. C. Kaus Shows, marking ing of the nation's mayors this week in Washington was a general agent's amee. Snake Show and photo happy hunting grounds. Lockett attended to lunch with many city Valier, Oriental and Turkish fathers who govern towns which his org plays. . . . Gerald Snellens, World of Mirth Shows general representative, was a New York visium tour April 3, will visit his tor last week. He announced that his niece, Delphine Sparr, who is known to many show folks, will soon be wed. . . . Raynell Golden celebrated her birthday Tuesday (22) by putting in another day's work on her new "Manhattan Merry-Go-Round" unit at the Cetlin & Wilson Shows winter quarters in Petersburg, Va.

> Genuine midwayite is one who works himself up to a high pitch of excitement over the news that the show he is with siole a fair from another show-even tho the fair is a dud.

> J. G. Tiger and David Koffsky have formed a new org to be known as Global Productions. With the outfit are Boofus Leroy, comic; Suzette, singer and dances; Sammy Smith, atomical wonder: Buster Finlayson, comic; Jeanette Martin, dancer, and Hella, magician. It is planned to take out three girl shows, three grind shows and J. G. Tiger's International Opium-Dope Show and Narcotics Rackets Expose, in addition to continuing Texas and Louisiana club dates. Part of the "Follies Burlesque" show is playing the Fox Theater, Dallas, Dope Show is skedded to open April 1 at the Rialto Theater, Dallas, with Edwin Esper and his film, "The Narcotic Story." . . . Bill Baldwin, cookhouse operator, returned from a vacation in Miami, with side trips to Key West and Sarasota, Fla., to start work as an active partner in the Hazel Park, Mich., Racing Association, slated to start operations August 16. . . . Jack Korie is winding up his winter vacation in Cuba prior to opening his five shows with W. G. Wade Shows for the coming season, +

Constant repetition is monotonous, as in. "I'm with it and for it," but it's the most effective way of making a manager believe black is white.

Raymond A. Walton is converting an army bus into a traveling unit in which he will house a wax exhibit. Attraction will carry its own power plant and four neon signs. Kenneth Cummings will be in charge of transportation, and William Denton will be electrician. The unit plans to open April 1, . . . Jack Korie, who has booked his three attractions with W. G. Wade Shows, returned from a vacation trip in Florida and Cuba. He will join Rogers Greater Shows in Union City, Tenn., April 1, and play three spots with those shows, after which he will join the Wade org for the opening in Michigan.



PRESENTING THE ONE AND ONLY

EMANUEL ZACCHINI

SHOT OVER TWO FERRIS WHEELS Wanted for RICHMOND, VIRGINIA, CHICKEN IN THE ROUGH LOT

WEEK APRIL 4TH

With TRENTON, N. J., to follow POSITIVELY THE FIRST SHOW IN

SHOWS Can place Motordrome for the season to join at Trenton.

RIDES Place any Kiddie Rides except Train

CONCESSIONS Photos, Novelties, American Palmistry, Cork Gallery, Hoople, Ball Games, Devil's Bowling Alley, Watch-La, Over 12, Glass Pitch, String Game, Balloon Dart, any 10-cent Game

HELP--General Help That Are Semi Drivers

All address: RALPH DECKER CHARLOTTESVILLE, VA., this week; then per route.

JOHNNY J. DENTON SHOWS

CAN PLACE

CAN PLACE

MORRISTOWN, TENN., THIS WEEK FOLLOWED BY BIG V.F.W. CELEBRATION DOWNTOWN JOHNSON CITY, TENN.

CONCESSIONS: Good opening for Mug Outlit. Can place 2 Count Stores. Must have Hanky Panks.

CAN PLACE: Help for 10 Major Rides. Want A-1 Caterpillar Foreman and Chairplane Foreman.

SHOWS: Can place any Show with own equipment, 25% to office. Joe Richardson wants Side Show People, Wires

JOHNNY DENTON, Morristown, Tenn., this week

LAST CALL

LAST CALL

CHESTER, PA., SATURDAY, APRIL 9

CONCESSIONS - Want Age, Scales, Novelties, High Striker and other legitimate Concessions,

SHOWS-Want Arcade, Wild Life or Animal Show, Mrs. Serfass wants Cirls for large

Revue. All salaries office paid. RIDES Can place Fly-o-Plane, Caterpillar or Looper. Can place Ride Help on all Rides who drive semi. Red McGee can place all his old help. Want Men to handle Towers and Front Marquee. Pete Bicio, write: Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr. PENN PREMIER SHOWS, CARTHAGE, N. C.

F. M. SUTTON SR., Presents **GULF COAST SHOWS**

GRAND OPENING SATURDAY, APRIL 9-16

AMERICAN LEGION SPRING CARNIVAL, CARUTHERSVILLE, MO., AND BEST SPRING ROUTE AND MORE FAIRS AND CELEBRATIONS THAN ANY CARNIVAL IN MISSOURI, THERE MUST BE A REASON. GET WITH A CARNIVAL THAT THE PUBLIC WANTS AND KNOWS WHERE TO GO AND WHEN.

CAN PLACE ONE MORE MAJOR RIDE, ALSO PONY TRACK.

CAN ALWAYS PLACE SHOWS, STOCK CONCESSIONS AND BALL RACKS.

F. M. SUTTON SR. Fair Grounds, Caruthersville, Mo.

P.5 : Bill Norwood wants to hear from Elmer

EVANS UNITED SHOWS

NO GATE NO RACKET NO GYPSIES

LAST CALL - OPENING APRIL 23 IN WARRENSBURG, MO.

CONCESSIONS-Can use Jewelry, Pitch-Till-U-Win, Grab or Cook House, Glass Pitch. Cork Shooting, Basket Ball, Hoop-La, String, Scales, Bumper, Novelties, 7 Color Game, or any Concession working for stock not conflicting.

Can use any Show (except Girl or Athletic) with own transportation.

Contact: CLAY M. EVANS, 3417 Wabash, Kansas City, Mo.

Used Everywhere for Over 35 Years

PRINTED TO YOUR ORDER

Nevsione lickel LO. SHAMOKIN, PA. Sond Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000

10,000 \$ 9.00 20,000 11.00 50,000 17.00

USED DIESEL ELECTRIC PLANTS

Power for Your Midway

3 "Caterpillar" Diesel electric Sets. Model D-17000, 85 KW.

1 GM Diesel electric set, Model 6-71. 75 KW.

Units may be seen at R. G. LeTourneau, Inc., plants in Longview, Texas, and Vicksburg, Miss. For details write Sales Dept. HS,

R. G. LeTourneau, Inc. Peoria, III.

RIDES WANTED

To operate in connection with locally sponsored Concessions. Last week June, Colebrook, N. H., first week July, Groveton, N. H. Drawing area 10,000 each stand. Percentage or guarantee.

Contact GEO. L. O'NEIL Post No. 62, American Legion MAX H. WOODROW, Chrm. Box 297, Colebrook, N. H.

FOR SALE

3 Direct Positive (Marks & Fuller) Cameras, fitted with Wollensak F. 4.5 lenses and prisms. Brand new, in their original boxes, for 21/2x3 prints. Original price, \$235,00 each. Our price, \$185.00 each or \$500.00 for the three. Also one complete outfit—New Booth and Camera, \$250.00.

\$700.00 Takes Them All WIRE OR WRITE SAAD STUDIO WILLIAMSON, W. VA.

CADMIVAL WANTED LAKNIVAL WANIED

FOR SANTA LUCIA FESTIVAL OMAHA, NEB., AUG. 6-14, INCLUSIVE Big Nine-Day Festival.

Only Good, Reliable Carnivals need apply.

Address: A. A. MOROCCO

E/o Omaha Police Department

W. E. ATTRACTIONS

OPEN APRIL 16, HUMPHREY, ARK. Can place a few Slum Concessions. Want Agents for Ball Game, P. C., Penny Pitch and other office Concessions. Roy Little, answer letter or come on. Can place Ride Man, sober, and one who can drive Truck. Join here. Yes, we will play the Strawberries.

W. E. WEST, Owner BOX 442, FORDYCE, ARK. On Highway 79, East.

(Street Act)

FOR GOLDEN ANNIVERSARY STREET FAIR

June 27 to July 2, Incl. Address: KEN CRUSAN, Seey.

Mt. Pleasant Volunteer Fire Dept. Mt. Pleasant, Pa.

WOLF GREATER SHOWS

OPENING APRIL 30

Want Shows, Concessions, Ride Help. Phone: Midway 7647 P. O. Box 2725, Bloomington Station, Minneapolis, Minn.

WANTED

Looper Foreman. Ride Help that can drive trucks. Want Shows and Concessions. Fairs and Street Celebrations, contact us for your dates.

MOUND CITY SHOWS ST. LOUIS, MO. 1417 Grattan St.

A High Diver, Diving Girls and a Diving Clown to work all season. Have own complete Aluminum Rigging and Tank. Would like to have man and wife to take full charge of Popcorn and Candy

JOHN KEELER 1921 N. W. 79th St., Miami, Fia.

Opening in April-Playing Ohio, Ind. & South Want Concessions, Girl Show with or without outfit. Can use Tilt, Rolloplane, also Penns Arcade, Athletic Show. Ex. on Jeweiry and Custard open.

ROXIE HARRIS, P. O. Box 142, Findley, Ohio.

WINTER QUARTERS

Ohio Valley

FINDLAY, O., March 26 .- Everything is in readiness for the season's bow April 30. Org has added new rides, shows, lights, fronts, trucks and trailers. Route will carry show thru Southern territory. The staff: Roxie Harris, owner-manager; Bill Harris, general agent and assistant manager; Pat Brady, special agent and public relations; Dorothy Case, secretary and The Billboard sales agent; Bob Harris, ride superintendent; Don Simon, electrician and billposter; Penoche Ollendorf, assistant ride superintendent; Roy Wehrle, Joe Long, Jerry Stauffer, Gene Simons, Jerry Householder, Allan Clinger and Cappy Rensch, ride foremen. Charles Chaddocks will have Monkey Show. Concessionaires will include Don Bishop, Ace Ross, Dave Rutherford, Ralph Baughman, Bill Harris, Charles Chaddocks, Clifford Salkeld, John Dengler, J. C. McCandless, Mrs. Augusta Caseman, Theodore Engle, Walker D. Radford, Al Costelloa and Louis Black .- PAT BRADY.

Merryland

MIDLAND, Mich., March 26. -Owner C. N. Crittenden has signed C. Harry Allen, Battle Creek, Mich., as manager. Org will have 7 rides, 3 shows and 35 concessions. Rides have been newly painted. Two new tractors have been bought. Bruce Crittenden had delivery of a new popcorn truck. Trucks have been painted blue with yellow lettering. Owner Crittenden has bought a new house trailer. He and Allen are on a booking trip in Southern Indiana.

Endy Bros.

29.—JAY C. (TOBY) MASON.

B& V

LODI, N. J., March 26 .- Work has started at local quarters to ready shows for their April 14 opening near New York. Owner Justin Van Vliet and James Pendrack are supervising the spring overhaul.

Concession line-up will include Jones' bingo; Eddie Goldman, popcorn, candy apples and custard; Lucille Anderson, candy cotton; Louis Light, four stores; Moe Walker, three stores; Happy Hawkins, diggers, and Queenie Van Vliet, two ball games.

Mickey Owens will manage the Revue and Posing Show, Dick Cooper will have two kiddie rides and ponies, and E. Gregory will have the cookhouse and French fries, Eddie Elkins is concession manager.

John Francis

ST. LOUIS, March 26.-Additional help has been added to speed up the work, Everything will be ready for the opening April 2. John Francis is supervising the work. Org will have 8 rides, 4 shows and 20 concessions. Five light towers will furnish illumination.

Francis is beginning his 51st year in show business. Col. Bill E. Green, off the road the last three years, will be assistant manager and handle publicity.

Show will move on 20 trucks thru Missouri, Illinois, Indiana, Wisconsin, Minnesota and Iowa.

Page Bros.

SPRINGFIELD, Tenn., March 26. -Bill Cox joined as assistant manager. He replaces A. S. Brewer, resigned. Mr. and Mrs. Paul Pittman ALBANY, Ga., March 26 .- The arrived and are readying their joints. writer is in charge of winter quarters Jim Escobar, Side Show manager, is here. David Endy stopped off en route expected shortly from his home in to Miami, John Dimp, general super- Bridgeport, Conn. Abe Frank writes intendent, soon will arrive and take he is en route from his Pascagoula. over. The railroad cars are being gone Miss., home. This will mark his over. Four new 60-foot flats have fourth season with this org. Jimmie been added to take care of new rides | Slade is here and will have charge and shows. Quarters are at the East- of the miniature train. The fourth ern Airport base, Org will open April new Chevrolet tractor truck has arrived.

NOW CASTING-

-NOW CASTING

171 S. NELSON ST.

RAYNELL Wants for Her New MANHATTAN

"America's Newest and Most Beautiful Show"

GIRLS-Dancers, Models, Show Girls,

MUSICIAN-Man with own Hammond Organ for Twin Organs. ..

NARRATOR-Inside Narration only. Must have a good voice and have a good wardrobe. ALSO ANY USEFUL PEOPLE WHO ARE CAPABLE AND NOT DRUNKS. If you are clever. I can use you. If you want to be with a Show you can be proud to be a part of-THIS IS IT-

NOTHING ELSE LIKE IT ON TOUR-ANYWHERE.

Address: RAYNELL, c/o CETLIN & WILSON SHOW, PETERSBURG, VA.

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 Whirf, 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.

If 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 5, 5.

Those interviewed will be given preference. Others write. No sypsies.

PECK AMESEMENTS

Permanent Address

KANKAKEE, ILL.

SUNSET AMUSEMENT COMPANY

OPENING APRIL 21, EXCELSIOR SPRINGS, MO.

Want Penny Arcade and FUN HOUSE, other Shows not conflicting. ON ACCOUNT OF ACCIDENT WANT MERRY-CO-ROUND FOREMAN, must drive semi, Winter Quarters: Excelsior Springs, Missourt.

RIDES WANTED

July 3d and 4th 40,000 Attendance—2 Day Progra

Contact

RAY BOHL

Chamber of Commerce Office Wausau, Wisconsin

WANT CARNIVAL

INDEPENDENT RIDE July 2-4

Best celebration date in Minnesots. First-class attractions. Thrill Shows-Auto Races.

CONTACT

FRANK WINKLEY 3145 Cirard Ave., S. Minneapolis, Mir

WANTED Eli Ferris Wheel Forema

Park opens April 16. Top salary. W GEORGE BERTOLI

Bex 206 Willow Grove,

NOW AVAILABLE

1848 EDITION OF OFFICIAL

Jam parked with movey making bless can formulas, equipment for concessions, coads stands, exmittals, medicine mainers, etc. Buts quids. Band \$1.00 today for copy. Concessionaire's Guidebook

3916 Secor Road, Tologo 8, Ohio

GEORGE ANDRES FARE

WHEEL OPERATOR, #12 ELL. opening early May, All replies, thru mall, I. D. ANDRES, Mgr.

FOR SALE Pop Corn Machine, late Ster, large floor

Photometic Picture Machine HILL TOY STORE

Harrisburg. 404 Market St.

FOR SALE

Trailer, 2 10x12 Frames and I als-foot Lagranger, 2 10x12 Frames and Tops, I in Frame and Top, I Double Rumper Game. Pitch Till You Win, I Bowling Alley. It plenty stock for the entire season, included 400 gross Slum. Will sell cheap.

E. C. CHITWOOD, 1216 Race St., Cincinnate Phones Cherry 7811

LESLIE'S TRAILER PARTS AND ACCESSOR Complete line of Trailer Parts and Access

svailable at all times. Mail orders our spec Shipments made within 24 hours to all b in the U. S. A. Write for free catalog 1920 Stewart Ave., S. W., on Highway 41 gar south. Atlanta. Georgia. Fairfax 2626.

Firemen's Carnival and Sig Contamnial Coleton July 4-8, Must have Marry-Go-Round Ferris W and Kiddle Rides, No Concessions necessary. S. R. MORTON

SANDY LEKE PA

JULY 1, 2, 3 AND 4

ANNUAL RODEO & ATH OF JULY CELEBRATH Confact TERRA ALTA VOLUNTERE PIN

Male and Female-Pallendes Park and Co. & Wilson Shows. Good pay, Ups good. Open April 14.

DARIN PURTUE 1025 Palicades Ave., Palicade, M. J.

20th Annual American Legion 4th July Com-

JNO. R. WADE Trenton, Tenn.

SAMMY LANE SHOWS

Lancaster Mo.

accessions Open—Hoop-La, Sno Cone
velties, Milk Bottle, Scales, Jewelry,
what have you? Some P.C. open,
ws—Any good Grind, Help—Fore
m on Merry-Go-Round, also Second
n. Bingo Counter Man, Must drive
cks. Can use Wives.

Opening La Plata, Mo., May 2nd. nmittees in Missouri, we have some in dates.

FOR SALE 1946 TWIN OCTOPUS

Like new, excellent transportation.

17 30-FT. WARNER MERRY-GO-ROUND cellent condition, all new painted and ready to operate.

th Nelson deep freeze cabinet, ready to operate.

Don Franklin Shows, Alvin, Texas, March to April 2; Belasco Texas, April 4 to 9.

TATE FAIR SHOWS

ON PARADE

OPENING EARLY IN APRIL

sowing Oklahoma, Colorado, Kansas and
abraska. 15 Fairs and Celebrations.

arrying 7 Ridas, 6 Shows, 30 Concessors. Winter Quarters now open.

ant to book Shows, all open. I have
tenty equipment. Good deal to Side
how Operator. Also Fun House Manter. Want All Concessions. Everyning open. Want Legal Adjuster. Sound
ar. Want Ride Foremen on Merry-Goound, Mix-Up, Tilt, Kiddle Cars; Second
en on all Rides; must drive. Write:

C. A. GOREE, Alfus, Okla.

RED HOT SPECIALTY DANCERS

all new show. Send photo and state erience. Opening World of Pleasure was, Battle Creek, Mich., May 6.

FOR SALE

OF CHAIR, SWITCH BOARD AND WATT TRANSFORMER, \$300.00, 60 tt Operadio Amplifier with automatic ord Changer, perfect condition, \$165.00.

Sailor Katry, R. 3, Box 1185, Tampa, Fla.

EW CUSTARD FOR SALE

1948 Chev. Two-Ton Tk. Modern Custard by, latest model Electro Freeze Machine, by equipped. Can be seen at 2630 St. 5th Philadelphia 48, Pa., or write to:

H. COREN

WANT

Moultrie, Ga., March 28-April 2; Edison, to follow. Then heading north, Tensee and Kentucky.

Hanky Panks, \$15.00. Will book one litt Camp, one P. C. Dealer. No Flats. W. H. (BILL) MYERS, Owner C. M. (SLIM) WILLIS, Mgr.

LOOK! RIDE OWNERS

SOMETHING NEW

sutiful all aluminum Merry-Co-Round rises, strong, durable, cheaper than wood, see designs. Three sizes.

FOREST CITY ENTERPRISES

FENTS WANTED AGENTS WANTED To Cat Back, Milk Boitles, Devil's Bowling ley Cork Gallery, Penny Pitch; couples or seles. If you drink and are a here a day, ne a day Agent, do not answer this ad, e open April 20 at Coplay, Pa. Blacky per, get in touch. All replies to:

NAVLOR HARRISON JR.

GEN. DEL., GOLDSBORO, N. C.

Those who wrote before write again.

FOR SALE

SMITH & SMITH KIDDLE ARPLANE
In excellent condition, 1947 model, with or
lout transportation. If you are looking for a
same as naw, see this one. Priced to sell,
be seen, 258 W. North St., Hillsbore, Ohio
HAROLD THARP

GOLDEN GATE SHOWS

Will open April 16-23, Pembroke, Ky.
et small Cook House, Bingo, Mitt Camp, Ball
ers High Striker, Penny Pitch, Cigarette Galy, Pan Gams, Hoop-La, Pitch-Till-U-Win,
eting Alley, Cotton Candy, Glass Pitch, Darts,
ed Shows with outfits. Ride Help all conted, be here April 12, Frank Owens, Mgr.

John H. Marks

RICHMOND, Va., March 26.—
Opening date tentatively is set for Monday, April 18, in the South Richmond location. John H. Marks, prestdent-general manager, recovered from his recent eye operation, is supervising the finishing touches here.

Equipment is freshly painted and decorated. Six new semi-trailers, new show fronts and new canvas are ready for the opening. The route of spring dates is complete.

Jack Birmingham, advertising agent, will start billing April 1. Tom and Ola Pinchbeck are custodians of winter quarters. Pinchbeck will be foreman of the Whip and the seven light towers when the show goes on the road. Elmer Rhoads, foreman of the Looper, arrived from Tampa. Other arrivals are Tex Leatherman, Caterpillar foreman; George Dobyns, twin Ferris Wheel foreman; Buster Morgan, Rolloplane and Octopus, and Ray Meade, foreman of the Merry-Go-Round. Chet Dunn will report later from Miami.

Art Ross is assistant to Tommy Heath on the six Diesel light units. Harry Schrieber is business manager for his second season. John Rea has booked his Life exhibit. Mike Roman will be on hand with his frozen custard. Jimmy Simpson and his Hot Chocolate musical revue will play vaude dates before opening with the show. Earl Purtle had his lions here during the winter and is now ready for his Palisades (N. J.) Park engagement.

Pioneer

WAVERLY, N. Y., March 26.—The new Airplane ride, purchased from Charles Ogden, arrived. Ogden, builder of the ride, also made the trip here and visited for a few days in quarters. The new Octopus is expected soon.

Ralph Lee booked his three kiddie rides and long range gallery. Don Crown booked his French fries. Manager Mickey Percell has purchased several rides to operate in two parks this summer.

Recent arrivals include Jim Nero, Joe Sweeney, Harold Fritz, Mike Carlson, Jack DeCobra, Ben Rahmi and Mr. and Mrs. Rodney Winber. Ronald Wainwright arrived with his troupe.

S. H. (Slim) Fein, who handles press and radio, is in New York but will be on hand a few days before the opening. He also will operate four concessions. Mrs. Percell has her new bingo stand framed.—A. PERCELL.

Vivona Bros.

IRVINGTON, N. J., March 26.—
Work at quarters here is nearing completion. Johnny and Babe Morris;
Toby Kneeland, artist, and Herb Williams, builder, and crew of five have built a Glass House and a 28-foot semi. New marquee and new blue canvas concession tops have been received. Org will open about April 2" in this State. It has 8 rides, Funhouse, Glass House and 40 concessions.—LOUISE M. KNEELAND.

Mighty Hoosier State

GREENSBURG, Ind., March 26 .-Org opens at Cynthiana, Ky., April 8. Ride help is arriving, including J. Simpson, Sonny Anderson, Raymond White, Slim Welch, Marshall Preston, Francis Norton and Bill Murray. Kenny Ritchie, Tex Fetta and Elder Martin are busy in quarters. Jean Mead, Marshall Preston and Elder Martin received delivery on new trailers. Nora Ritchie will soon be released from the hospital. Roger Wohlberg stopped off here recently. Visitors included Gertrude Mitchell, Jerry Harney, Bob King, Mrs. E. Martin, Mrs. Murray, Mr. Mehl, Joe V" Ite, Bill Fyke and Chet Pierce. Hayden Richards will return to manage bingo. He recently was married to Waneta Hoskins of Lexington, Ky.

JIM THOMPSON CAN PLACE

ACTS FOR SIDE SHOW

ORVILLE HAGEN CAN PLACE

LADY AND MEN RIDERS FOR DROME

SHOW OPENS APRIL 21, TROY, NEW YORK

Address

O. C. BUCK WINTER QUARTERS, TROY, N. Y.

PACIFIC UNITED SHOWS

Opening

SELMA, CALIF., APRIL 4 to 9 Incl.
ATTENTION—We have a long list of Celebrations and Fairs booked in prosperous
and sunny California. First outstanding Celebration is American Legion, Lodi:

May Day Celebration at Mickey's Grove, April 30 to May 1.

OTHERS TO FOLLOW—First Centennial, May 13-14-15, largest '49er Fiesta in Marin County, Larkspur, Calif., June 9-12, inclusive: largest and outstanding Rodeo and Fourth of July Celebration on Redwood Highway at Willits, Calif.

Other Celebrations and Fairs to follow.

WANT WANT WANT

Grind Shows with own transportation and equipment. Good proposition to right party. Ride Help wanted. Second Man for Ferris Wheel, First and Second Men for Roll-o-Plane. Also Help for Tilt-a-Whirl. Top wages. Semi Truck Drivers preferred. Concessions—Bingo, String Game, Cigarette Gallery. Long Range Gallery. All Wheels except Ham. Wire or write:

PACIFIC UNITED SHOWS

109-B DOUGLAS ST.

SAN FRANCISCO, CALIF.

SPECIAL ANNOUNCEMENT

We have choice space for 10 more Stock Concessions that work for 10c. No flats or gypsies. Can place Rat Game and Pan Game. All Confectionery Concessions sold. WANT TO BOOK OR LEASE LARGE PARK FERRIS WHEEL OR WILL TAKE *5. ALSO HAVE SPACE FOR ONLY ONE FLAT RIDE, EITHER OCTOPUS OR SPITFIRE. Can place Pony Ride. Have choice space for Arcade due to disappointment. We operate seven days per week, with Kiddle Matinee daily.

The Park is now open.

TRI-CITY ANUSEMENT PARK

In the heart of the Inland Empire

Serving Pasco, Kennewick, Richland and North Richland, Wash., with a combined population of 200,000 and growing every day. In the largest industrial BOOM AREA in the U. S.—Hame of the Hanford ATOMIC ENERGY WORKS and the McNARY DAM, All replies to:

RALPH ROBINSON, Owner. 4721 Columbia Avenue, Kennewick, Washington

LAST CALL

LAST CALL

For J & B SHOWS

Opening April 9th, Victoria, Va.: Crewe, Va., to follow.

Can place Balloon Darts, Age and Weight, Rotaries, Glass Pitch, Jewelry, String Game, Good territory for Photo Gallery. All those contacted please acknowledge this ad. All replies to

HAYES AND FLYNN, J & B SHOWS

2021 Chamberlayne Ave., Richmond, Va. Phone: Richmond 32352.

P.S.: Lot will be laid out Wednesday.

D. S. DUDLEY SHOWS

OPENING APRIL 2, WICHITA FALLS, TEXAS. TWO SATURDAYS.

Presenting for the season 1949-10 modern Riding Devices, 6 outstanding Shows, 30 Concessions.

Concessions—Want Grind Store Agents and Stock Store Agents. Want Man and Wife for office-owned Bingo. Showmen—Want Man to take charge of Snake Show. Man to take charge Monkey Show. Have complete frame-up for both. Manager for Girl Show; must have girls. Ride Help—Want Foreman for Twin No. 5 Eli Ferris Wheels, must be sober, capable and reliable. Need Second Men on all Rides. Address all communications to

D. S. DUDLEY

Box 71, Mankins, Texas, Phone 907F23, or Wastern Union, Wichita Falls, Texas

LAST CALL-MIGHTY HOOSIER STATE SHOWS-LAST CALL

All Shows and Concessions contracted report Cynthiana, Kentucky, by April 6.
All Shows and Concessions contracted report Cynthiana, Kentucky, by April 6.
All Shows and Concessions wishing to book wire Western Union, Greensburg, Indiana, until April 2. If I can use you I will answer at once, All replies:

W. R. GEREN

LOROW BROS. WANT

Freaks, Working Acts and Bally Acts for Royal American and Hennies Bros.' Shows.

Ticket Sellers who can make second openings.

Fran Lewis, answer

Play safe this season. Get with the show where your money is sure. Work next winter in Miami, Fla. Work year around with Lorow Bros. All answer to

LOROW BROS.

BOX 11

NORTH MIAMI, FLA.

P. S .- Hennies Show Opens April 9, Hot Springs, Ark.



OPENING CAPITAL HEIGHTS, MD., APRIL 16 TWO BIG SATURDAYS

V. F. W. CELEBRATION

CONCESSIONS-Age and Scales, Photos, Jewelry, Hanky-Panks of

RIDE HELP-All people contracted report to winter quarters Monday, April 4th, at Wendell, N. C. Octopus, Chairplane foremen and help on all other rides.

AGENT with car, 48-hour man, able and willing to help manage. Harry Urlson, Eddie Eger, telephone me immediately at Philadelphia, Kingsley 5-7145. Mail and wires after April 2 Winter Quarters, Wendell, N. C.



SUFFOLK, VIRGINIA

OPENING APRIL 6 INSTEAD OF 9

WANT at once Frozen Custard, French Fries, Ball Games, Long and Short Range Galleries, Age and Scales; all Hanky Panks open.

WANT 10-in-1, Wild Life, Monkey Show, Snake Show, Motordrome, one Girl Show with two or more girls. Penny, come in.

BOHN & SONS UNITED SHOWS

WANT

SHOWS—Monkey, Crime, 10-in-1, Midget or any flash well-framed Show in keeping with our midway. RIDES—Can use 1 Flat Ride or Roll-o-Plane, also Pony Ride. CONCESSIONS—Frozen Custard, Ice Cream, Cigarette Gallery, Penny Arcade, Novelties, Jewelry. Age and Weight or any Stock Stores. (Privilege is right.) Due to disappointment can place Bingo and Diggers. Will place Pan Game or Rat Game, Pea Pool, Over and Under. (Must have Stock Stores.) Openings for Swinger. Buckets. 6-Cats. Count Store and Line-Up Stores. CHARLEY GRIGGS WANTS AGENTS for Count Store and Skillo, also capable Outside Men for Skillo. All Agents who worked for me before, come on! We work from Monday to Saturday. WE HAVE CHOICE STILL DATES, ONE STRAWBERRY FESTIVAL IN TENNESSEE, AND THEN TO THE KENTUCKY COAL FIELDS WHERE THE PAY ROLLS ARE. No collect wires or phone calls. All address:

Carl Bohn, Owner-Mgr., or Charley Griggs, Legal Adjuster

HARRY LOTTRIDGE - - HARRY BOYLES Present

OPENING APRIL 2 THRU ? - ANDALUSIA, ALA. - APRIL 2 THRU ?

CONCESSIONS-Want neat Grab Outfit or small Cookhouse, Custard, French Fries, Dart Stores, Pitch Till-U Win, Glass Pitch, Hoop-La, Basket Ball, String Game, Lone and Shart Range Gallery, Bumper, Huckley Buck, Coke Bottles, Cane Hack, Enife Back, Novelties, Guess Your Age and Weight, American Paimistry, Penny Arcade, or what have your No Flatties. SHOWS-Will book one Bally Show and two Grind Shows. Must have good equipment and transportation. No Girl Shows, Wm. F. Prevost, answer. Sound Truck; must be a good one and owner with Concessions preferred. RIDE HELP-Dutch Repler, who can drive semi trailer and has license Concession Help-Sober, experienced Counter Man for Bingo who can drive Man and wife for Ball Game. Bucket Store Agent who will work for stock who will work for stock Apply: HARRY LOTTRIDGE, Andalusia, Ala., April 2 thru 7; Rosnoke, Ala., April 11 thru 16; Pell City, Ala., April 18 thru 23; Piedmont, Ala., April 25 thru 30.

W. S. CURL SHOWS

CRAND OPENING, APRIL 30 TO MAY 7, LONDON, OHIO

WANT-Legitimate Concessions; Basket Ball, Ball Games, Penny Arcade, High Striker, Frozen Custard, Pitch-Till-U-Win, all Grind Concessions that give out stock. Cotton Candy and Candy Apples, Bingo, Photo, Duck Pond, Fish Pond, Popcorn, Short Range Callery, Snow Cones booked. We have 5 office owned Rides. Want to book Shows with own outfit and transportation. No Percentage or Mitt Camps. Ride Help on all Rides. No drunks or chasers wanted. Prefer men who drive Semis. Address:

W. S. CURL

LONDON, OHIO

WINTER QUARTERS

Garden State

NEW HOLLAND, Pa., March 26. -Manager R. H. Miner Jr. has a small crew in quarters repairing and repainting all rides and trucks. New junction and ticket boxes are being made. Owner R. H. Miner Sr. has taken delivery on two new trucks and an order has been placed for a new power plant.

Staff includes R. H. Miner Sr., owner; R. H. Miner Jr., secretarymanager; K. H. Whitehead, electrician; Hip Roberts, mailman and The Billboard sales agent. Ride men include K. H. Whitehead, ride superintendent; J. Wildrick, kiddie Jeeps; Charles Barber, Roto-Whip; Harold Holmes and Shorty Trainer, Ferris Wheel: Pop Wildrick, John Frantz and Joe Rooney, Tilt-a-Whirl; Hip Roberts and Charles Johnson, Chairplane.

Concessionaires include Floyd Shieks, Frank Rossi and Joe Davies. Shows will open the latter part of April and play Pennsylvania, New Jersey and New York.

Johnny's United

ATHENS, Ala., March 26 .- Due to a change in schedule, the org will open in Pulaski, Tenn., April 2.

The staff includes John Portemont Sr., and John Portemont Jr., co-owners and managers; Kathleen Bush, secretary: James Bush, advance agent; Bill Portement, mailman and Billboard agent, and Loward Thorner, electrician.

Personnel now here includes Mr. and Mrs. Doc Warner, who will have an Animal Show; Corinne and Norman Rady, popcorn, candy apples and candy floss; C. Rutledge, photo; Loward Thorner, watch-la; Bill Portemont, bingo; Mike Sullen, cookhouse, and B. Parmley, diggers.

Recent visitors included Mr. and Mrs. Dick Fennell, formerly with the J. F. Sparks Shows and the Kelly Grady Shows, and George Harr, manager of the Imperial Shows .-

Virginia Greater

SUFFOLK, Va., March 26 .- Preparations are being made for the opening which will take place here. Herbert Morrison, chairman of the sponsoring group, has arranged considerable publicity.

Rocco Masucci, general manager, spent several days at his Jersey home. While there he met W. C. (Bill) Murray, general agent, Mr. and Mrs. Dick Killinger, who will operate the C'rl Revue, arrived in quarters from their Savannah, Ga., home. Dot and Ed Smith are no longer with the show.

Midgets Ike and Mike were recently given a birthday party. Guests included Larry Briggs, Harry P. Taylor, Dr. L. C. Holland and Mr. and Mrs. Hal Birdsong. Arthur Gibson, electrician, has rebuilt the main entrance. Leo Mantina, oldest of the midgets, is still holding down the job of chef.

Midway of Mirth

TRENTON, Ill., March 26 .has been moving on schedule f March 31 opening at Madison where the org will play two

Staff consists of Mrs. Esth Speroni, manager: Frank Lava manager; James Rogers, general ity: W. H. Ellis, electrician; Lil (bell, secretary, and Rosie Davis, agent.

Ride personnel includes the lowing: Merry - Go - Round, Weinworth, foreman; Charlie M second. Ferris Wheel, Calvin. drum, foreman. Spitfire, Hill, foreman; Charlie Banks, s Mixup, W. H. Ellis, foreman, Ride, Jim Brown, Ticket Mrs W. H. Ellis, Mrs. Jim Frank Yehle Tommie Cowan an Rodville.

Concessionaires are Joe and Wherry, 3; Mr. and Mrs. John laney, 4; Mr. and Mrs. Gaylord ale, 2; Van Tankersley, cook! Jackie Tankersley, 1; Mr. and Doty, photos; Ray Johnson, 3; Spears, '; George Campbell, 1 and Mrs. W. B. Reece, 5; Mr. Mrs. Cealy Sels, 2; Bill Farr George Garman, 1; F. R. Sch 3; Wayne Newberry, 1; B. C. Hit Shorty Bradshaw, 1; Eva Rogers

Mrs. Esther Speroni continue der a physician's care and will able to take active part in the agement for about two mont ROSE DAVIS.

RIDES - CONCESSIONS

Riddle Rides and Concessions. Fee dates for Bazaars, Celebrations and events Phone: Little Falls 4-0811-J.

GEORGE E. FERNLEY & SONS Little Falls,

44 Isliff Ave.

FOR SALE

With Cars in good condition. Also size 30x50, to inclose same.

BOX D-161

e/o The Billboard, Cincinnati 22

CARNIVAL AT ONCE

> GOLDEN VALLEY SHRINE CLUB Fred Wilkinson, Sec. Clinton, Ma.

Beautiful three-abreast, also two Wurtitze Organs, Tangley Calliope, Auto Ride, 10 single phase motor, Loop-o-Plane with 2 s Sell all or trade. Write for pictures and

A. D. SHARPE 55 N. Sierra Madre Blvd., Pasadena, C

A TAKE

MERRY-GO-ROUND DOG FERRIS WHEI Lions' Club 4th of July Celebration, w July 4th to 9th, 1949. Piesse contacts

S. E. POOLE

Sistersville Lians' Club, Sistersville, W.

FIRST CALL — Opening Bedford, Ind., April 16. American Legion Spring Festival: F by Seymour V. F. W.; then Indianapolis, Kokomo, Huntington, and as fine a Spring R any Show in the country. Featuring—The Stratosphere Sensation Free Act.

WE CAN PLACE: CONCESSIONS—Just a few Game Concessions open—Bumper, String Cork Callery, Bowling Alley, Ball Games, PHOTO, NOVELTY, ACE and SCALES all Must be flashy.

SHOWS—Any that can present a worth while Attraction. YOUR INQUIRIES WILL ANSWERED AND WE WILL NOT MISREPRESENT. WE HOLD CONTRACTS FOR SOME OF INDIANA'S BICGEST EVENTS, WILL BOOK SMALL CIRCUS OR RODED. IN ONE OR TWO NICE OUTFITS FOR SMALL SHOWS. NEED FUN HOUSE, MOTORDRO

RIDE HELP-Good lobs for sober men who know their business and can drive. If you a WINTER QUARTERS AT SEYMOUR is open and there is plenty of room.
Tom Mehl is in charge there. Address all inquiries to:

BAKER UNITED SHOWS

2257 Madison Ave. Phone: GArfield 4584

Indianapolis, Ind. Presenting the Finest in Outdoor Attractions for Amusement Loving Amer

BOX 27

FROM THE LOTS

loore's Modern

VICTORIA, Tex., March 26,-Jack Moore's Modern Midway opened eason here March 12, auspices of american Legion, to a good turnout. een repaired and painted. W. B. I. Nelson and Curly Jones.

leyers, general agent; Andy Winemer, electrician, and Harvey loore, superintendent of rides.

Concessionaires: Maple Williams nd son, Joe, cookhouse, with Dick nd Ruby Austin, operators; bingo, be and Cecil Williams; coke bottle, urly and Billy Neil, agents; pitchll-you-win, Floyd and Ethel Saners, agents; Big 6, balloon dart, age nd scales, Jim Woody; penny pitch, at Williams, also p.c.; buckets and all game, Frank and Daisy Robison; umper, Tex Eanes, Frank Fillinger, ent; cork gallery, Walter Warkan; untry store, Luke Bulenbaker; poporn, Buddy Taylor and Clarence ffeler; candy apples, Mrs. Joe Wilams and Mrs. Jim Woody; jewelry, rank and Gladys Sager; long-range allery, Hardin and Sanderfer Vicks; iotos, short range and balloon dart, alter Walberg and wife, Lil, and aughter, Althea; novelties, ties, lass pitch, Mr. and Mrs. Myres; ustard and cotton candy, Herbert ostock.

Shows: Motordrome, Sam Caldwell, verett Harris, George Thompson; exas Kidd Rodeo, Grafton Nuckles, ill Louis, Paragould Harry, R. D. artin, Bob Hunt; Funhouse, Mr. nd Mrs. Boothman; French Casino, oe Murphy; Ghost Train, Freak nimal Show, Jack Rieley.

Rides: Kiddie planes, Harvey loore; train, Ervin Borrenpohl; kide Octopus, Art Berrenpohl; kiddie utos, Mrs. A. Barrenpohl; ponies, V. G. Wheeler; Merry-Go-Round, ohnnie Morrison, foreman, with Pat anes, tickets; Ferris Wheel, Ray anes; Rolloplane, Tex Eanes, forehah, with Bill Birnie, second: Tilt--Whirl, W. B. Morgan, owner, with iste Crabb, foreman; Octopus, Alin Smith, foreman, with Ollie lagnes, front gate tickets; mail and The Billboard sales agent, the writer. TIX EANES.

CARBONS

or 50" Searchlight, Pos. 56"x22". Neg. 71"x12". Packed 25 pair to Metal yhider, 10 cylinders to a case, 16¢ per pair F. O. B. New Orléans.

R. E. LIEWELLYN 313i lefferson Hy. New Orleans, La.

OPENING APRIL 1

NOW BOOKING FOR 1949 SEASON
de Help—For Merry Go-Round, Ferrix Wheel,
sillre and Mix-Up. Also Electrician. Concesonsof all kinds: Grab. Bingo, Fish Pond. Scales,
as/Pitch, Pop Corn. Scow Cones, Ball Games,
lit Camp. or what have rou! Agents: Clarence
carpage wants Agents for Pan Game, Roll
owis, Barrles, Blower and Pin Store. Come on
communicate. Winter Quarters:

BREWER'S UNITED SHOWS 4229 Liberty Rd., Houston, Texas

andell's Midway Deluxe

mr. Rides, Shows, Concessions. Want to anal Mercy-Go-Round. For Sale-Large Game, Defuse R. R. Show Style, Top. e. Stock, everything complete: seats 115; 1826. Write:

I., C. CRANDELL

Stillman St. Cts.

Toledo, Ohio

Opening March 31, Madison, III, place Bumper, Addem-Up Darts, Want ad Man for Tilt who can drive semi FOR SALE

th & Smith Chairplane with or without is Baby Ride, Aluminum Motor Boat, board, Address; MIDWAY OF MIRTH SHOWS Madison, III.

Wilson Greater

PHOENIX, Ariz., March 26.-Personnel includes Loyd (Micky) Wilson, owner-manager; Mrs. Wilson, secretary-treasurer and cookhouse; Larry Fitzgerald, electrician; Leroy tides, shows, fronts and trucks have Summers, lot superintendent and ride foreman; Mrs. Dave Smith, griddle; forgan has rejoined with his Tilt- Dave Smith, Chairplane; Larry Fitz--Whirl after being with Greater gerald, short range gallery; Mr. and faited Shows last year. Org will be Mrs. Irving Caulkins, popcorn and ut nine months, playing in Texas, peanuts; Daisy Daniels, floss and aplew Mexico, Kansas, Illinois, Mis- ples; Lucille Fitzgerald, glass pitch; ouri and Arkansas. Among visitors Mrs. Hannar, penny pitch; A. J. Wiedere J. George Loos, H. P. Hill, L. ner, country store; H. M. Krafft, cigarette gallery; Frank (Bruno) John-Irene Moore is treasurer; Roy de son, bingo owner; F. F. Thompson, ano, auditor and secretary; Fred bingo agent; E. D. Scott, ball game; S. L. Ashworth, Funhouse; Frank Rebe, Mouse Circus; Alex Asgood, Miniature Farm; Curley, Ferris Wheel; Monty Allson, Whirl; Carl Johnson, Airplane and kiddie car: W. A. Fortier, the writer, advance agent.

Rain-Bo

FRANKLIN, Ga., March 26 .- Org. which has been out six weeks, opened here Monday to good attendance. Tex Rollins has returned from a booking trip. Mrs. Jackie Rollins, secretary, has a new mug joint. Kenney Etzel is owner of the Bullet ride and also is lot superintendent; Harry Banta, electrician; Rudy Banta is The Billboard sales agent and also has ball

Among the concessionaires are Mrs. Lee Etzel, cookhouse; Paul Long, diggers; Mr. and Mrs. Doc Myers, Mr. and Mrs. F. J. Dubey, N., and Mrs. Olan Silisero, Mr. and Mrs. Jim Ellett, David Coleman and brother, Mr. and Mrs. R. Green, Mr. and Mrs. Herman West, M. Meeker, Mr. and Mrs. Bobbie Stuzman, H. Smith, Mr. and Mrs. L. Hunter. Mr. and Mrs. Willie Cowgill will join April 22 with concessions. George Faber is ride superintendent. Tex Rollins and Kenney Etzel are co-owners of the org .-RUBY BANTA.

Prell's Broadway

CHARLESTON, S. C., March 26 .-Org opened here Saturday (19) to good business despite chilly weather. All equipment was in good shape, having been worked over by Abe Prell and Charlie Guttermouth.

Eddie Rood is heading the billposting crew, Davy Dell and Danny Newman will have two stores and the G-top with the show. Ted Barro again has the Side Show and Jake Aughtman the 10-in-1. Girl Show is being handled by Jimmie Fazzenie. Professor Vadalia heads the Minstrel Show. Charlie Daye is the mailman and The Billboard agent.

The Abe Gross's new baby has been named Marjorie. Agnes Grosso is recuperating at the Norman's home in Miami. Bob Parker's diggers will again be operated by Matty Matsuoff. Mother Glynn has the cookhouse .-ALLAN A. TRAVERS.

Harrison Greater

SPARTANBURG, S. C., March 26. -Shows in their first three weeks have weathered plenty of cold and rain. Fearless Stars, free act, gets folks out when the weather is favor-

Bull Martin has a good line-up in his Side Show, Victor Palmer is handling the billposting. Marie Kindley reports brisk weekly sales of The Billboard.

Wolfe Amusements

TRYON, N. C., March 26 .- Official opening here, hindered by a bit of cold weather, was better than anticipated. Spending was fairly free. Org has 3 shows, 7 rides and 35 concessions. Two more rides and five more concessions, already contracted. will join the first week in April. Show personnel were guests at Owner Ben Wolf's birthday party Monday (14) -ERNIE SYLVESTER



ER SHOW AND SPRING FEST

(9) DAYS (9)

(9) NITES (9)

MARCH 31st TO APRIL 9th Fayetteville, North Carolina "FIRST SHOW IN" "FIRST SHOW IN"

60,000 SOLDIERS IN FT. BRACG

WANT SHOWS-Girl Show, Posing Show, Midget Show, Crime Show, Wild Life, Iron Lung Show. All must be up to caliber of this Show. Any worth while Show that has merit will be financed. Contact us.

CONCESSIONS-All types of Grind Stores, Concessionaires, this Show has the finest of Still Dates and with the greatest list of Fairs of any Show in the East. RIDES-Will book any Ride that does not conflict with what we have.

HELP WANTED-Foremen for all Rides, Second Men and Third Men. We pay the highest salaries and the best bonuses to all Help. If you drive Semis, we prefer you. Come on. Our season is long and sure.

WANT-Penny Arcade and Novelties. This is a great Show for this type Concession. WIRE, PHONE OR WRITE

SAM E. PRELL, PRELL'S BROADWAY SHOWS

HOTEL PRINCE CHARLES FAYETTEVILLE, N. C. AMERICAN LEGION SPRING FAIR, DURHAM, N. C., WEEK APRIL 11 TO 16.

C. A. STEPHENS SHOWS

Want for Williamson, S. C., March 28-April 2

Following: Want Shows Snake Show Operator; we have Snakes, Pit and Top, new Banners. Monkey, Wild Animal, Mechanical City or any Grind Show, come on. J. C. Denton Jr. wants man to manage Girl Show; have Girls. Rides not conflicting. Second Man on Octopus. Concessions-Novelties, Scales, Age, Custard, Jewelry.

2 UNITS NOW SHOWING IN ST. LOUIS UNTIL APRIL 18: THEN BOTH UNITS HEAD NORTH, PLAYING PROVEN MONEY SPOTS.

Need Legitimate Concessions that work for stock. Also Shows with own transportation.

FIDLER'S UNITED SHOWS

4217 N. Florissant

St. Louis, Mo.

CALL CALL

OPENS APRIL 18, LEBANON, PA .- Lot 22d & Lehman ALL THOSE CONTRACTED PLEASE ACKNOWLEDGE

WANT SHOWS: Wild Life or Walk Thru, Funhouse.
CONCESSIONS: FROZEN CUSTARD, Ball Games, Diggers, Rotaries.
RIDE HELP: C-CRUISE and FERRIS WHEEL Foremen, Second Men on all Rides. Semi-drivers
preferred. TOP SALARIES.

R. E. GILSDORF, Box 401, Chews, New Jersey

FOR SALE Our 36-Ft. Three-Abreast Spillman Merry-Go-Round, in perfect condition, ready for One Set Venetian Swings 300.00 One Show Front 200.00 Four Evans Automatic Roll Downs 200.00 Want Ride Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Caterpillar and Tilt-a-Whirl; top wages. Prefer men who drive.

PRUDENT'S AMUSEMENT SHOWS

124 CEDAR AVE

PATCHOGUE, L. I., N. Y.

WANT

WANT

SECOND MAN WHO CAN AND WILL PUT UP PAPER. WANT AGENTS FOR BAZZLE, PIN STORE AND ROLLDOWN.

I Wild Life Show, complete with 20x40 Blue Top with Banner Front; also 18 Cages of Monkeys and Animals. Must be seen to appreciate.

JOE H. GOODWIN OF TOMMY CARSON E/O MAGIC EMPIRE SHOW, PHILADELPHIA, MISS., THIS WEEK.

WANT TO BOOK OR BUY

=16 Eli Ferris Wheel, two General Electric Searchlights on Trailer, complete unit with motor. generator, gasoline engine; also Stationary Carousel

Wire or write:

HARRY A. ILLIONS, Jamestown, N. Y.

Michigan Showmen's Association

3153 Case Avenue, Detroit

DETROIT, March 26. - Regular meeting was held Monday (21). On the rostrum were President Jack Gallagher, First Vice-President Nate Golden, Third Vice-President Fred Silber, T: asurer Lou Rosenthal, Secretary Bernhard Robbins, and Leonard Simons, attorney.

Albert Stone are on the sick list.

from the Marine Hospital for the variety show presented by the club Harry Lewiston, Fred Silber and Robert Templeton are selling tickets

for the raffle.

Ladies' Auxiliary

President Bessie Gallagher presided at the regular session Monday (21). Also on the rostrum were First Vice-President Grace Ziegler; Second Elliott Brouilett. Vice-President Ann Borker; Third Vice-President Laura Baker: Treasurer Charlotte Richardson and Secretary Dorothy Gold.

Una May Fallon was admitted to membership.

A social was held Monday (28) Hostesses were Ann Borker, Laura Baker, Leona Bennett and Bessie Gallagher.

-INSURANCE-

IDA E. COHEN

175 W. JACKSON BLVD. CHICAGO, ILLINOIS

FACTORYVILLE, PA.

Is formulating plans for the Annual Week-Long Fiesta for the week of July 4 to 9, inclusive.

KENNETH P. REYNOLDS

Excellent Concession Wagon, fully equipped combination restaurant and house trailer, stain-less aluminum over oak body, including 3 Frialators, 42-inch grill, 4-burner coffee maker, 2 dry electric refrigerators, bottled gas and 3000-watt motor generator. \$6,500.00 for quick sale.

H. E. ANDERSON c/o General Delivery

Ft. Lauderdale, Fla.

Will sacrifice Motordrome, Cycles, Roller and parts enough for six machines. All for \$1800.00. Buyer has privilege of location,

3800 N. Mission Rd., Los Angeles 31, Calif.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16 LOS ANGELES, March 26 .- Vice-President Joe Krug presided Monday (21). He was assisted by Vice-President Mike Doolan, Secretary Alexander Kaplin, Sam Sullins and Lou Manley, Treasurer Al Weber and Chaplain tack Hughes, Invited to A thank-you letter was received the rostrum were Jack Hughes Jr.; Red James, of Dallas; Sam Jones, of Las Vegas, and Jack Kenyon.

It was voted to keep the bar open only on meeting nights. Ben Beno agreed to donate his time so members

could be served.

Applications for membership were received from Fred J. Novetti, a concessionaire for the past five years; Hugh Randolph, concessionaire, and

Those who spoke during the meeting included Red James, Danny Ferguson, Danny Callahan and Bill

Scott. It was reported that Spot Ragland had had a relapse and is not permitted to have visitors. Others on the sick list include Fred Donley. Ed Smithson and Harry Wills, M. M. Buckley is out of the hospital. Sam Boswitz is reported to be improving

The drawing was won by Jimmy

Clyde Beatty has invited PCSA members to attend his circus April 4. Following the performance Beatty and his staff will come to the clubrooms. The invitation was made by Beatty's general manager, S. L. (Buster) Cronin.

Missouri Show Women's Club 415A Chestnut St., St. Louis

ST. LOUIS, March 26.-Hostesses for the bridge party, Wednesday (16), were Lever Vellios, Sally Prevost and Norma and Gertrude Lang. They turned the party into a shower for Margaret Donnelly, who will be married May 7.

Hostesses for the party Wednesday (30) will be Daisy Davis, Ida McCoy, The final club meeting is scheduled May 5.

Verne Schantz is in charge of the bond books and will mail them to

the members soon. from an illness that had her con- her new grandson, Kent Gale Robinfined to her room in the Baltimore son, born February 27. Figurine was Hotel for the past month. Past-

President Grace Goss, also on the sick list, is in Hot Springs. Blanche Heth was a recent visitor.

Kathleen Gawle, club correspondent, will be on Snapp's Greater Shows this season.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, March 26 .- Past President Bob Lohmar, in town for a few days, presided at the March 24 meeting. Also at the table were Treasurer Walter F. Driver and Secretary Joe Streibich.

Elected to membership were Joseph P. Colihan, W. H. Hitzelberger, G. J. B. McGowan, Robert K. Templeton Lester B. DeMay and William

Calameri.

H. B. (Herb) Shive writes he is up and around but still ill. Teddy Underwood has recovered from his illness. Irving Malitz, now back in Chicago, reports feeling much better. Jack Benjamin is on the sick list.

Members paid tribute to the memory of Dr. Fred B. Steinberg, life banquet will be held at the Hotel member; A. F. Davidson, who died in Peoria, Ill., and David L. (Spot) Bassinger, who died suddenly March 24 at Salisbury, N. C.

quet and ball committee, is giving attention to early arrangements for barn dance, held Saturday (19) that event. Ned Torti and the ways night, were turned over to the hosand means committee he heads is pitalization and sick committee, preparing for the Buick giveaway headed by Dr. Cohen. in connection with the 1949 drive for funds.

The house committee continues to

run Friday bingo nights.

Sparky Gilson is in from the West Coast, Rudy Singer is back from Florida and John Wulf has given up his West Coast venture and is among the regulars at the meetings. John Lempart, Louis Berger, John Rogers, Sam Menchin and Jack Duffield were in attendance at the meet-

Ned Torti urges responses to letters the ways and means committee

recently sent out.

Ladies' Auxiliary

Sherman Thursday (17) with Mrs. Robert H. Miller presiding. With her tor is off to the Strates Shows in Florence Cobb and Verne Schantz, on the rostrum were Mrs. A. L. Filograsso, first vice-president; Mrs. Ralph Glick, second vice-president; Viola Blake Parker, treasurer, and Mrs. M. Richard Horan, secretary.

Mrs. Glick donated a hand-painted Chaplain Dalsy Davis is recovering figurine to be raffled off in honor of won by Mrs. Margaret Filograsso.

> Ida Chase writes from Phoenix, Ariz., that she will be home soon. Elizabeth Warning is in St. Petersburg, Fla.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 26 .-The annual pot luck dinner drew 110 members of HASC and the Ladies' Auxiliary.

The egular meeting followed the dinner and was presided over by L. K. Carter, president pro tem. Treasurer George Carpenter and Secretary Al C. Wilson also were on the

rostrum. Kenneth H. Garman, owner of the Sunset Amusement Company and chairman of the building fund, reported he and his committee would go into action shortly to raise funds for the purchase of a new HASC home.

Leo L. Levin, Midwest Merchandise Company, was married Sunday (20) to Virginia Offutt. Ceremony was held in Parkville, Mo., and a reception was held in the ballroom

at Melody Lane. L. K. Carter and George Kimbrell again will be with the Wayne Hale Shows. Roy and Boots Marr visited here for a few days before taking to the road. Mr. and Mrs. Bill Myler and Mr. and Mrs. Eddie Geyer are in Wichita, Kan., readying for another season with Frear's United Shows. Org opens in Emporia, Kan, early in April.

National Showmen's Association 1564 Broadway, New York

NEW YORK, March 26 .- Largest turnout of the season assisted at Wednesday (23) night's meeting, with many officers in attendance. President Frank Bergen flew in from Richmond to preside at both the board of governors and the regular meetings. Also present were Vice-President Ross Manning, Treasurer D. D. Simmons, Chaplain Fred Murray, President-Emeritus George A. Hamid, Dr. Jacob Cohen and Counselor Max Hofmann.

Mrs. Ethel Weinberg was appointed acting executive secretary by the board of governors, which in the absence of a full executive secretary also appointed an advisory board consisting of Arthur Canfield, Fred Murray, Joseph McKee, John Mc-Cormick and Clemens Schmitz.

Bucky Allen, banquet committee chairman, advised that the annual Commodore Thanksgiving Eve, November 23. New bylaws were approved and accepted after final reading. An interesting talk by George Sam J. Levy, chairman of the ban- A. Hamid was roundly applauded. Proceeds of the highly successful

> On the sick list are Robert Drew, General Tilden Hospital, Fort Dix, N. J.; Fletcher Creamer Jr., Fort Lee, N. J., and George Johnson, Hotel Grant, Newark, N. J. The following members have recently been discharged from hospitals: Robert Allen, Nathan Weinberg, Morris Levi, Larry Falco and Fletcher Creamer.

Membership applications received from Irving Greene, Ben Gross, Mortimer Hertz, Norman Schwartz, Samuel Levy and Joseph Weiss; all sponsored by L. D. King. John Mc-Cormick is back from Hot Springs and Tom Coffey and Frank Blatsky from Miami, Counselor Max Hof-Regular meeting was held in Hotel mann has gone to Phoenix, Ariz, for a stay of several months; George Rec-Washington, James Hurd to his home in Miami, Sol Wahnish to the Jack J. Perry winter quarters, and Sidney Goodwalt to Oscar C. Buck winter quarters.

> Recent visitors were Lou Lange Siro Aurilio, Harry Agne, Sam Solomon, Aaron Hymes, Ted Barton, Edward Elkins, Morris Brown, John King, Murray Spitzer, Abe Rasps, Jack Owens, Joe Dubin, Hirry Weinraub, Emanuel Silver, Luis Light, Sam Weisser, Irving Reicienthaler, David Ricci, Al Janpol, Lawrence Greene, George Regan, Edward Goldman, Charles Daverport, Edward Daly, Ward Graves, Charles Buckbaum, Mark Rosen, Morris Saul and Jack Roberts.

Don't forget to send us your clange of address. Next regular meeting April 13.

Ladies' Auxiliary

President Queenie Van Vliet welcomed back from vacations the following members: Dorothy Packtnan, Rae Gruberg, Cell Foreman, Millie Spitz, Ann Lager and Annalee Wil-

Our sympathy to Frances Fortier, concessionaire on the Strates Shows. on the recent death of her husband. Fred. Congratulations to Rhoda Koren, proud mother of a baby, b-Rose Harris broke her leg. Lillia Larusso hospitalized.

A card party is being arranged for April 23. Details will be announced later. Refreshments will be served. Bring as many friends as possible.

CARNIVAL WANTED

AMVETS 4th Annual Spring Fes Last week in April or first week in

FRED M. ELKIN SR

Lexington, North Carelina

"HONESTY IS OUR POLICY"

OPENING PULASKI, TENN., INSTEAD OF ATHENS, ALA., APRIL 2

WANTED WANTED CONCESSIONS: Fish or Duck Pond, Hit and Miss, Milk Bottle, Cat Rack, Balloon or Add Em Up Dart, Coke Bottle, Short Range. Will sell EX on Custard, Long Range, Novellies and Glass Pitch. RIDES: Will book or buy Octopus or Tilt. AGENTS: Good proposition for capable Agents for office owned Stock Stores—MUST BE SOBER AND BELIABLE. SHOWS-Can place Fat, Mechanic. Blusion, Minstrel with own equipment and transportation. Can furnish Top for Girl Show. NO GYPSIES OR FLATS. All replies:

PULASKI, TENN., APRIL 2 JOHN PORTEMONT

DUMONT SHOWS

Featuring THE GREAT WILNO, Human Cannon Ball WANT CONCESSIONS OF ALL KINDS. WANT SHOWS, ESPECIALLY MOTORDROME AND FAT SHOW. RICHMOND VA. (CHURCHILL LOT), APRIL 4 TO 16, INCLUSIVE. All Address: LOU RILEY, Mgr., Richmond, Virginia

Want Custard, Long and Short Range Gallery, Duck Pond, Jewelry and any Legitimate Concession. Will sell exclusives on 1 Backet Store, 1 Six Cat Outfit and 1 Swinging Ball Concession. Will book any Show or Bide not conflicting. WANT Billposter who can do Second Work Will book or lease one more Ferris Wheel. (Freddie Buswell, please get in touch with me

touch with me

DE WITT DE HUDSON BUSINESS MANAGER Augusta, Ga., this week; Anderson, S. C., next week,

reater Tampa Showmen's Association Tampa, Fla.

Ladies' Auxiliary

Regular meeting was held Monday Sedlmayr and Third Vice-President Dotty Carroll. Invocation was given by Ella Stophel.

Helen Julius, Lois Sedlmayr, Esther foung and the Zacchini sisters were ppointed to a committee to start on he winter circus cabaret.

The dark horse, presented by Ruth Alexander, and won by Elsie Johnson, brought \$7.50, and the penny parade brought \$4.73. A towel, donated by Betty Morgan, and won by Effie Thompson, realized \$7.90. Hazel Maddox attended a birthday party and added \$28 to her building fund collection by getting more autographs on her ankle cast. Bertie Perrot is planning a bazaar for the early fall.

Refreshments were served by Dena Berni, Polly Pelak and June Boyles. The board voted to end all business meetings until the fall, since Jeri Ringlin is leaving to join Fidler's United Shows. Secretary Grace Fillingham will go to Cavalcade of Amusement and Treasurer Mary Lee Holman will leave for Arizona on business. Gertie Miller has started on Harry and her summer season. Geraldine Gaughn will have their concessions on the Royal Crown Shows.

Hot Springs Showman's Club 3101/2 Central Avenue, Hot Springs

HOT SPRINGS, March 26 .- St. Patrick's Day proved a big night in the clubrooms, with the ladies' auxhandled the front door and decorations, President Viola Fairly's various | Gus Vellios and Harry Vogt. committees did a bang-up job.

Regular club meeting was held Friday (18), with President Noble Fairly

presiding. James Ferron, who has charge of the clubrooms, was called to New York by the death of his brother.

RIDES WANTED

FOR WISCONSIN CELEBRATIONS Write BOX 1 WAUKESHA, WIS.

LARGE OUTDOOR SEARCH LIGHTS, WIRE RUBBER COVERED, ALL SIZES GENERATORS. OUTDOOR FLOOD LIGHTS, ALL TYPES OF LIGHTING EQUIPMENT.

CIRCLE STAGE LIGHTING CO. 349 WEST 47TH STREET, NEW YORK CITY For Immediate Service Phone Columbus 5-8818

Hanky Panks of all kinds, come on; can place first vice-president, presided. rou, especially Popcorn and Floss. Will buy for each on the barrel head 2 Kiddle Rides.

This week, Dalles, Ga., downtown; next Blue Ridge, downtown.

Tex Rollins

Kenny Etzel

New Amphitheatre Midway & Exposition

NOW CONTRACTING

RIDES - SHOWS - CONCESSIONS deress: P. O. Box 229, Mt. Sterling, Illinois.

Show Folks of America San Francisco

SAN FRANCISCO, March 26 .-Regular meeting was held Monday (14) with First Vice - President Charles Albright presiding. Later 21), presided over by President Jeri he turned the gavel over to Past Ringlin, First Vice-President Lois President Sammy Corenson. Fred Weidmann was invited to sit on the rostrum.

> Elected to membership were Marie Kay, Olivia Morton, Harry and Marie Baker. An honorary membership was awarded to Willis G. Smith. The following guests and members, present after absences, were introduced: Walter D. (Walt) Fleck, Mrs. John Zelalich, Joe Meaders, Mr. and Mrs. Paul Monette, Mrs. Trilda Williams, Mrs. Lillian Cole Kingston, Mr. and Mrs. Bob Hartung, Mr. and Mrs. Bob Robertson, Mrs. Alice Stone, Albert Hass, Joe Dunn, Helene DeCenzie, Johnny and Gladys Ford, Frenchy Manning, Ernie Santinni, Amy Vindasius, Grace Lewis, Mr. and Mrs. Charles Bremmer and Whitey and Doris Monette.

> Pot of gold was won by Rose La Velle.

> Following the meeting an entertainment program was given. Acts included Bobbie Gram and Frank DuBord, Joe Oakie and the Futurettes, Jerry Harper, Mickey and Willis G. Smith, Rose LaVelle, Albert T. Roche, Margo the Magician and Lin Castile and her marionettes. Mae Jackson was the accompanist. Program was in charge of Marie Burke, chairman of the entertainment committee.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, March 26.-Euby Cobb iliary throwing a party. More than presided at the regular meeting, as-300 members, guests and friends at- sisted by Leo Lang and Dave Keiffer. fended the dinner and dancing. Mrs. Alex Lewis, sponsored by Sid Sid-Charles Goss and Mrs. Harry Hennies enberg, was elected to membership. Communications were read from

> Present after absences were Robert (Bob) Lohmar, Robert Heth, John Delaney, Richard Leonard, Jim Flannigan and Al Prosperi.

John Maher is preparing a unit for his South Broadway lot. Maher was granted the contract for the rides in the American Legion Park at 3100 S. Broadway. Edwin Schantz has the contract for the concessions. Ernie Marohl, Johnny Bale, John Francis and Harold Barlow also are planning to spring soon. Edwin Campbell, Wes Schumacher and Russ Edwards plan to open in late April or early May.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, March 26 .- Highlight of the week for members was the trip to San Bernardino Orange Show as guests of Orville Crafts whose combined shows were playing there. About 50 members made the trip. Lunch was served and a group picture was taken.

At the last meeting, Emily Bailey,

Walton DePellaton is ill in Oakland. Spot Ragland is still on the sick list as is Harry Levine, Lloyd Lusby suffered a heart attack in San Bernardino and was taken to the hospi-

Madge Buckley thanked the club for the cards sent her husband while he was ill. Rosemary Crosby was a guest for the first time. Letters were received from Rita Yagla, June Gilligan and Ann Stewart.

WANTED FIRST-CLASS CARNIVAL AND CIRCUS

One who can do pictorial painting. Eddie Brackenridge, wire,

Dodson's Imperial Shows

Columbus, Georgia

DeLuxe Amusement Company

WANTED-WANTED-WANTED OPENING MARCH 31 TO APRIL 9 IN THE HEART OF CHARLESTON, S. C.

AUSPICES: COLORED YMCA Surrounded by 30,000 Negroes Within 3 Blocks of YMCA Grounds. WANTED-All kinds of Hanky-Panks. Duck Pond, Fish Pond, Hoopla, Ball Games, Popcorn, Candy Apples, Cigarette Shooting Gallery, Lead Gallery, Novelties, Scales and Age, Candy Floss, Photo Gallery, Bingo, Jewelry, French Fries and other slum concessions. Frozen Custard.

WANT-Due to disappointment-Merry-Go-Round at once. WILL CONSIDER A-1 American Palmistry. This show carries six Rides, Professor Vadalia's all star Minstrel Show. We have 15 of the best colored and white dates in the South to follow Charleston. Wire at once. No time to write as we open March 30th. Two Fridays, 2 Saturdays. All address

ABE R. PRELL, Manager—CHARLES M. POWELL, Business Manager Charleston Hotel, Charleston, S. C.

THE BEST IN THE MIDDLE WEST THE DIAMOND of the SHOW WORLD

WANT LAST CALL LAST CALL

OPENING MAGNOLIA, ARK., MARCH 28. FEATURING A ROUTE OF SOME OF THE MOST OUTSTANDING STILL DATES AND FAIRS IN THE MIDDLE WEST

Can place 2 good Grind Shows. Have opening for Monkey Circus. Will consider good Girl Revue or Hawaiian Show. All must have own equipment and transportation. (10% over Committee Money.)

Can use Second Men for Pretxel, Looper and Kiddie Rocket. (Must drive somis and have chauffeur licenses.) Erwin Casey and Jerry

Busse, contact Blackie. Will book for season-Cigarette Callery, Balloon Darts, Addem-Up

Darts, Fish Pond, Bumper, Airplane, etc., or any Concessions working for stock. Also Novelties. Want Agents for Pan Game and Penny Pitch. ALL BALL GAMES OPEN. JIM ALDERSON: CALL ME COLLECT AT ONCE-HAVE GOOD OPENING FOR YOU

All Address JACK DOWNS, Mgr., Box 1081, Eldorado, Arkansas (Phone: Eldorado 36211)

FINAL CALL

FINAL CALL

LONE STAR SHOWS

OPENING APRIL 8, HEART OF CITY, ELIZABETHTOWN, KENTUCKY

Want legitimate Concessions of all kinds. Custard, Diggers, all Hanky Panks, \$26.00, including lights and insurance. Want capable Poremen and Second Men for Merry-Go-Round, Wheel, Tilt, Speedway, Rolloplane, Octopus; salary \$50.00 per week, and you get it. Semi-drivers preferred, must be sober. Wire or come on now. Want Shows with own equipment: Snake, Athletic, Fat People, Midgets. Want Motordrome; special proposition to drome with riders and transportation; wire. Want Scenic Artist, Chef for Cook House, Waiters, Griddleman. Want A-1 Electrician who understands Diesel; wire. Everybody watch for Spring Special for list of Fairs and Celebrations for 1949 season. You can't beat it. Don't be late. Get on the band wagon now. All address:

MANAGER, LONE STAR SHOWS, Elizabethtown, Ky.

OPEN APRIL 28, LILLY, PA. Want Ball Games, Duck Pond, Fish Pond, String Game, Hoop-La, Six Cats, Buckets, Swinger, Bumper, Spot the Spot, Age and Scales, Penny Arcade, Want Merry-Go-Round Foreman, Chairplane Foreman and Truck Drivers. Want Girl Show, Side Show, Monkey Show, Mechanical Show. Winter quarters now open. All replies:

GEORGE CLYDE SMITH SHOWS P. O. BOX 521, CUMBERLAND, MARYLAND

LAST CALL—OPENING FRIDAY, APRIL 1, FT. SMITH, ARK.—LAST CALL WITH 17,000 SOLDIERS AT CAMP CHAFFEE FOR THE PAY DAY.

CONCESSIONS—Want Man to frame Big Tom and Swinger. Will book a few more Stock Concessions. RIDES—Account of disappointment will book Kiddle Auto or Kiddle Train. Have 2 Second Men Jobs open. SHOWS—Can place Fun House or Glass House, also Wild Life. Have Girl Show open. (BOB VAN DEMARK, CONTACT) GLEN GIBSON WANTS SIDE

WILL BUY FOR CASH SUPER ROLL-O-PLANE OR DOUBLE LOOP-O-PLANE. Must be in good condition, with single phase motor.

Wire, don't phone: ALBERT MARTIN or E. D. McCRARY, Fort Smith, Ark.



52,000 SOLDIERS, 10 DAYS, OPENING WEDNESDAY, MARCH 30.

CONCESSIONS — Cook House, Bingo, Diggers, Penny Arcade and all Hanky Panks.

SHOWS—Ten-In-One, Motordrome, Jig Show, EXCEPTIONALLY GOOD OPENING FOR GIRL SHOW. RIDES—Tilt. Octobus, Bolioplane or any Ride not conflicting.

Wire MANAGER, PINE STATE SHOWS, COLUMBUS, GA.

Fair Biz Love Bug Inoculated Paul V. Moore 47 Years Ago

only experienced man available and capable of carrying on. Altho acceptance entailed considerable personal sacrifice he has never looked back with regret.

Under Moore's leadership the history of the fair has involved a series of economic successes. The bonded debt has been systematically reduced, a reserve has been built up, new buildings have been constructed and the grounds have been beautified. He has worked closely and in complete harmony with D. D. Whitcover, president, and the association has long since transcended business interests and ripened into real friendship.

Unity Stressed

Acknowledging that fairs are big business, Moore says success can only be attained by unity of management. The president and secretary should first thrash out all problems and come to a definite conclusion. There should never be any divided activity, he says.

"In my judgment, a fair should be well-rounded institution," Moore states. "The amusement side should not overshadow the worth-while economic features. Education, art, agriculture, horticulture, livestock and machinery should strike the perfect balance."

Since the success or failure of a fair hinges on public favor, Moore has long championed the comfort of his patrons. Last year a modern women's building, a fine example of the ultimate in comfort facilities, was opened. Main thorofares have been paved to eliminate dust and mud. Last year already attractive 4-H Club and FFA premium lists were increased by 50 per cent. Neon lighted pilasters have been erected and the management hopes to eventually further embellish the plant.

Ideal Location

The fair property is unique in that it comprises 100 acres bordered on all four sides by six-lane paved highways and is within a mile and a half of the State capitol. All of the fair buildings were designed by Moore and built under his supervision.

Principal unit on the fairgrounds is the steel building, constructed in

WANT LAUGHING MIRRORS

for portable Laugh House. Write fully, giving the necessary qualifications for exprice and description.

M. A. BEAM BEAM'S ATTRACTIONS Windber, Pa.

1907 for the Jamestown Exposition having twice refused the secretary's where it was known as the Hippojob owing to personal obligations at drome. In 1908, Moore recalls, the hone. In August, 1927, when the city of Greensboro, N. C., purchased incumbent secretary died, Moore ac- the building to house the national Recepted the managership since he re- publican convention. In 1912 the garded it as a public duty and asso- structure was moved to Columbia ciates convinced him that he was the where it housed the national corn show which was enticed away from Iowa where it rightly belonged.

Altho old as buildings go, the huge 400 by 200-foot structure is one of the finest in the East. It is fireproof and has been modernized with the floor surface completely paved to provide an excellent setting for all types of exhibits.

Secured Army Camp

Moore has devoted most of his life to public service. During the first World War he served as secretary of the Spartanburg Chamber of Commerce and as such he was instrumental in having that city chosen as the site of an army training camp. A huge training camp also flourished there during the last war and thousands of soldiers helped swell the local fair attendance.

One incident that stands out in his mind, altho it happened many years ago at the Charleston Exposition, was his single-handed entertaining of President Theodore Roosevelt and his entourage. Moore got on common ground immediately since he had on hand an old family bible in which was inscribed the name of one of the president's forebears who, it seems, entered the American scene simultaneously with Moore's ancestors.

Moore describes the fair as his "love and hobby" and his sincereness is unquestioned. Actually, it would seem that the smooth-running annual could do with much less direct super- Gem City: Magnella, Ark. vision from the head man, but he will Gentsch, J. A.: McComb, Misa not admit this. Lethargy in operational procedure would, he feels, Grantte State; Manchester, N. H., 2-16. result in decline and his ambitions for the future have not been thwarted either by current or past successes.

365-Day Job

is the acquaintance who becomes fairconscious only a few weeks before Imperial: Galesburg, Ill., 1-9. the staging of the annual and inquires | Imperial Expo.: Tulare, Calif. as to what features are contemplated for the showing. "Fair business is, Kentucky State: Moultrie, Ga.; Edison 4-9. and always has been, a 365-day job."- Keystone Expo.: Saluda, B. C., 2-9. Moore says. Elaborating, he points Lamb, L. B.: Geneva, Ala. out the fallacy of trying to stage Lawrence Greater Macon, Ga : Columbus 4-9. something really worthwhile with L & C.: Clearwater, Pia, only a few weeks of preparation.

Moore has two children, a son and McKee, John: Poplar Bluff, Mo., 1-9. a daughter, both married. The son has not yet displayed any interest in fairs, other than as a spectator, altho his Desire purchase new or used Laughing Mirrors father, if pressed, might admit he has pert management.

A nephew, Tom Moore Craig, is the manager of the Piedmont Interstate Fair, Spartanburg.

A STATE OF THE PERSON OF THE P ATTENTION, SIDE SHOW ACTS

Due to the sudden passing of "The Great Gravityo" Can Place: MAGIC MAN who has had previous Carnival Experience and can handle Inside Lecture.

Also: Due to disappointment, GOOD MENTAL TEAM that reads mitts.

CHAS. H. HODGES, Box 235, Coldwater, Mich. CONTRACTOR OF THE PROPERTY OF THE PROPERTY OF THE PARTY O

MOORE'S MODERN SHOWS

COOK HOUSE AND OTHER CONCESSIONS. WRESTLER TO TAKE OVER VERY NICELY FRAMED ATHLETIC SHOW. MUST BE COOD OPERATOR. IJACK STEELE, LET ME HEAR FROM YOU.)

Address: HEARNE, TEXAS, this week.

CRESCENT AMUSEMENT CO.

FOR AMERICAN LEGION SPRING DOWNTOWN ERWIN STREET LOT Concessions—Candy Finas, Apples, Custard, Ball Games, Rotaries, Hanky Panks. No grift, no gypsies. Rides—Looper, Dark Ride, Till. Ride Help—10 Major Rides, Semi Drivers, Shows—Monkey, Illusion, Snakes. For Sale—50-Kw. Transformers, \$250.00, guaranteed.

L. C. MCHENRY, Mgr. KILGORE, TEXAS, this week.

Ruskin, Fla., Notes

RUSKIN, Fla., March 26 .- Mr. and Mrs. E. C. May left to join the Blue Grass Shows in Augusta, Ga. Mrs. May will have the bowling alley concession, and May will be lot man. The Mays were visited here by May's mother, Mrs. K. B. May, and his brother, J. S. May. They reside in Huntington, W. Va. . . . Al Renton and family, with their Side Show and Snake Show, left to join Penn Premier Shows, Chester, Pa. . . . Bill and Tillie Rice, bingo, and Tillie's brother, Harry Rottlaf, candy apples and floss, went to World of Pleasure in Ecorse, Mich. . . . Glen Cooley, with his jewelry, joined the John R. Ward Shows. . . . Mr. and Mrs. Bill Thompson will have floss and apples on the Mighty Page Shows. . . Mr. and Mrs. Roy Duffy took their concessions to the Blue Grass Shows.

The final bunco party at Bill Rice's clubhouse was well attended. . . Mrs. Rice won first prize, Mr. and Mrs. Anderson, Anderson Amusements, second prize, and E. C. May, third prize. The Andersons took off for Michigan to ready their equipment. . . . Scotty Nielson again will have his kiddie train on the W. G. Wade Shows, . . . Charles Lenz, insurance man from St. Petersburg, Fla., entertained all the Ruskin show people on his boat at Bill Rice's dock. . . Mr. and Mrs. Buss Weakling, and Weakling's grandmother left to join World of Pleasure Shows. Weakling will be Merry-Go-Round foreman, while his wife will be ticket seller .-E. C. MAY.

Carnival Routes

(Continued from page 72)

Florida Am. Co.: Greenwood, S. C. Franklin, Don: Alvin, Tex.; Velasco 4-9. Gold Crown Expo.: Red Springs, N. C. Grand Union; Antièrs, Okla.; Atoka 4-9. Great Plains: Gatesville, Tex. Groves: Lake Charles, La. Harrison Greater: Kings Mountain, N. C. Harry's Greater: Andalusia, Ala., 2-9. Heart of Texas: Waco, Tex : Temple 4-9. The "dang fool" Moore can't stand Henson, J. L.: Shreveport, La., 2-9. Hill's Greater: Port Lavaca, Tex. Hottle, Buff: Marrero, La. Johnny's United: Athens, Ala., 2-9. Kaus, W. C.: Sheffield, Ala. Kirkwood, Joseph J.: Charlottesville, Va. Magic Empire: Philadelphia, Miss. Midway Expo. Abilene, Kan., 2-9. Midway of Mirth: Madison, Dl., 31-April 9. Midwest: Barstow, Calif. Midwestern Expo.: De Halb, Tex. Moore's Modern Midway: Hearne, Tex. Nolan, Larry; Sentinel, Okia., 6-9. Omar's Palace' Pryor, Okla-Paimetto Expo.: Spartanburg, 8 C. Peppers All-State: Bossler City, La. Perry, Jack: Camden, S. C. Pike Am.: Okmulgee, Okla. Prell's Broadway: Payetteville, N. C., 31-April 9. Raftery, James M : Goldsboro, N. C .; Jackson-Wille 4-9. Rainbo: Dallas, Ga ; Blue Ridge 4-9. Rogers Greater: Union City, Tenn., 1-9. Rosen, H. B.: Moulton, Ala. Royal Crown: Albany, Ga.

Sam's Punland: Norwood, N. C. Shan Bros.: Athens, Ga., 1-9. Shugart: Talco, Tex. Silver Silpper: Columbia, Tenn., 1-9. Smith Am. Co.: Ranger, Tex. Steblar, J. G.: Duncan, S. C. Stephens, C. A.: Williamston, B. C. Southern Valley: Minden, La.: De Ridder 4-9. Sparks, J. A.: Montgomery, Ala. Strates, James E.: Washington, D. C., 31-

Tidwell, T. J.: Pt. Stockton, Tex. Tinsley, Johnny T.: Greenville, S. C., 16-April 9.

Tivoli Expo.: Newport, Ark.

20th Century: Fort Smith, Ark., 1-9, United Expo.: Greenville, Tex. Utah Expo. Shows: Prescott, Aris. Victory Expo.: Uvalde, Tex. Vogt's Southern: Potest, Tex. Wallace Bros.: Jackson, Miss., 2-9. Wallace & Murray; Augusta, Ga.; Anderson, B. C., 4-9. Ward, John R : Baton Rouge, La., 2-0. West Coast: Bakersfield, Calif.; Merced 5-10.

Whalen & Riley: Caddo, Okla. White Star Attrs : Cuthbert, Ga. Wilson Greater: Phoenix, Ariz. Wolfe Am. Co.: Woodruff, S. C.

World of Today: Muskeger, Okla.; Oklahoma City 1-16.

TRADE SERVICE PEATURE

Coming Events

ARIZONA Douglas-Douglas Rodeo April 2-2. P. W. Sharpe Jr., Hox 671, Phoenix-Phoenix Rodeo, April 5-10, Alex Conovaloff, 1021 N. 1st St.

CALIFORNIA

Lot Angeles-Sportsmen's & Varation Show, Gilmore Stadium, April 14-24, Mel R. Los Banos Pestival & Pair, April 28-May L. George W. Nickel Jr.

Oakland-Spring Garden Show, April 26-May 1 Stuart L. Fleicher, 920 Pallon St. Red Bluff-Red Bluff Round-Up. April 16-17. E. L. Hart.

San Francisco-Nat'l Juntor Livestock Expe-April 9-14. Carl L. Garrison. San Prancisco-Nat'l Business Show April 5-10. Edwin O. Tupper, 30 Vesey Bt., New

San Francisco-Sports, Travel & Boat Show. April 29-May 5. T. R Rooney, 369 Pine St. Saugus - Newhall-Saugus Rodeo. April 30-May 1. Andy Jauregui, Newhall, Calif.

CONNECTICUT New Haven-Happy Kiddleland at Arena April

DISTRICT OF COLUMBIA

Washington-Shrine Circus. March 28-April J. Frederick Wilken, 1315 K St., N. W.

FLORIDA

Jacksonville-Air Show, April 30-May L. Jacksonville Boat & Sportsmen's Show March

St. Petersburg-Pestival of States. April 4-9. Chas. D. Beeman, Chamber of Commerce. Tampa-Latin American Piesta. April 2-9.

ILLINOIS

Chicago-Antiques Pair, Sheraton Hotel. April 19-22. Dorothy Hazen.

INDIANA

Indianapolis Home Show April 22-May 1.
J. Frank Caldwell, 1033 Security Trust Bldg.

KANSAS

Topeka-Food & Equipment Show, April 21-26. C. M. Sandstron, 415 Bennett Bldg.

MASSACHUSETTS

Boston-Copley Plaza Antiques Show. April 11-14. Dorothy Hazen.

MICHIGAN Plint-Sports & Boat Show. April 5-10. O.

E. Reney. Lansing-Antiques & Hobby Show, Women's Clubbouse, March 29-April 1. Slout Service.

MINNESOTA

Minneapolis-Builders Show March 16-April 3. H H Cory, 601 Phorpe Bldg. Minneapolis Sports, Travel & Boat Show, April 15-34. P. W. (Nick) Kahler, 1648 St. Paul-Food Show of Minn. April 24-26. H. P. Altnow, 500 Robert St.

MISSISSIPPI

West Point-N E Miss. Livestock Show, March 31-April 2 Evans & Wooten.

MISSOURI

Joplin-Better Homes Show. April 18-34. 8. Warren Coglizer, 1402 Main St.

St. Joseph-Food Show. April 4-9, Bernard
Witt Jr., 402 1/2 Felix St.

St. Louis-Nat'l Polk Pestival, April 6-9,
M. J. Pickering, 706 Chestnut St.

St. Louis-Police Circus. April 20-May 2.

Major Ray Bowling.

NEW YORK

Buffalo-Buffalo Sportmen's Show, March 26-April 3 S Pairbanks, 929 Park fig. Bldg., New York-Country Antiques Pair, April 4-8. C. J. Nuttall, 680 Madison Ave.

Syracuse-Shrine Circus, April 18-24, Prank

OHIO Chardon-Maple Pestival, April 1-3, W. C.

Johnson. Columbus-Grotto Circus Week of March 28. Frank Wirth

OKLAHOMA

Oklahoma City-'slicr Celebration & Rodeo. April 21-23. Chamber of Commerce. PENNSYLVANIA

Philadelphia-Home Show. April 28-May 1

Wm. E. Johnson, 608 Market St., Natl. Bank Reading-Home & Building Show, April 18-May 7. Clarence L. Ebbert.

SOUTH CAROLINA

Charleston-Azales Pentivat, April 19-34 2. Francia Brenner, City Hall.

TEXAS

Mercedes-Livestock Show. April 5-8. Carl Plainview-Dairy Snow, April 11-15, Raymord L Johns, Boz 551.
Raymendettle-Onion Festival, April 14-19,
San Antonio-Piesta San Jacinto, April 324. Hills Shapiro, Insurance Hidg.
Sherman-Livestock Expo. April 15-22, Males Sisk, Chamber of Commerce,

VIRGINIA

Winchester-Apple Blowers Pestival April 24 30. T. W. Buldridge.

CANADA

Brandon, Man .- Winter Pair, April 6-2 &

Toronto, Ont -Terento Gift Show, April 28-

Alla.

-17

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JOHN FRANCIS SHOWS

OPENING ST. LOUIS, FRIDAY, APRIL T

4300 Block, North Broadway, in the Heart of Northside St. Louis.

WANT RIDE MEN ON ALL RIDES WHO CAN DRIVE TRUCKS. CAN PLACE GOOD CLEAN CONCESSIONS THAT WORK FOR STOCK ONLY. No P.C. and no gypsies, Have for Sale-Glass House. Want Man to handle Barrel Fun House.

This Show is booked solid in the best Industrial Area through Illinois, Indiana and Wisconsin, and a nice route of Fairs in the Fall. A "Red Route" for the right people. Address:

JOHN FRANCIS, Mgr.

4570 N. 2ND STREET

ST. LOUIS, MO.

BULLUSK AMUSEMENT CO.

Wants on account of last-minute disappointment

Small Cook House or Sit-Down Grab that can serve Short Orders. Must be neat and clean, to Join Immediately. Privilege, \$35.99 per week.

Address: ROUTE 1, BOX 29, CHARLOTTE, N. C.; Telephone 30234 until Thursday, March 31; then Great Falls, S. C. We open April 2 at Great Falls, S. C.

GRACELAND GREATER SHOWS WANT RIDE HELP

Foremen for Merry-Go-Round, Ferris Wheel and Chairplane; Second Men for all Rides (Chef. Crable, lost your address). Write or come to Winter Quarters. Top salaries to sober men who can drive Semis. I have a little more work in Winter Quarters. Must be ready to open April 15. Gypsy Bob Steve, contact. All address:

HARRY ALKON, Mgr., Winterquarters, Decker, Indiana

A. M. P. SHOWS, UNIT #1 APRIL 22-30-SOUTH CAROLINA

Want Ball Games, Duck Pond, String Games, Pitch-Till-You-Win, Diggers, Photos, Penny Pitch, Devil's Bowling Alley, High Striker and any others not conflicting. Can use any worth-while Shows. Walt Miller, Jig Shorty, Whiskey Bottle John and all other people contracted, wire me. Jim Simms, contact Freddie Boswell. All replies to

A. M. Podsobinski, Gen. Mgr.-Fred C. Boswell, Bus. Mgr. R. F. D. =1, BOX 370, WEST PALM BEACH, FLORIDA

A. M. P. SHOWS, UNIT #2 APRIL 8-16, WARE SHOALS, S. C.

Good proposition for Man and Wife to take office Diner on percentage. Want Hoop-La, Watch-La, String Games, Diggers, Photos, American Palmistry, High Striker, Ball Games and Custard. Want Shows-Girl, Ten-in-One, Life, Posing and Fun House. Moving on to lot April 5. All replies to

John P. Miller, Gen. Mgr.; Thomas Scott, Bus. Mgr.

R. F. D. #1, Box 370

West Palm Beach, Florida

THE HIAWATHA SHOWS

Showing in the Land of Hiawatha

Opening April 23 (2 Saturdays) in Southern Michigan. We Carry 6 Rides.
WANT legitimate Concessions of all kinds. Small Cookhouse, Popcorn, Hanky Panks of all kind can do well here. We start our Street Celebrations and Homecomings in June. Want small Arcade and Shows of all kind. Ride Help for Merry-Go-Round, Ferris Wheel, Swings, Spit Fire and 2 Kiddle Rides. Want Electrician with Concessions. Write or wire

GLEN D. WYBLE, Owner-Manager 1131 LESLIE ST., LANSING, MICH.

PHONE 22946

WANT-GENERAL RIDE HELP-WANT

NEED RIDE HELP ON ALL TYPES OF RIDES

All Address:

RALPH ENDY

BZO N. E. BOTH ST., MIAMI, FLA., until April 3; after that CONCOURSE PLAZA HOTEL, BRONX, NEW YORK, N. Y. P.S.: Pete Pasqua, get in touch with me.

ANTHRACITE SHOWS

LAST CALL

Will open April 28th at Wilkes-Barre, Pa., playing 22 weeks of Firemen's and Church Baxaars. Will book any legitimate Concessions not conflicting with what we have. Will give special proposition to Ferris Wheel. Any Shows with their own outfit, We have live and let live prices. Mayer Levenson wants P.C. Agents. Answer:

C. W. (CY) DAVIS 63 Eley St., Kingston, Pa.

MEYER LEVENSON

Bus. Mgr.

BARNEY TASSELL UNIT SHOWS

WANT FOR POTATO FESTIVAL, HASTINGS, FLORIDA, APRIL 4-9.

Concessions of all kinds, no grift or percentage. Don't come on unless confirmed, as only one of a kind on midway. Can place Ride Help who can drive semi trailers. 47 to 48 weeks' work. Wire this week, Macclenny, Fla. P.S.: Sweeney, please contact.

WANT SHOW MANAGERS

SIDE SHOW—We have first-class outfit. Will turn over to capable party and offer attractive proposition if you can frame inside. GIRL AND POSING—We have complete equipment and play real Girl Show territory. ATHLETIC SHOW—We furnish the outfit. You can make good money here if you have tarent. FUN HOUSE—Want good Grinder to operate same. Built on semil. Will build other Shows for capable Showmen. WANT AT ONCE—ELECTRICIAN who can handle Caterpillar. Diesel and G.E. Searchlights, COMBINATION LOT AND RIDE SUPERINTENDENT. SHOW CARPENTER Man to handle Front Gate, Towers, Searchlights. Want Foremen and Second Men for every type of Ride Must drive semi.

> EXPERIENCED MAN TO TAKE CHARGE OF OFFICE WANT TO BUY OFFICE TRAILER

FIDLER'S UNITED SHOWS 4217 N. FLORISSANT AVE.

ST. LOUIS, MO.

OPENING APRIL I-LEXINGTON, KENTUCKY THOMAS JOYLAND SHOWS

Can place Ride Help and Foremen on all Rides. Want French Fries, Penny Arcade and

FOR SALE

New Nashville Candy Floss Machine, used one day only, \$175.00. 2 Hip Roof Ball Game Hoods, 14x15, 10 ft, high, \$35.00 each; real buy, khaki, one year old, 2 Hip Roof, same as above, 14x14, 10 ft, high, \$30.00 each, 4 Tops, 12 ft, front, 10 deep, 8 ft, side wall, khaki, good condition, \$25.00 each. No frames with these tops.

CAN PLACE MARRIED COUPLE ON SLUM STORE, ALL REPLY: c/o WESTERN UNION, LEXINGTON, KY.

PRESENTING "THE SHOWS OF SHOWS"

WANT FOR CONCORD, N. C.

April 4-9, in Heart of Cannon Textile Milis. Big Pay Day Every Week.

Due to disappointment can place Custard for season. Will book Slum Concessions of all kind such as Shooting Gallery, Fish Pond, Ball Game. Penny Pitch, Photos, Pitch Till You Win, Hoop-La, Novelties. Good proposition to Motor Drome or Penny Arcade or any Grind Show with or without outfit. Can place sober, reliable Ride Help on all Rides. Tom Joseph. get in touch at once. All mail and wires to FRANK HARRISON, Kings Mountain, N. C., this week; then as per route.

J. A. SPARKS SHOWS

Want Cook House, Photos, Novelties, Jewelry, French Fries, any Concession that works for Stock. Will book Snake Show, Five-in-One or Ten-in-One with own transportation. Need Ride Help who drive. Will book any Ride that does not conflict. Need Octopus and Spitfire, Dancers and Musicians for Minstrel Show, Girls for Girl Show.

All replies:

J. A. SPARKS, Owner; E. H. BROOME, Bus. Mgr. MONTCOMERY, ALA., THIS WEEK.

JAMES H. DREW SHOWS CAN PLACE AT ONCE

Owing to disappointment have opening for modern Bingo. Good opening for Ball Games, High Striker, Age, Weight, Long Range, Frozen Custard, Darts, etc. Can place one more Show, Snake, Fun, Glass, Midget. Mrs. Wilse, wire Capt. Grant. Have top-notch first-in route.

All Address: This week, Cattney, South Carolina; then per route.

JAMES H. DREW SHOWS

FLOYD O. KILE SHOWS

OPENING APRIL 2, BATON ROUGE, LA — 2 SATURDAYS — 2 SUNDAYS CATERING to Show Folks; good proposition Long Hange, Blower, Bowling Alley, High Striker. Canvas and Personnel must be neat. No drunks, please Yes, we have a Fair Route; first in on Still Dates. Privilege is right; co-operation assured. Hurry, space is limited.

FLOYD O. KILE, Mar., P. O. Boy St. Bates.

FLOYD O. KILE, Mgr., P. O. Box 85, Baton Rouge, La.

WANT 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 book on low percentage, dates in Virginia, Maryland and Pennsylvania. Want Concessions: Small Cook House, Custard, French Fries, Ball Games, Fish and Duck Ponds, Darts, Long Range, Penny Pitches, Air Guns, etc. Want party to put on three or four stores and do his own fixing for same. Good chance for right party. Want Ride Help for Wheel and Chairplane. Committees, have a few open dates in Virginia, Maryland and Pennsylvania, Contact, Write I & WALLACE Fliethe M. C. All wires to Porkingham. M. C.

Write I. K. WALLACE, Ellerbe, N. C. All wires to Rockingham, N. C.

C. & B AMUSEMENT CO.

WANT one or two more Shows. Also Side Show and Colored Minstrel.

HAVE ROOM for a few more Legitimate Concessions, one of a kind; privilege, \$20,50.

WILL GIVE good deal to flashy Bingo. Ice Cream and Custard open. If you have a Ferris Wheel to book, let us hear from you. Our route is second to none. Write or wire:

W. T. BROXTON or C. A. CAVE

UNION, MISS.

ATTENTION

TRI-CITY AMUSEMENT PARK

Wants large Bingo with own equipment, due to disappointment. Must have good Canvas and flash. Must know how to work Jack-pots. Park now open, operating seven days per

RALPH ROBINSON, Manager, 4721 Columbia Ave., Kennewick, Wash.

Recent Lawsuits Reviewed:

CARNIVALS

Final Article of Series Briefs Vital Outdoor Showbiz Cases

By Leo T. Parker-

(Recently, the higher courts rendered several outstanding decisions likely to assist owners and officials of circuses, carnivals, traveling shows, amusement parks, fairs and other places of amusement to avoid legal controversies. Not a few of these citations may be used advantageously to win unavoidable lawsuits.)

(To provide an easy-to-understand briefing of these decisions, The Billboard, as a trade service to outdoor show business, engaged Leo T. Parker, an attorney at law specializing in the briefing of outdoor showbiz cases, to compile a review of recent important cases. This is the last of a series of three reviews.)

CCORDING to a recent higher show are legal employees and therefor entitled to compensation under the State Workmen's Compensation Act for injuries received when performing their regular work.

For illustration, in Jones vs. A. C. Steel Pier Company, 52 Atl. (2d) 48, Pier Company contracted with a company to furnish a "water circus" act. men's Compensation Act, saying:

court all persons who contribute A man named Jones while operating the terms of the contract the circus to success of an amusement act or a motor boat in connection with the owner agreed to put on a circus in a ner, and said: "water circus" act, fell overboard into named city consisting of 68 circus the Atlantic Ocean, sustaining injuries acts, including a complete three-ring from which he died. It was contended that Jones's dependents were not entitled to compensation because trained domestic and wild animal acts. he was not engaged in entertaining The performances were a financial the public. Nevertheless, the higher it was shown that the Atlantic Steel court awarded Jones's dependents compensation under the State Work-

GREAT SUTTON SHOWS

OPENING DOWNTOWN BLYTHEVILLE, ARK., SATURDAY, APRIL 9

HAVE 150-FT. SIDE SHOW FRAME-UP, COMPLETE TOP, BANNER, FRONT AND TRANS-PORTATION. Want capable Manager who can furnish people and put plenty of life in Show. All you have to give up is the committee money, providing you can promote and organize a decent Show. (Billy Logadon, contact me.) CAN PLACE FISH POND, CORK GALLERY, FROZEN CUSTARD, WONDER BAR, OR ANY LEGITIMATE CONCESSIONS. Eddle Patterson can place Hanky Pank Agents: Contact

F. M. SUTTON JR.

C/O GREAT SUTTON SHOWS, BLYTHEVILLE, ARK.

L. O. WEAVER & SONS

GRAND AMERICAN SHOWS

Want for Iowa Top Still Spots-25 Proven Events, Celebrations and Fairs to follow. Open May 12, Newton; then Marshalltown, Afton Celebration, lows Falls, Oelwein, Uttumwa,

Want Concessions-Cookhouse, Custard, Carmel Corn, Root Beer, Photos, Glass Pitch, Penny Pitch, Hoop-La, Basket Ball, String Game, Fish Pond, Scales, Age, any other Hanky Pank, Coke Bottles, Ball Games. Want Shows-Arcade, Wild Life, Snake, Fun House, Girl Show. Want- Foreman for new Rock-o-Plane, and Second Help on all Rides.

WRITE L. O. WEAVER, FAIRBANK, IOWA

P.S.: Joe Turner wants Wrest'ers and Fighters; also Agents for Hanky Panks.

SWEENEY'S UNITED SHOWS

Concessions and Shows for the best Spring Dates anywhere. Opening Moundsville, W. Va., April 23 to 30, sponsored by Lions' Club; Wheeling, May 2 to 7, Veterans' Club; Bellaire, May 9-14; World War Vets; Warwood, W. Va., May 16-21, Boosters' Club; Elm Grove, W. Va., May 23-28, Business Men's Club (plenty Steel Mills and Coal Mines); Steubenville, O., May 30-June 4, sponsored by Veterans' Club. Other good ones to follow. Write or wire: FRANK SWEENEY, Glendale, W. Va. Phone: Moundsville 1076-1.

CENTRAL STATES SHOWS

OPENING PONCA CITY, OKLA., APRIL 2

WANT-Merry-Co-Round Help, Assistant Electrician and man to handle Front Entrance and Light Towers. Also man to handle Kiddie Rides and Bingo Counter Men. Can Place—Banner Man (we have good territory). Want-Athletic Show, Side Show Acts and Grind Shows. What have you? Can Place-Concession Agents,

HAZELTON, KAN., UNTIL APRIL 1; THEN PONCA CITY, OKLA.

GOODING AMUSEMENT COMPANY

NOW BOOKING

SHOWS - RIDES - CONCESSIONS. OPENING APRIL 15.

Want Ride Help, especially Foremen for Ell Wheel, Tilt-a-Whirl, Octopus, Roll-o-Piane, Flying Scooters, Caterpillar. Must drive Semis and furnish good references. If you drink or change jobs promiscuously, do not apply. Can use Penny Arcade for season. Have several State Fairs for promiscuously, do not apply. for same. Address;

1300 Norton Ave.

F. E. GOODING, President

Columbus 12, Ohio

Will book Kiddle Rides and Pony Ride. Ride Help—Foreman for Ell Wheel and Foreman for Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Second Men for Merry-Go-Round (must drive Semis). Due to disappointment, opening Octopus, Octopus, Octopus, Octopus, Octopus, Octopus, Octopus, Octopus

SAM WELLS, REPUBLIC, MO.

M. A. SRADER SHOWS OPENING APRIL 13, LIBERAL, KANSAS

Can place the following Stock Concessions: String Game, Balloon, Bumper, Short Range Gallery, Ball Games, Glass Pitch, Fish Pond, Hoop-La, Coke Bottle. Can place Shows with own outfit: Snake, Monkey Mechanical, Unborn, etc. Have a Top and Front for a Pit Show, if you have anything to offer. Hetty-Joe Star, wire.

Contact Now-Address

M. A. SRADER, Liberal, Kansas

"The services of Jones were rendered in connection with the contract for entertainment. Without some means of transporting the performers over the water or retrieving them from the water the show could not proceed."

Circus Acts Shortened

Modern higher courts consistently hold that any person, partnership or corporation which breaches a valid contract is liable in full damages to the other contracting party.

Post American, 39 N. E. (2d) 889, it out these balls do not know what was shown that a lodge entered into a flavor or color of gum he will rewritten contract with the Hoffman ceive. Circus by the terms of which the latter agreed to put on a circus. Under circus, aerial acts, trapeze acts, juggling and balancing, horse acts, failure and the lodge sued the circus owner for \$5,000, alleging that he breached his contract in the following particulars: Gave no performance the first night as required by the contract; gave only 16 circus acts instead of the agreed 68; gave no juggling or balancing acts as agreed, except one tightrope act; failed to give any wild animal acts, and put on only a two-ring injury. This is so because all persons circus whereas it was agreed in the contract that it should be a threering circus.

In holding the circus owner liable to the lodge, the higher court said:

"Certainly it cannot be said that the alleged breaches of the contract on the part of the defendants (circus owners) would result in other than a decrease in attendance and the loss of profits."

Available for Work

Considerable discussion has arisen from time to time over the legal question: When may a discharged employee be denied unemployment compensation? According to a recent higher court if a person refuses employment, reasonably suited to him, he cannot receive unemployment compensation.

In Wagner vs. Unemployment Compensation Commission, 198 S. W. (2d) 342, the testimony showed that one Wagner was laid off because of lack of work. Wagner applied for compensation under the State Unemployment Compensation Law. The commission after learning that he had refused work, refused to award compensation. The higher court approved the commission's disallowance of compensation, saying:

"He did not look for other employment; indeed, he refused offers of employment which were not shown to be unsuitable. . . . It could not be said claimant (Wagner) was an involuntary victim of the evils of unemployment in the face of shown facts of available employment."

Official Exceeds Authority

It is well established law that no State, county or city official may refuse to issue a license for operation of a place of amusement without authority of valid laws.

For example, in City of Pineville vs. Helton, 188 S. W. (2d) 101, it was shown that the mayor of a city refused to issue a license to the operator of a place of amusement on the excuse that two homicides had been committed at his place of business.

Since no State law authorized the mayor to refuse to issue the permit the higher court ordered the city to issue the license, saying:

"However commendable the motives of the mayor in instructing the clerk to refuse to issue appellee a licence, he was clearly without power to do so. . . .

Federal Trade Commission

According to a recent higher court the Federal Trade Commission can prohibit sale and distribution of merchandise which aids or encourages gambling.

In Modern, Inc., vs. Federal Trade Commission, 145 Fed. (2d) 454, it was shown that a company marketed chewing gum in various flavors by means of a punchboard with pockets which contains balls of gum. The holes in which the gum balls are placed are pasted over with paper For illustration, in Hoffman vs. so that the customers who punch

The Federal Trade Commission ordered the company to cease marketing its chewing gum in this man-

" . . . It is clear that the Federal Trade Commission has the power to eradicate merchandising by gambling in interstate commerce. We think the commission also has the power to prohibit the distribution in interstate commerce of devices intended to aid and encourage merchandising by gambling."

Patron Is Careless

Under no circumstances can a careless patron receive damages for an are expected by law to exercise reasonable care to protect themselves against injuries.

For example, in Pittman vs. Gulotta, 25 So. (2d) 343, it was shown that a patron was injured in a place of amusement when accidentally he stuck his hand into a large electric fan. He sued the proprietor to recover \$5,500 damages, claiming that the proprietor was negligent because he failed to provide a guard around the revolving blades of the electric

The higher court refused to allow the patron any damages, saying:

"Plaintiff's (patron) position seems to be that it was defendant's (proprietor's) duty to have provided guards covering the fan. We find it difficult to perceive that defendant (proprietor) had any legal duty to take such extraordinary precautions as he was not required to foresee or anticipate that anyone would unnecessarily expose his person to the revolving blades."

WANT CARNIVAL by York County Central Labor

Advise your open time for one week. State in first. Size, Attractions and Concess Whether Free Attraction, Terms, All munications and wires addressed to: All com-

MR. ROY LIGHTNER, Committee Chairman 253 Roosevelt Ave.

SIDE SHOW ACTS WANTED

Due to disappointment, Ticket Sellers, Pin Cushion, Bally Girls, Midgets or Tattoo Man, Runts, Pin Heads, Working Acts. Open April 15, New Jersey, Ross Manning Shows.

EARL MEYER SR.

Winterquarters Fairgrounds c/o Ross Manning Shows, Trenton, New Jersey

THE AMERICAN LEGION POST 150

Oxford, Ohio is planning a celebration July 2d, 3d & 4th.
No commitments for Rides or Concessions
have been made. Address:

TOM TAYLOR

BIG CITY SHOWS

OPENS APRIL 6 Want Fish Pond, Sump-er, Balloon Darts, Basket Bail, Ball Games, Short Runge, String Game, Scales, Nails, Hi Striker, Glass Pitch, Custard, Siz Cats, Coke Bottles, Ar-cade, Kid Bides, Ferris

HAROLD BARLOW, 519 E 57d St., E St. Louis, III.

Nice clean Show for Celebration Centennial, Winston-Salem, under Loyal Order of Moose. Bob Hallock and Bill Pose Show, answer,

ED CROUCH

411 Washington Ave., Winston-Salem, N. C.

OUT NEXT WEEK!

the Billboard's Big Annual

SPRING SPECIAL

and Outdoor Equipment Review

The best medium
thru which to sell

Equipment and Supplies to Outdoor Showmen

Air Mail or Wire Your Copy Instructions TODAY

CIRCUS WINTER QUARTERS

Mills Bros.

CIRCLEVILLE, O., March 26 .from London, first of several foreign ing and planning stages. troupes slated as Mills 'ros.' features this season, highlighted the week's rived from the Kentucky Trailer activities at org's quarters here. They Company, Louisville. The new color are slated for a tumbling act, Roman scheme is orange and blue, and paint ladders and trampoline.

Jack and Jake Mills, returned from Florida, have shifted their quarters vising all activity and building. Mr. here from Cleveland. Also in quarters Russell, Mr. Leeman, Paul Nelson, are Spencer and Helen Huntley, who George Churchill, "Hammerhead" and will work Burma, with latter doing Joe Kuta are busy. head arry, and Ray Goody and wife, who checked in from Cleveland. Staley and daughter, Sue; Mrs. Ray Goody will feature foot slide in ad- Marlowe and daughter, Sally, and dition to his regular wire turn. Mr. the writer, Recent visitors were Bev and Mrs. Harry McFarlan, on the Kelley, general press representative; Cole show since 1935, arrived from Guy Smuck, Robbins Bros.; S. T. Jes-Louisville. Mrs. McFarlan is superintending five women working on Chicago; Johnson Mussleman, manwardrobe. Harry will be general ager, Rialto Theater, Louisville; M. utility man.

of 300 more reserved seat chairs for York; Harry Blackstone, who rethe grandstand and also purchase of cently played Louisville; Eddie Billnew uniforms and caps.

Superintendent Charley Brady's crew has completed a new sleeper a sprained left ankle, the result of a bus, sleeping 18, and also has finished fall Tuesday (22) .- EDDIE HOWE. revamping one of last year's higgest sleepers.

Allen King, transportati 1 superintendent, and Arthur Leonard, electrical director, checked in from Florida. All trucks have been gone over. Mechanic Miller is coming in from Umitilla, Fla., and Pistol Pete, his aid, is due in from Peru, Ind., shortly. Five mechanics will be carried. Painting, under Superintendent Ed Burridge, is under way. New cookhouse tables have come out of the shops.

Cora Mae Martin, with Cole in '48, has signed for web and menage, Joe and Annette Dobas, hand-to-hand balancers and high perch artists, have signed to return. Clown alley is being enlarged. Inked too date are two Mexican funmakers, Ernesto Sobrino & Company; the Four Jacksons, Eddie Doyle, Jimmy DeCobb and Phillip Enos & Company.

Press staff is lining up, with Joseph Kane, White Plains, N. Y., and Marvin Melnick, Brooklyn, joining previously signed Martin Whitmyer, Larry Moss and Elaine Ford on Fred Stafford's crew.

Two bears, menagerie additions, arrived from Dr. Mathers, Mason City, Ill., 200 operator and animal trainer,

Two concerts by Circleville High band, for which sponsoring Booster Club is raising uniform funds, have whipped interest in the opening, which will be a civic celebration,

Doc Waddell and Fred Stafford spoke March 16 at a gala circus gettogether of Massillon Kiwanians, under whom show will appear. Bill (Rusty) Rusterholtz, Erie, Pa., has turned out a swell line of art work for show's newspaper ad campaign. -FRED W. STAFFORD JR.

Diamond O Ranch

CANTON, O., March 26.—Anthony Diano has been notified that an animal shipment purchased from Trefdich, including a pair of white midget mules and a pony oddity, has ar-

rived in New York.

Recent visitors to quarters were Mr. and Mrs. Happy Powelson, owners of Happy Attractions; Homer Snedeker, also of the Happy org; V. S. Scott, Mike DeMichaels, of the Hudson Fireworks Company; Jack Davis, Mr. and Mrs. Bill Hopkins and son, Mr. and Mrs. Curt McClelland, Henry Selinskey, owner of Selinskey's high school horses, and Bill Stewart, theatrical agent.

New arrivals in quarters are Marie Griffey and Buck Maughiman, concessionaires, and Billy Young.-BET-TY KAARO.

Art sometimes looks like a fraud, as in those newspaper pictures of a ballet gal carrying chairs but smiling.

Cole Bros.

LOUISVILLE, March 26.-Activity Arrival of the 10 Wallabie Girls and work here is beyond the crawl-

The first of the new wagons ar-

is being used in an over abundance. Manager Noyelles Burkart is super-

Recent arrivals include Mrs. John sop, U. S. Tent & Awning Company, D. (Doc) Howe, vice-president of Jake Mills announced aguisition Fanchon & Marco Stageshows, New etti, and Mr. Gibson.

The writer is hobbling around with

Dales Bros.

UNION, S. C., March 26 .- Since the arrival of Charles Smith, the new superintendent, things are humming. Burt Pettis is devoting his time to his horses and elephants.

The new office wagon arrived recently and Lee Hinckley is putting on the finishing touches. Everything is ready to go upon the arrival of the new big show and side show tops. The concession department superintendents, Leo Dale and Bill Vinning, also are waiting for their new tops.

Eddie Aiken, electrician, has his department in good shape, as has

New arrivals included Nellie Dutton, of the Riding Duttons; Mr. and Mrs. Harry Boardman; Roy Atkinson, midget clown; Elmer Veeter, Wallace Miller, Dan Worniack and Harry Crabtree of the billposting crew.

Arthur Jordan finished building shape for the new season. cages for the animals and the animals are being worked daily.

Harry and Marge Chipman, owners of Circus Inn, Yakima, Wash., write that recent visitors to the inn have included T. Dwight Pepple, Polack Bros.' general agent; Eddie Burke, president of Show Folks of America, San Francisco, and Charlie Katz, former manager of the Sparks who was out of the hospital for a few and Downie Bros. circuses. Katz weeks, has re-entered the hospital resides in Zanesville, O. The Chip- in The Dalles, Ore., for further treatmans also reported that Louis Roth, ment.

IAS FUND PROFITS

ducted the raffle. Prize winners were Francis Steel, first; Mrs. M. S. Williams, second, and Mrs. Clara Campbell, third. Prizes were donated by Mrs. Teresa Sidenberg. Russell Ed-

wards and Euby Cobb were in the press box and Meyer Katz and Larry Becker were waiters.

Among those attending were: Mr. and Mrs. Earl Bunting, Mr. and Mrs. Pat Purcell, Mr. and Mrs. John Prancis, Stormy Dale, Billy (Zoot) Reed, Mr. and Mrs. George Regan, Mr. and Mrs. William (Red) McCoy, Mr. and Mrs. B. V. Nessier, Esther Speroni, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Leo Lang, Ralph Hoffman, Russell Vessey, J. P. Murphy, Mr. and Mrs. Jim Browne, Mr. and Mrs. Charles Chaney, Meyer Katz, Mr. and Mrs. Dave Prevost, Arlene and Teresa Sidenberg, Col. William Green, Mr. and Mrs. Tom Cowan, William Lewis Garver, Mr. and

Mrs. Riley and Johnny Lantz.
Godle Webb, Mr. and Mrs. Bennie Steel, Mr. and Mrs. Mac Bazzell, Mr. and Mrs. Ed Mablin, Mr. and Mrs. Les Henderson, Danny O'Connor, Mrs. Mort Silvers, Mr. and Mrs. Russ Edwards, Mr. and Mrs. Gus Vellios, Leonora Gdynia, Mr. and Mrs. Phil Brady and Sandy, Bill Hoy, Edward Hare, Mr. and Mrs. Gall Fulton, Ollie Bryer, Florence Botsford, Joe March, Phil McDermott, Mr. and Mrs. Edwin P. and Bruce Campbell, Bob Bryer, Mr. and Mrs. Les Williams.

Mr. and Mrs. Wes Schumacher, George Silvers, Mrs. Lillian Hemmer, Dave Keiffer, Mr and Mrs. Edwin Schantz and children, Mr. and Mrs. Ployd Johnson, Marjorie Johnson, Peggy and Mary Frances Grimm, Jimmy Keighly, John Roth, P. E. (Heavy) Vaughn, Tony Karowski, Louise Howe, Billy Pinkle, Danny LaRue, Tom Glinn, Mr. and Mrs. Abe Stark, Mr. and Mrs. Jim Rodgers, Mr. and Mrs.

George Campbell and Carl Pope.

Roy W. Spears, Mr. and Mrs. James Herns,
Mrs. Lillian Bryer, Mrs. Ida Davis, Joe Mrayek,
Joe Mrajek Jr., Sam Makes, Burt Freedman, Jimmy Ferron, Walter Payne, Dave Creely, Mr. and Mrs. Zemites, Mr. and Mrs. Emil Christian, Robert Robbins and Jim Flannigan.

SUNBROCK FOR CANADA

(Continued from page 65) unit, featuring Copas and Monroe, grossed \$2,650 in three shows at Stambaugh Auditorium, Youngstown, O., Sunday (20), with ducats scaled from 50 cents to \$1.50. Show also played to full houses at Springfield and Joplin, Mo., the previous week,

Sunbrock reported.

Ralph Mosher, Side Show boss can- tinue with the hillbilly venture until rect answer were Doris C. Kurtz, April 24, at which time he will re- Kendallville, Ind., Paul Colberg, organize his rodeo and thrill unit for Muscatine, Ia., Fred J. Marshall, Niles, a string of Canadian arena and sta- Mich.; Leon J. B. Sexton, Waseca, dium dates for Tommy Gorman, of Minn., and H. E. Rynearson, Mauston, Ottawa, starting in the latter city Wis. May 1. Sunbrock plans to reach his Rodeo Ranch at Orlando, Fla., around April 3 to begin putting things in The Billboard, and Hank Hurley, of

> Sunbrock reported that he recently board, Chicago, judged the contest, made a flying trip to Europe in an unsuccessful effort to get authorities in several cities to loosen up with some \$100,000 in equipment and cash which Larry claims they are holding pending hearings slated to come up next month.



DR. AND MRS. E. L. COOPER were presented with a gold life pass to Hamid-Morton attractions when the H-M Circus played Wichita, Kan., recently, Left to right: Dr. Cooper; Len Humphreys, equestrian director of the H-M Circus; Mrs. Cooper, and Howard Y. Bary, Hamid-Morton associate, who presented the medal in behalf of Bob Morton, who was away from the show on business.

Baton Rouge Rodeo And Livestock Show Big Money Winner

BATON ROUGE, La., March 26 .-The 14th annual Livestock Show and Rodeo, which opened Saturday (5) and closed Friday (11), proved a big money winner. Event opened to a capacity crowd and attendance thruout remained at or was near that

Rodeo clowns were John Lindsey, George Mills, Hoyt Hefner and Tex Bowen. Specialty acts included Bob Calen, trick and fancy roping; Roscoe Armstrong Trio and the bucking Ford; Tad Lucas, Bernice Dossey, Mary Iller, Dick Griffith and Don Wilcox, trick riding; Dick Griffith and his Roman standing auto jumping horses, and the Boomtown Quadrille from Burkburnett, Tex.

Rodeo officials were Verne Elliott, producer and stock contractor; Vie Schwarz, arena director; Cy Taillon, official announcer; Mrs. Verne Elliott, arena secretary; Mrs. Hub Whiteman. assistant secretary; Carl Dossey and Shirley Hussey, judges, and Tad Lucas and Lou Mills, official timers.

Bloomfield, Neb., Fair Exec Wins Sacco Contest

CHICAGO, March 26.-Chris B. Alexander, secretary of the Knox County Agricultural Fair, Bloomfield, Neb., was the winner in Tommy Sacco's recent puzzle contest. Runner-up was Odelia Purvis, secretarytreasurer of the Grant Fair Association, New Verda, La. Philip W. Farrer, secretary of the Mansfield Fair, Mansfield, Pa., won third place.

While seven other entries also sent in the correct answer, prizes were awarded on the basis of postmark Sunbrock states that he will con- arrival time. Others giving the cor-

Sacco, along with Maynard Reuter, general manager, Western division, the outdoor department, The Bill-

ABA Elects Richards Prexy

CHARLOTTE, N. C., March 26,-John J. Richards, Long Beach, Calif., was elected president of the American Bandmasters' Association (ABA) during that organization's annual convention here, March 16-19. He succeeds H. C. Bronson, Hague, Va., who becomes chairman of the ABA board. Others elected are Harold B. Bachman, associate professor of music and director of bands, University of Florida, vice-president, and Glenn C. Bainum, director of bands, Northwestern University, secretary-treas-

4-Day Aussie Annual Tabs Record \$14,732 Gross

SYDNEY, Australia, March 26. -Following the success of the recent Newcastle Agricultural Show at nearby Maitland, the most important center of the Northern coalfields of Australia, a very successful four-day fair was staged at which all previous attendance records were broken. On the peak day, Saturday, the take totaled \$4,670, and the rallway from Maitland, 20 miles distant, brought in 5,500 passengers to the fair.

Total take for the exhibition was \$14,732, compared with last year's take of \$13,923. The weather was ideal thruout the four days of the fair and midway showmen reported business equal to that of previous

Painting a fat girl banner comes under the heading of depicting one of the broader issues of a Side Show's program.

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Norwood Bucks Icery With TV Roller Hockey

NORWOOD, O., March 26 .- Stiffening competition in the form of the ice arena at the new Cincinnati Garden has prompted promotion-minded Ed J. Von Hagen, operator of Norwood Roller Rink, to take a fling at television advertising, according to Bill Guenther, of the Haehnle Advertising Agency, Cincinnati, which handles both the Von Hagen and Garden accounts.

night's 9:45-10:15 p.m. time slot of Cincinnati's Station WLW-T for the televising of a roller hockey game between Norwood and a team from Ashland, Ky. The deal is something of a co-operative venture, Guenther said, WLW-T supplying the time while Von Hagen pays technical charges which are expected to total several hundred dollars.

Since the advent of ice skating at the Garden, Von Hagen has noted that a number of his regular patrons have invested in blades to take a fling at the ice sport. Belief that the ice competition is being felt is backed up by the Haehnle firm, which reports that the Garden rink was packed at a recent Sunday session.

Von Hagen as hopes that some later. sponsor will pick up the advertising tab for regular TV airings from the rink. In that event, the telecasts will begin next fall, as little time remains before warm weather brings a slump in the rollery business and a decline in TV viewing. Before any contracts are signed, however, the (See NORWOOD BUCKS on page 96)

Kleinman Sets Debut For 400G Rolladium

STATEN ISLAND, N. Y., March 26 .- Everything is in readiness, announces operator Harry Kleinman, for Thursday evening's (7) longawaited grand opening of his Staten Island Rolladium in New Dorp.

Costing about \$400,000, the Rolladium is of contemporary architecture, boasts a Swanson floor, a cold cathode lighting system, and appointments rivaling those found in the finest theaters. Ann Manion, former amateur champion and Skating Vanities principal, is head instructress. Johnny McEvoy, veteran America on Wheels music-maker, is organist.

will not join the United Rink Operators or Roller Skating Rink Operators' Association until he has been running several months, a premiere show will be provided by the UROblessed U. S. Amateur Roller Skating

Association. Thursday's debut, 'a first postwar one for a new rink building in the metropolitan area, is expected to be

an elaborate affair.



THE PLASTIC RINK SURFACE

Currectest, Inc. Originator and Sole Distribu

MONTGOMERY, Ala., March 26 .-Pleas Looney, operator of Looney's Skating Rink here, has reopened his completely redecorated rink after a 30-day closedown.

Looney has 6,000 square feet of maple flooring in the rink, eyecatching murals on the walls, fresh paint inside and outside and new awnings. He reopened with a threequarter page newspaper spread, using

Looney gets 68 cents for adults, 50 cents for children (including tax) and This week the Haehnle firm an- is open from 7:30 to 10 at night. The nounced that Von Hagen took to- rink is making a big play for adults and children's parties.

NY Skate Queen Contest Offers \$1,000 in Prizes

BROOKLYN, March 26. - With prizes worth approximately \$1,000, the 1949 (ninth annual) Skate Queen contest promises to be the biggest and best ever held. As in past years, Empire Rollerdrome here will be the site. Eliminations will be on Saturday. April 30, with finals one week

Purpose of the event, a joint promotion of Empire and The New York Journal American, is to select an ideal girl roller skater and glorify her for a year. Judging will be on charm, beauty and personality, with no points whatsoever for skating skill. Contestants must only appear on skates.

muda aboard the Furness liner, Queen held, King discussed the different of Bermuda, and accommodations at a swank hotel while there. Other Benrus wrist watches, Chicago precision skates and Hyde Betty Lytle shoes, first, second and third; Lence skating dresses, first thru 10th, and honorable mention diplomas to about 75 finalists. In addition, there will be bouquets, a radic appearance and a night on the town.

Last year's contest attracted 535 entrants, including one apiece from England and Panama. Vikki Stappers Dougan, now a model, was the winner.

Entries from anywhere in the world are sought, but contestants must ap-Altho Kleinman has stated that he per for the judging. Minimum age is 15. Professional skaters, models and actresses are banned. Bill Opatrny, manager of Empire Rollerdrome, is handling entries.

Martin on Biz Trip Thru Southern Area

DETROIT, March 26.-Fred A. Martin, secretary-treasurer of the Empire Rollerdrome comedy act. Roller Skating Rink Operators' Association (RSROA), is making an extended tour of the South to visit some RSROA members, inspect skating conditions and carry the RSROA

Among spots he has so far visited are Fourth A enue Roller Rink, Louisville, operated by Mr. and Mrs. Nashville, and Greensboro, Ala., where he visited the parents of Earl King, operator of the Rollercade at Flint, Mich.

Handbook Still Available

NEW YORK, March 26 .- A few free copies of the recently published manual for rink operators, the R.S.I.A. Handbook, are still available, reports Institute director Irwin Rosee. To get yours, send your request to News Alliance, 131 West 52 Street, New York

With Big Splash | Earl L. King Strikes Gold At Flint's Rollercade Via Co-Op Effort With Schools

Educators Endorse, Give Kids Scholastic Credits

co-operation of the school system has about their school grades and genpaid off in attendance at the Roller-, eral conduct. Then the regular rink cade here, with high school pupils skaters whose school grades were not coming to classes and attending regular evening sessions as the result made to their parents. This quickly of a long and carefully planned ef- showed whether skating was the fort on the part of Owner-Manager cause of the low grades or whether Earl L. King.

Pupils taking gymnasium receive poor progress. school letters for a definite number of points in selected sports. In the case of roller skating-in which they case of roller skating—in which they must have 100 points a semester to RSIA Springing receive credit-they must attend a class, because points for classes add up faster than for the regular skating "Parade" Layout session. A definite record system has been worked out with the two high schools. One school apoints a captain to keep the record of the pupils school check in at the rink office, and request.

Surveys Field

at the Rollercade. When King took Sport Americans Enjoy Most." over February 17, 1947, business was "on a downhill grade," he says. Realizing that the school system skaters away if it felt skating was interfering with school work, he explored the ground carefully.

of individual teachers, and class | Mineola's Earl Van Horn club. Top prize will be a cruise to Ber- parties planned. As the parties were

awards will be as follows: The John T. Swanson trophy to the queen, Empire Resumes Video Airings

BROOKLYN, March 26 .- WPIX telecasts of roller skating from Emil Lence's Eastern Parkway Rink, begun Friday (18), will resume Sunday, April 10 at 10 p.m. after a \$5,500 revamping of the arena's lighting system has been completed. Plans, just revealed by program director Sundays.

The debut show, generally apers, was skated in a small, brightly fessional. illuminated central portion of the giant arena. It consisted of a con-World Congress champion Patricia awarded the meet. Carroll of Queens rink; Park Circle

The new lighting arrangement, TV impractical.

FLINT, Mich., March 26 .- Willing skaters with the teachers, inquiring up to average were noted and visits there was some other reason for their

(See KING STRIKES on page 96)

NEW YORK, March 26 .- What should turn out to be the most spectacular publicity job done by the for the week. Pupils from the other Roller Skating Institute of America (RSIA) is scheduled to break April the record is sent to the teacher upon 10 when Parade mag hits the stands with an eight-page section and cover in color devoted to roller skating, Things were not always like this Theme will be "Roller Skating, the

Pix for the spread were shot at Gay Blades, Mineola, Queens and other metropolitan rolleries, and at would be the first to keep young the Lighthouse, an institution for the blind, where roller skating is a favorite activity. Cover girl is Patty Romaine Berridge, professional model Contact was made with a number and a long-time amateur skater of

Parade, distributed with 26 Sunday newspapers in as many cities from coast to coast, claims a circulation of 5,500,000 and a readership of 13,000,000.

Irwin Rosee, Institute director, suggests that rink operators post pictures from the issue on their bulletin boards.

Tri-District-State **ARSA** Meet for May

WASHINGTON, March 26 .- May 28-30 dates were announced for the Tri-District-State championships of Al Lawrence, call for a revue or the United States Amateur Roller amateur hockey games on alternate Skating Association (USARSA) following a recent contest control board meeting held in National Arena here, plauded by WPIX officials and view- reports Herb H. Daisley, Arena pro-

Clubs from Washington and Richmond and Alexandria, Va., entered densed version of Eastern's recent bids for the contests, and it is exhit, Roller Rhapsodies of 1949, with pected that one of those clubs will be

Made up of representatives of stars Bob Cawley and Merry Ann USARSA clubs in Virginia, Washing-McSweeney; the professional Whirl- ton and Maryland, the board's aim is wind Ambassador spinners, and an to foster competitive skating among USARSA clubs in this section and Pic announcer Joe Bolton handled hold an annual competition. There the mike. Russell LeRoy was at the are expected to be 25 divisions of organ and Tony Romeo supplied vo- skating in the May contests. The board hopes that the contests eventually will develop into a Southeastern people say, will make use of the en- States championship. Many inquiries tire rink possible and will give the about the meet have been received public a faster moving production. from outlying States, according to Without it, telecasting of amateur Daisley, and it is believed next year's Jack R. Singhiser; Hippodrome Rink, hockey, a Lence pet, would have been contests will be expanded to accommodate additional clubs.





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RINK MANAGER AT LIBERTY

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Write for Price List

Pavillon or building suitable for summer Roller Skating Rink. Would be interested in good, permanent location. Have enough equipment to handle crowds in good-sized building. All equipment less than year old. If interested write to

MARQUETTE ROLLER RINK Marquette, Mich.

4)' 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. system, skating records, new location, doing good business.

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My Portable Rinks. Want experienced men to take charge and manage Rinks. Prefer men and wives who are reliable. Answer soon. For Sale: 1 45x90 Portable Rink, everything ready to start operating. Will sell at a bargain. Telephone: Oak Ridge, Tenn. 57517; Harlan, Ky. 749.

LACY MYERS

Remodeled Gilbert Skatery Hockey Hypes Prepping for Gala Tee-Off

MONTEREY, Calif., March 26 .- As | as rink professional. remodeling work nears completion on Del Monte Gardens here, formerly Del Monte Rollerdrome, plans are being prepared for a special program to be offered at the opening slated for early May, according to Paul J. Gilbert, manager. Among attractions tentatively set for the debut are skating and fashion shows plus dancing for the public. It also is planned to offer novelty numbers for skaters and give a gardenia to each woman attending.

While roller skating is to be stressed in the new operation, said Gilbert, the management plans to offer other attractions such as boxing and wrestling at regular intervals and a monthly dance. The staff is also making a drive for skating party houses in a 100-mile radius of the rink. La Mar Williams has been hired

King Strikes Gold at Flint

(Continued from page 95)

King believes it has paid off in the case of junior high school skating classes. Teachers themselves are participating with pupils in the skating sessions, and this co-operative personal interest in the skaters has resulted in a definite rise in the scholastic standing of a number of lagging students - something that the rink.

field, and King interviewed the superintendent of schools who, to the former's surprise, proved to be highly interested in skating, commenting that he knew of the rink program and the one-hour dance classes held without extra charge. King then measures 70 by 165 feet, the length suggested a plan to give pupils credit for skating in connection with their school work. While this could not be worked out, the school official feet apart, are used as goals. While sent schools a bulletin in which he the game is in progress no one exsupported skating as a fine sport.

contacting the high schools. At Central an annual jamboree had included an event with the teachers on roller skates, chiefly as a humor item as As in field soccer, no player except part of the entertainment. Last year however, the Rollercade staged a separate 15-minute show, combining dance and free style skating and a spinning team, which was well received by both teachers and pupils. At Northern a five-minute show was suggested for their annual celebration-and was so well received that it was necessary to extend it to a 15-minute show and repeat the routine as an encore.

In commenting on results achieved in the business-building program, King stressed the policies upon which co-operation must be based: "We must keep in mind that we are selling re-eation, and not a product that can be carried off in one's hands. In order to sell amusements, we have only one thing to sell, and that is service. In order to sell service we must sell it with a smile. Never try to high-pressure any organization, no matter what it may be. I think that everyone must sell himself first and then live up to his

ATTENTION, RINK OPERATORS

Qualified Skating Teachers From The NATIONAL ACADEMY FOR ROLLER SKATING TEACHERS

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Address Inquiries: c/e MISS VIVIAN HEARD, Pres. Detroit 19, Mich. 23500 W. Seven Mile Road

With seating facilities for 1,500 people around the skating surface,

the management is leaning toward the spectator aspect of roller skating The old Del Monte hockey team is being reorganized, and it is planned to offer a regular schedule of games. The team also will travel to other

One of the early attractions scheduled for the rink is the California championships of the United States Amateur Roller Skating Association, the Del Monte Skating Club having been granted a sanction to hold the contests May 28 and 29 in the rink,

Gilbert said.

The remodeled rink will be modern in every respect, Gilbert said, having a sprinkling system thruout the bookings by contacting schools, building. Another of its features is churches, civic groups and business a soundproof 25 by 80-foot rumpus room with soda fountain, coin machines and a juke box. There also will be clubrooms and three dressing rooms equipped with showers. Other features will include three sets of spotlights, an equipment sales room and two box offices. The organ booth will be reached from the balcony via a catwalk. Interior of the rink will be in pastel shades. A parking lot for 250 cars will have two entrances, This work took much time, but each leading to a different highway.

Soccer on Skates Clicks for Collins At Imlay City Spot

IMLAY CITY, Mich., March 26 .took about a year to bring about, but Soccer on skates at Collins Roller which has been worth the effort to Rink here has increased Saturday night business 100 per cent, accord-Next step was the high school ing to operator Harry J. Collins, who recently revived the game that has been dormant in rinks for years.

Collins uses six men on each team -a center, a goalie, two guards and two forwards-and a regulation soccer ball. Altho his skaling surface is reduced to 125 feet for soccer, the goals being moved 20 feet toward the center. Racing pylons, spaced six cept the player with the ball is per-Different approaches were used in mitted inside the foul line, 15 feet in front of goals.

The ball is put in play by tossing it on the floor between the centers. the goalie is permitted to play the ball with the hands, but it may be moved by the foot, knee, body, head or arms. Use of hands calls for a penalty shot at the goal from the foul up six feet apart on each side of the 125x80. Does good business. Some terms. goal. Fouls also are called for tripping and unnecessary roughness. Goals count one point. Collins reports that games are close, scores seldom being over 4-0.

It is a rough game, says Collins, which makes it necessary for each team to carry several extra players. Substitutions are sometimes necessary because of broken wheels or injuries. Collins uses three referees.

NORWOOD BUCKS

(Continued from page 95)

Haehnle agency is conducting a survey to learn public reaction to roller

hockey telecasts.

Tonight the agency is stationing four poll takers in public establishments offering free television to its patrons. They will ask the viewers such questions as the following: Did you enjoy the program? Would you like to see it regularly? How does it compare with other video shows you have seen? If the interviews show a positive reaction to the telecast, the agency will make an effort to peddle the show to a sponsor. Several prospective sponsors have evinced interest in tonight's show, Guenther reported

Deuback Gate

DALLAS, March 26, - Deuback Skating Rink here recently concluded its most successful season of roller hockey, the five-month schedule of tournament games showing business increases for the rink as high as 40 per cent on some nights, according to Victor I. Deuback, business manager.

Games for boys and girls have been held in the rink on Wednesday and Thursday nights, with the Garland (Tex) Rangerettes winding up winner in the women's division and the Deuback Demons skating off with the trophy in the men's division. Women played before regular skating sessions while the men's games closed evening activities at the rink.

The tournament was responsible for the rink receiving considerable publicity in local papers, the most recent break being a feature story, Lipstick League on Wheels, with a threecolumn picture in The Daily Times-Herald of February 27.

The Deubacks (Victor and his brother, John, rink manager) are now preparing a new promotion, "roller hacing stratagem," an original game which they say has never been played in a rink before. They expect the game to become popular as a participant and spectator sport.

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A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1949 catalog free. Kleinman, 5146 Strohm Ave., North Hollywood, Calif. ap15

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IT'S HERE!-"LITTLE FACE (THE AMERICAN Sweetheart)"; some free copies. Grimes Muzic Publishers. Shubert Building, Philadelphia,

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MUSIC PRINTED-200 PROFESSIONAL COPIES, \$20; 1,000 copies in color, \$70; Recordings made, Urab BB, 245 West 34th St., New York, Stamp

OUR PARTY LINES-64 PAGES COMEDY MAterial; acts, minstrels, etc.; eight Novelty Songs, Words and Music; price \$1. Dawson Music, 1650 Broadway, N.Y.C. 19.

QUIET! M. C. AT WORK! - GAG-ATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$2. "Keyes To Komedy." Box 421, Venice, Calif.

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CELLULOID DOLLS, 7", FEATHER DRESSED, gross, \$21; 8", gross, \$27; Japanese Pennant Canes, 1,000, \$20; Chinese 24" Balloon Reeds, ten gross, \$5; 3½" Plastic Miniature Banjos, beautiful colors, exact reproduction, gross, \$10,80; Mexican hand made Palm Kiddle Purses, \$20,000 and \$20,0 53 and \$4 per dozen. Orders, 1/4 down, bal. C. O. D. Stern Supply, Box 139, Ansenia Station, New York 23, N. Y.

COMMISSION, \$1.25 - BUSINESS CARDS, Raised Printing, sells \$3.50 thousand; excel-lent sideline; free samples. Broadway, Box 412, San Antonio 6, Tex. app

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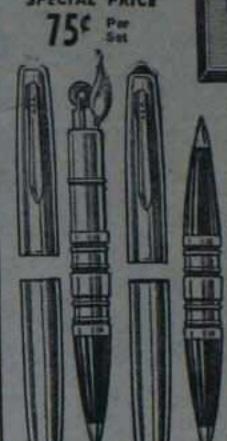
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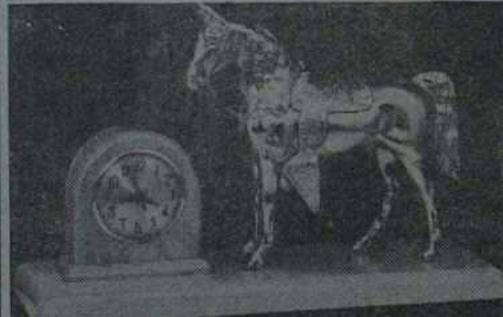
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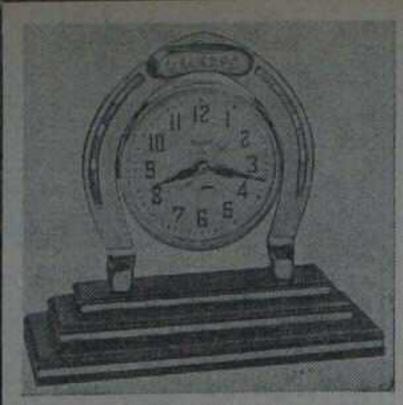
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Square and round rolled gold plate wire, all cauges and qualities • Stone-set and plain bangles as follows • hearts • stars • clovers • rescents • beaded hearts • wagon wheels • crossen etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls B stone ring top or beaded stock . Beaded band wire . Plain findings such as crosses anchors bowknot pins springrings tumprings wivels chains plain and twisted hoops crwires earscrews etc.

Hoop earrings carrings for pierced and unmirroed ears Hand-made adjustable bangle bracelets Wire knot rings of collect gold plate - Pearl plates of small shell Camena etc.

Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D. EMROW JEWELRY CO.

Box 93 North Station, Providence 8, R. L.

Improved MYSTIC LIGHT BULB Bulb lights In your hand. \$7.80 Dozen **Sample \$1.50** Free Window Demonstrator on order of 6 dz. Aluminum Chinese CROWN MAGIC PRODUCTS N. Y. 19, N. Y. 1673 B'way

HELP WANTED-ADVERTISEMENTS

RATE-12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

A GIRL VOCALIST, HOTEL BAND, MUST BE experienced, must reach Bb, good wardrobe, character and appearance. Box C-297, Billboard, Cincinnati, Ohio.

AERIALISTS-MALE, FEMALE, SINGLES OR married teams; open late April; long prosperous season for qualified performers; state all. Write Sky-High Thrillers, 237 Osgood Ave., New Britain, Conn. apz

ANIMAL TRAINERS WANTED FOR ALL types wild animals; state experience, age, salary; no booze hounds; permanent work. World Jungle Compound, Thousand Oaks, Calif.

BOOKER — OLD REDPATH-HORNER CHAU-tauqua organization has opening for field representative arranging successful local talent production with leading church and civic groups in smaller towns; permanent, interest-ing work; need car; excellent earnings. Write Field Director, 3419 Broadway, Kansas City, Mo. CAVALLARO STYLE PIANIST-MUST READ well, play good Latin montunos; also lead tenor, trumpet. Box C-289, Billboard, Cincinnati.

DANCE MUSICIANS - PREFER DOUBLING men; commercial Midwest band; experienced only; send photo. Jimmy Barnett, Sloux Falls,

FREE CATALOG MAGIC TRICKS, JOKES, Novelties, Laramie Sales, 4800 So. Laramie Ave., Chicago, Ill.

CONCESSION SUPPLIES

	W 15 75
88 1521 - Daisy Cora Guns. Es	0.60
BB 1522-Cork Qun Corks, 1000	2.75
BB 1022 COTE GOT SOURS TO SO	1.10
BB 1523-Aluminum Milk Bottles. Ea.	
8B 1524-Wood Milk Bottles, Ea	.65
BB 1525-Hoop-La Rings, 4 in, to 7 in.	
DE 1950-Hoop.rs triuler a un se a un	.70
BS 1528-Hoop-La Rings, S in. Doz.	
BB 1528-Hoop-La Rings, 8 In. Doz	.85
BB 831 -Worth Special Base Balls.	
	2.25
Dot	
Case of 15 Doz.	32.25
88 83L -Latex Covered Base Balls.	
OD COL - Estex Collins -	2.40
Dor	
Case o 15 Doz.	33.75
BB 1527-French Weighted Darts. Doz.	1.20
BB 136 -Dart Balloons, Gr	.95
DB 136 -Darr Bansons, Mr.	9.00
10 Gr. for	
BB 1520-Add N Win Dart Boards. Es.	.60
BB 1528-Knife Rack Rings, 100	4,50
OD 1520 Pers Plant 100	4.50
BB 1529-Cane Rack Rings, 100	
BB 134 -Spring Clothes Pins. Gr	.89
10 Gr. for	8.50
BB 1530-Penny Pitch Charts. Ea	4.95
BB 1530-Fenny Frich Charter Call	
BB 1531-No. 5 Satin Ribbon (all	12000
colors). 50 yd. Spools. Ea	1.35
BB 1532-Medium Bingo Cards. 100	1.85
	17.50
1000	
BB 1533-Professional Bingo Cards.	20000
100	4.25
4000	40.00
1000	Part Control
88 1534-Rubber Covered Binge	0.00
Shaker, Complete, Ea.	8.00
BB 1535-Plastic Bingo Covers, 1000	2.00
Prices FOB Indianapolis	
Prices Pod maranapons	
25% Deposit With COD Orders	
KIDD RDOTHEDS	

RIPP DRUINERS

Wholesalers since 1880 240-42 South Meridian Street Indianapolis 4, Indiana

Terrific Demonstration Item!

HOT TAMALE BALLOON



It's a #10 round balloon with an imprint of a Mexican hot tamale. Innocent looking when deflated, but when the balloon is blown up the hot tamale opens and a gorgeous pin-up girl emerges. Rush in your order for fast sales with big profits!

Cash with order or 25% deposit, balance C. O. D.

S7.50

1519 W. North Av. M. D. ORUM CO. Milwaukee S, Wis.

GIRL MUSICIANS FOR STEADY WORK-Need Trumpet, Sax and Piano. Answer im-mediately. Send photo and all particulars in first letter. Dolores Gomez, Claridge Hotel, Rochester, N. Y.

GIRL PIANO OR ACCORDION FOR ORganized combo; steady work; send photo, full particulars. Box 251, Billboard, 155 North Clark, Chicago 1.

GIRL MUSICIANS — GUITAR, BASS, SAX, Trumpet, Piano, Accordion; Young Singers and Entertainers preferred. State all, enclose photo if possible. Box 401, Billboard, 1564 Broadway, New York City. apl6

GIRLS-ATTRACTIVE ILLUSION SHOW ACcordionist, dancer, singer, bally girl; will furnish accordions, costume. Write Bert Dean, Box 264, Bloomington, Ill. ap2

GOOD ANIMAL MAN FOR CARE OF SMALL animals with indoor kiddle circus; must furnish references; definitely sober. New England Theatrical Agency, Inc., 949 Whalley Ave, New Haven, Conn.

GOOD TWO-BEAT DRUMMER FOR 10 PIECE tenor band, must have good steady beat, be single; salary, \$65 minimum; steady work, no be-bop characters wanted. Jack Staulcup. Metropolis, Ill.

LEAD TRUMPET, IMMEDIATELY; ALSO rhythm plane, bass; prefer wind bass double; resort territory. Carl Colby, Alexandria, Minn.

LEAD ALTO, TWO BEAT DRUMMER-SAL-ary, slepper bus; state all. Buddy Bair, Box 113, Colome, S. D. ap2

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 555 W. Jackson. Chicago 6. ap9

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.

OPENING FOR MAN TO DOUBLE BASS FID-dle and Bass Horn; also Trumpet Chair open. Ralph Rech, Glencoe, Minn. ap16

PIANIST-YOUNG, ATTRACTIVE GIRL FOR smart cocktail lounge; capable accompanist; send photo; also girl vocalists. Write Jerry Marsh, Devereux St., Utica, N. Y. ap2

PIANO MAN-EXPERIENCED: COMMERCIAL band; good reader, solid two beat rhythm fill-ins; salary, ninety to hundred; locations. Box 254, Billboard, 155 North Clark, Chicago,

TROMBONE WITH CONSISTENT HIGH range; also tenor singing good ballads; commercial band; state previous experience, age permanent address. Box CH-122, Billboard.

WANTED-NON DRINKING HILLBILLY MUSI-cians and Comedians for radio act showing Georgia in winter, Penna. In summer. Write stating all to Curiey Miller, 135 East Spring St.,

WANTED — GOOD, CLEAN, SOBER ACTS that can change, for our tent show. Opening June 13 for 12 weeks, all Wisconsin; three, two and one night stands. Western trio; good clean M. C. with more than one. Popcorn open. Write, state all in first, also salary. Mack Ford, 802 N. Broadway, Green Bay, Wis.

WANTED—TEAM FOR MED SHOW; MUST have car and living trailer, good wardrobe; misrepresentation cause of this ad; those doubling instruments preferred; long season South. Toby Shelton, Pandora, Tex., P.O. Box 578

WANTED-EXPERIENCED RIDE FOREMAN. p.O. Box 669, New Brunswick, N.J.

WANTED-MEDICINE MEN; WE FURNISH apots, p.a. sets, platforms, licenses, stock and station wagons on a live and let live percentage. Oil, Salve, Herbs, Foot, Tonic, Vitamin or Mineral Workers. Contact us at once. Am adding 3 new units in April, May-Houck. 220 George St., Cincinnati, Ohio.

WANTED - MUSICIANS FOR TERRITORY band; state all. Buddy Bair, Colome, S. D. WATER SHOW PERFORMERS-HIGH DIVERS High Fire Jumper, Clowns, Diving Girls; Northern free act: state all first letter, Gor-don's, 2670 N.W. 18 Terr., Mlami, Fla. app

WILL RENT TO RESPONSIBLE PERSON NEW
130 Ft. Aerial Rigging, complete with 500 ft.
"Slide for Life," Spotlights, all Alreraft Cable,
Shelby Steel Tubing. For information write
Bernice, 2302 Brunswick Ave., Trenton, N. J.

NEW! 1st TIME EVER OFFERED! ED RE OF LEGE AND READS



Depenuable, attractive CIGARETTE LIGHTER that looks and operates like an expensive camera. Tripod and shutter plunger can be detached for pocket use. Perfect salesboard premium, concession item and a natural for jewelry stores.

\$30.00 DOZ. SAMPLE, \$4.25 (Sample can be applied to dozen purchase price.) 25% with order—balance C. O. D.

BERG SALES CO.

119 So. Wells St. Chicago 6, III.

309 Hennepin Minneapolis, Minn.

SELL NYLONS AGAINST

The ONLY cylon hase in the whole world actually guaranteed against runs, shags or excessive wear, REGARDLESS OF CAUSEI Yes no matter what the cause, whether use or abuse Kendez nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period - a period up to three whale months! Not sold in stores. Extra theer 15 denier, theer 30 denier and service 60 denier Latest colors Lengths 28 to 15 inches Both seamed and seamless Also complete line men's fine housery guaranteed for ONE FULL YEAR or replaced FREE! No maney or expenence needed to earn big, steady income writing orders in spore or full time. We deliver and called fust any Guaranteed Against Everything and the sale is made Advance cash plus huge bonus Complete money making sales outlin FREE and prepaid his abligation Nothing to pay new or later Simply rush your name and address on a postcard and you'll be making money next week

KENDEX COMPANY, BABYLON 47 N. Y.

BUY DIRECT! LOWEST PRICES!

Original 2-piece sliding telescope key chain. Latest photos in colors. Packed 2 dozen with display card.

\$10.50 gross

10.00 gross in 5 gross lots 9.50 gross in 10 gross lots

Minimum order 4 dozen....\$4.50

25% deposit on C. O. D. orders. F. O. B. Pittsburgh, Pa.

Immediate Delivery.

5459 Hays St.

Pittaburgh 6, Pa.



DESIGN

Atta: merchants, Dealers, Austronauts Buy Direct from Reliable New York Wholesaler, Glowing Oriental reproduction extra-heavy 9 by 12 room size RUGS! Perfect Quality, Woven through to back of durable, fine selected Hayon Cotton Yarn to give years of Wear. Greatest Money Maker today! ALL SIZES, COLORS, \$2.95 up. If not satisfied money refunded within 3 days Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C O. D. AGENTS WANTED.

LO-US TRADING CO.

Deat. P-5, 30 W. 27th St., New York I. N. Y.

Fits Most Pens

Eversharp, Sheaffer, Waterman's, etc. Sample card (20 refills), \$3.00 Big Discount to Quantity Users. We prepay all carded orders. We repair all makes pens, lighters.

164 West Monroe St.

Chicago 2, HL

Complete Assortment of Jewelry

- . COMPACTS . PINS
- . 3-PC. FOUNTAIN PEN SETS RINGS 1001 Different Numbers
- . ENGRAVING JEWELRY
- . IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY-That's Our Business

We have everything for ENGRAVERS • JEWELERS

DEMONSTRATORS

State your business All Orders Shipped Same Day Received All Phones: CE 6-7966

WRITE FOR

NEW 86 PACE

IEWELRY

CATALOG

5 NO. WABASH AVE. CHICAGO, ILL.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

ROLLER RINK MANAGER—AGE 28, EXPERIence with portable and stationary rinks;
clean, dependable, etc.; will furnish reference;
prefer rink whose business is in need of good
manager; will require top salary; state offer
and rink details in first letter. Write Box
C-291, care The Billboard, Cincinnati, Ohio.

BANDS AND ORCHESTRAS

ROY SANDERS SOCIETEERS-9 TO 11 MEN; union, commercial style band desires re-tiable agent, 1017 N. With St., Reading, Pa.

RUMBA BAND-I PIECES AND VOCALIST; viennese Waltres, Paso-Doble; just completed five months' engagement at the Music Bar, 94th St. and Broadway, N.Y.C. Don Pasqual, 2243 Southern Blvd., N.Y.C. 60, SEdgewick

TRIO-INSTRUMENTAL, VOCALS; SPECIALizing all types of music in addition to novelties and group singing; uniforms, special arrangements; completing 22 weeks in New York
City; available in two weeks; will travel. Trio,
4517 43 St., Sunnyside, N.Y.

CIRCUS AND CARNIVAL

BUFFALO BILL" CHARACTER-BEAUTIFUL costumes, stage, screen, ropes, juggler, paper tearer, lectures; years of experience. Chief Carrigan, LaSalle Hotel, St. Louis, Mo.

FIRE EATER-EXPERIENCED; WANT TO GET with a carnival; will give complete details on request. Contact Geo. W. Staine, 1920 Strauss St., Brooklyn, N. Y. ap9

HALF AND HALF-FOR CARNIVAL OR CIR-cus; different than the rest; using masculine voice, female attire; A-1 wardrobe, age 38; an-nex attraction only; work strong if desired. Burnell Walsh, 390 Arcade Bldg., St. Louis, Mo.

OPEN FOR CARNIVAL OR CIRCUS—BIG OR side show; Petro La Marra, novelty fire eater, sword swallower, strait jacket, and magic. Address 1809 So. 13th St., Philadelphia 48, PA.

MAGICIANS

ROY AND VIVIAN SHRIMPLIN-GOOD MAGIC and comedy; can change; lady good piano player; for summer shows, free acts, celebrations. Box 416, Alliance, Ohio, Phone 6885.

MISCELLANEOUS

"HERR" LOUIS-DIALECT, CHARACTERIZAtions, hokum comedy monologist, eccentric dancing specialties; available coming season, celebrations, picnics, etc; experienced professional entertainer. For dates and terms, write "Herr Louie" Stanger, R. 3, So. 12th St., She-

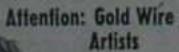
MUSICIANS

ALTO, TENOR, CLARINET - AVAILABLE March 30; location only; prefer South; any style; name experience. Musician, care Richey's Trailer Court, 4506 Plonk Rd., Baton Rouge,

QUALITY MADE PROFIT MAKING



32 Green Street FAN BLADE CO. Newark 2, N. J.





introducing for the first time nationally, direct from manufacturer and designer, this exclusive patented ring of 1/20 12 kt. Gold Filled. Dez. \$9.00

Pat. D150,725 Gr. Lots \$84,4
Birthstone aast., all sizes ladies' and gent's changeable stone. Do not accept an unstamped ring as a substitute for the original.

25% deposit with order, cert. ck. or money order, bai. C. O. D.

T. V. PHELAN & CO. MANUFACTURER and DESIGNER
1814 Kensington Ave. Philadelphia 34, Pe.
Phone: PE 9-1609

ALTO TENOR CLARINET-AVAILABLE FOR travel or locations; also steamship cruises and resort Jobs. Musician, 204 Marion Ave., Punxautawney, Pa.

ATTENTION, STYLE BANDS, LARGE OR Small: Drummer, name sweet band experi-ence; steady, soft rhythm, excellent appearance, cut fine show, jazz, rhumbas; willing, co-operative, travel anywhere, locations short or long; been 142 years on present job. Box C-292. Billboard, Cincinnati, Ohio.

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 AND GUITAR-SING WITH TRIO; M.C. and commercial announcing; hotel combo or Western; experience with top-notch units; good wardrobe; has connections with recording and transcription companies; go anywhere; has new car. Box 253, Billboard, 155 North Clark, Chicago.

COMMERCIAL TENOR - LEAD OR ANY chair; experienced, intonation and tone good, read and transpose well; double clarinet; no character. Write, wire or phone Musician, 1417 So. 25th, St. Joseph, Mo. Phone 3-0547.

DRUMMER — EXPERIENCED, SOBER, RE-liable, Local 66; can double on marimba if desired. Irving Rockowitz, 102 Rauber St.,

ENTERTAINER—PIANO, VOICE (BARITONE),
Solovox, Accordion for strolling; union, good
personality, wardrobe; want cocktail or intermission work; age 45; feature Community Singing, Special Material; salary \$125 plus one way
transportation; photos on request. Forrest
"Chic" Wade, Maryland Hotel, 104 West 49,
N. Y. C. ap9

GUITAR MAN AVAILABLE—SOLO, RHYTHM; also steel guitar; formerly with The Marion Mercer Trio, an M.C.A. unit. Home address; Buddy Cooner, 8647 Madison Ave., Jacksonville,

HILLBILLY FIDDLER-PLAY WESTERN AND popular, union, 12 years' experience on well known shows and acts; good references; prefer steady reliable job in connection with radio; state best offer in first letter or wire; will answer all offers. C. L. "Blackle" Hastings, 409 Cherry St., Carthage, Ill.

PIANO, VOCALS-FOR SMALL UNIT OR AS single; well experienced, entertainer, union, sober, appearance. Box C-294, Billboard, Cincinnati, Ohio.

PIANO-ALL STYLES; READ AND FAKE, single and will travel. Contact Box C-297, Billboard, Cincinnati, Ohio. app

RINK ORGANIST - AVAILABLE FOR A-1 Eastern location; perfect skate-rhythm music properly metronomed, Organist, Box C-287, Billboard, Cincinnati, Ohio.

STRING BASS MAN-AVAILABLE IMMEDI-ately; commercial minded, excellent reader; age 23, single, sober. Joe Pressprich, 306 W. Lorraine Avg., Baltimore, Md. ap9

STRING BASS-DOUBLE DRUMS, READ, JAM. sing novelty; union, age 25, sober; no one night; \$75 min.; prefer hotel band or small commercial unit. Write, wire, phone Jack Coughlan, 112 SW. 42, Okiahoma City, Okia. Phone 6-4917.

STRING BASS-TONE, INTONATION; GOOD appearance, own transportation; desire small-er bands working locations, Monk Moniger, Jefferson Ave., Defiance, Ohio.

STRING BASS-EXPERIENCED, READ, FAKE: available now, can leave immediately. Write or wire Musician, 1770 Fulton Rd., down rear, Cleveland, Ohio.

TRUMPET MAN-READ OR FAKE; 4 YEARS' experience, neat appearance; available at one week's notice; prefer location but will travel. Contact Tom Coble, 222 E. 14th, Pawhuska, Okla. Phone 1085.

TRUMPET — EXPERIENCED FAKE, SHOWS, jazz, commercial, rhumbas; prefer location with society or show band. Musician, 110 Bowers Court, Elkhart, Ind.

TUBA AND STRING BASS-AT LIBERTY April 13; formerly Art Kassel, Don Reid, others; have 1947 Ford panel truck, fine equip-ment; style bands, please notice. Bob Beatty, Gen. Del., Kansas City, Mo. ap9

14-PIECE COMMERCIAL COLLEGE DANCE
Band; versatile, girl vocalist, vocal group in
band, union, fine dance library; require location spot for summer; not available until June
1; recordings and press-book on request. Contact Brad Warren, 809 Marshall, Houston, Tex.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE JUMP-ing; modern equipment for fairs, parks, cele-brations; always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap16

DASHINGTONS ANIMAL CIRCUS—DOGS AND cat for fairs, parks, night clubs; go any-where. Address 1413 Euclid St.; Philadelphia

NOW BOOKING 1949 FAIRS—RUBE CLOWN,
Hirum the Juggling Fool, mingles with grandstand and midway crowd, creating fun; does
sock Juggling Act in Grandstand Show. Address
Eddie Doyle, Worthington, Ind. ap2

OUTSTANDING PLATFORM TRAPEZE ACT-Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4.

THE LEHMHECK SISTERS AND CO. - A creation of acrobats and balancers; parks, celebrations; 4 people act. 2015 Oliver St., Fort Wayne 5, Ind.

VOCALISTS

YOUNG WOMAN — SINGS SEMI-CLASSICS, ballads; comedienne; returning to show business; seeking partner; must play plano. Tiny Ryan, 1227 So. Ft. Thomas, Ft. Thomas, Ky. Phone HE 9819.



• DISTRIBUTORS •

TERRITORIES GOING FAST-WRITE TODAY!

Your sample order for a dozen assorted portfolios today will be followed by reorder after reorder - that's the way it has worked with hundreds of live-wire dealers!



50% deposit with order, balance C.O.D.

100 sets \$50.00

DETROIT 2, MICHIGAN

One of America's leading wholesale distributors

CASH IN NOW!!

ORIGINAL PEEK-A-BOO KEY CHAINS Per Gross \$0.00 in 5 Gross Lots

Single Gross ... S 9.50 4 Doz. Min., Dz. 1.00

PEE WEE VIEWERS **NEW! TERRIFIC!** \$4.80 Dozen \$14.00 - 3 Dox. \$54.00 Gross

TELEVISION VIEWERS 5 COLORED PHOTOS Turn Range Finder and new Photo Appears. \$3.50 Dozen \$10.00 - 3 Dox. \$36.00 Gross

KING TUT

\$3.60 Dozen

\$42.00 Gross

(Original-Orange and Blue Box)

SHMOO BANKS \$3.50 Dozen Assorted Colors F. O. B. PITTSBURGH, PA.

25% Deposit With Order; Balance C. O. D.

S. R. CANTERMAN

5459 Hays St.—Telephone EMerson 3083—Pittsburgh 6, Pa.



ATTENTION, CREW HAT OPERATORS DOWN GO PRICES TWILL CREW HATS - \$4.40 \$52.80

Reed Sticks 5.40 Gr.

29 Round Special Mottle 4.25 Gr.

29 Round Special Print 4.50 Gr.

214 Kat Mottle Balloons 7.00 Gr.

Cardboard Squawkers 7.5 Gr.

COMBS, ASST. MOTTLE COLORS 90 Gr.

54 L. Comic Buttons 12.50 M

Two-Tone Plastic Pins 1.00 Gr.

Police Whistles 3.00 Gr.

Lead Pencils 2.00 Gr. Blowouts 2.50 Gr. Lead Pencils 2.00 Gr. Butterfly Fans 3.00 Gr. Needle Books 3.00 Gr.

We carry one of the largest lines of Imported Merchandise in the country.

WRITE FOR IMPORTED MERCHANDISE CATALOG.

WE ARE SOLE DISTRIBUTORS OF CENE AUTRY AND ROY ROCERS BUTTONS & PENNANTS. We take orders for Special Buttons and Pennants. 25% deposit required on all orders.

KIM & CIOFFI MA 7-2283

PHILADELPHIA 7, PA.

GIVE 10 1HF DAMON RUNYON CANCER FUND

ATTENTION

JOBBERS and DISTRIBUTORS

ORDER THE NEW HOLLYWOOD TELESCOPE KEY CHAIN HOLDER

With Gorgeous Colored Pictures



5 OR MORE GROSS LOTS. GR... PER DOZ., \$1.75 PER GROSS, \$14.25

SPECIAL TELEVISION KEY CHAIN NOVELTY

Five colored figures. Turn range finder and new picture appears. First come - first served.

DOZEN S3.75 PER GROSS S40.00 WRITE FOR OUR EASTER SPECIAL CIRCULAR

With New Plush Animals, Special Spring Merchandise, and Timely Sporting Goods.

WISCONSIN DELUXE CO.

Milwaukee 12, Wisc.

1902 No. Third St.



ABRAMS LIGHTING MANUFACTURERS FLUORESCENT FIXTURES 113 No. 7th St., Philadelphia o, Pa.

Phone: WAInut 2-1947-1948

SLUM PRIZES

Czecho Jewel Rings. Gr.\$1.00 Metal-Plated Luck Rings. Per M. . 6.00 Plastic Speedy Yo-Tops. Doz.36 Charms Bracelets (individually carded). Doz. Metal-Plated Skulls With Rhine-Metal-Plated Big Charms lindi-Plastic 71/2" Penguin Banks, Doz. . 4.00 Plastic Mechanical Slowpoke Turtles. Dox. 2.35 Charm Beanie Hats. Dox. 2.35 Terms: F. O. B. Richmond Hill, N. Y.

25% deposit with order -

Balance C. O. D.

SAMUEL EPPY & CO., INC. 113-08 101st Ave. Richmond Hill 19, L. I., N. Y.

MAKE BIG MONEY TIME Every Besiness and Profession uses OR BLUE 2000 for \$345 WHERE IN U.S.A. COMMISSION \$100 TEAR-OFF CARDS with begutiful leather pockat. 5234 500 for \$345 Partpaid - Commission 51 Raigne tetter printing Easts fine quality BUSINESS CARDS 1000 for \$345 RAISED LETTER POSTPAID-COMMISSION \$1

CHOICE OF BLACK OR BLUE INK

WRITE FOR FREE SALES OUTHT!

QUALITY BUSINESS CARD CO. Dept. G. 118 N. Jefferson St., Chicago 3, III.

M DI NI DI RINI DI SYTT

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only If you are having mail addressed to you in our care, look for your name EACH WEEK

Mail is listed according to the office of The Billboard where it is held. Cincinnati New York Chicago and St Louis. To be listed in following week's issue mal, must reach New York, Phicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning

MAIL ON HAND AT

CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O ...

Parcel Post

McClendon, J. H. Carpenter, E. W.

Chambers, Mrs.

Coleman, Nosh D.

Constantine, Rounle

Costello, Louis Couls, Patricia M.

Colida, Jos.

Cooley, Glenn

Cravd, R. P. Crider, Hal J. Crider, Robt. Cristler, P. L.

Custer, R. P.

Cunningham, Chas

Davis, Harley T. Denn, Judy Brown Dean, Miss Kurt

DeBusk, C. Y. DeLap, Robt, DeMays, Lester

Acker, Bennie Adams, Edw. J. Adkisson, Gordon Aikers, Wally Aldrick, Wm. Allen, H. S. Carpenter, Wm. Carper, Chas. Carr. Chas. (Bull Carroll, Tommy Rider) Carsky, Bill Allen, Hoss Altemore, Raymond Carter, Ann. Carrer, Linda Alvarenm, Chas. J. Anderson, Soaty Cerrone. Vito Casey, Robt. Caswell, Fred Caswell, Mike

Andrews, Mr. Jackie Andrews, Naomi S. Angle, John R. Annin, Jimmy Anthony Mile C.

Anthony Milo
Arenz, Thos.
Arenz, Thos.
Arenz, Thos.
Arenz, Thos.
Clark, Char.
Clark, Char.
Clark, Wm. Allen
Clar, Mrs. John
Clark, Wm. Allen
Clar, Mrs. John
Clarence
(Agt.)
Coe, Eddie
Cohen, Phil
Coleman, Nosh
n. Joe T Bailey, Mrs. Dolly Bailey, Tommy Collins, Rilly Collins, Carlton A

(Diggers) Balev, R. M. Barfield, Emmett 8. Barnes. Edw. Emmett Barrett, Fred

Batta, John Henry Batton, Harris J & Mary E. Beal, Isanc C. (Wrestler)

Bejano, Pricella Bell, Dee (Cherokee) Bell. Forrest W. Belmont, Miss Lee Bentley, Harry

Thomas Bergeron, Jos. E. Beres, Olin Birdoff, Harry Blakely, Benton H. Blanchard, Roy

Glenn Davis, A. H. Bland, Edw. Blasingame. Wm. Travie Blumenthal, Lester Blunt, B. N. Borreupohl, Ervin Bouchard, Paul

Bradley, Jack Bramson, Johnny Brandenburg, R. H. Bresh, Mrs. Frank Brett, Howard. Brown, Mrs. Bobby Brown, E. C. Brown, Mr. Jesse Brown, Louise

Audres Browning, I. F. Doc. Bruner, W. C. Bruner, Mrs. W. C. Bryant, Janice

Buckley, Leonard H. Buckley, Leonard H. Buck, Kenny Bullock, W. H. Burch, Ecnie Burdien, Rachel Brew, Kay Burdick, Edmund R. Dulbeis, Wm

Burgens, Ronnie Burke, Herbie Burke, Led H. Burke, Mrs. Teddy Burke, Jim Burnett, Edw. Burns, Lawrence it Burns, W. H. Butler, Michael (Magie Valler

Cute Model Key

Chains.

Aviator Type with

Sweat Bar.

□ Dozen....\$ 00

DOWN

SOUTH

= Gross.... \$ 0.50

Dozen 95¢.

5 Gross Lots,

Gross \$9.00.

= Gross 599.00.

Each 90c.

H. Emmerson, Geo.

Englehart, Royal Estrudge, C. C. Erans, Bruce Evana, James Fain, Sheet Farino, Michael Fields, Benny Finch Marton

Pisher, Richard Les Flowers, Jack Ford, Duke Ford, Jt Edw. Forshee, W. H. Fox, Gerry Fox. Oscar F. For. Thomas Frank, Miller J.
Franklin Albert
Friedenheim, Morris
Frierson, Mrs. H. L.
Frierson, Mrs. M.
Gabe, Frances Peaty Gallagher, Jack lest Galle, Michael Gamble, Ed. Gardner, Jack Linton Garkow, Philito Garwood, Ray Allen Gee, Robt, H. Gelirke, Ione George, Mrs. Jean

> Giorgio, Jos. Athony Glauser, E. Glinea, Morris Gond, J. D. Goldstein, Nathan Goodwin, Geo. F. Gordon, Chan. Gordon, John Wesley

George, Tom Giles, Janyce C.

Coven, Sam Cov. Francis Crawford, L. P. Crawford, Miss M. H. Gordon, Patricia Granger, J. C. Grantham, B. O. Green, Phil Greene, Col Bill E. Keyes, James Green, Tom & Mrs. Kisiman, Mrs. Griffeth, James Griffin, Ned W. Grimes, Morris

Custer, R. P. Guentte, Marie Dailey, James Robt, Guiley, David Daniels, Wilson Guriler, Arnold Sr. Davidson, Robt. F. Hall, R. L. Red. Davidson, Robt. F. Hall, R. L. Red. Davidson, A. H. Hall, Ward M. Haller J. C.

Hamilton, Wynora Hampton, Walter Harmon (Jimmy) Hand, Johnny | Hell Hangs, Oit Hank, Thos. Hansen Sigurd Hards, E. F. Harlow, Hubert Lee

DeSilva, Mrs. Velma D Dedrick, T. L. Delauer, John J. Harmon Mrs. Harris, Atbert Demetro, Archie Demetro, John Demier, Merle Harris, James E. Dennia, A. J.

Dominoski, Walter B. Hennessee, Henry G. Leaman, Herman Lee, Mrs. Robt.

Dominoski, Walter Henry G. Leaman, Herman Lee, Mrs. Robt.

Dominoski, Walter Hennessee, Weel Denney, Homer

Dombroski, Walter Donohue, Jack Dovle, Miss Pat Drew, Mrs. Eula Drew, Kay

Duffy, James J. Hongas
Duffy, James J. Hongas
Duffy, Walter
Dukes, Daniel
Dundee, John Vance Hoffman, Harry
Dunlap, T. E. Holder, Mrs. R. L. I.
Bunn James H. Holmes, Inella
Holf, Riff
Hood, Mrs. Leona
Jones
Chuck Amuse, Co.) Echenrode, Whitte-

SHREWD

Ball Point Pen with

Dozen ... \$ 7.95

Latest Type, uses Regular Film.

Dozen ... 5 7 .20

533.00

\$84.00

Each 75¢

at this time.

Key Chain.

Eddington, Cecil Hor, Ben Luak, Jack Edmonth, Juline Horlick, Alfred Lyon, Mins Pattl Ekhund, Erik Hou, Mrs. L. Lyons, Mrs. Penny Ellis, Rymond C. (c/o Lee Hou) MacDonald Mack Ellis, R. C. Cotton Howard, Holly McAllister, H. J. Ellisworth, Ir. Huddleston Stanley McRivide, Lyons Martin

Hudson, Charlie T. Hughes, Marie Hughes, B. O. Hunter, Harry Hutchina, John Windel

Hyland, Marvin
Hyman, Al
triah Walter L
Irvin, O. V.
Jackson, Charlie
Jackson, Hobt. T.
Jacobe, Mrs. J. K.
Jameison, Eddle
Jenkins, Lindell
(Tex.) (Tez.)

Jensen, Jess Jenson Hobs. Jernigan, Mrs. Joe
John, Miller McTeague, Mrs.
Johnson, Bobbie Della

Johnson, Frank R. Johnson, Harry Lee Johnson, Linda Johnson, Mike R. Johnson, Stere Jones, Rose Jorden, Bill & Pezzy

Joy, Harold Joy, Walter Justina, Melvin. Kabage, Richard Kabakoff, David Kapralik, S. Kearns, Jack Keefe, Tommy Kelley, Edith Kellow, Jack Kellow, Paul D. Jr. Miller, John A. Kelly, Jack F. Kelly, Kitty Kelly, Mrs. Mabel Ketter, Lon Reup, Corlyss E. Keyes, James &

Everett King, Russell (Tex)
W. Kirby, Elaine
eris Kurby, Everett N. &
Allen C. V. Morton
ric Kiser, G. B. Jeff
d Klines, Chas. &
Perry
Perry

Knight, Felly Knox, Wm. Koie, Edna Kurie, Jack Kramer, Jacob J. Kreher, David L. Kuff, Calvin Lacelle, Laurence

Lamont, Arthur Langford, Mrz. Eleanor Lanham, Clarence

Edward Langler, Mrs. Carl Large, Troy Large, Mrs. Bobbie (Slim) Harrison, Keck Larue, Mr. Hatch, Edw. Laverne, C. Hawles, Miss Pat Lawrence, er Healy, Martin James Leah, Ed. Holler, Harrison, C. Laverne, C. Laverne Laverne, Cherise Lawrence, Bert O.

> Lewis, Elvin J. Lewis, Mrs. Orpha Lieberknecht, Geo.

Henry, Mei Heppie, Mrs. Eva Herman, Maxie Hiestand, Frank L. Higgins, Clifford Ernest Hine, N. E. Lisogar, Roy
J. Hongland, Test Little, Jack
(Farmer) Little, Roy
Hodges, Gloss Littlefield, Geo. Lloyd, Eddie Long, Paul Lowe, Russell A. Ludwig, Art Jones Lumpkins, Fred Jones Lunde, Russel

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All-ground zipper

with designs.

Dozen ... \$ 2.00

Pocket, First Quality.

Assorted Colors.

Gross S 4 .20

10 Grass

TELESCOPE Viewers, gross, \$11.40; \$ gross lots, gross, \$10.80. TELEVISION Cuties with 5 pictures, dozen \$3.25. PEE WEE Viewers, dozen \$4.75. PICTURE Portfolios—12 actual, dazzling, alluring Hollywood model photos, dozen sets, \$4.00. STRIP-TEASE Cards, Gross, \$7.20.

Nobody anywhere undersells us. 1001 Items stocked.
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will be our customer for life. Visit us. No catalogs

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McGuire, Tex.
McHugh, Eileene
McKay, Billy
McKinney, S. S.
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Marrus, Helen Marion, Thomas Marks, John & Mary Marks, John & Mary Marlow, Sam Martin, Everett W. Mason, John P. Matthewa, Frank Marson, Rossell Mayberry, Engene Mayes, Prof.

Livingston Mercy, Frank F. Methot, Min Maro Mercy, Wm. S. Miles, Jackie Miller, Frank Miller, Harry Miller, Irrin C. Miller, Robt, Milton, Rilly Mitchell, Geo. A. Mitchell, Lawrence

Mitchell, Louis Mitchell, Miller F. Moberty, Glenn Mohr. Gen. H. Moore, E. G. Morey, Ethel Morgan, Francis Alden

Morgan, Mrs. Marie Mosher, Wm. Moss. Joes Mulligan, Clyde Pedro

Murray, Bernard Murray, Robt, G. Nicholas

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O'Brien, John
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O'Connor, John J.
O'Neal, M.
O'Neal, Wilbur
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Large Variety, Ex-cellent Values.

Cames, Values to

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Dozen ... \$7.50 =

Gross

\$56.40

Gross

585.40

Dozen ... \$7.80 c

ATTENTION, JOBBERS

AMERICA'S LOWEST PRICES FOCUSING TELESCOPES

With Key Chain-12 new full color models - all different.

\$0.90 50 GROSS LOTS..... 25 GROSS LOTS. Gross.\$10.80 1 TO 10 GROSS LOTS. Gross. .. 12.00 SAMPLE BOX-2 DOZ. 2.50

TELEVISION CUTI-WITH KEY CHAIN 5 PICTURES IN 1

> (Minimum: 2 Dox. To Box1

Jobbers-Write for Special Quantity Price on Television.

F. O. B. CHICAGO-10 DAYS RATED FIRMS OR CASH WITH ORDER.

Banner Merchandise Co.

145 S. Wells St.

SPECIAL OFFER ELGIN POCKET WATCH

Fully Reconditioned 7-JEWEL and Guaranteed EACH

Minimum Orders 3 Watches. 57.00 Each. . New Dinis Lover Set New Cases of

Natural Gold 6000

GO-GETTER FOR Balance C. O. D. M. FRIEDMAN

Small Sixe



PROFIT MAKING PAIR 7" Gaily Lac-



quered Hard-Toys with Rotating Arms and Ringing Bells, "Koko's" hat poss up and down as he waves the flag.

Push
"Kubby's" tall
—his paws go
'round and his
head bobs.
Individually boxed. Real Flash! Real Action! RUSH \$1.25 FOR 2 SAMPLES.

You will be delighted with their action.
Appeal to young and old alike. I and 2-Doz. Mixed Cartons \$5.25 Doz. 3 and 6 Doz. Straight Cartons 5.15 Doz.

25% with order, balance C. O. D. ROGER ENTERPRISES TUCKAHOE, N. Y.

RIMLESS SUN GLASSES SELL ON SIGHT



* YELLOW GOLD PLATED MOUNTINGS

COOL GREEN LENSES

INDIVIDUALLY BOXED

\$2.00 each, in lots of ten.

\$2.25 each, in lots of three.

Sample, \$2.50.

25% deposit on C. O. D. orders.

We pay postage on cash orders.

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Complete Line Wheels, All Sizes

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Schrieber, Harry
Schwanz, Richard
Schwanz, Lonis
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Scott, Russey
Seif, Francis
Sexton, Andrew Sexton, Andrew Sharpe, Homer

Shaw, Geo. Shields, Paul A. Shine, Mr. Short, Perry Albert Conway, Rose
Shortan, Billy
Sho Smith, Florence

Smith, Frank L. Haher, John Kelley Sinitzen, Olya Herman, Rosell Smith, Jim & Harrison, Ronald C. Stickland, Rosley T. Herman, Russell Smith, Jim & Harrison, Ronald C. Stickland, Rosley T. Herman, Russell Smith, Jim & Harrison, Rosell Stoll, Carl Hill, Harold (Jack) Smith, Ray Hobson, Laura K. Sunbrock, Larry Hort, Clyde Smith Ray Horton Campbell Taylor, Andrey (Curley)

Smith, Ray Smith, Rex P. Smith, Robt, LeRoy Snowden, Robt, V. Spencer, Art Spencer, Chas. Splinter, C. D. Spring, Fabilie Stack, Dick Stadtler, Halph Stanton, Sam Starr, Hette Jo Staymate, John

Toe, Tony
Tomb, Doc Williams, Ernest D,
Trick; Clark Williams, James
Tripure, James M. Wilson, Mrs. Ted
Trutt, Joe Winkler, Frank
Turner, Bind Winters, Mrs. Betty
Torner, John B, Wise, J. A. Jr.
Tylor, Carl E. Wolf, Norman
Upfegrove, Monts C. Woodman, Kenny
Valentine, Ellemor Woodward, Mrs. Jim Ackley, Ann 16c Pope, Carl V. 11c
Gerald Woody, John
Gerald Woody, John
Gerald Woody, John

Allen, Frank
Allen & Smith
Beanie, Del
Reardsley, Whitey
Reattle, Robert
Bentely, Claude
Rurgher, Tony
Ryford, Leslie Cantwell, Charles Chelley, Paul Coley, Clark Jr. Goley, Larry C.

Horton Campbell Howard, Joseph Humphrey, Paul Jackson, Bee Jahn, Francis C. Keller, Mrs. Millie King, Mrs. Ethyl LeMar, Elaine Livermore, Norman Lombard, Linda Lorraine, Blanch

Lush, Edgar Burr MacAleer, Norman Mandy, Benjamin Myers, Mac

Myers, Hoy Nazzo, Joseph Neill, James 8, Noveno, Blanch Patrick, Paul

Parker, Harry A.
Phillips, Wendell
Richard The Great
Roberts, Bob
Roberts, Don
Robertsom, W. B.
Schubert, Erwin
Sleard, Arthur
Simpkins, Arthur

a K. Sunbrock, Larry bell Taylor, Audrey Shows Terrill, Harry A. ph. Townes, Freddy Trennell, Sally Velasco, Lolita Vestal, James Walter, Clarence

Wygle, Thomas L. Young, Brigham

LAMP SENSATION of the YEAR!

Beautiful Hand Cast Metal Lamps in Gold, Silver or

times stronger than ordinary glass theat resistant and

glare reducing). As-sorted colors. Available as

The Billboard

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Day, Elden

Day, Elden

Day, Elden

Duffy, Roy T.

Lorraine

Farmer, Robert O.

Finley, Mrs. Evelyn

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Fortney, Mel & Don

Great

Great

Great

Great

Great

Hall, Edward

Hall, Albert Jack

Hall, Edward

Hall, Albert Jack

Hall, Albert Jack

Hall, Redmon

Enderson, Mrs. Stern

Harris, Redmon

Leon

Leon

Leon

Leon

Leon

Leon

Harris, Redmon

Enderson, Mrs. Stern

Stern

Stern

Stern

Stern

Stern

Leon

Le

Lee Henderson, Less & Sweigart, Mrs.

(Curley) Ingram, George Iver, R. C. Jackson, John G. Jensen, Harry Knapp, G. W. Webb, Hugeh.
Klingensmith, Frank Woolard, Robert
Lee, James F.

McGee, Andrew N.

Copper Finish • 3 WAY SOCKETS

Lifelike reproductions from Models executed by the famous

sculptor "Kasselik." Furnished with natural Boucle covered parchment shades, beautifully trimmed and porportioned or "Temprex" glass shades — 3

Lee, James K. Levine, Joseph R. Lewis, Robert W.

Verable, Bill
Venner, Pierre
Vignat, Clarence
Vignate, Tom
Voltaine, Val
Waner, Mira Allee
Wanner, Mira Allee
Wiript, John R.
Alleen, Floyd
Alleen, Floyd
Alleen, Floyd
Alleen, Floyd
Alleen, Floyd
McDaniell, Paul D.
Cowboy'
McMullen, John
Mallen, Floyd
McMullen, John
Mallen, Floyd
Marin, Lonia James
O'Brran, Jack
O'Br

(Bill)

J. H. Stallings, Bert Sr.
Starz Carnival, Joe
Jack Steffen, J. O.
nes Sterner, Elion
rd Stevens, Geo. W.
Leona Strahl, Mr. & Mrs. Tesks, Mr. & Mrs.

Thompson, Charlie Tucker, Sam Villermarie, Joseph Walker, James Warakemaki, Joseph

Wormack, Mrs. Jewell C. Wygle, Thomas L.

NU-D-ART If you think the TELESCOPE was hot-see these for PROFIT!

PHOTOS IN A SET ALL 4x5 GLOSSY PRINTS NEWEST, HOTTEST

ACTUAL

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.

WESTERN SADDLE HORSES

Number	Size	Each	Per Dozen
18	41/2×5	.50	\$ 6.00
2B	5 1/2 x 7	.75	9.00
3B	61/2×71/2	1.00	12.00
4B	8x11	2.00	22.50
5B	10x111/2	3.00	33.00

EXPERT PLATING - HIGHLY POLISHED BEADED BRIDLE REINS, FINE WORKMANSHIP and DETAIL.

> Shipped to you by the manufacturer F. O. B. Covington, Ga.

WRITE FOR LIST OF BRAND NEW ITEMS

ART BRONZE COMPANY COVINGTON, GEORGIA



25% Deposit, Bal. C. O. D. Except to Rated Firms.

No. 12P-HORSE.

No. 11P-SAILFISH. Parchment Shade No. 11G-SAILFISH,

follows:

"Temprex" Shade No. 12P-HORSE. Parchment Shade

"Temprex" Shade No. 14P-COWBOY ON HORSE No. 14C-COWBOY ON HORSE (not ill.), "Temprex" Shade

Orders shipped immediately. Terms: 25% deposit, balance C. O. D. unless rated. Orders under \$10.00 must be paid in full.



MANUFACTURER'S CLOSEOUTS!

LOWEST PRICES IN SIX YEARS! RABBITS . . . CATS . . . SCOTTY DOGS . . . BEARS . . . EH. Finest STUFFED TOYS made from rayon plush and real fur. Priced as low as \$8.50 dez.

Send for price list and the 1949 cata-les of over 100 anappy sellers.

. and up to \$27.00 dox.

122 West 27 St. New York 1, N. Y. Sharp, double-frame 2' x 2', natural color pictures of

Hollywood's most glamorous models Most Poses Are New and Exclusive BEND SI FOR SAMPLE ORDER OF 3

20 for \$ 5.00 Write for our 50 for 10,00 special jobber

500 for 90.00 discount. Free picture folder with each order. MANUFACTURERS: Write to me for original color

transparencies or duplications for your products.

141 N. La Brea Ave., Hollywood 36, Calif.

FAST SELLING POCKET NOVELTIES

IDIO BROADWAY

The Latest Scientific Marvell No Picture or Words Can Describe the Radiant Seauty of

NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS

As New as Tomorrow Reflect — Retract — Magnify — Day or Artificial Light. We make Neo-Lite Signs on order, any name or any wording-thus



ELEVISION & Base or Shelf Sign

This 10-letter sign in 6-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 6-inch letters made of Fluorescent Neolite retails for \$19.20, only \$1.92 a letter—your cost 96¢ per letter, including frame. 100% profit.

ALL FRAMES AND BASES ARE CRYSTAL CLEAR PLASTIC.

Top and Bottom

This 17-letter sign in 2-inch letters, made in Neon, retails for \$90.00. The same 17-letter sign in 2-inch letters made of Fluorescent Neolite retails for \$18.53. Only 99¢ per letter. Your cost 49 ½¢ per letter, including frame. 100% profit.

BORN 150 DAYS AGO Tried and proven a tremendous success in Miami, Fia.; Baitimore, Washington, Philadelphia and New York. The rest of the world baby is only 5 months old and has never

Fluorescent Neolite signs are being sold to stores, salesrooms, garages, realters, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit whorever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days.

In New York they are being used by such stores, firms and chains as Kresge, Philico, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nationwide advertisers.

More attractive than Neon at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns, no batteries. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant atten-tion. It gathers and transmits light fully and faithfully. It creates curlosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.

Fifty dollars a day without risking a penny.

You can be your own boss and make \$10 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 sells on eight.

AGENTS AND SUB-AGENTS You can appoint sub-agents on commis-sion, pay them 25 or 33 1/2 % and still have a nice profit in addition to the 100 % you make on your own sales. Exclusive terproduce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your

Letters come in 2, 4 & 6-inch & 8-inch sixes. All signs are completely assembled.

2-Inch Letters 49 1/2 # 6-Inch Letters 96¢ 8-Inch Letters \$1.46 Above prices include luminous crystal-clear plastic frame. Orders shipped same day received. Instant service.

SALESMEN'S SAMPLES We recommend 1 sample sign of each size letter, namely 2, 4 and 8 inch.

SECURITY DEPOSIT \$10 We are now shipping a sample layout con-sisting 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 at any time. Act now. Be the first to introduce these sure winners in your town or city.

SECURITY DEPOSIT \$25 This sample layout consists of one 10-letter 6-inch sign, one 10-letter 4-inch sign and one 17-letter 2-inch sign, namely TELEVISION (6-inch letters), COFFEE SHOP (4-inch letters), and FAMOUS FOR FINE FOOD (2-inch letters). This is by far the best sales producing sample layout. Your deposit is refundable any time.

TERMS: SALESMEN'S SAMPLES, cash with the order. Remit by postal money order. Checks must be certified.

We ship to agents only. You are in business for yourself, put your telephone number on each sign for big repeat business. You make your own deliveries.

Money-back guarantee on all orders. Over 20,000 satisfied Biliboard customers have bought our products with a money-back guarantee since 1940.

Manufactured by

J. A. WHYTE & SONS

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 Hway. Plant =2, 5726 So. 1st St. Washington, D. C., 1732 Wisconsin Ave. Detroit, Mich., Western Division, 20410 Mark Twain Ave.

Canadian Factory: King Show Print Bldg., Estevan, Sask., Canada.

Cable Address NEOLITE Telephone: North 9082

Pipes for Pitchmen

By Bill Baker-

JACK LaMOORE . . . working sharpeners in Atlanta shops.

Current Cry: "Back to the road, boys!"

BIG AL WILSON . . . played the fair at Eustis, Fla., to a bloomer and headed for the festival in St. Petersburg, Fla., he reports. He plans to wind up his Florida stay soon in Sarasota, where he has two demonstrations working.

REPORTS . . . drifting into this corner indicate that George Platteter is operating a photo gallery at the Wisconsin Hotel, Milwaukee.

Pitchmen are invaders only of new territories.

PINK ANDERSON . . . Oklahoma Thunder Cloud and Peg-Leg Sam have opened a med show which they will take on a tour of South Carolina spots.

EMETT SMITH . . . the Pembroke Indian, and wife are working med to reported good results in South Carolina.

pitchdom needs more of,

TOMMY ADKINS . . . continues to work his med layout in Memphis to lucrative business.

CHIEF WHITE HORSE . . . and family are playing school dates around Pittsburgh to good counts.

Any fresh folding money in sight?

DOC CALHOUN . . . is still operating his med store in average business.

MARY RAGAN . . . ace pitch exponent, is raising Dalmatian dogs at her Peckerwood Kennels, Benton, Ark., and working sales days around that area.

Only you can answer what the 1949 season will bring you.

BOB CARROLL . . . magician, emsee and pitchman, pitched rug braiders in San Pedro, Calif., on St. Patrick's Day wearing a huge green tie. He flashed the setup with a green rug and green braids and took in plenty of long green.

Keep your tips loyal to you by being loyal to your tips.

THE MADALINE E. RAGAN . . . Ray Herbers Hygiene Exhibit has moved to Newport, Ky., following four successful days in neighboring Covington, Ky., under AMVET auspices. Following the stand on Monmouth Street in the heart of Newport, the exhibit will play a number of spots in Indiana and Northern Ohio. During a visit to The Billboard's

WIRE ARTISTS

BUY GOLD FILLED AND ROLLED GOLD PLATE DIRECT FROM THE MANUFACTURER SAVE TIME-SAVE MONEY-GET QUALITY

WE HAVE SUCCESSFULLY SERVED THE TRADE FOR OVER FIFTY YEARS * * * *

EVERY ORDER MADE TO YOUR INDIVIDUAL SPECIFICATIONS

THE IMPROVED SEAMLESS WIRE CO. PROVIDENCE S. R. I 175 EDDY ST.



Cincinnati office last week, the genand wife are stacking up the geedus ial Madaline reported that her dog, Trouper, well known to pitchfolk, and who helped her bally, was stolen during their stand in Dalton, Ga., recently. During a lengthy jackpotting session at the pipes desk, Madaline gave a hilarious account of some past and present operations. Especially amusing was her definition of one of the features she is presenting on her current tour.

> A change in items oftlimes proves a boon to some workers.

THIS CORNER . . . has had numerous queries of late concerning how the noted Count Seldom Scoff and Dr. Lushwell made out this winter. We're wondering if Tom Kennedy could take enough time out from his divers operations to send thru a complete report on the activities of the two stalwart charac-

The pitch world needs lots of education in the business of winter living.

column and its readers.

JIM NELSON . . . Stanch and uplifting supporters are what well known to the pitch fraternity, is working in the shipping department of a wholesale paint firm in Milwaukee during the day, but continues to operate his photo gallery at night and over the week-ends in a Cream City nitery.

> In other years Easter lillies have proved a lucrative item and given plenty of workers enough dough to start them off on the right foot for the summer. Order your stock now. There's little time left.

HAVING NOTED . . . in last week's pillar a contribution downtown Cincinnati to better-than- from a St. Louis pipester, who pointed out that the Mound City was open and that a number of pitchfolk were working the town, James (Kid) Carrigan comes thru with the following:



6,000SMASH HITS-IN 388 PAGE WHOLESALE BOOK

Dealers, agenta, aniesmen and jobbers, you will thind thin book bulging with Tested Money Makers. Latest catalog a how a saverage price te average price reductions about 21% on many itema, Since 1922 our moneyis a source of

buyers. Get your copy now before supply is SPORS CO. LE CENTER, MINN. 4-49 LAMONT

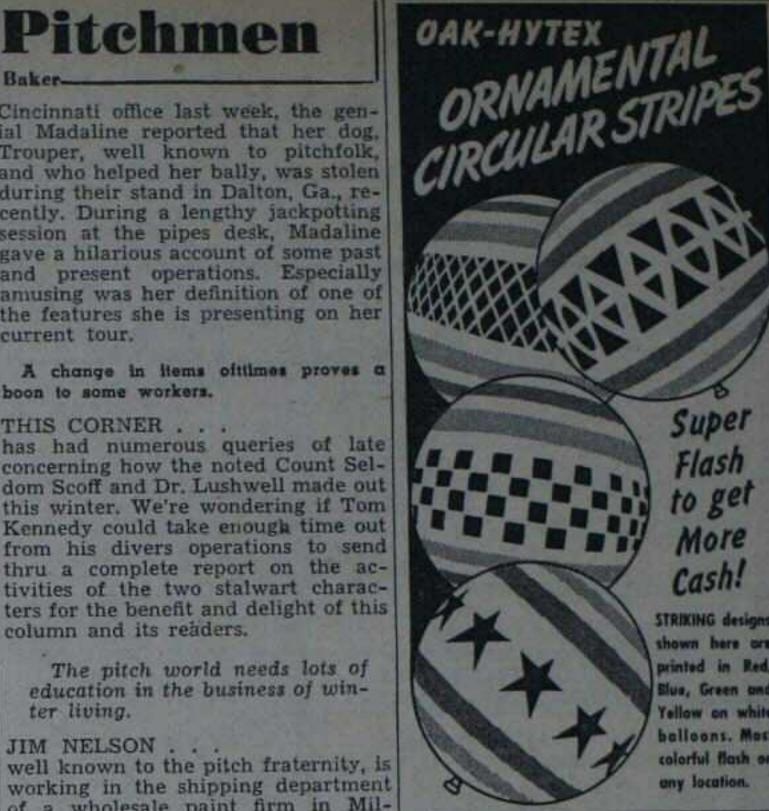


-BIG MONEY MAKERS -ALWAYS IN DEMAND

Glass Cutter-Knife Sharpener \$14,00 Gr.
3-Piece Comb Set on Cards 8.50 Gr.
Needle Book, Incl. Threader 8.75 Gr.

CHARLES UFERT

Our Jath Year New York 3, N. Y. 16 E. 17th St.



Flash to get More Cash! STRIKING designs

Super

shown here ore printed in Red. Blue, Green and Yellow on white balloons. Mast colorful flash on any location.

Buy from your jobber at these pricess

ROUND BALLOON

No. 11

ROUND BALLOON Gro. Plus Shipping Charges

Sold Through Jobbers Only

The OAK RUBBER CO. RAVENHA OHIO

IMMEDIATE SHIPMENTS

On OAK Products. 25% with C.O.D. orders.

KIPP BROTHDES

240-42 S. Meridian St., Indianapolis 4, Ind.

IMMEDIATE SHIPMENT

ON ALL OAK PRODUCTS 25% Dep. with order, bal, C. O. D. Catalog free upon request.

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Guaranteed movement, shock and water resistant, all chrome case, radium dial and hands (see in the dark), sweep-second hand, stretch band fits all wrists and smart modern design dial. Unbelievable profits soar over 400%. Write now for Free illustrated Sales Literature. MARVEL WHOLESALE WATCH CO., 501 Pine, 5t. Leuis 2, Ma.



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You can make extra money and liberal commission by carrying our sure selling line of finest Stuffed Fur and Rayon Flush Toys as a sideline!

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ber "Fingers"-25 to the square inch!scrape all dirt off shoes quickly and cleanly. Self draining.

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Here's a unique type door mat from a company that sells more than a million mats yearly! Of heavy duty construction, "Welcome" mats wear like iron, will not tear, last for years, yet are flexible and soft as velvet. Positive non-skid tread on bottom. The remarkable rubber "finger" feature alone makes these mats sell on sight!

Mats cost you only \$1.00. You sell them for \$2,491 Packed 40 to a lot, shipping wt. 120 lbs. Color: Black.

Mail \$1.00 Today for Postpaid Sample

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WESTERN SADDLE HORSES

We just completed a Beautiful Bronze Finish 1012-Inch Horse with a Built-in Saddle that is a beauty. Not a scratch or mark and Highlighted with Lacquer Finish that will not tarnish. Price, 233.00 Dozen. Also have it in Silver Color. Your money's worth or money back. Sample, 24.00 postpaid. Why pay more? 7 Also the following sizes at reduced prices:

415"x5" \$5.75 dozen 815"x7" 8.50 dozen 615"x71/2" 11.00 dozen

Can Shade the Price to Large Users.

Also have Glant Size Horse. And Midget Horses. Also Horse with Sessions Clock at real low prices. We started these horses. Our first ad in Billboard May 10, 1947. Hook up with us. More new Items on the way. Square deal at all times or money back.

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The Sign Sensation of the Year!

NO ELECTRICITY! ... yet it GLOWS like Brilliant NEON! at 1/5 the cost

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Don't wait! Rush coupon now. See for yourselfwith your own eyeswhat LAMINITE really is. It's like some strange form of magic-utterly mystifying. No electricity. No batteries. Nothing to plug in. Nothing to use up costly current.

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What makes a LAMINITE Sign glow . like Neon-without electricity? Each letter is so made that it employs the principles of ABSORPTION, REFLEC-TION, and REFRACTION. Whenever light strikes these "Magic" LAMINITE Letters, they absorb, reflect and refract this light so that the entire sign seems to be made with letters of opalescent firel

Every man who owns a store or shopevery hotel, restaurant, bar, taverneven every garage, service station, sales room-ALL are eager to own one to a dozen LAMINITE Signs because such signs attract attention day and night. AND THAT MEANS MORE BUSINESS FOR THE MAN WHO BUYS LAMINITE

EVERY BUSINESS LARGE or Small Needs 1 to a Dozen

Walk down any street in any town. Wherever there's a store or office. there you'll find a pros-pect for LAMINITE SIGNS. It's NEW! Nothing like it ever shown before. Be FIRST to show this Sign sensation in your territory.

YOU DON'T RISK A DIME!

All you "gamble" is 3c to mail the coupon-or a penny for a postcard with your name on it. Send one or the other today and get complete facts and information absointely FREE, Also Special Offer for Sample LAMINITE Sign for demonstrating.

You pocket blg commission IN ADVANCE. We deliver and collect. Good territories still open. Don't wait and lose out. Rush postcard or coupon today SURE.

LAMINITE PLASTICS CORP.

Dept. B-42 1548 W. Cortland Street, Chicago 22, Ill.

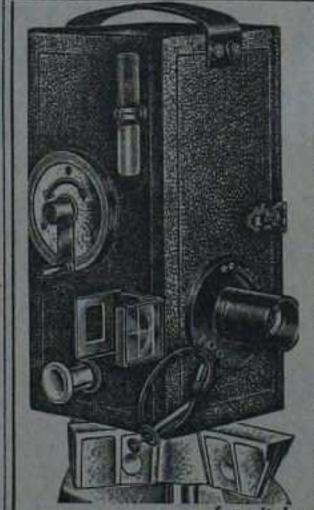
Free Sales Kit MAIL NOW

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Rush Special Offer of actual LAMINITE Sign for demonstrating. I am under no obligation in accepting this offer.

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Greatest Quick Photo Invention in History! P D O CHAMPION PHOTOMASTER

Takes and finishes 30 to 40 everlasting, black & white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SU-PER-SPEED" direct positive paper. Picture size 21/2x31/2 in. Complete, easy-to-operate portable photo studio.

Pictures cost 2c-sell for 15c to 25c. Folks see photos "come to life" in broad daylight. PHOTOMASTER is the dream come true

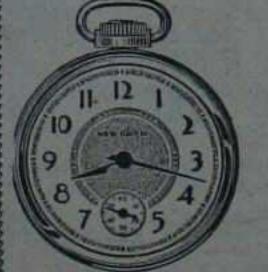
for pitchmen, "muggers," etc. WRITE TODAY -Get all the facts about the new, amazing PHOTOMASTER

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1161 N. Cleveland Ave., Dept. BH Chicago 10, III.

FRAME AND

OUR "EARLY BIRD" CATALOG IS READY WRITE FOR YOUR COPY TODAY-STATE BUSINESS



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No. Retail Singly 10 or More TIP TOP (Plain Dial) 5A 1 \$2.50 \$1.74 ea. \$1.48 ea. EARL Plain Dial)SA 2 2.40 ea. 3.02 ea. 3,60 4.50 EARL (Rad. Dial) SA 4 5.95 3.75 ea.

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REAL PROFIT MAKERS AND PROMOTIONS With Every Watch-Gold Plated

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Dials, 52 Add.

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TO PERK UP SALES DURING MARCH !

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Latest Style Round Cases and Dials. 7 Jawel CLOSEOUT of Men's Rings Square or Rectangular Case.

Assorted Styles. Values to \$27.00 Doz. imitation diamond in 1/30 14 Kt. R.G.P. extra heavy mounting.

25% with order-balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog.

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New TELESCOPE

Extra Large Size Lense

Minimum Order, 4 Dozen...\$ 6.00 5 Gross Lots, Per Gross..... 11.00

NEW STRIP-TEASE CARDS \$1.25 Dozen \$9.00 Per Gross

Cash, M. O. or Cashiers' Check with all orders. HOLLYWOOD NOVELTY CO.

748 So. Western Ave., Los Angeles 5, Calif.

"Just read the gross misrepresentation sent thru to you from a St. Louis contributor. St. Louis is closed tight. No one has worked here. Saw Dr. Kruger and he has not pitched for 12 years. The weather has been bad and the Sixth Street lot has a big store located on it now. Such incorrect pipes are bad for pitchmen who might come here clipped. I have never given a wrong steer even to my enemies. Tucson, Ariz., is closed. If you are making a living, stay where you are."

The successful pitchman is the fellow who keeps a watch on his profits and favors his bank roll.

GEORGE H. BROOKS . . .

pipes the following from his Hot Springs hideout: "The race season, which has been in progress here, ended its spring run March 26. Weather and attendance has been good and many of the road boys were on hand. Since my last pipe I have made the big football game in New Orleans and worked side-by-side with my friend, Julius Rosen, We sold pennants. During the interim I peddled notions and balloons until the Mardi Gras, March 1. We had much rain during the annual affair, but the crowds were said to be larger and more enthusiastic than ever before. Mardi Gras novelties went over handsomely. However, many venders were peeved at the law's strict reader requirements and a few who worked without licenses were arrested. My next stop was in Baton Rouge, La., where I made the Fat Stock Show and worked seats for Gus Zarvis. A picture postcard here reads: 'Come here for a change and rest.' I did. The baths got the change and the hotels got the rest."

Start laying away a little of that hard-earned dough for next winter. Don't wait until late fall for a lucky break to tide you over. You're a cinch to blow it then if you can't win it now.

FIREWORKS

Chinese Firecrackers 1 Bundle or 1280 11/2" Crackers \$3.50

1 Bundle or 1600 11/2" Crackers 4.35

BALLOONS

Latex Rubber NO. K20-PER GROSS...... 2.50

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Sell Ultra-Blue Stock Signs



To stores; over 1000 slogans, com-edy, general, religious, ultra-blus signs, 7"x11", for homes and general display. Make money on our fast selling signs.

COST 6c-SELLS 35c

15 Samples Ultra-Blue Stere Signs, 7x11, \$1.00.
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100 Ultra-Blue Store Stock Signs, 7x11, \$4.00
No C. O. D.'s. Samples Mailed Postpaid. Samples Mailed Postpaid.

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TRICKS and JOKES

Wholesale

'ATTENTION! PITCHMEN AND MOVELTY STORES Rush \$1.00 (Refundable) for 40 Different Samples

of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$2.50 Retall Value. Please Men-tion Line of Business.

OBBINS & CO. 152-B W. 42nd St. New York City 18



Advance Socko SEAL GETS GOING For R-B in N. Y.

school horse rider; the Geraldos, European aerial duo; 'he Three Margas, fem aerial trio; Guti's gorilla parody, Claussen's clown bears from Germany, Peterson's dogs, Patterson's ponies; the Del Morals, high perch. and Swanson in a sensational plunge. Returning to the Big One is the Rola Rola Duo, equilibrists on rollers.

Hold-Over Acts

include the Alzanas, high wire: Loyal Troupe, bareback stino riders; Damoo Dhotre's leopards, Rudolph Mathies' tigers, Dante's chimpanzees: the Mroczkov skis, Liberty horses; the Bostock Family, bareback riders; Claude Valois and Cilly Feindt, high school horse riders; the Zoppe Family, bareback riders; Lola Dobritch, wire; the Onas, ladders: Zavattas, bounding rope; Francis Brunn, juggler; Unus, equilibrist; Trisco, trapeze; the Mandos Sisters, aerialists, and the Joanidies, tight wire.

The Flying Concellos, with Antoinette Concello, wife of General Manager Art Concello, as featured flyer, will head the line-up of flying acts which will include the Artonys, Harolds and Comets.

Pat Valdo remains as general director of performers, and Merle Evans will again front the big top band. George W. (Red) White replaces the late Fred Smythe as manager of the Side Show. Harry Thomas has joined as assistant to Pat Valdo and will also do the announcing.

AT LONG LAST

and Laube turned away 500 persons. Help costs continue high. Venders, who work on percentage, are becoming more skilled, and the old-time hustler is coming back into his own. Maintenance help, tho still costly, remains not nearly as productive as in prewar years and occasions many a headache, Bush and Laube said.

Commenting on the season's outlook, they joined in pointing out that low-priced outdoor events, such as fairs, should enjoy a good year. In support of their views, they cited the indoor circus this week in Muskogee, Okla, where they are supplying concessions. That show, staged by Gil Gray, is scaled at 50 cents, \$1 and \$1.50, and it has been doing a capacity business in a city rated as a "tough" show town.

Laube insist, are dying.

Send for New Ring Catalog

Sterling Silver, Gold Filled and 10 6 14k

\$2.00 to \$13.50

Wholesale only State your business



Harry Mahren Ring Co. 303 Fifth Ave. New York 16

MOTHER'S X CARNATIONS

Made of Lustrous Cellophane on Green Wrapped Stem with Foliage An outstanding novelty item for Stores, Streetmen and Hustlers. Thousands sold last year: hand made; supply is limited Pink or White, packed 100 of a color to box. Specify color

Per 100 Per 1000

Cash in full with order. We pay postage. Samples \$1,00.

KANT NOVELTY CO.

the Hernandez and Gomez troupes. Happy Felley is producing clown. Other clowns are Fats Miller, Harry Hairis, Slats Henderson, Wally Mc-Kinley and Randy Johnson. Leon Snyder Jr. and Company produce the concert, which features Leonard Buck Jones.

Leon Bennett is Side Show manager, with Happy Leter and Bill Powell on tickets. Acts include the Hopkins family, Scotch band; Marie Leter, vent and Punch; Cleo Bennett, mentalist; Dorothy Taft, sword box; Val Deene, tattoo artist; Marian Jor-Acts held over from last season don, Lillian Brown and Maye Jones, Hawaiian Village. Curley Stevens is boss canvasman on the Side Show, with Eddie and Frenchy Moore having the inside concessions.

Center Handles Mail

Lloyd Center, who does a frog contortion act in the big show, also is the mail agent and handles The Bill-

Jack Turner and Clara Bond, recently married in San Antonio, were guests of honor at a dinner given by Mr. and Mrs. Bud Anderson.

Recent visitors at quarters included Mr. and Mrs. Dutch LeBlair, former members of this org, and Mr. and Mrs. D. W. Cantrell, who operate the Lex-Tex Theater in Lexington, Tex.

TRI-CITY SPOT OPENS

(Continued from page 74)

ing day. Mrs. Mildred Stuck's 32foot bingo set the pace in gross receipts. Other concessionaires are Mr. and Mrs. Curley Smith, 4; Mr. and Mrs. Clifford Myers, 4; Mr. and Mrs. Kenneth Baron, 2 stores and photos; Kenneth Simons, 3 rides, floss and candy apples; R. C. Sherlock, 2 rides; Mr. and Mrs. Earl Wilson, 1 ride, 2 concessions; Clinton Brown, 3; Earl Blanchard, 1; Charles Doyle, longrange gallery; Albert Carey, frozen ment, custard. Clarence Sayre has the motordrome.

Robinson's Tri-City Park is located on the main four-lane highway No. 1410, which serves and connects Pasco, Kennewick and Richland.

CANADA CUTS TAX

(Continued from page 65)

come of \$3,500 will have to pay \$235, as compared to \$370, a reduction of \$135.

Refunds on taxes already paid thru withholdings on '49 income will be made in June.

Some of the higher priced concession merchandise which has been passed up in recent years will again High-priced shows. Bush and be returned to concession operations as a result of lower taxes. The tax on luggage, which had been set at 35 per cent, has been reduced to 10 per cent. The tax on jewelry items has been cut sharply, the new tax being owner of King Bros.' Circus with reduced to 10 per cent of the manufacturer's sale price, as compared to the former tax of 25 per cent of the retail price.

Repeal Rail, Bus Taxes

The repeal of the tax on railway, airplane and bus tickets is expected a trip to Honolulu, conferred here to prove a stimulant to attendance at several days with King, any outdoor events unless offset by The Cristiani family, headed by rate increases. A move for an in- Lucio, will be featured this year. Don crease of 15 per cent in air rates al- Beal is in charge of the Liberty, menready is being sought by one airline age and high jumping horses. Tige and railroads are mulling a move to Hale, band leader, has been putting obtain increased passenger rates. A his 12-piece band thru daily paces. 20 per cent increase in freight rates | King announced that Malcolm M.

with the first \$10,000 taxed at 10 per No. 2 unit, carrying three mer cent and with income over \$10,000 taxed at 33 per cent. The new corporate tax structure would increase the tax on corporations with a profit of over \$77,000.

of dividends received by individuals Show, arrived from Tucson, Ariz. from common stock dividends is Walter Rice, chief electrician, pulled granted by the new tax system.

Big Tops Ready . THE NEW LOOK To Hit the Road

April 14, with the third railroad org, Dailey Bros., scheduled to bow Saturday, April 16, in Gonzales, Tex.

Here is the April line-up of open-

April 6-Ringling-Barnum, Madison Square Garden, New

April 7-Dales Bros., Union,

April 8-Biller Bros., Mobile,

April 8-Stevens Bros., Valliant, Okla.

April 14-Cole Bros., Louis-April 16-Dailey Bros., Gon-

zales, Tex. April 16-John Pawling Great

London, Hagerstown, Md. April 16-Mills Bros., Circleville, O.

April 23-Burling Bros., New Martinsville, W. Va.

April 28-Al G. Kelly-Miller Bros., Hugo, Okla.

Robbins Bros., formerly Bailey Bros., has not yet announced its opening date.

Only one show is really new this year. That is Biller Bros., a truck show owned by Art Stahlmen. Show started from scratch and purchased all new equipment.

Cole To Be Watched

Circus followers will watch with interest the progress of Cole Bros., purchased this winter by Jack (Abie) Tavlin and associates from Zack Terrell. The Cole org reached out and hired, among others, one of the top general agents in the business, R. M. Harvey, and one of the top circus press agents, F. Beverly Kelley. The Bentley, 3 rides and popcorn; R. H. show went on from there with new acts, new wardrobe and new equip-

Rumors have been plentiful regarding the Cole route. Some say the show will definitely play New York and Los Angeles, and there even has been a report that the show will day and date Ringling in one or two spots.

Changes on Dailey Bros, have been numerous. Eva Davenport, formerly co-owner with her husband, Ben, of the Dailey show, has sold her interest to Harry Hammil, Texas oil operator and former owner of Austin Bros," Circus, and J. A. Gephart has been named general agent of the show. The show will travel on 25 cars again this year, despite an earlier announcement that it would have 28. A breakdown shows the org will have 12 flats, 5 stock cars and 8 coaches.

Rumbaugh Is Owner

The John Pawling Great London Circus, formerly known as the James M. Cole Circus, is headed this year by Howard Rumbaugh, formerly co-Floyd King.

All in all, it shapes up as an interesting season.

KING BROS. SET

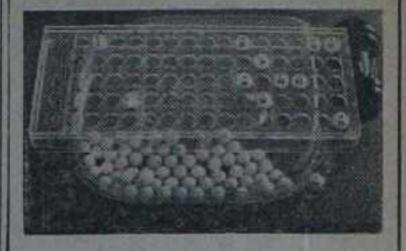
currently is being sought by railroads. Fleming, press agent with the show Corporation taxes also are lowered last season, has moved up to general under the new budget, with the prin- contracting agent. Jess Bradlev is cipal beneficiaries being the smaller handling press a week ahead. Art corporations. The present corporate Stires is manager of Advertising Car tax is 30 per cent across the board. No. 1, which will carry eight men. Under the new tax, this is changed and E. P. Gambell is manager of the

Joseph McDermoth, boss canvasman, arrived from Capt. William Curtis's plantation near Gulfport, Miss., where he spent the winter. Mr. and Mrs. C. H. Thompson, who will A new 10 per cent credit allowance have the impalement act on the Side in from Louisville.

BINGO BLOWER OF TOMORROW HERE TODAY

It's New-Portable-Fast-Efficient

Suspicion-Proof - With Fingertip Ball Rerease Plastic-Mounted on 24" by 36" Base



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Supplies and equipment.

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SPOOK Mech, Spiders, Sure Scarem, Doz. . 2.50 TARANTULA SPIDERS, For Body, Spring Leg Doz MAGIC MUMMY IN COFFIN. Doz. 3.00
ESQUIRE ASH TRAY, 1000 Belly Laffs. Doz. 7.50
Holly, ReLife Studies Camera, 10 Views. Doz. 6.50
PEE WEE CAMERA, Picture & Squirts. Doz. 4.60 Peek-A-Boo, Original, 4 Doz. Box, \$4.00, Gr. 10.60
Scanteez, Telescope Type. Gr. 12.00
(Views for above 5 in Env.) Doz. Env. 1.75
Kutie Vu's Telescope. Doz., \$1.75. Gr. 18.00
AMERICAN BEAUTY Plastic Doll. Doz. 1.75

Fast Sellers Per 100 TRICKS Per Doz. Slide Coin Box . \$1.20 Rub. Shim. Danc. \$4,00 Esquire Laff Coin 9.00 Anti Gravity 1.20 Hot Dog Match... 5.50 Mystic Pillars ... 2.40 Flagpole Sitt. ... 3.50 Marked Cards ... 6.75 Cigt. Thumbs ... 1.15 Rub. Glov Folders 6,50 Strange Fruit Fold. 5,50 Amer. Cans Fold, 4,30

Miracle Coin ... 1.50 Comic Asst. Fold. 3.00
Mult. Rabbits ... 1.35 Donk. Roast Fold. 1.50
NEW Sooner Racers, Dog & Monk. Both Doz. .45
Dog & Monk Carded with 30 Boxes Pills. Cd. 1.65
Samples of ABOVE and 50 MORE Items . 10.00 Comic Asst. Fold. 3.00 Donk. Roast Fold. 1.50 DAN DEE NOV., 514 Collins Ave., Miami Beach, Fla.

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16 Full Cotor new Cutie Poses that change Packed 12 Assorted Colors to the Box. Each one guaranteed. Biggest dollar value in

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No C. O. D.'s. MUSSATTO NOVELTY CO. 2223 N. MADISON AVE. PEORIA 3, ILL.

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IMMEDIATE DELIVERIES - 20% DEPOSIT Holes Name Profit Price 1000 25c Charley ... Det \$50.00 5 .85 1440 5c Barrel Board ... Def. 18.00 1.35 1440 10c Barrel, X Tx. ... Def. 38.00 1.58 1800 5c Luiu Board, X Tk. Def. 18.00 1.59 1000 25¢ Jack Pot Charley . Avr. 552.08 1000 25¢ J.P. Charley . X Ta. Avr. 52.08 1200 25¢ J.P. Texas Charley Avr. 102.28 600 25¢ Jumbo Q.T., X Ta. Avr. 65.00 1020 25¢ Block Buster . X Ta. Avr. 81.56 1200 5¢ Win A.-Fin . Avr. 34.40 1000 5¢ J.P. Asst. Boards . Avr. 29.00 NEW 6 TICKETS PER HOLE BOARDS 200 25¢ Kwick Fin Max Avr. \$39.50 \$2.45 300 25¢ Lucky Fives Max. Avr. 73.50 2.98

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WE ARE MANUFACTURERS All Kinds-PULL TICKET GAMES Buy Direct From Manufacturer At Very Very Reasonable Prices

-Columbia Sales Co.-

WHEELING, W. VA.

DING

SALESBOARD SIDELIGHTS

Universal Manufacturing Company, facturing Company, Chicago, reports Kansas City, Mo., and Bee-Jay Prod- Vice-President Harold Boex is off on ucts, Inc., Chicago, has returned a one-week Eastern trip. from a trip thru California and the Northwestern States where he installed a new sales force, called on old friends and opened new accounts. After a short stay at the Kansas City and Chicago home offices, Joseph will leave on another lengthy trip by plane, covering the Eastern area. Sol Levinson, assistant general manager of Universal, reports business good and production continuing at capacity. Additional good news comes from Bee-Jay-ers Reuben Berkowitz and Ed Gill, repeating the sales and production uptrend there.

Worthmore Ticket Games, Chicago, is lining up more sales talent to present its ticket line over a wider territory. J. Worth, chief, has designed a sales kit that "does every-

There is Extra DOLLARS

for YOU With

Punchmaster assures you MORE PROFIT

from locations. It awakens player in-

terest in Punchboards and simplifies

Punchmaster, moreover, protects YOU

. . . tells attendant when board is in

play . . . loss is reduced to absolute minimum. Adjustable to fit boards of

various widths, any thickness. You

Punchmaster is popular with both op-

erator and location owner because they

quickly pay for themselves in extra

profit. Some operators have ordered

several hundred and are still ordering.

Display your boards on Punchmaster and

watch YOUR profit grow. Mail or wire

boards-you fill Punchmaster from your

their operation on location.

refill in 30 seconds.

Joseph Berkowitz, president of thing but talk." . . . Pioneer Manu-

D. L. Gruhn, Thomas A. Walsh Manufacturing Company, Omaha, tells of firm's full work-week production activity as it maintains its reputation of prompt shipment of orders. Names of new representatives being appointed for six Southern States will be divulged when final selections have been made. . . Confirming earlier predictions of trade trend to thicker boards and use of different tickets (from the usual bell, straight numbers and tip numbers) Jack Morley, vice-president of Container Manufacturing Company, St. Louis, states that such a trend is now a confirmed fact. Too, play tendency is toward the two most active board types, 5-cent and 25-cent play numbers.

tagged its new board line for '49 with the nickname, sales-boosters, firm's Joe Robinson reports. The cus ranch home for several continued week-by-week rise in days prior to leaving for their next poularity of the boards was the basis for the monicker, officials say. . . Manny Gutterman, Harlich Manufacturing Company, Chicago, returned Thursday (24) from a successful Southern tour. Manny and sales manager Sam Feldman agree that things took a decided turn for the better during the last 10 days; business perked on a definite pickedup scale, boys contend.

Irwin Secore, Secore & Secore, Chicago, tells of the unique method of tree chopping undertaken by firm's Pennsylvania representative, Dick Small, last week. Seems Dick plowed into some timber Monday (21) while trying to avoid hitting a dog and demolished his car. He escaped practically unhurt, however, and drove into Chicago last week with a new buggy. Irwin adds that the new Fin & Sawbuk pellet board is catching on rapidly; out two weeks, repeat orders are already rolling in.

PUNCH BOARD Showing Punchmaster in Use

Lot of one or more

Shipping Charges Prepaid

Lot of six or more

Write for quantity prices

Only 10% cash with order, balance C. O. D. We prepay shipping charges

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PORTLAND, OREGON

a Winner. "JUMBO AWARD" A MERCHANDISE BOARD JUMBO . CHTER WITH CIGARETTE CONSOLATIONS AWARD CLOCK MPASS. MAY ALSO BE HAD WITH CASE 2 PACES 101-102 CASH CONSOLATIONS S PACKS BLANKET FORM No. 13141-C; FORM No. 13141 11.77.28 19.45 (CASH PAYOUT) PLESS LIES (CIGARETTE PAYOUT) Takes in . \$90.00 也直躺在景馬 KNIFE Takes in . \$90.00 THE ROLL OF THE PARTY OF THE PA P. O. (ave.) TELEVISION 14.49 P. O. (ave.) FESSING 0 00 00 00 00 00 00 00 00 40 packs ROD PROFIT ... \$75.51 PROFIT ... \$76.51 Hifle ****** PIPE (less cost of (less cost of 00000000000000000000 premium) Radio PEN premium) PER ME MFG. CO. HOMAN AVENUE CHICAGO 51, ILLINOIS NORTH 1200

SALESBOARDS

FREE! WITH "NEW WHOLESALE 'NET' PRICE BULLETIN" NEW LOW PRICES - GIGANTIC ASSORTMENT - FASTEST SELLERS. 10th year giving immediate delivery on finest boards.

LEGALSHARE SALES HUNTINGTON BEACH, CALIF. P. O. BOX 86-F

UNDER THE MARQUEE

winter quarters of King Bros. Bary

will be legal adjuster on the King show this season. . . . Mickey Blue. promotion representative for Polack Bros.' Western, recently received his final divorce decree in California.

When a manager refuses to answer his agent's wired plea for money it's his polite way of telling him he's not important.

Howard Marshman pens from Sheboygan, Wis., that he again has signed as a billposter on the Al G. Kelly-Miller Bros.' Circus. Ralph Bliss and Happy Star also will be with the show, Marshman reports. . . . Bill Powell left Manila by plane recently for Hong Kong. Later he will go to Bangkok, Calcutta, Karachi, Damaseus and Istanbul. Powell reported that Mr. and Mrs. Frank Cushing have a carnival in Manila and are playing to good business. Cushing does a high-dive, while his wife presents a high pole act. The Cushings have been in Manila a year, Powell reported, and have built all the rides they are using. . . . The April issue of Esquire features an article on billposters. Spread includes color pictures of billing used by the Adam Forepaugh, Walter L. Main, Buffalo Bill's Wild West and Forepaugh and Sells Bros.

After a week of spring rains everything begins to look greener to a canvasman, especially on the other side of the fence.

James Cephies, former assistant boss canvasman of King Bros.' Circus, is wintering in Mobile, Ala. . . . Tige Hale will have his band on the King show. . . . Mr. and Mrs. Buck Lucas, Faith King and Mr. and Mrs. Slivers Johnson, recently visited Dai-

ley Bros. quarters, Gonzales, Tex. All. were en route to Biloxi, Miss., air base with the Benny Fox Star Spangled Circus. . . . Dennis Stevens, while in New York recently, met George Hermann, contortionist, and also renewed acquaintance with Ralph Olsen, contortionistic half of the team, Olsen and Joy, who were at the Capitol Theater. . . . Charles Hilderra, comedy magician and clown, will be with the John Pawling Circus. He also will paint banners for A. F. Cain, advertising banner man. Roy (Mickey) McDonald, with the Orrin Davenport Circus, visited the Hamid-Morton Circus in Tulsa. Okla. . . . Hal Christie, who had the Side Show on the Hunt Circus for three years, is with Ted Mack's Old Gold Unit No. 1, doing one-legged dance.

When the Hamid-Morton Circus was in Wichita, Kan., Dr. and Mrs. E. L. Cooper had a midnight luncheon for Col. Bob Morton, Mr. and Mrs. Howard Y. Bary and Mr. and Mrs. Roy Valentine, of the circus, and Chief of Police George W. Gardner & Company, Chicago, has Shepherd, chairman of the show. The Valentines were guests of the Coopers at their new cirengagement with H-M in Washington. En route, they stopped off in Cincinnati, March 24, and visited The Billboard offices. . . . Walter A. Stevens will have the band on the Kelly-Miller circus and will also be The Billboard sales agent. . . . Periodicals are already pursuing the circus theme. *The April Esquire has some fine reproductions of circus lithos to illustrate a yarn. The April issue of Popular Photography carries a feature titled "Camera Under the Big Top" and a circus cover. Big Show tub-thumpers Roland Butler and Frank Braden promoted a United Press story with a Washington dateline while en route to New York to start the flack campaign for the Madison Square Garden opening.



Following territories open with leading Sales Board Manufacturers (Florida, Georgia, Alabarna, South Carolina), (Indiana, Ohio and Michigan). Only salesmen with some experience calling on Candy, Tobacco and Vending Machine Operators will be considered. Write

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1564 Broadway

New York 19

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"MAGNA-GRIP"

A guaranteed permanently magnetized wall plate with a 3-piece set of Kutmaster Cutlery.

In dozen lofs (\$6.25 single sample order) "MAGNA-GRIP" holds knives and utensils like magic . just touch 'em to the "MAGNA-GRIP" surface and they STAY PUT. This is the IDEAL PRIZE for one-shot, grand prize or tip board. Be first with this terrific feature! 25% deposit, balance C.O.D.

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BEE JAY SALESBOARDS JAR DEALS -- BOX DEALS BINGO TICKETS - RED WHITE BLUE LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders. shipped same day as received.

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Music . Vending . Amusement . Bells . Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE-12c a Word

Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

Wooden Boxes, folder type; best offer takes 20 machines; all in excellent condition. Leon Guta, Box 15, Clifton, N.J.

A-I BARGAINS-CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ap23

ATTENTION-SOUND MOTION PICTURE MAchines, selling out; only nine left; excellent condition, formerly \$375, will sacrifice at \$175 each. Box 399, Billboard, NYC.

BIG INNINGS WANTED, IN GOOD CONDI-tion; state quantity, serial number, condition and best price. Box C-293, Billboard, Cincin-nati, Ohio. ap16

COUNTER GAMES-10 USED MARVEL POP Up's ready for location, \$12 each, \$100 for all Andrew H. Reed, 4016 Forest, Kansas City, Mo

DIGGERS-ERIE HAND OPERATED, EXHIBIT Iron Claws, Merchantmen, Buckleys, Muto-scopes, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers, National, 4243 Sansom, Philadelphia, Pa.

FIVE \$45 TARGET GUM MACHINES, LIKE new, perfect condition, will sell for \$14 each. E. K. Farson, 42 Garden Manor, Rantoul, III.

FOR SALE TO BEST OFFER-15 POPCORN "Sez" Machines, in perfect condition; will sell all or any number; make offer. Harris Enterprises, 3819 Atlantic Ave., Atlantic City,

FOR SALE-BALLY CARNIVALS, LIKE NEW, \$125; Bally Thorobred, \$22.50; Catalina, \$87.50; third deposit. Winton Brown, McMinnville,

FOR SALE—2 ROCKOLA 1946 PHONOGRAPHS, \$225 each; one 1947 Rockola Phonograph, \$275; One 1948 Rockola Phonograph, \$395; one 1946 Seeburg Remote Control, Electric Selector Phonograph, \$325; one Seeburg Hitone, #9800. \$75; all in perfect condition. 1/3 down, balance C. O. D. Carl Beddo, Shamokin, Penna. Phono 526.J.

FOR SALE — CABLE: 30 WIRE WESTERN Electric Coded Cable, will sacrifice ten 1,000 foot rolls at 12¢ per foot. Wire or write H. E. Wedewen, 3633 Cedarbrook Rd., University

FOR SALE-ONE VOICE-O-GRAPH, IN EXcellent condition; guaranteed; used only short time; four hundred dollars F.O.B. Orlando. Carl Hallberg, P.O. Box 2867, Orlando, Fla.

FREE STAMP MACHINE FOLDERS (WITH national advertising). Write M. Flatto, 17 West 50th St., New York City.

HIRK GUESSING SCALES, MODEL K25, \$75 each; ready to put on location. Sullivan Sales Co., Salem, Ind. ap9 NEW IMPROVED ACE FEATHER LITE COIN

Counter, with carrying case, \$105; 14 deposit. Box 1189, Aransas Pass, Tex. Actual meter reading, 4,776.

PHOTOMATICS-SOME READY FOR LOCAtion, others need work. Raspbury, 112 Henry. River Rouge, Mich.

RAY GUN OPERATORS - CONVERT WITH our new type extra moving target conver-sions; complete ray gun repair services. Write: Coln Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill.

REBUILT CIGARETTE MACHINES-PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn,

REMODELED KINGPINS - SOMETHING DIF ferent in design; perfect condition, \$50 each Curtis Coin Machine Co., 3033 Hamilton, Detroit,

ROLL TYPE STAMP MACHINES WANTED-State manufacturer, quantity, price. Box BB 1492, 221 W. 41 St., N. Y. ap2

ROUTE FOR SALE-IN PINAL COUNTY, ARIball route with 30 locations, 53 machines; good income; will sacrifice because of sick-ness for \$20,000 cash. Write to Mrs. E. B. Buscher, Box 275, Coolidge, Ariz.

SACRIFICE - LIKE NEW NORTHWESTERN Peanut Venders; used only 8 weeks; 7 #33, \$7.50 each; 5 #39, \$8.50 each; 10 Stands, \$2.95 each; 20 Wall Brackets, 35e each. Kraus, 314 West Gurley, Prescott, Ariz.

SALE!-150 MILLS NOVELTY CANDY BAR Machines, 49 capacity: used: \$10 each. Write The Hospital Specialty Co., 1901 E 66th St., Cleveland 3, Ohio,

SEEBURG RAYGUN AMPLIFIERS-EXPERT ly repaired, \$1.75, plus parts; parts for sale; 4 Flash Hockeys, \$75. Northside Vending, 2215 Arthur. Chicago.

STAMP FOLDERS DIRECT FROM MANUFACturer; low, low price; Immediate delivery; write for prices and samples, J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. V.

USED 5 BALLS-NEVADA, 835; MEXICO, \$25; Havana, \$20; Silver Streak, \$20; Marjorie, \$20; Melody, \$60; All Baba, \$135; Alice, \$135; Wisconsin, \$100; Morocco, \$150; Barrelina, \$100; Hawali Rolldown, \$30; 1/3 deposit, Wisconsin Novelty Co., 3733 N. 7th St., Milwaukee, Wis

USED SLOTS—5¢ VICTORY CHIEF, \$35; 10¢ Club Chief with lights, \$150; 10¢ Chrome Front, \$65; 10¢ Cherry Bell, \$60; 10¢ Brown Front, \$45; 5¢ Mills Extraordinary, \$30; 25¢ Mills Black Front, \$50; 10¢ Black Cherry, \$75; 5-10-25¢ Buckley Criss Cross, \$165 each; \$ 1¢ Grip Scales and 1 1¢ Scale, \$20; good condition. Frank Guerrini, Burnham, Pa. Telephone 5726.

WANTED-EXHIBIT BOTARY MERCHANDIS ers, pusher type. Righto Recreation Center, 1481 Broadway. New York City ap2

WANTED TO BUY-TEN STRIKES, HIGH dial only; must be priced very reasonable; also have for sale Seeburg Hay Guns, with mother-in-law or bartender conversions, at a low price. Chicago Howling Machina Co., 2512 Jeving RUNYON CANCER FUND | Chicago Bowling Machine Co., 2512 Irving | Park Road, Chicago, Ill.

WANTED-CARD VENDORS, MUTOSCOPES with Reels, Shuffleboard, Basketball Champ, Panoram, Goalee, etc. F. Shafer, Mesker Park, Evansville, Ind.

WANTED TO BUY - OLD KEENEY BAR Clamps, will pay \$2.50 each; Wurlitzer Wall Boxes, will pay \$6.50 each K. T. Enterprises, Box 934, Portsmouth, Ohlo.

WANTED TO BUY-304 STEPPERS, WILL PAY \$8 apiece for them. K. T. Enterprises, Portsmouth, Ohio

WANTED-SKEE BALL ALLEYS; MUST BE reasonable. Contact W. P. Keller. 15005 Brierwood Rd., Havertown, Pa.

5 ARCADE MACHINES—MODEL F TARGET, Pikes Peak, Gypsy Fortune, Penny Flip and Acme Shoeker, all for \$35; 6 Vending Machines, 5c Candy Bars, 10c Aspirin 3 column, Razor Blades, Hershey, Peanut and Ball Gum, all for \$35; 10 Cent-a-Mints, all for \$15; 1c Weighing Scale, \$20. LeRoy Itschner, Macon, Missouri,

8 EXHIBIT MERCHANTMEN DIGGERS, ROLL Chutes, 175 each; 1/3 deposit. Herb Ever-schor, 1182 North High, Columbus, Ohio.

16 POCKET LIGHTER FILLING STATIONS at a substantial discount; due to illness, must sell. Mrs. Valta Schubert, P.O. Box 346, Wheeling, W. Va.

85 RECONDITIONED ROWE PENNY STICK Gum Venders, 5-column, equipped with slug rejectors, plus 40,000 sticks gum, spare parts, all for \$795. B & R Sales, 1628 N. Industrial Blvd., Dallas, Tex.

All sizes of straight or skip number cards with Girls' Names and winner under Seal, Also cards with every push a winner. Immediate shipment from stock

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CONVENIENT NEW SIZES SIZES TO FIT EVERY POCKETBOOK Copyright 1949, Reg. No. K32205 by Jar-O-Do T. M. Reg. No. 405,789

Available in 5 Tickets in a Pack or 10 Tickets in a Pack in the Following Styles: 2170 RED WHITE BLUE (3 Color Symbol Tickets), 5/25c,

5/50c, 5/\$1.00, 10/50c, 10/\$1.00 2170 POK-N-WIN (Poker Symbol Tickets), 5/25c, 5/50c,

10/50c, 10/\$1.00 1836 JAR-O-DO (Combination Tickets), 5/50c, 10/\$1.00

1836 GOLD & SILVER (Combination Tickets), 5/25c, 10/50c 2052 JAR-O-DO (Combination Tickets), 5/50c, 10/\$1.00 2520 BIG NATIONAL (Combination Tickets), 5/50c, 10/51,00

1260 NEW REELS JR. (Slot Symbol Tickets), 5/25c, 5/50c, 10/50c, 10/\$1.00

2520 NEW REELS (Slot Symbol Tickets), 5/25c, 5/50c, 10/50c, 10/\$1.00

1200 BINGO (Numeral Tickets), 5/25c, 10/50c

2220 LUCKY SEVEN (3 Color Symbol Tickets), 5/25c, 5/50c, 10/50c, 10/\$1.00 2460 LUCKY SEVEN (3 Color Symbol Tickets), 5/25c,

5/50c, 10/50c, 10/\$1.00 2170 AMERICAN LEGION (3 Color Symbol Tickets), 5/25c,

5/50c, 10/\$1.00 2170 VETERANS OF FOREIGN WARS (3 Color Symbol Tickets), 5/25c. 5/50c, 10/\$1.00

1260 BINGO JACKPOT (Numeral Tickets) (Complete With 100 Hole Jackpot Board), 5/25c, 10/50c

WRITE TODAY FOR FREE SAMPLE AND DESCRIPTIVE LITERATURE

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Same Day Received Description Pro/11 1000 Lucky Bucks. Thick Def. Lucky Bucks, Thick

J.P. Charley, Thick

Avg.

Texas Charley, Thick

Fully Packed Thick, Girl Board

Avg.

It's the Knots, Thick, Girl Board

Avg.

Barely Speaking, Thick, Girl Board

Avg.

Glovely Lady, Thick, Girl Board

Avg.

Plat a Cherry, Thick, Girl Board

Avg.

Plat a Cherry, Thick, Sant Board

Avg.

Fin & Sawbuck, Thick, 5 Nos. to Ticket

Avg.

Kwick Fin, Glant Holes, 6 for 25¢

Avg. 1.40 JAR TICKETS 1200 RED, WHITE 102,99 55L 860 26.25 26,60 26,60 28.60 30.04 AND BLUE 2.75 2.75 2.75 2.50 1000 1000 1200 LUCKY SEVEN BINGO TICKETS 2.85 on Sticks—5izes 1000-1200-1200 WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

Stating your requirements. Large stock Piain Tip, Definite, Jackpot Boards, Coin Boards, Super Glans Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

CITY NOVELLY CO. BOX 66, MICHIGAN CITY, INDIANA

Exports Heavy Despite Embargo

Full 1948 Report Reflects Progress in South America, Far East; See Steady 1949

14.183 Machines Exported for \$2,309,581

By Tom McDonough

CHICAGO, March 26 .- Despite the mbargoes prevailing in countries which previously had been foremost buyers of U. S. made coin equipme t, 14,183 machines valued at \$2,309,581 were exported to foreign coinmen luring 1948, the Department of Comnerce announced this week. While be dollar total was less than half of the 1947 total of \$5,120,102, few oin machine export analysts expected 1948 figures to approach the prewar high of slightly more than \$1,000,-100 at this time a year ago.

Canada, Mexico and Argentina acounted for 19,941 games, venders and nusic machines worth \$3,061,042 in 1947, but due to restrictions in effect in 1948 were able to spend but \$188,-148. The current report indicated that narked progress was made in the coin machine development of several nations, especially Colombia, Venezuela, the Philippine Republic, the Union of South Africa and Japan. Each of these nations increased its coin machine intake in 1948 by at least 33 per cent compared with the previous year and Japan made the most noticeable gain, jumping from 21 units with an aggregate value of \$6,505 to 269 units worth \$74,257 in the one year.

Juke Sales Impressive

Juke boxes, traditional leader in the annual export trade, this year accounted for 70 per cent, or \$1,623,-987, of the dollar total. Amusement games were next with \$353,544, or 16 per cent of the whole, and automatic merchandiser sales to overseal coinmen were responsible for the remaining 14 per cent or \$332,059. Again each of these classifications trailed the previous year's figures by a wide nings & Company will initiate deprewar totals.

ing more progress with overseas clients than other related equipment. During the previous year only 15 nations bought U. S. made merchan-('ee Vender Exports on page 113)

CM Taxes Dip

WASHINGTON, March 26 .-Collections under the coin machine tax dipped slightly in February as compared with the same month last year, according to the Internal Revenue Bureau. Receipts amounted to \$270,730, a decline of \$3,730 from the previous February. Cumulative totals for the first eight months of the current fiscal year were \$18,068,449 as compared with \$16,674,151 for the same period of the 1948 fiscal year.

Legislative Round-Up:

Coin Machine Legislation Centered in Three States

machine industry centered on a comtwo new bills in Tennessee and a hearing in Vermont where there is a | board, March 26). warmly contested measure to legalize bell machines in clubs.

Joint Ways and Means Committee late Wednesday (16) r ported out favor-

Jennings Set To Bow Solid Front Model

Reno Showing April 5

CHICAGO, March 26 .- O. D. Jenmargin but also dwarfed the record liveries on its new solid front 1949 Sun Chief within two weeks, John Actually, the sale of venders to Net a, sales manager, announced this letter addressed to the State Legislatoreign operators in 1948 proved that week. A first showing of the new this segment of the coin field is mak- (See JENNINGS TO BOW, page 149)

CHICAGO, March 26 .- Legislative ably a bill which would double presaction this week affecting the coin ent State license taxes on amusement games and divert all of the a business industry, and in recognition mittee recommendation in Oregon, revenue from this tax to counties and cities for welfare purposes (The Bill-

If passed, the Oregon measure would mean operators would be taxed In Salem, the Oregon Legislature's \$100, instead of \$50, for each freeplay pinball they have on location Usually, a favorable recommendation from the Joint Ways and Means Committee is tantamount to passage.

Observers in Oregon's capital expect final action will be taken on the measure within a week or 10 days.

Vermont Action

In Montpelier, Vt., the House Judi-Committee held a hearing Wednesday (23) on the proposal to legalize nickel and dime bell machines at \$200 per year and quarter bells at \$500 per year. The bells would be limited to clubs.

Proponents of the measure argue that legal bells would bring in \$250;-000 annually which could be used for charitable purposes. Meantime, Protestant church leaders vigorously protested the bill in the form of a ture.

(See Legislative Round-Up, page 149)

AMAP to Hold Annual Fete Sun., April 3

20th Consecutive Meet

PHILADELPHIA, March 26.-The Amusement Machines Association of Philadelphia (AMAP), comprising pinball operators, will stage its annual dinner Sunday, April 3, at Frank Palumbo's Restaurant-Theater. Joseph Silverman, business manager of the association, announced that this year's annual dinner will be a special anniversary affair since it will mark the 20th annual meeting of the pinball operators' association. Of these 20 years, Silverman has served the association for 12 years

Special tribute will be paid to Silverman, both for his administration of the association affairs that brought full stability and recognition for the amusement machines fie'd as of his election as national vice-president of the Amusement Machine Operators of America. At the annual dinner, Silverman will review the history of the local association and set forth a program of service designed to retain the industry's prosperity.

Sam Stern, president of the association, will be chairman of the annual dinner which also will be attended by many jobbers, distributors and manufacturers from New York, Philadelphia and Chicago Special citations will also be made at the annual dinner to all the members of the association's board of directors, and to Bill Rodstein, who has since left the business to operate a restaurant but is still cons lered "one of the boys" in view of the fact that he served the association as president for five years. In addition to his restaurant business, Rodstein still maintains his contacts in the industry by operating a center-city amusement machine arcade. Following the dinner meeting, there will be entertainment, including an allstar floorshow and two orchestras

for dancing.

Coin Machine Exports December, 1948

	T	otals	Phon	ographs	Av.	Ven	ders	Av.	Ge	mes	Av.
Country	No.	Value	No.	Value	Price	No.	Value	Price	No.	Value	Price
Transmission of the latest and the l	123	\$68,969	106	\$64,910	\$612	4	\$2,310	\$577	13	\$1,749	\$134 194
Un. of S Africa.	75	33,020	45	27,190	604	4.4	****	10000	30	5,830	10
	188	33,211	90	29,493	325	34	3,058	89	64	660	10000000
Cuba	94	22,690	94	22,690	241	4.4	1144			4 001	203
Colombia	39	14,869	19	10,808	568		0.00	10.000	20	4,061	324
Philippines	59	12,675	9	2,357	262	26	2,529	94	24	7,789	
Japan	17	10,910	17	10,910	642	300	10.000	****		4.450	145
Guatemala	65	10,219	49	6,574	161	8	2,486	311	8	1,159	121
Mexico	38	9,848	-			23	8,024	349	15	1,820	1000000
Canal Zone	16	9,685	16	9,685	605		9.44	****	4.6	200	380
Belgium	17	6,100	2	1,061	530	13	4,279	328	2	760	1000
Newfoundland	8	4,802	8	4,802	600	-		****	2.0	****	****
Honduras	20	4,471	7	636	91	13	3,835	278	4.6		****
Costa Rica	20	3,886	7	3,886	555		****	****	5.5	2200	76
Salvador	405	2,325	- 4			401	803	2	20	1,522	10000
Canada	425	1,474				10	1,474	147	14-		143
Hong Kong	10	1,430							10	1,430	
Brazil		1,523	2	369		36	1,154		28.6	****	****
Other countries	38	11020		NAME OF TAXABLE PARTY.	_	-	- Common	-	-	+07.020	3 (1)
Totals	1,254	\$254,143	471	\$195,371		571	\$30,942		212	\$27,830	

Arkansas Assn. Reports to Ops On Legislation

LITTLE ROCK, March 26 .- A. J. DeMers, attorney for the Arkansas Music Operators Association (AMOA), has issued a report of the 1949 Arkansas Legislature with refcrence to the operators' activities. In his report to members of the association, DeMers, outlined each bill and its ultimate outcome. The report is as follows

Act 76, legalizing free games on amusement machines, was passed. This was sponsored by the associa-

Senate Bill 26, which would have increased the tax on amusement and music machines to \$25 was withdrawn by the author.

Senate Bill 27, calling for an increase in the tax on all vending machines was also withdrawn by the (See Arkansas Assn. an page 134)

Direct-to-Location Sales Rise

Candy Supplier Urges Special Promotion for Movie Venders

PHILADELPHIA, March 26. - | which movie attendance is usually Movie managers readily admit that heavier, adding up to more sales at the collections from the soft drink, the vending corners. popcorn and candy machines in the lobby often represent the difference between profit or loss in the week's operation. With box-office receipts way down, particularly at the neighborhood houses, the intake from the vending machines in the lobby looms increasingly important to the theater operators.

As a result, Syd Gathrid, sales promotion manager of his own candy supply firm specializing in servicing the movie house vending machine operations, called attention to the importance of movie managers using sales stimuli to hypo vending machine collections.

Points Added Sales

Gathrid points out that while the appeal of the candy, soft drink and popcorn machines is paramount among movie patrons, there are still added sales that can be attained by taking advantage of special selling seasons. Along such merchandising promotion lines, Gathrid is preparing an elaborate Candy Calendar for distribution to all movie house managers. In it he will point out the use of special chocolates and candies in connection with the various holidays, on

Doyle Appoints Seven New Reps For Alco-Deree

CHICAGO, March 26.-Seven new distributors and a Southeastern regional sales manager have been appointed by Alco-Deree, Chicago manufacturers of shoe shining, candy vending and coffee vending equipment. Announcement of the appointments came this week from Frank Q. Doyle, general sales manager of the company, who confirmed the distributor contracts during a two-week Eastern trip.

Jack Chalcraft, who is establishing his headquarters in Mobile, Ala., will be Alco-Deree's regional manager in the Southeastern Stres, Doyle said.

Other appointments included Max Marston, Marston Distrib ting Company, Detroit; Leo Dixon, Triangle Distributing Company, Youngstown, O.; Deep South Distributing Company, Mobile; Hal Meeks, New York; Travers & Company, Boston; Automa': Games & Supply Company, St. Paul, and Wertz Music Supply Company, Richmond, Va.

Coin Lights?

PHILADELPHIA, March 26 .-Nickel-in-the-chute for extra light was proposed by an L. Lee Layton Jr., in a letter last week to The Evening Bulletin.

"In North Philadelphia station passengers waiting for Pennsylvania trains strain their eyes while they are reading in the evening," Layton wrote to the editor of the daily newspaper. "Could you offer a reward for someone who will invent a system similar to a juke whereby travelers can drop a nickel in a chute and get extra light for an hour?"

On test locations, Gathrid said that use of motto specialties and hearts on Valentine's Day, and green candy items on St. Patrick's Day, found the vending machine with an unusually high gross. In each case, lobby posters and screen slides called attention to the candy specialties offered those days in the vending machines.

By the same token, Gathrid added, his Candy Calendar will call for Easter eggs, rabbits and chicken specialties on Easter; fancy packages

"Own Your Own and Make All The Profit" Theme Spread By Massachusetts Company

Cigarette Operators Damaged, But Certain of Outcome

By Dick Schreiber

CHICAGO, March 26 .- "Own your own machines and make all the profit" has become a familiar phrase on East Coast cigarette machine locations. especially in New England where aggressive direct-to-location sale of cigarette equipment has been a thorn in the cigarette operator's side since late last year. This week there were concrete indications that the "own your own" theme was going to be carried into many another territory. So, at least, said officials of the Yeaton Manufacturing Company in Lawrence, (See Candy Supplier on page 114) Mass., manufacturers of the five-column vender which has been pushed out

to New England tobacco jobbers and will shortly move out in quantity to tobacco jobbers thruout the country.

In a telephone conversation this week, Yeaton's vice-president and sales manager, David Clayman, told The Billboard that his firm's equipment has now been sold in almost every State and that quantity production of the current model would be augmented shortly by the introduction of a second, larger machine.

Meantime, cigarette merchandising firms everywhere were keeping a watchful eye on this new competition, going back over New England operators' experiences with the problems and generally getting ready to protect their sizable investments from what tical" and "uneconomical" competi-

Of one thing, cigarette vending machine operators were certain: directto-location sale of cigarette vending equipment has never proved profitable for locations over the long run and there is no reason to believe this latest experiment will be an exception.

(See Own Your Own on page 128)

Nedick Chain Testing Coin Operated Cup Vending Unit

orange drink sold across the counter drink's high pulp content. in some 45 Nedick stores in this city, this week launched an experimental son indicated. Nedick's concentrate dispensers.

Corporation for the purpose of testing, according to R. T. Johnson, Nedick's executive vice-president.

ick's decal, and have been modified chises to bottlers in this area. from the unit shown at last Decem- periments are also now under way. ber's National Automatic Merchan- Johnson disclosed, to test the marketdising Association convention to ability of the orange drink thru indieliminate the carbonating mechanism. | vidual-size metal containers.

NEW YORK, March 26 .- Nedick's, In addition, some change was neces-Inc., producers of a non-carbonated sary to accommodate the orange

If the test proves successful, John-

program to test the feasibility of will be made available to cup mavending its drink thru coin-operated chine operators on a national scale. Meanwhile, all test machines, to be On Tuesday (22) the firm installed placed in a variety of city locations, arising out of direct-to-location sales, a specially modified cup vender in will be serviced by the company's the reception room of its head- own maintenance department. When quarters here at 192 Lexington placed on the market, the sirup will all of them consider to be "imprac-Avenue. The machine is the first of be sold only to operators who use 20 on order from Stewart Products machines approved by Nedick's, he tion. emphasized.

The firm, which operates stores in several cities along the Eastern Sea-All machines will carry the Ned- board, last year began issuing fran-

Vender Exports on Upgrade

NAMA Execs Set Region I Meet in Hub

State Group Heads Speak

CHICAGO, March 26. - NAMA officials announced this week that a joint legislative-regional meet (Region 1) has been scheduled for Friday (1) at the Copley-Plaza Hotel, Boston. Subject of the meeting will be the effect of State legislation on vending machines in the six New England States comprising the region.

State legislative chairmen for each of the six States will report on current status of vending machine legislation in his State, with the regional meet discussion also revolving about legal aspects of automatic merchandising.

Edward E. Adams, head of Mills Boston branch, as chairman of Region a bronze-colored finish with the top I, will host the conclave, which will half of the front panel in cream tions proved to be token markets. get under way at 2:30 p.m. and end enamel. It will be available with Major portion of vender sales for with dinner at 6:30 p.m.

Lyceum Starts Deliveries on

Manufacturing, Inc., which recently developed a new coin-operated coffee machine, will begin deliveries April 15, Charles Gondolfo, head of the company, announced this week. At the same time, it was revealed that the firm has abandoned its plan to operate in this area (The Billboard, March 12) and will confine its activities solely to manufacturing.

Arrangements have been completed with a national sales organization to handle distribution of the vender, altho details of the sale pian and price of the machine will not be announced for a week or two. It was learned, however, that the new coffee unit will be handled saleswise by a group long active in the vending machine business.

Named Koffee King

The machine is to be known as

20 Countries Coffee Vender Bought Units NEW YORK, March 26.—Lyceum In Past Year

Prospects Bright for '49

(Continued from page 112)

disers and Canada was the principal customer spending \$310,285 for 4,877 venders. Thru 1948, with Canadian coinmen restricted to \$22,477 in vending machine purchases, 20 nations bought merchandisers and the leading buyers were the Philippines which accounted for 746 machines selling merchandise with a total valuation of \$68,070. Proof of the healthy condition of the vending export market is the fact that the remaining 19 countries were almost all volume buyers thruout the year. This was the reverse of the previous year when Canada, Cuba and Mexico were quan-Automatic Merchandising Company's Koffee King. Its cabinet is to have tity importers of American made merchandisers while the 11 other na-

coin changer as optional equipment. (See MUSIC LEADS on page 134)

SPECIAL



NOVELTY CARD VENDOR

VENDING MACHINES

Brand New in Original Cartons. Original Price \$29.50.

CLOSEOUT \$ PRICE

Capacity 500 cards . . . 250 cards in each column. A steady money maker. Exhibit Cards—all series—\$4.00 per M. With Order-Balance C. O. D.

Distributor of Advance Vending Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

Northwester Te OR 5c LESS THAN 25 \$17.55 LESS THAN 100 \$17.25 100 OR MORE \$16.95 Write - Wire Phone NORTHWESTERN SALES & SERVICE CO. Authorized Northwestern Distributor th Ave. Brooklyn 4, N. Y. Phone: Gedney 8-3600 4105 16th Ave.

LISH-U-VEND

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.

American Citrus Announces Program for Juice Vender

CHICAGO, March 26.-American said. Vending nine 5-ounce nickel Citrus Corporation, in a pre-produc- drinks per can, the net per can is tion showing of its citrus juice cup 45 cents. vender at the Stevens Hotel here this | The Del Juice vender, standing week (21-24), revealed detailed sales, 671/2 inches high, 36 inches wide and operating, juice supply and produc- 30 inches deep, weighs 650 pounds. tion plans. J. C. Webb, president, on It employs a patented can perforating hand to explain the workings of the mechanism which punches two holes pilot model shown, stated that initial in the end of each can in vending test installations would be set up in position; upper perforation allows Chicago withing 10 days and that full air entrance for proper flow, while production would start June 1. The lower knife is a hollow tube which firm held a preview of the vender in remains in the can and carries off the New York last December.

Price of the 360-cup, single-flavor machine is set at \$982.50, with operators buying machines outright but obtaining a protected territory thru a company franchise. While not mandatory, operators will be urged to vend American Citrus's blended orange-grapefruit drink under the Del Juice label. This juice, in 46ounce cans, may be purchased for a delivered price of \$2.55 a case, Webb for pre-cooling 12 containers.

Atlas Expands Cleve Factory

CLEVELAND, March 26.-Expansion of production facilities, with a major addition to the present factory building, has been undertaken by the Atlas Manufacturing and Sales Corporation here. Announcement of the expansion program was made jointly by W. A. Jenkins, president, and F. B. Olsak, production manager. They said the program will cost Atlas approximately \$50,000.

In addition to the building program, Atlas is setting up new machinery to produce its Deluxe penny machine, the featured item in the firm's line. With the new facilities, Jenkins said, it would be possible for the company to turn out 100,000 units yearly.

Besides the penny machine, Atlas nickel vender and is marketing Atlas Vendor Brand merchandise-candy, nuts, ball gum and charms,

which Jenkins said necessitated the expansion program, features a nonscratchable globe container, a detachable chute, baked-on finish, larger coin capacity and universal vending of candy, nuts, charms and ball gum. Capacity of the globe is six to eight pounds of nuts or candy, 1,000-1,500 balls of gum.

juice to a delivery tube which in turn carries it to a dispensing tray. As there are dual racks of cans, there are two perforating mechanisms, one for each tier.

The two racks, which lean toward each other on a slightly vertical angle to allow complete emptying of each container, carry 38 cans, while the covered dispensing tray holds an additional 92 ounces. Space is provided

Interior is of stainless steel, with a 400-cup revolving Dixie cup dispenser located on the inside of the hinged front section. An American coin changer is standard equipment. Bottom section pulls out on runners, offering front servicing convenience for maintenance.

The vender is manufactured on a contract basis for American Citrus Corporation (formed November 12, 1947, and previously known as the True Orange Juice Company) by the Manitowoc Shipping Company, Manitowoc, Wis.

Webb stated that his firm will be in a position to supply operators with citrus juice on a year-round basis, at a one-price level. Contracts with citrus fruit growers in California and Florida, purchasing their fruit for as much as five years in advance, guar- cent bigger than the record-breaking antee availability of the juice at all event in the Palmer House in Chitimes, he stressed.

N. C. Expands Drink is currently building the Bantam Vender Tax Coverage

RALEIGH, N. C., March 26 .- Following a recent statement by Sen. The new Atlas Deluxe machine, J. C. Pittman, a soft drink bottler, to the effect that 17,000 soft drink venders were in operation in the State, revenue officials reported this week on a State-wide check-up on such equipment. With 3,798 drink venders licensed with the department, agents found 4,865 new units placed on location since the last tax due date.

Venders are taxed \$15 per year per machine. The new machines being taxed will boost the State tax from that source by \$72,975 a year.

Record Sales in '48 Reported by Hershey

HERSHEY, Pa., March 26 .- Hershey Chocolate Corporation reached an all-time record in sales in 1948, hitting the \$168,566,256 mark for a net of \$8,003,347, P. A. Staples, president, declared this week.

During 1947, company chalked up total sales of \$120,658,759, with a net profit of \$8,968,494. Staples said higher cost levels during 1948 were responsible for the reduced net.

CANDY SUPPLIER

(Continued from page 113) for Mother's Day, Fourth of July novelties for Independence Day; orange and black specialties and chicken corn for Halloween; stuffed fruits, nuts and chocolates for Thanksgiving Inc., Easton, Pa. Day, and candy canes, molded chocolate specials, hard candies and other seasonal candy novelties for the Statler Manufacturers, Inc., New Christmas season. In addition to the York.; M. J. Saffron's Cig-Easter specialties, Gathrid also called arette Service, Youngstown, O.; John attention to Passover candies for F. Saxon, Ace Saxon, Miami, and movie houses located in Jewish Arthur F. Schultz, Arthur F. Schultz neighborhoods.

Frozen Food Sales Soar; Seen as Big Field for Venders

NEW YORK, March 26 .- According to a survey by Woman's Home Companion and Quick Frozen Foods, 76 per cent of the nation's housewives now use frozen foods. Further, it was found that 64 per cent used them at least once a week, and that per capita consumption for 1948 was approximately 6 pounds, an all-time record.

Data, gathered during 2,400 personal interviews in 34 cities and towns, serves to stress the potential demand for frozen food venders in super markets, apartment lobbies, and similar locations.

NAMA Names 25 To Head Drive For 1949 Show

CHICAGO, March 26 .- George M. Seedman, NAMA convention chairman, announced the appointment this week of a special "commando committee" of 25 men, prominent in the automatic merchandising industry, to head the association's drive for allout sellout of space for the 1949 convention, set for November 27-30 in Convention Hall, Atlantic City.

For the next three months, each of the 25 will be given one assignment a week, to sign up new exhibitors, Seedman declared.

Discussing the convention, he stated that there will be "265 booths, which will make our show 55 per cago. Half of this space has already been sold and exhibitors are taking more space than they did last year.'

Listed among the exhibitors who have contracted for larger display space are Brown & Williamson Tobacco Corp.; Canada Dry Ginger Ale, Inc.; Chicago Lock Co.; Arthur H. DuGre ier, Inc.; Ford Gum & Machine Company, Inc.; Charles E. Hires Company, Inc.; Honey Bee Co., Lily-Tulip Cup Corp.; National Vendors, Inc.; Revco, Inc.; Rowe Manufacturing Company, Inc.; Spacarb, Inc.: Stewart Products Corp., and Stoner Manufacturing Corp.

Committee Roster

Making up the committee of 25 are Fred Bachr, the Gum Vending Corp., New York.; Paul I. Berkley, Vendex, Inc., Hillside, N. J.; W. E. Bolen, the Northwestern Corp., Morris, Ill.; H. D. Bracken Jr., Sterling Automatic Co., Seattle; Frank J. Bradley, Automatic Equipment Co., Buffalo; E. G. Chandler, Rowe Service Co., Los Angeles; William C. Christman, Unit Vending Corp., Philadelphia; James Crosby, Peerless Weighing & Vending Machine Corp., Long Island City, N.Y.; Ralph A. Dahl, Omaha; William Fishma). Automatic Merchandising Co., Chicago.

Ben Fry, National Vendors, Inc., St. Louis: Herb A. Geiger, Geiger Automatic Sales Co., Milwaukee; Burnhart Glassgold, Stoner Manufacturing Corp., Aurora, Ill.; M. L. Heffer, Johnson Tobacco Co., Chicago: E. F. Hinkle, Automatic Canteen Company of America, Chicago; I. H. Houston, Spacarb, Inc., N. Y.; Alex Izzard, the Vendo Co., Kansas City, Mo.; Gen. George E. Leach, George E, Leach, Inc., Minneapolis; Maurice Levitch, Stern Cigarette 'ending Machine Co., Norwood, O.; Neill Mitchell, Lehigh Foundries,

R. A. Parina, Messrs. Parina & Co., San Francisco; Lawrence Reiss,

Co., Erie, Pa.

Brand New "CHARM KING" Ball Gum + Charms = \$ \$ \$ The Kids Really go for THIS one because it DISPENSES BOTH GUM AND CHARMS!



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 lc, 5c; 2 for lc, 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.

622 Diversey Parkway SILVER-KING CORP. CHICAGO 14, ILLINOIS



ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

ROY TORR, Lansdowne, Pa.

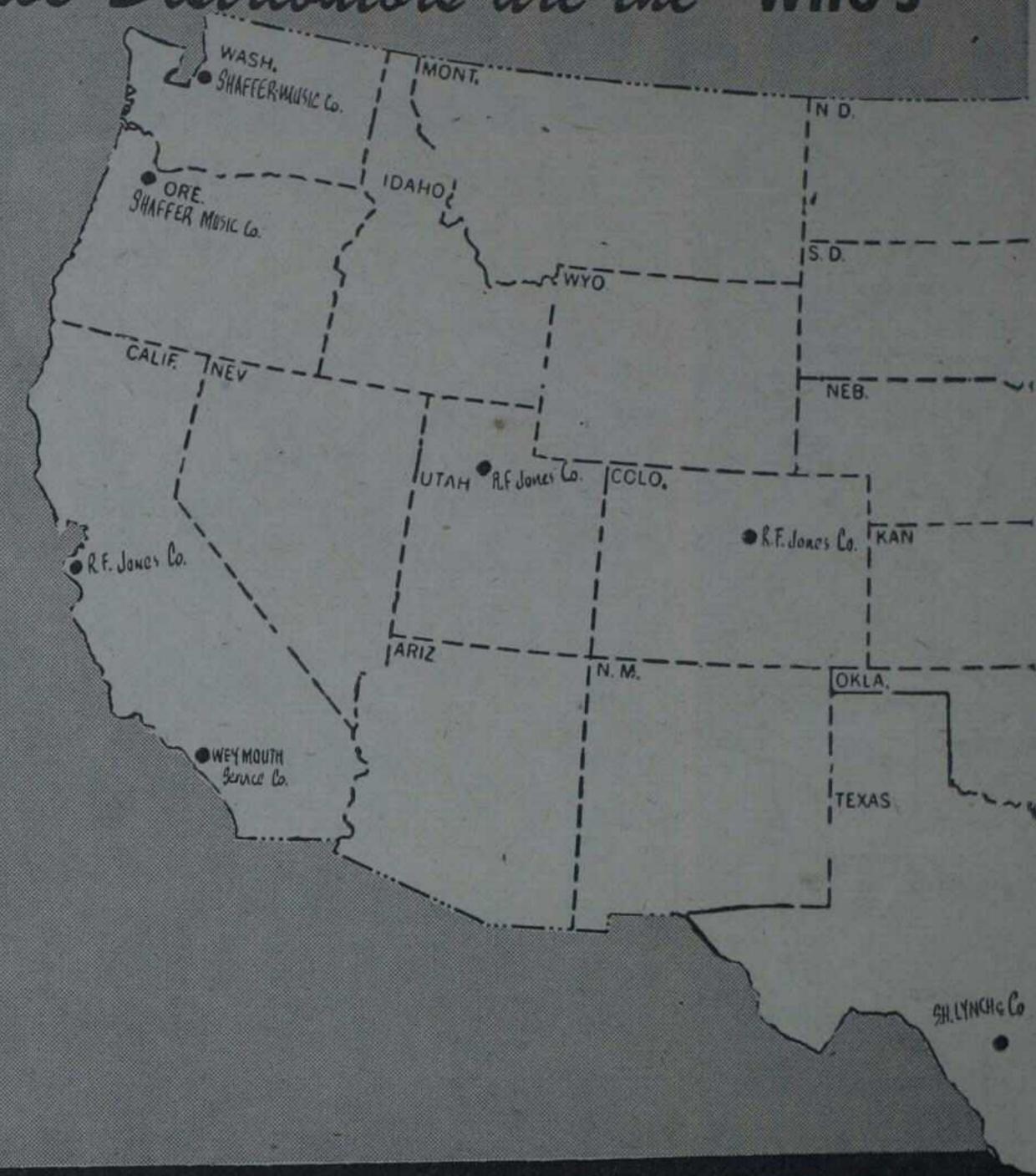
ELECTRO



FOUR YEARS OLD

and not only the

World's Finest Cigarette Machine BUT SOLD AND SERVICED THROUGH THE World's Finest Distributor and Servicing Organization. Electro's Distributors are the "WHO's



S. H. LYNCH & CO., INC.

2101-03 Pacific Avenue Dallas, Texas

1049 Union Ave. Memphis, Tenn.

900 N. Western Ave. Oklahoma City, Okla.

910 Calhoun St. Houston, Tex.

241 Broadway San Antonio, Tex.

606 So. High St. Columbus, Ohio

2129 Main St. Wheeling, W. Va. 2208 Fourth Ave.

Seattle, Wash.

1619 W. Washington St. Charleston, W. Va.

1238 S. E. Union Ave. Portland, Ore.

4955 Santa Monica Blvd. WEYMOUTH SERVICE CO. Los Angeles 27, Calif.

R. F. JONES CO.

1263 Mission St.

San Francisco, Calif.

1314 Pearl St. Denver, Colo.

127 E. 2nd South Salt Lake City, Utah W. B. DISTRIBUTORS, INC.

1012 Market St. St. Louis, Mo.

W. B. MUSIC COMPANY, INC.

1518 McGee St. Kansas City, Mo.

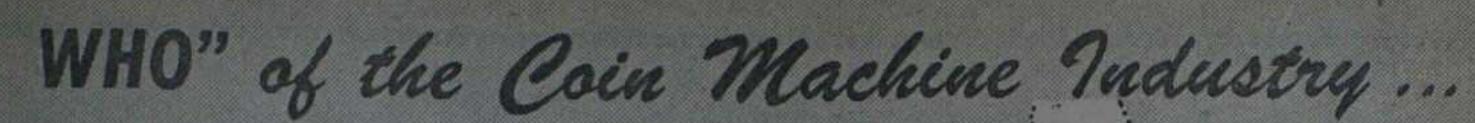
TRAVERS & CO., INC.

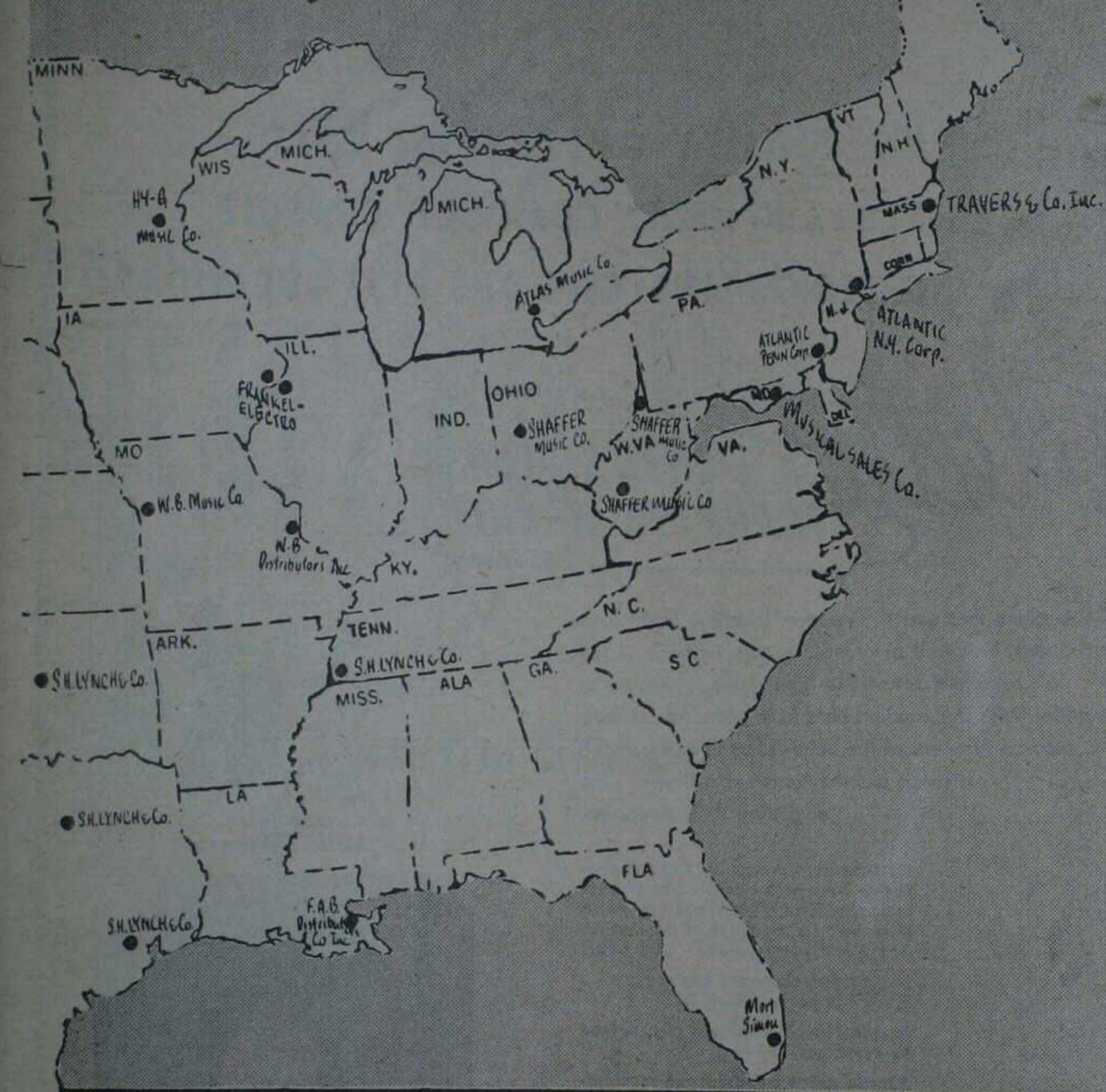
89 State St. Boston, Mass.

1019 Baronne St. F. A. B. DISTRIBUTING CO., INC. New Orleans, La.

2352 Fifth Ave. Rock Island, III.

410 West First St. Davenport, lows





HY-G MUSIC CO.

257 Plymouth Avenue North Minneapolis, Minn.

ATLAS MUSIC CO.

5743 Grand River Avenue Defroit, Mich.

ATLANTIC NEW YORK CORPORATION
583 Tenth Avenue, New York, N. Y.

ATLANTIC PENNSYLVANIA CORPORATION
919 North Broad St., Philadelphia, Pa.

MUSICAL SALES CO.

140 W. Mt. Royal Ave. Baltimore, Md.

MORT SIMON

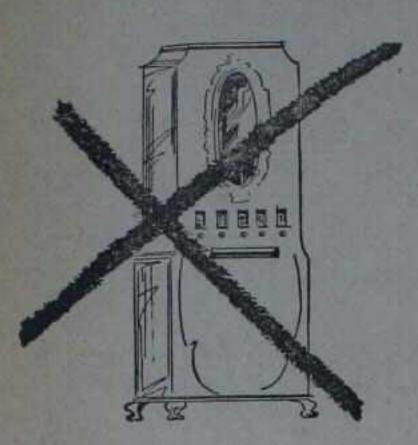
1470 N. W. 36th Street Miami, Fla.



The World's
Finest Cigarette Machine,
but sold'and
s e r v i c e d



through the World's Finest Distributor and Servicing Organization. 118



NO CLUMSY BULKINESS! THIS
STREAMLINED, COMPACT CONSOLE
DESERVES AND GETS THE BEST LOCATIONS!

Color WORLD'S FINEST CIGARETTE MACHINE

Here's the machine that gets the up-front locations in the best restaurants, bars and taverns.. because its smart, small console size takes so little space.. because its beautiful finish and modern lines fit in with and enhance modern furniture of the better spots.. and because customers like the "touch of a finger" ease of getting their cigarettes.

First manufactured by C-8 Laboratories nearly 3 years ago, Electro was the first all-electric cigarette machine. Its mechanical perfection has been proven over and over.

No model changes necessary . . Electro is perfect as it is.

Magic touch delivers cigarettes to customer.

Simple price adjustment mechanism. Available for standard nickel and dime operation, for 20 cents, 25c or 30 cents . . or for silver quarter operation.

Small, compact . . just 44 inches high!



* Up front in

better restaurants

★ In better
Cocktail Lounges
and Taverns



* Fits in beautifully like a piece of furniture

S. H. LYNCH & CO.

Exclusive Southwest Distributors

- a Dallas, Pacific at Olive
- e Houston, 910 Calhoun
- a New Orleans, 832 Baronne
- e San Antonio, 241 Broadway
- e Memphis, 1049 Union Avenue
- e Oklahema City, 900 N. Western



WORLD'S FINEST CIGARETTE MACHINE, IT'S...

SHARRIR Music Co.

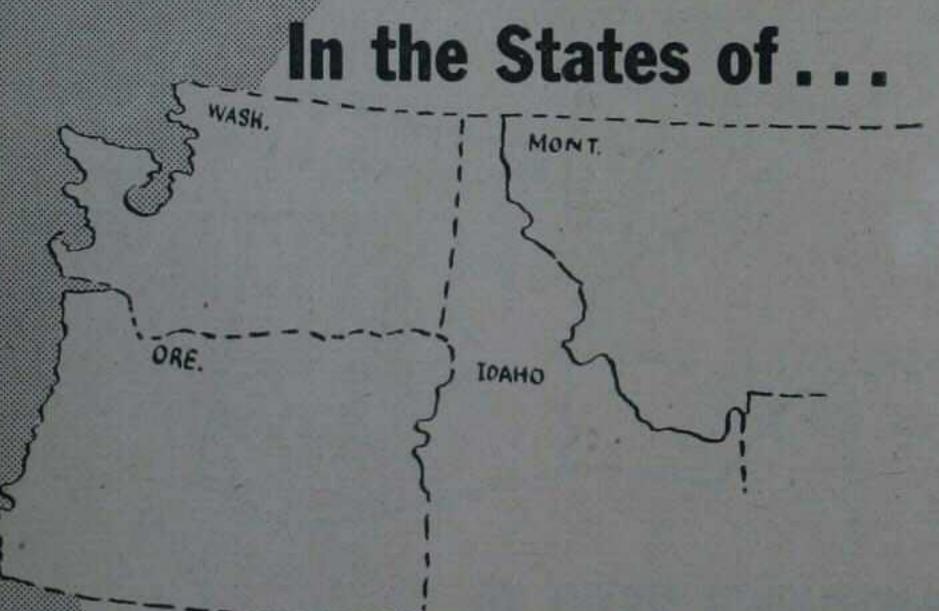
606 So High St., Columbus, Ohio

2129 Main St., Wheeling, W. Va.

1619 W. Washington St., Charleston, W. Va.

1238 S. E. Union Ave., Portland, Ore.

2208 Fourth Ave., Seattle, Wash.





· SHAFFER MUSIC CO.

606 So. Hgh St., Columbus, Ohio 2129 Main St., Wheeling, W. Virginia 1619 W. Washington St., Charleston, W. Virginia 1238 S. E. Union Ave., Portland, Oregon 2208 Fourth Ave., Seattle, Washington

> Distributors of Electro in Oregon, Washington, Western Montana, Northern Idaho and West Virginia

Another in the family of Electro
Distributors
...rselling and serv-



icing the

World's Finest Cigarette Machine.

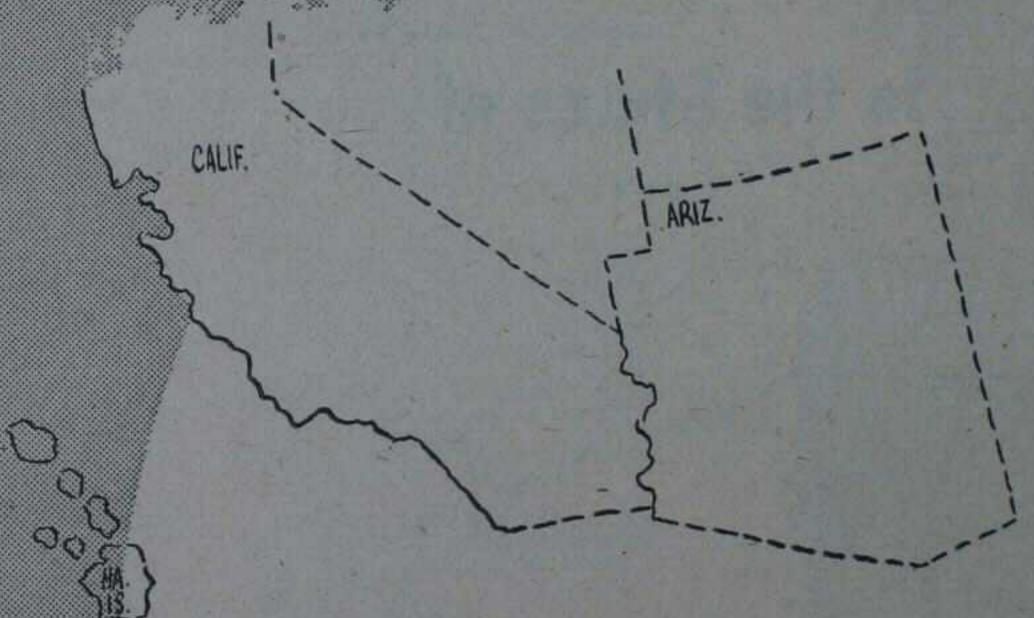
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WORLD'S FINEST CIGARETTE MACHINE, IT'S...
WORLD'S FINEST CIGARETTE MACHINE, IT'S...
Service Co.

4955 Santa Monica Blvd., Los Angeles 27, California

In the States of ...



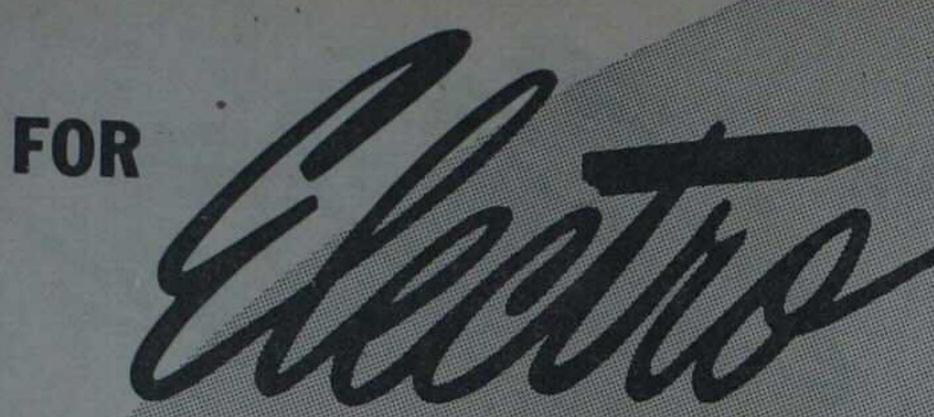
· WEYMOUTH SERVICE CO.

4955 SANTA MONICA BLVD. LOS ANGELES, CALIFORNIA

Distributors of Electro in Southern California,
Arizona and the Hawaiian Islands

Another in the family of Electro
Distributors
...selling and servicing the World's Finest Cigarette Machine.

S Cocyticities of moderal



WORLD'S FINEST CIGARETTE MACHINE, IT'S...

R. H. MINS CO.

1263 Mission St., San Francisco, California

1314 Pearl St., Denver, Colorado

127 East 2nd South, Salt Lake City, Utah

COLO.

N.M.

In the States of . . .

R. F. JONES CO.

1263 Mission St., San Francisco, Calif. 1314 Pearl St., Denver, Colo. 127 E. 2nd South, Salt Lake City, Utah

> Distributors of Electro in Colorado, Wyoming, Utah, New Mexico, Nevada, Eastern Montana, Southern Idaho & Northern California

Another in the family of Electro Distributors ... selling

...selling and serv-

icing the

World's Finest Cigarette Machine.

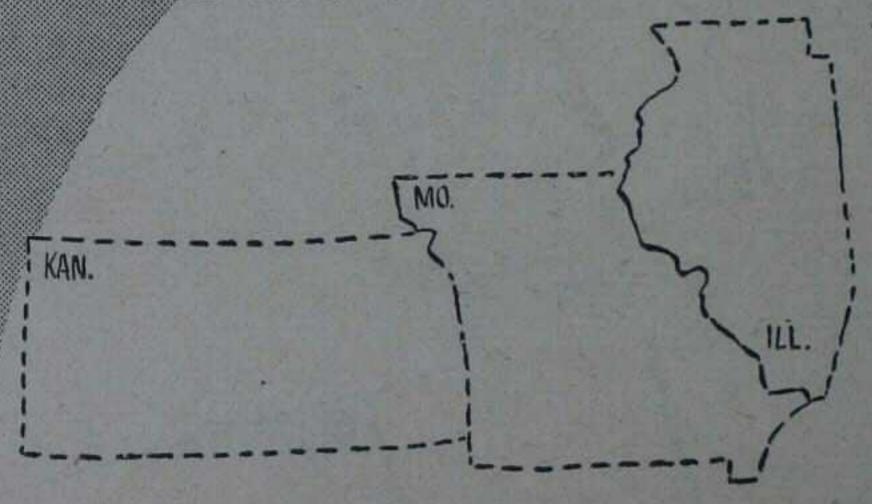
FOR

WORLD'S FINEST CIGARETTE MACHINE, IT'S . . .

1812 Market St., St. Lauis, Mo.-Phone Central 9292

1518 McGee St., Kansas City, Mo.-Phone Victor 0339

In the States of . . .



. W. B. DISTRIBUTORS, INC.

1012 MARKET ST.

ST. LOUIS, MO

Distributors of Electro in Southern Illinols and Missouri

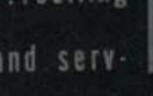
. W. B. MUSIC COMPANY, INC.

1518 McGEE ST.

KANSAS CITY, MO.

Distributors of Electro in Kansas

Another in the family of Electro Distributors ...selling and serv-



icing the

World's Finest Cigarette Machine.

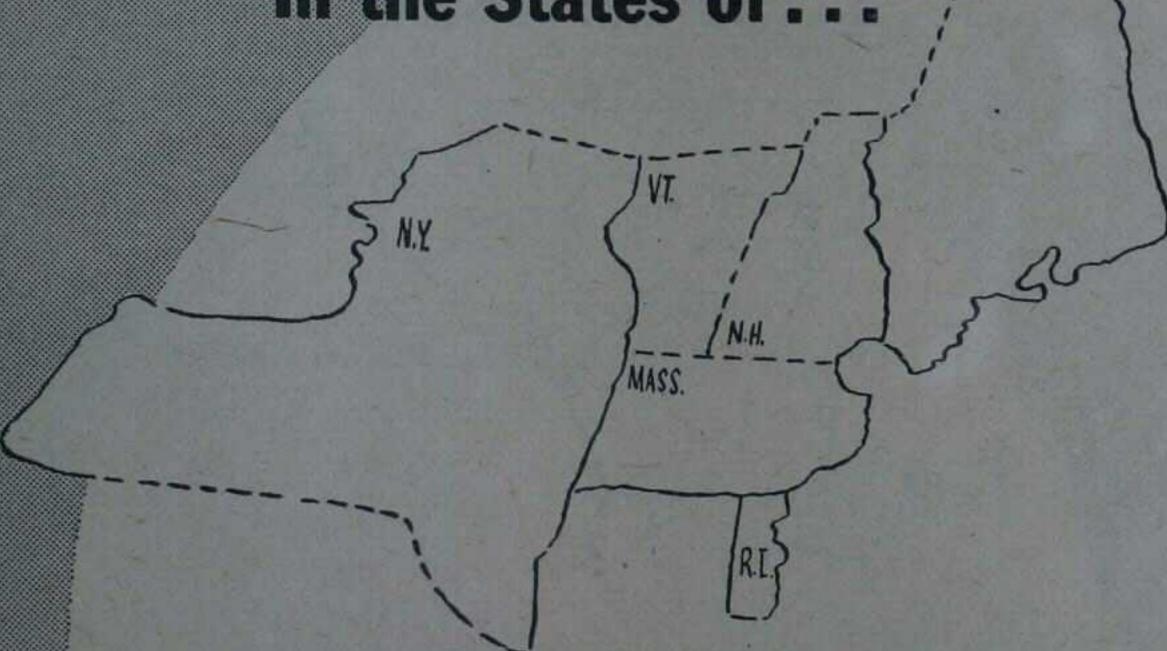
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RLD'S FINEST CIGARETTE MACHINE, IT'S

89 State Street, Boston, Massachusetts

In the States of



& COMPANY, INC.

89 STATE ST., BOSTON, MASSACHUSETTS

Distributors of Electro In Maine, New Hampshire, Vermont, Rhode Island, Massachusetts and New York (less Metropolitan New York area).

Another in the family of Electro Distributors

... şelling

and serv-

icing the

World's Finest Cigarette Machine.

CIDARETTER

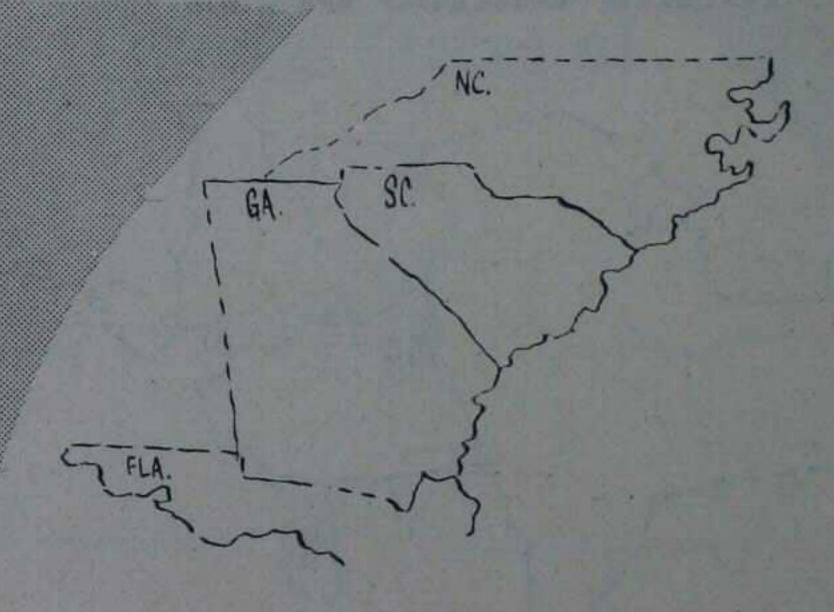
FOR MATERIAL PROPERTY OF THE P

WORLD'S FINEST CIGARETTE MACHINE, IT'S . . .

F. A. B. Distributing Co., Inc.

1019 Baronne Street, New Orleans, Louisiana

In the States of ...



• F. A. B. DISTRIBUTING CO., INC.

1019 BARONNE ST., NEW ORLEANS, LA.

Distributors of Electro In Georgia, North Carolina,
South Carolina and Florida West of Tallahassen

Another in the family of Electro
Distributors
...selling and servicing the World's Finest Cigarette Machine.

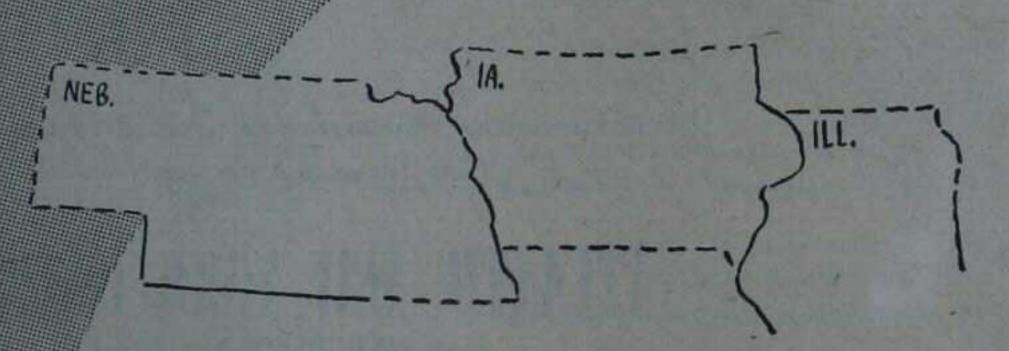
Convention malest

FOR

ALD'S FINEST HOLDING TO THE STATE OF THE STA

2532 Fifth Ave., Rock Island, Illinois 410 W. First St., Davenport, Iowa

In the States of . . .



* FRANKEL-ELECTRO DISTRIBUTORS

2532 Fifth Ave., Rock Island, Illinois 410 W. First St., Davenport, Iowa

Distributors of Electro in Nebraska, Iowa and Northern Illinois

Another in the family of Electro Distributors ... selling and serv-



icing the

World's Finest Cigarette Machine.



WORLD'S FINEST CIGARETTE MACHINE, IT'S..

ATLANTIC

In Connecticut, Northern New Jersey, Metropolitan New York,
Long Island and Westchester areas, it's

ATLANTIC NEW YORK CORPORATION

583 TENTH AVE., NEW YORK, N. Y.

In Delaware, Eastern Pennsylvania and Southern New Jersey. it's

ATLANTIC PENNA. CORP.

919 BROAD ST., PHILADELPHIA, PA.



Copylighted materia



is no accident!

The know-how of electrical product manufacturing has been an acknowledged achievement of C-8 Laboratories for many years. Every bit of that electrical know-how has gone into the making of ELECTRO, assuring toolproof operation, electrical perfection and the most simplified servicing requirements.

Further proof of Electro's mechanical excellence lies in the fact that. throughout the 4 years during which literally carloads of Electros have been shipped and placed on location, not one major change in design or mechanical construction has been necessary. Electro was made right . . . right from the start . . . and Electro goes right on making automatic merchandising history in every part of the nation.

Four full years of operation in thousands and thousands of locations . . . more, by far, actual on-location operation than any other electric cigarette vending machine in the world. ELECTRO, the first successful all-electric cigarette vending machine, is truly the oldest in point of service, yet so far ahead in everything that's important to operators everywhere.

More operators get and hold more locations with ELECTRO. The answer is a combination of ELECTRO'S unmatched console design, its beauty, its ultra-fine finish and unquestioned superiority in electrical and mechanical perfection.

Yes, literally thousands of new untouched locations are now open to the benefits of electric cigarette vending the ELECTRO way.

. . . and here's another instance of

LEADERSHIP

that will increase sales and profits for . . .

ELECTRO OPERATORS

The New Electro Change Maker is now available! Especially made for Electro by C-8 Laboratories . . . simple in construction . . . easy to install . . . efficient in operation . . . fits any existing Electro Cigarette Vending Machine . . . and really low priced, too. Available as optional equipment.



C-Eight Laboratories, America's largest and most completely equipped cigarette merchandising machine factory.

ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BLDG.

A PRODUCT OF C-8 LABORATORIES

NEW YORK 19, N.X.



VENDING MACHINES

VICTOR'S MODEL

The original Ball Gum and Charm Vender . . . and still the best, say thousands of successful operators.

VICTOR'S UNIVERSAL

Tops for modern design and efficiency . . . truly a worthy rival for the Model V as an all-purpose vender.

HOI-POP

Victor's New Sensational POPCORN VENDOR Only \$47.50

Write for Descriptive Matter and Prices

VICTOR VENDING CORP.

5701-5713 W. Grand Ave. CHICAGO 39 ILL.

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

170c 25 to 475 lbs..... 27c lb. 29c 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 NUT MIX Made up of Cashews Pecans, Filberts Virginia and Spanish Packed 30 lbs. to

47c PER LB .- \$14.10 PER CTM. Cash with order-F. O. B. Philadelphia.

LANSDOWNE, PENNA.

THREE MACHINES IN ONE

Weekly on Location!

TROPICAL TRADING CO. \$49 W. Washington St., Chicago 6, Illinois

Own Your Own and Make All The Profit, Mass. Co. Theme

(Continued from page 113)

the first brush of the Yeaton company's program for direct sales to location. The J. P. Manning Company, wholesale companies, took on the them on location late last year.

Manning's program came to at least a temporary halt in February (The Billboard, February 12) when Massachusetts State Tax Commissioner Henry Long ruled that locations would be classified as "operators" \$100 operator fee cigarette vending firms must pay.

Since that time, Manning has taken two steps: appealed from Long's ruling and set up another organization which, reports in Boston indicate, will operate in a more or less conventional manner. Manning's new organization, however, has Boston cigarette operators troubled because of the commission rate it is offering stops-3 cents per pack. Somehow, altho it may mean operating without profit, Boston operators will have to meet this commission competition.

Try To Dissuade Manning

The Retail Tobacco Association of Greater Boston has been reportedly trying to dissuade Manning from its cigarette vending machine program. The association argues that Manning's exceptionally high commission rate might conceivably upset the State's fair trade laws governing the sale of cigarettes.

At the Yeaton company, sales manager Clayman said the Boston situation caused a slowdown in Manning's Massachusetts activities. But he added the direct-to-location sale program was going strong in New Hampshire where Manning maintains a branch.

Yeaton and Clayman are not exactly strangers to the automatic merchandising business. Prior to the war Clayman was purchasing agent for DuGrenier in Haverhill, Mass. Bingham Manufacturing Company (which owns the Yeaton company) stamped out some parts for Du-Grenier, and the firm manufactured the Drink-o-Mat cup vender on a contract basis before Drink-o-Mat suspended production.

Coin Return Patent

There was an interesting sidelight this week on the Yeaton company's machine. In Haverhill, where Arthur H. DuGrenier, Inc., makes its home, Blanche Bouchard told The Billboard that DuGrenier's attorneys had informed Yeaton Manufacturing of a patent infringement in connection with the coin return Yeaton used on its machines.

Miss Bouchard said her firm's attorneys had been assured by Yeaton that this feature will be changed. (Actually, DuGrenier's attorneys insisted that Yeaton also remove the feature from all of the machines already placed on location.) This would presumably leave the Yeaton vender without a coin return-at least until such time as the company succeeds in designing a return of its own.

Yeaton's current cigarette machine stands 29 inches high, is 161/2 inches wide, 9 inches deep and weighs 45 pounds. It holds two cartons of five brands for a total capacity of 100 packs and provides storage for additional cartons.

\$60 Price Tag

was unable to quote a price on the to their locations that the real profit machine, the Manning company in taken from location-owned equip-Boston was selling the device to loca- ment cannot be determined without tions at \$60 without slug ejector, subtracting employee's time for serv-\$82.50 with slug ejector. All of the icing, capital outlay for both the machines are quarter operated, and vender and replacement parts, losses are equipped with penny tubes which due to improper handling of cigarette kick out one, two, three or four pen- stock and machine depreciation.

nies. The number of pennies re-Cigarette operators in Boston got turned with each purchase is controlled by the location. If only two of the penny tubes are filled, two one of the areas' largest tobacco pennies are returned; if three tubes have pennies, three coins are returned Yeaton machine and began putting in change. In some New England stops where cigarettes are still retailing at 20 cents, the penny tubes were changed to nickel tubes and customers receive 5 cents in change.

Yeaton put this machine in quantity production two months ago. Since that time, Clayman declares, the maand as such would be subject to the chine has been sold into New England, Upper New York, Pennsylvania and Ohio. Just this week Yeaton closed a deal with Lester Kulp, Kulp Lamp Company, 310 West Polk Street, Chicago. Kulp will handle the State of Illinois for the Yeaton machine and is currently assembling a crew of salesmen who will push the machine with tobacco jobbers and locations.

> In the near future, Clayman said, Yeaton will introduce direct-to-location sales in Phoenix, Ariz,; in Oregon, California and Washington.

Who Will Finance?

One of the big unanswered questions in the drive to sell cigarette equipment direct to locations, of course, is financing. Finance companies, who have specialized to some degree in automatic merchandising, are reluctant to even discuss financing location sales because of past bad experience with such deals.

In New England, however, some of the tobacco wholesalers who took on the Yeaton equipment, are reported to have made arrangements to finance the machines for as little as \$1 down and \$1 per week-enabling the location to pay for the machine out of its earnings. Whether this proposition can be duplicated elsewhere remains to be seen.

Because they have had the best opportunity to measure the effect of direct-to-location sales, competitively, The Billboard contacted some of New England's established cigarette operators. Briefly, they said they are still firmly convinced location-owned machines cannot compete over the long run with operator-owned equipment. But in the short run, which they feel any venture of this type will enjoy, a great deal of damage can be done to established operators.

Stress Operator Services

Generally speaking, New England operators have pointed out to their locations that buying their own machine means they will still be handling loose cigarettes. The jobber or wholesaler simply drops off a number of cases or cartons. Some employee in the location must be made responsible for handling those cigarettes. As a result, the problem of keeping a close check on cigarette inventory-which is expensive inventory-remains much the same as it was when cigarettes were sold over the counter.

Operators in territories where direct-to-location sales have already hurt the established automatic merchandising firm, have redoubled the emphasis on service and convenience -the two elements which built vending into an industry.

On the face of it, operators are not able to compete on a dollars-andcents basis with location-owned equipment. Still operators who know their business thoroly, and are armed with accurate cost statistics from Altho Clayman, of Yeaton, said he their own routes, are demonstrating

New round prizes suitable for

Advance and Columbus Machines. Vend in all other machines, too. Fortune Balls With Precious Per M Fortune Balls With 1 Dice.... 12.50 Fortune Balls With Key Chains, 18.50 Fortune Balls With Balloons ... 14.00 Fortune Balls With Bracelets. Per Gross 6.00

LOWER PRICES OA CHARMS, SKULLS AND RINGS Plastic Charms, Famous

Plastic Charms, Big Series #2. 4.00 Plastic Skulls Plastic Rings, 20 Styles..... Metal Plated Charms, Series #1 Metal Plated Charms, Series #2 Metal Plated Skulls Metal Plated Skulls With Rhinestone Eyes...... 15.00 Metal Plated Rings, 20 Styles. 5.50

Samuel Eppy & Co., Inc. World's Largest Charm Manufacturer

113-03 101st AVE. Richmond Hill 19, L. I., N. Y.

A MONEY-MAKER ON EVERY LOCATION!

1c AND 5c OR 5c AND 10c Less Than 25 \$45.00 Less Than 100

\$44.50 100 or More \$44.00

Write, Wire, Phone

Authorized Northwestern Distributor Brooklyn 4, N. Y. 4105 16th Ave.

ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM 140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. 8 5.5

COPPER AND SILVER PLATED CHARMS

Silver Wedding Rings. 1,000 5.55
Gold Wedding Rings. 1,000 2,50
Cameo Rings. 1 Gress 2,50
Sassy Wise Crack Buttons. 1,000 4,50
Gold Plated Basket Balls. 1 Gress 3,75
We are factory distributors for all leading makes of VENDING MACHINES. PARKWAY MACHINE CORPORATION 423 West North Ave. Baltimore 17,

OUR NYLON PROMOTIONI

THE MACHINE-guaranteed the best conversion.

THE HOSE-no one else offers 51 Gauge, 15 Danier Nylons for \$1.00.

THE PRICE-the lowest for both machines and hose.

WRITE TODAY FOR COMPLETE INFORMATION STEINER MANUFACTURING CO.

Headquarters for Advance 21-F Machines J. SCHOENBACH 1647 Bedford Ave. Brooklyn 35, N. Y.

Helping Hand

LAS VEGAS, Nev., March 26. -Clark County, Nevada, of which this tourist town is the county seat, has turned to vending machines to stave off a threatened financial crisis and installed a candy and a cigarette vender, obtained from Vegas Vendors, Inc., in the courthouse corridors. It is hoped that the 10 per cent received by the county from receipts provided by thousands attracted to the building in search of Nevada's easy marriages and divorces will help to head off a deficiency.

George Franklin Jr., chairman of the county board of commissioners, said the board is also considering proposals submitted by 16 local businessmen for installation of bell machines and operation of he bar in the administration building of the new county airport.

harter N. C. Operation

DURHAM, N. C., March 26.-The cretary of State has issued a arter to Carolina Vendors, Inc., this y, to operate vending machines. uthorized stock, \$100,000; subscribed ock, \$300, by John, Mary and John Duhling.

it is proven that you will sell more peanuts and candy if you offer charms with them. But with Atlas charms you may DOUBLE your BUSINESS in locations where there is a heavy traffic of women and children. Here's what one operator says: "I was amazed when I saw how Atlas Charms wave my machines a shot in the gave my machines a shot in the the seven machines where I tried them."

Atlas is always looking for new and interesting Charms to help you stop traffic. Only Atlas offers you such a wide selection of Charms. Get the facts and a sample profit chart on Atlas Charms. Mail coupon now.

Atlas Mfg. & Sales Corp., Dept. BCH-402 12220 Triskett Road, Cleveland 11, Ohio Rush facts on Atlas Charms to me. No

City State

LEAF RAIN-BLO The original colored Bubble Ball Gum EMPTIES MACHINES FASTER!



LEAF GUM CO., Chicago 22, III.

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.

A. Steele, Coke Official, Joins Pepsi-Cola Co.

LONG ISLAND CITY, N. Y., March 26.-Walter S. Mack Jr., president of Pepsi-Cola, announced this week that Alfred N. Steele, formerly vice-president of Coca-Cola, Inc., has been elected first vice-president and a director of Pepsi-Cola.

Steele, who has been vice-president in charge of sales for Coca-Cola in this country for the past four years, during which time he also supervised all relations with the firm's domestic bottlers, will be in charge of sales and all other operations in the U.S. of the Pepsi-Cola Company.

with \$6,769,834 for 1947.

Searles Expands Staff; Readies Carton Machine

CHICAGO, March 26. - Searles Welding & Manufacturing Company, which has scheduled announcement of its new two-flavor all-carton vender for next week, has effected a 100 per cent expansion in its engineering department, including personnel and space. Walter Ashton, general manager, described the move as a prelude to all-out production of firm's 3-flavor Kalva '49-er and the new square carton vender.

Searles is now completing conton said.







CORN

"GREATEST FORWARD STEP ...



Corn Vender Operators buying our popped corn far as 1000 miles away report gross sales doubled. Put up in double-thickness sealed waxed bags holding 5 full gallons, richly flavored, butter yellow, with a touch of bacon flavor. 60c a bag; 6 bags in a carton. Send Money Order \$3.60 for trial order.

ELECTRO-SERVE, Inc., Peoria, III.

in the BULK VENDING

MACHINE

BUSINESS"

Everywhere acclaimed the greatest

forward step in the bulk vending machine

business, the new Northwestern Model 49 is a winner in

ient screw-on cap, can be cleaned and refilled at home or

warehouse. On location, empty globe is removed from

vender and filled globe attached in a jiffy. Result: Servic-

ing time and costs cut in half . . . profits boosted to new

highs. Write, wire or phone for complete details!

every respect. Its new Sani-Carry Globe, with conven-

Shipped express.

Lamont, Corliss & Co. Names 2 New Execs

NEW YORK, March 26 .- Lamont, Corliss & Company announced the election of two vice-presidents following a meeting of the board of directors. New officials are Edward D. Lane, sales manager, and H. Kenneth Philips, merchandise mana-

Both men will also continue in their managerial positions.

Charter Va. Candy Operation

RICHMOND, Va., March 26 .- State Corporation Commission issued a charter to Automatic Candy Service, Inc., here this week. Firm will deal in candy vending equipment. Max-imum capitalization of the firm is limited to \$25,000 to be divided into \$100 shares. Bernard LaParade, Stuart Vann Bowen Jr., and David E. Satterfield, head of the firm.

CUTS SERVICING

TIME AND COSTS

Gird for April Rush

LONDON, March 26 .- With the end of candy rationing in England April 24, British candy manufacturers will be prepared to supply an average of 41/2 to 5 ounces of candy per week for everyone in the country. according to trade sources here.

The present ration (4 ounces a week) will be retained until the April deadline so as to give manufacturers and dealers a chance to stock up in anticipation of the expected demand.

ATTENTION

DISTRIBUTORS and OPERATORS

SupRoopt hybrid specially made POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carron by express anywhere. Can furnish excellent reconditioned POP

5958 Baum Blvd.

REAL LOW PRICES

Cigarette Machines

Phone: BA 9-0606

BRAND NEW



Lots of 25

Nut and Charm Vendors hold in the Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D

Brotherhood

PHILADELPHIA, March 26 .-A coke machine that accepts a nickel and a penny-the penny to cover the State tax-was being installed in the Germantown YWCA at the same time that a brotherhood meeting was being staged there by the National Conference of Christians and Jews. Over the coin chute, the drink vending operator had placed a sign stating: "Won't accept white pennies." Some wag immediately scribbled underneath: "What! Not even during a brotherhood meeting?"

English Candy Firms

CORN SEZ machines.

Dwight Hamlin Company

Pittsburgh 6. Pa.

UNEEDA B COL. 40.00

NATIONAL 9-30 50.00

UNEEDA 9 Col. 500

Half Deposit.

IIARRIS VT 194NG

2717 N. Park Ave.



BLOYD MFG. CO. VALLEY STATION, KY.

PROFITS IN VENDING MACHINES AND CELLOPHANE PACKAGES

Crisp - Highly Polished - Spotless. The Fastest Selling Grade of Indian Nuts on

Packed in S-Lb. Moisture-Proof Bags-12 S-Lb. Bags to a Carton. Also Available in 25-Lb. Cartone and

> RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

105. A. 8 Jay St., New York 13, N. Y BEekman 3-7646

America's Original Masters in Roasting and Salting of Pistachio & Indian Nuts



RAKE COIN MACHINE EXCHANGE 609 SPRING GARDEN ST. PHILA 23 PA LOmbord 3 7676

California Vending Almonds

65¢ s.Lu. recum tine 80¢ per Lb.

We Manufacture BULK MERCHAN-DIST. All Types-Highest Quality. Lowest Prices . . . Samples

Southern California Operators, order your ACORN MERCHANDISE VENDORS

Operators Vending Machine Supply Co. 1023 S. Grand Ave. Los Angeles 15, Calif.

2 Ea: 8 Column Venall Candy Bar Vending Machines and one inclosed hate, brand new 5200 for all. Contact

JAMES T. WELSH CO. Strubenville, Ohlo

ROY TORR, Lansdowne, Pa.

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

NORTHWESTERN MODELS

THE NORTHWESTERN CORPORATION

818 EAST ARMSTRONG ST. . MORRIS, ILLINOIS



Ic Model

UNIVERSAL % 140 Count COLORED BUBBLE BALL GUM 25 lb cartons 26: LB. 170 & 210 27c LB.

Prepaid in lots of FULL CASH WITH ORDER PISTACHIOS 25 Ib Carton Large 14c lb Small 49c lb. Full Cash With

\$14.95 Almonds 30 Lb. Cartons. 5c Model SEC Lb. Plastic Charms \$2.75 Per 1000

Write for details on SPECIAL INTRODUCTORY OFFER OF MONEY-MAKING "HUNTER" MACHINES 1/3 Deposit F O. B Brooklyn. N. Y... Balance C. O. D. Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE

WITHOUT NOTICE PIONEER VENDING SERVICE Exclusive Victor Distributor in N. 1 es BACKMAN ST., BROOKLYN 12.N.Y

FOR SALE

50 BEVERAGE DISPENSERS

160 and 300 Cup Capac- \$100.00 Hy. Guaranteed A-1 Shape. \$100.00

TO KWIK KAFE COFFEE MACHINES ..

LIQUID COFFEE

BEVERAGE DISPENSERS

3448 N. GREENVIEW CHICAGO, ILLINOIS WILL CONSIDER PERCENTAGE DEAL WITH OPERATORS



EARN LARGER PROFITS with

Put more money in your pocket with a le machine that sends candy, ball gum, and nuts without any change of parts.

DESIGNED BY OPERATORS

To guarantee you make top profits. Not only that, but we help you make your business grow by sending you merchandlaing bulletins with moneymaking ideas developed over 24 years in the vending machine industry. Get full details on the Atlas Ace and the exclusive Atlas Location Charts.

Write at once, \$50,000, the largest liability insurance in the rending machine industry, pro-tects you and your locations gainst any

ATLAS MFG. & SALES CORP.

12220 Trishett Rd. Cleveland 11, Ohlo
Dept. BA-402

THE NEW REVOLUTIONARY MORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Outs Service Time

SAMPLE Write for Quantity Other Popular North-western Venders \$10.85 and Up

Contact us for BULK MACHINE CHARMS MERCHANDISE BALL QUM

Parts and Supplies 16-56 and Foreign Colms.





ALL PURPOSE VENDER J. Nelson Names New Distributor

CHICAGO, March 26.-Jack Nelson Company, national distributor for the Hume, Hagenson & Company Pop n' Hot popcorn vender, announced the appointment this week of the Abby Manufacturing Company, Los Angeles, as subdistributor for Southern California, Nevada and

Nelson was also recently appointed regional distributor for Victor Vending Company's non-coin Hot-Pop popcorn vender, covering Illinois, Indiana, Wisconsin, Michigan and

Fuhrman Nominated

PHILADELPHIA, March 26 .-Norman H. Fuhrman, general counsel and executive secretary of the Cigarette Vending Machine Operators' Association (CVMOA) here, was nominated without opposition for the presidency of the Golden Slipper Square Club. The organization is affiliated with the National League of Masonic Clubs, with a membership of over 1,600.

Fuhr nan, who has guided the destinies of the cigarette vending industry here for many years, has long been active in the affairs of the Golden Slipper. Last year he served as chairman of the club's board of governors. Following elections this month, Fuhrman will be installed as president for the 1949-'50 season at the May meeting. A goodly number of coin industry members are Slipperites.

> 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.

CHARMS

COPPER PLATED SKULLS \$8.00 per M COPPER PLATED BASKETBALLS 8.00 per M PLASTIC SKULLS 4.50 per M LUMINOUS SKULLS 6.00 per M WRITE FOR FREE SAMPLES

415 NEPTUNE STREET PITTSBURGH 20, PA.



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.



ATTENTION-25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship.

ALSO 30¢ CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

NEW NATIONAL 9E	\$275.00
NEW UNEEDA 8 Cols., 510 Pack Cap.	
National 9-50, 350 Pack Cap	97.50
National 9-30, 270 Pack Cap	75.00
National, 6 Col., 150 Pack Cap	
Rowe President, 10 Col., 475 Pack Cap	. 125.00
Rowe Royal, 10 Col., 400 Pack Cap	
Rowe Royal, 8 Col., 320 Pack Cap	85.00
Rowe, 6 Col., 150 Pack Cap	35.00
Uneeda Model 500, 9 Col.	115.00
Uneeda Model E, 15 Col., 350 Pack Cap	62.50
Uneeda Model E. 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W. 270	
Pack Cap.	62.50
Special! 4 Col. VENDOR, 80 Pack Cap	20.00

SPECIAL \$65.00 Candyman, 72 Bar Capacity with enclosed

base.

CANDY MACHINES

National 9-18 . U-Select-It U-Select-It
Advance Candy Machines
Shipman Candy Vendor
ROWE 5 COL. 1¢ GUM VENDOR ...

SPECIAL Rowe Imperial, 8 col Cigarette Machine 240 Pack \$70.00 Cap. 60.00

TOP EQUIPMENT-UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D. Parts and Mirrors available for all makes and models.

REFINISHED-READY FOR LOCATION

166 CLYMER STREET

EVergreen 7-4568

BROOKLYN 11. NEW YORK

20 JR. STONER 6 COL. CANDY MACHINES.



merchandise for 5e, Including cashews, pistechios, almonds, etc. A Real Value for your money Limited stock on hand, so order early. Cup dispensers not included. Original value. 544.50 LOIS OF

10 or More. \$11.50 Lots of 5 \$12.50 Sample



\$72.50 VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE Non-Coin Operated OPERATOR MAKES On Sale of 2 Lbs WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE 5225.00 EA

15 MINIT POP MACHINES-Automatic Pop Corn Machine 1/3 Deposit. Balance C O. D. - Write for Our Catalog.

2124 MARKET ST.

PARTS

GUARANTEED

1 YEAR

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.



WE ARE NOW APPOINTING DISTRIBUTORS FOR THE BETTER SHOE SHINE MACHINE

The BETTER SHOE SHINE Machine was PERFECTED after months of research on locations. It incorporates all the features developed as the result of these findings. It is manufactured by an operator who has been in the business from its inception.

NO OTHER SHOE SHINE MACHINE HAS ALL ITS FEATURES

OPERATORS: We Can Prove to You How to Make Money - Write for Our Plan.

1210 Goodfellow Ave.

St. Louis 12, Mo.

USVC AIR CONDITIONED CANDY VENDORS

CLIFF WILSON DISTRIBUTING

1121 S. MAIN STREET

TULSA 3, OKLAHOMA

Convert your old machines to take KING SIZE cigarettes. Uncedapak Model E and Model A can be changed on location. DuGrenier Model S, V, VD, and W require a short time in your shop — no special tools needed. All parts necessary for the conversion are supplied in one complete unit. Further details on request.

CENTRAL VENDING MACHINE SERVICE CO.

3967 PARRISH ST.

PHILADELPHIA 4, PA.





VENDOR for KLEENEX* Pocket-Pack of Tissues

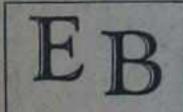
Locations everywhere are demanding this pocketpack of tissues vendor as a service to their customers. (Machine pays for itself in only 6 months.) Everybody knows Kleenex . . . men, women and children need Kleenex, Billboard says sales are terrific.

Mr. Distributor, write for our attractive proposition . . . your salesmen will go to town with this live wire item. No sales resistance!

FULLY GUARANTEED!

51ZE: 10"x5"x35". Capacity: 76 units. SHIPPING WT.: App. 30 lbs.

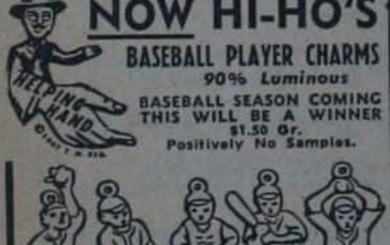
T. M. Reg. U. S. Pat. Off. I. C. P. Co.



THE ONLY TISSUE VENDOR NOW DELIVERING

229-A 144th Street

Bronx 51, N. Y.





NEW POPCORN VENDORS REDUCED

Brand New, Non Coin Operated, Counter Model. Most profitable for operator and location alike.

Sample, \$52.50; lots of 25 or more, \$47.50. Limited number. Wire for actual photo. BEVERATOR CO.

507-509 Wheeling Ave.

Cambridge, Ohio

Theater Man Vending Op Not Lauds Lobby Vender Sales

Cut Overhead by 20%

CHICAGO, March 26 .- Taking a stand on the installation of cup soft drink venders in movie houses and the dime price peg in particular, local theater manager Russell W. Larsen revealed in a news feature in the March issue of Vend results of a series of sales-checks on the drink vender in his theater. Explaining why he vetoed the dime price, he emphasized that with today's difficulty in booking pictures for a third-run house, plus the stretch to make "cids it," he was taking no chances on losing income from the drink vender. "And this would occur because of the drastic drop in sales if the 10-cent price were charged," he said.

Larsen figures that the popcorn, candy and two cup venders in his lobby entbles him to write off 15 to 20 per cent of his overhead. Higher priced drinks would curtail this percentage, his survey of theater patrons revealed. One woman questioned on the dime price said; "I like the movies . . . I go twice a week. But while

I enjoy a soft drink before or after the show, I don't enjoy it 10 cents had approximately 35 cents in their worth. . . ."

his customers, thru the lobby venders. average child had 15 cents left for by women.

that the majority of his juvenile cus- vinced me that venders could be a tomers (who attended the theater source of profit certainly did me Saturday afternoons and Sundays) a favor," Larsen concluded.

Modern Croesus, News Story Says

PHILADELPHIA, March 26.-Taking a realistic view of the vending machine industry, the Sunday Enquirer here in a feature article this week stated that operators "don't become wealthy overnight." The story went on to emphasize that operating firms average only 3 per cent on their investment.

The article, written by Harrison King, avoided the usual semi-humorous vein followed by so many stories of this type. It did, however, predict the even greater growth of automatic merchandising within the next three years, and touched on the various types of equipment now being used. It informed the million-plus readers of the paper that "you can push a dime into a chute and be anointed with sunshine oil, or buy anything from hot coffee to traveler's insurance by simply putting a coin into a machine."

Sugar Report

WASHINGTON, March 26 .- Sugar distribution for the week ending March 5 amounted to 136,136 tons, according to the Agriculture Department.

pockets when they left home. With Larsen's check on buying habits of the admission charge of 20 cents, the is interesting. Clocking total sales refreshments. This he spent, usually, thru the drink machines during one for popcorn (10 cents) when he week (for his 1,000 seat house) he entered the theater, and a drink (5 found 1,937 individual drinks had cents) when he left. Those who been vended. Broken down further, did not care for popcorn (actual sales his study showed that 1,472 drinks during the same week as the drink hal been purchased by children below survey totaled 747 via the popcorn the age of 15, while the balance, al- vender) almost without exception pamost without exception, were bought tronized the candy machine, spending at least a dime in that unit.

Continuing his survey, Larsen found | "The operator who finally con-

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW VENDING MACHINES	RECONDITIONED VENDORS
N.W. Model 49, either to or 5c 817.55 N.W. Dual Vendor, comb. 1c or 5c 45.00 N.W. Deluxe, comb. 1c and 5c 27.00 Silver King, either 1c or 5c 13.95 Silver King Charm King, 1c 13.95 Columbus Model 46Z, 1c 13.00 Columbus Model 46ZB, 5c 13.75 Master 1c All Purpose 13.95 Master No. 2, comb. 1c & 5c 17.50 Master No. 6, 5c, two turn 17.50 SHIPMAN Triplex, 1c, 3c and air mail 39.50 N.W. Nat'l Postage, roll type 69.50 Postmaster Stamp, Roll Type 69.50 Advance 221, 3r25c match fold pack, 25.00 Advance Sanitary Napkin, 10c 20.00	1¢ Advance Ball Gum
SANITARY NAPKINS, 250 in carton, Ea04 Adams Gum, Model GV. & col	WE TAKE TRADE-INS-

LIBERAL ALLOWANCE Match Box Machine Cash Tray Almond, St 4,75 VENDING MACHINES - VICTOR GLOBE AND CABINET TYPES - MASTERS - SILVER KINGS - COLUMBUS - N. W. DELUXE - COUNTER GAMES-SEND LISTI

NEW COUNTER GAMES Mills Vest Pockets 5 65.00 Mills Q.T., 5¢ Cot. Bell, Double Jack-pot. Interchangeable. ABT Challengers . \$39.50 ABT Model F Targets 42,50 ABT Strikalites 5, 10 or 25¢ ... 145.00 Gottlieb Grip Scales 24.50 USED COUNTER GAMES Exhibit Card Vendors 19.50 Camera Chief, 16 ... \$14.50 Marvel 16 Token ... 22.50 American Eagle, 16 ... 19.50 Vast Pocket, 56 ... 44.50 Steeplechase, 14 ... 35.00 Target Kings, 1# .. 45.00 Imp. 16 or 56 10.50 Test Quest, 14 29.50 Yankee, 16 Hunter, 1s 45.00 Electric Shockers . . 18.75 Whirl-s-Sall 18.50 Camera Chief, 1s .. 19.95 Kicker & Catcher, 1s 84.50 Kloker & Ontoher

COLUMBIA BELLS USED (WAS \$85,00) NOW 575.00

> Genuine LEAF RAIN-BLO GUM at Factory Prices

% SIZE, 26c LB. 170 Ct. and 210 Ct., 27e Lb.

DISTRIBUTORS AND SALESMEN WANTED — WRITE FOR SPECIAL DEAL 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.

NEW SLOTS

COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

LOmbard 3-2676

PHILADELPHIA 23, PA

Get that spot

with the new

DUGRENIER ELECTRIC

CIGARETTE MERCHANDISER



Featuring the "Shelf" Delivery

IT'S PRICED RIGHT FOR PROFITS!

Write today for complete descriptive literature, prices, and name and address of representative nearest you.

ARTHUR H. DuGRENIER, Inc.

Manufacturers of America's Finest Cigarette Merchandisers 15 Hale Street Havechill, Mass. Phone: 4252

> THE MECHANISM IS THE WEART OF THE VENDOR THIS OUT IS AMAZINGLY FOOL-PROOF AND DURABLE SIMPLY SLIDE IS OR SE MECHANISM OUT -NO SCREWS

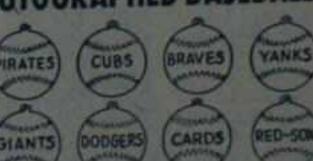


ACORN Merchandles VENDOR THE BEST MACHINE TODA THE BETTER MACHINE

TOMORROW

WRITE FOR DETAILS, AND PRICES OAK MANUFACTURING CO., INC. 1025 SO. GRAND AVE. LOS ANGELES 15, CALIFORNIA

AUTOGRAPHED BASEBALLS



White Plastic

PENNY KING CO. PITTSBURGH 20, PA.

THIRST QUENCHER DRINK MACHINES

Just off location, repainted and in good shape. Make best offer in first letter. BEVERAGE DISPENSING CO.

Claveland & Chie 6511 Selma Ave.

New Disks Not To Affect Jukes

CPMA Annual Meeting Set For April 19

Marks 10th Anniversary

CLEVELAND, March 26 .- An allday convention and banquet Tuesday April 19, will mark the 10th anniversary of the Cleveland Phonograph Merchants' Association (CPMA). The business sessions and panquet will be held in the Hollenden Hotel, according to Jack Cohen, president of the group and chairman of the convention.

Cohen said that CPMA expects a large attendance of out-of-town operators both for the meetings and for the evening entertainment. In past years, sizable groups of Mi '- tan and Pennsylvania operators have joined the Ohio association in its annual conv tion.

Business Discussions

The convention will open at noon with a luncheon which will be followed immediately by a series of business sessions. In their announcement of the convention, association officials did not elaborate on the business program. However, past business sessions of the CPMA's annual convention have always been concerned with specific operator problems and with association activities.

To mark the group's deca of growth, association publicity director Samuel Abrams is preparing an anniversary yearbook which will feature highlights of CPMA's history.

Co-chairmen in charge of the convention, in addition to Cohen, are Sanford Levine, James Burke and James Ross. Members of the convention committee are Nate Pearlman, Richard Head, Hyman Silverstein, Henry Ilg, Joseph Solomon, Louis Nemesh and Leo Green.

Rutzen Named **Export Manager** For Wurlitzer

NORTH TONAWANDA, N. Y., March 26 .- Carl E. Johnson, vicepresident and plant manager of the Rudolph Wurlitzer Company here, has announced the appointment of Arthur C. Rutzen as general export manager of the firm. The appointment of Rutzen, who has been associated with the Wurlitzer company (See Rutzen Expo. Mgr. on page 136)

Hot Time

HARTFORD, Conn., March 26 .- A fire broke out in near-by New Britain, Conn., recently while appropriate music was being played on a near-by music machine. A pinball machine storage shed on Church Street was destroyed and a smoke shop in the building was damaged by fire of undetermined origin. Firemen battled the blaze to the accompaniment of such tunes as I Don't Want To Set the World on Fire, There'll Be a Hot Time in the Old Town Tonight and others, coming thru the open windows of the second floor clubrooms of Veterans of Foreign Wars.

Check Points

1. Juke box manufacturers are interested in the new 45 and 33 1/3 records, and mechanisms required to play these disks.

2. But there is little likelihood that new music machines, using either of these two speeds, will be manufactured for an indefinite time to come.

3. Most manufacturers would have to completely redesign their units to accommodate the

new speeds.

4. Until the consumer (the public) has accepted the 45 and/or the 33 1/3 record, and many recording companies are turning out these disks, an operator could not afford to place a juke box with these speeds on location because of the lack of artists and title selectivity. This automatically will forestall production of such units by the phonograph manufacturer.

5. Conventional 78 r.p.m. records, because of the millions of home record players, will continue to be the "bread and butter" production of the disk manufacturers for many years to come. All songs cut on the two new speeds will also be pressed on 78 r.p.m. records, featuring the same artists.

6. This means music machines purchased now, or in the future, will have an adequate supply of

records.

7. The new 45 disks will be sold for less than the present 78 Victor disks, and the 45 and 33 1/3 plastic disk are unbreakable. Both are lighter in weight, much easier to transport, and retain their playing quality for much greater lengths of time.

Manufacturers Interested In 45 But Do Not Plan To Revise Current Models Now

See Adequate 78 Wax Supply for Operators for Many Years

By Norman Weiser .

CHICAGO, March 26 .- In the coming weeks much will be written and said about the new RCA Victor 45 r.p.m record and player, as a major advertising and promotion program, one of the largest ever undertaken by a record manufacturer, is launched in consumer newspapers and magazines. As a result of this program, the music operator will want some questions answered, and he will also have to be in a position to answer queries about this new donut hole record and player put to him by his location owners. Too, the operator will hear more about the 33 1/3 r.p.m. long-playing (LP)

record introduced by Columbia last year, and many of the questions asked about the RCA record and recordplayer will also be popping up about

the Columbia entry. Most of these answers are basicand they make it quite clear that the operator has nothing to worry about; not now, and not for an indefinite period of time to come. There are two basic factors to back this reasoning: (1) Record availability will be sketchy until the public has accepted, or rejected, the new systems.

Operator Answers

and (2) manufacturers' problems in

reconversion are vast and costly.

Before going into the relative advantages, and the facts about the new records, there is one question that practically all operators are asking. That is: "Will there be new mu-C. Hileman, all of Waterloo, and sic machines produced to handle these (See New Platters on page 136)

Iowa Assn. Adds 9 New Members

WATERLOO, Ia., March 26 .-President Leo C. Miller, of the Iowa Automatic Music Operators' Association (IAMOA), who attended the formation meeting of the Waterloo Association of Automatic Music Operators following a regional meeting of the IAMOA held at Hotel Russell Lamson at Waterloo, reported that as a result of the meeting nine new members were secured for the Iowa association.

The new members are R. L. Pelkey, M. E. Reinhart, George E. Ray, Vern L. Allen, Norman D. Barr, Clyde A. Bittner, Paul Christiansen and J. Lester Haurum, Cedar Falls.

SRO FOR MINNEAPOLIS MEET

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: COLUMBIA PRICE DIP STIRS SPECULATION. Diskery announces 25 per cent reduction on its shellac line.

JACK KAPP DIES. Head of Decca Records died Friday (25) night at the age of 47.

CHI WAX DISTRIB ASSOCIATION PLANS FAIL. Attempts to organize association flop, but new meetings are skedded.

BING RENEWS DECCA PACT. After rumors to the contrary, Der Bingle renews for a reported seven more years.

MUSIC WINNERS OF ACADEMY AWARDS PICKED. Buttons and Bows heads list of tunes to win the Oscar,

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 Section.

Goldman Re-Elected MAPOA Head; Start New Promotion

Goldman, of the Morris Music Company, was re-elected president of the its meeting here this week. Other new secretary-treasurer.

New directors are Vincent Meli, Meltone Music Company; Everett Watson, Ray Music Company, and James Jeffrey, Jeff's Music.

At the annual banquet of the (Goldman Re-Elected on page 151) (See Minn. Meet SRO on page 136)

DETROIT, March 26. - Morris | MAPOA, to be held April 23 at Jean Goldkette's Fantasia, the association will hold a contest to select Miss Juke Michigan Automatic Phonograph Box of 1949. With the co-operation Owners' Association (MAPOA), at of all Detroit disk jockeys, the event is being widely publicized. Applicaofficers are: Edward Grodzicki, E and tion blanks are being supplied all lo-A Music, vice-president, and John cations, and these are being turned in Baynes, Baynes Music Company, either to the disk jockey or directly to MAPOA headquarters, together last year's publication. with a \$1 contribution to the American Cancer Society.

Display Space Going Fast as Agenda Is Set

All Manufacturers Invited

MINNEAPOLIS, March 26.—Altho display space has been open for only one week, Ken Ferguson, publicity chairman of the Five State Phonograph Operators Convention, to be held in this city April 25-26, reported that more than 90 per cent of the booths had already been sold and that convention executives were trying to arrange for additional display area at the Radisson Hotel.

In announcing the rapid sale of booth space, Ferguson reported that a new television system for coin machine locations would be on display at the convention, as would the new 45 RCA record player, and a 33 1/3 LP unit, the latter two units to be included in distributor displays.

Space in the year book also is being sold, and from present indications the book will be about twice the size of

A special invitation to the convention has been mailed to all officers Judges for the contest are Waldo and directors of music operator asso-McNaught, picture editor, Detroit ciations thruout the country and to

Music Leads Export Parade Constellation

Jukes Account For 70% of \$\$ Volume in '48

MUSIC MACHINES

December High Point

(Continued from page 113) export were made in the last six months of 1948. Many of the countries appearing on the vending list were giving vending machines their first location tests in the first half of the year and operators, convinced that their countrymen approved of the latest form of merchandising, reordered in increasingly larger amounts from July on thru the remainder of the year. November proved to be the best dollar volume month with \$65,-223. Of this figure the Philippines were responsible for \$43,414. " fact comers on the vendor list were Nicadirectly attributed to the efforts of rague, China and Haiti. coinmen to stock up on vender units before the partial embargo became effective January 1, 1949. By this government order, announced in Novmber, 1948, vender buying will be limited to 60 per cent of the total merchandisers purchased in the 12month period ended June 30, 1948.

Average prices paid for venders varied from the \$516 paid by an Eucadorian operator to the \$12 per unit averaged on the 1,805 units that were permitted to enter Canada Over-all average price was \$55 per sizable increase over the \$238,442 for and Leo Weinberger. Guests at the Seeburg Corporation, and Jack Whitmachine. The leading merchandiser 391 machines in 1947. Cuba pur- two-day session included Irv McCel- man, district manager for National

Front Money

NEW YORK, March 26 .- Operators trying to close "front money" contracts with locations might try the approach of one enterprising route owner in this area. In all his stops he now gets \$10 off the top, but the deal is so arranged that location owners feel they are paying only \$5.

"This is the way I work it." said the operator, who asked that his name not be used. "I tell the storekeeper that we will first divide the money equally at the weekly collections, and then, partly to reimburse me for my high operating costs and new equipment, he is to give me \$5 from his end. When I leave, I have \$10 more than the storekeeper, but some now he remembers only that \$5."

spent \$92 per unit. Among the new-

rarily sidelined as major outlets for juke equipment it remains for two firm's plans were released. South American neighbors to take over the lead as purchasers of U. S .made music machines, Colombo, always an important market and fourth Sharp, Lexington; Sam Weinberger in 1947 concentrated its entire buying power on ausic equipment and came up with 959 jultes worth \$450,-303 compared with \$313,222 spent on 540 units in 1947. Venezuela meanwhile invested \$333 511 in 560 units, a buyer, operators for the Philippines. (See EXPORTS HEAVY on page 141) land, district manager for the J. P. Shuffleboard Company.

Southern Automatic Holds Sales Meeting In Louisville Hdgrs.

LOUISVILLE, March 26.-Executives and sales personnel of the Southern Automatic Music Company, Inc., gathered here last week for a sales meeting to enable branch managers to exchange business reports and compare notes on prospects for the re-

mainder of the year.

Officials from Southern Automatie's six offices-Lousville, Lexington, Cincinnati, Dayton, Fort Wayne and Indianapolis-reported "a decided pick-up" in sales in all departments. Based on past performance and current business, the distributing com- author. pany officials concluded they should be "optimistic for the balance of permit any person under 18 years of

Following the meeting, Leo Weinberger said the sales discussion "pointed out that operators are in better financial condition than they have been for some time." Southern Automatic's sales policies for the remainder of this year occupied a great With Canada and Mexico tempo- portion of the two-day meeting, but no specific details concerning the

> In attendance at the meeting were A. K. Nigh, Dayton; Sam Dicter and John Stocksdale, Fort Wayne; Homer and Richard White, Indianapolis; Joe Weinberger, Paul Himburg and Matt Ma'cy, Cincinnati.

> Attending from the Louisville office were Earl Pippinger, James Cheeck, Bernard Radford, Morton Weinberger

Showing

MILWAUKEE, March 26 .- The Vic Manhardt Company here will hold a preview of the H. C. Evans Constellation at its showrooms April 2-10, Vic Manhardt announced this week Showing will be held on dates coinciding with the dates of the annual Sports Show to be held in the Milwaukee Auditorium.

Lester Reich, sales manager of the Evans music division, will be among those on hand to welcome operators and represent the factory at the mine-

day event.

Arkansas Assn. in Legislation Report

(Continued from page 112)

House Bill 133, making it illegal to age to play a marble machine, and providing for a fine of not less than \$25 nor more than \$500, is now law, known as Act 60.

Senate Bill 69, introduced by Senator Maner, passed the Senate 19 to 0, was read twice in the House but failed to come up for a third reading. The bill would have given the municipalities the privilege of placing a tax in any amount on music machines and amusement games; also would have made free games illegal and would have authorized cities to make it illegal to operate any kind of amusement or music machine.

Association headquarters are maintained in this city. J. H. Tex Dickens, Magnolia, Ark., is president, and Louise Early is secretary-treasurer.

Welcome, Operators

GRAND OPENING

Monday, Tuesday, Wednesday, April 4-5-6, 1949

of the

Royal Distributing Co., Inc.

Harrison and Glenmore (Rte. 52), Cheviot, Cincinnati, Ohio

Factory Distributors

- ROCK-OLA - Shuffleboards Phonographs

O. D. JENNINGS LINES

All Types Coin-Operated Machines and Salesboards

A Cordial Invitation Is Especially Extended to Operators From Southern Ohio, Northern Kentucky and Eastern Indiana

These two great WURLITZERS offer



MODEL 1100

Finest deluxe phonograph ever built. Features the famous Zenith Cobra Tone Arm that practically eliminates record surface noise and greatly lengthens record life. Novel Sky-Top Turret Window, Encore Program Selector and brilliant, ever-changing illumination give the Model 1100 the greatest play-stimulating profit-producing appeal in juke box history.

INCOMPARABLE VALUE

Dollar for dollar, these two great Wurlitzer Phonographs offer you better construction, more years of play, more actual value than any other instrument available in the industry today.

UNRIVALED BEAUTY

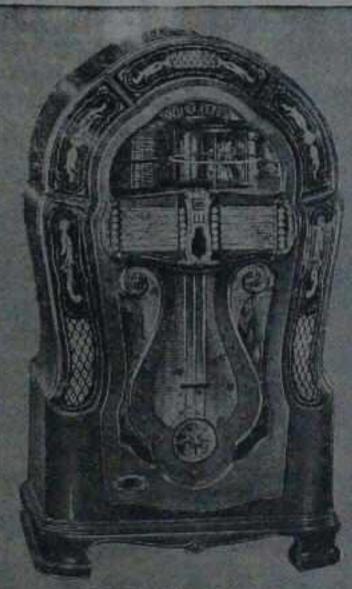
Compare their styling, their illumination, every feature of cabinet beauty—add to it their beauty of tone and you have the greatest combination of money-making eye and play-appeal in the business.

UNPARALLELED ECONOMY

24 records—long proven the ideal record complement—mean faster selection, speeding up play. Low record cost, plus low operating cost, plus easy service combine to make these Wurlitzers the greatest money-saving, money-making phonographs ever made.

UNEQUALED TRADE-IN ALLOWANCE

Wurlitzer Phonographs have always carried highest trade-in values. At current market prices your advantage is greater than ever before.



MODEL 1080

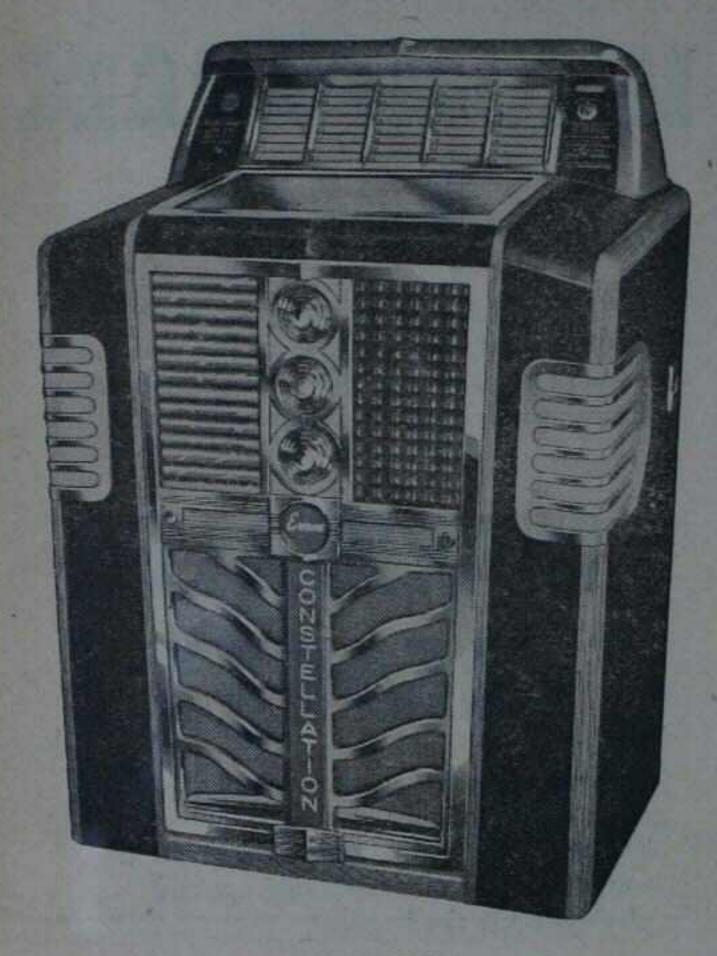
Far, and away the lowest priced QUALITY phonograph on the market today. Its magnificent styling makes this model a sure favorite with the location that wants striking beauty, superb tone, play-appeal that attracts more money to the coin box.

SEE YOUR WURLITZER DISTRIBUTOR

for prices, terms; trade-in allowances and financing. Never before have you had such a favorable opportunity to get and hold the best locations—to multiply your earnings—to cement your position with every location on your route. The Rudolph Wurlitzer Company, North Tonawanda, New York.

ATTRACTION MEANS WHERE MORE ACTION

MUSIC MACHINES



EVANS'

CONSTRULATION

Created to cater to the preferences of all phonograph players, active and potential, Evans' New Constellation presents a play-inspiring variety of magnetic appeals:

Brilliant, true-to-life tone quality . . . gorgeous customdesigned wood cabinetry with breathtakingly beautiful illumination . . . 40 Selections . . . convenient facilities for easy selection ... speedy record changing ... 6 selections for 25c.

Each attracts on the basis of its specific appeal to the individual player's fancy. Together, these features establish an irresistible center of attraction for all location patrons!

To develop more play-to make more money, plan to operate Evans' Constellation . . . "America's Brilliantly New Phonograph!"

Place a priority order with your Evans' Distributor now! Take delivery at your convenience. Don't pass up this opportunity to know the ultimate in profitable phonograph operating.

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 161

CHOICE PHONOGRAPH ROUTE

FOR SALE

INCLUDES NORTH CAROLINA BEACH LOCATIONS

Consists of 55 Seeburg and Wurlitzer (various models) Phonos, 8 Arcade games, new Chevrolet truck, shop equipment, spare parts, 110 Seeburg Wallboxes, 5c: Speakers, choice locations. Many in operation over ten years, some exclusive territory. A pre-war route, one of the top operations in this area. Owner has other business requiring attention. This price is based on current Billboard list prices plus goodwill.

PRICE, \$23,000 CASH Will accept 1949 Cadillac as part payment at list price. Address BOX 252, The Billboard, 155 N. Clark Street, Chicago, Illinois

New Platters Not To Effect Jukes; Plan No Revisions

(Continued from page 133) new records?" The follow-up ques- important factor. At the present time tion, quite naturally, is: "If there will only RCA and Capitol, on the 45 disk, be new machines, how soon can we and Columbia and Mercury classical expect them, and should we hold off disks on the LP sides, are committed buying equipment until there are more developments in this field?"

At the present time, at least two manufacturers, the Rudolph Wurlitzer Company, North Tonawanda, N. Y. and J P. Seeburg, in Chicago, are definitely interested in the 45 r.p.m. system, and have had a number of conferences with RCA officials on the subject. While these concerns have displayed an active interest in the RCA development, other manufacturers have not ignored either the LP or the 45. AMI, for example, has surveyed the Columbia picture and is now studying the 45. Rock-Ola is also looking at the new developments and Peg o' My Heart hits of 1948. with an eye to the future. Aireon has already built a unit to handle the ment on the new 45 and 33 1/3 rec-33 1/3-speed records, which is op- ords, and this will be time consuming tional with its 1949 Coronet. Filben, most of the other record companies hand capped in recent months by le- will not make the large investments gal entanglements, is, not, at this necessary to press the new disks. time, doing anything about the new speeds, and Evans, now introducing that for a long time to come the basic its custom-built Constellation, is also only inactively interested at this point.

Form New Corp. For Hotel Tele

NEW YORK, March 26.-Rentelevision, Inc., a new company organized to place television sets in hotel rooms on a rental basis, has over the new 33 1/3 and 45 r.p.m. sysalready installed video units in 14 hotels in this area, it was disclosed this week by Morton Lipper, president.

Lipper, formerly with New York Television, is associated in his new company with Lou Forman, of Videograph, Inc., and shares office space with the latter firm at 601 West 26th Street.

Rentelevision, which uses seven and 10-inch Emerson tele sets, charges hotel patrons \$1 and \$2 a day for use of the sets-depending on screen size—and pays a commission on gross income to hotel management. Indoor aerials are used exclusively. A larger screen set may be used later.

MINN. MEET SRO

(Continued from page 133) manufacturers of music equipment and supplies, including record companies.

Official Program

the over-all convention have been stalled to date, he offers six minutes approved. This program does not of tele time for a dime, or 18 minutes include those individual association meetings to be held during the course the Videograph units have been reof the convention. The program fol-

Monday, April 25

10 a.m.—Registration (admission) by badge only). Exhibit hall open. I p.m .- Luncheon and open busi- for the past year, became effective ness meeting. (Exhibits will be closed immediately. In his new post he will during this meeting.)

10 p.m.- Exhibit hall closes.

Tuesday, April 26

10 a.m.-Registration (admission

by badge only).

1 p.m .- Meeting of all officers and directors of the Five State associa-

6:30 p.m. - Convention banquet (main ballroom).

Mrs. Martha Webb Dies

CHICAGO, March 26 .- Fred and Irv Webb, father and son heading Webb Distributing Company here, Rock-Ola distributors, were saddened by the death of Martha Webb (Mrs. Fred Webb) Sunday (13).

Record availability is also a most to cut the pop tunes making up the bulk of the records in juke boxes. Before a juke box, featuring either, or both, of the new speeds could possibly be used on location, other companies would have to turn out either or both of the new speed records Obviously, an operator could not invest in a juke box which could not play the Bing Crosby, Andrews Sisters, Evelyn Knight and other important artist-recording hits now cut by firms on 78 disks only. Too, the operator must be in a position to take advantage of the "sleepers" put out by indies, such as the Near You

Until the public has passed judg-

All of which adds up to the fact 78 r.p.m. mechanisms used in the present-day machines will be retained. For even if there are a total of 2,000,000 45 and 33 1/3 players on the market in a year, this figure is only a fraction compared to the more than 15,000,000 home record players now in use. That's why RCA, Capitoland Columbia have stated so emphatically that they regard the 78 market as their "bread and butter" for years to come.

Too, manufacturers must first turn tems to their experimental and research departments. Here another lengthy program begins, one that must be all-inclusive in its scope so as to assure the manufacturer will

(See New Platters on page 151)

Conn. Op Combines Phone Music, Tele

NEW HAVEN, Conn., March 26 .-Maestro Music of Connecticut, Inc. operating firm with 40 telephone music installations in this city, is converting its equipment to offer either music or television thru one mechanism, it was disclosed this week by Clarence Sorrentino, owner. Specially. modified Videograph units are being

Sorrentino, who maintains a studio with more than 7,000 records to fill customer requests by phone, charges 10 cents a play, or three plays for a Final details of the program for quarter. With seven combo sets infor 25 cents. Juke mechanisms in placed with microphones and ampli-

RUTZEN EXPORT MGR.

(Continued from page 133)

direct all foreign distributors and dealers handling the firm's music machines and electronic organs.

Rutzen formerly was manager of the tax and legislation department of the company, and immediately prior to assuming his new post was a special sales representative. Before joining Wurtitzer he was a representative of the United States Department of Justice.

Seeburg Wallbover, 5-29-12 Seeburg Wallboxes, DS-26-52 Seeburg Wallboxes, WS-22 Wurlifter 120 Buxes Wurlifter 1022 Boxes

OLSHEIN DIST. CO.

MUSIC Slightly Used

2—Seeburg '47 with 3 wire stepper. Ea.	\$495.00
1-Seeburg '47 converted to '48	
with 3 wire stepper. Ea	525.00
1-Seeburg '48 with 3 wire	
stepper. Ea	545.00
9-Seeburg 5c-3 wire Wall	
Boxes. Ea.	39.50
6-Seeburg 5-10-25c-3 wire	
Wall Boxes. Ea	55.00

CENTRAL OHIO

Columbus, Ohio 525 S. High St. **ADAMS 7254**

LIGHTWEIGHT

For All Wurlitzer and Seeburgs Perfect Tone-Easy on Records

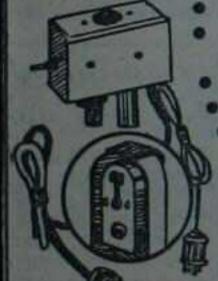


Nothing to change-just plug if in. JACOBS MANUFACTURING CO., INC.

Sole Canadian Distributor ST. THOMAS COIN SALES, LTD. SL Thomas, Ontario, Canada

Use the New

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Removable Needle



 No Needle Stratch Only 3/4 Oz Meedle Pressure

High Fidelity Long Record Life Just Plug In

Wurnital S1495

Elec Cancel \$4 extra Also other makes ADVANCE MUSIC CO

160F Grand

USED Race RECORDS

F. O. B.

Facked 100 to carton. All broken, cracked, chipped and badly worn records eliminated. Excellent assortment assured.

1/3 Deposit, Balance C. O. D.

GALGANO Distributing Co. 4142 W. Armitage Ave. e Chicago 39, III.

Twenty to thirty thousand Records. New and alightly used RCA Victor, Decca, etc., in popular bands. Special price of 715 cents for complete lot.

MEIVIN EPSTEIN

183 West Queen St.

Hampton, Virginia

Wanted. Prefer records not over three months

old. We pay nine cents F. O. B. Boston, Let we bear from you.

SHELDON'S RECORD CENTER El Tremant St., Boston E. Mass.

Marston Grows; Reps Target Gun

DETROIT, March 26 .- The Marston Distributing Company, headed by Max Marston, has moved to new enlarged quarters at 20 West Alexandrine Street, allowing for more adequate display and salesroom facilities, as well as a more central location. The new site is in the rapidly growing coin machine center near the Paradise Theater, where several coin machine distributors and record distributors are located.

Marston, in addition to continuing State-wide distribution of the AMI phonograph, has just taken on the distributorship for the new Exhibit Target Gun, sharing the franchise with Al Curtis, of the Curtis Coin Machine Company, who will continue to operate from his own store at 3033 Hamilton Avenue. Marston and Curtis are launching a joint promotion campaign for the new game, which they believe will fill an important need in Detroit by providing the novelty appeal in a conservative operating territory.

Curtis, who is president of the Michigan Miniature Bowling Association, gave up plans for a vacation trip to Florida in order to handle the inauguration of the new game here.

Marston and Curtis reported Tuesday (22) that the Target Gun, previously approved for operation in Detroit, had also been approved for State-wide operation in bars and taverns as a skill game.

Mape To Distrib Alco-Deree Unit

LOS ANGELES, March 26.—The E. T. Mape Company has signed an exclusive franchise to handle the new Alco-Deree 30 wire counter box for the 11 Western States, Walter (Solly) Solomon, manager of the local Mape office, announced this week. The box operates on any 24 selection machine and has a 5, 10 and 25-cent slot.

Unions Battle In Los Angeles; Ops Caught in Middle

LOS ANGELES, March 26.-Agents of the Teamsters Union, Local 396 American Federation of Labor (AFL) have been moving in on juke box locations and usurping the jurisdiction of the AFL International Brotherhood of Electrical Workers (IBEW), according to charges in a complaint filed in Superior Court.

For the past six months, the teamsters union agents have "unlawfully represented to the industry" that they have jurisdiction over the juke boxes, the complaint alleges. It is further charged that agents told location owners "to get those IBEW machines out of here and put in teamster machines, or else we'll put pickets out here in front of your place in a few hours, and we'll stop all deliveries to your place and you won't get any food or anything else in your place of business."

Plugs have been pulled on numerous juke boxes thruout the city, H. G. Sherry, business agent of IBEW.

Local 1052, declared. The suit was filed by Attorney Glenn A. Lane on behalf of Frank Navarro, the IBEW and George Sherwood, operator of the South Seas Cafe. Navarro is an IBEW card holder. The suit filed against the Teamsters Union also named Frank Matula as business agent of TU Local

An order temporarily restraining the teamsters union, Matula and other defendants from interfering with the IBEW installations and cafes was issued by Superior Judge Clarence Kincaid. Both sides will present their arguments March 28.





seeburg SELECT-O-MATIC 100 offers a better deal

FOR THE CUSTOMER—New playing appeal . . . 100 selections all visible at same time ..., instant choice of latest hit tunes plus old time favorites grouped under 5 headings . . . plays either side or both sides of 10" or 12" records vertically . . . nickel, dime and quarter play . . . 6 individual plays for a quarter.

FOR THE LOCATION OWNER-New incentive to push music revenue . . . a revolutionary coin-operated phonograph plus Scientific Sound Distribution and Remote Contro' . . . smartly modern design . . . luxuriously beautiful appearance . . . helps promote business.

FOR THE OPERATOR—New advantages for increasing collections from top spots and getting a better share of revenue . . . Select-o-Matic 100 cuts record changing time and costs . . . reduces record breakage . . . boosts operator's reputation in community as a progressive leader offering America's finest and most complete music systems.

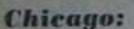
Wheeling, W. Ye.

1619 W. Washingion St. Charleston, W. Va.

2208 Fourth Ave. 1238 S. E. Union Ave. Seattle, Wash. Portland, Oregon



COINMEN YOU KNOW



Rudy Greenbaum, president of Frans-Vue, reported this week that the firm is now shipping samples of its television unit to its distributors, and all firm representatives are ture. A bill to legalize the maexpected to have their units within chines, subject to a referendum, was Klein. The building will be extena few weeks. Meanwhile Fred introduced into the Maryland House sively remodeled before the Mike the new Seeburg 100 selection ma-Mann, vice-president, reports that of Delegates by the entire county the move from Jackson Boulevard delegation March 18. Similar measto the company's permanent headquarters in the Merchandise Mart is in recent years. County coin ops under way All facilities and per- have been pushing for such legislaonalities will be headquartered in the new offices. Greenbaum is also expected to announce some new distributors next week.

H. F. Dennison, president of Dennison Sales Company, left the past week-end for New York, where he will remain for several weeks. Dennison, whose family resides in Englewood, N. J., will spend most of the time with his wife and daughters, but will also contact his distributors while in the East. Meanwhile, Mary Herbert will look after business in the Chicago headquarters.

Lindy Force, general sales manager of AMI, reports that Joe Caldron, assistant sales manager, is on a trip thru the South, and is scheduled to visit Southern Amusement in Memphis and Dixie Coin in New Orleans. While away, Caldron will interview distributors in Birmingham to cover that area for the firm. Caldron's old stamping grounds were New Orleans, and he will spend several extra days there renewing acquaintances before returning to Chicago.

Herb Oettinger, United Manufacturing Company executive, together play the devices, that no more than with his wife and two children, are expected back from a two-week vacation in Miami this week-end. Herb wrote Billy DeSelm, sales manager, that airline reservations to Chicago from Miami were at a premium. Ray Riehl, taking time off from his desk work, showed Lyn Brown, Los Angeles coinman, thru the firm's plant, while Lyn Durant, United president, was also on hand to say hello to the West Coast visitor. Meanwhile the firm's latest game, Ramona, is moving off the production lines daily to meet orders coming in from all parts of the coun-

Lou Jaffa, vice-president and general sales manager of Eastern Electric, national sales organization for C-Eight Laboratories and the Electric cigarette vender, was here last week on business. As usual, Lew, who is one of the busiest men in the industry, made his headquarters at the Lake Shore Drive Hotel where he held conferences with many of his distributors.

Jack Nelson Sr., Jack Nelson Company, reports that district manager H. John Raklios is currently covering Illinois and Iowa on a two-week tour representing the firm's full line of equipment. Jack adds that Claude Van Duyn, Michigan and Wisconsin representative, has just returned from a trip thru those States, during which he concentrated on the Pop n' Hot popcorn vender. Following his recent appointment as local distributor for Exhibit's Dale gun, Jack (See Chicago on opposite page)

Baltimore:

In a move to forge the bonds of cameraderie within its ranks, the Amusement Machine Operators' Association of Greater Baltimore (AMO) will combine a dinner, business meeting and entertainment next Monday evening (April 4) in the Fiesta Room of Mandell-Ballow's Restaurant, Reisterstown Road and Rogers Avenue. The dinner will get under way at 7 p.m., with the tables set in a horseshoe pattern. (See Baltimore on page 153)

Washington:

There is a strong possibility that legalized bell machines will be per- 11th Avenue headquarters until after Company, has been passing out mitted in neighboring Prince Georges County, Maryland, in the near fuures for other counties were passed tors, is in Florida on biz. tion for some time with the Hotel and Restaurant Association of Prince Georges County and the Prince Georges County Civic Legislation also lined up in favor of the meas-

Electrically operated machines of the console type would be permitted altho the bill specifically outlaws the conventional side lever-operated type. Annual license fees ranging from \$25 to \$1,000 are expected to bring \$214,000 a year into the county treasury, an amount that would pay the cost of carrying a three or fourmillion-dollar bond issue for capital construction, according to Perry O. Wilkinson, chairman of the county delegation. There are about 900 coin-operated amusement devices without a cash award now in operation. They do not bring in any revenue to the county. "Our position is simply this-the machines are already there; why shouldn't the county get some revenue from them?" Wilkinson explained.

The measure also provides that incorporated towns can impose a limited additional license fee, that no person under 18 years of age can five machines of all types shall be scope, reports that production lines maintained for public use upon a are being speeded to supply the single public premise at any time, upped demand for arcade games for referendum majority.

The new Gottlieb Bowling Champ pinball game is showing very satisfactory results on location, according to Anthony J. Cicalla, of Atlas Amusement Company. He recently purchased five of the machines. The novelty attracts customers, he finds.

Berlo Vending Company is suffering a temporary business decline because of Lent, George Pariseau said. In his opinion the large number of children and adults who have given up candy has decreased sales considerably. Even the larger sized confectionery bars put out by some manufacturers have not helped the situation, he declared. Pariseau for Watling Sales & Services and added that the sale of popcorn is

New York:

Mike Munves may not leave his the end of the outdoor season. He cigars the past few days. His wife recently bought the coinrow building now partly occupied by Marcus Cedars of Lebanon Hospital, March Munves Corporation takes over. . . . Harry Berger, of West Side Distribu- tions. . . . Sammy Ricklin, of Cali-

I. Edelman, head of Detroit's Edelco Manufacturing & Sales Company, was in town last week visiting coinmen. He reports that his plant is in full production on the pooltype game, Seven-Hi. . . . Hymie Rosenberg, who covers several States on one of his frequent visits to coin for American Shuffleboard, leaves next week on an extended promotion trip.

Ben Horowitz, of Albena Sales, his Venice Beach headquarters. claims a continuing demand from his Central American customers for used jukes. He says that local ops E. T. Mape Company, reports he is used equipment are holding. . . . Al past few weeks, which is good news Simon, Chicago Coin factory rep, for the trade. . . . Incidentally the says that he still can't get enough music machine business seems to requests from his distribs and job- these parts.

Music of Connecticut, was in town on biz last week. He is converting Company business. . . . L. Chapman many of his telephone music stops to combination music and television set-ups, using the Videograph machine. . . . Charles Lipton, of National Rejectors Service Company, left this week for a biz tour of New England. His next trip may take him to Florida.

Bill Rabkin, of International Mutoand that the machines would be the approaching outdoor season. Spelegal immediately if voted by a cial interest is being shown in Rocket Radar, Cross-Country Race, Twin-Bowler and Drop Kick, the games Muto introduced at the Coin Machine Institute show, said Rabkin,

> Fred Meyer, of the Ben H. Golob Distributing Company, has left for (See New York on opposite page)

off, too. As all of Berlo's locations are in movie theaters, the dearth of good pictures in local houses has resulted in smaller audiences and, consequently, fewer customers, he claimed. The company is looking Hartford, Conn.: forward to a boom after Easter, however.

Marvin E. Maddox, representative (See Washington on page 153)

Los Angeles:

Hank Tronick, of Minthorne Music presented him with a son at the 2. He reports that operators say chine is increasing the gross on locafornia Music Company, was looking over equipment at Minthorne's last week.

I. B. Gayer was in town from San Bernardino where they buttoned up the National Orange Show last week . . . Lloyd Barrett came into town machine row. . . . Another recent visitor was Lee Wirt from Montebello. . . . Bruce Frazier is getting things readied for summer down at

Walter (Solly) Solomon, of the are also buying and that prices of moving plenty of Maestros these of the firm's new pistols to meet have taken a turn for the better in

Dan Lufkin just returned from a Clarence Sorrentino, of Maestro visit to Imperial Valley where he usic of Connecticut, was in town was on American Shuffleboard Sales was in town for a looksee from Monterey Park. . . . Alex Koleopoulos one of the old-time operators. looked over the latest in coin machines last week. He hails from Bakersfield.

> Homer Gillespie, who used to be an operator, is now building the Penny Pitch, an arcade item. He reports the game to be hot at resort locations. . . . George Taylor, popular Lompoc operator, was in town to talk over the coin machine business with his old friends. . . Jerry Cooper was in from his Riverside headquarters.

> E. L. Willard, Paso Robles coinman, was swapping news with William R. Happel Jr., of Badger Sales. . Another recent visitor was Burt Polin, of San Luis Obispo, . . William Bradley was in from Covina. . . . Ditto for Pat Patterson, of Glendale. . . . Ed Wilks, of the Paul A. Laymon Company, played host to (See Los Angeles on page 152)

Nathan Weil, of Cigarette Vending

Service Company of Hartford, has been named to the committee in charge of a blood donor program being sponsored by Post No. 45, Hartford Jewish War Veterans. The blood will be used to replace that given to fellow-members, with the entire program to result in a "blood credit" arrangement with Hartford hospitals. Under the plan, post and auxiliary members and their dependents will be able to draw necessary blood from a hospital blood bank as it is needed. The blood will be replaced by the post thru participating donors.

Abe Fish, juke box distributor, was among those businessmen taking a newspaper co-op ad in the Hartford dailies recently, congratulating the Red Stag Cafe on its first anniversary. . . . M. H. Rhodes, Inc. manufacturers of timing devices and parking meters, has announced a new timing product with a wide range of uses in the domestic and industrial fields.

According to the company's announcement here, the new Rhodes timer is rated as two timers in one, as it is possible for either the household or industrial user to shift from fast to slow speed. This feature combines the advantages of two separate timers in one unit.

Calendar for Coinmen

April 1-National Automatic Merchandising Association (NAMA) Region I (New England States) annual meeting, Copley-Plaza Hotel, Boston.

April 19-Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.

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-Iowa Automatic Music Operators' Association

(IAMOA), quarterly meeting, Hotel Radisson, Minneapolis, April 25-26-South Dakota Phonograph Association (SDPA), quarterly meeting, Hotel Radisson, Minneapolis.

June 5-9-National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago. June 19-24-International Store Modernization Show, annual

meeting and exhibit, Grand Central Palace, New York. July 26-28-National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall,

New York. (Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago, for listing in this calendar.)

Chicago:

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(Continued from opposite page) says he has only one complaint; orders are coming in at a rate that taxes his stock. Visitors at the Nelson diggin's last week included Sig Kaplan Sr., of A. & B. Distributing Corporation, Portland, Ore.

Floyd Pedone, Little Amusement chief, believes in giving more melody than his firm name implies; he's spotted an old-time automatic piano on one location, featuring a choice of five tunes in the "backroom piano" style. Business is booming (or jangling?) as patrons put in coins to give the rolls a whirl. Result: Floyd is casting about for some more coin pianos to diversify his juke operation.

Reminiscing on "way back when" days in the industry this week, Globe Distributing Company's Jimmy Johnson wondered if Jimmy Martin, James H. Martin & Company, still remembers breaking a bottle of champagne over the bumper of his first Cadillac. . . . Entire staff over at Atlas Music Company continues to "powder their faces with sunshine" whenever the new Seeburg Select-o-Matic is mentioned. Eddie and Morrie Ginsburg, Harold Schwartz, Nate Feinstein, Joe Kline, Irv Kleiman, and Robert Gabel beam over the favorable comments on location and player acceptance.

Jack Kelner, Kelner Vendors, is readying final details on his new cigarette coupon program, designed to hypo vender cig sales thru premium awards and possibly eliminate pennying in some instances. Jack is putting the idea to final test on his own operation before breaking with all details. . . . Edward Baratz, heading the Fox River Valknown as Q Automatic Sales, headquartered in Aurora, Ill., is enthusing over the Mills hot coffee vender recently added to his all-industrial route. "Good thing for factory installations," he affirms.

Wally Finke, World Wide Distributing, left last week for a two-week vacation in Florida. He'll visit coinmen in Miami and on the Beach before heading home.

While they were attending a movie last Sunday (20) the home of Fred L. Mills and his wife, Nancy, was burglarized. Thieves got away with gems valued at \$2,000 and a beaver coat. He is assistant treasurer of Mills Industries. . . . Frank Q. Doyle, sales manager of Alco-Derre, arrived back in town last for new quarters now that all the week from an Eastern trip, then departed the following day for the Western States, where he will close additional distributor deals.

Indianapolis:

At this time operators of juke boxes, cigarette machines and all coin-operated equipment are upset over the new appraisers value on their equipment. However, the mat- Detroit: ter has been brought before the officers of the Music Operators' Association of Indiana for investigation. Abe Fleig, president of the group, is investigating the matter and until he makes a report nothing more will be said. . . . The Indiana Automatic Sales Company. Rock-Ola distributors, have launched a "spring drive" on coin-operated phonographs. Salesmen for the company have been instructed to feature intensive selling at a price that will make each unit profitable. As an added feature the company will give away free wall boxes during the drive as an incentive, and will install them free of charge.

FOR SALE

5-10-25¢, Like New, \$550.00.

Bing Amuse. Co., Inc. BINCHAMTON, N. Y. 221 MAIN ST.

Philadelphia:

Samuel Rogove, secretary-treasurer of Eastern Sales & Engineering, Inc., local manufacturers of the Kenro ice cream vending machines, is back at his desk after a Florida vacation marred by an automobile accident. While in Miami, he spent some time with Dave Gottlieb, well-known Chicago industry figure. . . . New Click-Tune-of-the-Month selected by the teen-agers in the monthly disk promotion parties, staged by the local Music Machine Operators' Association and Frank Palumbo's Click, goes to Russ Morgan's waxing of "You, You, You Are the One," which gets the No. 1 position in all the music machines in the territory for the month. . . . Thieves broke into the Waverly Theater and stole about \$50 from the candy and drink machines in the lobby.

Scott-Crosse Company placed a location at Lou's Moravian Bar, center-city musical bar now operated by Sam Lerner, veteran music machine and pinball operator. . . Toomey Vending Company in nearby Atlantic City placed the cigarette machines in the new Sea Shell Restaurant and Bar just opened at the resort . . . Also in Atlantic City. the Beer Barrel is the first location visiting with Murray and Bill to show the new Elco-Bowl, a scaled-down, fully automatic, coin- ator) Bodkin, of Forest Hills Autooperated bowling alley. . . . Kayler matic Music, underwent a serious Company, local record distributing company, moved to new offices and showrooms at 21st and Market Streets, . . . Harry Bortnivk. Victor activity in the used cigarette marecords promotion manager for the chine market. local Raymond Rosen distributing firm, and Carole Bloom, are set for an altar trek come June.

Harry Kopsky and Louis Schwartz have filed notice under the State fictitious name business act that they ley cigarette and candy operation are the sole owners of Pennyland, 1948-'49 crop is estimated at 30,000 amusement machine arcade in the center of the city at 1626 Market Street. . . . Bernard Weinberg, one of the owners of the Scott-Crosse Company, local distributing firm, has organized his own Organ Records Company, featuring organ music, with headquarters in the firm's building at 1423 Spring Garden Street. . . . At near-by Pottsville, Pa., the 1949 budget adopted by city council calls for the coin-operated parking meters to produce at least \$35,000 in revenue. . . . Norman J. Kasser has organized the Norman Automatic Vending Company with offices and showrooms at 6310 North Park Avenue in the Oak Lane section of the city.

> Y and Y Popcorn looking around residents of the south side of Vine Street have received notice to vacate because of the State's street widening program. Berlo Vending Company announced the installation of new candy stands at Warners' Arcadia Theater in near-by Wilmington, Del., with new popcorn warmers there and at the Queen Theater.

Burgess Products Company, vending machine manufacturers, formerly located on Jefferson Avenue, has moved to a new location at 20 West Alexandrine Avenue. . . . Dale Sauve, of A. P. Sauve & Son, reports that the new Chicago Coin Pistol has just been approved by the Michigan Liquor Control Commission for use in bars thruout the State. The game was recently approved for the City of Detroit by the Police Department.

Gordon McBain has postponed plans for development of his projected book match vender, because of a rush of business in his woodworking shop. . . . Al Hunter, who has been in poor health for about four years, is somewhat improved and active with the Gaycoin Distributors. . . . Sam Siegel and James Brown, veteran local operators, were down to inspect the new Dale's Exhibit Target Gun last week, with a view toward route expansion.

New York:

(Continued from opposite page) a 10-day trip to Florida. It will be both for pleasure and business, said Meyer. The biz part concerns Golob's new Marba nylon vender. . . . Lou Brown, Coradio prexy, is turning out coin radio sets for placement in motor courts. The courts, mushrooming all over the country, are proving high-income locations for ops.

Sal Fornatora, of Chick's Drinks, reports that sales thru his hot chocolate vender have dropped with this week's balmy weather but the dip has been made up by zooming biz thru the firm's cold drink machines. Chick's operates mostly in subway locations.

Charles Gondolfo, head of Lyceum Manufacturing, has named his new coffee machine Koffee King. The vender will start moving to ops coin-operated television set on test April 15, he states, and Lyceum's chief engineer, Herman Bremer, reports that 50 units a week will be ing for locations for shoeshine machines he had to pull out of a large army camp that recently shut down.

> Abe Stept, of Stept Sales, Johnstown, Pa., was in town this week Wiener, of Vendors, Inc. . . . Al (Senoperation Monday (21), but was recuperating quickly by the end of the week. . . . Dave Lowy reports upped

Brazil Nut Supply

WASHINGTON, March 26 .- Large supplies of Brazil nu.s may mean a price cut in the near future, Commerce Department has indicated. The metric tons, more than double the production of the preceding crop. Last year, the U.S. took about 92 per cent of the nuts exported from Bra-

Rule 19c Cig Price Legal in Georgia

ATLANTA, March 26.-Cigarette prices of 19 cents per pack, or \$1.88 a carton, are in accord with the State's new cigarette pricing law, it has been ruled. Revenue Commissioner Charles Redwine said that such prices are the prevailing levels in other States having a similar law.

He emphasized that dealers cannot be forced to sell at such a price, but that they would not be violating the law if they do.

Before the State Legislature passed the act, cigarettes sold between 17 and 20 cents a pack. After its passage, prices jumped to 20 to 23 cents per rack.

New Deran Bar

CAMBRIDGE, Mass, March 28 .-Another nickel candy bar has been turned out in the initial production added to the Deran Confectionery run. Meanwhile, Gondolfo is look- | Company's line here. The new bar has been named "My Baby" and will be offered to opera as. Jeran, announcing the bar, did not quote a

Deran's new bar has a coconut center with a chocolate coating in which are sprinkled roasted cashews.





"Nothing disturbs Harry since he put G-E lamps in all his cain machines." General Electric lamps are your answer to tough problems of cain machine operation. You can be confident of long life and dependable performance to cut down service worry. Keep machines "on the Job". See your nearest G-E lamp supplier.



GENERAL ELECTRIC

These machines have been removed from locations and are perfect in every respect.

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BASS LINWOOD AVE., DETROIT 6, MICH.

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Now, more than ever, coin machine advertisers are realizing that the best medium for moving new as well as used equipment-quickly-is thru the pages of The Billboard.

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St. Louis 1, Mo. 390 Arcade Bldg. Phone: Chestnut 0443 Hollywood 25, Calif. Phone: Hollywood 9-5831

Detroit 1, Mich. 1009 Fox Theatre Bldg Phone: WOodburn 2-1100

Supplies in Brief

Juice-Picture

WASHINGTON, March 26 .- Fruit juice stocks are slowly increasing, according to a report from the Depart-March 1 amounted to 42,415,000 February 1 and 27,470,000 pounds March 1, 1948.

D. C. Biz Off

WASHINGTON, March 26 .- The trend of business in the nation's capital was sharply downhill from December levels, Commerce Department has reported. Over-all retail receipts were off 39 per cent, with department stores showing the biggest drop, 54 per cent. Restaurants and taverns managed to equal December business, while drugstore receipts declined 3 per cent and filling station business slumped 15 per cent.

Mail Order Cig Sales Defended by Lawyer

MEMPHIS, March 26 .- The cigarette mail-order business, as a tax evading movement, may receive a boost if the views of Thomas L. Robinson, local attorney, are upheld. Defending the Steele Sales Company against a Federal grand jury indictment for selling cigarettes thru the mails and depriving certain States of taxes, Robinson held the firm was a "legitimate mail order house" and had not "perpetrated any fraud on the State of Louisiana."

J. Skelly Wright, district attorney, stated the indictment was the first time the government had invoked the mail-order fraud laws in this connection. He added that if the prosecution is successful, the interstate traffic aimed at beating the cigarette taxes could be halted all over the country.

Philip Morris Sales Gain 27 Pct. in '48

NEW YORK, March 26.-Philip M rris & Company, Ltd., Inc. reporting the largest sales gain during Candy Company. 1948 of any major cigarette manufacturer, last week raised its regular quarterly dividend on common stock from 371/2 cents to 50 cents a share and declared an extra dividend of \$1. Both dividends are payable April 15 to stock of record March 31.

Action, officials stated, reflects a 27 per cent increase in firm's dollar sales in 1948. With total sales of \$213,241,000 last year, actual dollar on its bar goods. increase over 1947 (\$167,532,000) was \$45,709,000.

Sales gains, as reported by other cigarette makers for 1948, were American Tobacco Company 6.5 per cent; R. J. Reynolds Tobacco Company 0.9 per cent; Liggett & Myers Tobacco Company 6.2 per cent and P. Lorillard Company 5 per cent.

California Ups Candy Mfg. 374 Per Cent in 10 Years

SAN FRANCISCO, March 26. -Philip P. Gott, president of the National Confectioners' Assocition (NCA), told members of the San Francisco Advertising Club during a luncheon that their State had increased its candy production by 374 per cent since 1939.

"Today there are 166 candy manufacturers in California; In 1939 there were only 111. The wholesale value of California-made candy has increased from \$16.3 million to \$61 million during the same period, Gott stated. State is now the third of the current year bright, Cox relargest in number of candy manufacturers and fifth largest in terms of its sales, advertising and promotion value of its confection product, he program during the coming year. This

Chinese Walnuts

WASHINGTON, March 26 .- Tientsin, China, is beginning to produce shelled walnuts again for the first ment of Agriculture. Stocks on hand time in more than a decade, according to the Commerce Department. pounds-mostly citrus juices - as About 1,000,000 pounds are expected compared with 34,872,000 pounds to be exported this year. Before Sino-Japanese hostilities in the late '30s, Tientsin was shipping some 8,000,000 pounds of walnut kernels annually, with the U. S. being the best customer.

Tobacco Prices

WASHINGTON, March 26. - The great bulk of the 1948 tobacco crop has been sold at prices exceeding those of the 1947 crop, Agriculture Department stated this week. Average price for flue-cured tobacco was about 8 cents per pound higher. Air-cured tobacco ran 4 cents higher than the preceding year.

Peanut Turnover

WASHINGTON, March 26 .- Agriculture Department had one of its largest turnovers of peanuts in years during January. Peanut sales to individuals and corporations in this country totaled 69,252,228 pounds, while another 40,301,202 pounds were shipped overseas for civilian relief, the department reported.

Melville Confections Elects New Officers

CHICAGO, March 26.-Melville Confections, Inc., employees has purchased all stock in the firm, previously held by outside interests. and elected a new board of directors.

New line-up places W. Melville Cribbs, president; H. C. Carmichael, secretary and treasurer; A. L. Manning, vice-president; E. W. Walters, vice-president, and M. A. McGowan, arristant secretary-treasurer. A new addition to firm's executive staff is E. W. Walters, named vice-president in charge of merchandising.

Melville Confections was set up in January, 1947, when Cribbs and associates purchased the plant and equipment of the Walter O. Birk

Mason Lowers Price On Entire Bar Line

NEW YORK, March 26 .- Joining the lower-price trend in the candy bar field, Mason, Au & Magenheimer Confectionery Manufacturing Company has announced a new price peg

Going into effect within the last two weeks, firm's price for 24-count packs of its nickel bars is now a straight 72 cents, while 120 count vending packs range from \$3.24 to \$3.40, with a \$3.12 price on nickel packaged candy.

Wrigley Earnings Up

CHICAGO, March 26 .- Stockholders of the William Wrigley Jr. Company here Tuesday (22), were told that sales of chewing gum during the first two months of 1949 had increased 20 per cent over the average monthly sales rate. J. C. Cox, firm president, announced that sales in 1948 reached \$61,440,166 as compared with \$50,-186,953 in 1947. Because of the increased sales, and slightly lower raw material costs, earnings in 1948 increased to \$11,455,114, equal to \$5.82 a share, from \$8,490,561 or \$4.31 per share in the previous 12-month pe-

With the outlook for the balance venled that the firm plans to expand would include sales thru venders.

Exports Heavy DespiteEmbargo

Full 1948 report reflects progress in South America and Far East

(Continued from page 134) chased 734 jukes in 1948 with a total value of \$322,426 somewhat off the \$424,123 for the previous year but a strong showing considering the partial embargo in effect thruout 1948 while unrestricted imports were permitted by the Cuban government in 1947. The Union of South Africa and the Philippines also made large dollar increases in the latest export .eport of music machine sales.

Thruout the year monthly averages of jukes for export fluctuated sharply. I January dollar sales were \$115,-459. The next two months reflected gradual increases followed by a sharp dip in April to \$113,240. September proved the low point at \$68,043 and December was the high juke dollar point at \$195,371 indicating that 1949 music sales might start in at a much higher level than the previous January. December music figures surpassed the previous December high of \$165,-909 made during 1947.

Absent from the juke export list since 1946, Australia purchased music machines during three different months in 1948. Coinmen in Tangier and Saudi Arabia helped introduce coin music in their respective countries during 1948. Veteran observers say that Saudi Arabia should become one of the steadier markets for music equipment. The equipment first entered this large oil producing area to increase the comforts of American workers in Saudi Arabia, later requests for juke boxes have come from citizens in the larger Saudi Arabian cities.

Prospects Bright

III.

Prospects for further development of the newer markets for jukes are considered excellent in 1949. For one thing both Venezuela and Colombia ir South America are expected to increase their purchases again this year and Japan, Guatemala and Newfoundland are three other countries which have indicated that they are only beginning to get enough jukes to satisfy current demand. Since Philippine juke buying has been limited to 60 per cent of the purchases made during the 12-month period ended June 30, 1948, purchases naturally are expected to decline but should approach the \$100,000 under prevailing restrictions. Latest reports emanating from the trade ministries in both Canada and Mexico indicate that current embargoes on nonessential imports will remain in full force thru the first half of this year but there is some chance of the orders being modified or rescinded entirely after June.

Game buying, following a poor January of but \$10,061 for 101 units, remained fairly steady thruout the year. The Philippine coinmen were most active in this market, and spent a total of \$91,288 for 825 games. Others who were volume buyers of this type of equipment included Venezuela (\$53,125 for 46 machines). South Africa (\$51,376 for 2,785) Cuba (476 games worth \$45,002) and Japan (129 units for \$33,931). This marked the first time Japan had ever shown interest in U. S. manufactured games, probably influenced by the large concentration of American soldiers in the Far East country. Altho hampered more than jukes and venders by partial and full embargões by its fermer leading foreign outlets, the game dollar total of \$353,544 for 3,852 units was considered above expectations. While making the all-time high of \$681,009 for 7,378 units in ban. to \$33,400 under the import-export the Philippines. There coinmen will buyers, such as coinmen in Japan, of 1949.

Total Exports for 1948

According to Country

	According to Country						Amu	Amusement		
		Totals	Phonographs			enders		ames		
Country	No.	Value	No.	Value	No.	Value	No.	Value		
Colombia	959	\$450,803	959	\$450,803						
	944	412,358	560	333,511	338	\$25,712	46	\$53,125		
Cuba2		399,815	734	322,426	846	32,387	476	45,002		
Philippine	,030	299,012	102	020,120			TO THE PARTY OF TH			
Republic1,	011	949 071	240	89,613	746	68,070	825	91,288		
Union of South	,011	248,971	240	05,010		The state of the s		900000		
Africa	002	000 000	351	149,512	667	37,211	2,785	51,376		
	877	238,099	106	31,203	1,805	22,477	966	33,400		
III 2 SCHOOL DATE OF THE PARTY	A-2011 11	87,080	62	24,777	78	15,549	129	33,931		
	269	74,257	175	35,184	624	18,979	234	18,286		
	033	72,449	47	33,380	023	10,010	50	5,505		
	97	38,885	1000		53	11,754	30	0,000		
Curacao	107	36,401	54	24,647	48	14,189				
	112	36,072	64	21,883	65	7,944	43	1,900		
Panama	144	30,430	36	20,586	03	2,096	68			
Canal Zone	107	28,984	35 *	14,852		2,090	00	12,036		
Salvador	52	28,868	52	28,868	-	2.000	1 × 75 ×	The second second		
Argentina	79	28,719	77	24,739	2	3,980	20	4 000		
Lebanon	177	23,525	72	00.000	147	18,625	30	4,900		
Honduras	43	20,920	43	20,920	-	2 005	10	4 0 - 0		
Costa Rica	75	29,567	44	12,376	13	3,835	18	4,356		
Brazil	70	15,234	14	8,384		4 700	56	6,850		
Saudi Arabia	104	11,268	6	6,530	98	4,738				
Dominican			-0.0					The second		
Republic	43	9,312	33	8,344		0.000	10	968		
Hong Kong	35	8,122		-	25	6,222	10	1,900		
Australia	26	6,220	12	4,050			14	2,170		
Nicaragua	52	5,298	19	3,106	19	1,485	14	707		
China	19	4,805			19	4,805				
Switzerland	8	3,761	4	3,261		-	4	500		
Belgium	6	3,336	6	3,336	Company of the last		LINE STATE OF			
Tangier	9	2,925	9	2,925			A R W. TOWN	-		
Sweden	5	2,738	3	2,146	1000 (mg)		2	592		
_15iti	41	2,708	4	2,008	37	700	OR OTHER			
India	- 7	2,473	3	1,973	V 000 =	1	4	500		
Germany	6	2.300					6	2,300		
Jamaica	7	1,955	2	599	1000		5	1,356		
Bermuda	28	1,625	1	800			27	825		
Trinidad	1	1,200			The second secon		1	1,200		
Eire	4	980	4	980	288 4	3 1 -	TO THE STATE OF	10 10 10 10 10 10 10 10 10 10 10 10 10 1		
Portugal	2	900	2	900	-/ -/-		A COLOR			
Belgian Congo	1	823	1	823	A (13) = 3		1.1.2.22			
Surinam	6	810	3 CA 15 6		- 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1		6	810		
Bahamas	1	658	. 1	658	110000					
Peru	1	632	1	632	-	Carrie Sann	STORES OF THE	1 the Land		
Ecuador	1	516		THE RESERVE	1	516	A CONTRACTOR OF THE PARTY OF TH	15 1929		
	518	27,468	59	9,458	287	7,628	172	10,382		
Omit Commencer:	210	27,100	E E E	2,100				20,002		

Coin Machine Exports

1947 Monthly Summary

	T	otal	Phone	graphs	Ve	nders		usement ames
Month	No.	Value	No.	Value	No.	Value	No.	Value
particular females and the second	1,461	\$380,036	811	\$326,306	244	\$7,580	406	\$46,150
January				10.00 m (100 ft 100 ft		The state of the s		
February	1,924	471,278	906	382,886	322	23,711	696	64,681
March	2,870	633,432	1,552	540,392	609	18,239	709	74,801
April	2,734	485,539	1,035	375,795	771	29,922	928	79,822
May	2,136	422,742	899	342,994	563	25,554	674	54,194
June	1,775	361,209	1,129	270,141	188	25,541	458	65,527
July	2,077	386,304	686	251,947	725	96,942	666	37,415
August	2,666	344,548	1,946	264,999	197	24,215	523	55,334
September		446,159	781	319,560	1,249	78,322	740	48,277
October		702,229	1,443	514,743	1,003	112,455	686	75,031
November	1,930	288,546	825	212,187	409	16,889	696	59,470
	-	198,080	366	165,909	505	11,864	196	20,307
December	1,001	100,000	000	100,000	000	11,002	150	20,001
Totals	26,542	\$5,120,102	12,379	\$3,967,859	6,785	\$471,234	7,378	\$681,009

Coin Machine Exports

		1948	Monthly	Summary			Ami	usement
	T	atal	Phone	graphs	Ve	nders		ames
Month	No.	Value	No.	Value	No.	Value	No.	Value
January	593	\$137,543	259	\$115,459	233	\$12,023	101	\$10,061
February	1,610	234,358	378	179,483	213	12,517	1,019	42,358
March	941	232,817	392	190,651	222	20,627	327	21,530
April	1,136	161,563	339	113,240	424	14,518	373	31,750
May	1,268	233,895	467	159,080	- 645	54,788	156	20,027
June	1,299	145,749	264	106,014	829	16,020	206	23,715
July	2,417	184,006	259	115,768	1,919	29,277	239	38,961
August	921	185,425	274	125,401	231	15,110	416	44.914
September	820	130,525	195	68,043	409	34,765	216	27,717
October	1,121	230,711	381	161,605	302	26,249	438	42,857
November	803	180,905	215	93,863	439	65,223	149	21,819
December	1,254	254,143	471	195,371	571	30,942	212	27.830
Totals	14,183	\$2,309,581	3,894	\$1,623,978	6,437	\$332,059	3,852	\$353,544

have to limit themselves to 40 per [Lebanon and Brazil, are expe * 1 to The outlook for 1949 game business cent of total purchases made in the step up their game buying in 1949 of \$458,459, accounting for 5,715 units. In 1948, this same nation was limited buyers last year is bright, except in However, since some of the new game business for most of the remainder

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Record Reviews

(Continued from page 44)

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

MACHITO ORK

Un Poquito De

Tu Amor

KEN CRIFFIN

the One

Five Foot Two

ing on Tower.

HUM & STRUM

weak performance.

Just a Girl That

Men Forget

ing to holler about.

SY OLIVER ORK

Numbers

Just in Case

the Aristocats

(Decca 24594)

Gran'ma Plays the

Here's a side that starts

out slowly but which builds to a sock via the

Lunceford rock and the

arrangement at both of

which Oliver is the mas-

ter. Oliver does an en-

gaging vocal with his own

Pleasant ballad, co-auth-

ored by "Tuby" Tivin, veteran AFM operative, is

handled tastefully by

Oliver with vocal by Charles McCormick and

THE KEYNOTES

Johnny Get Your Girl Mating of artist and ma-

terial doesn't quite jell

here tho Miss Shelton tries hard to convince.

Nice job with a pleasant

waltz ballad by Miss Shelton, the Keynotes

and the Roy Robertson

PRIMO SCALA & HIS

DION ORK-THE

The invigorating and

rowdy spirit of this oldie

combined with a similar spirit in the Scale in-

terpretation should win

heavy Midwestern play

Easy going and tasteful

makes for an entirely pleasing hunk of wax.

Swingin' Down the

KEYNOTES

for this side.

London 4011

The Village Band

BANIO & ACCOR-

If You Ever Fall in

Love Again

ANNE SHELTON-

(Lonnon 408)

(Stellar SR-1019)

Are You Blue?

Old-fashioned-type oldie

loses much in a rather

Duo do a twin-tempo

job with this oldie with

organ aid. Result is noth-

Brown Eyes Why

(Rondo R-186)

You, You, You Are

The German waitz is giv-

en the Griffin organ

treatment that made his "You Can't Be True Dear" so big, Should click nickels heaviest in

Griffin does the bounce

oldle instrumentally. May catch some coin if the

tune catches sgain via

the Benny Strong wax-

Asia Minor

music.

evergreen

Midwest.

(Mercury 5256)

This is a superb waxing.

Should please L-A danc-

ers as well as prove pro-vocative stuff for col-lectors of progressive

The driving rhythm and modern ork sound com-

bine with Graciela's vo-

cal to make this a fine Latin etching of an L-A

POPULAR



76--77--75--75

74--70--75--78

45--42--44--50

52--50--56

75--77--73--75

69--68--68--70

74--75--74--73

83--84--82--84

ARTIST TUNES LABEL AND NO. COMMENT



POPULAR

BENNY LEE 82--84--80--82

> Park Your Pistols Benny Lee is one of the better English male vo-

Don't Hang Around Tune's been around for a while and nothing's happened. This reading doesn't figure to change the picture the Lee turns

in an awfully fine vocal.

ART MOONEY ORK (MGM 10381)

80--76--80--83

Once and for Always Tune from the "Con-necticut Yankee" pic score is handsomely pro-jected in the Mooney scoring. Bud Brees is competent with the vocal, and if the tune happens this version could be a

com ches.

DON REID

This original pop-polka, cleffed by Reid, could catch on, It's a gay production on a catchy tune, with a big background by vocal chorus and Dave

ody value. Tune here is better than the perform-79--79--78--80 ance.

> MGM 10375) Be Mine!

in this fine young sing-er's personal chanting of the "La Paloma" pop. Wind in My Sails Not up to flip.

(Sullivan 504)

Boise, Idaho Catchy jingle gets rousveteran vocal group.

Wyoming Pleasant harmonizing on a good-enough nostalgia

(Rondo R-187) You're My Love Song 76 -- 75 -- 78 Griffin original is a simple catchy waits played at a perfect dance tempo

Another original, this walte in taken at a swingler pace by the Hammond king, Tavern boxes can use both sides.

(Decca 24591)

Laughing Boy Carmichael a mixture of Indiana folksiness and modern jam styling fails to register with this pleasing, but heavy tune. An Old Piano Plays the 84--84--83--85

Blues Tune here is more in character with the movie Carmichael, but it's a precious, tortuous effort.

67--67--66--68

78--78--78

81--82--80--80

75--75--75

72--74--70--72

61--60--61--63

61--60--61--63

61--62--62--60

62--62--62

(The Keynotes-Nat Temple Ork)

70--70--68--71 callsts. He proves some of his versatility with this material piece where he acts more than sings.

When You're in Love Johnny Martin and Choir handle the vocal on the "La Golondrina" adaptation. It's a pleasing ef-fort, the not quite up to the Mooney norm.

(Penk 800) Hurry! Hurry! Hurry! 84--84--84 Mann orking

Don't Be Afraid To Dream Ballad, also penned by

Reid, has lyric and mel-

DERRY FALLIGANT

Lots of grace and charm 62--62--61--63

THE KING'S JESTERS It's Noisy Out in

In the Hills of Old

KEN GRIFFIN

by the organist. The Miller's Daughter 75--74--73--79

HOACY CARMICHAEL

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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



POPULAR

JACK KILTY (MGM 10376)

The Streets of Laredo 72--72--71--73

Warbler does a warm, straight - from-the-heart vocal on a picture that so far has failed to take hold, but could perk up off this performance.

The Streets of Laredo 72--72--71--73

Don't Wanna Let You See Warbler shows promise with a soft-voiced, jivey approach. Singing has overtones of Laine off this performance.

I Got a Gal in Galveston 78--78--78 Kilty projects strong per-sonality on the Western pop that started via a Sammy Kaye disking.

GUY LOMBARDO & HIS ROYAL CANADIANS (Decca 24589)

My Heart's in the Middle of July 75--76--75--73

Easy-going show tune from "All For Love" gets a bouncy beat and pleas-ing trio vocal from the danceable Lombardo aggregation.

Scalawag Cute ditty takes on plenty of sparkle in this typical Lombardo cleffing. Kenny Gardner handles

the warbling ingratiat-ingly, and the band serves the dancers exactly what they want.

GORDON JENKINS ORK (Decca 24593)

My Dream Is Yours 76--77--76--76 BING CROSBY Joe Graydon and choir handle the picture effectively here in a typical Jenkins score.

I'm Beginning To Miss

You The handsome Jenkins sound and a pleasing Graydon vocal add interest to Irving Berlin's intest ballad entry.

DINAH SHORE (Columbia 38422)

Having a Wonderful Wish Thrush does a potent vo-

cal on a catchy tune from a forthcoming flick with the same name. Trick echo response interpolated in her own voice adds to appeal quotient.

The Story of My Life Delightful Sigman-Hilllard ballad finds Dinah

relaxed and lyrical.

FRANK SINATRA

(Columbia 38421) Bop! Goes My Heart Backed by the Phil Moore Pour, Prank does a rhythm ballad with bop overtones, and he does it with sparkle and verve. This could be the something different that will pull him out of

the doldrums. Where Is the One The Voice gives this lovely Ed Pinckel-Alec Wilder ballad just the faint, languishing treatment it should have.

TWO TON BAKER (Mercury 5266) All Right, Louis, Drop

the Gun Bright production of the er gets bubble and spar-kle into his interpreta-

Put Your Shoes on,

Lucy Straightforward rendi-tion of the comic hillbilly novelty.

DOREEN STEPHENS-ALAN KANE (Jack Coles Ork) (London 400)

The Two of Us Listless boy-girl excurzion thru a dullish ditty. I Don't Know Why ington Bridge on F W. New Jersey. Close harmony on the standard, and a pleasant, listenable Job. 76--76--74--80 MUSIC

73--73--71--75 Narcissus

83--84--82--82

83--84--82--82

62--60--62--58

ARTIST TUNES LABEL AND NO.

COMMENT



78--80--76--78

74--76--72--74

71--70--72--NS

71--70--72--NS

88--88--88

77--77--75--78

78--74--78--82

57--57--58--56

74--76--74--72

POPULAR

IOE COSTA

(Bullet 303)

has overtones of Laine and Torme on this listenable new rhythm bal-lad, with "hip" small

combo backing. I Knew It Was Gonna

Be Love Another rhythm ballad here makes a good vehicle for another jive vocal in the Laine school.

POLKARTS (Double Feature DF 2012)

Jenny Lind and Blue Skirt Waltz

84-84-83-84 Two-for-one package on Universal's new double feature platter makes good counter item. "Lind" is a straight instrumental polka; "Skirt" the waltz click with an okay male vocal.

> Clarinet Polka and Trouble Polka

Lively pair of polks instrumentals.

(Ken Darby Choir) (Decca 24524)

Once and for Always 88--88--88-Bing does one of his super old-time jobs with 76--76--76 his forthcoming "Connecticut Yankee" flick.

If You Stub Your Toe on the Moon (With the

Rhythmaires) Aiso from the "Yankee" score, Bing gets off a 82--84--81--80 warm rendition of the novelty ditty that's in the same vein as his sock "Swing on a Star" number.

> LOUIS JORDAN (His Tympany Five) (Decca 24587)

You Broke Your Promise 84--84--84 The Jordan Jump-and-live treatment applied

to the popular "Promise" novelty makes for a promising side. Safe, Sane and Single

The boys go hillbilly with a tongue-in-cheek ricky-tick version of one of Jordan's typical kidding moralizers.

LIONEL HAMPTON ORK

Decca 245741 75--75--74--76 Chicken Shack Boogie 84--84--83--85 Hamp's rocking, sockhigh-riding race jumper should climb way up there in short order.

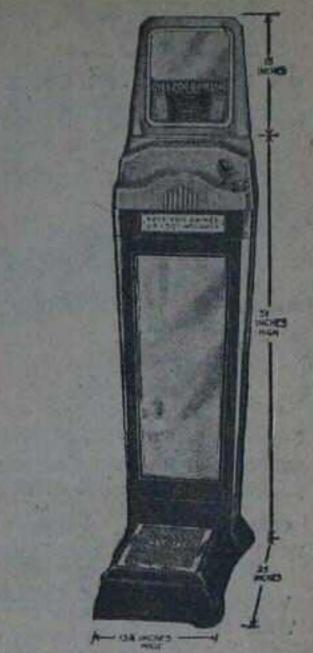
Benson's Boogie Another jumper that swings high and hard, this tribute to deejay Al Benson should get plenty of box play,

TED HEATH & HIS (Reggie Goff)

(London 410)

Reggie Goff does his Vaughn-Monroe-ish with a special lyric written to the Nevin evergreen. A kind of hopeless venture, by and large.

Harlem Nocturne Heath again demonstrates that he has the most progressive band in England. His fine rendition of the jazz fave 72--72--74--70 would stand with our best for ideas and tone color.



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Record Reviews

(Continued from page 143)

(100 Point Maximum)

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

ARTIST TUNES

COMMENT

RATINGS LABEL AND NO.

61--61--63--60

63--63--65--60

65--66--68--63

75--74--72--80

62--62--64--60

68--70--62--65

71--71--70--72

50--50--50--50

ARTIST TUNES LABEL AND NO. COMMENT



82--82--80--84

POPULAR

SAM BROWNE-STANLEY BLACK

(London L. 372) No Orchids for My Lady

Browne sings it warmly and richly, with good backing from the Black ork. Release is a bit late, however.

The Promise in Your

British show tune is routine stuff.

KENNY BAKER (Decca 25419) Always in My Heart Straightforward but not sparkling pace-thru of

the Lecuona tune. Blue Tahitian Moon Baker creates the right far-away mood here.

EVELYN KNICHT (Decca 23854)

Saloon Re-issue of an appealing piece of material enchantingly sung by Misa Knight. No reason why this shouldn't do well in

Toorie on His Bonnet 64--64--65--62 Scotch folk-type tune with a fine Highland illt. Appeal figures to be ilmited to cultists, however.

DOROTHY LAMOUR (Decca 24577) Perfidia

The Sarong does surprisingly well with the L-A fave, but it's hard to see tune catching on again via this platter.

Adios, Mariquita Linda 62--62--64--60 Another nice job, here with the movie star singing relaxed and muy simpatico. Same rationale as with flip applies to commercial possibilities of this one.

IACK FINA ORK (MGM 10379) Love Me! Love Me!

Love Me! Add another bright wax-ing of this perky plug tune, spotting the lead-er's tinkle 88-ing and bouncy chorus warbling

When Is Sometime Society treatment of a flicktune from "Connecticut Yankee" lacks vibrance in both the vocal and instrumental departments.

FRANCIS CRAIG ORK (MGM 10378)

Thought I Was Dreaming The "Near You" maestro

switches format as he features a breathless, hushed recitative drenched with sirupy senti-ment, and trick organ opening and closing Not auspicious.

Tennessee Tango More originality here, as a tango with a hill-billy lyric features the special Craig pisno, and an okay vocal by Bob Plamm

BRUCE HAYES (W. Jacob & His Zaniacs) (De Luxe 1192)

I Won't Go Home This side is short, but has nothing to offer.

I'm Afraid of the Dark 35 -- 32 -- 37 -- 35 This one is longer, which is no recommendation.

POPULAR

MADELYN RUSSELL (J. Carroll's Ork) (Mercury 5388)

Pal-Ing Around With You 74--74--74--73 Promising young thrush delivers with atyle and a winsome personal quality on this new nostaligia-

> old-fashloned theme. Craxy, Craxy (Craxy 'Cause I Love You) 78--78--77--79 Lots of vitality and humor in gal's pert delivery of a catchy Spade Cooley Western, Miss Russell does it semi-

pop, and side could go in

the city and the country.

type ditty with a warm

PRIMO SCALA & HIS BANJO & ACCOR-DION ORK & THE KEYNOTES (London 411)

Ain't It Grand To Be Bloomin' Well Dead 60--50--60 Surprising that the London firm let this side out. It's too bloomin' English and it certainly is not in line with the good taste which has made Scala mean something on the American mar-

57--55--55--70 loshu-Ah Not much to this oldfashioned waltz. May get some Midwestern action.

BING CROSBY (Victor Young Ork) (Decca 25409)

It Ain't Necessarily So 75 -- 75 -- 75 There is hardly anything more worthy of being relatued than wax which has Crusby doing a topflight Gershwin

I Got Plenty, o' Nuthin' 75 -- 75 -- 75 Same comment, Incidentally these sides also are in a Crosby album of Gerahwin songa.

ANNE SHELTON (London 414)

76--77--75--76 | Heart of Loch Lomond 90--92--90--88 Miss Shelton turns in a warm and feelingful job on a tune which is currently enjoying great popularity in England

63--64--63--62 Put Your Shoes on Lucy The chirp puts that Yankee touch to her work with this novelty

and turns in a winning HARVEY HARDING

And His Songsters) Grand G-250131 Oh That Girl Amelia

Catchy, familiar polha melody with a new Eng-lish lyric. The aids man-ages to retain its swingy good humor despite crute The Blue Skirt Walts 74--72--70--79

The instrumental porpianola effect, are especially pleasing in this creditable coverage of the international waits hit.

JIMMY LIGGINS & HIS DROPS OF JOY (Specialty SP 222) Baby! I Can't Forget

You Heartish blues chant-ing, with compelling alow-drag orking in back.

Lookin' for My Baby Boogle-woogle blues, with ing that swings.

75--75--73--71

77--75--75--76

67--65--65--74

72-72-70-74

PHONOGRAPHS LISTED BELOW ARE COM-

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59

ROCK-OLA

COMMANDO ... 579

SUPER 69

MASTER 79

DE LUXE 79

PRESIDENT 79

RATINGS (100 Point Maximum)

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

ARTIST TUNES LABEL AND NO.



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COMMENT

(Specialty SP 323) State Street Boogie A really - jumps - frantic screamer, spotting a strong shout vocal, a preaching tenor go and a good rocking beat.

lackson's Blues rerrific "talking" baritone sax featured all the way, with the band punching hard in back. This one has the makings of another "Cornbread." 85--85--84--86

84--84--83--85

BIG MACEO

(Specialty SP 320) Do You Remember? A Deep South blues shout, with good-best chanting and slow-rock piano in back. Good feeling. Big City Blucs More in similar vein.

73--71--73--75

71--70--71--73

67--64--70--70

64--62--66--64

80--80--80--80

78--80--78--77

72--72--74--68

79--81--78--78

78--80--78--76

84--84--83--85

79--79--78--80

TEXAS SLIM (King 4283)

Black Man Blues Real Deep South blues shouter's words are bard to make out but his earthy tone and guitar strumming are packed with flavor.

Stomp Boogie Not much musical invention here, but the guitarint beats a mean foot and generates tome down-toearth guitar talk.

EDDIE GORMAN

DeLuxe 32091 Telephone Blues Gorman's inlky, deepvoiced blues style has a strong personal quality with plenty of humor. Side is thoroly entertain-

Beef Ball Baby More witty stuff here, with strong thythm backing and tonky piano solo-

ANDREW HOGG (Exclusive 59X)

He Knows How Much We Can Bear Soloist chants and twangs a flavorsome old

guitar on a fervent religious piece for the down-home folks. I Don't Want Nobody's Blood Stain on My

Hands Real Southern Bayor abounds in Hogg's heartfelt offering.

THE THREE RIFFS. OSCAR PETTIFORD (Atlantic 271)

Pluto-You Dog! The male trio rides lei-surely thru a cute non-sense novelty with a great steady dance beat. Even the frequent bark-I'll Be There

Side is billed as a "be-bop ballad," and actual-ly finds two of the lads bopping accompaniment figures to the straight balled lead. Effort is pleasing, and highly competent, but not start-

DAN GRISSOM (Buddy Harper Ork) (Jewel ON 2010)

Like a Ship at Sea Grissom sings it smooth and persuasive. It was he who did the vocal on the Jimmy Lunceford disking of the same tune tome years back. Side could catch on.

Can't Sleep The plaintive tune intro-duced by thrush Lorry Raine as a pop makes good material for the talented Grissom.



59--60--58--58

82--83--81--82

69--68--67--72

72--72--70--74

81--80--80--83

76--76--76--76

69--69--68--70

67--67--65--70

65--65--63--67

84--84--84--84

71--72--70--70

. RACE

ANNIE LAURIE-PAUL CAYTEN ORK

(De Luxe 3211) Waiting for You Mediocre singing teamed with a rather weak ballad make for very little

Annie's Blues Annie's a much better blues-shouter than balindeer as this side proves. She hollers a justy blues with jump ork backing for an effective disking.

ALBENNIE JONES

(Sam Price & His Quartet) (Decca 48095)

Hey, Little Boy The material isn't up to the spirit propelled by Mins Jones, who is a first rate femme blues hollerer.

Love Is Such a Mystery

Albennie sings strong and with much feeling and pent on a blues that lacks real punch.

"STICK" McGHEE & HIS BUDDIES

(Atlantic 873) Drinkin' Wine.

Spo-Dec-O-Dec Big beat, an infectious and much spirit make this side a natural for race locations in both city and Southern areas.

Blues Mixture Spirited etching of traditional blues item usually known as "Muddy Water."

EARL COLEMAN

(Linton Garner's All Stars) (Atlantic 872)

I Hadn't Anyone Till You

Coleman sings very much in sound and style like Billy Eckstine as he tackies this Ray Noble

Don't Bring Your Trou-

bles to Me He lacks the warmth of Eckstine as he tries to warble a blues of no par-71--72--72--70 ticular merit.

> MABEL SCOTT (Exclusive 83X)

That Ain't the Way

To Love Miss Scott expends her considerable talents on a light-weight novelty number that does nothing for her.

Give Me a Man This is more like it-a "grocyy" blues with strong impact lyrics, and Mahel gets off a heart-and-soul rendition that should make this a leading race platter in the

coming weeks.

BILL MATHEWS-THE BALLARDIERS-STICK EVANS COMBO (Arlington 201)

Please Give My Heart a Break

Pleasing ballad was introduced previously by the Orioles. Lad here de-livers with a fine deep barilone that could have registered stronger if he had pulled out the stops stylistically.

Rock and Roll Mathews shows versatility as he shouts and scats this lively jump opus. Blurry recording dulls the edge here.

72--72--72

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Record Reviews

(Continued from page 145)

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 (GUITAR

(MGM 10380)

are stronger vocally.

Lady of Spain

RED SOVINE

(MGM 10374)

Who's Lonely Now

Strong torch tune, war-

bler's open, engaging style and fine string work

in back make this a

I Wanted You for a

Same pleasant appeal

(The 4 Aces of

Western Swing)

(Cowboy CR-1202)

Lively and listenable

warbling and orking of

Haley gets good feeling

into the delightful folk

EDDY HAZELWOOD

(Decca 48145)

Then I Turned and

Walked Slowly

This entry is late to

stack up against the

smash Eddy Arnold ver-

sion, but it's a fine ren-

dition that should win

many friends for Hazelwood. Steel guitar and

fiddle balance it nicely.

Rendition of fairly rou-

tine hill tune lacks the

persuasion of the flip.

Guitar is noteworthy

(And His Smokey

Mountain Boys)

(Columbia 20551)

Altho this weeper has

already enjoyed a long hit run, the name power is strong here, and the hit backing makes it a real buy. Acuff's throbbing rendition can't be

lightly dismissed either.

Plenty of hearty hill fla-

vor in this side. Altho

Pee Wee King has been riding high for some time

with his rendition, Acuft

and strong coupling

(Exclusive 85X)

She Left Me When

My Dream Boat

Started Leakin'

Toe-tapping country tuns

has a catchy refrain, and

the boys put it over with

Okies in California

Follow up to "Dear Okt"

has plenty of meat, and it's put over in lively en-

Tennessee Waltz

should help here.

DOYE O'DELL

lively spirit.

Sweeter Than the

I Can't Change My

Heart

here too.

ROY ACUFF

Flowers

Tennessee Border

the click folk ditty.

Candy Kisses

torcher.

promising hill item.

Lifetime

projects here.

BILL HALEY

Careless Hands

Jacks)

BOOGIE) SMITH

(And His Cracker

This pleasing, guitar-fla-

vored version is unlikely

to catch several earlier

entries on the tune that

Whistling, bone rattling

and guitars try hard and turn in a moderately in-

teresting side. If the tune continues to revive,

this disking should get a

share of the juke play.



75--75--73--78

73--72--76

80--80--80--80

77--77--78--76

73--73--73

72--72--73--71

79--78--78--80

66--64--66--68

83--82--85--82

73--76--72--72

81--54--51--80

FOLK

ARTIST TUNES LABEL AND NO. COMMENT



64--64--64--63

61--60--62--62

FOLK

PEE WEE MILLER & THE HAY LOFT BOYS

(20th Century TC-20-81) Jazzbo Daisy 61--61--60--62

Novelty pseudo-hillbilly is fairly engaging. Brush Those Tears From Your Eyes . 55--54--53--58 Not much here, as the boys give a country touch

RAY WHITLEY (His Six-Bar Cow-

to the fading hovelty pop.

(Cowboy CR-303) How Could So Many People Be So Wrong?

Tune and rendition are more in the pop than folk vein. Hybrid quality limits appeal to either group of buyers.

Why Do I Cry Over You? Whitley and the boys

give a spirited account of themselves here, but the tune is run-of-the-

RELIGIOUS

ZEKE WILLIAMS (Columbia 26553)

75--76--75--74 The Cowboy's Dream A religious disking for the Western mart is mainly a narration with group humming, yodeling

and keeping up a peat. Effective. What a Friend We Have in Jesus

70--70--70--70 Same type of narrative is a bit restrained in its more genuinely religious nature.

WILBUR BELL-WAT-KINS-BELL SINGERS

(Artington 301) 70--70--70 Clinging to the Lord Bell is an effective gospel singer. His support is just fair on a typical piece of religious material.

No. I Won't Feel 73--73--74--72 Satisfied Lots of spirit in this side is raised by good rhythm.

THE TWO GOSPEL KEYS

(Splo SO 10-007) I Don't Feel at Home In This World

Anymore Spirited gospel disking with good rhythm and much feeling.

82--80--85--80 You've Got To Move (When the Lord

Gets Ready) Fine rhythm and feeling pervades this disking for the Deep South

THE SILVERTONES (Solo 80 10-006) He Is My Rock, My

Sword, My Shield Good group turns in a fine gospel opus lacking only better rhythm feel-Just Like the Tree of 60--60--60--60 Lebanon

Execution and material both are lacking. COLDEN GATE

QUARTET (Mercury 8124) lesus Met the Woman at the Well

Superbly rendered job of an impressive piece of material. Mary, Mary Another fine Job of an up-tempo spiritual.

75--75--75--NS

80--80--80--NS

69--70--68--68

76--76--77--75

69--71--69--67

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(100 Point Maximum)

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ARTIST TUNES

LABEL AND NO. COMMENT



65--65--NS

72--75--74--68

71--74--73--68

78--80--80--72

77--80--80--70

83--85--80--NS

70--70--70--NS

76--78--74--NS

RELIGIOUS

DEEP SOUTH BOYS (Columbia 30155)

Look for Me in Heaven 63--65--60

Okay religious vehicle
with good lead voice
showing the way but
with the others not delivering the same feel-

Why Should I Worry? 59--59--60--58
This is inferior gospel
wax which is designed for Southern consump-

WINGS OVER JORDAN (Victor 22-0006) Just a Closer Walk

With Thee Quality group do a good platform style spiriual, marked by fine legit solo and harmony warbling.

Pray On Rendition this time is somewhat mannered and

JAKE TAYLOR The Radio Ranch Hands)

(Mercury 6166) Whispering Hope Fine Western tenor projects the standard devo-tional tune with heart-felt sincertly.

Softly and Tenderly With organ and guitar backing, Taylor warbles another traditional prayer-meeting favorite in the same warm manner.

THE SILVERAIRES (Gotham G-604) Up In My Heavenly

Epiritual group delivers an effective side here. with leisurely tempo, beartfelt chanting and warmly blended barmony.

Traveling Shoes Fast, clipped-phrase spir-itual is knocked off in tight, forceful fashion by the talented group.

LESTER FLATT, EARL SCRUGGS (The Foggy Mountain Boys) (Mercury 0161)

God Loves His Children 78--81--81--72 Hillbilly sacred singers kick up an irresiatible rhythm on this fine camp-meetin' spiritual. I'm Going To Make

Heaven My Home

Spirited group offers a personalized plan for a happier existence. The plous folks should go for the side's simple sin-

MANTOVANI CON-CERT ORK (12") (Ivan Fosello) (London B. 12009)

Swedish Rhapsody Energetic, melodic effort in the brief concerto form of "Warsaw Concerto."
Flayed well and with spinner play could prove a popular item.

Dedication

Same type of item with-out the excitement caused on the topside.

THE NEW PROME-NADE ORK

(Bob Farnon, Cond.) (London R. 10073) 78--81--75--NS

Portrait of a Flirt David Rose-ish original by Parnon is well done by the ork and beauti-fully recorded. Disk jockeys will go for it.

Jumping Bean
Interesting original by
Parnon which is well
played by the ork. It's
light hearted and gay
stuff, ideal for any spinner show.

ARTIST TUNES

LABEL AND NO. COMMENT



68--68--68

79--80--78--78

84--84--86--83

84--84--86--83

77--80--80--70

81--83--83--78

78--76--80--NS

73--74--77--67

74--76--77--68

RELIGIOUS

ROY ACUFF (His Smoky

(Columbia 20550) The Pale Horse and

His Rider Rather ordinary sort of gospel item done well enough by Acuff. Were You There When

Lord Spirited Western-styled spiritual singing with much feeling; effective material.

They Crucified My

MAHALIA JACKSON (Apollo 205)

Since the Fire Started Burning in My Soul Tremendous feeling in topnotch spiritual singer's rendition here. Echo and organ effect suggest that this was cut in a church. Voice has power and resonance compa-rable to Bessie Smith's.

In My Home Over There

Same quality of intensity and spirit here.

THE SINGING CRUSADERS (MGM 10350) I Cried Holy

Colored groups light, rhythmic version of this rich spiritual is most satisfying. Up Above My Head

Male group's rendition of the spiritual currently clicking via Sister
Tharpe's waxing is highly original and should
do okay in its own right.
Bass voice is outstanding 77--80--80--70 In the fine ensemble.

> PROPHET POWELL (The Holy Mount Singers)

(Apollo 204) You've Got To Move 68--66--70--NS Sister Burch leads the 40-voice congregation in this jumping, on-the-spot waxing, but too many lulls dissipate the spirit,

The Wonderful Counselor Pervor is kept at a high pitch on this more-rollicking side, with Elder Shephard leading the proceedings.

THE DIXIE

HUMMING BIRDS (Apollo 201) Jesus, I Love You Spiritual chant is fis-vored with a warmth that

should click with the down-home folks. I'll Forever Stand More virtuosic number maintains an intimate quality. It doesn't build too strongly, but the tine bass singer holds inter-

COLEMAN BROTHERS (Coral 65003) His Eye Is On the

est up.

Sparrow 50--50--50--NS Tedious hymn rendition by vocal quintet. Low Down the Chariot 56--56--57--55
Group shows life with a rhythmic spiritual Job.

THE PHILADELPHIA ORK-EUGENE OR-MANDY, COND.

(12") (Columbia 12928-D) Liszt: Hungarian

Rhapsody No. 1 in F Minor, Parts I & II 79--79--79--NS Thoro, good reading and performance of the popular Lizat music. It's a good recording as well.

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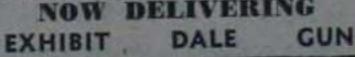
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(Continued from page 147)

Record Reviews

RATINGS 100 Poin Maximum)

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

ARTIST TUNES

LABEL AND NO.

COMMENT



80--80--NS

82--82--81--NS

83--83--NS

83--83--83--NS

70--70--70--NS

CLASSICAL LEOPOLD STOKOW-SKI-THE PHILHAR-MONIC SYMPHONY ORK OF NEW YORK (10")

(Columbia 19012-D) Griffes: The White Peacock, Op. 7.

No. 1, Parts I & II 73--74--72--N5 This is a charming and graceful short work which shows some traces of impressionism. Stokowski draws a first-rate sound and performance from the Philharmonic,

FRITZ REINER, COND .-THE PITTSBURGH SYMPHONY ORK (12")

(Columbia 12941D) Johann Strauss: Roses

From the South, Op. 388, Parts I & II

Reiner, now famously ensconced in the conductor's pit at the Metropolitan Opera House, leads the Pittsburgh group thru a vigorous performance of the Straues waltz favorite.

LICIA ALBANESE-RCA VICTOR ORK, cond. by D. MARZOLO (BCA Victor 12-0733)

(1-12") DONIZETTI: Don Pasquale-"So Anch' lo 81--82--80--NS La Virtu Magica"

Recording and the soprano's performance are top grade here. The recitative and aria provided plenty opportunity for vocal and dramatic fireworks.

MOZART: Marriage of Figaro-"Deh Vieni, Non Tardar"

In this beautiful recitative and aria, vocal richness and a fine command of Mozartian style add up to another outstanding side.

ELEANOR STEBER, soprano, and MAR-GARET HANSHAW, contraito (Russ Case Ork)

(RCA Victor 10-1463) Whispering Hope

An outstanding pair of voices are effectively blended in this old favorite. Side should score with the homefolks.

Abide With Me Another all-time hymn hit is rendered with

richness by the accom-plished gais. This disk should enjoy a long, healthy life.

BYRON JANIS,

(BCA Victor 12-0431) (1-12") CHOPIN: Etude in E.

Op. 10, No. 3 The young planist, makfine technique and style here, but the side is un-

Etudes in F. Op. 25. No. 3, and in G-Flat, Op. 10, No. 5 77--78--77--NS

("Black Keys") These shorter pieces are tossed off with a fine finit and sparkling, clean fingerwork. The fa-miliar pieces should serve as a strong introduc-tion to the lad's talent.

ARTIST TUNES LABEL AND NO.

COMMENT



CLASSICAL

ERNA SACK-Berlin Philharmonic Under Rolf Schroder (12") (Mercury Classics 16028) Strauss: The Emperor

Waltz Miss Sack's phenomenal coloratura range is dis-played at its best and most colorful in this Johann Strauss walts favorite. Disk is from a Czech master.

77--79--75--NS

77--78--76--NS

82--82--82--N3

63--66--64--60

33--51--55--55

63--65--63--60

78--82--80--72

ROBERT MERRILL. baritone

(RCA Victor 10-1462) (1-10") **HUHN:** Invictus The great baritone from

the Met does a handsome job with this effective encore piece. The Blind Plowman

The evergreen baritone vehicle gets a heartfelt, robust rendition that should become one of the top catalog standards.

MARIAN ANDERSON-Franz Rupp at the Piano

(RCA Victor 12-0734) R. STRAUSS: Morgen 79--79--NS song is interpreted with

consummate musical ability and warm understanding by the great contralto. Befriet

80--80--80--NS The more obvious dramatics of this piece are projected with beautiful. forceful tones. Disk is

an outstanding item for "Lieder" collectors. SEMI-CLASSICAL

BENSON ALL STAR ORK

(Swingmaster 15) Benson Bop Small bop band composed of no-name tootlers swings fine, considering. Bound is very similar to that of Tad Dameron's

ETHEL DUNCAN-BENSON ALL STAR ORK

Reminiscing of You, Gal sings a mediocra ballad with fair feeling and phrasing but little style or individuality.

HOWARD McGHEE ORK (Swingmaster 14) Hot and Mellow

No personnel other than McGhee listed here, but group sounds like top men. Strong vibes and Parkeresque alto and leader's horn stand out. Tune is a familiar bop riffer with a vocal.

Messin' With Fire
First-quality small-group
hop opus here, with McOhee blowing a storm,
more fine vibes and alto,
and compact unison work
in front of top-notch drumming.

THE RADIO SYM-PHONY ORK. COPENHAGEN-ERIC TUXEN, dir. (London T-5015)

Nordick National Songs. Parts | 6 11 National anthems of the Scandinavian countries -Denmark, Finland, Sweden, Norway and Ice-land-should find its market among the Nor-dio populace. Well re-corded and well played.

63--60--55--NS

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

ALFRED NEWMAN

HOLLYWOOD

SYMPHONY ORK

(Mercury 1150M)

Originally on Majestic,

this Kurt Welli music,

which is done well, still

should be able to find a good-sized market.

How Green Was My

Street Scene



SEMI-CLASSICAL

TUNES LABEL AND NO. COMMENT



INTERNATIONAL

75--80--75--70

Dorothy Polka Instrumental polks has plenty of sparkle, catchy trio and is certain to click with hoppers. Dakota Pulka

81--81--79--82

79--79--78--80

Valley Hewman conducts a piece of his own score for the movie of the same name which is pretty and played well by his large

73--75--70--NS

WANDY TWOREK-THE RADIO SYM-PHONY ORK, CO-PENHAGEN-EMIL REESEN, dir. (London T-5074)

Komm Zigany The familiar "Countess Maritza" gypsy air is beautifully recorded and well played by fiddler Tworek and the orches-

Jealousy The tango favorite is given a fine and stirring reading on this etching.

71--72--69--NS

BURESS COURTNEY-BENSON ALL STAR

(Swingmaster 16) In Our World Alone 62--64--60--62 Okay ballad chanter gets off a modern-type bal-lad with hip backing. natisfactory, but not likely to occasion strong

ORK

Wiley Willie More of that Dameron sound on a medium tempo bop riffer.

BENSON ALL STAR

65--68--66--62

71--72--71--70

77--76--79--77

79--80--76--79

LATIN AMERICAN

ARSENIO RODRIGUEZ y su CONJUNTO (Victor 23-1171)

Flor Del Fango Pine mood, good beat and tasteful vocal and ork-tog make this polero side a pleasing etching, Que Cosas Tendran

Las Mujeres This son montune should please L-A dancers with the ork laying down a firm beat behind a group vocal and good band performance.

EDMUNDO ROS & HIS RUMBA ORK (London 345)

The Parrot (samba) The rhythm section is well in the foreground here, an emphasis that slants this side at dancers. Bent is lively and distinct. The Walter Thornton

Rumba Here, too, accent is on the rhythm, and the boys wind this up into a wild mambo. Irving Pields easypso-type theme is easy to take, and the the lyrica are lost in the balance, the side doesn't

JOSE RENE PAN AMERICAN ORK (Pan American PAN 093) Adios Mi Amor

(bolero) Don Jose chants this rich melody with fine Latin passion. Easy-going orking maintains an okay

Nocho Palayera 79--20--78--78 More warm chanting graces a strong tradi-tional-type tune.

76--77--76--76

ARTIST

"WHOOPEE JOHN" WILFAHRT ORK (Decca 45069)

This swingy opus is in a similar vein. Clean playing and irresistible best widen the appeal of this side to folk as well as international locations.

ROY GOSZ ORK (Coral 60024)

Autumn Rose

Broken Heart Polka Brass band polka should pick up coin in German and Scandinavian neighborhoods.

Waltz Hearty com-pah walts has a strong retentive melody. Orking is full and colorful, with same appeal as the flip.

77--76--76--79

71--73--71--69

76--76--75--78

HOT JAZZ 74--75--73--NS EARL (FATHA') HINES SWINGTETTE

> (MGM) 10382) Lazy Mornin' Slow mood piece written and played by Bines adds up to a satisfying side. Keyboard Kapers

Hines shows more of his keyboard artistery in a lightweight jump opus.

69--70--70--68

THE GEORGE SHEARING TRIO

(London 412) I Only Have Eyes for

You One of the top jazz plan-ists of the day turns in a thoroly relaxed rendition that's loaded with fresh, modern ideas, and swings gently all the way.

Consternation A shearing original is the the basis here for an outstanding bop plane side. Amazing two-hand unisons on flying bop phrases, plus moving block chords and a trace of Handel mixed in, should click with students

of modern jazz.

78--80--80--72

73--78--73--70

78--79--78--78 LEGISLATIVE ROUND-UP

(Continued from page 112)

Tennessee lawmakers are considering two measures which would affect operators, one a proposal to tax vending machines and another measure which would regulate the hours during which juke boxes could be played in Knoxville County. The vending machine proposal, introduced simultaneously in Senate and House was reported favorably out of the Senate Finance Committee Tuesday (22). No action or further details were "vailable on the House version of this proposal or on the juke box

Elsewhere, the governor of New Mexico vetoed Senate Bill 62 which would have allowed local option districts to hold a referendum on legalizing bell machines. The measure went thru both houses of the Legislature rapidly and seemed certain to go into law when the governor's sudden action killed it.

LITITZ, Pa., March 26.-Wilbur-Suchard Chocolate Company's board of directors, during a recent meeting, elected L. Russell Cook, former vicepresident of the W. A. Cleary Cor-poration, to a vice-presidency in the chocolate firm. Cook joined Wilbur-Suchard in 1933 as its chief chemist.

Jennings To Bow New Front Model

product will be held in Reno's Mapes Hotel, April 5-6.

The front of the latest Sun Chief is composed of solid chrome, and unit is available with either automatic or hand load jack pot. Deluxe model of this unit includes the new Jennings-developed dual tube payout mechanism and the silent pull reel stop. With the new mechanism, both the jackpot and its reserve are fed on an even basis, thus the amount in each is about the same constantly. This model is available in nickel, dime, quarter, half-dollar and dollar denominations. Neise stated that the dual tube mechanism also will be offered to operators as an accessory for other Sun Chief models.

Henry Strong will represent the Jennings firm at the Reno showing, which is to be held for coinmen in the Nevada and surrounding territory. Food and refreshments will be served and operators and their servicemen will be instructed on the high points of the new model and the new dual mechanism.

Other Jennings products in production include the Monte Carlo, The Prospector, Challenger and the Sun Chief.

New Manufacturer

LOUISVILLE, March 26. - The Secretary of State here has issued a charter to New Amusements, Inc., of this city, which is capitalized at \$12,000. Firm will manufacture entertainment devices. Officials include Frank Willoughby, Charles C. Nolting and T. O. Robertson.

Happy Days

NEW YORK, March 26,-Patrons at Sam's Bar and Grill found it hard to believe, but the tavern at 79 Street and Mark's Place was actually selling a -7ounce glass of beer at 5 cents. The return to the nickel tab this week by at least one tavern boomed business at Sam's and inflation-happy New Yorkers flocked to his place to see if it was really true. With twice as much beer under their belts for the same money, they came away happy and convinced.

Said banner streamers at the tavern: "Happy days are here

again."

Defeat Move To Tax Coin Games

REVERE, Mass., March 26.-An order seeking to impose heavy annual license fees on pins, fascination and other games which are coin operated, at the beach resort and in the city, was defeated 8 to 1 in the nine-man city council Tuesday (22).

The order, introduced by Leonard Ginsburg, city councilor, had sought to authorize the city to exact an annual fee of \$100 for licensing of pinballs, fascination, Pokerino, rolla-line and square diamonds. Ginsburg said fees would be earmarked for the school committee for the purchase of "much needed textbooks and supplies in the Revere schools."

Ginsburg said that by its vote the council ruled out a possibility of a public hearing being held on the order.

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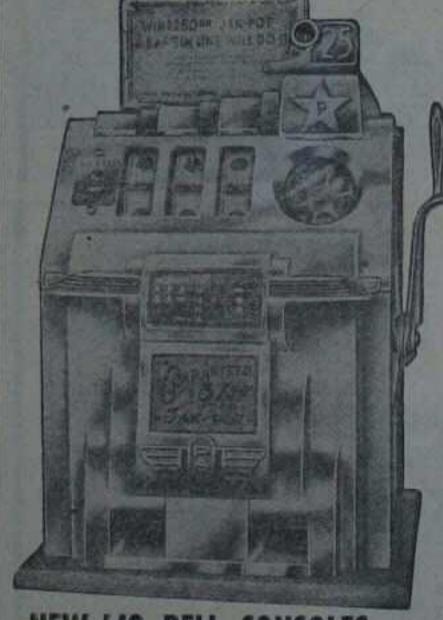
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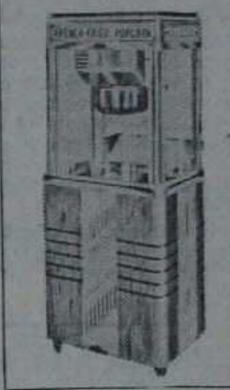
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(Continued from page 46)

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B. Light (Where or) Tempo 675

King Samson & the Calypso Three (Shaker Shake) Commodore 7552

Singing Sweet Melodies to You P. Martin Ork (I Wanna) Exclusive

Sinner, You'll Miss Heaven The Chuck Wagon Gang (Echoes From) Col 20564

Skip to My Lou D. Haymes-G. Jenkins Ork (Again) Dec

T. Hill Ork (Pive Poot) Col 38452

Skyscraper Blues D. Haymes-G. Jenkins Ork (Every Time) Dec 24606

Soft Lights and Sweet Music B Hacket (Soon) Brunswick 80099 Some Enchanted Evening

B. Crosby-J. S. Trotter Ork (Ball Ha'l) Dec 24609 Some Enchanted Evening

J. Stafford-P. Weston Ork (I'm Gonna) Cap 57-544 Someone To Love

J. Pace-G. Ellis Ork (Havin' a) Keystone 2200

B. Hackett (Soft Lights) Brunswick 60009

L. Monti's Tu-Tones-B. Morris (Oh) You: Universal U-142 Sweet Lellani B. Crosby (Aloha Oe) Dec 25425

Take Me Out to the Ball Game Andrews Sisters & Dan Dalley-V. Schoen Ork (In the) Dec 24605

The Hucklebuck The Pig Footers (Neck Bones) Mer The One I Love (Belongs to Somebody Else)

G. Gibbs (Ballin' the) Mer 5269M The Wooden Shoe Song & Be Mine L Monti's Tu-Tones (Cruising Down)

Double Peature DP 2010 Theatre Lobby Number, Parts I & II-D. Kaye-J. Green Ork

Dec DU 40069 There Is Nothing Like a Dame

D. Barbour Ork (Ball Ha'l) Cap 57-343 B Crosby & the Crew Chiefs (Need You)

Col 38450 To Make a Mistake Is Human The Murphy Sisters (Whose Heart)

Apollo 1128 Waiting for the Robert E. Lec A. Dale-R. Bloch Ork (A Million) Signa-

ture 15261 What Is There To Say? B. Hackett (If There) Brunswick 80101

Where or When B. Light (Shine) Tempo 676 Whose Heart Are You Breaking Now?

The Murphy Sisters (To Make) Apollo With a Song in My Heart

B. Hackett (Easy To) Brunswick 80100 R. Stevens Ork (And I) Manor 1176

You Broke Your Promise J. Pace-G. Eills Ork (By the) Keystone

You Kiss Me Too Much L. Monti's Tu-Tones (Liebestraum) Univessal U-143

You Made Me Love You B. Crosby & The Merry Macs (Do You) Dec 25424

Younger Than Springtime M. Whiting-F. DeVol Ork (A Wonder-ful) Cap 57-542

You're So Understanding J. Pace-G. Ellis Ork (Everywhere You) Keystone 1700

CHILDREN

Bon-Bon Street & The Story of Marcissus S. MacGregor . . . Junior 109 Little Golden Album (1-5")-S. Douglas-A. Lloyd-The Sandpipers-M. Miller Ork

Snow White in the Cottage Whistle While You Work

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Mack-The Sandpipers-M. Miller Ork Golden 16 Pop. Goes the Weasel

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Pussycat, Pussycat
The Muffin Man

INTERNATIONAL

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Old MacDonald Bad a Farm The Owl and The Pussycat

Little Golden Album (1-6")-The Sandpipers-M. Miller Ork Golden 19

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Golden 21 Clementine De Camptown Races Little Golden Album (1-6")-The Sand-

pipers-A. Lloyd-M. Miller Ork Cockadoodle Doo

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Junior 1004

LATIN-AMERICAN

Al Arrullo Del Mar Trio Urquira (No Me) V-23-1178 Amor De Media Noche

N. Sosa Conjunto Colonial (No Mientan) V 23-1206

Cancion Del Corazon P. Vargas (La Rondalla) V 23-1176 Catalina Ven

P. Acevedo Quarteto Mayari (Cuando Tul V 23-1184 Come Tu Y Ys

J. Mojica (Jurame: V 23-1179 Cuando Tu Eras Nina P. Acevedo Quarteto Mayari (Catalina

Ven) V 23-1184 Dos Almos Unidaz Trio "Las Americas"-M. Dias (Pasion) V 23-1144

El Arruyembere Caux Los Guaracheros De Oriente (Tristeza Del: V 23-1181

El Gunjeito J. Gulterres Ork (Me Voy) V 23-1183 M. Silva-Casino De La Playa Ork (Pontte

La) V 3-1177 En Su Partie A. Rodriguez Comjunto (Pueblo Nueve)

V 23-1180 Hey! Ba-Ba-Ri-Bap El Negrito Chevaller-C. Domingues Ora (Linda Mujer) V 3-1164

J. Molica (Como Tu) V 23-1179 La Rondaila

P. Vargas (Cancion Del) V 23-1178 Lindu Mujer El Negrito Chevalier-C. Domingues Ork (Hey! Ba) V 23-1164

Me Voy Para New York

J. Gutlerres Ork (El Guajetto) V 23-1182 R. Alvarez Conjunto (Tu Puistes) V 23-

1183 No Me Quieras Tanto Trio Urquirs (Al Arrullo) V 23-1178

No Mientas Corason N. Bosa Conjunto Colonial (Amor De) V 23-1708 Eanche Grande Trio Calaveras (La Paloma) V 23-1181

Trio "Las Americas"-M. Dias (Dos Al-mas) V 23-1144

Peluo, Pelate! Conjunto Casino (St O) V 23-1175

Penme La Mane, Caridad M. Bilva-Casino De La Playa Ork (El Papalote) V 23-1177 A. Rodriguez Conjunto (En Su) V 23-1189 SI O No

Conjunto Casino (Pelno, Pelate) V 21-1175 Tristera Del Carretera

Los Guaracheres De Oriente (El Arrujembere) V 23-1181

Tu Fulstes Culpable
R. Alvarez Conjunto (MI China) V 25-

RELIGIOUS

Bye and Bye When the Morning Comes Deacon Utley & the Smile a While Quar-tet (Someday We'll) Col 20363

I Give Up All My Sins P. Dawson (1 Have) World 2009 I Have a Friend P. Dawson (I Give) World 2509

The Distaires (My Time) Lenes L-314 A Campbell & the Old Timers (No Ous)

No One Eas To Meet Ma A. Campbell & The Old Timers (Just a) Mer. 6176

Someday We'll Know
Deanon Utley & the Smite a While
Quartet (Bye and Bye) Col 26062

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Coin-operated electric score board for shuffleboards by Monarch Shuffleboard, Inc., Chicago.

Shoeshine vender by Lyceum Manufacturing, Inc., New York.

New Addresses

PX Vendors Sales Division of Lehigh Foundries moved to 608 Fifth Avenue, New York.

New Firms and Offices

Industrial Vending Co., 6110 Toledo Avenue, Detroit.

Blevins Popcorn Co., Inc., opened a Southwest regional office at 205 Interstate Trinity Warehouse Building, 301 N. Market Street, Dallas.

Personal Notices

Maury J. Auerbach was named director of sales for Practical Products Corp., New York.

sales staff of Atlas Music Co., to cover line.

T. J. Gillespie became a full partner with Tom Williams in the ownership of the Williams Novelty Co.,

Charles F. Scully was elected president of the George F. Williamson Candy Co., Chicago.

Distributors

Paul Baizelle Corporation appointed Koeppel Distributors, New York, as metropolitan distributor for the coin-operated pool-type game 452."

H. C. Evans Company, Chicago, appointed Brooklyn Amusement Machine Co., Brooklyn, headed by Charlie Aronson and Willie Alberg, for the metropolitan New York area, and Pedicord & Moore, Spokane, headed by R. J. Moore, for Eastern Washington and Northern Idaho.

J. H. Keeney & Co. appointed Automatic Coin Machine & Supply Co., Chicago, for Western Illinois, Iowa, Nebraska, and Western Missouri, and Lindell Sales & Distributing Corporation, St. Louis, covering Southern Illinois and Eastern Missouri.

Rudolph Wurlitzer Co., North Tonawanda, N. Y., appointed the Coven Distributing Co., Inc., to represent Wurlitzer in the Chicago area.

Inventors To Hold Gotham Exposition

NEW YORK, March 26 .- The first international inventors exposition to be sponsored by the American Inventors Association will open in Grand Central Palace June 11, it was announced here this week by T. G. Jungerson, president.

The show, which is to run for a full week, is designed "to provide an opportunity for individual inventors, particularly, to be able to sample public opinion and at the same time to show their products to industrial leaders." A \$50 tab, plus membership in the association, is required of exhibitors.

GOLDMAN RE-ELECTED

Times: Ray Pillsbury, picture editor, Detroit Free Press, and Carl Goelz, picture editor, Detroit News.

The event is being advertised thru special cards at each location, inviting Detroiters to vote for their candidate for the Miss Juke Box title. Cards also plug the Hit Tune of the Month, I Kissed Her by Ted Black on Dana records, for April.

Shep Fields' orchestra will play for dancing at the banquet, with a lineup of top recording artists assured and Capitol will be turning out stand- has been introducing, and concentratas guests during the evening. All proceeds of the evening's event will be donated to the American Cancer So- will be producing the 33 1/3 r.p.m. CMI show, which has the conventionciety.

Trade Directory New Platters Not To Effect Shamokin Solons Jukes; Plan No Revisions

take the right step when the time disks with the same songs by the comes. For if tests prove that either, or both, of the systems are advantageous to the juke box field, then considerable money must be spent retooling for the change-over.

Problems

The problems involved in the use of one of these systems in a music machine vary with the individual design of the manufacturer. For example, the Wurlitzer unit, using a carrier tray to transport its record to the turntable, would undoubtedly be the simplest to switch from the 10inch, 78 r.p.m. disk to the 7-inch 45. For the same tray, with an enlarged nole, could probably handle either disk. The use of the 45 r.p.m. speed motor instead of the now-conventional 78 r.p.m. could also be handled Robert Gabel was appointed to the with relative simplicity. On the other hand, by the very nature of the comthe Illinois territory for the Seeburg | pactness of the 45 unit, much of the space now given over to the mechanism in the Wurlitzer phono could be eliminated, hence necessitating a completely redesigned unit. The allimportant needle and tone-arm changes are also factors to be considered.

> to reconvert, it is not probable that speed, was initially issued as a 10ing that the company was going to to the average juke box, but could the balance of the year.

Matic 100, from a first impression, would also be simpler than most other juke boxes to convert in some respects, so that the 45 disk could be used. Using the vertical trays, which move out from their bracket, and then are played in a vertical position with the tone arm moving to meet the record, this unit has definite possibilities for conversion in a much quicker period of time than most machines .

While Seeburg officials are definitely interested in the 45 record. the fact remains that, simple by comparison, the conversion, nevertheless, would be lengthy and costly. Seeburg introduced its Select-o-Matic just a few months ago; it will not be in a position to introduce still another new model, even tho it be a refinement of the present unit, for some time to come.

AMI, after its first look at the 45 record and player, reported that while the firm was definitely interested, much would have to be done before any official decision on reconversion could be made. Unlike Wurlitzer and Seeburg, but in common with Rock-Ola and other manufacturers, the changes would be much greater in the AMI unit, from the changer mechanism on down.

Thus, answering the operators' own query-it would now appear that for a long time to come there will be no changeover to 45 or 33 1/3 r.p.m. play, and that current type models will continue to be produced on schedule and according to preconceived planning.

Record Picture

Despite the vast amount of publicity pouring out to the general public about the LP and the new 45 records, manufacturers maintain that because millions of home record players are attuned to play only the 78 r.p.m. disks, these will continue to be their compiled as yet, it is known that there "bread and butter" production for a has been little interest displayed in long time to come. Thus, while RCA the unit to date. The manufacturer ards, pops, etc., on the 7-inch, 45 ing its promotion, on its new Coronet r.p.m. plastic disks, and Columbia with Tonar, also introduced at the disks across the board, these firms al player mechanism

will also be pressing the regular 78 same artists featured. This, plus the regular output of all other firms, assures that there will be no shortage of 78 r.p.m., 10-inch disks from the operator viewpoint, for years to come. This also assures the operators that equipment he has purchased recently, or will buy in the future, will not be made obsolete, record-wise, by any new developments which may be marketed. Too, the record situation, as far as the 78 is concerned, is not likely to change for as many years as this newer equipment will be operable.

Why New Disks?

For many years now the recording business has ambled along with substantially the same list of standards. During much of this time the major manufacturers have been experimenting, hoping to come up with a better product that could be sold at the retail level for less money. Within the past six months, two of these manufacturers did develop such a product.

Columbia was the first to introduce its discovery to the general public-the 33 1/3 LP disk. This record, which required a special attachment, While the Wurlitzer phonograph or, as later was developed, a second would be one of the easiest machines tone-arm operating on the slower such a transition will be made for an inch disk, with four different selecindefinite time to come. R. C. Rolf- tions to a side, or eight selections per ing, president of the firm, in report- disk. This record was not adaptable resume production of its phonographs | be used on a hideaway, non-selective early this year, after a lengthy lay- box. Later, however, pop tunes were off, indicated that the production recorded on a seven-inch plastic disk, would be confined to the 1100 for with one selection to a side. Like the 45 r.p.m. disk to be produced by RCA The new J. P. Seeburg Select-p- and Capitol, which is also seven inches in size, this 33 1/3 disk is the of red, yellow or white. one that could eventually be used in juke boxes, for by cutting only one selection to a side, selectivity again is made possible.

> Now RCA has announced its new 45 record. The firm, in its initial ads which appeared in major newspapers from coast to coast Thursday (24) and in weekly magazines issued this week, reported that it found that "for the size of the record and the extremely high quality standards that were demanded, it was determined mathematically and by other scientific tests, that 45 revolutions per minute was the speed that would accomplish the desired results,"

> This new RCA seven-inch record, like the 33 1/3 disk, is made of plastic and is unbreakable. It will come in various colors, each color denoting a special classification, such as pop, standard, red seal, children, race, etc. The firm reports that the disks are "free of surface noise and free of sound distortion thruout the entire playing area. Only the distortionfree 'quality zone' is used."

> Because of their size (approximately 150 records stand only one foot high); because they can be mailed for only a few cents, and because of their wearing power, these records will have a definite advantage over their 78 r.p.m. counterparts, when and if phonograph manufacturers bring out new music machines geared to handle the new speeds.

> To date there has been only one manufacturer who has produced a juke box mechanism which would handle one of these new records-the Columbia 33 1/3 LP. This was Aireon, which announced at the Coin Machine Institute (CMI) convention in January that it would have available as optional equipment a juke box with a 33 1/3 r.p.m. motor, While actual sales reports have not been

Pass Tax; Vetoed

151

SHAMOKIN, Pa., March 26 .- Altho the Shamokin Borough Council passed by the narrow margin of 11 to 9 an ordinance taxing all mechanical amusement machines in the city, including juke boxes. Chief Burgess Landy announced that he intends to veto the measure. Chief Landy, in announcing his veto, said that such action was due chiefly to the widely expressed disapproval shown by the

Moreover, it was pointed out that even if the mechanical amusements device tax was enacted, and put into force, it was hardly likely that it would bring in enough revenue to be a substantial help to the city treasury. In its place, it is expected that an amusements admission tax on theaters, sports and dances will be enacted.

Perma-Top Bows New Multi-Color Shuffleb'd Top

CHICAGO, March 26.-Perma-Top this week introduced a new shuffleboard playfield which features contrasting colors, after having conducted field tests on actual locations in this area. According to Jim Guichard, head of the firm, the color boards can only be made of masonite, and are not adaptable to wood. Actually, the playfield is green, with a contrasting six-inch stripe in a choice

The stripe is placed a foot in from the end of the board, to mark the No. 2 shot in the game. By using the stripe, it is no longer necessary to paint numerals on the face of the board, Guichard stated.

Perma-Top boards featuring the new color playfields will be sold for the same price as those boards featuring the black masonite tops. They will all carry a one-year guarantee. S mples of the new board are now being shipped to the firm's distributors, and should be on display within a week.



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Cigarette token payout Reconditioned

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Edelco Starts Production on Seven-Hi Game

DETROIT, March 26. - Edelco's pool-type game, Seven-Hi, is now in full production, L Edelman, head of the manufacturing company, announced this week. The game, which lists at \$325, was shown at both the 1948 and 1949 Coin Machine Institute conventions. But quantity production was begun only recently, it was learned.

Seven-Hi, a "Belgian" style pool table, measures three by six feet, Standard timer adjustment permits four minutes of play for a dime, but may be varied at the operator's option. The table is covered with billiard cloth. The game is constructed of solid mahogany and comes equipped with four cue sticks, seven balls and a back light.

Distributors already named to handle the game, according to Edelman, are: Blendow & Meyers, New York; S. M. London, Milwaukee; Jack Rosenfield, St. Louis; Miller Vending, Grand Rapids, Mich.; Cleveland Coin, men failed to pass an ordinance which Cleveland; Shaffer Music, Columbus, O.: Consolidated Distributing, Kansas City, Mo.; Alfred Sales, Buffalo; A. P. Sauve, Detroit; Empire Coin Machine, Chicago; Mid-West Coin, St. Paul, and Mills Sales, Oakland, Calif.

Shufflette, Inc., Formed in Cincy

CINCINNATI, March 26 .- Formation of a new shuffleboard manufacturing firm, to be known as Shufflette, Inc., was announced here this week. Firm, which plans to build boards of all dimensions, will make its office of the coin-block method, it was and plant headquarters on Sycamore Street. Initial production will be confined to a table model board. Additional models, ranging in lengths from rebounds to standard 22-foot boards, will be added later.

Incorporators include Edwin R. Barthel Jr., secretary and member of the board of directors; Alfred D. Meitus, assistant secretary, director and counsel, and Patricia Harding.

Capital is listed at 250 shares, no par common stock.

Council Bluffs KO's Pin Games

COUNCIL BLUFFS, Ia., March 26. -Mayor George B. Sparks has ordered all pinball games removed from Council Bluffs locations. The mayor's action followed a meeting of the city council at which the councilwould have licensed the games.

Mayor Sparks had warned the be considered individually. council that he would have the pingames removed if the ordinance was not passed. Music machines are not affected by the mayor's action.

Los Angeles:

(Continued from page 138)

William Sparrow, Santa Barbara coinman last week. . . . A. J. Clayton dropped in from Alhambra to see the latest in vending machines. . . . E. W. Reagan, of Long Beach, was another familiar visitor seen on Pico Street last week.

Bill Leuenhagen, of the W. H. Leuenhagen Company, just got in a new shipment of Genco's Big Top. . . . Maury Sarver has formed the Arcade Music Company in San Diego. At least that's the word via the grapevine. . . . W. W. Wade visited Pico Street on a quick tour before returning to Long Beach, where he headquarters. . . . Stewart Metz was in from San Bernardino.

... John Stamoules, who operates in Santa Fe, was in town. . . . Another visitor was C. E. Stephens who hails from El Monte. . . . Jack Gilbert left his arcade business at Big Bear Lake long enough to visit Pico

Mary Helman, of the San Diego Music Company, reports that the wired music take is up 20 per cent over December, 1947. . . . Jack Simon, of Sicking Distributors, just got in a new shipment of Gottlieb's Bowling Champ and Chicago Coin's Citation. . . . M. Pierce, of the C. P. Music Company, Pasadena, was seen on Pico Street recently. . . R. C. Owens was up from San Diego. Another visitor from the same town was Bob Fraser.

Ray Powers has his Sacramento office open and ready for business. Nels Nelson, who holds down the firm's Los Angeles headquarters, says they're building up some new multiple selection consoles. They just got in a shipment of new 40 selector mirrors. . . N. P. Craver, San Diego operator, was in town on a business trip,

Dannie Jackson, of Automatic Games, is currently in Santa Barbara. George Warner and Sammy Donin are taking care of local business while he's gone. . . . Allie Trevillion was down from Santa Barbara last week.

Mary Sims, of Western Shuffleboard Company, had Mr. and Mrs. recent visitora.

Nat. Rejectors Sets Conditions for Coin Block Patent Rights

ST. LOUIS, March 26,-National Rejectors, Inc., owner of the Jonneret patent, has informed coin machine manufacturers of the conditions under which it will permit use learned here this week. The patent, said to be basic for the electro-magnetic blocking of coins in a nonoperative or empty machine (The Billboard, March 19), was acquired by the company last November.

While no separate license fee will be levied, according to F. C. Steffens, vice-president and general manager, manufacturers of machines using coins of multiple denomination will get free license privileges if they purchase "complete National coin handling equipment." This, he explained. means both rejectors and change makers, in addition to the coin block

assembly.

Manufacturers of machines adapted for coins of single denomination can have free use of the patent if they use National slug rejectors, Steffens continued, but in such cases they can purchase them "with or without electro-magnetic rejection magnets."

Machine producers who use coin mechanisms manufactured by other companies can also receive licenses for use of the Jonneret method. Applications for such license rights will



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A.C. RADIO CHASSIS RCA 5-Tube
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DELCA SALES COMPANY, 612 W. Tusc., Canton 2, O.

George Bucknam, of San Diego, as 1015 Leeland

Baltimore:

(Continued from page 138) After that will come the regular business meeting, to be followed by entertainment. . . . Irv Goldner and Gabe Camby are handling arrange- ers. Bell machines should do ex- Washington: ties will be borne entirely by the Greene opines. AMO.

The Amusement Machine Operators' Association of Greater Baltimore (AMO) added two new members-Sam Genssler, a veteran coinman, and a newcomer Milton Lampell, son-in-law of Sam Merican, who at 70 still is active in the trade. Applications continue to roll in at a steady clip to the fast-growing AMO. now in its second year.

Mrs. Hilda Bingham, of Silent Sales System's office force, presented hubby with a seven pound eight ounce daughter, Jamie Lee, at Sinai Hospital March 13.

A measure to restore the Maryland tax on earned income to 21/2 per cent, beginning next year, may be introduced before the end of the current session of the General Assemblv.

The Waldrop Distributing Company is awaiting delivery of Evans's newest console, scheduled for general release in several weeks. Test reports from Anne Arundel County indicate this will be another hit.

William D. Conner, local coin machine operator, was overheard telling a distributor about the swimming prowess of his son, John, a student at Duke University. A recent winner of the low-board diving championship in the Eastern Intercollegiate Swimming League and holder of the Southern Conference high-board title, John is priming for the National Conference competition to be held in Florida. The Associated Press, in a report on the Eastern League championships held in Princeton, N. J., had this to say about young Conner: "John Conner, Duke diver, stunned the crowd . . . by upsetting the defending champion, Al Heston, of Yale, in the onemeter low-board dive. Diving with grace and assurance, Conner piled up 105.80 points." Formerly an insurance agent, William Conner has been in the coin business just three years, but in that time has made a host of friends and is popular in trade circles.

Chris Christopher is in Miami on a business trip, handling his interests at the Christopher-Luker offices, Bally distribs there. . . . Roland Slatkoff, of Penny Vending Machine Company, returned from a week-end trip to Atlantic City. . . . Mrs. Marie Beck is a newcomer to the office staff of Automatic Sales & Service Company, but already her troublesome 38 Ford is a major topic of conversation.

The Maryland House of Delegates received a bill March 14 to allow the operation in Worcester County after June 1, 1949, of mechanical and electrical coin gaming devices, with creation of an amusement license board; to set \$1,000 annual license fees, and provide for a county referendum on the machines next May 10. If passed by the House, the measure must then go to the Senate.

H. T. Greene, vice-president and Baltimore manager of Silent Sales, looks for a record-breaking summer season for coin machines along the Anne Arundel County beaches, with any kind of luck in the weather. He says the residents there are already busily engaged in refurbishing cottages in preparation for the influx of vacations and season dwell-

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COINMEN YOU KNOW

ments. Cost of the evening's activi- ceptionally well, from all indications,

Bally's new spot bell console is rolling up big profits for operators and storekeepers, according to Chris Christopher and Art Pineau, of Chris Novelty Company, Bally distribs for four States and the District of Columbia. The Citation game, 100, continues to attract top play everywhere, they reported.

A bill introduced in the Maryland Senate last Tuesday (15) provides for a 1950 referendum to allow operation of amusement and recreation parks in Howard County on Sundays, with provision for licenses for establishments, and with provision that alcoholic beverages not be sold.

The department store sales in Baltimore for the week ended March 12 were 17 per cent under the comparative week of 1948, but they nevertheless totaled 14 per cent above those for the week ended March 5 of this year, according to a Federal Reserve report.

Robert English, formerly operating manager of Silent Sales in Washington, has returned to the Silent Sales office in Baltimore to take charge of Anne Arundel County operations. . . . A bill introduced in the Maryland House Monday (21) prohibits installation of pinball or bell machines in grocery and drugstores, theaters, or in any confectionery store located within 1,000 feet of a school in Anne Arundel County.

Sam Dawson, of the Associated Press, wrote a story on the nation's vending machines in operation. "It's automatic world," he concluded.

hall concession on the second floor ing the winter months than in the the pool tables belong to Salchunas, Silent Sales controls the claw, console, cigarette and soft drink machines in the hall.

Coin-operated amusement devices which dispense awards, except bell Georges County under a bill introduced in the Maryland House last county referendum in June, 1949.

(Continued from page 138)

the Northwestern Manufacturing Company, has recently returned from a business trip to Florida. He plans to leave shortly for another tour thru Alabama and Florida, hoping to contact most of the distributors in those sections before the hot weather sets in. He also plans to visit his brother who is in a hospital at Jasper, Ala. In traveling thru the country Maddox said he has received numerous congratulations on the announcement of his marriage which appeared in this column December 4. During his absence, his son Jimmy operates the Washington office.

Bernard Lichtman, of Kay Koin Machine Company, and his wife celebrated their 10th wedding anniversary Saturday (26). Lichtman claims he has acquired the nickname "Mr. Noise" as a result of plugging fast and loud disks. "Hucklebuck," by Paul Williams on Savoy label, is his big hit at present. Greatest drawing card for juke box listeners in this section is a wide selection with plenty of novelty, he finds.

After nearly a year's experience with nylon venders, the G. B. Macke Corporation feels they have a lot of possibilities, altho the success to date has not been outstanding, Meyer Gilfand, sales manager, said. The company has 15 or 20 stocking dispensers located in government and private office buildings, super markets, and terminals thruout the city. Sales are best in the very large office buildings and in tercoin machine industry in which he minals, Macke has learned. The estimated there are at least 2,000,000 machines offer two shades of hose which change from time to time as getting to be more and more of an fashion decrees. Four sizes (81/4 to 101/4) are available in each color. Four quarters will purchase a pair. Silent Sales has leased a billiard Business is considerably better durof its building at 411 East Baltimore summer, Gilfand said. Macke had Street to A. V. Salchunas. Altho poor results at first because they installed the machines just before the warm weather last year when many women go barelegged. New venders are being added to the original group, Gilfand said.

The new Keeney cigarette mamachines, would be legal in Prince chines are scoring a big hit in Washington and vicinity, said Walter E. Brickman, of Leader Distributing Friday (18). License fees would Company in Silver Spring, Md. The range to \$200 a machine, subject to a nine-column, 432-pack container has increased business.



VISITORS AT THE RECENT OPENING of the new Lindell Sales offices in St. Louis play Chicago Coin's pin game. From left to right are: William Kistner; Hardy Schneider, partner in East Side Service Company; Robert Willig, Bert Kistner, Anthony Ragusa and Joseph Lima, the latter pair both with Lindell Sales. The Kistners and Willig are associated with East Side Service Company, operating firm in East St. Louis, III.



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Turning Back the Clock

15 Years Ago This Week CHICAGO, March 24, 1934.-Over 2,000 operators attended the first annual Pacific Coast Coin Machine Show, March 12-14, at the Clark tion wall-box for its phonographs. Hotel, Los Angeles, which closed as plans were already starting for the 1935 confab. Among the 175 machines exhibited by 35 manufacturers, the first bell machine built was accorded a feature position, both in display space and newspaper publicity. Unit, made by Charles Fey, of San Francisco, was built in 1889. Exposition closed with a banquet, held in the Cafe de Paree, which was taken ove. outright for the festivities.

A plan to utilize radio as a means of distributing favorable publicity about the coin machine industry was talked up during the March 17 annual meeting of the Automatic Merchandisers' Association of Michigan (AMAM). Idea was that 100 members, contributing 28 cents a day, could finance the proposed Statewide broadcasts. President F. E. Turner said the plan would involve the use of spot announcements on major stations, which would constitute the bulk of the association's radio activity. Plan became known as "Turner's Dream."

Dime cigarettes were on the increase. The Axton-Fisher Tobacco Company, Louisville, enlarged its plant to up production of its Twenty Grand brand, while Brown & Williamson Tobacco Corporation added a five-story building to its production facilities, designed to increase output of the firm's Wings brand. . . . Along with the dime cigarette trend, men- Company, Chicago, moved into a new tholated smokes also stepped in the plant on Lake Street, abandoning its cigarette picture. With five major Kedzie Avenue site. Immediate probrands using the mentholated cig- duction on a new game, Bakers arette, operators began eying this Pacers, got under way. Game was type as definite vending possibilities. made in two models, De Luxe and Spuds, by Axton-Fisher, were the earliest menthol - cooled cigarette, Genco, Inc., announced the release which started the trend.

The W. J. C. Vending Company, New York, put out two counter pin games, Silver Sky and Mecca, at \$12.50 each. Games were 30 inches long and 16 inches wide. . . . Nu-Way Sales Company, Muskogee, Okla., advertised its Penny Smoke Shop cigarette vender. Unit, pegged at \$6.75, vended a single cigarette much like popular combination ash traycigarette holders today. . . . Bally Manufacturing Company announced that a \$10 price increase on its game featured Chinese lacquer color-Rockets would be effective March 31. ing, offered odds from 2-1 to 100-1.

10 Years Ago This Week CHICAGO, March 25, 1939 .- The Rudolph Wurlitzer Company announced development of a 24-selec-Unit, featuring a translucent plastic base panel so as to serve as a booth light, incorporated a dial selector to facilitate choice of any record. . . . A special preview showing of the new Mills juke was scheduled for April 4 at the Penn A. C., Philadelphia, under the sponsorship of the Keystone Novelty & Manufacturing Company. Bill Helriegel, Keystone sales manager, and Mills' Vincent Shay were to host the presentation.

Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Company, chimed in with reports of operator and public acceptance of the 1939 luxury lightup Rock-Ola juke. . . . A new type "greased" phonograph record was developed by a Japanese firm. Disk was of aluminum, the surface of which was made porus by an electrochemical treatment. This surface was filled with a varnishlike preparation that acted to "grease" the sound grooves; idea was to eliminate needle noise.

A new automatic popcorn vender was in the process of being developed by the Dasco Products Company, East Detroit. Firm's vender division was directed by Harry G. McKee and B. C. Case. . . . The newly formed Harry Hoppe Corporation, Chicago, headed by Harry Hoppe, introduced a new game, Taps, which was termed "radically different." A free play and novelty game, it was designed to "combine play thrills with laugh provoking action."

Baker Novelty & Manufacturing Standard. . . . Meyer Gensburg, of a new game, Rink. Featuring a new development, a kicking saucer, it enabled the player to up his score by 1,000 and to retain the ball for further play. Six such saucers were spotted on the playfield. Price was \$89.50 for the free game model; \$79.50 for novelty.

American Sales Corporation, Chicago, introduced its new China Boy "Oriental Payout" unit, which was manufactured for it by the H. C. Evans Company. The new console

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JENNINGS STANDARD CHIEFS BUCKLEY DAILY DOUBLE with Jack Pots (Completely overhauled and refinished in original Buckley paint job.)

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

61-Sustaining Instrumental CI-Commercial Instrumental CV-Commercial Vocal Heard N.Y. Heard Chi. Heard Calif. Sur. Tot. Songs SI SV CI CV SI SV CI CV SI SVCICVPIS PIL Galway Bay Leeds 0 3 0 4 1 2 2 5 1 0 0 5 10 65 I Get Up Every Morning Leeds Republic I Got a Gal in Galveston I Love You So Much It Hurts Melody Lane 2 4 0 4 2 1 0 4 1 0 0 4 If I Could Be With You 10 11 0 2 5 1 2 2 5 1 0 1 Remick (Flamingo Road) I've Got My Love To Keep Me 6 1 0 5 5 3 0 5 3 0 0 5 Berlin Love Mel Love Mel Love Mel Miller My Dream Is Yours (My Dream Witmark 5 10 0 1 4 4 0 5 9 3 0 1 6 8 0 1 0 2 0 1 3 5 0 1 10 41 Leeds No Orchids for My Lady Powder Your Face With Sunshine Lombardo Red Roses for a Blue Lady MIIIs T. B. Harms 6 7 1 11 7 5 1 11 8 12 0 11 11 218 So In Love (Kiss Me, Kate) 0 1 0 2 0 1 2 1 5 12 0 1 3 63 Glenmore So Tired Harms, Inc. 2 21 0 7 8 18 1 10 18 6 0 9 12 237 Someone Like You (My Dream 4 11 1 10 2 12 4 11 2 11 1 0 10 220 Paramount Sunflower The Streets of Laredo (Streets of Laredo) Famous 9 6 1 6 2 8 7 5 5 1 0 6 2 140 Underneath the Linden Tree LaSalle 9 6 1 6 4 2 2 6 10 4 0 6 3 121 Crawford When You're In Love While the Angelus Was Ringing Melody Lane ? 8 1 2 1 6 1 2 2 2 0 2 2 76

RECORDS MOST PLAYED BY DISK JOCKEYS

Fremart

Crystal

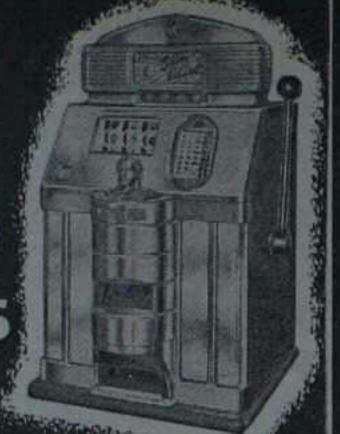
Who Wouldn't Love You

You Was

0 1 0 2 0 1 0 2 8 16 0 3

0 3 0 7 0 2 0 6 0 7 0 5 15 115

			(Continued from page 51)
PO	SITIO	N	
Weeks	Last	This	Lie By
2	13		FOREVER AND EVER P. Como-M. Ayers
1000	100		SUNFLOWER
3	=	14.	TIAVE VALUE OF MUCH II
			HURTS
			trictor 20-3188; R. Goff, London 312; P. Tillman, Columbia avelte.
			Smokey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. Hagen, Columbia 38406; V. Damone-G. Osser Ork, Mercury 5261;
			The state of Markin Ork Spoilite 5101
3	24	16.	"A" YOU'RE ADORABLE Je Stafford-G. Mackas-P. Westen
			on warm Contestat MCM 10110; R Pulge-The New Yorkers,
			Spotlite 510; P. Come-Fontane Sisters M. Ayres Ork.
			Mercury 5253; J. Pace-G. Ellis Ora, Keystone 1000, 2. Land.
9 6	100	20	Columbia 38449)
3	15	16.	
10	24	18.	FAR AWAY PLACES B. Crosby M. Decca 24532-ASCAP
	12	19.	THE HOT CANARY P. Weston-P. Nero Capitol 15373-ASCAP
28			The state of the s
	21	20.	SO IN LOVE Shore I Calumbia 38399-ASCAP
			TOTAL TO Panalog U Mahman First Decca 20009;
			A. Drake-L Engal Ork, Victor 20-3352, Decca 24572; T. Dorsey
10	17	21.	ACCUSE A TELEFACTORISES AND ACCUSE AND ACCUS
	-	22.	DOWN BY THE STATION T. Dorsey-D. Dennis
			(C. Desmond, Mercury 5225; S. Gaillard & His Trie, MGM 10109; The Starlighters-P. Weston Ork, Capitol 15189; R. Noble Ork-
			with Maklaman Columbia 1860s, Paulous same
			Spotlite 506; G. Lumoarus Ca-fford and MacRac-P. Weston
1	-	23.	NEED YOU
			(Wesley & Marilyn Tuttle, Capitol 15433; The Highway Bers- naders, Highway H-3459; B. Crosby & Crew Chiefs, Columbia
			38450)
1	-	24.	CRUISING DOWN THE RIVER RIVER R. McKinley
1	-	25.	SUNFLOWER
	28	26.	
			WONDERFUL WORLD
			Whiting-J. Billin-Crew College and Water
		-	L. Orgen Ork-R. Dorsey, Victor - Beardington
10	15	20.	Total Total Control Canital 15326;
			(P. Watson, Supreme S-1507; Smothy Adams Martin Ork, Spot- Blue Lu Barker, Capitel 15308; S. Shephard-H. Martin Ork, Spot-
			lile 502; The Waylaters, and an alang
-	20	28.	
1	1	26.	ONE
			Militaria Cita, Crimero Como Care Sancia, M. Henri Lilling
			Rene Musette Ora, Guartet MOM 10336; M. Law-B. Martin Ora,
			Spoilite 911; R. Official, and Stanon Oct Decca 24569-0311
1	-	30.	PORFVER AND EVER Port of the Property Ork
1	1	30.	(V. Lynn, London 315; V. Damone-O. Osser Ork, Mercury 5261;
			D. Haymas-O. Jenkins Ock, Decca 24802)



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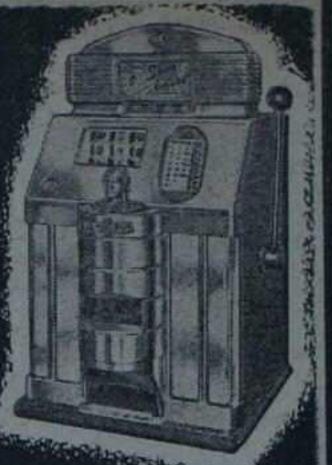


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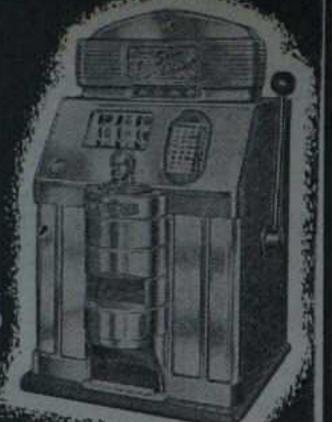
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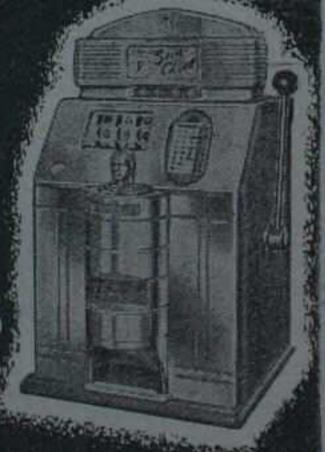
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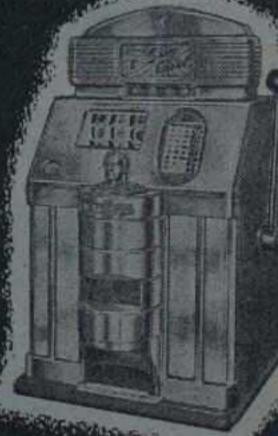
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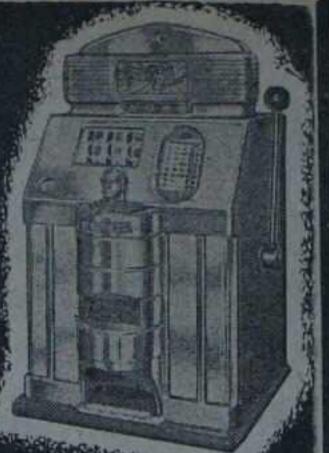
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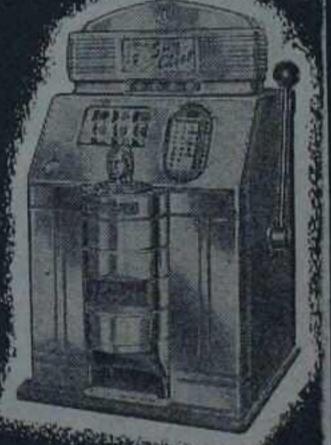
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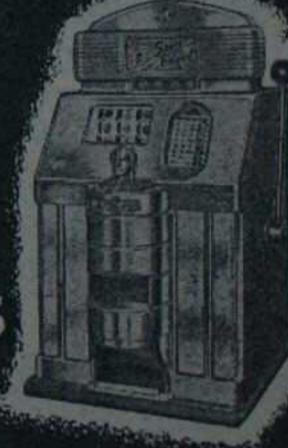
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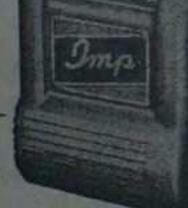
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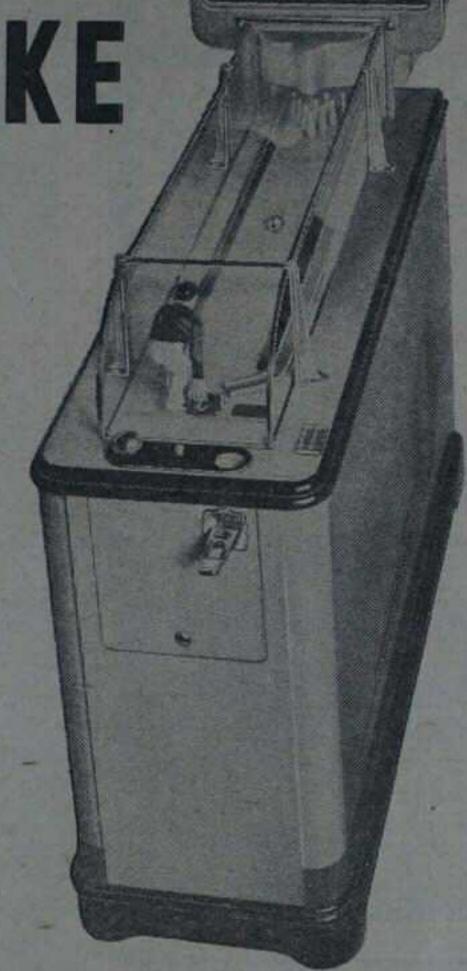
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SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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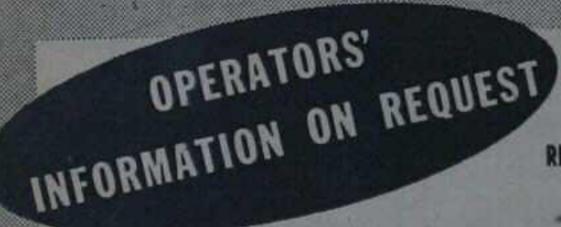
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RECONDITIONED PIN GAMES

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Lucky Star ... \$ 26.00 Major League Baseball ... 56.00 Marjorie ... 20.00 Paradise \$128.50 Sarenade 160.00 Short Stop 72.50 Stage Door Can. 12.50 Surf Queen ... 15.00

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KEENEY'S ELECTRIC CIGARETTE VENDOR,

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Sometimes women have to carry the banners

Perhaps you'll see the story of Joan of Arc, as portrayed on the screen by Miss Ingrid Bergman.

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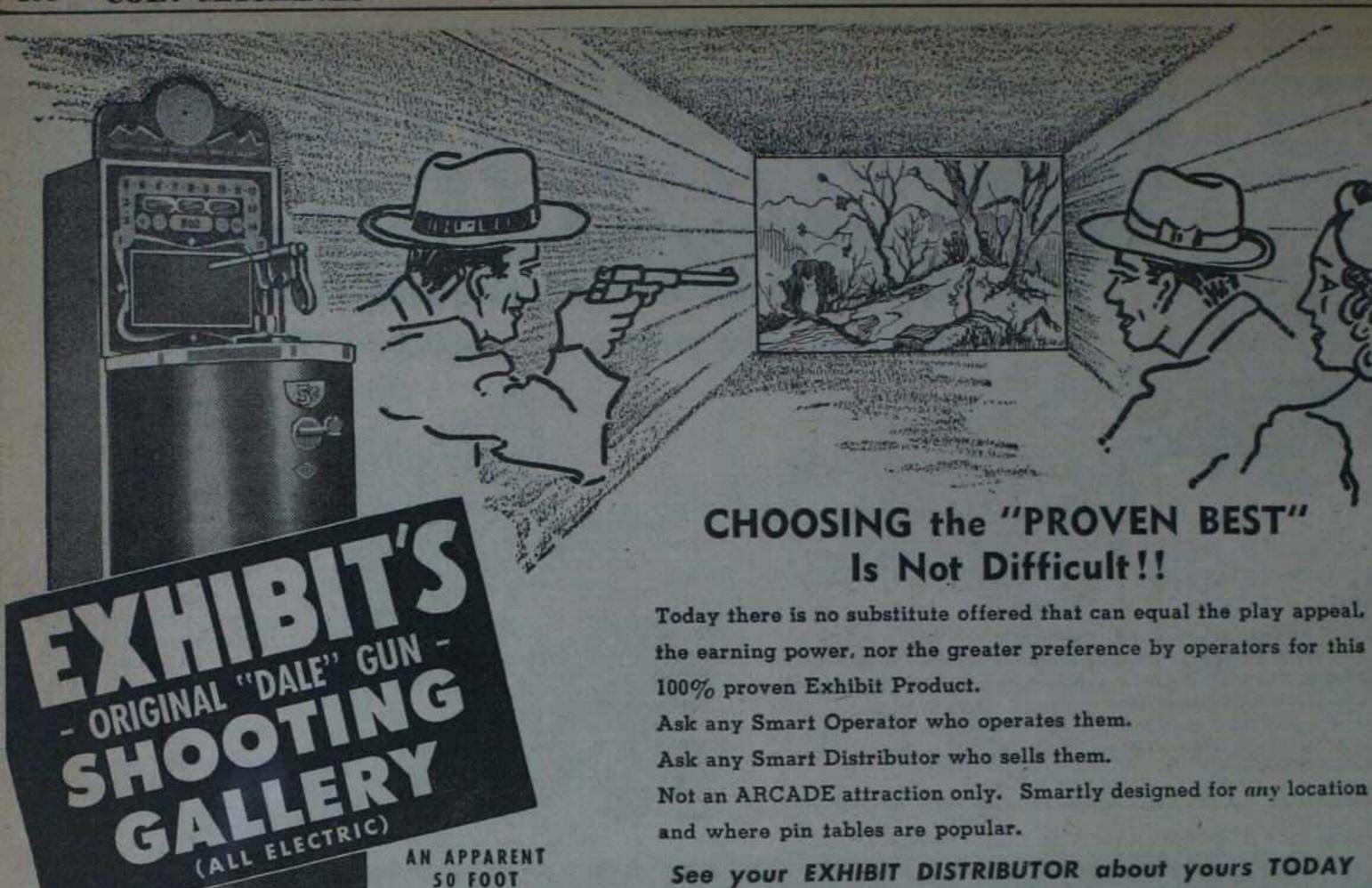
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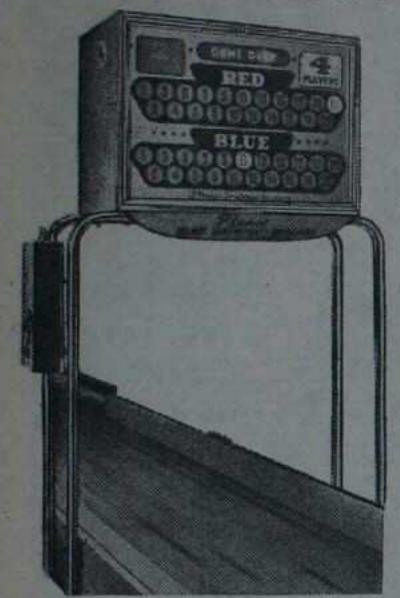
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Finest made! Beautifully designed high visibility - instant action push button scoring - metered cash box. Pollshed chrome brackets. Easy to install on any shuffleboard. Scores to 15 points for 2 players - 21 points for 4 players. Saves you money, time and trouble! Speeds play - increases earnings

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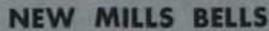
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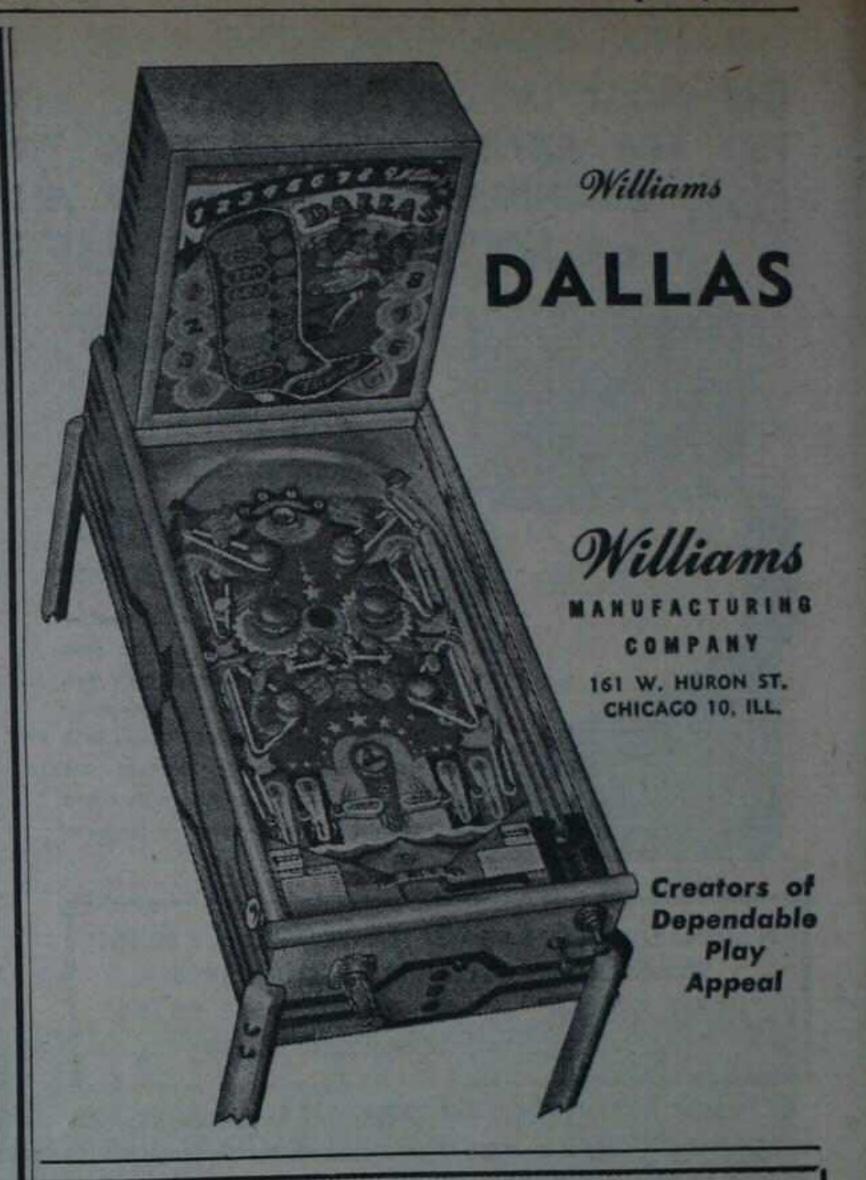
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Sensational question and answer same. Educational amusing. Terrific corningst Immediate Delivery. SE PLAY .. \$650.00 | 10/ PLAY .. \$600.00

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Each unit completely reconditioned and refinished. All worn parts replaced.

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All With Club Handles SC BLUE FRONTS \$ 85.00
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The Followins Are in Brand New
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Those Slots Guaranteed

100% Perfect!

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ATLAS MUSIC CO., STAS GRAND RIVER AVE., DETROIT &



167



VINCENT C. SHAY, President, Bell-O-Matic Corporation, Chicago OB Years

In this ad we pause a moment from the normal hustle and bustle of this work-a-day life to honor and congratulate a man who has devoted his entire business career to the Coin Machine Industry. 30 years ago on April 1, 1919, Vince Shay started to work at the old Mills Novelty Company plant at Green St. and Jackson Blvd., Chicago. Then only 18 years old, he started his meteoric rise into the business world; at 23 he was General Sales Manager of Mills Coin Division. Probably at that time he was the youngest sales executive of a large corporation in the United States. He traveled far and wide throughout the country for many years, visiting operators on location. He has been a friend and counselor to thousands of operators, clubs, jobbers and manufacturers of coin machine products. We feel no other man has a higher place of esteem in the coin machine business; no other man has more friends. Letters and telegrams of congratulations are pouring in from friends everywhere, a wonderful testimonial to a fellow who has been a "real coin machine man" every step of the way!

Employees of Bell-O-Matic Corporation, Chicago.



YES, SIR-"EVERY DAY WILL BE A BIG DAY WITH 'BIG TOP"

GENCO BUILDS GREATER GAMES 2621 NORTH ASHLAND AVENUE . CHICAGO 14, ILLINOIS WICO'S

MAKE YOUR OLD PIN GAMES MODERN AND BUILD UP YOUR TAKE EASILY AND QUICKLY INSTALLED

COMPLETE BUMPER KIT, INCLUDING BULB, READY TO BE INSTALLED

NOTE: Please specify pin game manufacturer

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ING DEVICES, RELAYS and Misce laneous Parts, also NEW JUMBO TYPE LEG LEVERS.

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Be sure to contact WICO for all your Shuffleboard supplies. Highest quality . . . lowest prices . . . BEST DELIVERY! OUR WAX WILL NOT SCUFF ANY SURFACE! ALWAYS USE WICO WAX!

CHICAGO 41, ILLINOIS

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NEW ONE BALLS. BALLY CITATION, F.P. 5645 BALLY LEXINGTON, P.O. 645

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WMS.	ALL-STA	RS .	2002	******	139.5
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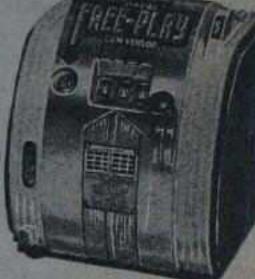
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KEENEY 3-WAY BONUS SUPER
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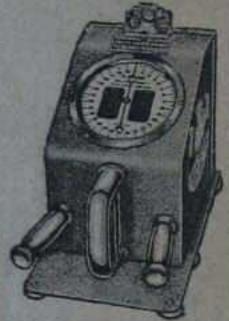
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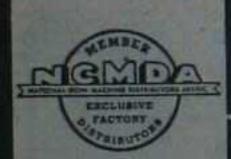
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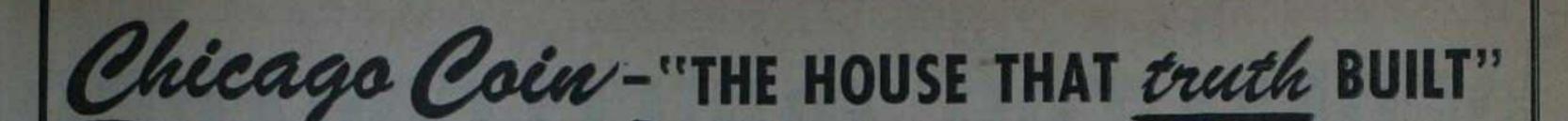
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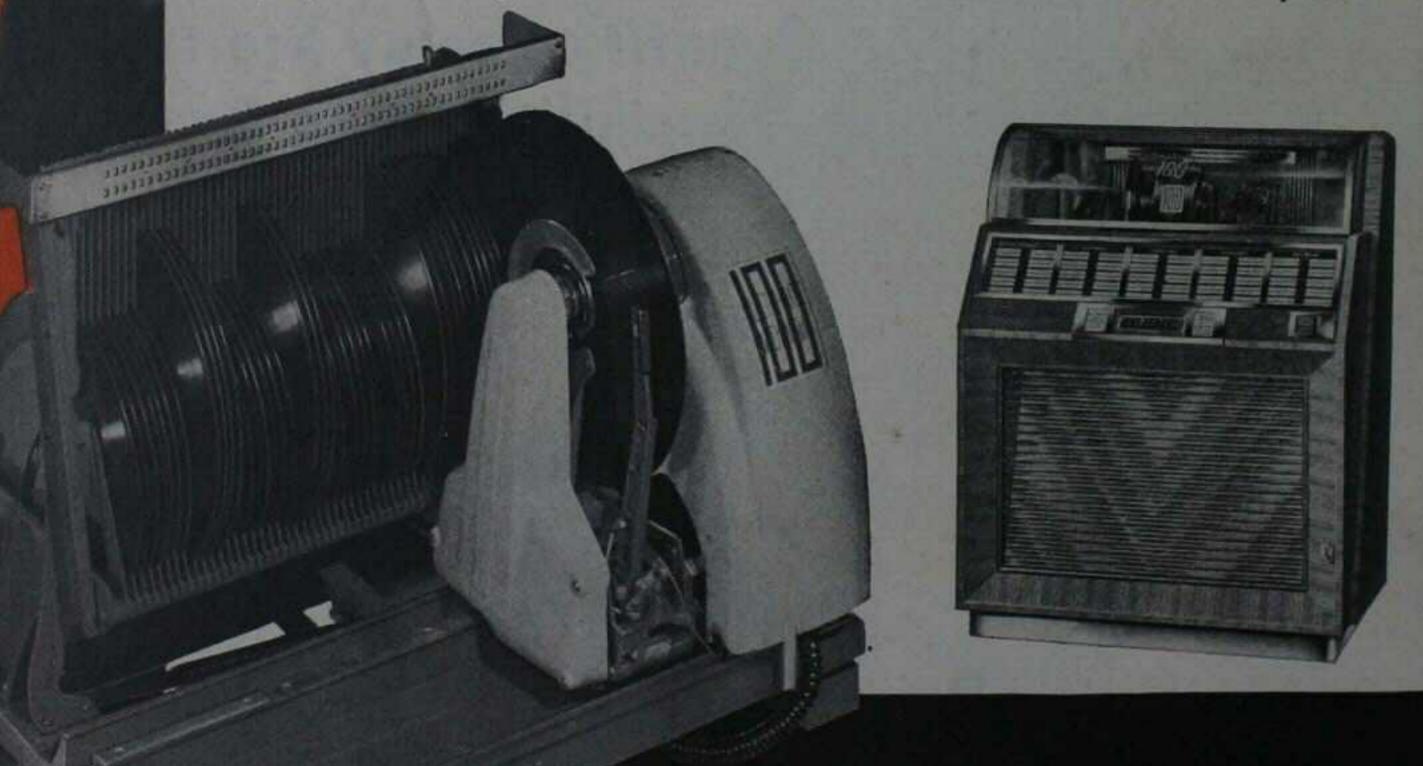
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