

SPRING SPECIAL featuring the OUTDOOR EQUIPMENT REVIEW

The Billboard

APRIL 9, 1949
25 CENTS



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

AMERICA'S
MOST TALKED ABOUT
ATTRACTION

PAUL & PAULETTE TRIO

with **JIMMY GARNER**

WORLD'S CHAMPION ON THE TRAMPOLINE

FEATURING HIS FAMOUS TRIPLE TWISTER

NEW YORK ACCLAIMS!

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

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

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

KAHN, Variety
"Paul & Paulette Trio, two boys in bell-hop garb and a cute femme looker, go over strongly in their early spot as they bounce around on the trampoline. They are a youthful and attractive trio, with the girl supplying considerable beaut dressing. . . . The younger of the males is Jimmy Garner, former National AAU trampoline champion, and he performs some difficult tricks with consummate ease. There aren't many acts of this type around any more, but for the time there is in vaude, they can play any of them, plus the larger niteries, too."

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

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

MILTON BERLE "Texaco Star Theatre" TELEVISION SHOW

VARIETY REVIEW doubling from the Paul & Paulette Trio, ran through their acrobatics on the trampoline with amazing agility. Act, given top production values, was a video natural, with Berle naturally coming in to try his hand at the springy net in a funny bit."

SPORTS and HOME SHOWS

THE TOLEDO TIMES, Toledo, Ohio
"Headlining the twice-daily entertainment program in the 1948 Sports and Home Show will be the Paul & Paulette Trio, with AAU Champion Jimmy Garner, reputed to be the world's finest trampoline act. Paul (George Paul), for years the only man in the United States doing the difficult tricks that his protegee, Jimmy Garner, now performs, long (June Paul) is considered the foremost girl performer on the trampoline today. Champion Jimmy Garner is the only man in the world to do a triple twister."



CHICAGO ACCLAIMS!

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

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

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

MONTREAL ACCLAIMS!

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

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

1949
FAIR SEASON
GEORGE HAMID

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

OUTDOOR BIZ OUTLOOK GOOD

White Leaving Col. Waxery to Top MBS Net?

Poses Problem for Diskers

NEW YORK, April 2.—Despite refusals of directors of the Mutual Broadcasting System (MBS) to comment, reports persisted this week that Frank White, president of Columbia Records, Inc. (CRI) is the leading candidate to succeed Edgar Kobak as the network's next president. White himself would not comment late this week, other than to say that it would not be right to comment in view of the fact that there had been no formal negotiations.

Nevertheless, White was undoubtedly the No. 1 candidate on the list as the Mutual directors prepared to meet in Chicago Friday (8) a few days before the management half of the National Association of Broadcasters (NAB) opens. It is considered virtually certain, however, that the directors' choice, subject to the approval of White himself, will be announced that week-end. It is also reported that Kobak himself would introduce his successor at the Mutual affiliates' dinner in Chicago Sunday (10). This was regarded as further substantiation of the White appointment.

The Mutual presidential situation has precipitated a terrific rumor (See *White Reported* on page 6)

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

By Jerry Wexler

NEW YORK, April 2.—There's heavy sugar in gospel singing, as Sister Rosetta Tharpe is demonstrating in her current profitable one-nighter tour of the South. Operating on a \$750 minimum guarantee against 60 per cent of the gross, she's been taking out better than \$1,250 per stand.

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

Small Nut

The Sister's operating nut is minimal. Outside of her "assistant" (as the billing reads), singer Marie Knight and a road man, there's no pay roll. Locale of the evangelist chirper's concerts is either a church, an auditorium or a ball park, with the Sister working in conjunction with a local preacher. She usually warms up the audience with a word or two of down-home free style gospel chatter, introduces Marie Knight, and then the two launch into a duet, with Miss Tharpe accompanying herself on the guitar, and Miss Knight fingering the piano. They then alternate with solo and duet performances, with Miss Tharpe building audience fervor with her singing, spotted guitar solos and intermittent sermonizing.

According to Dave Taps, her manager, she can work virtually every night in the week—and the record

does show occasional stretches where she's done better than 20 dates in a month—but she prefers to slacken off occasionally. During the three summer months she lays off altogether.

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

CBS Expects Cirk To Yield To TV After All

NEW YORK, April 2.—Despite the declaration made last year by John Ringling North, head of the Ringling Brothers and Barnum & Bailey Circus, that he would not permit telecasting of this year's Big Show, the Columbia Broadcasting System (CBS) expects the big top head to reverse his position before this year's run is over. The circus opens its New York stand at Madison Square Garden Wednesday (6). CBS has TV rights on all Garden events except hockey and Golden Gloves.

CBS indicated this week that it felt North would relax his ban after the show was past its second week or so. North put the nix on TV last year, supposedly after he became convinced that the CBS telecasts hurt the take.

Kid Patronage Pitch Expected To Be Strong

Farm Areas Loom Brightest

By Herb Dotten

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

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

Good Season Ahead

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

Diskers Clash Over German Wax

Capitol Sues To Stop Merc. On Telefunk'n

Action Sets Precedent

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

Bond Tune

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

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

can rights to Telefunk'n and were unable to reach an agreement. Capitol intends to prove that Mercury is releasing platters originally cut for Telefunk'n and were acquired by Mercury's Veepee John Hammond thru Czechoslovakian channels without permission of Telefunk'n. Capitol's complaint, as filed with the court, reads in part as follows:

"Defendant Mercury Record Corporation, without the knowledge, consent, authority or license of Telefunk'n and with full knowledge of (See *DISKERS CLASH* on page 30)

Tootler-Emsee AGVA Card Has Barto in Jam

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

A few weeks ago Banks, house emcee for two years at the Regent, was fired and replaced by the band leader, Lee Norman. Subsequently Norman applied to AGVA for a card despite the fact that as a member of Local 802, American Federation of Musicians (AFM), he was not permitted to join AGVA or use AGVA form contracts.

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

"Unique Circumstances"

The AGVA board met, ruled that the card be authorized, with Banks (See *Hassle Over Tootler* on page 51)

War on Cuffos Hits Bojangles And the Friars

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

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

U. S. to TV Sellers: "Poosh It!" Britain About To End Stage Censorship

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

Wave of Set Buying Looms

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

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

(See *Tele Needs Aggressive*, page 17)

NBC Okays Kaye Giveaway Plans

NEW YORK, April 2.—The National Broadcasting Company (NBC) which has had a firm stance against telephone gimmicks on audience participation and giveaway shows (except for those shows on the air when it enacted this regulation) has relaxed again, this time for Sammy Kaye's television version of *So You Want To Lead a Band?* Kaye does his second TV tryout of the program April 10.

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

In This Issue

Broadway Showlog	56
Burlesque	53
Carnival	74-95
Circus	109-113
Classified Ads	127-161
Coin Machines	175-236
Fairs and Expositions	96-108
Final Curtain: Births and Marriages	60
General Outdoor	61-73
Honor Roll of Hits	26
Legitimate	56-57
Letter List	102
Music	33
Merchandise	127-172
Music as Written	48
Music Machines	187-195
Music Popularity Charts	26-44
Night Clubs	51-54
Parks and Pools	114-123
Personal Appearance Section	47-50
Dines for Ditchmen	160
Radio-Television	5-17
Repertoire	58-59
Reviews: Local	50
Night Clubs	52
Vaudeville	84
Rinks and Skaters	124-126
Roadshow Films	58-59
Reunites Carnival	70
Circus	70
Legitimate	56
Miscellaneous	70
Salesboards	173-174
Shuffleboards	196-207
Vaudeville	51-54
Vending Machines	176-188
Vox Jox	50

The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1949 by The Billboard Publishing Company.

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 24568
- No. 1 Disk in the Nation's Juke Boxes
CRUISING DOWN THE RIVER, R. Morgan Ork. Decca 24568
- No. 1 Most Played Juke Box Folk Record
DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002
- No. 1 Best Selling Retail Folk Record
CANDY KISSES, G. Morgan, Columbia 20547
- No. 1 Most Played Juke Box Race Record
HUCKLEBUCK, P. Williams, Savoy 693
- No. 1 Best Selling Retail Race Record
HUCKLEBUCK, P. Williams, Savoy 693
- 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 26 to 44 in Music Section.

Cantor Set for Pabst TV Show; Network Undecided

CHICAGO, April 2.—Eddie Cantor definitely will start a television series for Pabst Brewing Company the first Tuesday in October, he said last night after a special broadcast from Milwaukee. The program will not be a simulcast version of his AM show, but will be a twice-a-month variety-drama series titled *School of Show Business*. The program probably will originate on the Coast, he said, and be aired thruout the country via kinescope. If kinescope recordings prove unsuccessful, the program will move to New York.

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

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

former could develop top stuff for weekly TV appearances.

Cantor also made some caustic statements about radio research organizations. He said industry acceptance of surveys as a basis for decisions concerning continuation or cancellation of programs is an outrage. He said his present Hooper for Pabst is only 12, but the company is selling more beer than it ever did. Cantor said that the industry's belief in the importance of survey results should result in a condition in which "the heads of the heads of the networks ought to roll."

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

NEW YORK, April 2.—A move to line up top non-contract Hollywood film actors is under way by Meteor Productions, new tele package firm headed by legit and film Producer John Houseman. The first of a series of dramatic shows has been filmed by the group, with a cast headed by Geraldine Fitzgerald, Valerie Bettis and Vladimir Sokoloff, in a Keith Winter adaptation of Strindberg's *The Stronger*. The sample show is for a 15-minute period. Future shows will include originals as well as adaptations.

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

Minnesota Tax Bill Dies

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

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

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

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

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

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

Blackstone Cancels Dates

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

The Billboard

The World's Foremost Amusement Weekly
Founded 1894 by W. H. Donaldson
Publishers
Roger S. Littleford Jr.
William D. Littleford
E. W. Evans Pres. & Treas.
Lawrence W. Catto Secy.
Editors
Roger S. Littleford Jr. Editor in Chief
C. R. Schreiber Coin Machine Editor
Herb Dotten Outdoor Editor
William J. Sachs Executive News Editor
(Cincinnati)
Dick Armstrong Executive News Editor
(New York)
Managers and Divisions
W. D. Littleford, Gen. Manager Eastern Division
1364 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800
M. L. Reuter, Gen. Manager Western Division
155 North Clark St., Chicago 1, Ill.
Phone: CEntral 5-8751
Sam Abbott, Gen. Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-5831
F. B. Joering, Gen. Manager Southwest Division
390 Alameda Blvd., St. Louis 1, Mo.
Phone: CHestnut 0-443
C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago
B. A. Bruns Circulation Manager
Main Advertising, Circulation & Printing Offices
2150 Patterson St., Cincinnati 22, Ohio
Phone: DUInbar 6-450
Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply to the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.
The Billboard also publishes:
Vend, the monthly magazine of automatic merchandising.
Turnover, the monthly magazine for record and phonograph dealers.



PIVOTAL NAB MEET SET TO GO

'Voice' Hollers At \$36,000,000; 'Bare Minimum'

WASHINGTON, April 2.—Congress should appropriate much more than the requested \$36,000,000 for the 1950 operation of the Voice of America, a five-man Voice advisory committee said this week in a report submitted to both houses.

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

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

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

P. & G. in 2d Radio Retreat

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

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

Joe E. Lewis Set As NAB Guest

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

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

"True or False" Folding

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

Radio - Video Relationship, Pending Economic Problems, Major Convention Concerns

Attorney General To Laud Industry for Okaying Code

WASHINGTON, April 2.—The National Association of Broadcasters (NAB) annual convention, which opens in Chicago Wednesday (6), will provide the stage for a highly significant "meeting of minds" between government and the broadcast industry in the history of the trade association. The development is seen here as certain to share the limelight with the convention's other major issues—explorations into the relationship between AM radio and television, girding the industry to meet economic problems resulting from intensified competition for advertising revenues and expansion of the industry's efforts in the international fight for spectrum space.

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

chords are expected to be struck in addresses by Chairman Wayne Coy, of the Federal Communications Commission (FCC), the following day and by Attorney General Tom C. Clark, 24 hours after the Coy speech. Attorney General Clark will literally give the broadcast industry a "day in court" when he will be principal speaker at a luncheon Tuesday (12), to be attended not only by the NAB delegates but also by an array of the leading lights of the Midwest's judicial and legal circles. It was learned that special guests at this luncheon will include all the federal judges from the District and Appeals Court benches in the Chicago area and key bigwigs from the bar associations at the national, Illinois State and Chicago levels. Clark's theme will prove to be a follow-up to the Miller talk which will bare a mass of data in which the NAB prexy will attempt to show not only

(See RADIO-VIDEO on page 16)

OK for Union To Hit Struck Station's Biz

NEW YORK, April 2.—A decision of far-reaching implication was issued by the National Labor Relations Board (NLRB) in the Upper New York State area Wednesday (30) when it ruled that the American Federation of Radio Artists' (AFRA) strategy of going directly to a sponsor to persuade him to yank his business off a station against which a strike is being conducted is not a secondary boycott within the meaning of the Taft-Hartley Act. The interpretation was a result of a complaint by Gordon Brown, owner of WSAY, Rochester, now being struck by AFRA, that the union was conducting a secondary boycott against him.

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

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

Minn. Weighs Chillers Gag

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

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

Rexall Sets Guy For Summer Seg

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

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

NAB Convention Agenda

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

MORNING SESSION — SUNDAY, APRIL 10

- 9:30 a.m. Opening—Jess Willard, NAB; Ted Cott, WNEW, New York.
- 10 a.m. "Do I Need Transcriptions?"—Cy Langlois, Lang-Worth Transcriptions; John Sinn, Fred Ziv Company; Walter Davidson, Capitol Transcriptions, Ted Cott.
- 10:30 a.m. "A New Program Source, the United Nations"—Benjamin Cohen, UN.
- 11 a.m. "Public Interest Audience Building"—Gordon Kinney, Advertising Council.
- 11:30 a.m. "The Independents' Position"—Sidney Roslow, The Pulse, Inc.
- 12:30 p.m. Luncheon Session—Justin Miller, president, NAB—"Who Owns and Controls Radio in America?"

AFTERNOON SESSION

- 2 p.m. Promotion—Jerry Franken, *The Billboard*; Joe Koehler, Sponsor.
- 2:30 p.m. "How To Steal an Audience"—Cal Smith, KFAC, Los Angeles.

(Continued on page 8)

The Billboard at the NAB

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

- High-Power Promotion on a Low-Cost Budget*, by Lee Little, KTUC, Tulsa, Okla. Little is a double promotion winner this year, winning first place both in *The Billboard* and *Ford Theater* promotion competitions.
- Co-Ordinated Program Specialization by Affiliated Stations*, by Cal Smith, KFAC, Los Angeles, an NAB board member.
- The first installment of a complete guide to television service organizations.
- The first installment of an exclusive survey analyzing AM and TV in the Chicago market.
- And, of course, there'll be up-to-the-minute coverage of convention news.

As before, there will be *The Billboard's* annual NAB exhibit of prize-winning entries in the 11th Annual Promotion Competition. Delegates are cordially invited to drop in for a gander. The address is Suite 505, Hotel Stevens, Chicago.

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

WASHINGTON, April 2.—An unlisted feature of the early sessions of the National Association of Broadcasters' (NAB) convention, which opens in Chicago Wednesday (6), will be the disclosure of the official results of a membership-wide referendum on two major questions—whether the NAB board will retain power to promulgate the NAB code and whether an NAB board member can succeed himself.

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

May Win in Upset

The general belief prevails that both referendum questions will be defeated, but there is always an outside chance for an upset result. An upset on the code question could turn the convention into a turmoil, since it would have the effect of repudiating the currently promulgated NAB Standards and Practices, even tho the actual phrasing of the resolution which went before the members does not legally withdraw the present code. The question which is being voted upon ends the board's power to promulgate a code, and trade legalists believe that the resolution cannot be interpreted as having a retroactive effect. Nevertheless, if the resolution calling for rescinding of the board's codal-promulgation power happened to be adopted, the result would be likely to be interpreted as a repudiation of the code itself, sending the issue once again onto the convention floor for bitter debate.

The referendum on the code question went to the members this year as the result of demands by Edward Breen, NAB board member, who was ousted from his seat in the recent board election.

Smullen Behind Other

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

Joy Lams WDAS; Beeuwkes Succeeds

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

Joy's association with the industry goes back to the crystal set days. Beeuwkes was also associated with KYW here in a sales capacity, and in his 16 years in radio had been with the station relations department of the Mutual network and associated with the Lone Ranger air show.

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

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

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



KLZ's Showmanager
HUGH B. TERRY

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

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

(Continued from page 3)

sweepstakes, with other names still being tossed in as possible entries. Among those mentioned were Paul Kesten, former Columbia Broadcasting System (CBS) vice president, and James M. Gaines, of the National Broadcasting Company (NBC). Kesten could not be reached for confirmation, while Gaines and Ted Streibert, president of WOR, Mutual's New York station, both held to a "no comment" stance when quizzed about the Gaines candidacy. Gaines has had a thoro grounding in every phase of network and station operation via various posts he has held at NBC. He is now director of owned-and-operated stations

for NBC, and assistant to sales veepee Harry Kopf. In some quarters Gaines was regarded as a "sleeper" in the event White's appointment did not materialize.

It was also reported that Mutual had made a bid to Ken R. Dyke, administrative vice-president of NBC, but that Dyke had nixed the proposal. Another plan under consideration was to have named Alfred McCosker, former WOR president and former Mutual board chairman, as "interim" head of MBS. This, it is said, was vetoed, on the ground that it would not be advantageous for MBS to operate in such a fashion. McCosker (See WHITE POSSIBLE on page 18)

Conference Finds FM Ahead Of Television, Point by Point

NEW YORK, April 2.—A point-by-point comparison of FM and television, made at the FM clinic here yesterday (1) by Everett Dillard, president of the Continental FM Network, showed a marked numerical edge by the radio medium. Dillard's figures showed FM leading in operation stations, as of January 1, by 700 to 52 (compared with 370 to 17 at the start of 1948); number of new stations added in 1948, 330 to 35; number of different cities in which stations are located, 451 to 30 number of states, 43 to 21, and number of post-war receivers made to the end of 1948, 3,000,000 to 1,000,000.

Dillard also said that over 100 million people now live within primary FM range, over two-thirds the population of the nation. Further, he stressed that with more manufacturers of small TV sets now encompassing FM radio receivers, the advertiser's AM message will not reach owners of these sets unless duplicated or run separately on FM.

Ed Kobak, president of Mutual Broadcasting System (MBS), in a luncheon address, said that the broadcasting industry "has been selling blue sky too long," and must lower its costs and supply better listening, with FM offering the possibilities for the latter in terms of good reception. He said MBS would cover considerably more families at night via FM than it currently does with AM.

Dr. Millard C. (Tex) Faught urged

the FM'ers to start signing some of the 4,000,000 potential advertisers, less than 1 per cent of whom, he said, were now using any radio. Only one of 20,000 enterprises, he said, were on network radio. Ted Leitzell, public relations chief of Zenith Radio Corporation, said his firm leans heavily toward use of newspaper space toward promotions pushing FM, rather than use of either AM or FM advertising, tho both also are utilized.

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

William Ensign, Eastern manager for Transit Radio, Inc., said that while use of FM in transit systems is about a year and a half old, it already is functioning in 15 cities, will be in close to 50 by the end of the year, and going on a national basis by next year. On February 1, he said, 207 sponsors were using the system in seven cities. Maj. Edwin H. Armstrong, FM's inventor, gave a tape-recording demonstration at the luncheon of the difference between AM and FM reception at the same places and times, in which the AM signals were ruined by static, while FM rode over storms and interference clearly.

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

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

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

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

Arbitration Possible

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

The U. S. position is that while the Atlantic City conference in 1947 authorized the eventual use of the 540 kc. band for AM broadcasting, such authorization has to be implemented at a meeting of the North American Regional Broadcasting Agreement (NARBA) before becoming effective. Meanwhile, according to the U. S. stand, operation of a standard station on the frequency presents a hazard to non-broadcast U. S. radio services still using frequencies in the 540 kc. range.

No Mex Announcement

According to State Department officials, Mexico has made no official announcement of its position on the use of the frequency, but apparently the Mexicans feel that the Atlantic City agreement was sufficient to authorize immediate use of the band for standard broadcasting.

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

A-Participater May Replace Alan Young

NEW YORK, April 2.—Fortune Train, a new audience participation show, will be auditioned next week as a possible summer replacement for the Alan Young show on the National Broadcasting Company (NBC) facilities. Young now airs for Tums.

The idea is to have the audience participation show with a phone giveaway angle make stops at cities throuth the country.

CURTAINS FOR CONFERENCES?

Qualitative Analysis Called Need of Video Commercials

NEW YORK, April 2.—Television today has great need for more qualitative analysis of its commercials, according to Marion Harper Jr., president of McCann-Erickson Agency. Speaking at the afternoon session of the City College Radio-Television and Business Conference here this week, Harper illustrated his point with two case histories of variety programs taken from studies made by the agency with the Stanton-Lazarsfeld program analyzer.

The cases showed that Program A had four times the rating of Program B, and was only one-third as expensive on the basis of cost-per-1,000 viewers. Commercials of both shows, delivered live, had equivalent sponsor identification, at a very high level. Program A was favorably received by 56 per cent, compared with 44 per cent for Program B, and 50 per cent voted positively for the commercials of A while only 30 registered favorable reactions for B's plugs.

Weak Memories?

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

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

TV Seen Topping Radio in Five Years

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

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

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

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

Sunpapers Intervene In Gag Rule Appeal

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

Permission to intervene was granted Abell this week by the Maryland Court of Appeals in Annapolis.

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

Ware Speaks

Other speakers in the afternoon panel included William Ware, president of the Frequency Modulation Association (FMA), who said that "the old AM cow is about milked dry and will have to be sent to the hamburger factory." Ware said that there now are about 720 FM stations operating, nearly half the number of AM outlets, and over 100,000,000 people hear FM in 450 major market areas.

Elliott M. Sanger, executive vice president of WQXR, New York, said that independent AM and FM stations will have to specialize in one type of programming to meet television's competition. Hubbell Robinson Jr., vice president and program chief of the Columbia Broadcasting System (CBS), urged use of new performers and new formats.

Siepmann Asks Air Use by Educators At U. of Pa. Confab

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

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

"In this golden age of communication," continued Siepmann, "there are 3,000 radio and television stations, 95 per cent of the people of the country have access to radios, and they spend an average of three and one-half hours a day listening to the (See Siepmann Asks on page 10)

CCNY Fiasco Straw To Bust Camel's Back

"Waste of Time," Says Trade

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

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

"CCNY put on a good show last year and the year before, but this year's conference was so bad that in my opinion it may mean curtains for the entire project. In the morning, they held a series of boring get-togethers, populated largely by students. The luncheon was pointless and the elimination of awards in some categories made me feel that there either were no entries or else an insufficient number to warrant consideration. After the luncheon, a dozen or so other commercial radio men and I walked out; we saw no need for wasting more time."

No Turnouts for Panels

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

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

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

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

NEW YORK, April 2.—Whether tele will hurt radio was the key question debated at the programming panel of the City College Radio-Television and Business Conference here this week. Ted Cott, program manager of WNEW, New York, voiced the belief that video will compete more for the advertising dollar of other visual media, such as newspapers, magazines and billboards, than it will with radio. He pointed out that radio's coverage now extends to 98 per cent of the country's families.

There was general agreement that radio hereafter will have to specialize more in appealing to specific segments of the audience and that the webs will suffer more from tele's inroads than will the indies. John Sinn, of the Frederick W. Ziv Company, said that it was likely the big national programs would air on the tele networks, while radio would be used more for local and regional efforts.

A general correlation of all research studies constantly being made about radio and television was urged by the research panel members. In

this respect it was agreed that a file in a single place of all such material would be helpful to the industry and to advertisers and their agencies. Also recommended were more individual presentations of research rather than following of formula treatments, and greater use of pictorial material such as graphs.

The sales panel members concluded that local radio sales will not feel the inroads of tele for some five years. When the inroads do come, the panel felt, radio will respond with better administration, management and salesmanship. Further, the belief was expressed that TV shows might well be paid for out of the sales rather than advertising budget, since many firms consider tele a sales medium, not an advertising medium.

Radio publicity for the indie station is getting harder to obtain and new creative press methods must be devised, according to the publicity and promotion panel. However, radio publicity on a national basis still is getting space on a 9-to-1 ration against television, mainly because of the many non-tele areas still existing.

Canned Vs. Live TV Shows Aired at CCNY Conference

NEW YORK, April 2.—The luncheon session of the City College Radio-Television and Business Conference this week was highlighted by a difference of opinion on the role of live against film programming for television. Actor Edward Arnold plumped for heavier use of film, while Ben Duffy, president of the Batten, Barton, Durstine & Osborn (BBDO) agency, who followed Arnold, took the opposite side.

Arnold said that talent on the Coast anticipates that at least 60 per cent of video programming will be done via film. This, he said, was essential because the demands on the actor are less. The rigid rehearsal schedule and the need for absolute memorizing of lines imposes a heavy burden on the talent which filming and editing out of fluffs would ease, according to Arnold.

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

Sponsor's Viewpoint

The agency chief noted that advertisers are not particularly worried (See Canned Vs. Live on page 10)

Libel Protection Voted in Maine

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

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

Federal law bars censorship of political addresses.

Philco Planning No Show To Fill Crosby's Spot?

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

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

"Playhouse" Hiatus

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

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

Chesterfield May Ink 'Sing It Again'

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

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

RTDG & ABC Pact Talks Break Down

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

Money is the basic difference between the negotiators. ABC is offering \$80 weekly for associate directors and \$105 each week for directors. The RTDG wants \$95 and \$130 weekly for associates and full-fledged meggers, respectively.

NAB Convention Agenda

(Continued from page 5)

Angeles; Bill McGrath, WHDH, Boston; Ralph Weil, WOV, New York; Patt McDonald, WHHM, Memphis.
3:30 p.m.—Mel Drake, WDG, Minneapolis.
3:45 p.m. Discussion of Sales Problems—Maurice Mitchell, NAB.

MORNING SESSION — MONDAY, APRIL 11

Registration. Committee Meetings.

AFTERNOON SESSION

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

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

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

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

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

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

3:40 p.m. "A Forecast of Business"—Leo Cherne, New York.

4 p.m. "Selling the Small Market Station"—Simon Goldman, WJTN, Jamestown, N. Y.

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

7:30 p.m. FM Session.

MORNING SESSION — TUESDAY, APRIL 12

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

10:10 a.m. "PR in Programs Means Public Relations"—Harold Fellows, WEEL, Boston.

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

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

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

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

AFTERNOON SESSION

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

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

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

2:55 p.m. "BMI—A Report"—Carl Haverlin, President, BMI.

3:15 p.m. Broadcast Measurement Bureau, Floor Discussion.

4:30 p.m. Resolutions.

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

WEDNESDAY, APRIL 13

Television Sessions.

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

NEW YORK, April 2.—For the first time in many years the National Broadcasting Company (NBC) will have no top policy-making brass attending the National Association of Broadcasters (NAB) annual convention, slated for the Hotel Stevens, Chicago, next week. NBC is the only network which will not be represented by its president or executive veepee. Neither Niles Trammell nor Charles Denny, NBC prexy and exec vice-president, respectively, is slated to attend.

The Columbia Broadcasting System (CBS), on the other hand, is sending a brass-heavy contingent headed by Frank Stanton, president;

Joe Ream, executive vice-president, and Adrian Murphy and Howard Meighan, each of whom is a veepee and general executive. Altogether, there will be—count 'em—13 CBS vice-presidents including Herb Akerberg, Les Atlass, Earl Gammons, Bill Gittinger, Arthur Hull Hayes, Bill Lodge, Vic Ratner, Jack Van Volkenberg, Kelly Smith and Don Thornburgh. Some 17 other top CBS execs, heading various departments, are also attending.

The American Broadcasting Company (ABC) contingent is headed by the board chairman, Edward J. Noble; Mark Woods, president, and Bob Kintner, exec veepee. Others include

NBC Eyes Tues. Night Boost Via Martin & Lewis

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

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

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

Am. Tobacco Billings Shaky for BBD&O?

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

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

Biow Mulls "Aces" For Morris Cigs

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

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

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

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

The Mutual Broadcasting System (MBS) will be represented by its entire board of directors, whose chief business will not be the NAB convention itself but final approval of a new president to succeed Edgar Kobak. Latest reports tab Frank White, president of Columbia Records, as Kobak's successor.

NBC Skeds Tests Of Dunn & Merman

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

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

New Moore Company Producing "Ladies"

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

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

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

Channel Revamp Seen as Mexico Talks Near End

WASHINGTON, April 2. — The "target date" for the wind-up of the current short-wave parley in Mexico City is Saturday (9) State Department officials told *The Billboard* this week. With a special committee now working out details of allocations the probability looms that the U. S. will lose some of the present channels used by the *Voice of America*, but the State Department emphasizes that better *Voice* coverage will result, even with a decrease in channels, because of a decrease in interference from the stations of other countries.

Both the U. S. and Russia have backed down on their original requests for short-wave time, but even their modified proposals have been scrapped by the conference, State Department officials said.

The U. S. started off with a request for 287 frequency hours and gradually backed down to 17 hours, approximately what is now being used. A frequency hour is defined as the use of one channel for one hour, a more convenient method of measurement than number of channels, since a frequency is usually shared by two or more countries.

Russia Backs Down

Russia, on the other hand, first requested a whopping 1,000 hours and later dropped down to 600 frequency hours—a total certain to be whittled down by the conference, State Department officials said, with the possible result that Russia will walk out of the meeting. A State Department spokesman declared, however, that "with or without Rus- (See Channel Revamp on page 55)

FM's Great, Say the FMA Boys, But Linnea Nelson Disagrees

NEW YORK, April 2.—The FM clinic, conducted here yesterday (1) by the Frequency Modulation Association (FMA), consisted of two separate sessions: That in which the FM broadcasters took the rostrum and bombarded each other with optimistic predictions, and that wherein much the same people, speaking to each other privately, held their heads and moaned over the dark situation. Of the major addresses made during the day, only that by Linnea Nelson, chief time buyer for the J. Walter Thompson Agency, shed cold, unadorned light on the true status of the medium.

Miss Nelson's major point was that "with FM radio, we're sunk as far as being able to show anyone that thru the use of FM he's going to get the most for his money." She particularly scored the lack of co-operation by FM broadcasters, with a few exceptions, in supplying the information requisite to an advertiser deciding where to invest his advertising dollar.

All Stations Needed

In this regard, she said that "millions of facts on just a few stations will never do the job for the industry that could be done by just a few facts on all the stations. These facts should include how many FM homes, and where they are located within the coverage pattern, what are the programs and ratings, and how many will I get for how much? It's amazing how many station salesmen resent our asking for this information."

Miss Nelson noted the difficulty in securing such data from the usual sources, such as Standard Rate and Data Service, which lists only 326 of the 700 FM outlets in operation. Subtracting those which duplicate AM, do not sell time, have gone off or whose

listings were received too late, 151 were left. Of these only 100 publish rates, and 45 of these have no New York rep, while 24 publish incomplete data. She also told of her agency's troubles in trying to buy time on one FM outlet, estimating that the 15 per cent commission for 26 weeks of programs was used up in needless time, correspondence and telegrams, and the order still cannot be placed.

The favorable side of the picture repeatedly was stressed by such phrases as: FM is becoming established as the superior commercial medium of broadcasting, the FM picture is the bright spot in the broadcast picture, and FM today is on the threshold of a tremendous business potential. However, FM station execs in the dark recesses of the Commodore had less sanguine views to express.

Rates Don't Do It

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

Even at these rates, he said, it was impossible to hold sponsors, who have been demanding immediate returns for their investments. Sometimes, even when some good returns were traced directly to FM advertising, the bankrollers bowed out anyway. He said that 90 per cent of station managers are finding they can sometimes sell sponsors, but they can't produce enough results to keep them.

This manager also said that about one-third of those with FM sets knew their radios could get FM, but cared nothing for it and didn't use the band; about 10 per cent didn't even know what FM was or that they could receive it. The remainder tuned in oc- (See FM IS GREAT on page 55)

**why WOR sells more
at less cost
to more people
than any other station
of equal power
in America today**

- 1.** Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.
- 2.** Because WOR repeatedly provokes results for as low as 1/12th of 1-cent per impact.
- 3.** Because WOR can sell an advertiser's product or service to the majority of 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.
- 4.** Because WOR is heard by more people during the day and during the night, than any other station in America.
- 5.** Because WOR carries more—and more complete—news programs than any station in America. And because twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.

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

NEW YORK, April 2.—Reports circulating this week were to the effect that the National Broadcasting Company (NBC) may follow the pattern established by the Columbia Broadcasting System (CBS) in designating an advertising agency producer-exec to head up its programming operations. CBS set this pattern when it named Hubbell Robinson as its program vice-president. At the same time, it is known that NBC has offered Ken Dyke, its administrative and program veepee, a newly created post as vice-president in charge of public relations. Dyke was public relations officer under Gen. Douglas MacArthur.

NBC will not confirm any of the current rumors, but it is known that the web has discussed its program post with two top advertising agency executives. Their identities are not being revealed.

Another plan which NBC had in its hopper called for Dyke to move to Chicago to head up its Midwestern operations, with I. E. (Chick) Showerman, the Midwest veepee incumbent, moving East to take over television sales.

Two elements, however, are said to have kayoed this arrangement. One was Dyke's reluctance to leave New York and the other was that placing Showerman in charge of television sales would have meant re-vamping the NBC policy of AM-TV integration.

The unconfirmed stories concerning Dyke have already led, however, to trade opinion that should he move out of program operations he would be placed in the light of taking a bum rap. The shift, it is claimed, may

place him in an unfavorable light in view of the recent CBS program gains at NBC's expense. Actually, it is pointed out, the NBC program department operated under what is described as a woefully inadequate budget, with virtually no allowance for creative activities and none forthcoming until CBS had scored so heavily.

Canned Vs. Live TV Shows Aired

(Continued from page 7)

about the centralization of tele receivers in New York, which has about half of all installed in the country. The manufacturer, said Duffy, doesn't really care whether he gets more sales in one part of the country than another, just so long as he gets more sales. As to costs, he said that by the end of last year tele facilities costs per home had already dipped below that of radio, but that if a medium gets sales, the costs really mean very little. Thus, he said, even should tele costs be twice as high as those of radio, it might very well deliver 10 times the number of sales.

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

Time factors will become more important in tele than they have been in radio. Duffy said that there will not be enough good time periods in

Hum and Strum 25 Years on Hub's WBZ

BOSTON, April 2.—Almost since year 1, it seems, Hum and Strum have been a fixture on the Hub's Westinghouse station, WBZ. But it wasn't until the station popped up with a 25th anniversary announcement this week that anybody realized this team had been around for a quarter of a century.

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

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

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

BESS HEADED FOR WVNJ?

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

WLIB is a part-timer owned by The New York Post. WVNJ went on the air about six months ago.

IMC Finally Pulls Stakes; May Return for "Emergency"

WASHINGTON, April 2.—The Industry Music Committee (IMC), which quietly disbanded this week after having served as the music-broadcast industry's information clearing house in last year's contract row between the American Federation of Musicians (AFM) and the industry, can be expected to be revived in any future "emergency."

Reflecting the total peace that now presumably reigns between AFM Prexy James C. Petrillo and the industry, the executive committee of IMC took the long anticipated going-out-of-business step at a New York meeting Wednesday (30), at which the committee voted to return \$19,000 in unexpended money to contributing members. The amount of returned unspent money represents 26.4 per cent of the IMC's total fund allotted for its successful "clearing house" job in the protracted but peacefully terminated row between Petrillo and the various segments of the music-broadcast-transcription industries.

A. D. (Jess) Willard, executive veepee of the National Association of

AFRA Nixes CBS Waxing of Stars Over Summer

NEW YORK, April 2.—The American Federation of Radio Artists (AFRA) Tuesday (28) rejected a Columbia Broadcasting System (CBS) request that it reconsider its stand prohibiting off-the-line recording of top programs to inject a hypo into the web's summer programming schedule. CBS feels that strong programming this summer will help radio fight the inroads that TV is making on listeners and proposed that it be allowed to repeat, via wax, top-name shows broadcast originally during the regular radio season.

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

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

SIEPMANN ASKS

(Continued from page 7)

radio—more time than they spend on anything except working and sleeping."

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

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

Siepmann said he was "not opposed to adventure serials of the cliff-hanger type for children," but added, "we are interested in exactly why children like to listen to that kind of program because then we could apply the technique to something sensible."

a
GREATER VOICE

and a

GREATER BUY

in the Detroit Area!

★

50,000 WATTS

in the middle of the dial

AT 800 KC.

★ JUNE, 1949 ★

CKLW

Guardian Bldg., Detroit 26 • J. E. Campeau, President

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.

MUTUAL BROADCASTING SYSTEM

WOR PLOTTING AM SWITCH

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

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

NEW YORK, April 2.—Imminent sale of the Dwight D. Eisenhower film series, *Victory in Europe*, to Time, Inc., this week enabled the American Broadcasting Company (ABC) to anticipate a potent Thursday night tele line-up starting next month. The Eisenhower series will air for *Life* from 9 to 10 p.m., following *Stop the Music*, which will occupy the 8-to-9 spot starting May 5.

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

Close to Sale

Stop the Music's first half hour was close to sale this week, on the heels of Old Gold's inking for the final 30 minutes. A radio-tele receiver manufacturer, believed to be Emerson, holds the inside track, but Old Gold also is interested in taking over the entire show if the former deal does not jell.

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

"Blind Date"

The remainder of the basic Thursday lineup will include Bernard Schubert's package, *Blind Date*, featuring Arlene Francis, and the World Video dramatic ailer, *Actors Studio*. *Blind Date* will get the 7:30 to 8 p.m. period, preceding *Stop*, and the web is reported near sale on the basis of an excellent audition film. *Actors Studio*, which despite its criti-

Irving Grabs Toni Account

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

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

cal accolades has been unable to snare a sponsor in its six months on the air, may have better luck in the 10-10:30 spot, following Eisenhower.

Gen. Mills Sets Million \$ Deal For TV 'Ranger'

NEW YORK, April 2.—A September debut has been set by General Mills for the tele version of the *Lone Ranger* over the American Broadcasting Company (ABC). The show will be placed in the 7:30 to 8 p.m. period on Thursdays, over 28 stations. The radio version of *Ranger*, also on ABC, is in the same time period on Mondays, Wednesdays and Fridays.

Over \$1,000,000 in time and talent annually is the estimated bill for the weekly tele opus, which will be aired via film. Western tele stations will be fed out of Hollywood, inasmuch as the West Coast cable will be opened prior to the show's debut. Dancer-Fitzgerald-Sample is the agency.

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

NEW YORK, April 2.—Robert Q. Lewis's hour-long TV show gets under way on WCBS-TV, Saturday, May 7, between the hours of 7 and 10 p.m., the exact time slot not having been decided. The program will be situation-comedy with a vaude slant. Plans are to feature a couple of stooges planted in the theater audience, in boxes, as stagehands or in any other spot where they could normally heckle Lewis and get laughs.

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

CBS is pitching Lewis at sponsors in 15-minute blocks.

Operating Schedule Cut by DL's W6XAO

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

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

Economy measure will require re-scheduling programs currently being aired. In the process, six sustainers will be axed, the balance shifted to other nights.

TV Too Onerous, Morgan Cuts Down

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

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

Ace Deal in Works For Admiral Show

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

Ace originally introduced the character on his radio series, the bit being one of the show's standouts.

Sponsors May Try Segs for Effect Vs. TV

Experiments Near

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

Behind WOR's thinking, as outlined by Ted Streibert, the station's president, are two basic facts: One is that television-wise, New York is a good two years ahead of the rest of the nation in television circulation and potential audience. The other is that WOR, by virtue of its standing in the country's top market, can serve advertisers as a "one station network." Thus, in Streibert's reasoning, accounts using WOR can get (See WOR PLOTTING on page 15)

Realistic new rate card makes **WMCA** your **best buy** in New York!

HERE'S CASE No. 1

	WMCA	Independent Station A	
One-Minute Spot Announcements <small>(minimum national rate)</small>	24.00	31.00	You save 10% on WMCA
Cost-per-thousand homes 8:00 AM to 11:00 PM	69¢	77¢	
Quarter-hour programs <small>(minimum retail rate)</small>	54.40	119.00	You save 13% on WMCA
Cost-per-thousand homes 8:00 AM to 11:00 PM	1.56	1.79	

Your WMCA or Free & Peters salesman has all the rates and ratings to prove how price-fixed WMCA is now the smartest buy in the market!



Based on February Pulse (Sunday-Saturday, 8:00 AM to 11:00 PM) average ratings non-premium time and Metropolitan District Radio Homes, BMB

UP-TO-THE-MINUTE NETWORK

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

MONDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Howdy Doody (W)
6:00 TO 6:30			Small Fry Club (Co-Op) (E-W)	
6:30 TO 7:00		Lucky Pup (W)	Teen-Time Tunes (E)	
7:00 TO 7:30	News and Views (W)	Sports Quiz (S)	Inside Photoplay (E)	Kukla, Fran and Ollie (RCA) J. Walter Thompson (E)
7:30 TO 8:00	Earl Wrightson Show (W)	Manhattan Showcase (E)	Manhattan Spotlight (E)	Henry Morgan (S)
8:00 TO 8:30		CBS Television News (W)	Russ Hodges (E)	Camel Caravan (Reynolds Tob.) Wm. Esty (W)
8:30 TO 9:00	ABC Barn Dance (E)	The Quadrangle (E)	Camera Headlines (E)	
9:00 TO 9:30	Identify (A. Stein) Lewis A. Smith (E)	Preview (E-W)	Newsweek Views the News (E)	Song and Dance (S)
9:30 TO 10:00	Skip Farrell (E)	Arthur Godfrey's Talent Scouts (Lipton's Tea) Young & Rubicam (S)	Doorway to Fame (Co-Op) (E)	Chevrolet on Broadway (Chevrolet) Campbell-Ewald (W)
10:00 TO 10:30		The Goldbergs (Young & Rubicam) (W) See NOTE		Colgate Theatre (Colgate-Palmolive-Peet) Wm. Esty (S)
10:30 TO 11:00		People's Platform (W)		Americana (Firestone) Sweeney & James (W)
			Camel Caravan of Sports (Reynolds Tob.) Wm. Esty (W)	Boxing (Gillette) Maxon (E)

THURSDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Howdy Doody (W)
6:00 TO 6:30			Small Fry Club (Co-Op) (W)	
6:30 TO 7:00		Lucky Pup (Bristol-Myers) D-C-5 (W)	Teen-Time Tunes (E)	
7:00 TO 7:30	News and Views (W)	Your Sports Special (S)	Okey Dokey Ranch (E)	
7:30 TO 8:00	Wren's Nest (W)	Manhattan Showcase (S)	Delora Bueno (E)	Kukla, Fran and Ollie (RCA) J. Walter Thompson (E)
8:00 TO 8:30	Film Shorts (S)	CBS Television News (Oldsmobile) D. F. Brothier (W)	Manhattan Spotlight (E)	Henry Morgan (S)
8:30 TO 9:00	Actors' Studio (W)	Make Mine Music (S)	Operation Success (E)	Camel Caravan (Reynolds Tob.) Wm. Esty (W)
9:00 TO 9:30		Dione Lucas (W)	Arrow Show (Cluett-Peabody) Young & Rubicam (S)	
9:30 TO 10:00		Key to the Missing (Whelan) Fisher (E)		Lanny Ross (Swift) McCann-Erickson (S)
10:00 TO 10:30	Feature Film (S)	Film Theatre of the Air (E)	Window on the World (DuMont) Oliver, Newell & Ganger (W)	Bob Smith Gulf Road Show (Gulf) Young & Rubicam (S)
10:30 TO 11:00				Bigelow Show (Bigelow-Sanford) Young & Rubicam (W)
				(To Be Announced) (S)

FRIDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Howdy Doody (W) Howdy Doody (Unique) Crant (W)
6:00 TO 6:30			Small Fry Club (Co-Op) (W)	
6:30 TO 7:00		Lucky Pup (U. S. Rubber) Fletcher-Richards (W)	Teen-Time Tunes (E)	
7:00 TO 7:30	News and Views (W)		Vincent Lopez (W)	
7:30 TO 8:00	Wren's Nest (W)		Inside Photoplay (E)	Kukla, Fran and Ollie (RCA) J. Walter Thompson (E)
8:00 TO 8:30		CBS Television News (W)	Manhattan Spotlight (E)	Henry Morgan (S)
8:30 TO 9:00		The Quadrangle (S)		Camel Caravan (Reynolds Tob.) Wm. Esty (W)
9:00 TO 9:30	Break the Bank (Bristol-Myers) Doherty-Clifford-Shenfield (W)	Adventures in Jazz (S)	Admiral Broadway Revue (Admiral) Kudner (W)	Admiral Broadway Revue (Admiral) Kudner (W)
9:30 TO 10:00	Joe Hasel Sports Review (W)	What's It Worth (E)		
10:00 TO 10:30			Front Row Center (Whelan) Fisher (E)	Stop Me If You've Heard This (Bonafide) Leon (S)
10:30 TO 11:00				Your Show Time (American Tob.) N. W. Ayer (S)
				Boxing (Gillette) Maxon (W)
				10:50 News (S)
				Chesterfield Supper Club (LGM) Newell-Emmett (W)

TELE PROGRAM SCHEDULES

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

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

SATURDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Children's Sketchbook (W)
6:00 TO 6:30				
6:30 TO 7:00		Lucky Pup (W)		
7:00 TO 7:30	News and Views (W) Wren's Nest (W)	Western Film Theatre (S)		
7:30 TO 8:00	Feature Film	Quincy Howe (W)		Television Screen Magazine (S)
8:00 TO 8:30	(S)	Film Theatre (W)		Saturday Night Jamboree (S)
8:30 TO 9:00	Think Fast (W)		Films	Eddie Condon's Floor Show (S)
9:00 TO 9:30	Stump the Authors (E)			Who Said That? (Crosley) Benton & Bowles (W)
9:30 TO 10:00	Stand by for Crime (E)			
10:00 TO 10:30				
10:30 TO 11:00				(E)

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

Sustaining programs are indicated in light-face type. Commercial programs are in bold-face, together with sponsor and agency.

Late program changes include the following:

Monday, 9-10 p.m., CBS: "Ford Theater," Ford Motors, via J. Walter Thompson, once monthly. On the other three weeks the programs listed will be broadcast.

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

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

CHICAGO, April 2.—Central division of the American Broadcasting Company (ABC) this week signed a lease to take over 4,000 square feet of space for TV studio and offices in the Civic Opera Building. According to John Norton, vp in charge here, move represents an expansion of about one-third in the web's local video operation.

ABC has two TV studios in the Civic Opera Building. With its new studio on the 42d floor, net expects to increase local programming and network originations by about one-third. The new lease becomes effective May 1 and eliminates the possibility of ABC moving to the Chicago Coliseum.

Acquisition of the space, new personnel and programing is expected to increase ABC TV operating costs about \$6,000 per week and would represent an addition of about 15 per cent to the net's local TV operation, Norton said. To fit the new space for television ABC will have to spend about \$200,000, bringing the net's TV capital investment here to about \$1,000,000.

ABC also has hired two new TV salesmen, giving it a total of three salesmen pitching television. Operating with only one TV salesman ABC has managed to do the largest volume of video business here. So far WENR-TV's local business has been about \$300,000 and the sale of network shows originated here, or sold here, represents \$400,000 annually.

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

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

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

favoring lower-cost programs. Net execs make no bones about the fact that in television they plan to follow their AM line of action. They plan to let other nets, with their established big names and costly shows, run top-cost programs while ABC attempts to find new ideas and shows which appeal to advertisers looking for a good return per dollar invested instead of prestige.

Norton admits that Chi will never be an organization point for top-cost programs featuring big names. But he says the city should have an important role as originator of lower-cost programs. He pointed out that *Super Circus*, which is getting national Hooper average of about 21, will cost advertisers about \$3,250 per hour as a production package. With this Norton compares some of his own net's New York programs which don't rate as high but cost around \$3,000 per show, exclusive of time. He further says that programs that would cost \$1,000 here would sell for about \$5,000 if they were originated in New York and used name talent.

The division's video endeavors will reach the break-even point before the end of 1949, Norton conjectures. He claims that with \$5,000 per month additional business this will be possible.

Four ABC Stations Get B&H TV Series

CHICAGO, April 2.—Bell & Howell, movie equipment manufacturers, this week bought a television program which it will start airing April 24 on a four-station American Broadcasting Company network. Bell & Howell's entrance into the video field marks another purchase of the medium by an advertiser who has not been an important radio user.

The camera company will sponsor *Action Autograph*, a program bought from Jack Brand Productions, Inc., new local TV packaging org. The show, to be aired Sundays from 10 to 10:15 p.m. (CDT), will feature interviews with guest celebrities and film sequences highlighting the guests in activities which have made them famous.

Program, to be aired via cable in New York, Chicago, Detroit and Philadelphia, will originate here. Henri Hurst & McDonald Agency will handle the account. If the program is successful, agency sources say, it is possible the sponsor will buy additional markets.

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

NEW YORK, April 2.—WOR-TV, slated to go on the air June 1, this week set its first major deal, signing Schaefer beer to sponsor a minimum of 13 night Brooklyn Dodger baseball games. The deal is considered unusual, since it means the account has bought the station without even so much as seeing its test pattern, which in turn, will not be on the air until the second week in May. WOR-TV has Channel 9 for New York.

The Dodgers' regular games are telecast over WCBS-TV, but because of network commitments the station couldn't handle the night games. A similar condition sent the Glant night games from WNBT to WPIX this year and last. In addition to using WOR-TV, Schaefer is using WATV, Newark, both stations to air the games simultaneously.

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

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

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

Hubbard charged that his application to videocast the tournament was turned down by the State High School Athletic League directors on advice of university authorities. When a public uproar resulted, with veterans' organizations complaining that hospitalized ex-G.I.'s would be unable to see the games, the university changed its mind and called Hubbard into conference three days before the tourney started.

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

The other alternative was that he pick up the games as a public service, with no commercial sponsorship. Hubbard said that in addition to \$1,000 for cost of pick-ups, he would have to wash out \$4,000 worth of commercial time already booked to fulfill the all-games edict.

"Our operating loss for the television part of our business runs many thousands of dollars each month and the station is not in a position to suffer greater losses," Hubbard declared. "The university officials knew this when they imposed their unreasonable conditions. It was another way of saying no television."

Authors of the bill in the State House of Representatives are Rep. Carl M. D'Aquila, of Hibbing, former radio announcer there, and Rep. George Murk, of Minneapolis, president of the Minneapolis Musicians' Union, with whom Hubbard has scrapped many times over union contracts. The bill would affect any educational institution supported by public funds.

Radio Makers Plan Bally on V-H-F Video

WASHINGTON, April 2.—With the industry still rumbling over Zenith Radio Corporation's recent "obsolescence" ads, the Radio Manufacturers Association's (RMA) newly-appointed public relations committee is planning to stage an early organizational meeting to map a well-funded publicity drive to "clarify" the situation in respect to present television receivers on the very-high-frequencies (VHF).

RMA President Max Balcom yesterday announced the appointment of Paul V. Galvin, president of Motorola, Inc., as chairman of the new committee. Galvin is a past prexy of RMA. H. C. Bonfig, veepee of Zenith, was among seven manufacturing executives named by Balcom to serve on Galvin's new committee. Others are Benjamin Abrams, president of Emerson Radio and Phonograph Corporation; Dr. W. R. G. Baker, director of RMA engineering department and veepee of General Electric Company; James H. Carmine, veepee of Philco Corporation; James W. Craig, veepee of Crosley division, Avco Manufacturing Corporation; Dr. Allen B. DuMont, prexy of Allen B. DuMont Laboratories, Inc.; Joseph B. Elliott, veepee of Radio Corporation of America, Victor division, and William J. Hulligan, president of the Hallcrafters Company.

In announcing the new committee personnel, RMA stated that "comprehensive information on television service, present and future, in an objective, orderly and constructive public relations program, is to be prepared and presented by the RMA committee, broadly representative of the television industry and including leading television manufacturers." RMA also stated that outstanding engineers and technical TV experts will aid the p.r. project, which "will include information on present TV service and receivers in the VHF channels and also prospective future ultra-high-frequency (UHF) channels." RMA added that the committee "has broad authority and substantial funds to determine and conduct the television project." The committee is authorized to "issue authoritative industry statements on TV technical, merchandising and other problems, also supplemental information regarding the practical effects of policies and orders of the Federal Communications Commission (FCC), present and future." The association also issued a reminder of the FCC chairman's statement last week (*The Billboard*, April 2) that the present video service "will not be eliminated."

Italy Seeks Equipment

WASHINGTON, April 2.—A group of Italian financiers is negotiating with American manufacturers for equipment to launch TV in Italy, the Commerce Department reports. Present plans, backed by the Rome government, call for the construction of the country's first TV station in Turin.

GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

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

MULSON STUDIO

Box 1941

Bridgeport 1, Conn.

SPECIAL
ORDER YOUR PUBLICITY PHOTOS
AT ONCE
ONLY \$7.50
FOR 100 8x10 PHOTOS
NO NEGATIVE CHARGE
SEND FOR PRICE LIST
ON OTHER SIZES
50% DEPOSIT, BALANCE C. O. D.
QUALITY PHOTO SERVICE
Parkside St., Box 12
BRISTOL CONN.
Phone: 4013

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

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

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

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

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

WOR Plotting An AM Switch

(Continued from page 11)

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

Audience Potential

Other aspects of the WOR theory take the slant that even the programs aired along these lines might be viewed as experimental, they would still have AM audiences, potential or actual, far in excess of that available in any other radio market, and at a lower cost to boot. Then, a few years hence, when video networking and circulation are far ahead of the present picture, advertisers will be able to continue radio programming without the need of the greater risks involved in the future.

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

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

5 Unions Okay TV Authority

West'house Buys 'CBS Studio One'

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

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

BUD SPENCER TRANSFERS

HOLLYWOOD, April 2. — S. S. (Bud) Spencer, assistant to Burt Oliver, Coast topper for Foote, Cone & Belding (FC&B), has been transferred to the agency's expanding Hollywood tele department and will be in charge of tele pic production, working with Arnold Maguire, Coast agency video topper. Spencer was with National Broadcasting Company (NBC) for eight years and has been with FC&B the last five years.

No Car Tele?

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

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

Goodall TV Series Adding 13 Outlets

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

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

Markets scheduled to carry the series are Chicago, Los Angeles, Washington, Atlanta, Louisville, New Orleans, Baltimore, Boston, Detroit, St. Louis, New York, Cincinnati, Cleveland, Philadelphia, Pittsburgh, Memphis, Fort Worth, Houston and Richmond, Va.

AM Warned To Specialize To Counteract TV Strength

NEW YORK, April 2.—Renewed evidence that AM nighttime programming in television service areas will have to be keyed to highly specialized levels was presented in a study completed this week by Bob Hoffman, WOR, New York research director. Essentially, the study, based on the Pulse, Inc., figures for January, showed that in combination AM-TV homes, AM listening evenings is down 75 per cent, with classical music offering TV its strongest competition.

Radio stands up better against TV, the study makes clear, in the early evening hours between 6 and 8 p.m., rather than later in the evening when the heavy video programming artillery is brought to bear. The types of programs which hold on best during these hours are quiz and audience participation shows, situation comedy, variety-comedy, and longhair music. Between 8 and 10:30 p.m., news commentators, quiz and audience participation shows, situation comedy

and longhair are the programs with the most appeal.

AM News Strong

The fact that radio news has a slightly above average draw may indicate that TV still has a long way to go in this phase of its programming. It is also interesting to note that in the early evening hours sports and news commentators, as distinguished from straight newscasters, took the greatest licking from TV. Variety and popular music programs and miscellaneous talks were the other forms of programs that showed the most significant loss to video.

The two mystery shows on AM before 8 p.m. fared the best of any type aired, with a rating of 53.8 per cent. The same kind of show after that hour went way down to a 20.9 per cent rating.

The variety-comedy shows, using big name comics aired in the earlier hours of radio, average a 38 per cent appeal to listeners with TV sets as against a poor 21.4 rating after 8 p.m.

AFM Wins Increase on TV Network and O&O Stations

NEW YORK, April 2.—The American Federation of Musicians (AFM) and the four networks yesterday (1) concluded a pact covering scales for musicians on television programs broadcast over the networks and their owned - and - operated stations. The basic scale of network programs, heretofore three-quarters of the standard broadcast scale, has been upped to 90 per cent of the standard broadcast scale. On local telecasts, the minimum, heretofore two-thirds of the broadcast scale, has been upped to 80 per cent of that scale.

Translated to dollars, the scales are approximately as follows: On network programs, the scale was formerly \$13.50 and is now \$16.20 for 30 minutes or less. On programs more than 30 minutes, but not more

than one hour the former scale of \$17.25 is upped to \$20.70.

On local programs, the scale for 30 minutes or less was \$12 and is now \$14. On programs more than 30 minutes but less than one hour, the former scale of \$15.33 is hiked to \$18.40.

The contract is for one year starting April 1, 1949.

The pact does not cover scales for musicians on film. This still remains to be worked out by the AFM, as does a contract for TV package companies. The new term is the first which is non-experimental in nature. Previous pacts have been short-term deals predicated on the angle that they would be renegotiated to bring the scales in line with additional TV circulation and income.

2 Basic Issues Remain To Be Threshed Out

But Peace Is on Horizon

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

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

Equity's Other Objection

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

In agreeing to the TV authority, AFRA, nevertheless, has reserved jurisdiction to simultaneous AM-TV shows and over staff announcers and other employees in the radio industry whose work includes both radio and TV performances. The other unions have agreed to this set-up.

Meister To Sponsor Chi Cubs, Sox Tilts

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

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

GENUINE HIGH GLOSSY PHOTOS 5 1/2" EA.

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

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

8x10's \$7.99 per 100; \$55 per 1000
Fun Mail Photos (5x7) \$36 per 1000 - Postcards \$23 per 1000
Mounted Enlargements: 30x40, \$3.95
(No Negative Charge on 2 or more)

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

COPYART Photographers
Plaza 7-0233
165 West 46th St.
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

● for the complete story of

PAUL & PAULETTE TRIO

See **INSIDE FRONT COVER** OF THIS ISSUE

Won't Be Long Now, Coast TV Toppers Say as Medium Beckons Radio, Film Names

Agents Active; Acts Work for Cakes, Experience

HOLLYWOOD, April 2. — Coast video's long-anticipated invasion of top radio and film names seems "just around the corner," according to informed agency and station execs. For the first time since Hollywood TV went into high gear, there are signs of a top name talent hypo by early fall.

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

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

Play the Field

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

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

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

HICKS OR CITY SLICKS

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

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

Write for
FREE Samples
and
Price List B.



Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
185 Church St., New York 7, N. Y.
Barclay 7-5871

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

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

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

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

With Paramount operating KTLA here and Warners purchasing KLAC-TV, it is likely that flickeries will use tele adjuncts to good advantage in exploiting pix and building film talent.

Radio and Video Relationship, Pending Economic Problems, Chief Concerns at NAB Confab

(Continued from page 5)

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

The three-way lateral pass on the "small business" topic—Miller to Coy to Clark—in three successive days at the NAB convention is expected to be of special interest in view of the rumblings from Capitol Hill in the direction of a communications industry-wide investigation embracing radio networks, electronics manufacturing industry patents-holding methods and FCC jurisdiction (The Billboard, February 19). Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate Commerce Committee which has been assembling material for the latter study, has been invited to join the bigwigs guest list at the NAB convention.

Pointing up the "radio as a free enterprise" theme still further will be the fact that Miller will be presenting his facts in his only major talk of the convention to the meeting of the NAB unaffiliates on their first "Independents Day" (The Billboard, March 5). Meanwhile, the NAB board, which has already authorized Miller to add a "legis-

lative liaison" executive to his staff, is readying to give a lot of attention at its Chicago meetings to the further NAB reorganization problems, including the plan of the NAB's special reshuffle committee which has already received the board's okay on a proposal for adding a television departmental expert to the NAB staff and which in its program to be submitted to the board next week is expected to call for further top-level regarding, so as to meet the problems resulting from television's growth and the "saturation-point" competition in standard broadcasting. The committee is also expected to have a suggestion for increasing the NAB's FM activities. Already given a green light by the board and certain to get more concrete action at the upcoming meetings will be the expansion of NAB's advertising guidance and sales research operations as a means of stepping up the association's efforts to keep members alerted to economic trends and shifts and ways to combat economic problems. Coupled with this will be a follow-up action to the board's February meeting at New Orleans when the board moved to intensify the association's activities on all matters dealing with international as well as domestic communications (The Billboard, February 26). The association is already taking steps in this direction as a result of the board's authorizing NAB Prexy Miller to arrange for teamwork moves with the State Department, White House and the FCC in an effort to give broadcasters a better break in both standard radio and video allocations.

A decision on the future of the Broadcast Measurement Bureau is also expected to evolve from the board's Chicago sessions. The NAB board is reported to be ready to produce its own proposed version of a successor to the measurement bureau. The convention will get a floor discussion of the BMB at the Tuesday (12) afternoon business session.

SHORT SCANNINGS

New York:

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

The Katz Agency, Inc., is national ad rep for KLAC-TV, Los Angeles, starting this month. . . "Radio and Television Best Magazine" has signed Guy Lebow to narrate film commercials for a trial spot campaign to begin shortly on all New York TV stations. . . Mrs. Raymond Clapper has joined the staff of Theodore Granik's "American Forum of the Air" (Mutual), in an advisory capacity. . . Judd Cox has joined Tel-Air Associates, package outfit, as West Coast sales and production man, working with Mort Singer, who heads the Hollywood office. Rhoda Avon has been added to the sales staff of the firm's New York office. . . Helen Gerrold, Coast radio actress, recently returned from making a film in Italy, is trying to crack into legit on Broadway. . . Mike O'Shea, legit press agent, guested on the Wendy Barrie show Friday (1) on WNBC. . . A first in TV was established when Kukla Fran and Ollie devoted their entire program Wednesday (30) to "Hollywood Screen Test," which is on another network. Neil Hamilton was the guest.

Hollywood:

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

Economic Issues

Threading thru all business meetings of the convention and probably most directly of interest to the delegates will be the economic issue of intensified competition for shrinking ad revenues within the AM industry and between AM and TV. This problem will head the topics of the sessions Monday (11), and it is seen significant that FCC Chairman Coy will be the principal speaker at the luncheon that day. NAB Executive Veepee A. D. (Jess) Willard will preside at that luncheon. The afternoon session, titled "It Can Happen Here," will touch off discussions of revenue problems. Speeches during the afternoon sales session will include: Lee Hart, assistant director, Broadcast Advertising Department, NAB, on New Techniques for Successful Retail Radio; Maurice B. Mitchell, Director of NAB's Advertising Department, Management's Responsibility to Radio's Selling Effort; Leo Cherne, head of Leo Cherne Associates, A Forecast of Business, and Simon Goldman, WJTN, Jamestown, N.Y., Selling the Small Market Station.

The NAB has made no secret of the fact that the economic issue is one of the most vital ones—if not the most vital—affecting the industry and perhaps the most lively topic of the convention. In paving the way for the afternoon-long session on fundamentals of radio advertising sales, NAB Ad Department Director Mitchell said the sales session will be "programmed to emphasize selling in an increasingly competitive market full of revenue-hungry media of all kinds." "This session," said Mitchell, "is designed to bridge the gap between platform and floor."

Tele Needs Aggressive Selling

Sets Total 46% Of Philco Sales

PHILADELPHIA, April 2.—Television, radio receivers and radio-phonograph combinations accounted for 46 per cent of last year's sales of the Philco Corporation, it was reported to the local company's stockholders this week by William Balderston, president, and John Ballanlyne, chairman of the board. Electrical appliances, air conditioners, parts and government orders made up the rest of the sales which reached 1948 earnings of \$10,532,000, compared with \$9,831,000 in 1947.

In a joint statement, the two company heads said that "public interest in the television is growing rapidly, and 1949 should see new records set by all branches of this industry. Philco should share fully in the benefits this growth will bring." TV, radio and phono sets were the largest items in the sales breakdown figures in the 46 per cent for that division.

Admiral Debuts Trio of Combos

CHICAGO, April 2.—The Admiral Corporation will begin delivery of three new TV-radio-phono combinations about May 1, it became known here this week. The three models have new 12½-inch TV screens and a new record player which handles 78, 45 and 33 1/3 r.p.m. disks.

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

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

Cap April Bop Wax Tied to Promotion

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

DECCA PLANT WHIRRING

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

How They're Selling Them

(As advertised in the nation's press.)

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

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

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

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

SALE ON SEVEN GE MODELS MUSA-phonics radio-phono combinations. Three models illustrated. Prices exclusive at that store in Chicago. Six models are equipped to play LP disks automatically; \$140,000 worth of sets for \$61,000. Model 44 reduced from \$975 to \$419.50, etc.—Mandel Bros., Chicago.

CELEBRATION SALE FOR OPENING OF branch store. Save \$160 on a nationally famous 1949 tele-radio-phono combo. Brand name withheld. Original price \$419.95, now selling for \$255.50.—Dorn's, Los Angeles.

"THE FINEST UNIT I HAVE EVER BEEN privileged to offer anyone at anytime," says dealer Dan Miller of the new 18-inch tube Stromberg-Carlson tele-radio combo. "Yarmouth" model illustrated. Also available with two-speed automatic phono at small additional cost. Free home demonstration. No transaction completed unless good picture obtained.—Dan Miller Television, Los Angeles.

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

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

SAVE \$50 ON RCA VICTOR RADIO-phono with FM. Regular \$199.50 set now \$149.50. This same offer has been advertised by a number of stores in various cities.—Kimball, Chicago.

"Greatest" Record Album Sale Nets ABC 20G, AFRA 10

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

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

Spotlite's 3-Piece \$1.29 Album Bargain

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

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

Detroit Roseland Revamps

DETROIT, April 2.—The former Roseland Ballroom has been remodeled and reopened as the Woodland Ballroom, under the active management of Harry Stein, former partner in the Aragon Ballroom. Stein's partner, Friedman Zakoor, is not active in the enterprise.

Dynamic Sued By Magnavox

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

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

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

Omaha Area Shows Big FM Set Increase

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

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

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

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

Cap's Bozo to Footlights

HOLLYWOOD, April 2.—Capitol Records' Bozo the Clown, already on tele (KTTV) and toy form in addition to platter wax, made his theater bow last Saturday (26) on a break-in date at the local Majestic Theater. Bozo, enacted by Vance (Pinto) Colvig, is being groomed for a series of theater tours as still another facet of Cap's plans to push its kidisk character into becoming a strong tot property.

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

But U. S. Sees Radio Drop

(Continued from page 4)

tenance costs, the market will broaden materially."

See Radio Drop in '49

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

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

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

Dollar Volume Up

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

Disk Jock Offers Bally for \$100

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

"For this service," he says, "a small fee of \$100 is charged."

He then closes sincerely, with his name signed in ink.

Here's what the C-note will get those who take advantage of this bargain: Meet artist on arrival, with press representative and photographer. Escort to previously arranged hotel or home. Radio interview over station. Visit record shops for autographs. Personally emcee the show if desirable. Release pictures and stories on follow-up publicity.

Fair enough—and at those prices it shouldn't take the enterprising spinner long to build a fine, fat Kansas City kitty.

Price Cuts Stir Diskers Uproar

Try To Keep Firm Hold on Current Tabs

Independents Sound Off

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

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

Decca Stands Firm

Decca's new prexy, Milton Rackmil, who this week succeeded the late Jack Kapp as head of that diskery, stated specifically that all three Decca-owned labels, Decca, Coral and Brunswick, will maintain their current 75 cents plus tax price lines. Rackmil asserted that it's the quality of a record which will give it sales impetus rather than the price.

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

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

Cap To Hold

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

Mercury diskery topper Irv Green was unavailable for comment at press time, but Veepee John Hammond, when queried here, stated that the firm had not yet set its policy on the (See PRICE CUTS STIR on page 23)

BMI Bows Office In New Orleans

NEW YORK, April 2.—Broadcast Music, Inc. (BMI), opened its Southern District, non-radio licensing office in New Orleans this week. The office, under William Kimel, former Long Island representative, will supervise licensing activities in nine Southern States for hotels, night clubs, ballrooms and other spots outside of radio where live music is used.

P. J. Hassett, former assistant manager of the Calpin Hotel here, replaces Kimel as supervisor of licensing for Long Island.

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

By Jerry Wexler

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

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

Victor Hypos Latin A&R

NEW YORK, April 2.—RCA Victor this week added new independent stature to its Latin-American artists-and-repertoire department. The L-A set-up, headed by Herman Diaz, was moved from the general a. and r. offices in the RCA Building to the offices of the RCA International division on Fifth Avenue. The latter offices house RCA's export operations, most of which are aimed south of the border.

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

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

White's Possible Lam Poses Major CRI Prexy Problem

(Continued from page 6)

had an active part in formation of the Radio Quality Group during the '30's, the group having been the forerunner of MBS.

However, White's following Kobak as MBS prexy was held "95 per cent certain" by some execs and considerable conjecture was being voiced as to who would succeed White. It is reported that White would not leave without the "blessings" of CBS headquarters—CRI is a wholly owned CBS subsidiary—and it is further reported that CBS is not prone to stand in White's way. It is also said that the Mutual deal would involve more income for White, with the presidency of that web said to entail an annual salary ranging from \$85,000 to \$100,000.

Successors?

Any number of names have been advanced as possibilities to succeed White—who was treasurer of CBS

he tills, with \$120,000 of this for herself.

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

R. Blake Inked To Wax Sacred Songs for Cap

CHICAGO, April 2.—Randy Blake, disk jockey on *Supper-time Frolic*, WJJD, Chicago, the past seven years, this week agreed to wax for Capitol records in a phone deal with Lee Gillette, Cap's folk music chief. Blake, who tenored folk music songs on WJJD and WHAS, Louisville, in the late '30s, will do sacred songs for Capitol. In addition to his daily two-hour WJJD show Blake is heard seven hours daily on XENT, Laredo, Tex., and has transcribed segs on 20 stations thru the South. He cut one side on Gold Seal, Midwestern indie, two years ago.

Gillette, who just finished the first Capitol talent competition (see separate story in music section) also inked James and Martha Carson, vet duo at WSB, Atlanta. Gillette is in the Southwest waxing artists and auditioning newcomers for the label.

Orkster Wald Inks MCA Pact

NEW YORK, April 2.—Maestro Jerry Wald, formerly with the General Artists Corporation (GAC), has inked a pact with the Music Corporation of America (MCA). MCA is currently lining up a concert tour for the band leader.

Wald recently inked a recording pact with Columbia Records.

Coast Indies Cite Attitude And Reaction

Argue "Specialization"

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

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

Art Rupe, prexy, Specialty Records: "I don't think cutting price is the answer. We are in a specialized field and if we continue to give the public what it wants, it will continue to pay for it. We now have our own pressing and milling plants, and if conditions warrant our cutting price we will be in a position to absorb the cut."

Jules Bihari, prexy of Modern Records: "If price cutting is to have any effect on business, it will have to be cut considerably more than a few cents. Furthermore, if record companies are going to cut prices, it would be better for them to give distributors a larger margin of profit rather than slash price at the consumer level. By giving distributors more of a profit, they will have more with which to work and promote the sale of records."

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

Waltz Contest Bally For Monroe Disk

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

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

Promotion will further be sparked by New England disk jocks, all of whom are invited, and TV newscast and radio men.

Copyrights Hit All-Time High

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

NEW YORK, April 2.—An all-time record high of \$11,270,000 was taken in by the American Society of Composers, Authors and Publishers (ASCAP) for 1948, members learned at the Society's annual membership meeting Tuesday (29). Of this sum about \$8,500,000 will be divided equally between the writer and publisher groups.

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

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

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

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

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

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

Supreme, B & W Bury Hatchet Out of Court

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

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

Schwartz Heads DC AFM for 8th Term

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

Elected to the executive board were Marty Emerson, Jim Nichols, Jack Allyn, Buddy Weaver and Tony Gaudio.

R.P.M. Best-Seller

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

Detroit AFM, Symph Ork Hit New Pact Snag

DETROIT, April 2.—Disagreement over proposed terms of a new contract for the Detroit Symphony Orchestra has broken out between the Detroit Federation of Musicians and the symphony management. The union turned down a proposal to cut minimum salaries from \$100 to \$85 a week, with the season guarantee lowered from 21 to 13 weeks' work. The \$85 figure would be the same as the minimum salary for the 1947-'48 season.

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

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

Diamond Wax Sold on Block

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

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

Coral Label Signs Williams to Pact

NEW YORK, April 2.—Singer Billy Williams last week was signed to a waxing paper with the Coral label, fully owned subsidiary of Decca Records.

Williams, who sings both folk and pop material, formerly recorded for RCA Victor.

72,339 Works In '48 Despite Upped Rates

Six Years Steady Increase

By Ben Atlas
WASHINGTON, April 2.—The number of musical compositions copyrighted in the United States during the last fiscal year soared to an all-time high of 72,339, it was revealed this week. The previous record was established in the 1947 fiscal year when the total music copyrights reached 68,709. The unprecedented volume of music copyrights in the 1948 fiscal year took place despite the upping of copyright fees from \$1 to \$4.

The rise in music copyrights, which covers both published and unpublished materials, accompanied a record-soaring trend in the total of copyrights registered last fiscal year for all classifications. The 1948 fiscal year over-all total was 238,121 copyrighted items of all kinds, according to statistics assembled by the register of copyrights for submission to Congress in the agency's annual report. This compares with 230,215 for the 1947 fiscal year; 202,144 for 1946; 178,848 for 1945; 169,269 for 1944, and 160,789 for 1943.

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

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

Victor Offers 1 3/4c on 45's

NEW YORK, April 2.—Publishers this week received notice from agent and trustee Harry Fox advising them that the RCA Victor diskery has asked for a 1 3/4-cent royalty to be paid for tunes used on the firm's new 45-r.p.m. pop platters. The pop disks are being retailed at 69 cents, including tax.

There has been no immediate reaction to the Victor request, but it is believed that most publishers will go along with the diskery on the 1 3/4-cent royalty. The current royalty contract specifies the statutory 2-cent figure, but the sliding scale rate, which places 60-cent disks at the 1 3/4-cent royalty figure, has been accepted pattern in many instances. It is on the basis of the sliding scale, which moves up to 2 cents at the 75-cent retail mark, that Victor made its pitch.

Action Settled In Chelsea Fuss

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

Tunes returned were *Momma Polka*, *Poppa Polka*, *Stop Polka*, *Showin' Polka*, *I Think About You* and *Innocent Me*, *Sophisticated You*. All had been waxed by Musicraft.

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

Goodman Preps 1-Night Vaudeur

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

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

Diskers Clash Over German Wax

Capitol Sues To Stop Merc On Telefunken

Action Sets Precedent

(Continued from page 3)

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

Arthur Garmaize is attorney for Capitol.

CHICAGO, April 2.—Irving Green, proxy of Mercury Records, when told of the projected suit on the part of Capitol Records to obtain exclusive rights to the Telefunken record masters, said he was "amazed at the Capitol action. We may end up filing a counter-suit, enjoining Capitol from using the masters it has obtained from the Telefunken record horde."

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

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

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

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

There's Gold in Them Thar Hills For Cap Records; To Dig Again

CHICAGO, April 2.—Capitol Records definitely is headed toward a series of regional folk music group contests, following the success of the first such sectional melody competitions held Sunday (27) at the Charlotte (N. C.) Auditorium. With radio stations and record retailers thruout Virginia, North and South Carolina and Georgia as the talent scouts, 72 units were uncovered for the six-hour jamboree, which started at 1:30 p.m.

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

Top Favorites

Instead of the maximum of three groups which Gillette intended to select (The Billboard, March 12), the board proceeded to select seven groups from among the 72 contestants. Selected as tops in the various categories were Tommy Faile and the Hired Hands, WIS, Columbia S. C., and Jim Eanes, WMVA, Martinsville, Va., hillbilly; Price Brothers, WAYS, Charlotte, and the Johnson Gospel Singers, WWGP, Sanford, N. C., sacred; the Selah Singers, WPTF, Raleigh, N. C., and the Golden Wing Quintet, Shelby, N. C., spirituals, and Tommy Mumford, Durham, N. C., race piano-vocalist. All but Mumford have already been cut. Each artist has an eight-month contract with the firm, with a five-year option.

Rustic Musickers' Contest

Walt Rivers, another Cap a.-and-r.

Dessa Sets Up Co-Op Wax Plan

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

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

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

by Capitol and that he would have more to report when his attorneys received full information on the Capitol gripes.

rep, will act as a judge and select outstanding talent for the waxery at the Western Carolina Folk Music Convention. Rustic musickers from the Greenville, S. C., region will go to that city April 15-16 for a contest, sponsored by WESC, Greenville. The station is offering \$1,500 in prize money as the incentive. Tex Ritter will act as a judge. A one-hour portion of the finals April 16 will be aired on the Mutual network, starting at 11 p.m. (CST).

Minn. Bill May Bar ASCAP, BMI Flat Fee Skeds

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

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

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

Price Filing

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

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

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

ASCAP-TV Talks Go On

NEW YORK, April 2.—Execs of the American Society of Composers, Authors and Publishers (ASCAP) and the committee representing telecasters go into another huddle Tuesday (5) in a continuing series of talks preparatory to formulating rates for music on TV. The brass are still trading

'48 AM Plays Of BMI Songs 31% Over '47

Outlet Affils Up 25%

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

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

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

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

Portland Retail Chain Okays New Music Hook-Ups

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

Music is piped to the stores by Wired Music, Inc., whose president, Carl Donagh, says the programs have been chosen for retail store operators. Several retail stores in Portland, including banks, general offices, hotels and restaurants, have had the same service for some time, but Kienow's is the first retail grocery.

LP Privileges Ditto to Shellac

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

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

Philly Wire Music Merger

PHILADELPHIA, April 2.—A deal is in the works that will merge Muzak and National Wired Music, two of the biggest wired music organizations in town. Muzak is owned by Max Ingber and National by Paul Harzon and Jack Kelly, who also own WIBG, local independent radio station here. Negotiations call for Kelly, a prominent political figure, to head the new outfit.

DANNY KAYE

WOWS 'EM ON



DECCA!



ENGLAND'S NO. 1 BEST-SELLER

BALLIN' THE JACK

DANNY KAYE with Orchestra
Under Direction of JOHNNY GREEN
coupled with

ST. LOUIS BLUES

DANNY KAYE with Vic Schoen
and his Orchestra

DECCA - 24401



GILBERT & SULLIVAN & DANNY KAYE

THE JUDGE'S SONG (From "Trial By Jury")
WHEN FIRST MY OLD, OLD, LOVE I KNEW
(From "Trial By Jury")
IN ENTERPRISE OF MARTIAL KIND (From
"The Gondoliers") DECCA 24473

THE POLICEMAN'S SONG (From "Pirates of
Penzance")
IF YOU'RE ANXIOUS FOR TO SHINE (From
"Patience") DECCA 24474

NIGHTMARE SONG (From "Iolanthe")
THE MOON AND I (From "The Mikado")
DECCA 24475

Album A-694

Price \$3.00



For All
Danny Kaye
Fans

THE LITTLE FIDDLE

Parts 1 and 2 Unbreakable DU 11 Price \$1.25

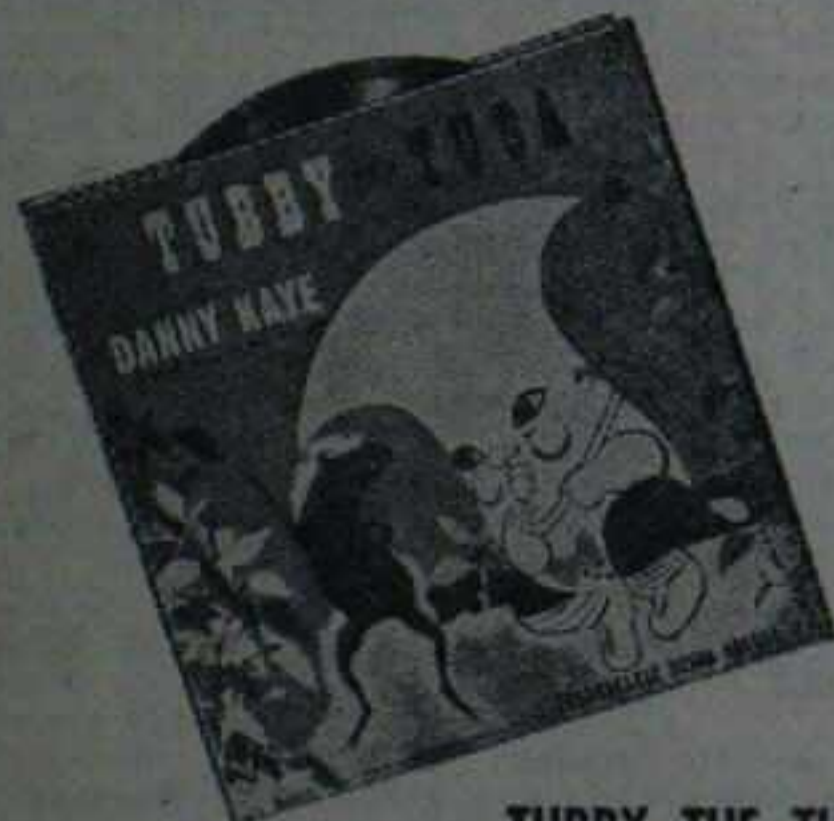
SINGLES

DANNY KAYE and the ANDREWS SISTERS

★ BIG BRASS BAND FROM BRAZIL
IT'S A QUIET TOWN (In Crossbone County)
DECCA 24361

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

★ PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON
(And Throw 'Em In the Deep Blue Sea)
THE WOODY WOODPECKER DECCA 24462



TUBBY THE TUBA

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

LATEST RELEASES

AMELIA CORDELIA McHUGH (McWho?)
BEATIN', BANGIN', 'N SCRATCHIN'
DANNY KAYE and the ANDREWS SISTERS
DECCA 24536

COCA ROCA WITH THE REGALAIRES
OH BY JINGO! (Oh By Gee,
You're The Only Girl For Me) DECCA 24580

MOLLY MALONE WITH CHORUS
A LULLABY FOR DENA DECCA 24445

OTHER SINGLES

★ I WONDER WHO'S KISSING HER NOW
WHAT'S THE USE OF DREAMING
Both From 20th Century-Fox Picture "I Wonder
Who's Kissing Her Now"
BOTH WITH KEN DARBY SINGERS
DECCA 24110

★ BLOOP BLEEP
I GOT A SONG
From Musical Production "Bloomer Girl"
DECCA 23950

SINGLE RECORDS
73¢ each plus taxes.



America's
Fastest Selling
Records!

Don't Wait For Your Salesman, ORDER TODAY!

Prices do not
include Federal,
State or Local
Taxes

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

DECCA

America's Fastest
Selling Records!

TODAY

- | | |
|---|---|
| ✓ CRUISING DOWN THE RIVER
SUNFLOWER | RUSS MORGAN
Decca 24568 |
| ✓ YOU, YOU, YOU ARE THE ONE
FOREVER AND EVER | RUSS MORGAN
Decca 24569 |
| ✓ I'VE GOT MY LOVE TO KEEP ME WARM
I LOVE YOU SO MUCH IT HURTS | MILLS BROS.
Decca 24550 |
| ✓ DON'T ROB ANOTHER MAN'S CASTLE
I'M BITIN' MY FINGERNAILS AND THINKING OF YOU | ANDREWS SISTERS and ERNEST TUBB
Decca 24592 |
| ✓ SO TIRED
I HEAR MUSIC | RUSS MORGAN
Decca 24521 |
| ✓ GALWAY BAY
MY GIRL'S AN IRISH GIRL | BING CROSBY
Decca 24295 |
| ✓ RED ROSES FOR A BLUE LADY
EVERYWHERE YOU GO | GUY LOMBARDO
Decca 24549 |
| ✓ I DON'T SEE ME IN YOUR EYES ANYMORE
BECAUSE YOU LOVE ME | THE STARDUSTERS with Orchestra
Directed by GORDON JENKINS
Decca 24576 |
| ✓ FAR AWAY PLACES
TARRA TA-LARA TA-LAR | BING CROSBY
Decca 24532 |
| ✓ ONCE IN LOVE WITH AMY
MAKE A MIRACLE with Allyn McLerie | RAY BOLGER
Decca 40065* |
| ✓ A GOOD MAN IS HARD TO FIND
ALL RIGHT, LOUIE, DROP THE GUN | CASS DALEY
Decca 24600 |
| ✓ DOWN BY THE STATION
SWEET GEORGIA BROWN | GUY LOMBARDO
Decca 24555 |
| ✓ POWDER YOUR FACE WITH SUNSHINE
ONE SUNDAY AFTERNOON | EVELYN KNIGHT
Decca 24530 |
| ✓ A LITTLE BIRD TOLD ME
BRUSH THOSE TEARS FROM YOUR EYES | EVELYN KNIGHT
Decca 24514 |
| ✓ A BLUEBIRD SINGING IN MY HEART
(The LA, LA, LA, LA Song) | BING CROSBY
Decca 24508 |
| ✓ LILI MARLENE | RED FOLEY
Decca 46136 |
| ✓ BLUES IN MY HEART
TENNESSEE SATURDAY NIGHT | ERNEST TUBB
Decca 46144 |
| ✓ HAVE YOU EVER BEEN LONELY?
LET'S SAY GOODBYE LIKE WE SAID HELLO | |

*10" Unbreakable—\$1.00

75¢ each plus tax
except as noted.

Don't wait for
your salesman
ORDER
TODAY!

DECCA
RECORDS

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

NEW YORK, April 2. — Tommy Dorsey, his ork and a package show spotting singer-actress Ilona Massey, dance team Copsey and Ayres and movie drunk comic Jack Norton, take off for an eight-week tour April 16 from Battle Creek, Mich. The Dorsey tour will encompass 55 dates thru the Midwest, Texas, the Southwest and the North Central States. Associates of the Dorsey organization figure that the tour should gross at least \$300,000, with the provision that weather and other elements do not interfere too severely with the itinerary.

The Dorsey tour is similar in make-up to the recently completed Vaughn Monroe two-month trek. Dorsey will play few other than concert dates in municipal auditoriums and for private college dates. T.D. will do three or four dance promotions on the tour. The itinerary was built by Dorsey's

agency, the Music Corporation of America (MCA).

The optimistic outlook for the Dorsey tour adds additional encouragement for the band biz. With Monroe racking up about \$400,000 (The Billboard, April 2) for his tour, and Spike Jones currently doing a hefty biz on a long tour, the concert field for the pop bands appears to be holding fairly solidly, despite the weak biz still prevalent in many one-night dance promotion spots.

Two Philly Spots Switch to Jazz

PHILADELPHIA, April 2. — Two local spots have switched to jazz concert policies. Lou's Moravian Bar, one of the first musical bars in the downtown district and now operated by Sam Lerner, former music machine operator, launches a jazz concert policy today (2). Instead of the instrumental-vocal units, Lerner will feature the hot jazz and be-bop solo instrumentalists in concert fashion. For the starting, he brings in Buddy DeFranco, clarinet ace formerly with Tommy Dorsey; Milt Jackson, vibe player last with Dizzy Gillespie; Johnny Levy, bassist, and Tal Farlow, guitarist. Nat Segal, former jazz concert impresario and operator of the Downbeat Music Room who is now heading the Keystone Theatrical Agency, is booking and staging the jazz concert set-ups in the cocktailerie. To keep the music continuous, Lerner will add pianist Bobby Harris and songbird Helen Page.

Aussie Houses Drop 25-Piece Bands

SYDNEY, April 2. — Hoyt's Theatre's, Ltd., at whose Regent theaters in Sydney and Melbourne orchestras have been a feature for many years, have dismissed the members of both these bands. Each band had 25 men. No announcement has been made as to the reason for the dismissal, altho a recent award which hiked wages may be the cause.

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

NOV-ELITES TO MUTUAL

CHICAGO, April 2.—The Nov-Elites, top salaried cocktail threesome, this week returned to the Mutual Entertainment Agency fold here, following short excursions with several other offices. The trio, who had been sought by several other major cocktail offices, also inked a recording pact with Universal Records, with their first release, *Cicero Mama and Angels Never Leave Heaven*, set for next week. The Nov-Elites, currently at Moe's, Cleveland, return to the Kentucky Lounge here April 19 for an indefinite stay.

FOUR STAR TO PASADENA

HOLLYWOOD, April 2. — Four Star Records consolidated its offices and studios with its milling plant and warehouse in Pasadena, Calif., after the lease expired on its Hollywood office building. Four Star had occupied the Pasadena property for the past three and a half years, using it only as a warehouse and mill until completion of expansion to make room for the studios and offices. According to Bill McCall, bringing all departments under one roof will facilitate operations.

TERPERY TO BOOTERY

PHILADELPHIA, April 2. — This will be the last season for the dance promotions at the Elate Ballroom, which just changed its name to the Olympia Ballroom. The major dance spot for the Negro community and stopping-off place for the Negro names and territorials on prom dates, the ballroom will change its character entirely after June 1. It will be converted into a shoe repairing-tailoring training school for vets by Wilson Jackson, who leased the large ballroom property.

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

PHILADELPHIA, April 2. — Thru Lloyd's of London, the Philadelphia Orchestra has been insured against any financial loss if it is forced to abandon its British concert tour during May and June. It was announced by the orchestra management here. Freeman, Toro and Guest, local insurance brokers, handled the transaction which is intended to protect the orchestra against loss on the first European tour ever made by its members and the first British tour by any American symphony orchestra since 1929. The policy specifically covers losses which may be sustained thru forced abandonment of the 28 concerts which begin May 22 (leaving from New York May 13) and ending June 17.

Meanwhile, it was revealed here that a lively feud over the fees to be paid for Philadelphia orchestra broadcasts in England has developed between the British Broadcasting Company (BBC) and Harold Fielding, sponsor of the orchestra's tour. The promoter's demand was \$4,000 each for six two-hour broadcasts. The top offer of the government-owned BBC was \$1,200 a session. Fielding, who says he stands to lose \$100,000 on the tour, turned it down.

Bringing the orchestra to England "as a commercial venture is just plain crazy." He is doing it, he added, because he wants England to hear "the greatest orchestra in the world."

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

WASHINGTON, April 2.—Growing co-operation among record dealer groups touched off by diskery price cuts is leading to suggestions for the formation of a national dealer association, John Mack, head of the Meltone Music Mart and Secretary of Washington Association of Retail Record Dealers (WARRD), told The Billboard this week.

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

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

already in motion, and the cut would have to go on as scheduled. Mack added that Columbia offered "to consider" increasing return privileges some 7 per cent in order to relieve dealers. WARRD, however, feels that the return increase is "due anyhow" and that if offered, will amount to no concession on Columbia's part.

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

Fear Other Cuts

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

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

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

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

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

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

Tri-Line Scoring With Pubs

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

Price Cuts Stir Disker Uproar

(Continued from page 18)

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

Indie Picture

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

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

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

Apollo Sticks to 79

Bess Berman, Apollo: "Does Columbia lead the way? We're sticking with 79 cents."

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

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

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

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

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

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

Irving Fogel, Tempo Records, said that his firm would remain at its current \$1 plus tax level.

DECCA

America's Fastest
Selling Records!

TOMORROW

- ✓ AGAIN GORDON JENKINS
SKIP TO MY LOU Decca 24602
- ✓ BARROOM POLKA RUSS MORGAN
PUT YOUR SHOES ON, LUCY with THE RHYTHMAIRES
Decca 24608
- ✓ BALI HA'I BING CROSBY
SOME ENCHANTED EVENING Decca 24609
- ✓ CLANCY LOWERED THE BOOM!
I HAD A HAT (When I Came In) DAN DAILEY and ANDREWS SISTERS
Decca 24610
- ✓ EVERYWHERE YOU GO
HOW IT LIES, HOW IT LIES, HOW IT LIES!
BING CROSBY and EVELYN KNIGHT
with JUD CONLON'S RHYTHMAIRES
Decca 24612
- ✓ HURRY! HURRY! HURRY! (Back To Me)
I DIDN'T KNOW THE GUN WAS LOADED ANDREWS SISTERS
Decca 24613
- ✓ TAKE ME OUT TO THE BALL GAME
IN THE GOOD OLD SUMMERTIME ANDREWS SISTERS and DAN DAILEY
Decca 24605
- ✓ SKYSCRAPER BLUES
EVERY TIME I MEET YOU DICK HAYMES with
GORDON JENKINS and his ORCHESTRA
Decca 24606
- ✓ DO YOU EVER THINK OF ME BING CROSBY
YOU MADE ME LOVE YOU and THE MERRY MACS
(I Didn't Want To Do It) Decca 25424
- ✓ ONCE AND FOR ALWAYS BING CROSBY
IF YOU STUB YOUR TOE ON THE MOON Decca 24524
- ✓ THAT WONDERFUL GIRL OF MINE AL JOLSON
I ONLY HAVE EYES FOR YOU Decca 24601
- ✓ PAL-ING AROUND WITH YOU TED LEWIS
THE LITTLE OLD CHURCH IN THE VALLEY Decca 24564
- ✓ WHILE THE ANGELUS WAS RINGING GUY LOMBARDO
NEED YOU Decca 24614
- ✓ COMME ÇI, COMME ÇA DICK HAYMES
THE STREETS OF LAREDO Decca 24565
- ✓ A KISS AND A ROSE INK SPOTS
A KNOCK ON THE DOOR Decca 24611
- ✓ TENNESSEE BORDER RED FOLEY
CANDY KISSES Decca 46151
- ✓ HE WATCHES ME SISTER ROSETTA THARPE
HE'S ALL I NEED and MARIE KNIGHT Decca 48098

Single Records 75¢ (plus tax)

Don't wait for
your salesman
ORDER
TODAY!

DECCA

RECORDS

LAWRENCE WELK

PROUDLY ANNOUNCES

HIS FIRST

Mercury

RECORD RELEASE

'HURRY HURRY HURRY'

AND

**'WHOSE GIRL ARE
YOU'**

5280

TWO TOP CURRENT FAVORITES

•
Watch for more
top releases exclusively on
MERCURY

BEGINNING

WEDNESDAY, JUNE 1st

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

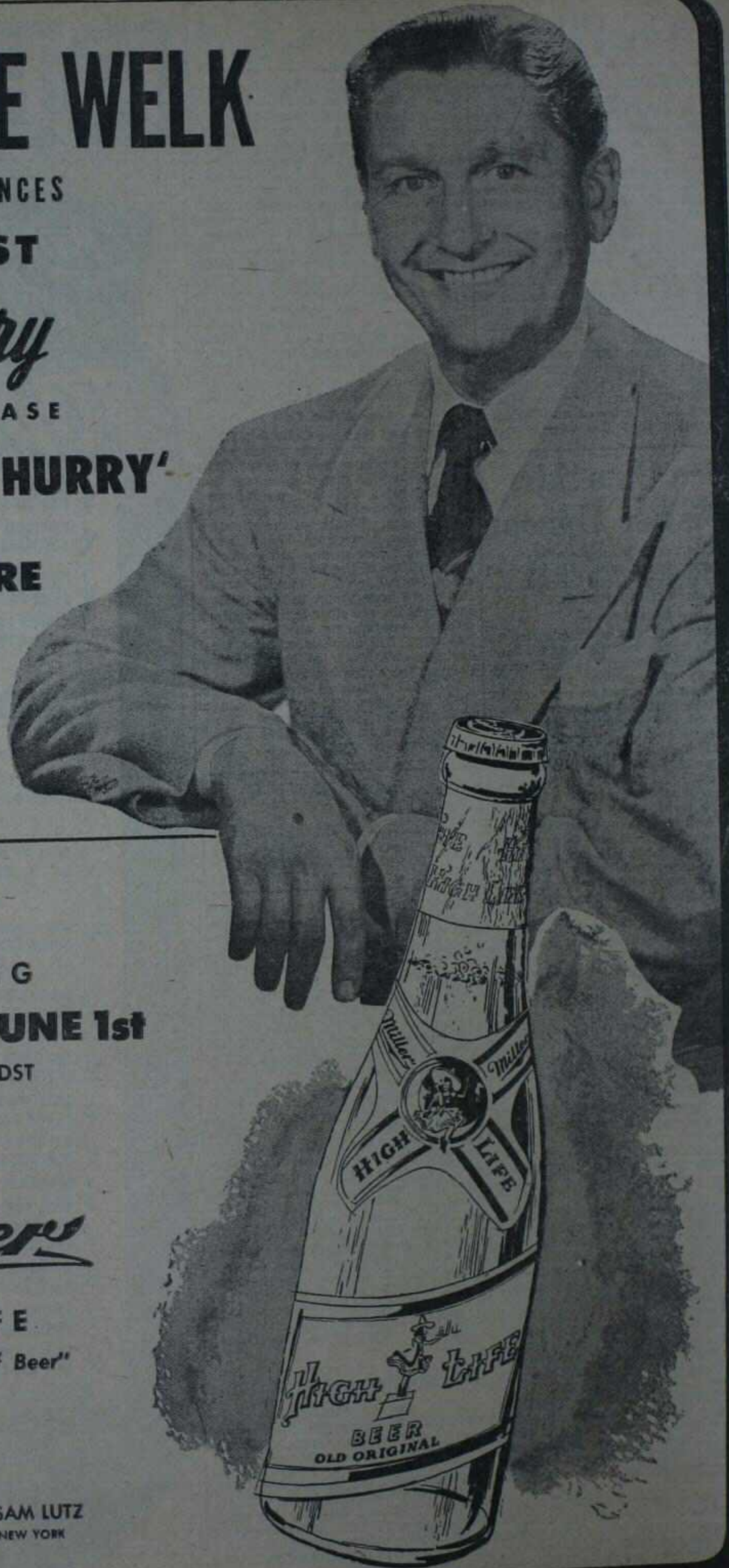
ABC

Miller's

HIGH LIFE

"The Champagne of Beer"

PERSONAL DIRECTION SAM LUTZ
CURRENTLY ROOSEVELT HOTEL, NEW YORK



Mercury Records

WELCOMES

A NEW STAR

TO ITS ROSTER OF FAMOUS NAMES



GENE WILLIAMS

AND HIS ORCHESTRA

First Mercury Record, A Hit!

'JUST GOOFIN'

"I'LL DO THE SAME FOR YOU"

MERCURY 5268

Personal Management
BARBARA BELLE



FRANKIE LAINE

AN OLD FAVORITE
A NEW HIT!

'OLD FASHIONED LOVE'

MERCURY 5177



EDDY HOWARD

AND HIS ORCHESTRA

'CANDY KISSES'

What could be sweeter?

MERCURY 5272



VIC DAMONE

ONCE

'AGAIN'

Billboard picks another Damone hit!

MERCURY 5261



PATTI PAGE

Sings TWO Smash Record Sellers

'SO IN LOVE'

MERCURY 5230

'MONEY, MARBLES & CHALK'

MERCURY 5251

★ THE COMPANY THAT STARS THE ARTIST

Mercury Records



A Singing Act
Par Excellence
—VARIETY

The MODERNAIRES

THEIR LATEST COLUMBIA HIT!

"JOHNNY
GET
YOUR
GIRL"

Featuring — HAL DICKINSON

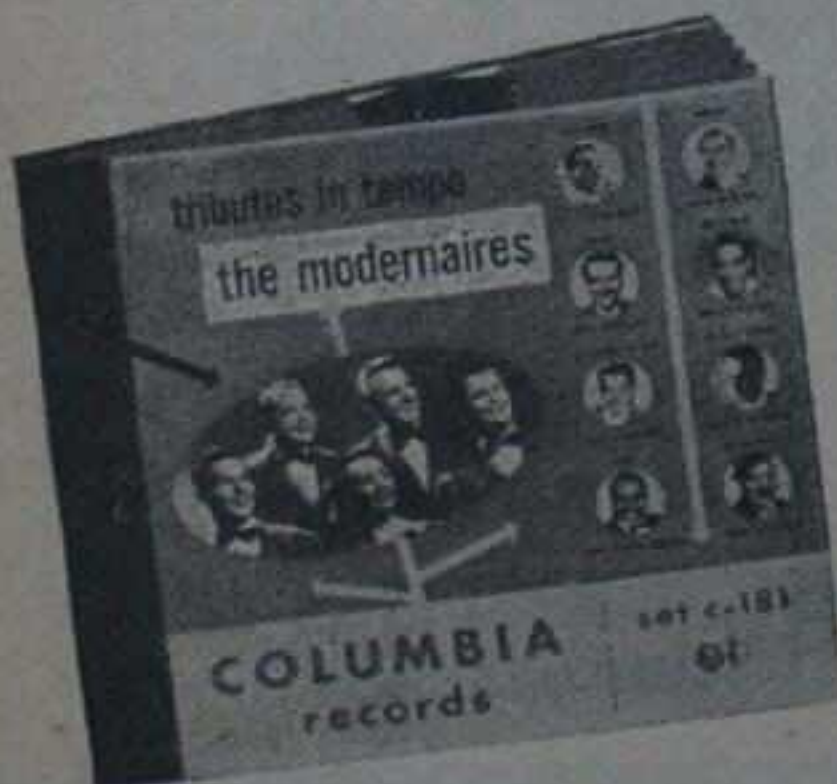
Backed with
"BUSY DOING NOTHING"

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

COLUMBIA RECORD No. 38416

Also Available COLUMBIA LP #CL 6043

PLUS! THEIR LATEST ALBUM



"TRIBUTE IN
TEMPO"
COLUMBIA #C-181

★ ★ ★ ★

Also COLUMBIA
New Micro-groove
Record #1-143

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

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week Last Week

- 1. CRUISING DOWN THE RIVER** 1
By Beadell and Tullerton
 Published by Henry Spitzer (ASCAP)
 Records available: B. Barron Ork, MGM 16346; Jack Smith-The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; E. Carroll, Mercury 5249; H. Morgan, Decca 34568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035; The Riddlers-The Hi-Tonians, Hi-Tone 104; The Paulette Sisters, Spotlite 506; L. Monti's Tu-Tones, Double Feature DF 1010.
 Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus, Buddy Weed, Associated; Russ Morgan Ork, World.
- 2. FAR AWAY PLACES** 2
By Whitney and Kramer
 Published by Laurel (ASCAP)
 Records available: Bing Crosby, Decca 34532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Rene Ork, Victor 20-3316; Ames Brothers, Coral 60018; O. Tucker, Double Feature 2062; Smith-J. Miller, MGM 16354; E. Baird, Hi-Tone 104; P. Terry-Paulette Sisters, Spotlite 500.
 Electrical transcription libraries: Stanley Black Ork, London; Hays Arken, Associated; Waltz Festival Ork, NBC Thesaurus.
- 3. RED ROSES FOR A BLUE LADY** 3
By Sid Tepper and Ray Browsey
 Published by Mills (ASCAP)
 Records available: J. Laurentz, Mercury 5201; G. Lombardo, Decca 34549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 382; L. Douglas & Hi-Tone Serenaders, Hi-Tone 103; B. Breen-B. Martin Ork, Spotlite 507.
 Electrical transcription libraries: Charlie Spivak, World; Lenny Herman, Lang-Worth; Novatime Trio, NBC Thesaurus; Michael Douglas, Standard.
- 4. SUNFLOWER** 6
By Mack David
 Published by Farnons (ASCAP)
 Records available: D. "Two-Ton" Baker, Mercury 5239; S. Browne-The Squadronaires-J. Miller, London 394; J. Fulton-E. Ballantine, Tower 1454; J. Killy, MGM 10339; M. McKinley Ork, Victor 20-3334; H. Morgan Ork, Decca 34568; Frank Sinatra, Columbia 38381; J. Smith-Crew Chiefs, Capitol 15394; Decca Spriggins-T. Williams Ork, Capitol 15405; J. Cooper-The New Yorkers, Spotlite 512; P. Reed, Dance-Tone 302.
 Electrical transcription libraries: Charlie Spivak, World; The Swingtones-The Jumpin' Jacks, NBC Thesaurus; Shep Fields, Lang-Worth.
- 5. FOREVER AND EVER** 7
By Franz Winkler-Maria Rosa
 Published by Robbins (ASCAP)
 Records available: H. Carroll & the Carolers, Mercury 5252; Perry Como-M. Ayers, Victor 20-3347; Russ Morgan Ork, Decca 34569; D. Shore-H. Zimmerman Ork, Columbia 38410; M. Whiting, Capitol 15388; P. Reed, Dance-Tone 312.
 Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World.
- 6. POWDER YOUR FACE WITH SUNSHINE** 5
By Lombardo and Hochinski
 Published by Lombardo (ASCAP)
 Records available: D. Bryon-T. Black Ork, Dana 2011; E. Knight-The Stardusters, Decca 34530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 387; B. Barron, MGM 16346; D. Martin-P. Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000; A. Vincent-J. Laurentz, Mercury 5247; Phyllis Marshall-Norm Alexander Quartet, Monogram 104; E. Baird-The Hi-Tonians, Hi-Tone 103; J. Tucker, Spotlite 500; P. Reed, Dance-Tone 302.
 Electrical transcription libraries: Blue Barron, Lang-Worth; Sammy Kaye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus; Lawrence Wick, Standard.
- 7. CARELESS HANDS** 8
By Carl Sigman and Bob Hilliard
 Published by Melrose (ASCAP)
 Records available: Bob & Jean, Decca 34563; E. Dean, Mercury 5170; J. Desmond, MGM 10349; S. Kaye Ork, Victor 20-3321; J. Laurentz, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 21-507; L. McAuliffe, Columbia 20646; A. Smith, MGM 10380; M. Torpe, Capitol 15379; P. Paige-The New Yorkers, Spotlite 507; J. Price, Rich-R-Tone 443; P. Reed, Dance-Tone 310.
 Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World; Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus.
- 8. GALWAY BAY** 4
By Dr. Arthur Gelahan
 Published by Leeds (ASCAP)
 Records available: Bing Crosby, Decca 34225; B. Johnson, Columbia 38270; B. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3338; A. Shelton, London 387; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddie Ballantine Ork, Bondo R-184; C. Dennis-B. Cole Ork, Capitol 15403; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101; P. Terry-B. McWilliams, Spotlite 506.
 Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork, London.
- 9. SO TIRED** 9
By Russ Morgan and Jack Szani
 Published by Glenmore (ASCAP)
 Records available: N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; B. Morgan Ork, Decca 34449; W. Scott, Super Disc 1058; L. Johnson, King 4243; P. Martin Ork, Victor 20-3350; Reggie Goff, London 384; P. Terry-The New Yorkers, Spotlite 509.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 10. I'VE GOT MY LOVE TO KEEP ME WARM** 10
By Irving Berlin
 Published by Berlin (ASCAP)
 Records available: Mills Brothers, Decca 34530; L. Brown Ork, Columbia 38324; R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330; A. Lund, MGM 10348; H. Brooks Trio, Modern 20-649; E. Baird-The Hi-Tonians, Hi-Tone 101; G. Elwood-B. Martin Ork, Spotlite 504.
 Electrical transcription libraries: Hank D'Amico, Associated; Eal Fransella, Lang-Worth; Sweetwood Serranaders, NBC Thesaurus; Dick Raynes, World; Kay Starr, Standard.

Just Out... First Out!

ALL THE NEW RODGERS & HAMMERSTEIN II
"SOUTH PACIFIC" HITS!

PERRY COMO

—with a real two-for-one smash...
SOME ENCHANTED EVENING

AND

BALI HA'I

with Orchestra conducted by Mitchell Ayres
RCA Victor 20-3402



FRAN WARREN

gives a terrific treatment of these two

A WONDERFUL GUY

AND

I'M GONNA WASH THAT MAN

(Right Out-a My Hair)

RCA Victor 20-3403



BILL LAWRENCE

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

YOUNGER THAN SPRINGTIME

AND

THIS NEARLY WAS MINE

RCA Victor 20-3423



BUDDY MORENO

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

HONEY BUN RCA Victor 20-3421



EVE YOUNG

will really hit the top with...

A COCKEYED OPTIMIST

AND

HAPPY TALK

RCA Victor 20-3424



AL GOODMAN

Six "South Pacific" tunes
on one sensational platter!

Part One 1. Some Enchanted Evening
2. I'm Gonna Wash That Man
Right Out-a My Hair
3. Loveliness of Evening

Concluded 1. Bali Ha'i
2. A Wonderful Guy
3. Younger Than Springtime

RCA Victor 28-0435

THIS WEEK'S RELEASE!

Don't Have To Tell The Pied Pipers
Nobody
Little Lost Dream 20-3404
You're So Understanding Larry Green
Blue Rhumba 20-3405
Thank You Buddy Moreno
My Bashful Nashville Gal
from Tennessee 20-3406
Bianco Page Cavanaugh Trio
Always True To You In My Fashion
(Both from the musical production
"Kiss Me, Kate") 20-3407
Rosetta Rose-Murphy
Gee, I Wander What
The Trouble Can Be 20-3409

POP-SPECIALTY
Upside Down Polka Six Fat Dutchmen 20-3387
Outdoor Waltz
SPOT-LIGHT SERIES
"KISS ME, KATE" HITS
1. So In Love Al Goodman
2. Bianco
3. Were Thine That Special Face
1. Wunderbar
2. Always True To You In My Fashion 28-0434
3. Why Can't You Behave
FOLK
Maybe I'll Cry Over You Elton Britt 21-0033
In A Swiss Chalet

The Sweetest Gift, Blue Sky Boys
A Mother's Smile
Paper Boy 21-0034
I'm Bitin' My Finger- Ernie Benedict
nails and Thinking Of You
You Ain't Got Nothin' On Me 21-0039
RHYTHM
Deep River Boys
Cry And You Cry Alone
No One No Sweeter Than You 22-0013
DEALERS! Are you ringing up those extra
profits with RCA Victor's new Multi-Play
Needle? Counter displays, Co-op Mats, and
national advertising add up to easy sales.

THE CERTAIN SEVEN

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

Red Roses for a Blue Lady V. Monroe 20-3319
Forever and Ever Perry Como 20-3347
Careless Hands Sammy Kaye 20-3321
Far Away Places Perry Como 20-3316
Don't Rob Another Man's Castle Eddy Arnold 21-0002
Bouquet of Roses Eddy Arnold 20-2806
Clair de Luna Jose Iturbi 11-8851

THE STARS WHO MAKE
THE HITS ARE ON

RCA VICTOR RECORDS

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



Handwritten signature

Recorded by
THE KING COLE TRIO
Capitol 15418



New Novelty . . .
Winning Disc Jockey Acclaim

**"I KISSED A GIRL AND
MADE HER CRY"**

Victor Record #20-3386-A featuring

JOE BIVIANO

his Orchestra

and

JIMMIE BROWN

SUNSET MUSIC Publishers Inc.

1674 Broadway N.Y.C. • Columbus 5-8612

JACK VAL-Gen. Mgr. JOE SCHUSTER-Prof. Mgr.

The Billboard
MUSIC POPULARITY CHARTS
PART II
Sheet Music

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

BEST-SELLING SHEET MUSIC

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

POSITION		PUBLISHER	
Weeks to date	Last Week	Rank	Title
9	1	1.	CRUISING DOWN THE RIVER (R).....Spitzer
18	2	2.	FAR AWAY PLACES (R).....Laurel
5	3	3.	SUNFLOWER (R).....Famous
10	4	4.	RED ROSES FOR A BLUE LADY (R).....Mills
17	5	5.	GALWAY BAY (R).....Leeds
13	6	6.	POWDER YOUR FACE WITH SUNSHINE (R).....Lombardo
8	7	7.	FOREVER AND EVER (R).....Robbins
7	8	8.	SO IN LOVE (M) (R).....T. B. Harms
2	10	9.	CARELESS HANDS (R).....Melrose
3	11	10.	"A" YOU'RE ADORABLE (R).....Laurel
12	14	11.	I'VE GOT MY LOVE TO KEEP ME WARM (R).....Berlin
5	11	12.	BRUSH THOSE TEARS FROM YOUR EYES (R).....Leeds
10	—	13.	SO TIRED (R).....Glenmore
10	13	14.	I LOVE YOU SO MUCH IT HURTS (R).....Melody Lane
1	—	15.	I DON'T SEE ME IN YOUR EYES ANYMORE (R).....Laurel

ENGLAND'S TOP TWENTY

POSITION		ENGLISH		AMERICAN	
Weeks to date	Last Week	Rank	Title	Rank	Title
7	1	1.	FAR AWAY PLACES.....Leeds	1.	Laurel
4	4	2.	TWELFTH STREET RAG...Chappell	2.	Shapiro-Bernstein
13	2	3.	ON A SLOW BOAT TO CHINA.....Morris	3.	Melrose
14	3	4.	HEART OF LOCH LOMOND. Unit	4.	*
6	6	5.	ON THE FIVE FORTY FIVE. Strauss Miller	5.	Shapiro-Bernstein
16	8	6.	CUCKOO WALTZ.....Keith Prowse	6.	Criterion
3	13	7.	POWDER YOUR FACE WITH SUNSHINE .. Chappell	7.	Lombardo
27	5	8.	WHEN YOU'RE IN LOVE...Bradbury Wood	8.	Chappell
4	9	9.	CRYSTAL GAZER.....Dash	9.	Leeds
26	6	10.	BUTTONS AND BOWS.....Victoria	10.	Famous
7	11	11.	IT'S MAGIC.....Campbell-Connelly	11.	Witmark
5	12	12.	FOR YOU.....Feldman	12.	Witmark
10	9	13.	MAHARAJAH OF MAGADOR.....Chappell	13.	Mutual
1	—	14.	IN A SHADY NOOK.....Keith Prowse	14.	*
2	19	15.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON.....Connelly	15.	Remick
1	—	16.	LILLETTE.....*	16.	Jefferson
30	14	17.	MY HAPPINESS.....Chappell	17.	Blasco
9	17	18.	PERHAPS, PERHAPS.....Southern	18.	Caribbean Music, Inc.
1	—	19.	MOTHER'S DAY.....Billy Reid	19.	*
47	16	20.	DREAM OF OLWEN.....Lawrence Wright	20.	Mills

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

POSITION		TITLE	
Weeks to date	Last Week	Rank	Title
8	1	1.	CRUISING DOWN THE RIVER
20	2	2.	GALWAY BAY
14	2	3.	FAR AWAY PLACES
2	4	4.	SUNFLOWER
12	4	5.	POWDER YOUR FACE WITH SUNSHINE
17	6	6.	LAVENDER BLUE (DILLY, DILLY)
7	9	7.	RED ROSES FOR A BLUE LADY
7	7	8.	I'VE GOT MY LOVE TO KEEP ME WARM
3	11	9.	I LOVE YOU SO MUCH IT HURTS
8	8	10.	CLANCY LOWERED THE BOOM
2	12	11.	SO IN LOVE
1	—	12.	CARELESS HANDS
2	14	12.	FOREVER AND EVER
2	14	14.	A BLUEBIRD SINGING IN MY HEART
8	10	14.	DOWN BY THE STATION

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

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



RECORDS MOST PLAYED BY DISK JOCKEYS

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

Position	Weeks Last	This	Week	Week	Artist	Label	Inc. B.
10	1	1	1	1	CRUISING DOWN THE RIVER	Blue Barron Ork	MGM 10348—ASCAP
4	7	2	2	2	CARELESS HANDS	M. Torme-S. Burke Ork	Capitol 15379—ASCAP
7	3	3	3	3	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De-Vol Ork	Capitol 15372—ASCAP
10	4	4	4	4	SO TIRED	R. Morgan	Decca 24521—ASCAP
15	2	5	5	5	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork	Columbia 38324—ASCAP
7	6	6	6	6	RED ROSES FOR A BLUE LADY	V. Monroe	Victor 20-3319—ASCAP
10	9	7	7	7	SO TIRED	K. Starr Ork	Capitol 15314—ASCAP
8	8	8	8	8	CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568—ASCAP
19	0	9	9	9	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278—ASCAP
4	16	10	10	10	CRUISING DOWN THE RIVER	F. Carle Ork-M. Hughes	Columbia 38411—ASCAP
2	—	11	11	11	AGAIN	V. Damone-G. Osser Ork	Mercury 5261
14	11	12	12	12	FAR AWAY PLACES	P. Como-H. Rene Ork	Victor 20-3316—ASCAP

(Continued on page 216)

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

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 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 25-31

SI—Sustaining Instrumental
SV—Sustaining Vocal

CI—Commercial Instrumental
CV—Commercial Vocal

Songs	Pub.	Heard N. Y.	Heard Chi.	Heard Calif.	Add. Sur. Tot.
		SI SV CI	SI SV CI	SI SV CI	SVI CVI Pts.
A Little Bird Told Me	Bourne	0 5 0 4 0 7	1 4 1 4 1 4	0 3 2 8 6	
A Rosewood Spinnet	Shapiro-Bernstein	2 4 1 2 2 6	2 4 0 2 1 2	8 80	
Again (Road House)	Robbins	4 4 0 4 0 1	1 1 3 5 3 0	3 14 82	
Beyond the Purple Hills	Goldmine	7 7 0 4 0 1	0 3 0 2 0 3	10 77	
Buttons and Bows (Pale Face)	Famous	0 3 0 3 0 2	1 4 0 1 0 4	6 73	
Cruising Down the River	Spitzer	0 6 1 5 0 1	1 4 1 9 1 4	94	
Far Away Places	Laurel	0 4 0 4 0 1	0 4 0 8 0 4	74	
Galway Bay	Leeds	0 3 0 3 1 2	3 3 0 1 0 3	2 60	
Here I'll Stay (Love Life)	Chappell	0 3 0 3 0 2	1 4 0 8 0 4	2 75	
I Got Up Every Morning	Leeds	2 3 0 7 1 2	0 6 2 5 0 6	15 116	

(Continued on page 216)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACD 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 80 per cent) alive.

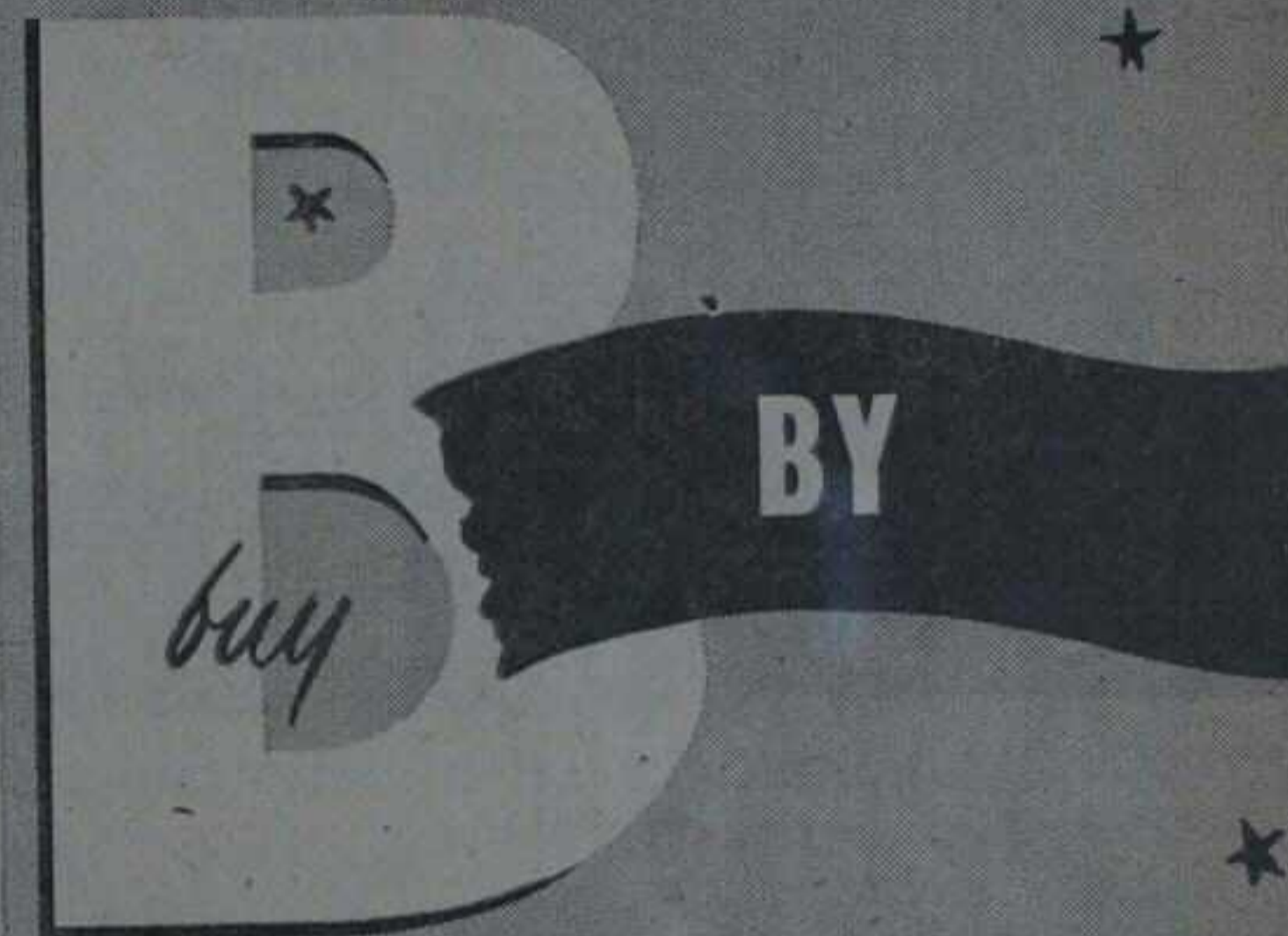
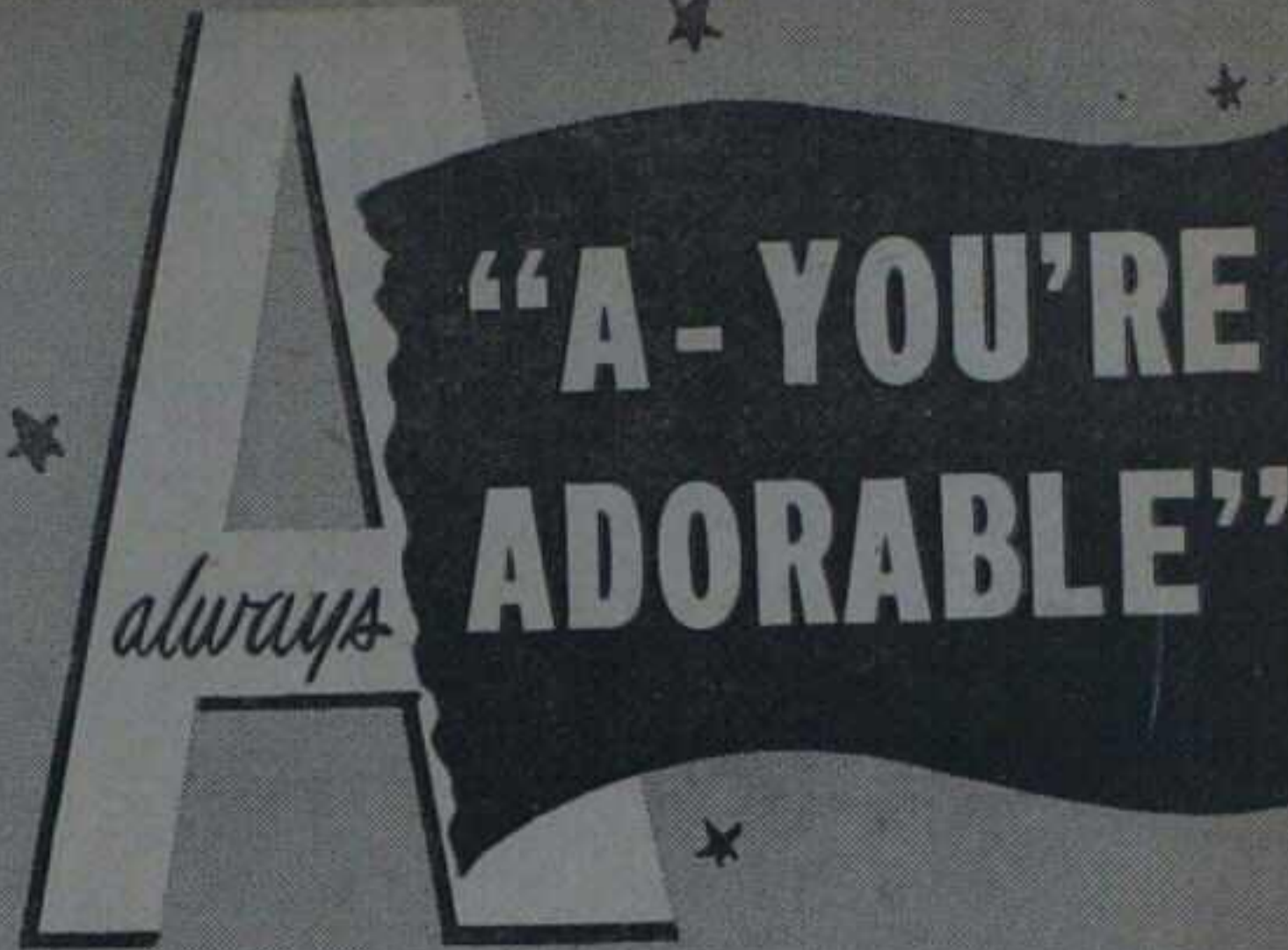
(P) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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

The Top 30 Tunes (plus ties)

A Little Bird Told Me (F) (R)	Bourne—ASCAP
A Rosewood Spinnet (R)	Shapiro-Bernstein—ASCAP
Again (F) (R)	Robbins—ASCAP
Beyond the Purple Hills (R)	Goldmine—ASCAP
Brush Those Tears From Your Eyes (R)	Peter Maurice—ASCAP
Buttons and Bows (R) (F)	Famous—ASCAP
Cruising Down the River (R)	Henry Spitzer—ASCAP
Far Away Places (R)	Laurel—ASCAP
Galway Bay (R)	Leeds—ASCAP
Here I'll Stay (M) (R)	Chappell—ASCAP
I Got Up Every Morning (R)	Leeds—ASCAP
I Love You So Much It Hurts (R)	Melody Lane—BM
If I Could Be With You (R)	Remick—ASCAP
I'm Beginning to Miss You (R)	Berlin—ASCAP
It's a Big Wide Wonderful World (R)	BMI—BM
I've Got My Love to Keep Me Warm (R)	Berlin—ASCAP
Johnny Got Your Girl (R)	Bourne—ASCAP
Lavender Blue (Dilly, Dilly) (F) (R)	Santley-Joy—ASCAP
No Orchids for My Lady (R)	Leeds—ASCAP
Once in Love With Amy (M) (R)	E. H. Morris—ASCAP
Powder Your Face With Sunshine (R)	Lombardo—ASCAP
Red Roses for a Blue Lady (R)	Mills—ASCAP
So in Love (M) (R)	T. B. Harms—ASCAP
So Tired (R)	Glenmore—ASCAP
Someone Like You (R)	Harms—ASCAP
Streets of Laredo (F) (R)	Famous—ASCAP
Sunflower (R)	Famous—ASCAP
The Little Old Church Near Leicester Square (R)	Oxford—ASCAP
While the Angelus Was Ringing (R)	Chas. K. Harris—ASCAP
Why Can't You Behave (R) (M)	T. B. Harms—ASCAP
You Broke Your Promise (R)	Pic Music—ASCAP

THE ABC'S TO BIGGER PROFIT!



It's Sensational on
RCA VICTOR RECORDS

#20-3381



**DANA'S WINNING
DOUBLE HEADER!**

- PICKED** BY THE CLEVELAND PHONO OPERATORS as the RECORD of the MONTH.
- PICKED** BY THE BILLBOARD TIPS ON TOPS, APRIL 2 ISSUE.
- PICKED** BY THE BUYING PUBLIC . . . 50,000 SOLD IN CHICAGO ALONE!

WHOSE GIRL ARE YOU?

FRANK WOJNAROWSKI AND THE
DANA CHOIR

AND

OPEN THE DOOR POLKA

HARMONY BELLS ORCHESTRA WITH
PEGGY STANLEY AND
DICK BYRON

DANA #2038

ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO:

DANA MUSIC CO., Inc.

286 FIFTH AVENUE

NEW YORK 1, N. Y.

Wisconsin 7-9093

PRESENTING

KING'S FIRST POP RELEASE

**LOUISE
CARLYLE**

WITH THE
SATISFIERS
FOURSOME
AND THE

TONY MOTTOLA
TRIO

BRING YOU THEIR
SENSATIONAL VERSION OF

PAL-ING AROUND WITH YOU

BACKED BY

WHY SHOULD I WORRY

KING 15000

WATCH FOR SPECIAL RELEASES

ON THE NEW KING BLACK LABEL POP SERIES

1540 BREWSTER AVE.



CINCINNATI 7, OHIO

The Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

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



BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION		Weeks Last This		Title		Label	
Weeks	Last	Week	This				
7	1	1	1	CRUISING DOWN THE RIVER <i>Sunflower</i>	R. Morgan	Decca	24568-ASCAP
11	2	2	2	CRUISING DOWN THE RIVER <i>Powder Your Face With Sunshine</i>	B. Barvon	Ork	MGM 10346-ASCAP
12	3	3	3	GALWAY BAY <i>My Girl's An Irish Girl</i>	B. Crosby	Decca	24295-ASCAP
14	4	4	4	FAR AWAY PLACES <i>Tarra Tu-Larra Tu-Lar</i>	B. Crosby-K. Darby	Chair	Decca 24532-ASCAP
12	5	4	4	RED ROSES FOR A BLUE LADY <i>Melancholy Minstrel</i>	V. Monroe	Ork	Victor 20-3319-ASCAP
4	7	6	6	FOREVER AND EVER <i>I Don't See Me in Your Eyes Anymore</i>	P. Como-M. Ayres	Victor	20-3347-BMI
19	8	7	7	SO TIRED <i>I Hear Music</i>	R. Morgan	Decca	24521-ASCAP
4	8	8	8	FOREVER AND EVER <i>You, You, You Are the One</i>	R. Morgan	Ork	Decca 24569-BMI
9	11	9	9	CARELESS HANDS <i>Powder Your Face With Sunshine</i>	S. Kaye	Ork	Victor 20-3321-ASCAP
7	12	10	10	RED ROSES FOR A BLUE LADY <i>Everywhere You Go</i>	G. Lombardo	Decca	24548-ASCAP
4	14	10	10	CARELESS HANDS <i>Always True to You in My Fashion</i>	M. Torme-S. Burke	Ork	Capitol 15379-ASCAP
5	10	12	12	SUNFLOWER <i>Cruising Down the River</i>	R. Morgan	Decca	24568-ASCAP
15	9	13	13	POWDER YOUR FACE WITH SUNSHINE <i>One Sunday Afternoon</i>	E. Knight-The Stardusters	Decca	24530-ASCAP
13	13	14	14	FAR AWAY PLACES <i>Missouri Waltz</i>	P. Como-H. Rene	Ork	Victor 20-3316-ASCAP
4	21	15	15	SUNFLOWER <i>Tell Me</i>	J. Fulton-E. Ballantine	Tower	1454-ASCAP

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

9	27	16	16	I LOVE YOU SO MUCH IT HURTS <i>I've Got My Love To Keep</i> <i>Me Warm</i> (J. Wakely & Cowboy Band, Capitol 15243; The Frontiersmen, Victor 20-3188; R. Goff, London 312; P. Tillman, Columbia 20430; Smokey Smith & Gold Coast Boys, Crystal 101; B. Clark-E. Hagen, Columbia 38400; V. Damone-G. Osser, Ork, Mercury 5261) 5261; B. Breen-B. Martin, Ork, Spolite 510)	Mills Bros.	Decca	24550-BMI
18	18	17	17	I'VE GOT MY LOVE TO KEEP ME WARM <i>I'm A-Tellin' You</i>	L. Brown	Ork	Columbia 38324-ASCAP
2	24	18	18	"A" YOU'RE ADORABLE <i>Need You</i> (B. Kaye Quintet, MGM 10210; R. Paige-The New Yorkers, Spolite 510; P. Como-Fontaine Sisters-M. Ayres, Ork, Victor 20-3381; L. Pottine, Ork, Decca 24579; A. Vincent-J. Carroll, Ork, Mercury 5253; J. Pace-G. Ellis, Ork, Keystone 1600; T. Pastor, Columbia 38449; P. Reed, Dance-Tone 311)	J. Stafford and G. MacRae-P. Weston	Ork	Capitol 15393-ASCAP
6	18	19	19	I'VE GOT MY LOVE TO KEEP ME WARM <i>I Love You So Much It Hurts</i>	Mills Bros.	Decca	24550-ASCAP
6	30	20	20	CRUISING DOWN THE RIVER <i>Coca Roca</i>	J. Smith-The Clark Sisters-F. DeVal	Ork	Capitol 15372-ASCAP
6	25	20	20	SO IN LOVE <i>The Rosewood Spinet</i> (P. Page, Mercury 5230; B. Crosby-V. Schuman, Ork, Decca 24559; A. Drake-L. Engel, Ork, Victor 20-3352; J. Harvey-H. Winterhalter, MGM 10359; G. Lombardo, Ork, Decca 24572; D. Hore-H. Zimmerman, Ork, Columbia 38399; T. Daisey, Ork, Victor 20-3331; B. Breen-The Merry-makers, Spolite 509)	G. MacRae	Ork	Capitol 15357-ASCAP
2	20	22	22	NEED YOU <i>"A" You're Adorable</i> (Wesley & Marilyn Tuttle, Capitol 15423; The Highway Sereaders, Highway B-3489; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patry Montana & D. Denny-The Buckeroos, Victor 20-0940)	J. Stafford and G. MacRae-P. Weston	Ork	Capitol 15393-ASCAP
1	—	22	22	"A" YOU'RE ADORABLE <i>When Is Sometime?</i>	P. Como-Fontaine Sisters-M. Ayres	Ork	Victor 20-3381-ASCAP
4	20	22	22	BLUE SKIRT WALTZ <i>Charlie Was a Boxer</i>	F. Yankovic and His Yanks-The Marlin Sisters	Columbia	12394-F-ASCAP
11	18	25	25	A LITTLE BIRD TOLD ME <i>Brush Those Tears From Your Eyes</i> (P. Watson, Supreme S-1507; Smokey Rogers, Capitol 10326; Bile Lu Barker, Capitol 15308; S. Sheppard-B. Martin, Ork, Spolite 502; The Wayfarers, London 389; J. Wayne-J. Davis, Columbia 38386; R. Murphy, Victor 20-3320)	E. Knight-The Stardusters	Decca	24514-ASCAP
17	28	26	26	SWEET GEORGIA BROWN <i>Maria</i> (C. Jones & His Kentucky Corn Crackers, Ronde R-152; B. Strong, Ork, Tower 1255; W. Gray-V. Mousa, Modern 20-811; R. Murphy, Majestic 1271; J. Liggett Honeydippers, Exclusive 371)	Brother Bones and His Shadows	Tempo	652-ASCAP
1	—	27	27	SUNFLOWER <i>It's a Big, Wide, Wonderful World</i>	J. Smith-Crew Chiefs-F. DeVal	Ork	Capitol 15394
18	29	28	28	FAR AWAY PLACES <i>My Own True Love</i>	M. Whiting and the Crew Chiefs	Capitol	15278-ASCAP
2	—	29	29	SO IN LOVE <i>Always True to You in My Fashion</i>	D. Shore-H. Zimmerman	Columbia	38396-ASCAP
6	—	29	29	SO TIRED <i>Steady Daddy</i>	K. Starr	Capitol	15314-ASCAP

EVERYBODY WANTS 'EM!.. CAPITOL'S GOT EM!

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

Top Tunes from the Rodgers-Hammerstein Musical

"SOUTH PACIFIC"

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

MARGARET WHITING

"A WONDERFUL GUY"

"YOUNGER THAN SPRINGTIME"

RECORD NO.
57-542

PEGGY LEE

"BALI HA'I"

"THERE IS NOTHIN' LIKE A DAME"

Dave Barbour (& Orch.)

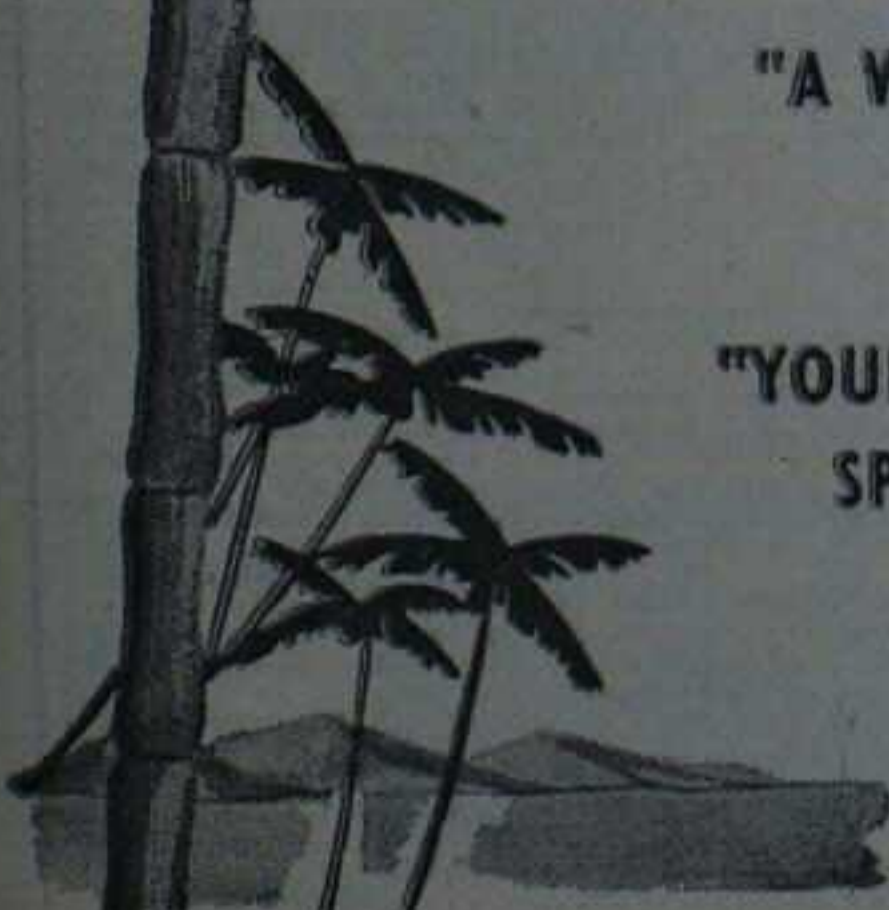
RECORD NO.
57-543

JO STAFFORD

"SOME ENCHANTED EVENING"

"I'M GONNA WASH THAT MAN RIGHT OUTTA MY HAIR"

RECORD NO.
57-544



LOOK FOR HEAVY SALES FROM



The 6 Fat Dutchmen

AND THEIR

**RCA VICTOR
RECORDING BAND**

Latest Release

"FIREMEN'S POLKA"

backed with

"OOMP-PAH WALTZ"

Record No. 20-3332

NEW ULM, MINNESOTA

MONKEY SEES — MONKEY DOES!

IMITATED Yes, Indeed

BUT NEVER EQUALLED
DEALERS, OPERATORS AND THE BUYING
PUBLIC INSIST ON THE GENUINE ORIGINAL

SAVOY #683

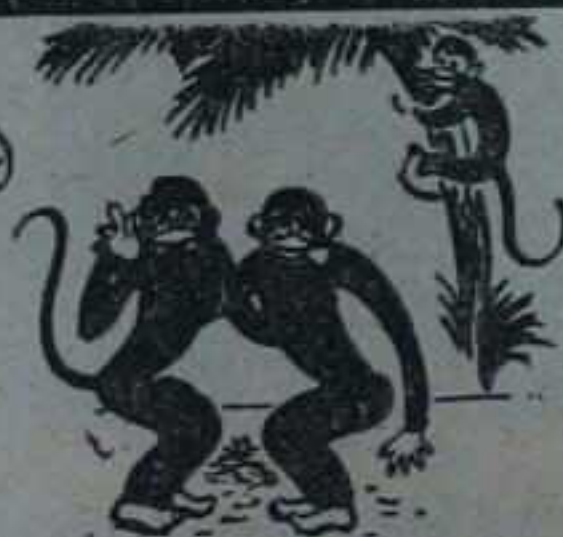
THE HUCKLEBUCK

by PAUL WILLIAMS AND HIS HUCKLEBUCKERS

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

NOW NO. 1 COAST TO COAST

Going Strong



- | | | | |
|---------|---|--|---|
| ★ #685 | THE DEACON'S HOP
ARTIE'S JUMP | } Big Jay McNeely's
Blue Jays | ★ |
| ★ #686 | BEEF STEW
ONE FOR WILLIE | } Hal Singer Sextette | ★ |
| ★ #687 | GRIEVING FOR YOU
BUZZIN' AROUND | } 3 B's and a Honey | ★ |
| ★ #688 | I COVER THE WATER FRONT
PENTHOUSE SERENADE | } Errol Garner with
Rhythm Accompani-
ment | ★ |
| ★ #5559 | RUNNING AWAY FROM LOVE
WRONG MAN BLUES | } Brownie McGhee | ★ |

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

The Billboard

MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

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

BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	Position Last Week	Position This Week	Title	Label
43	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
10	2	2	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, Director	Capitol BD-124; Capitol DD-109
43	3	3	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
28	5	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
32	4	5	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
43	6	6	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-84
35	12	7	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
32	13	8	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
34	8	9	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
6	—	10	MOTHER GOOSE (One Record) F. Luther	Decca CU-100
20	11	11	RUSTY IN ORCHESTRAVILLE (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol BC-35
21	10	12	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
35	9	12	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
13	—	12	LITTLE ENGINE THAT COULD (Two Records) P. Wing	Victor Y-341
22	—	15	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith director	Victor Y-395

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	Position Last Week	Position This Week	Title	Label
179	1	1	Clair de Lune Jose Iturbi	Victor 11-8851
122	2	2	Warsaw Concerto; Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
170	—	3	Chopin's Polonaise Jose Iturbi	Victor 11-8848
12	—	4	Liszt: Second Hungarian Rhapsody First Piano Quartet	Victor 12-0251
4	5	4	Sabre Dance; Boston Pops Ork; A. Fiedler, conductor	Victor 12-0209
2	2	4	Knightsbridge March Eric Coates	Columbia 72507-D

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Position Last Week	Position This Week	Title	Label
95	—	1	Rachmaninoff Concerto No. 2 in C Minor Artur Schnabel, pianist; NBC Ork Vladimir Golschmann	Victor 1075
89	—	2	Tchaikovsky: (Three Records) Nutcracker Suite Eugene Ormandy, conductor; Philadelphia Ork	Victor 1020
16	—	3	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator	Columbia MM-800
1	—	3	Strauss Waltzes (Five Records), Minneapolis Symphony Ork. E. Ormandy, conductor	Victor WDM-262
1	—	3	La Boheme—Metropolitan Opera (Two Records) LP; Bidu Sayon, R. Tucker; S. Baccaloni, M. Benzel; G. Cehanovsky, F. Valentini; N. Noscona, L. Lavier-L.; Davidson Antonietti	Columbia SL-1

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	Position Last Week	Position This Week	Title	Label
7	1	1	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morrison-L. Kirk-H. Lang-A. Hill-H. Clark- J. Diamond	Columbia C-200
12	2	2	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland- A. Sather-L. Hayton Ork	MGM 37
8	3	3	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy	Capitol CC-113
20	5	4	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
3	8	4	JAZZ AT PHILHARMONIC, VOL. IX (Three Records) I. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R. Brown-B. Hayes	Mercury JATP Vol. 9
4	6	6	SUPPER CLUB FAVORITES (Three Records) P. Como-R. Case-The Satisfiers-L. Shaffer Ork	Victor P-237
1	—	7	TO MOTHER (Three Records) E. Arnold	Victor P-239
13	4	8	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork	Victor P-234
14	7	9	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow	Columbia MM-800
6	9	10	SEQUENCE IN JAZZ (Three Records) W. Herman	Columbia C-177

M-G-M RECORDS THE GREATEST



Quick to click on



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



GENE KELLY BETTY GARRETT

YES, INDEEDY
TAKE ME OUT TO THE BALL GAME
M-G-M 30193



BILLY ECKSTINE

SOMEHOW
WHAT'S MY NAME
M-G-M 10383



The BUDDY KAYE QUINTET
THE Original "A" YOU'RE ADORABLE
DON'T SAVE YOUR KISSES FOR TOMORROW
M-G-M 10310

Tie on to these...



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



HANK WILLIAMS
LOVESICK BLUES
NEVER AGAIN
M-G-M 10352



ROME JOHNSON
DOWN IN MY NECK OF THE WOODS
RIO GRANDE VALLEY
M-G-M 10385



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

- M-G-M 10368 CARAVAN BILLY ECKSTINE
- M-G-M 10346 A SENDRITA'S BOUQUET BLUE BARRON and his Orchestra
- M-G-M 10311 CRUISING DOWN THE RIVER POWDER YOUR FACE WITH SUNSHINE BILLY ECKSTINE
- M-G-M 10357 DOO'DE DOO ON AN OLD KAZOO BILLY ECKSTINE
- M-G-M 10308 BEAUTIFUL EYES ARY MOONEY and his Orchestra
- M-G-M 10311 AS YOU DESIRE ME I'LL REMEMBER APRIL DERRY FALLIGANT
- M-G-M 10340 FOOLS RUSH IN BLUE MOON BILLY ECKSTINE
- M-G-M 10339 BEWILDERED NO ORCHIDS FOR MY LADY BILLY ECKSTINE
- M-G-M 10349 CARELESS HANDS THESE WILL BE THE BEST YEARS OF OUR LIVES JACK KILTY
- M-G-M 10369 YOU'RE SO UNDERSTANDING MISSISSIPPI FLYER JOHNNY DESMOND
- M-G-M 10367 THE HUMPHREY BOGART RHUMBA BLUE BARRON and his Orchestra
- M-G-M 10372 JOHNNY GET YOUR GIRL IT'S A BIG WIDE WONDERFUL WORLD JUST REMINISCING BETTY GARRETT
- M-G-M 10372 JACK FINA and his Orchestra

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



M-G-M RECORDS THE GREATEST NAME IN ENTERTAINMENT M-G-M RECORDS THE GREATEST NAME IN ENTERTAINMENT

"Thanks" TO NATIONAL LAUGH FOUNDATION

FOR PICKING

NATIONAL Records

#9070

"ALL RIGHT, LOUIE, DROP THE GUN"

by Dick and Gene Wesson

AS THE

LAFF NOVELTY RECORD OF THE YEAR!

Other NATIONAL Hits

- The Ravens 9065 DEEP PURPLE
Leave My Gal Alone
- Wini Brown 9068 GRIEVING FOR YOU
- Billy Eckstine 9060 IN A SENTIMENTAL MOOD
- Charlie Ventura 9066 PINA COLADA
- Tommy Edwards 9067 (Meow, Meow) UP IN THE ALLEY

NATIONAL Records

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
BY NATIONAL DISC SALES • 1841 B'WAY N. Y. 23 N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

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

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,554 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	Last Week	This Week	Record	Artist	Label
7	1	1	CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568-ASCAP
10	2	2	CRUISING DOWN THE RIVER	Blue Barron Ork	MGM 10346-ASCAP
14	4	3	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532-ASCAP
15	7	4	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP
13	5	5	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-3319-ASCAP
18	3	6	SO TIRED	R. Morgan	Decca 24521-ASCAP
7	8	7	SUNFLOWER	R. Morgan	Decca 24568-ASCAP
8	12	8	CARELESS HANDS	S. Kaye Ork	Victor 20-3321-ASCAP
10	6	9	GALWAY BAY	B. Crosby	Decca 24295-ASCAP
4	10	10	FOREVER AND EVER	R. Morgan Ork	Decca 24569
3	13	10	FOREVER AND EVER	P. Como-M. Ayers	Victor 20-3347-BMI
9	14	12	RED ROSES FOR A BLUE LADY	G. Lombardo Ork	Decca 24549-ASCAP
13	10	13	FAR AWAY PLACES	P. Como-H. Rene Ork	Victor 20-3316-ASCAP
8	9	14	I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros.	Decca 24550-ASCAP
6	10	15	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De-Val Ork	Capitol 15372-ASCAP
2	-	16	CARELESS HANDS	M. Torme-S. Burke Ork	Capitol 15379-ASCAP

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

14	17	17	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
20	11	17	A LITTLE BIRD TOLD ME...	E. Knight-The Stardusters	Decca 24514-ASCAP
<p>(P. Watson, Supreme B-1507; Smokey Rogers, Capitol 15320; Blue Lu Barker, Capitol 15308; B. Shephard-B. Martin Ork, Spotlite 502; The Wayfarers, London 389; J. Wayne-J. Davis, Columbia 38388; R. Murphy, Victor 20-3320)</p>					
2	23	17	BLUE SKIRT WALTZ	F. Yankevic and His Yanks-The Marlin Sisters	Columbia 12394-F-ASCAP
<p>(B. Harding, Grand G-25013; H. Carroll & Carolers, Mercury 8252; L. Duchow Red Raven Ork, Victor 20-3348; Soeach-Habat Polka Ork, Decca 45068; V. Zembrusky, Continental G-1260; Harmony Bells Ork-J. Conway & The Wayfarers, Dana 2042)</p>					
10	27	20	POWDER YOUR FACE WITH SUNSHINE	S. Kaye Ork	Victor 20-3321-ASCAP
1	-	20	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork	Capitol 15393-ASCAP
<p>(Wesley & Marilyn Tuttle, Capitol 15423; The Highway Beautifiers, Highway B-3450; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patay Montana & D. Denny-The Buckeroos, Victor 20-0040)</p>					
1	-	22	EVERYWHERE YOU GO	G. Lombardo	Decca 24549
<p>(J. Pace-G. Ellis Ork, Keystone 1800; F. Masters Ork, MGM 10358; W. King Ork, Victor 20-3394; J. Gardner Ork, Capitol 15397; E. Howard Ork, Mercury 8248; B. Crosby-E. Knight-J. Conlon's Rhythmaires, Decca 24612)</p>					
7	16	23	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 224550-BMI
<p>(The Frontiersmen, Victor 20-3188; R. Goff, London 312; F. Tillman, Columbia 20430; Mills Bros., Decca 24550; Smokey Smith & Gold Coast Boys, Crystal 197; B. Clark-E. Hagin, Columbia 2408; V. Damone-G. Ozer Ork, Mercury 8241)</p>					
12	10	23	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork	Columbia 38324-ASCAP
2	27	23	FOREVER AND EVER	G. Fields	London 362-BMI
8	24	26	LADY OF SPAIN	R. Noble	Victor 20-3302-ASCAP
<p>(M. Herth-J. Green, Decca 25420; Philharmonica Trio, Capitol 15248; A. Smith & His Cracker Jacks, MGM 10380)</p>					
2	26	27	YOU, YOU, YOU ARE THE ONE	R. Morgan Ork	Decca 24569-BMI
<p>(J. Eager & Eager Beavers-E. Musette Ork, Grand G-25010; Amex Bros., Coral 80015; H. Rene Musette Ork, Standard T-142; D. James-H. Smart, London 391; Jackie Brown Quartet, MGM 10326; M. Law-B. Martin Ork, Spotlite 511; Three Suns, Victor 20-3322; E. Griffin, Rondo R-156)</p>					
1	-	27	"A"-YOU'RE ADORABLE	P. Como-Fantane Sisters-M. Ayers Ork	Capitol 15393-ASCAP
<p>(B. Kaye Quintet, MGM 10310; R. Falge-The New Yorkers, Spotlite 510; L. Putine Ork, Decca 24570; A. Vincent-J. Carroll Ork, Mercury 8253; J. Pace-G. Ellis Ork, Keystone 1800; T. Pastor, Columbia 38449; P. Reed, Dance-Tone 311)</p>					
10	-	27	LAVENDER BLUE	S. Kaye Ork	Victor 20-3100-ASCAP
<p>(V. Lynn, London 310; J. Smith & The Clark Sisters, Capitol 15225; M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2054; D. Shore-H. Zimmerman Ork, Columbia 38289; G. Elwood-B. McWilliam Ork, Spotlite 501; A. Vincent, Mercury 8248; The Rhythmatics, Decca 24547; H. Cameron-B. Adiam Ork, Crystal C. Desmond, Hi-Tone 102; B. Cameron-B. Adiam Ork, Crystal 187; V. Damone-G. Ozer Ork, Mercury 8261; B. Breen-185; B. Ives-Capt. Stubby & The Buccaneers, Decca 24547)</p>					
1	-	20	"A"-YOU'RE ADORABLE	Jo Stafford-G. MacRae-P. Weston Ork	Capitol 15393-ASCAP
<p>(B. Kaye Quintet, MGM 10310; R. Falge-The New Yorkers, Spotlite 510; L. Putine Ork, Decca 24570; A. Vincent-J. Carroll Ork, Mercury 8253; J. Pace-G. Ellis Ork, Keystone 1800; T. Pastor, Columbia 38449; P. Reed, Dance-Tone 311)</p>					
6	20	20	BEAUTIFUL EYES	A. Mooney	MGM 10357-BMI
<p>(B. Hayes, Decca 1185; The Rangers, Regent 138; B. Breen-The Spotlite Ork, Spotlite 511; L. Putine Ork, Decca 24570; L. Fields Trio, Victor 20-3288; D. Cashio-The Larks, Rainbow 10091)</p>					



Downbeat Leads---AGAIN...

LOWELL FULSON

AIN'T NOBODY'S BUSINESS

JIMMY'S BLUES

DB 203

CAN'T MAKE YOU, CAN'T BUY YOU
PEACEFUL LOVIN' DB 100
FELIX GROSS & SEXTETTE

I WANT MY CROWN
TOUCH ME, LORD JESUS DB 184
SISTER EMILY BRAM

JUST BLUES
THE JUMPING BOOGIE BLUES DB 187
BI J SPEED McDANIAL

SKIDROW BOOGIE
HALF TIGHT BOOGIE DB 168
PETE JOHNSON

BUTTERMILK
TWELVE O'CLOCK WHISTLE DB 172
JAY McSHANN
The Band That Jumps The Blues

WINE-O-BABY BOOGIE
B & O BLUES DB 152
JOE TURNER & PETE JOHNSON

PRAYER CHANGES THINGS
EACH DAY DB 182
SISTER EMILY BRAM

FREIGHT TRAIN BLUES
BYE BYE BABY DB 189
MICKY COOPER

HOT BISCUITS
SLOW DRAG BLUES DB 165
JAY McSHANN
The Band That Jumps The Blues

Down Beat RECORD COMPANY
524 E. FIFTH ST. Los Angeles 13, Calif.
489 W. BROADWAY New York City 12, N. Y.

UNLIMITED PRESSING FACILITIES

For Shellac or Vinylite in All Colors

For Prices and Service write to:

WEBSTER

RECORD CORPORATION

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

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

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



BEST-SELLING RETAIL RACE RECORDS

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

POSITION	Weeks Last (This)	Week (This)	Record	Artist	Label
1	1	1	HUCKLEBUCK	P. Williams	Savoy 683
2	4	2	ROCKIN' AT MIDNIGHT	R. Brown-His Mighty, Mighty Men	De Luxe 3212
3	2	3	WRAPPED UP IN A DREAM	Do Ray and Ma	Commodore C-7505-ASCAP
4	—	4	HUCKLEBUCK DADDY	J. Preston	Gotham G-175
5	—	5	AIN'T NOBODY'S BUSINESS	J. Witherspoon	Supreme 1505-ASCAP
6	5	6	DEACON'S HOP	Big Jay McNeely	Savoy 685-BMI
7	3	7	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014-ASCAP
8	—	8	BOOGIE CHILLEN	J. L. Hooker	Modern 627
9	—	9	D'NATURAL BLUES	L. Millinder Ork	Victor 20-3351
10	—	10	CLOSE YOUR EYES	H. Lance	Sittin In-514
11	—	11	CONFESSION BLUES	Maxine Trio	Downbeat 171
12	—	12	HOT BISCUITS	J. McShann	Downbeat 164
13	—	13	ROAMIN' BLUES	L. Jordan and His Tympany Five	Decca 24571
14	—	14	RAINY WEATHER BLUES	R. Brown	De Luxe 3198-BMI
15	—	15	BEWILDERED	B. Eckstine	MGM 10340-ASCAP
16	—	16	BLUES ON RHUMBA	S. Thompson	Miracle 131

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

POSITION	Weeks Last (This)	Week (This)	Record	Artist	Label
1	1	1	HUCKLEBUCK	P. Williams	Savoy 683
2	—	2	WRAPPED UP IN A DREAM	Do Ray and Ma	Commodore C-7505-ASCAP
3	6	3	ROCKIN' AT MIDNIGHT	R. Brown	De Luxe 3212
4	—	4	I DIDN'T LIKE IT THE FIRST TIME	Julia Lee	Capitol 15367
5	—	5	RAINY WEATHER BLUES	Roy Brown	De Luxe 3198-BMI
6	10	6	DEACON'S HOP	Big Jay McNeely	Savoy 685-BMI
7	—	7	BEWILDERED	Red Miller Trio	Bullet 295-ASCAP
8	—	8	WHERE CAN I FIND MY BABY	J. Moore and Three Blazers	Exclusive 69X
9	—	9	GRANDMA PLAYS THE NUMBERS	W. Harris	King 4276
10	—	10	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550-BMI
11	—	11	MISS FANNY BROWN	R. Brown	De Luxe 3128
12	2	12	BOOGIE CHILLEN	J. L. Hooker	Modern 627
13	—	13	YOU BROKE YOUR PROMISE	L. Jordan and His Tympany Five	Decca 24567-ASCAP
14	—	14	DRINKIN' WINE	"Stick" McGhee	Atlantic 873
15	—	15	BLUE MOON	B. Eckstine	MGM 10311
16	—	16	HIP SHAKIN' MAMA	C. Newsom	De Luxe 3199-BMI
17	—	17	I FEEL THAT OLD AGE COMING ON	W. Harris	King 4276
18	—	18	SO TIRED	L. Johnson	King 4263-ASCAP

MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION	Weeks Last (This)	Week (This)	Record	Artist	Label
1	1	1	HUCKLEBUCK	P. Williams	Savoy 683
2	—	2	WRAPPED UP IN A DREAM	Do Ray and Ma	Commodore C-7505-ASCAP
3	6	3	ROCKIN' AT MIDNIGHT	R. Brown	De Luxe 3212
4	—	4	I DIDN'T LIKE IT THE FIRST TIME	Julia Lee	Capitol 15367
5	—	5	RAINY WEATHER BLUES	Roy Brown	De Luxe 3198-BMI
6	10	6	DEACON'S HOP	Big Jay McNeely	Savoy 685-BMI
7	—	7	BEWILDERED	Red Miller Trio	Bullet 295-ASCAP
8	—	8	WHERE CAN I FIND MY BABY	J. Moore and Three Blazers	Exclusive 69X
9	—	9	GRANDMA PLAYS THE NUMBERS	W. Harris	King 4276
10	—	10	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550-BMI
11	—	11	MISS FANNY BROWN	R. Brown	De Luxe 3128
12	2	12	BOOGIE CHILLEN	J. L. Hooker	Modern 627
13	—	13	YOU BROKE YOUR PROMISE	L. Jordan and His Tympany Five	Decca 24567-ASCAP
14	—	14	DRINKIN' WINE	"Stick" McGhee	Atlantic 873
15	—	15	BLUE MOON	B. Eckstine	MGM 10311
16	—	16	HIP SHAKIN' MAMA	C. Newsom	De Luxe 3199-BMI
17	—	17	I FEEL THAT OLD AGE COMING ON	W. Harris	King 4276
18	—	18	SO TIRED	L. Johnson	King 4263-ASCAP

ADVANCE RACE RECORD RELEASES

Brand New Baby E. (Sugarman) Penigar (I Wonder) V 22-0016	Nothing in Rambling Washboard Sam & His Washboard Band (No. 1) V 22-0017
Danny Boy B. Bailey (Worst Blues) Mer 8129	Old Fool, Do You Know Me Now? H. (Red) Allen Ork (Mr. Wamp) Apollo 788
Every Time I Get To Drinkin' Sunnyland Slim Ork (Mud Kicks) Mer 8132	Fete D. Washington-R. Martin Trio (What Can) Mer 8133
Go 'Way From My Door M. (Moe) Jackson (Move It) Mer 8127	Rainy Weather Blues J. Turner (I Don't) MGM 10397
I Don't Dig It J. Turner (Rainy Weather) MGM 10397	Sympathetic Blues R. Milton & His Solid Senders (The Hucklebuck) Specialty SP 328
I Wonder, Baby E. (Sugarman) Penigar - Little Miss Sharecropper (Brand New) V 21-0016	The Best Things in Life Are Free R. Murphy (Jim) Mer 8128M
Instantaneous Boogie C. Howard (The Mood) Specialty SP 325	The Hucklebuck R. Milton & His Solid Senders (Sympa- thetic Blues) Specialty SP 328
Jim R. Murphy (The Best) Mer 8128M	The Huckle-Buck Big Sis Andrews & Her Huckle-Busters (Fly-Fly) Cap 57-70000
Milk Cow Blues B. Marshall-C. Cole Ork (Until I) Dec 48101	The Mood I'm In C. Howard (Instantaneous Boogie) Spe- cialty SP 325
Mr. Wamp Walks H. (Red) Allen Ork (Old Fool) Apollo 788	Till the Day I Die Big Three Trio (Don't Let) Delta 8509
More It on Over M. (Moe) Jackson (Go 'Way) Mer 8127	Until I Fell for You B. Marshall-C. Cole Ork (Milk Cow) Dec 48101
Mud Kicks' Woman Sunnyland Slim Ork (Every Time) Mer 8132	We're Together Again B. Tarrant-J. McVea & All Stars (Listen Baby) Apollo 366
No. 1 Drunkard Washboard Sam & His Washboard Band (Nothin' In) V 22-0017	Will You Believe in My Love? S. Jennings (Lament To) Apollo 1143



DOROTHY SHAY'S

YOU BROKE YOUR PROMISE
AND
MR. SEARS & MR. ROEBUCK

COLUMBIA 38418
(1-145*)

BLUE SKIRT WALTZ
CHARLIE WAS A BOXER F.Yankovic 12394-F
CANDY KISSES
PLEASE DON'T LET ME LOVE YOU
George Morgan 20547 (2-138*)
ALWAYS TRUE TO YOU IN MY FASHION
SO IN LOVE Dinah Shore 38399 (1-111*)
CRUISING DOWN THE RIVER
MISSISSIPPI FLYER Frankie Carlo 38411 (1-135*)
SUNFLOWER
ONCE IN LOVE WITH AMY
Frank Sinatra 38391 (1-106*)
*Columbia 7-inch Microgroove Records

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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





"South Pacific" Hits!

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

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

Dealers! Your customers can choose the hits they want. They can buy them as singles or in the special ENVELOPE PACKAGE you see here (no extra charge to you or your customers). This free envelope holds up to 5 RCA Victor "South Pacific" records. Available in both 78 and 45 rpm sizes. Envelopes and a COUNTER DISPLAY EASEL ready for you now!



Perry Como

Some Enchanted Evening

AND

Bali Ha'i

With Orchestra conducted by Mitchell Ayres
RCA Victor 20-3402

... get them *NOW* on RCA Victor singles!

FIRST ON THE MARKET!

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



FRAN WARREN

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

RCA Victor
20-3403



BILL LAWRENCE

Younger Than Springtime
AND This Nearly Was Mine

RCA Victor 20-3423

BUDDY MORENO

She's My Honey Bun

RCA Victor 20-3421



EVE YOUNG

A Cock-Eyed
Optimist

AND

Happy Talk

RCA Victor 20-3424



AL GOODMAN

- 'A' 1. Some Enchanted Evening
- 2. I'm Gonna Wash That Man
Right Out-a My Hair
- 3. Loveliness Of Evening

- 'B' 1. Bali Ha'i
- 2. A Wonderful Guy
- 3. Younger Than Springtime

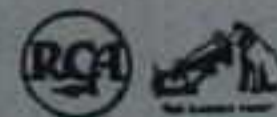
RCA Victor 28-0435



... the stars who make
... the hits are on

RCA Victor Records

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



BCA Victor, Tops for Ops

Just Released... **"MY DARLING'S HOME AT LAST"**
Coupled with
"THE KNEELING DRUNKARD'S PLEA"
 on VICTOR RECORD 21-0029

The CARTER SISTERS and MOTHER MAYBELLE

Just Released... **"DEATH AT THE BAR"**
 on VICTOR RECORD 21-0032

KITTY WELLS

Just Released... **"SWEET HEART I LOVE YOU BEST"**
 on VICTOR RECORD 21-0019

CHARLIE MONROE
 Sheet Music Available

Acuff-Rose
 PUBLICATIONS
 2510 Franklin Road • Nashville #4, Tenn.
 WE DO NOT SELL RECORDS
 NOTE: Order from your record distributor.

The Billboard MUSIC POPULARITY CHARTS

Folk Record Section

PART VII

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

BEST-SELLING RETAIL FOLK RECORDS

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

POSITION		Weeks Last to date		This Week		Record	
7	1	1	1	1	1	CANDY KISSES	George Morgan... Columbia 20547—BMI
6	2	2	2	2	2	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold... Victor 21-0002—BMI
27	3	3	3	3	3	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys... Decca 46136—BMI
5	4	4	4	4	4	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys... MGM 10352—ASCAP
24	5	5	5	5	5	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band... Capitol 15243—BMI
2	6	6	6	6	6	TENNESSEE BORDER	R. Foley... Decca 46151—BMI

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

48	7	7	7	7	7	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar... Victor 20-2806—BMI
4	4	7	7	7	7	PLEASE DON'T LET ME LOVE YOU	G. Morgan... Columbia 20547—BMI
20	13	9	9	9	9	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar... Victor 20-3174—BMI
2	—	9	9	9	9	CANDY KISSES	R. Foley... Decca 46151—BMI
4	10	11	11	11	11	CANDY KISSES	E. Britt and the Skytoppers... Victor 21-0006—BMI
3	15	12	12	12	12	TILL THE END OF THE WORLD	E. Tubbs... Decca 46150—ASCAP
6	—	13	13	13	13	THE GODS WERE ANGRY WITH ME	E. Kirk and String Band... Capitol 15176—BMI
6	—	14	14	14	14	HAVE YOU EVER BEEN LONELY?	E. Tubbs... Decca 46144—ASCAP
32	10	14	14	14	14	ONE HAS MY NAME	J. Wakely... Capitol 15162—BMI

ADVANCE FOLK RECORD RELEASES

- A Broken Heart is Good For You
J. Irby & His Texas Rangers (Uptown Swing) MGM 10396
- Alabama
Smilin' Eddie Hill & His Boys (Melting Steel) Apollo 202
- Cleane Me
R. Foley (There's a) Dec 46156
- Daddy, When Is Mammy Coming Home?
Texas Jim Robertson (Saving Up) V 21-0039
- Darlin' Mine
D. Kidwell & His Red River Valley Boys (Jealous Heart) Mer 6188
- Deepfreeze Dinah
Dude Martin & His Round-Up Gang (Oh How) V 21-0047
- Down in Old Mexico
T. Williams (Happy Anniversary) Mer 6185
- Each Flower That Blooms Must Die
Jones Sisters (Wind of) V 21-0048
- Empty Saddles
Sons of the Pioneers (So Long) Dec 46160
- Gathering Flowers for the Master's Bouquet
The Stanley Bros. (The White) Col 20577
- Happy Anniversary
I. Williams (Down in) Mer 6185
- I Didn't Know the Gun Was Loaded
P. Montana & Her Buckeroos (Need You) V 21-0040
- I Had My Heart Set on You
F. Willing & His Riders of the Purple Sage (You Told) Cap 57-40151
- I Send Back Your Letters
Sheriff Tom Owen's Boys (The Trouble) Dome 1011
- I Wish I Had a Nickel
J. Wakely & Cowboy Band (Someday You'll) Cap 57-40153
- It's Better To Be Alone
The Turner Bros. (Why Did) Mer 6184
- It's Too Late To Say (That You're Sorry)
P. Cassell (Memories That) Mer 6186
- Jealous Heart
D. Kidwell & His Red River Valley Boys (Darlin' Mine) Mer 6188
- Lone Star Rag
B. Boyd & His Cowboy Ramblers (Without a) V 21-0045
- Lonesome Day
Bonny Lou & The Dixie Partners (Tear-drops Falling) Mer 6183
- Melting Steel
Smilin' Eddie Hill & His Boys (Alabama) Apollo 202
- Memories That Live
P. Cassell (It's Too) Mer 6186
- My Cabin in Caroline
L. Flatt-E. Scruggs (We'll Meet) Mer 6181
- Need You
Patsy Montana & D. Denny-The Buckeroos (I Didn't) V 20-0040
- Oh How I Hate You
Dude Martin & His Round-Up Gang (Deepfreeze Dinah) V 21-0047
- Saving Up Coupons
Texas Jim Robertson & The Panhandle Punchers (Daddy, When) V 21-0039
- So Long to the Red River Valley
Sons of the Pioneers (Empty Saddles) Dec 46160
- Some'ay You'll Call My Name
J. Wakely-V. Williams (I Wish) Cap 57-40153
- Sparkling Brown Eyes
Daisy Mae & Old Brother Charlie (You Got) Mer 6187
- Sparkling Brown Eyes
Jerry & Sky (Troubles in) MGM 10400
- Teardrops Falling in the Snow
Bonny Lou & The Dixie Partners (Lonesome Day) Mer 6183
- The Trouble With Me Is You
Sheriff Tom Owen's Boys (I Send) Dome 1011
- The White Dove
The Stanley Bros. (Gathering Flowers) Col 20577
- There's a Light Guidin' Me
R. Foley (Cleane Me) Dec 46156
- Too Late to Start All Over
D. Arnett (You'll Have) Mer 6180
- Troubles in My Heart
Jerry & Sky (Sparkling Brown) MGM 10400
- Uptown Swing
J. Irby & His Texas Rangers (A Broken) MGM 10396
- We'll Meet Again Sweetheart
L. Flatt-E. Scruggs (My Cabin) Mer 6181
- Why Did You Leave Me?
The Turner Bros. (It's Better) Mer 6184
- Wind of the Sea
Jones Sisters (Each Flower) V 21-0048
- Without a Woman's Love
B. Boyd & His Cowboy Ramblers (Lone Star) V 21-0045
- You Got Stuck
Daisy Mae & Old Brother Charlie (Sparkling Brown) Mer 6187
- You Told a Lie
F. Willing & His Riders of the Purple Sage (I Had) Cap 57-40151
- You'll Have to Talk It Over With My Heart
D. Arnett (Too Late) Mer 6180

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk Record Section



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

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Weeks Last 1 Week	Last 1 Week	This Week	Record	Label
1	1	1	1	DON'T ROB ANOTHER	Eddy Arnold, Victor 21-0002—BMI
2	7	2	2	MAN'S CASTLE	Eddy Arnold, Victor 21-0002—BMI
3	2	3	3	CANDY KISSES	G. Morgan, Columbia 20547—BMI
4	—	4	4	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys, Decca 46136—BMI
5	15	5	5	PLEASE DON'T LET ME LOVE YOU	G. Morgan, Columbia 20547—BMI
6	5	6	6	CANDY KISSES	R. Foley, Decca 46151—BMI
7	6	7	7	TENNESSEE BORDER	R. Foley, Decca 46151—BMI
8	3	8	8	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band, Capitol 15243—BMI
9	8	9	9	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys, MGM 10352—BMI
10	—	10	10	THERE'S NOT A THING	E. Arnold, Victor 21-0002—BMI

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

11	—	11	11	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plow-boy and His Guitar, Victor 20-2806—BMI
12	10	12	12	TENNESSEE BORDER	Tennessee Ernie, Capitol 15400
13	—	13	13	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb, Decca 46144—BMI
14	—	14	14	I'M BITIN' MY FINGER-NAILS AND THINKING OF YOU	E. Tubb and Andrews Sisters-Texas Troubadours, Decca 24592
15	—	15	15	DOUBLE TALKING WOMAN	E. Nunn and His Alabama Ramblers-B. Lee, Specialty SP-701
16	—	16	16	TILL THE END OF THE WORLD	J. Bond, Columbia 20549—ASCAP
17	12	17	17	CANDY KISSES	E. Britt-The Skytoppers, Victor 21-0006—BMI
18	—	18	18	I HEARD ABOUT YOU	B. Hobbs, MGM 10305
19	—	19	19	TILL THE END OF THE WORLD	J. Wakely and Cowboy Band, Capitol 15368—ASCAP

FOLK TALENT AND TUNES

By Johnny Stapp

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

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

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

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

(Continued on page 41)



WARNING

THERE IS ONLY ONE

HIT

VERSION OF

"DRINKIN' WINE

SPO-DEE-O-DEE"

IT IS ONLY ON THE

ATLANTIC Label

Don't Accept Inferior Substitutes

#273

Backed by BLUES MIXTURE

Both sides by Stick McGhee & His Buddies

ATLANTIC RECORDING CORP.
301 West 54th St. New York

IT MUST BE GREAT—IT'S BEING COPIED

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

THE ORIGINAL IS ALWAYS THE BEST

"CLOSE YOUR EYES"

By HERB LANCE

on SITTIN' IN Record #514

DISTRIBS: Write, Wire for Available Territories!

CASTLE RECORDS, INC.

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



• Fish • Fish • Fish •

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

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

Cute and clever and you'll love her voice

P.S.: Have you heard

"I'VE COME TO SAY I'M SORRY" Pearl Record #24

PEARL RECORD CO.

BOX 229

COVINGTON, KY.

It will pay to order today your

EASTER BOUQUET

1000 LISTEN TO ME

AND

1004

WHY DID YOU LEAVE ME?

MASTER OF THE MIGHTY HAMMOND

ON ISLAND RECORDS

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

ISLAND MUSIC AND RECORDING CO.

2339 FRANKLIN ST.

TOLEDO 10, OHIO

KNOCK WOOD! The Whole Nation Will!

I KNOCK WOOD... exclusively on LUCKY record

No. 711-8 by Ralph Wilson Quintette

I KNOCK WOOD is a simply super, sensational catchy song by Buddy Kaye, Carl Lampl, Stan Arnold.

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

A KEY NOTE on the
MIRACLE
PARADE of HITS

A REAL MONEY MAKER!

ORDER FROM YOUR DISTRIBUTOR

'FRISCO BAY'
Featuring MEMPHIS SLIM
No. M-132

MIRACLE 500 E. 63rd St. Chicago 37, Ill.

Another *BMI Pin-up Hit*

I WISH SOMEBODY CARED ENOUGH TO CRY

Published by **LONDON MUSIC CORP.**

★ ★ ★
Performance Rights Licensed Through

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19

IMPORTED

LONDON RECORDS

FULL RANGE RECORDING

THE LONDON GRAMOPHONE CORP.
14 W. 22nd St., NEW YORK 12, N. Y.

This **DOUBLE FEATURE** Week's **RECORD**

LEE MONTI'S TU-TONES

"CRUISIN' DOWN THE RIVER"
"BE MINE"

On The Other Side
"WOODEN SHOES SONG"
"MICKEY"
DF 2010

DOUBLE FEATURE RECORDS

88 NORTH WABLER TRIPWOOD

Kids Love **EASTER PARADE** on **ANIMAL RECORD #178** and the flip, **SNOWFLAKE JAMBOREE**

It's sensational! On vinylite!

STAPLETON INDUSTRIES, INC.
792 The Arcade, Cleveland 14, Ohio

The **Billboard** MUSIC POPULARITY CHARTS

Record Reviews

PART VIII

TRADE SERVICE FEATURE

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

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

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

How Ratings Are Determined

The Categories

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS: OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS: OVER-ALL, DISK JOCKEY, RETAILER, OPERATOR

POPULAR

PAUL WESTON ORK (Capitol 15411)
Swedish Rhapsody 76--84--77--68
Good arrangement and performance of the newest of the "Warsaw Concerto" type pieces. George Greeley handles the solo piano part well.

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

POPULAR

DICK JURGENS ORK (Columbia 38436)
You Red Head 79--76--78--80
Al Galante and the ensemble sing a rhythmic ditty with an infectious quality.

Women! Women! Women! 63--85--80--85
Cute and amusing novelty is well performed by Galante, Jimmy Castle and the ensemble.

ROY STEVENS ORK (Manor 1174)
Cry Baby 65--64--64--68
Muddy recording hampers and hides what sounds like a little ditty born of the shuffle-rhythm fad which is sung by Tibble Bennett.

Never Go There 67--67--67--67
Stevens plays some nice trumpet on this mood instrumental which also loses much in a poor technical recording.

AL JOLSON (Decca 24603)
That Wonderful Girl of Mine 67--87--87--87
Jolson, with fine Morris Stoloff backing, tastefully handles a set of English lyrics fitted to a popular Jewish melody.

I Only Have Eyes for You 84--82--85--85
This pretty oldie will be in the next Jolson picture and the singer sells it strong, straight and warm on this waxing.

BURL IVES (Columbia 38445)
Wayfaring Stranger and Woolie Boogie Bee 76--78--78--71
Ives and his guitar romp thru one brief traditional and one brief original folk air effectively.

Riders in the Sky 86--87--85--85
This new hunk of Americana is a stirring opus of an unusual type and may well sweep the country. This is the first waxing of the song and Ives has never made a better side.

BEN POLLACK ORK (Coral 40029)
Song of the Islands 74--75--72--75
Vintage 1937, this is a classic rendition of the oldie which still stands up.

Locking at the World Thru Rose Colored Glasses 70--72--70--68
Another instrumental of an oldie from around 1938 has some sound musical moments.

JERRY WAYNE & THE DELL TRIO (Columbia 38437)
Because You Love Me 72--72--72--72
Wayne sings nicely, the Dell threesome sounds good as they tackle still another waltz with the German band feel.

You're So Understanding 89--90--89--88
The singer, aided by a group, turns in a fine job with a promising new ballad which draws tasty Dell Trio background.

EDDY HOWARD ORK (Mercury 52621)
I Get Up Every Morning 78--78--78--78
Howard, the Howard Trio and ork maintain earlier high standards in rendering a new rhythm tune.

Don't Cry, Cry Baby 88--89--87--87
Howard's at his relaxed best for this new plug ditty.

BENNY GOODMAN ORK (Capitol 15469)
Undercurrent Blues 79--84--79--75
Benny's first reaching with his new band is a bop-favored instrumental which swings and is well-executed.

Ma Belle Marguerite 70--70--70--70
Rathur mixed up crafting of a new tune still manages to show off Buddy Greco's talents to advantage. Vocal group helps while the band has little of consequence to do.

EDDIE CANTOR (Decca 24597)
Yes Sir, That's My Baby 66--66--64--67
Cantor doesn't have the old-time zip as he does the oldie with which he's so closely associated.

Alabama Bound 62--62--60--64
Same lack of energy's apparent.

INK SPOTS (Decca 24585)
As You Desire Me 74--72--74--77
Billie Holiday sings all the way with this revival. He gets a little too dramatic at times.

It Only Happens Once 82--82--82--82
The Spots turn in an airy and light job on the Frankie Laine ballad.

the same low price since 1938

PERMO POINTS
with PERMOMETAL (OSMIUM ALLOY) TIP

LONG LIFE... KIND TO RECORDS... DEPENDABLE... ECONOMICAL...

PERMO, INCORPORATED
4415 North Ravenswood Avenue Chicago

FOR QUICK SERVICE ALL LABELS PRICE LIST POP RECORDS

Columbia 44c	MGM 44c
Victor 54c	Victor 45 RPM 54c
Decca Pops 54c	Capitol, Red or Black 54c
Capitol Purple 54c	Most other labels 54c

Albums, LP's—30% off Current Retail Sell Price.

LESLIE DISTRIBUTORS CORP. (RECORD WHOLESALERS)
419 W. 49th St. New York 19, N. Y.
Phone 7-1977
Cable Address: EFFEORECOR

RONDO HIT OF THE WEEK!

R-188 Ken Griffin with the Cosmopolitan
"LADY OF SPAIN"—Rhumba
"THE SHADES ARE DOWN ON COBBLE STREET"

Rondo RECORDS
329 S. WOOD ST. CHICAGO

DETROIT'S PERENNIAL FAVORITE NOW AVAILABLE

DON PABLO & Orchestra

Eleventh Year—Palm Beach Cafe
Detroit 21, Mich.
Ronda Records

Sing It! Shout It!
"In the 88th Row" (TR 1632)
at the **HOLLYWOOD BOWL!**

TEMPO RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, Calif.

(Continued on page 210)

GET THE ORIGINAL!
PHILADELPHIA
LAWYER

FOUR STAR RECORD No. 1289

by

MADDOX BROS.
& ROSE

THE MOST COLORFUL HILLBILLY
BAND IN AMERICA"

Order from



For the best in Folk Music

105 So. Fair Oaks Ave., Pasadena, Calif.

WE'RE SPECIALISTS!

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

. . . are on APOLLO

ORDER FROM YOUR NEAREST
DISTRIBUTOR OR WRITE

APOLLO RECORDS, INC.

17 West 45th Street New York

TOWER TUNE TIPS

"LOCK IT UP"

TOWER 1458

"THE YO YO SONG"

TOWER 1459

TOWER'S NEWEST TALENT

PEGGY MURDOCH

Sings with

JIMMY FEATHERSTONE
AND HIS ORCHESTRA

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

NEW RECORDS

Wholesale

WORLD'S LARGEST ASSORTMENT OF
"STANDARDS" AND HITS OF
YESTERDAY AND TODAY

Send for Sample Order

100 VICTOR & COLUMBIA RECORDS \$17.00
100 ASSORTED RECORDS 24.00

F. O. B. New York.
1/3 with order, balance C. O. D.
Write for our list of records and albums.
Albums, 55c and up.

VEDEX COMPANY

174 10th Ave. New York 19, N. Y.
PLaza 7-0626

**Conklin Leases His
Blvd. to Goldberg**

NEW YORK, April 2.—The Boulevard, Rego Park, Queens, long owned and operated by Hank Conklin, has been leased to Herman Goldberg on long-term basis.

Goldberg, a showbiz lawyer and hotel man, will pay Conklin \$600 weekly, win, lose or draw, which will cover the rental of the property. The amount of down payment was not disclosed.

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

The Billboard
MUSIC POPULARITY CHARTS
PART IX

Record Possibilities

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

THE BILLBOARD PICKS:

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

HOW IT LIES, HOW IT LIES, HOW IT LIES.....Bing Crosby, Evelyn Knight, Rhythmaires, Vic Schoen Ork.....Decca 2461
Connie Haines, Four Hits and a Miss.....Coral 60044

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

ISS ME SWEET.....Judy Valentine with Sid Ramin Ork.....MGM 1089

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

FIVE FOOT TWO, EYES OF BLUE.....Art Mooney.....MGM 10328

Mr. Mooney's banging, clanging, banjo-twangling evocation of the jazzy '30s in this irrepressible treatment of the reincarnated flapper-age ditty has all the earmarks of being the popular successor to his "Beautiful Eyes" clickereroo.

IN THE GOOD OLD SUMMER TIME.....Andrews Sisters and Dan Dalley.....Decca 24605

Dan Dalley emerges here as a platter personality of stature, as he teams with the high-flying Andrews gals for a thumping, band-concert-in-the-park rendition of the good ol'ie. Flipover, "Take Me Out to the Ball Game," should get plenty play, comes the first cry of "Play ball!" this spring. Vic Schoen's brass band type orking is in the spirit for both sides.

THE DISK JOCKEYS PICK:

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

1. NEED YOUJo Stafford-Gordon MacRae.....Capitol 15393
2. ONCE AND FOR ALWAYS.....Jo Stafford.....Capitol 15424
3. AGAINMel Torme.....Capitol 15428
4. I DON'T SEE ME IN YOUR EYES ANYMOREGordon Jenkins.....Decca 24576
5. I DON'T SEE ME IN YOUR EYES ANYMOREPerry Como.....Victor 20-3347
6. "A" YOU'RE ADORABLE.....Tony Pastor.....Columbia 38449
7. KISS ME SWEET.....Kitty Kallen.....Mercury 5265
8. SHE'S A HOME GIRL.....Mel Torme.....Capitol 15379
9. SIMILAURay McKinley.....Victor 20-3377

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. AGAINMel Torme.....Capitol 15428
2. I DON'T SEE ME IN YOUR EYES ANYMOREPerry Como.....Victor 20-3347
3. AGAINGordon Jenkins.....Decca 24602
4. AGAINVic Damone.....Mercury 5261

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's will be:

1. I DON'T SEE ME IN YOUR EYES ANYMOREGordon Jenkins.....Decca 24576
2. HOW IT LIES, HOW IT LIES, HOW IT LIESConnie Haines.....Coral 60044
3. LOVE ME, LOVE ME, LOVE ME.....Sammy Kaye.....Victor 20-3365
4. AGAINMel Torme.....Capitol 15428

FOLK TALENT AND TUNES

(Continued from page 39)

Cowboy Copas (King) and Bill Monroe (Columbia) broke the house record at City Auditorium, Atlanta, March 12 when they did over \$7,000. . . . Bill Powell and the Pioneer Ranch Boys, WHIO, Dayton, O., are preparing for a Saturday night jamboree, currently getting sponsors and radio time set up. . . . Dusty DeNyke, who worked with Curly Clement's Saddle Pals years ago, is making a comeback as a single on CKNX, Wingham, Ont., where he is known as the Log Cabin Balladier. . . . Tex Ferguson and His Driftin' Pioneers have just inked a three-year pact with Melody Trail label. They are still at KFEQ, St. Joseph, Mo. . . . Tommy Dilbeck, well-known songspinner, reports that Ted Daffan, currently in Dallas, is using Curly Borgen on vocals and guitar; Cecil Luna, vocals and lead guitar; Clovis Luna, electric guitar; Bob Jenkins, bass; M. C. Lewis, reeds; H. W. Blanchard, piano; Eddie Story, fiddle, and Gene Crabb, drums. Johnny Tyler (Victor), also in that area, has Sam Duke, fiddle; Wayne Foster, drums; Bob Hale, lead guitar, and Sam Chaffin, steel guitar and bass. Dewey Groom (Mercury), who is at the Old Top Rail, Dallas, has Harry Helm, steel guitar; Torchy McCluney, take-off guitar; Wade Wood, fiddle; Ollie Phillips, bass, and Phil Sanchez, drums. . . . Johnny Rion, KREI, Farmington, Mo., has joined King records. . . . Speedy Clark, only 26 years old but with 14 years of radio background, creates the character, Old Joe Clark, with the Renfro Valley Gang who air over WHAS, Louisville.

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

SEECO—THE GREATEST NAME IN
LATIN AMERICAN RECORDINGS

**The AL HAIG
QUINTET**

featuring

Wardell GREY



"SUGAR HILL BOP"

and

"FIVE STAR"

SEECO 10002

"IN A PINCH"

and

**"IT'S THE TALK OF THE
TOWN"**

SEECO 10003



Pupi CAMPO'S

RHUMBOP

"HOW HIGH THE MOON"

and

"PILARENA"

SEECO 4116

"ESTAS FRIZAO"

and

"SON DE LALOMA"

SEECO 4117

Dist. Territories Still Available

SEECO DIST. CORP.

1939 5th Ave. New York 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS PART X

Advance Information

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

ADVANCE RECORD RELEASES

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

POPULAR

- A Chapter in My Life Called Mary
J. Desmond-T. Mottola Ork (You Broke)
MGM 10393
A Chapter in My Life Called Mary
S. Kaye Ork-D. Cornell (Kiss Me) V 20-3420
A Chicken Ain't Nethin' But a Bird
N. Lutchter (Ditto From) Cap 57-70001
A Cock-Eyed
E. Young (Happy Talk) V 20-3424
A Kiss and a Rose
J. Laurent-J. Carroll Ork (Some Enchanted) Mer 5276
A Kiss in the Dark
D. Day-C. Dant Ork-R. Turner (Three Wishes) V 20-3426
Ay Que Vida
P. Reed (Dark Eyes) Dance-Tone 307
A Million Miles Away
B. Lawrence (If I) V 20-3428
A Rosewood Spinnet
P. Reed (I Got) Dance-Tone 308
A Wonderful Guy
D. Shore (Younger Than) Col 38469
"A" You're Adorable
P. Reed (While the) Dance-Tone 311
Again
T. Dorsey Ork-M. Lutes (The Huckle-buck) V 20-3427
Again
A. Mooney Ork (Five Foot) MGM 10398
Alice Blue Gown
P. Reed (The Blue) Dance-Tone 313
All Right, Louie, Drop The Gun
M. Hutton-D. Elliot (Hop Goes) MGM 10395
All Right, Louie, Drop The Gun
L. Johnson-R. Carter & The Masqueraders (I'm Laughing) Star 602
Always
P. Reed (My Hero) Dance-Tone 303
An Invitation To Dance Album-C. Thorn-hill Ork (3-10")
V P-243
Autumn Nocturne . . . V 20-3390
I Don't Know Why (I Just Do) V 20-3392
Lullaby of the Rain . . . V 20-3392
Sleepy Serenade . . . V 20-3392
There's a Small Hotel . . . V 20-3391
Where or When . . . V 20-3390
Annabella
J. Tarto & His Barflies (Banjo Folks) Mer 2082
As You Desire Me
S. Vaughan (Black Coffee) Col 38468
Ball Ha!
A. Vincent-M. Miller Ork (Once and) Mer 5273
Ball Ha!
H. Winterhalter Ork (Some Enchanted) MGM 10399
Banjo Folks
J. Tarto & His Barflies (Annabella) Mer 2082
Because I Care
T. Dorsey Ork-H. Frims & The Clark Sisters (The Heart) V 20-3419
Blanca
S. Vaughan (Too Darn) Col 38461
Black Coffee
S. Vaughan (As You) Col 38468
Blues for What I've Never Had
J. Moore's Three Blazers (How Could) V 20-3422
Bop Goes My Heart
M. Hutton-D. Elliot (All Right) MGM 10395
Button Up Your Overcoat
S. Vaughan (I'm Glad) Musicraft 593
Candy Kisses
The Fontane Sisters (Once-T Around) V 20-3429
Careless Hands
P. Reed (Put Your) Dance-Tone 316
County Fair
M. Torme (You're Driving) Musicraft 595
Dainty Brenda Lee
P. Reed (Lena) Dance-Tone 309
Dark Eyes
P. Reed (Ay Que) Dance-Tone 307
Day Unto Day
P. Bertasso-J. Romano (Running Be-tween) Micor M 1
Ditto From Me to You
N. Lutchter (A Chicken) Cap 57-70001
Don't Ask Me Why
Delta Rhythm Boys (Fantastic) Musicraft 597
Don't Call Me Sweetheart Anymore
G. Carroll-P. Sands Ork (The Kissing) Dance-Tone 1130
Dream Girl
P. Reed (Honey, I) Dance-Tone 318
Dreams
E. Russ (The Pyramid) Pyramid 1
Dreamy Old New England Moon
D. Martin-The Martingales-P. Weston Ork (Three Wishes) Cap 57-545
Dreamy Old New England Moon
V. Monroe Ork (Gigolette) V 20-3424
Easter Parade
P. Reed (The Pussy Cat) Dance-Tone 301
Every Time We Meet
G. Carroll-P. Sands Ork (If You're) Dance-Tone 1131
Everywhere You Go
B. Crosby-E. Knight-J. Conlon's Rhyth-maires (How It) Dec 24612

- Fantastic
Delta Rhythm Boys (Don't Ask) Musicraft 597
Five Foot Two, Eyes of Blue
G. Lombardo & His Royal Canadians (You Can't) Dec 24615
Five Foot Two, Eyes of Blue
A. Mooney Ork (Again) MGM 10398
Forest Walks
J. Vadnal Ork (Wolf-Polka) V 20-3431
Forever and Ever
P. Reed (The Waltz) Dance-Tone 312
Gigolette
V. Monroe Ork (Dreamy Old) V 20-3426
Give Back My Heart Waltz
L. Bashell Ork (Morning Dew) Mer 2083
Goodbye to Mexico
P. Reed (Villa) Dance-Tone 317
Happy Talk
E. Young (A Cock-Eyed) V 20-3424
Heart and Soul
A. Wayne-A. Phillips Ork (It Must) Mer 5279M
Hearts Are a Dime a Dozen
P. Reed (What Word) Dance-Tone 308
Heaven's Got a Freckled Nose
J. Featherstone Ork (Lock It) Tower 1458
Honey Bun
B. Moreno Ork (How It) V 20-3421
Honey, I Love You
P. Reed (Dream Girl) Dance-Tone 316
How Could I Know
J. Moore's Three Blazers (Blues for) V 20-3422
How It Lies, How It Lies, How It Lies
B. Crosby-E. Knight-J. Conlon's Rhyth-maires (Everywhere You) Dec 24612
How It Lies, How It Lies, How It Lies
B. Moreno Ork (Honey Bun) V 20-3421
How Would You Know?
L. Millinder Ork-J. Carnes (Moanin' the) V 20-3430
Hurry! Hurry! Hurry!
Andrews Sisters-V. Schoen Ork (Hurry) Dec 24613
Hurry! Hurry! Hurry!
J. Bond Ork (Red Head) MGM 10391
Hurry! Hurry! Hurry!
L. Welk Ork (Who's Girl) Mer 5289
I Didn't Know the Gun Was Loaded
Andrews Sisters-V. Schoen Ork (Hurry) Dec 24613
I Don't Care
T. Hill Ork (I Never) Mer 77
I Got Lucky in the Rain
P. Reed (A Rosewood) Dance-Tone 300
I Love You for Sentimental Reasons
P. Reed (You Can) Dance-Tone 315
I Never Knew I'd Be So Blue
T. Hill Ork (I Don't) Mer 5277
If I Could Be With You (One Hour To-night)
B. Lawrence (A Million) V 20-3428
If I Live To Be a Hundred
A. Pauley (Where the) Musicraft 598
If You're Not Completely Satisfied
G. Carroll-P. Sands Ork (Every Time) Dance-Tone 1131
I'm Glad There is You
S. Vaughan (Button Up) Musicraft 592
I'm Laughing Up My Sleeve
L. Johnson-R. Carter & The Masqueraders (All Right) Star 602
In the Spring of the Year
H. Carroll (While We're) Mer 5278
It Must Be True
A. Wayne-A. Phillips Ork (Heart and) Mer 5279M
It Took a Dream To Wake Me Up
P. Murdoch-J. Featherstone Ork (The Yo) Tower 1459
It's a Big Wide Wonderful World
P. Reed (Toujours Fidele) Dance-Tone 308
It's a Cruel, Cruel World
J. Kilty-B. Weed (Tulsa) MGM 10398
Kiss Me Sweet
S. Kaye-L. Lealle-D. Cornell (A Chapter) V 20-3420
Letter Songs Album-The Song Spinners (4-10")
Dec A-643
1. Bring Me a Letter From My Old Home Town; 2. Her Letter Told Me All; 3. The Biggest Thing in a Soldier's Life . . . Dec 24348
1. Don't Forget To Write; 2. Green Grow the Lilacs . . . Dec 24348
1. Faded Letter; 2. Bring Me a Letter From Home; 3. Children's Letters . . . Dec 24349
1. I Am Sending Cries Cross Kisses to Someone's Soldier Boy; 2. Letter From No Man's Land; 3. Man Who Brings the Mail . . . Dec 24351
1. Little Rosewood Casket; 2. Don't Forget To Write Me, Darling . . . Dec 24349
1. Send Me a Line; 2. Take a Letter to My Daddy Over There; 3. Three Wonderful Letters From Home . . . Dec 24351
1. The First Letter; 2. Having a Good Time With You Were Here; 3. Letter That Never Reached Home . . . Dec 24350
1. The Letter Edged in Black; 2. Letter From Their Boy . . . Dec 24350

(Continued on page 136)

The Billboard MUSIC POPULARITY CHARTS PART XI

Album Reviews

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

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

THE RATINGS

Table with 2 columns: Rating (e.g., 90-100, 80-85, 70-75, 40-65, 0-25) and Description (e.g., tops, excellent, good, satisfactory, poor)

FUNNIEST SONGS IN THE WORLD—Groucho Marx 84

Groucho makes his debut on wax here. Accent, naturally, is on humor here, and the elder Marx frere tosses off the nonsense stuff with a flair that should tickle junior-size funnybones. Story has a moral, too; endeavors to teach tolerance in palatable fashion. A monkey keeps making up funny songs, but they're never funny to everybody because the jokes are always at the expense of some other animal. Finally, however, he makes up the funniest song of all, which doesn't hurt anybody's feelings. Groucho's name is the big attraction to buyers here, but it's by no means the only asset.

JUKES Not suitable. JOCKS Fine feature face.

PINOCCHIO—Joseph Boley-Jeanne Roy (1-10") 93

The traditional story turns up here in a well-written, pleasingly narrated adaptation. Boley's pacing is right, and his style creates an easy, intimate suspense that's suited to children's story telling. Special musical score goes right thru both sides, enhancing the tenor of the story, but never getting in the way. On the whole this production comes off well, and should appeal to a wide age group.

JUKES Not suitable. JOCKS Good story-time feature.

ANIMALS OF FARMER JONES AND SCHUMANN'S HAPPY FARMER—Irene Wicker-Gilbert Mark-Mitchell Miller Ork (1-6") 73

"Animal" side provides a filmy framework on which to string a bunch of animal sounds, some of which get lost in the music. The flip is the popular instrumental classic in a miniature arrangement recorded without much sparkle. The colorful disk, labels and envelope, with excellent illustrations, will account for plenty of sales.

JUKES Not suitable. JOCKS Okay for short fill-ins.

SONGS TO GROW ON—Woody Guthrie (1-10") 75

This unusual material is an honest attempt to create new disk entertainment for tots in the 1 1/2 to 3-year-old group. It's rhythmic and repetitious, and while it strings together words a child can naturally associate with each other, it doesn't burden him with a contrived story. Guthrie has a down-to-earth folk quality that's just right for the material. The words are printed on the back of the envelope, which also boasts the recommendation of Parents Magazine.

JUKES Not suitable. JOCKS Material is for too young an age group.

TRADITIONAL CHILDREN'S SONGS—Adelaide Van Way (1-10") 60

This collection is aimed at the 3 to 6-year-olds. The husky-voiced gal accompanies herself on the sither, but doesn't get much charm or flavor into the attractive, the lesser known songs.

JUKES Not suitable. JOCKS There's better folk material to choose from.

LEARNING SONGS—Adelaide Van Way (1-10") 65

"Barnyard" is an "Old MacDonald" type repetition song, but with less flavor. "Days" is "This Is the Way We Wash Our Clothes," and "Counting" is "Ten Little Indians." These are sung with more authority, and should be more successful than the animal-recognition deal, if the purpose is to teach via these disks. Material is aimed at the 3 to 8 age group. Words are printed on the envelope.

JUKES Not suitable. JOCKS More flavorful material is available.

THE CATEGORIES

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

RUMPELSTILTSKIN—Paul Anderson-Al Rickey Ork (1-10")

Little Land KLM Ancient fairy tale is one of the great blinders of all time, and this version is sent package, rates with the best. Production shows plenty of know-how, with quality narration, and well-integrated music running all the way thru.

JUKES Not suitable. JOCKS Fine story feature.

FOUR NEW STORIES—Mabel Martin George (2-10")

The Kitten and the Clock; Honey Bear and a Bee; The Horse With the Tail. Material in these rhymed stories is dently for the very young, but the rhymes themselves are pretty long-winded, sometimes the tempo of the narration is the swift side. The writer herself narrates and while the stories themselves are imagination, she projects without a flavor.

JUKES Not suitable. JOCKS Appeal is lessened.

SONGS TO GROW ON—Woody Guthrie (1-10")

Merry Go Round; Race You Down Mountain. These folk-type kiddie songs are terrifically "activity-to-do" material by the disk with the 4 to 8-year-olds in mind. Be singing in his special earthy style. Guthrie plays both guitar and harmonica. Flavor. Participation idea is obvious and is naturally arrived at. Printing of words and suggested action on the envelope should be a distinct aid to play supervisory Parents Magazine endorsement on the envelope is a good sales point.

JUKES Not suitable. JOCKS Juicy material, a "now you see it" spot, or TV stunts.

LULLABIES—Adelaide Van Way (1-10")

Close Your Eyes; Sail, Baby, Sail; I'll Baby, Go To Sleep. Main distinction here is the fact that lullabies are not the usual overdone plod. They have plenty of charm, altho it's obscured by the gal's colorless piping. In her other waxings, the sither she accompanies herself with gets a cumber sound that further detracts from the oral charm of the tunes.

JUKES Not suitable. JOCKS Plenty of stuff elsewhere chosen from.

HENNY PENNY—Paul Anderson-Jeanne Roy-Al Rickey Ork (1-10")

Little Land KLM Traditional tale is full of charm, but it's intended for pre-school tots, it tends to get over-exciting and scary. Much of fault here is with the narrator, who otherwise very engaging. Narrator's music work well together for maximum effectiveness, and Jeanne Roy's little tags are especially winning. Cover is attractive, and the familiar story should ring the bell with the adult chasers. It's a big production for 35¢.

JUKES Not suitable. JOCKS Can be used story-time to ease into more exciting material.

ROCKABYE, BABY, TWINKLE TWINKLE LITTLE STAR AND BRAHMS' LULLABY—Anne Lloyd-The Sandpipers-Mitchell Miller Ork (1-6")

This little lullaby collection is tops every respect. Miss Lloyd sings sweet, soft lullaby, and the backing is ideally conceived. The words are recorded good, and the packaging is standing. Disk itself looks good on to eat, and the new envelope, designed a miniature album, makes strong material anywhere.

JUKES Not suitable. JOCKS Short, but a nice side especially for those who have a great deal to have around.

Here They Are!

NEW Records
by Favorite Artists

featuring

Jon and Sondra Steele

- D-11220—Lonesome for You
I'll Be In Love With You
- D-11221—Don't Take My Word, Take My Heart
To Make You Mine
- D-11222—I'm Beginning To Miss You
Where Do I Go From Here

Al Trace and His Flame Throwers

(Bob Vincent, Vocalist)

- D-11215—Somebody's Lyin'
Brush Those Tears
- D-11216—I Couldn't Believe My Eyes
I'm Thru Callin' Everybody Darlin'
- D-11217—Every Time You're Steppin' Out
Your Tears Came Too Late
- D-11218—Downhearted
It Took a Dream To Wake Me Up

-
- D-11207—The Raspa, by Harl Smith
 - D-11212—Got No Time, by Larry McMahon
 - D-11213—Don't Come Back Cryin' To Me,
Don Roth Trio

SEE YOUR DAMON DISTRIBUTOR

EXTRA

★ MUSIC DEALERS NEWS ★

EXTRA

COLUMBIA RE-ISSUES TINY HILL'S ALL-TIME HIT PARADE RECORDING OF "5 FT. 2, EYES OF BLUE"

Recording that zoomed massive maestro to Stardom and a featured spot on the Lucky Strike Hit Parade in Big Demand.

With sales of Tiny Hill's recording of *5 Ft. 2, Eyes of Blue* soaring, Columbia looks for renewed interest in several of Hill's all-time best sellers. Flip on *Eyes of Blue*, "Skirts" was also among his greatest recordings.

Numbers now on hand at Columbia Record distributors, in addition to "Eyes," include such favorites as *ANGRY*, backed with *SHOW ME, DOODLE LE DOO* and *AULD LANG SYNE*.



● TINY HILL

America's biggest band leader, master of the tantalizing Double Shuffle rhythm, vocalizes in his warm homespun style on all of these recordings.

Billboard
MUSIC POPULARITY CHARTS



The Honor Roll of Popular Songwriters

Copyrighted by The Billboard. All rights reserved.

NO. 16—HARRY AND ALBERT VON TILZER (PART 1)

By Jack Burton

Back in the days when roadshows traveled from coast to coast and such eminent actors as James O'Neill and Denman Thompson played one-night stands, stage fever was a common ailment among young boys. Most of them got over it in time, but with Harry Von Tilzer it was an incurable disease. During his boyhood in Indianapolis, where his family settled soon after his birth in Detroit July 8, 1872, Harry frequented the hotels where the troupers stopped and the stage doors of the Hoosier capital's theaters. Finally in the summer of 1886, when he was 14 years old, he answered the call of the beckoning road and took off with the Cole Bros. Circus.

After a season of tanbark and tinsel, Harry caught on with a traveling repertoire company, playing juvenile roles, singing songs of his own composing, and abandoning the family name of Gumm for a more glamorous and professional moniker. He took his mother's maiden name of Tilzer and added "Von" for a touch of class. This switch in nomenclature proved to be the keystone of a songwriting dynasty which was destined to make history in Tin Pan Alley with the turn of the century.

Harry Von Tilzer next took a whirl on the burlesque wheel, which took him thruout the Middle West in the early 1890's. While playing Chicago, he attracted the attention of Lettie Gilson, the "Little Magnet" of the

variety halls, who urged him to take his talents to New York. Harry was short of cash but long on ambition, and so in order to get transportation, he talked himself into a job as hostler to a carload of horses, also Broadway-bound.

Arrives in N. Y.

When he arrived in New York in 1892, smelling strongly of hay and horses, Harry Von Tilzer had \$1.65 in cash and a fistful of songs in his pocket. But he had reached the goal of his boyhood dreams, and following Lettie Gilson's advice, he sought out Tony Pastor, who sang some of the young composer's songs himself and introduced Harry to other singers, who sometimes paid him as much as \$2 for special song material.

In the next six years, Harry Von Tilzer, according to his own estimate, wrote 3,000 songs at this bargain-basement rate. In 1898, however, he celebrated Dewey's victory at Manila Bay by hitting the jackpot with *My Old New Hampshire Home*, which netted him exactly \$15 in folding money but sent his stock skyrocketing. On the strength of this 2,000,000-copy song hit, he was made a member of the music publishing firm of Shapiro, Bernstein & Von Tilzer, and by 1902, just 10 years after his arrival in New York by stock-car Pullman, he had his own publishing firm on Broadway. Seven of the top-ranking ballads of that year were com-

- 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 year period from 1890 to the present day is based on 20 years of research by the author a former newspaper magazine and advertising copy writer who has made the study of popular music his hobby.

This anthology does not attempt to list the complete output of the writers. Instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields however, the complete score will be listed in order to provide something new and vitally new in an anthology of this kind: A comprehensive record of stage and motion picture songs.

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

All songs that have attained a sheet music sale of a million or more copies, according to the most authentic and unbiased records available are marked with an asterisk (*).

In the publisher listing the name of the present publisher and the original publisher is given and songs now in the public domain (the 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.

posed and published by this former circus roustabout and burlesque trouper, who had never taken a piano lesson in his life but had an instinctive gift for melody and an unerring knowledge of the kind of songs, both ballads and comedy numbers, the country's millions would sing and play and buy.

At the height of his career, which testified to both his creative and business ability, Harry Von Tilzer opened the door to fame for two composers who were to succeed him as top-ranking songwriters, since he published the first works of Irving Berlin and George Gershwin. He also helped to name the mythical street on which he gained great and lasting renown with at least 15 million-copy sellers.

Tin Pan Alley

Monroe H. Rosenfeld, horse-player and composer who collected heavily on his *Take Back Your Gold* and *She*

Was Happy Till She Met You never backed a winning horse, dropped into Harry Von Tilzer's office one day to get material for an article he was writing for a New York newspaper in order to raise extra cash to keep the bookmaker happy.

Harry was playing a piano in a newspaper had been stuck to the strings, and Rosenfeld asked: "What kind of a tin pan do you call that?"

"You name it," Von Tilzer replied, "but this street must sound like a tinpan alley with so many people making such a din!"

The following Sunday, the "Tin Pan Alley" made its mark in Rosenfeld's newspaper and the name stuck. Today, in the shifting district of sharp flats what Newspaper Row is the press—a street unmapped by the hearts of those who work there. (To be continued)

★★★ HARRY VON TILZER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE ★★★

Popular Songs

- 1897—**JACK HOW I ENVY YOU**
Lyrics by Andrew B. Sterling, Shapiro, Bernstein & Co., Inc.
- 1898—***MY OLD NEW HAMPSHIRE HOME**
Lyrics by Andrew B. Sterling, Shapiro, Bernstein & Co., Inc.
Sterling wrote the words for this song by the light of a street lamp. He was behind in his room rent and afraid to turn on the light in his room on 14th Street for fear of letting his landlady know he was in. So he placed a sheet of paper against the window pane and let Father Knickerbocker provide the needed illumination. Next morning Von Tilzer composed the music for "My Old New Hampshire Home," which was sold to William Dunn, a small print-shop owner, for \$5 down and \$10 more provided his daughter liked the song. She did, and a 2,000,000 copy sale attested to her good judgment.
- 1899—**I WONDER IF SHE'S WAITING**
Lyrics by Andrew B. Sterling.
***I'D LEAVE MY HAPPY HOME FOR YOU**
Lyrics by Will Heelan.
This title is the verbatim remark of a stagestruck girl, who wanted to run away with a member of the minstrel troupe with which Von Tilzer was traveling.
(Available on Decca record No. 24464 in Album A-692, Frank Luther and the Century Quartet.)
WHERE THE SWEET MAGNOLIAS BLOOM
Lyrics by Andrew B. Sterling.
YOU'LL GET ALL THAT'S COMING TO YOU
Lyrics by Andrew B. Sterling, Leo Feist, Inc.
- 1900—**THE SPIDER AND THE FLY**
Lyrics by Arthur J. Lamb.
Both the title and theme of this ballad were inspired by a very popular drama of 30 years ago.
(Available on the following records: Decca No. 22949, Lucky Millinder Orchestra; Decca No. 18195 in Album A-387, The King's Men.)
***A BIRD IN A GILDED CAGE**
Lyrics by Arthur J. Lamb.
(Available on Columbia record No. 35807 in Set C-36, Beatrice Kay with Ray Black's Orchestra.)
This song was revived in 1941 in the MGM picture "Ringside Male," co-

Unless otherwise noted, all songs in the Harry Von Tilzer catalog are published by the Harry Von Tilzer Music Publishing Company.

- starring Ann Sothern and George Murphy.
***WHEN THE HARVEST DAYS ARE OVER, JESSIE DEAR**
Lyrics by Howard Graham.
MY JERSEY LILY
Lyrics by Arthur Trevelan.
- 1901—***DOWN WHERE THE COTTON BLOSSOMS GROW**
Lyrics by Andrew B. Sterling.
MY LADY HOTTENTOT
Lyrics by William Jerome.
- 1902—**DOWN ON THE FARM**
Lyrics by Raymond Brown.
(Available on Columbia record No. 26284, Sweet Violet Boys.)
I JUST CAN'T HELP FROM LOVING THAT MAN
Lyrics by Andrew B. Sterling and Vincent Bryan.
JENNIE LEE
Lyrics by Arthur J. Lamb.
***THE MANSION OF ACHING HEARTS**
Lyrics by Arthur J. Lamb.
***ON A SUNDAY AFTERNOON**
Lyrics by Andrew B. Sterling.
This song was revived in 1944 in the Columbia picture "Atlantic City," starring Constance Moore and Brad Taylor.
(Available on Decca record No. 19349 in Album A-354, Knickerbocker Serenaders.)
ALPHONSE AND GASTON
Lyrics by Vincent Bryan.
This novelty song was a musical tie-in with two of the country's most popular comic strip characters at the turn of the century.
IN THE SWEET BYE AND BYE
Lyrics by Vincent Bryan.
WHEN KATE AND I WERE COMING THRU THE RYE
Lyrics by Andrew B. Sterling.
***DOWN WHERE THE WURZBURGER FLOWS**
Lyrics by Vincent Bryan.
This song started Nora Bayes on the road to fame, and she was known for years as "The Wurzbürger Girl." The first time she sang it at a Brooklyn vaudeville theater, however, she broke down in the middle of the chorus and Von Tilzer stood up in a stage box and sang with her until she regained her self-confidence.
- 1903—**MY LITTLE CONEY ISLE**
Lyrics by Andrew B. Sterling.
UNDER THE ANHEUSER BUSH
Lyrics by Andrew B. Sterling.
GOOD-BYE ELIZA JANE
Lyrics by Andrew B. Sterling.
- 1904—**ALEXANDER**
Lyrics by Andrew B. Sterling.
ALL ABOARD FOR DREAMLAND
Lyrics by Andrew B. Sterling.
HANNAH WON'T YOU OPEN THAT DOOR?
Lyrics by Andrew B. Sterling.
COAX ME
Lyrics by Andrew B. Sterling.
- 1905—***WAIT TILL THE SUN SHINES, NELLIE**
Lyrics by Andrew B. Sterling.
This song, which was revived in 1941 in the Paramount picture, "Birth of the Blues," co-starring Bing Crosby and Mary Martin, was based on a remark made by a young husband to comfort his bride when a contemplated trip to Coney Island was spoiled by rain.
(Available on the following records: Columbia No. 36466, Harry James' Orchestra; Columbia No. 28277, Frank Sosak and His Roustin' Tootin' Boys; Decca No. 25601, Bing Crosby and Mary Martin with orchestra.)
WHAT YOU GONNA DO WHEN THE RENT COMES ROUN?
Lyrics by Andrew B. Sterling.
(Available on Columbia record No. 35807 in Set C-36, Beatrice Kay and Ray Black's Orchestra.)
WHERE THE MORNING GLORIES TWINE AROUND THE DOOR
Lyrics by Andrew B. Sterling.
IN A HAMMOCK BUILT FOR TWO
Lyrics by Andrew B. Sterling.
- 1906—**IDAHO**
Lyrics by Andrew B. Sterling.
- 1907—**MARIUTCH**
Lyrics by Andrew B. Sterling.
***TAKE ME BACK TO NEW YORK TOWN**
Lyrics by Andrew B. Sterling.
Von Tilzer wrote this song after attending a farewell party in London for an American who was about to sail for the United States.
(Available on the following records: Decca No. 18550 in Album A-334, Knickerbocker Serenaders; Decca No. 2432 in

- Album A-47, Frank Luther, Zouman and the Century Quartet.)
BYE-BYE DEARIE
Lyrics by Andrew B. Sterling.
- 1908—**DON'T TAKE ME HOME**
Lyrics by Vincent Bryan.
- 1909—**THE CUBANOLA GLIDE**
Lyrics by Vincent Bryan.
I LOVE, I LOVE, I LOVE MY BUT OH, YOU KID
Lyrics by Jimmy Lucas.
- 1910—**ALL ABOARD FOR BLANKET BA**
Lyrics by Andrew B. Sterling.
UNDER THE YUM YUM TREE
Lyrics by Andrew B. Sterling.
- 1911—**ALL ALONE**
Lyrics by Will Dillon.
***I WANT A GIRL JUST LIKE THE THAT MARRIED DEAR OLD**
Lyrics by Will Dillon.
This song was revived in 1948 in Jolson Story.
(Available on the following records: Columbia No. 37317 in Set, Frankie Carlo with rhythm section; Columbia No. 38294, Hoosier Hot 5.)
THEY ALWAYS PICK ON ME
Lyrics by Stanley Murphy.
(Available on Decca record No. Texas Jim Lewis and His String Band.)
- 1912—**AND THE GREEN GRASS GREW AROUND**
Lyrics by Jack Drislane.
IN THE EVENING BY THE LIGHT, DEAR LOUISE
Lyrics by Andrew B. Sterling.
***LAST NIGHT WAS THE END OF THE WORLD**
Lyrics by Andrew B. Sterling.
- 1913—**DO YOU TAKE THIS WOMAN YOUR LAWFUL WIFE?**
Lyrics by Andrew B. Sterling.
***GOOD-BYE BOYS (I'M GOING MARRIED TO-MORROW)**
Lyrics by Will Dillon and Andy Sterling.
Al Jolson introduced this song in Honeymoon Express.
ON THE OLD FALL RIVER LINE
Lyrics by Billy Jerome and Andy Sterling.
A LITTLE BUNCH OF SHAMROCK
Lyrics by Billy Jerome and Andy Sterling.
- 1915—**ON A SOUTH SEA ISLE**
Lyrics by Andrew B. Sterling.
CLOSE TO MY HEART
Lyrics by Andrew B. Sterling.

YOU'LL ALWAYS BE THE SAME SWEET GIRL
 Lyrics by Andrew B. Sterling.
 1916—**ON THE HOKO MOKO ISLE**
 Lyrics by Lou Klein.
 1917—**CONSTANTINOPLE**
 Lyrics by Bert Hanlon.
 1918—**I REMEMBER YOU**
 Lyrics by Vincent Bryan.
I WANT A DOLL
 Lyrics by Edward Moran and Vincent Bryan.
 1919—**THEY'RE ALL SWEETIES**
 Lyrics by Andrew B. Sterling.
 1920—**THAT OLD IRISH MOTHER OF MINE**
 Lyrics by William Jerome.
 (Available on the following records: Decca No. 12014 in Album A-517, Jack Feenny with orchestra; Decca No. 24014 in Album A-1820, Nat Brandwynne Orchestra; Decca No. 3594, Phil Regan with orchestra.)
***WHEN MY BABY SMILES AT ME**
 Lyrics by Andrew B. Sterling.
 When this song was originally published, Ted Lewis and Bill Munro were credited as the composers but in 1948 when it served as the title of the 20th Century-Fox picture co-starring Betty Grable and Dan Dally, the name of Harry Von Tilzer appeared on the cover of the reprint.
 (Available on the following records: Decca No. 23916 in Album A-353, Ted Lewis and His Orchestra; Decca No. 24015 in Album A-1820, Nat Brandwynne Orchestra.)
 1923—**OLD KING TUT**
 Lyrics by William Jerome.
 1925—**JUST AROUND THE CORNER**
 Lyrics by Dolf Singer, Broadway Music Corp.
 (Available on Decca record No. 23918 in Album A-353, Ted Lewis and His Orchestra.)

Posthumous Numbers

1948—**BACPIPES ON PARADE**
 This was an old Harry Von Tilzer melody that was entitled "When Highland Mary Danced the Highland Fling." It was revived with new lyrics by Earl Carroll in the Earl Carroll Vanities, staged in Hollywood shortly before Carroll was killed in an airplane crash last year.

Musical Comedies

1800—**THE FISHER MAIDEN**
 Book and lyrics by Arthur Lamb, and presented by a cast headed by Al Shean, George A. MacFarlane, Edna Bronson, Bessie Tannehill, Dorothy Jordan and Francis Cameron.
OH, MARJORIE LAUGHING SONG
I'M IN LOVE WITH THE BUGS
LET THE BAND PLAY
IN A BEAUTIFUL DISTANT LAND
WE'RE SECRET SOCIETY MEMBERS
HE D'NGLD ME ON HIS KNEE
MAYBE (PRETTY LITTLE SOUTH SEA ISLAND LADY)
UNDER THE MULBERRY TREE
A DAUGHTER OF THE MOON AM I
THE HIGHLY IMPORTANT FLY
ROSES FOR THE GIRL I LOVE
DOWN ON A SOUTH SEA ISLE
A SAIL ON THE TAIL OF A WHALE
WHEN YOU GO TO LONDON TOWN
COO-EE, COO-EE
SECRET SOCIETY
 1910—**THE KISSING GIRL**
 Book by Stanislaus Stange, lyrics by Vincent Bryan, and starring Emulla Stone in a cast that included Olive Vail, John Parks, Mort Lorenz and Joseph Miron.
HUNTER'S HOLIDAY
THE SCHUETZEN CORPS
GOOD OLD GERMAN BEER
WHEN YOU KISS THE ONE YOU LOVE
MAJOR GENERAL PUMPERNICKLE
MY SOLDIER BOY
COME LITTLE GIRL AND DANCE WITH ME
THE HAIR OF THE DOG THAT BIT YOU
ON THE B, ON THE BOU, ON THE BOULEVARD
LAUGHING SONG
LOVE IS LIKE A ROSE
A LITTLE BAND OF GOLD
WALTZING

Cetra Biggies Visit for Talks

NEW YORK, April 2.—Two top-pers of the Italian Cetra diskery arrived in town last week for a series of confabs with U. S. associates. Enrico Carrara, vice-president, and Edgardo Trenilli, general manager, will visit California next week and return to Italy April 12.
 Arriving with the Cetra officials was Franco Passigli, Italian rep for Irv Fogel's Tempo waxery, who will remain here until April 16. Cetra releases Tempo wax in Italy. Fogel journeyed in from the Coast to meet Passigli and will accompany him on a nationwide tour of Tempo distributors.
 Tempo wax is released in Italy on Cetra label, while Cetra is released here thru the Raxor Corporation, headed by Dario Soria. The Italian company is an operation of a large corporation that owns several large power companies, and also owns a half interest in the Italian National Radio.

SONGWRITERS COMING UP!

April 16 Issue
ALBERT VON TILZER
 In Issues Subsequent to April 16 *The Billboard* Will Present
GEORGE M. COHAN
JEAN SCHWARTZ
ERNEST BALL
J. ROSAMUND JOHNSON
IRVING BERLIN
CHRIS SMITH
AL PIANTADOSI
GUSTAV LUDERS
THEODORE MORSE
EGBERT VAN ALSTYNE
JULIAN EDWARDS
RAYMOND HUBBELL
A. BALDWIN SLOANE
KARL HOSCHNA
 . . . And others

Varsity Cuts To 35c & Tax; New Kid Wax

NEW YORK, April 2.—Sparked by the Columbia diskery price reduction to 60 cents plus taxes, Eli Oberstein's cheap-price-direct-sales Varsity firm this week lowered its retail price from 44 cents including taxes to 35 cents plus taxes. In addition, Varsity will lower the price of its three-disk-envelop series to dealers from 75 cents to 72 cents while the retail price remains at \$1.25.
 Varsity also will introduce a new kidisk series to its blossoming low-price catalog. Firm will market a 49-cent plus tax unbreakable kidisk which will sell for 29.4 cents plus 10 per cent tax to dealers. The single disk will be packaged in a color artwork envelop. The firm will also have two-disk sets which will retail at 98 cents plus tax and will go to the dealer at 58.8 cents plus 10 per cent taxes. The initial release will spot nine singles and four two-disk sets.

King Expands Its Pop Roster

NEW YORK, April 2.—King Records expanded its pop roster this week with the signing of Boston orkster Leon Mergerian, whose professional monicker will now be Leon Merion; the Tony Mottola Trio, and Chirp Marcy Lutes, formerly with Ray McKinley. The diskery also expects to bring Leighton Noble into the fold soon. Freddy (Schnickelfritz) Fisher was signed some time ago.
 Under pop a-and-r. director Dewey Bergman, the label cut 16 sides in four sessions within the last week, including sides by warbler Al Cernick, who will be known henceforth as Al Grant.

Savannah Is Still With Manor, It Seems

NEW YORK, April 2.—Savannah Churchill will continue to record for Manor Records, according to the chirp's personal manager, Irving Berman. Berman, who is also president of the diskery, spiked previous reports that she had switched to Victor, stating that she was linked to Manor by

Indie Pressers to Talk 45 R.P.M. At N. Y. Meeting

NEW YORK, April 2.—The why, whither and, especially, the how of pressing the new-type 45-r.p.m. disks will be the first order of business at a meeting of indie pressing-plant operators to be held Wednesday (6) evening at the Hotel New Yorker. Other subjects on the docket include setting up a credit information exchange, and discussion of current dips in business and prices.
 The first meeting of the so-far informal organization was held last week, with representatives of 23 plants (representing 5,000,000 disks per month) attending. It was voted at that time to accept the invitation of RCA Victor, and to send Wallie Wolsky, of the New York Record Corporation, to Camden, N. J., to observe the manufacture and performance of 45-r.p.m. platters.
 At the meeting this week Wolsky will in turn demonstrate the disks for the operators and present manufacturing specifications.

Vier's the Someone Columbia Hunts for Okay on 'Someone'

HOLLYWOOD, April 2.—Columbia Records is faced with a unique clearance headache which has so far prevented release of a promising Harry James etching of a tune called *Someone Loves Someone*. At week's end, combined efforts of plattery execs, James and music tradesters had failed to locate cleffer Shelley Vier, who penned the tune. Until Vier signs clearance papers, Columbia cannot market the disk.
 Circumstances behind James waxing the tune date back to December, 1947, when the orkster was on a location date at Hollywood Palladium and cutting a flock of disks to beat the recording ban deadline. At the time, Vier brought the lead sheet of the tune to James's manager, Pee Wee Monte, who turned the song over to the orkster. James made an arrangement from the lead sheet and promptly recorded the song.
 Until last week, the master gathered dust at Columbia's plant here and was exhumed when plattery exec Ben Selvin and James examined the orkster's backlog of unreleased masters. Meanwhile, the original lead sheet and orchestrations became lost and the platter carried no composer or publisher identification.
 To reap publicity from the situation and possibly locate the cleffer, KLAC disk jockey Bob McLaughlin agreed to play the tune on his daily show in the hope of learning the identity of the mystery tunesmith.
 Late this week, however, thrush Marion Morgan, who waxed vocals on the James platter, located the missing lead sheet bearing Vier's name. Jack Maas, formerly with Buddy Morris Music here and currently with the Warner firm in New York, was listed as publisher.
 Musical hawkshaws haven't found Vier yet and Maas couldn't be contacted in New York at press time. Last word is that if the errant composer will step forward and sign clearance papers, the lad may wind up with a chunk of royalty dough.

an iron-bound, long-term pact.
 Miss Churchill is currently making appearances in British Columbia and is booked into Ciro's Los Angeles, in mid-April.
 Manor has signed the 15-piece Hoyt Hughes pop band to a long-term wax deal. The group, which hails from Texas, cuts its first sides next week.

5c ABOVE WHOLESALE COST PER RECORD
ALBUMS— LESS 33 1/3% FROM FULL PRICE TO MUSIC DEALERS, JUKE BOX OPERATORS, ETC.

ALL HIT RECORDS OR ALBUMS ON ALL MAJOR AND INDEPENDENT LABELS
 And all other hits listed in *The Billboard*. Pop Hit — Folk — Race Hits.

We Carry a Full Stock of Classical and Popular Albums. All Your Record Needs From One Source Saves Time. No order too small or too large — Terms: C. O. D.

IMMEDIATE DELIVERY!
ORDER YOUR NEEDS NOW!
WE ALSO EXPORT!
ALLIED RECORD DISTRIBUTING CO.
 625 10th Ave. New York 19, N. Y.
 Phone: PLaza 7-1755

MERCURY RECORDS



Free Professional Copies
 Piano—B. M. I.—Songs of Appealing Beauty

1. Daddy	7. I Have Dawn in My Heart
2. Now	8. Angel of Love
3. Believe	9. Gone
4. Somebody	10. For Better or for Worse
5. In a Crowded Bus	11. Starlight
6. When We Walk By	12. Lovely To Love

CLAUDIO LOPEZ
 Montefiore Hospital Bronx, N. Y.

COMPOSERS' MUSICAL SHORTHAND
 A practical method of jotting down musical thoughts away from the studio or piano without the convenience of manuscript paper. Any kind of paper may be employed and nothing more than a pencil is needed to jot down inspired ideas which may be running through your mind.
 1 Unabridged Method, \$1.00
VIC KENMORE
 694 Saw Mill River Rd., Yonkers, New York

Get ANIMAL RECORD #174
THE PUSSY CAT SONG
B-A-B-E BABY
 It's new! It's great! It's vinylite!
STAPLETON INDUSTRIES, INC.
 792 The Arcade, Cleveland 14, Ohio

PRESSINGS
 10" Shellac

- Quality Work
- Rigid Inspection
- Fast Service
- Guaranteed

CRAFT RECORD
 845 Bergen St. Brooklyn 17, N. Y.
 ULster 5-4850

SHAKER CHIMES WANTED
 EITHER 3 OR 4 IN GROUP.
P. H. KANTON
 SAMOSET, FLORIDA

FOR SALE
PRESSING AND PROCESSING PLANT
 REASONABLE. GOING. PROFITABLE BUSINESS.
 Address:
 BOX 250, Billboard
 155 N. Clark Chicago 1, Ill.

PAUL LAVALLE
 Who had and directed his own band twenty years ago, please write.
H. C. LANGSTAFF
 300 East Seventh St. Manchester, Ohio

MUSIC—AS WRITTEN

New York:

Song pluggers in the New York area are getting three more hours of air time as a result of Columbia Broadcasting System's (CBS) slicing of the Galen Drake show. The six-a-week program, formerly heard nightly from 11:30 to 12:30, is now being aired from 11:30-12 over WCBS.

Harry and Iz Levin, partners in the Cadet Distributing Company, Detroit, held open house recently to celebrate the opening of their new offices and salesrooms.

Polka orkster Victor Zembruski is on a six-week tour of the Midwest plugging his Continental platters. . . . Pubber Buddy Morris is vacationing in Bermuda. . . . Bob Arthur, of Circle Records, has two short stories coming out in "Collier's" and "Harper's." . . . Dave Dreyer bought the publication rights to "Lost My Baby," interest in which was started by WAAT (Newark, N. J.) deejay Bill Cook's plugging of the waxing by Jesse Perry, on Uptown.

The Dana platter, "I Kissed Her," done by Dick Byron and Julie Conway, has been named Tune-of-the-Month for April by the Cleveland and Detroit juke ops. . . . Joe Tauss has been named new sales manager for Continental Records. . . . Main Stem Record Shop is putting out a line of bop platters on its own label, also named Main Stem. . . . Spotlighters, instrumental trio at the Hickory House for some nine weeks, has had its option extended indefinitely.

Rainbow Records' Eddie Heller is now personal manager of pianist Eddie (Gin) Miller. The pianist, who waxes for Rainbow, co-authored "I Get Up Every Morning" under his real name, Eddie Lisbona. . . . Stan Roberts, former Apollo and Decca salesman, joined the local Exclusive Records office as promotion manager. . . . Trumpeter-vocalist Hot Lips Page was guest star on three television jazz shows last week. He also cut four sides of special material for Columbia disks.

Joe Davis's Beacon Music pubbery has taken over "Queen of the Pocos," a tune penned by Lee Smith and released on Smith's Shawnee disk label. The original master has also been turned over to Palda Records for distribution on that label in the South. Tommy Ryan and a trio cut the tune this week for Davis's own Beacon diskery.

Wesley Rose, topper in the Acuff-Rose and Milene folk pubberies of Nashville, was in town recently starting his folk hit, "Please Don't Let Me Love You," in the pop field. . . . Bernie Simon, owner of a chain of music shops in Buffalo, here on a combined business-pleasure trip. . . . Elliot Horne, formerly with Musicraft, has joined Apollo Records as disk jockey contact man for New York and New Jersey. . . . Alfred Drake cut the first vocal version of Ernesto Lecuona's standard, "Malaguena." Marion Banks penned the lyrics. E. B. Marks Music is the publisher. . . . E. B. Marks is also publishing the children's folio, "Songs to Grow On," by Beatrice Marks, wife of Herbert Marks, the pubbery's president.

Bobbie Bennett, who represents a number of folk artists for pictures and personal appearances, commuting between New York and Nashville last week, setting new deals prior to her return to the Coast. Artists newly pacted for film representation include Rosalie Allen, Shorty Long, Texas Jim Robertson and Hank Williams. She will also act as agent to Western film-makers for Bourne, Milene and Acuff-Rose pubberies. . . . Emory Rosza, of American-Elite Records, is in Vienna, where he has just completed a series of Viennese operetta waxings with the soprano, Esther Rethy. . . . Saul Pepper, artist-tunesmith, cleffer of "Don't Cry, Cry Baby," Santly-Joy's current plug, became a grandfather March 18. . . . Cleffer Al (Heartaches) Hoffman is vacationing in Florida. . . . Riva Kaye, of Santly-Joy, left for a three-week vacation in Florida.

Bess Berman, Apollo Records' topper, received a cablegram recently informing her that a great-uncle had died in France, leaving her a million francs. The inheritance came as a complete surprise to Mrs. Berman, who had never met her relative.

Guitarist Mundell Lowe, until recently with Dave Martin's band at Cafe Society, has formed a trio. The other two men are bass player Joe Shulman, formerly with Claude Thornhill, and pianist Dick Hyman, protege of Teddy Wilson. Vocalist with the group will be Sherry Shadbourne, titian-haired chirp who ornamented "Inside U. S. A." First booking for the new combo will be in Palm Springs, Calif. Lowe has been replaced by Joseph Galbraith at Cafe Society.

Atlantic Records has engaged National Publicity Associates to flack its forthcoming "This Is My Beloved" album. . . . Yvette Giraud, French thrush, arrives here via Canada for a mid-April opening at the Versailles. Her first Victor Record, pressed from French HMV masters, will be released simultaneously. . . . The Four Tunes, Manor recording group, opens at the Thunderbird, Las Vegas, Nev., next week. . . . Composer-arranger Stan Baum has completed the original score for a short film animating the modern painting of Joan Miro. Baum will also conduct the ork for the sound track.

Dave Dreyer's Jay Dee Music pubbery has taken over the tune "Lost My Baby" from Uptown Records. . . . Wes Smith's Musart Distributing Company has taken over the New York territory for Oliver and Niagara Records. . . . Eddie Heller, Rainbow Records' chief, hit Baltimore and Philadelphia last week on a promotion trip. . . . Seena Hamilton, formerly with the MGM disk publicity department, takes over flack chores at Apollo Records next week. She replaces Gerry Colson, who leaves for the Coast Saturday (9) for a three-month stay. . . . June Winters, the "Lady in Blue" of Mayfair kidisks, makes an appearance at the Litt Bros.' department store in Philadelphia Saturday (9).

The Horace Heidt road unit headed by 19-year old accordionist Dick Contino broke the house record in its first two days of a four-day engagement at the Capitol Theater, Sioux City, Ia., last week. On Wednesday (30) and Thursday (31) the management cut out the feature film and put

the unit on six shows a day after a four-show schedule Monday and Tuesday pulled grosses of \$2,570.58 and \$2,888.11 respectively.

Larry Gengo left Associated Booking Corporation to join the Leonard Green Agency. . . . Local 802 allowed Tenorman Lucky Thompson a claim of \$800 for four weeks work allegedly promised him at the Royal Roost by Ralph Watkins. Watkins will protest to the Federation. . . . WHMG's Bea Kalmus is in West Side Hospital with a broken leg. . . . Tony Parenti, Ralph Sufon and George Wetling will play an all-ragtime concert at Carl Fischer Concert Hall Saturday (16). . . . The Illinois Jacquets are expecting their first child early this month.

Chicago:

Teddy Phillips adding three fiddles to his ork. Phillips' band has dropped its May Trianon date to take a six-weeker at the Aragon in June. Phillips is the writer of "Don't Call Me Sweetheart Anymore," which he cut for Tower and which Larry Fotine cut for Decca. . . . Downtown Interlude, Kansas City lounge, continues its name policy, bringing in the Charloeters April 22. . . . Sally Kay started a six-month stay at the Blue Bar of the Breevort Hotel here March 30.

Rondo Records joined the long-playing record ranks, with its release of eight tunes by Ken Griffen on a 12-inch LP disk, which will retail for the standard \$2.85. J. F. Bard and Nick Lany intend to group other standard catalog items for LP release. Lany cut Olive Mason, cocktail single, with a rhythm section last week, spotting Johnny Hill, ABC network warbler, on the vocals. . . . Aristocrat has inked St. Louis Jimmy, blueshouter, and Laura Rucker, singing pianist. . . . Eddie Hansen, former organist at WCFL, has taken to songwriting, with his first effort, "For Old Times' Sake," being waxed by three different Victor artists.

Johnny Apt has worked out a deal with WANE, new Fort Wayne, Ind., CBS outlet, to air remotes from his Prom Terrace Ballroom week-ends. . . . Earl Hines has been inked to an MGM pact and will cut here soon, following his first release, "Lazy Mornin'." . . . Dome Records, waxery subsidiary of Country Music, Chicago, is going into the international field in both pubbing and records, having clinched a deal with D. Rhys Ford, Welch writer, for 700 tunes. Johnny Yaklevich also has signed a writer's pact with Country Music.

Philadelphia:

Reese DuPree returns to race dance promotions with Lionel Hampton at the Met ballroom. . . . Musicians and WCAU, local Columbia Broadcasting System (CBS) station, have agreed on a contract that will continue a live studio band at the station for the next two years. . . . Pedro Serrano brings his Cuban band to the new Rumba Room at Caruso's Restaurant. . . . Juke box promotion of the Click-Tune-of-the-Month, staged by Frank Palumbo's Click and the music operators' association, gives nod this month to Russ Morgan's needling of "You, You, You Are the One." . . . Capitol Records has taken "The High Cost of Living," the song efforts of Sam Slater, Jack Ziehler and Frank Capano. . . . Jimmy Toppi, owner of the Olympia Ballroom, has taken on John E. Williams to manage the dancery and stage name band promotions there. . . . Dick Thomas, writer of "Sioux City Sue" and other Western songs, is week-ending at the Capitol Lounge, South River, N. J. . . . John Laurenz, holding forth at the Rendezvous here, takes time out to cut Mercury's first waxing of "Some Enchanted Evening" from the "South Pacific" musical. . . . Merrick Valinote, Troc maestro, is recuperating from an operation at the Mount Sinai Hospital. . . . King Cole Trio back in town at Ciro's, succeeds Red Ingle and His Natural Seven at the spot. . . . Leo Morrison, Embassy Club maestro, and his vocalist, Al Avayou, placed their "Breathless Over You" with Leeds Music Company.

Louis Jordan makes his first dance date here since last spring April 18 at the Met Ballroom. . . . Rita Konstanz, local model, makes her canary bow with Ted Forrest's combo at Ciro's. . . . The Artie Shaw concert with the Philadelphia Pops Orchestra, scheduled for Monday (4) at the Academy of Music, was canceled suddenly. . . . Slim Gaillard takes over the music spot at the 421 Club for the next fortnight. . . . Ormonde Wilson, leader of the disbanded Basin Street Boys, responsible for the "I Sold My Heart to the Junk Man" record click last year, joined his step-brother, Steve Gibson, in the latter's Five Red Caps, currently at Chubby's in near-by Collingswood, N. J. Clarinetist Arthur Davey left the Red Caps and joined the Four Blues at Atlantic City's Club Nomad. . . . Rex Alexander, for many years record promotion chief and record department manager for the Motor Parts Company, local Columbia label distributors, takes over part ownership of the Premier Record Shop. . . . "All Right Louie, Drop the Gun" is the April Click-Tune-of-the-Month selected by the teen-agers for juke box operator promotion. . . . Harry James plays the Tau Epsilon Chi prom April 16 and the next day at Steel Pier in Atlantic City. . . . Toni Spaulding is handling the publicity chores for Pasco Records, indie disk distributing firm.

Hollywood:

Harry Owens and His Royal Hawaiians return to San Francisco's St. Francis Hotel April 26 for their 13th engagement there. New faces in the Owens ranks include Eddie Busch, falsetto pineapple warbler, and whistler-vocalist, Gene Conklin, formerly with Freddy Martin. Hilo Hatlie will handle hulaactivities. . . . Deal has been set with Mark Warnow Music Company for publication of "It Can't Be" which serves as the theme for Harry M. Popkin's pic, "Impact." Ballad's lyrics were penned by Leo C. Popkin, film producer, in collaboration with Charles Gould, who scribed the tune. . . . Batoner-clarinetist, Opie Cates, who frequently takes a fling at comedy, has been inked as a regular cast member of the CBS "Lum 'n' Abner" ainer. . . . Casino Gardens manager, Eddie Gilmartin, has inked Dick Stabile and Ish Kabibble to follow Harry James at the ocean front dancery starting April 8. . . . Bob Keene, clarinetist who fronts the Ace Hudkins-built Artie Shaw type band, moves into Long Beach's Swan Supper Club. . . . Frank DeVol will conduct his own "Combat Concerto" with the Cleveland Symphony Orchestra June 11. . . . Meredith Willson hit the cleffing jackpot recently, peddling his "Gone to Chicago" and "Every Day" (latter is the theme to his ABC Wednesday night air show) to Robbins-Feist-Miller, and his "Indian Song" to Leeds.

Cincy Coney Culls Terps' \$\$

By Bob Doepker

Moonlite Gardens' crowds provide 17% of total park attendance—Hepsters spend 50% more per capita

THE NEW Moonlite Gardens, Coney Island, Cincinnati, one of the largest and most beautiful of all outdoor ballrooms in one of the nation's finest amusement parks, cracks open its third annual season as this is being written. A rebuilding and refurbishing job early in 1947, which cost the Coney Island management \$150,000 and transfigured the ballroom into an amazing replica of a New Orleans colonial garden, provided the pleasant with a 160 by 60 foot wood flooring under roof, in addition to an abutting terrazzo, under the sky, measuring 50 by 60 feet, to give the spot an over-all dance floor space of 210 by 60 feet. Its expansiveness permits 1,800 persons ample room to comfortably and simultaneously cut their terpsichorean capers.

Altho the park's season formally debuts on Decoration Day and continues thru Labor Day each year, Moonlite Gardens bows early in April with pre-season week-end dance sessions and remains in operation until late in September. Following the extensive renovation in 1947, the dancery chalked up a gross season's business of \$225,000, including refreshments sold inside, which alone hit \$90,700.

\$203,000 Gross

In 1948, Moonlite Gardens rung up a gate business of \$121,000, with refreshment sales hitting \$82,700, to give the over-all operation a total of \$203,700 or 10 per cent below that of 1947. However, considering the general leveling off of spending all over the country and the increased cost of operating the ballroom, the latter figure still represents big business. These figures are formidable, especially when compared with some funspots whose full operations for a year are less than a quarter-million dollars, and they are truly a tribute to the perspicacity of the park's genial president and general manager, Edward L. Schott, who as early as 1935 laid down a barrage of figures before his late father, George F. Schott, which portended to prove his contentions that altho the park's dance hall at that time was operating on a sound business structure, it still was missing a goodly portion of profit-sharing from an extremely

fertile field. It was young Ed's belief that the dancery could be turned into a veritable gold mine if a policy were instituted of giving patrons solid entertainment and band attractions in one of the most attractive spots in the land at a minimum of cost to dancers.

Working under that theory, Ed Schott brought in traveling name bands for 100 days in 1938 at a cost of \$23,000, which resulted in a gross business of \$70,000 (with refreshments) and a profit of \$32,000. To prove Schott's astute insight into the workings of a park's ballroom business one need only compare current figures with those of a decade ago. Therein lies Moonlite Gardens' success story.

Under young Schott's plan the park has seen its ballroom rise in stature to a point where its attendance now represents 17 per cent of the total patronage of Cincinnati's Coney Island, which annually grosses between \$1,500,000 and \$2,000,000. That in itself is ample justification for the park's spending a quarter-million dollars for the erection of the New Orleans Colonial Ballroom, and the dancery, in turn, is a tribute to the park's regular and best customers, its dance hall guests.

It is figured that only the best in dancing facilities will keep patrons from going elsewhere to seek their terper enjoyment, and proof that this policy is paying big dividends at Moonlite Gardens is evidenced by the fact that the ballroom's customers return repeatedly during the season from early spring to late fall, possibly two or three times per week, while the average park customer turns out possibly two or three times each season.

A survey over a period of years at Coney reveals that dance patrons spend 50 per cent more per capita than any of the other park visitors—those who patronize rides, games or make the swim pool their exclusive playground. A partial breakdown shows, of course, that there is a higher profit margin on items sold in the dancery. The park has a 10-cent entrance gate fee, and ballroom customers contribute there. Admission to the ballroom ranges from 90 cents to \$1.50 per person. But it's during the dancery's three nightly intermissions that the terpssters are par-




HERE'S EVIDENCE of the New Orleans-style architecture which the Coney Island management incorporated into its new Moonlite Gardens. Remodeling of the huge ballroom was completed early in 1947 at a cost of \$150,000. Dancery, boasting a seating capacity of 3,250 at tables, is believed to be the largest in the country.

ticularly important to the operation of the remainder of the park. For example, on a Saturday night, with a crowd of 3,000 or more in Moonlite Gardens, some 1,500, or half the total attendance, have been clocked streaming out of the dancery in a single (Continued on page 116)



NEW ORLEANS-STYLE ARCHITECTURE is plainly evident in this photo of the new Sky Terrace, artistic balcony addition, which is a part of the new Moonlite Gardens front.



NICK LUCAS

CAPITOL RECORDING ARTIST

CURRENTLY
KEN MURRAY'S BLACKOUTS
HOLLYWOOD

Latest CAPITOL Release
"TEA TIME ON THE THAMES"
"DON'T GAMBLE WITH ROMANCE"
CAPITOL No. 15353

DIRECTION:
JACK BEEKMAN, Bank of America Bldg., Beverly Hills, Calif.



JACK OWENS

5TH SOLID YEAR

RADIO'S ONE AND ONLY CRUISING CROONER

ON DON McNEILL'S ABC BREAKFAST CLUB*

HERE'S A SOLID ATTRACTION WITH UNIVERSAL APPEAL . . . PRE-SOLD TO MILLIONS OF FAMILIES WHO BUY HIS RECORDS AND START EACH DAY LISTENING TO HIS HEARTWARMING INTERPRETATIONS OF HYMNS AND POPULAR SONGS.

*WINNER OF
RADIO MIRROR AWARD FOR
BEST AUDIENCE PARTICIPATION
PROGRAM 1948

WRITER OF
• HOW SOON • HUT SUT SONG • HI
NEIGHBOR • CYNTHIA'S IN LOVE, AND
MANY OTHER HITS

For Personal Appearances Contact

MUSIC CORP. OF AMERICA

Terpery Brass Eyes Flackery To Hypo Biz

By JOHN SIPPEL

BAND business in both established year-round ballrooms and summer-only terperies will hit about the same level financially as last year, but ops, orksters and their booking agents will have to put forth more effort in order to maintain the 1948 pace during the coming season, according to a nationwide survey of dance-band buyers conducted by *The Billboard*. The results revealed that band budgets will be approximately the same as last year in 70 per cent of the terps, according to ops who returned the questionnaires. About 15 per cent averred that they would cut the summer band nut, while the remaining 15 per cent expressed desire to hike their band outlay.

Majority of the ops who signified that they would up their band bank-rolling reported that they felt the better attractions would help make up for the business lag. Ballroom brass stated that business was off in their vicinities and that with more and more competition coming in, they felt a stimulated budget would encourage better patronage. In several cases, ops reported that they had made substantial improvements in their terpalaces and felt that a bigger band budget would better insure their regaining the gelt put into sprucing up their spots.

Ops Cut Budgets

Ops who reported sizable budget cuts all said that they felt business was off and that crowds would drop definitely and that the safest approach to maintaining a black-ink ledger would be to scissor their band spending. Estimated drops in budget averaged 17 per cent, while, significantly, hikes in budget averaged 12 per cent.

Admission prices, which have been pondered by every seg of the band biz, will remain about the same, except for 10 per cent of the ops, who said they intend to cut their ducat price, especially in the case of name orks. All ops, who replied that they'll pare the price of pasteboards, said they felt slashed band prices would make it possible for them to present orks at a more economical price to the patron.

Ask Promotion, Flack

Major demand on the part of ops to orkster was for improved publicity and promotion co-operation. Approximately 30 per cent of the ops who replied asked for better promotional material, ranging from requests for up-to-date and more comprehensive publicity books to one op who suggested a current discography of a band's disks so he might more easily purchase the platters, which he used over his p.-a. system at intermission in advance of the dance date. Another 30 per cent asked that orksters work more to the people generally. Remarks on this subject ranged from "quit playing for themselves" to "make bands realize that they are not better than the customers."

A number of ops asked that front-ers question dancers and ops, as to the tempo of their music, for in many past cases music was good but customers in that locality didn't like the particular beat of the band. A small

percentage asked that band leaders watch more closely the timing on intermission breaks and hours of work, as scheduled on band pacts.

Chief lament on the part of ops surveyed was "high prices" of bands, especially in the name and semi-name categories. Of the ops who had comment on their dealing with booking offices, 80 per cent mentioned the lofty price tags on bands. Of this number, 18 per cent asked some kind of standardization of price, pointing out that they had heard from ops in their vicinity of prices they paid bands, which, when compared with what they paid, showed great discrepancy.

Thirty per cent of those who squawked about price asked that guarantees be lowered, with bulk of the comment asking that "band leaders remember we (the ops) are taking all the gamble these days." One Eastern operator asked that booking offices furnish free show cards and display material on bands. A Michigan operator suggested regional advertising of the band by the booking office, preceding the date.

Old-Time Nights

Biggest promotion gimmick of the past year, and one which will get a good play nationally, was old-time dancing, which definitely showed signs of hitting its prewar peak. Tom Archer, op of a Midwest chain of ballrooms, said that within the past year he experimented at one of his ballrooms and the one-night-per-week went over so big that starting next month all ballrooms in his chain will have a weekly old-time night. Metropolitan ballrooms, such as the Trianon, Chicago, and the Indiana Roof, Indianapolis, which never featured old-time dancing, even previous to the war, are now featuring old-time nights with regional and local bands.

Another promotion stunt, which started approximately six months ago and which should be even bigger in summer terp operations because of the school vacations, is teen-age dancing parties. Ops have found that dancers must be cultivated at the high school level. Ops are finding that the teen-age dance is a real bit of long-range promotion, in that when word gets around the local high school that it's fashionable and smart to be seen at the ballroom, crowds increase weekly. Once the teen-ager finds its habitual to get to the ballroom frequently, a future steady customer is garnered. Local promotions to stimulate teen-age dancing get plenty of outside help from civic groups, which are currently attempting to fight juvenile delinquency.

Ops generally are expecting some stabilization, not only in the price of orks but also in the patronage of their terperies. Sentiment is that this summer will mean a general leveling off, not only of employment in the communities from which patrons come to ballrooms but also in general business, of which dance-band booking is a part. Ops feel that before the summer is over, band business will again have its feet on the ground.

ASSOCIATED TALENT + ASSOCIATED SERVICE = INCREASE PROFIT FOR YOU



RUBY HENDRICKS

SOPHISTICATED
SONG STYLIST
& PIANIST

Smart sophisticated songs, all popular and special material.

Charles DRAKE

his Piano
and his Orchestra



Presents his "Music of Tomorrow"

Seven artists and a beautiful girl . . . playing smartly styled music in an ultra-modern manner.

BIG THREE TRIO



Columbia
Recording
Artists

SENSATION
WHEREVER
THEY GO!

Betty McGuire

SEXTETTE

FEATURING
VERLE HENRY

PRESENTING THEIR

"Fashions in Music"

"Gowns by Jessel"



“RED” PEPPER

One of the Nation's Finest Dance Orchestras . . .

PRESENTING

MORE THAN A BAND—A SHOW IN A BAND



Original Novelties, Comedy, Vocals or a Sweet Society Style and Authentic Latin Arrangements
Featured in the Nation's Leading Supper Clubs, Hotels, Stage Bars, Theatres.

ASSOCIATED BOOKING CORPORATION

NEW YORK CHICAGO BEVERLY HILLS

Swingmaster's T-Bone Disks Draw B&W Eye

HOLLYWOOD, April 2.—A listing in the April 2 issue of *The Billboard* Advance Record Releases, by Swingmaster Records, announcing forthcoming release of two sides by T-Bone Walker, started a probe by Black & White Records as to how that label obtained masters of the Walker cuttings. Black & White claims to have Walker under an exclusive recording contract. Harold Oxley, Walker's agent, said he too was in the dark on Swingmaster acquiring masters of Walker recordings. Mac Green, B&W manager, sent the following to Swingmaster Records and Master Recording Company, jointly owned diskeries in Chicago:

"In the current issue of *The Billboard* we notice you are releasing *Don't Give Me the Run Around* and *My Baby Left Me*, your Swingmaster No. 11, recorded by T-Bone Walker. Please be advised that T-Bone Walker is under an exclusive recording contract with the Black & White Recording Company and has been for years. I should like to learn how you obtained the masters of the above mentioned songs. An immediate reply would be greatly appreciated."

Cold Outside? If TV Didn't Know It, Buddy Proved It

NEW YORK, April 2.—Illustrative of the problems of music rights and usage that are knotting the current powwows between the American Society of Composers, Authors and Publishers (ASCAP) and video reps is pubber Buddy Morris' restriction this week of the song *It's Cold Outside* from use on television.

The tune, written by Frank Loesser, is from the flick *Neptune's Daughter*, and is done there and on a Columbia platter as a boy-girl duet. The nature of the song is such, Morris says, that it cannot be performed except as a production number. Tele performances would injure the song's value in the film, he contends, and he has banned it from video until the pic has been fully exploited.

VOX JOX

A National Accounting of Disk Jockey Activities

WESTERN WAX WHIRL . . . Jim Blaine, who recently joined KLAS, Las Vegas, Nev., as engineer-announcer, now does a wax show of his own. . . L. A. (Buck) Newsome, of KENO, same city, has been named chairman of a USO committee to sponsor dances in Las Vegas for soldiers from the near-by air base. . . And Carl Paige, of KRAM, also Las Vegas, reports good response to his "Patter and Paige" Saturday afternoon show, at which local high schoolers play their own platters for broadcast. . . Ross Mullholland, the "Barefoot Boy" of WXYZ, Detroit, who some time ago snagged the largest local shoe store as a sponsor, has just signed the perfect sponsor for his "Barefoot Society" show—the Bicycle Institute. . . John Slagle, same wattery, moved his video show into the Hughes & Hatcher men's wear shop for the store's opening. . . Jim MacDowell, WHFB, Benton Harbor, Mich., does a kiddie show beamed at the three-to-five set. The show, which features Jim and his wife as Uncle Jim and Aunt Peggy, hasn't lacked a sponsor in its year and a half on the ether. . . Dick Coleman, operating as Uncle Dick, is pulling heavy mail for his kiddie show at KGGM, Albuquerque, N. M. . . Johnny Rose, WHK, Cleveland, had other spinners there plugging Frankie Laine's Mercury platter, "It Only Happens Once," in connection with Laine's theater engagement there. Tune was cuffed by Laine himself. . . Frank Thurston, KGLC, Miami, Okla., and his wife Betty, are expecting a baby in late July. . . Frank Pollack, former Milwaukee spinner, can now be heard at WONE, new 5,000-watter in Dayton, O. . . Bud Schenck, WTRF, Bellaire, O., has been lugging his tape recorder to the Cricket Club, local nitery, to cut chats with such as Frances Langford, Bob Eberly and Vic Damone, for airing on his 1290 Club. . . Don Edwards, new addition to WWOK, Flint, Mich., has taken over the early stint, and uses Jesse Stone's Victor platter, "Bling-A-Ling-A-Ling" as theme. . . Dick Rossett, WCMW, Canton, O., would like some info on a disk titled "By the Light of the Same Old Moon," on a Town and Country label with Eddie Oliver's ork. . . Frankie Laine guested with Al (Jazzbo) Collins, Salt Lake City, jock, during a three-day stint at the Coconut Grove there.

EASTERN BEAT . . . Lou's Barile has switched to WKAL, Rome, N. Y., from WIBX, Utica, N. Y. . . Harvey Olsen, program director at WDRG, Hartford, Conn., is on the mend at the Gaylord Sanitarium for tuberculosis at Wallingford, Conn. . . Bill Martin, WCCC, Hartford, has added "Connecticut Agricultural Hour," 6-7 a.m., and "Top Tunes," 12:45-1 p.m. to his sked. . . Russ Offhaus's "National Disk Jockey Round-Up" scored a smash success at WPIT, Pittsburgh. The gimmick featured broadcast of e.t.'s by leading jocks from all areas, telling about the hot tunes of today and tomorrow in their bailiwicks. . . Alix Blake and Ray Gahr, WENT, Gloversville, N. Y., played host to Art Mooney, and his band at a St. Patrick's Day hop in the Gloversville armory. . . Al Reid, WVOS, Liberty, N. Y., has started a program titled "Dedicated to You," to give Sullivan County listeners a chance to dedicate tunes to friends—guests at the Grossinger resort have been burning up the wires with requests. . . Bob Peters, WLBR, Lebanon, Pa., has been deluged with groceries since he casually mentioned that he liked to eat peanuts and apples during his show. . . Ed Carter, WACE, Chicopee, Mass., does a weekly record column for the local newspaper. . . Deep River Boys waxed a special theme, "Encore Cherie," for Mort Nussbaum's "For Women Only" show at Rochester, N. Y. . . Marty Ross, WPTR, Albany, is sponsoring a dance featuring Louis Jordan at the Mid-City Ballroom April 15. . . Bob Snyder, same wattery, recently interviewed Dinah Shore from Hollywood by phone, with the two-way conversation broadcast on his show. . . Paul Flanagan, WTRY, Troy, N. Y., is getting good audience response from his fast moving show with listener phone gimmicks. . . Vic Colonna, nephew of comedian Jerry, has taken over the "Night Owl" slot at WMTW, Portland, Me.

CORRECTION . . . In referring to WEZ's (Boston) Gene Kilham's having had his tune "How Lonely Can You Get" published by Mills Music, we inadvertently spelled Kilham's name wrong. Here it is correct, Gene.

Lombardo Set To Ink Decca

NEW YORK, April 2.—Decca Records and Guy Lombardo have agreed to terms under which the orkster is expected to renew his pact with the firm. Lombardo's contract with the diskery ran out during the Petrillo ban and he has on several occasions been reported talking deals with firms other than Decca. It is expected that he will sign his new Decca deal next week. The new contract is believed to run for five years.

With Lombardo virtually tucked away, Decca has succeeded in resigning two of its oldest and top-selling artists within a week. Last week the diskery inked a pact which brought Bing Crosby back to the firm for a seven-year period. It was learned this week that the Crosby deal involved the creation of a new Crosby corporation, believed to be tabbed "Decca Corporation." It was explained that this set-up was similar to the several other Crosby corporations, operating merely as a recipient for his disk royalties, and is not a capital gains project.

N. Y. TV Costs Now Set at \$3 Per M

NEW YORK, April 2.—Television time values have become a much better buy in New York because of the great increase in the number of TV sets in homes, according to a TV progress report to be made Wednesday (6) by Peter Langhoff, director of research for Young & Rubicam at the annual meeting of the American Association of Advertising Agencies (4A's) in White Sulphur Springs, W. Va.

Langhoff will point out that in New York the cost per 1,000 sets has dropped from \$6.65 to \$2.95 in 15 months. While rates for one-minute spots have risen from \$102 to \$240, "the cost of a spot per 1,000 sets has dropped from 83 cents to 43 cents.

There is a 50 to 70 per cent higher level of TV sets in use during the summer months as compared to radio, Langhoff will make clear. He will state that 55 per cent of the TV sets are in use during the evening hours during "the non-summer months, while 35 per cent of the sets are in use during July and August, according to Hooper tele-ratings for metropolitan New York.

Another of the more interesting points he will make is that in direct transmission, as compared to film, there is a considerable difference in quality. A survey Langhoff conducted revealed that when direct transmission was used 82 per cent of the audience reported quality as good, but when films were used only 65 per cent reported quality as good.

Bibletone, NY RKO Set Giveaway Bally

NEW YORK, April 2.—Bibletone Records has tied up with 40 RKO theaters in the metropolitan area for a pre-Easter kidisk giveaway promotion. The stunt calls for the kids to submit colored Easter eggs in a contest to be run once, on a Saturday, by each theater. At each judging 25 albums of *Adventures in Bibleland* will be awarded as prizes.

Tie-ins are also being made with retail disk shops near each theater. Shops will plug the contest in window displays and issue contest entry blanks. Bibletone albums will be displayed in the theater lobbies, with the co-operating neighborhood store receiving reciprocal plugs.



FOY WILLING and the "RIDERS OF THE PURPLE SAGE"

Newest CAPITOL Release No. 57-40151
"YOU TOLD A LIE"
"I HAD MY HEART SET ON YOU"

JACK BEEKMAN — Personal Management
 Bank of America Bldg., Beverly Hills, Calif.

45--Man Alive! 33--Holy Gee!

NEW YORK, April 2.—This was the week that RCA Victor officially joined the "battle" of the speeds. The Victor 45-r.p.m. was sprung on the public Thursday (31) with a barrage of daily newspaper and national magazine advertising.

Meanwhile Columbia Records' Merchandising Veepee Paul Southard in a letter to distributors explained that Columbia had counteracted the introduction of 45-r.p.m. by reducing the prices of its standard 78 r.p.m. disks this week. He expressed the belief that the only difference between 45-r.p.m. and Columbia's standard disks was taken care of with the price reduction. Southard concludes his letter by heralding LP as the top new item in the record business in the past 20 years.

GIVE TO THE RUNYON CANCER FUND

Out-of-State Bookers Must Post Pa. Bond

Crackdown on Licensing

PHILADELPHIA, April 2.—Out-State theatrical agencies and bookers, unless licensed and bonded by Pennsylvania, will be subject to arrest and fines if they solicit or book business within the State, it was announced this week. Performers and talent buyers will be subject to the same penalties if they book or buy from agents not licensed and bonded by the State.

The directive was issued by William H. Chestnut, State Secretary of Labor and Industry, acting on a clarification of the State law of July 31, 1941, regulating all employment agencies in the State. The bill was given its first clarification by the state attorney general's office, at the request of the Department of Labor and Industry, which holds jurisdiction and enforcement powers. The directive mailed Thursday (31) to all booking agents, night clubs, restaurants, hotels, clubs and other buyers of entertainment, and to a list of performers, was the direct result of several years of activity by the Entertainment Managers' Association and the Variety Bookers' Association here, fighting in the club date bookers and night club bookers, respectively.

Evasions Precluded

Until now, New York and other booking offices outside the State could clear their contracts for local jobs thru a Pennsylvania licensed agent, getting around the clause requiring them to maintain an office in the State. Out-of-town bookers used their own contracts, rubber-stamping them with the name and address of the Pennsylvania booker and giving local agents a blanket fee allowing the rubber-stamping. Under the new interpretation of the law, only the contract forms duly signed by a licensed agent are recognized under the law.

The ruling also makes it illegal for an out-of-town booker to solicit business in the State without benefit of license and bond. Law calls for a \$100 yearly license fee and the posting of a \$1,000 bond. The licensed agent will be the responsible party on the contract.

Kauffman Gets Top Philly Spot

PHILADELPHIA, April 2.—Dewey Kauffman, night club operator from Atlantic City, where he now has the Fort Pitt Musical Lounge, has taken over the Dark Rhumba Room of the Chateau Crillon here. Bill Kauffman, who was the head waiter in the room when it was operated by Marty Goldberg until its folding at the beginning of this year, is associated with Kauffman in the venture. The class room played big floor shows at the new management, taking over this week, will lay low until after Lent when a rumba band and alternating cocktail unit will be brought in. The new owners do not plan to return floor shows to the room.

The Cottage Cafe on the New Jersey side near Merchantville will go back to a floor policy, teeing off with Eddie Kinley, the Burton Twins, Carmen Rene, Steve Rico's Hawaiians and Harry Bohn's ork.

NEW YORK, April 2.—Phil Spillane's date, starting April 16, is for the Memorial Theater, Boston, and not in Philadelphia, as stated here last week.

Hassle Over Tootler-Emsees

Borsht Circuit To Splurge; Plenty Moola for Top Acts

NEW YORK, April 2.—At least two mountain hotels, the Concord and the Nevele, expect to spend more for talent this summer than ever before. It is supposed that as these two key spots go, so will the 900-odd other hotels in this area, all of which watch each other with competitive eyes.

The biggest resort buyer of them all is the Concord. The spot, situated in Kiamesha, spends over \$200,000 a year on talent, plus its music. It has shows all year, using medium-priced acts three nights a week during the winter, and top-priced acts during the summer season, which starts Decoration Day. Both the Concord and the Nevele are booked by Backman and Pransky.

Sumptuous Concord

The Concord has probably the most lavish layout in the country. Its night club, a recently built addition, holds about 1,500 people and resembles the Riviera at Fort Lee, N. J.

Hassle Over Benefit Show

NEW YORK, April 2.—A benefit for the Associated Blind set for Madison Square Garden, May 12, has developed into one of those twisteros, with Henry Dunn, American Guild of Variety Artists (AGVA) rep on the Theater Authority (TA) helping to muddle the waters.

Irving Selis, an official of the Associated Blind, asked TA and Alan Corelli for clearance. He was asked to appear before TA, which decided that the amount of dough set aside for expenses left too little for the charity and turned down the request.

Jimmy Bauman, a promoter, entered the picture and asked Jerry Rosen to put the show on. Rosen was to get \$500 for producing and about \$4,000 for the acts. He contacted several names to set the dates.

Second Benefit

In the meantime TA authorized another benefit for a blind org at the Century Theater, and Selis again asked for similar clearance. He was turned down again. In the interim Dunn phoned Corelli and demanded to know why TA had cleared the Century benefit but had refused to okay Selis's request. He was asked to make his complaint to the full TA board.

A few days later the TA board met. Dunn and Selis appeared. It was pointed out that clearance had been refused because too little dough was set aside for the charity and the situation remained the same. Dunn then made a suggestion that Selis pay \$1,000 plus the usual 15 per cent to TA, and Selis agreed. The board then okayed it.

Fireworks Start

Bauman, learning of the okay phoned Rosen that his deal was off, the acts would work for nothing, and the fireworks started. Dunn phoned Corelli again and complained. Corelli told Dunn that clearance recommendation was made by him and if he knew a paid show was being set he should have said so at the meeting; a contract had been issued and it couldn't be rescinded.

Corelli said the \$1,000 would go to novelty acts that seldom play benefits, which have expensive rigging and props. The other acts—the names—would work for nothing. If they didn't want to work it would be their business.

Admission is closed to anybody but guests of the hotel. The room is equipped with tables, banquettes, stepped up floors and a large stage which is also used for dancing. Clientele is made up of people who have enough dough to spend a month or so in Miami, are cafe habitues, and know practically every act that plays the big-time niteries.

The Concord, owned by Arthur Winerick, managed by Ray Parker and press agent by Phil Greenwald, is an actor's paradise. All performers eat in the regular dining room, a gigantic affair, and get the same rooms guests pay for. It's publicity is almost institutional, with every act coming in getting a build-up thru local ads and house organs that help build the performer's earning power considerably.

For the coming season the hotel has feelers out for Danny Kaye, Danny Thomas, Tony Martin and similar performers. But tho it would like to buy acts of such stature, it doesn't expect to lower its budget for the lower-priced ones.

Nevele Draws Youth

The Nevele, a smaller operation than the Concord, is situated in Ellenville, owned by the Slutsky family and operated by Ben Slutsky. It now spends about \$100,000 a year. Its room, a 600-seater, is arranged like a theater, with a tremendous stage. For dancing the seats are cleared and two bands, a Latin and an American outfit, spell each other. Incidentally, Latin tempos are pretty hot in this area. Everybody rumbas, from 16 to 60.

But unlike the Concord, the Nevele draws a younger crowd, mostly newlyweds, whose presence makes almost any act look good. The Nevele uses acts at least twice every week (Saturday-Sunday) and at least three times weekly during the season.

Soft for Actors!

Both the Concord and the Nevele put out the red carpet for actors. There have been cases where performers and their families have stayed in the Concord for as long as a month on the cuff, and the actor was not required to perform.

Other mountain resort hotels are watching these two places closely. Most of them, with the exception of Grossingers, haven't the budgets or the facilities to buy the quality of acts the Concord or the Nevele use. But if these spots keep on, the rest of the hotels will have to follow suit to stay in the competitive picture.

La Fields Inks 26G-Week Pact

LONDON, April 2.—Gracie Fields will receive the largest sum ever paid in England to a vaude artist when she opens at the Empress Hall May 15 for seven days. She has been guaranteed a minimum of \$26,000 for the seven days.

This amount may be increased, as her stay has been extended by a day since she signed the contract. Under her contract with Claude Langdon, she gets a percentage of the take. In the first five hours of ticket selling \$32,000 was taken in at the box office.

The Empress seats 8,000, and the prices range from 50 cents to \$2.50. The nightly take is expected to be in the neighborhood of \$10,000. Including her percentage of the take, Miss Fields may walk out with 40G.

Barto in Jam Over an AGVA Card to AFMer

Rank and File Protest

(Continued from page 3)

to get two weeks' severance pay. The card was issued to Norman "with the specific understanding it would be the exception because of unique and extraordinary circumstances."

The Associated Agents of America (Three A's) learned of this ruling and hurriedly called a meeting of its own board, which notified AGVA that if the waiver was permitted it would reserve the right to renounce Rule X, to which it had formerly agreed to adhere in its contractual relations with AGVA.

Rule X, a club date code, forbids agents to emcee shows, and any violator can be fined \$250 for the first offense and suffer revocation of his franchise for subsequent offenses. The Three A's argued that if AGVA issued a waiver in the case of a musician the rule itself was being violated by AGVA and therefore was no longer applicable.

Appeasement Seen

Rank and file members say this weakening of AGVA rules has national implication, particularly where it affects its relations with the AFM and James C. Petrillo. The AFM has ordered all its members not to join AGVA or work under AGVA form contracts. They, therefore, point out that any musician who does so violates the rules of his own union, and if he doesn't, he violates the rules of AGVA. In any case it is appeasement.

The case of Norman, they say, starts a precedent. What is needed is a definite agreement between AFM and AGVA on a national basis, not private deals between 802 and AGVA's national head.

As a result of this ruling rank and filers are circulating petitions asking for either the severance of Dewey Barto from branch affairs or his removal from office.

AGVA Rule May Nix Celeb Night

NEW YORK, April 2.—Leon and Eddie's may have to omit its Sunday celebrity nights as a result of a ruling of the American Guild of Variety Artists (AGVA) board.

According to Jimmy Lyons, Eastern head of AGVA, the club is supposed to pay \$100 weekly to AGVA's welfare fund for permission to run celeb nights. Failing that the club has to pay all celeb night performers one-seventh of their regular salary, or the club date minimum, whichever is larger.

According to AGVA the club hasn't paid the \$100 for about 20 weeks, accumulating a debt of about \$2,000.

When Eddie Davis was called upon by Lyons he suggested that the \$100 be wiped out and in the future the weekly bite be only \$50 instead of the \$100, otherwise he'd discontinue the Sunday night things.

The board turned down Davis' offer and ruled that starting immediately all acts used Sunday nights be paid and that he pay the back money or face consequences.

RADIO CITY THREE



Currently playing International Harvester Co. shows. Open Streamliner, Columbus, Ohio—May 1, for limited engagement. For available dates write, wire, phone

HETZER'S
THEATRICAL BOOKING AGENCY
307 1st Htg. Nat'l Bank Arcade,
Huntington, West Virginia

for the complete
story of

PAUL & PAULETTE TRIO

See **INSIDE FRONT COVER**
OF THIS ISSUE

BILL DAVIS
THE NEW LOOK
IN
ORGAN ENTERTAINMENT
Currently
WELLS RESTAURANT
New York City
Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE. CHICAGO, ILLINOIS

3 LOOSE NUTS

and A BOLT
Currently at ROUNDTABLE CLUB
LEWISTON, IDAHO

Write
Wire
Phone
WAlnut 3-4677
WAlnut 3-9451

JOLLY JOYCE

Earle Theater Bldg
Philadelphia 7, Pa.

SONS-OF-FUN
THE FUNNIEST TRIO
YOU'VE HEARD
OR SEEN
Currently
OASIS CLUB
Muncie, Indiana
Exclusive Management
BILLBOARD ATTRACTIONS, Inc.
203 NO. WABASH AVE. CHICAGO, ILLINOIS

NIGHT CLUB REVIEWS

Cotillion Room, Hotel Pierre, New York

(Tuesday, March 29)

Capacity, 265. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking policy, non-exclusive, with Stanley Melba buying Publicity, Madeline Riordan. Cost of this show, about \$700.

Two sight acts on the same bill make the current show a good audience winner. Chores are equally divided between Manor and Mignon, ballroom team, and Clifford Guest, billed as a ventro-impressionist.

Guest, a medium-sized good looking lad, is new to this territory. With his act and material being what it is, he won't be new very long. An Australian, with an accent thick enough to cut, guest works with a dummy and suitcase. He uses the latter for up and down effects, switching from an overpowering but well-balanced voice to a diminutive effect that was interesting to hear. Besides his ventriloquist bits, Guest also does impressions of babies crying, soldiers on the march and a hilarious fox hunt complete with vocal sound effects, all of which had the crowd completely spellbound. The lad has a clever act, is a real salesman and gives promise of becoming a sock performer. The customers here went for him with tremendous applause.

Manor and Mignon

Manor and Mignon looked properly dramatic in their ballroom routines. The girl was frilly, blond and lissome, making a good foil for Manor's dark good looks. Mignon's engaging smile, exuberance, youthfulness and occasional talking bits gave the act a feeling of spontaneity the patrons enjoyed thoroly, to judge from their reactions.

The team's dance routines showed an effort to get away from hackneyed ballroomology. But while the effort was there, the execution missed. A slow dance to *I Wonder* had possibilities, but its slow pacing was all of a piece, killing whatever effect was aimed for. A singing bit by the boy in a breathless voice also failed to register. If the team wants voices in the act they might try a recording. On the straight ballroom stuff, the kids were quite competent.

The Stanley Melba band—it now has a National Broadcasting Company (NBC) wire across the board—cut its usual fine show. *Bill Smith.*

Cotton Club, Hollywood

(Monday, March 28)

Capacity, 900. Price policy, \$1.20 admission. Owner-operator, Hal Stanley. Shows at 9:30 p.m. and midnight. Show produced by Nick Castle. Booking policy, non-exclusive. Estimated budget this show, \$5,000. Estimated budget last show, \$7,500.

Hal Stanley has come up with another winner, his second since converting the former Florentine Gardens into a Negro nitery. Headed by Pearl Bailey, bill includes the Jubilaires (vocal quartet), tap dancer Derby Wilson; a line (10), headed by torso-twisting Marie Bryant, with Lee Young's ork (12) and the Dudley Brooks rumba combo (4) providing show and dance music. Show carries an entertainment wallop, giving patrons more than their buck's worth in laughs and fun.

Pearl Bailey's casual approach to her specialty vocals brings down the house. Her asides between choruses and altered lyrics spice proceedings, but she never goes beyond the bounds of good taste in her double-entendre offerings. Her reserved vocal manner and conservative wardrobe serve to set off her rib-tickling material. It's a hard-to-beat formula for winning the ringsiders.

Mitts a-plenty are showered on the Jubilaires, who shine in shuffle-rhythm spirituals, yet prove themselves equally ear-worthy on ballad blending. Jubilaires sagely inject sufficient stage business to make them visually interesting.

Derby Wilson's effortless tap rou-

Blue Angel, New York

(Tuesday, March 29)

Capacity, 150. Prices, \$3.50-\$4 minimum. Operators, Herbert Jacoby and Max Gordon. Booking, non-exclusive. Estimated cost of present show, \$1,000.

This spot, frequently a talent hide-away, has come up again with a show geared to customer tastes, produced with skill and presented properly. On the night caught the room was jammed, with every act (four on the bill) getting responses that ranged from polite attention to shattering yocks.

The Three Flames bubbled over with childish effervescence, which was contagious as it was commercial. Dressed in tomato red turtle-neck shirts and white berets, the three lads (piano, bass, guitar) made a colorful picture. Musically, the boys do an okay job, but it isn't their music that sold them. It was their inanities, crazy songs and an overwhelming style that pulled the yocks. The customers loved them.

Owen and Murray came next on the laugh meter-song parade, with an act better suited to the literate taste the room caters to. Murray, at the piano, and Owen (ex-Owen and Parker), the lead voice, do two-part harmony that was pleasant enough to hear in itself. But with it, the lads, one a bary, the other a tenor, have special material that is adult as it is funny. Numbers ranged from subtle blueness to straight comedy, aided considerably by Owen's studied shyness which was hilarious enough to get extra yocks.

Effects Lost

Betty Harris, a ctue little blonde, showed good voice and phrasing, tho effects were lost because the songs chosen lacked lustre, were unfamiliar and monotonously paced. With the exception of *Summertime*, all of Miss Harris's numbers were little known show tunes that never got anywhere. Actually, the gal showed possibilities on occasional torch numbers but never built on them. With more commercial songs Miss Harris might do better.

Wally Cox, the shy, diffident youngster caught some months ago at the Village Vanguard, hasn't changed. He still has that eerie sense of comedy that sneaks up rather than is belted out. The lad's characterizations are funny in a subtle sense. His bits on school teachers, juvenile delinquents, scout masters and peevish candy store keepers are a delight. But it is obvious that his dry humor is limited in appeal. While Cox got big laughs on occasion, a lot of his stuff got only blank looks.

Good Trio Backing

The Herman Chittison Trio, one of the best in the business, did a fine job in its own spot and in backing other acts.

The spot now uses the lounge after 2 a.m. for breakfast and drinks, using Eadie and Rack, girl and boy pianists, for the lure. The team starts working at 2 and keeps on until 4 or so, delicately fingering show tunes, old torcheroos and other melodies suited for a late crowd. The couple, facing each other at twin mini-pianos, make an ideal background for the buzz of talk.

The lounge itself has candle-lit tables, with decor done in shining black that reflects the candle lights pleasantly. Operated with no minimum and tax free, the outer room has apparently caught on. Food prices compare favorably with those charged by straight restaurants like Reubens and Lindy's. *Bill Smith.*

tines help show to fast pacing, which is further enhanced by the line's numbers and Miss Bryant's gyrating dances. The Young and Brooks outfits adequately handle the dance music chores. *Lee Zhitto.*

Cocoanut Grove, Hotel Ambassador, Los Angeles, California

(Tuesday, March 29)

Capacity, 860. Prices: \$1.50 cover, week nights, \$2 Saturdays. Shows at 9:30 p.m. and midnight. Owner, Hotel Ambassador. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Publicity, A. V. Tozzi. Estimated budget this show, \$3,500. Estimated budget last show, \$6,500.

Eleven years have passed since Rudy Vallee played the Grove, but time has not dimmed his ability to handle an audience or give it what it wants. If anything, the years have served to mellow and immeasurably enhance Vallee. He was welcomed back to the Grove by a record turnout. He attracts the champagne crowd, a fact that won't be overlooked by the management.

Vallee wins from the start with his good-natured self-ribbing about his age which serves to lead into a few minutes of laugh-provoking dissertation on the life that is supposed to begin at 40. Following his voicing of *As Time Goes By*, he dons a Western lid for a vocal fling at *Buttons and Bows* and then goes into the *Whiffenpoof Song*. Nostalgia hangs heavily over the house as he dusts off his hits of the past, *Vagabond Lover*, *Honey and Whoopee*. He takes 'em back to the ivy-covered walls with *Violets* and a rousing *Maine Stein Song*.

Vallee includes numerous audience participation gimmicks—holding the beat with the silverware, vocally joining into vocal choruses and birthday announcements—which serve to endear him that much more with patrons. He turns ventriloquist, using a Negro doll. Could win even better hands if his material is sharpened and brought up to date. He borrows a clarinet to prove he still can wick a reed and takes over the baton from Del Courtney to set the tempi for tangy *Besame Mucho*, which takes the fave thru various Latin rhythmic patterns from tango to samba. Time has not impaired Vallee's audience appeal, it has left no toll on his drive and vitality nor on his appearance.

Courtney's crew offers terp-tempting selections and capably backs the show. Walter Gross's excellent piano provides plush accompaniment to Vallee's vocal solos. *Lee Zhitto.*

Atl City's New Russell's Reopens With Show Policy

ATLANTIC CITY, April 2.—Russell's Bar and Restaurant, now under the proprietorship of Nate Goldberg, has been completely refurbished and lights up again this week with an entertainment policy. Goldberg, a local sports figure from Philadelphia, is starting a week-end policy, with full-week stands when the summer season sets in. For the kick-off he has Bubbles Stewart and John Frisco heading the bill, with Frank Bilotti and His Musical Keys for the dancing.

Goldberg bought the room from Morris and Al Sofronoy.

Lucille & Eddie ROBERTS

Currently
Return Engagement
RADISSON HOTEL
Minneapolis

ACTS KNOWN
TO ME CONTACT ME

EDDIE SMITH
STATION KVOA, TUCSON, ARIZ.

Slapsy Maxie's, Hollywood
(Tuesday, March 29)

Slapsy, \$50. Price policy, \$1.20 admission. Minimum. Owners, Charles and Sy Devore. Policy, non-exclusive. Publicity, Marie. Estimated budget this show, \$4,000. Budget last show, \$3,000.

Since Dean Martin and Jerry Lewis played their first date here has nobody layout equaled the returns earned by the Joey Adams-Tony Canzoneri-Mark Plant Trio. Gagsters things their own way, making a local bid about the brightest thing Slapsy's has had in recent years.

Adams has devised a formula which successfully exploits the full potential of his partners. He's in and always adding luster but never detracting from either Canzoneri or Plant. Act is razor-sharp, with routing perfectly paced and timed.

Opening with a brace of warm-up acts, Adams brings on Canzoneri for a good build-up. In contrast to his flip delivery, Canzoneri plays dumb ex-fighter with an air of professionalism which defies criticism. A remarkable flare for brightness and can milk a line for all it's worth. The Adams-Canzoneri bits seem of droll humor and subtle wit.

Plant Mark Plant is a perfect foil for his two pint-sized partners. His quiet and rugged good looks give him a natural for gag situations in which Adams adopts a get-up routine with him. Plant boasts a loud and lusty voice and he handles the semi-classic material equally well. His salesmanship is top drawer. In the opening show, the trio did a ringsider Max Baer onto the stage for a gag session, with the four doing a group impersonation of the Richman. Bit stopped the show.

Miss Danna, blond blues thrush, is a featured slot, but has little to commend her. While she has shown improvement from earlier efforts, she has neither the voice nor the click. Terribly over-dramatic, she offered a brace of badly selected tunes which only made the audience restless.

Al Alexander's work played for a long and cut the show.
Alan Fischler.

Show To Keep Melba At Theaters This Summer

NEW YORK, April 2. — Stanley J. Jaffe, band leader and talent buyer for the Hotel Pierre, will work there next summer as a result of his deal with the National Broadcasting Company (NBC) wire, recently put into the air. The hotel's Cotillion Room shut-down during the summer, and Melba is actively set to work at the Capri Theater backing Lena Horne. Jaffe is set to do a couple of weeks at the Mark Hopkins Hotel, San Francisco.

Follow-Up Review

LATIN QUARTER, NEW YORK. The show here is still far and away the best one in New York. Its productions are beautiful; dancing excellent; the girls are very pretty, with costumes highlighting their physical attributes, while the new star, Georgie Price, and the featured acts, new and old, do sock jobs.

Price is the same small package of dynamite he's been for so long. His take-offs of Jolson, Jessel and Cantor are classics. His income tax thing of Figaro got wonderful responses. In addition to working in his spot Price also does bits in the productions, but they don't detract from his stature as a performer. The crowd loved him.

Tanyi and Biagi (ex-Ruloff Trio) did a outstanding job with their "accidents" as a ballroom team. The fact that the good-looking team played it straight, deadpanning every bit, helped sell the act so much more. Besides their highly commercial comedy routine there was also a good dance act.

Penny Caldwell, new singing addition, an attractive brunette with a good figure, didn't have much opportunity to show. But what she was called on to do she did in promising fashion.

The rest of the bill remains basically the same. This time, however, Frank Libuse's low comedy bits stopped the show cold. When he and his partner, Margo Brander, went off, the customers wouldn't let Don Saxon go on until Libuse and Miss Brander came back for a quickie.

Bill Smith.

New Newport Club Makes Bow in May

NEWPORT, Ky., April 2. — Artie Dennert, well-known Northern-Kentucky sportsman, has acquired the former Beck's Supper Club on Alexandria Pike and, after extensive remodeling and alterations, including a revolving stage, will reopen it around May 15 as the Club Alexandria. Spot will be managed by Nate Rosen and Harold Marks, the latter formerly manager of the Latin Quarter here.

Marks announced this week that the new nitery will feature topflight cocktail acts, with the entertainment budget set at \$2,000 a week. Ray Lyle, Chicago, will book the spot. According to Marks, first feature at Club Alexandria will be Al Morgan, singing pianist, who is slated to come in for four weeks, with options, at \$1,000 per week. When completed the new club will represent an investment of \$150,000, Marks says.



Frank THE LITTLEJOHNS Melba

One of America's Most Successful Juggling Acts

A FANTASY IN JEWELS

After BARNES-CARRUTHERS' FAIRS, leaving on our Fifth WORLD TOUR. Driving to Panama by Mexico in our NEW PLYMOUTH ALL METAL STATION WAGON; . . . Working

- MEXICO CITY ● PANAMA ● SO. AMERICA
- SO. AFRICA ● AUSTRALIA ● PHILIPPINES ●
- JAPAN ● HAWAII ● CALIFORNIA ●

A Three Year Tour—Business and Pleasure.

In America our Act and Rhinestone Business will be carried on by

MARK & TERRIE LITTLEJOHN

World's finest Rhinestones sold in 1,000 lots only— including setting tool, \$25.00.

BOX 225 — The Billboard, Chicago

MAX RANEY'S BAR M RANCH

East Bloomfield, N. Y.

**GRAND OPENING MAY 29-30
BIGTIME HILLBILLY & WESTERN SHOWS
SUNDAY AFTERNOONS AND EVENINGS**

106 acres of fun for all. Outdoor stage shows, swimming, fishing, picnic grounds, horses, ponies, concessions, barn dances, full course dinners, baby sitters, etc.

Acts and Bookers Contact

Max Raney—WHAM, ROCHESTER, N. Y.

OR 42 PENHURST STREET
ROCHESTER 11, N. Y.

WANTED! COMEDIANS—M. C.'s—RADIO ARTISTS

Send for our Sensational New Comedy "PATTER-DEX". Now YOU TOO can have a PROFESSIONAL "GAG-WRITERS" FILE all PRINTED on 2" by 5" Index Cards—just as used by noted Writers of Comedy Material for Famous Stage, Screen and Radio Stars.

PHABETICALLY arranged, classified from "Animals, Actors, Autos," etc., right on to "Lies, Love, Married Life," and on to "Weather," etc. "Yes," "Zippit," etc. — almost 100 CLASSIFIED SUBJECTS!

Use your OWN material, making it ORIGINAL with you, just as if written by a "Special Writer" at a cost of \$500.00 to \$750.00 — for any particular offering!

It makes a list of all the articles used in your show, characteristics of the Town or Section of country you are working, the Hobbies and Professions of the prominent men, and LOCAL

CONVULSE YOUR AUDIENCE! DOUBLE YOUR PAY!!! TREBLE YOUR "DATES"!!!! Don't delay! Edition LIMITED to keep it EXCLUSIVE within the circles of the Better Type Performers, \$10.

"PATTER-DEX" SERVICE, BOX 2, WOODSIDE, N. Y.

NEWS EVENTS of near-by towns. Then JUST PICK OUT THE "GAGS" AND QUIPS ON THESE LOCAL SUBJECTS from your INDEXED GAG FILE; "PATTER-DEX," PRINTED on 2" by 5" Index Cards, Indexed, Classified — PLUS a PORTABLE CARD INDEX CABINET — PLUS — A TRANSPARENT POCKET WALLET — \$10.00!

Prepare your material on the train. Insert PATTER-DEX Cards, bearing Gags you want, in the TRANSPARENT POCKETS of your PATTER-DEX WALLET that holds 48 Gags in FULL VIEW — as a reminder. With PATTER-DEX Ammunition, you are SURE to —

PEGGY LOEB announces the opening of her new offices at 48 West 48 Street, New York City, Suite 906, Plaza 7-2280, servicing leading clubs, hotels and theaters throughout the country.

A vote of thanks to Leon and Eddie's, Copacabana, Casino Royal, Flamingo and the Triton, to mention but a few.

And not forgetting my fellow agents who have been so wonderful and helpful to me.

PEGGY LOEB

ALL MANAGERS ATTENTION!

DID GEO. M. COHAN WRITE IT? NO!

MARITA DELORES, *The Modern Miracle*, DID!

AN INIMITABLE ARTIST! AN INIMITABLE ACT! OTHER OUTSTANDING FEATURES!

Her Fine Arts Singing Living Picture Disrobing Act, "ONLY A ROSE" AVAILABLE for Summer Shows having Orchestra or Piano with Director and M. of C. Management: JIMMY CANDOLFO, 350 Phoenix Hotel, Lexington, Ky. We are in no rush—no collect wires. We pay ours.

WANT WORK? PITTSBURGH IS THE HUB

of a great Five-State ENTERTAINMENT TERRITORY FLOOR SHOW ACTS suitable for Nite Clubs, Fraternal Clubs, Bowling Banquets, etc., can obtain continuous bookings for many months. For a printed list of our members write to: Secretary, ENTERTAINMENT MANAGERS' ASSOCIATION OF PITTSBURGH 754 Century Bldg. Pittsburgh 22, Pa.

Fits Through the Buttonhole It Then Is Locked Securely



Can not be passed to another without destroying it. Assorted Colors. Sample and prices on request. Order Today!

WESTERN BADGE & NOVELTY CO.
402 N. Exchange St., St. Paul 2, Minn.

PLAZA HOTEL
DES MOINES, IA.

Conveniently located at
5th and Grand

RATES
\$17
to
\$32




SELAN'S
World's Largest
Creators of
HAIR STYLED PIECES

Write for
FREE CATALOG

Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.

SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. T
Chicago 2, Illinois

- Waterfalls • Braids
- Chignons • Page-boys • Top Curls
- Switches • Transformations • Waves
- Toupees

FIRE, SMOKE AND FLASHLIGHT POWDER SPECIALTIES

for
Legitimate Stage, Night Clubs
and Vaudeville Acts

•
Red Flares for Parades

•
We welcome your inquiries

I. C. NEWMAN CO., INC.

Manufacturers

30 East 40 St. New York 16, N. Y.

ATTRACTIONS!

With OPEN Time

WE BOOK 10 WEEKS OF
THEATRES

Wire . . . Write . . . Call

JOE HILLER Agency

CENTURY BLDG., PITTSBURGH, PA.
Atlantic 2600

POST CARDS

Printed in Photo-Gelatine from your photograph for advertising or local views for resale. Minimum order, 2M (per picture), for \$18.00. 12M (up to 4 pictures), \$78.00. Orders shipped in April and October.

THE MAYROSE CO.

712 CHANDLER AVE. LINDEN, N. J.



NOW! the new **EMCEE** magazine
Contains original material
Monologues, Parodies, Band
Novelty, Skits, Dialogues,
Songs, Patter, Gags, Jokes.
Subscription, \$7.00. Add
\$1.00 for 4 snappacked back
issues. EMCEE, Desk 28
1508 So. Haman Ave.
Chicago 23, Ill.

VAUDEVILLE REVIEWS

Palladium, London

(Monday, March 21)

Capacity, 2,600. Price policy, 40 cents to \$2.90. Number of shows daily, two; three Wednesdays and Thursdays. House booker, Chas. Williams. Shows played by The Skyrocket orchestra.

The 1949 vaude season at the London Palladium opened with a show that nearly topped the bill since the American invasion of the British vaude stage 14 months ago.

Eleanor Powell, headliner, drew a big mitt with a dancing routine and a line of patter which had the audience calling for more. Her act, tho not of star stature, scored very well. She was on stage for 37 minutes and called a halt only to make way for the second performance.

The entire bill stood out as first class, with many familiar faces back on the stage. Several of the acts are slated to be held over for the Kathryn Grayson, Johnnie Johnston and Ethel Smith bill which opens April 11.

Louise, with her dogs and ponies, opened the bill with a routine which set the pace for a fast-moving show. Alan Clive, a new British impressionist, in the No. 2 spot, drew one of the top mitts of the night. His Humphrey Bogart take-off was his best. His impersonation of British comedian Tommy Trinder also drew a big response. The audience called for more as he left the stage, but time shortage on the opening bill cut his encore.

Aussie Aero Act

The Seven Ashtons, Australian acrobats, are the best act of their type

New York:

**N. Y. Stem So-So With 354G;
Para 70, Cap 58, Roxy 55**

NEW YORK, April 2.—Biz was only so-so last week at the Stem vaude houses with \$353,500, only slightly higher than the previous week's \$334,000. These stack up weaker when it is considered that three houses, the Capitol, Paramount and Strand, had new presentations.

Strand (2,700 seats; average \$45,000) did a good week's business collecting \$58,000 the first week, with its new bill consisting of Frank Marlowe, Hoxter and Byrd, Guy Lombardo and his ork and Kiss in the Dark.

Radio City Music Hall (6,000 seats; average \$115,000) slipped slightly below its weekly average to \$112,500 the third week with its show. The gross the previous week was \$125,000. The presentation is Patricia Bowman, Paul Haakon, Paul Sydel and Little Women.

to appear on the London Palladium stage in many months. Their routine was smooth, fast moving and novel in many points.

Harrison, Carroll and Ross, American musical and comedy act, drew a fair mitt. Their harmonica routine and the piano playing of Carroll and Ross stood out as their best. Their dancing was slow in spots and needs polishing to meet their other comedy routine.

Josef Locke, British tenor, did a group of numbers which ranged from operatic to swing, to average response.

George and Bert Bernard closed the first half of the bill. The two American performers are well known on the British stage and have just completed 2 weeks of pantomime. However, their act still contained a kick which made them run overtime. Their record panto of the Andrews Sisters drew one of their best hands. George Pierce appeared with them at the close of their act and drew well with some cross patter.

Aerialist Dolaire opened the closing half of the bill with a fair routine and was followed by Roger Ray, American comic, who worked like Frank Marlowe. Ray wound up his act with a similar fall into the orchestra pit. His best was an impersonation of a television announcer advertising gin.

Senor Wences, also well known for his ventriloquist act, still drew big applause. His routine, the same as when caught here last year, should be changed a little by adding something to draw the audience.

Kenneth H. Waggoner.

IN SHORT

New York:

Jim Barton opens at the Capitol with the Art Mooney band. . . . Al Wilson says that Max Tishman is not a partner, just an associate. . . . Jerry Colonna, due at the Paramount April 8, will do a thing on bebop with Charlie Barnet, also on bill. He has a new act written for him by Frank Warren.

Joey Adams writes from Las Vegas, Nev., that he's doing a new book, "Lay There and Bleed," about a comic who gets to the top by stepping on everybody else. Not an autobiography, seztee. . . . Correct date of Tony Martin's opening at Harry Altman's Town Casino, Buffalo, is April 18. . . . Eddie Salecto and Dick Darrow of the Salect-Tones, have joined partnership with Ricky Parenti. . . . Benny Davis and Abner Silver will do the music and lyrics for Bill Miller's Riviera shows.

Joe Spencer, Indianapolis agent, has a mailing piece on vaude that he sends to all theaters to hypo their b-o.'s. . . . Eddie Stone, of the Belmont Plaza's Glass Hat, has been signed thru September. . . . Julius Monk of Ruban Bleu, is readying a package for a French tour.

Ethel Smith will take her Hammond organ along when she goes to London to open at the Palladium. . . . Martha Short, now doubling from the Philly company of "Inside U. S. A." to the city's Celebrity Room, will also double to the Hollywood Show Bar, Pittsburgh, when her show plays that city April 11.

**4 Philly Clubs
Face Padlock**

PHILADELPHIA, April 2.—A campaign to shut down private drinking clubs was begun Thursday (31) District Attorney John H. Maurer. He assigned an assistant to ascertain whether padlock proceedings could be brought against four such clubs which figured in the news involving two murders during the past week.

The campaign started when prominent business man was beaten to death last week after heavy drinking bouts at the Carlton Club and the Meravian Dining Club.

Altho private clubs are supposed to close at 3 a.m. (compared with 2 a.m. for the public places), they have been running all night or as long as there are buyers present. Moreover, the private clubs, generally one-man businesses, operate on ancient charters of literary and debating societies of an earlier century, and therefore can keep open Sundays when all public places are closed. Consequently the private clubs represent a major chunk of the city's night life activity. Some of them have bands and shows all week, while practically every private club has shows on week-ends.

**King Theater, N. Y.
To Use Acts Again**

NEW YORK, April 2.—The King Theater, formerly the McKinley, will start using flesh again the end of April. The plan is to use a permanent emcee, Charlie Banks, recently a fixture at the RKO Regent, and six or seven acts.

Shows will run week-ends, with possibility of spilling over into the first two days of the week. Al Green will book.

IN PHILADELPHIA, PA.
CLINTON HOTEL 10th BELOW SPRUCE
200 OUTSIDE ROOMS from \$2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
Beautiful Air Conditioned Cocktail Lounge
WALKING DISTANCE OF ALL THEATRES

COMEDY MATERIAL

for all branches of theatricals

FUN-MASTER

"The ORIGINAL Show Biz Gag File"
Nos. 1 to 22 @ \$1.00 Ea.
Order in sequence ONLY!
SPECIAL: The first 13 files for \$8.00!!!
1 DIFFERENT BOOKS OF PARODIES
(10 in each book), \$10 per book. Send
\$5 for lists of other comedy material
songs, parodies, minstrel patter, black
outs, etc. No C. O. D.'s. Open every
day including Sunday!

PAULA SMITH

300 W. 34th St. NEW YORK 18

WANT . . . THEATRE ORGANIST

Experienced in all types of organ programs, both with and without song accompaniment.

Contact

FOX THEATRE

660 Peachtree St. N. E.
Atlanta, Georgia

COMEDY MATERIAL SALE

For COMIC, W. C., DISC JOCKEYS, ETC.
Special great introductory offer: 500 brand-new, original gags; 3 monologues; 6 parodies; 1 sketch; 2 dialogues—all for only \$3.
P.S.—We write special material to order.

LAUGHS UNLIMITED

276 W. 42nd St. New York City BRyant 8-007

RHINESTONE FASTENER SET

Attaches Rhinestones to Costumes, Dresses, etc. Fastener, complete with (50) 16 size Crystal Rhinestones, and (50) 30 size Crystal Rhinestones, settings included. Complete outfit, \$12.95. CRYSTAL OR COLORED RHINESTONES, \$15.00. Choice of Aqua, Blue, Emerald, Turquoise and Ruby. Shipped postpaid on prepaid order. Specialty Products, Box 1688, Columbus, Ohio.

SAVE \$25.00 per gallon on **INVINK** Fluorescent marking liquid, used at America's finest ballrooms. Low overhead means lower cost to you. Satisfaction guaranteed. Send check for \$40.00 for 8 pints or \$7.00 for 1 pint.

INQUIRIES WELCOME
EUGENE PRICE ENTERPRISES 1226 Jefferson St. Waterloo, Iowa

Burlesque

By UNO

SAMMY PRICE is in his fourth week at the F. E. I. Club, Valley Falls, R. I., co-featured with **Nora Ford**, **Jean O'Day** and **Billy Stone**, emcee. . . . **Ellie Johnston**, former straight woman and mimic, is treasurer of **Brandt's Gotham**, New York. . . . **Roy Stevens**, former ork leader, has signed a long-term contract with **Manor Records**. . . . **Virginia Valentine** opened at the Rancho Club, Los Angeles, where **Harry Arnie** and **Charlie Crafts** continue. . . . **Manny Koler**, ex-burly comic, is in Jewish Memorial Hospital, New York, recovering from a heart attack. . . . **Dottie Lewis** back to the Hudson, Union City, N. J., after a visit to her ailing grandmother in Petersburg, Va. **Gladys Podel**, another Hudsonite, is convalescing in North Hudson (N. J.) Hospital after an appendectomy. **Smiling Ann Bergin** left the Hudson unit after five years as a front-liner, to advance to principal ranks, opening last week at the **Gayety**, Washington. . . . **Bob Nugent**, tramp comic known as **Boxcar Jennie**, is returning to the stage after several years of managing picnouses. . . . **Jacqueline Fontaine** is featured at **Ace Cain's** spot in Hollywood. . . . **Darlene Drake** closed on the Hirst circuit to resume partnership with **Jean Caton**, ex-burly feature, in the hat concession at **Ernie's** nitery, Greenwich Village, Manhattan.

JESSICA ROGERS and **Lonnie Young** moved to the Manhattan Club, Providence, April 4, thru **Dave Cohn**, who also booked **Red Marshall** for the **Belasco**, Los Angeles; **Art Gardner** and **Lyn Yorke** for the **Maryland**, Baltimore; **Justine**, Samoa Club, New York, April 1; **Zorita**, 2 o'clock Club, Baltimore; **Mary Cord** and **Strut Flash**, camp shows for 30 weeks starting May 1; **Arabella Andre**, Cat and Fiddle Club, Cincinnati; **Betty Howard**, Ha Ha Club, and **Kiki Arnold**, Cinderella Club, New York. . . . **Milt Frome**, with "All for Love" at the **Mark Hellinger**, New York, doubled in video last week, first on **Milton Berle's** "Texaco" program and then with the **Lambs Gambol**. . . . **Dixie Sullivan** and **Genii Young** joined **Red Marshall** in **Sidney Pink's** revue at the **Belasco**, Los Angeles, last week. . . . **Electra**, **Betty Morgan** and **Marnee** are new at the **Burbank**, Los Angeles. . . . **Marion Lee's** return to burly necessitated a new teammate for **Harry (Hickey) LeVan's** vaude act, with **Harriette Carr** replacing thru the efforts of booker **Johnny Singer**. . . . **Buz Wagner** is barkeep at the **Belmont Hotel**, Milwaukee, local show-folk hangout. . . . Co-featured with **Mei Ling** on the **Hirst** wheel is **Syra**, a newcomer billed as the "Sensational Swiss Beauty." **Nate Tash** and his concessionaire assistant, **Sam Nudelman**, at the **Gayety**, Washington, will handle several concessions this summer on the **Johnny J. Jones** Exposition.

CHANNEL REVAMP

(Continued from page 9)

sia the conference will proceed as scheduled."

The State Department "is well pleased" with the progress of the Mexico City confab, it was stated, despite the probable loss of some over-all broadcasting time. "We are getting the best frequencies and the best time of the broadcast day," one official asserted.

Present short-wave broadcasts by this country are forced to shift from frequency to frequency because of interference from short-wave stations of other countries, with the net result that a good-sized proportion of potential listeners is lost, State Department officials stated. Also the same program is now frequently being duplicated to Latin American countries, for example, in order to assure the greatest possible coverage under adverse interference conditions.

The current conference is to determine allocations for the June season, with allocations for five other periods of a year to be worked out later. This confab, however, is the key one, since revision of the "master" June allocations to cover conductivity changes caused by weather is nothing more than a technical problem.

MOORE DOES "LADIES"

(Continued from page 9)

sponsor for the series, which had its highest Hooper when Quaker dropped it, will be forthcoming.

Moore has been a top Chi talent name since he started free-lancing nine years ago. Last week Mutual aired a test of a new Chicago-originated quiz program, *Meet Your Match*, which Moore would emcee if it goes on a regular basis.

FM IS GREAT

(Continued from page 9)

asionally to the baseball broadcasts the station carried, but only about 1 per cent ever listen to FM otherwise.

The answer, in the opinion of most unbiased observers, is not only must FM now go out and sell the increasing audience it is obtaining to sponsors in an adequate sales manner, but that, primarily, the stations must furnish more programs which will attract the listeners to their side of the band.

Westport Opens June 29

WESTPORT, Conn., April 2.—The Westport Country Playhouse this year will open Monday, June 29, a week earlier than usual. It will again be under the direction of **Lawrence Langner**, **Armina Marshall** and **John C. Wilson**. Skedded are **Helen Hayes** in the new **William McCleery** play, *Good Housekeeping*; **Sir Cedric Hardwicke** and **Lilli Palmer** in *Caesar and Cleopatra*; **Margaret Webster's** Shakespearean touring troupe; a musical by **George S. Kaufman** under the banner of **Max Gordon**; **William Bendix**, **Tallulah Bankhead** and **Madeleine Carroll**. The house will alternate revivals with new productions and one or two musicals.

Magic

By Bill Sachs

HARRY BLACKSTONE, stricken with asthma at Jackson, Miss., March 24, has been forced to cancel the remainder of his tour and returned to his home at Colon, Mich., to recuperate. **Blackstone** spent all of last week in an Atlanta hospital for treatment and observation. . . . **Sir David Walker** and **Al Scott** are presenting their magic and mental turn at Florida fairs and sportmen's shows. . . . **George Searls**, Dayton, O., mentalist, opened Monday (4) in Buffalo and expects to remain in that territory for some time. . . . **John C. Green**, believed to be the oldest active American magician, who has been touring Western Canada the last seven years, celebrated his 83d birthday March 26. . . . **The Great Gravityo** (**Albert Franklin Davidson**), whose death was listed under **Final Curtain** in a recent issue, was a veteran showman and an accomplished magician who numbered among his intimates such greats as **Houdini**, **Thurston**, **Blackstone** and **Dante**. **Gravityo** was especially well known for his hair-pulling stunts, and at the time of his death, at the age of 69, he could still pull a loaded automobile with his hair. He was also a master of the **Linking Rings** and even fooled **Dante** with his rings routine when the latter played the **American Theater**, St. Louis, a few years back. When **Blackstone** played the same house several years ago, he used to skip out between shows to catch **Gravityo** spring his nifties at a store freak show playing near by. **Gravityo** played niteries in the winter and carnivals in the summer. He was with one of the **Floyd E. Gooding** units last season.

McDONALD BIRCH and Mabel

Sperry, who launched their season at **Kankakee, Ill.**, last September, are still "struggling along" and will wind up their season at **Dubuque, Ia.**, May 12. They will again put in the summer at **Birchwood**, their summer home at **Malta, O.**, and in June will hop to **Chicago** for the **IBM** convention. **Mack** and **Mabel** report a bang-up season, with their dates in **Arizona** and **New Mexico** being especially lucrative. At **Morenci, Ariz.**, recently, they gave a matinee and two night shows, all to capacity, and the next day, at **Douglas, Ariz.**, practically duplicated the stunt with two matinees and a night performance. **Mack** says that after 27 years of steady bookings, he plans to taper off next season, working only thru **September**, **October** and **November**. . . . **Joan Brandon**, who has her own television show on **Channel 4** over **WNBT**, New York, each Sunday morning at 11:30 o'clock, appeared as guestar on **Channel 2, CBS**, last Wednesday evening (30). The **March 21** issue of **Life** carried a full-page color spread on the lovely magic gal. . . . **Douglas R. Harrison** has returned to his home in **Battle Creek, Mich.**, after lazing around **St. Petersburg Fla.**, during **March**, playing an occasional date with his mental turn when the mood struck

Jerseyites Buy Palumbo Click

PHILADELPHIA, April 2.—Frank Palumbo has sold his **Click** nitery to a group headed by **William Levine**, part of a **New Jersey** combine understood to include seven members of the **Levine** family. The group also is identified with **Sabloskys**, who control several theaters. **Ben Corson**, Palumbo's partner, also gives up his interest.

The name band policy of the **Click** will continue under the new management, with **Louis Prima** set to follow **Ted Lewis** next week. The **Click** will also retain the **Frank Palumbo** tag, and Palumbo will serve the new management in an advisory capacity, particularly on band bookings.

him. He tells of catching **George LaFollette** doing his prediction chest nifty before 2,000 people in a **St. Petersburg** park and netting solid response with the item. . . . **Wilber C. Weber's** "Night of Mystery" at **Midtown Hall**, **Bridgeport, Conn.**, **March 26** featured **Slydini**, of **New York**; **Jim Boyce**, of **Hartford, Conn.**, and **Walter Schwartz**, of **Bridgeport**, with the last named doubling as emcee. . . . **Wormald** the **Magician** scribbles that he's currently enjoying good health and healthy business in **Mississippi**. He plans to wind up his tour in four weeks to return to his headquarters in **Oklahoma City** to vacation and prep for the fall trek. Recent additions to the show are **Jack R. Baker**, stage manager, and **Gail Foster**, assistant. **Wormald** says they had all planned to catch the **Blackstone** show at **Jackson, Miss.**, recently but called it off when they got word that the **Old Master** had suffered a heart attack and was forced to cancel that date, as well as **New Orleans**.

Attractive Show Girls

WANTED

Professional or beginners. For a Variety Girlie Revue at a well-known summer resort. A steady, all-summer engagement. Write or wire. State particulars in first letter and send photo if possible.

FRANK GARTO

2882 West 15th St. Brooklyn 24, N. Y.

HOROSCOPES

By the World's Foremost Astrologer. Special low price to agents and mind readers. no name. Send 20c stamps or coin for samples.

PROF. A. F. SEWARD

325 N. E. 21 St. MIAMI, FLA.

WANTED

Exotic Dancers and Strips

For Theatres and Clubs from MAINE to CALIFORNIA

BE A BOOSTER FOR

MILTON SCHUSTER

127 North Dearborn St. CHICAGO 2, ILL.

BECAUSE OF LENT

The Original All American

SPEED DERBY

STARTS TUESDAY, APRIL 12

AT AMERICA'S GREATEST FLOOR MONEY SPOT

SPORT'S CENTRE

(3500 SEATS)

IN HEART OF DOWNTOWN BALTIMORE

Attention, Contestants: We have for years paid higher salaries than anyone. We don't wait until we are in a spot. Don't make the mistake of dancing anywhere until you contact us. We will give you best deals, and you can ask any contestant who was in Sport's Centre show about sensational floor money. Our telephone number is Saratoga 6452. The following call in if you want real deals: **Hughie** and **Temp**, **Dave** and **Betty**, **Dale** and **Pat**, **Kay Gibson**, **Johnny Hughes**, **Edwina Trahan**, **Kitty Kelly**, **Don Donnison**, **Phil Rainey**, **Stan West**, **Don and Dee**, **Donahue** and other good teams.

* **EDDIE LEONARD**, CALL IN, HAVE EMSEE SPOT FOR YOU.

We have permit for Silver Springs (Washington, D. C.), starting June 30th.

We also will be first show to be on regular television both here and Washington.

Contact immediately: **JERRY GREEN** or **KING BRADY**

SPORT'S CENTRE, NORTH AVE. AT CHARLES, BALTIMORE, MD. Phone: Saratoga 6452

MAGICIANS!!

To introduce our superior quality magical supplies we will send you OUR NEW VANISHING HANDKERCHIEF

Using NO elastic, thread wire or cord NO pull, hand box or hand bag, sleeves up to elbows, both hands empty back and front. Requires no skill or sleight of hand, fine for night clubs and all close work.

—THIS IS WHAT YOU GET—

Our regular 15-inch dollar silk handkerchief and complete apparatus with full explicit instructions.

—ALL FOR ONE DOLLAR—

Satisfaction guaranteed or your money back.

EUREKA MAGIC CO.

P. O. BOX 345

SOMERVILLE, NEW JERSEY



It's Easy

LOOK!! A Secret in Hair Curling

FOR THAT NEW LOOK—COIL CURLERS—The new easy to use curler has no equal in setting beautiful curls that stand combing for days. So quick in action. So good you need no permanent. So light and comfortable to sleep on. So easy on your hair. Such lush natural curls, waves and ringlets! No heat, no chemicals. COIL CURLERS do not show. Your hair looks curled while COIL CURLERS are working. Millions sold. Illustration is guaranteed an actual photograph of Coiled Curls. Don't miss this!!! Order your Bonus package today, 48 curlers, \$1.00 postpaid

HUMPHREY PRODUCTS CO.

1931 THIRD AVE., DETROIT 26, MICHIGAN

YOU WILL BE DELIGHTED

Paris Yawning In Doldrums; Terpers Best

PARIS, April 2.—French legit this mid-season is definitely in the doldrums. Paris honors have been temporarily handed over to a number of dancers, mostly foreign.

Katherine Dunham was called back for a second engagement and filled the 3,000-seat Theatre de Chailiot for three weeks. Carmen Amaya is back this year, and another Spaniard, Jose Greco, who was Argentinita's partner for years, has formed a company and has been enthusiastically received. And Serge Lifar has made a terrific comeback, both for his dancing in *Afternoon of a Faun* and his choreography and staging for Claude Delvincourt and Rene Dumesnil's *Lucifer at the Opera*.

Nothing has come up to equal Broadway's *Death of a Salesman* box-office-wise. However, revivals and holdovers from last season abound. Jean-Paul Sartre's *No Exit* and *Respectful Prostitute* are again on the boulevard, while the original *Red Gloves (Les Mains Sales)* is still playing to packed houses. Philippe Heriat's *L'Immaculee (Mother Immaculate)*, Verneuil's *La Femme de Ma Vie (The Woman in My Life)* and Armand Salacrou's *One Femme Libre (A Free Woman)* jog along at a comfortable pace, while Louis Jouvet is giving his annual revival of Jules Romain's *Dr. Knock*, which proves as lucrative as ever.

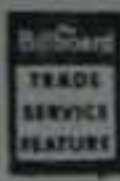
As for straight dramas, there are six on the boards at present writing: Henri Bernstein's *La Soif (Thirst)*, with pic star Jean Gabin; Paul Claudel's *Le Pain Dur (Hard-Earned Bread)*, a long-winded treatise on patriotism; Vercors' sensitive resistance story, *Le Silence de la Mer (The Silence of the Sea)*, starring Pierre Blanchard; Henri de Montherlant's pseudo-philosophical *Fils de Personne (Nobody's Son)*; Jean Genet's *Haute Surveillance (Close Watch)*, tabbed as too brutal and vicious, and J.-Francois Jaltet's illogical, incestuous *Mlle. Alelaide*.

The comedy situation is not much happier. The roster offers a choice of 13, ranging from Roger-Ferdinand's *Its Ont Ans (They're Twenty Years Old)*, to such trifles as Letraz's *Voyage a Trois (Journey for Three)*, Troyot's *Sebastien*, and Manoir and Verhyllie's *Mme. de Falindor*. There is not a single first-rate comedy; most deal with the inevitable triangle.

Of the eight musicals and revues, best is the new show at the Folies Bergere, with Josephine Baker strutting in gorgeous plumes and feathers, and Dandy as the comedy relief. Top comedian Fernandel holds the spot in his revival of *Ignace. Le Grand Mogol (The Great Mogol)*, *White Horse Inn*, *Violettes Imperiales (Royal Violettes)*, *Plume au Vent (Feathers in the Wind)* are a few of the other offerings, but without special merit.

In contrast to last season, which had over 10 foreign plays (about half of them American), this year has only two, a revival of Synge's *Room 29* and Aldous Huxley's *Gioconda Smile*.

This round-up does not include France's national theater, the Comedie-Francaise, which produces about 55 plays per season, 10 to 20 of which are new, the rest revivals of the classics. Upholding the season's honor are Jean-Louis Barrault and his repertory company. Besides the Andre Gide version of *Hamlet* and Feydeau's delightful farce *Occupe-toi d'Amelie (Look After Amelia)*, with Madeleine Renaud, both holdovers, Barrault produced Albert Camus' new play, *Etat de Siege (State of Siege)*, which proved to be better literature than drama. He then launched another preem, a splendid production of Paul Claudel's *Partage*



BROADWAY SHOWLOG

Performances Thru April 2, 1949

Dramas

	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12- 8, '48	134
A Streetcar Named Desire (Barrymore)	12- 3, '47	327
At War With the Army (Booth)	3- 8, '49	30
Big Knife, The (National)	2-24, '49	44
Born Yesterday (Henry Miller)	2-24, '46	1,328
City of Kings (Blackfriars Guild)	2-17, '49	42
Death of a Salesman (Morosco)	2-16, '49	60
Detective Story (Hudson)	3-22, '49	13
Diamond Lil (Coronet)	2- 5, '49	56
Edward, My Son (Marrin Beck)	9-29, '48	312
Goodbye My Fancy (Fulton)	11-17, '48	157
Life With Mother (Empire)	10-28, '48	189
Light Up the Sky (Royale)	11-18, '48	156
Madwoman of Chailiot (Belasco)	12-27, '48	112
Mister Roberts (Alvin)	3-13, '48	472
Private Lives (Plymouth)	10- 4, '48	208
Silver Whistle, The (Biltmore)	11- 4, '48	151
They Knew What They Wanted (Music Box)	3-16, '49	38
Two Blind Mice (Cort)	3- 2, '49	37

Musicals

All for Love (Mark Hellinger)	1-22, '49	81
Along Fifth Avenue (Imperial)	1-15, '49	92
As the Girls Go (Winter Garden)	11-13, '49	161
High Button Shoes (Broadway)	10- 9, '47	650
Kiss Me, Kate (Century)	12-30, '48	106
Lend an Ear (Broadhurst)	12-16, '48	124
Love Life (46th Street)	10- 7, '48	204
Where's Charley? (St. James)	10-11, '48	200

ICE SHOWS

Howdy, Mr. Ice (Center)	6-22, '48	875
-------------------------	-----------	-----

OPENINGS

The Biggest Thief in Town (Mansfield)	3-30, '49	8
The Traitor (48th Street)	3-31, '49	4

COMING UP

The Ivy Green (Lyceum)	4- 5, '49	
Tales of the South Pacific (Majestic)	4- 7, '49	

Now "Charley" Gets Conn. Show Train

BRIDGEPORT, Conn., April 2.—Encouraged by its successful show train experiment last month to bring Connecticut customers to Stem legit, the New Haven Railroad is planning another excursion Tuesday (5) to the St. James Theater and *Where's Charley?* Patrons can buy theater tickets at railroad stations at b.-o. prices if they also buy the train excursion tickets.

The excursion rate is 25 per cent off regular fares. The train starts at New Haven and stops are made at Bridgeport, Southport, Westport, Norwalk, Darien, Stamford and Greenwich.

Musicians will stroll thru the train entertaining, and two of the singing stars of the show may be aboard to do a radio broadcast. Two grill cars will be attached for pre-theater snacks and on the return trip a scrambled eggs breakfast special will be offered.

de Midi (High Noon), with movie star Edwige Feuillere in the principal role. It is the outstanding theatrical event of the season. Barrault next staged Moliere's *Fourberies de Scapin (Scapin's Knaveries)*, with himself as Scapin, and Louis Jouvet directing.

Philly Tic Sellers Form Association

PHILADELPHIA, April 2.—Theater ticket agencies, concerned over increases in regulatory legislation and keener competition in face of sluggish activity all around town, have banded together as the Ticket Brokers' Association of Philadelphia, Inc. The charter was obtained for the perpetrators by Abraham L. Hodes, local barrister.

The association was organized to "promote and foster high standards of business ethics" among all ticket brokers, whose industry always comes in for a black eye from the newspapers whenever a hit show arrives in town and the theater box office can't meet the demand. The charter also calls for the ticket brokers "to exchange and disseminate helpful information concerning governmental regulation, accounting and tax procedure, to promote good will, contact and co-ordinate its activities with other branches of the amusement industry."

Scammon Prepping "Glory" in Virginia

RICHMOND, Va., April 2.—Howard Scammon, for the past two seasons assistant director and member of the cast of *The Common Glory*, has been named associate director for the 1949 season.

Scammon, a member of the staff of the Fine Arts Department of the College of William and Mary, will hold the first auditions of the season Saturday (9) at Roanoke College, and Sunday (10) at William and Mary. Opening is scheduled for July 1 at the Lake Matoaca Amphitheater near Williamsburg.

Scammon, who has played William Pitt for the past two seasons with *The Common Glory*, took over the leading role of Jefferson near the end of last season.

3 Shows Sell Out In Brisbane Boom

BRISBANE, Australia, April 2.—The legit boom continues here, with three legit shows playing to capacity biz. *White Horse Inn* is taking the cream, but *Little Nellie Kelly* and *Royal Vaudeville* are both well in the money, and it is estimated that at least 3,000 are attending these shows nightly. It has been a long time since Brisbane got two musical comedies at the same time.

Saturday night biz has been helped considerably by the repeated postponement of the speedway programs because of wet weather.

"Oklahoma!" for Binghamton

BINGHAMTON, N. Y., April 2.—The Binghamton Theater gets its first big road show in 13 years when *Oklahoma!* bows in for a three-performance stand Monday (4) thru Tuesday (5). The last major fare from Broadway was *The Great Waltz* in 1936. Then the house was dark for years. More recently it has been face-lifted and air-conditioned and plays six Sundays thru Wednesdays, with a pic-vaude combo last three days of the week.

Hedgerow's 27th Year Starts

PHILADELPHIA, April 2.—Jasper Deeter's Hedgerow Theater at suburban Moylan-Rose Valley opened its playhouse last night (1) for its 27th consecutive year, with *The Mistress of the Inn*, the Italian comedy. The cast included Rose Schulman, Sydney Walker, George Ebeling, Ronald Bishop, Miriam Phillips, Shelley Forman and Emiddio Ganassi. Next on the agenda is *She Stoops to Conquer*, with Jeanne Grace McHenry and David Metcalf in the leads.

Foreign Opening

L'INCONNUE D'ARRAS (THE UNKNOWN WOMAN FROM ARRAS)

COMEDIE FRANCAISE, PARIS

A play by Armand Salacrou. Staged by Gaston Baty. Set by Gaston Baty. Music by Marcel Delannoy. Orchestra directed by Andre Cadou, using the Marienot Waves.

Nicolas	Jacques Charon
A Beggar	Le Goff
Maxime at 20	Paul-Emile Delber
School Principal	Georges Chamara
The Father	Jacques Serviere
A Walter	Jean-Jacques Daubin
Grandfather	Andre Falcon
Maxime at 37	Jean Davy
Ulysses	Henri Rollan
Madeleine	Lise Delamare
Yvette	Helene Bellanger
Yolande	Denise Noel
The Unknown Woman	Christine Carpentier
Other Women	
Germaine Duard	Denise Pezzani
Chollet	Janine Dehelly
Nelly Demas	

Armand Salacrou is the current local white-haired boy. Besides having two revivals in the commercial theater, he has achieved the honor of having his *L'Inconnue d'Arras* produced at France's national theater.

The curtain goes up on a revolver shot, and the tragedy of jealousy—and haunting memories—begins. The action is all in the mind of the principal character, who relives his life at the moment he is dying. At 35 and in despair because he has just discovered his wife unfaithful with his best friend, he is a suicide. But in the moment before it is all over, his memory flashes back to the influences which have meant most to him—wife, father, a grandfather's portrait, an old neighbor, a high school principal and various love affairs, including an unusual hour with the woman from Arras whose name he never knew but who gave him his one real hour of happiness.

He tries to prove to his grandfather (who died in battle at age 20) that he missed nothing by dying so young, that life isn't worth living anyway. In the end he proves himself wrong, but it is too late to repent.

Good Direction

Gaston Baty's set and staging are excellent—an immense black background and heavy black velvet curtains, the spots that seem to come from nowhere, the long staircase leading ever upward in the background decorated with diaphanous females in grey. All is black, gray and white with the exception of the fatal armchair, which is bright red. It is a world without shape, atmosphere or substance—admirably suited to the play's mood.

Unfortunately the main role is miscast. Henri Rollan plays too intelligently, is too stolid a figure with his round shoulders and wrinkled neck to be the romantic hero of 35. Jacques Charon is good as his sarcastic, petulant and uneasy valet. Denise Noel as the reason for his suicide is dry and brittle, and needs more softness to make her character understandable. The other loves, Lise Delamare as his erstwhile sophisticated mistress, Helene Bellanger as the lass who nearly killed herself for love of him and Christine Carpentier as the unknown woman from Arras, are all competently handled. The most genuine characterization, however, belongs to Le Goff, whose beggar is real and unaffected.

The premise of *The Unknown Woman* is a question—a perplexed Ulysses asking "Why are women unfaithful?" If Salacrou had deigned to answer, there might have been an intriguing play. As it is, *Woman* is reminiscent of Pirandello's *Six Characters*, with less ingenuity. The French press, however, was unanimous in its approval—and Broadway might find it a pleasant Gallic evening, especially if it were staged by Baty. Jean White.

BROADWAY OPENINGS

THE TRAITOR

(Opened Thursday, March 31)

48TH STREET THEATER

A drama by Herman Wouk. Staged by Jed Harris. Setting by Raymond Sovey. Costumes by Joseph Fretwell, III. General manager, Harry Essex. Stage manager, Herman Shapiro. Press representatives, Jean Dalrymple, Marion Graham. Presented by Jed Harris.

Professor Tobias Emanuel... Walter Hampden
 Jane Bailey... Louise Platt
 Margaret... Georgia Simmons
 Professor Allen Carr... Wesley Addy
 Eva McKeon... Jean Hagen
 Lieutenant Henderson... Richard Derr
 Dr. Fislinger... James Van Dyk
 Captain Gallagher... Lee Tracy
 Reynolds... William Thunhurst Jr.
 Chief Wilson... Maurice Manson
 Lieutenant Smith... James Davidson
 Sammontree... Michael Abbott
 First Man... Gene Blakely
 Second Man... Larry Sherman
 Strisko... Michael Dreyfuss
 A Man... Philip Coolidge
 Another Man... John Wengraf
 Chief Pharmacist's Mate... Don Doherty

Performances and canny direction of same can naturally make a play more intriguing than it has any right to be. It would be interesting to know just what Herman Wouk's maiden effort was like before Jed Harris went to work on it. Likely he has wrought a small miracle since in essence *Traitor* is nothing more than a documentary melo. But Harris has hand-picked a splendid cast, divided the play into two segments with an intermediate curtain, leaving the pewsitter in bemused suspense. And even if the last act falls in the familiar cops-and-robbers pattern for a more or less pedestrian climax he has given the melo an over-all drive and impetus which sustains to the final curtain.

Perhaps the Harris stage magic and exceptional playing will prove a customer magnet at the box office. Wouk makes better than well with the words, and certainly his spotlighting of the confused idealism, which leads a young American scientist to sell our atom bomb secret to Russia in the hope of world peace, is timely. Obviously, there is only one way that the lad can pay off for his mistaken ideology, and it takes a deal of talk pro and con, plus a terrific typo from naval intelligence, to arrive at the sign-posted denouement. That Harris and his cohorts can keep these talky matters at hot-pitch temperature thruout is remarkable, since *Traitor* in its last analysis is slim theater fare.

Excellent Cast

As a young research professor with muddled political notions, Wesley Addy gives a finely sensitive performance. Likewise excellent is Walter Hampden's portrait of the elderly mentor who believes in him. Louise Platt brings quality to the girl who falls out of love with him, and Richard Derr makes a splendid Stem debut as one of his lesser nemeses. There are outstanding contributions on the skulduggery side from John Wengraf as the Kremlin's chief agent and Philip Coolidge as a fellow-plotter.

But since most of *Traitor's* excitement and drive stems from naval intelligence sleuthing—which, by the way, seems extremely authentic—it is Lee Tracy's Captain Gallagher who really keeps the propellers churning. Tracy is back after too long a time with another sharp, masterfully timed acting chore. His captain is no slick super-sleuth who knows all the answers, but a tired naval officer who masks his shrewdness with a Victor Mooreish petulance. It is an excellently conceived switch on the usual stage dick and quite takes the curse off the cops and robbers angle.

Harris has given the melo a top-drawer production thruout. Raymond Sovey's professional library is a perfection of detail and so is everything about *Traitor* down to the last prop.

Bob Francis.

THE BIGGEST THIEF IN TOWN

(Opened Wednesday, March 30)

MANSFIELD THEATER

A comedy by Dalton Trumbo. Staged by Herman Shumlin. Setting by Leo Kers. Costumes by Eleanor Goldsmith. General manager, Charles Harris. Stage manager, James Gelb. Press representative, Samuel Friedman. Presented by Lee Sabinaon.

Bert Hutchins... Thomas Mitchell
 Horton Paige... Russ Brown
 Laurie Hutchins... Lois Nettleton
 Buddy Gwynne... Robert Readick
 Dr. Jay Stewart... Walter Abel
 Miss Tipton... Charly Grace
 Sam Wilkins... Rhys Williams
 Dr. Rolfe Willow... Brent Sargent
 Col. Jared Rutaley... Fay Roope
 John Troyball... William J. Kelly
 First Nurse... Alexander Lockwood
 Second Nurse... Ben Metz

It is certain that yeoman effort has gone into the pre-Broadway preeming of *The Biggest Thief in Town*. Since its New Haven, Conn., unveiling some five weeks ago, the title has been changed, a principal role eliminated and sharpening attempts via rewrite are evident. *Town* is still not the comically uproarious matter that it is obviously intended to be, but after a lethargic first act builds a quota of farce comedy amusement.

Reaction will likely be divided. There will be many, no doubt, who will deprecate the humor of drunken didoes in a funeral parlor with which Dalton Trumbo has backgrounded his play. There will be many others who will get considerable belly laughs—as this reporter did—out of the outrageous efforts of undertaker Bert Hutchins and his pals to improve their financial status via the snatching of a locally deceased tycoon. Whether there are enough guffaws to make a customer feel that he gets his money's worth of entertainment for a full evening will be a matter of individual opinion. The play's progressively drunken background obviates any macabre sting, and there are several situations which are hilarious. But nearly constant imbibing on a stage for three acts bids for monotony, and in consequence *Town* has as many downs as ups.

To Be or Not To Be

The hilarity, of course, results from the fact that the kidnaping of the crooked millionaire's corpse is somewhat premature. He comes rudely to

New Winter Stock For Off-Broadway

NEW YORK, April 2. — A new off-Broadway professional producing group will launch a winter stock company next September at the Central Opera House on East 67th Street. The project, called Popular Theater, which is the brain child of Elizabeth McCormick and Stanley Colbeigh, will stick strictly to popular successes of the past, with no "art" or "experimental" productions in its rep.

Skedded offerings on its agenda include *Camille*, *Billy the Kid*, *Peg o' My Heart* and *Kismet*. In addition, fresh adaptations of such classics as *Trilby* and *Count of Monte Cristo* will be made. Sponsors to date are Theron Bamberger, Jean Dalrymple, Clarence Derwent, Jose Ferrer, Ruth Gordon, Garson Kanin, Gertrude Macy, Kenyon Nicholson and Florence Reed.

Each play will get a two-week run. Reported concession from theatrical trade will make possible a \$2.80 top scale, with half the seats selling for \$1.

life, putting all and sundry in something of a spot. However, he does have the decency to kick-off finally, thereby paving the way for a profitable, if inconsequential, curtain. Since the old buzzard is painted as a complete louse in his own right, the slightly larcenous activities of the mortician and his friends carry no moral stigma.

As a matter of fact, the best of *Town* comes across via the acting. Thomas Mitchell is immense as bibulous Bert, giving him comic shadings that Trumbo certainly never got in the script. Walter Abel provides an excellent foil as his slightly more sensible medico pal. Russ Brown adds some chucklesome interludes as a small town editor who wants to be a William Allen White, and Rhys Williams contributes others as a braying, bible-spouting druggist. Lois Nettleton makes an auspicious Stem debut as a stage-struck daughter, and Robert Readick is fine as her independent boy-friend who has his own idea of all the answers.

In sum, *Town* is as good as the actors make it, and being a first rate lot, most of the time they make it pretty good.

Bob Francis.

Out-of-Town Opening

THE PURPLE STARFISH

(Opened Tuesday, March 29)

CENTER THEATER, SEATTLE

A drama in three acts by Bill Noble. Staged by Jerry Van Steenberg. Settings by Blanche Morgan. Costumes by Marion Stix-wood. Press representative, Jean Ashford. Stage Manager, Beverly Davis. Produced by Tryout Theater, Inc.

Rhoda Blaine... Delores Dahl
 Marle Blaine... Janet Blaine
 Mr. Walton... William Grant
 Madame Sylvia (Mrs. Blaine)... Eleanor Gordon
 Helen Moore... Christina Grant
 Joe... Rollin Neibauer
 Mrs. Merrick... Meiri Benson
 Mrs. Slade... Beverly Davis
 Bob Lawrence... Jay Justice

Tryout Theater's 14th production, *The Purple Starfish*, is a play which revolves around a girl with a birthmark. It is a study, at times luminous, at times foggy, but more than often a study which emerges as good theater. As with the majority of Tryouts, *Starfish* needs desperately the steady hand of a dispassionate rewrite job.

Starfish deserves an Eastern reading. It is a blend of formless bravado and uncomfortable keen insight. While Noble struggles for the final answer for the permanently physically marked and fails to find it, he does bring in to the open a common problem, highlighting its immensity and unholy effect upon the lives of helpless people to whom the dark is too often a deadly retreat into themselves. He treats of a girl persecuted from within and without via a blemish which covers half her face. It is a sorry tale of frustration, but while the author leaves his heroine purportedly stripped of any chances for a real love, she is nevertheless able to face the society she has always feared.

The play has been ably staged by Jerry Van Steenberg, who is, however, unable to cope with a lot of its superfluous and weighty material. In the role of Rhoda, Delores Dahl, a young veteran of these parts, turns in a performance which is the most creditable of her career. While stuffy and overly forced in early scenes, it gathers in steady richness. Eleanor Gordon as the mother has delineated her character in good fashion, but falls down appallingly in those scenes which demand split-second timing. Rollin Neibauer is excellent in a role which demands an almost unendurable amount of highs and lows. Janet Green and Jay Justice are adequate. Top acting honors belong to William Grant, who gives a character portrait which will be memorable in local thesp history. He has taken vivid advantage of the rather Saroyanesque philosophical character Noble has given him.

Blanche Morgan's set is perhaps a bit too barren for the Bohemian canvas *Starfish* attempts to paint.

Wil Stevens.

ROUTES

Dramatic and Musical

Allegro (Davidson) Milwaukee.
 Annie Get Your Gun (Auditorium) Columbia, S. C., 6-7; (Municipal Auditorium) Augusta, Ga., 8-9.
 Born Yesterday (Lyceum) Minneapolis 4-6; (Parkway) Madison, Wis., 8-9.
 Brigadoon (Auditorium) Rochester, N. Y.
 Cat and Canary (Forrest) Philadelphia.
 Evans, Maurice (Curran) San Francisco.
 Finian's Rainbow (Shubert) Chicago.
 Harvey (American) St. Louis.
 Harvey (Carolina) Durham, N. C., 6-7; (State) Raleigh 8-9.
 Heiress, The (Colonial) Boston.
 High Button Shoes (Music Hall) Kansas City, Mo.
 Inside U. S. A. (Ford) Baltimore.
 Lunt & Fontanne (Billmore) Los Angeles.
 Magnolia Alley (Plymouth) Boston.
 Medea (Court Square) Springfield, Mass., 6.
 Mr. Adam (Shubert-Lafayette) Detroit.
 Mr. Roberts (Erlanger) Chicago.
 O Mistress Mine (Iowa) Cedar Rapids, Ia., 6; (KRNT Radio Theater) Des Moines 7-8; (Omaha) Omaha 9.
 Oklahoma (Strand) Ithaca, N. Y., 6-7; (Strand) Elmira 8-9.
 Oklahoma (Royal Alexandra) Toronto.
 Olsen & Johnson (Geary) San Francisco.
 Red Shoes (Majestic) Boston.
 Red Shoes (Selwyn) Chicago.
 Show Boat (Auditorium) Worcester, Mass., 6-7.

Insure Your Vote

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

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

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

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

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

Name

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

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

ROADSHOWMEN

Complete Feature Programs \$4.75

Over 300 features to choose from. Others \$6.75. Advertising furnished. All films are cleaned with our new Vitalizing Process before each rental.

1600 REELS, 3 for... \$ 3.50 postpaid

(Slightly used flexible steel)

3 750 WATT LAMPS... 10.75 "

2 PHOTOCELLS (Any

Type)..... 8.50 "

500 WATT STEREOPTICON 23.00 "

USED SOUND PROJECTORS,

\$64.50 to 194.50

RENTAL—PURCHASE

Let your rentals pay for your sound

projector, new or used.

Serving the Southeast only.

ROADSHOW FILMS

RALEIGH, N. C.

Theater Managers Switching To Flesh as Dearth of \$\$\$ Hits Southern Box Offices

Lawson Says Small Units Augment Pic Runs

KNOXVILLE, April 2.—A dearth of dollars in theater box offices—the aftermath of widespread unemployment in the South, actuated by mills working only part-time, with some suspending operations entirely—has resulted in theater managers becoming flesh-minded. That's the opinion of Everett Lawson, well-known school show operator, who points

out that more and more small units are to be seen playing the smaller theaters which now will book flesh to augment their straight pic policies as an added business stimulant.

Lawson says that the postwar boom days of just hanging out a sign and opening the doors to s.r.o. business are over and a fond memory to theater owners and managers, but not such a pleasant recollection to the unit manager, who in those days found it not so easy to book a theater when his attraction wasn't needed nor wanted.

"It is a far cry from prewar days when small tricks with short casts were limited in their operational scope, for to have enough people on the show to book made it impossible at times to pay off," Lawson says. "The good dates were usually salaried jobs and the poor ones were nearly always percentage deals. Now the smaller units can get a fair guarantee against a fair percentage.

"With, what one might say, only one major booking office in the Southeast routing the larger theater units, in almost every city there now can be found individuals or groups booking string-band units, novelties and magicians, etc., in theaters in their surrounding proximity. Conspicuously absent from the scene is the typical traveling tabber of 20 years ago, with comic, straight man and line of girls. These things just don't exist anymore. How we all wish they did! The comics now are the hillbilly type turned out in recent years, and to great popularity, by the radio station. The Toby Teeters of yore can now be found only on an occasional medicine show or tent.

Past History

"The chorus girl of yesterday is also a thing of the past. Girls now breaking into show business learn a few time steps at a dancing school and then follow the line of least resistance—the night club. And why not? For in that field as specialty dancers, there are no rehearsals until the wee small hours. Their day's work usually consists of two or three Dinah routines a night and the American Guild of Variety Artists (AGVA) is there to see that they get their money at the end of the week.

"And can you blame them? The chorus girl was always the most necessary part of the show and was always the least paid and appreciated and at the same time did more actual hard work than anyone on anybody's show. Flesh on every stage is in the immediate future, but it will present a vastly different aspect from the conception which the past has given us. Times have changed and so have the people.

Milford Firm Incorporated

MILFORD, O., April 2.—The Milford Amusement Company, incorporated in Columbus, O., March 26, has completed plans to erect a new drive-in theater here. Incorporators were listed as Robert H. Hair, Harry T. Klusmeier and Gordon H. Scherer. Firm is to have 250 shares of stock, with no-par value.

Coast Notes

LOS ANGELES, April 2.—Earl Newton is still at Farmersville, Calif., with his Toby's Tent Theater, which is being made ready to open soon for another long trek over its established California territory. Elmer and Alma Whipple are making their home in San Francisco, where Elmer is with the Pinkerton Detective Agency.

Bill and Flo Phillips are in Long Beach, Calif., at Mrs. Glen Chase's Auto Court. Toby Nord (Nordseth) is still at Veterans' Hospital, Administration Branch here. Della Locke and son, Whitland, are making their home here. Whit is flight dispatcher and instructor at Universal Flyers, Culver City Airport.

Brunk's Group Set for Opening In Vernon, Tex.

VERNON, Tex., April 2.—Twenty-three members of Henry L. Brunk's Comedians today began rehearsals on the stage of city hall preparatory to their opening here Friday (11). Local week's engagement, which marks the seasonal debut for Brunk, will be sponsored by the Veterans of Foreign Wars Post.

Equipment, which has been stored in winter quarters here, has been given a thorough overhauling, and a new tent, manufactured for the show by Central Canvas Company, was unloaded here this week. It will be erected Wednesday (6) with Bob Hampton, of Los Angeles, in charge.

In preparation of the season's opener, Owner Brunk dispatched telegrams to President Harry S. Truman and Arthur Godfrey inviting them to attend the show's inaugural as his guests. Both invitations were reproduced in full in *The Vernon Daily Record's* March 30 edition.

Jimmie Hull Dies Of Heart Attack

ORANGE, Tex., April 2.—James H. (Jimmie) Hull, widely known tent and tab show performer, succumbed to a heart attack here March 31. He was 57 years old.

In the field for 34 years, Hull produced and performed in 502 amateur theatrical productions for clubs and organizations thruout the nation. He was to have begun rehearsals Monday (4) on another production in Port Arthur, Tex., where he staged his first show in 1915.

A leading tent show impresario for over 20 years, Hull retired from that field several years ago.

COWPENS, S. C., April 2.—Cherry Hill Open Air Theater, capitalized at \$1,000, has obtained a charter from the secretary of state. H. T. Chapman is president.

ROADSHOWMEN . . . WE MAKE 16MM. TITLES QUICKLY!

Let us make your 16mm. Special Titles—Trailers—Merchant Ads. 10¢ per word with music. Minimum, \$1.00. Write for free catalog.

ROCKET SCREEN SERVICE

Box 962, Uniontown, Pa.

16MM FILMS RENTED

Free 16mm. Westerns in "show form" at \$5.00 each. (Including music and 4¢ fee.) Write for catalog. Complete, new 16mm. drive-in theater equipment \$2175 installed. (Installation and shipping to tent sites included.)

ACE CAMERA SUPPLY

40 N. 1st St. Tel.: 2487-J Florence, S. C.

TOP 16MM PRODUCT FOR THE 1949 SEASON

Twyman Films now offer you more than 400 late feature pictures in 16mm. sound—20 of the best serials plus a limitless selection of comedies and short subjects.

Here's a sampling of our new titles:

ADVENTURES OF RUSTY—BLONDIE GOES TO COLLEGE—BLONDIE'S LUCKY DAY—FIVE LITTLE PEPPERS AND HOW THEY GREW—HELLO, ANNAPOLIS—HER FIRST BEAU—GALANT JOURNEY—ARIZONA—LEAVE IT TO BLONDIE—LIFE WITH BLONDIE—PENNIES FROM HEAVEN—HOWARDS OF VIRGINIA—MR. DEEDS GOES TO TOWN—KIT CARSON—MAN IN THE IRON MASK—MISS ANNIE ROONEY—CORSIKAN BROTHERS—SON OF MONTE CRISTO.

We are also releasing several Abbott and Costello features, Deanna Durbin, Gloria Jeans, Donald O'Connors, Olsen and Johnsons and Bing Crosbys. We have several new groups of Westerns never before released in 16mm.—36 new Monograms—various serials also new to the field.

WRITE FOR NEW CATALOG—ASK FOR SPECIAL ROADSHOW MAILING.

Twyman Films have offered a specialized service to 16mm. Roadshowmen since 1935. What we have to offer this year is a result of fourteen ears in the field.

ADams 4316 — ADams 4552

TWYMAN FILMS, INCORPORATED

29 CENTRAL AVE.

DAYTON 1, OHIO

YOUR STRONGEST COMPETITOR IS USING

KOLOGRAPH

You can guarantee theatre quality in picture and sound to larger audiences. Many leading film libraries are demanding that their film be exhibited on KOLOGRAPH because of the PATENTED INTERMITTENT SPROCKET.

Kolograph is designed to last longer, handle film better, give more light on the screen with twice the lamp light than any 16mm. projector ever offered to professional road showmen.

Any Lamp—T20 or T12 up to 1250 Watts can be used in the KOLOGRAPH. Low Voltage will not affect volume. Ask for specifications.

KOLOGRAPH CORP. 39 E. MADISON CHICAGO 2, ILLINOIS

Exclusive and Non-Exclusive MOTION PICTURES IN 16MM.

- DO YOU WANT THE LATEST 16MM. RELEASES?
- DO YOU WANT GOOD PRINTS — GOOD SOUND?

See

O'HARE INTERNATIONAL, INC.

Servicing Exhibitors and Roadshowmen

410 S. MICHIGAN AVE.

CHICAGO 5, ILLINOIS

WANT REPERTOIRE PEOPLE FOR SUMMER SEASON SCHAFFNER PLAYERS TENT THEATRE

Leading Team, Character Man, Young Ingenue. Prefer specialties or doubling orchestras.

Rehearsals May 9th in Iowa.

NEIL SCHAFFNER, 2111 E AVE., N. E., CEDAR RAPIDS, IOWA.



Just a Minute

ROADSHOWMAN!

Do you operate a 16mm. Roadshow? Do you ever rent 16mm. films to re-rent to schools, church and other institutions? Do you show films at home? Do you own a 16mm. sound projector?—YOU DO?—and you are not on our mailing list? A penny postal card, giving your status (your answers to the questions above), will bring you the I. C. S. 128 Page Rental Catalog. Don't worry—no cost, no obligation. We may send you other material from time to time, but otherwise it won't hurt. Come on... let's get acquainted! All those we serve like us a lot. Maybe, perhaps, you too will get to like us—that is, if you like movie programs that Crackle and Sparkle, films arriving in ample time before showing, movies that pull 'em in day in and day out—at prices not to be beat! So, drop everything and drop us a line!

Write
Roadshow Division
INSTITUTIONAL CINEMA SERVICE, Inc.
1560-B Broadway, New York 19, N. Y.
The largest independent 16mm.
film rental library in the
New York area

ROADSHOWMEN!

9' x 12'
WHITE DRILL SCREENS
for outdoor use

Well made of heavy material, grommets around all four sides, "D's" at each corner for smooth stretching.

Only \$16.95 (postage extra)
EASTIN PICTURES

DEPT. N
P. O. Box 598—Davenport, Iowa
P. O. Box 613—Colorado Springs, Colo.
P. O. Box 347—Chattanooga, Tenn.

16mm. ROADSHOWMEN, ATTENTION:

Write now for new 1949 Catalog
BIGGEST AND LATEST ASSORTMENT
Westerns — Features — Roadshow
Attractions ever offered.

Southern Visual Film Co.
696 Shrine Bldg. MEMPHIS, TENN.
Tel.: 8-4870

35 mm. Picture Equipment

Complete, less screen and seats. 2 Powers 6B Machines, extra head. 2 Toledo low voltage Lamp Houses, new amplifier, high fidelity, dual channel. F.O.B. here, \$1,250.00.

J. M. SMITH

32 Orchard Lane Columbus 2, Ohio

A ROADSHOW NATURAL

LINDA DARNELL, Michael Duane, Glenda Farrell in "PRISON TOWN" (formerly "City Without Men"), new 16mm. sound prints, \$250.00 net, outright sale.

Distributor: Edwin Schnatz
Route 4, Box 327, Xenia, Ohio

YOUNG LADY

25-40, free to travel, supervise famous theatrical production of nationally known, 43-year-old company. Hotel, meals, transportation paid, plus earnings, \$200.00-\$400.00 monthly. Write:

MADGE TOMLINSON

Personnel Director
3419 Broadway Kansas City 2, Mo.

MED PEOPLE IN ALL LINES

Comedians, Hibillies, Musical and Novelty Acts of all kind. Platform Show making two and three-week stands. State what you do in first letter. Can use Girl for Concession who is interested in show business.

JERRY FRANTZ

Stratton, Pa.

Plunkett Tour
Running Ahead
Of 1948 Jaunt

CARRIZO SPRINGS, Tex., April 2.—Plunkett's Stage Show, now in the eighth week of its 1949 tour, is playing to crowds and business that thus far have topped any previous season, Kennedy Swain said here this week. Swain says that all towns played to date have given the show steady business when weather permitted with the org playing to five capacity houses since it opened the season.

He added that business for the second shows has been outstanding. With the exception of two working men, who heeded the call of the circus, show's roster remains the same as at opening. Org now has eight girls in its line and Flo Del Garde is being kept busy with her three dance classes.

Cleo and Jerrie Plunkett's singing and Jim Plunkett's guitar have proved big hits, while Captain Plunkett's animals are proving show-stoppers. Leon Block and ork are doing a good job on the show music.

Several birthday parties have been held on the show. Visitors included Arthur Strickland, Mr. and Mrs. Bill Strickland, Jeri Wertzel, Jack and Priscilla Leopard, Mr. and Mrs. Pappy Coubble, Mr. and Mrs. Bryan Woods, Slayman Ali and wife, Sandy Sanders, Joe McKennon, Verge Lester and Chick Dale, who cut up plenty of jackpots with Swain. They trouped together many years ago.

Indicative of how the local folk took to the Plunkett org is following culled from a first-page editorial carried in The Carrizo Springs Tavelin in the March 17 edition: "In our book, Plunkett and all the little Plunketts give the show-going public more for their money than all the assorted deals we get here in a year's time. . . . We're gonna be right down there in the front row when this show pulls in and if what we saw two years ago is repeated, we won't be sorry. Welcome, Bro. Plunkett and the little Plunketts."

Philly's Lincoln
Drive-In Debuts;
Preps Other Spots

PHILADELPHIA, April 2.—Lincoln Drive-In reopened this week for the new season with a twin bill policy, adding special attractions for youngsters at Friday night performances. It will operate into the winter as long as weather permits.

Another new drive-in for Eastern Pennsylvania is being constructed on Route 220 just outside of Muncy, near Williamsport. General contractor is Wilson Rights, Sunbury, Pa., who built the Nu-Way Drive-In, Selingsgrove, Pa. New spot is scheduled to be ready for opening May 1. Equipment for the 600-car capacity drive-in will be Motiograph.

Efforts to provide the Trenton (N. J.) area with a drive-in also are being pushed. The Keystone Structural Steel Company there filed an appeal from the refusal of the building inspector of Bordentown Township zoning board of adjustment to erect an outdoor theater one mile from the White Horse traffic circle.

16MM. PROJECTORS-FILMS

Amore and Holmer Projectors, \$185.00 and up
Programs rented \$7.50 Features sold outright for \$65.00 Empty 16MM Reels, \$1.50 each Clean no. films, \$2.00 a quart. Supply list free. Milti-Panoram Soundie Projectors in cabinet for \$175.00 each Shipping Cases, \$3.50 each

SIMPSON FILMS, 155 High Dayton 3, Ohio

35MM. PROJECTORS AND FILMS

(Sound or Silent)
Perfect Sound Westerns, McCoy, Steele, Maynard, Fred Scott, at \$35.00. Programs rented, \$7.50. Pair of Holmes, reconditioned, \$875.00 Shipping Cases, 7000 ft. capacity, at \$4.00 each Silent Features, \$15.00. Shorts, \$3.50. Poster Supplies, Free Lists.
SIMPSON FILMS, 155 High, Dayton 3, Ohio.

ROAD SHOWS
Attention!
MINOT 16 MM. FILMS HAS THE BIG ONES
FULL WEEKS PROGRAMS AS LOW AS... \$17.50
Includes FREE ADVERTISING & TALKING TRAILERS
Write FOR BIG FREE LISTS
MINOT FILM EX. MILLBRIDGE MAINE

BOOK YOUR SOUND FILMS NOW
FOR YOUR ENTIRE SUMMER CIRCUIT

- Assure Better Shows — Satisfied Sponsors
- Save on SWANK'S Quantity Purchase Plan

Now is the time to book your films — for more profitable shows this summer! Swank's bigger and better selection is ready right now — to help you make a bigger take this summer by lining up your programs early. Choose from more than 2000 titles — benefit from Swank's quantity discount!

Plenty of sound projectors for rent, too—in a complete range of makes, sizes and prices. Don't delay—write today for all details.

Drop a card today for the 1949 Swank Catalog, and plan your shows from it. No obligation.

SWANK MOTION PICTURES, Inc. Ray Swank, Pres.
614 NO. SKINKER BLVD. ST. LOUIS 5, MO.

300-CAR DRIVE-IN
THEATRE FOR SALE

Includes 4 Acres of Land, Enclosed Screen, Projection Booth and Concession Stand. Perfect location in MONROE COUNTY, MICH. All except Projection Equipment for

\$10,000.00
CASH
Write Owner
P. O. BOX 364 TOLEDO, OHIO

ROADSHOWMEN!
16 MM. FILMS • PROJECTORS

Dependable Service

Prompt delivery of good clean prints has built our roadshow business. Send for our latest listing of Features, Serials, etc. Make your season's bookings now to avoid disappointment.

★ ALL STAR PICTURES ★
39 W. Adams Chicago 3, Ill.

AKERS—Mrs. Dorothy B., 31, secretary to Leslie Atlass, owner of WBBM, Chicago, March 22 in that city. Her husband, Arthur, Admiral Radio Corporation service manager, survives.

BASINGER—David L. (Spot), 58, concessionaire with the World of Mirth Shows, March 24 in Salisbury, N. C., of injuries sustained in a fall from a wagon. Basinger had been associated with Phil Isser, Max Linderman and the late Walter K. Sibley before joining World of Mirth. Survived by his widow and two brothers. Burial in Salisbury March 26.

BERGMAN—Mrs. Raymonde Morris, 80, elocutionist and dramatic reader, March 30 in New York. A first cousin of the late Sam Bernard, noted actor, Mrs. Bergman wrote skits in which Bernard appeared in the Weber and Fields Music Hall. She taught diction and appeared as a dramatic reader on the stage and radio before her retirement. Two sons, a brother and a sister survive.

BOUCOT—Louis, 60, French stage and screen comedian, March 28 in Paris. He made many cafe concerts at the turn of the century with Mayol

THE FINAL CURTAIN

Dranem and Raimu and later headlined bills at the Casino de Paris. He also played in operettas and recently partnered with Marie Dubas in a vaude bill at the Ambigu Theater.

BROWN—William S., 26, manager of WMTW, Yankee Network station, March 21 in Portland, Me. Following service in World War II he went to the Yankee Network as announcer and took the Portland assignment in 1948. His widow and daughter survive.

CAREY—Edward F., 77, singer and dancer on the Keith vaude circuit for 55 years, March 15 at the home of his daughter in Philadelphia. Since his retirement from the stage 10 years ago, he devoted his time to directing shows for charitable affairs. His daughter, Mrs. Helen C. McLaughlin, and a son, Edmund F., survive. Burial in Philadelphia.

CARRUTHERS—James, 68, property man with the New York Metropolitan Opera Company, March 25 in Boston, where the company was performing.

DALEY—Johnny, 68, vaude performer and booking agent, March 26 of a heart attack after performing his roller skating act at Martin's Tavern, Lima, O. He appeared in vaude in the team of Mac and Daley and in recent years as a single. As a booker he was with various Detroit offices. Survived by his widow, Pearl. Burial in Holy Sepulchre Cemetery, Detroit.

GARLAND—Mrs. Lela, 49, wife of Charles H. Garland, general manager of the Mutual-Don Lee station, KOOL, Phoenix, Ariz., March 16 in a Phoenix hospital. She also leaves two sons.

GEAR—Burton E., 71, legit actor, March 23 in Hollywood. He had appeared in productions of Rose Melville, Woodie Van Dyke and George M. Cohan.

GIESWEIN—Richard J., 70, former private detective in Cincinnati for over 40 years and prior to that a partner in the comedy team of Lanigan and Gieswein for 10 years, recently in Good Samaritan Hospital, Dayton, O. Survived by his widow, Anna, of Dayton, and a brother, William, Cincinnati. Burial in new St. Joseph's Cemetery, Cincinnati.

HAMILTON—Fred B., 70, old-time showman and former McKenzie, Tenn., restaurant owner, March 4 in Memphis at the home of a daughter, Mrs. R. A. Campbell. A pianist, Hamilton entered show business as a young man and played with stock companies in Memphis. Later, he and his partner, the late Art Lasley, owned and operated a dramatic show for years, the Hamilton-Lasley Players. Survived by his widow, Lydia; two other daughters, Mrs. John Pilkington and Mrs. George Landrum, of Memphis, and a brother, Robert, Union City, Tenn. Burial in Memorial Park, Memphis, March 5.

HANIFEN—Patrick J., 83, dramatic rep and stock actor for many years, March 17 in Halifax, N. S. A former chairman of the Nova Scotia Board of Censors, he had also managed the Garrick (Strand) Theater, ex-legit and vaude house in Halifax. Survived by a son and daughter. Burial in Halifax March 19.

HART—Ruth, fat girl and with various carnivals and circuses, in Anoka, Minn., March 29. Her mother survives. Burial in Anoka.

HERZBERG—Max, 67, pianist and music teacher, March 20 in New York. He appeared at Radio City Music Hall from 1932 to 1945. Later he accompanied concert singers. A son survives.

HULL—James H., 57, one of the country's leading tent show operators for over 20 years until his retirement several years ago, March 31 in Orange Tex., of a heart attack. Hull had also produced and acted in over 500 amateur theatrical productions for clubs and organizations thruout the nation and was to have started rehearsals this week on a play in Port Arthur, Tex.

JACKSON—George, 68, partner with his late brother, David, in a violin duet act for many years, March 19 in Antigonish, N. S.

KAPLAN—Charles M., 75, retired account executive for Station WIP, Philadelphia, March 9 at his home in that city. Survived by his widow, Helen, and two daughters, Mrs. Rita Levy, wife of I. D. Levy, former owner of Station WCAU, Philadelphia, a member of the Board of the Columbia Broadcasting System and owner of Columbia Records Corporation, and Mrs. Julia Reich. Burial in Mount Sinai Cemetery, Philadelphia, March 10.

LIVINGSTON—Chris H., 92, early-day circus clown, March 28 in St. Louis. (Details in Circus Section.)

MCCARTHY—Harry, 63, concert violinist and first leader of the Abbey Theater orchestra, March 21 in Waterford, Ireland.

MEEK—Fred, 87, former theatrical executive, March 28 in Englewood, N. J. An actor in his youth, he turned

to the business side of the theater and was company manager for Montgomery and Stone, Jefferson de Angeles, William Collier and the late Henry Miller, and was representative for Charles Frohman, Klaw and Erlanger and Henry W. Savage. His mother was the prominent leading lady, Kate Meek.

MILLS—Lillian, 79, retired stage actress, at her Hollywood home March 24. A native of Detroit, she had resided in Los Angeles the past 26 years. Survived by her husband, Edgar Norton. Interment in Valhalla Cemetery, Los Angeles.

MONTELL—Eleanor, 61, former actress, March 25 in New York. The daughter of Eugenie Blair and Forrest Robinson, well-known leading man, Miss Montell first appeared with the Eugenie Blair Stock Company in Cleveland in 1904. She also appeared in the Vaughn Glaser, the Buffalo and the Toronto stock companies. Among the shows in which she played were *At the Mercy of Tiberius*, *The Girl and the Judge*, *Siberia*, *Clarence* and *The Tavern*.

NUNBERG—Ralph M., 45, formerly associated with the Deutches Theater, Berlin, Germany, March 25 in New York. He was later a newspaperman in Germany and in Hollywood, and wrote several books. His widow, Metopera singer Maria Avelis, his parents and a sister survive.

REYNOLDS—Henry W., former front doorman with Ringling Bros. and Barnum & Bailey Circus, March 19 in Lowell, Mass. Reynolds, who operated Henry and Angle's Smoke Shop in Sarasota, Fla., was visiting his parents in Lowell when he died. He also leaves his widow and five brothers. Burial in St. Patrick's Cemetery, Lowell.

SEIDEL—Andrew J., 73, for many years director of the Kutztown (Pa.) Fair, recently at his home in that city. Survived by two sons, two daughters, two brothers and a sister. Burial in Hope Cemetery, Kutztown, Pa., March 22.

In Memory

OF OUR PAL AND FORMER BOSS BUTCHER

GEORGE DAVIS



Who passed away March 29, 1947,
at Miami Valley Hospital,
Dayton, Ohio.

May his soul forever rest in peace—
We'll never forget you, George.

THE CANDY BUTCHERS
POLACK BROS.' CIRCUS WESTERN UNIT



WALTER F. PRATT

CONCESSIONAIRE

Died at his home, 37 Windsor Road,
Pawtucket, R. I., February 21, 1949.

His survivors are wife, Gertrude C. Pratt; daughter, Mrs. Tom C. Lynn; a son, Walter E. Pratt; 2 sisters, Mrs. Wm. H. Arendell, Mrs. Joseph P. Cassidy.

We want to extend our sincere thanks to our many friends for their sympathy and kindness in our late bereavement.

IN MEMORY

Of our beautiful sister

MRS. ROBT. KIDDER

Dear One, I often see your face,
And feel you, ah so near;
Your lips, your arms in sweet embrace,
Your tender voice so dear,
I wonder in that distant land across the
deep blue sea,
If you, My Darling, understand and
feel as close to me.

MOTHER, SISTERS AND BROTHER
THE REYNOLDS FAMILY

In Memory

Of my dearly beloved husband

FRED N. GARNEAU

Who passed on April 11, 1941.

MIMI GARNEAU

You shared my load as we traveled the
road, side by side.

OUTDOOR BIZ OUTLOOK GOOD

Hamid, Hope Rate Plug for Bringing Hinterlands Flesh

DUNKIRK, N. Y., April 2.—The Evening Observer, in a recent editorial, pointed to the success of George Hamid and Bob Hope in the hinterlands in fashioning a plea for the return to the sticks of flesh entertainment.

The editorial said in part: "Bob Hope's success tends to verify something we have suspected for many years, to wit, that show people have been following a few wrong trails and overlooking an important fact. They have concentrated on the movies, radio, Broadway and television and forgotten that the great hinterland also would like to see living entertainment. Only Gerge Hamid has remembered that most important fact, and he has made a bigger fortune than Billy Rose, who devotes most of his time to the Rialto.

"Millions in the entertainment-hungry younger generation have no memory of the living stage. They know movies, radio and television, but they do not know the most satisfying experience of the theater, either legitimate or vaudeville. The steady success of George Hamid and the sudden success of Bob Hope should inspire enterpriser in the entertainment world to study the possibilities that vast area which Broadway calls the sticks."

Polack Mops Up In Dayton With 60,000 on Hand

DAYTON, O., April 2.—The seventh annual Antioch Shrine-Polack Bros.' Circus closes in the fairgrounds coliseum tonight with the largest attendance on record.

Every night for a seven-day period has been a sellout and matinees have drawn youngsters for miles around. Total attendance is estimated at approximately 60,000 for the week.

The opening day drew 3,800 persons, just double last year's opening day, a record up to that time. Due to large book sales of tickets, three shows were arranged for today, one at 2:15, another at 7:15 and a third at 9:30 p.m.

A. E. (Buck) Waltrip and Mrs. Waltrip, here in advance of the circus to sell books of tickets, report record-breaking sales. They increased the program eight pages to a total of 48 pages this year.

Justus Edwards, preceding the show by about one week, got all sorts of good stories in the papers.

Only sad feature of the show was the fall of Rose Gould, aerialist, as she was rehearsing her heel catch on a trapeze the day before the show opened.

Further examination revealed a fractured sacrum. She was ordered to remain in bed for three or four weeks. She and her husband, Andre Pihau, and their assistant, Bernard Zenner, will go from here to Sacramento, where she hopes to resume her act when the show opens there April 22.

Utah Gov. Asks Board To Resign

Members balk at accepting his choice, J. A. Theobald, as State fair secy.-manager

SALT LAKE CITY, April 2.—David H. Thomas, president, and Harold Bowman, a director, today resigned from the Utah State Fair Board because of the insistence of Gov. J. Bracken Lee on his own choice for a secretary-manager, and Lee retaliated by asking for the whole board's resignation because of its unwillingness to select his choice of manager to replace Sheldon R. Brewster, a political resignee.

The request to resign was made thru Publicity and Industrial Commissioner J. A. Theobald under whose department the fair operated. The publicity commission dies July 1 for lack of appropriation. Fair board members reported that the governor insisted that it accept Theobald as fair manager, which it was unwilling to do, and it claimed the backing of farm and livestock groups and some industrial exhibitors.

In its refusal to accept Theobald,

Cole Bros. Adds Four-Ton Bull To "Stop the Music"

LOUISVILLE, April 2. — Baby Mine, a four-ton Cole Bros.' elephant, will go into the Stop the Music jackpot, Sunday night radio show, tomorrow night, Bev Kelley, Cole Bros.' press agent, announced here today.

According to Kelley, the idea for the giveaway originated with Jack Tavlin, Cole's general manager, and the deal between the circus and the radio show was set up more than a month ago.

The elephant is with the circus in local quarters and being put thru rehearsals for show's opening in Louisville Thursday (14).

the board submitted a list of three alternates, a showman, a farm representative and the editor of a farm publication.

In response to the governor's invitation to the Utah State Fair Board that its members resign, only H. Grant Ivins, of Provo, today acceded to the request. The board is comprised of 15 members.

Close-Ups:

From Rags to Riches, Or the Saga Of The Billboard's Mr. Billboard

By William J. Sachs

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

MR. BILLBOARD himself is the way countless thousands in the outdoor fields of the entertainment world look upon the general manager of The Billboard's Southwest Division, Frank B. Joerling, who for more than a quarter of a century, with only a brief interruption, has so ably and thoroly wielded his authority over this publication's St. Louis office. During his long tenure with The Billboard, the personable Mr. Joerling, peer of the sheet's advertising solicitors and scrivener of no mean words, has developed into what almost amounts to a fictional character. And we don't mean to use that word character disparagingly. There breathes not a man in the



FRANK B. JOERLING

world today who bears the personal friendship and wide acquaintance among outdoor showfolk as does the subject of this piece. That virtue is attributable in a large measure to his many years of association with outdoor troupers and his ability to live and conduct himself as one of them. Possessed of a suavity and nonchalance that would make a Murad ad writer blush with envy, Mr. Joerling has the happy faculty of being able to consort with the cultured and to mix with the roughies and in the final analysis to come up with a score as a guy you'd like to make a friend of and keep as such. It is this trait, this faculty that has taught all outdoor showbiz to fall in love with him. And no bum cracks, please!

Territory Has No Limits

While, according to the books, Mr. Joerling's territory is supposed to be limited to St. Louis and environs, his wide acquaintance in the outdoor fields has led many to believe that his Billboard domain extends from the rock-bound coast of Maine to the sunny shores of California and from the frigid Arctic to Africa's Cape Horn, a fact which Mr. Joerling, in his solicitations, is never wont to deny.

An inveterate cigar smoker, and with the disposition of a friendly St. Bernard pup, the six-foot, 200-pound Joerling is, in an odd sort of fashion, a rather handsome individual. He's a natty dresser, off and on; hides his

(See From Rags to Riches, page 94)

Kid Patronage Pitch Expected To Be Strong

Farm Areas Loom Brightest

(Continued from page 3)

tially better than prewar times. The general economic picture is bright, they insist. Employment remains high; salaries, presumably now leveled off, continue high, and meanwhile the cost of living has been dipping. Mr. and Mrs. John Q. Public—and Sis and Junior, too—now are benefiting from the downward price trend, and will continue to benefit, increasingly.

One of the big factors in the outdoor business this year will be Sis and Junior. A strong pitch is being made in almost every segment of the outdoor industry for the patronage of the youngsters, whether small fry or teen age. And this augurs well over the long term, as well as the immediate future, for the outdoor biz.

New Kiddie Parks

A large number of kiddie parks are to bow this season. Other such existing set-ups already have been or will be enlarged. And full-scaled amusement parks are placing greater emphasis on luring the youngsters.

Of all the postwar developments in (See Outdoor Business on page 90)

10-Week Dallas Casino Program Opens June 20

DALLAS, April 2.—Texas State Fair Casino officials today announce plans for the annual 10-week 1949 Starlight Operetta season, June 20-August 28.

Except for one new member, Lehman Engel, musical director, the 1948 production crew remains intact. Staff includes Roger Gerry, stage director; Peter Wolf, art director; Douglas Morris, technical director; Ralph Hunter, assistant musical director; David Wicker, stage manager; Vonn Hamilton, dance director, and Henry Senber, publicity director.

Last summer's policy of presenting Broadway and Hollywood stars in each week's show will be continued. A New York office has been opened in the Hotel Sharon for the production staff, and tryouts for dancers will be held there. Singing chorus auditions will be held in Dallas May 23, when the production staff reports for duty. The 1948 ballet of four men and eight girls will be evened this year to seven of each sex.

Only eight musicals will comprise the 1949 season. Both opening and closing musicals will rate a 14-day stand. The season's program:

June 20-July 3, "Up in Central Park," by Sigmund Romberg; July 4-10, "Rose-Marie," by Rudolf Friml; July 11-17, "Bloomer Girl," by Harold Arlen; July 18-24, "Look, Ma, I'm Dancing," by Jerome Robbins, Hugh Martin and R. E. Lee; July 25-31, "Bitter Sweet," by Noel Coward; August 1-7, "Pal Joey," by Richard Rodgers, Lorenz Hart and John O'Hara; August 8-14, "The Chocolate Soldier," by Oscar Straus; August 14-20, "Show Boat," by Jerome Kern.

BIG ELI WHEELS

BIG ELI Wheel Orders for 1949, now on file, take our entire output this year. Orders are now being received for 1950 delivery.



Consider a BIG ELI Wheel for 1950 delivery, new wheels include the following Time-Tested BIG ELI Improvements:

1. All-Steel BIG ELI Seats featuring durability, appearance, and light weight. Each steel seat actually weighs 27½ pounds less than a wood seat.
2. Wide Face Gears. 3¼ inch face big gear with matching fiber pinion. This combination is a powerful unit and one that runs quiet in steady operation.
3. New Two-Shoe Brake, giving the operator greater ability in handling crowds, starting and stopping the Wheel and holding it in any position for quickly loading passengers.
4. Model D-140 ELI Power Unit, 25 Horse Power, mounted on steel truck, with V-belt drive. Real dependable power. The V-belt drive is positive, direct and simple to operate.

These are some of the improvements that make the BIG ELI Wheel the best buy on the market. Send us your inquiry today.

A limited number of Sets of All-Steel Seats are available for replacement on older models Wheels. Inquire about price and shipping date.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Ave., Jacksonville, Illinois

Out in the Open

Inked to supply fireworks at the Calgary, Edmonton, Saskatoon and Regina exhibitions in Western Canada, the T. W. Hand Fireworks Company, Cooksville, Ont., will use a specially designed truck to carry the necessary equipment and supplies over the trans-Canada Highway. The truck, Bill Hand says, is fitted with extra gasoline storage capacity, inasmuch as gas stations along that highway sometimes are over 200 miles apart.

"The last time our boys made the jump was about three years ago," Hand points out, "and they had the tough luck to have two flat tires about 50 miles from the nearest service station in a section of the country infested with mosquitoes and black flies."

Mrs. Tunis (Eddie) Stinson, wife of the manager of the Detroit Shrine Circus, leaves soon for a European tour.

Jewell Poplin, of Clyde Bros.' Circus, visited the Hugo (Okla.) Showmen's Club recently while en route to the West Coast. . . . Ione Stevens and Mrs. Mel Lewis were hostesses at a luncheon recently at the Hugo Showmen's Club. . . . John Sloan, Midwest auto race promoter, filled in the winter as a sales representative for Brown & Bigelow, Inc., St. Paul remembrance advertising outlet. Sloan will open his auto racing activities with a stock car still date program at the Louisiana State Fairgrounds, Shreveport, May 15. . . . Frances Cavanaugh, widow of the late Dick Cavanaugh, is carrying on the Cavanaugh outdoor display advertising business in Grove City, O.

Bill Powell, recently in Bangkok, Siam, writes there are plenty of animals in the city, "as this is a big animal market." Powell reported meeting George Emerson, of MGM, who, he said, landed a herd of elephants to use in jungle pictures, and Bill Bevan, who is sending elephants to the Al G. Kelly-Miller Bros.' Circus. Powell said he tried to get some large snakes for Cliff Wilson but found none on the market. Powell left Bangkok for Calcutta, India.

Ben Brandt, Redondo Beach, Calif., has leased the Battem' Ball Game on the Gayway there from its in-

ventor, Andrew S. Moe, who also invented the new Air Pitch Baseball machine. Moe has moved his headquarters to San Francisco, where he will manufacture the new machine. . . . F. O. (Tarzan) Banks was a recent visitor to Stites Studios, Shelbyville, Ind., where he placed orders for blow-ups for his Ocean View Shows at Norfolk and his Virginia Beach Shows. . . . B. Palmer Sales Company, operated by Bud Palmer and associates, Dallas, again has been named Texas distributor of Ralph Miller's premium glassware. Bud has distributed the glassware for the past two seasons. Palmer recently concluded the first leg of his season's visits to the shows opening in Texas.

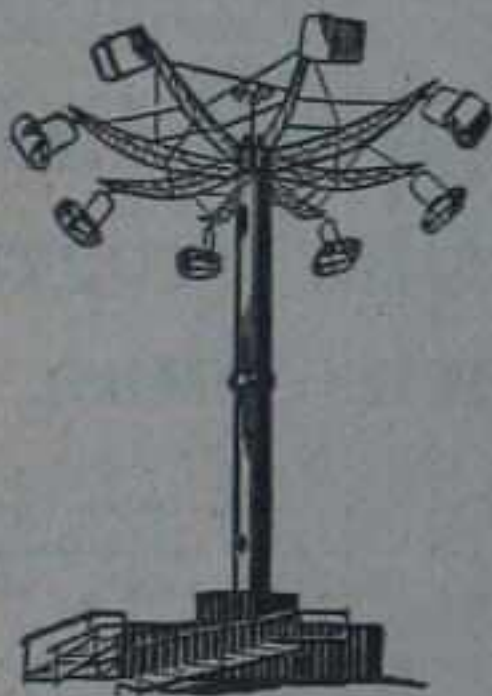
Max Heller, Merry-Go-Round organ repairman, recently was the subject of a feature story in the magazine supplement of The Columbus (O.) Daily Citizen. Heller has been in the business for 61 years, the last 20 with F. E. Gooding Amusement Company, Columbus. Guarding against the day when Merry-Go-Round organs will be rarities, Gooding has been buying all that he can find. . . . Mr. and Mrs. Jethro Almond, former circus owners now operating a theater in Society Hill, S. C., visited Mr. and Mrs. Rex M. Ingham, in Charlotte, N. C., recently. . . . En route to Charlottesville, Va., from Thomasville, N. C., with the Joseph J. Kirkwood Shows, the Fraker family, Wild Life Show operators, stopped at the Ingham animal farm in Ruffin, N. C. . . . Rex Ingham reports visits recently with Jack Roach, theater owner in Autreville, N. C.; Leon Long, of Lee's Minstrels in Wilson, N. C., and with Rusty Williams, tent showman, in Sims, N. C.

Frank Wirth, head of the New York booking office bearing his name, is back at his desk after his usual all-winter sojourn at his Miami home. His twin-engined cabin cruiser is en route and skedded to arrive in about a week. . . . Samuel S. Lewis, head man of the York (Pa.) Fair, met Mrs. Lewis in New York upon her return from Bermuda. With Frank Wirth he studied the parking and comfort facilities at Roosevelt

(See Out in the Open on page 86)

Surpasses All Others

The **HI-BALL** Ride Is Tops



52 Ft. High • Fast Loading
Ideal for Carnivals • Ideal for Parks
THRILL • FLASH

FRANK HRUBETZ & CO.
SALEM, OREGON

STEEL RAILS
and
TRACK ACCESSORIES
in all sizes suitable for
MINIATURE RAILWAYS
from warehouse stock.
BIRMINGHAM RAIL & LOCOMOTIVE CO.
BIRMINGHAM 1, ALA.

FOR SALE OR LEASE

Two 10-Passenger Kiddie Swings, 1947 model, \$375.00; 1948 model, \$900.00. Electrical controlled, demountable, in excellent condition. Penny Pitch Boards, they fold; Paddle Wheels, Dart Boards, etc., new. Sold money back guarantee. F. O. B. Bluffs, Ill.
PARKER & GREEN, Mfr., Bluffs, Ill.

NEW IMPROVED KIDDIE RIDES

10-CAR Kiddie Auto Ride with 5 styles of cars—Jeeps, Station Wagons, Trucks, Fire Engines and Roadsters.

12-Passenger Kiddie Rocket Ride with 6 two-seater Rocket Cars, chrome trim—ONLY RIDE OF ITS KIND ON THE MARKET.

Above rides are portable, guaranteed 30 day delivery and can be assembled in one hour, ready to operate.

For Information write, wire or call

IMPERIAL KIDDIE RIDES, LORAIN, OHIO

1118 West 18th—Phone 63-184 or 3189

NEW KIDDIE RIDES

Kiddie Bombers

Kiddie Jeepsters

Kiddie Jet Planes

Kiddie Ferris Wheel

ONE FACTORY REBUILT ADULT COMET RIDE

STACY JOHNSON CO.

3628 N. W. 47TH ST., MIAMI, FLA.

H. E. EWART COMPANY
FAMOUS KIDDIE RIDES

Kiddie Auto Ride Kiddie Whirley-Gig Kiddie Street Car
Kiddie Ferris Wheel NEW PRE-WAR PRICES Kiddie Aeroplanes

Write for Catalogue.

1220 S. VICTORY BLVD., BURBANK, CALIF.

Rollohome



Latest modern conveniences, sliding screen doors. Aluminum windows, apartment-size range, 6 cu. ft. electric refrig., hot and cold running water with 12-gal. cold water, gravity supply tank. Take a bath in your shower without connection to city pressure system. Streamlined interiors, with workmanship that defies competition. Altogether a Showman's dream of trailercoach perfection. See these new ROLLOHOMES at your nearest dealer or write to:

ROLLOHOME TRAILER COACH CO.
Marshfield, Wis.

PARK AND CARNIVAL RIDE BUILDING PLANS



FREE CATALOG
KIDDIE RIDES: Auto, Chairplane, Airplane, Individual Airplane, Boat, \$5.00 each; Jeep or Trolley (for use on Auto Ride—with full size pattern), \$4.00 each; Ferris Wheel, \$8.00; Train—Gas and Electric, 3 engine styles, all for \$10.00; all 9 Ride Plans (above), \$40.00.
MAJOR RIDES: Greased Lightning, 24-passenger Stage Coach Flat Ride, 5 Coaches, 25-ft. Circle, 3 Hills and 2 Dips, \$13.00; Chairplane, \$10.00; both, \$20.00; all 11 Rides, \$57.00.
CONCESSIONS: High Striker, \$3.00; Short Range Shooting Gallery, \$5.00; Ball Rack (3 Frames, 13 Games), \$5.00; 4-Way Outfit (3 Frames, 11 Games), \$5.00; Shallow Outfit (8 ft. deep, 23 Games and Frame), \$5.00; all 5, \$20.00; all Concessions and all Ride Plans, \$75.00.
ILLUSIONS: Pit Show, Frame, Pit, Rally Platform, Banner Line, Ticket Box, Banner Painting Instructions, Spidora and Turtle Girl—Complete Plans, \$8.00; Blade Box (Coffin type), with full size Pattern, \$5.00 both, \$12.00; with Concessions, \$20.00; with all Rides, \$85.00.
Fun House Plans Available May 1.
BRILL PLANS SUCCESSFULLY USED FROM ALASKA TO SOUTH AFRICA.

BRILL 328 N. University St.
Peoria, Ill.

FOR SALE
MINIATURE TRAIN

Finest Construction. . . . Will sell for less than cost of manufacture. . . . Quick Delivery. Price \$2,250.00 complete, with 3 cars, engine and track for 250 ft. oval.

Write for Details

King Mfg. Corporation

3146 W. Chicago Ave.
Chicago 22, Ill.

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

HARRY WITT

298 Junius St. Brooklyn, N. Y.

FOR SALE

Addison Gas Miniature Train, Engine, 4 Cars, 375 ft. Track. Used 7 times, \$2500.
30 Collapsible Park Benches, \$10 ea. \$0 Folding Chairs.

H. KOLZE

4344 IRVING PK. RD. CHICAGO
Spring 7-7027

New Improved
CHAIR PLANE SWINGS

16 and 24 seats. 16, 18, 22 Ft. Towers
Le Roi Power Units.

RIDE-HI MFG. CO.

Murphysboro, Ill.

**DRIVE YOUR
TENT STAKES
EASIER AND FASTER!**



WITH
SYNTRON

100% Self-Contained

**GASOLINE
HAMMERS**

NO AIR COMPRESSOR—NO HOSE
NO BATTERY CASE—NO CABLE
ONLY ONE UNIT TO HANDLE

Write for details

SYNTRON CO.

235 LEXINGTON HOMER CITY, PA.

Talent Topics

During Harold Barnes' recent engagement at the Capitol Theater, Washington, he was visited by Mr. and Mrs. Bert Sloan, former tight wire performers; Bumpy Anthony, former character clown who donned make-up once again to work the Hamid-Morton show; the Sheridan brothers, tight wire, and Rolf Erikson, of the Four Eriksons, with the H-M show; William (Shadow) Carey, assistant in many circus animal acts; Mrs. Ethel G. Cline, CFA'er from Richmond, Va., and Jimmy Carter, The Billboard correspondent in Baltimore.

Among the acts on the Kelly-Miller Bros.' Circus are Evalina Rossi, aerialist, and Miss Huguett, trick horse. . . . Dolly Jacobs and her elephants are playing indoor dates in Enid, Muskogee, Tulsa and Oklahoma City. . . . Al Connors, dogs and wire act, is in Hugo, Okla., getting his equipment ready for the season.

Watts and Newman, comedy musical act, who closed a 12-week jaunt with an International Harvester unit April 2, have six weeks of theater dates booked before opening their fair tour for the Barnes-Carruthers office. . . . June Martin is working with Sonny and Pat Moore, the Roustabouts, who recently concluded a successful engagement at the St. Paul Shrine Circus. . . . Pat and Willa Levola are playing the Teatro Faust, Havana, Cuba. . . . F. W. Bazzett, who has been playing fairs and horse shows with Silver, the marvel horse, is contemplating rodeo dates.

George Cook has signed with Mills Bros.' Circus to present his miniature comedy auto act. He will be assisted by his wife, Marie, and son, Merle. Both Cook and his son also will work the come-in as tramp and clown cops, respectively. . . . Lona Antalek, member of the Five Antaleks, balancing act, became a naturalized citizen recently in ceremonies in the U. S. Courthouse, Chicago. . . . Jack Hamp, who tours with Hamp's Hollywood Pets, reports he recently enjoyed a visit in Fort Wayne, Ind., with Bob Couls, circus general agent. The two formerly trouped together on the Al G. Barnes Circus.

John and Rene Arnaut, musical clown duo, are featured in the stage-show at New York's Roxy flicker palace. . . . Fearless Stars, flying trapeze number, is the free attraction with the Harrison Greater Shows in South Carolina. . . . Maurice Colleano, ace tumbler, with Lyn Joyce and Jasmine Colleano and Elsie Bowers (Mrs. M. Colleano), is featured in the revue at the Tivoli in Melbourne, Australia. The Juvels, equilibrists, are also in the revue.

**Lot Owner Battles
Jacksonville Ban**

JACKSONVILLE, Fla., April 2.—The St. Joe Paper Company, owner of the show lot located in Northwest Jacksonville, in a suit filed in Circuit Court here asked that it may use the grounds lawfully for shows, despite an ordinance passed by the city council last November.

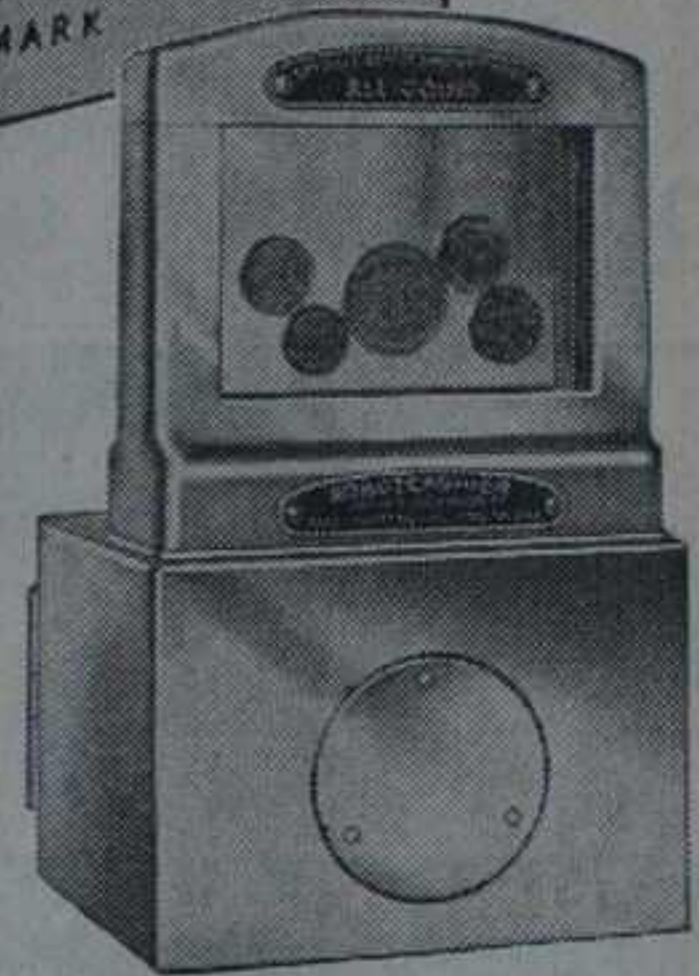
The law passed by the council prohibits the conduct or licensing of carnivals, rodeos or freak shows within 1,000 feet of residential property.

In its bill of complaint the paper company charged that the law applied to its property alone. It pointed out that the main gates leading into the midway area, as well as buildings, sanitary facilities and other permanent improvements used by the plaintiff or its lessees, are within 1,000 feet of residence zones.

The company stated that the land is not readily usable for other purposes and that it has an opportunity to lease it for a fair next November.

It's Here—the NEW

ROBOTCASHIER
TRADE MARK



GREATEST BOON to retail sales since invention of coinage. For food, ice cream and beverage stands, concessionaires and operators of games and wheels, for merchandise sales, admission fees, etc. Write for complete descriptive literature and prices at once. Deliveries guaranteed in time for this season to those who act promptly.

MONEY-METERS, INC.

17 Warren St., Dept. B

Providence 7, Rhode Island



For An Outstanding
FIREWORKS DISPLAY

For Your
CELEBRATION

Phone or Write

ROGER COLEMAN

Factory Representative

STAR FIREWORKS MFG. CO.

P. O. Box 452

WISCONSIN RAPIDS, WIS.

CARBONS

Standard National — 60" Searchlight,
Type 1 and 2 in Pairs, 25 Pairs to Can.

\$5.00 PER CAN

C. R. SKINNER MFG. CO.

294 Turk St. San Francisco 2, Calif.

GEIGER COUNTERS

Radioactive and fluorescent mineral samples with special black light and amplifiers for audience demonstrations or atomic shows. Complete equipment.

GLOWSPAR CO.

601 S. Vermont Ave. Los Angeles 8, Calif.

LOOK!

Parker Does It Again!

NEW 1949 CARRY-US-ALL



Mr. C. L. Timmerman, of Oregon, writes: "We bought a Baby 'Q' last fall from you. We set it up the first time without any trouble at all. We ran 5,000 the next day. We like it fine. It is always ready to go. My boy runs it all alone. And it is not for sale. Last fall we played a little town and opened at 10 a.m. and closed at 6. The Merry-Go-Round rode 150 people every 10 minutes for 7 hours. We sold over 9,000 tickets and ran out. I will have plenty of tickets next year. We will be in to pay up in full owing to this spot, and thanks to a good ride and nice people to deal with. You made it possible for the Mrs. and me to do this." Yours truly, C. L. Timmerman.

C. W. PARKER AMUSEMENT CO.

World's Largest Mfr. of Amusement Devices
LEAVENWORTH, KANSAS

Builders of Parker's Perfect Pleasure Products

NEW KIDDIE RIDES!



- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE

TERMS ARRANGED
IMMEDIATE DELIVERY
WRITE FOR PHOTOS

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1949 Streamlined Cars

- EIGHT CAR PORTABLE RIDE
- STATIONARY & ELEVATED PARK RIDE
- NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE

CHICAGO 16, ILL.

RUBBER COVERED COPPER CABLE

0-2 Conductor, 133 Strand, 600 V 25c Per Ft.
 0000-3 Conductor, 427 Strand, 600 V \$1.25 Per Ft.

Galvanized Steel Tent Stakes, 35" Long x 1 3/8 Dia. 50c
 Galvanized Steel Pole Anchors, 60" Long x 1" Dia.
 Screw In Type \$2.00 Ea.

75 HP Hercules Diesel D.W.X.D. Engines, Mounted
 on Base With Power Take Off \$1500.00

Waukesha Gas Powered Capstan Winch on Wheels.

Power Plants, Motors and Equipment of All Kinds.

JOS. STERN, 610 W. Court Street, Cincinnati, Ohio

CHAIRS EVERY TYPE AND VARIETY



BLEACHERS
 STADIUM SEATS
 RIOT PROOF
 FOLDING
 CHAIRS



U.S. SEATING CO.

570 7th AVE. N.Y.C (41st St.) LO. 4-3524

SURE-WAY JUNCTION BOXES

110-220 VOLT—\$15.00

IMMEDIATE SHIPMENT

Everything in Electrical Supplies for Carnivals, Circuses and Shows.
 1 Lot New 2/0—2 Conductor All Rubber Cable—60c foot.

PETE LESLIE, BOX 3145, ST. PAUL, MINN.

TICKET BOOTHS

Promer quality, fluorescent lights. Lighted sign portable, durable, attractive. Information and photos on request.

WESELY MFG. CO.

1280 NORTH 18TH STREET

SALEM, OREGON

ELECTRIC METERS

To MEASURE ELECTRICITY consumed by Concessions. Standard makes of WATTHOUR METERS as used by utility companies. Carefully reconditioned, ACCURATELY CALIBRATED and guaranteed. All types and sizes, immediate shipment.
 Write for illustrated bulletin.

MASPENOCK ELECTRIC LIGHT CO.

Room 421, 44 Starr Lane

Jamaica Plain 30, Mass.

SURPLUS HOUSE PAINT

WHITE, GRAY, SKY BLUE. Gal. \$1.79
 GREEN, RED, BUFF. 5 Gal. Pails 8.75
 1/4 Cash, bal. C. O. D. 2% dis. if ck. in full with order. Minimum order, 20 gal.

SPORTS CENTER WAR SURPLUS STORES

700 W. BROADWAY

LOUISVILLE, KY.

(Aluminum, \$2.29 gal. 4-Hr. Enamel, \$2.89 gal.)

FOR FLASH NEON TUBING FOR FLASH

30¢ PER FOOT—ANY COLOR—50¢ PER FOOT
 RED, ROSE, GOLD, GREEN, BLUE, WHITE, PINK
 Order From This Ad—1/3 Deposit Required

VOGEL NEON MFG. CO.

"LIGHTING AMERICA'S AMUSEMENT MIDWAYS"
 OFFICE AND PLANT: 80 WESTERN MAIL ADDRESS: P.O. BOX 3183
 AMARILLO (Neon Capitol of the World), TEXAS

SLOW DOWN
 FAST LIGHTING
 DOLLARS!



WANT TO CUT YOUR SHOW LIGHTING COSTS!
 Get a low-cost Universal 100% Diesel electric generating set. Have more lights at less cost. Sizes up to 36 kw. Also gasoline models. Send for literature and prices today.

UNIVERSAL MOTOR COMPANY
 426 Universal Drive • Oakkesh, Wisconsin

NEW CHEVROLET TRUCKS

Immediate Delivery

Special Showmen Finance Plan

Call or Wire

HAROLD (WHITIE) ELLIOTT
 FELD CHEVROLET COMPANY

Kansas City, Kansas

Hamilton, Ind., Spot To Celebrate Silver Anniversary in 1949

HAMILTON, Ind., April 2.—Circle Park here this year marks its silver anniversary and D. B. Waterhouse, owner-manager, reports the park will go in heavy for promotions as part of the celebration. Already scheduled are weekly prize giveaways, with a grand prize for the season; free movies, band concerts, and swimming and diving attractions.

"Our bathhouses and check rooms were all new last year," Waterhouse said. "This year we have added all standard diving stands, one, two and three meter boards; a toboggan slide, Merry-Go-Round, water slides, sun decks and sand piles. We have a free kiddies' playground and baseball park."

Park will preem for week-end operation Saturday (30), with daily schedule to start May 28. Sunday, May 29, will be featured with a band concert and free movies.

Waterhouse said the radio advertising budget will be increased this year, with the newspaper advertising total to remain the same as last year.

Park officials, in addition to D. B. Waterhouse, are H. G. Waterhouse, co-owner; Fred Bergman, in charge of passenger boats; Blain Rex, manager of the roller rink, beach and pool, and Bud Myers, concession manager.

Memphis Adds Cars, Spitfire; Opening Set for April 16

MEMPHIS, April 2.—A total of \$50,000, including the purchase of one ride and new Rocket cars, has been expended on Fairgrounds Amusement Park here, which bows for week-end operation Saturday (16) and moves into the daily schedule May 1, J. L. Penick, manager, reports.

New rides include a Spitfire, purchased from the Dyer Shows, and new Rocket cars, purchased from the Chambers Company, Beaver Falls, Pa. Penick said scenes in the Old Mill have been redone, a new restaurant built and the front on the Coaster revamped.

Special plans for May 1 call for fireworks. Spot has upped its advertising budget by \$4,000 for this year.

Duggan Mgr. Portland Aud.

PORTLAND, Ore., April 2.—William M. Duggan was recently appointed manager of the Civic Auditorium Building here to succeed Sidney W. Isaacs. The auditorium is being renovated.

SCOTT'S Post-a-fold SEATS



Ideal for GRANDSTANDS
 CONCESSIONS, BOATING,
 BEACHES AND PARKS!

Sturdily built of finest hardwoods. Upholstered. Duran plastic covered. 4 models. Also detachable legs.

SCOTT'S Post-a-fold SEAT CO.
 ARCHBOLD, OHIO

See Ernie Jordan for LUXURIOUS TRAILER COACHES
 Lot #1 505 NE 23 1/2 4 7855, Okla. City, Okla. Displaying Volkswagen Travelers, Dixie Queens "M" Systems and others.
 Lot #2 901 911 North Ash Highway 77, P.O. 770 Paris Valley Oklahoma.
 Displaying Spartan Alcott Trailers. All aluminum except weather-tail triple insulated 35 1/2 ft. Royal Mansion, 30 ft. Mansion 26 ft. Manor, 25 ft. Sportette.
 Liberal Trade-ins. Easy Terms. Parts & Supplies. The Showman's Friend Everywhere.

LOW COST FOLDING CHAIR



Folds Flat
 Folds Easy
 Stacks Flat

"NO METAL WILL TOUCH YOU"

TUCKER WAY

These all-wood folding chairs can be treated rough—hardwood throughout—varnished. No metal stampings to pinch or snag—wide seat and back for exceptional comfort. Made in regular, intermediate and juvenile sizes—wide color choice.

WELL BUILT... WON'T TILT!!!



TUCKER

DUCK & RUBBER CO.

Ft. Smith, Ark.

rave notices for NEWARK'S

FREE NEWARK

new 1949 illustrated 148-page CATALOG

featuring top-performing

SOUND & RECORDING EQUIPMENT

at dealer-low prices!

- tubes and replacement parts! speakers!
 - wire, tape and disc recorders! micro!
 - hi-fi sound and p.a. equipment! accessories!
 - standard and lp-pickups, changers, etc.!
 - EVERYTHING FOR INDOOR AND OUTDOOR EXPLOITATION
- NEWARK gives you the fastest service from the largest on-the-spot stock of standard brand equipment in the country! And Newark is famous for its dependability of service and reliability of equipment!

24-HR. MAIL SERVICE - FASTER BY PHONE OR WIRE

3 GREAT STORES! Uptown at 115 West 45th Street and Downtown at 212 Fulton Street in NEW YORK 323 West Madison Street in the heart of CHICAGO

NEWARK RADIO & TELEVISION MAIL COUPON TODAY

Dept. D-229 Please send FREE Newark Catalog to:
 NAME _____
 ADDRESS _____
 CITY _____ STATE _____

60" SEARCHLIGHTS

Sperry — Trailer Mounted \$650.00 EACH
 PARTS • LENS • CARBONS
 GEORGE M. TROTTER
 2 N. Fairview, Upper Darby, Pa.
 Phone: Sunset 8983

Funny Distorting Mirrors

30"x20" high, Unframed, Ea. \$35.00
 With Standing Wood Frame, Ea. \$25.00
 Crating charge included.
 F. O. B. Factory, N. Y. C.
 A. L. HIRSCH & CO., INC.
 618 W. 23d St. NEW YORK CITY

MONARCH HAS THE SHUFFLEBOARD MONEY MAKERS FOR YOU!

See Page 199 This Issue!

FIRE, SMOKE AND FLASHLIGHT POWDER SPECIALTIES

for
 Legitimate Stage, Night Clubs and Vaudeville Acts
 •
 Red Flares for Parades
 •

We welcome your inquiries.

I. C. NEWMAN CO., INC.
 Manufacturers
 10 East 40th St. New York 16, N. Y.

TURNSTILES

Register Type Rebuilt

\$79.50 EA.

5 Year Guarantee

TICKET REGISTER INDUSTRIES
 30 E. Adams St. Chicago 3, Ill.

Denies WSM Talent, "Opry" Title With Sunbrock Jamboree

CHICAGO, April 2.—Larry Sunbrock's announced promotion of hill-billy jamborees, featuring stars of Station WSM, Nashville, *The Billboard*, April 2, was denied last week by execs of that station and its talent bureau.

Officials of WSM first heard of Sunbrock's alleged misuse of the monicker, *Grand Old Opry*, a title that is the exclusive property of WSM, two weeks ago when Columbus, O., newspapers started carrying ads of a *Grand Ole Opry* show for Memorial Hall there March 27. In a letter to WSM execs, Gough J. Palmer, ad manager of *The Columbus Citizen*, said he was holding all ads from publication which mentioned the *Grand Old Opry* after WSM notified him that Sunbrock had none of their established *Opry* names, as the ad indicated.

WSM brass said that Sunbrock did not recently have dates featuring either Bill Monroe or Cowboy Copas, as mentioned in a previous *Billboard* story. When the station investigated the story, it was found that Oscar Davis, an accredited Nashville agent, had been dickering with a party named Marlowe, who represented himself as a wrestling promoter. When Davis made a personal visit to Youngstown, O., he was never able to see Marlowe or another party named Allen, with whom Marlowe was associated. The Youngstown date, which Sunbrock claims he promoted, was staged by Davis himself, the station claims.

Sunbrock stated that he will continue his hillbilly tour until April 24, but WSM execs affirm that he will not be using any of their talent.

Crystal Coach Sr. 1949 Model

GIVES YOU MORE

- Large Size—7½ feet wide by 12 feet long
- All Windows of Plexiglas
- Beautiful Streamlined Design
- Balanced Weight—Easy To Handle
- Completely Equipped



Price **\$2,631** Plus Tax

The new Crystal Coach Senior—fully equipped refreshment trailer. Equipped complete with overhead popper, warming counter for popper corn, carmel corn cooker complete with cooling counter and serving counters on both sides, fluorescent lighting, etc. Available through Doc Adney, c/o F. L. St. John, Eldora, Iowa.

ORDER NOW!

The Calumet Coach Co. 11575 S. WABASH AVE. CHICAGO 28, ILL.

SALES ON WHEELS WITH ACORN VENDORS

Don't waste any good weather. Get the best in street vendors at low cost. Highly profitable.

IMMEDIATE DELIVERY

ACORN SHEET METAL MFG. CO., INC.
 625 W. JACKSON BLVD. Established 1921 CHICAGO 6, ILLINOIS



CART MODELS ALSO AVAILABLE

WIRE AND CABLE FOR CIRCUS AND CARNIVAL

Three wire, #6, type S, 600 V., extra flexible 131 strand rubber cable in 150 ft. lengths on tubular steel reel with 60 amp. Crouse Hinds Arktite Connectors both ends, plus extra matching connector for wall or cable mounting. Condition new. Made by Rome Wire Corp. for U. S. A. Portable Field Generators. Can be buried in ground for temporary use. Weight, 117 lbs.

OUR PRICE ONLY \$39.50
 11,000 feet on hand for immediate delivery.

W. R. DORSETT
 Phone: 8488-R

ROUTE 6 MACON, GA.

EXHIBIT

THE PROFIT LINE FOR '49

- NEW CARDS**—15 new series . . . including King Features Syndicate popular comic strip characters . . . also 2 new adorable, selected girl series.
- NEW CARD VENDERS**—Ultra-modern plastic design . . . gorgeous illumination . . . lots of flash.
- "JITTERS"**—Latest and most sensational of all arcade pieces . . . combines skill, fun and scoring.
- "SEE-A-VIEW"**—Modern version of the old reliable "drop" picture machine . . . showing scenes and pictures in natural color . . . using 35mm. Kodachrome and Ansco Color Transparencies obtainable in any Photo Shop.

Write for Our 1949 Illustrated Circular

THE EXHIBIT SUPPLY CO. (Established 1901) 4218-30 W. LAKE ST., CHICAGO 24, ILLINOIS

TENTS SHOW CANVAS

CARNIVAL—CONCESSION—CIRCUS

Prompt delivery any type tents to order

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Consistent with quality
The lowest prices always

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

"America's Finest Show Canvas"
1—30x60 Square Hip Roof Tent
9 ft. sidewall. Blue flameproofed, deluxe red and gold trim. Extra fancy!

TENTS—SIDESHOW BANNERS

- Forest Green
- Royal Blue
- Orange
- Khaki

The Best Flameproofed Fabric Available

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

SHOW TENTS

CENTRAL Canvas Company

NEW ADDRESS 518 E. 18th St. Kansas City 8, Mo.
HARRY SOMMERVILLE

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

USE PRESERVO FOR YOUR 1949 NEEDS



Protect, Preserve and Color Your Canvas
Comes in Brown, Buff, Green and Clear

FLAMEPROOFING available in colors and colorless—Write for quotation.

ROBESON PRESERVO CO.
Port Huron, Mich.

TENTS ANYTHING IN CANVAS

Tents—Concessions, Gypsy, Camping, Party, Amusement, Trade Show, etc. in all sizes. Merry-Go-Round and Caterpillar Type Big Top. Wire write or phone. Quick delivery.

TENTCO CANVAS, INC.
180 GREENE STREET Phone: Worth 3-0013 NEW YORK 12, N. Y.

TENTS

All Sizes—NEW AND USED—All Styles
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

Al Martin Bookings Zoom; Banner Biz Held Possible

BOSTON, April 2.—With a record number of park and fair contracts already inked, Al Martin, head of the talent agency bearing his name, is heading into his most successful season. Carnival bookings, an outlet largely developed and fostered by Martin, are reported steady, the jelling later than in previous years. Altho convinced that the spending of big money for alfresco frolicking is a thing of the past, Martin is inclined to view the coming season optimistically. He thinks that grosses may well equal those of last year, but only if funspots are successful in drawing bigger crowds, since per capita spending is almost sure to be down. The building of bigger gate attendances will hinge on giving patrons value while making them aware of bargain values thru hypoped advertising and publicity campaigns, Martin says.

Branching Out

Martin's activities, which only a few years ago were largely confined to New England, will extend as far West as Davenport, Ia., this season and include doings in Columbus, O., and Cincinnati.

The increase in fair contracts is primarily the result of new business obtained in Pennsylvania and New York. Fair talent budgets were cut in some instances and increased in others.

Parks which will play Martin acts this season include Riverside, Agawam, Mass.; Lincoln, North Dartmouth, Mass.; Rocky Point, W. Warwick, R. I.; Paragon, Nantasket Beach, Mass.; Rockaway's Playland, Rockaway, N. Y.; Dreamland, Sea Breeze, N. Y.; Clementon Lake, Clementon Lake, N. J.; Idlewild, Ligonier, Pa.; Playland, Rye, N. Y.; Salisbury Beach, Mass., and Hampton Beach, N. H.

35 Acts for Circus

The annual Shrine Circus at the Narragansett race track, Pawtucket, R. I., will use about 35 top attractions. Dates are July 18 thru 24. Three stages will be used on the track for the simultaneous presentation of acts, while the Aerial Thrillers will set their rigging in the infield.

Also set is the annual Catholic church-sponsored circus in Holyoke,

Mass., the week of July 4. Talent contract for this event is said to be among the biggest of its kind.

Acts inked for park dates include the Stardusters, Aerial Gibsons, the Starlites, Aerial Winters, Sensational Ortons, Miss Luxem, Frank Cook, the Lambertis, Flying Lamars, Wirery Wendts, the Rooneys, Sol Solomon, Johnson and Owens and Gibson's knife act.

Also, Watkins chimps, Keller's wild animals, Sylvia and Her Pals; Lalage, Howard and Wanda Bell; the Craigs, Roland and Janis, Herzogs, Schaller Brothers, Skating Macks, Snookum's bear, Kay and Karol, Nelson Sisters, Canestrelli Troupe and La Tosca.

Texas Show Bill Still in Comm.

AUSTIN, Tex., April 2.—The bill which would give Texas commissioner courts authority to regulate and license traveling shows up to \$500, still is in a House of Representatives subcommittee, but its author, Rep. Blake Timmons, Amarillo, will make an effort soon to bring it out.

Chief opposition thus far has been a powerful barrage from operators of outdoor theaters, a business which thrives in the Texas climate. These drive-in theaters usually are located outside the corporate limits of cities,

Help!

CHICAGO, April 2.—T. Leo Moore, mayor of Electra, Tex., today wired *The Billboard*:

"Bill in Legislature of Texas on circus license in committee now. Circus people should contact their friends and assist Ben Davenport, Bill Moore and myself to block passage. Please try to wake them up."

which would place them at least under the geographical authority of the Timmons Bill.

The theater men do not necessarily object to the regulation, prohibition, or licensing of "any traveling show, circus, rodeo or fireworks display," but to the "other public display of any kind."

Timmons said he may strike out that part objectionable to the theater men to get a favorable report on the bill from the House State Affairs Committee.

So far the bill, modeled almost identically after the Iowa regulatory statute, has had no great protest from circus or rodeo people, altho Ben Davenport, owner of Dailey Bros.' Circus, and T. Leo Moore mayor of Electra, Tex., have started the ball rolling in that direction.

Historical Spec Replaces Casa Manana at Fort Worth

FORT WORTH, April 2.—A historical spectacle is planned for this summer by the city council instead of a revival of Casa Manana of 1936 origin. City funds are available to finance the project, which will include side attractions of a carnival nature.

T. J. Harrell is chairman of plans for the exposition.

Ruby Inked for Wash. Rodeo

COLVILLE, Wash., April 2.—Ring Bros. will furnish the stock and the Ruby Shows will supply midway attractions for the annual Colville Rodeo, May 21-22, Vern Workman, chairman of the American Legion-sponsored event, announced.

American Carnivals Association, Inc.

B. Max Cohen

ROCHESTER, N. Y., April 2.—Associate Counsel Richard S. Kaplan, Gary, Ind., has been appointed Assistant Secretary of State for Indiana. Kaplan will continue to represent the association in the Midwest.

A research service advises of the development of a new type of two-speed transmission to supplement or replace two-speed motors.

Two municipal ordinances of interest include one for Durham, N. C. prohibiting the handling of poisonous snakes which has been sustained as valid, and one in Poughkeepsie, N. Y., prescribing hours during which certain businesses could operate, has been held invalid.

Otto Skeds Early Preem For Cherry Park Midget

AVON, Conn., April 2.—Promoter Ed Otto has skedded the first midget auto racing meet for Sunday (3) at Cherry Park Speedway.

At a press dinner held in New Britain, Conn., as an aid to selling the initial promotion, Otto presented driver Bill Schindler with a wrist watch, and Mike Caruso, another driver, with an engraved stop watch.

Wildwood Opening Set

KILLINGLY, Conn., April 2.—Wildwood Park opens the season May 15. The rolling rink opened Friday (1). P. J. Sheridan is owner; J. B. Sheridan, manager, and Hector Joley is in charge of the restaurant.

THE MAKERS OF...

Quality Show Canvas

Flameproofed Canvas in All Colors

Guaranteed to pass all Underwriters' Laboratories, Inc., tests.

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

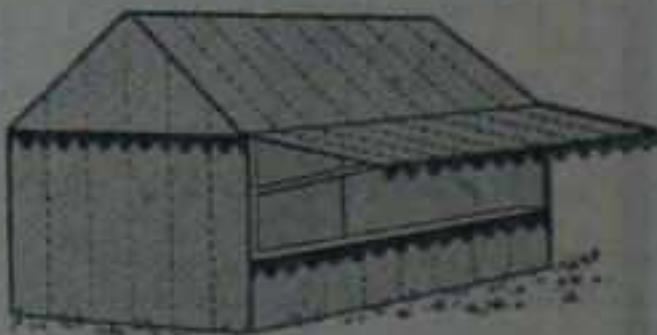
Arthur E. Campfield, Inc.

145 W. 54th STREET NEW YORK 19, N. Y.
Phone Plaza 7-8039

WILLIAM MITCHELL—ARTHUR E. CAMPFIELD—HENRY NEIL
Vice Pres. Gen. Mgr.—President Secretary Treasurer

CONCESSION TENTS

SEND US YOUR SIZES



Write for Quotation

POWERS & CO.

5929 Woodland Ave. Philadelphia, Pa.

America's Best Carnival and Circus

BANNERS

SNAPP WYATT STUDIOS

1608 Franklin St. TAMPA, FLA.

NEED TRAILER HOUSING!

Write, phone or write

SELLHORN'S

Sarasota, Fla., or East Lansing, Mich.

April Week - End Biz Pulls Curtain at Many Funspots; Daily Skeds Start in May

Few Amusement Centers Plan Opening Day Specialties

CHICAGO, April 2.—All decked out with fresh paint, the addition of new rides and front, amusement parks, especially in the East, open their gates this month for, in most cases, week-end operation, with mid-May the popular time for daily operation.

Midwest parks, for the most part, have all this month to prepare for openings, the greater percentage not starting business until May. Weather, of course, is the reason for difference in starting time between the East and West. However, there are a few Midwestern spots that will open for week-end operation Easter week-end.

Summer Theater Set At Pennsy Lakewood

MAHANOEY CITY, Pa., April 2.—Lakewood Park here is erecting a new summer theater. Cost of the building, along with other improvements, will hit around the \$46,000 mark. D. F. Guinan, co-owner, announced.

The park will open this year under the management of C. Donahue. A total of \$5,300 is earmarked for publicity in newspapers and radio.

Guinan said prices will remain generally the same as last year, although some on some rides may be cut.

Happyland Opens May 14

VANCOUVER, April 2. — Happyland Park here opens for the season May 14, Marion M. Ross, manager, announces.

ASTRO FORECASTS

All Readings Complete for 1949
Crystal Balls: Imported
Do Hand in three sizes 2 1/2, 3 inch. 8 9/16 & 3 1/8. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M \$5.00
p. Goldfish Pamphlet, 8 1/2 x 11 12 Signs.
Ans. Quantities Each 1 1/2
WHAT IS WRITTEN IN THE STARS? Folding Booklet, 12 p., 8 x 5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100. Sample 10c
FORECAST AND ANALYSIS, 10 p. Fancy Covers. Ea. 25c
Samples of each of the above 4 items for No. 1 45 Pages. Assorted Color Covers 50c

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample 20c
HOW TO WIN AT ANY KIND OF SPECULATION 24 p., Well Bound 8 1/2 x 11 25c
PACK OF 78 EGYPTIAN F I CARDS
Answer All Questions Lucky Numbers, etc. 60c
Rummy Cards Illustrated. Pack of 36 15c
Graphology Charts, 8 1/2 x 11 Sam. 5c. Per 100 \$7.50
MENTAL TELEPATHY Booklet of 21 P. 25c
Shipments Made to Your Customers Under Your Label. No checks accepted. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Sample postpaid orders. Order via P. P. Extra.

SIMMONDS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo. March 23, 1949

J. A. Whyte & Sons, 1422 Wisconsin Ave., Washington, D. C.
Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again. Thanks to your recent discovery.
Sincerely,
F. W. Barday.

SEE PAGE NUMBER 171

Blood Pressure Machine

Certified for accuracy—easy to operate—carried in suitcase. Big for FAIRS and INDOORS. De-Luxe Model, \$125.00; Standard Model, \$75.00. 1/3 down, balance C. O. D.
ARTHUR ROSENTHAL
4404 Fourth, Detroit 1, Mich.

MR. CONCESSIONAIRE

Do you want to make more money this season? It's in the bag if you use Williams NEW ZIG-ZAG penny pitch board, with the triangular spaces, or our new double HOOP-LA blocks. Write for particulars.

WILLIAMS NOVELTY CO.

3485 E. State St. Chicago 16, Ill.

Star Mfg. Springs New Corn Machine

ST. LOUIS, April 2.—Star Manufacturing Company here, maker of commercial food serving equipment and popcorn machines, announces its new popcorn machine, Model 44, is now on the market.

The model features an exclusive automatic indicator, eliminating guesswork on popping temperature. An amber light signals that the switch is on but that the kettle has not reached proper temperature. When the correct heat is reached, a green light remains on as long as the temperature is correct. A red light warns of overheating.

In addition to the indicator, the model features as standard equipment an accurate seasoning dispenser that charges the correct amount of seasoning directly into the kettle and a seasoning hot plate designed for pre-heating solid seasoning.

Made of non-corrosive materials, the machine is easily kept clean. Design features stainless steel and plenty of illumination.
Price is \$629.50, f. o. b., St. Louis.

Funds Sought To Restore Eroded Conn. Beaches

BRIDGEPORT April 2.—Connecticut beaches, especially those in this area, have been hard hit by the worst erosion in years. Army engineers, called in to survey the sandless beaches, have submitted a report which is now being studied by the State Shore Erosion Commission.

A bill calling for immediate appropriation of \$1,500,000 for salvage work is now pending in the Legislature.

Remodel Edgewood Cafe

SHAMOKIN, Pa., April 2. — The restaurant here in Edgewood Park is undergoing repairs and remodeling, according to George H. Jones, manager. Jones said he will feature free attractions and radio programs this year as a trade-lure. Park bows for week-ends Friday (15). Daily operation begins May 15.

Springs. Joe Colihan, co-manager of Excelsior Park, Excelsior, Minn., names Saturday (16) as his week-end starting day. Park will open for daily business May 13. Also scheduled to bow Saturday (16) is Idora Park, Youngstown, O. M. A. Rindin, manager, announces the daily schedule will start May 14. Russell Point Boardwalk, Russell Point, O., opens for week-end play Easter Sunday (17), with May 30 starting the daily stint.

Dates in the South and Far West, naturally, are far in advance of those in the Midwest and East. Some Southern spots already are in action

and the same is true on the West Coast.

Survey by The Billboard shows a surprising number of parks which plan nothing in the way of special features for opening day or the opening week-end. Many of these plan special features and promotions throughout the season, but are content to open without anything special.

Fireworks, free acts, bicycle races, special contests and, in a few instances, beauty contests will be used to get the park opening away to a fast start.

Here are opening dates, as announced by the various parks:

NAME	LOCATION	WK-END	DAILY
East			
Suburban	Manlius, N. Y.	April 17	May 20
Olympic	Irrington, N. J.	May 7	May 21
Hershey	Hershey, Pa.	May 15	May 15
Pallsades	Pallsades, N. J.	April 16	April 16
Rockaway Playland	Rockaway Beach, N. Y.	Early April	May 21
Riverside	Agawam, Mass.	April 2	May 2
Glen Echo	Glen Echo, Md.	April 16
Whalom	Lunenburg, Mass.	April 30	June 4
Kennywood	Pittsburgh	April 17	May 14
Rocky Glen	Moosic, Pa.	May 15	May 30
Knoebel's Grove	Elysburg, Pa.	May 1	May 30
Boulder	Corfu, N. Y.	May 1	May 30
Willow Mill	Mechanicsburg, Pa.	April 24	June 1
Wildwood	Killingly, Conn.	May 15
Ocean Beach	New London, Conn.	April 17	May 24
Tolchester Beach	Kent County, Md.	June 8	June 8
Midway	Maple Springs, N. Y.	April 15	April 15
Sleepy Hollow	Pennsburg, Pa.	May 1
Lalle's	Angola, N. Y.	May 30	May 30
Edgewood	Shamokin, Pa.	April 15	May 15
Forest	Hanover, Pa.	April 10
Look	Northampton, Mass.	April 17	May 28
Lakewood	Mahonoy City, Pa.	May 23
Kaydeross Beach	Saratoga Springs, N. Y.	May 31
Spring Mount	Norristown, Pa.	May 30
Augustine Beach	Wilmington, Del.	May 1	May 28
Raven Hall	New York	May 20
Waldameer Beach	Erie, Pa.	May 30	May 30
Idlewild	Ligonier, Pa.	May 18
Rolling Green	Sunbury, Pa.	April 30	May 28
Lake Compounce	Bristol, Conn.	April 17	May 30
Playland	Eye, N. Y.	May 31
Fairgrounds	Memphis	April 16	May 1
Rocky Point	Warwick Neck, E. I.	April 10	June 18
Midwest			
Riverview	Chicago	May 18
Riverview	Des Moines	May 11
Ideal Beach	Monticello, Ind.	May 28
Excelsior	Excelsior, Minn.	April 16	May 15
Puritas Springs	Cleveland	April 15	May 25
Russell Point	Russell Point, O.	April 17	May 30
Idora	Youngstown, O.	April 16	May 14
Phillipps Pool	Cincinnati	May 31
Coney Island	Cincinnati	April 2	May 30
Circle	Hamilton, Ind.	April 30	May 23
Seccatum	Bucyrus, O.	May 15	May 30
Lawlor's	Arnolds Park, Ia.	May 30	May 30
Playland	Council Bluffs, Ia.	April 17	May 30
Lakewood Beach	Urbana, O.	May 23
West Lake	Robertson, Mo.	May 8
Wenons Beach	Bay City, Mich.	May 21	May 27
Silver Lake	Wild Rose, Wis.	May 29	May 29
Tuxora	New Philadelphia, O.	May 15	May 15
Waverly Beach	Beloit, Wis.	June 1
Silver Beach	Lake Delton, Wis.	June 1
Bay Beach	Green Bay, Wis.	May 15
Playtime	Kenosha, Wis.	May 1	May 30
Aragon	Clinton, Ind.	May 30
South			
Stewart Beach	Galveston, Tex.	March 1	April 1
Galveston Pleasure Pier	Galveston, Tex.	June 11
Hillside Lake	Martinsburg, W. Va.	May 30
Suttle	Charlotte, N. C.	April 1	April 15
Lake Shawnee	Princeton, W. Va.	May 30
Lincoln	Chattanooga	April 15
Washington	El Paso, Tex.	May 30
Pullen	Raleigh, N. C.	April 3	April 15
Fontaine Ferry	Louisville	May 14
Far West			
Guernewood	Guernewood Park, Calif.	May 21
Vichy Springs	Napa, Calif.	April 1
Santa Monica Pier	Santa Monica, Calif.	Year Around
Natatorjum	Spokane	April 1	May 15
Lagoon	Farmington, Utah	May 7	May 28
England			
Kursall & Gardens	Essex, England	April 18	June 6
Canada			
Happyland	Vancouver	May 14

Big Star Brand Concession Tops

.....

Used Big Tops For Sale

40 x 80-0
20 x 40-0

MARTIN NEW YORK TENT & DUCK CO., INC.

54 HOWARD ST. NEW YORK 13, N. Y.

FOTO-FUN Takes Animated Pictures!

FUN FOR ALL—ALL FOR FUN

Low Investment—High Returns Write for Details.

FRANK HRUBETZ & CO., Salem, Oregon

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE Cards, No. 1 size, 5 1/2 x 14 1/2 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping Pong Balls, printed 2 sides \$30.00 Replacements, Numbered Balls, Ea.58 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25 M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 2.00 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.30 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads. M 1.75 Adv. Display Posters, size 3 1/2 x 3 1/2. Each 10 Cardboard Strip Markers, 10 M for 75 Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00 Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00 Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/4ths size \$2.00 M All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illinois

ATTENTION!

SOFT DRINK CONCESSIONS

Increase Your Profits With

LEMON VIVA!

New Lemon Juice Powder

Both children and adults love it as lemonade. Each 12 oz. tin makes 1 gallon of lemon juice or 6 to 7 gallons of lemonade at a remarkably low cost. Delicious, Healthful, Economical, Convenient.

CONCESSION SUPPLIERS,
INQUIRIES INVITED.

For Price and Further Details Write or Call

R. & E. SALES, Dept. B

2086 Lexington Ave. New York 35, N. Y.
AT. 9-7570 • Le 4-1211

CARNIVAL PLASTER

Large or Small

WE DELIVER IN MICHIGAN,
OHIO AND INDIANA

Detroit Art Industries

(formerly G & G ART SUPPLY)

DOMENIC GIULIANI, Prop.

2506 Ropelle St. Detroit 7, Mich.
Phone: Woodward 2-8442

PLACE ORDERS FOR SPRING DELIVERY

THE ORIGINAL "TAYLOR MADE" DOLLS, CATS, BOTTLES
AND TOPS WITH FRAMES

Choice of thirty-five styles. No stencils, all hand painted and flashy colors. Good wool. Get catalogue and prices today. Buy direct and save money. We have no salesmen.

TAYLOR GAME SHOP

COLUMBIA CITY, IND., MRS. ORPHA SHEPHERD, Owner and Operator

LAPEER 3 COLOR HI STRIKER 1949

25-Ft. Strikers are in 3 sections, with 12' gong; two MAULS supplied; extras, \$4 each, and quick shipment. BASE made of STEEL and LUMBER and painted to match. Price same as last year, \$161.50, including REFLECTOR. Weight about 275 lbs.; boxed and crated F. O. B. at LAPEER, MICH. Shipment made in two weeks or more, depends on orders in, as ALL ORDERS are shipped in the same order as received. Order NOW to assure of an OUTFIT right soon. We are an old firm and estab. in 1906. Send for details and GET STARTED soon, this will be the big Money Year for OPERATORS. WRITE NOW to

LAPEER HI STRIKER WKS., 649 Turrill Ave., Lapeer, Mich.
Deposit of 1/3 is required, then shipment can go express for balance.

\$15.65

WRIGHT TWELVE INCH SPEAKER

\$4.25

Large 21 ounce Magnet—Powerful, clear tone. WHILE THEY LAST: We are selling these famous 12" Wright Speakers at this ridiculously low price. If you need a new speaker or want an extra for safety, you will never have another chance like this.

1 to 3 F.O.B. St. Paul—Carten of 4 pre-paid. If for any reason whatever you are not satisfied in every respect, return the shipment and your money will be promptly refunded. Check or money order must accompany order. Don't cry if you wait too long to order and find that we are all sold out.

ECONOMY DISTRIBUTING CO.

1824 ST. ANTHONY AVENUE ST. PAUL 4, MINNESOTA

Small Cost, Sure Profits Bring Miniature Golf Back to Funspots

NEW YORK, April 2.—Miniature golf, which blossomed in 1929 only to fade out a year or so later, has returned to many funspots where it is now tagged as a stable and profitable enterprise.

Altho not in the top bracket of park earning power, a minnie course is considered a distinct asset by many ops. They reason that the addition of a new unit can be counted on to build over-all gross while providing another segment of appeal for mass patronage. Cost of the installation of a course, in comparison to the investment involved in acquiring a major ride, is comparatively small. Then, too, there are few funspots lacking the necessary 10,000 to 20,000 square feet which might otherwise be chalked off as waste space.

H. L. Metzger, owner-operator of the plush Cool Crest course, San Antonio, which he reopened in 1936, and designer-consultant of many courses throughout the nation, says that the minimum cost of a 15,000-square-foot (See Miniature Golf on page 173)

Idlewild, Ligonier, Pa., Improvements Cost 25G

LIGONIER, Pa., April 2.—Approximately \$25,000 has been spent this year for improvements at Idlewild Park here, C. K. Macdonald, general manager, reports. Some of the \$25,000 went for a new boat ride, with the remainder being spent on general improvements.

Park bows May 15, moving right into daily operation.

Wenona Beach Primping

BAY CITY, Mich., April 2. — Wenona Beach Park here is spending \$12,000 on repainting, rebuilding and renovating, O. D. Colbert, co-owner, announced. The spot opens for week-ends May 21 and for daily operation May 27. Promotions will include fireworks, name bands, automobile giveaways and, new this year, kiddie days and family nights.

10G Boulder Primping Bill

CORFU, N. Y., April 2.—Improvements totaling \$10,000 for Boulder Park here were announced by Owner Theodore Morrot. New rides are a kiddie Water Ride, purchased from Allan-Herschell Company, and a Merry-Go-Round. A new concession building has been constructed. Week-end operation starts May 1, daily operation May 30.

Knoebel's Elysburg, Pa., Adds New 12-Car Whip

ELYSBURG, Pa., April 2.—A new 12-car Whip will be among the additions to Knoebel's Grove Park this season. Funspot opens for week-end operation May 1 and for daily operation May 30.

In addition to the new ride, park has built a new Whip building, enlarged the parking set-up and improved the landscaping.

Philipps Ad Budget Upped

CINCINNATI, April 2. — Philipps swim pools have upped the publicity and advertising budget by \$1,200 for this season, Louisa M. Philipps, owner, reports. A total of \$3,000 will be spent on newspaper advertising. The two spots will open May 21, with water shows as features. Executive staff includes Louisa Philipps; Frank J. Philipps, manager, and Donald Schmitt, receptionist.

UNDER THE MARQUEE

The Big Show has a painted board in midtown Philadelphia. No painted boards are being used for the New York stand. . . . Mac McDonald is en route from Sarasota to Columbus, O., with four baby elephants he trained for Tom Packs. . . . Walter Winchell's March 29 column in The New York Daily Mirror was devoted entirely to the Big Show. . . . Glenn

J. Jarmes, CFA and former owner of Jarmes Bros.' Circus, Postville, Ia., did an "Emmet Kelley" clown act at the recent Postville-Decorah Centennial Whisker Club basketball game. He clowned at guard for the Postville Whisker Five.

Thirty-year-old one-sheets on shelves are junk to lithographers but they're valuable antiques to collectors.

Christy's Indoor Circus closes April 9 at the Taylorville, Ill., High School, sponsored by the Parent-Teachers Association. It opened October 31 at Mason City, Ill., and moves on 10 pieces of rolling equip- (See Under the Marquee on page 92)

a SURE FIRE MONEY MAKER!

- FOR AMUSEMENT PARKS
- FOR CONCESSIONS
- FOR CARNIVALS



MacGlashan Army Surplus Gunnery Trainer

AIR MACHINE GUN

Cost government \$112.00. Our price, F. O. B. Kansas City, \$24.95. Shoots standard air rifle shot, holds over 1,000 shot. Operated on compressed air or CO2 gas at 100 lbs. or more. Every gun tested before shipment. Shipping weight, 43 lbs. Terms: Check with order. Money refunded if not satisfactory.

MAIN SUPPLY STORE
521 Main Street Kansas City, Mo.



PENNY PITCH GAMES

Size 4 1/2 x 4 1/2". Price \$42.50.
Size 4 1/2 x 4 1/2". With 1 Jack Pot, \$50.00.

Size 4 1/2 x 4 1/2". With 6 Jack Pots, \$55.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$37.50

BINGO GAMES

75-Player Bingo \$4.00
100-Player Bingo \$5.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

NOW DELIVERING!

NEW

Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS

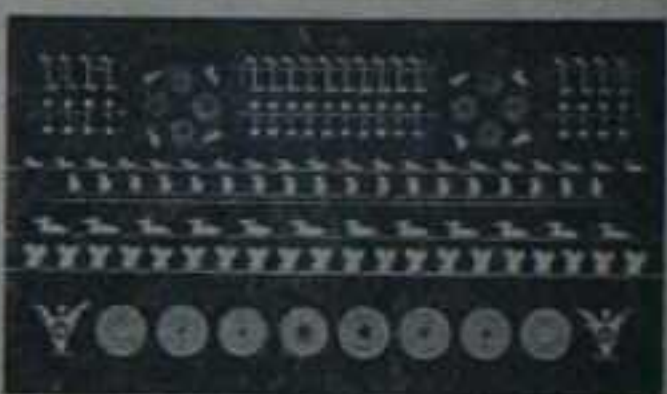


BINGO CARDS

Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

MORRIS MANDELL, INC.

26 East 13th St. (Dept. B)
New York 3, N. Y.
Phone ORegon 3-5912



Long and Short Range Shooting Galleries for immediate delivery. Model 62 Gallery Rifles, \$42.50. Spatterproof 22 Cal. Ammunition, \$60.00 a case. Write today for our illustrated catalog.

King Amusement Co.

82 Orchard St. MT. CLEMENS, MICH.



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

EZE-WAY FROZEN CUSTARD MACHINES

For Greater Profits See our COLOR AD on FRONT COVER of the EQUIPMENT SUPPLEMENT For Complete Details Write Frank Thomas

MFRS. OF CONCESSION TRAILERS
GENERAL EQUIPMENT SALES, Inc.
814-24 S West St Indianapolis 2, Ind

SHOOTING GALLERIES

807 Madison Ave. Kansas and Western Edge Galleries, ERF-1803 WHITE PINE, WYOMING

H. W. TERPENING
187-128 Marine St. OCEAN PARK, CALIF.

ELECTRO FREEZE
FROZEN CUSTARD MACHINES
 ELECO ELECTRO FREEZE CO.
 723 THIRD AVENUE NEW YORK 54, N. Y.

POPCORN SNOWBALL CANDY APPLE SUPPLIES
 "LOWEST PRICES"
 Write For Prices - Telephone 236
KIRBY'S PRODUCTS
 15 Fike Avenue Union, S. C.

"CUSTARD KING"
 America's Foremost Continuous Machine
 550 WEST 35th STREET, NEW YORK 1

SPECIALS
 Cotton Candy Machine Ribbons, \$21.00 dozen
 Smaller quantities, \$3.00 each
 Popcorn, Peanut, Snowball, French Fry, Potato Chip, Potato Peelers, Water Ice, Frozen Topped, Peanut Butter Machines, New & Used.
BILL JONES
 31 VINE ST. PHILADELPHIA 6, PA.

Hudson Liners Set To Resume Under New Op

NEW YORK, April 2.—Preliminary paper work on transfer of operating rights of the Hudson River Day Line to the Hudson River Boat Company, Inc., newly organized corporation, has been completed and the necessary approval received from the Interstate Commerce Commission, the Interstate Park Commission and New York City, according to George Sanders, head of the new firm, who announced Thursday (31) that signing of contracts would take place before Monday (4).

Sanders is a former New York City commissioner of commerce and, more recently, president of the Sutton Line (Hudson River excursion line), position he resigned to take over his new post.

Four Liners

According to Sanders, the deal includes the four liners of the Hudson River Day Line; pier facilities in New York, Newburgh and Poughkeepsie, and a 20-year exclusive landing right at Indian Point, large summer resort spot still owned by Day Line interests. Sale price is put at close to \$800,000.

Thursday the Interstate Commerce Commission, Washington, approved the Day Line transfer and okayed plans of the new owners for operating excursion runs to Hudson River points as far north as Poughkeepsie and, in addition, runs to Long Island Sound points as far as Roton Point, Conn., and moonlight excursions.

First Run May 29

The new firm will inaugurate Hudson River service May 29 from New York to Poughkeepsie, with calls at Yonkers, Indian Point, Bear Mountain, West Point and Newburgh. To begin with, only three liners, the Alexander Hamilton, Peter Stuyvesant and Robert Fulton, will be in service, with the Hendrick Hudson in reserve.

Television will be installed on all ships, and dancing will be provided for. Moonlight rides will present entertainment, and ships will carry an emcee to supervise shows.

According to the Interstate Commerce Commission, revenue for each of the first three years of the proposed operations was estimated at \$465,000 from regular runs; \$50,000 from charter parties; \$30,000 from moonlight trips, and \$50,000 from concessions—a total of \$595,000. Annual expenses are expected to be around \$460,000.



"THE" ALL-IN-ONE DRINK DISPENSER

EASY

- TO INSTALL
- TO KEEP CLEAN
- TO OPERATE
- TO SERVICE



MODEL NO. MUB-3

TOL-PAK CO.

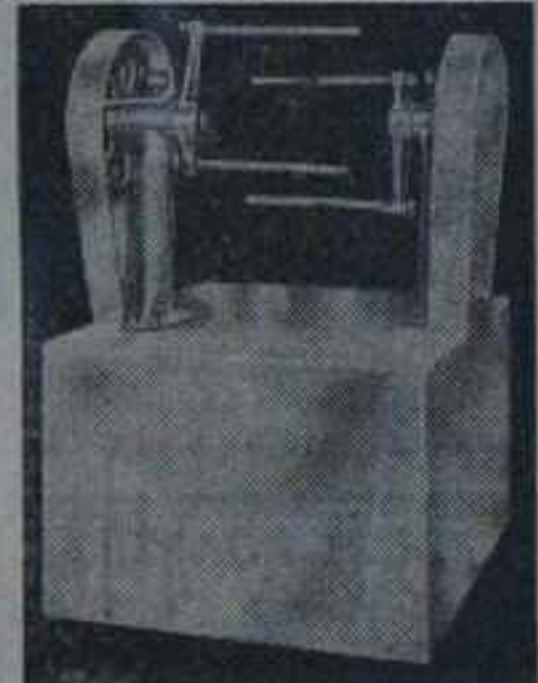
416 So. 6th Street
 St. Louis 2, Mo.

This dispenser gives you a highly carbonated — refrigerated and exceedingly refreshing drink. A Redd Money Maker. We also build special equipment in ice cooled or mechanically refrigerated drink dispensers — self contained.

Ready Now!
 IMMEDIATE DELIVERY FROM STOCK

The New 1949 Hildreth Pulling Machines

- - Display Models - -
 Form 0—5 lbs. to 10 lbs. cap.
 Form 1—5 lbs. to 25 lbs. cap.
 Also large factory sizes available

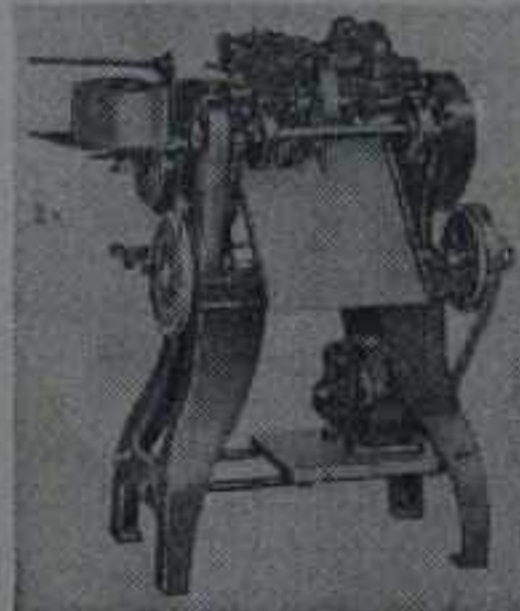


Proven, Dependable Performance

Model K and KH KISS and TOFFEE WRAPPERS

Full Details and Quotations Await Your Inquiry
 WRITE TODAY OR WIRE COLLECT
 CIRCULAR AVAILABLE UPON REQUEST

HILDRETH PULLING MACHINE CO.
 153-157 CROSBY ST. NEW YORK 12, N. Y.



Multiplex Faucet Co., Serving the Trade 43 Years
About a 4c Profit on a 5 cent Sale!
The Multiplex ROOT BEER BARREL
 IN THREE SIZES 8 GAL. 17 GAL. 45 GAL.
 It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.
Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side, and a creamy drink when turned to other side.
 Also DISPENSERS FOR COCA-COLA and ROOT BEER.
 Manufacturers: **MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.



◆ **FLAVORS** ◆
 FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS
 A Complete Line of Flavors, Certified Colors, Citric Acid, Paper Cups and Safety-Edge Tin Spoons.
 WRITE FOR SAMPLES AND PRICES
 All Flavors Guaranteed to Comply With Pure Food Laws.
PURITY EXTRACT MFG. CO. 2101 Franklin Avenue St. Louis 6, Missouri

JUICE AND SNOW SUPPLIES

Extracts, Colors, Flavors, Compounds and Citric Acid Juice Powders, Paper Cups for Snow and Juice. Straws, Wood and Tin Spoons. Peanuts, Popcorn and Bags. Floss Flavor and Paper. Apple and Ice Cream Sticks. Serving the Troupers for 30 Years

Your Money's Worth or Your Money Back.

THE OLD RELIABLE

Write for Price List

WESTERN EXTRACT CO.

111 N. E. 10th St. Oklahoma City 4, Okla.

CLOSING OUT

USED POPCORN MACHINES
Less than half price
All makes
Send for circular

POPCORN BUNGALOW
Reconditioned
36" W x 72" L x 96" H
Was \$1,200.00 now \$395.00

COLEMAN
TANKS — BURNERS
Handy Gas Plants
Less 25%

NEW PEANUT ROASTERS
Special Price
Write for circular

Atlanta Popcorn Supply

179 LUCKIE ST.
ATLANTA, GA.

New ELECTRIC CORN POPPER



TAVERNS
SCHOOLS
DRUG STORES
BUS STOPS,
ETC.

By all means cash in on the big pop corn business with an Excel, the only low priced big popper on the market. 100% Premium Hulless Pop Corn, 1 case Popsit Plus Seasoning, 1000 10¢ size Glassine Printed Bags, 1 case Special Salt.
The complete deal only \$110.90.
Write us now for complete circular. Act quick, set ready for springs.

INDIANA POP CORN CO.

MUNCIE, IND.
20 years in business

FRESH ROASTED PEANUTS

NO. 1 FANCY VIRGINIA'S
THEY ARE ALWAYS
"JUST - RITE"

Unlimited Roasting Capacity

"SUPER - POP"

POPCORN, COCONUT OIL & SUPPLIES
All Shipments C. O. D.
No Deposit Required.

For PROMPT Shipment

Write, Wire or Call

MYERS COFFEE CO.

324 N. FARISH ST. JACKSON, MISS.
Dial 2-1129

SELL MORE POPCORN

Golden Yellow



Formerly Called "Nucol"
added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. ST. LOUIS, MO.

POPPING CORN

BOXES, SEASONING, ETC.

Contact us immediately

BRADSHAW CO., INC.

Est. 1903
1619 Broadway New York 19, N. Y.
Circle 7-4343

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: Austin, Tex.
- All American Midway: Livingston, Tex.; Woodville 11-16.
- American Eagle: Bolivar, Tenn.
- American Midway: Mercedes, Tex.
- A. M. P., No. 2: Ware Shoals, S. C., 8-16.
- Barlow's Big City: East St. Louis, Ill., 6-17.
- See's Old Bellable: McMinnville, Tenn., 8-16.
- B. & H.: Edgefield, S. C.
- Blue Grass: Mt. Pleasant, Tenn.
- Bogle & Reese: Arma, Kan., 7-16.
- Bohn & Son: Sheridan, Ark.
- Borderland: Palacios, Tex.
- Brownie Am.: Beggs, Okla.
- Bullock Am. Co.: Great Falls, S. C.; Lancaster 11-16.
- Burkhart: Hampton, Ark.; Sheridan 11-16.
- California: San Luis Obispo, Calif., 5-10.
- Capell Bros.: Ada, Okla.; Shawnee 11-16.
- Capital City: Shelbyville, Tenn.
- C. & B. Am. Co.: Kosciusko, Miss.
- Central Am. Co.: Beaufort, S. C.
- Central States: Ponca City, Okla.
- Community Fairs: Chino, Calif., 6-10.
- Crafts Expo.: Lynwood, Calif.
- Crescent Am. Co.: Tyler, Tex.
- Crystal Expo.: Cochran, Ga.; Barnesville 11-16.
- DeLuxe Am. Co.: Charleston, S. C.
- Denton, Johnny J.: Johnson City, Tenn.
- Dickson United: Tishomingo, Okla.
- Down River Am. Co.: River Rouge, Mich.
- Drew, James H.: Taylorsville, N. C.; Gastonia 11-16.
- Dudley, D. S.: Wichita Falls, Tex.
- Dumont: Richmond, Va., 4-16.
- Dupress & Keller United: Hatch, N. M.; San Antonio, Tex., 11-16.
- Dyer's Greater: West Helena, Ark.
- Florida Am. Co.: Lawrenceville, Ga.
- Francis, John: St. Louis, Mo.
- Franklin, Don: Velasco, Tex.; Angleton 11-16.
- Frear's United: Emporia, Kan., 11-16.
- Gem City: Hope, Ark.
- Gentsch, J. A.: Brookhaven, Miss.
- Gold Crown Expo.: Aberdeen, N. C.
- Grand Union: Atoka, Okla.; Ada 11-16.
- Granite State: Manchester, N. H., 4-16.
- Great Plains: Bowie, Tex.
- Great Sutton: Blytheville, Ark., 9-16.
- Groves Greater: Baton Rouge, La.
- Gulf Coast: Caruthersville, Mo., 9-16.
- Hannum, Morris: Wendell, N. C.
- Harrison Greater: Concord, N. C.
- Harry's Greater: Andalusia, Ala.
- Heart of Texas: Temple, Tex.; Stephenville 11-16.
- Heller's: Fairlawn, N. J., 7-17.
- Hennies Bros.: Hot Springs, Ark., 9-16.
- Henson, J. L.: Shreveport, La.
- Heth, L. J.: Birmingham, Ala.
- Hill's Greater: San Angelo, Tex.
- Imperial: Galesburg, Ill.
- Imperial Expo.: Visalia, Calif.
- Inland: Cabot, Ark.
- J. & B.: Victoria, Va., 9-16.
- Johnny's United: Pulaski, Tenn.
- Kaus, W. C.: Morristown, Tenn., 11-16.
- Kentucky State: Edison, Ga.
- Keystone Expo.: Saluda, S. C.
- Kille, Floyd O.: Baton Rouge, La.
- Kirwood, Joseph J.: Richmond, Va.; Trenton, N. J., 11-16.
- Lamb, L. B.: East Tallassee, Ala.; Opelika 11-16.
- Lawrence Greater: Columbus, Ga.; Hapeville 11-16.
- L. & C.: Fitzgerald, Ga.
- Lone Star: Elizabethtown, Ky., 8-16.
- Magic Empire: Louisville, Miss.; West Point 11-16.
- Marion Greater: Columbia, S. C.
- McKee, John: Poplar Bluff, Mo.; Dexter 11-16.
- Midway Expo.: Abilene, Kan.
- Midway of Mirth: Madison, Ill.
- Midwestern Expo.: Nashville, Ark.; De Queen 11-16.
- Mighty Hooster State: Cynthia, Ky., 8-16.
- Mighty Page Shows: Henderson, N. C.
- Moore's Modern: Cameron, Tex.
- Nelson, George W.: Humansville, Mo., 9-16.
- Nolan, Larry: Sentinel, Okla.
- Omar's Palace: Vinita, Okla.
- Pacific United: Selma, Calif.
- Page Bros.: Springfield, Tenn., 9-16.
- Palmetto Expo.: Greenville, S. C.
- Penn Premier: Chester, Pa., 9-16.
- Peppers All-States: Bossier City, La.; Vicksburg, Miss., 11-16.
- Perry, Jack J.: Statesville, N. C.
- Pike Am.: Drumright, Okla.
- Pine State: Fort Benning, Ga.
- Prel's Broadway: Fayetteville, N. C.
- Rafferty, James M.: Jacksonville, N. C.
- Rain-So: Aragon, Ga.
- Rogers Greater: Union City, Tenn.; Metropolis, Ill., 11-16.
- Rosen, H. B.: Guntersville, Ala.; Fort Payne 11-16.
- Royal Crown: Macon, Ga.
- Royal Expo.: Jackson, Ga.
- Sam's Funland: Mt. Gilead, N. C.; Albemarle 11-16.
- Shan Bros.: Athens, Ga.
- Siebrand Bros.: Douglas, Ariz.
- Silver Slipper: Columbia, Tenn.
- Smith Am. Co.: Ranger, Tex.
- Snapp Greater: Nevada, Mo.
- Southern Valley: DeRidder, La.
- Sparks, J. A.: Centre, Ala.
- Strader, M. A.: Liberal, Kan., 14-23.
- Starr, Joe: Idabel, Okla.
- Steblar, J. G.: Inman, S. C.
- Stephens, C. A.: Commerce, Ga.
- Strates, James E.: Washington, D. C.
- Stumbo, Fred R.: Fayetteville, Ark., 9-16.
- Tassell, Barney: Hastings, Fla.
- Thomas Joyland: Lexington, Ky.
- Tidwell, T. J.: Kermitt, Tex.
- Tinsley, Johnny T.: Greenville, S. C.
- Tivoli Expo.: Newport, Ark.; Paragould 11-16.
- 20th Century: Fort Smith, Ark.
- United Expo.: Terrell, Tex.
- Utah Expo.: Winslow, Ariz.; Albuquerque, N. M., 11-16.
- Victory Expo.: Crystal City, Tex.
- Virginia Greater: Suffolk, Va.
- Wallace Bros.: Jackson, Miss.
- Wallace & Murray: Anderson, S. C.
- Ward, John R.: Baton Rouge, La.
- West Coast: Merced, Calif., 5-10; San Jose 12-17.
- Whalen & Riley: Stratford, Okla.
- White Star Attrs.: Ardmore, Tenn.
- Wolfe Am.: Greer, S. C.
- World of Today: Oklahoma City, Okla., 7-16.
- Wrightman Am. Co.: Red Bluff, Calif., 14-17.
- Beatty, Clyde: (Washington & Hill Sts.) Los Angeles, Calif., 4-10; Santa Monica 11; Bellflower 13; Arcadia 13; San Fernando 14; Lynwood 15; Long Beach 16-17.
- Billie Bros.: Mobile, Ala., 8-10.
- Christy's: Tower Hill, Ill., 7; Taylorville 8; Cerro Gorda 9.
- Cole Bros.: Louisville, Ky., 14-16.
- Dalley Bros.: Gonzales, Tex., 16.
- Dales: Union, S. C., 7; Shelby, N. C., 8; Spindale 9; Kingsport, Tenn., 10-11.
- Gran Circo Americano: San Juan, Puerto Rico, thru April 13; Humacao 14-18; Guayama 19-25.
- Hamid-Morton: Newark, N. J., 5-10.
- Hoxie Bros.: Nahanta, Ga., 5; Ludowici 6; Hinesville 7; Port Wentworth 8; Estelle 9.
- King Bros.: Rusk, Tex., 5; Henderson 6; Marshall 7.
- Mills Bros.: Circleville, O., 16.
- 101 Ranch Wild West: Gulfport, Miss., 7-9; Macon, Ga., 14-16.
- Pawling John: Hagerstown, Md., 16.
- Polack Bros. (Eastern): (Auditorium) Norfolk, Va., 6-12.
- Polack Bros. (Western): (Murat Shrine Temple Aud.) Indianapolis, Ind., 5-13.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 8; Rogers Bros. Daytona Beach, Fla., 5; Palatka 6; St. Augustine 7; Green Cove Springs 8; Starke 9; Walterboro, S. C., 11.
- Roy's Animal Adairsville, Ga., 5; Jasper 6; Ball Ground 7.
- Seal Bros.: Winters, Tex., 5; Baird 6.
- Sparton Bros.: Kingston, Ga., 4; Adairsville 5; Jasper 6; Ball Ground 7; Blue Ridge 8; Ducktown, Tenn., 9.
- Stevens Bros.: Valliant, Okla., 8.
- Warner Bros.: MacFarland, Calif., 6; Delano 7; Corcoran 8, Lindsay 9.

- Bain-So: Aragon, Ga.
- Rogers Greater: Union City, Tenn.; Metropolis, Ill., 11-16.
- Rosen, H. B.: Guntersville, Ala.; Fort Payne 11-16.
- Royal Crown: Macon, Ga.
- Royal Expo.: Jackson, Ga.
- Sam's Funland: Mt. Gilead, N. C.; Albemarle 11-16.
- Shan Bros.: Athens, Ga.
- Siebrand Bros.: Douglas, Ariz.
- Silver Slipper: Columbia, Tenn.
- Smith Am. Co.: Ranger, Tex.
- Snapp Greater: Nevada, Mo.
- Southern Valley: DeRidder, La.
- Sparks, J. A.: Centre, Ala.
- Strader, M. A.: Liberal, Kan., 14-23.
- Starr, Joe: Idabel, Okla.
- Steblar, J. G.: Inman, S. C.
- Stephens, C. A.: Commerce, Ga.
- Strates, James E.: Washington, D. C.
- Stumbo, Fred R.: Fayetteville, Ark., 9-16.
- Tassell, Barney: Hastings, Fla.
- Thomas Joyland: Lexington, Ky.
- Tidwell, T. J.: Kermitt, Tex.
- Tinsley, Johnny T.: Greenville, S. C.
- Tivoli Expo.: Newport, Ark.; Paragould 11-16.
- 20th Century: Fort Smith, Ark.
- United Expo.: Terrell, Tex.
- Utah Expo.: Winslow, Ariz.; Albuquerque, N. M., 11-16.
- Victory Expo.: Crystal City, Tex.
- Virginia Greater: Suffolk, Va.
- Wallace Bros.: Jackson, Miss.
- Wallace & Murray: Anderson, S. C.
- Ward, John R.: Baton Rouge, La.
- West Coast: Merced, Calif., 5-10; San Jose 12-17.
- Whalen & Riley: Stratford, Okla.
- White Star Attrs.: Ardmore, Tenn.
- Wolfe Am.: Greer, S. C.
- World of Today: Oklahoma City, Okla., 7-16.
- Wrightman Am. Co.: Red Bluff, Calif., 14-17.

Circus Routes

Send to
2160 Patterson St. Cincinnati 22, O

- Beatty, Clyde: (Washington & Hill Sts.) Los Angeles, Calif., 4-10; Santa Monica 11; Bellflower 13; Arcadia 13; San Fernando 14; Lynwood 15; Long Beach 16-17.
- Billie Bros.: Mobile, Ala., 8-10.
- Christy's: Tower Hill, Ill., 7; Taylorville 8; Cerro Gorda 9.
- Cole Bros.: Louisville, Ky., 14-16.
- Dalley Bros.: Gonzales, Tex., 16.
- Dales: Union, S. C., 7; Shelby, N. C., 8; Spindale 9; Kingsport, Tenn., 10-11.
- Gran Circo Americano: San Juan, Puerto Rico, thru April 13; Humacao 14-18; Guayama 19-25.
- Hamid-Morton: Newark, N. J., 5-10.
- Hoxie Bros.: Nahanta, Ga., 5; Ludowici 6; Hinesville 7; Port Wentworth 8; Estelle 9.
- King Bros.: Rusk, Tex., 5; Henderson 6; Marshall 7.
- Mills Bros.: Circleville, O., 16.
- 101 Ranch Wild West: Gulfport, Miss., 7-9; Macon, Ga., 14-16.
- Pawling John: Hagerstown, Md., 16.
- Polack Bros. (Eastern): (Auditorium) Norfolk, Va., 6-12.
- Polack Bros. (Western): (Murat Shrine Temple Aud.) Indianapolis, Ind., 5-13.
- Ringling Bros. and Barnum & Bailey: (Madison Square Garden) New York, thru May 8; Rogers Bros. Daytona Beach, Fla., 5; Palatka 6; St. Augustine 7; Green Cove Springs 8; Starke 9; Walterboro, S. C., 11.
- Roy's Animal Adairsville, Ga., 5; Jasper 6; Ball Ground 7.
- Seal Bros.: Winters, Tex., 5; Baird 6.
- Sparton Bros.: Kingston, Ga., 4; Adairsville 5; Jasper 6; Ball Ground 7; Blue Ridge 8; Ducktown, Tenn., 9.
- Stevens Bros.: Valliant, Okla., 8.
- Warner Bros.: MacFarland, Calif., 6; Delano 7; Corcoran 8, Lindsay 9.

Misc. Routes

Send to
2160 Patterson St. Cincinnati 22, O

- Burke's, Jack W.: Distana (Roanoke) Roanoke, Va., 6; (Shore) Milford, Del., 8; (Island) Chincoteague, Va., 9.
- Henderson-Swank Karston Show (Cavalier) Waynesboro, Va., 6; (Palace) Winchester 7; (Rockbridge) Buena Vista 8.
- Herbers & Hagon Exhibit: Elkhart, Ind., 5-7; La Porte 8-9; Gary 11-16.
- Lee's Colored Minstrel Show (Grove) Newton Grove, N. C., 6; (Carver) Williamson 7; Contee 8; (Hardy) Chase City, Va., 9-10; (Joyner) Emporia 11.

CARNIVAL PLASTER

PLENTY OF FLASH—WRITE FOR LIST TODAY

We ship by rail or truck, no order too small nor large.

906 E. 12 ST.

Harrison 0996

KANSAS CITY, MO.

FLORENTINE ART STATUARY CO.

DALES CIRCUS WANTS

One or two Clowns, Ticket Sellers, Working Men in all departments.

Jimmy Hurtt wants Baritone for Big Show Band.

Trick Riders and Ropers to work Concert with Lash La Rue, screen star.

UNION, S. C., 7; SHELBY, N. C., 8; SPINDALE, N. C., 9; KINGSPOET, TENN., 10 AND 11.

Aeros Abandons Unit Skips Ger. Red Zone

LEIPZIG, Germany, April 2.—Clyde Aeros, sole owner and manager of the Circus Aeros, and considered one of the heaviest taxpayers of the city, suddenly decided that the climate of the British Western Zone of Germany would be healthier than the Soviet ruled zone, and made a hasty exit without any formal farewells.

General opinion is that Aeros whose circus had been backed every way by the Soviet authorities figured that the honeymoon was over and that the Russians were about ready to freeze him out by expropriating his circus and making it a State project, which is the usual Soviet mode of operating. Currently the show is being run by an executive board and a group of employee councillors.

Marquis-Karston Show (Carolina) Rocky Mountain, N. C., 6; (Capitol) Raleigh 7 (Richmond) Rockingham 8; (Paramount) Concord 9; (Criterion) Anderson, S. C., 11 Pan-American Animal Exhibit: Andalusia, Ala., 6-7; Georgiana 8-10; Luverne 11-12 Troy 13-14, Union Springs 15-17. Plunkett's Stage Show: Marathon, Tex., 7-9 Fort Stockton 11-13; Iran 14-16. Stating Vanities of 1949 (Armory) Rochester, N. Y., 5-10.

POP CORN CONES

In 5 attractive colors.

The flashiest pop corn container on the market. Sell at a nickel and keep 'em eating, treating and spending. Sold by jobbers from Coast to Coast.

BRITZIUS MFG. CO.

DOVER, MINN.

FOR INFORMATION ON

POPCORN PROFITS

TURN TO
INSIDE FRONT COVER
OUTDOOR EQUIPMENT
SUPPLEMENT



MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

POPCORN MACHINES

ELECTRIC OR GAS

FOR TRAILERS OR YOUR OWN CABINET

BUY DIRECT FROM

MANUFACTURER

Strip Heating Elements for under Popcorn Tray. Completely enclosed in steel. 110 volts, 100 watts. 1 1/2" x 23" long.
ONLY \$2.50 EACH
Made for Popcorn Trays.

W. H. SCHAPER MFG. CO.

3831 Hubbard Ave., Robbinsdale, 22, Minn.

Don't miss the

CONCESSION AD

FOR REAL MONEY-MAKERS

See page 41 of Supplement.

FOR SALE

CRETORS HOLLYWOOD MODEL 48 ALL STAINLESS

STEEL POP CORN MACHINE

Like new, four months old, with patented oil pump and seasoning. Cost \$841.50; will take \$500.
Sam Valenti
220 Main Street, Norfolk, Va.

Midway, Amateur Shows Set for Port Huron Celebration

PORT HURON, Mich., April 2.—Papermakers' Local 193 will hold its Spring Celebration here April 22-28, as announced by Floyd Walters, chairman of the celebration committee, last week during the Papermakers' Convention at the Hotel Gibson, Cincinnati.

Walters said that the signing of a midway contract was in the final stages and that a horse-pulling contest, amateur shows and other attractions are being lined up. Besides Walters, other officials are Albert Randolph, assistant chairman, and Charles Shephard, financial secretary.

Roseland Funspot Bows for Season April 16

CANANDAIGUA, N. Y., April 2.—Roseland Park here, owned by William Muar, will bow for the season Saturday (16). Spot boasts two new rides this year, Drive-Yourself-Boats, purchased from B. A. Schiff Company, and a Miniature Train, purchased from the Miniature Train & Railroad Company. Rides cost in the neighborhood of \$20,000.

While Roseland will have nothing special in the opening-day ceremonies, Muar said the advertising budget this year will hit the \$5,000 mark, \$4,000 of it going to newspapers and \$1,000 to radio.

Hanover, Pa., Funspot Cracks Season April 10

HANOVER, Pa., April 2.—Forest Park here bows for the season Sunday (10), August Karst, owner-manager, announces. Scooter cars, purchased from Palisades Park, have been added this year. Other improvements and pairs also have been made.

Karst said he will use free acts, novelty shows and bands as promotions this season.

Bushman Celebrates Birthday

CHICAGO, April 2. — Bushman, probably the best known gorilla in the world, thanks to some top press entry, celebrated his 21st birthday Friday (1) in Lincoln Park Zoo here. Engraved invitations were sent to 100 guests. There was a cake and other trimmings, and the monkey house was decorated with a jungle motif, with Bushman behind the bars and his guests in front of them.

Ocean Beach Bows April 17

NEW LONDON, Conn., April 2. — City-owned Ocean Beach Park, of which Meredith Lee is superintendent, will bow Thursday (17) for week-end trade and will begin daily operation May 24.

WANTED WANTED WARNER BROS.' CIRCUS AT ONCE

Novelty Acts, Animal Acts, Working Men, Property Men, Riggers, wire Al Warner. Spot Middleton, Goody Phillips, Humpty Ethridge, Jimmie Boardman, Billy Callimore, Kelly McShoe, Claude Terry, wife Hank Carlile, legal adjuster. Mechanic with own tools. Raymond Aguilar, other useful people, come on. April 6, McFarland; 7, Delano; 8, Corcoran; 9, Lindsay; all California.

HUNT BROS.' CIRCUS WANTS

Contracting agent to join on wire. Baritone and trap drummer. Union agent for pop corn and candy floss, man and wife preferred.

C. T. HUNT Burlington, N. J.



WHEN T. DWIGHT PEPPE, general agent for Polack Bros., is in the Pacific Northwest on his travels, he always finds time to stop in Yakima, Wash., to visit Harry and Marge Chipman at their Circus Inn. On Peppe's recent visit there, the Chipmans had a photographer on hand to record the visit. Left to right, Peppe, Marge and Harry.

Add Tilt, Looper and Skooter To Line-Up at Iowa Playland

COUNCIL BLUFFS, Ia., April 2.—Abe Slusky, president-general manager of Playland Park here, reports the spot will have three new rides this year when it opens Easter Sunday (17) for week-end operation. Daily schedule starts May 30.

New rides include a Tilt-a-Whirl, purchased from Sellner Manufacturing Company; a Looper, from Allan Herschell, and a Skooter, from Lusse Bros.

Opening-day attractions include a free act, midget auto races and an Easter egg hunt.

Slusky says ride prices for adults this year will be the same as last

Willow Mill Ups Price On Rides by Two Cents

MECHANICSBURG, Pa., April 2.—Ride prices are being upped in Willow Mill Park from 10 cents to 12 cents, but food and refreshment prices remain unchanged. Last year rides went for 8 cents plus 2 cents tax. This year the rate will be 10 cents plus 2 cents tax.

The funspot has installed a kiddie Auto Ride, Mirror Maze and basketball pitch, H. DeH. Stoner announced. Staff includes Ira J. Brehm, rides and maintenance; Alta B. Stoner, press agent, and Justina S. Brehm, skating rink and refreshments. The park has increased its publicity budget by \$500, total now being \$3,000.

Paul Spadoni Exits Berlin To Open Agency in Rome

BERLIN, April 2.—Paul Spadoni, former representative in Europe of the old Keith-Orpheum Circuit and leading booker of circus and vaude acts in Germany prior to the war, has disposed of his interests in Berlin and has left for Rome where he is opening an agency.

Spadoni is well known among American circus performers and vaude acts, as he booked practically all of the big time acts that played Europe in pre-war days.

Two New Rides Added To Waldameer's Line-Up

ERIE, Pa., April 2.—When Waldameer Beach Park opens for the season here Decoration Day, customers will find two new rides and a miniature golf course as additions. New rides are a Kiddie Buggy ride and a miniature Ferris Wheel. All other rides have been repainted and repaired, F. W. A. Moeller, owner-manager, reports.

Moeller said the park will use fireworks this year on special days to hypobiz.

year, but he plans a slight reduction in the tariff for kiddies.

Playland officials will concentrate on special out-of-State picnic promotions and school and employee outings. Free fireworks also are planned at various times during the season.

In addition to Slusky, Irvin Siegman is park secretary-treasurer; Richard Esaney is in charge of promotions, and W. F. McKinney is park superintendent.

Set Russell Point Debut

RUSSELL POINT, O., April 12.—Workmen are busy here at Russell Point Boardwalk getting things in shape for the debut Easter Sunday (17). Daily schedule starts May 30. French L. Wilgus is owner of the park and Jack Stone is manager.

ARE YOU A CONCESSIONAIRE? TAILORED SIX POCKET CHANGE APRONS



Points of stress and strain reinforced with BAR TACKS.

Especially designed and made for heavy duty carnival and concession use. Seams double stitched to insure long life.

THE BAR TACK IS A SPECIAL FEATURE OF THE LEONARD APRON.

- Style #B1—Broadcloth for general all purpose use ... \$3.50
- Style #KL1—Wool Fabric with full leatherette front piece Bedford Cloth, a most durable and soft textured fabric \$4.00

MINIMUM ORDERS 3 APRONS 1/2 Deposit on C. O. D. No Personal Checks accepted.

LEONARD SPECIALTIES 2080 CONEY ISLAND AVE. BROOKLYN 23, NEW YORK

T-N-T POPCORN

For Extra Popping Volume SEASONING CARTONS SALT

Warehouse Stocks at

- Portland • Salt Lake City • Denver • Los Angeles • Houston • Albuquerque • Birmingham • Hialeah, Fla. • Newark • Boston, Mass.

Write Now for prices and samples —T-N-T POPCORN DIVISION— Barteldes Seed Co., Lawrence, Kansas



MORE RETAIL SALES PER BAG with LUCKY JIM HYBRID POPCORN!

Get \$10 to \$20 more per 100 lb. bag than from average corn. Consistently higher in official volume tests. Consumers demand the finer, crispy, delicious flavor of LUCKY JIM POPCORN. Consistent, uniform quality.

Nine BIG centrally located storage and processing plants assure prompt supply and lower freight rates.

WRITE TODAY FOR PRICES AND COMPLETE INFORMATION

J. A. McCARTY SEED COMPANY

526 N. W. FOURTH STREET

EVANSVILLE 10, INDIANA

POPCORN MACHINES

Quick delivery: World's finest FRENCHFLAKE KETTLE POPPERS. Manufactured for 30 years by pioneers of all electric. Largest capacity —lowest prices by \$100 to \$300.00. Reliable rebuilt machines most all makes.

UNITED STATES POPCORN CO.

14909 Kinsman Rd.

Cleveland 20, Ohio

20TH ANNIVERSARY SPECIAL—SAVES YOU 10%

TASTEY HYBRID YELLOW POPCORN

PAY ONLY \$8.50 LESS 85¢ PER 100 LB. BAG.

Order 5, 10 or more today. Buy at carload price.

Our 20 years' continuous business assures quality.

50 Lbs. Tasteey Seasoning, \$13.00.

Medium 10¢ Cartons, \$7.00 M.

JOE F. JOHNSON CO.

644 Stelzer Rd., Columbus, Ohio

IT'S NO SECRET

EVERYONE TALKS QUALITY—WE DELIVER IT

In fact, we've been delivering it for the past 30 years. We sincerely thank you who have made this long period of continuous operation possible—but—whether you're an old friend or a new acquaintance, won't you join us on this anniversary?

See our 20th ANNIVERSARY SPECIAL in this issue. It's our way of saying THANK YOU for many past favors.

JOE E. JOHNSON CO.

644 Stelzer Rd., Columbus, Ohio

Del. Augustine Beach To Feature Free Shows

PORT PENN, Del., April 2.—Augustine Beach Park, 20 miles below Wilmington on Delaware Bay, will present a free stage revue every Sunday. Owner Tommy Taxis announces. Opening for week-end trade is set for May 1 and for daily business May 29.

Improvements this year include enlarging the theater stage, revamping the night club and concession fronts and extending the beach front. Promotions will include jallopy races, a rodeo, an agricultural fair and exposition and a children's day every Thursday, with ride prices cut one-half.

On the staff are Martin Stapleton, manager; Rose Stapleton, secretary-treasurer, and Ralph H. Brown, publicity.

Reichardt Adds Mirror Maze To Des Moines Riverview

DES MOINES, April 2.—A Mirror Maze is among the new additions at Riverview Park here, Robert A. Reichardt, president-general manager, announces. Spot bows for the season May 11. Improvements include the remodeling of the office and general painting and repairing. Reichardt also says he may purchase some new Scooter cars this year.

Riverview executive staff, in addition to Reichardt, include Lester Bookey, vice-president; W. E. Kooker, secretary-treasurer; Bartlett E. Kooker, assistant manager; Irven Woolery, ground foreman, and Dorothy Grundy, refreshments manager.

Pennsy Spring Mount Park Expands, Adds Features

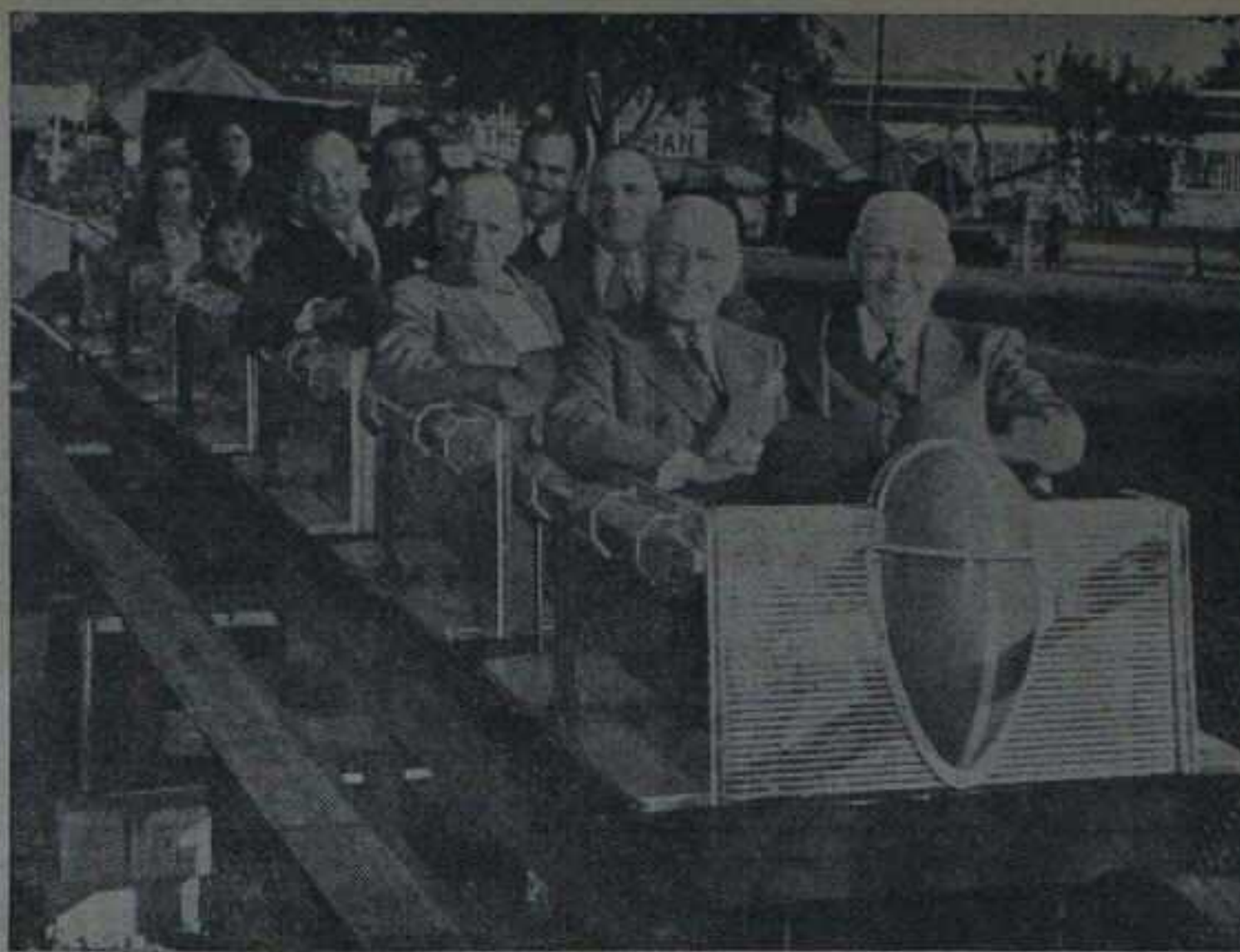
PHILADELPHIA, April 2.—Spring Mount Park Annex, five miles from Philadelphia, has been enlarged by the purchase of additional property, which includes several buildings, a basketball court and other equipment, Roy Huber, co-owner announced.

Promotions this year will include baseball games, hillbilly shows, free movies, water sports and a beauty contest. Park opens May 30.

Park staff includes Roy and Chris Huber, co-owners; Christian Huber, treasurer; Leroy Huber, manager; Henry Sabel, secretary, and Sydney Smith, refreshments and concessions.

Look Adds Miniature Train

NORTHAMPTON, Mass., April 2.—Look Park has purchased a new miniature train from the Miniature Train & Railroad Company, Rensselaer, Ind., M. Foss Narum, manager, announced. City-owned park opens Thursday (17), with \$27,500 spent on improvements.



ENJOYING A RIDE in the scaled down, but obviously not cramped, cars of the kiddie Roller Coaster manufactured by the National Amusement Device Company are, in the first seat, Leonard Schloss, Glen Echo Park, Washington, and Dutch Vassin, National's prexy; in the second car, Ralph Rocco, Bisch-Rocco Amusement Company, and Charley Paige, Coaster designer; in the third car, John L. Campbell, insurance consultant, and Bill de L'horbe, National's sales manager.

Puritas Springs To Open Week-End Schedule April 15

CLEVELAND, April 2. — Puritas Springs Park will open for week-end operation Friday (15), with daily operation to begin May 25.

A new kiddie Boat Ride, purchased from the Charles A. Andersen Company, has been added. Total cost of improvements this year, including the new ride, will hit around \$15,000. James E. Gooding, vice-president and manager, announced.

Park's staff, in addition to Gooding, includes Pearl Gooding Visoky, president, and Pearl June Stockton, secretary-treasurer.

Noah's Ark and Gallopers Installed in English Spot

ESSEX, England, April 2. — Two new rides, a Noah's Ark and Gallopers, have been installed at the Kursaal and Gardens here. Spot opens for week-end operation Saturday (16) and for daily business June 6. Other improvements made this year include the modernization of lighting effects and the usual redecorating and repairing.

C. J. Morehouse is managing director of the park, with C. F. Giffith, assistant, and J. J. Crowley, secretary.

\$2,500 Face-Lift at Tuxedo

CRETE, Neb., April 2.—Repairs and landscaping at Tuxedo Park here will cost around \$2,500. F. J. Kobes, manager, announces. Spot is operated by Harold Clark.

WINTER QUARTERS

Mills Bros.

CIRCLEVILLE, O., April 2.—The Valencianos, high pole and trampoline troupe, one of four foreign features being imported this season by Mills Bros., will arrive in the U. S. April 8, Manager Jack Mills announced following word from Hans Lederer, show's foreign agent.

Signing of George Cook, Erie, Pa., and his miniature comedy car also was announced by Jack Mills, who has finished business in Cleveland and checked in here, joining brothers Jake and Harry. Two more sleepers, a chair truck and another tractor, all purchased within past two weeks by Jake, arrived. Letterers Allen King and Ed Burrige will apply finishing touches to last of motorized equipment next week.

Arthur (Hard Times) Leonard trucked in a load of newly acquired equipment from Louisville, including wardrobe, chairs, cookhouse equipment and saddles. Jeannette Wallace, Helen Huntley, Mrs. Ray Goody and Eileen McGovern have been working on wardrobe. Three new big top center poles were delivered, skinned by veteran Shorty Good, and painted.

Lou Barwick was added to press staff, bringing it to full force, and (See Mills Bros on page 172)

Cole Bros.

LOUISVILLE, April 2.—All recon-ditioned wagons, cars and coaches have been painted in orange and blue and half the new wagons ordered arrived and have been painted. Painting of the new Side Show wagons got under way late this week.

Recent quarters arrivals included Larry Davis, Eddie Billetti, Dutch and Maggie Wise, Joe Hazey, Martel (See COLE BROS. on page 92)

Lalle's Funspot, Angola, Will Again Use Acts

ANGOLA, N. Y., April 2.—Lalle's New Amusement Park again will feature nightly free acts, according to Michael T. Guzzetta, president. About \$7,000 has been spent for general improvements, including rebuilding the kiddie ride, building fire places, extending the parking lot and improving the picnic grounds. Park bows May 30.

A new Scooter has been purchased from Celoron Park, Jamestown, N. Y. Staff includes Lucy Guzzetta, vice-president; Ann Guzzetta, secretary; Glenn Bender, ride foreman, and Ray Knaland, advertising.

Sellers Bros. To Produce Kerrville's Annual Rodeo

KERRVILLE, Tex., April 2.—Earl and Jack Sellers, Del Rio, Tex., again have been signed to produce the Kerrville Rodeo here July 1-4, under Junior Chamber of Commerce auspices. Cash awards totaling \$3,800 will be put up for the winners of main events and special attractions will be added this year, the committee in charge reports.

Advance ticket sale for the show gets under way June 1. Seating capacity of the new stadium here has been increased to 8,000.

Labor Cele To Highlight Lakewood Beach Opening

URBANA, O., April 2.—A labor celebration will highlight the opening of Lakewood Beach Park here May 28, Dave Conrad, manager, announces.

Park will have a miniature train this year. The Arcade has been enlarged. There are two new concession buildings and improvements have been made on the ballroom.

Spot is owned by Dave and Dean Conrad and Robert Wingard.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

TICKETS SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS	ROLL TICKETS	WELDON, WILLIAMS & LICK
1 ROLL \$1.00	1 ROLL \$1.00	FORT SMITH, ARKANSAS
5 ROLLS 4.00	5 ROLLS 75c	Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your last Number
10 ROLLS 8.00	20 ROLLS 60c	

What looks like mountains ahead of you many times turn out to be just a mass of clouds.

Manufacturers of

TICKETS

of every description

THE TOLEDO TICKET COMPANY

114-116 Erie, Toledo (Ticket City) 2, O.

SPECIAL PRINTED	Cash With Order, Prices
Roll or Machine	2,000 \$ 6.80
	4,000 7.65
	6,000 8.50
	8,000 9.35
	10,000 10.20
	30,000 14.60
	50,000 19.00
	100,000 30.00
	300,000 118.00
	1,000,000 228.00
	Double Coupons, Double Prices.

ROLL and MACHINE TICKETS

Shipping Charges Paid to 500 Miles

KANSAS CITY TICKET CO.

Dept. 2, 1819 Central St. Kansas City 8, Missouri

SPECIAL PRINTED	Cash with order prices
	2,000 \$ 4.45
	10,000 6.85
	100,000 23.95

AMERICA'S FINEST

SHOW PRINTING

STOCK DESIGNS FOR ALL OCCASIONS

CIRCUS - CARNIVAL

RACE - THRILL SHOWS

POSTERS - DATES - CARDS - BANNERS

WRITE FOR DATE BOOK AND PRICE LIST. OUR 23rd YEAR

CENTRAL

SHOW PRINTING CO. - MASON CITY, IOWA

WINDOW CARDS

COLOR-ECONOMY-SERVICE

SPECIAL QUANTITY PRICES!

Celebrating A Quarter Century

CATO SHOW PRINTING CO., INC.

CATO, NEW YORK

NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Club-rooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.

Almost everyone of the Eastern amusement family is a member. Are you?

Write for Information

Initiation \$10.00

Dues \$10.00 Yearly

YOUR ALL-STAR LINE IN '49!

TOP POP HYBRID POPCORN



MIDWAY MARVEL CANDY FLOSS MACHINE



SNOWFLAKE SNOW CONES



SNOW-KING ICE SHAVERS



Rebuilt Popcorn & Peanut Machines

Snow Cone Supplies

Root Beer Barrels

Deep Fat Fryers

Popcorn Boxes & Bags

Peanut Roasters

Popcorn Supplies

Hand Popping Kettles

Popcorn & Peanut Warmers

Original COTTON CANDY JONES

COTTON CANDY CONES

STAR POPCORN MACHINES



Portable Popping Units

Peanuts—Raw & Roasted

Carmelcorn Equipment

Candy Apple Equipment & Supplies

Echols & Sno-Master Ice Shavers

Attractive Circus Bags

Hot Dog Steamers

Coleman Equipment

Candy Floss Supplies



SEND FOR NEW 1949 CATALOG • ORDER YOUR CONCESSION EQUIPMENT & SUPPLIES FROM US FOR COAST TO COAST SERVICE

CHUNK-E-NUT PRODUCTS CO.

Matty Miller

231 N. Second St.
Philadelphia 6, Pa.

Hank Theodor

2908-14 Smallman St.
Pittsburgh 1, Pa.

Ed Berg

1261-63 E. Sixth St.
Los Angeles 21, Calif.

Ralph Cobb

1230 W. Morehead St.
Charlotte, N. C.

CAPITAL RAIN GREET'S STRATES

Concess Space Sale Tops '48

Org's wagons show shift to pneumatic tires—midway lighting improved

WASHINGTON, April 2.—The James E. Strates Shows were rained out here, Thursday, March 31, and there was a prospect of more rain Friday (1). Despite a severe electrical storm that began early Thursday night, 2,100 persons braved the torrential downpour to visit the midway. There was no let-up in the rain, however, and by 10 p.m. the midway was dark. The storm climaxed an all-day light misty rain, but no property damage resulted at the grounds, at Benning Road and Oklahoma Avenue N. E.

Ready Mag Break

WASHINGTON, April 2.—The James E. Strates Shows are slated to get a plug in *Pathfinder* magazine which is planning a color cover picture of the local carnival grounds and a six-page picture layout in a June issue. Photographers took a number of shots of the show here and several while the org was in Fort Lauderdale, Fla. *Pathfinder* claims circulation of about 1,000,000, mostly in rural areas.

The org will have seven new canvases tops this season, press agent Starr DeBelle, said. Two of the new tops were up here. Substantial improvement has been made in the show's lighting. Strates continues to equip the show with modern wagons. A dozen new wagons, with dual pneumatic wheel tires, were built last winter, and a dozen more are under construction. The prospect is that all the wagons will have the new pneumatic tire equipment by the season's end. Other new equipment includes five new Diesel caterpillar light plants.

The shows carries 27 rides, the same number as last season, and 18 shows.

Nate Eagle's *Hollywood Midget Movie Stars* is a repeater, with a new cast featuring Dottie Wenzel. An all-new cast is reported for Irvin C. Miller's *Brownskin Models*, a new addition. A new Hawaiian troupe also is slated to join next week. A novel production twist has been effected in Glenn Porter's *Tortures of Early Days*, which is performed with animated figures.

A larger number of concessions than were here last year were up for the opening. The stand here always has been marked by a big concession line-up.

The engagement here will run thru Saturday (9), with matinees Wednesday (6) and Saturday. The auspices here are the Army-Navy Union of the Potomac, garrison of the presidents.

McCabe Named DAV Leader

EXCELSIOR SPRINGS, Mo., April 2.—Vince McCabe, who soon will begin his fourth season with concessions on the Sunset Amusement Company, was elected first commander of the Disabled American Veterans here recently. Sunset Amusement Company, which winters here, will open its season here.

Decker Inks Georgia Sothern To Operate Gal Unit on P.C.

CHARLOTTESVILLE, Va., April 2.—Ralph Decker, owner-operator of the Joseph J. Kirkwood Shows, this week announced the signing of Georgia Sothern, a member of burlesque's hierarchy, for all stands beginning with the org's Trenton, N. J., date, skedded for the week of Monday (11).

Decker said the blond strip-tease artist, who first made alfresco stands last season with the James E. Strates Shows, was contracted on a percentage basis and as such will be an independent op. No guarantee is involved other than assurance that she will rate feature billing. It was reported, but not confirmed, that the lass rated a \$1,000-a-week guarantee when touring with Strates. During the winter Georgia returned to the burlesque circuit and held down the featured spot at several New York bistros.

Percentage Deal

Claiming to be the first truck show to tour with a name personality, Decker intimated that it would be an expensive proposition in that the Sothern-operated, 12-person unit would have to gross a pile of dough before the office would retain any sizable amount. However, acceptance of the short end of a percentage deal will pay dividends thru the hoped-for potent drawing power that will result from Georgia's presence. The Strates management credited her with stimulating the gate and building the gal show gross.

The agreement requires the show to feature Georgia on 10 24-sheets weekly. K. C. McGary, now tub-thumping and building kid matinees for the org, will largely concentrate on promoting Georgia, Decker said.

The Sothern unit will be housed in a 45 by 90-foot top recently purchased from the Cetlin & Wilson Shows and behind a revamped show front formerly used for C&W's *Paradise Revue*.

Ad Budget Upped

With two weeks of action behind him Decker opined that this season it will take more people to gross big money. Accordingly, he said, his ad-publicity budget has been boosted considerably.

The play so far indicates that there is plenty of change, up to and including 50-cent pieces, and that paper money is scarce. Business here and at the previous stand, High Point, N. C., has been good, weather permitting. Altho located three miles out of High Point the org drew 3,500 paid admissions on one night. By mid-week here the show had chalked up a top 2,100 paid on one night. Three radio stations and five newspapers were used in publishing the High Point date, Decker said.

Top Grosses Needed

The Kirkwood org is so geared as to require top grosses now with the

Ohio Valley Loses Equipment in Fire

CINCINNATI, April 2.—Bill Harris, general agent of the Ohio Valley Shows, Roxie Harris, owner, in quarters at Findlay, O., phoned *The Billboard* that fire there today destroyed the paint shop, tools, equipment and four Merry-Go-Round horses.

The horses will be replaced in time for the scheduled opening of the org at Kenton, O., April 30.

addition of Sothern. Show is also carrying as a free attraction the Emanuel Zacchini cannon act.

Decker figures on a top season, pointing out that his org will be first in to play Richmond, Va., beginning next Monday (4); Trenton, N. J.; Newburgh, Poughkeepsie and Schenectady, N. Y., all top dates under favorable conditions.

Molly Decker and Hom Zolan built and are operating five new concessions.

April 9 Opening For Hennies Org

To feature Denise Darnell in gal unit — Hollywood name to join for fairs

HOT SPRINGS, April 2.—Denise Darnell, six-foot-six-inch Texas gal of burlesque-night club note, will be featured in the *Out of This World* revue when Hennies Bros.' Shows launch their season here Saturday (9). She is to be given special billing.

With the start of the fair season, a name Hollywood fem will be carried by the org, Owner Harry Hennies said this week. He pointed out this is in line with the policy he introduced last year. Hennies said he already had closed a contract, but declined to reveal the name signed, saying the announcement would be delayed until the actress completes a film commitment.

The Hennies opening stand will be at Jaycee Park, with the Hot Springs Junior Chamber of Commerce sponsoring the engagement.

Already well ahead of schedule, winter quarters activity here was stepped up further this week, and indications were that everything will be in readiness before the opening day.

At the close of this season, Hennies said, he will open a public zoo-winter exposition set-up on the shows' 37-acre winter quarters tract. If present plans by the State to concrete the old Little Rock highway which passes the grounds is carried thru, it would prove a boon to Hennies' plan.

Gaffney Date Good For Drew Premiere

GAFFNEY, S. C., April 2.—The James H. Drew Shows, a new entry in the carnival field, kicked off the season to good business here March 26 on the Phillips show lot under American Legion auspices, according to Harvey (Doc) Arlington, who is handling press and secretarial duties.

Altho rain hurt the matinee, clear and colder weather at night brought the day's total of visitors to a good figure and spending was good. The Merry-Go-Round topped rides, and concessions got money until the midnight closing ordered by the city.

James H. (Georgia Boy) Drew, owner, is carrying a line-up of new equipment that includes six rides, rolling stock and some office-owned concessions, Arlington reported. A veteran concessionaire, Drew spent many years with the Gooding organization. He plans to spend about a month in the South and then route the show thru West Virginia, Ohio, Indiana and Michigan.

Lawrence Biz Well in Black At Savannah

Macon Stand Opens in Rain

MACON, Ga., April 2.—Weather equipment in spic-and-span condition, Lawrence Greater Shows moved into Macon Sunday (27) after striking pay dirt on its opening week in Savannah. Most of the trucks had made the 190-mile jump by mid-afternoon.

Despite a steady rain, the work of erecting the midway continued thru Monday (28) and the org was 90 percent completed at opening time that night. Biz in the early part of the week here has been slow due to rain and cold.

Owners Sam and Shirley Levy report a different picture for last week when warm weather and clear nights brought out large crowds, climaxed by Saturday night's (26) turnout of 3,916 customers, putting the Savannah engagement in the winning bracket.

Herb Shive, now in the third season as general agent, was on hand to greet the show here. Shive arranged with city officials for use of the parking area of Central City Park and directed several promotional and publicity stunts. Date here was billed heavily by both the Lawrence show and the Royal Crown Shows which follow on the same lot Monday (4) for a week's engagement.

Lawrence has eight shows, a new Funhouse and Motordrome, plus 11 rides. Another Ferris Wheel is to be added next week in Columbus, Ga., and Shive reported that a Screwball and a Rolloplane, shipped to Salem, Ore., last fall for repair of wreck damages, will be added at Nashville. New front of the Minstrel Show outstanding, with balcony for musicians and stairways for bally numbers.

Personnel includes many old timers. Louie Gueth, assistant superintendent and ride boss, and Bob Young, Whip foreman, are in their 17th consecutive year.

Others on staff are Cash Wilts, executive assistant to owners; Fitz Brown, superintendent of concessions; J. L. Machamer, secretary-treasurer; Johnny Matise, head mechanic; Jack Repass, Diesel engineer; and J. P. Henry, special agent.

Show has three 100 kw. Diesel plants and one with 20 kw. power. Lot is well lighted with towers of fluorescent lights, and there is a new neon front at the main entrance.

Cedar Rapids Spring Fete.

Minn. Fairs to Home State

LINCOLN, Neb., April 2.—Home State Shows have contracted to Cedar Rapids, Ia., Spring Festival which is skedded for May 26-30. Carl Larsen and Don Trueblood, the show's co-owners, announced. Andrew Hanson, manager of All-Iowa Fair, inked in behalf of the festival.

Also contracted recently were fairs in Slayton and Canby, Minn.

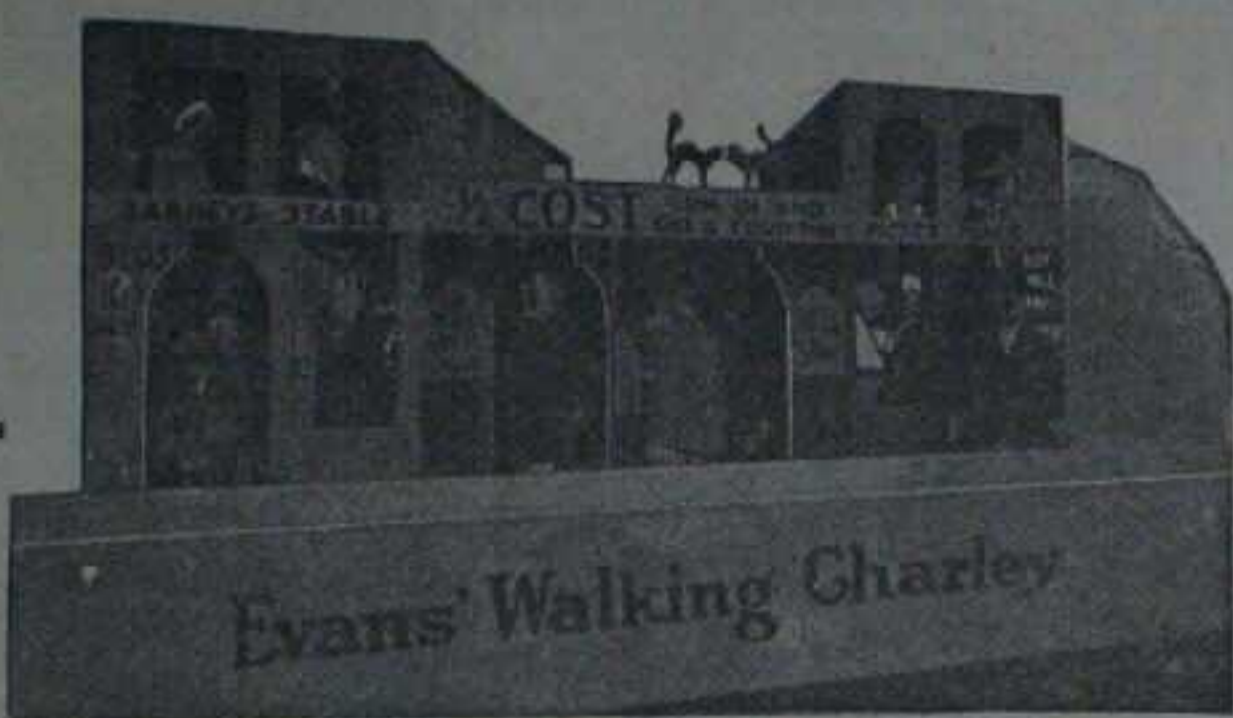
Wallace & Murray Set

Two Tenn. Annuals

AUGUSTA, Ga., April 2.—Wallace & Murray Shows, now playing here, have booked the Mountain City (Tenn.) Bean Festival and Fair for the third consecutive year, and the Greenville (Tenn.) Fair. Org opens in Cordele, Ga., and reported business light there.

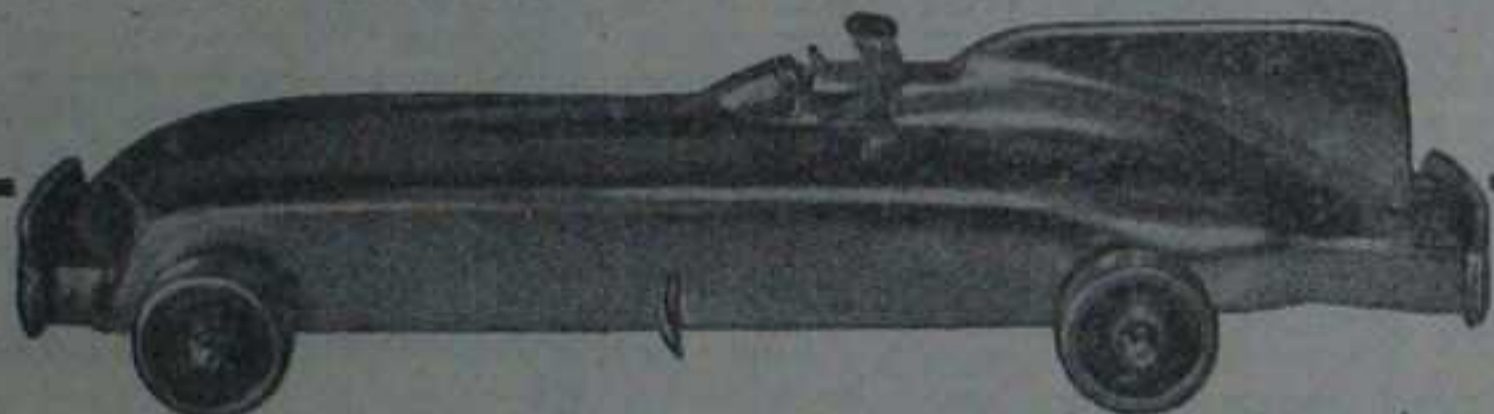
EVANS ★ TOPS THE MIDWAY FOR BIG "TIPS" AND DEPENDABLE TAKES!

You pitch to bigger earnings every season when you bank on EVANS' QUALITY EQUIPMENT! At Carnival, Park, Fair or anywhere, Evans' Wheels, Games, Grind Stores show the flash that draws the cash! The 1948 season proved it to hundreds of the fraternity! Get going for sure in '49 . . . order your Evans' money maker NOW!



The most popular baseball throwing game ever conceived. Consistent profits year in and year out. Life-like, full size, indestructible figures, constantly on the move, make irresistible targets. Scenic back stop. Easy and inexpensive to operate. Available in 8 Figure and 6-Figure Models. For a steady income, get this one quick! Write today!

EVANS' STREAMLINED THUNDERBOLT BUMP RACER



Finest bumper ever offered to the trade! Brightly nickel-plated for outstanding flash—built for a lifetime of service. Ball bearing wheels. No overhead wires. Indestructible! Weight, 18 lbs. Complete with bumper post. Write NOW!

WHEELS FOR ALL PURPOSES

RAFFLE LAYDOWN
BALTIMORE DICE WHEELS

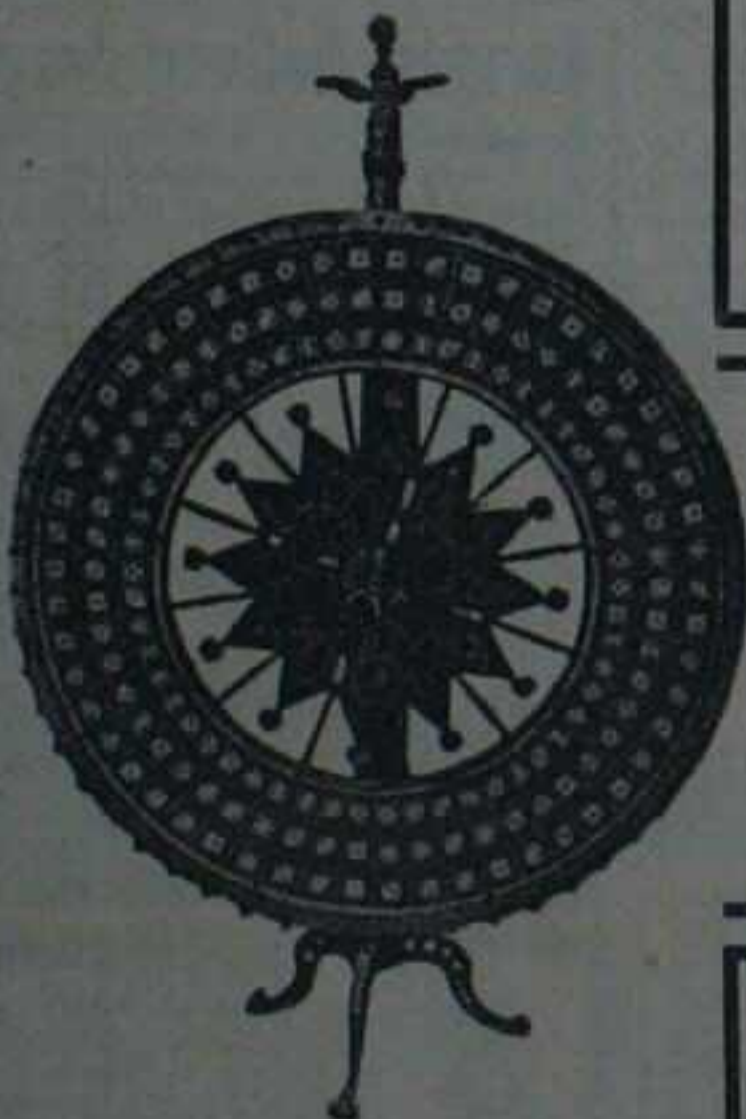
Keep the play coming your way! Operate Evans' wheels for assured quality, lasting flash and faultless performance!

EVANS' JUMBO DICE WHEEL

Chuck Luck in the most popular form! Operators in the know go for its extra flash and extra cash drawing power! Brilliantly ornamented and trimmed. 60" or 32" diameters. Don't wait—write on this one today!

PROVEN MONEY MAKERS

Make sure of profits this season with Evans' sure-fire equipment. ORDER NOW! EVANS' HORSE RACE WHEEL • IMPROVED COUNTRY STORE WHEEL • MONKEY SPEEDWAY • 7-11 BASEBALL GAME • IMPROVED BEE HIVE • CHUCK CAGES • PONY TRACKS • BINGO EQUIPMENT • BIG TOMS • THREE-MARBLE TIVOLI • WATCH-A-LA BLOCKS • HOOP-LA BOXES • CANDY RACE TRACK • MILK BOTTLES



Famous Quality EVANS' COUNTER GAMES

All types—all tested and proven profitable! No license required to operate. Portable, flashy—good for many seasons of play and earnings! Information sent on request.



NEW! NEW!

EVANS' UMBRELLA WHEEL

Evans designers give you another winner in this beauty! A laydown wheel that offers 8 propositions in addition to 16 numbers. Play on odd or even, high or low, red or black, etc. Plenty of eye-appeal. Red, white and blue trim with characters and numbers in gold. Complete with 36" x 50" layout. Send for literature NOW!

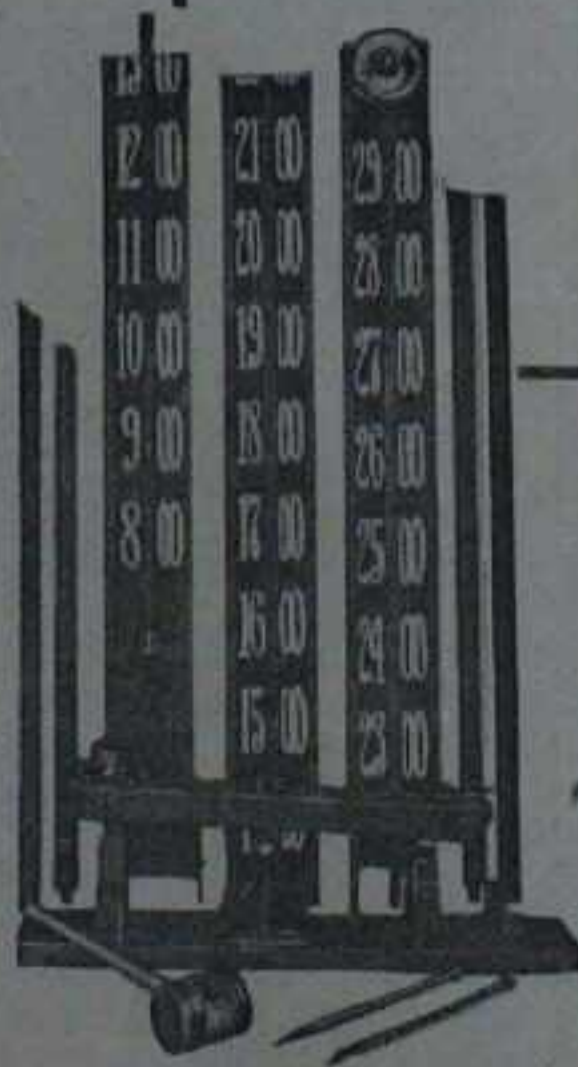
EVANS' AUTOMATIC DEVIL'S BOWLING ALLEY



None better! When used with coupon system it pulls in profits a-plenty! Regulation 16 ft. outfit with 100 two-way push-up balls. Operates on AC or DC. Top quality construction. Send for details today!

EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action! Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces. Free information on request.



57 YEARS QUALITY-SERVICE

FREE! EVANS' CATALOG
Latest edition. Plan your season with many of the profitable ideas in this valuable book!
SEND FOR YOUR COPY NOW!

H. C. EVANS & CO.

1528 W. ADAMS ST. CHICAGO 7, ILL.

Leading Manufacturers of Amusement Devices Since 1892

ROJAC Presents BALLYHOO with MUSIC!

ROJAC PORTABLE 2-IN-1 P. A. SYSTEM & PHONO UNIT



- USE INDOORS! USE OUTDOORS!
- Portable—all wood lightweight case covered in fine leatherette. Take it wherever you go!
- Play recorded background music while ballyhooing—or use separately!
- Heavy-duty SPEAKER in detachable cover!
- Specially designed AMPLIFIER by Airtronix. Full volume—clear tone!
- PHONOGRAPH with latest type crystal pick-up.
- Standard Motor and Turntable (78 R.P.M.), 110 volts, A.C.
- Famous VERSATEX Microphone, crystal type. Can be mounted on neck-yoke, leaving hands free.
- Factory guaranteed!

COMPLETE UNIT \$49.75

Price is F. O. B. New York. Send in your order today. 25% deposit, balance C. O. D.

—Exclusive Distributor—

ROJAC NOVELTY CO. 33 Union Sq. New York 3, N. Y.

BAKERS GAME SHOP

WHEELS—ALL COMBINATIONS, SIZES
 Large and small Chuck Wheels.
 Ball Chuck Wheels, 30 and 35-inch.
 Wheel Laydowns, wide counter size.
 Track Laydowns, Under and Over Cloth.
 Baker Wheel Counter Posts.
 Baker Four Ball Buckets.
 Baker Ball Bearing Skiflos.
 Tracks, 12, 15 and 24-Horse sizes.
 New 28x28-inch Slum Store.
 New 2-in-1, Razzles, Blocks or Marbles
 Old Style, Standard Razzles, Hardwood.
 Standard Roll Downs, P. Pool End Tables
 Six Cats, Soup Pess and Chuck Logs.
 Milk Bottles, Pint size, heavy and light
 New Front Counter Blowers.
 Water Fall Flowers, Bingo Blowers.
 Large and small Dice, Plastic Marbles
 If you are in the business, write for
 New Catalog.
 Phone UN 2-0464
 8108 Desoto Detroit, Mich.

ELECTRICAL EQUIPMENT

Bought • Sold • Rented
 MOTORS
 GENERATORS
 TRANSFORMERS
 MAGNETIC BRAKES
 ROTARY CONVERTERS
 USED WELDING EQUIPMENT
TWIN ELECTRIC CO.
 140 CENTRE ST. NEW YORK CITY
 CAnal 6-3180



Never a breakdown with guaranteed Amico Quik cameras. Patented features mean more profits. Obtain list of bargains. New, Used. Low Prices. Beautiful, Durable. Also Portable Cameras.

American Stamp & Novelty Mfg. Co. Houston 6, Tex. (formerly of Okla. City)

WURLITZER ORGAN 153 FOR SALE

In A-1 condition in every way. Can be seen and heard at address below.
Bruce E. Woodbury
 Route 2 (Carolina Beach Road), Box 310, Wilmington, North Carolina



NEW FORTUNE
 Buddha Papers on
NEW WHITE
 Paper
 MASTER OUTFITS
 NOW AVAILABLE.
S. BOWER
 Belle Mead, N. J.

MIDWAY CONFAB

A. Spheeris, owner-manager of the Magic Empire Shows, writes that the story of the org in the March 26 issue was in error. He stated that among other things, Curley Sears is not with the shows; Victor Ferguson has no rides, but operates bingo, popcorn, color game and long-range shooting gallery; Dale Parrish has no rides, but is the Girl Show operator. The 10 rides on the org are owned and operated by Spheeris.

Real mystery about a reported robbery of \$200 from a ticket seller is where a ticket seller got \$200.

While on a trip to get delivery of a new truck in Hamburg, N. Y., for the Garden State Shows, Ken Whitehead, electrician, and H. Roberts, The Billboard sales agent, visited the Smith & Smith Chairplane Company at Springville, N. Y. . . . R. H. Miner Jr., of Garden State Shows, recently took delivery of two new power units, purchased from the Berman Sales Company, Pennsburg, Pa.

Agent's story about a hard battle to get a date is never believed by a manager unless he can show scars.

Mex Snobar, photo gallery operator, who is observing his 30th year in outdoor show business, recently presented his wife and family with a new trailer. . . . Dave Kabecoff, well known in outdoor show business, is in Physicians and Surgeons Hospital, Philadelphia, recovering from a heart attack. He expects to remain there for about six weeks and is under the care of Dr. Harry Herman, a brother of Benny Herman, also well known to outdoor show-folks.

Concessionaire won't believe that March provides show weather until he sees a manager wear a straw hat.

James Thompson and daughter, Edith, prior to going into winter quarters of the O. C. Buck Shows, Troy, N. Y., to ready their Side Show for the season, played Mike Conroy's night club in Rochester, N. Y., with their magic and mental act. They left Rochester Sunday (3) for Troy. . . . Jean Renee (Jo-An) closes at the Pullman Club, Danville, Ill., April 10 and will be the annex attraction in the Side Show of Endy Bros.' Shows. . . . A. S. (Dude) Brewer has the cookhouse and Parker Diggers with the Wallace & Murray Shows.

Somehow the reports that Gal Shows are naughty entertainment have so far failed to keep midway patrons away from them.

Ben (Whizbang) Siegal will have a pan game with R. E. Gilsdorf's Dick's Greater Shows. . . . George W. Spieker will have candy apples and Cracker Jack with the Sam Tassell unit playing Philadelphia lots. . . . Frank Ryan, root beer op, recently bought a television set for his fam-

ily. . . . Toney Lewis, The Billboard agent and mailman on the Cetlin & Wilson Shows, is getting in plenty of fishing around the org's Petersburg, Va., winter quarters. . . . Duke's bazaar unit will spring May 2 in Media, Pa. . . . Sol (Kane) Knopman reportedly used \$4,200 worth of plaster at four Florida winter dates. He has contracted for scales and age at the Apple Blossom Festival, Winchester, Va. The doings open May 1.

Florida hint: If no attempt is made to shake the Florida sands out of your shoes the stuff will be useful to spread on icy lots up-country.

Dr. G. Hewe Barnhart has resigned his position as director of the Niagara Falls, N. Y., YMCA health department and currently is employed by the State of Indiana, being attached to the staff of the Psychiatric Social Service Department, Central State Hospital, Indianapolis, James R. Ladd reports. . . . Dave Kobocoff recently left the Lawrence Greater Shows due to a heart condition. . . . Sally Halstead, the former Sally Bouknight, who has many friends on the West Coast Shows, is working at Oliver General Hospital, Augusta, Ga. She plans to enlist in the army nurses corps.

Cookhouse scandal: "Their wagons reek with lust—I mean creek with rust."

Simon Kraus unit is ready for its Friday (18) preem in Frankford, Philly suburb. Org will carry Albert Bydiark's Tilt-a-Whirl, Ferris Wheel, Rolloplane and five concessions, and Sylvester (Bill) Kerr's kiddie auto, train and two concessions. L. T. (Slim) McLaughlin is chief electrician and lot superintendent and George (Curly) Ingram, The Billboard agent and mailman. Concessionaires include Jim Brown and Joe Hagerty, custard; Ann and George Ingram, grab and French fries; Johnny Latchan, candy floss and two stores; Dave Fishman, popcorn and candy apples; O. T. Evans, glass pitch; Bobby Tucker, duck-pond; Frank (Peg) Ingram, pitch-tit-you-win; Harry Cleyman, scales and age, and Bill Hagelman. The office will have four stores.

A good stateroom neighbor is one who has no dog and doesn't object to ours.

Mrs. June Reynolds, wife of L. C. (Curly) Reynolds, owner of the World of Today Shows, gave a luncheon March 23 at her home in Muskogee, Okla., in honor of her sister-in-law, Mrs. Ruth Wells. Assisting in the preparations were her mother, Mrs. Marie Sorenson, and Mrs. Inez Carroll. Guests from World of Today included Alice Anderson, Catherine Van Fleet, Bessie Parish, June Harlan, Pat Davie, Betty Harris, Virginia Bushae, Flo Walton, Francis Spencer, Grace Warner, Leona Crowe, Ann Jocque, Sally Cannon, Kate Signor,

JERSEY LUXORS LAMINATED LATEX, 2 SIDE PRINTS

Will outlast any toy balloon in wind, sun or heat. Inflated with helium. Will float 30 hrs. or more. 5 samples. 25c stamps.
 #14 Cat Head, mottle or pastel colors. Gr. 7.50, 3 Gr. \$36.50
 #9 Cat Head, mottle, Gr. 5.25
 #9 Rd. mottle, Gr. 4.25
 #9 Rd. mottle Ani. Prt. Gr. 5.00
 #9 Rd. pastel rabbit, Gr. 4.50
 #9 Rd. star & stripes, Gr. 7.20

DART BALLOONS

#4 pear shape, asst. colors, 10 Gr. 7.80, 50 Gr. \$35.50
 REGULAR HIGH TENSION BALLOONS
 #10 Mouse Head, inflatable ears, asst. colors, Gr. \$7.50
 #10 Mouse Head, inflatable ears & nose, half gr. packed 5.00
 #9 Mouse Head, 1 side prt. Gr. 4.50
 #7 Rd. solid asst. color, Gr. 2.50
 #9 Rd. solid asst. color, Gr. 3.90
 3x35" Knobby, asst. color, Gr. 3.25
 3x42" Knobby, asst. color, Gr. 4.75
 3x15" Airship Gr. .95
 3x24" Airship mottle, Gr. 3.50
 10x30" Airship, cabin incl. Gr. 9.00
 9x14" 9x14" Rooster, on feet, 1 doz. 1.70
 24" reed balloon sticks, Gr. .75

Terms 25% deposit, balance C. O. D. F. O. B. Newark, N. J. Minimum sale 5.00 balloons excepted. Overpayments on illustrated catalog

Illustrated Catalog free with order on request

WILLIAM ELYERS
 194 Plane St. Newark 1, N. J.

BALLOONS

NOVELTY STAND ITEMS
 Lancaster Balons, W/B R.W.B. Gr. \$15.00
 Swagger Cane, mottle head, Gr. 8.25
 Pennant Cane, ball top, 100 2.75
 Pennant Sticks, W/wood, 100 1.75
 Yellow Birds, Rd. body, U. S. A. Gr. 9.50
 Yellow Birds, mounted on stick, Dz. 1.90
 Imported Birds, 3 doz. box 2.00
 Long Lash Rayon Whip, 3 Dz. 2.25
 Feather Cells, Dolls, imp. 7" Dz. 1.75
 Feather Dolls, hi-hat, imp. 7" Dz. 2.00
 Plastic Bugle, fassel, 8 1/2" Dz. 2.25
 Slide Trombone, metal, 11" Dz. 2.75
 Clarinet Bag Pipe, plastic, 13" Dz. 1.35
 Fur Monks, springs, hi-hat, imp. 8 1/2" Dz. 1.50
 Red Climbing Fur Monk, U. S. A. Dz. 1.95
 Sawduster Doll, rubber, rooster, 10" Dz. 2.00
 Squawker Doll, rubber, rabbit, 12" Dz. 2.00
 Parasol, paper, imp. 22" 3 Dz. 3.50
 Parasol, paper, U. S. A. 18" Dz. 1.75
 Sword, sheath, fassel, belt, Dz. 3.25
 Fans, paper, imp., 18 ribs, 3 Dz. 2.00

NOVELTY HATS

Cowboy, all felt, faced edge, asst. colors, first quality, Dz. 9.00, Gr. 22.00
 Mexican Cholo, Dz. 2.00, Gr. 28.00
 Spanish, ball fringe, Dz. 1.40, Gr. 20.00
 Junior Fire Hat, Dz. 1.75, Gr. 20.00
 Mexhats, straw, imp., min. 4 Dz. 3.00
 B. Newark, N. J. Minimum sale 5.00 balloons parcel post charges refunded. Illustrated catalog on order 15 cents in stamps, refundable with first order.

THE NEW LOOK

BINGO BLOWER OF TOMORROW HERE TODAY

It's New—Portable—Fast—Efficient
 Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.



BINGO

Supplies and equipment.
 Write Today for Complete Particulars.

V. E. SUPPLY CO.

282 W. Market St. Akron 3, Ohio

FOR INFORMATION ON POPCORN PROFITS



MANLEY INC., KANSAS CITY, MO.

POPCORN MACHINES AND SUPPLIES

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD. CHICAGO, ILLINOIS

Carnival Balloon Bargains

	Regular	Special
#7 Round	\$1.20	\$1.00
#9 Round	1.75	1.45
#7 Cat Printed	2.50	1.75
#13 Paddle	5.50	4.80
#16 Paddle	9.50	7.50
#24 Airship	1.75	1.45
#22 Airship	2.60	3.00
#9 3/4 Squawkers	3.75	3.25
#5 Squawkers	1.85	1.50

Southern Balloon Co.

29 Elliott St. ALPINE 2644 ATLANTA, GA.

FOR EXPORT

Popcorn Machines & Concession
 Equipment & Supplies

BLEVINS POPCORN CO. NASHVILLE TENN.

HOROSCOPES
 FUTURE PHOTOS
 WAND BUDDHA PAPERS
 FORTUNE TELLING CARDS
 Send 10c for Samples.
 JOSEPH LEDOUX & SON
 149 Wilson Avenue Brooklyn 21, N. Y.

STRICK CO.

WHITAKER & GODFREY AVES.
 (BACK SEARS, ROEBUCK & CO.)
 ROOSEVELT BLVD., PHILA.
 CUMBERLAND 5-4500

800 Used Trailers For Sale: Vans, Flats, Open Tons. All makes and lengths. Priced from \$399.00 up.

CALLIOPE FOR SALE

Tongley wiff player and keyboard, engine and blower all rebuilt. Can be seen in Pennsylvania. Write:

WALLACE ROTH Salt Springs, Venice, Fla.

SHOWMEN-PARK OWNERS For Sale or Lease

"MARCH OF TIME"

Wax Exhibit, consisting of nearly 100 of the finest wax figures. This exhibit was staged the past five consecutive seasons as one of the feature attractions of the famous Steel Pier in Atlantic City, N. J. The figures were painted this past winter and entire exhibit is as good as new. Do not confuse these wax figures with the type and kind seen on most Carnivals. The wax figures I have are made from bees wax and will last a lifetime.

All the Presidents of the United States from Washington and including President Harry Truman. They are dressed in clothing and shoes of their period. 32 figures. All the great Generals: Robt. E. Lee, Stonewall Jackson, General Pershing, Douglas MacArthur, Gen. Eisenhower, Admiral Farragut, Admiral Dewey, Winston Churchill, Chiang Ki-Shek, Benjamin Franklin, Barbara Fritchie, Betsy Ross, Uncle Sam, Red Cross Nurse, Boy Scout, Will Rogers, Buffalo Bill, Indian Squaw, Indian Chief, Booker T. Washington, Louis and many other noteworthy figures.

Criminals—Hitler, Mussolini, Stalin; Dillinger, John Hamilton (his pal in crime), the Woman in Red that betrayed him; Pretty Boy Floyd, Hauptman, Baby Face Nelson, Killer Burke, Bonnie Parker and Clyde Barrow, Machine Gun Kelly, Ma Barker, Jesse James, Frank James, Bob Ford, Red Kelly, and a number of other criminals. "The Old Folks," five Ubangis; Virginia Dare, who was the first child born in America. Have everything complete: Trunks, pit line, ticket box, can be set up in any building. All of the figures can be seen at the Steel Pier in Atlantic City, N. J.

will be at the Steel Pier each day beginning April 5th to April 10th. Park Owners, if you have a building not less than 25x50 where windows can be put in for display, and a much larger building if possible, state amount of attendance last year, if location of building is 100% foot traffic. Ask Mr. Geo. A. Hamid, owner of Steel Pier, about his exhibit. He will tell you there is no finer anywhere. Park Owners, state price of rental or percentage.

For Sale—1939 1 1/2 Ton International Truck Tractor and 25-foot Kingham Van Body Trailer. This equipment has been stored, only 35,000 miles on same.

See me at Steel Pier, April 5 to April 10, or write:

H. B. MAXEY
P. O. BOX 401, ATLANTIC CITY, N. J.

AN OPEN LETTER

601 W. Abriendo,
Pueblo, Colo.
March 23, 1949

J. A. Whyte & Sons,
1422 Wisconsin Ave.,
Washington, D. C.

Gentlemen—
It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again. Thanks to your recent discovery.
Sincerely,
F. W. Barday.

SEE PAGE NUMBER 171

NEED RIDES

for the
Eleventh Annual FOUR LAKES AQUATENNIAL
(IN THE HEART OF THE CITY)

June 30th through July 4th. Five days.
Have been using from 12 to 14 Major Rides
and from 4 to 6 Kiddie Rides

Also have smaller events in this territory
scattered through June into late September.

HAPPY ACRES AMUSEMENT PARK

Has room for roller-skating rink. Right on
two main highways
About ready for Rides, Concessions, Shows,
Rodeos or what have you?

BEN BERGOR, MGR.

1528 Morrison St., Madison 4, Wisconsin

LIGHT PLANTS

All sizes up to 35,000 watts. New and
rebuilt government surplus. Send for money-
saving price list!

Harris Machinery Co.

501 30th Ave., S. E., Minneapolis 14, Minn

FOR SALE

1 SKY FIGHTERS
1 MERCHANTMAN DIGGER
1 41 BALL
1 SKEE BALL
1 HOCKEY GAME

Plenty of Extra Parts and Slots. All in
working condition. No C. O. D.'s.
Come, take them. No reasonable offer
refused. Must have the space.

MAURICE HELMAN

818 South Rampart St., New Orleans, La.

Francis Frazier, Julie La Boux, Ann Dunlevy, Rose Clawson and Dot Rawlings. Mrs. Wells was gifted with a black corde bag, hosiery and a hand-made nylon blouse.

A penny may be larger than a \$100 bill when taken off of a 10-cent ticket.

Edward K. Johnson, Cetlin & Wilson Shows contracting agent, infos that a story in a recent issue of The Billboard carrying the opening date of the org resulted in his receiving "an average of seven phone calls an hour for three days." He says that he was suspected by the management of the Hotel Senator, Philadelphia, where he resides in the winter, of promoting pyramid clubs. . . . Whitey (Valdosta) Fuller, business manager of Dick's Greater Shows, is in Philly awaiting the opening of that org. . . . Ethel (Kay) Bonnaffon recently purchased a miniature circus mounted on a 32-foot trailer. She is undecided where to book, altho said to be considering the Million-Dollar Pier, Atlantic City. . . . Margaret Lux, Endy Bros.' Shows pal-istry op, planed from Miami to Philly for one day's shopping.

No one ever suggested putting a talker's opening thru a lie-detecting machine, but it would be one way to make an opening look like a Merry-Go-Round organ roll.

Hick-towner is one who can sleep thru the mooing of cows, grunting of hogs and the crowing of roosters, but stays awake because of the faint strains of Merry-Go-Round organ located a half-mile away.

W. E. (Bill) Snyder, general agent of Eddie Young's Royal Crown Shows, spent several days in St. Louis recently on business for the shows. . . . Ernie E. Farrow, manager, Wallace Bros.' Shows, accompanied by L. E. Higgs, was in East St. Louis, Ill., Tuesday (29) to take delivery of two new trucks purchased from John Bundy, of Stand-stand Chevrolet Company. Wallace Bros.' Shows opened April 2 in Jackson, Miss., for an eight-day stand, after which the org jumps to Jackson, Tenn. . . . Linda Lopez, who concluded a successful four-week stand with the closing of the Wonder Club, New Orleans, March 19, has purchased a Side Show, which has been booked with Magic Midway Shows. . . . William L. (Red) Munger is in Good Samaritan Hospital, Cincinnati, for an operation. He expects to go on the road in three weeks, with Gooding Greater Shows.

An out-of-work talker stated that he spent the winter resting his vocabulary.

Don and Carrie Stewart are on the road with their concessions. . . . Concessionaires present at a recent meeting of the Hugo (Okla.) Showmen's Club were Mr. and Mrs. Gregrich and Mr. and Mrs. C. E. Armstrong. . . . Allan J. LeBlanc, known in carnival circles as Allan White, has been drafted for 21 months of army service and is taking his basic training at Fort Dix, N. J. . . . Princess Luana, snake dancer, will appear with Milt Robbin's Side Show on Dailey Bros.' Circus April 15 in Gonzales, Tex. . . . J. C. Admire letters from Indianapolis that he recently completed contracting fair dates for the Wallace & Murray Shows. He has joined the Burling Bros.' Circus for the season as general agent. . . . Fred Miller arrived in Kalamazoo, Mich., recently from Tampa to ready his cook-house for the season. . . . Detroit Notes: Joe Ryan, shooting gallery equipment manufacturer, was injured and his car nearly wrecked March 26 when it was struck by another auto. . . . Cameron D. Murray, manager of the W. G. Wade No. 2 Unit, had a severe cold, which had confined him to his home for about a week. . . . Harry Mamas arrived recently from Springfield, Mass., to open his corn game for the season in Michigan.

Nothing is more authentic than the April rains mentioned in press agents' copy.

The Man to buy from

RAY OAKES

MANUFACTURER OF GAMES FOR
THE AMUSEMENT TRADE
OVER 57 VARIETIES TO CHOOSE FROM
WRITE FOR OUR 48 PAGE CATALOG



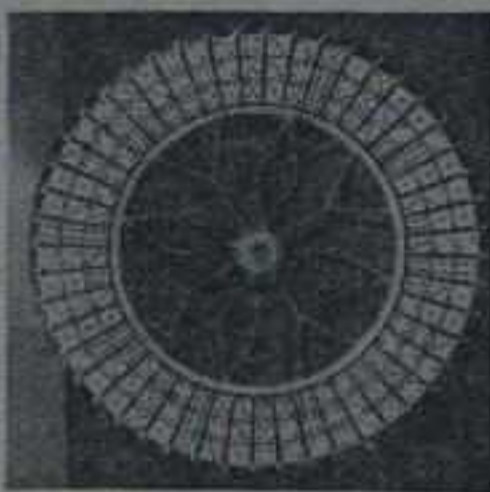
PENNY PITCH BOARD NO. 1

Made for continuous action. Plenty of pay-out, 4 flashy colors, 9 jackpots. Complete playing surface, 40x40; overall, 48x48. Playing surface made of tempered Masonite, finished with 2 coats of spar varnish. Each.....\$60.00



SPONGE RUBBER ADD 'EM UP DART BOARD

This board is mounted on 1/2" plywood and is made with linen thread dividing the lines so there is never a question of where the dart lands. One of these boards will take in many thousands of dollars without wearing out. We have reduced the size of this board to 24"x24" and added to its appearance so that the board does not take up too much of your display space. Charts Free. Each.....\$15.00



NEW CHUCK-LUCK WHEEL, 32"

COMPLETE WITH 2 EXTRA LAYDOWNS. Aluminum hub, ball bearings with heavy nickel-plated pins bolted in the back. 48 spaces with the double combination. A money maker. Each.....\$95.00



ALUMINUM HUB LAYDOWN 32" WHEEL

Combinations 12-15-18-20-24-30 and spaces 3-5-7. One-sided, complete with axle holder and leather indicator. Each.....\$42.50
2-SIDED WHEEL.....\$55.00



RACE HORSE WHEEL WITH 2 LAYDOWN CHARTS. Mounted on aluminum hub, perfectly balanced, nickel-plated washers on both sides, an outstanding percentage game in the 32" size only. Extra heavy pegs bolted in the back. This is a lifetime wheel. Each.....\$95.00



NEW SIX CAT

Weight, 4 1/2 lbs. ea., 23" high, 12" wide overall. Brilliant colors, packed solid as a rock. If you are looking for flash, this is it. Each..\$8.00



CATS-PUNKS

15 superbly designed creations with high-grade wool highlighting the brilliant colors. Will not fade or wash out. 15" high. Doz.\$27.00



WHOLE DAM FAMILY

Our new ball game that's taken the trade by storm. Percentage has been figured to give the customer the best ball game out. For instance, knock 3 slats over, win a small tel; 4 down wins a swagger cane; 5, small plaster; 6, a choice prize up to \$1.00. These slats are pin hinged to the stand and are pulled up with a rope. Complete with stand.....\$50.00

CHARTS

THE BEST-AND HOW!
BEAT THE DEALER, OVER & UNDER
SIX ARROW CHARTS
54"x54"—with 13 names of horses with the horses silk-screened on the chart. Made on the finest, cleanest screening job you ever saw.
PLUS...49 ADDITIONAL VARIETIES

Phone: Brookfield 7624

RAY OAKES & SONS

BOX 106

BROOKFIELD, ILL.

NOTICE — PENNY ARCADE OWNERS

Before buying Arcade Equipment (new and used) get our close-out price list or write for what you want. We have a very large inventory.

ARROW NOVELTY COMPANY

310 N. EWING AVE.

(PHONE: NEWSTEAD 7001)

ST. LOUIS 3, MO.

CARNIVAL PLASTER

Largest Plaster House in the New England States
PLENTY OF STOCK TO SERVE EVERYONE. 50 FLASHY NUMBERS TO SELECT FROM.
LARGE, MEDIUM, SMALL.

MAYFLOWER STATUARY CO.

Providence-Fall River Highway

Phone: Perry 8483-W, Blackstone 1142-R

Swansea, Mass.

W. G. WADE

Shows

OPENING CALL

TUESDAY, APRIL 26, PONTIAC, MICH.
FRANKLIN ROAD SHOWGROUNDS
(Pontiac's Reliable, Established Downtown Location)

All people holding contracts, please contact NOW and prepare to report for opening date.

CAN PLACE—Life Show and Dark Ride for full season, closing late October. Our fair season starts in July, continuous into October.
WANT Searchlight Operator-Technician who will also handle light towers.

W. G. WADE SHOWS, G. P. O. Box 1488, Detroit 31, Michigan

P. S.: Have opening for limited number of Legitimate STOCK CONCESSION PRIVILEGES at reasonable rates.

PIONEER SHOWS

high class midway attractions

Opening Friday, April 22, Waverly, N. Y.

WANT SHOWS OF ALL KINDS

CONCESSIONS—Custard—Penny Arcade—Photos—Diggers—Rotaries—Novelties and any Legitimate concessions. RIDE HELP—Foremen and second men on Octopus, Wheel, Chairplane, Whip, Double Loop. RIDE SUPERINTENDENT who can lay out lot. Want Free Act. FOR SALE—Large Burch Popcorn Machine—Kiddie Airplane Ride—8-Car Streamlined Mangels Whip. All Replies—
Mickey Percell, Box 106, Waverly, N. Y.

PECK AMUSEMENTS

HIGH-CLASS MIDWAY OF ENTERTAINMENT

OPENING MAY 2, UNDER AUSPICES OF V. F. W. VEVA, 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, Skate and Age already contracted.

SHOWS—INTERESTED IN GOOD ANIMAL SHOW.

RIDE HELP—Foremen for new #5 Ferris Wheel, new Tilt-a-Whirl, and two-abreast Allan Herschell Merry-Go-Round. Must be able to drive Semi. Will pay top wages. If you are married, can place wife on Concessions.

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. These close enough will be interviewed in Indianapolis at the Claypool Hotel, April 8, 9. Those interviewed will be given preference. Others write. No gypsies.

PECK AMUSEMENTS

873 B. NELSON ST.

Permanent Address

KANKAKEE, ILL.

D.S. DUDLEY SHOWS

Want Grind Store Agents. Louie Caplin, contact Floyd Vincent. Stock Store Agents, Snake Show people, Monkey Show people, girls for girl shows, capable second men on all rides, must drive semi tractors. Want to book frozen custard.

April 2-9, Wichita Falls, Texas, and April 11-16, Nocona.

B & C EXPO SHOWS

OPENING IN APRIL DOWNTOWN LOT

RIDES—One more Major, one more Kiddie Ride.

SHOWS—Motordrome, Model City, Unborn, Fun or Glass House, 10-in-1.

CONCESSIONS—Photo, Basket Ball, Darts, Age, Scales, Jewelry, Penny Pitch, Bumper, Coke and most others.

RIDE HELP, WRITE RAY SANFORD, BAINBRIDGE, N. Y.

MAN FOR OFFICE, GIRLS FOR GIRL SHOW, TWO COUNTER MEN for Cook House, Man for Pan Game. BOB BRYANT, REPORT APRIL 30.

FOR SALE—Pitch-Tilt-You-Win, will book; one Tractor and Trailer.

Address: HEMLOCK, N. Y.

WILSON FAMOUS SHOWS

"Illinois' Finest"

Opening East Peoria, Ill., April 29. First Show in. Strong Auspices. Bloomington next. Can use any Legitimate Concession except Bingo, Long Range Gallery, Pop Corn or Novelties.

Want SHOWS with own equipment.

Foreman for Flying Scooter, Second Men all Rides. You must drive. No Racket, No Gypsies, No Girl Show.

Address: ASTORIA, ILL.

MIDWAY EXPOSITION

EIGHT RIDES

35 CONCESSIONS

EIGHT SHOWS

Abilene, Kan., this week; followed by Holsington, Scott City in Kansas; Lamar, Las Animas, Rocky Ford, Ft. Morgan, Sterling in Colorado; Buffalo Bill Rodeo, Pierre, Neb.; best Fourth in Colorado; then 12 straight Fairs and Celebrations. Want sober, capable Agents for Ball Games and Hanky Panks. Will book Stock Stores. What have you? Ride Help who drive Semi. Useful Show People in all departments. Need capable Cook House Help. We carry no racket and tolerate no drunks, chasers or agitators. Contact: MANAGER, MIDWAY EXPOSITION, Abilene, Kan., now Holsington, April 11-14.

FROM THE LOTS

Hill's Greater

PORT LAVACA, Tex., April 2.—Org concludes a week's stand here tonight. Opening stand was in Aransas Pass, Tex., under auspices of the Business and Professional Women's Club.

Staff includes C. O. Hill, secretary, assisted by Mrs. C. O. Hill; H. P. Hill, manager; W. O. Hughes, advance; C. L. Runnells, electrician and ride superintendent; Mrs. C. L. Runnells, front gate, and Bonnie Holifield, mail and The Billboard agent.

Rides include a Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round, Spitfire, Flying Scooter, Caterpillar, train, airplane, ponies and buggy ride.

Shows on the org, under C. J. McDonner, are Streets of Bagdad, Hawaiian, Oriental, Congo the Big Snake and Posing. Mr. Atterbury has the Funhouse. Other shows are Side Show, Mickey Mouse and Midget Village.

Concessionaires are Luke Bollenbaker, country store and ball games; Max Levine, popcorn, candy apples, snow cones, candy floss, lead gallery and custard; Joe Williams, bingo, balloon darts, ball games (2), cookhouse, age and weight; Tex Chambers, pea pool, ball games, photos, basket ball and glass pitch; Warren Murphy, diggers, arcade and hoop-la; Thelma Hill, ball game; Mrs. Atterbury, ball game; Eugene Haddad, hoop-la, blowers, ham wheel and penny pitch; Cleo Hill, beat the dealer; Al Johnson Jr., roll down; Chick Williams, razzle dazzle; Nick Evans, mitt camps (2), and Mrs. Crouch, slum spindles (3) and string and color game.

Patsy June Williams, Houston, niece of Mr. and Mrs. Chick Williams, became the bride of Glen (Smoky) Bench March 22.

Guests at a cocktail party in the home of Vela McGree included Mr. and Mrs. H. P. Hill, Mr. and Mrs. C. O. Hill, Mr. and Mrs. Doc Cole, Mr. and Mrs. Joe Williams, Mr. and Mrs. Art Martin, Mr. and Mrs. Clyde L. Runnells, Mr. and Mrs. Eugene Haddad, E. S. Stone, Bonnie Holifield, Hermita Rodriguez and Mr. and Mrs. Warren Murphy.

W. G. Wade

DETROIT, April 2.—Sunday's (2) business was heavier than in previous years for the location. Lloy Burges's 20-car Scooter got off to flying start, and Fred Thumberg reported good biz on his Octopus, Roll plane and kiddie train.

John Daniel reported a heavy plus on his kiddie rides, and the show owned Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl did capacity business for several hours. A surprise was the amount of adult business on the Little Dipper.

Fred Miller is here from Florida and Harry Mammias arrived from Las Vegas, Nev., where he stopped to see the Jing-a-Low and Ace-Away games.

Owner-Manager W. G. Wade was kept busy greeting visitors, including Bernhard Robbins, Harry Stahl, Earl Urquhart; Jack, Jim and Bessie Gallagher; Mr. and Mrs. Victor Horowitz; Sammy Stone, Joe Bennett, Bill Hollingsworth, Whitey Morgan, L. Lafor Mr. and Mrs. Fred Silber and family; Sam Soloff, Glenn Hockett and Mr. and Mrs. Roscoe Wade.

Cameron Murray, manager of the No. 2 unit, reported satisfactory business at Davidson and Gallagher streets. Glenn Wade Jr. opened Seven Mile and Cameron streets big business.



Want—Strong Free Act. State lowest for season. This Show has no pay gate. Grab, Pop Corn and Carmel Corn, Floss, Mitt Camp, Long Range Gallery, High Striker booked. All other Legitimate Concessions interested in playing Northern Indiana and Southern Michigan, get in touch with us. This is strictly a Sunday School Show.

FOR SALE—1 1947 Ride-Hi Chairplane in perfect shape; want to make room for other rides. Can place Roll-o-Plane and Tilt for season. P. F. Mentz, get in touch with us. Mr. and Mrs. England, can use your Wild Life. Special for Show Mechanical, Monkey, Walk Thru with own transportation. No wise guys or lucky people. R. R. No. 5, Goshen, Ind.

DOWN RIVER AMUSEMENT CO.

Now contracting for a series of Excellent Dates in Michigan; including the following fairs:

MILAN FAIR, JULY 26-30

CROSWELL FAIR, AUG. 29-SEPT. 1

NORTH BRANCH FAIR, SEPT. 1-5

FOWLerville FAIR, SEPT. 6-11

WANT—Ride Help who can drive Semi, small Grind Shows and ANY RIDES NOT CONFLICTING.

Write: 10138 W. JEFFERSON, RIVER ROUGE, MICH.

YOUNG'S AMUSEMENT CO.

Opening May 1, Milan, Ill. Playing Red Ones in Iowa and Illinois. Same as last year. Can use for 1949, Rides: Any Major Ride not conflicting, want No. 5 Wheel (John Harmon, Antioch, Ill., contact at once). Will lease Rides or book. Concessions: Can place Novelties, Age, Scale, Fish Pond, Bumper, Hoop-La, Glass Pitch, Balloon Dart, Cigarette Gallery, Candy Floss, Basketball, String Game. Ex on all Concessions. Ex sold on Bingo and Percentage Shows: Have good opening for two small Shows, Snake, Fun House, Mechanical, etc. Will book for Committee Money and Lights. For Sale: 18x36 Bingo with 1940 Ford Tractor and 1935 G. M. C. Trailer, 22-ft., top shape, no reasonable offer refused. Kiddie Airplane Ride, 4 Planes, capacity 8, new last July, motor in each Plane; loads on two-wheel Trailer, new tires. Priced for quick sale, \$575.00. Contact:

EARL YOUNG, Manager, Rural Route 1, Milan, Ill.; CHALMERS QUIGLEY, Asst. Mgr., Phone 266-J, Milan, Ill., or FRANK WESTPAHL, General Agent, Box 142, Elizabeth, Ill.

GARDEN STATE SHOWS

Opening the 1949 season April 30, Coplay, Pa.

With a Route of Tried and Proven Dates, Conventions, Celebrations and Fairs to follow.

This Show will operate behind a Free Gate for 1949.

WANT RIDES—Will place Merry-Go-Round, Octopus. SHOWS—Will place Shows of all kinds. Want Talker for Monkey Motoriums. Will grant exclusive on two Girl Shows. CONCESSIONS—Want Hanky Panks, Ball Games, Custard, Photos, Age-Scales, Penny Arcade (Johnny Eck, please contact), Long and Short Range Galleries; some P. C. open to those who have Hanky Panks. All address:

R. H. MINER, 161 Chamber St., Phillipsburg, N. J.

SIDE SHOW ACTS WANTED

A-1 Fire Eater. Ticket Seller who can make second openings—good proposition for man and wife—for the O. C. Buck Shows, opening April 21st, Troy, N. Y. All replies:

JAMES THOMPSON, P. O. Box 381, Newark, New Jersey

VENT SHOW EQUIPMENT FOR SALE AT SACRIFICE

3x100 Rogers Square End Ball Ring Top in perfect condition in five chafing bags, two steel telescoping center poles, 8-ft. wall, all steel and staves newly painted, bright red and blue and proscenium. Also about 100 oak spruce folding benches, kid stringers, complete stage, wiring, ticket box, marquee. Write for details and real bargain price on which parts of this beautiful outfit you want.

ALSO
Brand new, never out of bag, 8x12 Blue, Flameful Top suitable for Pea Ball, etc., complete Penny Pitch, Board, Frame, Wiring, Flameful Fly, 2-Kw. Kohler Light, 100-watt, perfect condition.
Complete Muz Outfit, signs, camera, enlarger, Plywood box needs repair and paint.

Two fine Langage Trailers. Misc. stock trucks and boxes, four Nleman Dusion Show and 10 banners used once. No copy, spectacular, attractive coloring.
Everything above (except folding benches) can be seen at Lennox, S. D. Write or come and get whatever you need above at a real bargain.

WILLIAM MORTON
LENNOX, SOUTH DAKOTA

WANTED

1 AERIALIST
1 SMALL DOG ACT
1 CLOWN

WRITE DETAILS
Box 255, c/o The Billboard Pub.
155 N. Clark St. Chicago, Ill.

FOR SALE

Addison Streamlined Train. Ten-Car Allan Herschell Kiddie Auto Ride with transportation, all in perfect condition; price, \$4,500.00.

J. ROEMER
127 Johnson St., East Peoria, Ill.

AMERICAN EXPOSITION SHOWS

Opening April 4, San Antonio, Texas. 10 office-owned Rides—4 Shows. Want for Season—Stock Concessions of all kinds, also Bingo, Long or Short Range Lead Gallery. Can place reliable Agents in office-owned Concessions. Want Wild Life, 10-in-1, Penny Arcade, Motor Drome with own transportation or any Show that does not conflict. Will book Boat Ride, Kiddie Train, Live Pony Ride. Want experienced, reliable Ride Help for Ferris Wheel, Merry-Go-Round, Mix-Up, Spitfire, and Rolloplane; must be able to drive semis. All replies to:

A. BOOBIE OBADOL
519 Mission Rd. San Antonio, Texas

WANT MAGICIAN

Who does Vent or Punch, Girl for Blade Box, Knife Thrower or suitable Side Show Acts, Lecture Man, Animal Man, Working Men who drive trucks. State all first letter, time short. Open April 15. This is two-day stand Animal Show. Address:

HOWARD INGRAM
AMERI-CONGO ANIMAL EXPEDITION
R. 3, Box 275, Sarasota, Fla.

DON'T MISS THE BUS!

ALL TYPES OF BUSES FOR IMMEDIATE DELIVERY. Send for list today.
Priced from \$1250.00.

Consolidated Bus & Equipment Co.
420 Lexington Avenue New York City
MU 3-9297



**FOR INFORMATION ON
POPCORN
PROFITS**

TURN TO
INSIDE FRONT COVER
OUTDOOR EQUIPMENT
SUPPLEMENT

MANLEY INC., KANSAS CITY, MO.
The Biggest Show in Popcorn
MACHINES AND SUPPLIES

Capital City

WINCHESTER, Tenn., April 2.—Org officially opened the season March 5 at Fitzgerald, Ga., under the auspices of the Fitzgerald Lions Club. After the jump from winter quarters in Valdosta, Ga., all shows and rides were ready. Cold weather for the first four days kept business light. The Sensational Constantines, free act, performed nightly, weather permitting.

Shows moved to Carrollton, Ga., where more cold weather was encountered, but later in the week, with better weather, business picked up some.

Next stop was Cartersville, Ga., March 21, where both weather and business were good.

Org carries six major rides, three kiddie rides, a Side Show, Wild Life, trained chimpanzees, Funhouse, Snake Show, a Girl Revue and a free act. On concessions are Con Cunningham, cookhouse; J. L. Clayton, bingo; Dinwiddie, Miller, Paul Towns, Heinrich, Ray Clayton, Green, Lucas, Reed, Waters, Bright, Giddeon, Rose and Berry.

The staff: J. L. Keef, owner-manager; John Reed, business manager; Earl D. Backer, general agent; Jack Rainey, secretary; J. G. Brumitt, auditor; H. Berry, electrician, and J. B. Bayless, mail and The Billboard agent.

Backer announced inking the Tri-County Fair, Manchester; Barrow County Fair, Winder; Gwinett County Fair, Lawrenceville; Jasper County Fair, Monticello; Dodge County Fair, Eastman, and Pike County Fair, Zebulon, all in Georgia; Crenshaw County Fair, Luverne, Ala., and the July 4 Celebration in Stearns, Ky.

C. B. Amusement

POPLARVILLE, Miss., April 2.—Opening date in Milton, Fla., February 26-March 5, gave shows fair business despite much cold weather. Lucedale, Miss., was good and shows came in here from that date. March 14 opening was especially good here.

Personnel includes Mr. and Mrs. Clarence Cave, bumper and slum spindle; Mr. and Mrs. Sam Bunch, fishpond and hit or miss; Broxton, diggers and long range shooting gallery; Mr. and Mrs. George Comeaw, popcorn and snow cones; Mr. and Mrs. Reed, cotton candy; Mr. and Mrs. Weed, coke bottles, and Sam Bunch, lot man.—LUCILLE BUNCH.

Heart of Texas

WACO, Tex., April 2.—Org, owned by Harry Craig, made its debut in Brownwood, Tex., March 12 for an eight-day stand with 12 rides, 6 shows and 40 concessions. Weather conditions were ideal and biz was good. Free act is Bobbie Corogan and Bill Corlew, Wizards of the Air. Feature attraction is Follies Bergere under supervision of Iona Lee. The front is illustrated and illuminated with neon. Newly decorated sound car, with indirect and neon lighting, is operated by Bob Smith.

Shows moved to Waco, where it was greeted by a wind and rain storm. Biz on the week was okay.—L. R. McNEECE.

Wolfe Amusement

WOODRUFF, S. C., April 2.—With the advent of good weather business picked up. The car giveaway and nightly door prizes boosted attendance.

Mr. Womble joined with 3 concessions, giving the show a total of 40.

There are five carnivals within a radius of 50 miles of here, Harrison Greater in Spartanburg, Davis Exposition in Lyman, Palmetto in Jonesville, Steblar's in Duncan, and Wolfe here.

Top money-getter last week was Baker's Parisians, followed by Jernigan's new Ping Pong Show and Poole's Illusion Show.

Morris Hannum Shows

One of the Great Eastern Shows

SEASON OPENS SATURDAY, APRIL 16
8 BIG DAYS—2 SATURDAYS
CAPITOL HEIGHTS, MD.
ADJOINING WASHINGTON, D. C.
GIGANTIC V. F. W. SPRING FESTIVAL
New Car Given Away

SHOWS: Motordrome, Arcade, Snake, Monkey, Wild Life, Illusion, Iron Lung, Mechanical City, Unborn, Midget, Crime Show.

RIDES: Will book one or two Rides not conflicting. Very reasonable rates and an outstanding route.

CONCESSIONS: Jewelry, Photos, Age and Scales, Diggers, String Game and all Hanky Panks.

HELP: First-class Men for Chairplane and Octopus. Also Help for Merry-Go-Round, Wheel, Rolloplane and Kiddie Rides.

Winter quarters now open at Wendell, N. C.

CAPABLE AGENT WITH CAR, ABLE AND WILLING TO ASSIST ALL PHASES OF MANAGEMENT EXCEPT OFFICE WORK—BOTH BACK AND IN FRONT OF SHOW

All replies this week winter quarters, Wendell, N. C.:
April 11-16, Capitol Heights, Md.

VETERANS UNITED SHOWS

WANT 1120 E. 9th Ave., Worthington, Minn. Opening May 2nd, Worthington, Minn. Agents for Ball Games, Hanky Panks and P. C. Shows. We have Athletic and Fun House booked. Howard Kumalae wants Girls for Hawaiian Show. Will book any Show not conflicting. Help: Parker Merry-Go-Round Foreman wanted, top wages. Second men on all rides, Semi drivers with Chauffeur's license preferred. No drunks. For Sale: Single Loop-O-Plane, Motor newly reconditioned, no reasonable offer refused. All people who are booked with us, please write and confirm. No Phone Calls Please.

MIKE ROCKWELL SHOWS

WANT **WANT**
OPENING APRIL 14, CLINTON, OKLA.
With Almost All Season of Fairs and Celebrations, Only About Three Still Dates. Need Good Reliable Agents for Office Owned Concessions, Good Hanky Pank Concessions That Don't Conflict. Will Book Two Good Shows. (No Girls). We Carry Only Post-War Model Rides. If You Don't Like It Clean, Don't Answer.
WRITE MIKE ROCKWELL SHOWS WIRE
KINSLEY, KANSAS

FIRST CALL GERARD'S GREATER SHOWS FIRST CALL

Opening early in New York City in April. Long season. Top wages. Want Foremen on Whip, Caterpillar, Tilt-a-Whirl, Chairplane and General Help and Second Men on all Rides. All Help with Ralph Endy, get in touch with him. All others address:
CHARLES GERARD
900 GRAND CONCOURSE BRONX, NEW YORK CITY

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

100,000 \$27.00

10,000 \$ 9.00
20,000 11.00
50,000 17.00

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.
Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

Happyland

WEBBERVILLE, Mich., April 2.—V. L. Dickey is in charge of quarters here. Org opens on the Ford and Wyoming lot in Dearborn, Mich., Sunday (17). Shows and game concessions will be absent at that location but will be added for the following date in Royal Oak.

Paul D. Sprague is back from Tampa, where he booked W. B. (Whitey) Sutton's Side Show and Snake Show. Jimmie Winslow will join with a Monkey Show, and Eddie Miller, now vacationing in Tampa, again will present the Girl Revue and have several concessions.

Burt Lamson reported from St. Petersburg, Fla., that he and his wife, Merle, have moved into their new home, but will head this way soon to ready their bingo and other concessions. Mr. and Mrs. Frank Slewinski and Mr. and Mrs. Al Slewinski wintered at their homes in Wyandotte, Mich.

Other Happylanders soon to head this way include R. J. Quick, from Fort Myers, Fla., and Nan Rankin, Doc Johnson, Russell and Ethel Stager, Snuffy Massessa, Jack Curley and Mr. and Mrs. O. T. Pleasant, from Miami.

Staff this year includes John F. Reid, owner-manager; V. L. Dickey, assistant manager; Paul D. Sprague, general agent and press; Ethel Stager, secretary; R. J. Quick, electrician, and John Simpson, night watchman and *The Billboard* agent.

WINTER QUARTERS

Beam's Attractions

WINDBER, Pa., April 2.—Final preparations for opening have been completed in quarters here. Part of the show already is on the lot to complete last-minute painting.

Frank Carr is the new assistant manager of the org, replacing Mort Messias. Joe Dupont is in charge of rides.

Several motorcycles and a new front have been added to the Motordrome. Albert Oscar Stewart has been in quarters rebuilding the Snake Show. Henry McNatt will be foreman of the new Rollo-o-Whirl. Jacob (Sleepy) Wallace has taken his place on the cat crew. Jimmie Yohl is the show mechanic and has charge of the new water ride.

Because of a zoning law the show lost its lease on the present winter quarters.

Kiddieland Amusements

PANAMA CITY, Fla., April 2.—Owner Doc L. E. Brown states that all rides and concession trailers will soon be ready here for the season. New gallery in trailer is completed and office trailer has been remodeled and painted. A new kiddie Rocket ride has been added for the boardwalk. A merchant tie-up, via radio, and free acts are on the program.

Johnny J. Jones

DE LAND, Fla., April 2.—Activity in quarters has gained momentum, with over 70 workmen busy under the direction of Superintendent Bert Miner. With the best of Florida weather prevailing the past several weeks, work is well ahead of schedule.

Danny Boyd has charge of the dining hall. Both Funhouse fronts are newly painted. Duke Jeanette will again have the Unborn Show. Mrs. Bertha (Gyp) McDaniels is busy checking over a number of new machines for the Arcade and awaiting delivery of a specially designed new front for the Rocky Road to Dublin.

Jerry Jackson is expected daily with his Minstrel performers. Show will carry a new top and front. Dick Best is supervising finishing touches to his Side Show. Motordrome has been completely rebuilt, with an elaborate front and panels enhanced by neon and fluorescent fixtures. The Wild Life and Midget Show fronts are completed. J. C. Weer is in quarters with his two new rides.

Wagons are painted and carry the emblem of the JJJ 50th Anniversary tour. Merry-Go-Round is back from a local foundry and machine shop, where the center-pole wagon was rebuilt of steel and the entire ride renovated. A new neon plant has been purchased. Buddy Paddock has returned to Augusta, Ga., to take in the National Open Golf Tournament. General Agent Ralph Lockett has been handling details of the Washington engagement, where the shows will preem. Train is skedded to leave quarters Tuesday (22).

Mrs. Boots Paddock has completed redesigning and furnishing the living quarters and observation end of their rooms in Car 49. Marjorie Lockett returned to Boca Raton for several days' stay before opening. Louis Rosenberg, advertising agent, is on a short visit to Miami before leaving for Washington to start billing.

Staff: Morris Lipsky, general manager; Harold (Buddy) Paddock, business manager; Ralph G. Lockett, general agent; L. Peasy Hoffman, special representative; Leonard Traube Associates, New York, public relations counsel and Golden Jubilee Exploitation; Jay Leipzig, press and radio representative; G. M. Dickinson, auditor; Marjorie Lockett, assistant secretary; Hal Eifert, concession secretary; Bert Miner, general superintendent; John Beem, trainmaster; Louis Rosenberg, advertising agent; Andy Kranick, chief electrician, and Dr. Serge Uring, medical director and official announcer.

Powelson

COSHOCOTON, O., April 2.—The fairgrounds here are bustling with the activity of Happy Powelson's three units. Approximately 20 men are working in quarters under the supervision of Homer Snedecker and Delmar Groves.

All equipment is freshly painted in circus red, trimmed in blue and lettered in white. Bert Geyer, scenic and sign artist, has been working overtime on trucks and rides.

Six new Chevrolet tractors were delivered recently. Two Funhouses and two new shows will be added to the No. 1 Unit. This unit again will be managed by Homer Snedecker and will make the larger cities thru Ohio, West Virginia and Pennsylvania.

Powelson Greater Shows will go out under Delmar Groves, and the Powelson Exposition Unit does not have a manager as yet. All shows will open late this month in Ohio.

Managing personnel remains the same as last year: Happy Powelson, owner; Gene Huff, secretary; V. S. Scott, general agent, and Rodney Grey, *The Billboard* agent.

Douglas Greater

KENT, Wash., April 2.—Mr. and Mrs. Lloyd Russell were surprised March 22 at quarters here where friends gave them a party on the 25th wedding anniversary. They were presented with 25 silver dollars and two decorated cakes. Lloyd Russell Jr., in the navy, stationed at Hawaii, sent his parents a set of silverware. E. O. Douglas entertains the guests with moving pictures, colors, of the Douglas Shows and sound film of Cole Bros.' Circus. Refreshments were served to the following: Mr. and Mrs. Raymond (Bud) Douglas, Mr. and Mrs. Everett Boller, Mrs. Earl Douglas and daughter Maureen and Phyllis; Mr. and Mrs. W. Sannson and son, Mr. and Mrs. Rex Boyd, Mr. and Mrs. A. Brown, Mr. and Mrs. Alex Stewart, Mr. and Mrs. Charles Hupp, daughter, Joan and son, Ernie; L. N. Freethy, Kenneth Latham, Bob Stevens, Ed Laff, Floyd Nownine and Mr. and Mrs. Jerry Mackey and son, Danny.—MR. E. O. DOUGLAS.

TWO ALUMINUM CONCESSION
CUSTOM-BUILT TRAILERS

1 5' x 7' — \$250.00
1 7' x 11' — \$850.00

Equipped for Waffles or French Fries.
Any product can be sold in either trailer

Both for \$1,000.00

J. C. GOFF

2657 MAPLE ST. ERIE, PA.
Phone 99-1161

PLASTER

Attention, Concessions

Large assortment—New numbers
Highly Tinted

Large, 25¢; Medium, 10¢ and 12¢, F. O. B. Indianapolis. No shipping. Delivery arrangements can be made for large orders.

INDIANAPOLIS STATUARY COMPANY

1549 Madison Avenue, Indianapolis, Ind.
State Rd. 31 Franklin 7575

FRANK ORGAN SERVICE

H. FRANK

4948 WAVELAND AVE.
CHICAGO 41, ILL.
PEnacola 6-2613

TENT

60'x40', 20' peak, 10 oz. fireproof; blue top, blue and orange stripe side. Guaranteed like new, used five times. Complete with all poles, rope, steel stakes, etc. Original cost, \$1,800.00. Only \$700.00. Inspectable N. Y. C.

ELDICO OF N. Y., INC.

44-31 Douglaston Pkwy., Douglaston, L. I.

FREEZ KING
ICE CREAM MIXER

Mixes two flavors at once. 2½ Gal. compartments. 3-hold freezer with compressor.

ALL FOR \$1,300.00
1/3 Dep. With Order—Bal. C. O. D.
TON THUMB 1700 Market St.
Philadelphia, Pa.

FOR SALE

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

Don't miss the

CONCESSION AD

FOR REAL MONEY-MAKERS

See Page 41 of Supplement

ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN
5 DAYS

AFTER ORDER RECEIVED!
SLIGHTLY MORE TIME
REQUIRED
FOR SHOW TENTS
WIDE SELECTION OF MATERIALS
AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

T-E-N-T-S

CARNIVAL CONCESSION. CIRCUS. SKATING RINK.

Beautiful Colors—Individually Designed.

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY 6, MO

SERVICE YOU HAVE BEEN LOOKING FOR

Plenty of large and small Plaster Statues in stock available for immediate delivery, by truck, within 48 hours.

NEW AND LARGER ASSORTMENT • THREE SIZES OF PIGGY BANKS
We ship anywhere C. O. D. • 25% Deposit Required
No order too large or too small.

OLD FORGE STATUARY

814 Moosic Road Old Forge, Pa.
Phones: Day, 661 Moosic, Pa.; night, 493 Moosic, Pa.
J. LAURENZI and PELLEGRINI BROS.

TRAILER PARTS & SUPPLIES

For your every need in trailer parts and supplies write us first. We specialize in quick, dependable service on mail orders to any part of the country. Visit us when you are in New England. We can give you fast service on any type of trailer repairing or painting.

"WE CATER TO YOU"

BOUCHER'S TRAILER SALES

DEPT. BB-2, NASHUA, N. H.

THE SHOWMAN'S TAILOR!!

CUSTOM MADE-TO-ORDER GABARDINE SHIRTS. TAILORED TO FIT YOU. Choice of ten new colors. TAILORED BY BOTTS, \$7.50 each, three for \$20.00. Shank buttons, enameled snaps or PEARL SNAPS. GUARANTEED SATISFACTION. Write for samples. Also have gabardine pants, athletic clothes, jackets, shirts for clubs, bands and all organizations, bowling shirts, embroidery work.

Also have Agents' Plan.

STYLE-SELECT GABARDINE CO.

39½ S. Main St. Council Bluffs, Iowa

General Electric 60 Inch Searchlights With Generators

FOR SALE

1942 Model, \$2,000.00 per set, F. O. B. Holyoke, Mass.
Feed Rollers, \$1.00 each. Negative Nose, \$3.50 each. Negative Contacts less shunts, \$2.50 each.
Other parts on hand.

ORCUTT ELECTRIC

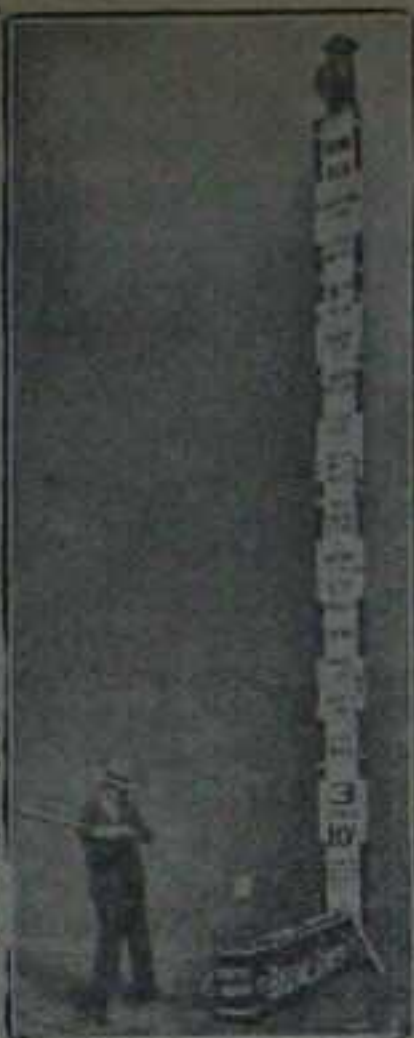
24 GREENVILLE AVE., N. PROVIDENCE 11, R. I.

NEW BASE-BALL STRIKER

Invented by HARRY NELSON

"BATTER UP" gets big crowds, earns big profits. Write for circular TODAY.

HARRY NELSON
114 W. 15th St.
Coney Island 24,
New York



Rocco

ST. PAUL, April 2.—Work in quarters is in full swing. New show fronts are being built. Neon light towers and 10-mile searchlights will illuminate the midway. A new Spitfire has been purchased, which will make a midway of nine-office owned rides carried by the org. Rocco Jr. has announced that many concessionaires have already arrived, including Mr. and Mrs. Leo Ctibor, Steve and Betty Guillianum, Freddy and Evelyn Wolfe, Ann and Ervin Skie. Bill and Icy Moran are expected soon. Erv and Elaine Tieden have joined with four concessions. Ruth (Babe) Hart, fat girl from Duluth, Minn., who was booked, under supervision of Doc Crosley, died March 8.

Gifford's

NOBLE, Okla., April 2.—Work is in full swing here in quarters. This year org will carry a Merry-Go-Round, Ferris Wheel, kiddie Ferris Wheel and kiddie auto ride.

Among the 15 concessions will be bingo, popcorn, snow cones and long-range shooting gallery. Owner-Manager C. F. Gifford recently returned from a booking trip thru Oklahoma and Kansas. Shows will open this month.

Allen-Smith

PROVIDENCE, R. I., April 2.—Winter quarters is in full swing under the direction of co-owner Frank G. Allen. Peter Paul has completed a new Girl Show and has as personnel Bobby Deare, Ginger Carrol and Peaches. Joe Conlin will have the Animal Show, Jolly Astaire the 10-in-1 and Cowboy Pete the Hillbilly Show. The writer will have concessions.

Allen recently returned from Pennsylvania where he purchased three complete semi units. Three new power units are on order.—AL HALL.

OUR LATEST ALL ALUMINUM HUCK KEGS



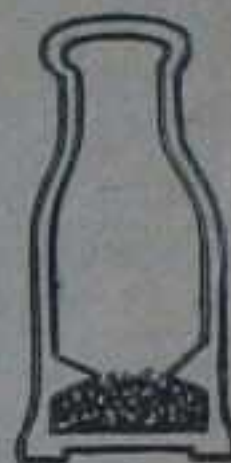
GET WISE---USE CARNIE SUPPLIES

THIS IS IT! Our new turn over TWO WAY KEG! To get a fair average for stock work the 4 3/4" opening. To increase your average, just turn keg and use the smaller 4 1/4" opening. This eliminates changing the tossing distance. TWO SETS IN ONE. We have originated many new ideas in games and this is our NEWEST and BEST.

KEGS are of heavy cast ALUMINUM, 8" high and have TWO openings — one 4 1/4", the other 4 3/4" in diameter. Enamel finishing in contrasting colors inside and out. Approximate weight, 4 lbs.

SET OF SIX, Including Frame - \$37.50

CINCINNATI STYLE ALUMINUM MILK BOTTLES



Cross Section

THE CHOICE OF BALL GAME OPERATORS

Made of cast ALUMINUM and finished on a lathe. Bottles are non-rocking due to recessed bottom and ball boys give you a quicker setup with a fixed 1/4" spacing at all times. Also due to inner construction, weight cannot come loose. With these bottles you are sure to get a faster play, a better return for your stock and with a shorter throw.

PRICES—Unweighted, \$2.50; 3 Lb. Weighted, \$3.00.

"Sound Effect" sealed in steel balls—\$3.50.

BASEBALLS—Worth Special—Durohide Cover

Doz. \$2.15; Case of 15 Doz. \$31.50

25% Deposit on All C. O. D.'s.

CARNIE SUPPLY CO. (Bill Eek)

P. O. BOX 61

PLEASANT RIDGE, CINCINNATI 13, OHIO

FOR INFORMATION ON POPCORN PROFITS

TURN TO INSIDE FRONT COVER OUTDOOR EQUIPMENT SUPPLEMENT
WANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

IMMEDIATE DELIVERY
Anatomical Wax Works of Health Exhibits, Unborn Show and Natural Embryological Specimens—all sizes. Large assortment of full-size mounted African Animals to rent or purchase. Freak Shows—every description made to order.
SCHLIESSER STUDIOS
5717 Melrose Ave., Hollywood 38, Calif.
Phone: HI. 1070 Night Phone: ME. 5702

GASOLINE BURNERS and TANKS
All Makes. Parts and Service.
I. SCHORE
119 CHAMBERS ST. NEW YORK 7, N. Y.

NOW AVAILABLE
1948 EDITION OF OFFICIAL CONCESSIONAIRE'S GUIDEBOOK
Jam-packed with money-making ideas, formulas, equipment for concessions, roadside stands, amusements, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.
Concessionaire's Guidebook
8918 Decor Road, Toledo 9, Ohio

30 CASES—ASTROSCOPE READINGS
ALSO SOME BROKEN LOTS.
Make offer for all or any part.
Write:
"ASTROSCOPE"
BOX D-166
c/o The Billboard, Cincinnati 22, Ohio

ESLIE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.
920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

SHOW PAINTINGS
The Best for Indoors and Outdoor Display
BANNERS
That Draw the Crowds
JOHN M. BULSTERBAUM
660 S. 15th St. LINDENHURST, L. I., N. Y.

Don't miss the **CONCESSION AD**
FOR REAL MONEY-MAKERS
See page 41 of Supplement.

Want Three or Four Rides
JULY 1, 2, 3 AND 4
ANNUAL RODEO & 4TH OF JULY CELEBRATION
Contact TERRA ALTA VOLUNTEER FIRE DEPT., INC., Terra Alta, W. Va.

AMERICAN EAGLE SHOWS

WANT FOR GOOD ROUTE OF STILL DATES AND FAIRS
BOOKED SOLID
Kiddie Autos and Kiddie Train Rides. Will book any Show with transportation. Will book any Flat Ride. (Have plenty of transportation—Have 3 30-Ft. Semis for transportation.)
CONCESSIONS: Want Jewelry, Basket Ball, Heart Pitch, Block Pitch, Pitch-Till-You-Win, Jingle Board, String Game, etc.
All address:
DANNY ARNETT, Mgr.
Bolivar, Tenn., this week.

FOR SALE
One 12-Car Whip, complete (Mangle) Portable in good shape; self-starter, 15 H. P. motor, A. C. Also one brand new fire engine Kiddie Ride, never been used, 1949 model. Inquire:
RUBEN & HARRIS
Boardwalk and First Ave., Asbury Park, N.J.
Tel.: Asbury Park 2-4078

WANT DIGGERS
6 ERIE HAND OPERATED
Top Price Paid.
K. W. GANOTE
WE 2635, 3659 Harrison, Kansas City, Mo.

FOR SALE
EVANS HIGH STRIKER, used 2 weeks, extra mallet and chaser, cables, sacrifice for \$195. Other surplus equipment. Creators counter model electric popcorn machine, good condition, \$175.00. 12-qt. geared hand popper, slightly used, and 5-in. Coleman Gas Flare, \$27.50. Several new and used extra heavy tarpaulins, 7x5 to 12x5, cheap. 1/3 deposit, balance C. O. D. **CLINT W. SHUFORD**, Box 414, Hot Springs, Ark.

WANT SHOWS
Can use Monkey, Snake, Illusion, 5-in-1, Mechanical, or what have you? Wonderful opportunity for a Motor Drome. We open about the first of May.
Rogers Bros.' Shows
Pelican Rapids, Minn.

PLASTER PLASTER PLASTER
ATTENTION, CARNIVAL MEN
"GET THE BEST FOR LESS"
Now Offering 35 Assorted Numbers of First Class Statuary at Amazingly New Low Prices.
LARGE — \$25.00 Per 100, Assorted Only
SMALL — \$11.00 Per 100, Assorted Only
Beautiful Flash • Well Packed • Order Now
Write for Descriptive List
Deposit: 25% on All Orders.
PFEIFER BROS.' STATUARY CO.
547 MAIN ST. Kansas City, Mo.
Phones: Day, CR 2614; Night, BE 6199

W H E E L S
Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.
WILLIAM ROTT, Inc., Manufacturers
142 W. 24th Street New York 11, N. Y.

SLUM JEWELRY
GIVEAWAYS FOR GAMES — HANKY PANKS AND GRAB BAGS. EACH ONE ON A CARD. GOOD FLASH, GOOD VALUE, PRICED LOW. BIG STOCK ON HAND. PROMPT SHIPMENTS. SEND FOR CIRCULAR.
SAMUEL B. POCKAR
1 CAMDEN AVE. PROVIDENCE 8, R. I.

SHOW EQUIPMENT FOR SALE
28 assorted Working Arcade Machines with about 30,000 post cards to pay for them . . . \$300.00
1 Nelson Trailer Dolly and 3 Tires 30.00
1 Le Roi 4-cylinder engine, good condition 50.00
1 Used 12x14 Marquee, good 25.00
1 Used 25x50 Top and Sidewall, Khaki, fair to good 100.00
1 Used 20x30 Top and Sidewall, good 100.00
1 Used 16x18 Snake Pit, very good 15.00
SUNSET AMUSEMENT CO.
701 N. MAIN ST. EXCELSIOR SPRINGS, MO.

HI-QUALITY PLASTER
Well finished merchandise—expertly painted and decorated for flashy appearance. Wide variety available in large, medium and small pieces. We deliver. Write now for full particulars.
D. LANDI
246 RAILROAD AVE. Phone 3-9668 SCRANTON, PA.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., April 2.—The regular weekly meeting was called to order by L. K. Carter. Treasurer George Carpenter and Secretary Al C. Wilson also were on the rostrum.

Eugene Catlett, of the Catlett Shows, was elected to membership.

Many of the members are leaving to join shows opening early. Curly and Trixie Clark, Ivan (Whitey) and Michaelson, Jockey Stevens and Al Campbell left to join the Tex Beason Shows. Toney Martone moved on a lot here and is getting ready to open Friday (8). Sam Benjamin left for Walled Lake Park where he has worked the past four seasons.

The George W. Nelson Shows will open at Humansville, Mo., Saturday (9), and Catlett's Greater Shows will open May 3 at Mission, Kan.

Among those present at the Tri-State Fair meeting at the Hotel Muehlebach were Denny Pugh, Harry Hennies, George Flint, Teddy Webb, Maurice Jenks, Fred Cressman, Sam Levy and Theodore Duffield.

F. B. Golden was a visitor during the week. Mr. and Mrs. Chester I. Levin returned from an Eastern buying trip.

FOR SALE

COMBINATION CONCESSION AND LIVING TRAILER

Twenty-two feet over all. Modern living quarters, including bottle gas. Six and one-half by eight feet of selling space. Used for jewelry, easily converted to any other straight sale. Must sell because of sickness.

See it at
THOMPSON'S TRAILER SALES
Chattanooga, Tenn., or contact

SAM LEVY

5151 4th St., N. St. Petersburg, Fla.

FACTORYVILLE, PA.

Is formulating plans for the Annual Week-Long Fiesta for the week of July 4 to 9, inclusive.

KENNETH P. REYNOLDS

WANT TO BOOK

(Due to disappointment) on large Show, Midwest or East, NEW POPCORN TRAILER (factory built), flashed with chrome equipment and over 400 feet of neon. Fourteen years in the business.

STONE BROTHERS
RT. 2, BOX 431, SALEM, VA.

FOR SALE

Combination 24x30 Fire Proof Top and Portable Frame, Milk Bottle and Cat Rack with three steel tables, eighteen milk bottles and about forty-five fuzzy cats with racks and balls. 24x10 artistically painted very heavy duck hull backstop. First \$250.00 takes all.

SAM VALENTI

230 MAIN ST. NORFOLK, VA.

W. R. GERENS Presents

MIGHTY HOOSIER STATE Shows

Opening this week, April 8, at Cynthiana, Ky.

WANT—Ride Men, must drive.

WANT—Concessions—Flashy Photo Gallery, ball game, long range, short range duck pond, basket ball, high striker, jewelry, novelties or any hanky panky come on. P. C. open. Rat game, big six.

SHOWS—Arcade, Fun House, Snakes, Motordrome, Monkey, Crime—any shows with own equipment and transportation, 25%. I have Side Show complete also 3 20x40 outfits with transportation for same. What have you for inside?

MR. SHOWMAN AND CONCESSIONAIRE—If you are fed up with being around promoters and would-be show managers, this is a ten ride show with the finest of fine equipment owned and managed by the sole owner. A visit to this show will convince you. All replies

W. R. GERENS

Cynthiana, Ky., April 8 thru 16; Mt. Sterling, Ky., April 18 thru 23

CLUB ACTIVITIES

Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16 Ladies' Auxiliary

Regular meeting was called to order March 28 by President Mary Taylor. June Hargis was a special guest. New members are Hazel Mack and Ruth Gorden.

Lucille Dolman, Grace Merkle and Dorothy Enfield are on the sick list. Letters were read from Dorothy Enfield, Nina Rogers and Lucille Gilligan.

Opal Manley won spoons donated by Mora Bagby, and Charlotte Cohn won jellies donated by Ruth Ann Jones. Minnie Fisher won the bank night. Door prizes, donated by Bertha McCarthy, Stella Linton, Gertrude Mathews and Jetta Clancy, were won by Sally Flint, Stella Linton, Marie Tait and Emily Friedenheim.

Esther Carley, Ruth Gorden, June Hargis, Hazel Mack, Goldi Reeves, Marie Cortes, Babe Miller and Elsie Suker gave short talks. Gertrude Mathews left for Catalina for the summer.

Following the meeting lunch was served by Estelle Wampler and Alta Deneau.

Many of the members were guests of Orval and Maybelle Crafts March 15 at the Orange Show. The club was invited to the Clyde Beatty Circus, Monday (4). In return the club has invited the circus folks to the clubrooms for refreshments. This is a yearly event. Maree Rhodes, Minnie Fisher and Peggy M. Forstall will be on the reception committee, and Madge Buckley, Marie Tait, Mary Taylor and Estelle Wampler will have charge of food.

Greater Tampa Showmen's Association Tampa, Fla.

TAMPA, April 2.—A barbecue was held March 6 at the police pistol range. An orchestra was provided and several members, including Jay Kirk, James Moeller and Bertie Perrot, entertained. The building fund realized \$160. Of this sum \$55 was brought in by autographs on the cast of Hazel Maddox who has been laid up with a broken leg. Gena Berni had charge of the cooking.

The building committee is still working on preparations for the new clubhouse which will be started in the next few weeks.

The drive for membership during the winter brought in over 90 new members. The latest to join are Gene Cummins and Manuel J. Garcia.

The meetings are still drawing quite a few members, altho most are off to join their various shows for the spring tour. At the last meeting there were over 50 members in attendance, with C. J. Sedlmayr Jr. presiding. C. J. Sedlmayr Sr., who was a recent visitor, has been active on special committees.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, April 2.—The regular meeting was held March 31, with Mike Wright presiding. Also on the rostrum were Treasurer Walter F. Driver and Secretary Joe Streibich. It was decided the last meeting this spring will be Thursday (28) and the first fall meeting October 6.

Jack Benjamin is okay again and is back at his house committee job. Harry Mamsch, W. C. Deneke and Tom Vollmer are still confined. Joe Shapiro, on the sick list, is up and about.

The house committee is serving regular Thursday lunches, starting at 7 p.m. These are taken care of by donations to the penny parade.

With the return of good weather, Ed Sopenar and his cemetery committee will get busy on the necessary work at Showmen's Rest. A number of members attended services for the mother of Cecil and William Meyers, who passed away March 26.

Joe Coyle and Earl Shipley were present after absences, and Dick Ware attended his first meeting. Bill Snyder gave a short talk. Dave Malcolm is back after attending fair meetings. George Brooks is putting in a lot of time on the bingo. Ray Oakes and Henry F. Thode collaborated on getting out the League's birthday cards.

Henry Polk is back from the West Coast. Tom Burke left to join Hennies Bros., and Jack Hawthorne is reported busy at Louisville getting ready for the season with Cole Bros.

Visitors included William Calamari, M. K. Brody, Solly Wasserman, Chick Schloss, Sam Arenz, Rudy Singer, Harry Simonds, Ed Sopenar, Rinaldo Reinhart, Louie Berger, Al Kaufman, Jack Kaplan, Pete Norman and Bob Sugar.

Letters were received from M. J. Doolan, the Lou Kellers, John Callagan and Gene Autry.

Ladies' Auxiliary

Mrs. Robert H. Miller and Mrs. Margaret Filograsso were hostesses for the social in Hotel Sherman March 24. Winners included Mrs. Cora Yeldham, Mrs. Sam Gluskin, Nell Young, Edith Streibich and Carmelita Horan.

Phoebe Carsky, past president, returned from a vacation in Florida.

Nellie Byrnes is ill in her Chicago home. Mae Sopenar is back in the hospital.

Secretary Carmelita Horan requested that members send their '49 dues to her at 1825 West Ohio Street, Chicago 22.

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, April 2.—Mrs. Robert Seery, Eva Shine, Josephine Glickman, Lillian Lawrence and Kathryn Robertson were in charge at the social. Bobbie Cherniak donated a sewing cabinet to be raffled, and Mae Taylor donated a white orchid. Awards went to Anna Graebert, Pearl McGlynn, Martha Witter and Isabelle Brantman. Nellie Young made a cash donation.

Past Presidents Pearl McGlynn and Jeannette Wall are driving to Florida to join Edna Stenson who has been wintering in Miami.

Grace Lynn, entertainment chairman, won first prize on the Ladies, Be Seated radio program. Isabelle Brantman and Billie Lou Foreman were week-end guests at the new home of Bob and Pat Seery.

The sympathy of the club was extended to Esther Meyer's husband, Cecil, on the death of his mother. Margaret Shapiro has been ill with pneumonia. Trixie Clark reported Edna Stinson in Jackson County Home with a broken hip.

Mail sent to Charlotte Wright has been returned unclaimed.

National Showmen's Association 1564 Broadway, New York

NEW YORK, April 2.—The new advisory board, recently named to aid acting executive secretary Ethel Weinberg, met last week and appointed Joseph A. McKee, of Palisades Amusement Park, as their chairman.

Club's house committee has installed velour drapes in the clubrooms to provide secluded viewing room for the television set. Application for membership was received from Jack Siegel, sponsored by Sam Rothstein. Many of the boys left for Washington to join the James E. Strates Shows.

Several members of the shut-in committee visited George Johnson in Newark, N. J., and report he is much improved. Other members on the sick list are recuperating. Sol Eichen was called home because of illness of his daughter.

Our sympathy to the family of David L. (Spot) Basinger, who died March 24. Funeral services and interment were held Saturday (26) at Salisbury, N. C.

Siro Aurilio and Lillian Paegle, of Warner Bros.' Studio, who were recently married, have returned from their honeymoon in Miami. Mr. and Mrs. James Peterson is back from a trip to Havana and Miami. Murray Goldberg also is back after wintering in Miami. Ted Barton has left for the West Coast. Lou Lange is on his way home to Miami.

Recent visitors were Charles Wertheimer, Morris Batalsky, Morris Vivona, Murray Friedland, Eli Guralsky, Louis Kronenberg, Jack Capria, Sidney Rifkin, Harry Koretsky, Jack Harris, Milton Nathan, Charles Zucker, Justin Van Vliet, Herman Moskowitz, Paul Miller, Morris Gustow, Sidney Herbert, D. D. Simmons, Sam Levy, Aaron Hymes, Robert Devany and Harry Krasnow.

Mail is being held for Francis W. Murphy, Al Dorso, George Halpin, Jack Gordon and Raymond Sullivan. Please send in your address. Did you forget to pay your dues? Next regular meeting, Wednesday (13).

GRAVY-GRAVES

WANTS AGENTS

For Buckets, Tiles, Coke, B. B. Range, Cork Gallery, Duck Pond, etc. Good proposition. Good route opening April 30, Mason City, Iowa. Write or wire

C. J. GRAVES

c/o Wolf's Greater Shows
4232 4th St. N. E.
Minneapolis 21, Minn.

STAR AMUSEMENT CO.

WANTS

Stock Concessions, Ball Games, Photos, Mitt Camp. SHOWS: Have good Athletic Show for right party. RIDE HELP for Wheel and Merry-Go-Round. Winter quarters open. Will open about April 15. Good route of Piesles and Still Dates. Write or wire

B. E. MILLER, Mgr.

ROUTE 1, BOX 143 JUDSONIA, ARK.

LAST CALL LAST CALL

Concessions: Hit-Miss, Milk Bottle, Ball Game, Glass-Pitch, Hoop-La, Coke Bottle, Clothes Pin, Pitch, American Palmistry. Will sell EX. on 1 Bucket and 1 Six Cat, any concession not conflicting. Can use Wides, Shows. All People that book with this show will open April 23. Let me hear from you or come to winter quarters.

**GUY WHITE OR
FRED ALMONY,**

3614 Fagan St. Chattanooga, Tenn.

ADVANCE AGENT WANTED

Must know Southwest.

T. J. TIDWELL SHOW

Fort Stockton March 28-April 2,
Kermit, Texas, April 4-7.

All Wire **T. J. TIDWELL**

Pacific Coast Showmen's Association
1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 2.—Regular meeting Monday (28) was presided over by Vice-President Mike Doolan. Also on the rostrum were Treasurer Weber and Secretary Louis Stanley. Executive Secretary Al Flint reminded the assemblage that club dues will be upped from \$10 to \$12 annually starting September 1. Ed Smithson still is in a serious condition in General Hospital. Spot Aglan, who suffered a relapse after leaving the hospital, is said to be showing improvement. Drawing was won by Louis Bacilupi.

Lone Star Showmen's Club
Dallas, Texas

Ladies' Auxiliary
A stork shower was given for Mrs. Patricia Smith in conjunction with the semi-monthly social March 14. Letta Lindsey, Margaret Pugh and Mary Ellen Liberman were hostesses. Country style chicken dinner was served club members March 21.

N. (WHITEY) BEARDSLEY

Needs Agents for the following: The flashiest Slum Stores on the road—Duck Hoop-La, Balloon Darts, Over 12, Pans. Also one Grind Store Agent who can take orders. Swinger Agents for Bama, Jimmie Claire, get in touch with Tim, Coleman. Agents who worked for me before, acknowledge this ad. We open April 28th, Middletown, Conn., Celebration. All may answer to me at
321 N. PEARL ST., ALBANY, N. Y.
until April 21; then Care Coleman Bros. Shows, Middletown, Conn.

RIDES 6 SHOWS 30 CONCESSIONS
on Light Towers 10-Mile Searchlights
ROCCO SHOWS
Rocco & Son
Opening in St. Paul, April 30
Fant Stock Concessions, Live Girl Slide Ball Game, Mechanical Show, any Grind Show not conflicting, Men on Spitfire, Tilt-a-Whirl and 11 Rides, Jo-Ann, contact. Want Speaker Men. contact
Rocco
St. Paul, Minn.
Phone: Nestor 9870

CLIFF OSTEEN
CAN PLACE GIRLS
For 2 Girl Shows. Girls who worked for me before wire me at once, will send tickets if necessary. (BOB LEE, wire me at once how I can call you).
CLIFF OSTEEN
Care WALLACE & MURRAY SHOWS
Anderson, S. C.

RIDES—CONCESSIONS
Kiddie Rides and Concessions. Few open dates for Bassaris, Celebrations and coming events. Phone: Little Falls 4-0811-J.
GEORGE E. FERNLEY & SONS
44 Zeff Ave. Little Falls, N. J.

WANTED
Merry-Go-Round and Ferris Wheel Foremen. Other Ride Help.
JAY GOULD CIRCUS
OTTAWA, ILL.

SCHAFFER'S JUST FOR FUN SHOWS
OPENING TYLER, TEXAS, APRIL 13
Have opening for capable operators, with people, for Side Show and Girl Show. (Have Neon Fronts and all Equipment for same).
Want to book Lead Gallery, Photos, Penny Arcade and Hanky Panks of All Kinds.
Can Use capable Foremen and Second Men on all new rides. Address:
W. A. SCHAFFER
714 South Haskell, Dallas, Tex., until April 16, then per route.

FOR SALE—CRIME CAR, COMPLETE SHOW
An outstanding buy—1931 Lincoln (8) custom built bullet-proof Town Sedan, acquired from the estate of the late MARK HELLINGER, in excellent running condition. This car has one-inch thick bullet-proof glass—is completely armored, including roof. Has secret machine gun compartment and small arms compartment—gunslots, built in windows.
Show includes new 30"x30" waterproof and fireproof top. Plenty of blow-ups all framed.
Panel front ticket box—Webster Wire Recorder—amplifier and speaker. **READY TO GO.**
\$1600.00 CASH
FRANK PLATTEN
5723 CAMERFORD AVENUE
HOLLYWOOD 28, CALIFORNIA

Michigan Showmen's Association
3153 Case Avenue, Detroit

DETROIT, April 2.—Regular meeting was held March 28. On the rostrum were President Jack Gallagher, First Vice-President Nate Golden, Third Vice-President Fred Silber, Treasurer Louis Rosenthal, Secretary Bernhard Robbins and Past Presidents Harry Stahl and Leo Lipka. Eddie Gold and Sam Sullins were reported on the sick list. Lawrence W. Whitt is a new member. The last meeting of the season will be held Monday (11). A special program is planned by the entertainment committee, headed by Mac Kahn, to honor the 10-year members.

Ladies' Auxiliary
The monthly social was held March 28. Bingo prizes were won by Grace Ziegler, Clara Balog, Pat Crognale, Dorothy Gold, Charlotte Richardson, Jean Mazurek, Rose Gold, Lauraine Smith, Sharon Anderson, Bertha Ford, Dollie Galvin, Mayme Wade, Rose Lewiston and Clara Silber. The grand prize was won by Saydie Schwartz. The sum of \$150.55 was realized for the general fund. Luncheon was served by hostesses Ann Borker, Laura Baker, Leona Bennett and Bessie Gallagher.

Show Folks of America
San Francisco

SAN FRANCISCO, April 2.—The regular meeting was held March 21. President Eddie Burke presided. Past President Sammy Corenson filled in on the rostrum for Teddy Levitt. Joe P. Meaders was voted to membership. Guests, new members and members who had been away for some time, presented by President Eddie Burke, included Charles and Edith Walpert, Tiny Dollita, Pop Erickson, Dave Long, Jane Albright, Albert and Minette Anderson, Dave Rosenthal, Rose Fisher, Sylvan Verneau, Joseph and Marie Kay, Henry and Birdie Copeland, E. S. Fitzgerald, Joe Borell, Abe Fabrican, Lloyd McDowell, Eueña Mack Hanna, Dr. Paul Richelle and Walter Fleck. A regular meeting of the board of directors was held March 27. Council Raiford and Dave Long reported Glenn Artz much improved. Joe Alterman is confined to his home, seriously ill. Roy Hodges suffered an accident in Puyallup, Wash., in which he lost two fingers. John Provenzale won \$19 in the pot of gold. The remainder was given to the refreshment fund.

Hot Springs Showman's Assn.
HOT SPRINGS, April 2.—Meeting was held March 25, with President Noble C. Fairly in the chair. Total membership of the 10-week-old club is now over the 250 mark. Ladies' Auxiliary held its regular meeting on the same night. Mrs. Viola Fairly, chairman of the St. Patrick's Day party, announced the affair brought in \$248.

WALLACE BROS.' SHOWS
"America's Most Spectacular Midway"

CANADA 30 CARS 20 FAIRS | **The Show Beautiful** | **CANADA 30 CARS 20 FAIRS**
Opening Windsor, April 23
WANT—Working Men in all departments. Foremen for Moon Rocket and Fly-o-Plane. Tiny Jamison, wire.
Fairs Start at Lethbridge, Alberta, June 27th

PETE KORTES Can Always Use High Class Freaks	JOHNNY BRANSON Wants Motordrome Riders	JEAN BRANSON Wants Girl Performers
--	--	--

Address J. P. (JIMMY) SULLIVAN
Box 442, Toronto, Canada

W. C. KAUS SHOWS

CAN PLACE SHOWS WITH OWN EQUIPMENT: Monkey Show, Fun House, Acts for Carl Alzora, Side Show.
RIDES: That do not conflict. What have you?
CONCESSIONS: Basket Ball, Bowling Alley, Long Range Shooting Gallery, French Fries.
For best Still Date Route in Tennessee and West Virginia. Nine bona fide Fairs in West Virginia and North Carolina.
Burt Miller, contact Earl Tilghman.
This week, Rockwood, Tenn.; followed by Morristown, Tenn.
Contact RUSSELL OWENS

WHAT HAVE YOU GOT THAT'S DIFFERENT?
FOR
WATERBURY KNIGHTS OF COLUMBUS KIDDIE CIRCUS
STATE ARMORY — MAY 5-6-7-8
Proceeds Catholic Youth Center. 20,000 tickets sold in advance.
SHRINE KIDDIE CIRCUS — DANBURY
State Armory, May 13-14-15. 10,000 tickets sold in advance.
SHRINE KIDDIE CIRCUS — STANFORD
State Armory, May 20-21-22. 10,000 tickets sold in advance.
Booth Space Available. WANTED: Glass Blower, Fish Pond, Arcade, Exhibits, Novelties, etc.
NEW ENGLAND THEATRICAL AGENCY, INC.
949 WHALLEY AVENUE NEW HAVEN, CONN.

GOLDENGATE AMUSEMENT SHOWS
Touring Canada's greatest stampedes and sports days
BOOKINGS START ONE MONTH AFTER OPENING DATE
This is a proven route, one of Western Canada's greatest, opening on or about May 1st. Have five office owned Rides. Will book any Ride or Side Show that does not conflict with present set-up. Rummies, please do not answer.
GOLDENGATE AMUSEMENT SHOWS
207 ABBOTT ST. VANCOUVER, BRITISH COLUMBIA, CANADA

WANT — BINGO HELP — WANT
Counterpartmen for Deluxe Bingo, top salary and bonus.
FOR SALE: 14-Foot Six Cat Outfit, complete, \$300.00; 14-Foot Fish Pond, complete with Top and Frame, Tank, Motor, Pump, Flash Jaws, Backgrounds, etc., ready to go, \$250.00; set of three Baker Buckets (new, used one week), \$70.00 for all three.
Contact: VINCE McCABE, SUNSET AMUSEMENT CO., Excelsior Springs, Mo. Phone 860.

WOLF GREATER SHOWS
20 Celebrations and Fairs
OPENING APRIL 30, MASON CITY, IA.
Will book jewelry, Bumper, Dart Add Up, Swing Ball, Grab Bag, Nail, Clothes Pin, Watch-La, American Palmistry (no gypsies), Want Shows—Mechanical City, Midget, Fat Show, Iron Lung, Illusion, 10-in-1, Hillbilly, Snake Show. Help on all Rides.
P. O. BOX 2725 Phone: Midway 7647 MINNEAPOLIS, MINN.

BINGO FLASH BOARD

B	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
I	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
N	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45
G	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
O	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75

A complete line of Bingo Equipment and Supplies on hand ready for immediate delivery. Bingo Specials — 1500 and 3000 series — automatic Bingo Cages.

The newest Rubberized Cage at a new low price. Large Heavyweight Bingo Cards — Medium Weight — Post Card Weight — Large News Weight — Sheets — Transparent markers in bulk or bagged and carded (new low price), etc.

A new catalog is now ready—write for it.

If it's Bingo Supplies—buy from the largest manufacturer.

ACE SPECIALTY MFG. CO. 45 BLEECKER ST. NEW YORK 12, N. Y.

BINGO BLOWERS



Ice Show Planned by Dave Endy; Negotiates for 20-Person Unit

MIAMI, April 2.—Negotiations are under way for the Endy Bros. Shows to carry an ice show, Owner-Manager Dave Endy announced this week at the shows' office here. Plans call for a 20-person unit, Endy said. Five wagons would be required to handle the show, he added.

Dick Best, veteran midway show operator, who shifts this year to the Endy org, will have an Unborn Show and a Snake Show in addition to his Circus Side Show, Endy said.

Rita Cortez in Revue

Other shows already set include Mr. and Mrs. Al Mercy's revue, titled *Scandals of 1949*; George Vogstad's *Illusion, Wild Life and Wild Horse Shows*; Big Bertha and her Fat Girl, Fred Munn's *Monkey Circus*, Catharine's *Baby Show*, Speedy Bab's *Motordrome*, and an *Iron Lung, Fun-house and Tunnel of Love*.

Rita Cortez and her revue, with a rumba band, is to be featured in the *Scandals of 1949*. Rita is due to join in time for the show's April 29 opening in Albany, Ga.

A total of 20 rides, of which six will be kiddie devices, are to be carried, according to Endy. He said the show will move on 30 cars.

Concession Line-Up

Concessionaires will include Elmer Shoemaker, cookhouse and grab stands; Tony Munns, pronto pups; Hazel Zabreski, two popcorn wagons; Joe Marcinoe, French fries; Bob Parker's diggers and Derby Race; Dave Francis, long and short-range galleries; Joan Endy, custard, and Mrs. Lux, palmistry.

The shows' staff includes Louis A. Rice, assistant manager; Robert Kline, general agent; Joe Rowan, special agent; Glenn Ireton, press agent; Tommy Allen, lot superintendent; Vernon Korhn, secretary; Joe Lux, concession manager; James Zabreski, Diesel engineer; John Dempsey, general superintendent and trainmaster; Harry Batton, scenic artist; Judson Sleffier, billposter; Enoch Ratzell, sound technician, and Dr. J. Bozeman,

physician. Of these only Kline and Allen are newcomers to the staff.

Joe Lux recently completed 24 midway stands in winter quarters at Albany, Ga. The railroad cars are being repainted in red and silver. Recent additions to the railroad equipment includes several flat cars and a new stateroom car.

Blue Grass Bows At Augusta, Ga.

AUGUSTA, Ga., April 2.—Blue Grass Shows, owned and operated by C. C. (Specs) Groscurth, opened here tonight to satisfactory business. The line-up for the opening shows seven major rides, four kiddie rides and, for the first time here, John Russell had his new Coaster in action, as well as the new hobby horse kiddie ride.

In the back-end Joe Hilton has his *Circus Side Show*; Eddie Greeno, *Monkey, Wild Life and one Girl Show*, and Bob and Myrtle Thomas their arcade, housed in a new top. On concession row are Mr. and Mrs. Roy Duffy; James Cassidy with his glass pitches; Mr. and Mrs. Russell Groscurth, Leo Hirsh, George Lewis, Slim Knowdell, Mr. and Mrs. Charles Lake, Larry and Peanuts Horn, James Coonfield, Mr. and Mrs. Sam Scolnik, Mr. and Mrs. Harry Harrison, and Charley Miller's cookhouse.

Among visitors tonight were Eddie Lewis, Buddy Paddock and Mr. and Mrs. Charles Phillips.

E. C. May is the lot man. Doc Angel handles the mail and *The Billboard*. William Krieger also is here.

The shows will head north and play Kentucky, Indiana, Illinois, Tennessee and Georgia, closing late in November.

Leominster, Mass., Mayor Okays Banning All Units

LEOMINSTER, Mass., April 2.—Mayor Ralph W. Crossman has announced that he will exercise his licensing power to prohibit the appearance of carnivals here. Action is based on the recommendation of Police Chief George H. Smith, who summed up his objection by saying, "There are no good carnivals."

Elson B. Race, a member of the Recreation Commission, took sharp issue with Chief Smith and criticized the generality of his statement. Race said that applications for licenses should be screened.

Sedalia Midway Contract Awarded to Jones Expo.

SEDALIA, Mo., April 2.—Roy S. Kemper, secretary-manager of the Missouri State Fair, Sedalia, this week forwarded midway contracts to the Johnny J. Jones Exposition, wintering in De Land, Fla. Dates are August 21-28.

Altho it had been generally understood that JJJ was in line for the contract, changes in the Missouri political picture necessarily postponed the formal signing. The shows will move into Sedalia from Indiana and follow the State fair with a second engagement at the Cook County Fair, Chicago, August 30-September 5.

Motor State Opens April 26

DETROIT, April 2.—The new Motor State Shows, managed by Joseph J. Frederick, veteran ride and concession operator, will make their debut April 26. Unit will carry five rides and three shows and will play in Michigan, Ohio and Indiana. Leo Schultz is assistant manager.

JOHN F. REID PRESENTS **Happyland Shows** THE BEST IN OUTDOOR AMUSEMENTS

WANT—SHOWS—RIDES—CONCESSIONS

For Michigan Still Dates, Fairs and Celebrations

SHOWS—Especially want good Motordrome. Excellent Drome territory. Can place Fat Show, Crime Show, Horror Show, Life Show, Fun House, Glass House, Wild Life.

RIDES—Will book one or two non-conflicting Rides. Want Little Dipper, Scooter, Fly-a-Plane, Hi Ball, Moon Rocket, Tilt-a-Whirl, Spit Fire, Looper.

CONCESSIONS—Can place several more Concessions to work for stock only. Want well flashed Jewelry Outfit, Ball Games, Coke Bottles, Country Store, Slum Blower, Hoop-La, Glass Pitch, and others.

WANT SENSATIONAL FREE ACT to join May 30 for about 9 weeks. Whitey Sutton wants Freaks and Side Show Acts. Eddie Miller wants youthful, attractive Girls for Girl Show. Opening for a few good Ride Men. All address:

Happyland Shows, 3633 Seyburn Ave., Detroit, Mich.

2 SATURDAYS 2 SUNDAYS Winterquarters Now Open **HELLER'S ACME SHOWS** 2 SATURDAYS 2 SUNDAYS Winterquarters Now Open

OPEN APRIL 7 TO 17, FAIRLAWN, N. J.

10 BIG DAYS AND NIGHTS—14 MILES FROM NEW YORK CITY

Want Airplane, Merry-Go-Round, Whip Foremen and Second Men; semi drivers preferred; top wages. Want Shows—Iron Lung, Mechanical City, War Show, Jungleland, Monkey Circus or Dog and Pony or Wild Life. I have tops, fronts and transportation, what have you? Good proposition for Penny Arcade. Don't want Rides, have 10 of my own. Want Concessions—Bumpers, Basketball, Pitch Games, Hoop-La. Want to buy Bingo complete. All address:

HELLER'S ACME SHOWS, Box 6, Campgaw, New Jersey. Phone: Wyckoff 4-0333M

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

NOW SHOWING PULASKI, TENN.

CONCESSIONS: Fish Pond, Cork Gallery, Long Range, Milk Bottle, Glass Pitch, Hoop-La, Clothes Pin Pitch, Novelty, Ice Cream, Custard, Cat Rack, String Game, Darts, Penny Arcade and Jewelry

RIDES—Will book or buy Octopus or Spitfire.

SHOWS: Illusion, Fat or Glass House.

HELP WANTED: Agents for office owned Stock Stores. No gypsies, no flats. All replies:

JOHN PORTEMONT

PULASKI, TENN.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT SHOWS

For an exceptional route of Still Dates, Celebrations and 16 of the best Fairs in Georgia.

High class Side Show, Monkey Circus, Midgets or any entertaining Shows catering to Ladies, Gentlemen and Children.

Have complete outfit for Animal Show except Animals; Beautiful Snake Illusion Show, complete; will turn over to capable parties.

CONCESSIONS

Can place Custard, Long Range Gallery, Cork Gallery, Heart Shape Pitch, Hoop-La, String Game, Ice Cream, French Fries, Snow Balls, Jewelry and Hanky Panks of all kinds. Positively no racket.

Bingo Operators, notice: Can place Bingo for a few weeks beginning April 18th or 25th. All address:

JOHNNY T. TINSLEY SHOWS

Thru April 9th, 1949

Greenville, S. C.

Harry Craig **HEART of TEXAS Shows**

Want organized Minstrel Show with Band or Illibilly Show with Band. Also organized Side Show or Acts for Side Show. Salary out of office. Want Talent for Athletic Show. Will book Wild Life, Illusion, Monkey Show, Fun House, Big Snakes, Grind Shows of all kinds. Want Manager for Girl Show with 2 or 3 Girls. CONCESSIONS—Will book High Striker, String Game, Hanky Panks

HARRY CRAIG, MGR.

Address: TEMPLE, TEX., this week; STEPHENSVILLE, TEX., next week.

Smith Greater Goes Out as Gold Crown

FAYETTEVILLE, N. C., April 2.—Smith Greater Shows henceforth will be known as the Gold Crown Exposition, it was announced from local quarters this week by Mabel Smith, treasurer. All equipment is being readied in local quarters for shows' debut in Red Springs, N. C., under Veterans of Foreign Wars auspices.

Late quarters arrivals included Howard B. Stewart, secretary; Harry E. Wilson, assistant manager and publicity director; Jesse McCullough, ride superintendent; Frank Aggreta, Chairplane foreman, and Billie Beans, ride man.

Pat Grande will have the corn game, and Al Williams the cookhouse. The Messrs. Sanatones have booked their concessions, as have Mr. and Mrs. Jesse Tireman. Roy Chilson, electrician, is expected soon with his crew. General Agent Dr. Hamilton also is expected soon. K. E. (Brownie) Smith continues as owner of the shows.

Dennis Day Signed for P.A. At El Cajon Annual, June 3-5

EL CAJON, Calif., April 2.—Dennis Day has been signed for a personal appearance at the second annual county fair to be held here June 3-5 at Gillespie Field.

The fair will feature a horse show, two-day aquacade and exhibits. It is under the direction of Leah McMahon, executive secretary, and former program director of KFSD, San Diego.

MAGIC EMPIRE Shows

WANT GENERAL AGENT

Must be sober and reliable. B. J. Collins, contact me at once. Frank Owens, who has been agent for the past three years, is taking other duties with show.

WANT CONCESSIONS

Hanky Panks of all kinds. Will sell Ex on Snow, Custard, Cookhouse, Scales and Photos.

WANT

Motor Drome, Fun House, Ten-in-One or any other Show

ALL RIDES

Owned by A. Spheeris, manager and owner. Ten in all. Will not book Rides

Tommy Carson is legal adjuster with show. All people who have been with him in the past please contact

Fair and Celebration Secretaries, we have a few dates open. Look us over

WANT NEON MAN

All contact

A. SPHEERIS, MAGIC EMPIRE SHOWS

Louisville, Miss., April 4-9; West Point, Miss., April 11-16

CONTINENTAL SHOWS, INC.

THE SHOW OF HIGH STANDARDS

8 RIDES—2 SOUND CARS—4 SHOWS
 OPENING APRIL 27, KINGSTON, N. Y.
 LOT STAKED OUT APRIL 25.

Positively the Finest and Best Equipped Show its size in the East.

Custard Wanted: must be high class outfit. Limited number of Grind Stores still available. What have you?

Fun House, Motordrome and Grind Shows with own transportation.

ROLAND CHAMPAGNE, Mgr.

3 Courtney Lane Phone 36594 Lowell, Mass.

MIGHTY PAGE SHOWS

WANT

Girl Show, Animal, Geek, Motordrome and Fun House.

Concessions—Diggers, Novelties, French Fries and any Hanky Panks.

Want Advance Man; O. P. Johnson, contact.

Tracey Knott wants Ride Men that drive Semis. All replies to:

BILL PAGE, Henderson, N. C.

— EASTERN AMUSEMENT CO. —

LAST CALL

Opening May 2 in Best Town in Central Maine

WANT WANT WANT

CONCESSIONS—Candy Floss, Jewelry, Duck or Fish Pond, Dart Game, Age or Weight and Photos. SHOWS—Girl, Snake, Geek, or what have you with own transportation and equipment. Electrician who understands light plants. Second Man on Merry-Go-Round. Can use capable Concession Help. WANT Kiddle Auto Ride, also Pony Ride. Want to buy good popcorn and Candy Apple outfit. Opening for Percentage Dealers. All those booked write for opening spot. Arthur Ouclette, answer. Robert Tuttle, report at winter quarters April. Clyde Sanborn, write. Contact M. S. EARL P. O. Box 683, Farmington, Maine

ANNUAL FIELD DAY MAY 19TH THRU 31ST

MEN'S CLUB SHOW GROUNDS, LEMOYNE AVE. CONCESSIONAIRES, ACTS AND SHOWS, WRITE. Rides, Cook House, Bingo, Pop Corn and Floss booked. Write:

C. F. GRAY

P. O. BOX 26, SALINA STATION, SYRACUSE 8, N. Y. PHONE 3-5863.

LONE STAR SHOWS

PRESENTING A STAR STUDDED ROUTE

OPENING APRIL 8, 1949, ELIZABETHTOWN, KY.

LOCATION HEART OF TOWN. 8—BIG DAYS AND NITES—8.

Followed by VFW Spring Festival, Central City, Ky., April 18th thru 23rd; Fireman's Festival, Campbellsville, Ky., April 25th thru 30th; Covington, Ky., Moose Festival, May 2nd thru 7th; Newport, Ky., Moose, May 9th thru 14th; Connersville, Ind., auspices Fraternal Order Police, May 16th thru 25th, including Sunday; Marion, Ohio, Memorial Day Celebration, May 27th thru June 4th, sponsored by Veterans, including Sunday with fireworks, parades, etc.; Springfield, Ohio, June 6th thru 11th AMVETS Festival, with Chillicothe, Hamilton and Portsmouth, Ohio, to follow, then big Fourth Celebration, July 2-3-4, Greensburg, Ky., \$1,000.00 silver dollars and hundreds of dollars in merchandise given away on Midway. Big old-time celebration. Then all bona fide fairs. Will verify this route by personal letter from secretaries of all following fairs to anyone wanting to join us for season with a worthwhile attraction. Keep this list for future references. All fairs starting Harrodsburg, Ky., July 5th thru 9th, Maysville, Ky., Moose Exposition and Fair; Nicholasville, Ky., Fair; Columbia, Ky., Fair; Scottsville, Ky., Fair; Great Glasgow, Ky., Fair. Week August 29th open. Big Labor Day Celebration and Fair, Sheffield, Ala.; Legion Fair, Tuscaloosa, Ala.; Cotton Carnival, Selma, Ala.; Legion Fair, Eufala, Ala.; Rome, Ga., Fair and Exposition; Legion Fair, Opelika, Ala.; Jackson County Agricultural Exposition, Marianna, Fla.; Bay County Fair, Panama City, Fla.; Apalachicola, Blountstown, Port St. Joe, all Florida, to follow.

Want for now and all season capable Ride Men, Semi Drivers, Second Men, A-1 Foreman for Merry-Go-Round, A-1 Diesel man for new 250 KVA GMC Diesel, A-1 Billposter with transportation and equipment, top salary.

Want Fun House, Glass House, Snake Show, Side Show (Mrs. Golden, Joe Hilton, wire), Midget Show, Mickey Mouse, Penny Arcade with own equipment and transportation.

Want Hanky Panks of all kinds, capable Cookhouse Help, Agents for Count Stores, Pin Stores, Buckets, Alley; capable Concession Help of all kinds come on. All address

MANAGER LONE STAR SHOWS, Elizabethtown, Ky.

WANTED

FOR LONG SEASON ON LONG ISLAND, BEGINNING FIRST WEEK IN JUNE

First Class Motordrome, Posing Show, Side Show or any good Novelty Grind Show. Must have own equipment. Can use custard at once. Also concessions that do not conflict. Sober ride help needed at once for early opening, New York City.

CARNIVAL SHOWS, INC. PHIL ISSER, Gen. Mgr.

1539 E. 29th St., Brooklyn, N. Y. Cloverdale 8-1061

ALLEN SMITH SHOWS

OPENING APRIL 25 IN NEW YORK STATE

Spot to be announced in Next Issue.

We carry Six Rides and Four Shows. Featuring Miss Luxem on the High Sway Pole—an Al Martin Attraction

CONCESSIONS WANTED—Pitch-Till-U-Win, Doll Store, Add-'Em-Darts, Slum Blower, String Game, Mug Outfit, Age and Scales, High Striker, Fish Pond.

All Ride Help who have been contracted report to Winter Quarters at 137 Lockwood St., Providence, R. I.

TURNER BROS. Shows

LAST CALL

OPENING APRIL 19TH, SPRINGFIELD, ILL.

SHOWS: Can place Penny Arcade, Fun House, Mechanical Show, or any Show not conflicting, with own transportation.

CONCESSIONS: Can place Clothes Pin, Bumper, String Game, and Bowling Alley.

RIDES: Will book any Major Ride not conflicting.

RIDE HELP: Foremen and Second Men; must drive Semis.

FOR SALE: Bowling Alley, Fish Pond and three-way Haddon Photo Machine. Address:

TURNER BROS.' SHOWS

PETERSBURG, ILL. (Phone: 230)

LAST CALL

DODSON'S IMPERIAL SHOWS

30 — RAILROAD CARS — 30

WANTED FOR SEASON 1949

OPENING BIRMINGHAM, ALABAMA, STOCK SHOW AND RODEO, MONDAY, MAY 2

Can place Legitimate Concessions of all kinds (no Exclusive), except Cook House and Grab, Novelty, Palmistry, Pop Corn, Cotton Candy and Bingo. Will place anything else that is legitimate. Will book one more new Major Ride that does not conflict with what we have; will furnish Wagons for same.

Want capable man to take complete charge of Fun House on percentage; must be sober and capable of getting money. Will place Working Men in all departments, Boss Camasman for Girl Show and Minstrel Show. Ride Help—Have opening for one first class, sober, reliable Foreman and several Second Men; also other Show and Ride Help.

TRAIN HELP—Can use several Polers, Chalkers and Back-End Men. Best of treatment at all times and salary as much as you can get with any other Show.

Winter Quarters are now open, so if you are at Liberty, come on in, we will place you. All those who have worked for me before write or come on in, I will place you. Don't worry.

Can use Help for Cook House and Grab. Musicians for 15-piece Uniformed Concert Band. Address: CECIL HUDSON, Care of Show. J. R. McCORMICK, Care of Show.

ADDRESS: M. G. DODSON, MGR.
Dodson's Imperial Shows, Columbus, Ga.

CAVALCADE OF AMUSEMENTS

The Nations Largest and Finest Midway

OPENING APRIL 16

WILL BOOK PRETZEL RIDE AND FURNISH WAGON FOR SAME

WANT Capable Foreman for Octopus; must know his business. Reliable man to handle Fly-o-Plane. (Swede Christenson, advise if you are coming. Man to handle Little Dipper Ride. This will be delivered new April 10. **WANT**

HAVE FOR SALE: IRON LUNG. In first class condition. First \$750.00 takes it. All Address: AL WAGNER, Mgr., Box 66, Mobile, Alabama

NOTICE*NOTICE*NOTICE*NOTICE

BRIGHT LIGHTS EXPOSITION SHOWS

NOW RE-TITLED

ALLEGHANY EXPOSITION SHOWS

Opening April 15, Rockymount, Va.

Will book or lease: Octopus, Roll-o-Plane or any Ride not conflicting. SHOWS: Will furnish Tops for anything new or novel. Carl Carmen, I wrote you and letter came back. Concessions: Can place Candy Floss, Ball Games and Legitimate Concessions of all kinds. HELP: Can always place Useful People. Address all wires and communications to:

L. C. HECK, Gen. Mgr.

ALLEGHANY EXPOSITION SHOWS, ROCKYMOUNT, VA.

L. O. WEAVER & SONS

GRAND AMERICAN SHOWS

OPENING AMES, IOWA, MAY 2. 10 RIDES—6 SHOWS—30 CONCESSIONS

WANT—For Iowa's Top Still Spots and 25 Proven Events, Celebrations and Fairs.

WANT—Cookhouse, Carmel Corn, Root Beer, Photos, Ball Games, Coke Bottles, Basket Ball, Glass Pitch, Penny Pitch, Hoop-La, String Game, Fish Pond, Grocery Wheel, Blanket Wheel, Scales, Age, any other Hanky Pank Novelties.

WANT SHOWS—Arcade, Wild Life, Snake, Fun House. Joe Turner wants Wrestlers and Fighters; also Agents for Hanky Panks.

Write L. O. WEAVER, Fairbank, Iowa

WANTED

GENERAL AGENT

Must be experienced in handling large carnivals, and know Southeastern territory.

Salary no object if you can qualify.

Address: Box D-168, c/o Billboard, Cincinnati, Ohio

M. C. M. SHOWS

Opening April 25th, Fifth Annual Celebration of the Veterans of Foreign Wars, Dept. of Rhode Island, Hopkins Park, Providence, R. I.

Can use Legitimate Concessions, 1 Ride which will not conflict. Get set with:

JOSEPH L. COSTIGAN

224 HOME AVE.

Telephone: Elmhurst 7638

PROVIDENCE 8, R. I.

The oldest Show operating out of Providence!

MOTOR STATE SHOWS

5 Rides
3 Shows
Legitimate Concessions

ATTENTION, COMMITTEES—MICHIGAN, OHIO, INDIANA: Have few open weeks—write for dates. CAN BOOK few more legitimate Concessions. Opening April 28. WANT MAN for Monkey Circus.

JOE FREDERICK, Mgr.; LEO SCHULTS, Asst. Mgr.

2243 NEWTON ST.

Phone: TRINITY 3-2640

DETROIT 11, MICH.

Terrell Jacobs Circus Show To Royal Am.

Sedlmayr Adds Rail Cars

TAMPA, April 2.—The already powerful back-end of the Royal American Shows will be bolstered further this year by the addition of a circus-type unit which will feature Terrell Jacobs and his wild animal act.

Negotiations, closed this week by the RAS owner, Carl Sedlmayr Sr., call for the circus-type unit to carry seven acts besides that of Jacobs. These other acts will include an elephant number, six-pony drill and an unsupported ladder act.

To Join in St. Louis

The show will be priced at 50 cents for adults and 25 cents for children. It will join on in mid-May at St. Louis, the Royal American's second still-date stand of its season. Jacobs will come on after filling an engagement with the Barnes Bros.' Circus in the Chicago Stadium.

Bob Lohmar, RAS general agent, this week made a trip to Peru, Ind., winter quarters of Jacobs, to complete details connected with Jacobs joining the show.

Add to Show Train

The RAS will move on close to 60 cars this year, Sedlmayr revealed this week. Four flat cars were purchased recently from the Ringling-Barnum circus and negotiations are now under way for the acquisition of others. Last year the org moved in the U. S. on 50 cars. The plan is to carry Jacobs's personnel, equipment and animals and some concessions, which previously moved by truck, on the show train.

Work in winter quarters here is being pushed, with much of the effort now concentrated on building a new front and inside set-up for the show. Gypsy Rose Lee will head. Gypsy is skedded to make her initial carnival appearance with the shows at its opening stand at the Memphis Cotton Carnival.

Such potent shows as Leon Claxton's Harlem in Havana, the Lorow Bros.' Circus Side Show, Henry Kramer's Hollywood Midgets, Leo Carroll's Monkey Show and Bill Kemp's Motordrome, fixtures of the Royal American line-up, again will be back.

Leipzig To Handle JJJ Road Flackery

NEW YORK, April 2.—Jay Leipzig, local publicist, was named this week to handle road press-radio publicity on the Johnny J Jones Exposition by Leonard Traube, head of Leonard Traube Associates, Gotham flack firm which has contracted to handle the over-all ad-publicity-promotion for the org.

Leipzig, a graduate of the School of Journalism, New York University, has served on the editorial staffs of Swing magazine and Dell Publications and has done considerable radio writing and publicity for commercial products. He served with the marines from 1942 to 1945.

Traube and Leipzig will spend next week at the JJJ winter quarters in De Land, Fla., assembling feature and routine material. He will open the Washington campaign Sunday (20).

At intervals thruout the season Traube will personally visit the shows for consultation and the promotion of special events. At present, Traube is preparing features, pictures and mats. Special jubilee posters are being prepared by Enquirer Show Print, Cincinnati.

Out in the Open

(Continued from page 62)

Speedway, trotting center, as a possible aid in planning further improvements at York. . . J. Raymond Morris stopped off in New York en route to rejoin the Cavalcade of Amusements, Mobile, Ala., as billposter. Morris visited the Ringling bill crew, having worked with many of its members on various circuses. . . Ben Allen, of Posters, Inc., en route to his Philly headquarters after an extensive selling trip, reports his sales considerably ahead of last year. He attributes the increase to the operator's belief that it will take more advertising to build bigger crowds and maintain grosses.

Charlie Romm, former publicity director for the Atlantic City Million-Dollar Pier, has left the resort to join the editorial staff of The Exhibitor, movie trade paper. . . G. Mortimer Rundle, who retired last year as president of the Danbury (Conn.) Fair after over 50 years of service, celebrated his 94th birthday last week. A party in his honor was attended by two of his seven great-grandchildren.

Mr. and Mrs. H. E. (Doc) Ewart are in the Kansas City area calling on prospective buyers for their kiddie rides, manufactured in Los Angeles. The Ewarts will return to Los Angeles in about three weeks.

. . . Sam M. Newton, importer and distributor of coin-operated machines and operator of a Penny Arcade in Beach Park, Durban, South Africa, was in New York recently making a survey of the coin machine market. . . Fred Dullin, former burlesque comedian, has joined Terrell Jacobs and will handle front, radio and publicity for Jacobs's circus and indoor dates.

Vivona Org Opens April 18 in Newark

IRVINGTON, N. J., April 2.—Manager Morris Vivona, of the Vivona Bros.' Amusement Shows, has completed all bookings for the coming season. Show will open in the vicinity of Newark April 18.

In addition to the major rides carried last season the show has accepted delivery on a new boat ride purchased from the William Mangels plant in Coney Island, which will be added to its set-up of kiddie rides.

A new 50-foot Glass House has just been completed by Herb Williams, Guy Bisceglie and Babe and John Vivona. All art and paint jobs have been supervised by Toby Kneeland.

Additional tractors have been acquired for the show's fleet of 25 trucks and trailers. Red Flanders recently arrived from Florida and will take charge of the Vivona custard outfit.

Free act with the show will be The Girl in the Moon (Albanis), novel high act.

Ruback's Alamo Exposition Bows in Austin to Good Biz

AUSTIN, Tex., April 2.—Alamo Exposition Shows opened here March 27, in Rosewood Park, sponsored by the American Legion, to good business, Jack Ruback, manager, announces.

Org moved next to the circus lot for the VFW, and will follow that with a date in San Marcus. Skedded for Monday-Saturday (18-23) is the Battle of the Flowers in San Antonio.

MOLLY'S SHOWS

Opening May 23 in Portland, Me., carrying 9 Rides, 3 Shows, Free Act. Want a few more Concessions, Cookhouse. For Sale: 1948 Betsy-Whip, also 1-Case Loop-the-Loop.

MARION YORK

80 Revere St., Portland, Me.

WANT SHOWS

SHOWS FOR FAIR SEASON

Beginning Second Week of July, in Kentucky and Indiana
Fun House, Motor Drome, Animal Shows or any kind of
Shows catering to entire families

NO FREAKS OR GIRL SHOWS

NELSON BREEZE RIDES

2125 NORWOOD AVENUE NORWOOD 12, OHIO

KLI-O-PEE RECORDS

(Calliope)

NOW AVAILABLE!

Bring back the old carnival atmosphere to your Circus & Carnival

SIX KLI-O-PEE RECORDS

(12 SIDES) Just Released!

Top Hit Tunes & Old Standards Played By

GLENN DAVIS

Order Today!

6 NON-BREAKABLE PLASTIC RECORDS.....\$5.70

6 REGULAR SHELLAC RECORDS 4.74

(Postage Extra)

Save C.O.D. charges by sending check — \$2.00 deposit with each C. O. D. Order
Send for Free List!

KLI-O-PEE RECORDS P. O. Box 1838, Santa Ana, California

"JUICE STAND OPERATORS" LOOK!!! HIRES CONCENTRATED FRUIT JUICE SYRUPS

ORANGE PINEAPPLE PUNCH

Beverages made from Hires Fruit Juice Syrups are distinctive and outstanding. Assures repeat sales and GREATER PROFITS. Made from real fruit juices by James K. Hires Co. since 1917. Quality guaranteed. Price \$2.25 per gallon. Each gallon makes 6 to 8 gallons. No sugar required. Send for samples. Also all types of Beverage Dispensers and attractive Advertising Signs. CANDY APPLE MEN: Skewers, Coconut, Granulated Peanuts, Colors. FRENCH FRY STANDS: Cooking Oils, Paper Cups. CUSTARD CONCESSIONAIRES: SPECIAL VANILLA. Powdered Skim Milk. FLOSS OPERATORS: Cut Floss Paper, Powdered Colors, POWDERED Flavors. SNOW CONE STANDS: Flavors, Cups. POPCORN POPPERS: Popping Corn, Boxes, Popsil, Salt.

S. W. KENNEDY CO., 128 W. FRONT STREET, PHILADELPHIA 4, PENNA.
Service is Our Motto

LAST CALL LAST CALL LAST CALL GEORGIA AMUSEMENT CO.

OPENING APRIL 16TH IN TOCCOA, GA. — TWO SATURDAYS

Concessions—Book Fish Pond, String Game, Hoop-La, Clothes Pitch, High Striker, Bowling Alley, Basket Ball, Watch-La, Nickel Pitch, Jingle Board, Cigarette Gallery, Long or Short Gallery, Bumper, Coke, Dart, Mitt Camp, Six Cat, Swinger, Pan Game, Collar Block. All Concessions work P. C. with office or flat rate. Rides—Book 2-abreast Jenny. Ray Johnson wants experienced Bingo Help

All Wires: TOCCOA, GA. Mail: AYERSVILLE, GA.

H. H. SCOTT

NO GATE NO FLATS NO GATE

BIG FOUR AMUSEMENT

WANTED! WANTED!

FIRST AND SECOND MEN ON ALL RIDES. MUST DRIVE SEMI.

OPENING APRIL 15TH. LONG SEASON.

BIG FOUR AMUSEMENT, 135 21ST AVE., MELROSE PARK, ILL.

Phone: Melrose Park 3751

WANTED

RIDES — CONCESSIONS — RIDES

For Freeland Annual Celebration, July 3-4-5. Three Big Days. Wire or write:

R. R. GRAHAM, Box 206, Freeland, Mich.

WANTED—SMALL CLEAN CARNIVAL—FREE ACTS

What have you to offer?

3-DAY LABOR DAY CELEBRATION, SIOUX CITY, IOWA — CITY PARK

Write:

FLOYD T. SMITH

410 1/2 Fifth St.

Sioux City, Iowa

OPENING

WASHINGTON, D. C. WEDS., APRIL 27TH

Followed by a route of JJJ A-1 still dates, celebrations and fairs including . . .

Soldiers & Sailors' Reunion, Salem, Ill.

Allan County Fair, Ft. Wayne, Ind.

Missouri State Fair, Sedalia

Cook County Fair, Chicago

Tennessee Valley Fair, Knoxville

Chattanooga (Tenn.) Interstate Fair

Southeastern World's Fair, Atlanta, Ga.

Pensacola (Fla.) Interstate Fair

Houston County Fair, Dothan, Ala.

Southwest Georgia Fair, Albany, Ga.

1900

GOLDEN
JUBILEE
TOUR

1949

CAN PLACE

Trainmaster. Foreman for Looper and Rolloplano.
Canvasmen — Ride Help — Train Hands — Towerman — Carpenters — Painters.

CAN PLACE

Legitimate Concessions for
Entire Season

Train leaves De Land April 22. All
people engaged acknowledge this call.

JOHNNY J. JONES EXPOSITION

P. O. Box 1180 De Land, Florida

HOME STATE SHOWS WANT

FOR OPENING AT LINCOLN, NEBR., APRIL 16TH.

2 SATURDAYS 2

Shows: Girl Show, Motor Drome, other shows not conflicting.

Concessions: Cookhouse that caters to show people, Penny Arcade, a few more legitimate concessions.

Ride Help: Wheel Foreman, man to handle front and towers, Second Men who can drive.

Celebrations start May 26th at the Cedar Rapids, Ia., Spring Festival.

HOME STATE SHOWS

STATE FAIR GROUNDS, LINCOLN, NEBRASKA

APPLE BLOSSOM FESTIVAL

WINCHESTER, VA., APRIL 28 AND 29

Novelties and Straight Sales. Over 300,000 people here last year.

SOL NUGER

P.S.: Ribbon Pinners, Dingers, stay away. If you try to work here you will be prosecuted. This is by order of the mayor, chief of police and commanders of both Vets and the Legion.

WANTED COMPETENT SHOW SECRETARY

Must be fully capable of operating Show Office, supply good references and under 40 years of age. Can use efficient Fun House Operator with good references.

Address inquiries:

GOOBING AMUSEMENT COMPANY

1300 NORTON AVE., COLUMBUS, OHIO

Wants—CHARLES JOHNSON—Wants

DANCING AND POSING GIRLS

All people with me before contact.

Care ALLEGHANY EXPOSITION SHOWS

ROCKYMOUNT, VA.

PLASTER

Complete Carnival Assortment, 25 cents; 20 cents; 13 cents. Also extra large size for Bingo and Flash, 50-75-\$1.00. We deliver within a radius of 200 miles. We are open night and day. Phone Cary 3081.

COSIMINI COMPANY

HIWAYS 1-70 CARY, N. C.

CARNIVAL WANTED

FOR LATE JULY OR EARLY AUGUST

Must be clean and have at least 7 Rides, some Shows.

NORTH END BUSINESS ASSN.

P. O. BOX 329 CADILLAC, MICHIGAN

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Scurvy, Miss.,
April 2, 1949.

Dear Editor:

In this business one doesn't have to have money to be wealthy. All one needs is a knack for jackpotting. Before and after the boom years anybody having as much as a grand was and is considered exceedingly rich. The "wealth of experience" which old-timers talk about isn't collateral in package stores and you can't tip a waitress with last year's mileage books. The fundamentally sound, 10 chances to one, repair sound equipment. High finances aren't argued in cookhouses. It's the low one you hear the most about. However, we are smarter than are

bankers, because there are cases where bankers went broke by entering the midway biz, but we have yet to hear of a midwayite going broke thru operating a bank.

During the winter tour everybody with it went all-out in offering big dough. The Side Show manager advertised his half and half as on the up and up with a banner that read: \$10,000 to any charitable organization if not as advertised." The Girl Revue advertised itself with, "This is a \$50,000 Broadway Smash-Hit. A like amount has been posted with our manager if proven otherwise." The Museum of Anatomy was billed as the "Million-Dollar Attraction." The Athletic Show offered \$100 to anybody that could beat them. The operator of the Fat Show billed his fat girl twins with, "A half-million-dollar attraction: Their bodies are insured with Lloyds of London for \$250,000 each."

The guy who really gambled with his dough was the Geek Show manager who offered: "Your money back and \$10 for your time and trouble if not satisfied." With all that dough to give away and to put up for insurances, etc., every one slept on the At-show mat, jungled stews behind the shop top or cuffed where cuffing was popular.

There isn't a doubt but that Wall Street secretly sent its best financial wizards onto our lot to get the inside dope on how so much big money could be gambled so recklessly and offered so freely by people who had nothing. Let me add that if they did, and we see no reason for them not doing so, none of our people tipped their mitts by keeping the secrets of their success to themselves and thereby kept the Wall Street chumps from getting smartened up. We on the lot often pictured them returning to New York to report to their superiors: "What they offered was both legal and legal tender and must be a fact, because we learned that even tho they weren't eating regularly they paid their advertising, hauling and railroading bills and kept on moving."

No doubt the big bankers wonder how shows can pay so many high salaries to its performers as mentioned by front talkers and press agents even when for weeks at a stretch no patrons come to the shows. That's an easy one. They get it when it does come in. If you don't get it this season; come back for it next year. The only way you can lose is by dying of old age before it's paid.

Remember this bud, you may be cuffing your food in a pie car, your wife may be rehashing the patches on your pants by patching the old patches or the heels of your shoes may be on a 45 degree angle, but as long as there are jackpots you'll never go broke in the midway business.

Dodson's Imperial Staff Announced

COLUMBUS, Ga., April 2.—The complete staff of the Dodson's Imperial Shows was announced here this week at the org's winter quarters. Besides General Manager M. G. (Mel) Dodson and General Agent J. C. McCaffery, the staff consists of Ed R. Bruer, special agent; Harold Inglish, assistant manager - secretary; Dave Pickard, business manager; Eddie Gamble, concession manager; Jack Pugal, concession secretary; Chick Franklin, press and radio; Bill Harvey, trainmaster; Art Riley, lot superintendent; Fat McCauley, Diesel superintendent; Robert Briggs, master electrician; Tex Montgomery, blacksmith, and Jimmy Donohue, The Billboard and mail agent.

Tinsley Opens To Big First Day Business

GREENVILLE, S. C., April 2.—The John T. Tinsley Shows pried off the season's lid here Saturday, March 26, to excellent biz. The matinee was big and evening patronage also was heavy, holding firm until nearly midnight.

Included among the show personnel here are Speedy Mullins, Motor-drome; Naiona and Pop Hewitt, Snake Show; Red A. Hutchinson, Fun-house; Sid Alcido's Sky Rockets, free act; the Tullers, bingo and stuffed toy wheel; Carl Kalansky, cookhouse; Les Lester, popcorn, candy apples and cotton candy; Danny Dorso, concessions; John S. Scott, Buster McCaslin, John Capello and Mayo Tinsley, each with three concessions, and Charles Hutchinson, L. G. Spain, Dinty Moore, Homer Gillmette, Bob Everling, H. W. Hawkins, Matheny, Prenticell, Parrish, Bright Weideman and Wax, each with one concession.

The staff, with the exception of William R. (Red) Hicks as lot superintendent and concession manager, is the same as last year.

BUCKLEY MFG. CO. OF CHICAGO

Made only one Race Horse Electric Controlled Machine for Parks and Carnivals. This machine was designed after their famous Buckley Trak Odds, and has a 60" diameter glass with horses numbered and in beautifully designed colors. There is a three-way lay down counter for players to make their bets. Having a dollar limit on it and with a straight three hour run, it has an earning capacity of \$300 an hour. This machine can be bought complete with Trailer made with opening sides and electric outlets. You are ready for business when you drive on lot. There are the counters, also a tent and a club room lay down table. As described, this equipment cost \$4100.00. Can be bought for \$3000.00. The finest concession your money will ever buy. Inspection invited.

L. S. COPELAND

1303 Carondelet St. New Orleans, La.

RIDES

FOR LEASE OR BOOK

Three Eli Farris Wheels and 11 other Major and Kiddie.

AMERICAN AMUSEMENT CO.

1025 N. Gay St. Baltimore, Md.
Phone: Eastern 9550

INLAND SHOWS

Will book Hanky Panks of all kinds, \$20.50, exclusive. Want Small Bingo Grab and Mitt Camp. Will book one Major Ride. Any Show except Monkey Show. Want Manager for Monkey Show, one who knows his business. Good proposition. Want Agents for Bumper, Celer Game. Address: CABOT, ARK., until April 9.

Sweeney's United Shows

WANT

Small Cook House, Electrician, Men to take complete charge of Bingo, Agents for Cork Gallery and Over 12 Store. Contact me at once. Opening April 22nd, Moundsville, West Va. Write or wire FRANK J. SWEENEY GLENDALE, WEST VA. Phone: Moundsville 18743

POPPING CORN

BOXES, SEASONING, ETC.

Contact us immediately

BRADSHAW CO., INC.

Est. 1903 New York 19, N. Y.
1419 Broadway Circle 7-4343

FOR SALE

MINIATURE STEAM TRAIN

First class condition. Really a beauty and a money getter. Plenty of stainless steel, brass and track. Can be seen Panama City, Fla. Contact

OWNER

PANAMA CITY or FOLLY BEACH, S. C.

WANTED

A few more Stock Concessions open—Fish Pond, Watchia, Hi Striker, Ball Game, Snake Show, 10-in-1 or any good Mechanical. Will buy 15 used Merry-Go-Round Horses.

BURKHART SHOWS

Hampton, Ark., this week; Sheridan, Ark., next.



VIVONA Bros.
Amusement Shows
ENTERTAINMENT AT IT'S BEST

OPENING APRIL 18 VICINITY NEWARK, N. J.

FREE ACT THE GIRL IN THE MOON HIGH ACT FREE ACT

10 OFFICE OWNED RIDES—5 SHOWS—4 LIGHT TOWERS

Completely Motorized on a Fleet of 25 Trucks and Trailers.

Playing best of territory through New York, New Jersey, Pennsylvania, Maryland, Virginia, North and South Carolina.

15 Bona Fide Fairs and Celebrations starting August 15 already contracted.

HELP WANTED—Foreman to handle Rollo-Plane and new Chair-plane. Second men wanted on all rides. Can use your wives to operate concessions. Shows—Fat, Motordrome, Monkey, Penny Arcade. Positively virgin locations for all shows. Concessions—Have enough.

FOR SALE—Factory built office completely equipped, mounted on Ford truck. A-1. Reason for selling * Too small for this show. ADDRESS: MORRIS VIVONA, Mgr.; JOHN VIVONA, Asst. Mgr.; BABE VIVONA, Con. Mgr. 103 S. 21ST STREET IRVINGTON, N. J.

HERMAN S. LIST

Wants Agents for various Concessions. Can use Useful Concession People in all departments. My seventh year with the Jones Greater Shows. It must be O. K.; come on.

Open in Ironton, Ohio, April 18th. Will leave Valdosta, April 11th.

Get in touch with me at Pines Camp, Valdosta, Ga., or care of Jones Greater Shows after April 11th, Ironton, Ohio

HAPPY HOLIDAY SHOWS

Open April 8th, John R and 11 Mile Rd., Detroit. Smoke stack territory in Eastern Ohio to follow. All People contracted, come or contact at once.

CAN USE—Hanky Panks, Ride Help, Electrician that knows plants. Shows, with or without Equipment. Can use Agents for office owned Concessions. Sam Soloff needs Agents. TENNESSEE, WALTER DEMETRO, BOB POOLE and EDDIE HERMAN, contact. P. O. BOX 1644, DETROIT 31, MICH.

GEORGE W. NELSON SHOWS

Opening Saturday, April 9, through Saturday, April 16, at Humansville, Mo., auspices American Legion and VFW; followed by Appleton City, Mo., on street, then downtown on the streets of Eldorado Springs, Mo. Other good spots to follow. Celebrations start first week of June. Two per week in Northern Iowa. Privilege is reasonable.

Can place Photos, Cork Gallery, Basket Ball, Hoop-La, String, Scales, Bumper, Novelties or any Concession working for stock and non-conflicting. Concessions must be first class. No extra Rides wanted. All replies to GEORGE W. NELSON as per route.

BAKER UNITED SHOWS

LAST CALL! OPENING APR. 16, BEDFORD, IND.

ALL PEOPLE BOOKED, ACKNOWLEDGE THIS AD

Will move on lot Wednesday, April 13. Can place a few Stock Concessions. Need Shows for A-1 route. Investigate. HELP: Can place Second Men on all Rides and other useful Show Folks. Winterquarters open at Seymour, Ind. Tom Mehl in charge, or address TOM L. BAKER, 2237 Madison Ave., Indianapolis, Ind. Phone GARfield 4584.

CENTRAL STATES SHOWS

WANT CONCESSIONS—Pitch Till U Win, String, Bumper, Add Up Darts, Ball Games, Hoopie, Basketball, Coke Bottles, Short Range, Jingle Board, Glass, Sno Cone, Custard, etc.

SHOWS—Girl Show, Midgets, Side Show. We have Tops and Banners.

WANT Fun House and Pony Ride. Help in Bingo, Electrician; 2nd Men on Rides, Truck Drivers preferred. PONCA CITY, OKLA, April 3 to 9. Come on, wire.

W. W. MOSER, Mgr.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Opening April 18 in Richmond!

One More Ride Not Conflicting

CAN PLACE:

Grind Shows of Merit

Legitimate Merchandise Concessions

Sober and Reliable Ride Help. Prefer Semi-Drivers

Joe Decker wants Help for Cook House, French Fries and Grab. Good treatment for good people. Twoshay Lewis, write . . .

JOHN H. MARKS SHOWS, Box 771, Richmond, Va.



PRESENTING

GEORGIA SOTHERN

AND HER

NIGHT ON BROADWAY REVUE

AND

THE ONE AND ONLY

EMANUEL ZACCHINI

SHOT OVER TWO FERRIS WHEELS

WANT FOR

TRENTON, N. J.

PRINCETON AND OLDEN AVE.

WEEK APRIL 11TH

WITH

NEWBURGH, POUGHKEEPSIE TO FOLLOW

RIDES

Place any Kiddie Ride except Train. Want to hear from Tilt, Hi Ball, Rocket, any new, modern Ride.

SHOWS

Motor Drome, Glass House, Midget Show, any Show with or without equipment. Man to operate Life; A-1 outfit that good Showman can get money with.

CONCESSIONS

Any Legitimate Ten Cent Concessions, no Exclusive, but I do not overbook. Wire what you have. All wires will be answered.

ARCADE

Here is a Show that an Arcade can get money on.

GEORGIA SOTHERN

Can use Girls for Revue and Posing Show.

ALL ADDRESS:

RALPH DECKER

RICHMOND, VA., this week.

UNITED STATES SHOWS

GIANT SEARCHLIGHT . . . NEON LIGHTS

We play the cream of W. Va. Coal Fields, opening at Princeton, April 23 . . . 2 SATURDAYS

WANT Jewelry, Novelties, Photos, String Game, Penny Arcade, Rotaries and other Legitimate Concessions only.

Have 10 in 1 complete with transportation. Want capable Man to handle same. Want Man for Giant Searchlight. We have same fairs as last year plus Glenville, W. Va., which has been added to our 1949 circuit. Want Animal Show, Snake Show, Funhouse, etc. Need Ride Help for 7 major rides and for Kiddie Rides. Want Ferris Wheel Foreman. Must know your business or do not answer. Want to buy 28 or 30 ft. Semi Trailer, Deep Frame, sometimes called Low Boy, Rack Body. All mail and wires

1032 N. E. 82nd TERRACE, MIAMI, FLORIDA. PHONE: 7-83553

WANTED NOW

Five Fine Parks To Open April 16

Revere Beach (Boston)

Palisades, N. J.

Savin Rock, Conn. (New Haven)

Wildwood, N. J., and then

Riverview, Chicago, May 18

Attractions and Acts of all kinds, Working Acts, Novelty Acts and outstanding FREAKS. Want to hear from people we have had with us before in all departments. Bally Girls, Illusions, Pitch Acts, Dancing Girls, Talkers, Cashiers, etc. Time is short. State all in first letter.

RAY MARSH BRYDON

HOTEL PRESIDENT, NEW YORK, N. Y.

F. M. SUTTON SR., Presents

GULF COAST SHOWS

GRAND OPENING, SATURDAY, APRIL 9 TO 16

AMERICAN LEGION SPRING CARNIVAL, CARUTHERSVILLE, MO.

WANT SHOWS, ONE MORE MAJOR RIDE, BALL RACKS AND STOCK CONCESSIONS.

All good Still Spots, plenty Fairs, all in Missouri, short jumps.

Address: F. M. SUTTON SR., Mgr., Caruthersville, Mo.

(Phone: 914, Caruthersville, Mo.)

P.S.: Whitle and Elsie Worth, wire Whitle Butler. Can use several Agents or Concessions.

I. K. WALLACE ATTRACTIONS

OPENING ELLERBE N. C., APRIL 15TH.

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 (Come on, Winter Quarters now open).

COMMITTEES, have a few open dates in Virginia, Maryland and Pennsylvania. Contact.

Write I. K. WALLACE, Ellerbe, N. C. All wires to Rockingham, N. C.

SPARTAN—AMERICAN—M-SYSTEM TRAILERS

Low Down Payments—Immediate Free Delivery. Call Collect 31-5074.

RAY MYERS

TRAILER VILLAGE, 11450 NEBRASKA AVE., TAMPA, FLA.

GOODING AMUSEMENT COMPANY

NOW BOOKING

SHOWS — RIDES — CONCESSIONS. OPENING APRIL 15.

Want Ride Help, especially Foremen for Kid Wheel, Hit-a-Whirl, Octopus, Roll-o-Plane, Flying Scooters, Caterpillar. Must drive Bemis 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 same. Address:

1200 Norton Ave. F. E. GOODING, President Columbus 12, Ohio

LAWRENCE GREATER SHOWS

"America's Most Progressive Carnival"

WANT NOW FOR BIG ARMY DAY CELEBRATION AND FORT BENNING'S 58,000 SOLDIER PAY DAY AT COLUMBUS, GEORGIA

SHOWS—Fat People, Midgets, Glass House and one more Grind Show. Want for Ted Grace's Side Show, outstanding Act to feature and Half & Half. Man who understands monkeys for MONKEY SHOW. CONCESSIONS—Snow Cones, French Fries, Guess Your Weight and Jewelry; good proposition for Novelties. HELP—Foremen for FLY-O-PLANE (Jimmy Pierce, come on; will pay salary asked for). ROLL-O-PLANE—Salary no object if you can handle these Rides. Can also place SECOND MEN, ALL RIDES; must be SOBER and RELIABLE and have driver's permit. Can always place Useful CARNIVAL PEOPLE. Replies to COLUMBUS, GA., now; HAPEVILLE, GA., next week.

TOMMY CARSON and PERRY COWAN

With

CAPELL BROS.' SHOWS

WANT AGENTS FOR BLOWER, PINS, AND COUNT STORES.

WILL BOOK SLUM STORES OF ALL DESCRIPTIONS.

This is a Big Time Show with the Best Dates in Oklahoma.

Tommy Carson ALDRIDGE HOTEL, ADA, OKLA. Perry Cowan

JAMES H. DREW SHOWS

GASTONIA, N. C., Week April 11

LEGITIMATE CONCESSIONS WANTED: High Striker, Darts, Custard, Ball Games, Hoop-La, Basket Ball, French Fries, Cane Racks, Photos, etc. Book one each only. Good proposition, modern Arcade. Special opening one more Show; prefer Snake, Glass, Fun, Mechanical, Midget; Mrs. Wilsie, wire.

OUR SPRING, SUMMER AND FALL ROUTE IS THE BEST All wire this week, Taylorsville, N. C.; next week, Gastonia, N. C.

BLUE GRASS SHOWS

WANT

Can place Concessions of all kinds. Age and Scales on exclusive basis, or any Stock or Hanky Panky. Shows: Shows of all kinds not conflicting, with own transportation. Especially interested in good Fun House. Can place Spitfire or any Major Ride not conflicting. Carl Kollmeyer, come on or get in touch with Myrtle Thomas. All wires to:

C. C. GROSCURTH, Mt. Pleasant, Tenn.

Perry Licks Rain To Score Okay Biz In Camden Preem

CAMDEN, S. C., April 2.—Despite rain, the Jack J. Perry Shows got away to a good start here Saturday (26) with 2,500 paid admissions. Ben Braunstein, business manager, arranged a number of special events, including a formal opening which was attended by Mayor Henry Savage.

Carl Schlossburg was on hand to assist in the ceremony and to take photos. A party was staged later with Owner Jack Perry and Braunstein as hosts. Newspaper and radio coverage thruout the engagement was excellent.

Staff includes: Jack Perry, owner; William Howard Robbins, manager; Mrs. Jack Perry, secretary; G. C. Mitchell, general representative; Ben Braunstein, business manager; George Harms, concession manager; R. W. (Bill) Holt, lot superintendent; Grover Hill, advertising; D. Brown, clown; Roy (Hoppe) Riggle, electrician, and Ken Hipes, assistant electrician.

Ride Personnel

Ride personnel (first and second men) includes: Ferris Wheel, Tommy Marion, Bruce Evans; Merry-Go-Round, Bill Slayton Sr. and Jr.; Chairplane, Joe Morton; Octopus, Ed Bowman, Tom Towler; Ridee-O, Pender Morrison, George Smith; Kiddie Auto, E. Slayton; Rolloplane, Hardy Marks, Bill Mitchell; train, John Howley.

Show line-up: World's Circus Side Show, W. B. (Gator) Smith, manager; Chief Whonaponey, assistant and human ostrich; Prof. Collins, magic and inside lecturer; Arlene Smith, blade box; W. B. Smith, alligator-skin man; William R. Shaw, human pin cushion; Kay Maynard, sword swallower; Jack Allen, annex, and Bill Shaw and Lucky Maynard, tickets. Atomic Age; Johnny Ryan, manager; Lefty Barry, openings; Walter Miller, canvas; Jerry Chase, Lottie Leonard, Dorothy Case and Dolly Hester, dancers. Other shows are: Scottie's Harlem Broadcasters, minstrel; Hawaiian Revue, managed by Johnny Ryan, and the Snake Show, owned and operated by Robert (Polock) Saulsberry, who also has the sound truck.

Concession Personnel

Concessions: George Harms, manager; Georgie Harms, assistant; Al (Doc) Swain, secretary; Whitey Zeelsdorf, construction. Agents: B. Scott, Tony Georgio, J. Kleiderlein, Ray Couillard, Frank Bresk, Jack Duncan, Bill Howard, Charlie Nickols, Tommie Wilson, B. Smith, P. Stacks, Russell Harms, Ruby Wilson, Dolly Zeelsdorf, Russell C. Harms, Pop Eye, Jack and Marty Siegfried, Ace Nichols and Red Keitor.

Other concessionaires are Mr. and Mrs. Robert Saulsberry, Mr. and Mrs. E. N. Leslie, Mr. and Mrs. Irving (Stash) Goldberg, L. Brandt, Mr. and Mrs. E. W. Hutchinson, Jimmy Stover, Mr. and Mrs. Dick Dabney, Mr. and Mrs. George Lynn, Mr. and Mrs. J. P. Howley, Ruby Wilson and Tot Carlton; Bob Parker, diggers, managed by A. V. Ackley and Al Cranford; Mr. and Mrs. Leonard Ross, bingo, operated by Emil Ross, and Sol Wahnish, scales, age and custard, managed by Fred Coleman.

KIDDIE RIDE FOREMAN WANTED

Good pay—Bonus. Happy Riedel and Burton Smith, wire and come on. Address:

TROY SCRUGGS

McMinnville, Tenn.

AGENTS WANTED

For beautifully framed Razzle and Block Store. Opening Quincy, Ill., April 15. I'll be there April 11. Al, Red and Ashby, contact me.

CARL HERRICK

General Delivery QUINCY, ILL.

Coming Events

ARIZONA
Phoenix—Phoenix Rodeo. April 8-10. Alex Conoverloff, 1021 N. 1st St.

CALIFORNIA
Los Angeles—Sportmen's & Vacation Show. Ollmore Stadium. April 14-24. Mel R. Morrison.
Los Banos—Festival & Fair. April 28-May 1. George W. Nickel Jr.
Oakland—Spring Garden Show. April 26-May 1. Stuart L. Fletcher, 970 Fallon St.
Red Bluff—Red Bluff Round-Up. April 16-17. E. L. Hart.
San Francisco—Nat'l Junior Livestock Expo. April 9-14. Carl L. Garrison.
San Francisco—Nat'l Business Show. April 5-10. Edwin O. Tupper, 30 Vesey St., New York.
San Francisco—Sports, Travel & Boat Show. April 29-May 5. T. R. Rooney, 369 Pine St.
Saugus—Newhall-Saugus Rodeo. April 30-May 1. Andy Jauregul, Newhall, Calif.

CONNECTICUT
New Haven—Happy Kiddleland at Arena. April 26-May 1.

FLORIDA
Jacksonville—Atr Show. April 30-May 1.
St. Petersburg—Festival of States. April 4-9. Chas. D. Beeman, Chamber of Commerce.
Tampa—Latin American Fiesta. April 2-9.

ILLINOIS
Chicago—Antiques Fair, Sheraton Hotel. April 19-23. Dorothy Hazen.

INDIANA
Indianapolis—Home Show. April 22-May 1. J. Frank Caldwell, 1033 Security Trust Bldg.

KANSAS
Topeka—Food & Equipment Show. April 23-26. O. M. Sandstrom, 415 Bennett Bldg.

MASSACHUSETTS
Boston—Copley Plaza Antiques Show. April 11-14. Dorothy Hazen.

MICHIGAN
Flint—Sports & Boat Show. April 5-10. O. E. Rewey.

MINNESOTA
Minneapolis—Sports, Travel & Boat Show. April 16-24. P. W. (Nick) Kahler, 1645 Hennepin Ave.
St. Paul—Food Show of Minn. April 24-26. E. F. Altnow, 500 Robert St.

MISSOURI
Joplin—Better Homes Show. April 18-24. B. Warren Cogliner, 1402 Main St.
St. Joseph—Food Show. April 4-9. Bernard Witt Jr., 402 1/2 Felix St.
St. Louis—Nat'l Folk Festival. April 6-9. M. J. Pickering, 708 Chestnut St.
St. Louis—Police Circus. April 20-May 8. Major Ray Bowling.

NEW YORK
New York—Country Antiques Fair. April 4-9. C. J. Nuttall, 660 Madison Ave.
Syracuse—Shrine Circus. April 18-24. Frank Wirth.

OKLAHOMA
Oklahoma City—88er Celebration & Rodeo. April 21-23. Chamber of Commerce.

PENNSYLVANIA
Philadelphia—Home Show. April 28-May 7. Wm. E. Johnson, 608 Market St., Nat'l. Bank Bldg.
Reading—Home & Building Show. April 30-May 7. Clarence L. Ebbert.

SOUTH CAROLINA
Charleston—Azalea Festival. April 19-24. J. Francis Brenner, City Hall.

TEXAS
Mercedes—Livestock Show. April 5-9. Carl A. Blasig.
Plainsview—Dairy Show. April 11-15. Raymond L. Johns, Box 551.
Raymondville—Onion Festival. April 14-19.
San Antonio—Fiesta San Jacinto. April 18-24. Ella Shapiro, Insurance Bldg.
Sherman—Livestock Expo. April 18-23. Melvin Sisk, Chamber of Commerce.

VIRGINIA
Winchester—Apple Blossom Festival. April 28-30. T. W. Baldrige.

CANADA
Toronto, Ont.—Toronto Gift Show. April 26-28. W. W. Secombe, 9 Drive St.

Gillette Bros.

PITTSFIELD, Mass., April 2.—A crew is completing work on equipment for the opening, April 13, in Eastern New York. Org will have 7 rides, 24 concessions and a Mickey Mouse show. Fireworks will be displayed on all locations permitting them. Jerry Davian again will operate the Ferris Wheel. Four new floodlights have been bought, also a new trailer for the Merry-Go-Round.—ARTHUR E. GILLETTE.

Verna Schantz, wife of Edwin Schantz, concessionaire, recently wrecked her new Buick in an accident from which she and their two children escaped uninjured. Last year she wrecked a De Soto station wagon.



WANT WANT
CONCESSIONS: Can place BINGO, Age, Scales, Fish Pond, Blum Blower, Darts, Bumper, Clothes Pins, Duck Pond, String Game, Huckley Buck, Basket Ball, Short Range Gallery, Penny Pitch, Pan Game. No grift.
RIDE HELP: Can place A-1 Tilt and Spitfire Foremen. Openings for Second Men. All must drive semis.
RIDES: Can place one Major Ride—Fly-o-Plane, Rolloplane, Loopor or Caterpillar. Also Streamlined Train.
SHOWS: We have three office Shows, Illusion, Jig and Fun House. Can place Snake, Monkey, Mechanical, etc. No Girl Shows.
We have 12 Fairs and 4 Celebrations, the best route of any Truck Show in Texas. 2 Celebrations during May. ALL REPLIES:
DON FRANKLIN, MGR.
VELASCO, TEXAS, this week; ANGLETON, TEXAS, next week.

GIRLS WANTED GIRLS FOR GYPSY ROSE LEE SHOW
SHOW GIRLS—5 Ft. 8 inches or Taller, Slender and Beautiful. Send Unretouched Photos, stating all in first letter.
Top Salaries Paid—25 Weeks—With Finest Working and Living Conditions on the Road. Rehearsals Start April 17. Write or Wire:
GYPSY ROSE LEE
Care ROYAL AMERICAN SHOWS, TAMPA, FLORIDA

PEPPERS ALL STATES SHOWS
WANT WANT
CONCESSIONS: Snow Cone, Custard, American Mitt Camp (no gypsies), Scales and Age, Cork Gallery, Short Range, String Game, Huckley Buck, Cane Rack, Duck Pond, French Fries, Candy Apples. Harry "Smiley" wants Agents for Roll Down, Razzle Dazzle, Clothes Pins; also capable Agent that can frame Six Cat.
RIDE HELP: Chairplane Foreman and Second Men for all Rides. Must drive Semis. Wives for Ball Games and Penny Pitches.
SHOWS: Will book Fat Show, Illusion, Snake, Mechanical. Must have transportation.
WANT FLYING TRAPEZE ACT. ATTENTION — THE FLYING LA MARRS
ADDRESS: BOB SICKELS, MGR., Bossier City, La., this week; Vicksburg, Miss., April 11 to 16.

FOR SALE TOURIST COURT—TRAILER CAMP—CAFE FOR SALE
AT JUNCTION OF SCENIC U. S. HIGHWAYS 66 & 39—BOTH PAVED
Five acres of Highway Property in the Beautiful Ozarks, 6 miles from County Seat, 30 miles from Shepherd of the Hills Country. Good fishing and hunting. Including Fireproof Tile Building, 60-25, with Full Basement. Cafe and Tavern Equipment. Greyhound Bus Station, Taxi Business, & Modern Insulated Rock Cabins, Equipped, Outside and Inside Dance Floors, Trailer Park, Filling Station, 3 Room Tile Pump House with Deep Well, Electric Pump System and two Shower Rooms, 1100 Gallon Butane Gas System. Lots of Neon, Shrubbery, ill health forces sale. Will stand rigid investigation. Sacrifice, \$29,500.00. Terms. This is a steal.
WALTER & BETH SHUSTER, BOX 101, MILLER, MO.

MAD CODY FLEMING SHOWS
Opening April 16th, Blackshear, Ga.
Want Foreman for Caterpillar and Spitfire; Second Men on Rides, must drive semis. Dutch Schilling wants Agents for 10 Cent Stock Concessions. Huffman, Cook for Cookhouse Concessions. If tired shooting blanks, come over and make some money. Address:
HICKOX, GA.

WANT FOR TRI-CITY AMUSEMENT PARK
Home of the Hanford Atomic Energy Works
3 Kiddie Rides for our Kiddieland. Also can place Frozen Custard, Candy Apples, Pop Corn, Floss, Snow Cones and Photos.
PARK NOW OPEN. WE OPERATE SEVEN DAYS PER WEEK.
RALPH ROBINSON, MGR. KENNEWICK, WASH.

WANT PLAYLAND PARK WANT
Want to buy for cash—Miniature Train, Boat Ride, Pony Cart Ride or any other Ride not conflicting; must be in first class condition.
Want to book Live Pony Ride and Legitimate Concessions, Candy Apples, Candy Floss, Comic Photo Gallery, Fish Pond. Park will open May 1st in Nashville, Tenn., within city limits; excellent location. ALL ADDRESS:
THURSTON J. APPLE
1106 STRATFORD AVENUE Phone: 25839 NASHVILLE, TENNESSEE

COLEMAN BROS.' SHOWS
1949 Season Opens April 28th, Middletown, Conn. 11 Days—May 5th, 6th, 7th and 8th. BIG ST. SEBASTIAN CELEBRATION
WANT—Shows, Funhouse, Mechanical, Midget Show, Fat Show, Crime Show. Help wanted for Rides. If you drive semis, we prefer you. Our season is long and sure. Walter McCrackens wants for Side Show—Ticket Sellers, Girl for Ball, Freaks and Working Acts—Good Feature Attraction. Nothing too big if you can produce.
RICHARD J. COLEMAN
P. O. BOX 886 MIDDLETOWN, CONN.

BADGER STATE SHOWS
Opening Albert Lea, Minn., April 29. Fairs and Celebrations starting in June, all Minnesota. Hutchinson Water Carnival Fairs—Barnesville, Mahanomen, Warren, Roseau, Fertile, Henderson, Waseca, Long Prairie, Little Falls, Brainerd, Fergus Falls, Breckenridge, Blue Earth, Glenwood.
Can use Snake, Fat, Motor Drome, or any Show not conflicting with what we have.
Can use a few Concessions—Long Range Gallery, Coke Bottle.
For Sale—Flying Scooter, can book with Show; or will trade for Roll-o-Plane or what have you?
Home Address: REDGRANITE, WIS.
J. VOMBERG, Mgr.

FOWLER SCENIC STUDIO INC.
NEW YORK CITY

Choice quality, complete color selection.
56" Velours. Per yard . . . \$2.50
56" Plushes. Per yard . . . 3.00

New designs - Modern ideas
Draperies, Scenery, Electrics, Tracks and Flameproofing.

We will visit your location, measure, submit samples, build and install.

Telephone LU 2-0032 112 West 46th St.

FOR SALE

Chevrolet Tractor and closed 24-ft. Semi. 4 Tops, 14x10 ft. with Frames, 14 Trunks, Backgrounds, Stringers, Lay Downs, Bowling Alley, Roll Downs, Skillos and Wheel. 2 Center Outfits. Ready to go.

\$1,000.00 TAKES ALL OR WILL SELL ANY PART

SAM LEVINE
119 Louisiana St., Little Rock, Ark.

STATE FAIR SHOWS
ON PARADE
OPENING APRIL 11

Showing Oklahoma, Colorado, Kansas and Nebraska. 15 Fairs and Celebrations. Carrying 7 Rides, 6 Shows, 30 Concessions. Winter Quarters now open. Want to book Shows, all open. I have plenty equipment. Good deal to Side Show Operator. Also Fun House Manager. Want all Concessions. Everything open. Want Legal Adjuster, Sound Car. Want Ride Foremen on Merry-Go-Round, Mix-Up, Tilt, Kiddie Cars; Second Men on all Rides; must drive. Write C. A. COREE, Altus, OKla.

FOR SALE

Beautiful 24x62 Top, Side Wall and Poles; good condition, cost over \$700.00 without Poles; will take \$350.00 for quick sale, or will trade for 24x40 Top.

W. J. WILLIAMS
ROGERS GREATER SHOWS
Union City, Tenn., until April 9;
Metropolis, Ill., 10-16.

ZEKE SHUMWAY

Wants to hear from following:
EDDIE KNAPP, MARSHALL, BENNY NAKI-KAUNA, HOPPY HUNTER.

Answer Air Mail.
Care DOBSON'S IMPERIAL SHOWS
Columbus, Ga.

WANT
CARNIVAL
CIRCUS
RODEO

GOLDEN VALLEY SHRINE CLUB
Fred Wilkinson, Secretary
CLINTON, MO.

W. S. MALARKEY

Can place Shows and all kinds of Concessions; also Rides that do not conflict, for 12 weeks commencing July 4 with the biggest Celebration in New York State, and some very good spots to follow. Address:

W. S. MALARKEY
2 Clifford St. Binghamton, N. Y.

WORLD OF PLEASURE SHOWS

Now contracting for 1949 season
Rides—Shows—Concessions
Open in April—vicinity of Detroit

JOHN QUINN, Manager
3550 Cass Ave. Detroit 1, Mich.

FOR SALE
CANDY FLOSS MACHINE

Almost new, 5 foot Panel Concession, top light stringer, glass front, counter board, 27 inch aluminum pan, perfect condition, complete, \$150; Chair Scale, Guess Your Weight, \$45. Wire, phone 2752, or write.

S. E. MERONEY
P.O. BOX 28 ST. DAVID, ARIZONA

Allen Gilbert Inked To Produce JJJ Feature Gal Show

NEW YORK, April 2.—Morris Lipsky, general manager of the Johnny J. Jones Exposition, announced from the org's De Land, Fla., winter quarters that Allen Gilbert, New York producer, has been engaged to direct the revue with the show this season. This will be Gilbert's first outdoor venture, having been producer at the 42d St. Apollo Theater here, the Gayety in Montreal and, more recently, night club shows on the West Coast for the Music Corporation of America.

Lipsky said the revue will be a lavish production with new scenery and costumes by Broadway designers, original music and lyrics and comedy sketches and blackouts. The company will number 30, and the show will be presented in a tent seating 700.

After signing contracts in De Land, Gilbert flew here and is now engaged in putting the show together. A name feature is expected to be inked and announced within two weeks.

International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, April 2.—President Earl Bunting presided at this week's recent meeting. Also at the table were Euby Cobb, secretary, and Leo Lang, treasurer. Cobb delivered the invocation in the absence of Roscoe Walkup.

Mort Slivers was praised from the floor for his part in putting on floorshows and dances in conjunction with the building fund drive. Included among those who addressed the meeting were Dave Kieffer and J. P. Murphy.

In attendance after lengthy absences were O. L. Hagen, Vernon LaBlanche, Phil Craft, Pete Brophy, Art Guilliani, Cecil Larrimore, Bill Snyder, Cy Horwitz, Frank B. Joerling, John K. Maher, Joe Maher, Jack McFarland, William (Slim) McCoy and Les Henderson.

Eddie Young, of the Royal Crown Shows, was elected to membership. His application was sponsored by Bill Snyder. Jack Spencer, sponsored by Sid Sidenberg, also was elected to membership.

Marshall Dean is a patient in the Alexian Bros.' Hospital.

It was decided to hold to the original plan of raising bond to pay off club bonds. Members having interest due on certificates can obtain payment at the clubrooms.

Sam Fidler opened this week in this city with his two units. Others opening this week here are John K. Maher, Charlie Oliver and John Francis. Russ Edwards is taking delivery on a Ferris Wheel.

UNDER THE MARQUEE

(Continued from page 68)

ment. Acts with the org are Tama Frank, Patsy Lee, Little Butch, Doc and Borgene Ford and Paul Zallee. Gene Rogers handles props and Edna Earl concessions. Show opens under canvas April 20. . . . Picture of Harry D. Dann, former Ringling clown, now with Polack Bros.' Western Unit, is on the cover of the April number of "Popular Photography." A full-page photo of him was in the January number of that magazine. . . . Roland J. Weber advises that his miniature-animated display of the Terrell Jacobs Wild Animal Circus has been in four Chicago spots—the downtown library, and Marshall Field's, the Boston and Goldblatt stores.

Inconvenient part of being a good agent is that one has to take so much abuse to prove it.

L. C. Langhart, lithographer, who was on the Cole Bros. advance for

Dog Shows

ALABAMA
Birmingham—April 9-10. Mrs. Jerry Bryan, Box 1488.

CALIFORNIA
Fresno—April 24. Mrs. George Bonadurer, Route 4.
Los Angeles—April 30-May 1. William O. Bagshaw, Beverly Hills.
San Jose—April 9-10. W. E. Harrison, 20 S. Cragmont Ave.

COLORADO
Denver—April 8-9. Gladys A. Scott, 1620 Wazee St.
Grand Junction—April 11. Mrs. Roy MacDonald, Delta, Colo.
Lakewood—April 17. M. A. Bailey, 1111 S. Steele St., Denver.

DELAWARE
Wilmington—April 30. Foley, 2009 Ranstead St., Philadelphia.

FLORIDA
Jacksonville—April 24. Mrs. W. H. Kendrick, 9730 Eisenhower Road.

GEORGIA
Atlanta—April 15. Mrs. Doris A. Lewis, 648 Clifton Road, N. E.
Atlanta—April 16-17. Ruby Worthington, 638 N. Highland Ave., N. E.
Columbus—April 12. S. L. Speight Jr.

INDIANA
Hammond—April 24. Mrs. V. E. Greenland, 6048 Calumet Ave.

MARYLAND
Baltimore—April 24. Foley, 2009 Ranstead St., Philadelphia.

NEW JERSEY
Teaneck—April 10. Stephen P. Averill Jr., Westwood, N. J.

NORTH CAROLINA
Asheville—April 11. Nancy Mandin, Box 1326.
Charlotte—April 7. Mrs. M. C. Ballard, 1901 Wood Dale Terrace.

OHIO
Cincinnati—April 30. Arthur Meik, 3333 Cayuga Ave.
Columbus—April 24. Mrs. Edna V. Edholm, Pataskala, O.
Toledo—April 8 and 10. Foley, 2009 Ranstead St., Philadelphia.

OKLAHOMA
Tulsa—April 30. Mrs. Clara M. Alford.

SOUTH CAROLINA
Greenville—April 9. J. H. Cannon Jr., Box 923.

TENNESSEE
Chattanooga—April 19. Mrs. Leonard Trenholm, 592 S. Crest Road.
Oak Ridge—April 23. Mrs. Daisy W. Jackson, Kingston Tenn.

TEXAS
Austin—April 11. Mrs. Walter B. Sorenson, 1404 Concordia Ave.
Corpus Christi—April 14. C. R. Crawford, 459 Ohio Ave.
Houston—April 17. Mrs. John O. Edwards, Box 2410.
San Antonio—April 10. A. C. Berry, Box 704.

VIRGINIA
Alexandria—April 22. Mrs. Gabrielle E. Forbus.

Fort Myer—April 22. Foley, 2009 Ranstead St., Philadelphia.
Frederick—April 17. Foley, 2009 Ranstead St., Philadelphia.
Richmond—April 16. Foley, 2009 Ranstead St., Philadelphia.
Roanoke—April 14. Foley, 2009 Ranstead St., Philadelphia.

WASHINGTON
Spokane—April 23-24. Mrs. Mary J. Rogers, Route 5.

Big Opening for Granite

MANCHESTER, N. H., April 2.—The Granite State Shows opened here today, playing to more than 12,000 paid admissions, according to Manager William E. Muldoon. The org is here for 15 days, working Sundays.

several seasons and handled the billing this winter for the Memorial Auditorium, Louisville, attractions, writes that he expects to again be with the Cole advance. . . . Photos of several Ringling circus feature acts, including Emmett Kelly, the Mroczkowskis and the Mandos Sisters, are displayed in the collection of England's circus photographer Lancelot Vining, "Ten Years of Circus Photography," on exhibition at the Ilford Galleries, London. . . . Francis Kitzman and Dave Murphy, both of the Clyde Beatty org, will be on Groucho Marx's "You Bet Your Life" radio show, over the ABC network, April 6.

To show how things progress during the winter, an average day of mooching his brother trouper nets a ducat seller more money than did his track ticket box.

H. B. Rosen Debuts Well in Moulton, Ala.

MOULTON, Ala., April 2.—H. B. Rosen Amusements opened here March 26 under American Legion Post auspices to good biz. Bob Mack, general representative, returned from a booking tour in the North in time for opening. Owner-Manager H. B. Rosen expects delivery, May 15, on a new Merry-Go-Round and Kiddie Auto Ride from Allan Herschell.

Staff includes Mary Rosen, secretary; Raymond Taylor, lot man; Roosevelt Gibson, ride superintendent; L. E. Weathersby, electrician and Diesel man; Scotty Sullivan, scenic painter; Steve Johns, front marquee and tower man, and Mrs. Carl Tyler, mail and The Billboard sales agent.

Show line-up; Linda Lopez, Parisian Revue; Billy Logsdon, Side Show; Carl Tyler, 1949 Artist Models; William Terry, Animal Show, and Scotty Sullivan, Snake Show.

Rides are Forrest Skidmore, Twin Ferris Wheels; Thomas Staples, Tilt-a-Whirl; James Gibson, Rolloplane; James Walker, Chairplane; Ervin Mathis, Kiddieland, and Sam Jones, Hi-Ball.

Concessions include Mr. and Mrs. Roy Varner, photos and long-range gallery; Andy Allan, diggers; Mr. and Mrs. Eugene Pitman, popcorn, candy apples and carmel corn; Clarence O. Buttadahal, dart pistol gallery; Mrs. J. H. Boland, penny pitch and dart; George Stevens, palmistry, fish pond and pitch till you win; Mr. and Mrs. H. Griffin, fish pond, balloon dart, hoop-la and popcorn; Mr. and Mrs. Tommie Humphrey, block stand, oves and under and ball game; J. A. Smith, clothes pin; Herman Brown and Leo Johns, pan game; Mrs. Anna Gibson, glass stand; Tommie Humphrey, Mrs. Ralph Gilly, Billie Hicks and Nick Seifres, bingo; Jimmy Wright and Bill Pike, slum skillo No. 1; C. J. Qualls, slum skillo No. 2; Ralph Gilly, rolldown; Stevie Johns, beat the dealer; William Althausen, Penny Arcade; Mrs. Bill Pike, penny pitch; Frankie Johns, pea pool; Mr. and Mrs. Tony Pelcher, John Gay and Ben Abell, cookhouse, and Steve Johns and John Stein, palmistry booth.

COLE BROS.

(Continued from page 72)

Hugo and Ray Marlowe. Eddie Mader is expected soon from Sarasota. Sandra Marlin, Mickey Lyons, Dolly Dale and Bobby Hasson were released from hospitals this week. Bill Hasson's brother will assist him in management of the Side Show.

John Staley's cookhouse has a full house at each meal. Bev Kelley, press chief, arrived and started his campaign in the daily papers. The billing crew started plastering the city Monday, March 27. Car moved to Owensboro, Ky., Wednesday, March 30.

The writer is attached to the advance forces of advertising car No. 1.

NATIONAL SHOWMEN'S ASSOCIATION
GREETs YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th Wednesday each month
Palace Theatre Building.
1564 Broadway.
New York 19, N. Y.

Almost everyone of the Eastern amusement family is a member. Are you?

Write for Information
Initiation \$10.00
Dues \$10.00 Yearly

TRANSPORTATION

Own your own cars, busses with 21 passenger capacity.

Available GMC, Ford, Aero Coach Cruisers, etc.

Many different models available at low prices. All rebuilt to perfect condition or sold "as is." Some with generous luggage compartments.

Exceptional values. Guaranteed reconditioning from motor to tail light, tires to upholstery.

ESSELL
BUS AND EQUIPMENT CO.
19 Euclid Avenue, Newark 5, N. J.
Market 2-8055

HAROLD EUTAH

Wants—Agents—Wants

For Ball Games, Penny Pitch, String Game, Fish Pond, Pea Pool Dealer—must be good. Eddie and Jimmie, come on in. Don't get in trouble.

OPENING APRIL 16 AT FULTON, MO.

HAROLD EUTAH
Box 665, Joplin, Mo.

WANT CARNIVAL

FOR TWELFTH ANNUAL

V. F. W. JULY FOURTH CELEBRATION

WEEK OF JULY FOURTH

Estimated crowd of 30,000. Contact:

HERMAN FEHR, Com.
821 S. Malcolm, Chanute, Kan. Phone 1754W

4 NEW RIDES

WHEEL, OCTOPUS, MERRY-GO-ROUND AND AUTO RIDE

Have few open dates for Celebrations and Homecomings. Committees, write.

FRANK ZELUKI
General Delivery TOLEDO, OHIO

KIDDIE TRAIN FOR SALE

Addison Streamliner, 4 cars and engine, 280 feet of track, ticket box and fence. Guaranteed A-1 condition. Also have transportation for same. Reason for selling, death in family.

MRS. GERTRUDE PRATT
37 Windsor Road Pawtucket, R. I.

WANT Ferris Wheel Foreman

SHOW OPENS FIRST WEEK IN MAY IN NEW YORK STATE

J. F. MARTIN SHOWS
383 Broadway Bayonne, N. J.

S. B. WEINTROUB WANTS WANTS

SLUM STORE AGENTS

Kenny Bugg, let me hear from you. April 4 to 9, Tyler, Texas.

Care CRESCENT AMUSEMENT CO.

POPCORN MACHINES

All makes, models, sizes. Get our price first for your requirements.

P.-K. SALES COMPANY
Cambridge, Ohio

WANT

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 Apples.

JOHN KEELER
1921 N. W. 79th St., Miami, Fla.

MERRY-GO-ROUND FOR SALE—\$500.00

Built on 4 Wheel Trailer. Come and drive it away. Has 12 large horses, two seats. Suitable permanent location as antique novelty.

CHAS. C. HALE
295 Gould St., Loma Linda, Calif.

PLAYLAND SHOWS

10 RIDES WANT RIDE HELP CONCESSIONS SHOWS

Foreman and Second Men for Merry-Go-Round, Caterpillar, Ferris Wheel, Octopus, Swingaroo, Chairplane. Those that Drive given preference for the best spots in Michigan. Ball Games, Blower, Bowling Alley, Balloon Darts, Glass Store, Basket Ball, Fish and Duck Pond, Over Twelve, Photo Store, etc. Bingo Help—Contact Bob Venner, Such as Mechanical City, Monkey Show, Snake Show, Five-in-One. Will give Ex to Showmen with 2 or more shows.

Show has 12 fairs and celebrations in Michigan. Bingo, Popcorn, Candy Apples, Candy Floss, Ice Cream, Jewelry, High Striker booked. We don't overload the midway

PLAYLAND SHOWS
15610 Veronica St. East Detroit, Mich.
Jack Gallagher, Mgr., Phone Roseville 0665-W.

PARADA SHOWS

AMERICA'S FINEST MIDWAY

30th ANNUAL TOUR H.C. SWISHER'S 30th ANNUAL TOUR

OPENING DOWN TOWN LOCATION APRIL 16

Two Saturdays. Five Celebrations, month July, including the Big 4th July, Pittsburg, Kan. All Fairs and Celebrations till Nov. 11. Only six weeks Still Dates.

CONCESSIONS—Want Photo, Glass, Cork Gallery, Coke Bottles, Darts, Scales, Diggers, Mitt Camp, Cook House open, use any Stock Concession, Only one of a kind.

BINGO CALLER—Want Bingo Caller and Counter Men.

ELECTRICIAN—Want a No. 1 Electrician and Mechanic.

SHOWS—Want up-to-date Girl Show, Minstrel, Mechanical, Unborn, Snake, or what have you?

RIDE FOREMEN—For No. 5 Eli Wheel, Jones Mix-Up, Second Man on all Rides; top salaries.

CONCESSION AGENTS—For Ball Games, Penny Pitch, Pop Corn, Floss, Snow.

WANT—Ticket Sellers, Truck Drivers, Night Watchman; Useful Show People, all kinds. Want to hear from people who have been with us before.

H. C. SWISHER
BOX 125 Phone: 468-W CANEY, KAN.

WANT—GILLETTE BROS.' SHOWS—WANT

7 RIDES OFFICE OWNED 7 RIDES OFFICE OWNED

OPENING APRIL 18 ALL PROVEN TERRITORY

High Striker, Guess Your Age and Weight, Photo Gallery and Jewelry. If you have junk stay in the junk yard.

All replies

GILLETTE BROS.' SHOWS, 141 Bromback St., Pittsfield, Mass.

KUNTZ BROS.' SHOWS

Opening 2 miles from New York, April 15-May 2

17 big days—3 Saturdays, 3 Sundays

Will book Concessions of all kinds, Coupon Stores that will work with office, Ball Games, Holidown, Hoppa, Stock Wheels, Photos, Palmistry, Age, Scales, Penny Pitches, Hi Striker, Candy Apples, Floss, French Fries, Cork Guns, Spot Blower, Glass Pitch, Coke Bottles, Balloon and Add-Em-Up Darts, String Game and all other Grind Stores, Bingo, Cookhouse, have top, Place Penny Arcade. Will book Shows with own transportation and equipment. All Ride Help and Concessions with me last season wire immediately.

ALBERT KUNTZ
Care Kuntz Bros.' Shows, 55 Glenwood Ave., Leonia, N. J. Leonia 4-1467.

TIVOLI EXPOSITION SHOWS

Want for Newport, Ark., Week April 4, Downtown Recreation Park; Paragould, Ark., to follow.

CONCESSIONS—Legitimate Stock Stores of all kinds, positively no grift. Custard, High Striker, Photo, Novelties, Sno-Cone, Candy Apples. What have you?

SHOWS—Can place any Show that has something to offer except Girl Show and Motor Drome. Can place Glass House, Animal Show, Side Show and Mechanical Show. Contact

H. V. PETERSEN, MGR., or C. S. NOELL, Gen. Agt.
NEWPORT, ARK., THIS WEEK; PARAGOULD, ARK., NEXT.

UTAH EXPOSITION SHOWS

Want Legitimate Concessions excepting Photo, Candy Floss, Popcorn, Bingo, Ball Games. Will book Shows with own outfit excepting Animal, Octopus. SHOWS—Monkey Motor Drome. WINSLOW, ARIZ., APRIL 8TH-13TH; then the big one, SPRING FIESTA DOWNTOWN ALBUQUERQUE, NEW MEX.; then GRAND JUNCTION, COLO.; BAND TOURNAMENT AND CELEBRATION STARTING APRIL 27.

AVERY'S MODERN SHOWS

WANT—Legitimate Concessions of all kinds, Kiddie Auto Ride, Ponies and Train Ride; A-1 Merry-Go-Round Foreman—no drunks. Opening April 15, vicinity of Detroit.

MRS. VERNA AVERY
BOX 569, ROUTE 2 Phone: Royal Oak 4170-M ROYAL OAK, MICH.

SPECIAL CALL PAGE BROS.' SHOWS SPECIAL CALL

OPENING DOWNTOWN SPRINGFIELD, TENN., APRIL 9TH.

Due to disappointment want Cook House, Custard, Jewelry, Snow Ball, Lead Gallery and Hinky Panks of all kinds. Operator for Monkey Show; good proposition to reliable party. Second Man on 11 Rides; must drive and have driver license. Paul Pittman wants Agents for P.C., Ball Game, Roll Down, Pin Store and Hinky Panks.

W. E. (Shotgun) Page, Mgr. C. V. (Bill) Cox, Bus. Mgr.
P. O. Heading for the Ky. Coal Fields. SPRINGFIELD, TENN. BOX 244 Phone 1305W

FOR SALE

PENNY ARCADE, BUILT ON SEMI

Consists of 45 Machines. All four sides open up, ready for business in five minutes. Must sell at any price. Best offer takes it.

ALSO 14-FOOT PUNK CAT BALL GAME FOR SALE

Complete with frame, canvas and balls. Used only 2 weeks. COST, \$425.00; WILL SELL FOR \$150.00. Outfit made by Taylor Co.

Sudenfield Amusement Co.
Old Orchard Beach, Maine

GOLDEN RULE SHOW

Opening April 18th, Runnemed, N. J.

Concessions wanted. Have booked Grab, Pop Corn, Candy Apples, Ball Games, Pitch Till You Win. Will book any Stock Concession not conflicting. Ride Help wanted. Can use any legitimate Show with own equipment.

A. L. Blackmon
818 N. 32nd St. Camden, N. J.

WANTED GENERAL AGENT

Salary no object if you can produce. Do not misrepresent, the reason for this ad.

GLEN D. WYBLE
HIAWATHA SHOWS
Fairgrounds, Jackson, Mich.

CARNIVAL WANTED

20th Annual American Legion 4th July Celebration July 4th thru 9th.

JNO. R. WADE
Trenton, Tenn.

WANT COMPLETE CARNIVAL

67th Soldier's Reunion, August 2-3-4, American Legion and Lions, Sponsors. Contact

HAROLD D. RUSS
Box 406 Griswold, Iowa

A-1 GIRL SHOW TALKER-MANAGER

3 Beautiful Girls with wonderful wardrobes, Crime Show with banners and electric, Snake Show withoutstanding geek. Have capable people to operate and up and down same, one good painter, bullder, mechanic a semi driver. Don't have tops, transportation, or P.A. sets. Please state all.

MRS. H. BEASLEY
GEN. DEL. DETROIT, MICH.

BIG SIZE WHIP

12 Streamline Cars, A-1 condition, \$45.00. Late 47 Eli #5, \$7200. Ridee-O 18 Car, \$2000. 8 Caf Streamline Whip, \$2000. WANT TO BUY or trade for: Arcade Equipment, Live Ponies, Tilt, Octopus, Big Chairplane, Kid Rides.

F. SHAFER
Mesker Park Evansville, Ind. Ph: 44505

FOR SALE

Portable Short Range Gallery, most beautiful on Midway, complete with Targets, Guns and Shells. Just finish building with '47, 4 dr. Chev or without.

JOHN BOKOWE
3319 W. POLK ST. CHICAGO, ILL.

— AT LIBERTY — AGENT

—OR—

Front Door, anything around front of show. Furnish band, car, join now.

J. VINSONN
Horton Hotel Willow Springs, Ma.

MOTORDROME OWNERS

I have for sale a complete stock of 1924 to 1931, 101 Indian Scout 45 Parts. Also complete, used Scout Motorcycles made to order. Also Short Rockers for the forks. Everything and anything Wall or Stunt Motorcycle needs. I have it at reasonable prices.

GEORGE THIBEAULT
166 Forest Street BROCKTON, MASS.

WANT TO BUY RIDES

On West COAST. Any kind; any place. Send photos.

TOM HUGHES
706 West 21 St., Los Angeles, Calif.

B & V SHOWS

Opening Garfield, N. J., April 14-23

Easter Sunday Included.

WANT—HANKY-PANKS.

CAN PLACE—Side Show, Minstrel, Crime, Have Outfits.

Also want Fun House or Glass House, Motordrome. Al Camine, contact me at once regarding Drome.

Can place A-1 Ride Help. Foremen and Second Men, semi drivers preferred.

EDDIE ELKINS, Business Manager

J. VAN VLIET, General Manager

404 Garibaldi Ave. Lodi, New Jersey.

Eddie Elkins wants Drivers and Catch 'Em Six Agents. Also P. C. Office Agents. 1564 Broadway, New York City 19.

CRYSTAL SHOWS

8 RIDES, 5 SHOWS, 25 CONCESSIONS

BILLY SHAFFER, FREE ACT

Due to disappointment, can place Side Show with own outfit, good opening for Girl Revue. Have 20x60 top. What have you to put in it? Want man with 3 or 4 stores to take over Midway. Can place Snake Show, Illusion or any show with own outfit not conflicting. Octopus for sale or lease, good condition.

Address

N. E. BUNTS

Cochran, Ga., this week; Barnesville following, then North Carolina.

TED LEWIS SHOWS

Featuring The GREAT CURRAN High ACT

WANTED

OPENING APRIL 28 — WINTER QUARTERS NOW OPEN

WANTED

SHOWS—Fun House, Snake, any Grind Show. HELP—Ride Foreman, Merry-Go-Round, Ferris Wheel, Chair-o-Plane. These men contact at once: BOB, ROY, DAVID MOSEY, H. C. HERRING, TEX EVANS, J. J. MILLER, wire.

TED LEWIS SHOWS

F.A. 6-2794-W

FAIR LAWN, N. J.

12-37 ROSEWOOD ST.

ALL AMERICAN MIDWAY SHOWS

Can use Fish Pond, Ball Game, Jewelry, Novelties, Bowling Alley, Blower and Hanky Panks of all kinds. Need Agents for Pin Store, Roll Down and Hanky Panks. Need Talker for Snake Show. Will book Ponies, Tilt or Fly-o-Plane. Book any good Show with own transportation.

All replies to

HERMAN REYNOLDS

All American Midway Shows, Livingston, Tex., April 4 to 9; Woodville, Tex., April 11 to 16.

WANTED

TOP SALARIES

ORIENTAL — STRIP — HULA

Must have own costumes. Salaries guaranteed.

Opening Lebanon, Pa., April 18th.

Write at once — send photo and state lowest salary to

BILL HOLT, c/o DICK'S GREATER SHOWS

P. O. BOX 401, CHEWS, N. J.

P.S.: Need good Boss Canvasman and Useful Working Men.

GOLD CROWN EXPOSITION

"STREAMLINED PLEASURE TRAIL"

CAN PLACE FOR LONG SEASON

CONCESSIONS OF ALL KINDS. Good opening for Grind Shows. Liberal proposition for Shows with own equipment. Can place Dancing Girls. We have 7 office-owned Rides. Will book Rides not conflicting. Can place capable Electrician who can lay out lot. Can always use good Ride Men. Address:

K. F. SMITH, Owner, or HARRY E. WILSON, Mgr.

ABERDEEN, N. C., THIS WEEK

Want—CAPELL BROS.' SHOWS—Want

HANKY PANKS OF ALL KINDS, BALL GAMES, ETC.

CONCESSION AGENTS AND USEFUL SHOW PEOPLE, COME ON.

This Show has 10 Rides and 10 Shows, and has 15 Fairs and Celebrations contracted.

HAVE FOR SALE: 53-WHISTLE NATIONAL CALLIOPE.

WANT TO BUY: MUSIC ROLLS FOR TANGLEY CALLIOPE.

All address

H. N. (DOC) CAPELL, Mgr.

Ada, Okla., now; Shawnee, Okla., next.

From Rags to Riches, Or the Saga Of The Billboard's Mr. Billboard

(Continued from page 61)

paunch well, and when he wears a skimmer to hide the ravages of short beds, cheap liquor and dandruff to a scalp that was once caressed by golden curls, he belies the 55 years that he has put in on earth. He has an easy-going manner that is the envy of all who know him and rarely, if ever, does anything excite him. He has been known, however, to race his motor on occasions, and when he does he may be expected to cut loose with the most paralyzing and devastating outburst of profanity ever concocted by man that generally leaves his listeners literally hypnotized and transfixed with awe. It'll even curdle milk a mile away. But coming from Old Wooden Shoes, as he is affectionately known to his intimates, it's more apt to be funny than offensive.

The Guy Can Go

Joerling is an indefatigable worker when there's work to be done, but let some one mention the word play and he can be off to the races right now. And in play, as well as work, he can hold down his end with the best of 'em. He is what is known in sporting parlance as a good, solid, two-fisted drinker when the occasion demands, but he holds his liquor like a true Southern gentleman. Either in Roman-Greco or catch-as-catch-can style of fun-making, Joerling never fails to surprise his adversaries with his stamina and endurance. The life of any party he indulges in, it is common for him to go at a rugged, 24-hour clip, only to come back after a few hour's sleep as fit as the proverbial fiddle and looking as fresh as a dew-covered butter cup. Just to watch the Old Master on one of these endurance funfests has caused more than one strong man to pass out from sheer exhaustion, this writer included.

Billboard and Joerling Are Born

It is an unusual coincidence that the two great institutions—The Billboard and Mr. Billboard—should have started out in life together, and both of them in Cincinnati. The Billboard was founded in 1894 and on May 6 of the same year the stalwart Joerling emerged from a worried look on his father's face to a reality. Born of German parentage, he was christened Franz Bernhardt, the Franz after an uncle with possibilities, and the Bernhardt after a horse that went to the post for Bismarck back in 1870 and on which Joerling's dad held a \$2 win ticket. It was thru this quirk of fate that Franz Bernhardt is believed to have inherited his knack for handicapping the nags, a quality that was to aid in putting him on easy street in later life.

Joerling Goes to Work (?)

By the time young Joerling had reached his 18th milestone he had simplified his tag to a mere Frank B. By years of self denial, an ordinary deck of playing cards and hook and crook he had managed to graduate from Cincinnati's Woodward High School in June of 1912, and it was in the fall of the same year, after the elder Mr. Joerling had repeatedly warned Frank to get out and produce some wherewithal to put some Schweinefleisch and sauerkraut on the family table, that the gangling youngster stumbled past the then new Billboard plant on Opera Place in Cincinnati. Whether it was Fate or his erudite faculty for picking easy spots that brought him there will never be known. Applying for a job in his quaint broken English, which friend claim he still retains to a degree, he made an immediate hit and was accepted for a clerk's post in The Billboard's circulation department. Let it be said to his credit that in the next several years he developed, thru his personality, persistence and a hustle that he has long since dissipated, into one of the best liked youngsters around the office.

It was soon after America's entrance into World War I that Uncle Sam found young Joerling's hiding place. He was bundled off to Camp Sherman at Chillicothe, O., for several months' training, after which he soon found himself overseas with an infantry division. Lady Luck rode with him, as usual, and he came out of the war in 1919 unscathed, altho not necessarily untainted. He resumed his duties with The Billboard and was transferred to the paper's New York office, where he put in the next several years learning the business of hustling ads.

Manages Anna Eva Fay

It was about this time that our young hero began feeling his oats for adventure and romance. He severed his ties with The Billboard to take a whack at the practical side of show business and became associated with the late Anna Eva Fay, most famous mentalist of her day, as personal manager. After two years of learning most of the tricks and all the answers while trekking the nation's major vaude emporiums, Joerling decided that the road was not for him. He quit his tramping with Miss Fay and returned to his first love, The Billboard. With the death of Will J. Farley in 1923, Joerling succeeded him as manager of The Billboard's St. Louis office. He has held that post ever since, with the exception of a brief interlude when he went to Los Angeles as representative of the Curtis Ireland Candy Company of St. Louis.

Frankie Falls in Love

At that time Joerling handled the duties of the St. Louis office single-handedly, doubling in editorial work and ad selling. One of his regular weekly duties was the covering of the local vaude house. If his vaude reviews late in 1923 seemed a bit meaningless and trite it was only because Mr. Joerling, then trowding the 30 mark, was being smitten by the love bug. Numbing Mr. Joerling's senses as to what was going on on the stage at that time was a talented, lovely and shapely young miss named Lucille Geary, daughter of Judge and Mrs. Frank A. Geary, of East St. Louis, Ill., where Mr. Geary was a judge, hotel owner and a power in politics in Southern Illinois.

They had met by accident at the theater one day, were introduced and from then on for months, by some strange coincidence, Miss Geary found herself at the theater each week at the same time that the strong, manly and daring critic was reviewing the stage output. Their hand-holding soon ripened into love and a year later they were married. They have been a happy and devoted couple ever since, and to the lovely Mrs. Joerling, by virtue of her patience and perseverance, goes much credit for the success attained by her husband in the show and business world.

We of The Billboard who have made the paper our life's work for the past quarter of a century or so are generally inclined to look enviously upon Mr. Joerling as having the best job in the organization. If that is true, and there is little doubt about it, to Mr. Joerling goes the credit for making his berth appear so attractive. By dint of hard work, hustle, loyalty and service, Joerling has built his office into one of the most productive in The Billboard organization. With it he has built the good will and friendship of a host of friends in outdoor show business and allied fields, the likes of which no other man has had the privilege to enjoy.

Never a Dull Moment

Not only is The Billboard's St. Louis office piloted by an unusual man but the office itself is operated in an unusual but effective manner. The gathering place for virtually all outdoor showmen who make the town during the year from the so-called

OFFICE TRAILER

Wausau Drop-Frame Trailer, 28' x 40', insulated, Air-Conditioned (Chrysler Air Temp, 3-Ton) complete with all duct work; Heated (Stewart-Warner self-contained Unit) windows and Screens, 5 new tires. Waiting for your painting specifications before delivery. This is the only one in captivity—so hurry, hurry, hurry. SPECIAL PRICE (FOB Poughkeepsie, N. Y.) \$2495.00 We also have a supply of G.E. 60" Searchlight Paris. COMBINED EQUIPMENT CO. 1-7 Brookside Ave., Poughkeepsie, N. Y.

APRIL 18TH, RICHMOND, VA.—CALL

WITH MARK'S SHOWS People contracted, report April 15th. Place for Side Show — Snake Show, other Circus, Grinders, Ticket Sellers, inner who can stay sober and take care stock. Semi Drivers preferred on all jobs. Show open. George Ice, Scotty McNeil, Dick Hillburn, Chief Wapapony, over this by wire. Not to buy Mother and Baby Monkeys, all prices must be healthy. Will book good Act. Long, pleasant season. All addresses: T. W. (SLIM) KELLEY RICHMOND, VIRGINIA

COUNTY FAIR SHOWS

Want for First of May Opening Show Manager with Girls. Fine new equipment for same. Best Girl Show territory. Sober, reliable Ride Men who can take care stock. Semi Drivers preferred on all jobs. Show open. George Ice, Scotty McNeil, Dick Hillburn, Chief Wapapony, over this by wire. BOX 282, AINSWORTH, NEBRASKA

SIDE SHOW ACTS

Want half and half with wardrobe, good talker, small girls for concessions, Magician and Inside Recorder, good freak to feature. AL ALFREDO Care Lamb Shows, East Tallahassee, Ala.

RIDE HELP

REMAN for Merry-Go-Round and Chairmen, also other Ride Help. Good salary and in full every week. If you drink, don't lower. CONCESSIONS that work for stock, of a kind, privilege, \$20.50, SHOWS: Let know what you have. We show Up Town. C & B AMUSEMENT CO. T. BROXTON C. A. CAVE KOSCIUSKO, MISS.

WANT SIDE SHOW ACTS

Want Artist, 25% yours. Man and Wife, Girl Concessions, Ticket Seller, etc. Will book per se of front. Unusual Annex Attraction. Booked with Continental Shows, playing York and New England States. Address CARROLL MILLER 47, Box 377C, Holly Hill, Fla.

WANT AGENTS

Glum Stores, Penny Pitch, Hit and Miss, Snow, Floss, Pop Corn, Lead Gallery. Those who's truck given preference. Open April 16th PARADA SHOWS. Contact FORREST C. SWISHER Phone 440W 325 CANEY, KANSAS

AGENTS WANTED

Novelty, Ball Game, Age and others. Have to give on Novelty on 10 Ride Show, a good position for Capable Man. Military, Mays and etc. Play where you are. E. L. WINROD Imperial Shows Galesburg, Ill.

FOR SALE

Show Racers, 8x11; also 14 ft. roller, 8x12, used 12 weeks. Also have 20 ft. center line 4x20 side wall, fair, can be used. Also complete snake show for sale as I am ready to ride class. Write at once. GILBERT TRACEY 1 UPPERCOW, MO.

GOLDEN GATE SHOWS

Open at Pembroke, Ky., April 16-22. Hoop-La, Cig. Gallery, Mitt Camp, Fish, Bowling Alley, High Striker, Darts, Bingo, Ball Game, Huxley-Buck, Slum Spindle, Pan, Bill Game, Ice Cream, Juice Joint, Ten, Black Joints. Grand Shows with outfits, per to office. All contracted be here FRANK OWEN, Mar.

carnival characters to the most astute outdoor showmen, one can readily understand why the office would rarely house a dull moment. At times it may take on the appearance of something cooked up by Rube Goldberg or the setting for a two-reel comedy, but business goes on unhampered and unhindered, and Joerling's record, from a dollar and cents standpoint, speaks well for the success of his modus operandi. Of his assistants, Allen Callaway and Abraham Lincoln Morris, Joerling likes to boast that they can "even read and write," but beneath his smugness and ribbing one can readily detect his complete satisfaction with the merits of his helpmates. Their association is not the usual tie between employer and employee but rather one of affection and respect usually found between father and son.

He Has Mellowed

It would take volumes to record Joerling's exploits and experiences during his many years as The Billboard's St. Louis savant and it would make for interesting and hilarious reading. In this limited space it would be futile to even start. In the 25 years since we first had the pleasure of hobnobbing with the Old Master he has mellowed in pleasant fashion and the mantle of middle age falls gracefully on his brow. As mentioned before, he belies his age. He's not perhaps the same reckless individual who many years ago did his after-party free act from the chandeliers in the lofty rotunda of the Coates House in Kansas City, Mo., and without a net, too, to amuse himself and his fellow cronies. He has given up foolish things like that. He lives and plays more gracefully now, but can still keep pace with any of the younger blades in whatever the schedule may call for.

Joerling will still take an occasional drink just to be sociable or make an occasional meager wager on the bang-tails or a friendly bet on a football game. He likes to mingle with his old show friends and delights in a friendly game of poker, in which he displays considerable craft. He loves a good story session, but has a tendency to louse up a punch line when he's telling a story himself. He loves to sing and likes nothing better than to gather with his three younger brothers residing in Cincinnati several times a year for a sociable visit, a bit of pinnoche and some harmonizing on old German folk tunes taught them by their mother, who also resides in Cincy and who, at 84, is still hale and hearty. Joerling's repertoire of German folk songs is astounding, and he knows the lyrics from beginning to end.

As another outlet for his aggressiveness, Joerling has taken up golf with a vengeance, and is a member of a golf club near his home in Kirkwood, Mo., where he was almost a daily visitor the past summer and fall. He shoots only a fair game and gets in his best licks at the 19th hole.

Since building his home, one of the show places of Kirkwood, a few years back, Joerling has become thoroly domesticated, and his chief hobby and greatest delight is to putter among his broccoli and petunias. And where a few years back he didn't know the difference between Toricodendron vernix and Rhus diversiloba, he today is considered a pretty fair authority on what makes things grow and vice versa.

That, in brief, is the lowdown on one of outdoor show business's most popular and best known personalities and one of the grandest guys we've ever had the pleasure of knowing.

WANT TO BUY

No. 5 Ell Wheel, 2-abreast Merry-Go-Round, Train and Kiddie Rides. Address: RIDE MANAGER Apt #7 108 PINE ST. DANVILLE, ILL.

LAKESIDE AMUSE. PARK

BARNESVILLE, PA.

(Close to Tamaqua, Hazleton)

38 years old. Free Gate, 7 days per week. Harry James Band in Ballroom, April 20th.

WANT—Circus for 3 days or week, complete. Hunt, Cole, Dalley Bros., etc., answer.

RIDES—Due to wreck—Wheel, Merry-Go-Round, Tilt, Cat, C-Cruise, Bubble Bounce, Pretzel. No passes or grift. We have Lake, Beach, Coaster, Old Mill, Spitfire, Motordrome, Korn Kobbler, Russ Morgan, Art Mooney, Picnics, Market Days, Plus (5) Grand per week. Cash Indoor Bingo contracted now. Also 40 x 80 Top for Wild Animal, Wax, Revue, etc.; Ex. Custard, Hi-Striker, Darts, Blower, Jagger, etc., open. All replies

T. L. DEDRICK, Gen. Mgr. Barnesville, Pa.

FOR SALE

FOR SALE

CONKLIN SHOWS

RIDES

STREAMLINED CATERPILLAR—OPERATED FOUR SEASONS. LATE MODEL SPITFIRE—USED TWO YEARS. LOOPER RIDE—IN OPERATION TWO YEARS. Above rides operated in permanent park locations and are in excellent condition.

CONCESSION EQUIPMENT

Concession Tops and Frames, 12 x 12, 14 x 14 with awnings all around. 10 x 12 to 10 x 18 regular Concession Tops—Wheels—Laydowns and other concession paraphernalia. All equipment in very good shape. COMPLETE EZE FREEZE FROZEN CUSTARD MACHINE ON TRUCK. POPCORN—KARAMEL CORN OUTFIT ON TRUCK. CANDY APPLE CONCESSION ON TRUCKS.

These three concessions ready to operate. All in first class condition. Trucks have Cadillac engines; also many Arcade Machines, including 8 Buckley Diggers. All thoroughly reconditioned and in good operating condition.

ADDRESS

J. W. CONKLIN

BRANTFORD, CANADA

PHONE 1313

LAST CALL

ROSS MANNING SHOWS

OPENING APRIL 16, BURLINGTON, N. J.

Can place Merry-Go-Round Foreman who can drive. Ride help on all rides. No boozers.

Can place one Merchandise Wheel, also Novelty and Guess Weight and Age. Harry Parker wants spot workers. Fat Harris, answer.

SHOWS—Have two complete outfits, new canvas and transportation. What have you?

Want Wild Life, Penny Arcade or Crime Show. Winter Quarters open. Trenton Fairgrounds, Trenton, New Jersey. All answer

ROSS MANNING

100 West 88 Street, New York City.

BEAM'S ATTRACTIONS

OPEN JOHNSTOWN, PA., APRIL 28

25 weeks of choice celebrations and fairs

WILL BOOK 10-in-1 or any Show of merit catering to family trade. Our route excellent for Shows.

CONCESSIONS OPEN: Hoop-La, Novelty, Age and Scales, Basketball, Arcade and Pitches. HELP WANTED: Concession Agents. Lucy and Billie Dalton, Meadows, contact at once; also any others who have worked Stock Concessions with me in the past. All replies to

FRANK "CURLY" CARR, Concession Manager, Beam's Attractions, Windber, Pa. Capable Ride Help can always be placed. Write or wire:

M. A. BEAM

WINDBER, PA.

SMITH'S FUNLAND SHOWS

WANT OPENING IN OHIO, MAY 7TH WANT

CONCESSIONS—Cookhouse, Photos, Glass Pitch, Penny Pitch, Striker, Fish Pond, Galleries, any other Hunky Panx. Have opening for Bingo and Palmistry. SHOWS—Arcade, Animal, No Girl Show. WANT—To book small Merry-Go-Round with own transportation. Committees, contact; have few more Open Dates.

Write ORVILLE LEE SMITH

BOX 25

NEW MATAMORAS, OHIO

WAA Okays 175-Acre Sale To Santa Ana

Air Base Site Has Building

SANTA ANA, Calif., April 2.—Transfer of 175 acres of the former Santa Ana Army Air Base to the Orange County Fair Board was approved this week by the War Assets Administration (WAA). The area will assure a permanent fairgrounds for the county, in addition to an all-year recreational plant.

News of the okay was received by L. A. Patch, treasurer-manager of the fair. The grounds will cost the 32d Agricultural District \$130,000, which is one-half of the appraised valuation of \$260,000.

Funds Available

Altho sufficient funds are available from State para-mutual funds to clear up the debt, only 20 per cent will be paid WAA, Patch said, with the balance to be paid at 10 per cent per year.

The grounds front on Newport Boulevard near Costa Mesa, across from the Santa Ana Country Club. Most of the 125 buildings on the site will be utilized by the fair this fall. In addition to utilities and paved street, three water wells are also included in the transaction, Patch declared.

The Orange County Fair was revived in 1948 after a lapse of several years. Negotiations for the former air base site had been in progress for the past several months.

Name Advisory Bd. To N. Y. State Fair

ALBANY, N. Y., April 2.—C. Chester DuMond, agriculture commissioner, this week named a nine-member State fair advisory board.

Members of the board are Henry D. Sherwood, master, New York State Grange; Monroe Babcock, State Poultry Council; Daniel Dalrymple, secretary, State Horticultural Society; Jane H. Todd, New York Women's Council; Elizabeth Lee Vincent, dean, State College of Home Economics; Robert G. Soule, president, Syracuse Chamber of Commerce; Harold L. Greal, Dairymen's League Co-Operative Association; Warren W. Hawley, president, State Farm Bureau Federation, and Lawrence F. Cuthbert, sheep breeder's organization.

Commissioner DuMond also named as ex-officio members of the advisory board: Earl C. Foster, assistant commissioner, Department of Agriculture and Markets; Bligh Dodds, director of the State fair, and Edward R. Eastman, editor.

The board's function is to advise and consult with the commissioner relative to the State fair which this year will be conducted from September 5 thru 10. Advisory board members receive no compensation but are reimbursed for traveling expenses.

1950 A. C. Convention Bookings Loom Big

ATLANTIC CITY, April 2.—Albert H. Skean, executive manager of Atlantic City Convention Bureau, says the outlook for 1950 is "excellent." Two conclaves already scheduled for February will bring estimated attendance to 20,000.

Skean noted also that the remainder of the 1949 convention season is going to be good. The bureau schedule shows over 150 meetings listed for the rest of this year, including 35 with attendance of 1,000 to 15,000 each.

Annuals Set Plans:

New Features, Bldgs. in Works; Peoria, Ill., Stand Is Half Up

The 5,400-capacity grandstand being constructed at Exposition Gardens, Peoria, Ill., is nearly half finished. Planned as a year-round recreation center, Exposition Gardens will be the site of the Heart of Illinois Exposition, which is set to bow August 30-September 5. The two race tracks, a quarter-miler and a half-miler, were built last year and are in readiness. All other preliminary construction, such as the installation of storm sewers and sanitation sewers, has been made on the 170-acre tract. While no formal announcement has been made, it is possible that one or two still date events will be staged at the plant before the first fair.

Considerable new construction will be completed at the Central Wyoming Fair and Stock Show, Douglas, Wyo., before this year's event, Secretary H. J. Rains advises. Two new stock barns and two new racing stables will be built and the stage in front of the grandstand is to be doubled to accommodate a larger night show than the fair has offered in the past.

An appearance of Horace Heidt at the Rocky Mount (N. C.) Fair is planned by Norman Y. Chambliss, manager. Grandstand program also will include acts booked thru George A. Hamid, New York. Chambliss infers that new entrances to the main gate and to the grandstand are to be built. Drainage has been improved and the midway will be shifted this year, he also advises.

For the first time in years, Muncie (Ind.) Fair will offer a thrill show, Joie Chitwood's Hell Drivers having been booked. A more intensive advertising campaign has been mapped. Last year's outlay for radio is to be doubled and more 24-sheet boards are to be used. Principal plant improvement will be a new women's restroom.

A new attraction at St. Nicholas County Fair, St. Peter, Minn., will be the Boys Town band and choral group of Boys Town, Neb. An addition to the grandstand will provide capacity for 300 more persons.

Arkansas Valley Fair, Rocky Ford, Colo., will stage a queen contest tied in with its advance ticket sale. The contest is expected to spur sales and focus interest upon the annual. The fair is upping newspaper and outdoor advertising budgets. New to the plant is a 4-H building. Other improvements will include erection of additional bleacher seats.

National newsboys' bike race is a new feature for Ohio State Fair, Columbus. Event is expected to draw entries from every State.

Two night thrill show performances are to be new features at Van Wert (O.) Fair. Shows will be presented by Joie Chitwood's Hell Drivers.

Acquisition of three additional acres will enable the Outagamie County Fair, Seymour, Wis., to provide more parking space and to accommodate additional farm machinery exhibits. Other improvements will include reconditioning of the roads and new fencing.

Auto races will be staged at Kosuth County Fair, Algona, Ia., for the first time since 1940. Also new this year will be two days of horse races. If completed in time an armory may be used for public dancing.

A new 4-H baby beef barn and a new girls' building will be used for the first time by Ringold County Fair, Mount Airy, Ia. New to the attraction program will be a home talent contest. Not once in 26 years has Cumling

County Fair, West Point, Neb., failed to be a financial success. The fair has a nest egg of \$25,000, which it is holding pending a lowering of construction costs when it proposes to do some new construction. The annual has a life membership plan which has proved successful. Each year it sells 100 of them at \$25 each. Ed Baumann, veteran secretary, points out that "there are always newcomers in the community to whom these are sold, and there also are a number of men who become 21 years of age every time another fair approaches." The sale, he says, is "good rain insurance."

Northeast Ia. Circuit Elects Searcy Prexy; Katz Named Vee-Pee

WATERLOO, Ia., April 2.—Tom Searcy, Independence, was re-elected president of the Northeastern Iowa Fair Managers' Association at a meeting here. Max Katz, Osage, was re-elected vice-president, and C. C. Nichols, Cresco, was named secretary.

Katz, discussing problems of a fair manager, said a fair must have the co-operation of all civic and business interests in the community to be a success. Among new approaches he suggested were landing fields adjacent to fairgrounds for Flying Farmers, soil conservation exhibits, more extensive displays by garden clubs and attendance by fair officials at 4-H Club meetings.

Other speakers and guests included William Campbell, Jessup, vice-president of the Iowa State Fair board; Deak Williams, Manchester, secretary of the Iowa Association of Fair Managers and a director of the State Fair board, and Henry Wolfe, Des Moines.

The association, which has a total of 24 fairs, will hold its next meeting in Cedar Rapids Thursday (28).

Langdon, N. D., Adds To Attraction Bill, Ups Run to Five Days

LANGDON, N. D., April 2.—The 1949 Cavalier County Fair here will feature a barn dance-type program, auto thrill show, horse races, a revue and an appearance by the Wings Over Jordan Negro choir, Dick Forkner, secretary, announced. The bill has been enlarged in line with extension of the fair's run to five days from three.

About \$10,000 is being spent this year on improvements, which will include a new main arch, paving and a cement floor for the grandstand. Since 1940, approximately \$100,000 has been expended on improvements. Chief among these was erection of a \$40,000 grandstand. Other improvements were erection of a high steel fence around the grounds, repairing and repainting the exhibit buildings, rebuilding the race track and installing a fence, grading and graveling all roads, repainting the grandstand and installing a new lighting system.

Estevan Extends Girl Camp

ESTEVAN, Sask., April 2.—The farm girls' camp, held in conjunction with the summer fair, this year will be held two days instead of one, as in former years. The age limit has been lowered to 13 years, and town girls, as well as farm girls, will be admitted.

Calif. Prunes Building Aid To \$1,883,940

SACRAMENTO, April 2.—California fairs have been cut nearly \$1,500,000 in allocations for construction projects following budget paring by the State public works board. Requests by 21 fairs for \$3,243,950 was shaved to \$1,883,940.

Allocation for the Los Angeles County Fair at Pomona was set at \$298,737, the State board announced.

The budget for the California Centennial Commission in the amount of \$821,000 was approved by the Assembly Ways and Means Committee.

A motion by Rep. Lloyd Lowrey, of Yolo County, to cut off funds to the commission was rejected by the committee. Since 1947 the centennial commission has been assisting local communities sponsor celebrations.

The amount approved for the centennial budget is the remainder of the original \$2,000,000 appropriation.

Hughesville Pacts Beam for Midway; Hamid Acts Booked

HUGHESVILLE, Pa., April 2.—Lycoming County Fair Association this week closed negotiations with B. Ward Beam's Attractions to provide the midway for its annual to be held here September 19-24. Pact, executed by Secretary-Manager Elton B. Edkin and other fair officials, gives Beam the exclusive on all rides, shows and games, while the association retained all commercial exhibits.

Edkin said that George A. Hamid will provide the grandstand attractions, with the show being purchased outright via the largest budget in the annual's 79-year history. Three days of horse racing have been programmed under direction of George Pike Jr., Waverly, N. Y., who served as race secretary for the first time last year.

Joie Chitwood, who has been headlined here for the past three years, is slated to open the fair September 19 and close it September 24, giving afternoon and night performances both days.

A new board of directors, headed by Clyde G. Kiess as president, was named at a recent stockholders' meeting. Kiess succeeds William B. Seibert, a board member for 25 years and president of the annual the last 10. Edkin was retained as secretary-manager, while Burton A. Morgan was named to the treasurer's post.

Canadian Shortage Of Buckers Seen

CALGARY, Alta., April 2.—A warning that Canadian stampedes and rodeos might be unable to get suitable bucking stock in five years was voiced by Dirk Scholten, of Medicine Hat Stampede, at the recent annual meeting of the Stampede Managers' Association here.

Scholten said there was little free range left and that year by year good bronks were becoming harder to get.

Charles J. Wartman Named To Mich. State Fair Board

LANSING, Mich., April 2.—Charles J. Wartman, Detroit, Wednesday (30) was appointed to the 20-member Michigan State Fair Board. He was appointed by Gov. Mennen Williams.

A Negro war veteran, and city editor of the Michigan Chronicle, Wartman replaces Robert Myers, Lapeer, who resigned, to fill out a term which ends April 14, 1951. Wartman was graduated from Virginia State College in 1936 and taught history there for five years.

Confidence



ACCORDING to Webster's Dictionary, CON'FI-DENCE is defined as: "State of one who confides; trust; reliance; belief." Nowhere is this definition more clearly and forcefully illustrated than in the relationship between George A. Hamid, Inc., and the outdoor showbusiness.

TO BE deserving of trust is not achieved overnight. Only through continuous, conscientious endeavor does the outdoor booker gain the complete confidence of everyone in the world of outdoor entertainment.

TO SERVE outdoor showbusiness most effectively and efficiently, Hamid scouts are dispatched to the four corners of the world in an unending search for outstanding acts and attractions. This continuing effort has the prime objective of supplying the paying public with the type of entertainment that will keep them coming in greater and greater numbers to all of the five shows served by George A. Hamid, Inc.

YOUR belief in us is evident . . . a record number of contracts have been negotiated for 1949. So, it is with deep appreciation that we acknowledge the practical confidence shown in George A. Hamid, Inc.

For all your outdoor needs contact . . .

GEORGE A. HAMID & SON

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Sure Cure for Parking Problems

Small chance of traffic jams at Santa Clara fair under set-up put in force by Pettit—customers greeted courteously by attendants

“WHERE shall we park?” That’s the \$64 question that has plagued the mind of every fairgoer since Marcus Liviticus had to park his chariot two miles from the Roman Amphitheater in order to see a Christian or two thrown to the lions during Nero’s heyday.

The answer to this has been well taken care of by Russell Pettit, secretary-manager of the Santa Clara County, California, Fair. Realizing that people with tired feet and the usual accompanying jaundiced eye are not likely to tell their friends that “it’s the best county fair I ever saw,” the problem of parking was given serious consideration.

Uses Arrow Signs

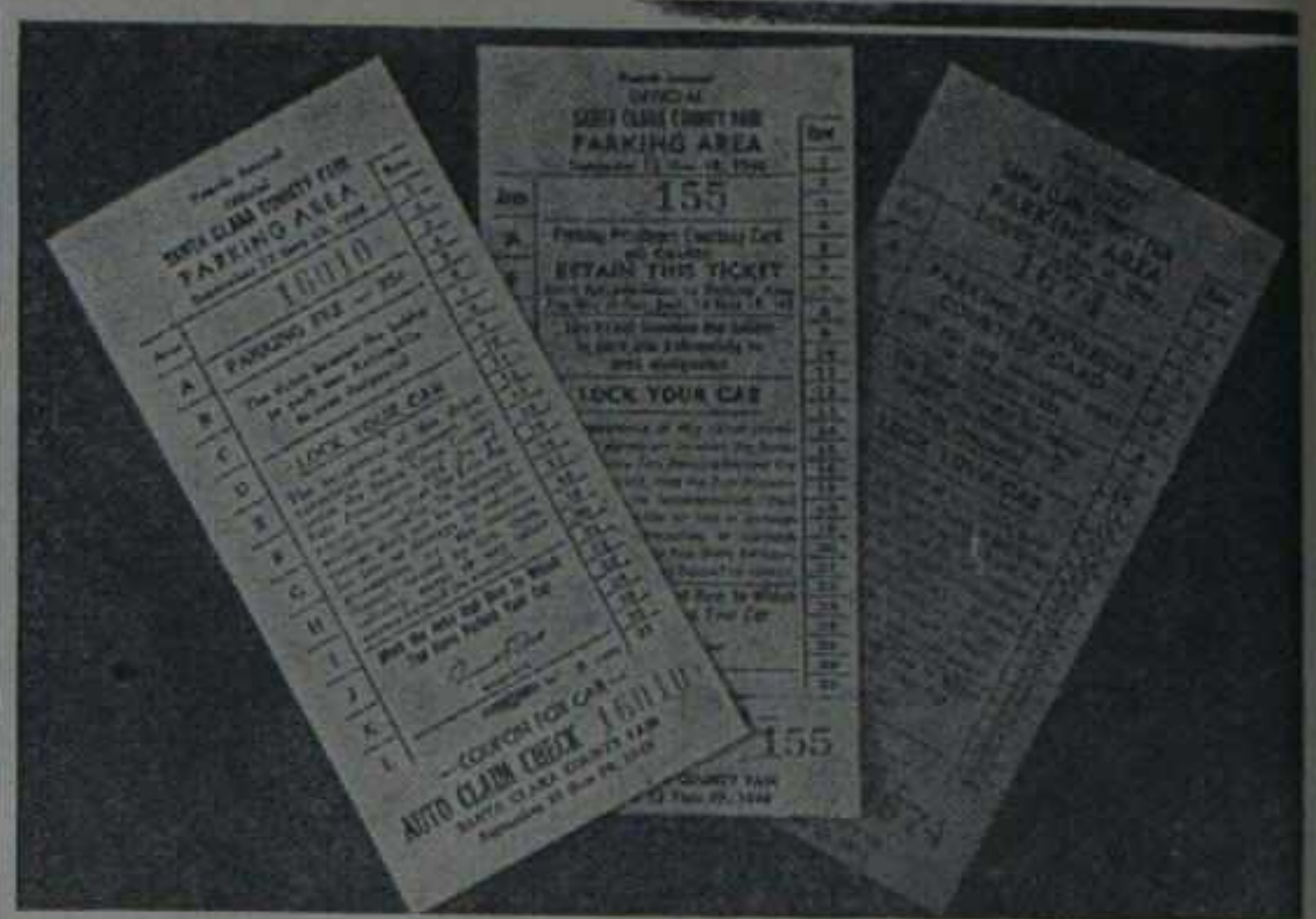
First of all it was realized that many people were visiting the fair for the first time and did not have the slightest idea of where to park their cars for the shortest walk to

the fairgrounds. To take care of this, arrow-type directional signs in large numbers are installed on all the main thoroughfares within a radius of eight miles of the San Jose event.

Every effort is made to direct traffic so as to cause the least chance of traffic jams. Cars coming from the north are directed up the back roads so that they approach the fairgrounds without interfering with traffic from the south. As the motorists approach to within a mile of the grounds large signs 3 by 8 feet direct them to the grounds and parking lots. Full co-operation is given by the State Traffic Patrol which helps immeasurably in keeping traffic flowing evenly, even during peak hours. Loud-speakers are placed a few hundred yards from the parking lots so that motorists may hear music and get in the right spirit to thoroughly enjoy a county fair.

Auto Association Helps

The automobile association helps greatly by printing a small special



PARKING LOT TICKETS list the section in the area and the row. When fairgoers check both they are able to locate their automobiles with the least amount of searching. Each ticket is numbered for revenue checking purposes.

folder showing the best routes to the fairgrounds. Thousands of these are distributed, and the map is reprinted in newspapers reaching potential fairgoers. Banners 80 feet long are strung across the street from the parking lots and at the main intersec-

tion near the fair. As the customer comes to the official parking area he is greeted courteously by uniformed attendants. As the motorist gets his first impression of the fair at this point, every
(Continued on page 104)

By Fred H. Phillips

THE commemorative celebration seems to be here to stay.

In 1946 Hamilton had its centennial; 1947 witnessed the Dundas Centennial and the Galt Old Boys' Reunion; in 1948 Fredericton marked the centennial anniversary of its incorporation, and in 1949 everything else in the East will be subordinated to the great Halifax Bicentennial. So the commemorative celebration, financed on a civic budget, is becoming a part of the Canadian summer scene and a factor in our growing travel industry.

The larger celebrations offer a rich variety in historical pageants, music festivals and religious ceremonies, plus parades, band contests, athletic events, carnivals, fast horse racing and elaborate grandstand shows.

So much for outward appearances and customer values. Now what's the inside machinery that makes one of these events tick? Who sees that the big parade passes City Hall at exactly 11 o'clock? Where do they get the pennant for the mayor's car? Who thought to send the colorful literature to your Uncle Jack out in Peoria?

Presuming that the idea of a commemorative celebration has taken

Planning a Celebration?

Canadian Gives Valuable Tips On How To Organize, Execute Plans for Community Events

root in the minds of some civic leaders, an alderman or an executive of the civic government, preferably a barrister, should call a public meeting. The appeal should be to as wide a group of interests as possible. The convener should leave three questions with the folk who attend the first meeting:

(a) Why are we having a celebration?

(b) What form should it take?

(c) What do we want it to do for our community?

These questions are basic and the answers to them will serve as a guide to policy. In the next month or six weeks there should be more public meetings and more discussions. Listen to it all. Out of it you will get the temper of your community and the form your celebration is to assume will begin to become manifest.

The Dates

Now you come to your first big decision—your dates. These will be dictated by your own attractions, the dates of opposition events and the availability of talent and personnel. Once your dates are decided they should be announced in a release to all papers and radio stations in the area from which you hope to draw patronage. You are now committed.

General Planning Group

From the personnel attending your early meetings you should endeavor to consolidate a closely knit, hard-hitting central planning group. Reserve the power to add to the membership. The need for certain committees will not be apparent in the early months, altho such need may be keenly felt later on and you will wish to draw upon qualified persons in the community to head such committees.

The program is beginning to take at least nebulous form and you now have (or are seeking) a group of committee heads to take charge of various departments. Here ends the first stage.

General Manager

Now you must find a man who can sit down with a few key committee heads and draft a general program—a timetable that will crystallize all the best ideas of the earlier discussions and pin-point a multitude of events with regard to time and place. He must make them all fit into a general pattern.

He must be an organizer with jet propulsion. He must have the patience of Job and the hide of a rhinoceros. He must appreciate the proper balance between civic ceremonies, religious observances and activities of a more festive and sporting nature; between free pageantry and paid attractions; and he must be familiar with the tradition and historical background of the community. He must have the showmanship to know what will draw patrons from a distance and the publicity sense to get your message to those potential patrons. Yes, you are now searching for an odd kind of individual, one possessed of a curious combination of talents. But find him. And when you've found him, make him your general manager.

The Convener

The appointment of a general manager, however, does not mean that the original convener should now fade out. Quite the opposite. If the convener is a barrister his continuing support will be of inestimable value to the general manager, particularly in matters concerning the civic by-laws and the operation of the corporate machinery in general. To-

gether the two can be a powerful team. The convener should continue to represent the city council in the shaping of broad policy and should act as liaison between the council and the central planning group of the celebration.

Program Approval

(From this point onward we shall address our remarks to the general manager.)

Once your draft of the program is complete, lay it before your central planning group in open meeting. This will mean some revision and compromise; but now is the time for such leveling off—not later. Once you are firm on the program, go before the city council with it and request its approval in principle, or otherwise.

The Budget

Assuming its approval, go back to your planning group and call for estimates from committees to cover the probable cost of their operation. Once these are filed you can compile a composite statement of estimated costs and, armed with this, you return to the city council. When and if you obtain the council's approval of your estimates you will have a definite budget on which to operate.

With that you and your planning group have entered the "action phase."

Organization

A glance at the growing organization may be worth while. In Fredericton we allocated our work among the following:

Fredericton Exhibition: Harness racing, horse show, night grandstand attraction.

Kinsmen's Club: Carnival.
Canadian Legion: Boxing.
Y's-Men's Club: Hobby show.
Fredericton Art Club: Art exhibition.

Rotary Club: Street decorations.
Automobile Dealers Association-York-Sunbury Historical Society: Pageant of transportation.

Local Athletic Club: Track and field meet.

Fredericton Fire Department: Maritime firemen's tournament.

Fredericton Yacht Club: Regatta.
HQ New Brunswick Area (Army):

(Continued on page 100)



FRED H. PHILLIPS

The MOST IMPORTANT PERSON IN THE WORLD

TO BARNES-CARRUTHERS IS THE BUYER! . . . AND TO THE BUYER . . . IT'S THE CUSTOMER

It's the same person . . . because it is the first duty of Barnes-Carruthers to win and keep the confidence of the customer in the talent buyers' ability to present quality entertainment.

The ever-increasing demand for Barnes-Carruthers productions and attractions, coupled with consistent record breaking grandstand attendance, is proof that our productions are what the fair-going public wants . . . and again for this year we will maintain the same high standards as we have for the past 40 years.

Whatever your attraction needs . . . it will pay you to consult with us.

Presenting

FOR

**FAIRS
PARKS
CIRCUSES
INDOOR AND OUTDOOR
CELEBRATIONS AND
SPECIAL EVENTS**



★
**MUSICAL EXTRAVAGANZAS
INTERNATIONALLY FAMOUS
CIRCUS ACTS
CHAMPIONSHIP RODEOS
HORSE SHOWS
TRACK AND INFIELD EVENTS
EVERYTHING IN THRILL SHOWS**

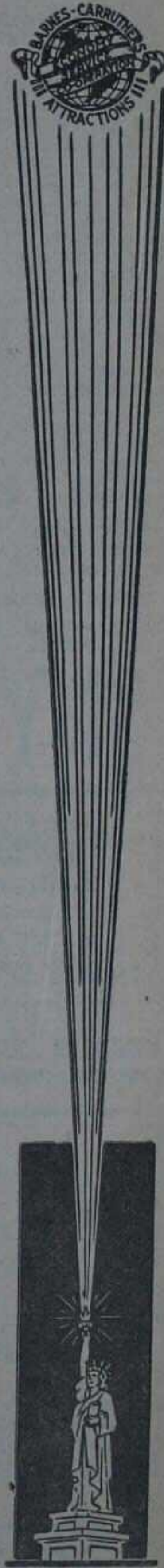
CAN ALWAYS USE ADDITIONAL ACTS OF MERIT
Wire or Write

BARNES-CARRUTHERS

THEATRICAL ENTERPRISES

159 NORTH DEARBORN ST.

CHICAGO 1, ILLINOIS



Planning a Celebration?

Canadian Gives Valuable Tips On How To Organize, Execute Plans for Community Events

(Continued from page 98)

Mock battle, military march-past, military floats.

In addition, the following committee heads functioned directly under the general manager: First aid, religious services, sports, public address, music, parades and floats, civic ceremonies, centennial queen pageant, advertising and publicity.

Of Shows and Showmen

If your celebration is going to assume major proportions, you will need a grandstand and a race course. Therefore you will need to enter a working agreement with your local fair board. They will probably be handling a racing meet during your celebration and a big grandstand attraction in the evening will simply focus additional attention (and draw additional admissions) upon the fair plant.

When you come to the entertainment phase of your celebration, go to the professional showmen and buy it.

It will cost you money, but it is a good investment. You can buy several types of attraction nowadays that will sell out your grandstand every night. You can buy a complete rodeo or a thrill show featuring automobile crack-ups. Most popular of all, however, is the balanced vaudeville bill with a big musical revue as a basis.

Several agencies specialize in staging these outdoor extravaganzas.

If you go for the big revue, by all means buy a professional band to handle its music. A band may be a crackerjack parade unit, it may be a first-class concert organization, but if it is not thoroly conversant with theatrical accompaniment, a band can make an awful hash of a beautiful show. On the other hand 10 experienced "pro" boys can really sting your show across.

Again with carnivals, let the professionals do it. It may be most satisfactory, however, if the carnival plays under local auspices.

Conventions

If you look over the summer calendar of your part of the country you will note that there are a number of conventions and gatherings which are held annually in one center or another. It is then only a matter of salesmanship to get the executive committee concerned to hold their get-togethers within the scope of your celebration. This offers you several benefits. First it adds greater variety to your general program. Second, these special interest groups add materially to your total attendance. Third, the cumulative effect of these convention groups is good because the presence of some hundreds of badge boys (and girls) helps to put the populace at large into a carnival mood. This type of promotion is governed by your available hotel accommodations but it should be exploited within reason.

Armed Forces

Include the armed forces in your planning. Seven months before our centennial we approached Brig. T. G. Gibson, Commander, New Brunswick Area, with a wild scheme for an attack and a full-scale battle on the streets to liberate the city from occupying forces. The brigadier heard us with reservations at the time; but when summer rolled around the army came thru with the first full-scale "battle" to be staged in any Canadian city. It was even complete with air cover provided by naval planes based in Halifax. The army followed up with elaborate floats in our several parades and various military demonstrations thruout the week.

Frankly the mock battle staged on Monday morning of our week had utterly no historical significance. But it certainly did have strong mass appeal. By providing lots of noise, lots of smoke, lots of troops and military vehicles on the streets—and later lots of brass bands—the military exercise brought to the centennial a mid-week pitch of excitement before noon of the opening day.

Advertising

Before you begin your advertising campaign scrutinize the pulling power of your attractions. Will you have features of a unique and outstanding character that will attract people from a distance? Or have you just a series of events such as might be seen in many towns during the summer months? Be cruelly honest with yourself on this point.

Let us assume that you have the attractions and that you are going to advertise them. The next step is to engage the services of a competent advertising man. He may either become the chairman of your advertising committee or remain an independent operator who will be engaged by you direct.

He will probably recommend two pieces of literature. The first will be a simple but colorful piece announcing your celebrations and the dates. This should be printed in quantity and released at as early a date as possible. Your advertising committee should undertake shipments to outside points and local merchants should be supplied generously so that they may enclose one in every piece of out-of-town mail.

The second piece should also have plenty of color and should be more elaborate than the first. Your program will be taking shape and the text matter should be specific regarding the "where" and "when" of various attractions. It is a follow-up piece and should be released not more than five weeks in advance of your actual dates.

If your advertising man is sharp, he will seek your permission to bring out an official souvenir book containing various types of information about your town and the celebration, and a detailed program of events. Examine his "dummy," discuss plans with him and if they meet your wishes give him your approval and your blessing. The layout of such a book plus the sale of advertising is two men's work and you will be wise to let professionals handle it.

There are many types of novelty advertising such as windshield stick-

ers, envelope stickers, book matches and special stationery to be made available to merchants at cost. Don't worry about these things. Once you have announced your intentions "the trade" will be most prolific with suggestions.

Two substantial musts on your advertising budget, however, should be newspapers and radio.

Publicity

A close appraisal of attractions should also govern your publicity. Start issuing your news releases at the time of your first exploratory discussions, altho at first it may be as well to confine your efforts to the local public. Only as you become definite about your attractions can you appeal to the outside public.

Your publicity must perform a two-fold function: (a) It must sell your local public on the idea of a celebration and keep them sold on it right thru the planning period and on thru the big week itself. (b) Your advance publicity must convince a large outside public that it should visit your town during the celebration.

Keep a series of news stories going to the press and radio stations. Do not use hot air blurbs. Editors can see them a mile away—and hold their waste baskets ready. If you are properly astride of developments you will find enough bona fide news items to keep your celebration in the papers and on the newscasts.

Now a word of caution about the planning period. So long as you are sure that your committee work is solid, do not worry about the seeming indifference of the general public. It is difficult for people to enthuse over a celebration that is still months in the future. There are hockey games, motion pictures, general elections, lodge meetings and a dozen other things in the interim. Frederictonians remained indifferent to their own centennial until July 1. (The dates were July 25-31.) After July 1, however, public interest mounted steadily until, in the last furious weeks

(See Tips on Celebrations, page 172)

THE AERIAL SNYDERS

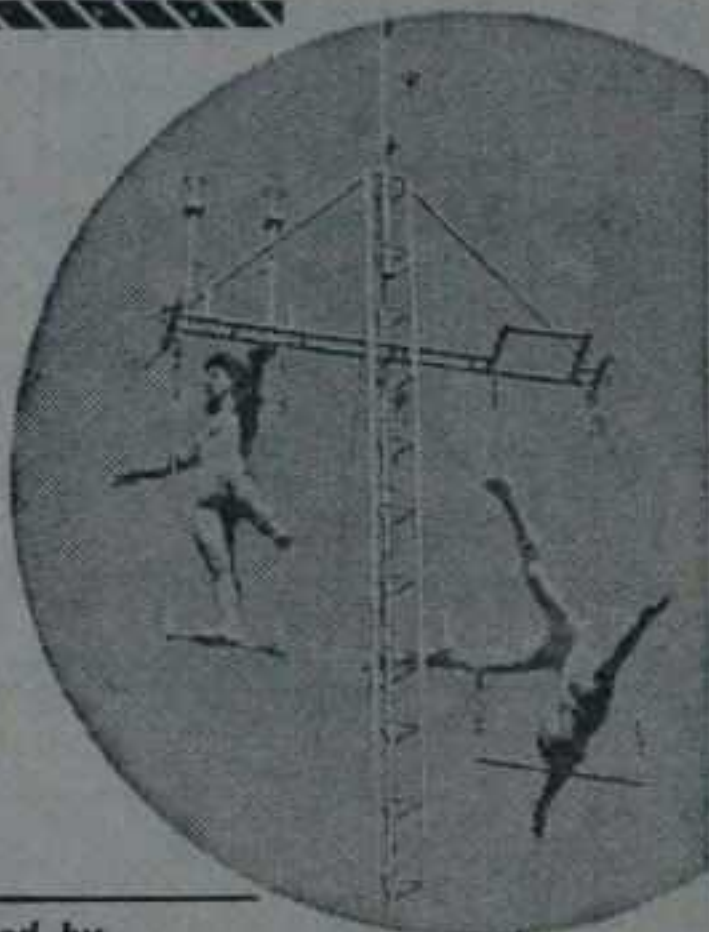
125 FT.—NO NETS

Head and Handstand Combination Swaypole Most Daring Feats Skill of Balance

THRILLS Assure Success for Any Event THRILLS

Represented by

CHARLES ZEMATER, 54 W. Randolph St., Chicago, Ill.



ANNOUNCING

2 New HIGH WIRE COMEDY ACTS

THE GREAT ARTURO

THE BRUNO

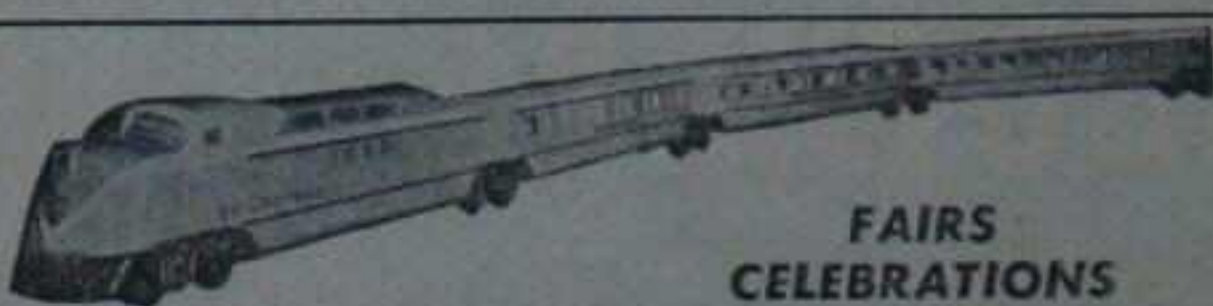
4 People-Comedy High Wire Act with 2 new arrivals from Europe . . . featuring sensational new tricks without balancing pole. A terrific new comedy feature!

5 People-Comedy High Wire Act on their way from Europe . . . under my management. For Dates, etc., contact

THE GREAT ARTURO

THE GREAT ARTURO

6302 KING STREET TAMPA 4, FLORIDA



FAIRS CELEBRATIONS

BOOK THIS 36 PASSENGER MINIATURE TRAIN. THIS MONEY MAKER IMMEDIATELY AVAILABLE.

TRAINMASTER AMUSEMENT CO.

1426 LIBERTY BANK BLDG.

BUFFALO 2, NEW YORK

AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo. March 23, 1949

J. A. Whyte & Sons, 1422 Wisconsin Ave., Washington, D. C.

Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again . . . Thanks to your recent discovery. Sincerely, F. W. Barday.

SEE PAGE NUMBER 171

DAVE MALCOM

"for planned pleasures"

BONDED ENTERTAINMENT FOR YOUR FAIR PRODUCTIONS

54 W. Randolph St. Phone Chicago 1, Illinois DEarborn 2-7782

RIDES WANTED

For CHURCH FESTIVAL

Southwest Side, Chicago, June 17 thru 26. Also Concessions of all kinds.

TOMMY SACCO

Music & Entertainment 303 N. Wabash Ave. CHICAGO, ILL. RAndolph 6-2212

WANT CARNIVAL

First-class Carnival for Hot Spring County Fair first part of September for one week. Trade area, 25,000 people.

Contact: GERALD PERCIVAL, Chairman HOT SPRING COUNTY FAIR ASSOCIATION MALVERN, ARK.

THE SIX CYCLING PAIGE'S

COMEDY AND DANCING ON UNICYCLES

**ORIGINATORS
OF
DANCE ON
WHEELS**

If you can't improve on my routines, don't copy! Especially on Television???

SEE THE NEW BOOGIE WOOGIE

CHICAGO STADIUM
April 22nd thru May 8th

We Work on Any Kind of Floor
9 Ft. Ceiling—20 Ft. Depth

**WE GO ANYWHERE IN
THE WORLD**

REPRESENTATIVES

In Chicago
BARNES-CARRUTHERS
159 No. Dearborn



In Chicago
CHARLES ZEMATER
54 West Randolph St.

In New York
AL WILSON
HANS LEDERER

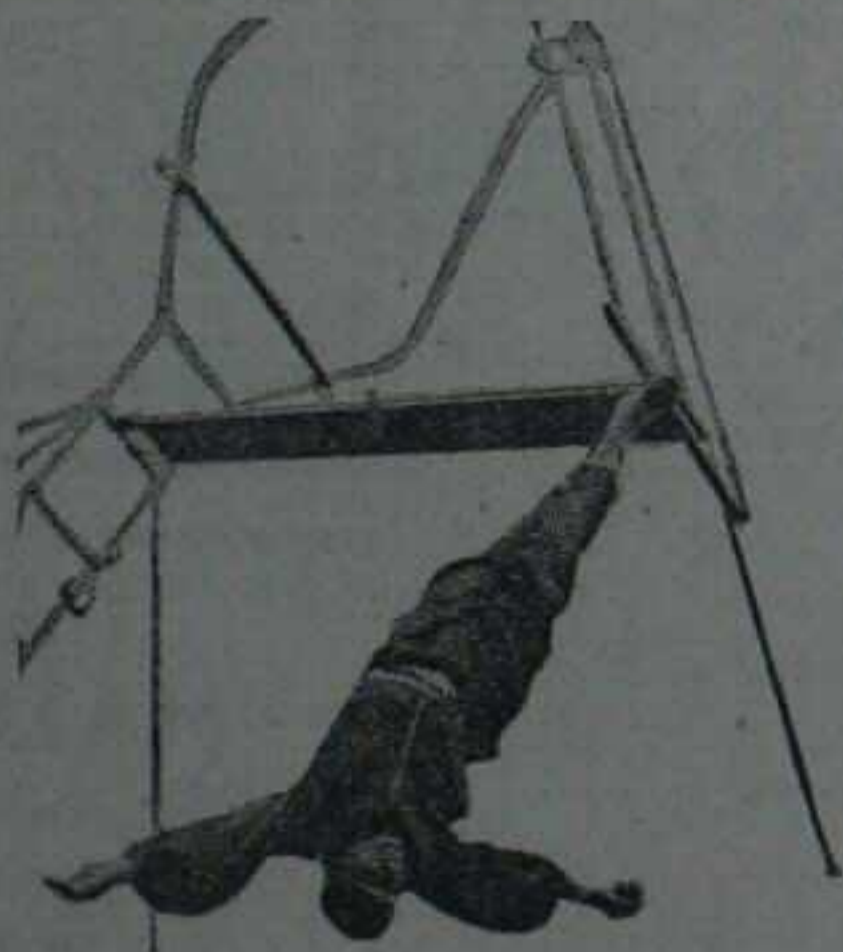


CAPT.

ROY SIMMS

100
FOOT
HIGH

THE
HUMAN
FLY



Walking on the Sky

WITH COMPLETE NEW APPARATUS
NOW, MORE THRILLING THAN EVER

"THE WONDER OF WONDERS"

Exclusive Representative

CHARLES ZEMATER 54 W. RANDOLPH ST.
CHICAGO, ILLINOIS

THE HEERDINKS TRIO

Foremost Exponents of Grace,
Comedy and Skill on the Horizontal Bars

Featuring

THE "WONDER BOY" GYMNAST

LITTLE FOUR YEAR OLD

"DICKIE"

THE WORLD'S YOUNGEST

MASTER OF CEREMONIES

**A SURE-FIRE ATTRACTION THAT
CAN BE PRESENTED ANYWHERE!**

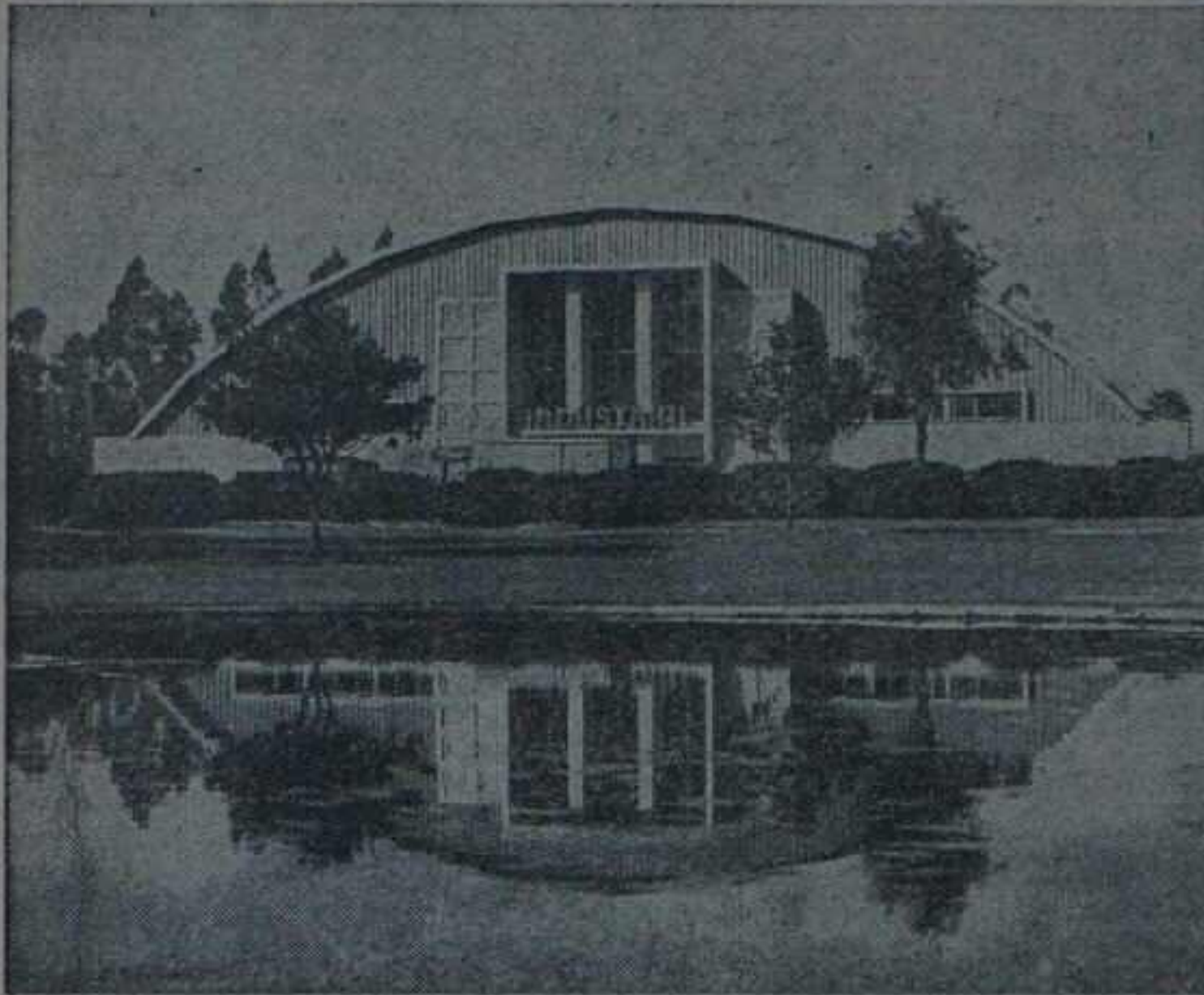
REPRESENTED BY

CHARLES ZEMATER

54 W. Randolph St.

Chicago, Illinois

SPECTACLE IN, OF ORANGE



THE NATIONAL ORANGE SHOW is pushing its master development plan. Three major structures have been constructed since the war. At the top is the Industrial Building, first of these to go up; below it is Administration Building and at the bottom is the new \$600,000 Entertainment Building, which was completed in time for the '49 show.

San Bernardino's annual National Winter Citrus Expo surges upward—290,689 lured this year by Calif.'s third largest annual—master development plan in use

IN 1947, when the National Orange Show in San Bernardino, Calif., picked up where it had left off six years before, the Catholic War Veterans of that city asked permission to have a tacos stand on the fairgrounds with the hope that it would swell the organization's coffers. Few of the event's officials, if any, could visualize anyone walking along and nibbling on a Mexican hot dog. They, like the veterans, were surprised when the group reported that it had made an unprecedented \$4,000 during the first year.

The growth of the National Orange Show, which was established in 1911, runs almost parallel to the Catholic War Veterans' project. Of course, the Orange Show was on a much larger scale and took longer, but its expansion developed with as much expectancy as that of the tacos stand.

Ranks Third in State

From a meager beginning 33 shows ago when Hiram Johnson, then California's governor, opened the first show by pressing a buzzer in Sacramento to set off the fireworks display, the National Orange Show has grown into an annual event that is topped in California only by two other events, the Los Angeles County Fair in Pomona and the State Fair in Sacramento. Less than 20,000 people saw the first show held under canvas at Fourth and E streets in San Bernardino. This past season—March 10-20—the show was attended by 290,689 people and the closing Sunday was marked by the greatest display of air power since the war—550 planes being in the air over the grounds at one time.

The scope of the show encompasses far more than just another county or district fair. It serves 33 citrus producing counties and enjoys participation and representation from all commercial citrus districts in the State. The show is dedicated to producing better citrus fruits, better means of cultivation, better fertilization, better market conditions, greater monetary returns to the farmer, larger State income, nationwide beneficial publicity for the State, 4-H Club encouragement and greater competitive fruit growing.

List of Achievements

The Orange Show, a non-profit organization, lists as its achievements State citrus experimental stations, due to a pointed need because of competitive displays for further research and improvement in fruit growing, development and holding of citrus institute meetings in behalf of the grower, publicizing of California and citrus products more than any other single agency, facilitating marketing thru desirable publicity, a 34-year record of continuous showing of expositions limited exclusively to the industry and contributed to general agriculture by setting a successful pace which has been accepted and followed by other agricultural interests.

Following thru on its original aim—to promote the vast Southern California citrus industry—the Orange Show now lists assets of several million dollars. A new \$600,000 entertainment auditorium, largest of its kind in interior Southern California, was opened this year for the first time. The modernistic structure, 180 by 240 feet, has a capacity of 17,000 people. There is a seating capacity for 5,000 or 6,000 around the walls and standing room for another 11,000. In addition to the auditorium there is a stadium seating 10,000.

Guiding the National Orange Show is Russell Z. Smith, who took over as the secretary-manager in 1947. A State forester, Smith received his



RUSSELL Z. SMITH

training as a fairman from his father-in-law, William Starkey, who directed the show for six years. Smith became actively engaged in the fair business upon his honorable discharge from the air force in 1946.

Shift From Movie Names

The Orange Show, under the Smith administration, has made its greatest strides. The first year he directed the event, the show policy of using a movie star each day as a featured attraction was followed. This year the plan was abandoned and a show with Olsen and Johnson headlining was booked. In past years, too, the stage was part of the exhibit building and the show was free.

Last year bleacher seats were installed and sold. This year the policy was about the same as in 1948, except there were more seats to be sold. The fairgoer was offered the opportunity of seeing the show free of charge by standing or he could pay an additional 50 cents and have a seat. If he preferred to do the former, the gate admission of \$1 took him all the way thru. If a seat was bought, then the show was actually behind a \$1.50 gate, a small amount for a 90-minute Hellzapoppin' production.

Secretary-Manager Smith shifted to the Olsen and Johnson formula this year in preference to the movie star policy in order to give the fairgoers something new. The show draws a large percentage of its attendance from Hollywood and Los Angeles, where seeing movie stars is common.

Really Put on Show

One of the attractions which has claimed much interest here over the years is the actual packing and shipping of oranges. Few people realize that the fruit is pampered so. Few realize, too, that from it come a number of valuable by-products.

Presented like an attraction, the crew of women packing oranges take their appointed places almost like the vaudevillian doing the two-a-day. The crowd gathers at the railing above the machinery to watch the oranges roll out of the loading bin into the grading section and then on to the rolls that automatically drop them according to size into bins. It is from these bins that the girls wrap and pack the oranges into crates which are made by machinery as part of the exhibit.

Since each orange is stamped with "National Orange Show," fairgoers have found them appropriate souvenirs.

Something To Talk About

A publicity release issued in 1941, the last year before the shut-down (Continued on page 106)



THE BUCCANEERS

DOC WILDESON AND HIS ORCHESTRA

SWANEE RIVER BOYS

AL BRYAN

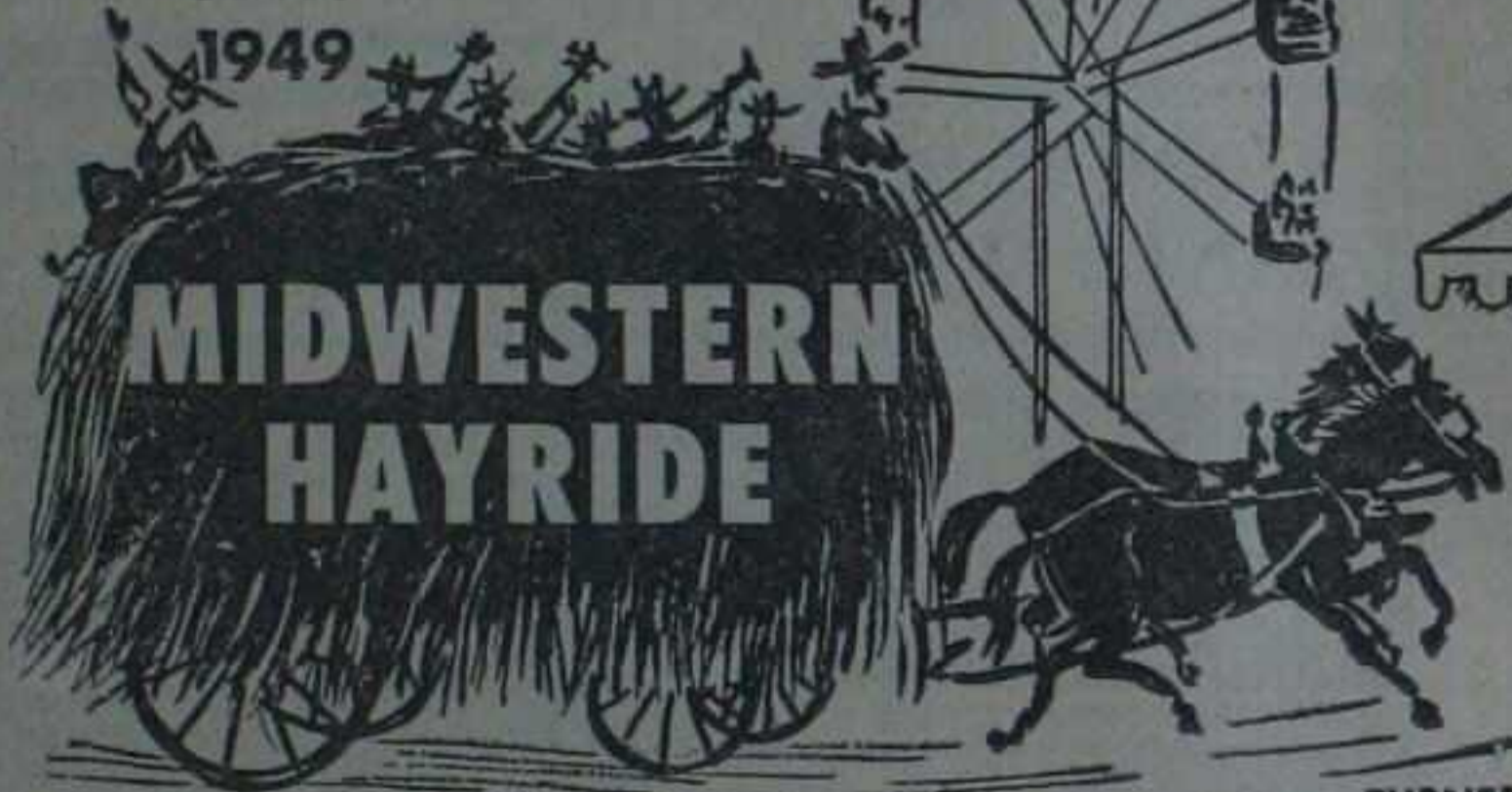
AL STEWART M.C.

They're Headed Your Way!

CIRCLE ARROW SHOW

KENNY ROBERTS
Singing and Yodeling
Sensation Of The

**BIG
NEW
1949**



**MIDWESTERN
HAYRIDE**



There's a skyfull and wagon load of top talent headed your way to provide the sock entertainment you want for your '49 fair — outstanding stars of radio and television that break box office records wherever they appear because their names and personalities are part of the great Midwest. There are just a few open dates left . . . better book one of these shows for your fair, now.

CALL, WRITE OR WIRE MANAGER KEN SMITH
CHERRY 1822, 140 W. NINTH ST. CINCINNATI 2,
OHIO, CROSLY BROADCASTING CORPORATION

JACK PYLE, M.C.

TURNER BROS.

BILL THALL
Comedian

JUDY PERKINS

ERNIE LEE

THE TRAILBLAZERS

WLW

PROMOTIONS, INC.



GIRLS OF THE GOLDEN WEST

THE NEW PLEASANT VALLEY BOYS

BROWN'S FERRY FOUR

In the Great Eastern Area alone...
Over 7,000,000* People
 will cheer thrill-packed,
 crowd-pleasing, dependable...

AL MARTIN ATTRACTIONS in 1949



*Based on 1948 attendance figures for all types of Outdoor Shows and Events at which Al Martin attractions were featured.

We're just about 100% booked, but...

You

name the time, the place and the type of attractions your show needs and we'll do everything possible to fill your dates...

- | | | |
|---------------------------------------|---|--|
| <input type="checkbox"/> High Diving | <input type="checkbox"/> Dancing | <input type="checkbox"/> Trained Animals |
| <input type="checkbox"/> High Wire | <input type="checkbox"/> Trapeze | <input type="checkbox"/> Comedy |
| <input type="checkbox"/> Teeter Board | <input type="checkbox"/> High Aerial | <input type="checkbox"/> Bicycles |
| <input type="checkbox"/> Musical | <input type="checkbox"/> Roller Skating | <input type="checkbox"/> Revues |
| <input type="checkbox"/> Wild Animals | <input type="checkbox"/> Bands | <input type="checkbox"/> Chimpanzees |
| <input type="checkbox"/> Elephants | <input type="checkbox"/> Sway Pole | <input type="checkbox"/> Thrill Shows |
| <input type="checkbox"/> Jugglers | <input type="checkbox"/> Acrobats | <input type="checkbox"/> Aerial Ballets |

... and many others

AL MARTIN AGENCY

HOTEL BRADFORD

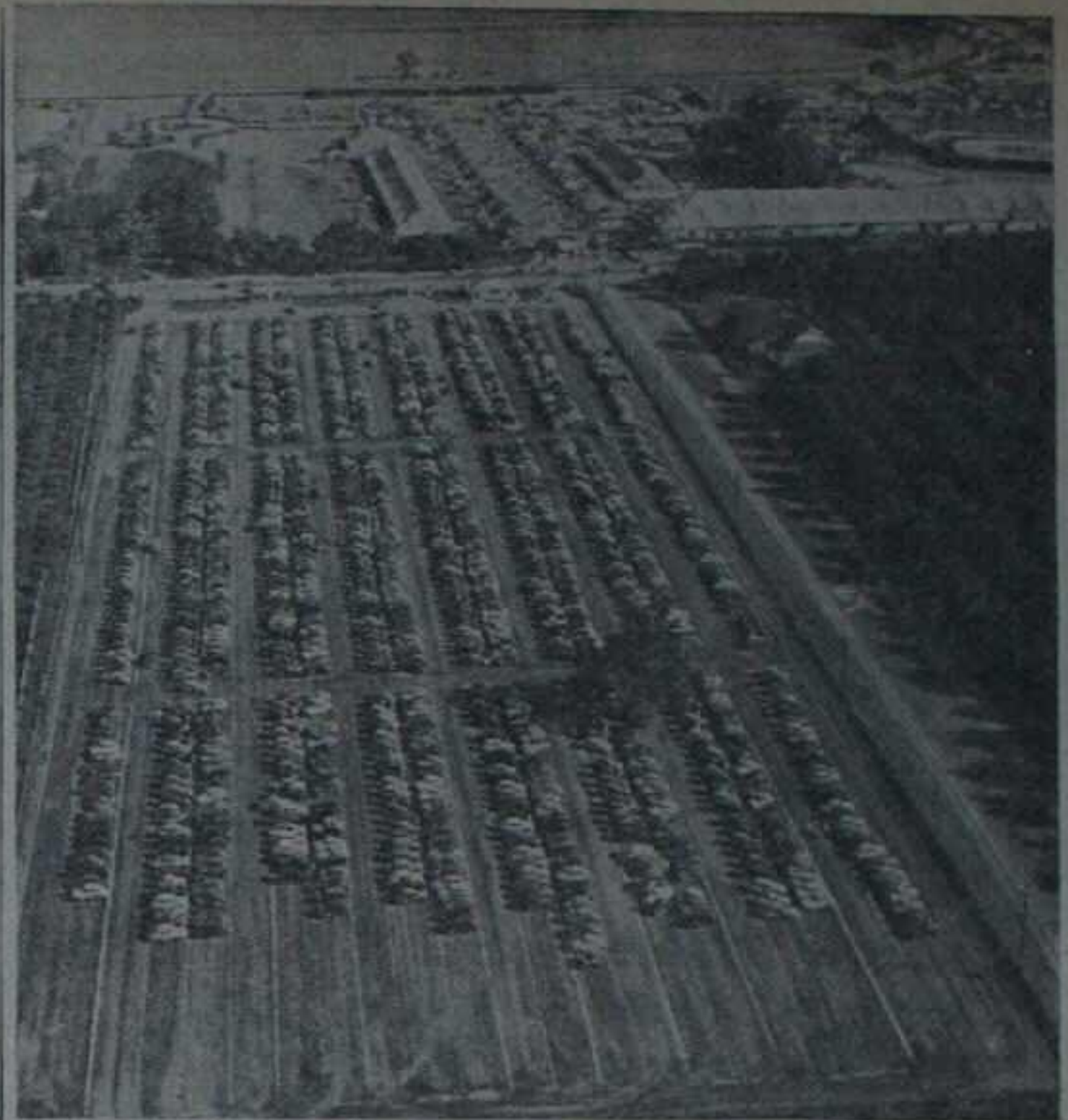
BOSTON, MASS.

HUBBARD 2-0688-9



Everything in Entertainment!

for Fairs • Carnivals • Parks • Circuses
 • Celebrations • Special Events



SANTA CLARA COUNTY FAIR boasts its well laid out parking area. Almost 1,200 feet deep, men are stationed in towers to advise the front gate by telephone on the availability of spaces.

SURE CURE FOR PARKING ILLS; SANTA CLARA CUTS TRAFFIC JAMS

(Continued from page 98)

effort possible is made to see that it is a good impression. The entrance to the official parking lot is decorated with flags and made as attractive as possible. During peak hours, two clowns are stationed near the parking lot entrance and around the main gate. They help in putting customers in the right frame of mind to have a good time. The motorist also is told the price of parking. As far away from the entrance as 1,000 feet large signs are posted telling him the cost. This enables him to have the correct amount ready and keeps traffic flowing steadily.

Lot Men Are Neat

All attendants are supplied with clean uniforms and caps. These are changed often enough that the parking lot men are neat at all times. Official badges and ribbons also are issued, so there can be no mistake in the identity of those with the authority to collect the parking lot fee.

Attendants are trained in treating customers courteously. The fair uses college students and employees of local banks, for it has been found that they already have been instructed in the proper manner of greeting the public. Ticket sellers are stationed 10 to 20 feet from the parking lot right to the car and make the transaction without delay.

The tickets are marked with the rows and section of the parking lots and the customer is advised at the time of purchase to lock his car—and mark his position on the stub so that he will have no trouble finding his automobile upon his return.

Attendants Direct Traffic

Inside the lot attendants are stationed to direct traffic thru the right channels. To further facilitate the movement of the cars, directional signs are placed. The combination of attendants and signs make it practically impossible for the fairgoer to get confused in this area.

Because the parking lot is nearly 1,200 feet deep, towers 25 feet high have been erected at vantage points. Attendants man these towers and

they are connected with the front gate by telephone. Ticket sellers are advised from time to time where there are openings and direct the fairgoer to them. People in automobiles are invited to get out and sit on the benches provided for them while their driver parks the vehicle.

While this system has served the Santa Clara fairgoer well, Pettit has plans for the installation of tractor motivated trains to save people the walk from the end of the parking lots. The main parking lot itself is directly across the street from the main gate, a matter of only 100 feet.

Plenty of Light

The parking lots are well illuminated with floodlights thruout the area. As a matter of fact, the 11-acre lot

ACTS WANTED

Am Now Contracting
 FEATURE ACTS
 FOR MY
 INDOOR CIRCUS DATES
 AND
 1949 FAIRS
ERNIE YOUNG

Suite 2306
 203 N. Wabash Ave. Chicago, Illinois

CY'S DILAPIDATED TAILSPIN CAR AND FLAME THROWER

Is coming east. Open time till July. Clowning
 They said, "It stole the show."

CY'S BLITZ BUGGY

For the West
 10048 WALNUT BELLFLOWER, CALIF.

Legit Gaming Concessions

WANTED FOR ANDERSON FREE FAIR, ANDERSON, INDIANA, JULY 4 TO 9TH INCL.

No contracts by mail—see in person.

BECK TAYLOR, Mgr.

2420 Jackson St. Anderson, Ind.

METROPOLITAN WINDOW CARDS POSTERS
Will Sell Your Show!

Stock LITHOGRAPHS for CARNIVALS * RODEOS FAIRS * CIRCUSES * AUTO RACES
UNION PRINTERS

METROPOLITAN PRINTING COMPANY
1330 VINE STREET, PHILADELPHIA 7, PA.

CONCESSIONS WANTED DECATUR FREE STREET FAIR
July 25-30, 1949
ROBERT HELM, Concession Mgr.
c/o HOLTHOUSE-SCHULTE CO.
Decatur, Indiana

ATTENTION FAIR SECRETARIES!
CONTACT The ERNIE YOUNG AGENCY For Your GRANDSTAND SHOW
Suite 2306
203 N. Wabash Ave., Chicago, Illinois

NOW AVAILABLE For Fairs and Celebrations
THE KNAPP FAMILY
RADIO STARS IN PERSON
For twelve years on WKAR at Mich. State College. Five people playing eight different musical instruments. Beautiful costumes, special stage settings, public address system. Comedians, vocalists. Photos and terms on request. Address: HARRY MILLS, 245 Washington, Bay City, Mich.

PINTO BROTHERS
Accepting orders now for the two most popular KIDDIE RIDES
★ THE KIDDIE FIRE ENGINE RIDE
(Proven as the children's No. 1 favorite)
★ THE KIDDIE PONY CART RIDE
(The newest success—each cart has a team of galloping horses)
2940 West 8th Street, Coney Island 24, N. Y.

ONE OF THE GREATEST ACTS IN SHOW BUSINESS
★ BILLY OUTTEN ★
AND HIS SKY HIGH DIVING ACT
COMEDY ★ THRILLS ★ BEAUTY
FIRE INTO FIRE
GEO. M. HARTON BOOKING AGENCY Pittsburgh 20, Pa.

EAGLE GROVE DISTRICT JUNIOR FAIR
Eagle Grove, Iowa, August 22, 23, 24, 1949
INDEPENDENT CONCESSIONS WANTED
Iowa's Original and Largest Free Gate Fair.
GERHARD HANSON, Secretary

has 65 1,500-watt floodlights on 60-foot poles. The lot is enclosed with a six-foot steel mesh fence and three strands of barbed wire above that. The two entrances have two 12-foot gates and the two exit gates are 20 feet wide.
Every effort has been made to insure the customer's comfort. At the entrance is a large rest room with attendants on duty at all times.
All tickets have the following printed on them regarding the fair's liability, "The acceptance of this ticket constitutes an agreement between the Santa Clara County Fair Association and the acceptor thereof, that the Fair Association and/or its representatives, shall not be responsible for loss or damage to vehicle, accessories, or contents thereof, caused by fire, theft, collision, water or any causes beyond its control." Signs further disclaiming responsibility and cautioning customers to lock their cars are also prominently displayed in the parking area.

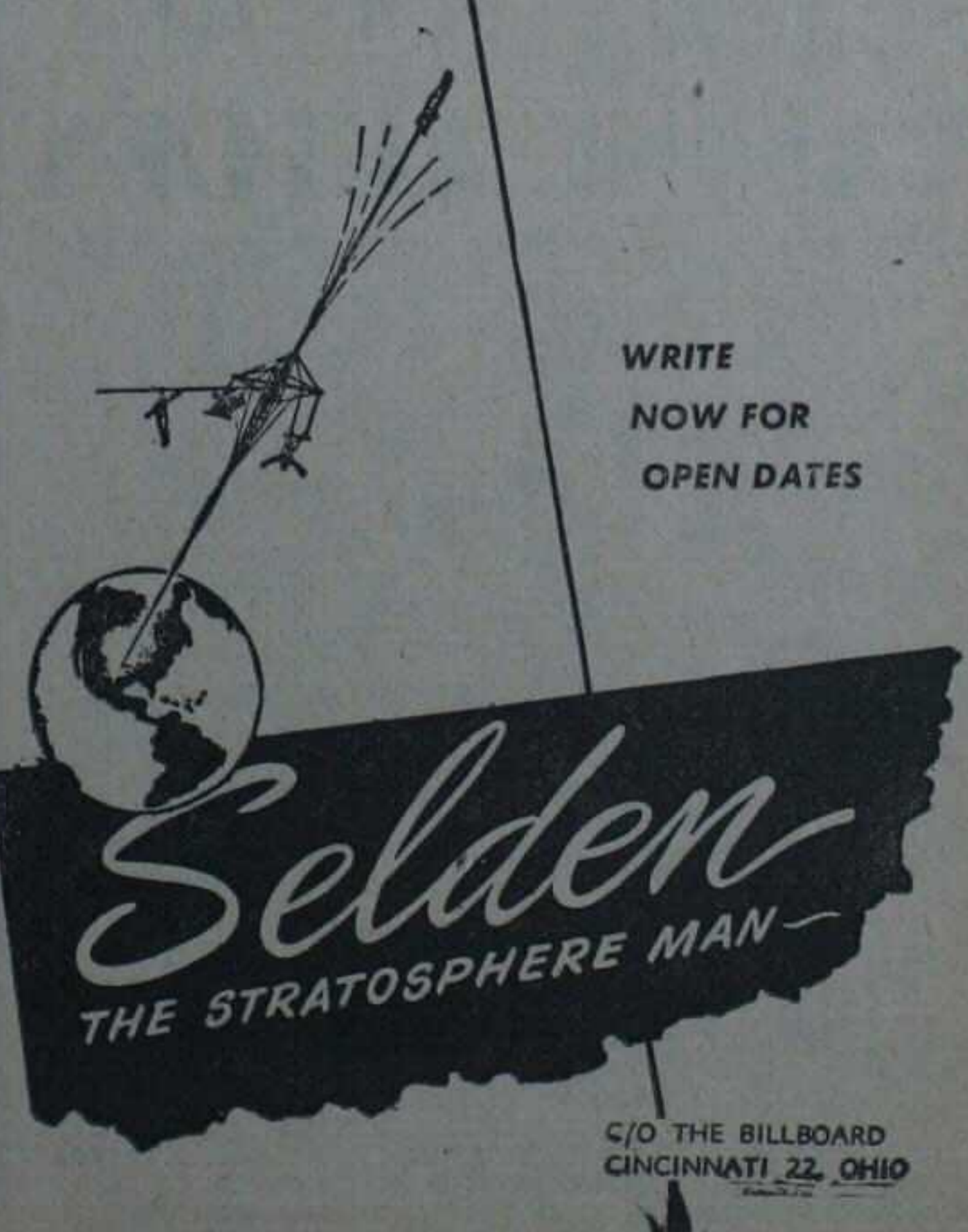
Use Numbered Tickets
For the purpose of revenue control, numbered tickets are used. These are checked out to the sellers and acceptance confirmed by a signed order. Since these sellers peddle from the hip, they are provided with an apron similar to that used by carpenters. Tickets and change are carried in the apron pocket. An adequate supply of tickets is kept at the near-by gatehouse and a "change man" makes frequent contacts with sellers to pick up surplus bills in exchange for coins. During the 1948 fair, a man on a three-wheel scooter was used solely for the purpose of collecting cash and issuing change and tickets to the attendants.
A further check on attendants is kept by an inspector in plain clothes—a man unknown to ticket sellers and takers. He is responsible only to the fair manager.

Customer Gets Aid
After the customer has seen the fair and has arrived at the lot for his car, every effort is made in assisting him to find it. Now that he has seen the fair, the idea is to get him on his way home as speedily as possible. If he has failed to mark his ticket properly when he parked, the attendant courteously helps him find his car. He also—politely—points out that this search could have been avoided by marking the location on the stub. If the car fails to start, reasonable assistance is given. Two attendants remain on duty in the parking area until the last car is out and the gates are locked.
This is why those who attended the Santa Clara County Fair in 1948 will return with their friends in '49.

an
Outstanding
grandstand attraction

For 15 years the name Selden, The Stratosphere Man, has meant an outstanding grandstand attraction to all fair secretaries, booking offices and outdoor showpeople. Whenever Selden is booked as the feature for any fair or outdoor show the management knows in advance that he will assure big repeat crowds.

The act is unique in showdom—the only man to do a handstand atop a 138-foot swaying pole—thrilling crowds wherever he goes. Selden also features many daring acrobatic routines which make hearts pound and bring crowds to their feet. Topping this outstanding act is the sensational "slide for life" which brings patrons back to see Selden again and again.



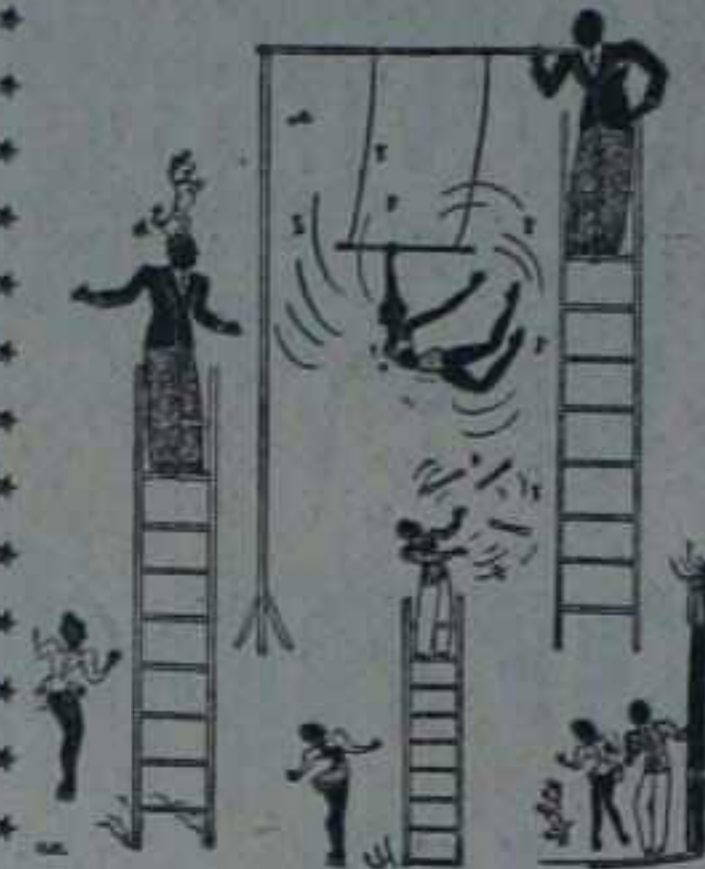
WRITE NOW FOR OPEN DATES

C/O THE BILLBOARD CINCINNATI 22, OHIO

Tony the MONKEY



THE Novellos



LADY COMEDY - MONKEY * LADDER BALANCING
AERIAL ACT with audience * WITH
participation—50 ft. high by *
HERMA NOVELLO * TRAPEZE AND DOG

Booked for the CHICAGO STADIUM—April 22-May 8 by SAM LEVY.

Also contracted for 9 weeks of Fairs by ERNIE YOUNG.

All Bookers interested for open dates—contact:

★ THE NOVELLOS ★

2772 E. 75TH ST.

PHONE REgent 4-9305

CHICAGO 49, ILLINOIS

National Orange Show's Gate, Plant, Importance Increase

(Continued from page 102)

during the war, contained this bit of information: "A million dollar enterprise . . . the National Orange Show comprises 72 acres of land, has the largest single structure west of the Mississippi. Built and paid for without cost to California by private citizens without monetary returns or return of their principal or investment. It is a non-profit organization."

The large exhibit building still remains and its racks of oranges along the sides for 700 feet are a spectacular sight. However, the erection of the new entertainment building has given the Orange Show publicity man, Earl Buie, something else to talk about. The new show building is modern in design and is the center portion of a three-part structure to be constructed according to a proposed master plan. When the plan has been completed, the entrance to the grounds will be moved to the south.

To Shift Midway Area

The carnival lot, occupied for a number of years by the Crafts Shows, owned and operated by Orville N. Crafts, will be to the north of the entrance, probably the best location the show has had since it has been playing this date. In 1947, the Crafts aggregation was near the stadium and to the rear of the fair area. Last year it was to the south of the present entrance and this past season was north of the walk leading from the turnstiles to the exhibit building. More frontage was allowed this year and the show made an exceptionally good appearance for the reason that Roger Warren, show manager, was given more freedom in laying out the lot.

The management of the Orange Show is rather complicated. The directors are ex-presidents and assume their places on this board following a year's service as president. Russ Smith has received excellent support and co-operation from his board. Altho the Orange Show is

one of the top three fair-type events in the State, it is not a member of Western Fairs Association.

Locomotive of Oranges

This year's Orange Show was officially opened with Gov. Earl Warren dedicating the new entertainment auditorium to Sen. Ralph E. Swing of San Bernardino County and the show to the people of California. Featured in displays were 22 cities and communities from San Diego to the San Joaquin Valley. The exhibits followed the theme of California's Famous Days.

Following this theme, Los Angeles County featured in its display an early-year locomotive which drew the first train from San Francisco to Los Angeles thru the Tehachapis.

ATTENTION FAIRS — PARKS CELEBRATIONS

- ★ FOR THE BEST IN
- ★ SENSATIONAL ACTS
- ★ REVUES
- ★ GRAND STAND SHOWS

WRITE—WIRE OR PHONE

J. C. MICHAELS ATTRACTIONS

Chicago Offices 64 W. Randolph St. Chicago, Ill. Kansas City Offices Reliance Building Kansas City, Mo.

GEORGE CORTELLOS CANINE ACTORS



FEATURING THEIR COMEDY ACT

"HOLLYWOOD SCANDALS"

IT'S A DOG-GONE LOVE AFFAIR

Represented by ERNIE YOUNG AGENCY 103 N. Webash Avenue Chicago 1, Illinois

● for the complete story of PAUL & PAULETTE TRIO

See INSIDE FRONT COVER OF THIS ISSUE



NATIONAL SHOWMEN'S ASSOCIATION GREET'S YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Club-rooms in the center of the amusement world

Meetings 2nd and 4th Wednesday each month Palace Theatre Building, 1564 Broadway, New York 19, N. Y.

Almost everyone of the Eastern amusement family is a member. Are you?

Write for Information

Initiation\$10.00
Dues\$10.00 Yearly

FOR INFORMATION ON POPCORN PROFITS TURN TO INSIDE FRONT COVER OUTDOOR EQUIPMENT SUPPLEMENT

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

WANTED
ENTERTAINMENT FOR FAIR NIGHTS OF SEPTEMBER 1, 2 and 3.
Also want to book Midget Auto Races for Sunday afternoon, September 4.
WEST KY.-TENN. FAIR
F. A. HOMRA, Sec.
FULTON, KY.

WANT
Carnival and Grandstand Review or Show for October 5-6-7-8 and 9.
CENTRAL LOUISIANA STATE FAIR
JIMMIE THOMPSON
Alexandria, La.

YOU NEED ACTS!!!!
Can furnish variety of Acts or Grandstand Show for any size Fair, Celebration or Event. Wisconsin and Northern Illinois only. Contact
DUXBURY
Box 647, Sheboygan, Wisconsin

WANTED
Complete Midway Shows for **MORGAN COUNTY FAIR** ON AUGUST 10, 11, 12 & 13. Write, giving particulars.
A. E. LESSER
20 E. Ohio, Martinsville, Ind.

Tell and Sell WITH POSTERS!
THE MOST EFFECTIVE SILENT SALESMEN!

FOR RESULTS CONTACT **Posters INCORPORATED** PROMPT & IMMEDIATE SERVICE

Specialist
 FAIRS-CARNIVALS
 PARKS-ORCHESTRAS
 SPORTING EVENTS
 TRAVELING SHOWS

835 CHERRY ST. PHILA. 7, PA
 PHONE Lombard 3-2000

The entire exhibit was done in oranges. San Diego used a platform of oranges upon which figures portrayed the landing of Cabrillo on Southern California shores.

This year's show queen was Patricia Adelyn Scoggin, 17-year-old Victorville high school senior, who was chosen over 17 other contestants from as many cities and towns in Southern California. Her awards included a trip East, during which she appeared on several coast-to-coast radio shows. On these occasions, Miss Scoggin plugged the 34th National Orange Show. In Chicago, she appeared on Tommy Bartlett's *Welcome Traveler* and Don McNeil's *Breakfast Club*.

Gets Rain A-Plenty

The Orange Show has proved a most reliable weather forecaster. In the 34 years that it has been held it has rained sometime during 30 of them. Last year, when California was faced with a drought and there had been no rain for months, odds were given that the show would be held without Jupiter Pluvius putting in his appearance. No sooner had the show opened when clouds began to gather. It rained for five of the 11 days. It did cut attendance but fairmen were so grateful for the rain that no one complained. This year it rained the night before the show opened and the Saturday before it closed. However, since the attendance this year exceeded all past years, it cannot be said that the rain curtailed turnout.

The high prestige that the National Orange Show has established as a community event cannot be denied—the air force and navy sent 550 planes over the grounds on closing day.

The tacos stand started two years ago by the Catholic War Veterans is still at the same location and doing capacity business. Plans are being made for expansion.

The same goes for the National Orange Show.

WYOMING STATE FAIR
AUGUST 31 thru SEPTEMBER 3

E. W. FARNSWORTH, Secretary-Manager
 Douglas, Wyoming

Acts Wanted for Our 1949 Fairs

Ward (Flash) Williams
SUNNY BERNET
 (GENERAL MANAGER)
 AMERICAN THEATRICAL AGENCY, INC.
 Suite 426, 221 N. La Salle St.
 CHICAGO, ILL.

A COMPLETE BOOKING SERVICE FOR ALL OUTDOOR ENTERTAINMENT



TOMMY SACCO MUSIC AND ENTERTAINMENT
 203 N. WABASH AVE., CHICAGO 1, ILL. Phone: RAndolph 6-2242

LARGE CARNIVAL WANTED
 For Fair Week, Enterprise, Oregon
 Good spot. For details wire (collect)
W. J. ORTMAN, Manager

WORLD FIREWORKS DISPLAY CO.
 DANVILLE, ILLINOIS

BOX 635 OFFICE PHONE 3608
 We furnish large and small Fireworks Displays for 4th of July Celebrations, Labor Day, Fairs, Centennials and all other kinds of Celebrations.
 Factory Phone: Westville 6580. If no answer, call Danville 8655-J.

*... A Booking Office
 With a Conscience ...*

BOYLE WOOLFOLK
AGENCY

203 NORTH WABASH AVENUE CHICAGO

If It's Outdoor Entertainment... We Have It!
Fairs — Parks — Celebrations

ERIC ERICKSON

THE
MAN
OF THE
AIR

102 FT.
IN THE
SKY
with
HIS
SENSATIONAL
SWAY POLE



A SURE FIRE HIT!

**NOW BOOKING FAIRS, PARKS, CELEBRATIONS and
all EXPOSITIONS**

WRITE OR WIRE FOR DATES

ERIC ERICKSON, c/o THE BILLBOARD
155 N. Clark St. Chicago 1, Ill.

Records Predicted For Sydney Royal; Shows Limited to 10

SYDNEY, April 2. — The Sydney Royal Show, Australia's top fair, which opens Saturday (9) for a nine-day run, will set new records, according to Secretary Barney Sommerville, with the value of exhibits and equipment on display exceeding \$13,000,000.

Entries in the cattle section have been so numerous that exhibitors have been instructed to reduce the number of animals they plan to show. In the horse section there are 6,500 entries, which also pose a space problem. Total number of exhibits is 25,000, which tops last year's record total by 3,000.

Striking warehouse men and packers have agreed to move 25,000 bales of wool stored in buildings at the Royal Show Ground to the Manufacturers' Hall, but this still prevents the Royal Agricultural Society from making use of this hall during the fair.

RAS policy of last year, restricting Side Shows to specified types, has been carried a step further. The number permitted has been limited to 10, which must be housed in permanent buildings. All tents and trailer living quarters have been banned as fire risks.

Attendance at this year's exhibition is expected to top the 1,000,000 mark.

Lusk, Wyo., Changes Dates

LUSK, Wyo., April 2.—The Niobrara County Fair here, set for August 18-20, has changed its dates to August 20-22. The fair will be held August 20, with a rodeo and other entertainment the next two days. A parade will be held August 23. Andrew McMasters is president and Dr. Walter E. Rackling secretary.

**PHIL & BONNIE
BONTA**
SOUTH AMERICAN PERCH
POLE ARTISTS
Formerly with Ringling Bros.' Circus,
will present their act with
Barnes Bros.' Circus
CHICAGO STADIUM
April 22 to May 8
OPEN FOR FAIRS AND PARKS
Permanent address:
P. O. BOX 469, AURORA, ILL.
Phone 2-3137

ATTENTION OUTDOOR ACTS

We are still contracting for Parks and Fairs.

HETZER'S THEATRICAL BOOKING AGENCY
307 1st Htg. Nat'l Bank Arcade
Huntington, West Virginia

Swing & Sway

"A duo in the sky!"

**the SENSATIONAL
ORTON way!**

featuring
The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.

represented for the seventh consecutive season by
AL MARTIN AGENCY
HOTEL BRADFORD BOSTON

The PAROFF Trio

CLOUD SCRAPING
THRILLS
ON
UNSUPPORTED
LADDERS

Featuring
Their
Sensational
PIN WHEEL
Climax

★
Represented by
Barnes-Carruthers
THEATRICAL ENTERPRISES
159 N. DEARBORN ST.
CHICAGO 1, ILLINOIS

WEATHERMAN HOUNDS BEATTY

Record Run Speeds R-B Rehearsals

Mathis New Trainmaster

NEW YORK, April 2.—Advance guard of Ringling performing personnel hit town a day ahead of schedule to find a full-fledged taxi strike under way and a drizzling rain. The train, which left Sarasota Wednesday (30), arrived on the New Jersey side of the Hudson around 4 p. m. yesterday and reached the railroad yards at Mott Haven a few hours later, the fastest time ever chalked up for the Sarasota-New York trek.

Hotels Jammed

Most of the performers left the train in New Jersey and taxied to New York where the majority converged on hotels in the Madison Square Garden area. They were turned away from several owing to lack of rooms. First-comers, including band leader Merle Evans, equestrian Claude Valois and the Doll family of midgets, arrived shortly before 5. Also an early arrival was the Icelandic giant, Johann Petursson.

Early arrival of the train will enable the circus to get most of the animals and equipment into the Garden basement today and speed the fitting of acts with costumes. Final rehearsals will probably not start until Monday (4).

New Trainmaster

The circus train was in charge of Bennie Mathis, replacing Philip A. McGrath, superintendent of the train department, who resigned this week. Mathis was assistant superintendent last season.

Advance sales continue at a steady pace and with less confusion than in preceding years. Apparently a real effort is being made to expedite sales, with two windows open most of the time. A third will go into operation whenever the lines begin to jam.

Roland Butler and his press staff have been holding their fire, but some big spreads are set for Sunday (3) papers. Arrival of the train is usually the signal for the publicity campaign to get into swing. Several big spreads in magazines with national circulation are hitting newsstands this week-end. Radio stations have aired some plugs for the show, and this coverage will be stepped up now that performers are on hand for interviews.

Video Problem

The show's policy on televising Garden performances has not been announced. John Ringling North, at the end of last year's run here stated that no further televising on Ringling performances would be permitted. The policy of the circus while on the road was that no part of the performance could be televised, and newsreel shots were only permitted on condition they would not be televised. The press staff was permitted to arrange for the televising of personnel at studios.

San Juan for Big Americano; Menagerie Gets New Chimp

SAN JUAN, Puerto Rico, April 2.—Jerry Wilson's Gran Circo Americano is playing here to good business despite considerable rainy weather, and the show's run has been extended to April 13.

Wilson recently acquired an additional chimpanzee to augment the show's menagerie.

King Bros.' Opener In Texas City, Tex., Proves Successful

TEXAS CITY, Tex., April 2.—King Bros. was greeted by warm, sunny weather here Thursday, March 31, and the show did okay biz at both performances of its 1949 bow. Co-owner Floyd King reported capacity crowds at both performances.

Show moved from here to Baytown, with Port Arthur next in line. With Sunday (3) off, the show had plenty of time to get set up in Nacogdoches for its Monday (4) show.

Return Spec To Line-Up of Barnes Show

Levy Announces Acts

CHICAGO, April 2.—After a year's absence the spec will be returned to the line-up of Barnes Bros.' Circus for its stand in Chicago Stadium April 22-May 8, Sam J. Levy, of the Barnes-Carruthers office here, announces.

Show will open with the *Festival of Clowns*, with the No. 2 part of the spec being the *Enchanted Forest* with Alice in Wonderland.

Acts, as announced by Levy, for this year's show, include the Walendas, high wire; Terrell Jacobs, wild animals; Kirk and Novello Company, unsupported ladders; aerial ballet, with 12 girls, featuring Violetta; Harold's, the Lablonde Troupe and the Chamberty Troupe, aerial bars; the Orantos, Pope and Renee, and the Bontas, perch; Toni, monkey girl; Great Stanelly, cloud swing; Blomberg's 12 Liberty horses, Barnes Bros.' elephants; Franconi, break-away pole; Betty and Benny Fox, dance in sky; Six Paiges, giraffe cycles; Duward, George Valentine Company and the Flying Zaccinis, flying acts, and the Lange Troupe, Four Cardovas and Four Landons, acrobats.

Show will give 33 performances during the 17-day stand.

Livingston, Early Circus Clown, Dies

ST. LOUIS, April 2.—Chris H. Livingston, 92, early-day circus clown and credited with inventing various circus tricks still in use today, died at his home here March 28. Surviving are a son, Charles C., and a sister, Nora M. Livingston, both of St. Louis. Funeral and burial services were held here March 31.

Livingston started in the circus business with the old St. Louis Turnverein and later performed thruout the world as an aerialist, gymnast, high wire walker, clown and high wire bicyclist. He is credited with inventing the trapeze bar in 1891 and also with originating the fat-man suit used by clowns today. At one time with the Ringling show, he retired in 1912.

Rogers Gets Full One

TITUSVILLE, Fla., April 2.—Rogers Bros. bowed for the season here Wednesday, March 30, under auspices of the Lions Club and scored with a full one at night after a light matinee.

Matinee Opener in L. A. Hit By Cold; Night Biz Is Okay

Afternoon attendance light but night show does near capacity—Alhambra proves best of one-day stands preceding 12-day stint in Los Angeles

By Dean Owen

LOS ANGELES, April 2.—A sudden cold spell gave the Clyde Beatty show tough competition on its first major date of the season here Wednesday, March 30. As a result, the matinee was light but night show drew near capacity. The only empty seats at night were in the blues. Show's stand here runs thru Sunday (10).

Preceding the Los Angeles date, Beatty played six one-day stands, with a heavy matinee and a straw house at suburban Alhambra, Tuesday, March 29. The red and white wagons were shuttered when fire officials refused to allow more ticket selling. Police estimated more than 1,000 were turned away.

Following the El Monte opening, March 24, the org played Azusa, Riverside and Banning. Business was reported good at Azusa and Riverside

Only One Org Set for Berlin Outdoor Dates

BERLIN, April 2.—Summer circus prospects for Berlin are rather drab, with only one circus definitely set for the season instead of the usual three or more. Circus Barlay, with the backing of Soviet authorities, has been able to erect a wooden arena in Berlin and will continue to present circus performances during the summer, with frequent changes, as it has been doing for several months.

Paula Busch, owner-manageress of the well-known Circus Busch, has been in Sweden trying to arrange for shipping back to Germany several groups of her trained animals, but apparently will be unable to accomplish this in time to take over her old spot in the Zoological Gardens.

In view of the small chance of Circus Busch's planting its big top at the Zoo, it is almost certain that the Circus Blumenfeld, one of the oldest in Germany, will take over his spot despite the fact that it has scarcely any animals or horses and only a weak line-up of acts to offer at the present time.

Current Biz Good

Circus Barlay has been operating all winter at its indoor arena. Programs have been a bit spotty, using both circus and vaude acts, but business has been good. Current program (March) is billed as Circus Stars and offers a good line-up of acts, including the Cimarros troppe, high wire; Two Jakubowskys, double trapeze; Five Lagards, horizontal bars; Two Roberts, equilibrists; Seven Maravillas, fem acrobats, and Four Fourrees, novelty balancing act, which is the hit of the show.

Also on the bill are a mixed group of elephants and horses, presented by Harry Barlay, and a well-trained group of Liberty horses, handled by the well-known Danish showman, Albert Schumann. Weak point of the bill is the lack of good clowns.

Barlay may hit the road with a tent circus but will continue his Berlin run throughout the summer if attendance warrants.

but light at Banning. Org encountered rain the following day at Redlands, keeping attendance there at a minimum.

A heavy publicity campaign by Ora Parks and Norman and Shirley Carroll resulted in fans lining up at the red wagon by 6:30. Most of the L. A. papers went overboard. Radio plugs, handled by the Carrolls, included the following shows: Kay Kyser, Abbott and Costello, *Buster Brown Show*, *Anniversary Club*, *Queen for a Day*, *Surprise Package*, *Free for All*, *Ladies Day*, which was also on tele; *Breakfast in Hollywood*, the Norma Young Show, the Jerry Lawrence show, *Ladies First*, *Fun To Be Young*, *Downtown and All Around*, *Junior Stand-In*, *Your Standing*, *Truth and Consequences*, *People Are Funny*, and *G. E. Houseparty*. A breakdown showed approximately 100 radio plugs with 11 live airers carrying mentions on opening day. Radio coverage this year was nearly double that of 1948.

Beatty equipment is in excellent shape.

Larkin Subs for Carroll

Red Larkin, moving in as announcer at the last minute when Norman Carroll, who was skedded to announce the opening night performance, was delayed by radio dates, did a commendable job.

Atho the acts playing the main show are of top caliber there were slow spots in the 2-hour, 15-minute performance.

The 11-piece band, including callope, under the direction of Victor Robbins, provided plenty of typical circus background music for the show. Band line-up included Willard Isley, Jeff Davis, David Cayugo, Fred Mullen, George Wagoner, Harris Harding, Percy Cayugo, Spoks Brickett, Roger Hayer, Carl Berggren and Spencer Vest.

Presented in 25 displays in 3 rings, the big show opened with the spec led by the band, with all performers participating. Production by Bobby

(See *Cold Mars Beatty* on page 112)

Swedish Season On; Schumanns in Arena

STOCKHOLM, April 2.—Sweden's circus season got under way March 24 when the Danish Circus Schumann opened for an extended run at the indoor arena in Stockholm.

As usual, the Schumanns feature Liberty and high-school horse numbers, with Albert and Max Schumann presenting a new equestrian production billed as *A Study in White*, which is a standout. Schumann horses played circus dates in England and on the Continent during the winter.

Heading the line-up of acts is the flying trapeze act of Pierre Alisa. Other acts are elephants of Goets Kruse; Three Petroffs, bar act; Monsieur Chevalier, equilibrist; Asta and Allan, hand-to-hand balancers, and Siki, musical clown.

Circus Schumann will go on tour, under canvas, after the wind-up of the run here.

★ ★
ANOTHER SEASON IN SOUTH AMERICA
★ ★

FROM SOUTH AND CENTRAL AMERICA

CAPT. SPILLERS



Mailing Address: 97 NINTH ST. SAN FRANCISCO 3, CALIFORNIA

CLOWNS—



The Largest Stock of Shoes in America at Your Disposal

Heavy leather soles with all canvas tops, \$18.50; leather lowers and canvas tops, \$25.00; all leather, \$30. Good workmanship. ORDER NOW FOR IMMEDIATE DELIVERY.

LESTER, LTD.
14 W. Lake St. Chicago 1, Illinois

CLARKS' BEARS

The Bear Act With Appeal

One of the few outstanding Bear Acts in America today. Some open time after April 10th. For information and rates contact

E. W. CLARK
c/o General Delivery or Western Union
Springfield, Missouri

POPPING CORN BOXES, SEASONING, Etc.

Contact us immediately

BRADSHAW CO., INC.
Est. 1903
1619 Broadway NEW YORK 19, N. Y.
Circle 7-4343

WANTED

For Mills Bros. Circus, Opening Saturday April 16, Circleville, Ohio, for Big Show—Single & Double Traps. State what else you do, also lowest salary. Must join on wire. Asst. Big Top Boss Canvasmen, Seatmen, Riggers, Sallmaker, Workingmen, Ushers, and Candy Butchers, come on. Chevrolet Mechanic with tools. State lowest salary; must join on wire. For Sideshow—Sideshow Manager, Magician doing punch, state lowest salary. Join on wire. Useful People, come on. JACK MILLS, Mills Bros. Circus, Circleville, O.

FOR SALE

Flying Act Rigging complete. Trampoline Frames. Slack Wire. Contortion Table. Spiral Tower. All kinds rigging nets made to order.

CARL SAHLEN
727 Sweetser Ave. Evansville, Ind.

WANT

ACTS OF EVERY DESCRIPTION FOR WEST COAST FAIRS AND MY HIPPODROME OUTDOOR CIRCUS OPENING JUNE 24.

JOHN H. BILLSBURY
Pantages Theatre Bldg. Hollywood 28, Calif.
Phone: GR. 0183—HI. 2747

DRESSING ROOM GOSSIP

Polack Bros.' Western

We worked in a low building in Dayton, O. Most affected was the Ward-Bell Troupe, but it did a wonderful job. Rose Gould will be off work for two or three weeks because of the fall she took opening day in Dayton. The two boys are carrying on until Rose recovers.

With 4 p.m. matinees every week-day, the clowns are coming out with great culinary talents. Participating are the Sherman brothers, Billy Griffin, Arden Beecher, Harry Dann, Otto Griebing, Chester (Bobo) Barnett and Freddie Freeman. Note to George Davis: If you are short a good chef or two, let us know.

Harold Ward sends thanks to Rose Behee for that jewel box. Papa Berosini celebrated his birthday, and what a shindig he threw. Guests included Mr. and Mrs. Ross Paul, Mama Berosini; Josephine, Vicki and Otto Berosini; Dorita, Alex, Lillie and Papa Konyot; Gus and Betty Bell, Mildred Keathley, Harold Ward, Mr. and Mrs. Eddie Ward, Slivers and Josephine Madison, Al Sweeney, Eugene and Clara Willys and Freddie Freeman. Bernard Renner, member of the Rose Gould act, showed colored movies, including one of the Ringling show.

Bobo Barnett and Otto Griebing were dinner guests of W. L. Beacher, president of the United Fireworks Company, Dayton. Charles Webb is up and around but still weak from his recent illness. His son, Harry, is visiting him and his wife, Johanna.

Latest to acquire new trailers are Andre and Rose Gould, Eddie Kohl and Papa Berosini. There are three talented girls, Betty Bell, Josephine Berosini and Elsie Sidney, on the show when it comes to making ward-ropes.

Skeeter Ward, infant son of Eddie and Dorothy Ward, has recovered from his recent illness.

Recent visitors were W. L. Beacher, Eugene Haerlin, John E. Ernst, Marie Reiffenach, C. W. Finney, Leonard Pearson, Laurence (Dookie) Anderson, Herbie Hobson and son, Harry Atwell, Leo and Ethel Hamilton, Bob Zimmerman, Joe Hanon, Johnnie Welde and family, the Ericksons, Forrest Fought, Bob King, Ralph Winarski, Ludwig Berosini, Frances Hogan, Mrs. Otto Griebing and Larry Benner.

Reports are that Gus Lind has been released from the hospital at Spivak, Colo.—**FREDDIE FREEMAN.**

Hamid-Morton

We made the jump from Wichita, Kan., to Washington in good time. Joe Basile went home to bring back his band, which will remain for the rest of the season. Mr. and Mrs. Walkmir went to Chicago to look after their property and Mr. and Mrs. Simmons went to Memphis to pick up their house trailer.

A new one-ton panel truck was purchased by Mike Koculik in Kansas City. Roland Coty journeyed to Bloomington, Ill., to marry Cleo, one of Peaches' former revue girls. Mr. and Mrs. Mike Koculik, Johnny Atterbury, Dean Johnson and Miss Caldonia attended the wedding.

Mr. and Mrs. Jonny Welde and Connie visited the Polack Western

Polack Bros.' Eastern

Billy Barton and Adolph Delbosq celebrated their birthdays at Akron's Rooster Club. Those present included the Delbosq family, Irene Lafferty, Al Hyman, Nate and Marsha Lewis, Whitey and Edythe Boyd, Gene Randow, Mrs. Randow Sr., Jack Klippel and Frank and Ree Zepko. Billy Barton and Clara Delbosq exhibited their prowess as a dance team.

Dime Wilson is in the crate-making department, taking orders like mad. Other early-morning activities on the show center around the practicing of the Flying Wards, which has everybody trying to get into the act. Latest recruit is Bill Walden, tiger act worker. Mabel Stark, Kinko and Ernie Wiswell can also be seen working away.

Connie Wilson has a competitor in the costume biz. Jack Harris is turning out sequined belts for the flying acts and neat little costumes for Pat Parrish. Dennis Stevens, the unpredictable, favored the clown band with his terrific "Coo Coo, the bird girl" dance one evening. Sensational Marion, of break-away pole fame, visited the show in Akron and enjoyed cutting up jackpots with Malikova and the writer. Her husband owns the Summit Beach Amusement Park in Akron.

Ed Raymond reported he and Dennis Stevens were treated to a swell feast by Carleton F. Smith, circus fan. There were many circus fans on hand thruout the engagement. Pete Mardo brought his collection of circus albums, and Ted Deppish arrived with a load of cakes and pies that were distributed around the dressing rooms. Irene Lafferty waited a week for Conchita's visit on the way to Washington for Hamid - Morton. When Conchita finally arrived, she and Irene really had a gabfest. When Adolph Delbosq suffered another attack (he was laid up in Brooklyn with pneumonia), Clara took over the act and worked Serenado II in his place.

Irish Donovan makes the best coffee on the show. Father and Mother Boyd celebrated their sixth wedding anniversary. Charlie Borza, Malikova and Jack Klippel celebrated birthdays in Akron. The run was climaxed Saturday, March 26, by three performances.

Visitors from Hamid-Morton included Francine Volante, Frank Matasch, the Ericksons and Conchita. Circus fans who visited included Ted Deppish, who took movies of the show and recorded the band music; Mr. and Mrs. C. A. Klein, Carleton F. Smith, Mr. and Mrs. Wallick, Frank Sennes and party, Mr. and Mrs. Frank Collins and Mr. and Mrs. Pete Mardo. Other visitors were the Nelson sisters, George Lerch, Jake Mills, Bobby Allen, George Hubler, Robert Mason, Jimmy DeCobb and the Sensational Marion. The Tadmor Shrine Temple threw a party for everyone on the show.

The writer suffered a severe heel injury by miscalculating the distance of the breakaway and plowing into the floor of the Akron Armory opening day. However, no performances were missed.—**BILLY BARTON.**

unit in Dayton, O., and the Sheridan brothers and Mr. and Mrs. Valente-Otaris visited the Polack Eastern unit in Akron. The five Ericksons and Conchita visited both shows.

Dan Robinson joined the Aerial Royals. Bozo's wife and Mr. Hanson's wife arrived to spend the season on the show.—**CONCHITA.**

Don't miss the CONCESSION AD FOR REAL MONEY-MAKERS
See Page — of Supplement

2 PHONE MEN

On Banners and U. P. C. Tickets. Good suspects. Good towns. Want Men capable of handling town without help. Jess Bradley, contact Si Rubens. Can use 24-hour Banner Men with car.

ROGERS BROS.' CIRCUS

Sanford, Florida, April 4; Daytona Beach, 5; Palatka, 6; St. Augustine, 7; Green Cove Springs, 8; Starke, 9; Walterboro, South Carolina, 11.

Can also use Vent. and Magic for Side Show. One White-Face Clown and Girl for Aerial Work. Contact Show as per route.

MONKEYS

YOUNG RHESUS \$22.50

Collar and chain broken, nothing shipped direct from jungle. Every animal tamed down and built up for at least sixty days.

Write for Complete List of Birds and Animals

50% With Order, Bal. C. O. D.

TROPICAL HOBBYLAND
1525 N.W. 27 Ave., Miami, Fla.
This is the only animal farm of its kind.

AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo.
March 23, 1949

J. A. Whyte & Sons,
1422 Wisconsin Ave.,
Washington, D. C.

Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again. Thanks to your recent discovery.

Sincerely,
F. W. Barday.

SEE PAGE NUMBER 171

WANT

Boss Canvasman; Working Men, come on; Act, Clowns, Billposter with car, Butchers, Organized Side Show, Pit Show. Buy or lease Elephant, 3 or 4-horse Liberty Act. Buy Marquet. Phone Men, Elephant Trainer, Cowboys and Indians for Concert. All people contracted for this show report April 16, Havana, Ill.

KELLY-MORRIS CIRCUS
Box 40, Havana, Ill.

POLICE 30 WEEK—30 FIREMEN PHONEMEN

Want experienced Phonemen to sell advertisements in the year book and tickets. We pay 25% on ads and 20% on tickets. Must be sober and reliable.

TOM HASSON
c/o #2 Firehouse Macon, Georgia

CIRCUS WAGON PHOTOS

Set #5, W. W. Cole 9 (size 110, \$1.00); Set #6, Hagenbeck-Wallace, 7 postcards (Cages, Signs, Calli and Snake Den), \$1.00; Set #7, 7 postcards, H. W. Winter Quarters (4 Wagon views and Front Gate) \$1.00; Set #8, 3 postcards, S. F. Octagon Bird Wagon, 4 Den Case, Robbins China Tab., 50¢; Set #9, 3 postcards, Barnes Mirror Tab., Barnes Case and Ringing Gladiator Tab., 50¢. Write for Detailed List of All Sets.

A. BRILL
218-A North University, Peoria, Ill.

WANTED

CARNIVAL • RODEO • CIRCUS
AT ONCE

GOLDEN VALLEY SHRINE CLUB
Fred Wilkinson, Sec.
Clinton, Mo.

CLOWNS' PROPS
WIGS—ACCESSORIES
FREE LISTS



Giant Paper-Mache Heads, 2-Man Horses, Basket Horses, MAKE-UP—FUNNY HATE

"HAPPY" MORGAN'S CLOWN HEADQUARTERS
2404 N. 15th Street Philadelphia 32, Pa.

GOOD'S "CIRCUS SNAPS"

Clear Post Card size views, 1900 to 1948 of Barnum and Bailey, Ringling Barnum, Sells-Flota, Hagenbeck-Wallace, Robbins Bros., Cole Bros., J. M. Cole, Clyde Beatty, Tom Mix, Van Leer, Wallace Bros., Hunt Bros., Bailey Bros., Bailey Bros., 40 Horse Team, Barnes Wreck, Hartford Disaster, Old Bridgeport and Sarasota Quarters, etc. Send 25¢ for catalog and sample view to Robert D. Good, 1609 Turner St., Allentown, Pa.

Now Available!!
AN OUTSTANDING 10
KNOT PROFESSIONAL
BILL POSTER'S BRUSH



EVERY BRUSH GUARANTEED 100%

PURE BOAR'S BRISTLE

- Sturdy Hard Wood Blocks
- Copper Wire Bound
- Set with DuPont's Cement
- 3 1/2" Length of Bristle
- All Bristle Botted
- Reversible
- Brass Hardware
- Heavy Leather Cuffs
- Proper Angle Handle Hole

Professional Bill Poster's Brush

\$30.00 Each

YOU WILL LIKE THESE BRUSHES!!

Order now from

BEACON BRUSH COMPANY

1320 RACE ST. PHILADELPHIA 7, PA.

If it's a BRUSH we make it!!

Under the Marquee

F. M. Farrell, with Cole Bros.' Side Show last season, is at his home in Ithaca, N. Y. His plans for this season are indefinite. . . . Doc Waddell is in Mills Bros.' winter quarters in Circleville, O.

Old-timer says he has lived a long time and seen everything except a down-trodden pusher.

Dr. Harold Staples, New Haven, Conn., has returned from a Florida trip. Doc, who is president of the Con Colleano Tent, CFA, New Haven, visited the quarters of the Ringling-Barnum show at Sarasota, Fla. He visited with Mr. and Mrs. Paul Jung in Tampa, Paul Harumpo and others of the Big Show.

Canvasmen are interested in foods—three times a day.

Omer Kenyon, member of the Hamid-Morton promotional department, recently spent 10 days in Miami Beach as house guest of Mr. and Mrs. Bob Morton. . . . Biletz, formerly with Cole Bros., who will be with King Bros., this year, was a recent guest of Cleo Stafford at the My O My Club, New Orleans. Art Leonard reports. . . . Norman (Slapsy) Lawrence, Natchez, Miss., recently was the subject of a feature story, plus picture in a local paper. Lawrence had his miniature circus on display in the Hartman Moritz brokerage firm on Main Street.

Any spring weather that's bearable is good.

J. A. Gephart is new general agent of the Dailey show, according to a recent announcement out of Gonzales, Tex. Gephart earlier this year was signed as manager of Advertising Car No. 1 on the show, with William M. Moore inked as the general agent. No announcement was made out of Gonzales on whether Moore will or will not be with the show in another capacity. . . . Reports are that Mr. and Mrs. Si Kitchie, for years on the Dailey show, will be with King Bros. this year. . . . Charley Smith has been named superintendent of Dales Bros. and has assumed his duties at the org's winter quarters in Union, S. C. Smith for years was with Dailey Bros. and Roger Bros.

No property man ever became so good that a performer wouldn't kick about him.

Buck and Tavia Regar, national advertising representatives of Kelly-Miller Bros., were visiting in Hugo, Okla., en route to Hot Springs. . . . Bob Grubbs, of Stevens Bros.' Circus, purchased a semi to carry his liberty horse act and props. . . . Paul Bejano, producing clown of Stevens Bros., has several new novelty numbers for walk-arounds, including large mache heads and an automatic cannon act. Assisting in the cannon act is Doug Riggs. . . . Rex Rossi, Hollywood, visited his mother and Evelyn Rossi on the Kelly-Miller Bros.' show in Hugo, Okla. . . . Les Garner, boss biller on Stevens Bros.' Circus, is in Hugo, Okla., stocking his new bill car with several new designs of paper.

Nobody can frighten a railroad by threatening to move over another road.

Mr. and Mrs. Frank Bynum, of Bell Bros.' Circus, will operate the Circus Inn, Emporia, Kan., this season for Frank F. Ellis and Mrs. Laura Anderson while they are on Robbins Bros.' Circus with their concession. . . . Mell Henry recently was married to Carmen Valenzuela, performer on Circo Augilas Humanas. . . . Dr. William C. Huebener, Cincinnati physician, was admitted to citizenship by Judge John H. Druffel in District (See Under the Marquee on page 126)

ELEPHANTS

Young Females Up to Five Feet. Each . . . \$3,500.00

ORANGU-TANGS, Pair.	\$4,500.00
CHIMPANZEES, Each.	600.00
1 FEMALE LION, SIX YEARS OLD	100.00
1 BINTUORANG	300.00
LEOPARDS, ONE YEAR OLD, Pair.	1,200.00
ROYAL BENGAL TIGERS, TWO YEARS OLD, Pair.	3,000.00
BLACK PANTHERS, Pair.	1,500.00

MONKEYS

RHESUS MONKEYS—FOR SALE OR RENT, Each.	\$ 25.00
AFRICAN GREEN MONKEYS, Each.	25.00
CAPUCHIAN RINGTAIL MONKEYS, Each.	40.00
JAVA MONKEYS, Each	40.00
JAVA MOTHER AND BABY MONKEYS COMBINATION	75.00
BABOONS, Each.	75.00
SOOTY MANGABEY MONKEYS, Each.	35.00
DIANA MONKEYS, Each.	100.00
MARMOSETTE MONKEYS (COTTON EARED), Each.	25.00

Watch for Our Flying Cargo Due To Arrive in Four Weeks.
 Will Also Have Plenty of Pythons, 12 to 24 Ft.

Animals listed above are F.O.B. N. Y. with exception to female lion—this animal is F.O.B. Chicago. Live arrival guaranteed.

TREFFLICH BIRD & ANIMAL CO., INC.

HENRY TREFFLICH, Pres.

228 FULTON STREET

NEW YORK 7, N. Y.

THE ROUGH RIDERS RODEO AND WILD WEST SHOW

FAIR SECRETARIES, REGION COMMITTEES, CIVIC GROUPS IN EASTERN STATES

Contact us at once for your spring and summer entertainment.
 Can use high-class Advance Agent with reference who knows the East Central States.

J. L. LYONS, General Delivery, San Antonio, Texas

2 GREAT SEAL ACTS

→ UNIT 1	★	UNIT 2 ←
ROLAND TIEBOR	★	ROLAND TIEBOR'S
and ROLAND JR.	★	WONDER SEA LIONS
World Famous	★	Presented by
EDUCATED SEA LIONS	★	FRANCIS HOGAN
POLACK BROS.'	★	POLACK BROS.'
Western Circus	★	Eastern Circus

HOME ADDRESS

65 William St.

Tonawanda, New York

Thanks to

I. J. POLACK-LEWIS STERN and Ethel Robinson

FOR INFORMATION ON
POPCORN PROFITS
 TURN TO
 INSIDE FRONT COVER
 OUTDOOR EQUIPMENT
 SUPPLEMENT

MANLEY INC., KANSAS CITY, MO.
 "The Biggest Name in Popcorn"
 POPCORN MACHINES AND SUPPLIES

PHONE MEN WANTED
Hamid-Morton Circus
 AUSPICES JUNIOR CHAMBER OF COMMERCE
 NEW HAVEN, CONN.
 Write: John Minton, Room 627
 Hotel Taft, New Haven, Conn.

ELASTIC NET OPERA HOSE
 All colors, \$4.95 Elastic Tights
 Rhinestones, Settings, Metal Spangles
 Chaperone Fringes, Folded! Yes.
C. GUYETTE
 346 West 45th St., New York 19
 Phone Circle 6-4137

TIGHTS
made by KOHAN
 formerly of Brooklyn, now at
17 EAST 16 STREET
NEW YORK 3, N. Y.

HUMAN ODDITY PHOTOS
 I have for sale 545 different 5x7 actual photos
 human oddities of the Side Show. Most top
 notchers since Barnum's; double sexed,
 four-legged woman, three-legged man, mule-faced
 woman, frog boy, lion and dog-faced men, Siam-
 ese, albinos, rubber and alligator skinned,
 tail-toed, giants, midgets, etc. Ten photos for \$1.50
 with complete lists. Also hundreds of circusiana
 photos such as banner lines, parades, parade
 wagons, acts, owners, etc.
BERNARD KOBEL, Box 105, Frankfort, Ind.

GIRL AERIALIST
 Wanted for season, with experience in High Act.
 Top salary if you qualify. State experience,
 salary expected, height, weight and all you do.
 Send photo; will be returned. Write:
 BOX D-162
 c/o The Billboard, Cincinnati 22, Ohio
 P.S.: Will teach good amateur.

7th Year
ED RAYMOND
 Polack Bros.' Shrine Circus
 Booked by Ethel Robinson
Krazy Kiddie Town

FOR SALE
SMALL TRUCK CIRCUS
 Priced to sell. Reply:
 CIRCUS, BOX D-141
 Care Billboard, Cincinnati 22, Ohio

→ A Record Never Achieved By Others ←
STANLEY W. WATHON

OF BOSTON, MASS. (NOT A EUROPEAN RUNAWAY)

EUROPE'S GREATEST CIRCUS BOOKING AGENT WHO PUT THE CIRCUS ON ITS FEET IN ENGLAND

And Booked Exclusively

TOWER CIRCUS, BLACKPOOL (23 WKS. SEASON), FOR 14 YEARS
BELLEVUE CIRCUS, MANCHESTER (8 WKS. SEASON), FOR 10 YEARS
ROYAL AGR. HALL CIRCUS, LONDON (6 WKS. SEASON), FOR 13 YEARS
KELVIN HALL CIRCUS, GLASGOW (6 WKS. SEASON), FOR 11 YEARS
STADIUM CIRCUS, LIVERPOOL (5 WKS. SEASON), FOR 3 YEARS
HIPPO CIRCUS, GT. YARMOUTH (12 WKS. SEASON), FOR 13 YEARS
WAVERLY CARNIVAL, EDINBURGH (4 WKS. SEASON), FOR 24 YEARS

Also Represented in England

RINGLING BROS.-BARNUM & BAILEY CIRCUS (4 YEARS)
THE WINTERGARTEN THEATRE, BERLIN (6 YEARS)
CARL HAGENBECK CIRCUS OF HAMBURG (14 YEARS)

FOR A RELIABLE AND TRUST-WORTHY TRANSACTION IT'S

➔ **STANLEY W. WATHON**
1564 BROADWAY NEW YORK 19, N. Y.

P.S. ALSO BOOKING AGENT FOR THE MOZART CIRCUIT OF THE INDEPENDENT BOOKING AGENCY, NEW YORK CITY, FROM 1909 TILL 1911. GREETINGS TO BENNY PIERMONT.



TOM PACKS
Circus
BABY ELEPHANTS

Two Complete Numbers—Ready for Immediate Booking
TOM PACKS' BABY ELEPHANTS
284 ARCADE BUILDING ST. LOUIS 1, MO.

DIAMOND O BUFFALO RANCH CIRCUS

THE HOME OF

GONGA, THE WORLD'S ONLY PERFORMING ZEBRA STALLION
CANTON, OHIO

WILL BUY Band Wagons, Ring Curbs, Chairs and Bleachers; also Liberty Act, Midget Horses, Llamas and hay-eating Animals of all kinds. WILL SELL or TRADE registered Palomino Quarter Horses and Colts; also Sorrel Brood Mares bred to registered Palomino Quarter Horse. Selling Prince Palo Hio, registered Palomino Stallion. Also 5-year-old Palomino Gelding, registered in 2 associations, Tennessee Walking Horse and Palomino both. Can sell a few Brahma Bulls, 2 years old. Silver Mounted Saddles, \$1000 and up. Also Rubber-Tired Cart, 2-wheel, like new. CAN USE Grooms and other Useful People.

GRAN CIRCO AMERICANO

HAS AT LIBERTY FOR LEASE OR BOOKING

TWO ELEPHANT ACT WORKED BY TRAINER AND GIRL
CHIMPANZEE ACT LARGEST PERFORMING CHIMP TODAY

CAN BE CONTRACTED FROM JUNE 10TH ON. WRITE OR WIRE
JEROME O. WILSON, OLIMPO CT. APT., SANTURCE, P. R.

WANT MUSICIANS
For DAILEY BROS.' CIRCUS BAND

UNION SCALE, \$6000 ACCOMMODATIONS. USUAL LONG SEASON.
Wire or write:

HANK WERNER, Band Leader
216 28th St., S., St. Petersburg, Fla., until April 11; then Gonzales, Texas.
SEASON OPENS APRIL 16

8X10 SELLS COMPLETE LOT

CAGES LINED UP—1895—DOLLAR BILL

P. M. McCLINTOCK

FRANKLIN, PA.
Buy, sell, trade old show items. Send dollar for catalogue, 3 pts. Small lot free for stamped env.

CIRCUS VIEWS

Cars, wagons, equipment, personnel of both old and new shows. Sells Photo, HW, Robbins, Sparks, Tom Mix, Beatty, Dailey, Sarasota Wagons and many more. Write today for FREE big list. Bargains. Prompt service. Free premiums. Money back if not pleased. Inquiries from old customers welcomed. **ROBERT SAMS, 3748 Bush Blvd., Enley, Birmingham 8, Ala.**

Clyde Mars Beatty L.A. Matinee
Bow; Night Biz Stacks Okay

(Continued from page 102)

Kay and costumes by Mel Rennick helped give the number eye appeal.

Harriett Beatty Absent

Harriett Beatty, scheduled to work the center ring with a riding tiger on a bull did not appear. Her act was handled by an unannounced trainer. The Escalante Family worked Ring 1 with a trampoline turn that closed with a sock finish. The Dewayne Troupe, in Ring 3, did a high voltage trampoline bit. Working with four partners, Ted Dewayne kept up a smooth flow of difficult stunts.

Following a clown walkaround, A. W. Kenard presented a six-pony Liberty turn in Ring 1 with equestrian Director Johnny Cline directing a six-pony Liberty turn in Ring 3. Both were typical Liberty horse routines.

Clyde Beatty, with his usual showmanship, directed a group of mixed cats in the arena. The feature, a roll-over tiger, was a hand getter.

While the arena was being struck, the Medini Troupe, two fems and two males, presented a novelty balancing turn in Ring 1 that went well. The Dewayne Troupe returned in Ring 3 to present a Risley act. Both groups, working at a fast pace, kept the show moving.

After a clown walkaround, the concert line-up was presented, featuring Juan Lobo, Don and Hope McLennon, Hal Ferren, Miss Skeeter Knudsen and Wild Bill Montgomery. Tickets for the concert went for 25 cents.

Two slack wire turns in Rings 1 and 3, featuring Ralph and Manuel Velarde, were well received.

Good Background

Next were webs and ladders, featuring the ballet which included Randy Post, Antonio Harding, Marsha Randall, Barbara Weir, Rhea Ethridge, Mary Lou Hudson, Milonga Cline, Claire Levine, Dorothy Brown, Betty Escalante, Jerry DeWayne, Rusty Hendryx, Renee Pape and Beverley Scott. To the music of *Cruising Down the River*, the production made a nice background for the LaForms, two males and two fems doing a double trap act in the center ring. The Acro turn, while not spectacular, was an adequate forerunner for their aerial turn later in the show.

Dog acts occupied the next spot under the direction of Dorothy Herbert in Ring 1 and Mr. Morales in Ring 3. Trainers drew a nice hand.

Next was the clown band, led by Abe Goldstein. Other joeys included Mark Anthony, producing clown; Bobby Kay, Laurence Cross, Brownie Gudah, Dick Lewis, Hughey Curtis, Rene Terzan, Peg Waddell, Billy Collins, Bob Lorain, Bob Hayden, Jimmy Essex, Joe Hamilton, George Ellis and Shorty and Peggy Sylvester, the latter midgets.

Following were comedy aerial bars, featuring the Alves Troupe in Ring 1 and the Escalante Troupe in Ring 3. They drew a good reception for their combined efforts.

DeWaynes Take Over

The DeWayne Troupe took over the center ring with teeterboards, adding a bit of pulchritude to their turn in the presence of Jerry DeWayne. Milonga Cline took over Ring 1 with three bulls, while Dorothy Brown had a similar act in Ring 3. Wind-up was bulls doing a top-mount walk-off on the Hippodrome track.

Featured spot on the next presentation went to the Medinis in center ring with their walking ladders. As usual they offer a smoothly running act. Two perch pole turns with the Thomens in Ring 1 and Billy and Renee Pape in Ring 3 were on at the same time with unsupported ladders.

Renee turned in a smash finish with a series of spectacular spins.

Rocket Ship Scores

Best of the clown bits was the Rocket Ship number in the center ring, which had Superman taking off for the moon.

Easily the best high act was Princess Mussetta (Eleanor Velarde) who did some spectacular heel and toe catches on the trap. Using no net, she built to a forward somersault and heel catch.

Menage had Dorothy Herbert working Ring 1 and Johnny Cline in Ring 3. Riding War Cloud, Cline had the best of it with his high school horse.

Dick Lewis followed with his swaying tables for laughs.

Big build-up went to Louis Velarde, the man from Bombay, who entered the center ring riding a bull and accompanied by the ballet. Presentation was an eye-filling prelude to his bounding rope turn. Working with confidence and ease, Velarde scored with a series of backward somersaults.

Horse Act Pleases

While the center ring was being rigged for aerialists, Johnny Cline in Ring 3 and A. W. Kenard in Ring 1 presented a standard Liberty horse act that pleased the kids.

Following a clown walkaround, the Flying LaForms, a quartet of trap artists, took over the center ring. Feature was Mitzi LaForm doing a pass-over blindfolded. It provided a flash finale.

Cloudy Weather Hits Seal Org's Opening

GIDDINGS, Tex., April 2. — Attendance was light for the opening of Seal Bros. here March 28, cloudy weather hurting the draw. Show had a light matinee and a three-quarter night house.

At Meridian, Tex., the weather took a turn for the better and so did business. Org registered two full ones.

Big top performers include Al Gonnors, the Fuller Family, Tiger Bill Snyder Jr. and Happy Kelley.

Side Show line-up includes Stuart's Scottish Highlanders; Marion Holley and Betty Grisson, annex; Marie Loter, vent and Punch; Valdeen, magic, and Cleo Bennett, mentalist.

Visitors opening day included Ben Davenport, owner of Dailey Bros.; Mr. and Mrs. Tiger Bill Snyder Sr., Corky and Norman Plunkett, Gee-Gee and Billy Powell, Ted Bowman and Leland Antes Jr. Antes clowned in the spec, while Bowman was busy shooting pictures in the back yard.

★ **THE JUGGLING STARS** ★

That Never Fail To Shine

THE
JUGGLING JEWELS

The Very Best of Their Kind
Outjuggling All Others

NOW PLAYING RETURN ENGAGEMENT
With Greater Success Than
Ever Before

AT GRAN CIRCO AMERICANO
SAN JUAN, PORTO RICO

March 17th to April 13th and ending
a happy eight months' engagement
with Gran Circo Americano in June.

★ Address: Always c/o Billboard ★

BIZ OUTLOOK GOOD, OPS SAY

Good Season Predicted for Playland, Rye

Improvements Cost 100G

RYE, N. Y., April 2. — Playland, Westchester County-operated fun-spot, envisages increased attendance this summer but possibly a decrease in per capita spending, according to Col. Allan E. MacNicol, director.

The mild winter proved a boon to Playland's huge indoor ice rink, for little outdoor skating was possible in this area. To offset the lack of outdoor skating the park management cut afternoon admission fees in half for school children. Playland's rink occupies the park's spacious Casino, which in the summer is occupied by games, arcade machines and similar amusements.

Preems May 21

While the official opening of Playland is set for May 21, the park usually plays host on week-ends to large numbers of motorists who flock to the spot to enjoy the boardwalk and gardens as soon as weather permits.

Under the supervision of Director MacNicol, the Westchester play spot is expending close to \$100,000 on improvements and reconditioning of structures and grounds. Included in this outlay is the planting of 25,000 shrubs and flowering plants. A new Octopus has been set up, Coaster cars have been rebuilt, a new steel floor has been laid for the Scooter ride and all other rides have been rebuilt or repaired.

Free Acts, Pyro

Playland's entertainment policy of free circus acts daily and fireworks displays on Tuesday and Friday nights will be continued. Picnics are a big feature of the resort, with several large excursion liners bringing picnic parties from New York, New Jersey and Connecticut ports to its large pier daily during the summer.

Playland's executive staff this season consists of Col. MacNicol, Max Vogel, general superintendent; Chas. G. Palmer, public relations; Anthony Lofaro, refreshment manager; Robert P. Boehm, operating superintendent; Stephen J. Fallon, booking manager, and Seamus McGonagle, auditor.

Spangler Buys Century Flyer

SUNBURY, Pa., April 2.—R. M. Spangler, owner-manager of Rolling Green Park here, has purchased a new Century Flyer from National Amusement Device Company, Dayton, O. New ride will be in operation when the park bows for the season Saturday (30).

In addition to the new ride, Spangler has had erected three new concession buildings and enlarged the play pool area.

Rolling Green's publicity budget has been pegged at \$6,000, Spangler said, and will include newspaper, radio and billboard advertising.

Executive staff, in addition to Spangler, includes his son, R. M. Jr., assistant manager; Georg Gower, superintendent, and Richard Wetzel, secretary.

See Shuffleboard Dept. This Week

Among the stories of interest to the park operators in the Shuffleboard Department of this issue are:

SHUFFLEBOARD PARLORS GROW. Specially designed shuffleboard locations are opening up in increasing numbers thruout the country.

PLAN FIRST MAJOR TOURNEY. Standard Shuffleboard Congress of America is formed and first major tournament set up.

TWO CHICAGO FIRMS BOW BOARDS. Steel shuffleboards, built to resist the elements, introduced for the first time.

BOARDS GAINING FAVOR WITH LAS VEGAS PATRONS. New game takes hold in Nevada.

Watch the Shuffleboard Department each week for the latest developments in this new field as they will affect park operations.

New Ballroom At Rocky Glen

Sterling sets May 15 as date for park bow—plans strip tickets to help hypo biz

MOOSIC, Pa., April 2.—Sterling's Rocky Glen Park here will bow for the season, week-end operation only, May 15, with May 30 the date for daily activity. Feature of the opening this year will be the new ballroom, with all opening-day activity centered around it.

The ballroom will be utilized for publicity events thruout the season, Ben J. Sterling, co-owner, reports. Strip tickets in the park, offering bargain-day rates, also will be used to hypo business, Sterling said.

Executive staff of the park, in addition to Sterling, includes Mae Sterling, co-owner; Gibby Sterling, assistant managing director; Tom Brownlee, public relations, and Jimmy Greco, in charge of the ballroom.

Community Sings Added at Hershey's

HERSHEY, Pa., April 2.—Community sings will be added to Hershey Park's list of special events this year, J. B. Sollenberger, manager, reports. The park will continue its weekly amateur night.

Opening date for the park is May 15. Approximately \$20,000 has been spent for new rides and general improvements. New rides are a Kiddie Buggy ride, purchased from Travers Enterprises, Inc., and a Lucas Boat Ride. Two new buildings have been erected and improvements made in landscaping around the Roller Coaster.

Philly Zoo Celebrates 75th Birthday With Pic Contest

PHILADELPHIA, April 2.—Photographers from all over the country are competing for \$200 in prizes being offered by the Philadelphia Zoo for the best wild animal pictures in a contest held in conjunction with the celebration of the diamond jubilee of the zoo.

Pictures need not be taken at the zoo here, but double the amount of prize money will be given for winning photos taken in the Philadelphia plant. First prize will be \$50, second

Two features of particular interest to park owners, operators and managers appear in the Personal Appearance Section on pages 47 and 48 in this issue. One deals with the successful operation of Moonlite Gardens, Coney Island, Cincinnati, and the methods used to promote patronization from class trade. The other represents a clear, concise picture of ballroom operation generally and the sales and promotional efforts that are being utilized to increase business.

Cincy Coney Preps For May 21 Debut

CINCINNATI, April 2.—Other than the usual clean-up and painting job, already in progress, no major changes are planned for Coney Island here, already one of the most modern and attractive parks in the country. President and General Manager Edward L. Schott has scheduled May 21 as official opening date.

The opener, however, will be preceded by a series of three week-end sessions, with the park's Moonlite Ballroom expected to get 't' major play, altho some other attractions will be in operation.

Ray Anthony and his band have been inked for an April 30-May 1 stand in the dancery. He will be followed by Johnny Long, May 7 and 8, and Sonny Dunham, May 14 and 15. Schott also has arranged for music by Clyde Trask's orchestra, a local crew, for special Friday night dance sessions on April 29 and May 6, 13 and 20. During the regular season the park will be open daily except Mondays.

Hot Spell Aids Gotham Spots

NEW YORK, April 2.—With the mercury hitting 73.2 degrees Sunday (27), Coney Island, the Rockaways and other shore resorts got off to an early start with good-sized crowds. Ride and concession operators chalked up good biz.

Coney Island drum beaters oiled their typewriters and came up with an attendance figure of 110,000, while Rockaway Beach nose-counters settled for a 50,000 turnout. Jones Beach, with its archery range about the only concession operating, drew 13,000. No swimmers were reported, but some of the hardier water bugs dunked their tootsies in the surf at all three resorts.

Coney Island's independent ride owners and concessionaires, whose attractions were operating, did good business. At Rockaway Beach Playland, the Penny Arcade, Merry-Go-Round and other kiddie rides operated for the first time this season and did good business.

price \$40, third prize \$30 and 10 honorable mention prizes of \$10 each in merchandise. Deadline is May 8.

Few Changes In Over-All Price Picture

Weather Big Factor

CHICAGO, April 2.—Park operators thruout the country believe business this year will be on a par with last year and prices, on the whole, will remain as last year.

That is the consensus gleaned from a questionnaire sent out by The Billboard regarding the business outlook for 1949 and questions concerning prices on admissions, food and drinks.

Most of the operators hinged their prediction on the business outlook on weather, of course. Eastern operators, especially, who ran into some tough weather in the early season last year, made that a big point. On the other hand, those same operators said if they received a break in the weather in early season receipts this year might show an increase over last year.

Two Foresee Increase

Only two park men in the East foresee an increase in receipts this year. Paul S. Haney, manager of Rocky Point Park, Warwick Neck, R. I., said: "In building Shore Dinner Hall, which seats 2,500, we anticipate a much better business than in '48, because we will be able to accommodate outings, picnics and conventions." From Mechanicsburg, Pa., H. D. H. Stoner, one of the partners in the operation of Willow Mill Park, reported: "From picnic bookings to date, as compared to last year, we should do about 10 per cent more business. And our '48 business was 18 per cent ahead of '47."

A total of 10 Eastern park men predicted a drop in business. Julian H. Norton, Lake Compounce, Bristol, Conn., said present indications in his area pointed to a slight drop. "However, with proper promotion, management and a bit of luck weather-wise, we should not be too far off."

Per Capita Spending

Several operators figure per capita spending will be down this year but attendance may be up.

Midwestern operators gave about the same outlook as the Eastern owners. The majority feel business this year will be as good as last, altho seven see a drop and two feel their spots will be ahead of last season. In the South the feeling is business will be about the same, altho three foresee an increase because, they said, the South was hit by the polio epidemic last year. "If that does not hit us this year," one operator said, "we should top '49. In the Far West the opinion was evenly divided. Half figured business would be the same as a year ago, while the other half see an increase. Only one operator foresaw a drop.

Regarding prices, the majority reported no changes. In a few scattered points operators hope to drop prices on food. Admissions, gate, ride and show prices will remain the same as a year ago in most spots.

Operators Views

Here are some quotes on business and prices:

R. M. Spangler, Rolling Green, Sunbury, Pa.: "Gross approximately 90 per cent of '48. If weather conditions are favorable it may be as good as '48, or even better. Last year the first seven weeks of our season was hit by bad weather. Prices to remain the same."
F. W. A. Mosler, Waldameer Beach, Erie, (See Biz Outlook Good, page 118)

SCIENTIFIC
ON
POKERINO
IS LIKE "STERLING" ON SILVER

14 YEARS
OF UNDISPUTED
SUPREMACY

98% of the
Pokerinos now in use
are **SCIENTIFIC**
"There Must Be
A Reason"

ACT QUICKLY
FIRST COME
FIRST SERVED

WRITE OR WIRE
FOR DETAILS

SCIENTIFIC MACHINE CORP.
79 Clifton Place Brooklyn 5, N. Y.

CONTROL ADMISSIONS
AVOID GATE-CRASHERS
with **STROBLITE IDENTIFIER**

Hands of patron are stamped with a harmless invisible ink which becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

Write for
Information

STROBLITE CO. Dept. C, 35 W. 52d St.
New York 19

FOR SALE
ELECTRO FREEZE CUSTARD MACHINE

Large model, 25 gal. per hour, with cabinet, used one season. Price right for interested person.

W. E. MCGINNIS
7 PROSPECT ST. NANTUCKET, MASS.

DIVING BOARDS AND STANDS FOR SALE

Two 14' laminated, tapered diving boards with coco-mat runners; one steel stand 1 1/2 meters high; one steel stand 1 meter. Adjustable fulcrums. This equipment is like new, used only a few weeks last season. Mfd. by Everson. Cost over \$300.00. Price, \$200.00. Shipped subject to inspection on receipt of \$50.00 deposit. Address:

P. R. TOUNEY
P. O. Box 192, Manistowic Beach, Mich.

POPPING CORN
BOXES, SEASONING, Etc.

Contact us immediately

BRADSHAW CO., INC.
Est. 1903
1619 Broadway NEW YORK 19, N. Y.
Circle 7-4343

OWNER WANTS TO SELL
COMPLETE ARCADE INCLUDING 25
POKER TABLES

Established several years. Exception location Rockaway Beach. Due to other interests.

IRVING HAHN
185 Atlantic Ave. Lynbrook, N. Y.

Wanted-Wanted-Wanted

To book any Major Ride not conflicting, 17 weeks' work, no moves, on Myrtle Beach, S. C., fastest growing Beach in the South.

SEASHORES, INC.
Louisburg, N. C.

Amateur Op Ferla Sparks Million \$ Rocky Pt. Revival

By Jim McHugh

WARWICK NECK, R. I., April 2.—"My friends call me crazy," Vincent Ferla says with a strong Sicilian accent and a knowing smile.

The critical friends first inferred Ferla didn't have all of his buttons about a year ago when he became involved in the rebuilding of Rocky Point Park with only a sketchy knowledge of the difference between, say, bingo and a Merry-Go-Round.

They are especially critical now because the funspot, the fabulous



VINCENT FERLA

growth of which gives credence to fables involving the use of magic wands, could be peddled for a neat \$200,000 profit.

"But I like this business and I'm in it to stay," Ferla says, and so dismisses the appeal of mere dollars. "Anyway, a fellow needs something to do or he will grow old too quick. In Italy when a man makes as much as \$50,000 he quits. That is not so in this country," he adds, indicating that he may have played around with the idea.

Jewelry Manufacturer

Ferla, who is 48 and looks younger, came to this country in 1923. He got a job as a ringmaster in Providence, R. I., a notable center of mass-produced jewelry. He was paid \$13 a week to start but soon became expert and earned top wages. In 1929 the stock market crash broke him, but he bounced back and became a manufacturer in 1933. He soon owned two plants doing a \$500,000 gross business annually and had a \$300,000 credit rating.

Rocky Point, a once thriving shore funspot noted for its seafood dinners, was demolished in the 1938 hurricane. Until last year it remained an ideal but rubble-strewn site. In August it was sold to Frederick Hilton, New York, and Joseph Trillo, Providence business man. Rebuilding was begun under the direction of Joseph A. Drambour, Springfield, Mass. Jack Ray, Toronto, designed the fronts and general decorations.

Ferla was familiar with the mushrooming project principally because he had a summer home near by and had his eye on Rocky Point as a better site. He bought Hilton's share in the park and recently purchased Trillo's interest to become sole owner.

Model Layout

Altho not yet complete, the work already done, progressing and planned will make this one of the nation's model funspots. The midway constructed by Drambour and Ray in less than five months combines the best features of recent world's fairs and the sparkling midway at the Canadian National Exhibition, which was also largely designed by Ray. Altho Drambour and Ray are no longer connected with the

park, they have set the theme and it need only be carried out by other competent builders and designers.

"There is about \$1,000,000 already invested in land and buildings," Ferla says. Regardless of the money involved a million-dollar effect has certainly been achieved.

"There are many units planned and we will add them as soon as possible," Ferla adds. "Next year we will probably add a Roller Coaster, the swimming pool should be completed and we also want a ballroom." These units could conceivably involve another \$500,000.

New Buildings

Under construction now and skedded for completion in time for the park's Palm Sunday opening are a \$125,000 armory-sized shore dinner hall that will accommodate up to 3,000 patrons, a new Skee-Ball building that will cost an estimated \$20,000 and a new structure to house a Fascination game at a cost of \$25,000.

Ferla is not a babe-in-the-woods since he has had thruout his tenure the expert guidance of Paul S. Haney as park manager. Haney was outgoing manager for the old Rocky Point for 14 years and more recently had food concessions at Crescent Park, Riverside, R. I., and Lincoln Park, North Dartmouth, Mass.

Business last season justified the most optimistic hopes of Ferla and Haney since they report that the park gates had to be closed on several Sundays when attendance zoomed to between 35,000 and 50,000. The crowds are estimated since there is no pay gate.

Like Ferla, most of the unit operators within the park made their debut in the business last year. They are, for the most part, Providence business men who were able to finance rides and the buildings and fronts which went with them.

The grouping of individual owners provides for a unique operational set-up. The park doesn't own or operate a single unit, and because of this is virtually assured of a winning season before the gates are opened since each operator guarantees rent, said to run between \$100 and \$150 a front foot, against percentage. The park maintains complete supervision, issuing and checking tickets daily, and handling all money.

Ferla is convinced that "you have to spend money to make money" in the park business. Accordingly, Al Martin attractions were featured weekly last season and are again skedded for this season.

The initial success of the operation has grapevined thruout the country. "We are approached every day by people who want to add new units. But we give the preference to the operators who started here with us. If there is money to be made we want these people to make it," Ferla says with finality.

Whalom Spends 60G On Improvements

LUNENBURG, Mass., April 2.—Whalom Park, which this year spent nearly \$60,000 on additions and improvements, bows for week-end operation April 30 and for daily business June 4.

New rides include a Dodgem purchased from the Dodgem Corporation; a fire engine purchased from Pinto Bros.; a new Airplane Swing and Merry-Go-Round. In addition new buildings for the Coaster cars were built.

Harold D. Gilmore, general manager of the spot, figures business this year will be on a par with last year.

Spot is owned by Henry G. Bowen.

Playland Tabs Boff Bow Biz At Rockaway

Full-Blast Week-Ends

NEW YORK, April 2.—Partial opening of Rockaway's Playland Sunday (27) afternoon, with the Penny Arcade and kiddie rides operating, paid off so well that owner A. Joseph Geist announced that all rides and concessions will open for week-ends beginning Saturday (9).

Attractions set for the opening are the Coaster, Whip, Caterpillar, Fun-house, Davey Jones's Locker, Rollo-plane, Merry-Go-Round, goat ride, kiddie Whip, kiddie Fire Engine and Police Car, pony cart, kiddie boat ride, kiddie Aeroplane and kiddie Ferris Wheel.

Concessionaires signed for this season are Freeman-Shore Enterprises, poker game and Raceland; Meinch and Feltman, machine gun gallery; Nathan Faber, Fascination, poker game, rabbit game and wings game; Leo Feldman, ball game; Stephen Renyak, Greyhound; James Meisel, Penny Arcade; Charles Weiss, penny pitch; Irving Altman, scale and guess-your-age; Robert Gall, guess-your- (See Playland Bows Big on page 122)

Crystal Beach Sets Ork Sked; Opening May 21

CRYSTAL BEACH, Ont., April 2.—F. L. Hall, general manager of Crystal Beach here, recently returned from a vacation in Florida, is supervising preparations for the spot's opening May 21.

Hall reports that Mark Kinney's ork will be featured in the ballroom opening night. Kinney will be followed by a week's engagement by (See Crystal Sets Orks on page 120)

Picnic Garden For Excelsior

EXCELSIOR, Minn., April 2.—A new picnic garden is among the improvements at Excelsior Park here this season, Joe Colihan, manager, reports. Park will open for week-end operation Saturday (16), with daily operation to begin May 13.

An elaborate advertising campaign is planned this year, Colihan says, as part of the spot's 25th anniversary. Fireworks, beauty contests, radio shows and added picnics are among the promotions planned.

Staff, in addition to Colihan, includes R. S. Shogran, advertising and auditor; Charles E. Sampson, refreshments manager; Muriel Baughn, games manager, and Franz Winter, maintenance.

West Lake Sets Promotion Plans: Nickel Days Mapped

ROBERTSON, Mo., April 2.—Five-cent days will be used at various times thruout the year at West Lake Park here as a promotion, Joseph Botto, owner, reports. Other promotion ideas include beauty contests, free dances, and boxing and wrestling bouts.

Botto reports more than \$5,000 has been spent in prepping the park for its opening May 8. Custom-built kiddie boats will be new this year.

Henry G. Block is the park's manager, with Oliver J. Gereau Jr. assistant manager.

Concessions Now Available!

- Popcorn Nuts and Confections made from them
- Horoscope
- Medical Products
- Rolling Chairs
- Etc.

Season '49

JUNE 18 thru LABOR DAY
write or wire

**C E D A R
P O I N T**
ON LAKE ERIE
Sandusky, Ohio

**Want To Book or Lease
No. 5 or 12 Ferris Wheel**

for
NEW BAY SHORE PARK
Near Baltimore, Md., on Chesapeake Bay.
May 15 to Labor Day.

Contact
HENRY G. GRAYNER
211 Hillmoor Drive Silver Spring, Md.

WANTED!!!

ATTENTION, RIDE MEN
Can offer good proposition to party with 4 major rides, 1 1/2 miles from city limits. Plenty parking and lighting facilities. Long term lease. Philadelphia's most beautiful park. On river and Lincoln Highway.

B. BERTOLET PLAYLAND
RFD #3, LANCHORNE, PA. PHONE 2773

**NEW FROZEN CUSTARD MACHINES
FASCINATION GAME**
Sensational TURF GAME Skill
KIDDIE RIDES
also
GOOD USED RIDES
Or Have You Any To Sell?
BERTHA GREENBURG
Hotel Kimberly, 74th St. & B'way, N. Y.

Operator of Kiddie Rides
Season May 8th to Labor Day
NEW AMUSEMENT PARK. WRITE
Melbourne Country Club
Melbourne, Kentucky

MILLION DOLLAR PIER

ATLANTIC CITY, NEW JERSEY

UNDER NEW MANAGEMENT

New Policy—Admission Free

Opening May 28th

WANT: Shows, Concessions, Games and Exhibits. Address:

GEORGE J. COSTELLO

General Manager

"The Midway Where Fifteen Million People Pass"

BATHERS' AND SKATERS' KEY BANDS

BRASS KEY CHECKS

Highest Quality Obtainable. Lowest Prices.

Immediate Delivery.

S. GRIFEL

247 WEST 37TH STREET, NEW YORK 18, N. Y.
CHICKERING 4-0975



Send for
Illustrated
Circular
and Prices

WANT

For Pensacola Motor Speedway and Amusement Park, three miles from city, Rodeos, Circuses, Thrill Shows and other outstanding attractions, also anyone interested in starting Amusement Park here on a very small percentage.

Stock Car racing here every Friday night.

PENSACOLA MOTOR SPEEDWAY
Pensacola, Fla.

PUEBLO, COLORADO

MINNEQUA LAKE PARK — OPENING MAY 28

Bookings for Rides or Concessions. Particularly Ferris Wheel. No two of a kind here. SPECIALTY TRAVELING ATTRACTIONS AND GOOD CIRCUS. We can accommodate you if dates are right. Large grounds, fenced in. Family Park. No junkies or fast operators. Write, giving details—you'll get quick reply.

HARRY W. ELLSWOOD, Mgr., Pueblo, Colorado

LOOK

LOOK FOR SALE

LOOK

I have three beautiful acres of ground on which is located the following:
★ 21 Cabins—12 four rooms, 9 one and two rooms, all occupied.
★ Roller Skating Rink, 60x120, and 200 pairs of Chicago Skates—doing fine business.
★ Large Super Market, fully furnished with complete stock of merchandise and equipment.
★ Storage Building, 30x80, rented for warehouse—rents for \$100.00 per month.
★ Located on State Route #45, right at the edge of Bloomington, Indiana.
★ All equipment in first-class condition. This is a big paying business—and we regret that it MUST be sold.

A REAL INVESTMENT—Call, Write or Wire

JOE CHAMBERS

1023 W. 2ND STREET PHONE 3228 BLOOMINGTON, IND.
Storage Building and Cabins Net \$7000.00 Per Year.

FOR SALE

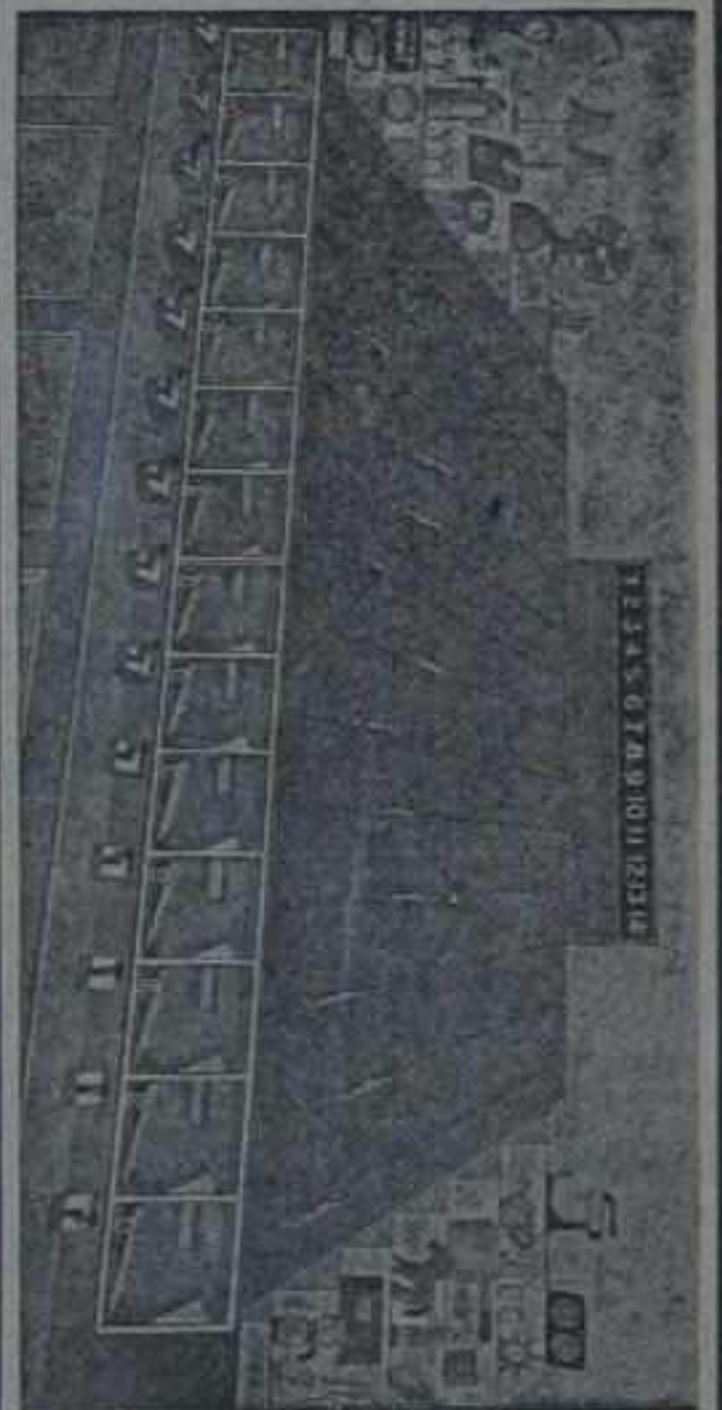
BEACH AMUSEMENT PARK

Offered for immediate sale, a well-established amusement center with Rides and Concessions. Operated successfully by present owner since 1943. Located near Savannah, Ga. Equipment consists of Lusse Auto Scooter with fourteen cars—building 40x70. Spillman forty-foot Three-Abreast Merry-Go-Round under permanent building with 10 h.p. electric motor and modern music, with Wurliizer automatic record changer in steel cabinet. No. 12 Big Eli Wheel with all-metal seats, set up on eight concrete bases, operated two seasons. Seven-Car Tilt-a-Whirl, in first-class condition. Addison Streamlined Train with 500 ft. track and station building. Bought new in August, '48. Five Concession Buildings, located on the Boardwalk, all rented. All Rides overhauled and put in shape when set up. Operating week-ends now. Season gets under way early in May. Present lease runs three more years. Priced to sell. Falling health of owner positively only reason for selling. Write, wire or phone:

EASTIN'S RIDE CENTER

P. O. BOX 194 PHONE 216W SAVANNAH BEACH, GA.

REGISTERS TO COUNT GROSS
SOUND EFFECTS
TROUBLE FREE OPERATION
12 Units, \$3540 • 14 Units, \$4130
GREYHOUND AMUSEMENT DEVICE CO., INC.



HAVE YOU A CONCESSION
DOING \$8,000 TO \$15,000?
YOU CAN DOUBLE IT
OR BETTER WITH
A GREYHOUND RACE
2124 SURF AVE. (Esplanade 3-6810) BROOKLYN 24, N. Y.

CINCY MOONLITE GARDEN CROWDS PULL 17% OF CONEY'S ATTENDANCE

(Continued from page 47)

intermission to take in the rides, make the concessions or buy refreshments. Here's another reason which motivates Coney's management to go overboard in seeing to it that its hepsters get everything they want in service, music and spacious and beautiful surroundings.

Great Capacity

Coney's Moonlite Gardens has a seating capacity believed to be the largest in the country. There may be other spots that have larger floor space and some may even handle larger crowds, but there is no other ballroom where more people may be seated at individual tables. There is room in the gardens to seat 3,250 persons, and because of the management's policy of giving its dance patrons the best in music and entertainment for a nominal admission charge, capacity crowds are very often the rule during the season.

Ralph DeVore, the dancery's manager for many years, points out that Moonlite Gardens also possesses numerous intangible values that do not show up in its books. In booking picnics and private parties the ballroom has a tremendous selling point in itself. It provides ample accommodations for card parties, matinee dancing, radio programs and the like, all of which are pushed to the hilt by an alert picnic and promotion staff headed by Harley Clark.

Three Basic Fundamentals

Coney's management maintains a policy of not reserving tables, meanwhile providing ample arrangements for pocket-shy guests to lounge on settees between dances and buy refreshments at bars, sans service from waitresses. Three basic fundamentals which have proven successful and which Coney officials religiously adhere to in the operation of their ballroom are the aforementioned one of trying to give patrons the best possible music and entertainment at a nominal cost; to supply the surroundings, the atmosphere and the service that is usually associated with more exclusive and expensive spots, and to have a few rules and regulations regarding good conduct and behavior, and maintain them rigidly. They feel that by maintaining a pleasant, refined atmosphere in their dance hall they will inspire a similar refined deportment from their patrons. While Coney officials feel that their service and music catering is superlative, they are ever cognizant of the fact that they can be kept that way only by alert management and wise exploitation.

Coney execs also realize that their dance hall affords an excellent opportunity for them to vary advertising of the park as well as the ballroom, since the bandstand attractions change from time to time and it's a rare

occasion when a name band doesn't make its appearance on the podium at least once a month. They try to give name attractions to patrons every two weeks and the usual policy is to present them every week-end. The reason is obvious. Big name bands provide prestige and keep the park in the public eye as well as in its conversation. Here again network broadcasts add considerably to the park's exploitation. By varying band types the park feels that it is able to appeal to the different age groups and their fickle tastes, thus bringing new faces to the park each summer.

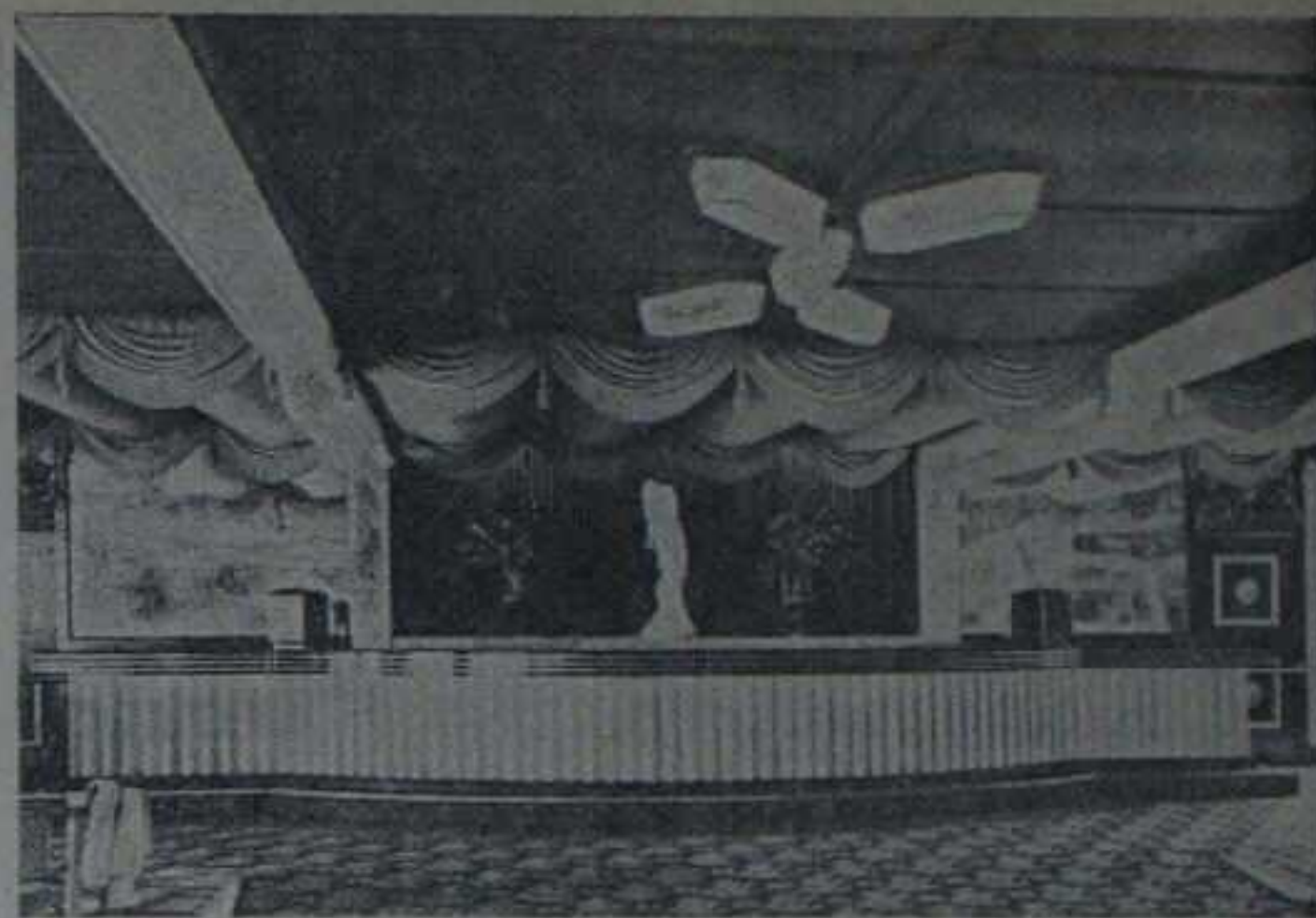
The same alertness and sound management that permeates the park generally is carried over into the operation of the ballroom. For instance, one of the chief gripes among bandsmen making a park's dance spot is that rarely is the piano offered them kept in tune. This condition has long since been solved by the Coney management, which has a piano tuner on hand at least once and often three times per week during the summer to keep the Steinway in condition. Altho seemingly a minor detail, it is one which has proved vastly important and has set the spot high on the list of musickers who come in to play the dancery.

Thoro Bally

The park's promotional deals are handled with the same acumen and thoroughness and in a great measure are responsible for the big grosses chalked up over the years. In 1947 Tex Beneke set the house record when, in a single appearance, he drew 4,700, topping the previous mark of 4,400 set by Tommy Dorsey in 1941. Moonlite Gardens also has records of crowds of over 4,000 turned in on single-night engagements by Kay Kyser, Guy Lombardo and others. Location bands, semi-name and local combos like Clyde Trask's are booked into the spot and all receive the over-all fine publicity treatment from the park's able staff of tub-thumpers. For many years the Trask combo has been the house ork and is a prime favorite with local terpsters. Ray McKinley opened the new spot in 1947 with a Saturday-Sunday total of 5,234 patrons. Johnny Long, in a week's stand in June of the same year, attracted 10,230, with 5,745 turning out over the week-end.

Novel Gimmicks

From an exploitation standpoint the park's promotion department leaves few stones untouched. A prime example was a trio of novel gimmicks utilized by Staffer James M. Burt and which resulted in jukes, radio stations and newspapers having their fingers in the pie. The occasion was the appearance of Ray McKinley in a week's stand and thru a Burt tie-up, the Ohio Appliance Company, local RCA Victor distributor, supplied



MOONLITE GARDENS' physical appearance borders closely on the most modern in night club appointments. From this bar is dispensed 3.2 beer and soft drinks to slake dancers' thirsts. A side bar, embellished with similar accoutrements, adjoins it.

McKinley platters 10 days in advance of the orkster's opening date to four of the large juke operators in the area, who put disks in nearly 100 locations, which means that 1,000 title strips were on the machines. The title strip for each disk carried the words "Ray McKinley-Coney Island-Week of June 11." Arrangements also were made with all local radio stations to plug the engagement, each supplying time on a different day. In return Coney ran ads in *The Cincinnati Times-Star* from June 10-17 inclusive advertising Coney, RCA Victor and the station that plugged the engagement on that particular day. A portable radio was awarded the person contributing the correct definition of Airzap, a new McKinley Victor disk, in a tie-up with Station WZIP, Covington, Ky. This was only the first of a series the park's promotion men arranged for the bands coming to Moonlite Gardens thruout the season.

Another sound exploitation job turned in by Burt for the park and the band attraction as well occurred with the appearance of the Ray Anthony combo for a week's engagement. Title strips in over 1,400 jukes and wall boxes in the area carried Anthony's Signature recording of *Gloria*, together with the date of his Coney appearance, with the W. E. Harvey Company, local Signature distrib, putting out some 150 copies of *Gloria* to local ops. A thousand Ray Anthony postcards, imprinted with the date of his engagement, were placed on tables in Moonlite Gardens during Tex Beneke's record one-nighter. In addition, 1,000 packs of chewing gum together with a card calling for two free admissions to the park's auto gate were passed out to the customers of a leading downtown Cincinnati garage on two days.

Modern Appointments

Moonlite Gardens' physical appearance borders closely on the most modern in night club appointments. A recent innovation is the handling of its dance patrons at intermissions. Formerly the doorman gave customers pass-out checks, but now they stamp the backs of their hands with a fluorescent ink - they pay their admissions. This stamp is not visible to the eye unless it's under an ultra-violet light. There is such a light right at the entrance to the gardens and under this system dance patrons can pass out at will by simply showing the backs of their hands under this light. Schott picked up this idea at Coney Island, New York.

Summer Parties

Another recent innovation is the one which provides for Summer Parties at the Gardens' artistic Sky Terrace balcony layout. For instance on Tuesday nights, a group comprising from 100 to 200 persons is charged the regular price of admission to Moonlite Gardens, with the group getting back 10 cents for each ticket sold. If the

group totals 200 or more the regular admission price is charged but the rebate for each ticket sold is 25 cents.

On Wednesday, Thursday and Friday nights a group of 100 to 250 persons is charged regular price for admission, with the rebate for each ticket sold totaling 10 cents. In crowds of 250 or more the regular price is again charged, but the rebate here is 25 cents for each ticket purchased. No rebate is made to any group unless it has dispensed 100 tickets. In the event a group sells less than 200 tickets it may still make use of the ballroom's balcony provided it agrees to a \$35 service charge which covers the cost of the opening and operating of it. If the group has sold less than 200 tickets and does not desire to bear the service charge for use of the balcony, it is given suitable accommodations on the main floor. This arrangement, successfully instituted last summer, is not offered on Saturdays, Sundays or holidays.

Per Capita Spending

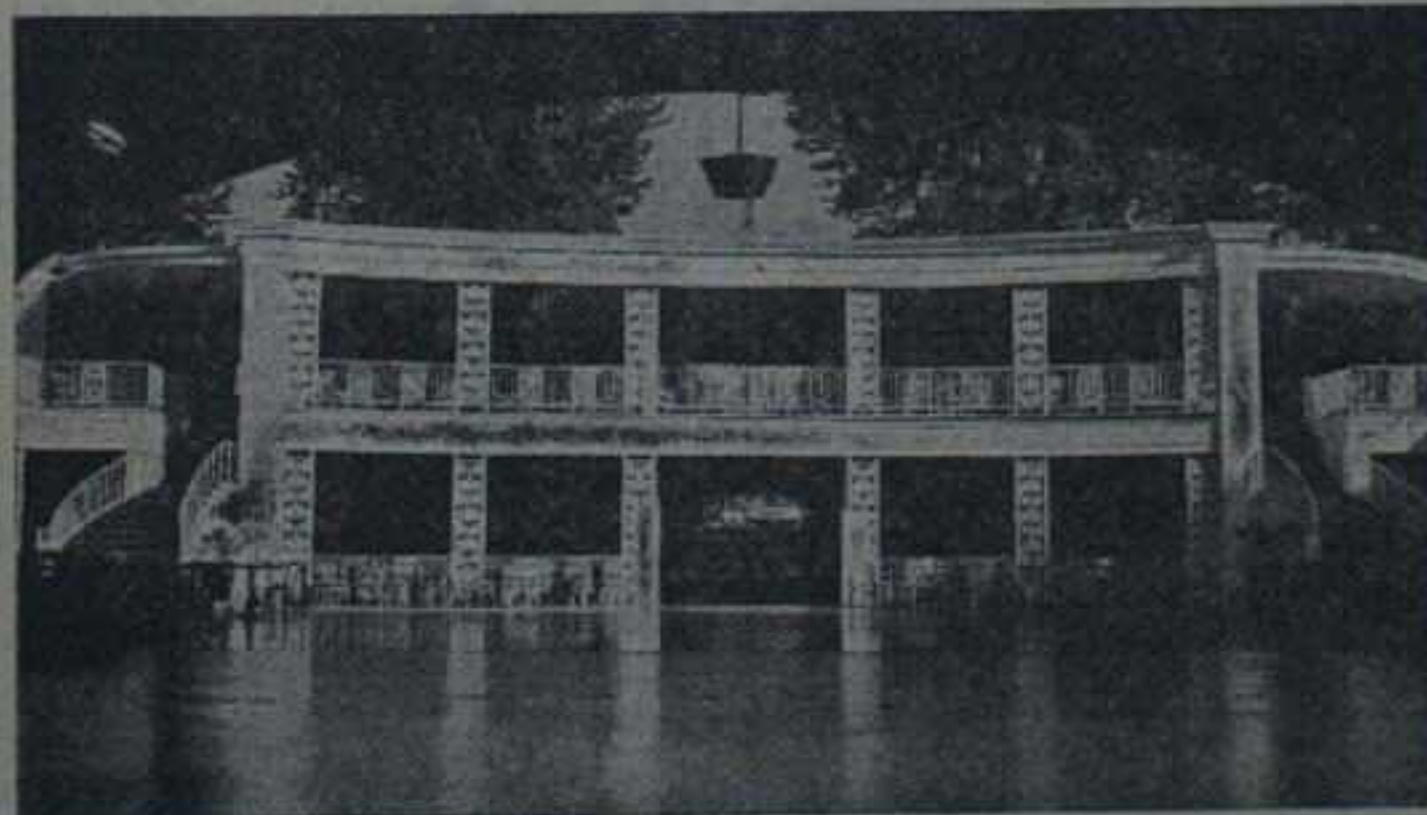
Schott, in commenting on the over-all operation, said that early spring and summer seems to be the period when the ballroom enjoys its most profitable operation, altho per capita spending among patrons runs pretty much the same whether customers come out in spring, summer or fall. Figures reveal that in late September the per capita spending for week-ends is 58 cents on a Sunday and 63 cents on a Saturday. During June the per capita take is Saturday, 73 cents; Sunday, 71; Tuesday, 66, Wednesday, 68; Thursday, 73, and Friday, 67. July figures are Saturday, 64; Sunday, 63; Friday, 65; Thursday, 61; Wednesday, 63, and Tuesday, 63.

Schott also points out that it has been the park's experience that when the ballroom turns out a crowd as vast as that which attended the Tex Beneke record one-nighter per capita takes a downward swoop chiefly because the equipment and workers can't turn over the refreshments fast enough to satisfy each individual's tastes.

Because of its type operation, weather is as big a hazard even with the ballroom as it is to the park generally. If the park is unlucky enough to get rainy days on Decoration Day, Fourth of July and Labor Day, all in one year, those poor weather breaks will be reflected in the financial statement for the dancery for that year. Then, of course, there's the flood bugaboo which continually haunts Schott and his associates. Flood water will do more damage to the ballroom than any other attraction in the park because of the costly hardwood floor.

Floor Insurance

The original Moonlite Gardens was given a new floor following the 1937 flood, which cost the park management (See *Coney Dance Biz* on page 122)

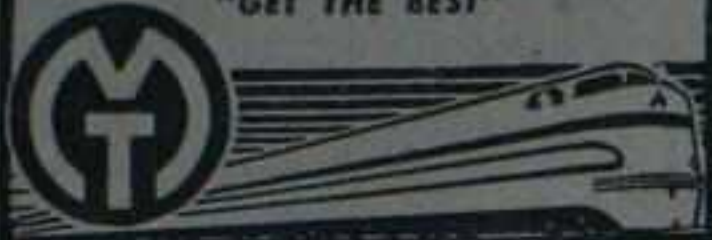


A VIEW OF THE NEW SKY TERRACE from the dance floor points out a feature that has received much favorable comment from visitors. Coney officials feel that the Sky Terrace has tended to make for an atmosphere that helps draw its class trade.

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS

"GET THE BEST"



MINIATURE TRAIN & RAILROAD CO.
Executive Offices: Rensselaer, Indiana

WANT EXPERIENCED COASTER MAN

A good job for the right party. Must have references. State all first letter. Apply in person if possible. Be ready to start work at once.

EASTWOOD COASTER CO.
East Detroit, Michigan

FOR INFORMATION ON **POPCORN PROFITS**
TURN TO INSIDE FRONT COVER OUTDOOR EQUIPMENT SUPPLEMENT



MANLEY INC., KANSAS CITY, MO.
"The Biggest Name in Popcorn"
POPCORN MACHINES AND SUPPLIES

WANT FOR 1949 SEASON

Will book Merry-Go-Round and other Rides reasonable. Have open—Balloon Dart, Milk Bottle, Long Range Gallery, Candy Floss and Pop Corn, Frosty Malt, any other Store that works for stock.

FOR SALE (with or without booking): Late Model Spitfire, 24-Seat Chairplane, Single Loop-o-Plane, 10-Car Kiddie Kar Ride.

PARK OPEN WEEK-ENDS
OFFICIAL OPENING MAY 28
Write or wire:

GEORGE A. DOSS
PISMO PLAYWAY PARK
446 Oceanview Pismo Beach, Calif.



HOLLYWOOD SPOTSLITE
Glamorous new idea in modern showmanship decorative beauty, lighting effects and sound projection. It's different. It's beautiful. It's an outstanding magnet for drawing more customers to—Ballrooms, Night Clubs, Taverns, Roller Rinks, Amusement Parks, Hotel Restaurants, Resorts, etc.
Write for complete free details.
HOLLYWOOD SPOTSLITE CO.
Dept. 5 912 No. 16th St. Omaha, Nebraska

MERRY-GO-ROUND FOR SALE

3-Abreast at best location Rockaway Beach. 4-year lease, 10-year option. Asking \$10,000. Telephone: REpublic 9-3672. Call between 8-10 a.m. or 6-9 p.m.

FOR SALE

Greyhound Race Game. Reasonable. Can be seen on location at Seaside Heights Casino, N. J. Game is one year old. Contact:
GEORGE ESPOSITO
367 Woodward St., Jersey City, N. J.
Delaware 3-3862

Schloss Adds More Rides At Glen Echo

Spending Hits 85G

GLEN ECHO, Md., April 2.—A number of new rides will greet customers here Saturday (16) when Glen Echo Park opens for the season, according to Leonard B. Schloss, vice-president and general manager.

Spot has purchased five kiddie rides and a Jet Aero from Bisch-Rocco, a Whip from the W. F. Mangels Company; a boat ride from B. F. Schiff, Inc., and a buggy ride from Pinto Bros. Total cost, including the purchase of three streamlined Coaster trainers, purchased from National Amusement Device Company, new rest rooms and a new photo studio, will hit around \$85,000, Schloss said.

Nothing special is planned in the way of promotions this year, outside of Sunday school and fraternal picnics. Glen Echo will use four daily newspapers; 12 radio stations, using spot announcements, and 15 country weeklies in its advertising campaign.

Julian Norton Predicts Slight Drop This Year

BRISTOL, Conn., April 2.—Julian H. Norton, secretary at Lake Compounce Park here, sees a slight drop in business for his funspot this year. "Present indications in this area point that way," Norton said, "but with proper promotion, management and a bit of luck weatherwise we should not be too far off."

Lake Compounce bows for weekend operation Thursday (17), with daily operation scheduled May 30. Park will feature a name band as part of its opening-day ballyhoo. Fireworks and band concerts are scheduled May 30.

Norton said the usual run of improvements are being made. The picnic area has been enlarged and several other improvements made.

Lake Compounce plans a program of giveaways this year to stimulate business. Ad budget, Norton said, has been set for \$9,500. Of this amount, \$7,000 will be spent with newspapers and \$2,500 with radio.

Park's executive staff, in addition to Norton, include Edward G. Pierce, president; I. Edward Pierce, chairman of the board; Irving Norton, vice-president, and Percy Norton, treasurer.

● for the complete story of
PAUL & PAULETTE TRIO
See INSIDE FRONT COVER OF THIS ISSUE

FOR SALE ROLLO-PLANE RIDE
(With extra equipment.)
MUST VACATE LOCATION
Lease Expires Oct. 15, 1949. Write:
J. KAVAKOS
43 Ocean Ave., Brooklyn, N. Y.

Increase Your Receipts
PURCHASE THE UP-TO-THE-MINUTE GET-BEHIND-THE-WHEEL LUSSE AUTO SKOOTER RIDE



The U-Drive-It feature, firecracker performance and outstanding appearance of Lusse Auto Skooter Cars will put new life and greater appeal in your Fun Spot.

Win your patrons' support, provide greater fun and thrills, and you'll wind up completely satisfied you invested in a Lusse Auto Skooter.

IT'S TIME TO ORDER YOUR LUSSE SKOOTER FOR '49

Lusse Bros., Inc.

2809 N. Fairhill St. Philadelphia 33, Pa.
Lusse Bros., Ltd., Sardinia House, 52 Lincoln's Inn Fields
London W. C. 2. England



Gets crowds at any amusement park or civic recreation center.

MINIATURE STEAM TRAIN

Hauls a big load of kids and adults every trip
GROSS \$2,500 TO \$12,000 A SEASON

Burns coal for normal steam operation—puffs and chugs like a big train—kids love it and parents can't refuse to let them ride. Can be used indoors with compressed air for safety. Make real money in any town over 10,000 population.

OTTAWAY AMUSEMENT CO.
Mrs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS

Vacation and Season's Bank Roll Here. May 1st to Oct. 1st.

Panama City Beach, Florida

\$50,000 Improvements This Spring and New 1,000 Ft. Pier.

KIDDELAND AMUSEMENTS

SAFE RIDES DOC L. E. BROWN, Owner & Manager CLEAN FUN
WANTS FOR MAY 1ST OPENING—Flashy Kid Rides: Large Merry-Go-Round; office owns Kiddie Merry-Go-Round, Boats, Rockets, Will book, buy or lease Train, Ponies, Autos, any small, safe Kid Ride. Clean Concessions, all X—Custard, Sno-Cone, Popcorn, Karmel, Candy, Apples, Floss, Novelties, Photos, Penny Arcade (preference given to trailers). No grift or drunks.

KIDDIE RIDE WANTED

Outstanding opportunity—bathing beach catering to 40,000 swimmers and picnickers for years, being opened for Concessions. Prefer Rides and Games for children—but what have you? All replies to

A. C. KRAUSE, RM Box 36, Gloversville, New York

PARK FOR SALE

Central New York. A-1 Park. Established 50 years. 500,000 population in 40-mile radius. 6 Major, 3 Kiddie, 1 Dark Ride, Arcade, Ballroom, Bar, Restaurant, Games, Athletic Field, Picnic Grove, Food Stands, etc. Owner wishes to retire, reason for selling.

Terms: \$50,000.00 down, \$10,000.00 yearly.

Address: BOX D-165, c/o The Billboard, Cincinnati 22, Ohio

RIDES FOR SALE

SUPER ROLL-O-PLANE, A-1, Repainted, Used Park, 220 V, 3 Phase A. C. Motors. Price, \$2,500.00 Cash.
AIRPLANE SWING, Jr. Size, 20' Portable Tower, 6 Plans, New Paint, 3 H. P. 220 V. A. C. Motor. Price, \$1,250.00 Cash.

EDWARDS FALLS AMUSEMENT CO., INC.
SUBURBAN PARK, MANLIUS, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

CONTROL ADMISSIONS

AVOID GATE-CRASHERS with STROBLITE IDENTIFIER



Hands of patron are stamped with a harmless invisible ink, which becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

WRITE FOR INFORMATION

STROBLITE CO.

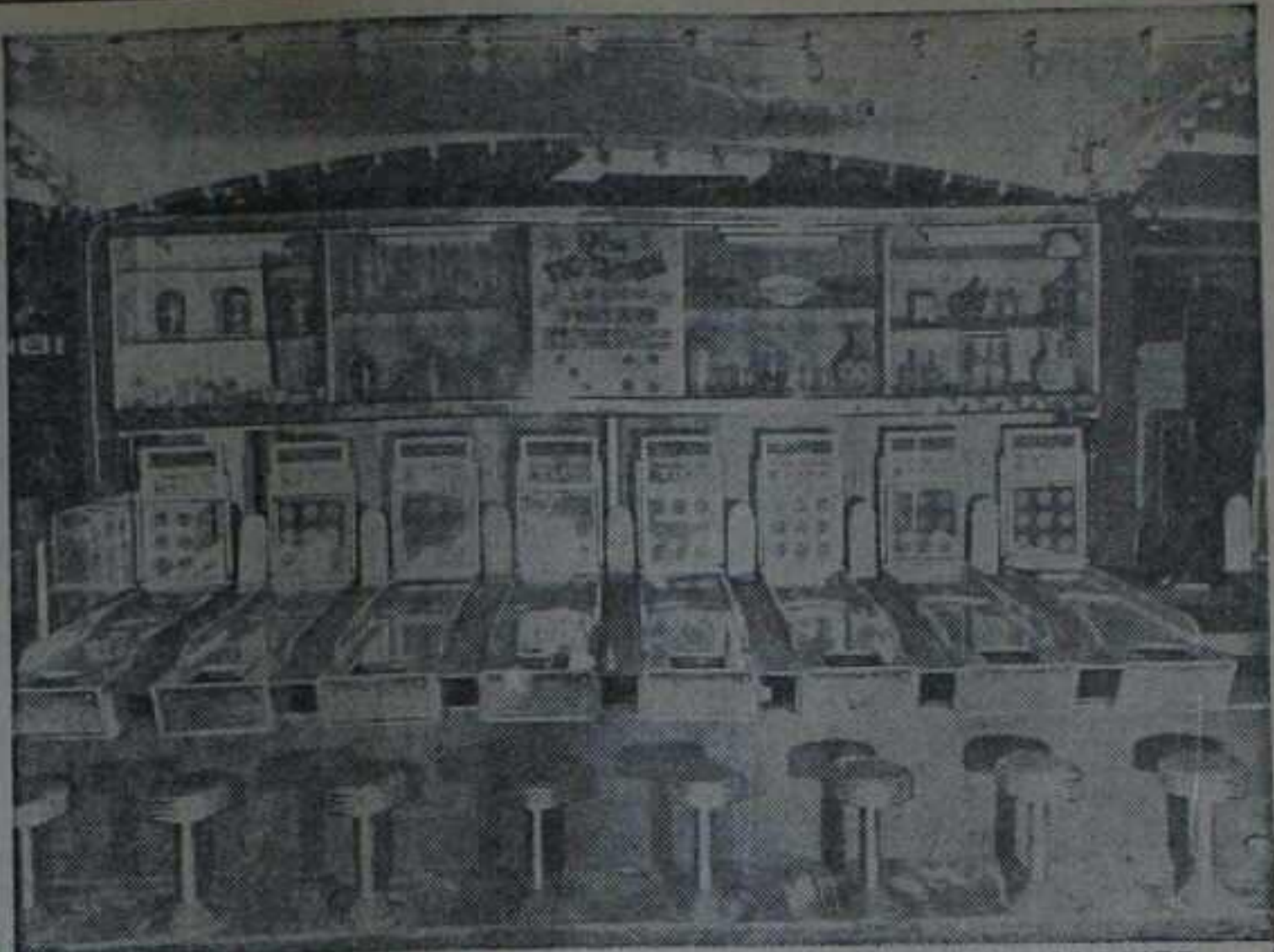
Dept. CS, 35 W. 52d St., N. Y. 19

Hamid Predicts Big A. C. Year

ATLANTIC CITY, April 2.—George A. Hamid, owner-operator of the Steel Pier, predicted this week that this resort was about to enjoy the biggest season in its history. Hamid said that the increased cost of living would curtail lengthy, distant vacations for most families and that this would benefit Atlantic City, which is easily accessible for many densely populated areas.

Maud Wilson, Philadelphia press agent, has been engaged by Hamid to direct the publicity, advertising and exploitation for the Steel Pier. She is the wife of Mark Wilson, veteran publicist, who has handled the Pier for many seasons and who is now convalescing at Will Rogers Hospital, Saranac Lake, N. Y. Mrs. Wilson was associated with her husband's office for many years. In Philadelphia she handles the four Shubert legit houses, a concert series and special events.

The Steel Pier, planning to lead the resort's entertainment parade, will light up for the first time this year on Palm Sunday (10) when Myron Cohen, comedy star, headlines a benefit show being staged that night by the Akiba Club. Regular public opening of the funspot will be the following Easter holiday week-end, with Harry James and his ork the top attraction. Betty Grable (Mrs. James) is expected to be here at the time to be crowned "Queen of the Easter Parade."



HERE'S THE NEW, SENSATIONAL MONEY-MAKER

"TIC-TAC-TOE"

A WINNER WITH EVERY 3-IN-A-ROW EACH TABLE HAS A CAPACITY OF MORE THAN \$3.00 PER HOUR

MECHANICAL FEATURES

- Formica top—hard wood—mirrored back glass
- Knock-off button to erase winners
- Sliding glasses for easy access to lamps
- Rear portion of playing surface easily removable for access to contacts
- Only 18 inches wide; 6 feet long; back board 27 inches high
- SMALL—COMPACT—10 tables require only 20 feet of floor space
- Available with hinged back board to fold into table for easy transportation in Carnival use—please specify when ordering

OPERATING FEATURES

- Operates on 3 or 4 balls for 5¢
- Everyone knows how to play Tic-Tac-Toe
- No stick or rake necessary—attendant is free at all times to make change and issue coupon awards
- One attendant handles ten tables easily

\$179.50 EA.

F. O. B. New York, N. Y.

1/3 cash with order, bal. C. O. D.

READ

THIS

For a period of five months, during 1948, 10 tables, operating with 4 balls, in Feltman's Coney Island, N. Y., grossed \$8000.00. The award system used was—1 coupon for any 3 in a row, and 2 coupons for a ball in each of the four corners. With coupons valued at 2 1/2¢ each (wholesale cost of merchandise), the payout for awards was 22% of the gross.

BLENDOW & MEYERS, INC.

705 10th Ave. NEW YORK 19, N. Y. Phone: Plaza 7-5190

FOR RENT LUNA PARK CONEY ISLAND

Brand New Taxpayer on Entire Front. All Stores Facing Surf Ave. Latest Artistically Designed Building With 9 Stores—Each 30 and 21 Foot Fronts.

Now Renting

FOR BETTER TYPES OF GAMES CONCESSIONS—EXHIBITS RESTAURANT—LUNCHEONETTE LONG-TERM LEASES

ALSO

Stillwell Ave. 18x14 Stands, \$1100

LARKIN

541 Surf Ave. Esplanade 2-7274 BROOKLYN 24, N. Y.

NEW PARK

Starting second year. Want Rides, Concessions. Complete park set-up. No competition. Wonderful opportunity. Only 19 miles South Jefferson Barracks Bridge, St. Louis. MAMMOTH CAVE OF ILLINOIS R.R. 4, Waterloo, Illinois

BARGAIN

16 newest Model Automatic coin Operated Electric Pin-Setting Bowling Alleys. No attendant or pin boy needed, works for 10¢. Makes big profit, ideal for Park. Size 14 ft. long, 33 in. wide.

Write for circular and bargain price. JACK NELSON & CO.

2326 Milwaukee Ave., Chicago 47, Ill.

Want 2 or 3 Kiddy Rides

for a Concession at a busy spot. Bathing Beach during day and Drive in Theatre at night. Write to

SANDY BEACH DRIVE IN THEATRE

Harveys Lake ALDERSON, PA.

BOTTLE GAMES

Complete Bottle Games ready to set up. 3 Hardwood Bottles, table top and post. Special price, \$5.98 complete. F. O. B. Brooklyn, N. Y. One-half deposit with order, balance C. O. D. Bottles only, as low as 40¢ each.

MULLINS LUMBER CO., INC.

1714 Neptune Ave. Brooklyn 24, N. Y.

Manlius Preview Set For Easter; Searle Predicts Good Year

SYRACUSE, April 2.—Suburban Park at near-by Manlius is set to start off its season with a preview Easter (17), after which it will operate week-ends until the formal opening date, May 20. Owner Fred W. Searle looks for business on a par with that of last summer, provided weather breaks are favorable during May and June. Bad weather the opening weeks would cut general spending from 10 to 20 per cent of normal.

Approximately \$20,000 is being expended on improvements this spring, with all rides being thoroughly overhauled and repainted. New rides acquired for this season are a Pretzel and Kiddie Buggy ride.

The park's policy of running Kiddies' Day every Tuesday will be resumed as soon as vacations get under way at the end of June. No other reductions in the park's price set-up are contemplated unless federal taxes on admissions are abolished or reduced.

Executive staff consists of Fred W. Searle, owner-manager; Ruth A. Searle, treasurer-assistant manager; Harold Hadley, ride superintendent; Clarence A. Wheeler Jr., picnics, and Edward R. Little, promotion manager.

Pleasure Beach, Conn., Skeds May 21 Preem

BRIDEPOR, Conn., April 2.—Bridgeport's municipally operated Pleasure Beach amusement park will open for the season May 21. John E. Molloy is general manager.

The ballroom will again feature name bands on Sundays and holidays. A house band will take over on weekdays.

Lawlor's Opens May 30

ARNOLDS PARK, Ia., April 2.—Lawlor's Park will bow for the season here May 30. I. L. Lawlor is owner; J. Markley, manager, and P. Canfield, public relations director.

The Cleanest Eating Stands Will Dispense Mustard & Ketchup With

M-K-M DISPENSERS

NO MUSSI NO FUSSI NO DRIP!

Do away with all unsanitary mustard dishes, ketchup bottles, mayonnaise jars, and other unappetizing liquid and semi-liquid containers. Here is a clean, simple, practical, economical, convenient and adjustable dispenser that is the answer to an old-age headache. Your customer just turns the crank and out comes an even flow of any liquid or semi-liquid dressing. . . . Without waste, without discolorment. Only removable part is glass jar (various sizes will fit) for refilling. Overall counter size height is 17 inches. Write for descriptive pamphlet.

\$28.50

F. O. B. Allentown

Manufactured by

M-K-M DISPENSER COMPANY, Inc.

DORNEY PARK, ALLENTOWN, PA.



Above: Wall Model

Left

Counter Model

*Patent Pending

FOR SALE—CHEAP

COMPLETE SKOOTER RIDE

14 LUSSE SKOOTER CARS, USED—PLATES FOR 60x40 FT. BUILDING—SIDE SPRINGS—CENTER BUMPERS—EVERYTHING BUT THE CEILING AND BUILDING.

CAN BE SEEN IN OPERATION NOW

Price complete, \$3,500.00 cash F.O.B. Park, Dayton

Frankie's Forest Park, P. O. Box 1026, Dayton 1, Ohio, Phone RA 9711

FOR SALE

\$80,000 Amusement Center in Seaside Oregon

130 by 90 foot Building including Skooter, Gallery, Greyhound Racer and Pretzel.

INTERSTATE AMUSEMENT CO.

616 Andover Place

Portland 2, Ore.

GIVE TO THE DAMON RUNYON CANCER FUND

NEW! LITTLE DRUGS—THE HAPPY TRAIN POWERED PLANS SAVE 90%
 • 3 Engine Styles (One Streamlined)
 • Castles & Electric Round 80Wd Track
 • Built from readily available parts and
 • tractor parts—easy to repair, hold
 • in gear cost \$35.00, including Automatic
 • clutch for Gear-Shift
 • Plans, Dimensions, Instructions \$10
 • FREE
 • BRILL 228-B North University St.
 • BRILL 228-B North University St.
 • and Philadelphia Sincerely from South Africa to London

The GEORGIA CRACKERS



America's All-Time Favorite Singers of Songs Everyone Loves . . .

**HEAR THEM ON
RCA VICTOR RECORDS**

Latest Release

"DEAR DADDY UNCLE SAM"
"BIBLE ON THE TABLE"

18 Months on the
MUTUAL Broadcasting System

6 Months on the
ALL OHIO NETWORK

Broadcasting over WHKC,
Columbus, Ohio.

Daily and Direct from their own
**BUCKEYE BARN DANCE EACH
SATURDAY**

See Them In

COLUMBIA PICTURES

Under contract for 2 or more
pictures each year. Latest release

"DESERT VIGILANTE"

Coast to Coast

Personal Appearance Tour



For Dates: Write, Wire or Phone

JOE NUNEMAKER

510 Penn St., Reading, Pa., Phone 3-5957
or Contact Direct
RADIO STATION WHKC, Columbus, O.
Phone Douglas 2541

Hillbilly Parks See Record Biz, Survey Shows

FOLK music park operators this year expect their biggest year in the comparatively short history of these rustic amusement parks, which feature hillbilly and Western artists, a survey by The Billboard indicates. Park ops feel now that they have several years of park operation under their belt, they are better able to service the customer and promote and advertise for the necessary patronage.

The query (park addresses and owners are listed elsewhere in this issue) revealed that attraction budgets will be hiked, with an average budget of \$600 for last year raised to \$800 this year. Most spots will open about May 15 and run thru October 15. Folk music parks again will operate only on week-ends, with shows also set for the important summer holidays.

Food Concess Biz Good

Folk music park ops have found that food concessions pay the biggest dividend, with soft drinks second. Popcorn and Karmel Korn follow in that order.

Of the 10 ops who have introduced amusement games into their parks, half reported that the games were getting top revenue. Three of the ops, who reported amusement games as biggest dough-grabbers, specified bingo as their best bet. One op reported doing a landslide biz with prize package candy.

A recent innovation cracking the folk music park market is the record stand. Ops reported that half of the 36 parks today are geared to sell records. Facilities for disk peddling run from an umbrella-covered stand to a full-fledged record store in the case of one Indiana park. Records, they report, are a natural, for the bulk of the clientele visiting the park are disk buyers, who come from rural areas, where it's difficult to buy platters. In addition, fans purchase more disks in the parks when announcements are made from the stage that disks, purchased during the day, will be autographed by the entertainers who are working the park. Some parks ops are utilizing their souvenir stands as record shops also. Two ops reported their combination record-souvenir shops show the most sales promise for the next season.

Picnic Best Promotion

Biggest individual free promotion to date is the civic picnic. Francis Grund, of the Brown County Jamboree, Bean Blossom, Ind., reported that he received his biggest advertising return from a free-beans giveaway, when he gave out a mess of the legumes on the last Saturday of each month. Last year he used 90 gallons of beans. Shorty Long, the Victor recording artist, who operates Santa Fe Ranch, Reading, Pa., said that his kiddie club, the Santa Fe Junior Rangers, named after his recording group, pulled the biggest mobs. Kids get in free on certain days and attend ice cream parties.

Roy Acuff, who operates Dunbar Cave, Clarksville, Tenn., found his band remotes from the park paid the biggest free-promotion dividend. Another op reported that a Friday night auction did most to publicize the park, while another set up a regional amateur contest that did most to perk his attendance.

Three media tied as time-tested best methods for paid advertising of a folk music park, with radio, news-

papers and poster cards showing the same amount of usage. Next in order were direct mail, bumper cards, billboards and handbills. Majority of ops, who replied to the advertising query, said they would base their budget on the name value of the entertainer and had not yet set up definite outlays for their advertising program.

Going for Rides

Over 60 per cent of the ops reported that they have the start of an amusement park ride set-up in their grounds. Some started with several kiddie rides and in some cases graduated to a number of adult rides. One owner said he is considering the construction of a small Roller Coaster if business continues good this year. Ops find that kiddie rides lend themselves best to their needs, for kids can be put on the rides for the afternoon, while parents attend the shows.

Folk music park owners have found that an average admission price of 80 cents for adults and 30 cents for children under 12 is the best admission stipend. Some parks charge adults from \$1 to a low of 30 cents, and mop-pets get in for from 15 cents to 30 cents.

At the present time, folk music park programing is extremely flexible, with attractions in the h. b. or Western field being either local, regional or national names. Some have worked up facilities for rodeos.

Most parks will operate with a house band, which, in most cases, will be a local radio band, which will publicize the park during the week on its programs. It's expected that the biggest attractions, Eddy Arnold, Smiley Burnette, Lulu Belle and Scotty and others, will make the park circuit again this year.

CRYSTAL SETS ORKS

(Continued from page 114)

Art Hallman, who is booked for the remainder of the season at Bigwin Inn, Ont. Other bands skedded for Crystal Beach include Boyd Ballou, a three-week engagement starting June 24; Bert Niosi follows until July 31 and Benny Louis comes in to finish the season. In addition, Hall says he is negotiating with Music Corporation of America (MCA) to bring in three or four top name bands for one-night stands.

Steamer To Operate

Crystal Beach Park again will have the steamer Canadiana, with a capacity of 2,735 persons, which will carry passengers to the park from Buffalo.

An extensive landscaping program has been carried out this year. A buggy ride and Coaster have been added to Kiddieland operated by Patty Conklin. A new Penny Arcade has been erected on the site formerly occupied by the Funhouse. New loading platforms are being built for the Tumble Bug and Heydey rides. New and unique black light stunts have been added to the Laff-in-the-Dark and Old Mill rides.

Feature Free Acts

Free acts again will be featured, in addition to fireworks and other promotions. A live elephant ride will be available for kiddies.

"Numerous picnics, including those of large industrial plants and organizations, in addition to community days, have been booked and we are looking forward to a very big season," Hall said.

THANKS!! PEE WEE "TENNESSEE WALTZ" KING

and his
RCA Victor
Golden West Cowboys

1948 Chosen as RCA Victor's
Number Two
Western Recording Artist

WALTZES —

Waltz of the Alamo
Kentucky Waltz
Blue Grass Waltz
Alabama Moon
Whisper Waltz

POLKAS —

Southland Polka
Say Good Morning, Nellie
Get Together Polka

BOOGIE —

Ten Gallon Boogie
Bull Fiddle Boogie



Many other Folk and Western
Favorites.



NOW

1. Broadcasting: WAVE, Louisville, Kentucky
2. Television Programs: WAVE-TV
3. Disc Jockey Programs: WAVE-NBC

Personal Management: J. L. FRANK ATTRACTIONS

BOOKING FAIRS—AUDITORIUMS—THEATRES—PARKS

America's Greatest Roundup of Folk Artists



GENE JOHNSON Theatrical Agency 915 HAWLEY BLDG., WHEELING W. VA.

RADIO STATION WWVA

WORLD'S ORIGINAL JAMBOREE

AVAILABLE

PARKS—FAIRS—THEATRE—CELEBRATIONS

"The Show America Listens to Each Saturday Night"—1170 on your dial

WILMA LEE

WITH

STONEY COOPER

and his

CLINCH MOUNTAIN BOYS

TRANSCRIPTIONS COAST TO COAST

"THE OLD MAN

OF THE MOUNTAIN"

GRANDPA JONES

ON

KING RECORDS

HAWKSHAW HAWKINS

11 Yards of Personality

Latest Releases on

KING RECORDS

LIFE LOST ITS COLOR
MY JEALOUS HEART

DOC WILLIAMS



16 YEARS ON RADIO

BIG SLIM

the

LONE COWBOY

With Western Revue

Featuring

High-schooled horses

GOLDEN FLASH-
TRIGGERGOLD
CLOWN MULE
UNCLE CHERRY

COWBOY PHIL

AND HIS

GOLDEN WEST GIRLS

FEATURING

ESTHER (ABBIE) NEAL

WORLD'S CHAMPION GIRL FIDDLE PLAYER
STARRED BIBLETONE RECORDS

DON KIDWELL

assisted by

JIGGS LEMLEY

ON

ELECTRIC STEEL GUITAR

HEARD ON MERCURY RECORDS

RED BELCHER'S

Kentucky

Ridge

Runners

Featured Daily

Radio Station WWVA

BUD MESSNER

AND HIS

SKY LINE BOYS

Featuring

SKYLINE QUARTETTE

Radio-Records-Stage

JOE BARKER'S

CHUCK WAGON BOYS

Featuring

LITTLE SHIRLEY—NANCY LEE

11 Successful Years — WWVA

Lulu Belle & Scotty



Those RECORD BREAKING BLUE RIDGE SWEETHEARTS

- ★ National Barn Dance
- ★ ABC TV Network
- ★ National Barn Dance—ABC Network Radio Show
- ★ Own Transcription Show (on Monogram Transcriptions) "Breakfast in the Blue Ridge" on 73 Stations.
- ★ Folk Music Park Sensations at SLEEPY HOLLOW RANCH, Allentown, Pa.; Jim and Jane's RADIO CORRAL, Williamsport, Pa.; Doc Williams MUSSELMAN'S GROVE, Altoona, Pa., and many others.

REPRESENTED BY

WLS ARTISTS BUREAU, 1230 W. WASHINGTON BLVD.
CHICAGO, ILLINOIS



HEADED FOR THE TOP

CAPT. STUBBY AND THE BUCCANEERS

WLS-ABC NETWORK—WLS NATIONAL BARN DANCE
PHILLIPS' 66 NATIONAL BARN DANCE

DECCA RECORDS

Current Hit—"MONEY, MARBLES & CHALK"
"Tennessee Tears"

Represented by **WLS ARTISTS BUREAU**

1230 W. Washington Blvd.

Chicago, Ill.

Amusement Parks Using Folk Music

(The following are not completely equipped amusement parks, but have some park facilities. They utilize folk music talent as chief attraction and operate mostly on a holiday and week-end basis.)

DELAWARE

Wilmington—Radio Park, Haley and Bernard Enterprises, owners; outdoor theater with dance hall, two kiddie rides, pony circle, riding horses, picnic grove.

FLORIDA

Tampa—Radio Ranch, Charlie Arnett, mgr.; has three rides; barn theater, seating 1,300; outdoor stage and seating area and rodeo arena.

Orlando—John Lair's Park, John Lair, owner-mgr.; outdoor theater and seating facilities, picnic grounds.

INDIANA

Angola—Buck Lake Ranch, Harry Smythe, owner-mgr.; free kiddie playground and six kiddie rides; a permanent theater, seating 2,200; an outdoor amphitheater, seating 6,000, and a midway with approximately 14 novelty and food concessions.

NEW HAMPSHIRE

Reeds Ferry—Lone Star Ranch, Curtis L. and A. C. Bell, owner mgr.; outdoor theater, with picnic park and saddle horses and pony circle.

NEW YORK

East Bloomfield—Max Raney's Bar M Ranch, Max Raney, owner; outdoor stage, picnic grounds, riding horses, pony circle, amusement rides on percentage basis, arcade, five food and five game concessions.

Williamstown—Kasong Lakes Park, Bob Maron, Lloyd and Mr. and Mrs. Harvey Cornell, owners; pony ring, three concession games, souvenir stand, bingo, boats and swimming.

OHIO

Newark—Hillbilly Park, Eddie Rulon, owner-mgr.; outdoor theater, pony circle, two kiddie trains, picnic grounds and food concessions.

Newcomerstown—Donald E. Edwards, mgr.; outdoor stage, food concessions, penny-pitch games, pony circles, picnic grounds.

Chagrin Falls—Harmony Ranch Park, Gene Prandi, mgr.; outdoor stage, dance hall, four kiddie rides, airplane ride, shooting gallery, boats and food stands.

Zanesville—Moxahala Park, Tim Nolan; outdoor stage and seating area.

Pierpont—Pioneer Picnic Park, Dale B. Cole, mgr.; outdoor stage and seating area.

PENNSYLVANIA

Berlin—Sunset Grove Park, C. M. Schall, mgr.; outdoor stage, indoor rink and dance hall, pony circle and one kiddie ride, souvenir and food stand.

Blairsville—Ravine Park, Mrs. Rose E. Palmer, owner-mgr.; outdoor stage and seating area and picnic grounds.

Claysburg—Doc Williams's Musselman's Grove, Doc Williams, owner-mgr.; outdoor theater, seating area, picnic pavilion, uses rides on percentage basis, three concession games and five food stands.

Fayetteville—Hockey's Amusement Park, Glen Hock, owner; outdoor theater with seating area, Chairplane and several kiddie rides.

Gilbertsville—Hickory Park, Lester G. Mutter, owner; outdoor theater with 800 seating capacity, plus 3,000 standing room; five pitch concessions, shooting gallery and five food stands.

Lehighton—Maryland Farms, Robert Drehl, owner; outdoor theater, 700 seating capacity, two kiddie rides, four food stands, two pitch concessions.

Lehighton—Valley View Park, Mr. and Mrs. Harvey E. Trump, owners; outdoor theater, with picnic grounds, kiddie rides on percentage basis, three pitch concessions, four food stands and a novelty shop.

Lime Ridge—Columbia Park, Fred Stair, mgr.; outdoor theater, 3,000 seating capacity; picnic grounds, pony circle, Merry-Go-Round, food stands, three pitch games, novelty and souvenir shop.

Mount Gretna—Mount Gretna Park, Arthur Woods and the North Carolina Ridge Runners, owners; outdoor theater and picnic grounds.

Pennsburg—Sleepy Hollow Ranch, Ken G. and Dan E. Newman; outdoor stage, auditorium, picnic grounds, kiddie rides and pony circles, five food concessions, seven game stands.

Reading—Santa Fe Ranch, Shorty Long, owner; outdoor stage, 2,500 seating capacity; picnic grounds, kiddie ride park, five game stands, six food stands, and novelty shop.

Reading—Carsonia, Carsonia Park Company, Inc., owners; outdoor stage, picnic grounds, two Roller Coasters, five rides, roller skating rink, dance hall and boating.

Rogersville—Golden Oaks Park, Gene Johnson, owner; picnic grounds, outdoor theater with 3,000 seating capacity.

Spring Run—Hammond's Grove, George S. Hammond; outdoor amphitheater with 600 seats; pony circle, four kiddie rides, one adult ride, five food stands, five game stands.

St. Johns—Evergreen Park, Frank P. Masco; outdoor theater, picnic grounds, four rides, bingo stands, two food stands.

Sunbury—Rolling Green, R. M. Spangler, owner; outdoor stage, bandshell, 30 different rides, concession and food stands, picnic grounds.

Walnutport—Edgemont Park, Rollin E. Minnick and Son, owners; pavilion theater,

picnic grounds, pony circle and four kiddie rides, food and game concessions.

West Grove—Sunset Park, G. Ray Waltman, owner; outdoor amphitheater, picnic grounds, amusement rides, food stands, souvenir stand.

Williamsport—Jim and Jane's Radio Corral, Mr. and Mrs. James L. Claar; outdoor theater, picnic grounds, game and food stand, photo shop.

RHODE ISLAND

Nazionville—Pine Crest Ranch, Charlie Kryst and Frank Soper, owners; outdoor theater, picnic ground, pony circle, food stands and novelty shop.

TENNESSEE

Mount Solon—Natural Chimneys Park, Gordon Acuff, owner; open-air theater with 2,000 seating capacity; amusement rides and food stands.

VIRGINIA

Mount Solon—Natural Chimneys Park, Gordon E. Brown, owner; outdoor stage with picnic grounds, food stands.

Jerome—Uncle Tom's Park, Thomas A. and Howard P. Miller, owners; outdoor stage, dance hall, swimming pool, food stands.

WEST VIRGINIA

Falls Mills—Buddy Starcher's Park, Buddy Starcher, mgr.; outdoor stage and picnic grounds.

CONEY DANCE BIZ

(Continued from page 116)

ment \$300,000 to clean up and renew its over-all operation. Since then the surface has withstood five inundations because of new structural methods devised by Shirley Watkins, maintenance superintendent at the park. Ironically enough, Coney's officials never feel safe when the Ohio River begins to rise. There's nothing they can do about it but sit back and hope that the stream's ravages won't be too great. However, with or without floods, the flooring's average life is about five years. With this in mind the Coney manager has a complete flooring in storage at all times so that in the event of a flood the problem of replacing the dancery's floor is negligible.

Over the years, however, Coney's ballroom operation has proven highly profitable and not only profitable for its income alone. It has given Moonlite Gardens valuable prestige and its operation has been an outstanding contributor to an extremely well-balanced summer recreation program.

PLAYLAND BOWS BIG

(Continued from page 114)

age; Seymour Machson, donkey ball game; S. Matsura and John Wang, birds; G. Robinowitz and Jack West, souvenirs; Sol Levy, nail game, and J. Seidel, Skee Ball.

Food concessions scheduled to open are Martin W. Martin, karmel korn, frozen custard and drinks; Max Iwai, jelly apples and potato chips, and William Ebach, bar and grill.

Park's elaborate p-a. system is hooked up so that FM can be played in one part of the park, AM in another, recordings on a third hook-up, and announcements on a fourth circuit.

Two excursion boats of the Wilson Line will ply between Yonkers, Jersey City and Lower New York and the Playland dock when the season gets in full swing. Each of the ships accommodates 3,300 passengers. One boat operated over this route last season.

In preparation for the opening, all equipment has been overhauled. Extensive wiring and lighting changes have been made and new fronts have been installed on the midway. Fresh paint jobs have been given all structures. On exterior painting alone, more than 3,000 gallons have been used.

Opening day receipts on kiddie rides were among the highest in history of the park and played an important part in Geist's decision to throw the park open week-ends. William Hicks is manager of Playland and James Meisel is assistant manager.



The Finest In Folk Artists



MERLE TRAVIS

"KING OF THE JUKE BOXES"

CAPITOL RECORDING ARTIST



EDDIE KIRK

CAPITOL RECORDING ARTIST

"SINGING HEART SONGS OF AMERICA"



ARMSTRONG TWINS

FLOYD AND LLOYD

"COUNTRY MUSIC TEAM"

4 STAR RECORDING ARTISTS



TENNESSEE ERNIE

"HOMESPUN HUMOR"

CAPITOL RECORDING ARTIST



CLIFFIE STONE

THE "ROLY POLY" SINGING MC

CAPITOL RECORDING ARTIST

EXCLUSIVE BOOKINGS ON COAST THIS YEAR

MOON MULLICAN
HANK THOMPSON
★ COMING UP SOON ★

COWBOY COPAS

AMERICANA WELCOMES OTHER EASTERN ARTISTS COMING OUR WAY

Last Year's Report . . .

- WILMINGTON CENTENNIAL CELEBRATION 1948
- ORANGE COUNTY FAIR
- WHITTIER "100 YEAR" CELEBRATION
- EL MONTE "COVERED WAGON DAYS"
- ORANGE COUNTY BARN DANCE (18 Months)

Currently . . .

- HOMETOWN JAMBOREE, EL MONTE, CALIF.
- KXLA—ONE HOUR DAILY (Monday to Friday)
- WILMINGTON CENTENNIAL CELEBRATION (2nd YEAR)
- WHITTIER'S "NATIVE SON" CELEBRATION

For Personal Appearances—Wire, Write or Phone . . .

AMERICANA CORPORATION

4527 SUNSET BOULEVARD
HOLLYWOOD 27, CALIFORNIA NOrmandy 6071

Recent Lawsuits Reviewed:

Important Decisions Briefed As Service to Rink Operators

By Leo T. Parker

(Recently, the higher courts rendered several outstanding decisions likely to assist owners and officials of rinks and other places of amusement in avoiding local controversies. Not a few of these citations may be used advantageously to win unavoidable law suits.)

(To provide an easy-to-understand briefing of these decisions, The Billboard engaged Leo T. Parker, an attorney specializing in the briefing of amusement business cases, to compile a review of recent important cases.)

FIRST, it is important to know that modern higher courts consistently hold that the owners and operators of places of amusement must use "reasonable and ordinary" care to safeguard patrons against injuries. Failure to do so will result in heavy damage allowance. According to a recent higher court, failure of a proprietor to supply guards or supervisors at a dangerous location is negligence which results in liability. See the late and leading case of Ephremian v. Sholes, 52 Atl. (2d) 425. Here a girl went to a skating rink, bought a ticket and skated until a specialty number was announced whereupon she went into an aisle to watch the specialty number. Soon afterward another skater ran into her and severely injured her. The injured girl was taken to a hospital and remained there for several weeks. She sued the proprietor of the skating rink for heavy damages and proved that no attendants were on duty in the aisle during performance of the specialty number.

The higher court held the proprietor liable to girl for \$7,500 damages, and said:

"It is conceded that the defendant (proprietor) was not an insurer of the patron's safety while she was in the

aisle or at the soda bar. But, on the other hand, it was his duty, while she was in the aisle, to provide such supervision for the aisle as might reasonably be expected to protect her against dangers known to or reasonably to be foreseen by him in the exercise of due care."

Hence, this proprietor could have avoided liability in damages for injuries to the girl if he had proved that his attendants were on duty in the aisles to safeguard patrons and otherwise keep good order while the specialty number was on. Obviously, this same rule of law is applicable to all amusement places.

For comparison, see Allie, 54 Atl. (2d) 270. The testimony showed that a passenger on a roller coaster had his back broken by a sudden jerk of the car. From the testimony the jury decided that the jerk was caused by excessive wear of the chain when engaged by dogs and teeth in the sprocket gear. This court said that since the device had been in disrepair for more than two weeks, that fact indicated that the operator was negligent.

Police Assault

According to a recent higher court the proprietor of a place of amusement is responsible for acts of a city police officer who, without cause, injures a patron.

For example, in Rain, 211 S. W. (2d) 248, it was shown that a city ordinance requires operators of dance halls to pay for services of a city police officer to maintain order. One night a police officer struck a patron while ejecting him from the premises. The operator of the dance hall did not know that the officer had struck or assaulted the patron. Nevertheless, the higher court held the patron entitled to recover \$5,000 damages.

Control Important

Considerable discussion has arisen from time to time over the legal question: Is the proprietor of a place of amusement liable in damages to patrons injured when in a location not intended for patrons? The answer is yes, if the proprietor had control of the location and knew that patrons customarily used it.

For example, in B. Hayward v. Downing, 189 Pac. (2d) 442, it was shown that seats for the patrons of a wrestling match extended in all directions from the stage, each row of seats being elevated slightly above the row immediately in front of it. On the east wall of the arena there was a small platform or balcony or alcove, 15 feet above the floor. There were no stairs, steps, ladder, ramp or other means by which patrons could reach this platform or alcove, nor were any seats, chairs, stools, benches, bleachers, or other accommodations provided for the seating of patrons on this platform. In other words, the platform was not intended by Downing, promoter of the wrestling match, to be used by patrons.

On several different nights a few patrons gained access to the platform by grasping an iron beam with their hands and swinging Tarzan-like onto the platform. One night the platform collapsed and seriously injured several patrons who sued Downing for damages. Downing argued that he was not liable because he did not construct the platform and did not sell (See Important Decisions on Page 126)

Gotham Operators Nix Lence Bid for Aid on Tele Shows

NEW YORK, April 2.—Possible financial aid by other rink men to Operator Emil Lence in the forthcoming WPIX-TV roller revue series from his Eastern Parkway Rink was nixed, at least temporarily, by the metropolitan RSROA group at a special meeting called to discuss the subject Tuesday (26) at the Park Sheraton Hotel.

Lence, who previously had announced willingness to spend \$6,500 on special lighting for the 13 hour-long shows, said that channel officials estimated the total nut for the project as around \$10,000. He felt that since publicity benefits would be shared, installation and production expenses should be, too.

General opinion, however, was that the approximate \$1,000 per rink cost outweighed by far possible benefits to individual rinks. Furthermore, Lence would wind up with the permanent video lighting and equipment.

Rink operators said they would cooperate with costumes and shows.

Memphis East End, Rainbow Doing Biz

MEMPHIS, April 2. — Business is reported excellent for the two major roller rinks of Memphis, the East End and Rainbow Lake Rollerrome, both of which feature outdoor swimming pools which are to open with the advent of warm weather.

Rainbow, operated by A. and U. Peiraccini, also has a ballroom, terrace for refreshment service, and a dining room in the same building. Mr. and Mrs. Dick Sykes, professionals, are teaching classes there.

East End, managed by Ted Moyes, has been conducting a series of classes under the supervision of Larry Fox. The latter, also a professional baseball player, is to leave for training camp soon to prepare himself for the coming season.

Harlow's Long Beach Hipp Debuts Series of Classes

LONG BEACH, Calif., April 2. — Charles V. Harlow has inaugurated a heavy schedule of class work at his Hippodrome Skating Rink here, all classes being under the supervision of silver medalist pro J. D. La Tella, a member of the Society of Roller Skating Teachers of America.

On the Hippodrome schedule are fundamental classes, Tuesdays 6 to 7 p.m.; Junior Dance and Figure Club, Saturdays, 12 to 1:30 p.m.; a weekly one-hour free style skating class, and intermediate dancing, Sundays 12:30 to 1:30 p.m. Hippodrome operates each afternoon from 1 to 4 and offers nightly sessions from 7 to 10:30.

Staff includes William Engler, organist, and William Prendergast, assistant manager.

Moraze, Ruault-Cazier Join

HALIFAX, N. S., April 2.—Henri Moraze, of St. Pierre and Miquelon Islands (French possession off Newfoundland), has become associated with Emmanuel Ruault-Cazier in the operation of a roller and ice rink in St. Pierre town. With the early opening of movie theater next to the rink by the partners, there will be no films shown in the rink.

Halifax Council Gets Rink

HALIFAX, N. S., April 2. — Operation of Forum rink, owned by the city, has been taken away from a five-man commission of members of city council and given to the council. The commission reported a surplus of \$12,873 from operations for the fiscal year up to October 1, 1948.

250G Mullins Spot Going Up in Tulsa

TULSA, Okla., April 2.—John C. Mullins, owner of Crystal City Park here, is putting up a \$250,000 roller rink which is expected to be completed in early April.

The 136 by 200-foot structure, located at 11th and Norfolk, will have a 90 by 190-foot skating area with a clear span of 102 feet.

Capacity Turnouts See Queens Revue

NEW YORK, April 2.—The fourth edition of Roller Follies, annual show of the Queens Figure and Dance Club, attracted capacity audiences to Queens Rink, Elmhurst, Tuesday evening (29) and Wednesday (30). Every spectator was seated in reserved chairs or bleachers. No standees were allowed.

Loaded with aspiring and actual titlists, Follies was a fast-moving production of excellent solo, pair, four, eight, group, comedy and novelty numbers. There were four elaborately costumed major production routines and several smaller ones.

The cast, headed by World Congress champ Patricia Carroll, was entirely amateur except for rink pro Mildred Wilkins, who skated a specialty and subbed in several acts for members who were absent because of illness. Operator Nat Steinberg was emcee. Direction was by pros Clifford and Mildred Wilkins; music by ring organists Nick Monty and Bill Gilroy and props were by cast members.

Mineola "Carnival" Draws Huge Crowds

NEW YORK, April 2.—Winter Carnival, Jean Van Horn directed extravaganza of Mineola Rink's Earl Van Horn Club, played to 1,500 spectators Monday night (28) and again Tuesday night (29). All seats for both performances were reserved. Press notices were excellent.

Running two and one-half hours, Carnival offered every skating act in the book from individual stunts by champions, thru still and jump skating, to elaborate group numbers. Costumes, created by the rink's Mrs. Charles White, were acclaimed by spectators and press. Also applauded by the press were Bobbie Weedon's organ music and vocals by Rita Lynch and Ken Johnson. Operator Earl Van Horn emceed.

Most elaborate number was Nutcracker Suite Fantasy. Unexpected hit was a non-skating imitation of Al Jolson, to a Jolson record, by world champ Donald Mounce. Mineola pro. Other professionals who performed were George and Gladys Werner, gold medal dance skaters, in a medley of dances, and the Whirlwinds, an outstanding spinning act.

Chi Oldtimers Hold Party

CHICAGO, April 2. — More than 100 members of the Oldtimers' Roller Skating Club of Chicago turned out for a recent private skating party in the YWCA hall at 49th and Ashland, report Joe Laurey and Bill Henning, members. Laurey also is in charge of Sunday morning speed classes at Riverview Roller Rink.

Shifts Made by Rose, Conn

HARTFORD, Conn., April 2. — Bill Rose, formerly a partner in Conrose Skating Rink here, is now living in California, according to word reaching Hartford. Rose had been a partner with Syd Conn in the operation of the rink, a film theater and a night club. Conn is now in the real estate business here.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884

3212-3318 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

WE BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity
Also Best Price.

JOHNNY JONES JR.
Agents for Chicago Roller Skates

51 Chatham St. PITTSBURGH, PA.

CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE

Write
PERRY S. GILES Pres.
Curvecrest, Inc. Muskegon, Mich.
Manufacturer and Sole Distributor

300 Pair Chicago Skates

#7788 wide wheels. Nearly new, used only few seasons, condition perfect, \$3.45 pr., 100 or more.
F. O. B. Ogden, Utah. Standard Assortment sizes 0 to 10.

W. L. JARVIS
3318 Washington Blvd., Ogden, Utah

FOR SALE

225 Pair Used Chicago Rink Skates
Sizes 1 to 7; all cleaned and wheels ground, ready for spring, \$2.50 per pair.
P. O. BOX 187, CEDAR LAKE, Indiana.

COMPLETE PORTABLE RINKS
SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS
1817 S. Wall, Tyler, Texas Phone 9032-J

Pallomar's Benefit Draws 750 Turnout

MILWAUKEE, April 2.—About 750 skaters attended a party held March 31 at Phil Hays' Pallomar Roller Rink here for the benefit of Russell Schweiger, member of the Pallomar skating club, who broke his leg during a recent race. Features of the evening were a collegiate contest and half-mile race.

Winners in the dance contest were Dorothy Gruber and Bill Legner, Chicago; Janet Durant and Eugene Forcick, Milwaukee, and Dee Ann Maris and Gary Dalton, Milwaukee. The speed event was won by Connie Mahan, Chicago, followed by Jerry Fogel, Chicago, and Jim Hammermidt, Milwaukee.

Contests were judged by Eddie Artkus, Elsie and Andrew Parcell, Bert Widd and Bob Irwin, of Panel No. 9, Arcadia Roller Rink, Chicago.

Derby Biz Big in Brooklyn

BROOKLYN, April 2.—The Roll Derby, back for its second New York City stand inside a four-month period, is packing them into the 14th Regiment Armory here. Opening night of the 18-night stand, with a portion of its proceeds going to the Lee milk fund for babies, was Thursday (24). Games have been arranged so that it's Brooklyn vs. the Bronx until April 1, and Brooklyn vs. New York, April 2-10. American Broadcasting Company is handling the television.

Students Vote for Rollery

FREDERICTON, N. B., April 2.—By a unanimous vote approximately 100 students of University of New Brunswick here have protested a decision by college heads to build a library instead of a rink. Students demand a roller and ice rink as essential. A donation has made \$200,000 available for such a building.

AOW Race Contests Showing 20% Boost In Gate Receipts

ELIZABETH, N. J., April 2.—Organized racing competition in the William Schmitz-directed America on Wheels chain of rinks is going into the closing period of its third season with business showing a 20 per cent gain over the corresponding period of 1948, according to Jack Edwards, AOW chairman of racing activities.

Finals will be held May 13 at Hackensack (N. J.) Arena. The following night all AOW racers will be dinner-dance guests of Edwards at Frank Dailey's near-by Meadowbrook nitery. During the dinner awards will be made to winning skaters in various divisions.

With the addition this year of a 15-member speed club from Alexandria (Va.) Arena, the 120 active racers directed by AOW is the largest number ever handled in the chain's racing competitions, said Edwards.

With three competitions (Hackensack, April 2; Paterson, N. J., April 16, and Twin City, Elizabeth, April 30) to be held before the finals, Mount Vernon (N. Y.) Arena leads the pack with 390 points, closely followed by Hackensack, 380; Twin City, 270; Capitol Arena, Trenton, N. J., 75; National Arena, Washington, 75; Paterson (N. J.) Recreation Center, 30; Boulevard Arena, Bayonne, N. J., 25, and Alexandria, 20.

Pennsy Liability Proposal

HARRISBURG, Pa., April 2.—A bill to make it mandatory that operators of public amusement places where admission is charged take out at least \$10,000 liability insurance to protect the public against loss, damage or death has been introduced in the Pennsylvania House of Representatives by Rep. H. G. Andrews.

GENUINE
PRO-TEK-TOE

Toe Stop
THE GREATEST
ADVANCEMENT IN
ROLLER SKATING
HISTORY
IN
YEARS

FOR
MEN,
WOMEN
AND
CHILDREN

PRO-TEK-TOE Skate Stop, made of tough white rubber, beautifully streamlined in design, is creating a sensation among roller skaters everywhere. Just a few of the highly desirable features of PRO-TEK-TOE are:

- ★ Stops you IMMEDIATELY!
- ★ Protects skate shoe toe from scuffing!
- ★ Give skaters greater confidence!
- ★ Fits all roller skate shoes!
- ★ Adds to skate shoe beauty!
- ★ Eliminates floor scratches!
- ★ White rubber leaves no streaks!
- ★ Helps to avoid rink accidents!
- ★ Hidden steel washer makes PRO-TEK-TOE more durable—longer lasting!



Roller rink operators and wholesale Sporting Goods Agencies throughout the country are stocking up now to meet the growing demand for this fast-moving, "sell on sight" item. Ask your dealer or write for additional information direct.

PRO-TEK-TOE SKATE STOP CO.

819 NORTH 10TH ST.

ST. LOUIS, MO.

Another FIRST... New! Sensational!



"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
FLEX-I-FLOTE
PATENT APPLIED FOR
Free Floating - Double Action
Roller Skates

FLEX-I-FLOTE allows FOUR WHEEL TRACTION on sharp edges and you don't have to fight the action.

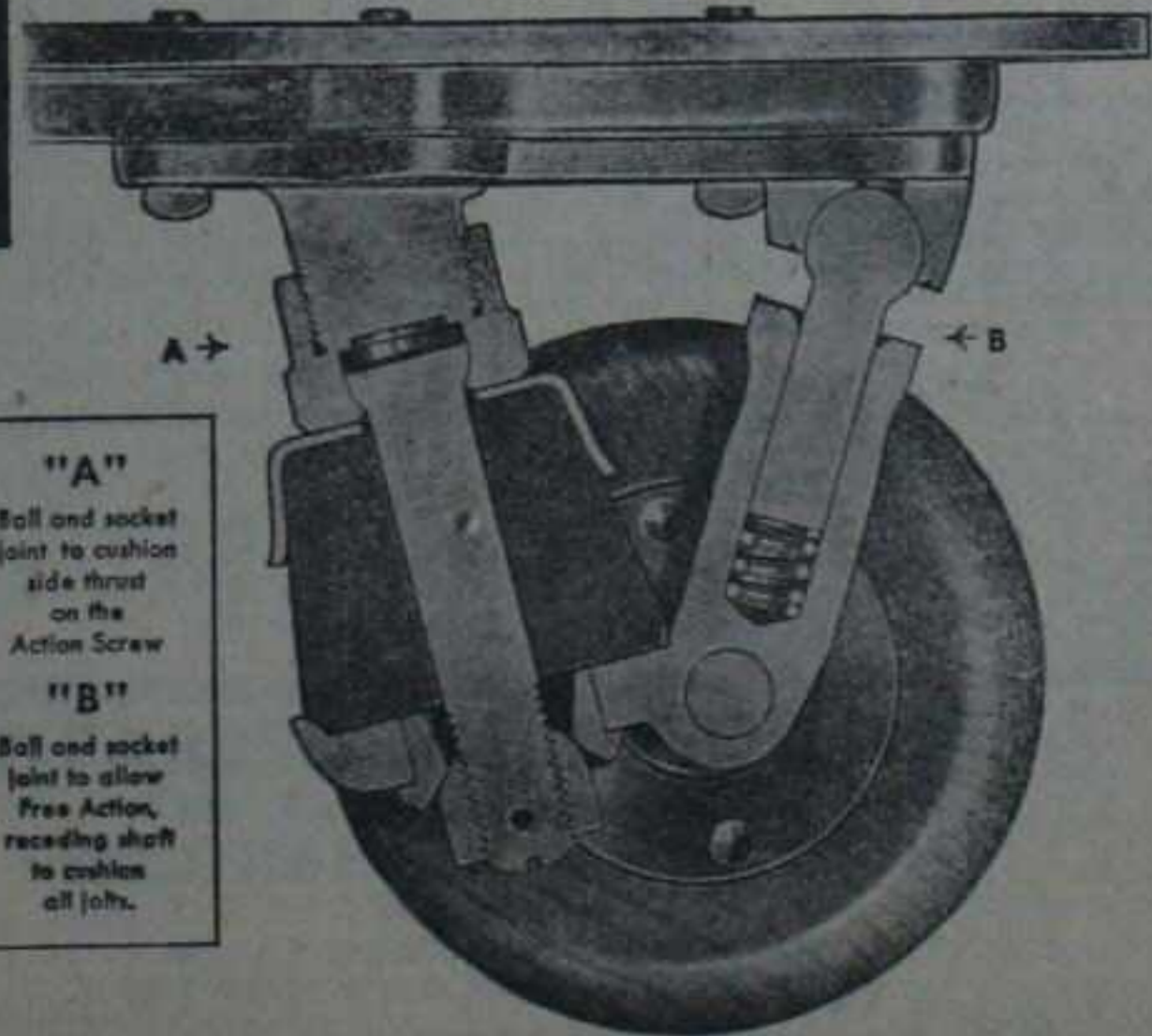
FLEX-I-FLOTE trucks are cushioned to provide FREE FLOATING flexibility. Their vertical action is adjustable for light weight or heavy weight persons. The telescope insert affords proper "ROCKER-ACTION" at all times. "CHICAGO" now has the most complete line—the regular rink skates—the 1949 Velvet Tread—and now the FLEX-I-FLOTE with 100% action giving you the choice of any action you desire.

Write or wire for full information, prices, etc.

CHICAGO ROLLER SKATE CO.

4427 WEST LAKE STREET

CHICAGO 24, ILLINOIS



1949 ~ CATALOG ~ 1949

READY FOR MAILING ON OR ABOUT APRIL 15. NEWEST MERCHANDISE, LOWEST PRICES



- No. 10 Horse
- No. 8 Patriot
- No. 12 Sport Girl
- No. 16 Two Gun Tim
- No. 1 Tall Sitting Cat
- No. 15 Ship
- No. 52 Circus Horse
- No. 348 Bull
- No. 65 Elephant

Above Plaster items packed 12 of a number to carton. Ea. 30c

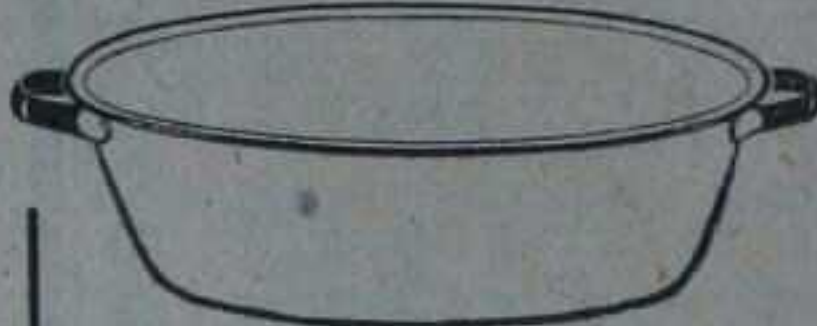


NO.	ARTICLE	PRICE GROSS
4942	6" Monkey	\$ 8.65
4933	6" Fur Monkey	13.75
4980	9" Fur Monkey	17.50
4918	4" Cell. Feather Doll	11.50
4930	7" Cell. Feather Doll	20.00
4970	Chenille Monkey w/Bell	20.00
3848	Pin Wheel	8.75
4934	Jap Flying Bird Inside /W.	9.60
4928	Am. Flying Bird Inside/W.	8.00
4906	R.W.B. Baton w/Bell	13.75
9280	Jap Parasol	17.50
9276	Jap Parasol	21.75
9279	Jap Parasol	30.00

Novelty Felt Hats - Pennant - Bamboo and Maple Canes - Swaggers - Comic Buttons - Fur Tails - Squirt Guns - Swords, etc.

SPRING SPECIAL

ENAMELWARE AT CLOSE-OUT PRICES. ONLY A LIMITED QUANTITY ON HAND. ALL FIRST QUALITY.



NO.	DESCRIPTION	PKG.	DOZ. PRICE
1053	12 Qt. Dish Pan White	12	\$6.00
1081	14 Qt. Dish Pan White	12	7.00
1114	14 Qt. Dish Pan Blue	12	4.00
1063	5 Qt. Tea Kettle White	6	9.00
1166	5 Qt. Tea Kettle Blue	12	7.00
1083	8 Cup Perk Blue	12	7.00
1125	6 Cup Perk White	12	9.00
1167	1/2 Qt. Saucepan Blue	24	.90

Also 100 other enamelware items. Pots, pans, drips, kettles, pails, bowls. Write for special closeout list.



NO.	ARTICLE	PRICE GROSS
3592	Plastic Animals	\$.95
3989	Pencil Brass Tips	2.15
3639	G-Man Badge	3.00
3633	Wedding Rings	.55
3522	Cigarette Holder	2.20
3995	Men's Combs	1.15
	Assorted Plastic Charms	1.00
	Assorted Pewter Charms	1.00
	Assorted Jap Animal Charms	1.00
3889	Assorted Key Chains	3.25
3934	Police Whistles	3.00
3570	Rossette Fans	1.00
3546	Blowouts	2.00
3827	Assorted Barettes	3.50
3810	Assorted What-Nots	7.20

Impossible to list all SLUM 5c-10c-25c numbers in this Ad. Hundreds of new items in stock for immediate delivery.



NO.	DESCRIPTION	GROSS
4231	9 In. Dec. Asst.	\$ 6.25
4324	4 In. Dart Balloon	.85
4325	5 In. Dart Balloon	.95
4329	9 In. Rd. Plain	2.85
4209	9 In. Mot. Cat Head	5.30
4229	Mickey Mouse Toss Up	13.00
4215	9 In. Mickey Mouse Asst.	6.00
4217	5 x 47 Nobby	8.00
4235	9 In. Rainbow	4.40

A complete line and stocks of the best sellers, manufactured by five of the leading companies. All tested.



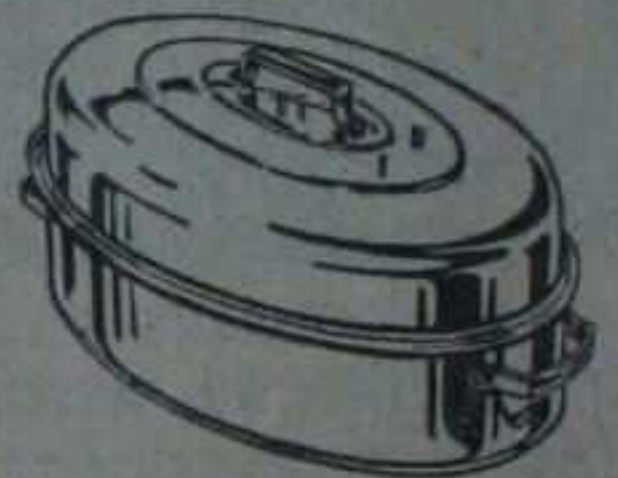
NO.	ARTICLE	PRICE GROSS
6309	Ashtray	\$ 3.50
6304	Ashtray	3.35
6302	Ashtray	3.45
6226	Whiskey	3.60
6223	Handle Whiskey	3.50
1355	Nappy	3.55
1525	Tumbler	3.75
1447	Relish Dish	10.80
1597	Salad Bowl	12.00
1364	Salad Bowl	15.70
1555	Ruby Vase	7.80
1557	Ruby Vase	9.40

Four complete lines of Glassware - Ind. Pieces - Sets - Ovenware - Glass-bake, as well as all numbers in Ruby Red.



NO.	HT.	DESCR.	MILW.	N.Y.
4709	17"	Horse	\$40.00	\$34.50
4710	19"	Horse	47.50	41.50
4696	33"	Bear	40.00	34.50
4629	13"	Bear	16.65	14.50
4608	13"	Bear	12.25	10.60
4642	22"	Goat	40.00	34.50
4676	17"	Dog	40.00	34.50

Toys from New York Warehouse shipped only in full cartons. Packed 12 of a kind to carton.



NO.	ARTICLE	PRICE DOZ.
1619	Roaster, Large	\$18.00
1625	3 Qt. Sauce Pan	6.60
1733	4 Qt. Covered Kettle	8.40
1734	6 Qt. Covered Kettle	10.20
1656	8 Qt. Covered Kettle	12.00
1747	1 1/2 Qt. Double Boiler	10.95
1748	2 Qt. Double Boiler	12.00
1727	6 Cup Perk	9.30
1728	8 Cup Perk	9.90
1623	Whistling Tea Kettle	6.75
1720	10" Fry Pan	10.65
1640	Colander	4.65

We carry a complete line in all gauges manufactured by Aluminum Goods - Regal, Buckeye, Enterprise and West Bend - YOU NAME IT - WE HAVE IT.



No. 36 Assorted Package, 48 to Carton, 12c each.



PRICES EACH

NO.	TRADE NAME	PACKED	CASE LOTS	LESS
140	Toba	30	\$2.50	\$2.60
144	Midway	30	2.50	2.60
145	Magnet	30	2.50	2.60
146	Mingo	30	2.50	2.60



No. 72 No. 71 No. 49 Assorted Packed 48 to Carton, 15c each.

WISCONSIN DELUXE CO.

PHONE LOCUST 2-5431
1902 NO. THIRD ST.
MILWAUKEE 12, WIS.

QUALITY ~ LOWEST PRICES ~ SERVICE



No.	Ht.	Milw.	N.Y.
4622	27	\$33.25	\$28.75
4623	33	44.00	38.00
Per Dozen			

No.	Ht.	Milw.	N.Y.
4511	Gibson, Lge.	\$48.00	\$41.40
4512	Gibson, Sm.	37.50	32.75
Per Dozen			

No.	Ht.	Milw.	N.Y.
4659	26	\$44.00	\$38.00
4663	24	40.50	35.00
Per Dozen			

No.	Ht.	Milw.	N.Y.
4657	26	\$44.00	\$38.00
4661	26	38.00	33.00
Per Dozen			

No.	Ht.	Milw.	N.Y.
4634	Lge. Wh.	\$80.00	\$70.00
4635	Lge. Br.	80.00	70.00
Per Dozen			

Please note that we have SPECIAL PRICES on direct shipment from our NEW YORK WAREHOUSES. All orders shipped from New York must be in full cartons as packed, 1 Dozen to a Carton. We have added only a small handling charge, therefore all orders must be accompanied by at least a 25% Deposit and the Balance C. O. D. Write for complete list of Plush Toys, Fur Toys and Dolls.



No. 1014
Dox. \$42.40
Write for Eastern Price

No. 1029
Dox. \$37.00

No. 1050
Dox. \$24.00

No. 1005
Dox. \$44.00
Also 1 and 3 Figure

No. 1038
Ea. \$5.95

No. 981
Dox. \$12.00

NOVELTY SPECIALS
Hats, Canes, Monks, Cell. Dolls, Rubber Toys, Squirt Guns, Parasols, Flying Birds, Pin Wheels, Leis, All Counter Items, Tally, Comic Buttons, Charms and Badge Board Specials.
TROMBONES, BALLOONS
OPERA GLASSES

ALUMINUM WARE
All Gauges and Prices
ENAMELEDWARE
White, Also Blue
GLASSWARE
Crystal and Colored
KITCHEN TINWARE
Complete set in two different designs.

ELECTRICAL APPLIANCES
RADIOS—LAMPS
BEACON BLANKETS
Cotton, part and all Wool
CLOCKS
Of all description—Alarm—Wall—Mantel

LUGGAGE
Men's and Ladies'
BRONZE HORSES
15 sizes and prices
FLASH ITEMS
For Grind Stores
NESCO
Roasters and Casseroles

NEW ITEMS FOR EVERY USE
30 years
OF HONEST BUSINESS DEALINGS



We lead in the manufacture of PLASTER Novelties—our Finish and Packing has no equal. All Large Plaster packed 12 of a number to a Carton—Ea. 30c. Small—48 to Carton—Ea. 12c. Making 4 new 15c items—Pig, Tootsie, Cowboy and Indian—packed 48 of one number to Carton. Will accept orders now for your Fair Dates.

1,000 different items at 1c, 5c, 10c, 15c, 25c seller—NEW SLUM

Our 1949—NO. 59—Catalog will be ready for mailing on or about April 15th. Write Now—But only those who state the nature of their business will receive this New, Free Catalog—Also Special New Price Lists ready now. In the meantime order from our No. 58 and all shipments will be made at our lowest prices.

WISCONSIN DELUXE CO.

PHONE LOCUST 2-5431
1902 NO. THIRD ST.
MILWAUKEE 12, WIS.

Announcing **THE FIRST**
OF MANY NEW NOVELTY ITEMS
 by **DODGE, INC.** PREMIUM DIVISION

THE
HULA GIRL LAMP
NEW ORIGINAL!



SHE WIGGLES →

← **SHE SHAKES**

- ANIMATION
- STARTLING

- ALIVE WITH ACTION
- BEAUTY

- UNDERWRITER APPROVED
- MOTOR 110 VOLTS AC
- 60 CYCLE 5 WATTS
- IMMEDIATE DELIVERY

- HEIGHT 20 INCHES
- SHADE 18" WIDE
- WEIGHS 12 LBS., PACKED
- FIGURE DIE CAST METAL
- FINISH BRONZE TAN

Address All Mail to

DODGE INCORPORATED—Premium Division
 401 EAST SIXTH ST. LOS ANGELES 14, CALIF.

Phone: MAdison 9-1607

WRITE FOR THE NAME OF YOUR LOCAL JOBBER

NEW... PLASTIC PARASOL 49¢

RETAILER

#720

18" PLASTIC TOP SPREAD

PLASTIC TOP IN
THREE COLORS

RED, BLUE or GREEN
with WHITE DECORATIONS



STANDARD
UMBRELLA
SPRING ACTION

21" WOOD HANDLE

YELLOW STICK, RED
BALL HANDLE & STRAP

EVERY ONE GUARANTEED
TO WORK
CAN BE OPENED AND CLOSED
THOUSANDS OF TIMES



★★★★★ AMERICAN SABER
#500

METAL AND WOOD SABER
Molded Scabbard in Cello-
phane Bags.



LOUDEST WHISTLING
FLYING BIRD
ON THE MARKET!

Each
with 24"
Stick

#380—Yellow embossed fully rounded bird
body with red trimming.
#310—Multi colors stapled bird, four color
combination.

AT ALL
LEADING JOBBERS
EVERYWHERE!...

Toby Toys MANUFACTURERS

417 EAST 24th STREET
NEW YORK 10, N. Y.

LUMAR TOY BALLOONS

ARE THE
BEST BALLOONS
MADE

Get Your Supply of Dart
Balloons and Our Regular
Numbers From Your Jobber.
Write for Your Nearest Jobber

LUMAR PRODUCTS CO., Inc.

14 Sixth Street
Bridgeport, Conn.

BIGGEST ROULETTE DEAL ON THE MARKET! CASINO ROULETTE!



A complete game consist-
ing of plastic 8-inch
ROULETTE Wheel, 150 as-
sorted color plastic chips,
green felt laydown, full
instructions and balls.
Packed in display box.

EXCELLENT PREMIUM,
PRIZE & GIFT ITEM.
TERRIFIC FLASH — GOOD
VALUE.

#126 Casino Roulette Set,
\$30.00 Dz.
(Sample, \$3.75 Postpaid)

#125 Roulette Set (without
chips), \$24.00 Dz.
(Sample, \$3.00 Postpaid)

F. O. B. N. Y., 1/3 deposit,
bal. C. O. D.
Immediate Delivery.

JOBBERS AND DISTRIBUTORS—SPECIAL PRICE AND DELIVERY SET-UP.

H. BARON CO., 30 Irving Place (at 16 St.), New York 3, N. Y.

Telephone: ORchard 4-6380, 4019

Manufacturers of Bingo Cages, Mah-Jongg, Roulette Wheels. Catalog on request.



WESTERN SCARF SLIDES
HEAVILY SILVER-PLATED
\$24.00 Gr.

SAMPLE ASSORTMENT OF SIX HAND-
SOME STYLES—\$1.00

Minimum Order Accepted 3 Doz.
DIRECT MFG. CO.
P. O. BOX 632, PAWTUCKET, R. I.

DAN DEE SPECIALS

- | | |
|--|-------------|
| THEY look . . . LAFF . . . and Buy Doz. | 100 |
| AUNT Fanny's Will, New Version | .25 \$ 1.75 |
| Rubber Glove Folders, 6 different | .90 4.25 |
| Old Fashioned Donkey Roast Folder | .25 1.50 |
| Why Girls Leave Home? folder | .40 3.00 |
| Strange Fruit From Garden of Eden | .75 5.50 |
| Raffle for a Cocker Spaniel bklet. | .60 4.00 |
| Reserved! Party sitting here, folder | .40 3.00 |
| To a Pal, Friend, & Looka Here Baby | .35 2.50 |
| Behind the Red Cloth Curtain, Folder | .60 4.50 |
| Catalogue of American Cans, Booklet | .60 4.50 |
| CAT . . . in Tree . . . Comic Foldown | .35 2.50 |
| Wall Cards, 8x11"; Oil Man & Worry | .90 6.00 |
| Baby Cartoon Cards in Colors, 5 diff. | .50 3.75 |
| Baby Cartoon Cards, 8x11", in Colors | 1.50 11.00 |
| Rubber Shimmie Dancers, 6 different | .50 3.75 |
| Photo Sets . . . 12 diff. to Set . . . Gloss | 6.00 45.00 |
| Sweet 16 . . . New with 16 Changes | 1.00 |
| Peek a Boo, Best Lge. View, Keychain | 1.00 10.80 |
| Kutle Vu Key Chain Telescope, best | 1.50 16.50 |
| Scanteez Telescopes, new series | 1.25 13.50 |
| Scanteez Views to Interchange, 5 set | 1.75 20.00 |

FAST SELLERS BELOW ARE LISTED AT THE DOZ. PRICE

- | | | | |
|---------------------------------|---------|----------------------------------|--------|
| Rubber Lizards | \$ 6.50 | RealLife Studies | \$7.20 |
| Magic Mummy in
coff. | 3.00 | Photo Sets (12) | 6.00 |
| Kirroy Statues | 1.20 | Amer. Beauties | 1.75 |
| Kirroy Stirrers | .80 | Squirt Boy Ash
Tray | 6.50 |
| Slide Coin Box | 1.20 | Squirt Boy | 1.00 |
| Miracle Coin
Trick | 1.50 | Squirt Girl | 1.25 |
| Mult. Rabbits | 1.35 | Flapole Sitter | 3.50 |
| Pee Wee Camera | 4.80 | Hot Dog Matches | .70 |
| Can Can Dancer | 1.25 | Betty Bubbles | 1.00 |
| Doggonit . . . Pile | 1.10 | Magnetic Animals | 1.50 |

Rush your order from list above, or send \$10.00 for above samples and 20 more Fast Sellers

DAN DEE NOV.
514 Collins Ave., Miami Beach, Fla.

SELL NYLONS GUARANTEED AGAINST RUNS!

The ONLY nylon hose in the whole world actually guaranteed against runs, snags or excessive wear, REGARDLESS OF CAUSE! Yes, no matter what the cause, whether use or abuse, Kendex nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period — a period up to three whole months! Not sold in stores. Extra sheer 13 denier; sheer 30 denier and service 60 denier. Latest colors. Lengths 26 to 35 inches. Both teamed and seamless. Also complete line men's fine hosiery guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advances cash plus huge bonus. Complete money making sales outfit FREE and prepaid. No obligation. Nothing to pay now or later. Simply rush your name and address on a postcard and you'll be making money next week.

KENDEX COMPANY, BABYLON 47 N. Y.

Men's 1/20-12K G. F. Whitestone
Rings. May be had with Ruby or
with all Whitestones #605--\$15.00 Dz.



#620--\$15.00 Dz.

Send \$10.00 for either our new sample Ring Assortment, our boxed Rhinestone Pendant and Earring Sets, or our line of Identification Bracelets.
20% Deposit, Balance C. O. D.

JACK ROSEMAN CO.
307 FIFTH AVE., NEW YORK 16, N. Y.

NEVER KNOWINGLY UNDERSOLD!



Ladies' Sterling Whitestone Rings
#525--\$6.00 Doz.; #520--\$6.00 Doz.



#510 Ident as Illustrated
\$22.50 Gr.; \$2.25 Doz.

#542 MEN'S HEAVY WEIGHT IDENTIFICATION BRACELETS, Specially Priced
\$36.00 Gr.; \$3.75 Doz.

Large selection of Ident Bracelets from
\$22.50 to \$72.00 Gr.

HORSES DOGS FISH

THE METALCRAFT GIFT LINE SENSATION FOR 1949

IN ACTUAL LIFE COLORS



#1000—RACE HORSE HEAD PLAQUE
Beautifully sculptured and colored. Choice of Sorrel, Black, White. Size of plaque, 10"; weighs 2 lbs.
Sample—\$5.00. Sample Set (3)—\$12.00.
1/2 Doz. Lots—\$22.00.
Dozen Lots—\$39.00.



#300—SHOW HORSE
Craftsmanship at its top. More beautiful than the real life model. Exact reproductions. Choice of Sorrel, Bay, White. Size 3 1/2".
Sample Box Asst. (12)—\$5.00.
3 Doz.—\$12.50.
6 Doz. Box Asst.—\$25.50.



Perfect for
Gift Stores
Souvenir Shops
Concessionaires



#100—MINIATURE DOGS
Art-colored to look life-like. 12 of the most popular dogs in America. Size 2 1/2".

Sample Box Asst. (12)—\$3.00.
3 Doz. Box Asst.—\$7.50.
6 Doz. Box Asst.—\$12.00.

#200—TINY MINIATURE DOGS
Packed 12 assorted dogs in a box.
Sample Box Asst. (12)—\$1.50.
3 Doz. Box Asst.—\$3.60.
6 Doz. Box Asst.—\$5.40.

GET ON OUR MAILING LIST TODAY—TO KEEP POSTED ON THE LATEST GIFT CREATIONS

HOUSE OF MEINHARDT

4138 No Sheridan Road Chicago, Ill.
TERMS: 25% deposit with order, balance C. O. D., F. O. B. Chicago. Unless rated. WE PREPAY ALL CASH ORDERS.

New Items

The following are "NEW ADDITIONS" to our growing line of gift hits.

GAME FISH PAPER WEIGHTS

Life-like, natural colors, backed with felt. 9" long.

#1400 Bass; #1500 Trout;
#1600 Calico Bass

Sample, \$3.50—Set of 3, \$8.25

1/2 Doz. Asst., \$14.40
Doz., \$25.20

GAME FISH BOOK ENDS

UNUSUAL! VERY NEW!
FISHERMAN'S DREAM!

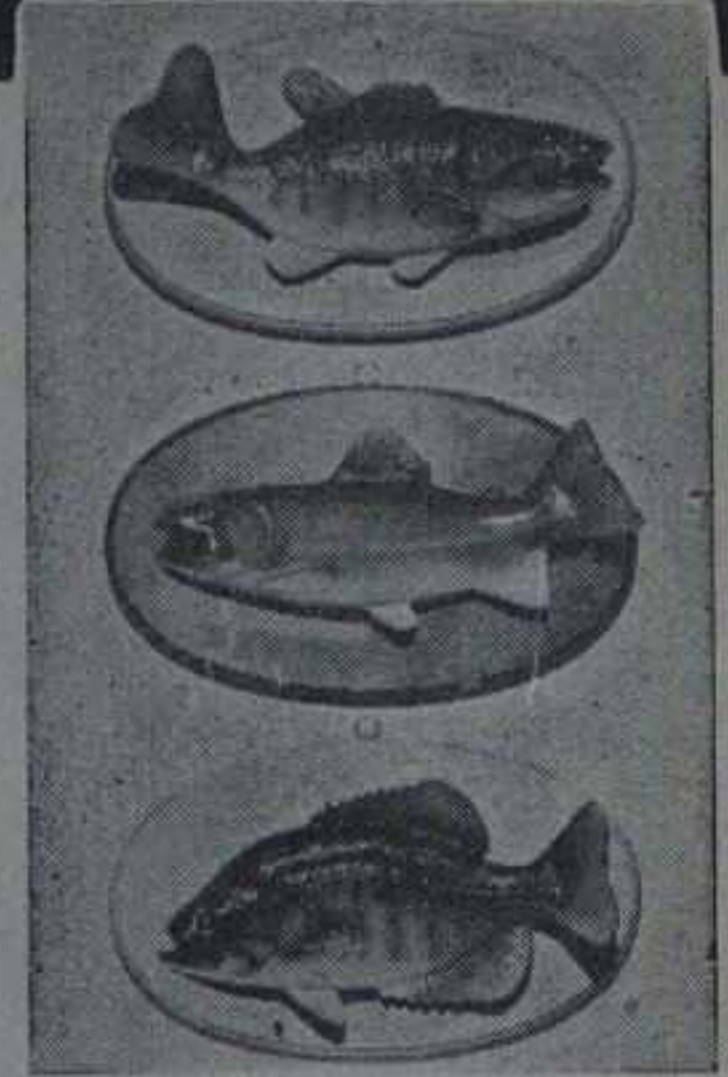
Every sportsman and fisherman will love to own a set of these for his cabin, den, office or summer home.

Must see to appreciate. A sure-fire seller this season. Choice of BASS, RAINBOW TROUT.

Sample, \$7.50 — 3 sets, \$21.75
6 sets, \$40.50 — 12 sets, \$78.00

GOOD NEWS FOR DOG FANCIERS

Watch announcement of new LIFE-LIKE Dog Plaques SOON



PRIZE GAME FISH PLAQUES

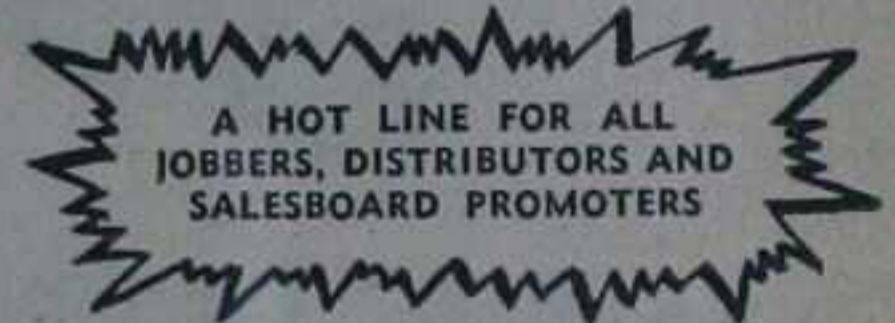
Sculptured and hand painted in natural life-like colors. Size 10".

#400—Lake Bass
#500—Rainbow Trout
#600—Calico Bass

Mounted on beautifully grained wood.

Sample (1)—\$4.50. Set of 3—\$12.00.

1/2 Doz. Asst.—\$21.00. Doz. Asst.—\$36.00.



A HOT LINE FOR ALL JOBBERS, DISTRIBUTORS AND SALESBOARD PROMOTERS

THE METALCRAFT GIFT LINE SENSATION FOR 1949

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$3.50

1 Bundle or 1600 1 1/2" Crackers 4.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS.....\$1.25

NO. K20—PER GROSS..... 2.50

Cash With Order

United Fireworks Mfg. Company, Inc.

DAYTON 7, OHIO



MONEY MAKERS

These are repeatedly the surest sellers season after season for dealers, jobbers, concessionaires, park and carnival operators, etc.

AVIATION TYPE SUNGLASSES

- 22k gold plated frames.
- Optical lenses meet specifications of the Bureau of Standards, Washington, D. C.
- Each pair guaranteed for life.
- Handsome carrying case with each pair.
- Each pair individually boxed in two-color display box.
- Free streamers and display material with each order.

THESE ARE NOT CHEAP GOGGLES BUT HIGH QUALITY MERCHANDISE, SOLD BY LEADING JEWELERS, SPORTING GOODS, DEPARTMENT STORES AND OPTICIANS THROUGHOUT THE COUNTRY.

Sample pair\$ 2.00
By the dozen 18.00 per dozen
By the gross 194.40 per gross
Lots of 500 600.00 for 500

Send for free catalog of latest types of rimless, syl, mirrorlens, gold trim clip-ons, rhinestone fantasy etc.

PHILRAY PRODUCTS Corp.
30 IRVING PLACE NEW YORK 3

25% Deposit with order, balance C. O. D. F. O. B. N. Y.

SATISFACTION GUARANTEED



Brooch Pin...

Sure Sales for Mother's Day!



\$3.25 per dozen

\$36 Gross

- Genuine Mother of Pearl (Snail Shell).
- Non-Turning Gold Rolled Plate Wire.
- Attractively corded.
- Stock Names (Mother, Sister, Sweetheart, Wife).
- Any assorted names slightly higher.
- Other items shaped as Small Leaf—\$2.25 per doz.—\$24.00 per gross. Love-Bird; Double Heart & Arrow—\$2.50 per doz.—\$28.00 per gross. Large Feather—\$3.50 per doz.—\$36.00 per gross.

Send for FREE Sample and Price List. 1/3 deposit required with order, bal. C. O. D.

WELL-DONE NOVELTY, Inc.

129 Pierrepont Street, Brooklyn 2, New York

MORE MONEY FASTER

with Sensational Sellers at \$1.50

• LATEST STYLE LAPEL LULUS FOR SPRING •

RICHLY STUDDED WITH FLASHING MANY-COLORED STONES!
Non-tarnishable 22 Karat Gold Plate. Each pin in newest spring styles studded with 21 to 35 dazzling stones! New type, strong safety catch. Stunning designs.



CLASSY CROWNS, simulated Turquoise, Amethysts, Seed Pearls.
\$4.50 Doz., Carded



SWAY-SKIRT DANCERS, simulated Rubies, Emeralds, Sapphires, Pearl; Skirt Sways from Strong Ring on Back of Pin.
\$4.50 Doz., Carded



"DIAMOND" TOMAHAWKS, simulated Diamonds, Sapphires, Extra flashy.
\$4.75 Doz., Carded

ORDER NOW!
MARDO SALES COMPANY

480 Lexington Ave. New York 17, N. Y. Dept. AX

FLASHLIGHT BALL PENS



FLASHLIGHT AT ONE END—BALL PEN ON OTHER END! ALL METAL, beautiful GOLD finish. Greatest Ball Pen combination in YEARS!

DOZEN, \$4.60; Carton & Doz., \$6.00. 2 SAMPLES, \$1.50.

CIGARETTE LIGHTER-BALL PEN Combination, ALL METAL, GOLD finish. bullet cap, shell No. 29.

Dozen, \$6.00; Carton & Doz., \$5.70.

TWO-COLOR BALL PEN, Red and Blue with color indicator, ALL METAL, Gold Ring Design.

Dozen, \$4.80; Carton & Doz., \$4.50.

SAMPLES ALL THREE ABOVE PENS \$2.25.

REFILLS—Red and Black combinations, easily changed. Gr. 116; Doz. \$1.50

BATTERIES, 6 Dozen Pks. 3.90

Bulbs, Dozen 1.00

Shipped POSTPAID on prepaid orders, or 1/3 deposit, balance C. O. D., plus postage.

SPECIALTY PEN PRODUCTS

BOX 1080 COLUMBUS, OHIO

Announcement Carnival Novelty Co., Inc.

formerly at

714 Broadway, New York, has moved to new quarters

location at

160 West 23rd St., N. Y. 11, N. Y. (Between 6 & 7th Ave.)

We carry a complete line of Ball Game and Wheel Merchandise, etc. Lowest Prices — Prompt Service. Serving you since 1930.

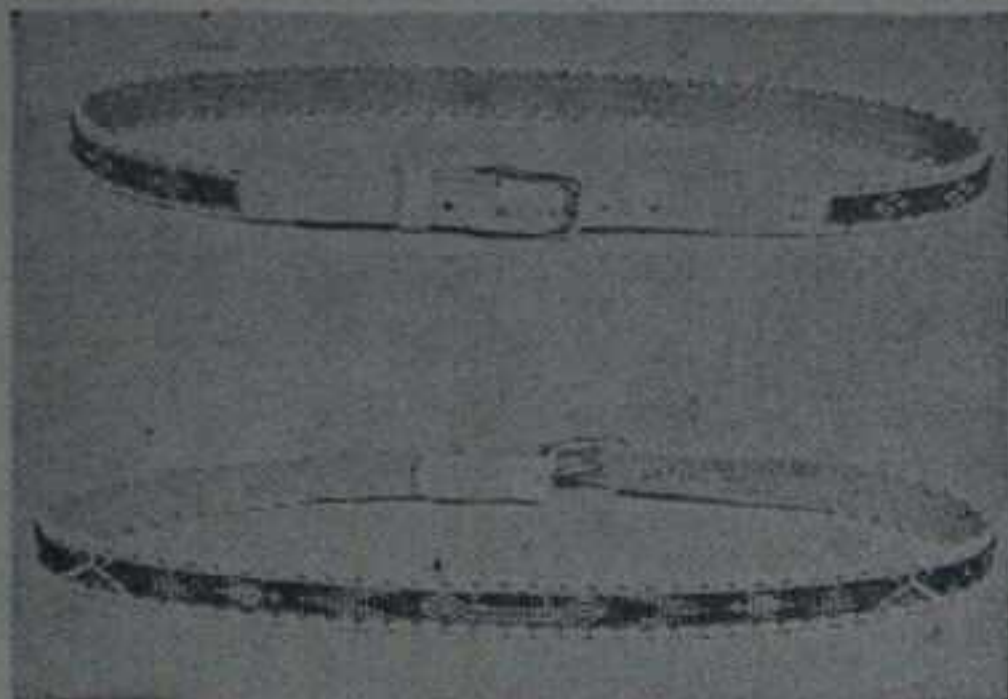
Carnival Novelty Co., Inc.
160 WEST 23 ST. NEW YORK 11

Thunderbird Products

PUT YOU ON THE WARPATH
FOR HEAP BIG PROFITS



No. 301 Indian Boy Chief Doll, hand made and beaded, 7 1/2 inches tall, cellophane wrapped—\$15.00 Doz. Sample, \$2.50 Each.



Attractive One-Inch Indian Design Beaded Belts. Beautiful assortment of Hand-Loomed Beaded Strips, sewed on full top-grain, finest selected one-piece steerhide saddle leathers. Ends tapered per Western Style. Two edges hand-laced in white. Quality gilt hardware. Packed one dozen to box, assorted sizes 1-24, 2-26, 3-28, 3-30, 2-32, 1-34.

No. 400 Beautifully Embossed Natural Leather.....\$27.00 Doz.
No. 450 White Leather.....27.00 Doz.
No. 400/2 Same as No. 400, Sizes 36 to 42.....30.00 Doz.
Samples.....\$4.00 Ea.



No. 300 Indian Princess Doll, hand made and beaded, 7 1/2 inches tall, cellophane wrapped—\$15.00 Doz. Sample, \$2.50 Each.



No. 450 Beaded Bracelet, Natural Leather—\$7.50 doz.
No. 452 Beaded Bracelet, White Leather—\$7.50 doz.
No. 400 Beaded Bracelet, 13 rows of solid beads—\$9.60 doz.
No. 475 Jeweled Bracelet, Natural Leather—\$6.00 Doz.
No. 476 Jeweled Bracelet, White Leather—\$6.00 doz. Sample, \$1.00 each



No. 300 Six Feather Wool Red Felt Indian Headdress—\$3.00 Doz. Sample, 50¢ Each.



No. 301 Nine Feather Wool Red Felt Indian Headdress—\$3.00 Doz. Sample, 50¢ Each.



No. 302 Thirty-Eight Feather Wool Red Felt Indian Headdress. \$7.20 Doz. Sample, \$1.00 Each.

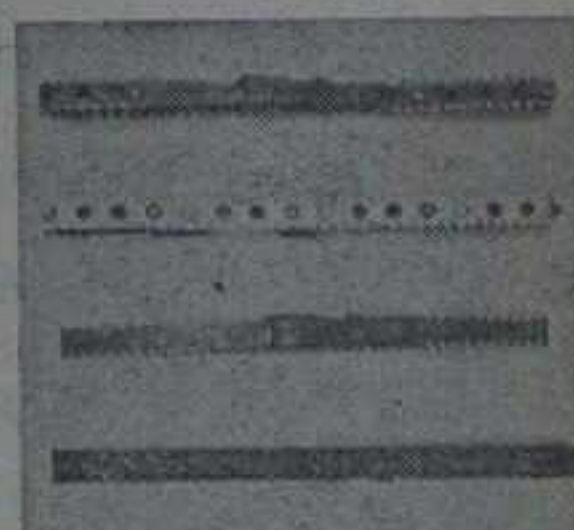
SEND FOR LATEST CATALOGUE. Terms to rated firms, others 1/3 deposit, balance C. O. D. Samples, cash with order.

QUANTITY DISCOUNT TO BONA FIDE USERS



THUNDERBIRD PRODUCTS COMPANY

2122 N. LINCOLN AVENUE, CHICAGO 14, ILL.



No. 475 Jeweled Natural Leather Belt, sizes 24 to 34—\$18.00 doz.

No. 476 Jeweled White Leather Belt, sizes 24 to 34—\$18.00 doz.

No. 425 Embossed Leather Belt laced in white, sizes 24 to 42—\$15.00 doz.

No. 426 Embossed Leather Belt, hand laced in brown, sizes 24 to 42—\$15.00 doz. Sample, \$2.50 each

NEW IMPORTED Swiss Wrist Watches



WRITTEN GUARANTEE

These precision built watches carry a one-year written guarantee against defects in material or workmanship. Sweep Second Hands. Assorted Colored Dials. Luminous Hands. Luminous Numerals. Unbreakable Crystals. Assorted Leather Straps. Chrome Cases. Timed and Tested.

\$3.50 EACH
Sample orders — \$1.00 extra.
Open accounts, send references.

All others 25% deposit with order, bal. C.O.D.

THE JENNINGS CO. Est. 1872

9 East 48 Street New York 17, N. Y.

PLASTIC SLUM

Sensational New Low Prices

Unequaled

WRITE!
WIRE!
PHONE!

CONTACT YOUR LOCAL DISTRIBUTOR

QUALITY • PRICE
VALUE

IF NOT AVAILABLE IN YOUR TERRITORY CONTACT US

CARNIVAL PLASTICS COMPANY

100 BICKFORD ST. ROCHESTER 6, N. Y.

Distributors' Inquiries Invited

JUGGLING IS Easy

With the FLOYD JUGGLING KIT

YOU GET—3 Juggling Balls, right size, weight, and bounce; AND—"How To Juggle" with the secrets that will have you juggling almost at once. It's all in a strong Leath-erette case. Complete, for only.. **\$2.50**

TWIRLING BATON

For Practice, Stage or Parade **\$1.25**
White rubber ends, white enameled wood shaft. It's balanced right, too—and only

EASY SPINNING LARIAT

It's rugged and good looking. Spin it with one hand while performing other tricks. Instructions included— **\$1.00** only.....

REGULAR LARIAT

For advanced tricks. 20 ft., heavy "Spot" cord. Lariat instruction book included. **\$2.75**

Please Send Money Order or Check to **FLOYD BROS.** 4875 Lincoln Ave. Chicago 25, Ill.

PLASTER

FLASHIEST CARNIVAL PLASTER ON THE MARKET

WE HAVE ROUND OR FLAT IN LARGE PLASTER. WE ALSO HAVE PLENTY OF MEDIUM, SMALL AND SLUM PLASTER. NO ORDER TOO LARGE. WE SHIP ANYWHERE IN U. S. A. SEND FOR PRICE LIST

Illinois Plastic Products

Manufacturers of PLASTER NOVELTIES & STATUARY
A. C. Ciuliani, Owner
2132-34 Gravois Ave., St. Louis 4, Mo.
(Phone: Grand 5335)

FACTORY CLOSEOUT

Pin-Earring Sets Assorted or Ass't Cocktail Bracelets.
BOXED, \$5.25 Doz.; Gross, \$47.00.
25% Deposit on C. O. D. Orders.

HOWARD SALES CO.

744 E. 138 St. New York 34, N. Y.

WESTERN SADDLE HORSES

We just completed a Beautiful Bronze Finish 10 1/2 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, \$33.00 Dozen. Also have it in Silver Color. Your money's worth or money back. Sample, \$4.00 postpaid. Why pay more? Also the following sizes at reduced prices:

4 1/2"x5".....\$5.75 dozen
5 1/2"x7".....8.50 dozen
6 1/2"x7 1/2".....11.00 dozen

Can Shade the Price to Large Users. Cash with order.

Also have Giant Steeple 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.

C. GAMEISER, 230 WEST 88TH STREET, NEW YORK 24, N. Y.

Try Mexican Novelties for Big Profits

Large Tarantula with wire legs.....\$12.00 gross
Fur Monkey with Drum.....13.00 gross
Miniature Tea Set, 10-piece.....41.00 gross
Resurrection Plants.....20.00 1000

OTHERS. ORDER TODAY. FREE LIST. Terms: Cash with order or 1/3 down, balance C. O. D. Immediate attention to all orders.

SPECIAL PRODUCTS CO.
Box 417 Laredo, Texas

CASH IN Quickly and Consistently on SOMETHING NEW . . . and SO DIFFERENT!

Here's where human sentiment pays off . . . a fast-moving, romantic item made to order for summer and winter resorts, carnivals, exhibition halls, shows of every description, county and State fairs, chain stores, department stores; in fact, EVERYWHERE, wherever people gather . . . wherever romance blooms . . . and where doesn't it?

CHARM NAME BRACELETS and FORGET-ME-NOT BROOCH PINS

. . . with her name spelled out in beautifully initialed hearts . . . a separate, cunning, dangling heart for every letter of her name, spelling out her name in full . . . appeal to every woman from 6 to 60 . . . serve as costume accessories, identification jewelry, and friendship tokens.



BRACELET
Whimsical 2 color tone adjustable to any wrist size



BROOCH

Glittering white . . . full first name up to 9 letters



We supply you with complete outfit . . . you assemble bracelet or brooch as you spell them with names buyers desire . . . attracts curious people who love to watch things being made . . . everyone can do it . . . it's very simple . . . alert men can make this a fast, fascinating business which has been proven to attract everyone by its live demonstration. **PROFITS ARE EXCELLENT.** Bracelets sell for \$1.00; cost you from 25c to 28c. Brooch pins sell for 50c; cost you from 15c to 18c. **WRITE TODAY** for the complete story. For samples send 50c for bracelet, 25c for brooch. **DO IT NOW and GET STARTED!**

JOSEPH SHORE, 344 Broad St., Lynn, Mass.



ARTIFICIAL FLOWERS—ALL COLORS

No. 72—Large Easter Lily	50.00 per 1,000; \$5.50 per 100
No. 85—Large Calla Lily	50.00 per 1,000; 5.50 per 100
No. 84—Large Daffodil	50.00 per 1,000; 5.50 per 100
No. 7—Large Dahlia	40.00 per 1,000; 4.50 per 100
No. 8—Large Georgina	50.00 per 1,000; 5.50 per 100
No. 10—Medium Georgina	35.00 per 1,000; 4.00 per 100
No. 12—Large Rose	50.00 per 1,000; 5.50 per 100

IMPORTED CELLULOID FLOWERS

No. 16—Large Carnation	60.00 per 1,000; \$6.50 per 100
No. 21—Large Rose	60.00 per 1,000; 6.50 per 100

PREPARED FOLIAGES FOR BOUQUETS

Oak Leaves, Bronze or Green, 10 Lb. Carton	\$6.00
Princess Pine, Green, 10 Lb. Carton	6.00
Prepared Green Fern, Doz. Large Bunches	5.00
Baby Breath, Large Bunches . . . White, \$1.50; Colors, 2.00	

CARNATIONS FOR MOTHER'S DAY

No. 9—Carnation, Red and White	\$35.00 per 1,000; \$4.00 per 100
Prepared Green Fern for Carnations, Doz. Large Bunches	\$5.00
Prepared Green Foliage for Carnations, 10 Lb. Carton	6.00

FLOWERS ON LONG STEMS FOR VASES

No. 36—Dogwood, 3 Blossoms and Leaves	Gross \$10.50; Doz. \$1.00
No. 18—Daisy, 2 Blossoms and Leaves	Gross 10.50; Doz. 1.00
No. 34—Daisy, 4 Blossoms and Leaves	Gross 10.50; Doz. 1.00
No. 28—Rosa, 4 Blossoms and Leaves	Gross 10.50; Doz. 1.00
No. 15—Starflower, 3 Blossoms and Leaves	Gross 10.50; Doz. 1.00

SPRING AND SUMMER CORSAGES

ASSORTED FLOWERS, ALL POPULAR COLORS.

No. 34—Large Size	Gross \$42.50; Doz. \$4.00
No. 33—Medium Size	Gross 32.50; Doz. 3.00

RAYON VELOUR PAPER FOR MAKING FLOWERS—All Colors

27 in. by 33 in. Sheets	Gross Sheets \$72.50; Doz. Sheets \$7.50
-------------------------	--

WOOD FIBRE—IMPORTED—ALL COLORS—LARGE PACKS

Gross Packs—\$42.50	Doz. Packs—\$4.00
---------------------	-------------------

NOVELTY WAX FIGURE CANDLES—Tinted in Beautiful Colors

No. 40—Angels, 3 in. Height, Two to Set	Doz. Sets \$4.00
No. 42—Angels, 3 in. Height, Four to Set	Doz. Sets 6.00
No. 44—Choir Boys, 3 in. Height, Two to Set	Doz. Sets 6.00
No. 46—Choir Boys, 3 in. Height, Four to Set	Doz. Sets 6.00
No. 48—Eggs, 3 in. Height, Four to Set	Doz. Sets 6.00
No. 30—Rabbit, 5 in. Height, One to Set	Doz. Sets 6.00
No. 52—Rabbits, 3 in. Height, Four to Set	Doz. Sets 6.00

NOVELTY SALT & PEPPER SHAKERS—Asst. Styles & Figures

Gross Sets—\$50.00	Doz. Sets—\$5.00
--------------------	------------------

HOW TO MAKE ARTIFICIAL FLOWERS

Our new 246-page Book, with 600 illustrations of patterns and complete instructions on How To Make Artificial Flowers, Leaves, Party Favors, Novelty Dolls, Novelty Animals, Lamp Shades, Fancy Costumes, Holiday Decorations and a number of other useful articles. \$10.00 postpaid.

We can also furnish the following: Memorial Day Wreaths, Flags in all sizes, Costume Jewelry Material, Pottery, Gift Shop Novelties, Stationery, Greeting Cards, all materials for making Artificial Flowers, Corsages, Chinese Ming Trees, etc. Crepe Paper, Leaves, Chenille, Centers, Barries, Wire, Wax, Star Flowers, Ribbons, Fruit for Fruit Plaques, Palm Leaves, Palm Plants, Trees, Grass Mats, Party Favors, etc. Send for Free Price List. 50% Deposit, Balance C. O. D.

FRANK GALLO, Importer & Manufacturer

1429 LOCUST STREET

ST. LOUIS 3, MO.

FOR SALES DEMONSTRATIONS

CREAM SACHET ENSEMBLE

It's New . . . It's Different

This package is a natural, Timely . . . Unusual . . . The fashion of the Moment. Fits in with any type sales promotions—Demonstrations through Drug and Department Stores, Crew Managers, Street Workers, Direct to Home Sales.

PERSONAL CHARM CREAM SACHET

The new luxury product for applying a delicate fragrance to the skin. A satin smooth Perfume in solid cream form. A tiny bit smoothed on imparts a clinging fragrance which will last for hours.

PERSONAL CHARM PERFUME

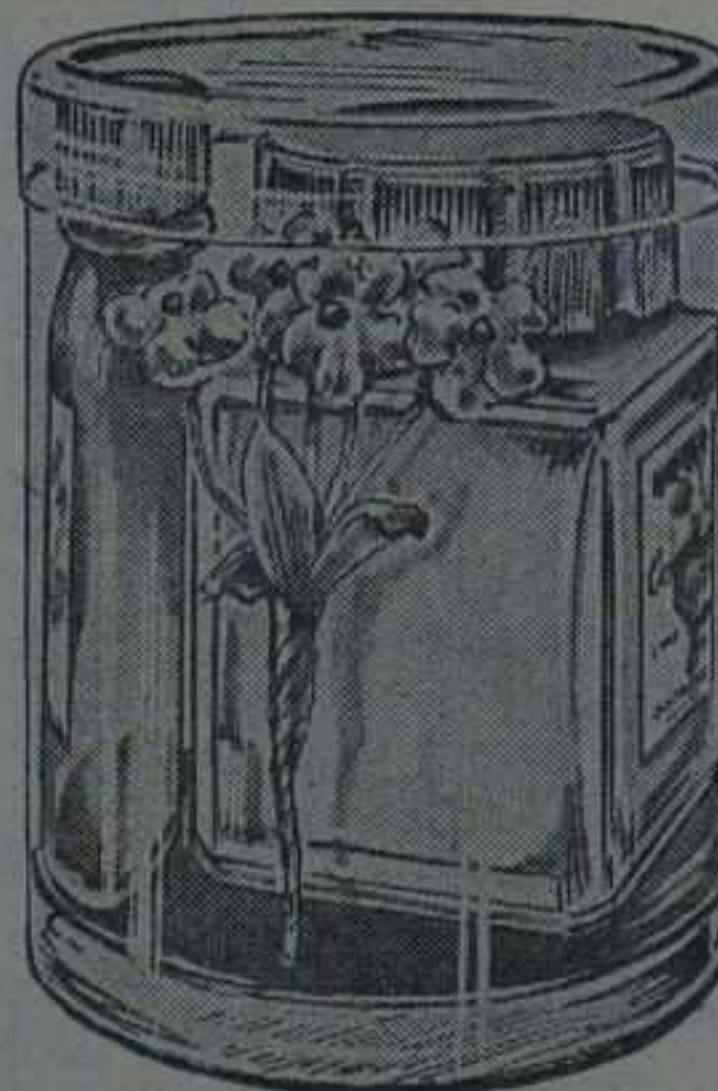
An exciting romantic fragrance exactly the same as that of Personal Charm Cream Sachet. Modern purse-size package which is so popular today.

(Photos Show Actual Size of Package)

PERSONAL CHARM MINIATURE CORSAGE

A new fashion which will appeal to women of all ages. A beautiful miniature corsage made with small artificial flower petals in appealing shades. A corsage always lends an air of elegance and romance to any costume.

PERSONAL Charm ENSEMBLE truly has everything for sales acceptance. The package itself will stop traffic. It has such eye appeal that no one seeing it will pass it by without another look. The package is of jewel-like transparent plastic which catches and reflects the light to give it crystal-like appearance. This box will make an ideal container for jewelry and trinkets and will look grand on a lady's dressing table. We supply bulk perfumes for demonstrations and mats for circulars or newspapers.



SEND 50c FOR SAMPLE AND SPECIAL LIST

GOODIER COMPANY—MANUFACTURING PERFUMERS AND CHEMISTS

DIVISION—UNIVERSAL LABORATORIES

321 No. Bishop Avenue

Dallas 8, Texas

FAST-MOVING MASS-APPEAL

LAMPS

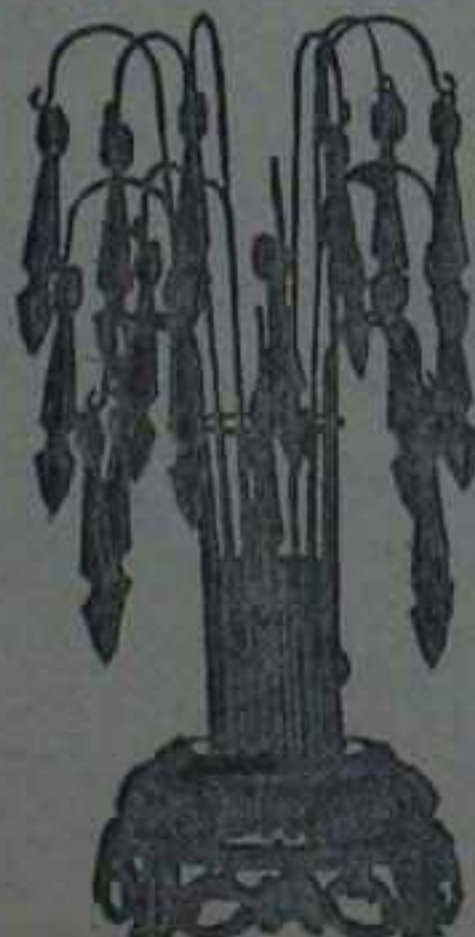
GLASS, BRASS AND POTTERY!



Here is a new line that's selling BIG!

Be sure you see our NEW, outstanding, sensational, colorful line of lamps of brass, glass, glazed pottery. Fascinating shades, elegant styling, REAL POPULAR APPEAL! This line, made by the largest manufacturers of lamps and shades, is now available to the CARNIVAL TRADE at the lowest prices offered. This is your opportunity to buy REAL MERCHANDISE at prices that are absolutely RIGHT!

See Our Terrific Line Before You Buy Lamps!



- Remarkable Values!
- Prompt Shipment!

Call at Our Showroom or Write to . . .

ROART CO.

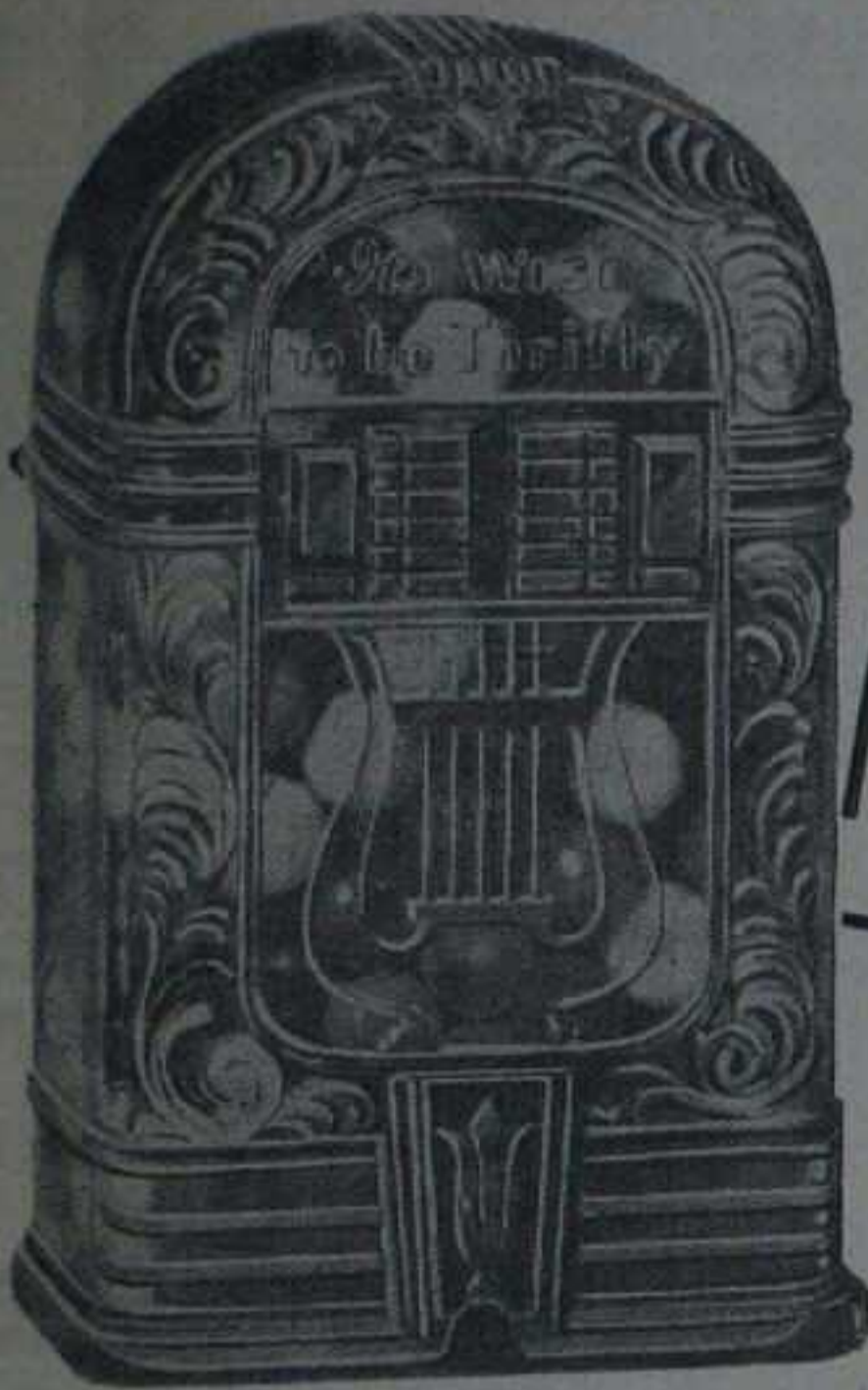
61 West 23rd Street
New York 10, New York

• Sales Representatives Wanted

THE ALL-SEASON SENSATION of the NOVELTY TOY FIELD!

TARCO

BUBBLE GUM JUKE BANK



RETAILS
98¢
COMPLETE WITH
120
BUBBLE GUM
BALLS and
SURPRISE GIFT

WRITE FOR PRICES

Leading merchandisers in department, syndicate and independent stores, coast to coast, acclaim this popular number as the year 'round standout for dependable turnover! Week after week, month after month, Bubble Gum Juke Bank gets quick money making action, from adults as well as kids! You, too, will find it a cinch to pull in the profits with appeal like this:

Bank, 3" wide, 6" high, is made of clear, durable plastic in a realistic, detailed "juke box" design... filled with 120 "Rainbo" Colored Bubble Gum Balls... contains an additional Surprise Gift inside the Bank. Provides amusing instruction in thrift and helps develop self-discipline—child buys gum from himself inserts coin before removing the confection. Bank has 2 coin slots; 1 in back for immediate use, 1 at side for use when gum section is empty. Coins can't drop out. These are only a few of the reasons why you can bank on the Bubble Gum Juke Bank for steady sales!

BUBBLE GUM JUKE BANK is a natural—a traffic-stopping, action-producing sales creation anytime, anywhere! Make it a profit-feature for your store, midway, bazaar, pitch, etc., or any other operation NOW!

IMMEDIATE DELIVERY—WRITE TODAY!

THE TARRSON COMPANY

540 NORTH LAKE SHORE DRIVE
CHICAGO 11, ILLINOIS

14 KARAT GOLD
Case, now 6x8, 7 Jewel Swiss
GUARANTEED movement,
Cord, in Plastic Display Box.

\$12.75
Minimum order,
3 watches.
25% Deposit, Balance
C. O. D.
1949 Catalog on recon-
ditioned Elgin, Waltham,
Hamilton, Bulova.

IRVING BERK
145 W. 45th St.
New York 17, N. Y.

NATIONALLY ADVERTISED WATCHES!
LAST WEEK FREE — With Every Watch—Gold Plated Expansion or Mesh Band and Beautiful Display Gift Box.

Ladies' & Gents' Famous Wrist Watches.
• ELGIN
• BULOVA
• GRUEN
• BERRUS
• WALTHAM
Largest Style Round Cases and Dials.
7 Jewel
\$10.95
15 Jewel,
\$17.95.

CLOSEOUT of Men's Rings
Assorted Styles.
Values to \$27.00 Doz.
imitation diamond in
1/30 14 Kt. R.G.P. extra
heavy mounting. **\$15.95** Doz.
25% with order—balance C. O. D.
Wholesale Only! None Sold Retail!
Write for Our New 1949 Catalog.

JOSEPH BROS. 59 E. Madison St., Dept. B-9
Chicago 3, Ill.

NEW LOW PRICES!
BRAND NEW MEN'S RHINESTONE DIAL WRIST WATCHES

Assorted rhinestone dials—black, white or rubies.
Guaranteed timekeepers— with leather straps.

7-Jewel
\$9.95

17-Jewel, \$13.95
1/20 G.F. Stretch Band,
\$1.39 additional.
Comb. Mesh and Stretch,
\$1.90 additional.
Beautiful Plush Gift Box,
75c additional.
Write for catalog on Famous Brand watches, diamonds, clocks, cameras, radios, luggage, jewelry and gift items.

25% with order—balance C. O. D.
Open account to rated houses.
Member of Jeweler's Board of Trade.

MID-WEST WATCH CO.
5 S. Wabash Ave. Chicago 3, Ill.

FOR INFORMATION ON
POPCORN PROFITS
TURN TO
INSIDE FRONT COVER
OUTDOOR EQUIPMENT
SUPPLEMENT

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

BRONZE METAL WESTERN HORSES WITH SADDLES
Beautiful Two-Tone Finish

#13 — 2 1/2"	2.40 per Doz.
#14 — 3 1/2"	3.60 per Doz.
#15 — 4 1/2"	4.80 per Doz.
#16 — 5"	7.20 per Doz.
#97 — 5 3/4"	7.80 per Doz.
#96 — 6 3/4"	11.40 per Doz.
#92 — 7 1/4"	15.00 per Doz.
#910 — 8 1/4"	24.00 per Doz.
#900 — 10 1/4"	30.00 per Doz.

With Chain
25% With Order, Bal. C.O.D., F.O.B. N. Y.

BILL TURBIN
40-41 195 St. Flushing, L. I.
FL 7-7703-

You Can't Beat These Prices!

WESTERN METAL HORSES

Highly Polished & Plated in Bronze or Rogers Gold. Each horse equipped with plated Bridle Reins.

SIZE	EACH
7 1/4" x 6 3/4"	\$.75
7" x 5 1/2"	.65
5" x 4 1/2"	.45
3" x 2 1/2"	.21

SIZE	EACH
11 3/4" x 10 1/4"	\$2.45
10" x 8 1/2"	1.45

IN LOTS OF 4 (individually boxed, & to Master Carton)

F. O. B. N. Y. 25% Deposit, Balance C. O. D. unless rated.

KINGSLEY METALCRAFT CORP.
487 BROADWAY Canal 6-1490 New York 13

RUBBER EXERCISERS
Pat. No. 1790267

PITCH MEN all over America acclaim—"The fastest selling gadget in the world!"

MEN Use for Physique Building.
WOMEN Use for Reducing.
Individually Beautifully Boxed With Exercise Chart.

Stretchem, \$40 per 100
Sells for \$1.50

Samson, \$45 per 100
Sells for \$2.00

F. O. B. Detroit 25% With Order, Balance C. O. D. Send \$1.00 for both samples; retail value \$3.50.

MED WORKERS: Write us for our special; you will be amazed at prices.

GORDON SERVICE 1917 W. Grand River
Detroit 26, Michigan

PITCHMEN — NOVELTY MEN — PEDDLERS
 CONCESSIONAIRES — STREET WORKERS
 "Go To Town With the Big Clown"
WORLD'S LARGEST SUCKER
 Thousands Sold Daily



6 Delicious Nutritious Flavors. High Quality, Flashy-Colored Candy on Long Stick. Wrapped Individually in Cellophane. Weight 7 ounces. Diam. Approx. 5 1/2".

ACT NOW

Send \$1.75 for 1 Doz. Assorted Suckers by money order or certified check. 1/3 Deposit, Bal. C. O. D. on 3 Doz. orders or over.

BETTY O'SHAY CANDY

8245 MACK AVE., DETROIT 14, MICH.

STRIKE IT RICH!

WITH THESE BEAUTIFUL, FAST SELLING
 HAND CAST, METAL CREATIONS!

WESTERN SADDLE HORSES



ALL SIZES

"There's Gold in Them Thar Hosses"

Authentic reproductions, highly polished and specially treated to prevent dulling or tarnishing. Individually packed in shipping carton. Available in following sizes and finishes.

GLEAMING GOLD PLATED				The following Gold Plated Horses have SILVER PLATED SADDLES:			
Number	Size	Each	Per Doz.	Number	Size	Each	Per Doz.
A3081	4 1/2" x 5"	\$.65	\$ 7.50	A3076	8" x 11"	\$2.65	\$30.00
A3080	5 1/2" x 7"	.95	10.80	A3068	11 1/2" x 9 1/4"	3.35	39.00
A3074	6 1/2" x 7 1/2"	1.25	14.40	A3069	10" x 11 1/2"	4.75	54.00
A3067	7 1/4" x 8"	1.80	21.00	A3073	11 1/2" x 14 1/4"	6.25	72.00
				A3083	14" x 17 1/2"	15.00	175.00

TWO-TONE BRONZE HORSES			
Number	Size	Each	Per Doz.
A3071	10 1/4" x 11 1/2"	\$3.35	\$39.00
A3070	8 1/4" x 11"	2.00	22.00
A3004	6 1/2" x 7 1/2"	1.10	12.00

STATUETTE LAMP SENSATION!

BEAUTIFUL HAND CAST METAL LAMPS
 IN GOLD, SILVER OR COPPER FINISH



3 WAY SOCKETS
 Lifelike reproductions from Models executed by the famous sculptor "Kasselik." Furnished with natural Boule covered parchment shades, beautifully trimmed and proportioned or "Temprex" Glass shades — 3 times stronger than ordinary glass (heat resistant and glare reducing). Assorted colors. Available as follows:

- Number 14P COWBOY ON HORSE, Parchment Shade
- 14G COWBOY ON HORSE, "Temprex" Shade
- 11P SAILFISH, Parchment Shade
- 11C SAILFISH, "Temprex" Shade
- 12P HORSE, Parchment Shade
- 12G HORSE, "Temprex" Shade

ALL STYLES

\$750
 EACH

AUTHENTIC STATUETTES

6 DIFFERENT DOGS

Beautifully designed. Every detail sharply highlighted in two-tone bronze finish.

MEDIUM SIZE	
SETTER	7" high
COCKER SPANIEL	6 3/4" high
BOXER	7 1/4" high
POLICE	8 1/2" high
SHEPHERD	7" high
SCOTTY	6 3/4" high



LARGE SIZE

\$16.20
 Per Doz.

Setter ... 9" high	Police ... 10" high
Cocker ... 8" high	Shepherd ... 9" high
Spaniel ... 8" high	Scotty ... 7" high
Boxer ... 8" high	

\$36.00
 Per Doz.

ORDER NOW! ALL ORDERS SHIPPED IMMEDIATELY.
 Terms: 25% Deposit, Balance C. O. D., Unless Rated.
 Orders under \$10.00 must be paid in full.

GOLDFARB NOVELTY CO.
 HARBORSIDE BLDG. JERSEY CITY 2, N. J.

Here's your chance for quick PROFITS with the Feature* LINE of HITS!

BRIGHT EYES
 (No. 533)

Press his hips and watch his eyes light up (they're battery-powered). And to add to his eye-catching appeal, he's fully 21" tall and dressed in smart, contrasting 2-colored rayons with a neatly shirred neckband and shiny metal buttons. Gaily colored mask face. Batteries easily replaced.

AND HIS BIG BROTHER

JUMBO BRIGHT EYES
 (No. 537)

Same light-up eyes and all as No. 533, BUT he's 30" tall with a beautifully colored PLASTIC face.

No. 533 \$22.50 doz. Sample \$2.00
 No. 537 \$37.50 doz. Sample \$3.50

Check with order or 25% deposit, balance C.O.D., F.O.B. N. Y.
 Write for jobbers' prices and prices on larger quantities. Other fast-selling dolls from \$6 dozen. Write today for the complete illustrated catalog B.

Majestic
 DOLL AND TOY CORP.
 Creators and manufacturers of the "Feature" line of dolls, toys, and novelties.
 737 BROADWAY • NEW YORK 3, N.Y. • OR 3-3250

PEOPLE FLOCK TO BUY BALLOONS THAT

FLOAT

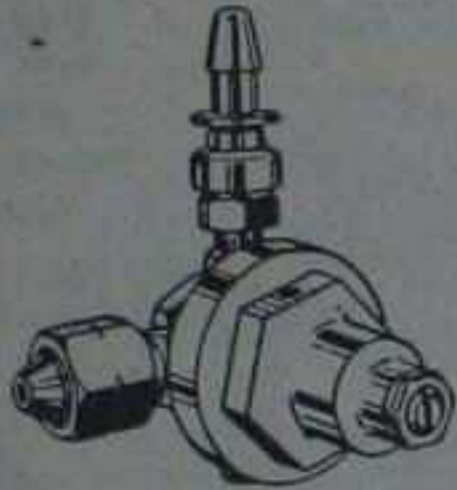


... and you can fill 'em and sell 'em easier and faster with the Hi-Ball* Balloon Filler!

There's no doubt about it... everyone — men, women and kiddies always prefer a helium-filled floating balloon.

You can cash in on the favorite by using a Hi-Ball Balloon Filler, because you'll fill 'em faster with no wasted helium due to leakage.

ORDER FROM YOUR JOBBER TODAY!



HI-BALL BALLOON FILLER
No. 10692A **\$8.00**

EASY, FAST FILLING...
Simply slip balloon over nozzle and press down... a one-handed operation.

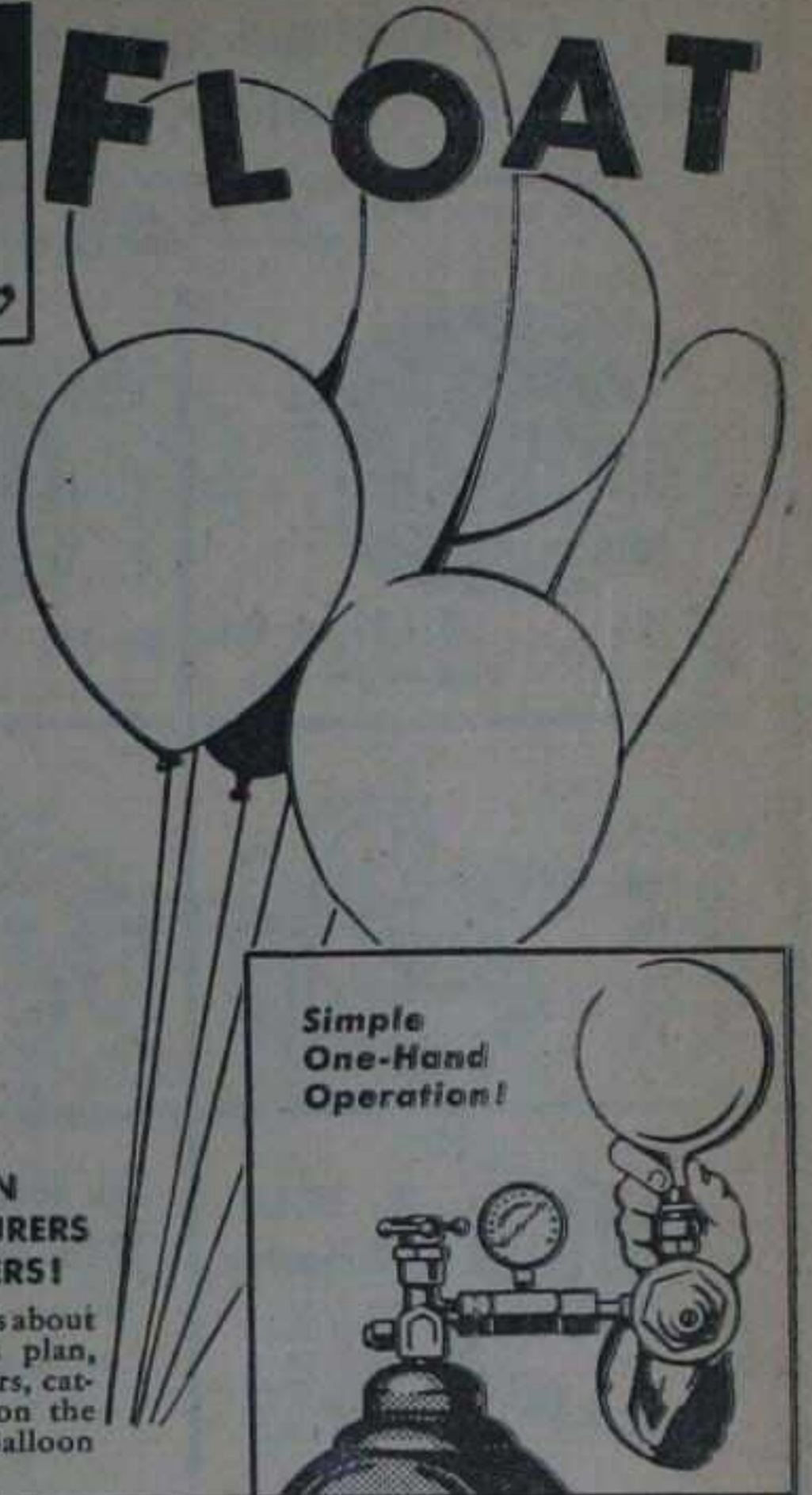
LEAKPROOF...
All the helium goes into your balloons — none wasted by leakage.

ADJUSTABLE...
Pressure easily set for fast filling of any size balloon.



HI-BALL GAUGE ADAPTER
No. 10697 **\$5.50**

The Hi-Ball Gauge Adapter shows at a glance the approximate amount of helium remaining in the cylinder — no running out of gas unexpectedly when the crowds are big.



Simple One-Hand Operation!



BALLOON MANUFACTURERS and JOBBERS!

Write for details about profitable sales plan, including folders, catalog cuts, etc. on the new HI-BALL Balloon Filler!

The BASTIAN-BLESSING Co.

4201 W. Peterson Ave. Chicago 30, Illinois
Pioneer & Leader in the Design & Manufacture of Precision Equipment for Using & Controlling High Pressure Gases

EXTRA VALUES



Nickel Plated, exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold. No. 775BB — In lots of 10 or more, Ea. \$1.49. Sample — Ea. \$1.70.

Same as above, but has luminous hands and numerals. No. 776BB — In lots of 10 or more, \$2.25. Sample — Ea. \$2.35.

Plated in color of natural gold. New Haven compensating hair spring makes it keep better time under extremes of hot and cold. No. 777BB — In lots of 10 or more, Ea. \$2.75. Sample — Ea. \$2.96.

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

GREATEST OFFER EVER MADE NEW LOW PRICES-BIG PROFITS

Perfect reproductions of high priced diamond rings—Best selling styles! 12K. gold-filled, fully guaranteed, Not rolled gold plate. Values up to \$30.00 a doz. Deposit on all C.O.D.

STATE YOUR BUSINESS
12 ASSORTED FLASHY RINGS IN TRAY **\$16.75**

F&M AVERBACH
185 BENEFIT STREET, C-204—PROVIDENCE, R. I.

DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

SPECIAL PRICE 75¢ Per Set

These Pens Sell Like Wildfire!
Combination ball pen and lighter. **50¢ Ea.**
Two-color pen writes in red and blue. **40¢ Ea.**
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!
H. EPSTEIN
27 East 22nd St. New York 10, N. Y.

DEALERS—JOBBER!
NEW MUSICAL NOVELTY

Revolving Cake Plate — plays Happy Birthday, Wedding March. Durably made of metal, enamel finish. Can't overwind feature (pat. pend.).

MERIT SPECIALTY CO.
807 Linden Blvd. Brooklyn 3, N. Y.

YOU MAKE ANY NAME IN GOLD

ON CREW HATS, PENNANTS, LUGGAGE, ETC.

UP TO 6 HATS or PENNANTS PER MINUTE — No Sewing Machine — No Skill. JUST TURN THE LEVER and limit. GOLD IS SEALED RIGHT IN THE MATERIAL. ALMOST ALL PROFIT FOR THE OPERATOR — HOTTEST CONCESSION DEAL OF THE YEAR. 100% Customer Satisfaction — The work is uniform, waterproof, rub proof, ravel proof. Hurry — Get In Early.

CONCESSIONAIRES—CARNIVALS—PARKS—BEACHES—ROADMEN—WRITE QUICK!

Complete Samples, Price Lists, Etc., BY AIRMAIL, 25c (Stamps)

L. P. ENGRAVERS 703-705 S. E. 28TH AVE. **PORTLAND 15, OREGON**
Exclusive Mfrs. Everything at Wholesale Immediate Shipments

CARNIVAL — CONCESSIONAIRE
ONLY \$1.75 PER 100

Introductory Offer — 1949 Special — First Quality. Flashy, colorful Tennis Racket Key Chain. Send for trial order NOW. Free price list on other low price items.

HOPKINS NOVELTY CO.
394 Branch Ave. Providence 4, R. I.

Up in Quality—Down in Price
ROYAL-SHEER HOSIERY
In All New Spring Shades! All Goods Measured Lengths

45 G. 30 Denier	\$8.50 Doz.
51 G. 30 Denier	10.00 Doz.
51 G. 15 Denier	11.00 Doz.
54 G. 15 Denier	13.00 Doz.
60 G. 15 Denier	15.50 Doz.
Non-Run 30 Denier	14.00 Doz.
Non-Run 15 Denier	14.00 Doz.
Seamless, Run-Resist 15 Denier	9.50 Doz.
Irregulars 45 G. 30 Denier	7.25 Doz.
Irregulars 51 G. 15 Denier	8.50 Doz.

1/3 Deposit, Balance C. O. D.
ROYAL-SHEER HOSIERY
206 E. Grand River, Detroit 26, Mich.

RING WORKERS — CONCESSIONAIRES DISTRIBUTORS — DEALERS GREAT VALUES FOR GREATER PROFITS!!



1/20 12 K. Gold Filled, 3 large white stones, ruby center or ruby sides.
#206.....\$22.50 doz.



1/40 14 K. White stone center, ruby or white sides.
#208.....\$21.00 doz.



1/30 14 K. Massive white stone, 2 side baguettes white or ruby.
#220.....\$22.50 doz.
(EXTRA HEAVY)



1/60 14 K. Massive 3-stone ring.
#221.....\$14.25 doz.



1/20 12 K. White stones or ruby sides.
#222.....\$24.00 doz.



Massive Gents', 3 white stones, 1/30 14 K.
#223.....\$24.75 doz.



1/30 14 K. Gents' 3-stone ring.
#224.....\$21.00 doz.



1/60 14 K. Gents' 3-stone, ruby sides optional.
#225.....\$13.75 doz.



1/30 12 K. Large center white stone; very special!
#226.....\$10.00 doz.



Birthstone cluster ring.
#603 (1/20 12K) \$9.00 doz.
#603A (Sterling) \$6.75 doz.



Engagement, large center, 4 side stones.
#104 (1/20 12 K.) \$9.00 doz.
Sterling 7.00 doz.
Wedding ring, 7 stones.
#104W (1/20 12 K.) ..\$6.00 doz.
Sterling 5.60 doz.

Send for Our Price List of Idents. Our Prices Will Amaze You

Special Discount to Quantity Users

Terms: 25% Deposit With Order, Balance C. O. D.

STAR WHOLESALE JEWELRY CO. 294 WASHINGTON ST., BOSTON, MASS.



FLUORESCENT FIXTURES
Offer Tremendous Profits for Dealers, Distributors, Concessionaires
FLUORESCENTS
FOR EVERY PURPOSE
Direct From Manufacturer at Lowest Possible Prices.
AS LOW AS \$2.10 EACH
Write for Catalogue and Price Lists

ABRAMS LIGHTING
MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 6, Pa.
Phone: WALnut 2-1947-1948



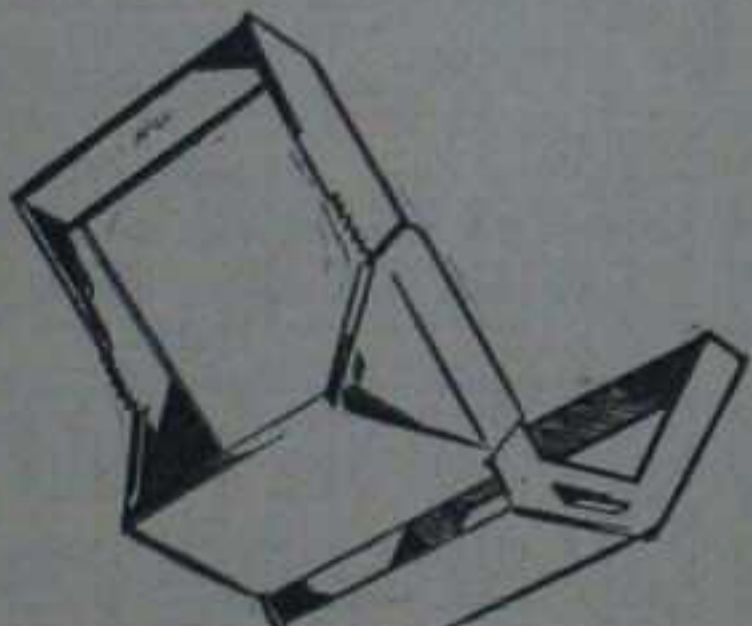
BRAND NEW
★ ★ ★
BOOKS & NOVELTIES

- Vest Pocket Booklets
- Dream Books
- Joke Books
- Cartoon Books
- Astrology, Numerology and Fortune Telling Books
- Sport Books

Wholesale Only. Write for Catalog.
PADELL, PUBLISHERS
830 Broadway, Dept. B-1, New York 3

SPECIAL - - - GUARANTEED
ALARM CLOCKS from \$1.35
No Cat. Call in Person. Plenty Good Buys! We have what you want.
WORLD TRADING
37 West 23d St. New York

!!! SENSATIONAL!!!



EVR-SHARP
(Patented)
ADJUSTABLE VEGETABLE SLICERS
Now Available to All for the First Time Since the War

You All Know FEEMSTER QUALITY.
Every Article We Make Is a Worker.
No Gaffing Is Necessary.
Why Not Sell the Best?
Write Today for Catalog Sheet & Prices.

W. R. FEEMSTER CO.
Brooklyn, Mich.

WOW! WOW! WOW! WOW!

NU-DIE VIEWER & FLASHLIGHT \$4.80 DOZ.
STARLETS (12 Action Photos) 7.00 DOZ.
HOLLYWOOD ART SLIDES \$ for 1.00

If your customers crave HOT ITEMS that are different . . . Items that feel ALIVE . . . then write us. We issue no catalogs. We will NOT ANSWER POSTAL CARDS . . . First come, first served. Check or money order. Guaranteed satisfaction.

UNITED SALES CO., 5 Mill St., Beverly, Mass.

IMPORTERS MFG'S DISTRIBUTORS AND WHOLESALERS

HEAVY MEXICAN AZTEC RINGS
Hand made, 7 ass't. designs, Skulls, Snake, Indian, etc.
\$7 Per Doz. in 3 Doz. Lots
Single Dozen \$7.50. Sample 95¢ (stamps accepted)
In answer to HUNDREDS OF REQUESTS, we are the First and Only firm to advertise these rings in Rhodium Finish at 15¢ extra per ring or 24 kt. heavy gold plate at 20¢ per ring. New secret process used.

Other Feature Items:

- Extra Heavy Idents, wide flattened chain, white or gold, \$6 per doz. Sample 50¢. Money back if you don't order.
- Souvenir Mother of Pearl heart or book lockets, gold plated, handpainted flower, words "Mother, Sweetheart, Town," etc. Book locket holds 4 pictures. \$12 per doz. Sample \$1.
- White or gold finish 10-charm bracelets, fine charms used, \$6.75 per doz. Sample 65¢.
- 10 sample 1/20 kt. g.f. rings and 14 kt. r.s.p. rings. Assorted best selling styles. \$15.50. Returnable after examination, money back if not pleased. No closeout rings included.
- Sample of 1 three im. diamond ring, current best seller, \$2.50.

AZTEC DIST. COMPANY
150 Nassau Street New York City

We specialize in
CARNIVAL PLASTER
Highly glossed and tiseled. Write today for price list. Shipping points: North East, Pa.; Youngstown and Cleveland, Ohio. Address all replies to
Plaster Products, Inc.
660 East 128 St. Cleveland 8, Ohio
Phone: MULberry 8471

PLASTER
Features in detail, colors that harmonize, plaster that is smooth and free from air bubbles, 1 or 50 doz any item. No assorted lot. I personally see that each one sits and will not fall over. Large, \$2.60 and \$2.00. Small, \$2.00 per doz.
GLAZE LIKE POTTERY, SPECIAL ORDERS.
JOHN KEEL
326 N. Schifferdecker Joplin, Mo.



Reproduction of Front Cover



Reproduction of Inside Cover

WIN \$500.00

Can You Guess Exactly What

"MISS NEW LOOK OF 1949"

Will Weigh on Dec. 31, 1949, at 6. P.M.?

EXTRA \$500 EXTRA More

If Winner Submits Correct Identification of

"MISS NEW LOOK OF 1949"

With His or Her Answer.

Answers Must Be Postmarked No Later Than DEC. 15, 1949.

For Bars, Taverns, Novelty Shops, Gift Shops, Night Clubs, Carnivals. Perfect Business Gift.

REVEALING CLUES

Artistic, Novel, Fascinating 3 Views • Genuine Photo in Color Will Outsell Others 100 to 1

NEW PRICE REDUCTION

The nationwide demand for "Miss New Look of 1949" has been so tremendous that we have now been able to put this item into quantity production at a substantial reduction in cost. We are now passing on this saving to you!

Commencing April 1, 1949, our price to you will be

\$14.40 Per Gross, in any quantity.

(Minimum order, 1 gross.) \$1.00 for 3 Samples.

Money back guarantee if not satisfied.

Terms: 25% with order, balance C. O. D., plus postage. We pay postage if full payment is enclosed with order.

IMMEDIATE DELIVERY GUARANTEED.

Manufacturers

NOVEL ART PICTURE CO.

107 WEST 42nd ST. NEW YORK 18, N. Y.

BUY DIRECT FROM MANUFACTURER

IDENTIFICATION BRACELETS
 LOCKETS—Book—Round—Heart Shape
 18 INCH NECK CHAINS—Brass—G.F.—Sterling
 ENGRAVING JEWELRY

PINS KEY CHAINS
 TIE SLIDES COMPACTS

Samples submitted upon request at gross lot prices.

A. LEONARD COMPANY

31 BASSETT ST.

PROVIDENCE, R. I.

FAIR AND FOOD SHOW WORKERS



20-in-1 Kitchen necessarily does the work of 20 necessary kitchen utensils. Over 3' long. Year's best sellers at 25¢ on individual cards. \$1.00 a dozen or \$7.20 gross. Sample and Sales Plan, 10¢.

NEW METHOD CO.

BOX 8M-25 BRADFORD, PA.

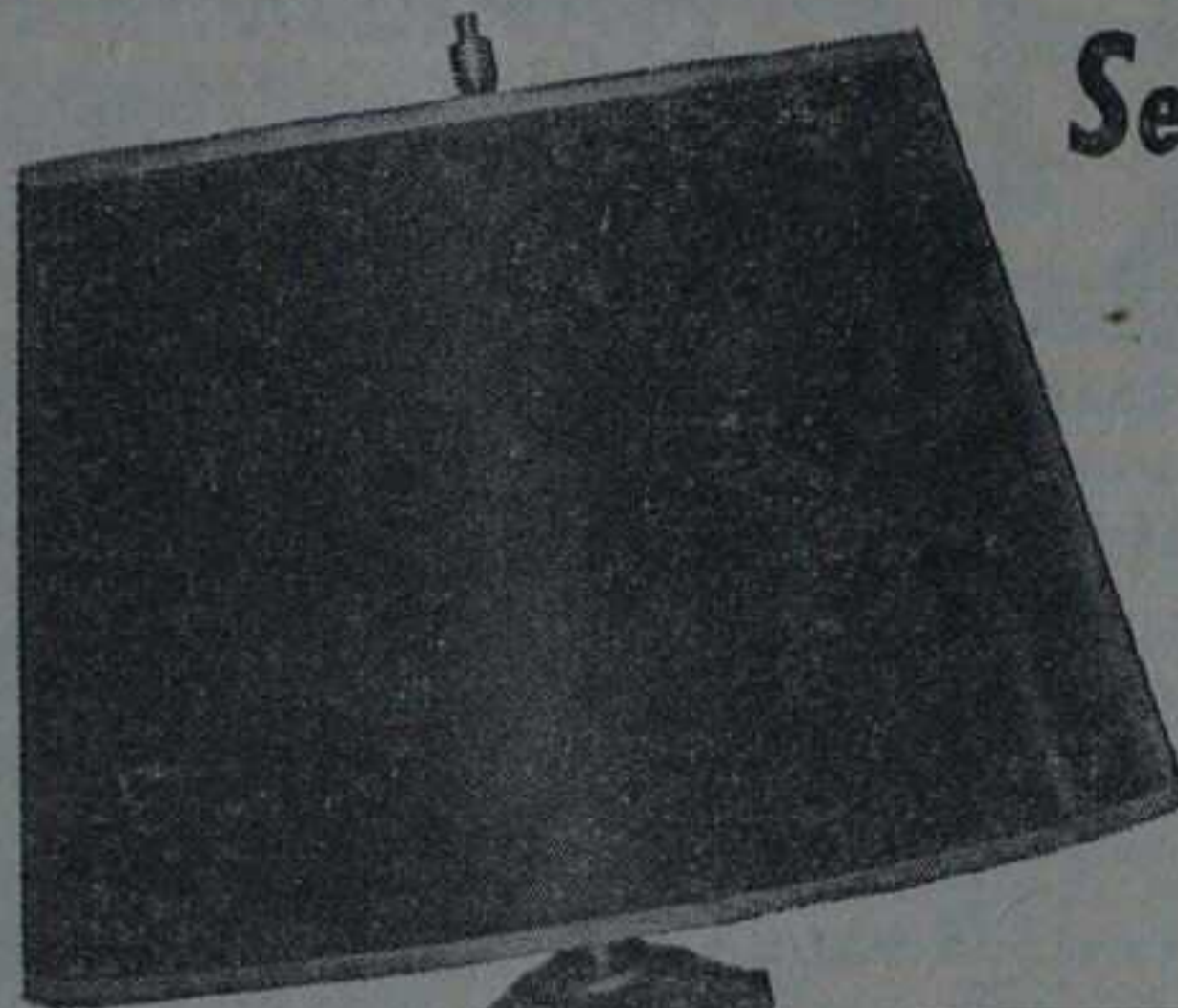
PLASTER WITH PLENTY OF FLASH

See our new smooth and high gloss finish, highly tinselled, with plenty of FLASH. When seen looks like china, not PLASTER. Prices: 6¢, 10¢, 25¢. Must be seen to appreciate. WIRE TODAY. All orders shipped same day received. 50% deposit required.

LOUISVILLE STATUARY COMPANY

2317 Frankfort Ave. Louisville 6, Kentucky

Sensational APPEAL



60,000 Sold

Plastic Decorated.

Sensational BARGAIN

UNBREAKABLE

These Lamps will not break in shipment or handling. Get your order in today.

Spectacular

LAMP SALE

JOBBERS DISTRIBUTORS SALESMEN WRITE, WIRE FOR PROPOSITION

\$2.50 each \$30. Doz.

UNBREAKABLE Designs on Decorated Plastic

Looks like Fine China

22 in. tall Mounting Karat Gold Finish

Approved Wiring

Opaque Shades Colors match Lamps



3 Gorgeous Designs

PACKING — Three Assorted Designs. One dozen to carton. Weight 35 lbs. Three dozen make freight shipment.

TERMS to rated concerns. 25% deposit with order for C.O.D. F.O.B. New York City.

A NATURAL FOR PRIZES, PREMIUMS, PROMOTIONAL DEALS.

THREE DESIGNS: CHINESE EVERGREEN WITH GREEN SHADE — GLADIOLI WITH IVORY SHADE—SCENES WITH MAROON SHADE.

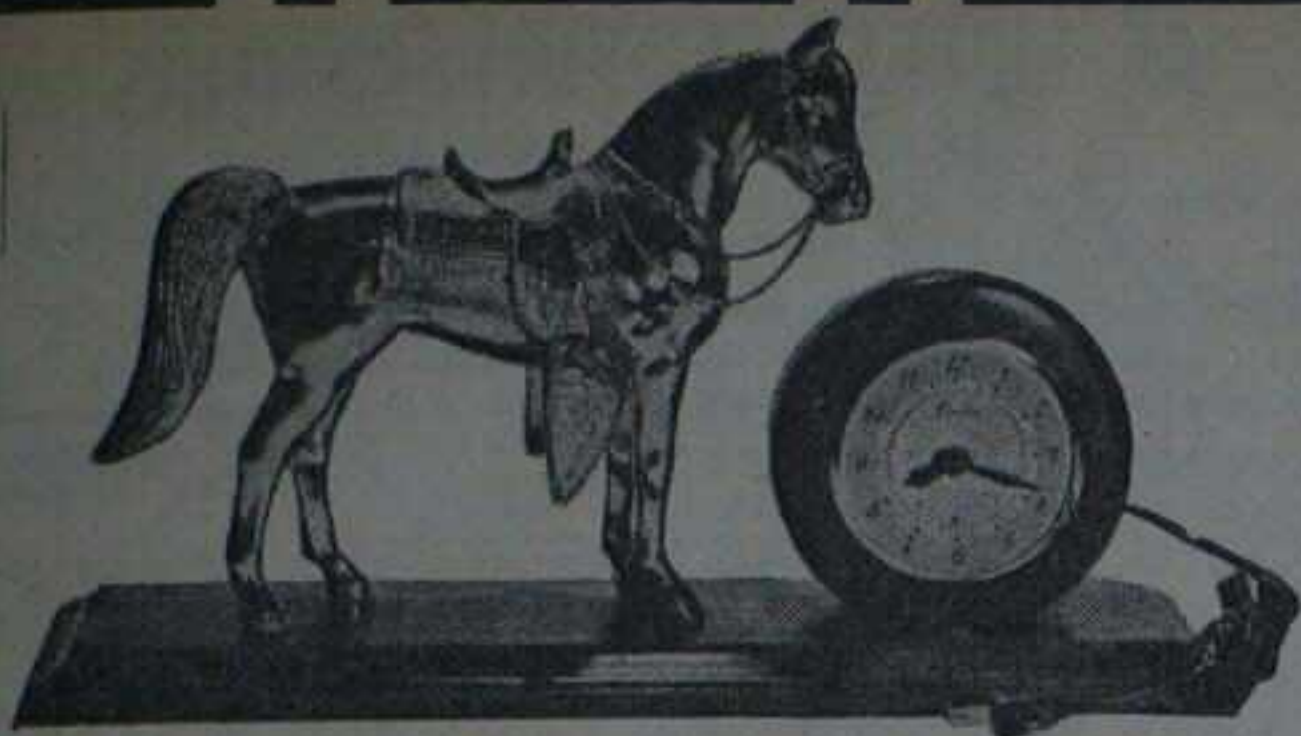
OUR LARGE PLANT IS GEARED TO MAKE THOUSANDS DAILY.

Act Now. Send Your Order Today. You Will Be Pleased.

FINPAC CORPORATION

800 JACKSON AVENUE BRONX

NEW YORK 55, N. Y.



NO. 8000 WESTERN HORSE & CLOCK

LANSHIRE SELF-STARTING SYNCHRONOUS ELECTRIC CLOCK.
Precision-made watch-like construction, with beautiful Western Saddle Horse mounted on a rich hand-rubbed Walnut Base, felted bottom, complete with 6 ft. cord. 2 gorgeous glistening finishes, statuary bronze and gold. Individually boxed, priced right for volume handling.

* ALL LANSHIRE CLOCKS *
* GUARANTEED FOR *
* ONE YEAR. *
* Electric cord, Under- *
* writers' approved! *



Sensational! Different! Appealing!
NO. 9500 SCOTTIE DOG CLOCK

Beautifully plated, all metal simulated gold Scottie mounted on a 16x5 inch, rich hand-rubbed Walnut Base. LANSHIRE CLOCK blends beautifully with the figure and base. A distinctive new premium! Priced very low! Individually boxed.

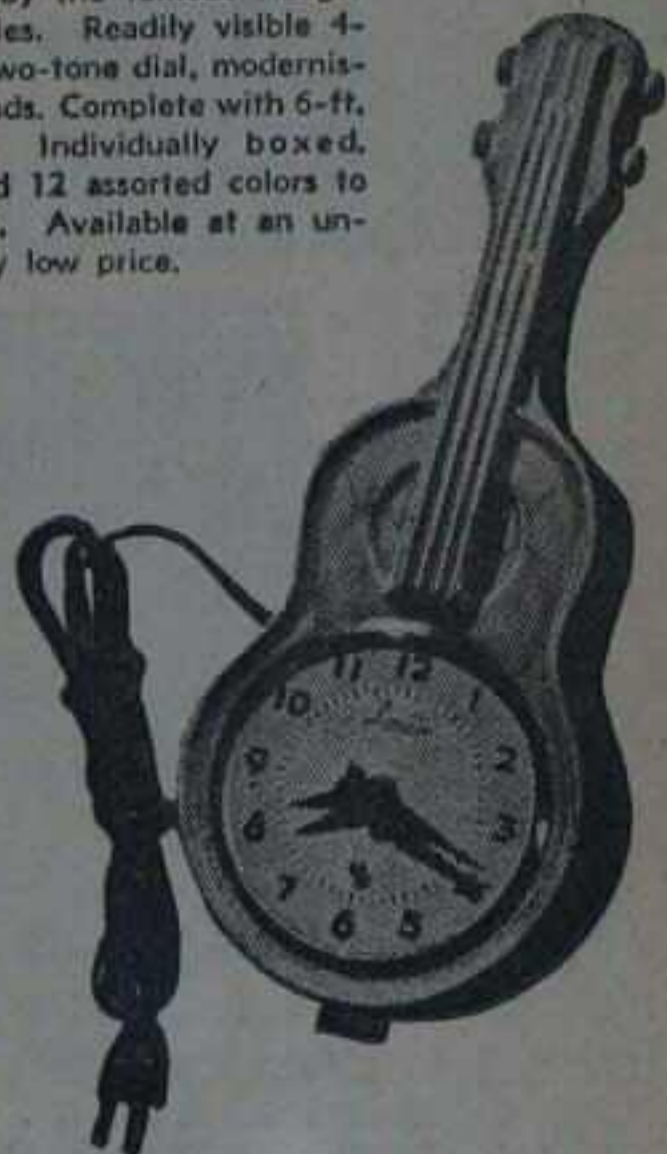


MODERNE CHINESE PAGODA CLOCK

Choice of three vivid colors molded by Haeger Potteries, famous for quality ceramics. Women can't resist the beauty and styling. Individually boxed. Packed 12 assorted colors to carton. Attractively priced.

**Sensational New Ceramic Clock
SPANISH GUITAR STYLE**

Case designed and manufactured by the famous Haeger Potteries. Readily visible 4-inch two-tone dial, modernistic hands. Complete with 6-ft. cord. Individually boxed. Packed 12 assorted colors to carton. Available at an unusually low price.



WRITE FOR LOW PRICES! LANSHIRE Clock and Instrument Company

A QUARTER CENTURY OF CLOCKS
Phone: Aberdeen 4-5800
7548-58 S. Loomis Blvd.
Chicago 20, Ill.

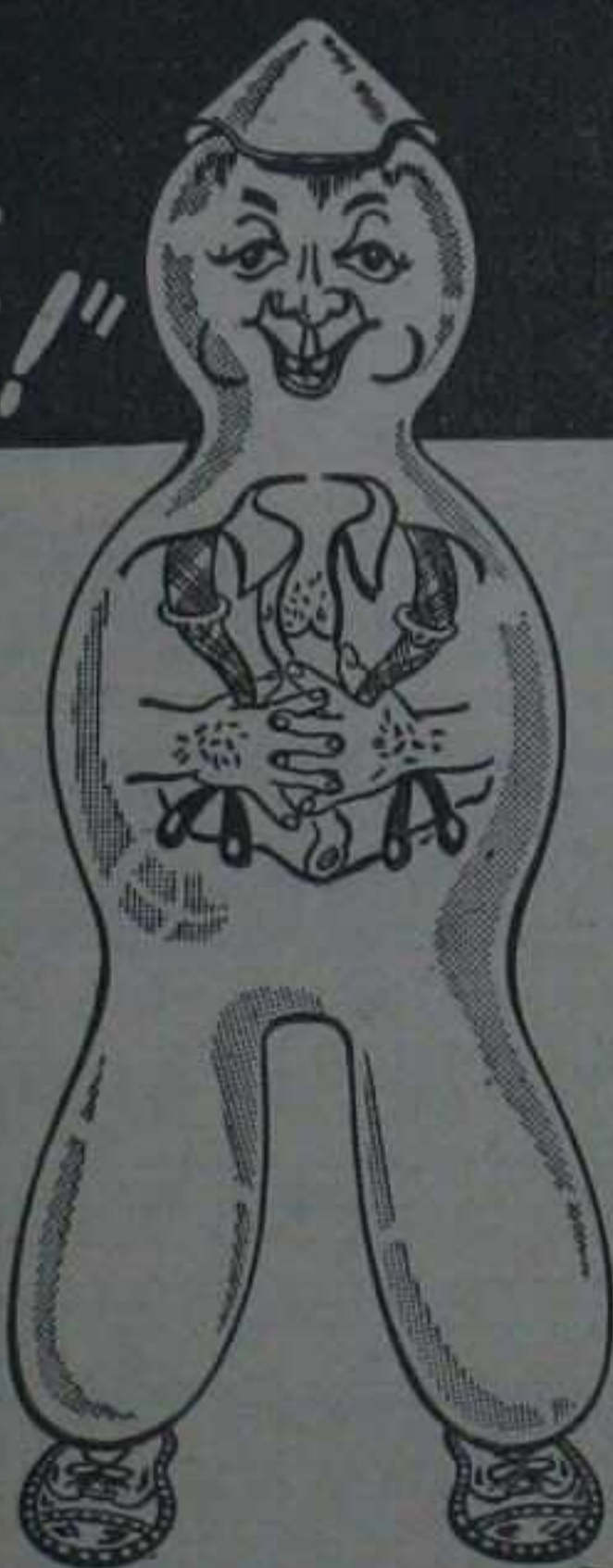
NEW! NOVEL!
EAGLE'S
SENSATIONAL
"HEY ELMER!"

WALKING BALLOON

"Hey Elmer" is something to shout about, something entirely new in toss-up balloons. Elmer is designed for sales appeal from the tip of his hat right down to his shoes. His grin is friendly and his manner is winning.

Toss Elmer into the air and he will strut his way right into the hearts of your customers.

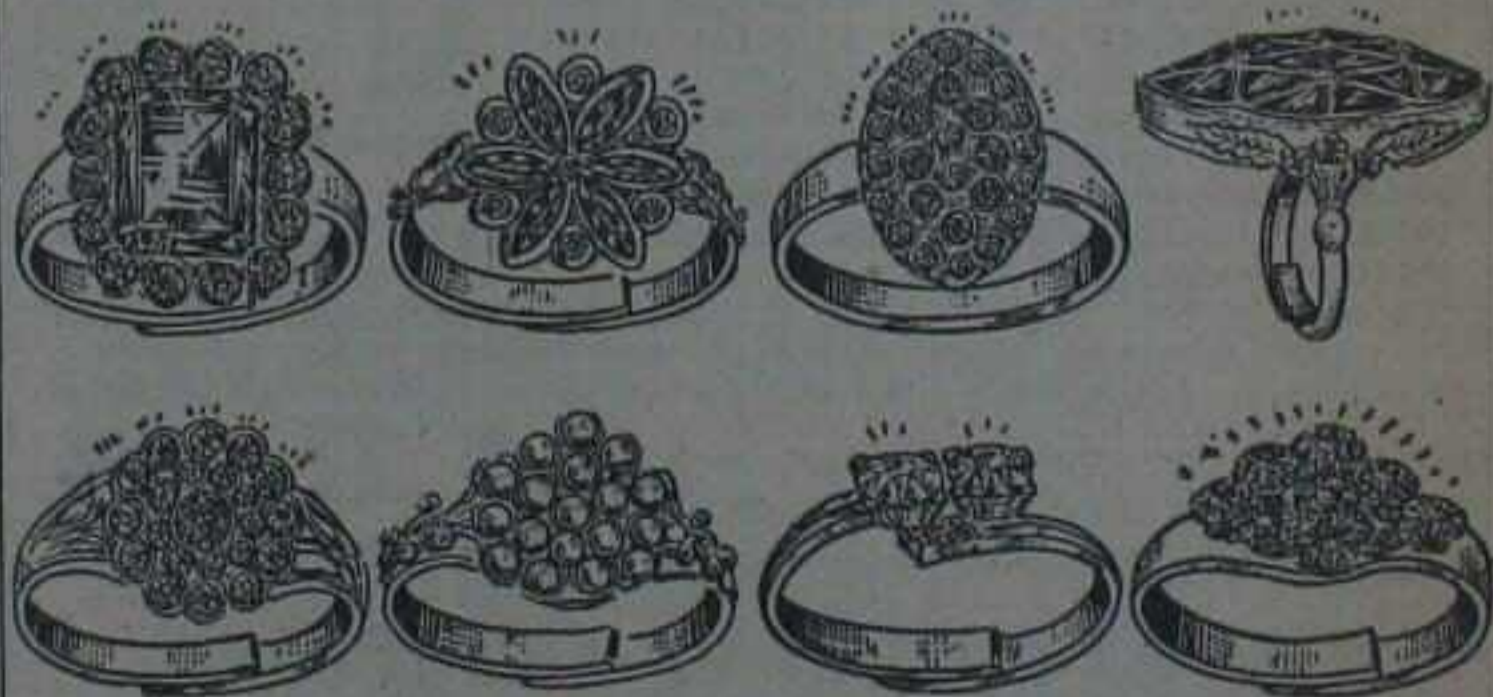
Ask your jobber or write to Eagle for complete details on this 30 inch novelty balloon with separate feet and cap packaged in a colorful envelope.



EAGLE RUBBER CO., INC. Ashland, Ohio

CLOSEOUT

Imagine if you can
36 BEAUTIFUL STYLES—
ALL ADJUSTABLE—COSTUME RINGS



Imported Stones—Simulated, Rubies, Sapphires, Amethysts, Emeralds, Aqua Marine, Topaz, Pearl and Onyx. Values to \$22.50 per dozen.

SENSATIONAL VALUES WHILE THEY LAST **2 doz. sample assort. . \$15.00**
Gross lots. Per doz. . . 6.00

1/3 deposit with order, balance C. O. D.
Postage paid for full cash with order.

MANSCRAFT MFG. CO.

213 WARING AVENUE

MANSFIELD, OHIO

Dealers—Operators—Concessionaires—Premium Users



\$12.75 each

with leather strap. Gold Filled Expansion Band \$1.50 additional. Beautiful Box, 75c.

SPECIALS! SPECIALS!

WALLETS—PAINTED COLORS Assorted Designs—Zipper All Around \$5.75 Per Doz.

WALLETS—Close Out

ALL LEATHER—Made in Ecuador. 10c each Min. Order, 6 Doz.

ELECTRIC SHAVERS

PERFEX

Single Heads \$2.25 ea. Double Heads 2.75 ea. Each in pouch. Cellophane and price tickets supplied Free.

Back Again!!

KEYSTONE PENS

Beautiful 3-piece Set. Hooded Point Fountain Pen, Mechanical Pencil—propels, repels, expels. Precision Ball Point Pen. Assorted colors with Gold Plated Caps. Attractively Boxed.

LIFETIME GUARANTEE with each set.

\$12.00 Doz. Sets

Keystone Pens are Never sold in Chain or Variety Stores.



WHITE STONE RINGS

Special—14 K—RGP—3 Stones. Very Attractive.

\$15.00 doz.

Lowest Prices on Rings. Send for Sample Assortment.

AVIATOR TYPE GLASS

Gold plated Frame. Double Bar Bridge and Plastic covered. Sweat-bar, self-adjusting nose pads. Eagle temple. Box end pieces egg shape Nu-Green Lenses. Each in Case.

\$12.00 Per Doz.

WE HAVE THE MERCHANDISE YOU WANT AT LOWEST PRICES

POCKET KNIVES, ELECTRIC CLOCKS, BRONZE & GOLD HORSES — MANY NOVELTIES. Terms—Rated Concerns—Net 10 days. Others—25% Deposit, Balance C. O. D.

GENE HOFFMAN, Owner

Wholesale Specialty Co.

508 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

EST. SINCE 1926



8 GAL. PLASTIC JUICE URN! . . .

- ★ Removable Cover Has Railing for Fruit Display
- ★ Light in Weight (8 lbs. empty)
- ★ Transparent, Attractive
- ★ Ice Lasts Longer Than in Glass
- ★ Far Less Fragile Than Glass

12"x12"x15 1/2" H. As Photo, With Faucet \$28.00 Same, With Style "B" Push Button Faucet 25.50 Without Faucet (specify hole size) . 23.50

Terms: Net Cash F. O. B. Our Factory at Miami. Orders will be Shipped Express Col. COD on Receipt 25% Deposit. Remit in Full to Save COD Fee.

MODERN PLASTICS

738 N. E. 79TH ST., MIAMI 36, FLORIDA

EXCEPTIONAL BARGAINS!!!

MADE IN U. S. A.



1/20-12K. GOLD FILLED MEN'S EXPANSION WATCH BRACELETS

In Yellow or Pink Gold with Stainless Steel Back ONLY \$1.45 EACH



MEN'S IDENTIFICATION EXPANSION WATCH BRACELETS . . .

In Yellow or Pink Gold Plated, or Rhodium (Silver Color) Fronts, Stainless Steel Backs . . . ONLY \$1.10 EACH

NO "MINIMUM ORDER" REQUIRED!

SAVE HIGH C. O. D. RATES—Send Check or Money Order for Postpaid Delivery to—

DIXON SALES CO., 114 Beaufort St., Providence, R. I.

IDENT SCOOP!

★ GOLD-TONE ALUMINUM ★ ALUMINUM ★ ★ ★ CHROME PLATE TAG ★ ★ ★



No. 717 GOLD-TONE ALUMINUM \$42.00 PER GR. \$3.75 PER DOZEN

No. 715 ALL ALUMINUM \$30.00 PER GR. \$2.75 PER DOZEN

No. 716 CHROME TAG ALUMINUM CHAIN \$48.00 PER GR. \$4.25 PER DOZEN

WHILE 1000 GROSS LASTS—CLOSE-OUT SPECIAL No. 749 \$16.50 PER GROSS—\$1.50 PER DOZEN

CATALOG WILL BE READY MAY 1. SEND NAME NOW

SEND FOR OUR \$5.00 SAMPLE ASSORTMENT

"Frisco Pete" 604 W. LAKE ST. CHICAGO 6, ILL.

FLASH!!! New . . .

Western Horse Lamp

15"x7 1/2" Size

Highly Polished and Plated Gold or Bronze Western Horse Mounted on Mahogany-Finish Base. Complete with Beautiful, Gold Parchment Shade.

\$2.20 EA. IN LOTS OF 6

F.O.B. N. Y. 25% Deposit, Balance C. O. D. Unless Rated.

KINGSLEY METALCRAFT CORP. 487 BROADWAY NEW YORK 13 CANAL 6-1490



SLUM

Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST

M. A. SINGER CO.

2125 COMMERCE STREET

DALLAS 1, TEXAS

AIR CORPS TYPE
SUN GLASSES



NATIONALLY ADVERTISED NAVIEX
with 100-year guarantee
Expensive Features:
Double Brow Bar
Pearloid
Brow Rest and adjustable nose pads
Fully adjustable temples

Processed from ground and polished plate glass (4 base), 24 K gold plated optical double screw end frames. Genuine 20-20 vision lenses. Beautiful reinforced carrying case — individually boxed. Also available in ladies' style. Meets government specifications for the absorption of 96% of the infra-red and ultra violet rays.

500 Pr. Lots \$1.19 Gross Lots...\$1.24
Sample Pr. . . 2.00 with order (No. C.O.D.)

IRVING H. BERGMAN
155 EAST 123 ST. NEW YORK 35, N.Y.
TERMS: Net 10 days to rated accounts. OTHERS: 25% deposit with order, balance C. O. D. All F. O. B. New York.

TEMPO—ONE OF THE BIGGEST PEN LINES

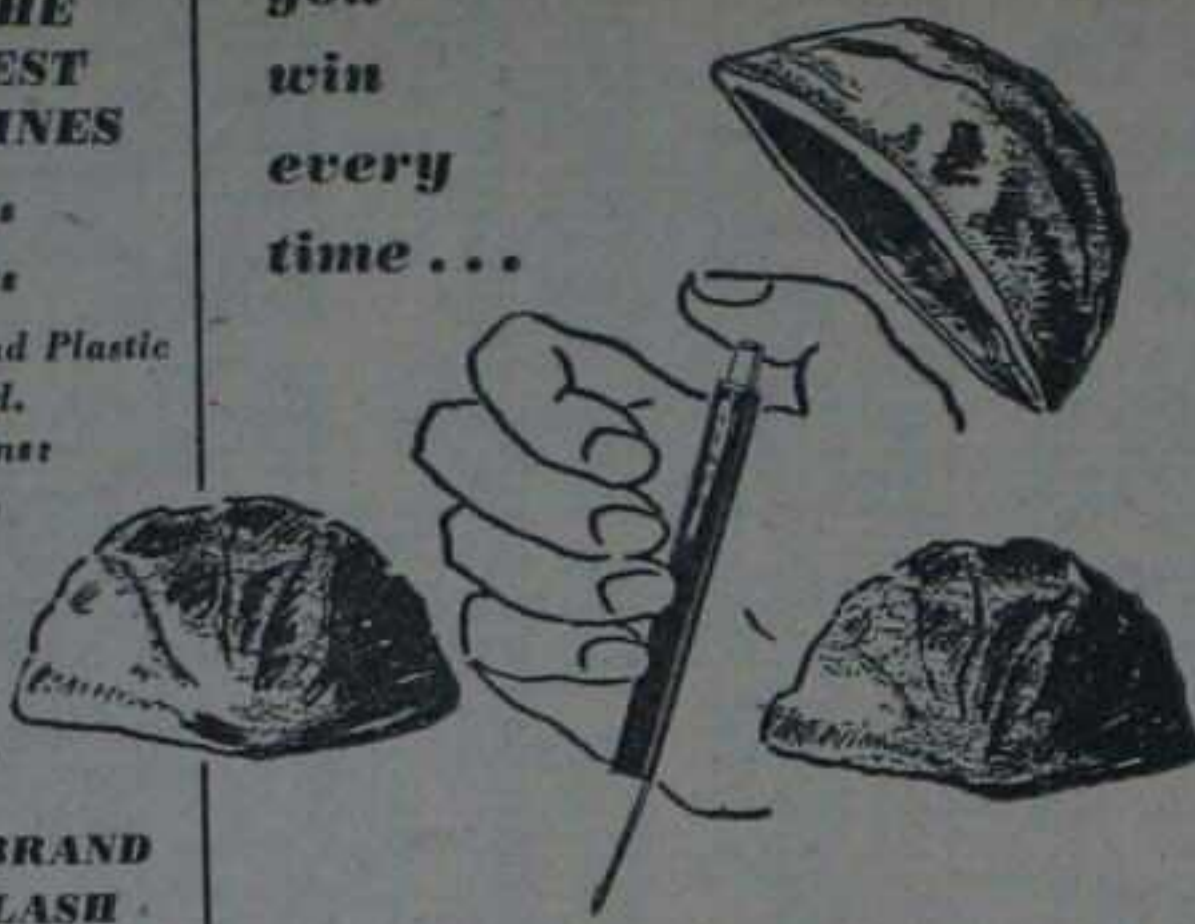
3 Piece Sets
2 Piece Sets
All Gold, and Plastic and Gold.
Combinations:
Two Color, Flashlight, Cigarette Lighter, Knife, Key Chain, etc.

PLUS 4 BRAND NEW FLASH NUMBERS

created and priced especially for the carnival trade.

Our complete price list free to jobbers and large users . . . Plus . . . a free Tempo surprise!

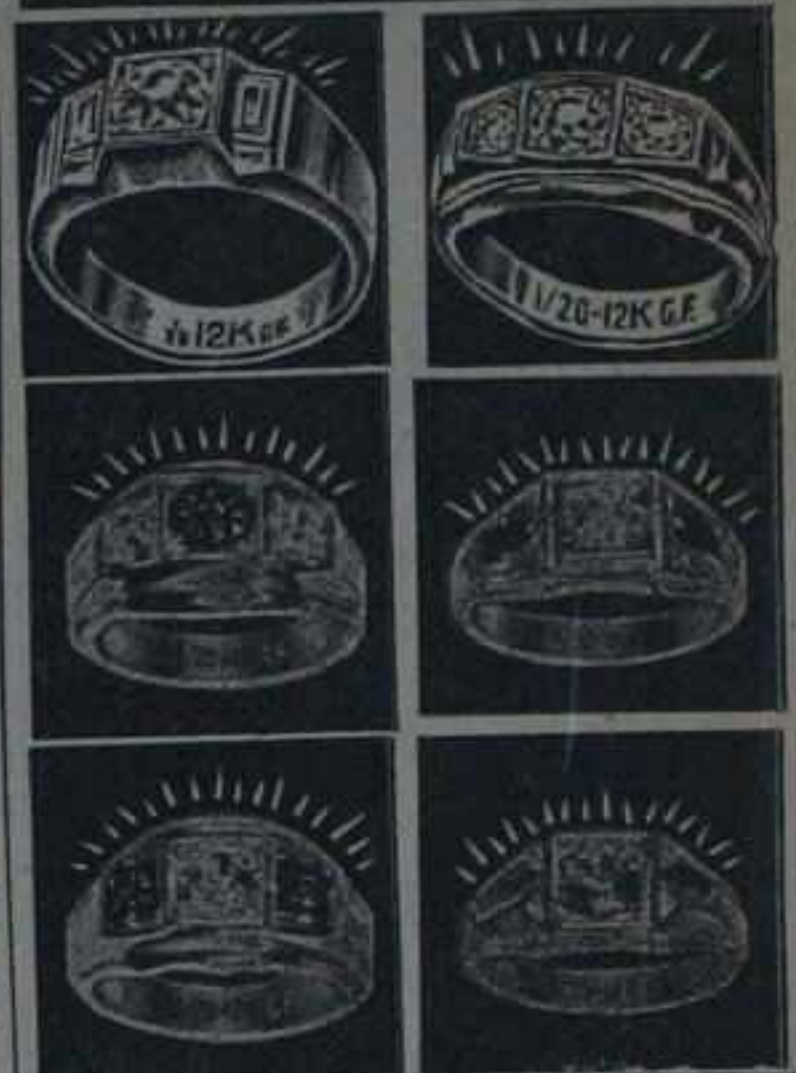
you win every time . . .



It's no shell game when you buy from Tempo. Whatever you choose always turns out to be the biggest value in town. You can't lose with "the world's finest cartridge."

TEMPO
PEN MFG. CO.
makers of guaranteed pens
940 Broadway
N. Y. 10, N. Y.

REAL FLASH RINGS

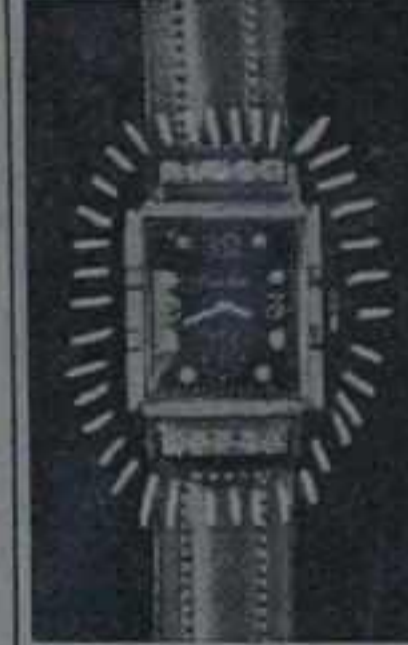


Heavy yellow gold filled mountings —Open back—Ruby-White Stone combination.

12 Different Styles \$15.00

Including all pictured above. Re-order Any Ring at Same Price.

LATEST-GREATEST WATCH SENSATION



BRAND NEW 17 JEWEL WATCH

Case set with 10 brilliant white stones. New numeral rhinestone dial. Yellow or white top, 10 K. RCP — \$5 back.
Beautiful Gift Box. \$16.95

Jewelers: This is the most sensational watch value ever offered. Don't fail to see it. 100% CREDIT ALLOWED IF NOT SATISFIED.

WRITE FOR FREE CATALOG

TUCKER-LOWENTHAL CO.

5 SO. WABASH AVE. CHICAGO, ILLINOIS
PHONES DEARBORN 2-1403—DEARBORN 2-1921

NEW! SENSATIONAL!

1949 PARLOR GAME
2 PLAYING BOARDS
3 DICE
Cellophane Wrapped!
\$1.00
Retailer SELLING FAST
Thousands Already Sold
\$7.20 Per Doz.
\$6.00 Doz. In Cr. Lots
ORDER NOW!
Actual Size: 11" x 4 1/2"
PROMPT DELIVERY. STOCK HEAVY.
25% deposit, bal. C. O. D., F. O. B. Chicago.
STATES TRADING CORP.
330 S. Wells St. Dept. 100 Chicago 6, Ill.

SLOT MACHINE DICE	
AAA	PAYS 20 TO 1
AAA	PAYS 16 TO 1
AAA	PAYS 16 TO 1
AAA	PAYS 12 TO 1
AAA	PAYS 12 TO 1
AAA	PAYS 8 TO 1
AAA	PAYS 8 TO 1
AAA	PAYS 4 TO 1
AAA	PAYS 4 TO 1
AAA	PAYS 2 TO 1
AAA	PAYS 2 TO 1

it's a HIT!
Exclusive manufacturers of the **BABE RUTH "OSCAR"**



24k gold plated (non taxable) 4 1/2" tall. Each unit has a gold inscribed nameplate with an exact reproduction of his signature.

Babe Ruth Desk Weight "Oscar" mounted on a walnut turned platform	\$18.00 doz.—\$1.50 ea.
Highly polished ceramic Ashtray, 5" x 4"	19.80 doz.— 1.65 ea.
Genuine Walnut Ashtray, removable tray.	28.80 doz.— 2.40 ea.
Walnut Bookends (not shown)	50.40 doz.— 4.20 set
Pen and Pencil Desk Set (guaranteed)	64.80 doz.— 5.40 set

Terms: 25% deposit, balance C. O. D., unless rated. Orders under \$25.00 must be paid with order.

Send for literature showing personalized Sport and Graduation "Oscars" and Gifts.

ARLEN TROPHY CO., INC.
42 WEST 28th ST. NEW YORK 1, N. Y.

SWISS WATCHES
FROM DIRECT IMPORTER

They have: Precision Workmanship
Sweep Second Hand
Radium-Luminous Dial
Genuine Leather Straps
Chromium Case

#2 Men's Wrist Watch \$3.10 Each



Minimum Order: 1 Dozen C. O. D.

Special Prices for quantity buyers, many others. Ask for catalog.

#3 Two Push Button Stop Chronograph \$4.55 Each
Same in yellow case, \$5.25 each

All our watches are guaranteed for one full year. Free instructions included for the stop-watches.

THE TRANSWORLD TRADING CO.
845 FIFTH AVE. NEW YORK, N. Y.

PANDA BEAR STILL GOING STRONG!

#244	30" Rayon Plush Panda, illus., asstd. colors, cotton stuffed, embroidered nose	\$30.00 dz.
#252	30" Real Fur Grizzly Bear, asstd. colors	\$42.00 dz.

10-15% DISCOUNT!
SPECIAL DISCOUNTS FROM 10 TO 15% ACCORDING TO QUANTITY PURCHASED
Write in for 1949 catalog and for further information.
Special Jobber's Set-up.

ACE TOY MANUFACTURING CO.
Manufacturers of Fur Stuffed Toys
122 WEST 27TH STREET NEW YORK 1, NEW YORK

HELIUM!
The Safe, Money-Making Balloon Gas
238 Cu. Ft.
All Tanks Are Checked by U. S. Government
\$12.75 Per Tank
\$21.50 deposit on each tank—refund at once when returned.
Twelve Animal Balloon Packages—for Making Animal Balloons—12 Balloons Per Pkg.—30¢.
ELLSWOOD'S, La Junta, Colorado

BENJO LADIES' WALLET

- Removable key chain
- 4 transparent picture cases
- Ticket and card holder
- Billfold
- Coin Holder
- Stamp compartment
- Identification window

\$6.25 Doz., \$72.00 Gr.
25% Deposit with order, balance C. O. D.
BENJO NOVELTY CO.
173 PARK ROW NEW YORK 7
Worth 4-0154

AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo.
March 23, 1949

J. A. Whyte & Sons,
1422 Wisconsin Ave.,
Washington, D. C.

Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again . . . Thanks to your recent discovery.

Sincerely,
F. W. Barday.

SEE PAGE NUMBER 171

GIVE TO THE RUNYON CANCER FUND

OAK-HYTEX BALLOONS *plus* AIRCO HELIUM

A GREAT COMBINATION for BIG BUSINESS!

The biggest money getters because they have the most appeal — helium filled balloons that float on the end of a string.

Get the top quality balloon that's made to stand up under outdoor selling conditions — insist on OAK.

And remember — AIRCO helium is available nation-wide.

MOTTLED MICKEY MOUSE and BUGS BUNNY TOSS-UPS

Here's a pass-out if ever you saw one. The characters known to millions of kids in every part of the U.S.A. — now available in MOTTLED natural rubber latex.



also fast Selling on reed Sticks



The OAK FLYER

This one will stop every kid, big or little, who sees the brightly colored propeller whirling in the breeze. Use with gas or sticks.

CARNIVAL ASSORTMENT

Flashy 2-color Floral and Bird Prints, Circus and Animal pictures and Mottled Balloons — assorted for fast action on reed sticks.

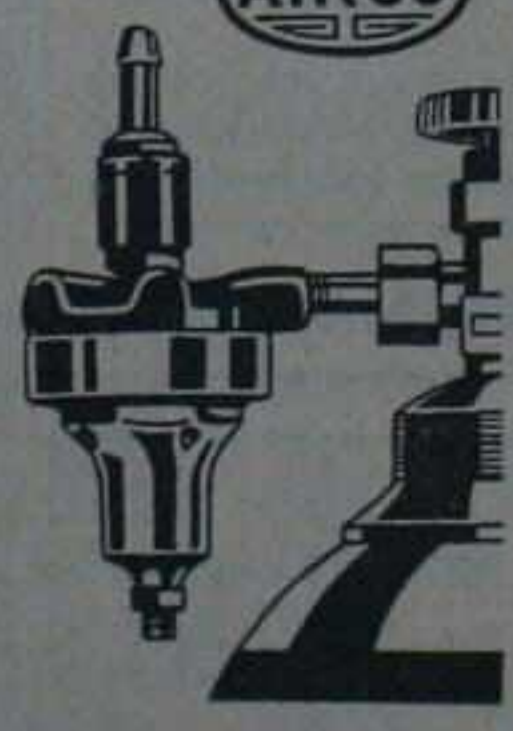
Get this assortment from your jobber today.



THE VENDOR WITH THE HELIUM INFLATED BALLOONS makes a greater flash, takes in more cash!
Get set now for the biggest season yet. See your jobber right away for OAK-HYTEX Balloons and AIRCO Helium. Ask for the New Novelty Numbers pictured above.

OAK HYTEX BALLOONS and

AIRCO HELIUM



For the best service make sure your balloon filling regulator is a genuine AIRCO regulator.

Work it with one hand. It's easier and faster. You'll be glad you have one when the blow-off comes!

See your Jobber



THE OAK RUBBER CO. ... in cooperation with — AIR REDUCTION SALES CO. RAVENNA, OHIO NEW YORK, N. Y.

THE LATEST SCIENTIFIC MARVEL

NO PICTURE OR WORDS CAN DESCRIBE THE RADIANT BEAUTY OF

NEOLITE

FLUORESCENT NON-ELECTRIC SIGNS

OUR NAME PRODUCT & NEO-LITE REGISTERED IN U. S. PATENT OFFICE 1949

Brighter Than the Stars AS NEW AS TOMORROW

REFLECT — REFRACT — MAGNIFY — DAY OR ARTIFICIAL LIGHT

What is Fluorescent? Re Webster's Dictionary new 1949 Edition

FLU-O-RES-CENCE (Flo'o-res'ens), n. Phys., 1. the property of certain substances which, when in solution or otherwise under the action of light, emit light of a color differing from their reflected or transmitted color; the property by which certain substances become luminous when exposed to X-rays or other forms of radiation; 2. the light thus produced.—adj. FLU'O-RES'CENT.

BORN 150 DAYS AGO

Tried and proven a tremendous success in Miami, Fla., Baltimore, Washington, Philadelphia and New York. The rest of the world is virgin territory. This multi-million dollar baby is only 5 months old, and has never been out of its own front yard.

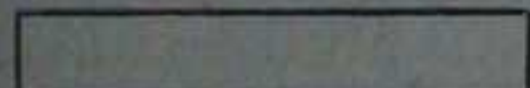
Fluorescent Neolite signs are being sold to stores, salesrooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days, in the downtown area alone. They are the talk of the town. It is impossible to count 5 stores in a row without seeing one of these signs. And in many instances they have been sold to 5 and 6 stores in a row without a miss.

In New York they are being used by such stores, firms and chains as Kresge, Philco, 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. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light, fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.

Up to one hundred dollars a day without risking a penny. You can be your own boss, and make \$20 an hour, selling the most fascinating and decorative product ever produced. No investment required. One half of each sale is yours. No such chance has ever before been presented on such a sure fire product. You can't miss, it sells on sight.

TELEVISION



Base or shelf sign. State style of frame with each sign ordered.

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 \$20.00, only \$2.00 a letter—your cost 96¢ per letter including frame, allowing you 4¢ per letter express charges. This gives you a clear, net 100% profit.

BEAUTY SHOP



hanging sign with holes

This 10 letter sign in 4 inch letters made in neon retails for \$95.00. The same 10 letter sign in 4 inch letters made of Fluorescent Neolite retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter including frame, allowing you 1¢ per letter express charges. This gives you a clear, net 100% profit.

HERE IS WHAT OUR AGENTS HAVE TO SAY ABOUT NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS

"Received the sample layout late Friday. I started Saturday morning in a suburban shopping district near my home. Worked till 1:00 on Saturday and all day till 4 p.m. Monday. My sales have totaled \$360. Here is my order, which adds up to \$180. Please rush as I am anxious to make delivery." MILTON SHOULTZ, Muskegon, Mich.

"I wish you would give me this territory and a radius of 100 miles. I am certain that I can do justice to it. This would take in Grand Island, Fremont, Norfolk, etc., and I think I can produce, as you see I have done over \$150 in 2 days." AL UNRUH, 1570 34 Ave., Columbus, Neb.

Beware of imitators that copy our name, advertising and product. Only J. A. Whyte makes Neo-Lite. Do not be misled into cheap imitations.

Manufactured by

J. A. WHYTE & SONS

Mail Order Office 1732 Wisconsin Ave.

General Office and Showrooms 1422 Wisconsin Ave.

SEND ALL MAIL ORDERS TO 1422 WISCONSIN AVE., WASH., D. C. YOUR ORDER WILL BE SHIPPED FROM NEAREST POINT.

FACTORIES

- Arlington, Va. Plant #1, 4411 Lee Highway Plant #2, 5726 So. 1st St. Lynchburg, Va. 3315 Memorial Ave. Washington, D. C. 1732 Wisconsin Ave. Miami, Fla. 269 W. Flagler St. Little River, Fla. P.O. Box 451 Detroit, Mich., Western Division 313 Woodward Ave. Alpine, Tex. P.O. Box 1023 New York City (Studio) 354 W. 44th St. Canadian Factory King Show Print Bldg. Estevan, Sask., Canada Cable Address NEOLITE ABC—5th Edition and Bentleys Telephone NOorth 9082

TELLING THE WORLD WITH NEO-LITE

Brighter Than The Stars

"I spent the first part of this winter in Miami and true to your advertisement, the signs are practically all over. Sincerely," HAROLD E. LESTER 350 E. 77th St., N. Y. C. 21, N. Y. Jan. 11, 1949. "I received your \$10.00 sample layout and was pleased to note that your product is all you claim—so pleased that I am enclosing a Money Order for \$25.00 for which I want you to send me your \$25.00 sample layout. Order enclosed." R. W WHITE, Morrisvale, W. Va. "They all were very much impressed and persuaded me to make a business for myself of them I sold better than \$100.00 worth in a few hours." HAROLD B. ADAMS, 111 S. 3d St., Mt. Vernon, Ill. Telephone KEarney 2-1077 American Made Merchandise Only VEE RAY GRO ASSOCIATES, Division of Industrial Discount Corporation 884 Devon St., Arlington, N. J. "I am convinced that NEO-LITE is the Hottest advertising medium that I have ever seen in my entire sales experience. I have carefully made a survey of the sales potentialities since I received the samples three days ago. The conclusion I reached was this: I believe that NEO-LITE can be built into a lifetime business." V. RAYMOND GROBOLZ, Sales Mgr. "Received the literature and the sample layout today. Kindly send me 2 more \$10 salesman's sample layouts; also signs for which I am sending diagram. I am organizing sales force at once. You stated that this territory is open. I have found the public reaction to your product very satisfactory and am very much enthused. Kindly find certified check for \$43.72 to cover this order. Yours truly," LEO M. MARTIN 20410 Mark Twain, Detroit 21, Mich. Jan. 20, 1949. NOTE: Leo Martin is now Gen. Sales Agent for State of Michigan (Exclusive).

SALESMEN'S SAMPLES cash with order. Remit by postal money order. Checks must be certified.

AGENTS AND SUB-AGENTS You can appoint sub-agents on commission, pay them 25 or 33 1/3 per cent and still have a nice profit in addition to the 100 per cent you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection, and cease selling to anyone who might trespass on your territory. Letters come in 2, 4, 6 and 8 inch sizes.

SECURITY DEPOSIT \$10 REFUNDABLE We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign and 1 sample 2-inch sign. These are standard samples. You may return them for refund if they are not exactly as represented or if for any reason you cannot devote your full time to this agency.

SECURITY DEPOSIT \$25 REFUNDABLE This sample layout consists of one 10 letter 6-inch sign, Television, one 10 letter 4-inch sign, Beauty Shop, one 4 letter 2-inch sign, Open, and one 4 letter 8-inch sign, Cafe. This is by far the best sales producing layout of samples. Your deposit is refundable if they are not exactly as represented or if for any reason you cannot devote your full time to this agency.

SAMPLES OF YOUR CHOICE We make samples of your choice at the regular price per letter. These samples are not refundable, as stock samples of our choice may be sent out again in case of return.

PRICE LIST BLOCK LETTERS

	Your Cost	Retail Price
2-Inch Letters.....	49 1/2c	\$1.00
4-Inch Letters.....	74c	1.50
6-Inch Letters.....	96c	2.00
8-Inch Letters.....	\$1.46	3.00

Above prices include luminous crystal clear plastic frame. All prices are F. O. B. Washington, D. C. We ship by Railway Express only. Above prices to agents are designed to cover cost of express shipments, giving you a clear 100% net profit.

Money-Back guarantee on all samples and orders. Over 30,000 Billboard customers have bought our products with a money-back guarantee since 1940.

SAME DAY SHIPMENTS

We ship all orders same day received because we have thousands of letters made in advance. Our assembly rooms are shelved with pigeon holes, containing all of the alphabet in each size letters. The moment your order is received a runner picks out the letters and feeds them to a setter-upper. The cement sets in 30 seconds. The sign dries, hardens, and is cleaned and packed for delivery. The express company picks up our shipments every hour on the hour.

Canadian Exports Pose Problem

Spokane Ops Seek Pinball Referendum

Council Okays Ban

SPOKANE, April 2.—Pinball ops and location owners moved this week to oppose a new city ordinance banning pinballs by placing the issue before the voters in a referendum.

They took action a few hours after the city council passed ordinances prohibiting operation of pinballs in the city and approving retention of bell machines in private clubs. The new ordinance conforms to a 1937 state statute prohibiting bells in public places. The ordinances will be voted on at a March 8 municipal election. If approved they are scheduled to become effective April 28.

Pinball Men Protest

The pinball men made strong protests at the council hearing. A last-minute amendment to allow pinballs to be operated only on premises licensed by the Washington State Liquor Control board failed. So did an effort to postpone the final vote.

Members of the Spokane and Eastern division of the Washington State Tavern Association met later and voted to take advantage of the city referendum as suggested by John Carey, Seattle, a representative of the Washington State Tavern Association. City commissioners reacted to the (See Spokane Ops Seek on page 194)

Me. Ops Meet; Okay Plan for Local Groups

PORTLAND, Me., April 2.—The second regularly scheduled meeting of the newly formed Maine Coin Machine Operators' Association (MCMOA) was held last Sunday (27) at the Elmwood Hotel in Waterville. More than 40 operators and their guests from all parts of the State joined in the meeting and attended the dinner. Arthur Sturgis, an official of the Boston association, was the speaker, giving pointers on activities the MCMOA could pursue.

On display at the meeting were the AMI Model B phonograph and the new Target Master Gun, both items shown by the New England distributors.

Discussed during the meeting was a plan to encourage the forming of smaller groups throughout the State, all of which would belong to the State-wide association.

George G. Bean, Brunswick, is president of the new association. Other officers are Mrs. Donald I. McNeil, Cape Elizabeth, secretary; Charles Stillman, Augusta, vice-president, and Elmer S. Libby, Portland, treasurer.

Board of directors include, in addition to the officers, the following: Joseph B. Glazier, Bangor; Martin Oliver, Portland; Frank Howe, Wells; G. A. Swett, Howland, and Wilfred A. Benoit, Auburn.

Mills '48 Financial Report Reflects Improved Position

CHICAGO, April 2.—Reflecting the progress made by the present management of Mills Industries is a comparison of the balance sheets governing the calendar years 1947 and 1948 made public this week by Edward J. Gesick, firm treasurer. The financial report also stated that present plans call for the sale of the Fullerton Avenue plant subject to the continued possession of Mills under a long-term lease.

Closing out 1947 with a secured indebtedness of \$2,651,400.23, the new

management headed by A. E. Tregenza reduced this amount to \$1,069,260.12 or a decrease of \$1,582,140.11. In addition to this substantial reduction in 1948, the firm, during February, 1949, reduced this amount by another \$300,000.

As an additional example of the improved Mills financial standing, Gesick pointed out that for 1947 no provision was made for the estimated tax deficiency with which the company was faced, nor was sufficient reserve set up for settlement of contracts with suppliers. "These two items, which are reflected on our balance sheet of December 31, 1948, have a material bearing on our net current assets deficiency," he said. He also added that in the 1948 balance sheet \$517,000 was reserved for federal taxes on income and accrued interest for prior years on the same item. This sum represents the maximum amount of tax deficiency which could be assessed against the company.

Gesick also explained that protest, filed against a proposed tax assessment, had resulted in a revised tax deficiency of but \$164,000. There is a strong possibility that an allowance for bad debts covering 1943-'46 will further reduce the tax deficiency to \$47,000 compared with the \$517,000 originally assessed and now held in reserve to meet this contingency.

During the first part of 1948 it was (See Mills Financial on page 194)

Kalamazoo Firm In Production On Pinball Cart

KALAMAZOO, Mich., April 2.—Schau Enterprises here is now in full production on a pinball cart which can be handled by one man in moving a pinball machine. Mrs. H. C. Schau, firm official, announced this week.

The unit measures 23½ by 48 by 17½ inches, embodies a frame of cold-rolled rod five-eighths of an inch in diameter and weighs 85 pounds. It lists for \$89.50, f. o. b. Kalamazoo.

To load a pinball on cart, unit is placed in a downward position and rolled under amusement machine. By exerting a 25-pound downward pull on the cart's handle attached to a lever arrangement, the cart's front wheels are lowered, raising the pinball off the floor in position for moving. In moving a pinball machine around the operator's shop or at locations, cart's handles are turned in and cart is steered in the manner of a wheelbarrow by lifting the back wheels off the floor. To load a pinball on a truck, serviceman leans his weight on the handles of the cart (about 100 pounds pressure is necessary) raising the back wheels of the cart until back wheels clear trucks high enough to roll on truck.

The Schau firm is owned by four brothers, Harvey C., Robert, Carlton and Donald W. Schau, all of whom have been associated with the operating end of the business for several years in the Kalamazoo area.

Propose Bill To Up Taxes On Texas Ops

Would Include Equipment

AUSTIN, Tex., April 2.—A bill which would drastically increase occupational taxes on juke boxes and other coin-operated machines in Texas was introduced this week in the State House of Representatives by Rep. Henry Lehman, of Giddings.

The bill would almost triple the State's revenue from such machines. Under the present law, Texas collects close to \$700,000 annually. Lehman estimates that approximately \$2,000,000 would be collected under his measure, which is known as House Bill 829.

If passed, the new tax on venders and phonographs operating for over a nickel would be increased from \$20 to \$60 each; for the same type equipment operated for a nickel or "more than 1 cent," the tax would go up from \$2.50 to \$15 per unit. For skill or pleasure coin-operated machines operating at over a nickel, the tax would jump from \$60 to \$150 per machine; for the same type equipment (See BILL PROPOSED on page 194)

Favorable Bill Gets Iowa Okay

DES MOINES, April 2.—The Iowa Legislature completed action on a bill which would permit a coin machine operator to take out only one sales tax permit instead of a permit for each location.

The bill, which passed both houses, defines a place of business under the State sales tax. It provides that where a retailer or amusement operator sells merchandise by means of vending machines or operates music or amusement devices at more than one location the office, building or place where the books, papers and records of the operator are kept shall be deemed the place of business.

Under a law passed in 1947 the 2 per cent sales tax is collected as an amusement tax on the receipts of all amusement machines including pinballs and juke boxes.

Coin Unit Flow Continues Tho Ban in Effect

Explanations Studied

CHICAGO, April 2.—What happens to the coin machines which monthly, official reports from the United States Department of Commerce show, go across the border to Canadian buyers?

That has been a \$64 question for interested readers in both the United States and Canada since the Canadian government imposed its embargo on "non-essential" items November 17, 1947. Despite that embargo, which clearly lists all types of coin machines as "non-essential," Canadian purchases of phonographs, venders and games have been regularly recorded on the Commerce Department's monthly bulletins.

In 1948, for example, Canadian buyers were recorded as having purchased 2,877 U. S.-built coin machines valued at \$87,080.

Replying to questions put them by (See Canadian Exports on page 191)

Training Devices Expands; Unveil New '49 Quizzer

DETROIT, April 2.—General offices and sales offices of Training Devices, Inc., manufacturers of the Quizzer, are being moved this week to the firm's main plant at 1469 Electric Avenue in the suburb of Lincoln Park. At the same time the firm reported expansion to full production on the new 1949 model of the machine. Offices have hitherto been located in the David Stott Building in Detroit.

The 1949 model features newly designed scoring sign with a stepper type scoring device.

When a player answers the projected question correctly, the figure of an owl on the sign lights up, and the scoring, in multiples of thousands, starts. If the question is answered incorrectly, the figure of a clown lights up, and no score is registered.

Play Timer

A play timer has been installed in the center of the cabinet directly in front of the player, ticking off the seconds remaining to complete each play.

Another feature of the new model is the endless film assembly that operates on the same plan as an endless chain or belt. This eliminates the film reels and all reversing mechanism, allowing continuous operation.

The Quizzer, which has been called by *The Cleveland Plain Dealer* the coin machine "with a Ph. D.," is being manufactured and assembled in Training Devices' own plant, which also houses the company's laboratories. The cabinet for the machine is also being manufactured by the firm in its new, completely equipped cabinet and woodshop adjacent to the main factory.

SECNY Learns Vending Business

Meeting Hears Six Experts Discuss Industry; Seedman Reports Convention Plans

Business Leaders Urged To Adopt Automatic Venders

By Is Horowitz

NEW YORK, April 2.—More than 600 business leaders, representing some 50 types of business enterprises in this area, were urged Tuesday (29) to attend the next convention of the National Automatic Merchandising Association (NAMA) to learn how vending might enlarge the scope of their businesses. George Seedman, of Rowe Corporation, issued the blanket invitation as he addressed a monthly luncheon of the Sales Executive Club of New York (SECNY) at the Hotel Roosevelt. Seedman, who is also convention chairman for NAMA, predicted the 1949 confab, in Atlantic City next November, would be the largest ever. "There may be a machine for your product at the show," he told the first SECNY meeting to take up automatic merchandising.

Capsule Exhibits

In effect a miniature vending convention, the SECNY luncheon offered the business executives a capsule exhibit of coin-operated equipment and a rapid but thoro survey of the current status and future potential of vending. They heard short talks by six experts in the field, in addition to Seedman.

Seedman reported that of the 270 booths set aside for the display of equipment, services and merchandise at the NAMA confab, 145 have already been reserved, more than seven months before the convention. Venders do not compete with counter sales, he pointed out, but supplement them. (See SECNY Learns on page 186)

Nickel Drinks On Way Out in N. E. Ops Told

Mfrs. Try To Hold Price

BOSTON, April 2.—The 5-cent drink is on the way out, despite all efforts to hold the price, it was revealed at the 32d convention of the Massachusetts Bottlers of Carbonated Beverages at Horticultural Hall last week.

Bert A. Harless, of Lowell, president of the Massachusetts association, said that every effort was being made to hold the price in line despite increases in production costs.

The question may be decided within the next few weeks, leaders in the industry agreed. The outlook was dark for the 5-cent price among members of the Maine, New Hampshire, Vermont, Rhode Island and Connecticut bottlers organizations, however, at their sessions with members of the Bay State unit.

Firms Take Steps

Harless said that preventive steps are being taken. "Large concerns are installing more efficient labor-saving devices and machinery and new and more efficient business administration methods are being adopted in the fight to prevent any change in retail prices of carbonated beverages," he declared. "We are installing machinery for automatic loading, more efficient water treatment, sterilization process, cooling systems, conveyor (See Nickel Drinks on page 185)

N. Y. Transportation Board Asked To Liberalize Pact For Subway Cup Operation

Open Hearing Held To Discuss Proposed Contracts

NEW YORK, April 2.—Prospective bidders for long-term rights to operate cup venders in New York subway stations forcefully urged the Board of Transportation Monday (28) to liberalize proposed contract terms. They met with board officials in an open hearing to voice objections and suggest alterations in the preliminary specifications.

The specifications in their present form, emphasized operator spokesmen, would make subway operation a hazardous enterprise, with route owners forced to assume unreasonable risks and costs out of line with expected revenue.

More than 50 persons crowded the hearing room at board headquarters for the proceedings with Commissioner Francis X. Sullivan as chairman.

Vend-Rite Now In Production On Kleenex Mch.

CHICAGO, April 2.—A 72-pack Kleenex machine, designed to sell to operators at \$35, went into production here this week at the newly formed Vend-Rite Manufacturing Company, 850 Ogden Avenue. Vend-Rite is headed by I. J. Russakov, who also heads a metal working firm which does fabricating work for a number of vending machine manufacturers.

Vend-Rite's machine will handle the Kleenex pocket-size package which sells for a nickel. The machine is 6½ inches deep, 12½ inches wide and 30 inches high. It weighs approximately 25 pounds and may be used on a counter or bracketed directly to a wall. For stand mounting, the machine is furnished with an adapter plate with hidden screws.

Russakov said that his company is in process of appointing distributors to handle the unit. The vender, housed in a white baked enamel cabinet with a silk-screened door, comes equipped with ABT slug rejector and an automatic coin return.

Hebel Corp. Intros Spring Action Ice Cream Machine

CHICAGO, April 2.—Final plans for production of a new five-flavor selective ice cream bar vender were announced this week by the Fred Hebel Corporation here. Called the FHC Vendor, machine is priced at \$895, and has a 190-bar capacity with 38 bars in each of its five vending "reels" or drums. Seven pilot models have been on test location for several months, according to Fred Hebel, designer of the machine. Initial production line output is scheduled for late May, with first deliveries to be made in June.

Hebel, who developed the first model over four years ago, was formerly

general sales manager of the Good Humor Corporation, and has been associated with the ice cream industry for over 20 years.

Features Spring Action

Unusual feature of the vender is its spring action; each of the vending drums, revolving on a common horizontal hub, employs a 10-foot stainless steel spring to supply the turning power to bring each bar (in separate pocket) into the vending position. Individual springs are wound as the bars are stocked in the drums. When vending, the drum revolves with double ratchets locking it into proper position for each pocket. As the complete revolution of the drum, when loading, enables the spring to drive it thru five full turns, adequate "power" is assured, Hebel said.

Manual Delivery

Actual delivery of the bar is manual. Customer deposits dime, which unlocks the small trap-door covering the drum, and latter is thus freed from its ratchet to bring a bar into vending position. Delivery port is automatically locked when closed after bar is removed. Drum, however, cannot be moved to next pocket until another coin is deposited, even if the door is not closed.

Popsicles and packaged ice cream can also be vended, with latter item requiring a minor change in individual pockets. Tension springs on each side of the pocket hold bars in place when the drum revolves. Bars are stocked with the stick up. (See Hebel Corp. on page 186)

Combo Hot Java-Chocolate Unit In Production

LOS ANGELES, April 2.—A combination coffee and hot chocolate machine called Hot-o-Mat is being manufactured by Interstate Associates here. While several pilot models are now on test locations, full production of 15 machines per day will not be reached until May 1.

The machine, with 420-cup capacity, has a brown hammertone finish and measures 71 by 21½ inches with a 31-inch front. Four buttons give the patron a choice of black coffee, with sugar, cream, or both, and hot chocolate. One feature of the machine is the advantage of using a combination price of 5 and 10 cents, or a single price. Current models are set for 5 cents for coffee and a dime for chocolate.

After each sale clear water flows thru the pipes so the customer does not get a mixture of coffee or chocolate in his drink. A flowing mix is used in the machine.

If a water line is not available on locations, the machines can be equipped with water storage tanks. A liquid concentrate in both coffee and chocolate is used by the manufacturers and kept at a temperature of 42 degrees. Liquid sugar is also used.

The machine was invented by Homer Houchen and Clyde Allyn. Officials of Interstate Associates are Lou Kahn and Herman Segal. H. F. Miller is sales representative.

One of the first test locations was operated by the County Beverage Company, San Diego, Calif.

They included representatives of firms now operating machines in the subway, officials of companies expecting to enter bids and observers from cup, sirup and allied industries. While only a few spoke, many indicated they would avail themselves of Sullivan's offer to receive written objections to the preliminary terms.

Proposed contract terms and operating specifications calling for the placement of at least 300 cup venders were revealed by the board two weeks ago (*The Billboard*, March 26). Studied by bidders in advance of the hearing, they detailed rigid standards concerning equipment, financial resources, sanitation and operating methods to be maintained by contractors. Some of these provisions were unduly severe, the operators declared.

More than 110 cup venders of all types have been operated in the underground locations since last summer. They have been maintained by seven firms under experimental agreements with the board. These agreements are due to expire when the long-term contracts are let.

Three-Week Interim

Allowing a week for the receipt of written briefs by prospective bidders, Sullivan indicated about another two weeks would be required for consideration. (See N. Y. Transportation, page 185)

Bader & Co. Appoints New Distributor for Better Shoe Shiners

ST. LOUIS, April 2.—Bader & Company, national distributors for the Better Shoe Shine Machine, manufactured by the Better Shoe Shine Machine Company, announced the appointment this week of J. Rosenfeld & Company, St. Louis, as distributor for Missouri, Illinois, Arkansas, Tennessee, Kentucky and Kansas.

John F. Schutz and Jack Friedlander, heads of both the Bader and Better Shoe Shine companies, reported that the machine is now in full production and that additional appointments of distributors would be made during the next few weeks.

Operators Can Make 12 1/2 % MORE PROFIT PER DRINK

Fully Automatic Console-Cup

HUPP

COLD-DRINK VENDORS!

*Only Console Cup-Vending
Machine on the Market—Priced Lower
than many Bottle Vendors!*

LOOK AT THESE SPECIAL FEATURES:

- 1. EASY SERVICING. Special design makes servicing by operator or location a matter of minutes.
- 2. GREATER OPERATING INCOME. Lower initial cost reduces amortization and depreciation charges.
- 3. ECONOMY OF MAINTENANCE. Unitized construction permits fast parts replacement. No shop work necessary on location.
- 4. LIGHT, PORTABLE. Mounted on Free-Rolling castors—weighs only 350 lbs.

All this plus unique finance plan for those who qualify—15% down, balance over 18 months. Low cost permits placing two units in one location at price of one large machine. Results: Double availability and profit.



Be First in this New Market—

and Capture
the Plus Profit.
Send in
Coupons and we'll
show you how!

Note this unique offer. Pepsi-Cola Syrup can be purchased for use in Hupp vending machines in many territories by those who qualify at \$1.45 to \$1.23 per gallon—depending on quantity. Please send me full information.

Pepsi-Cola
Vending Dept.
3 West 57th Street
New York 19, New York

Name.....

Address.....

Refrigeration Products Div.
Hupp Corporation
1250 W. 76th St., Cleveland 2, Ohio

Please send us full information about your plan for operators and locations with the Hupp Cold-Drink Vendor.

Name.....

Address.....

WANTED AT FACTORIES

SEE - - - PAGE 181

CHARMS

... that are different

Shiny Metal Hobby Pins. Per Gross	\$4.00
Gold Charm Bracelet (in Capsule) . . . Per Hundred	6.50
Blade Knife. Per Gross	1.10
Skulls, Gums, etc.	

All Items will fit any Vending Machine. Send for Samples and Prices.

1/2 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties

6060 Market St. Philadelphia 39, Pa.

\$3.95 ea.

Used Advance Model "D" Ball Gum Machines.

JACK NELSON & CO.

2320 Milwaukee Ave. Chicago 47, Ill.

Western Vending Ops Hold Meet; Discuss City Tax Decal Muddle

LOS ANGELES, April 2.—A warning to all venders to place decals on their machines was given by M. I. Slater, president of the Western Vending Machine Operators' Association (WVMOA) at the monthly meeting (29). It was reported that city officials were checking machines for possible tax violations. According to Slater the city has plenty of decals for all licensed machines.

One member reported he had mailed his check to the city in January and still had not received his decals. He was advised to investigate, as an error had undoubtedly been made. Operators who found themselves short of the decals could put them on one machine only on a location, it was agreed. Operators were warned to place the decals inside the glass where moppets could not get at them.

The question of machines being placed on location for a disease prevention society were also discussed. According to some operators the society rep is said to be offering equipment and splitting the profit between the society and the location. It was voted to investigate the situation, as the membership agreed no one could put machines out and give a commission to a location and the balance to the society with no money for himself. As he has many times in the past, Slater asked that operators with complaints supply him with facts. If such facts are forthcoming,

he said, he would personally investigate the charges.

Another point brought up was the alleged practice of a local jobber who is operating 450 machines in competition with venders. Upon being questioned this jobber is said to have claimed that operators were not buying his machines and therefore due to a franchise with the factory, he had to put the equipment on location or close his doors. One operator, who reported the loss of two top locations to this jobber, said he was offered the spots back if he would buy the jobber's equipment.

It was suggested that the Better Business Bureau be contacted, but Slater said no action could be taken by this body unless misrepresentation could be proved. The firm manufacturing the machines had been contacted, Slater said, but only evasive answers to the questions were given.

A black eye to the vending business was in the making the membership agreed if the practice was allowed to continue. It was claimed that "suckers" were being roped in to buy these machines on so-called routes. Particularly are the promoters preying on veterans, it was claimed at the meeting. In order to grab locations these novices are said to be putting expensive charms in their machines and offering 25 per cent commission.

Anyone who has bought routes under such conditions should be brought to the next meeting, Slater said, so the facts could be aired.

The city of Burbank's proposed \$1 per machine tax was also discussed. Slater said he would be willing to take the matter up at the next city council meeting, but venders operating in that area would have to accompany him.

One member reported a run-in with a county assessor who claimed a tax of \$20 on cigarette machines, \$20 on candy machines and \$1 on peanut machines had not been paid. Slater pointed out that this was classed as unsecured personal property and subject to tax. In order to avoid similar trouble in the future, Slater warned the members to declare their machines at the county tax office.

There was no new report on the possibility that the sales tax might be taken off candy. It was deemed advisable by attorneys for the association to hold off lobbying for the tax removal at this time.

Under new business was the problem of dealing with the alleged movement of unions into the vending field. Several operators reported their locations had been contacted by union reps and told electrical equipment should bear the International Brotherhood of Electrical Workers' (IBEW) stamp.

Another in the great family of Electro Distributors...

R. F. JONES CO.

1263 Mission St. San Francisco, Calif.

1314 Pearl St. Denver, Colo. 127 E. 2d South Salt Lake City, Utah

Distributors of Electro in Colorado, Wyoming, Utah, New Mexico, Nevada, Eastern Montana, Southern Idaho and Northern California.

America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BLDG. NEW YORK, N. Y.

A PRODUCT OF C & LABORATORIES

Here's **STEADY PROFITS** of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

2 MACHINES IN 1

TELLS FORTUNE & WEIGHT

FULLY AUTOMATIC!

NO TROUBLE!

- No knobs to turn!
- No handles to pull!
- The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. \$169.50 FOB factory. Monthly terms as low as \$10.

Shipped to you for only **\$25 deposit**

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

Attached find check for \$25 deposit on one Model 403 scale. Ship at once.

Please send me further details at once.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

GIVE TO THE DAMON RUNYON CANCER FUND

MASTER #2

PENNY-NICKEL COMBINATION VENDOR

Time-Tested and Proved Vends All Products

ALSO MASTER Straight 3c and 1c VENDORS

ORDER TODAY FACTORY DISTRIBUTOR

TRI-STATE VENDING CO.

361 10th Avenue New York, N. Y.

FOR SALE

25 Weight Scales on location in Reidsville, N. C., and in Rockingham County at \$127.50 each. Write

SOUTHERN NOVELTY CO.

824 Montgomery St. Reidsville, N. C.

1-5c VENDORS "HOT NUT"-VENDORS

Mechanically perfect. Never misses. Handles 140, 170, 210 count gum—no breakage and positive delivery. If you want the best trouble-free vendor, try the new improved "48 Silver King"

Nut and Ball Gum Vendors, 1c-3c, U. S. and Foreign Coins.

(Patent Pending)

IMMEDIATE DELIVERY AT ALL BEST DEALERS OR WRITE

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.

ALL SILVER KING MODELS

Recommended and sold on Time Payment, 30 weeks to pay. Write for details.

ROY TORR

Lansdowne, Pa.

TISH-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.

GIVE TO THE DAMON RUNYON CANCER FUND

Bigger Profits
More Repeat Sales Yours
Because Atlas Vendor Brand
BALL GUM
In Airtight Tins
STAYS FRESH
Get FREE Samples Now!



Only Atlas Vendor Brand Ball Gum is packed in airtight tins to assure you fresh, tasty gum always. Don't risk losing customers—make sure gum in your machines is always fresh. Be assured re-sale sales—easy extra profit. Mail coupon now! Get free samples of sensational Atlas Vendor Brand Ball Gum plus our exclusive Business Builder Profit Plans Now!

Act Now! Mail Coupon Today!
The Atlas Mfg. & Sales Corp. Dept. BG-409
12220 Triskett Rd., Cleveland 11, Ohio
Rush FREE Profit Plans and FREE Samples Atlas Vendor Brand Ball Gum. No obligation.

NAME
ADDRESS
CITY STATE

Pa. "Emergency" Soft Drink Tax Extended 2 More Years

HARRISBURG, Pa., April 2.—Gov. James H. Duff has signed into law for another two years Pennsylvania's controversial and hard-fought soft drink tax.

Duff approved the tax bill after it had passed the House of Representatives only with the help of Democrats. Eighteen Republicans bolted the party line to vote against the tax.

The tax is levied at the rate of 1 cent on each 12 ounces of bottled drinks and ½ cent an ounce on fountain sirup. It is estimated it will yield \$22,000,000 in the next two years.

Since the soft drink tax was first enacted two years ago, organized bottlers and sirup manufacturers have battled it in the courts. An initial court decision in this series of suits is still awaited in Dauphin County Court.

Bottlers and sirup manufacturers fought the bill in both houses of the Assembly without success. It passed the House by a narrow margin and cleared the Senate by a vote of 14 to 36.

One Change

One major change was written into the new law by the assembly to exempt sparkling water, cider and cordials from the tax. This will cut revenue from the present level by about \$2,500,000 a year, it is estimated.

When officials decided that this exception was an error the bill had already cleared the House by such a narrow vote that they feared to take another chance on an amendment. Instead a separate bill is being prepared to tax the exempt items at the old rate.

Other "emergency" taxes extended for two more years and approved by the governor include the 4-cents-a-package cigarette levy.

Ball Gum Venders Protect Health of Red Lead Sprayers

CHICAGO, April 2.—Use of ball gum and a ball gum vender as a health protection measure for employees of a local steel company was reported this week by Robert Adair, of R. H. Adair Company, Oak Park, Ill. The ball gum, however, is a special type, prepared by a physicians' supply firm and the vender is minus its coin mechanism and dispenses its gum for free.

Elaborating, Adair stated that the unique vender set-up was located in the red lead spray room of the Joseph T. Ryerson & Son Company here. Because lead poisoning still occurs, altho usual mask protection is used by the sprayers, additional safe-guarding is necessary. This involves use of the special medicinal gum, in candy-coated ball form. Saliva, containing the medicine, when swallowed nullifies the lead that may have entered the system.

Adair filled the order for two ball gum venders, with coin units removed, this week. They are now on location in the spray room, dispensing free ball gum to the sprayers who are under orders to patronize the machines.

You'll Save **DANCO**
Dough With

CLOSE-OUT SPECIALS!

1c MASTER VENDORS	\$4.95 EA!
1c ADVANCE PEANUT	
1c NORTHWESTERN	

While they last! Sold in lots of 5 machines only. (Used vendors.)

U. S. POSTAGE VENDORS (2-col. folder type) Each. . . .	11.95
BUBBLE BALL GUM (5/8" — 140 count) per lb. . . .	22¢
HEAVY VENDOR STANDS (Wide base, cast metal) each	2.95
M & M CANDIES— 13 1/2 lb. ctn. (Write for sam.)	4.50



DANCO
Coin Machine Co.
1302-1304
E. Baltimore St.
Baltimore 31, Md

ALPHABETO
CHARMS
SELL MORE
CANDY, GUM, NUTS!

Complete alphabet and 10 numerals available in bulk in bright colors and metal plated. Popular for initialing baseball caps, beannies, etc.
Write for samples and prices.

PAUL A. PRICE CO.
220 Broadway New York 7, N. Y.

WANTED AT TAVERNS



SEE PAGE 181

FOR SALE
4 HAWKEYE Peanut and Popcorn automatic vending machines, practically new.
\$125.00 EACH
Write:
WARREN C. EDWARDS
6603 Lynwood Lane, S. W., Tacoma, Wash.

NEW SPOTS! MORE SPOTS! BIG PROFITS!

IT'S THE LATEST—GREATEST
VENDING SENSATION!

NEW 5c "POCKET-PACK"
KLEENEX® Tissues



LOWEST IN COST—BIGGER CAPACITY—SERVICE PERFECT

Mr. Operator and Distributor—we leave it to you—how often are you offered such an unbeatable combination: the BEST KNOWN PRODUCT in the field, and a quality machine that cuts installation investment to the bone! Yes—you'll be tied in with the greatest name in tissues—KLEENEX—in the new, handy "Pocket-Pack" that is already setting tremendous national sales records.

And you'll have the new, handsome "VEND-MASTER," now in mass production to give the combination of quality and really low price that made it the talk of the last C. M. I. convention.

Unlimited Possibilities in Present Locations—Opens the Door to New Outlets. Your customers will be quick to see the quick turnover and profits—and the GOODWILL they will enjoy in making a handy pack of KLEENEX Tissues available. For the same reasons, especially the service feature and health factor, you'll find a ready welcome in offices, factories, schools, clubs, hotels, restaurants, theaters, service stations, and hundreds of public buildings. So don't delay—BE FIRST—write for VEND-MASTER literature today. Or better yet—order several to start. Your money back if not wholly satisfied with VEND-MASTER quality.



- FINEST QUALITY AND PERFORMANCE!**
- Large, 72-pack capacity—KLEENEX "Pocket-Pack," regular size tissues.
 - All steel, welded construction.
 - Unconditionally guaranteed vending mechanism.
 - 5c or 10c operation. Specify.
 - A.B.T. slug rejector.
 - Fine white baked enamel, with "KLEENEX" blue and red.
 - Individually packed in carton. Size: 6 1/2" x 12 1/2" x 30". Shipping Wt. 25 Lbs.

IMMEDIATE DELIVERY!
\$35.00 list
Operators: Write for quantity discount.

Terms: 1/3 cash with order, balance C. O. D., plus shipping charges.

Distributors: Write for net prices.

**WANTED
AT
RESORTS**



SEE PAGE 181

MAMA Holds Meeting To Air New Legislation Problems

ST. PAUL, April 2.—Now that the proposed increase in cigarette taxes has been all but killed, members of the Minnesota Automatic Merchandisers' Association (MAMA) met Tuesday night (29) to study additional legislation, affecting their business, now being considered by the Minnesota State Legislature.

The proposal to boost cigarette taxes from 3 cents to 5 cents per

package, as proposed by Gov. Luther W. Youngdahl in his budget message to the Legislature last January, was roughly handled earlier in the day by the House tax committee which voted to table it, along with a companion measure boosting State taxes on liquor.

Youngdahl had asked for the cigarette tax increase to help finance a stepped-up program of State activities, costing some \$41,000,000, and had told the legislators that the increase from 3 cents to 5 cents per package would yield an additional \$5,700,000 in annual revenue.

LeRoy Johnson, of the Canteen Company of Minnesota, president of MAMA, said he was happy to hear about the action by the House tax committee, but that the other proposals relative to taxing of bottle and cup soft drink machines and cigarette and candy machines worried vending operators considerably.

Leo Maher, St. Paul attorney retained by the association, outlined the status of the bills in committees. As yet neither measure has undergone committee hearings. Maher said reaction of legislators to the two proposals has been mixed. The big danger, it was pointed out, is that the Legislature has only three weeks to go and that in the waning days, confronted by huge money demands, the solons may be driven into enactment of either or both of these measures. He urged the membership to alert itself and to contact their own legislators to hear the venter side of the story.

Also up for discussion at the meeting was the development within St. Paul, where the city license bureau has been enforcing, in recent weeks, an ordinance requiring a \$5 license on each candy or candy-nut-gum location.

The fee is applicable to locations and, Johnson said, many locations are unwilling to pay it, claiming the operators should do so. Operators, he explained, are unable to do so because business thus far this year has been off considerably.

He cited figures showing that in 1948 net operating profit was 1.8 per cent, while as of February 15 business was down 14½ per cent over what it was a year ago. March sales as of Thursday (31) were nearly 24 per cent below those of the same month at that date a year ago, Johnson declared.

in *POPCORN* machines...
it's the **ARISTOCRAT!**

"Costs a little more
--worth a lot more"

BECAUSE—

- It's foolproof
—and cheapest to operate
- It's sturdy
—and doesn't break down
- It's attractive
—and attracts business
- It's sanitary
—and easy to keep that way
- It's the product of experience
—and guaranteed right
- It's the choice of big operators
—for it's a moneymaker

**SOME DISTRIBUTORSHIPS
OPEN**

*J.R. Giesler
AND ASSOCIATES*

8804 Hollywood Blvd., Los Angeles 46, Calif.
CResview 5-5950



ALL PURPOSE VENDER
VICTOR
DELUXE
UNIVERSAL



½ 140 Count
COLORED
BUBBLE
BALL GUM
25 lb. cartons
26c LB.
170 & 210
27c LB.
(Prepaid in lots of
100 lbs. or more)
FULL CASH
WITH ORDER
PISTACHIOS
25 lb. Carton
Large 76c lb.
Small 45c lb.
Full Cash With
Order
Almonds
20 Lb. Cartons,
56¢ Lb.
Plastic Charms
\$2.75 Per 1000

1c Model
\$14.95
5c Model
\$15.45

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. Y.
481 BACMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

**Top Profit Yours
Quickly - Easily**
with **ATLAS 1c DELUXE**
VENDS CANDY, NUTS, BALL
GUM WITHOUT PARTS
CHANGE



Thousands of operators all over the country are acclaiming the Atlas Deluxe, a 1c bulk vending machine, as the leading money maker on the market. Don't be satisfied with the fair profits ordinary machines will make—get top profits quickly and easily with the Atlas Deluxe, a machine designed by leading operators who know what it takes to make big profits. \$50,000 insurance, largest insurance coverage in the industry, protects you against liability. Get free facts now, also money-making merchandising bulletins.

THE ATLAS MFG. & SALES CORP.,
Dept. 8D-409, 12220 Triskett Rd.,
Cleveland 11, Ohio
Rush FREE facts and money-making bulletins on Deluxe 1c Vender.

NAME

ADDRESS

CITY STATE

**Headquarters for
Advance 21-F Machines**
Factory Distributor
J. SCHOENBACH
1647 Bedford Ave. Brooklyn 25, N. Y.

DISTRIBUTORS FOR ALL VICTOR MACHINES



Expand Your Route Now With
**VICTOR'S
Custom-Built
UNIVERSAL**
24 or More
\$13.50
1 TO 23
\$13.95
Can't be beat for getting and holding locations.



**VICTOR'S NEW
MONEY MAKER
"HOT-POP"
POP CORN
MACHINE**
Non-Coin Operated
**OPERATOR
MAKES
\$4.20 Per Week
On Sale of 2 Lbs.**
WRITE FOR
DETAILS
YOU COLLECT
PROFIT IN ADVANCE

WE TAKE TRADE-INS—LIBERAL ALLOWANCE
1/3 Deposit, Balance C. O. D.—Write for Our Catalog.

VEEDCO SALES COMPANY
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

Brand New "CHARM KING" Ball Gum + Charms = \$\$\$
The Kids Really go for THIS one because
it **DISPENSES BOTH GUM AND CHARMS!**



Only **\$13.95***
F. O. B.
Aurora, Ill.

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-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

*Others as low as \$10.55 in quantities. "Hot Nut", Nut and Ball Gum Venders 1c, 5c; 2 for 1c. U.S. and Foreign Coins.

... and Here's ANOTHER WINNER! The New "HUNTER" Nets up to 75¢ of EVERY DOLLAR You Take in!
"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter". But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75c out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.

SILVER-KING CORP. 622 Diversey Parkway CHICAGO 14, ILLINOIS



Only **\$45.00**
F. O. B. Aurora

THE "CHALLENGER"
THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly or Location!
TROPICAL TRADING CO.
349 W. Washington St., Chicago 6, Illinois

Stamp Vending Machines
Will accept bids on 50 new Automatic Dispenser Company Wall Type Postage Stamp Vending Machines. Original cost \$2,000.00. Reason for sale—death of owner.
PEOPLES BANK & TRUST COMPANY
Rocky Mount, N. C., Administrator

ALL SILVER KING MODELS
Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.
ROY TORR, Lansdowne, Pa.

WANTED EVERYWHERE!
LOCATIONS UNLIMITED!

VENDOR FOR TISSUES



\$50
ea.

MR. DISTRIBUTOR . . .

Your salesmen go to town with this live-wire item. No sales resistance! Ideal for direct location sales. Write for our attractive proposition.

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.

FULLY GUARANTEED!

Size: 10"x5"x35". Capacity: 76 units. Shipping wt. approximately 30 lbs.

©T. M. Reg. U. S. Pat. Off. I. C. P. Co.



THE ONLY TISSUE VENDOR NOW DELIVERING

E. B. METAL PRODUCTS CO.

29-A East 144th Street Bronx 51, N. Y.



"HOT-POP"
VICTOR'S NEW
Non-Coin Operated
POP CORN
MACHINE

\$47.50

Capacity almost 2 bushels. Makes big profit at low cost. \$10 deposit, balance C.O.D. Immediate delivery.

JACK NELSON & CO.
2320 Milwaukee Ave.
Chicago 47, Ill.

FOR SALE

1 Pop Corn See Popcorn Vending Machines, good condition and appearance. 4 Vendl Candy Machines, 150 bar capacity.

WANT TO BUY

Ice Cream Vending Machines, Milk Vending Machines, Sandwich Vending Machines.
NEPTUNE DISTRIBUTING CO.
1 East Drive, Atlantic City, N. J.

Supplies in Brief

Ice Cream Price Down

PHILADELPHIA, April 2. — The first break in ice cream prices, which have been rising steadily since 1942, came with the announcement by the Supplee-Wills-Jones Milk Company that prices of milk and ice cream would be cut this week. No formal statement was made by officials of other major ice cream makers here, but it was indicated that they would follow Supplee's announced plan of lowering prices to dealers by 7 per cent.

John K. Bainbridge Jr., general sales manager of the firm, said that

such reductions in the past "usually resulted in dealers lowering their price to consumers by about five cents a quart." He added that already "more than 50 per cent of our dealers assured us they would reduce prices to consumers."

The retail price of ice cream now ranges generally from 75 to 85 cents a quart. Early in 1942, before a series of increases, the price range was from 55 to 60 cents. Bainbridge asserted that lower prices of cream and other ingredients enabled the firm to make the reduction.

(See SUPPLIES on page 182)

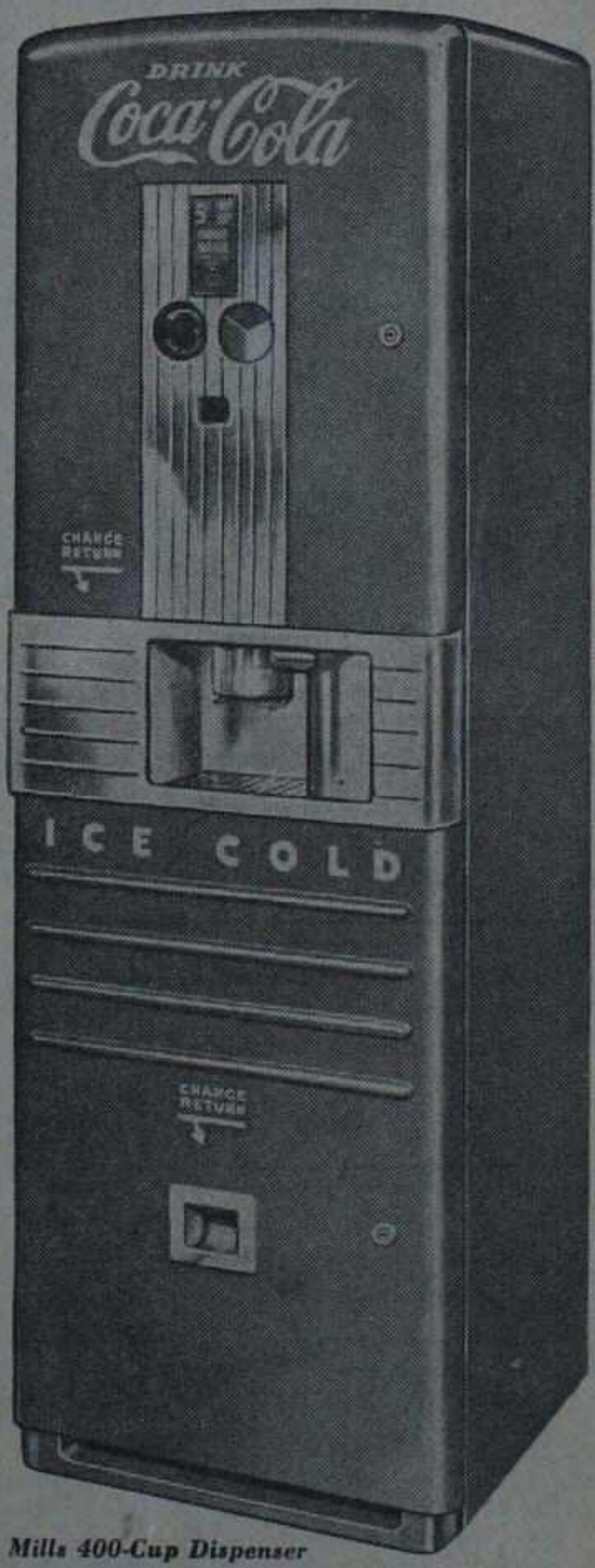
WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$ 5.65
100 lbs. or more 21.90
COPPER AND SILVER PLATED CHARMS
Series #1, 1,000 \$4.50
Series #2, 1,000 5.75
Gold Plated "Georgie" Pins, 1 Gross 3.95
Gold Plated Bracelets in Capsules, 100 5.95
Silver Wedding Rings, 1,000 5.50
Gold Wedding Rings, 1,000 8.95
Cameo Rings, 1 Gross 2.50
Sassy Wise Crack Buttons, 1,000 6.50
Gold Plated Basket Balls, 1 Gross 3.75
We are factory distributors for all leading makes of VENDING MACHINES.
PARKWAY MACHINE CORPORATION
23 West North Ave. Baltimore 17, Md.



It's Hard to Resist the "Sales Appeal" of a Mills Cooler

The Neat, Clean Appearance Creates that Impulse to "Have a Refreshing Drink"



Mills 400-Cup Dispenser

The Mills Cup Machine with new vending stage insures dependable dispensing of cup, syrup and carbonated water, eliminating servicing trouble.

No sales are lost for want of the exact change. The Mills coin changer takes nickels, dimes and quarters—delivers the beverage and correct change automatically.

Over 60 Years' Experience in the Manufacture of Coin - Operated Machines

MILLS INDUSTRIES, Incorporated
4100 Fullerton Avenue Chicago 39, Illinois

MILLS COOLERS
Fully Automatic with Coin Changer

Now you can CUT VENDER SERVICING TIME AND COSTS IN HALF - Boost Profits to New Highs!

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. That means twice as many machines serviced per day per man... servicing costs cut in half... far bigger profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assure more accurate accounting, tighter control. Investigate today!

Northwestern

MODEL 49



WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION

818 EAST ARMSTRONG ST. • MORRIS, ILLINDIS

ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

ROY TORR, Lansdowne, Pa.

A MONEY-MAKER
ON EVERY LOCATION!

Northwestern
DUAL VENDER

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



NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributor
4105 14th Ave. Brooklyn 4, N. Y.
Phone: Gedney 8-3600

Earn BIG
Profits
ALKUNO

5c GUM AND CANDY
VENDOR

Capacity: 328 Packages
of Gum or 216 Packages
of Candy or Any Com-
bination of Both.

MODEL 500

Metal Cabinet and Base
Ht. on Base, 60"x18"
Wt. on Base, 64 Lbs.
Price \$69.50
Base 15.00

Immediate Delivery in
Green, Blue or Tan.

Write for Catalog of Com-
plete Line of 5c Gum and
Candy Vendors.

ALKUNO & CO.
408 Concord Ave.
NEW YORK 54, N. Y.
MELROSE 5-7767



Victor Vending In Production On Hot-Pop Unit

CHICAGO, April 2.—Victor Vending Machine Company's non-coin-operated popcorn dispenser, shown during the January convention of the Coin Machine Institute, was placed in production this week according to H. M. Schaeff, president of the firm.

The dispenser will be sold thru Victor's regular distributing firms for \$47.50. Machine has a capacity of one bushel of popped corn, is 14 inches in diameter at the base and 31 inches high. A 100-watt warmer element is built in the bottom of the machine.

Housed in a steel cabinet with chrome trim, the globe of the dispenser is clear plastic. Inside and outside parts, Schaeff said, are copper, nickel and chrome.

Victor is marketing the dispenser to coin machine and automatic merchandising operators suggesting that the operator place the machine on a commission basis, dropping off the corn and collecting immediately. The proprietor of the store would then stock the machine and keep it serviced. Since the machine has no coin drop, locations could either sell portions of popcorn or give the corn away.

SUPPLIES IN BRIEF

(Continued from page 181)

All milk companies lowered their prices again April 1, in accordance with a State Milk Control Commission order issued before last Christmas. January 1, the commission ordered the cost of B milk in this area to 21 cents, delivered at the doorsteps and also cut the cost of cream and other milk products. The cost of milk bought on a cash-and-carry basis in stores was also cut April 1.

On the heels of the Supplee announcement, price reductions, ranging from 3 to 4 cents a quart and bringing the wholesale price of its ice cream to approximately the April, 1948, level, were announced by the Breyer Ice Cream Company. The company stated the reduction was made possible by lower cream costs and that it is expected that dealers would reduce their prices to consumers by 5 cents a quart.

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL

Cuts Service Time
in Half.

\$17.55

SAMPLE

Write for Quantity
Discount.

Other Popular North
western Vendors
\$10.35 and Up

Contact us for

• BULK MACHINE
CHARMS

• MERCHANDISE

• BALL GUM

Parts and Supplies
1c-5c and Foreign
Coins.

Write for Circulars and Price List.

RAKE COIN MACHINE EXCHANGE
409 SPRING GARDEN ST. PHILA. 23.
LOMBARD 3-2676

AUTOGRAPHED BASEBALLS



Copper Plated \$10.00 Per
Gold Plated 15.00 Per
White Plastic 6.00 Per
Plastic Baseball Players 1.50 Per

PENNY KING CO.

413 Neptune St. PITTSBURGH 20.

California Vending Almonds

Per Lb. Case Lots
F.O.B. Los Angeles 80c Per Lb.
8 Lb. vacuum lined, 8
to a case, 400 count.

We Manufacture BULK MERCHANDISE.
All Types—Highest Quality
Lowest Prices... Samples

Southern California Operators, order your

ACORN BULK VENDOR
MERCHANDISE

from . . .

Operators Vending Machine Supply
1023 S. Grand Ave. Los Angeles 15, Cal.

CHARMS
CAN DOUBLE OR
TRIPLE YOUR PROFIT
IN BULK VENDORS
Write today for lowest prices and samples of
METAL AND PLASTIC CHARMS, STONE AND LAMINATED
WEDDING RINGS, RINGETS, JACKS, BALLPOINTS, TRULYS,
BECKER VENDING SERVICE • BRILLIANT • WISCONSIN

ATTENTION—25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship.

ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

NEW NATIONAL 9E \$275.00
NEW UNEEDA 8 Col. 510 Pack Cap. 139.50
National 9-50, 350 Pack Cap. 97.50
National 9-30, 270 Pack Cap. 75.00
National, 6 Col., 150 Pack Cap. 32.50
Rowe President, 10 Col., 475 Pack Cap. 125.00
Rowe Royal, 10 Col., 400 Pack Cap. 100.00
Rowe Royal, 8 Col., 720 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
DuCrenier 9 Col., Model W, 270 Pack Cap. 62.50
Special! 4 Col. VENDOR, 80 Pack Cap. 20.00

CANDY MACHINES

Stoner, 8 Col. \$120.00
National 9-18 100.00
U-Select-It 35.00
Advance Candy Machines 27.50
Shipman Candy Vendor 22.50
ROWE 5 COL. 1c GUM VENDOR 17.85

SPECIAL
\$65.00

Candyman, 72
8 1/2" Capacity
with enclosed
base.

SPECIAL

Rowe Imperial, 8 col.
Cigarette Machine
240 Pack \$70.00
6 Col., 180
Pack Cap. 60.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—SA'NCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK



VICTOR'S NEW HOT-POP

REVOLUTIONIZES OPERATING!

**NOW OPERATORS CAN
COLLECT THEIR PROFITS
IN ADVANCE**

So easy . . . so simple . . . so profitable, with such a very small investment for each location unit that Hot-POP can make its cost out of profits in just a few weeks of operation.

Here's How Hot-POP Works in Practical Operation

You, the Operator, place each "Hot-POP" Vendor on location with the agreement that you will allow the proprietor to have the use of "Hot-POP" free of charge. All popcorn must then be purchased from you, cash on delivery. You make your profits in advance! The location then sells the popcorn out of your "Hot-POP" Vendor over the bar or counter, and makes his own big profit. He doubles his money.

A GREAT BUSINESS STIMULATOR

In addition, the sales of hot, fresh popcorn stimulates the entire business of the location, especially bar business . . . so the location makes money two ways.

LOCATIONS EASY TO GET

Locations are easy to get because of Hot-POP's very attractive modern design and size. Every location falls in love with it and they start making profits immediately, without obligation to buy or rent the equipment. It's the greatest operating deal ever created! Big profits are made with exceptionally small investment.

OPERATORS COLLECT . . . IN ADVANCE

You, Mr. Operator, collect your money in ADVANCE when delivery is made, usually once a week. The location services "Hot-POP" for you by keeping it full of popcorn. There are no other service calls, as "Hot-POP" is not coin operated. No keys necessary. After "Hot-POP" is placed on location, you merely deliver popcorn and collect when delivery is made.

BUY PRE-POPPED OR POP YOUR OWN

The popcorn you sell to your locations can be purchased in your own vicinity from your local jobber or any wholesale popcorn supply house . . . or you can pop your own corn. There is big profit for you which ever way you wish to handle this end of the business.

SPECIFICATIONS

Height, 31 inches. Base, 14 inches in diameter. (Occupies very little space.) Capacity slightly more than one bushel of popcorn. Vends about 44 ten cent or 88 five cent portions from each filling. Equipped with one 100 watt heat element that keeps corn hot at all times. Comes with 7 feet of cord. Operates A.C. or D.C. current. One electric bulb illuminates Hot-POP. The top part of globe is made of plastic. Transparent for excellent display of corn. Easy to remove for cleaning. The cover on top of globe is made of red plastic, easy to remove when location fills Hot-POP. New feather touch release trigger. Positive delivery chute, easy to keep clean. Toggle switch in front to turn off or on.

Write for free profit chart and colorful circular with full and complete details.



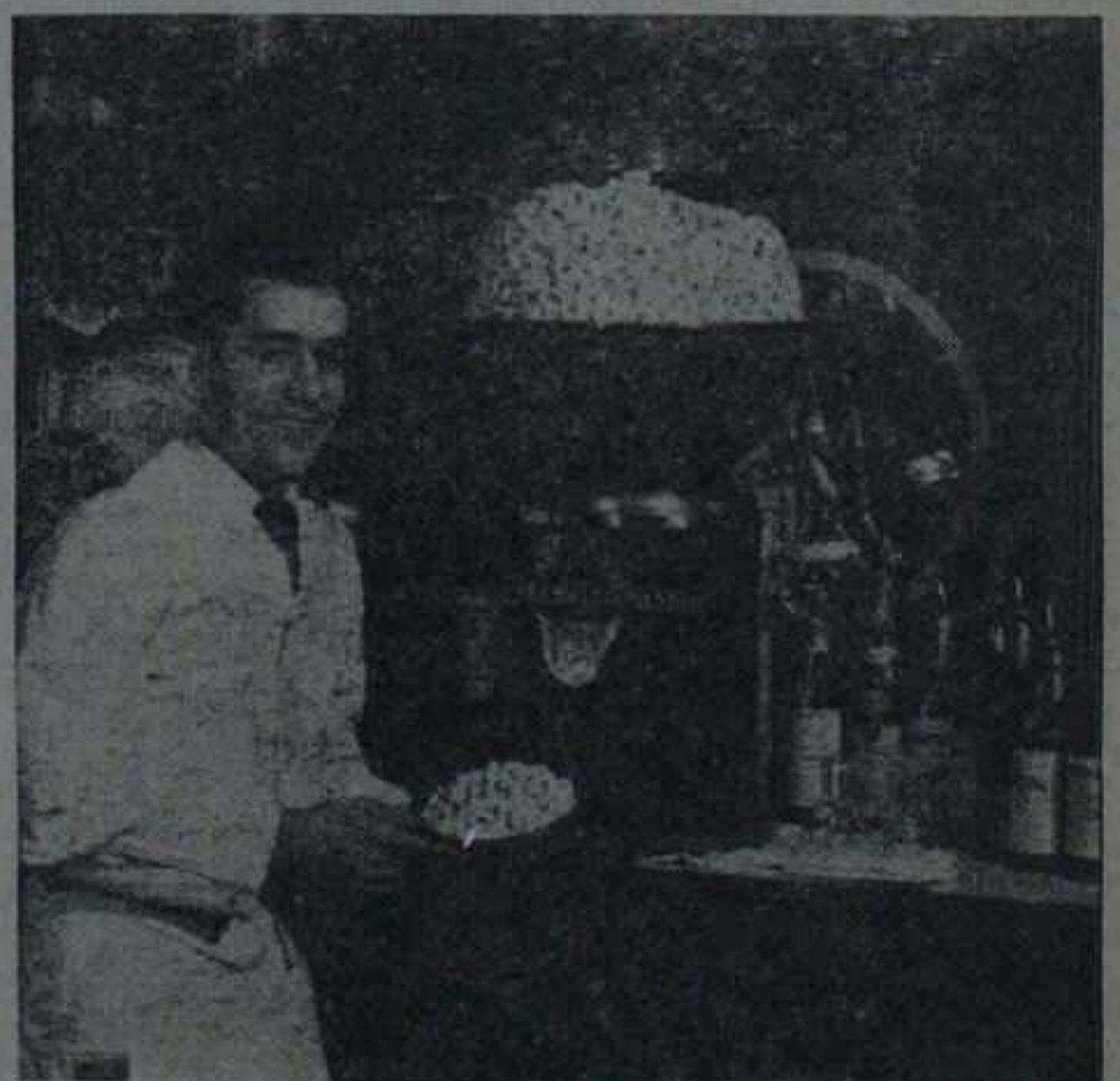
**ORDER NOW
FROM YOUR DISTRIBUTOR**

MANUFACTURED BY

VICTOR VENDING CORPORATION

5701-5713 WEST GRAND AVENUE

CHICAGO 39, ILLINOIS





1c-5c
Northwestern
DE LUXE VENDORS
Late Model
\$14.95 EA.
RECONDITIONED
LIKE NEW



1c
BALL GUM VENDORS
\$7.95 EA.
The Perfect Vendor
For Day-in,
Day-Out Profits

IMMEDIATE DELIVERY!
1/2 Deposit, Balance C. O. D.,
F. O. B. Newark
SEND FOR COMPLETE PRICE LIST

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

THE MERCHANDISE CHUTE IN THE ACORN VENDOR IS CAST WITH THE BODY—IT IS HIGHLY POLISHED AND EASY TO CLEAN. YOU SIMPLY LIFT OFF SHIELD AND COVER—NO SCREW!

ACORN
Bulk
Merchandise
VENDOR
THE BEST
MACHINE TODAY
...
THE BETTER MACHINE TOMORROW
WRITE FOR DETAILS AND PRICES
OAK MANUFACTURING CO., INC.
1025 SO. GRAND AVE.
LOS ANGELES 13, CALIFORNIA

HI-HO
No. 2
CHARMS
\$3.25 PER
9 AG Prepaid
1,000 in a bag
Positively No Samples at This
Price Prepaid.
Northern California
Distributor **ACORN** Bulk
Merchandise VENDOR.
Write: E. LaRue, Sales Mgr.
LEON "HI-HO" SILVER
540-542 Hayes St.
San Francisco, Calif

FOR INFORMATION ON
POPCORN PROFITS
TURN TO
INSIDE FRONT COVER
OUTDOOR EQUIPMENT
SUPPLEMENT
MANLEY INC., KANSAS CITY, MO.
The Biggest Name in Popcorn
VENDING MACHINES AND SUPPLIES

N. Y. Transportation Board Asked To Liberalize Pact

(Continued from page 176)
eration of all objections and suggestions and the possible rewriting of some of the contract terms. Once the revised contract terms are made public bids will be solicited.

One of the major objections to the preliminary contract voiced at the hearing was its duration. Operators claimed the three-year period specified was too short for them to realize a profit in view of high installation and operating costs. Since it was claimed that at least three years would be required to amortize equipment costs, they suggested the contracts be extended to four, or possibly five years. Also, they urged that definite provision be made for renewal of contracts by successful bidders.

John Collins, of Automatic Canteen, seemed to hit on a point close to the interests of all attending when he asked the board to reduce its commission requirements. These now call for 25 per cent on gross income for machines in all stations except those in mid-town Manhattan. There, 30 per cent is asked. Collins suggested that the commissions be trimmed to 20 and 25 per cent respectively. The competitive factor in the bidding will be minimum monthly guarantees to the city.

Test Limit Protested

Strong objection was also made to the provision allowing no more than 10 test drinks per machine per month. This provision should be eliminated from the contract, declared Frank Finneran, of Union News, since "you can have 10 dishonest tests or 1,000 honest ones." Other means should be found for insuring the city against false statements, he said.

In this connection, it was also argued that the provision requiring counting meters visible from the front of machines was unwise, since it was a tacit invitation to tampering and

Stoner's Hard Candy Unit Supplied on 50% Of All New Stock

AURORA, Ill., April 2.—Stoner Manufacturing Corporation's special hard candy four-column unit, introduced during the NAMA show last December and placed in production in January, is now being installed on 50 per cent of all new Univenders leaving the factory, "Bip" Glassgold, sales manager, reported this week.

The hard candy unit, which continues to be priced at \$25, takes the place of the left-hand end column in Stoner's standard candy vender models. Stocking mint, fruit drop and sti gum packs in each of its four separate columns, which are positioned one immediately in back of the other, the unit is operated by machine's regular coin mechanism. Selection, however, is made via a roll-type selector set out from the base of the unit which incorporates an "empty" indicator. Total capacity of the four columns is either 158 packs of gum, 104 mint packs or 90 (round) fruit drop packs. Because of the selector mechanism, combinations of all three may be stocked.

NICKEL DRINKS

(Continued from page 176)

methods and means of transportation. Everything humanly possible is being done to keep the 5-cent drink in existence."

The question posed for ops was difficult. A change over to a 10-cent price means changing all their units, an expensive and long job.

Consumer resistance to a 10-cent price was said to be an extremely important factor, and the industry does not intend to take that factor lightly, leading bottlers contended.

theft." Operators felt the meters should be located on the sides or in back of machines, in positions not normally exposed to public view.

Other points in the proposed contracts objected to by operators attending the hearing and their suggestions for alteration, included:

Approval of sirups used should be a function not of the board, as specified, but of the health department; the number of machines called for (50) in lower traffic stations should be reduced; operators should have four months to install the required minimum of machines, rather than two months; if machines have to be moved and the new locations prove less profitable than the original ones, an adjustment should be made in the monthly guarantees; the use of subway garbage disposal facilities should be allowed to operators; no payments of commissions should be required in the case of theft of receipts from machines, as now specified, and to provide for reimbursement of installation costs if the board orders equipment to be relocated.

Two documents made a part of the record at the hearing protested the "slanting" of contract provisions making them inapplicable for pure fruit juice vender operation. These presented by the Florida Citrus Commission and Snively Vending and Sales, asked, in effect, that a special contract be written for such operation. The present contracts smacks of "monopolistic practices," charged the Snively brief, and discriminates against the country's "farmers and fruit growers."

Coan Delivering Fully Selective Cigaret Venders

MADISON, Wis., April 2.—Initial deliveries on Coan Manufacturing Company's fully selective cigarette vending machine were made last week, Vic Johnson, Coan's sales manager, announced. Johnson said the first run on the cigarette machine totaled 250 units.

Introduced to the trade at the 1947 exhibition of the National Automatic Merchandising Association, the Coan cigarette machine was not placed in production until last month because of the fuel situation and the necessity for changing over the plant from a strictly candy production line to a combination capable of turning out both types.

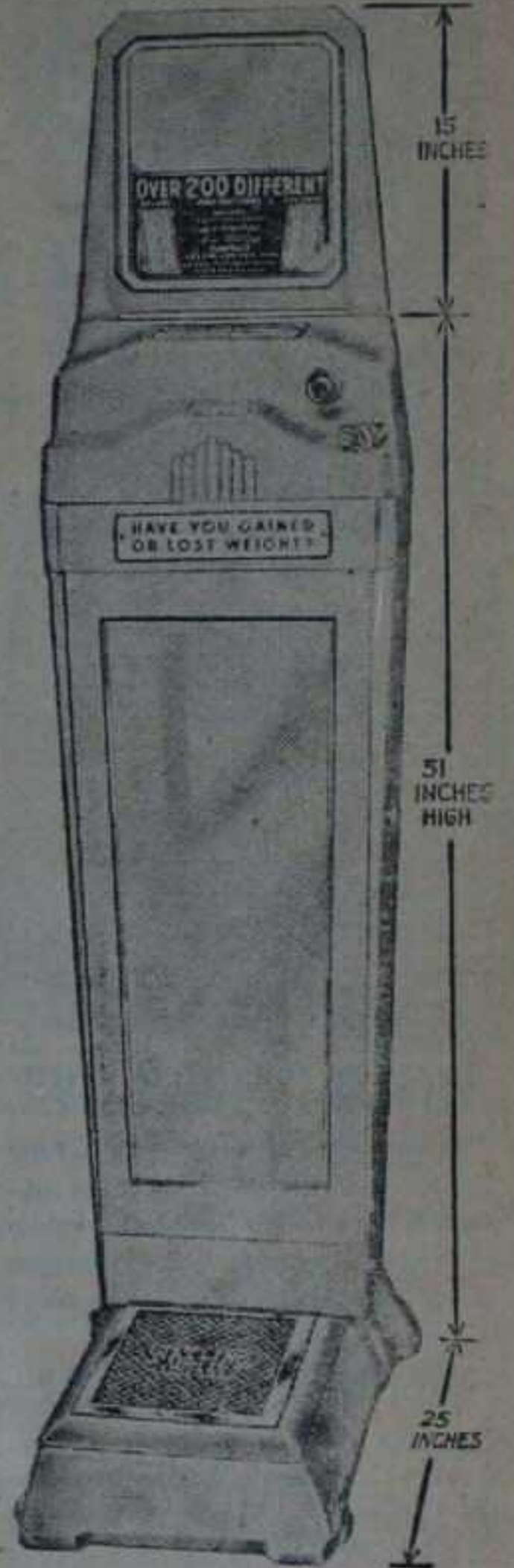
Companion Pieces

Somewhat larger than the U-Select-It candy machine, the cigarette vender is 47 1/2 inches high, 8 3/4 inches wide and 8 inches deep. Coan's cigarette unit closely resembles the firm's candy machine. Johnson said the two will be operated as companion pieces on most locations, indicating that Coan expects many of its candy operators to add cigarettes to their line.

The cigarette vender, which lists at \$84, has a capacity of 74 packs and weighs 58 pounds. Like the Coan candy machine, the cigarette vender use the endless belt principle. Currently the cigarette unit is being produced only with a quarter coin drop, altho Coan expects to put a 20-cent machine on the market in the future.

Meantime, Johnson said, some operators in areas where cigarettes are still being sold for 20 cents are "nickeling" their packages. With the cigarette vender handy to the candy machine, Johnson expects operators may find "nickeling" a hypo to candy business.

Feature of the cigarette vender, which Coan is emphasizing, is the removable coin chute.



\$25

DOWN

Balance \$10 Monthly

**PENNY
FORTUNE SCALE**

NO SPRINGS

WRITE FOR PRICES

**LARGE CASH BOX HOLDS
\$85.00 IN PENNIES**

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

TISH-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.

OPTIMISM KEYNOTES INDUSTRY

Home Tele Set Sales Up; See Less Juke Woe

Commercial Market Holds

CHICAGO, April 2.—The rapid increase in the use of home television receivers is continuing, with more than 1,200,000 sets now in use. This figure was reported by E. P. H. James, vice-president in charge of television for the Mutual Broadcasting System, who further estimated that by the end of the current year the figure should approach the 3,000,000 mark. With this rapid increase in the sale of home sets, the use of public location sets has been on the decrease, according to surveys here and in the East, with juke boxes getting less competition from video. But use of commercial tele sets in larger locations is expected to continue unabated for some years to come.

Actually, the locations offering video have decreased steadily in number as the home set sales have grown. Major outlet for the commercial, multiple-type receivers is expected to be larger restaurants and clubs, a market which is comparatively untapped to date. Too, as more cities open up with television, units such as those marketed by Trans-Vue, Solotone, Tradio, etc., are expected to introduce the video medium to the public. Too, these multiple-screen sets are much more adaptable to the larger locations, making it possible for patrons, no matter where they are seated in the location, to view the programs without too much trouble.

According to current estimates, about one in eight families in the upper income brackets in the Chicago area now have a home receiver, while the ratio is about one to four families in the same income brackets in the New York area. Cutback in the prices of home sets has opened up the market to the lower and middle income brackets, but as yet no figures have been compiled on sales to these families.

Wurlitzer Names Southland Dist. Los Angeles Rep

NORTH TONAWANDA, N. Y., April 2.—Appointment of the Southland Distributing Company, with headquarters in Los Angeles, as distributor of the Rudolph Wurlitzer Company products in that territory, was announced by the manufacturer here. Southland will move its headquarters to larger headquarters at 1128 South Crenshaw Boulevard April 4, and will maintain complete sales and service departments in the new and larger quarters.

Owners of Southland Distributing are A. M. Mendez and Norman Rothschild, both of whom have been active in the coin machine industry in the South and Southwest for a number of years. Stanley W. Turner, long associated with the Wurlitzer company, has joined Southland, it was announced by Mendez and Rothschild and will concentrate on the Wurlitzer account.

Sport Enthusiast

SIOUX CITY, Ia., April 2.—Dave Johnson, local juke box operator, is probably one of the nation's top basketball enthusiasts.

He is sponsor of two top teams, the Johnson Jukes and the Sioux City Jamcos. He keeps up with both teams, using air-travel to get around in order to watch his squads.

The Johnson Jukes were organized a year ago and the team has been rated as one of the best in the Middle West; in fact, Johnson will just about take on any team with his Jukes.

The Jukes were declared ineligible for the national AAU tournament so Johnson formed his second team called the Jamcos. This squad won the Sioux City tournament and walked off with the Midwest honors at Omaha, winning over an Omaha club 47 to 31 to gain the national meet held at Oklahoma. The club was beaten by one of the top teams in the national meet.

London Music Reps Seeburg In Minn., Dakotas

CHICAGO, April 2.—S. L. London Music Company, Inc., has been appointed exclusive distributor of Seeburg music systems and auxiliary equipment for the States of Minnesota. (See *London Music* on page 190)

Nineteen Firms To Exhibit At Five - States Convention

MINNEAPOLIS, April 2.—Nineteen firms have contracted for the entire exhibit space at the Five States Phonograph Operators' Convention to be held here April 25-26, it was announced this week by Ken Ferguson, publicity chairman. While the emphasis will be on music equipment and supplies, other types of coin-operated equipment is expected to be shown.

The exhibitors are: Lieberman Music Company, Music Service Company, Silent Sales Company, Midwest Coin Corporation, Mayflower Distributing Company, LaBeau Novelty Company, Gopher Distributing Company, Automatic Games Supply Company, F. C. Hayer Company, Hy-G

AMI Prez Sees Lower Price Coming as Costs Drop; Ops Say Grosses Remain Steady

Report Postwar Adjustments Now Largely Completed

CHICAGO, April 2.—General conditions in the music machine field have undergone a considerable change in the last 12-month period, with operators, who were faced with a dark future in the spring of 1948, now showing definite signs of putting their routes on a profitable operation basis. While many of the costs continue high, especially those in the labor and supply end of the business, a decided downward trend has been noted in many of the expenses encountered by ops. While list prices of machines continue about the same as last year, trade-ins, bonus arrangements and other sales incentives have actually lowered prices to the operator—at a time when he had amortized his immediate postwar purchases and was in need of replacements for some of his older equipment.

United Amuse. New AMI Distrib For Mo., Kansas

GRAND RAPIDS, Mich., April 2.—AMI Manufacturing this week appointed the United Amusement Company, Kansas City, Mo., as its distributor covering the Western Missouri and Kansas territory. Appointment of United, which is headed by Carl Hoelzel, was reported by Lindy Force, general sales manager of the manufacturing firm.

United Amusement Company, among other lines, is also distributor for Bally and Mills products in the Missouri-Kansas area. Headquarters are maintained at 3410 Main Street, Kansas City.

In line with the optimistic note in the industry today, John W. Haddock, president of AMI, Inc., Grand Rapids, Mich., this week told *The Billboard* this feeling of optimism was based on what he considered to be four fundamental and easy-to-understand facts:

1. Average gross seems to be holding firm.
2. Postwar adjustments have largely been made.
3. Operators' costs, including depreciation, are tending downward.
4. Competition from television is decreasing.

Regional Differences

"In my contacts with operators and distributors thruout the country," said Haddock, "I make it a point to carefully check gross income so as to determine whether they are falling, rising, or holding firm. There are some regional differences of course but, in general, the reports reaching me indicate that the average gross has held at approximately the same level for the past six months and there seems to be no reason why it should not continue to hold at the same level or increase slightly during the coming resort and travel season.

"Another reason why I believe we can all face the future with confidence is that we have met and successfully passed the worst of our postwar adjustments. During the war, and for some time after, there was a greater demand for all types of goods and services than could be supplied. In every industry, when supply catches up with demand, a period of readjustment follows which is confusing and troublesome. We in the phonograph business have met our period of readjustment and it is now largely behind us. In this respect we are one or two years ahead of most other industries."

Prices Down

"Thirdly," continued Haddock, "I believe the whole level of prices is tending downward and as this continues, operators' costs will be reduced. We all know that our basic problem during the past three years has been the squeeze between inflated costs and the relatively fixed price of 5 cents for 3 minutes of music. Call it deflation, disinflation or what you wish. The nickel which shrank so small is now getting larger, and as it grows this industry will get healthier."

Ops More Active

Meanwhile, operators of music equipment are showing more unified interest in the problems facing the industry. Practically every music operator in Minnesota, Wisconsin, (See *AMI PRESIDENT* on page 190)

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

PRICE CUTS STIR DISKER UPROAR. Waxeries other than Columbia say they will hold firm to prices.

VARSITY CUTS TO 35 CENTS PLUS TAX. Retail price reduced from 44 cents; firm cuts series to dealers.

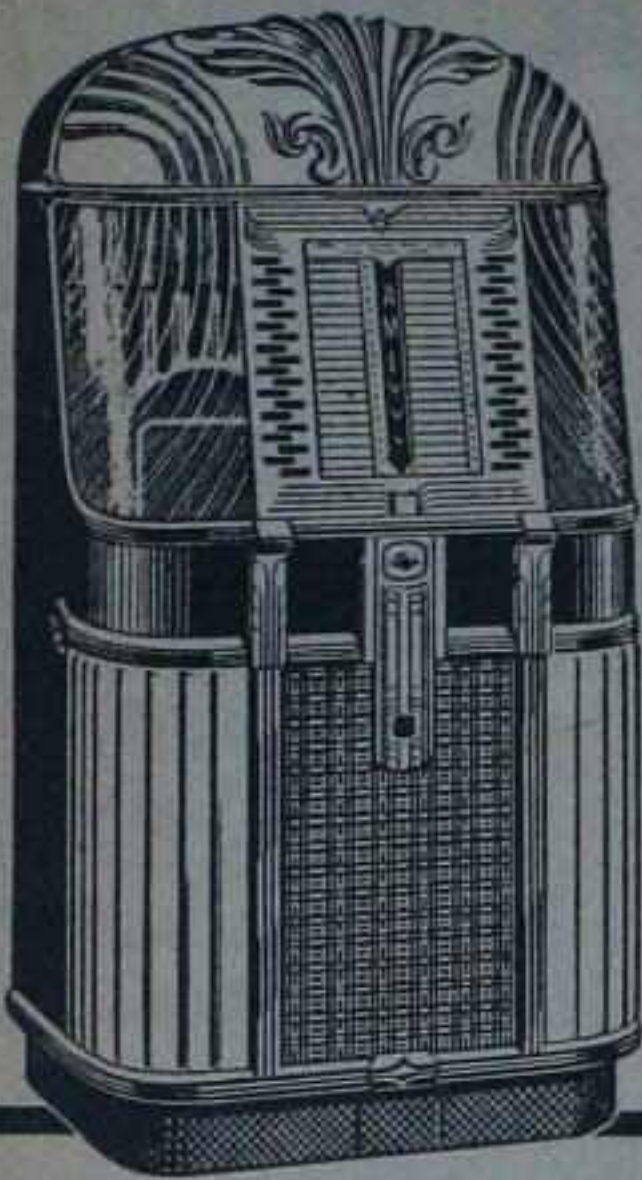
LP PRIVILEGES EXTENDED TO SHELLAC. Columbia adds 5 per cent to return privileges, heretofore given only on the LP disks.

KING EXPANDS POP ROSTER. Diskery inks artists to pacts in a move to increase its pop field.

SUPREME, BLACK & WHITE DISSOLVE SUIT. Suits and counter-suits end amicably out of court.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new *Billboard* feature—a page devoted to new mechanical developments in the business—the Radio-Phono-TV Section.

(See 19 Firms on page 190)



THIS

Royal Family

OF AMERICA'S TOP DISTRIBUTORS

BRINGS YOU THE "ONE & ONLY" AMI

ATLANTA

Hankin Distributors

708 Spring St., N. W., Atlanta, Ga. • Phone: Vernon 3567

BALTIMORE

David Rosen Company of Maryland

640 W. Baltimore St., Baltimore, Md. • Phone: Mulberry 4799

BILOXI

United Novelty Company

111 W. Division St., Biloxi, Mississippi • Phone: 4328

BOSTON

Atlas Distributors

1024 Commonwealth Ave., Boston, Mass. • Phone: Beacon 2-3870

CHICAGO

Automatic Phonograph Distributing Co.

806 N. Milwaukee Ave., Chicago, Ill. • Phone: Chesapeake 3-4900

CINCINNATI

T & L Distributing Company

1321 Central Parkway, Cincinnati, Ohio • Phone: Main 0477

CLEVELAND

Lief Music Distributing Co.

1640 Payne Avenue, Cleveland, Ohio • Phone: Main 2545

DETROIT

Marston Distributing Co.

20 W. Alexandrine St., Detroit, Mich. • Phone: Temple 3-4403

EL PASO

Reichel Distributing Company

1212 N. Copia St., El Paso, Texas • Phone: El Paso 7-5831

FOND DU LAC

General Music & Novelty Co.

51 N. Main St., Fond du Lac, Wis. • Phone: 2933

FORT WORTH

Fort Worth Amusement Co.

110 S. Jennings Ave., Fort Worth, Texas • Phone: 3-9427

GRAND RAPIDS

Miller Vending Company

42 Fairbanks St., N. W., Grand Rapids, Mich. • Phone: 9-8632

HOUSTON

R. Warncke Company

1217 Taft Ave., Houston, Texas • Phone: Jackson 2-5161

JACKSON

United Dixie Co., Inc.

619 W. Capitol St., Jackson, Miss. • Phone: 3-5677

JACKSONVILLE

Taran Distributing, Inc.

90 Riverside Ave., Jacksonville, Florida • Phone: 6-1551

KANSAS CITY

United Amusement Company

3410 Main Street, Kansas City, Mo. • Phone: Valentine 5825

LOS ANGELES

J. Peskin Distributing Co.

2663-67 W. Pico Blvd., Los Angeles, Calif. • Phone: Dunkirk 8-6178

MEMPHIS

Southern Amusement Company

628 Madison Ave., Memphis, Tenn. • Phone: 5-3609

MIAMI

Taran Distributing, Inc.
2820 N. W. Seventh Ave., Miami, Florida • Phone: 3-7648

MILWAUKEE

Paster Distributing Company
2606 W. Fond du Lac Ave., Milwaukee, Wis. • Phone: Hopkins 2-5425

MINERAL WELLS

Wallace Distributing Co.
205 N. E. First Ave., Mineral Wells, Texas • Phone: 216

NASHVILLE

L. L. Daugherty
835 Fourth Ave. S., Nashville, Tenn. • Phone: 4-7363

NEWARK

Runyon Sales Co. of New Jersey, Inc.
123 W. Runyon St., Newark, N. J. • Phone: Bigelow 3-8777

NEW ORLEANS

Dixie Coin Machine Company
912 Poydras St., New Orleans La. • Phone: Magnolia 3931

NEW YORK

Runyon Sales Co. of New York, Inc.
593 Tenth Ave., New York City, N. Y. • Phone: Longacre 4-1880

OMAHA

Mayflower Distributing Corp.
1209 Douglas St., Omaha, Neb. • Phone: Atlantic 3407

PHILADELPHIA

David Rosen, Inc.
855 N. Broad St., Philadelphia, Pa. • Phone: Stevenson 2-2903

PITTSBURGH

Banner Specialty Company
1508 Fifth Ave., Pittsburgh, Pa. • Phone: Grant 1373

PORTLAND

Western Distributors, Inc.
1226 S. W. 16th St., Portland, Ore. • Phone: Atwater 7565

RAPID CITY

Koers Distributing Company
613 Eighth St., Rapid City, S. D. • Phone: 530

RICHMOND

Automatic Music System
306 W. Broad St., Richmond, Va. • Phone: 2-2912

SACRAMENTO

J. Peskin Distributing Co.
RAY POWERS, Representative
2711 Riverside Dr., Sacramento, Calif. • Phone: Sacramento 2-2550

SALT LAKE CITY

Coin Machine Sales Company
53 E. Sixth South St., Salt Lake City, Utah • Phone: 9-0222

SAN ANTONIO

R. Warncke Company
121 Navarro St., San Antonio, Texas • Phone: Fannin 2236

SEATTLE

Western Distributors
3126 Elliott Ave., Seattle, Wash. • Phone: Garfield 3585

ST. LOUIS

Murphy Distributing Company
3504 Lindell Blvd., St. Louis, Mo. • Phone: Newstead 6672

ST. PAUL

Paster Distributing Co.
2218 University Ave., St. Paul, Minn. • Phone: Nestor 7901

TULSA

H. W. Dolph Distributing Co.
222 E. Fourth St., Tulsa, Okla. • Phone: 3-9025

UTICA

Hanna Distributing Company
408 First Street, Utica, New York • Phone: 2-5732

HAVANA

Cia Distribuidora, Pan-Americana, S.A.
Cardenas 209, Havana, Cuba

A M E R I C A ' S N O . 1 P H O N O G R A P H

AMI Incorporated

SALES DIVISION: 127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS
EXPORT DIVISION: 400 WEST MADISON STREET, CHICAGO 6, ILLINOIS

AMI WALL BOX
40 SELECTIONS
3 WIRE



Canadian Exports a Problem; Coin Unit Flow Continues

(Continued from page 175)

The Washington bureau of *The Billboard*, Commerce officials are at a loss to explain what happens to these shipments. They did, however, suggest two possible answers, one or both of which may be the answer to the seeming contradiction.

List Alternatives

1. The coin machines destined for Canadian buyers pass the United States customs office, where they are duly recorded as exports, but are turned back by the Canadian customs office and sent back across the border "Returned American Goods."

2. When the list of prohibited, non-essential items was drawn up, the Canadian government reportedly made provision for granting special permission in "hardship" cases whereby buyers would be allowed to bring in prohibited items.

Thus far there are no records of permits having been granted Canadians for "hardship" cases involving coin machines. Exporters generally say that permits for all types of prohibited items—including coin machines—are almost impossible to obtain.

Commerce Department officials in Washington are certain of this: that the statistics which they release each month, and which are published monthly in *The Billboard*, are an accurate record of the number and value of machines which cross the border into Canada.

Each customs house in the United States sends its export declarations papers filed by exporting firms (which describe the item exported) directly to the Bureau of the Census Foreign Trade Division in Washington. These export declarations are broken down into commodities so that it is possible for the census officials to collect statistics showing how many coin machines are leaving this country and for what country they are bound.

Where Did They Go?

The machines on the monthly export list as published in *The Billboard*, actually did go out of the country, in this instance to Canada. What happened to those machines once they crossed the border, Washington officials do not know.

If the goods were rejected by Canadian customs and sent back again to the States, this fact could not be told because the "Returned American Goods" classification is not broken down by commodities. Only the total dollar value of all such goods is on file and it is impossible to tell whether any part of this classification includes coin-operated equipment.

On the surface it would appear highly unlikely that coin machine firms in the States would continue to export machines to Canada, month after month, if those machines are

being regularly refused entry.

Whatever may be happening to the coin machines which show on each month's official export summary, Canadian coinmen are still in desperate condition so far as new equipment is concerned.

Newfoundland Story

Within recent weeks, coin machine firms in and around St. John's, Newfoundland, report heavy demand for all types of coin machines on the part of Canadian buyers. During the past week, Newfoundland and Canada formed a union and customs barriers between Newfoundland and the other nine provinces were removed.

Because Newfoundland was not subject to the Canadian embargo laws, prior to this week's union, coin machine firms there were able to import all types of equipment by boat and plane. Duty schedules, too, were considerably lower in Newfoundland than those prevailing in the other nine provinces prior to the 1947 embargo.

Altho the Canadian government, immediately the union with Newfoundland was effective, enacted an embargo prohibiting imported goods from moving out of the maritime province into the remainder of Canada, there were no customs barriers to overcome and Western Canadian firms were reported buying freely.

Used coin machines were being snapped up this week thruout Newfoundland by Canadian buyers. This was particularly true in St. John's, the largest trading center.

By the week's end, however, when the Canadian government stressed that goods imported from the U. S. could not move from Canada's new 10th province into the other nine, buying slowed down considerably.

At the time the Canadian embargo was imposed, coinmen generally believed it would be lifted within two years. Altho no official word has come from the Canadian government, United States exporters are almost unanimous in their opinion that some items will be removed from the prohibited list this June or July.

If the prohibited list should be liberalized to any great extent, Canadian coin firms may be able to buy equipment freely again. But that—like the question of what is happening to the machines which cross the border each month—is a matter for conjecture.

United Starts Production on New Five-Ball

CHICAGO, April 2.—United Manufacturing Company is now in production and making deliveries on its new game, Carolina. Follow-up to the firm's successful Ramona game, Carolina introduces a new criss-cross ball action, features stepped up play-field action, and eight different ways to score replays.

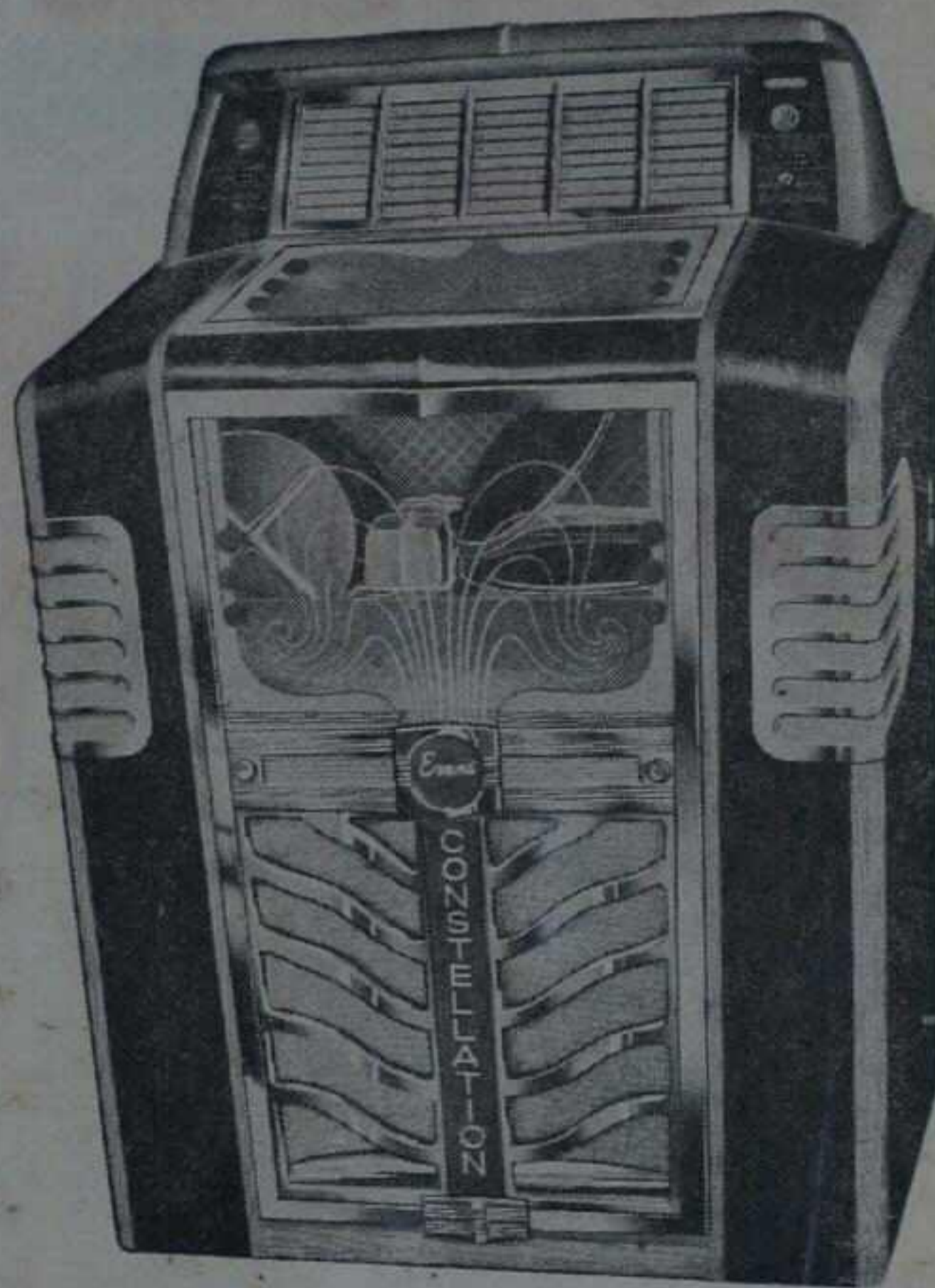
The criss-cross action is obtained thru two pockets located at the bottom of the playfield. When the ball falls in the pocket, after certain numbers are lit, not only are free plays registered, but the ball is then kicked out so as to work itself into other pockets located further up the board, and down to the opposite criss-cross hole. Thru these pockets, plus three kicker bumpers, it is possible to work the ball back to the top of the playfield after it has once made the full scope of the field.

A high score of 490,000 points is possible, altho the high score needed for a free play is considerably less. Game also features the stepped-up play which has been a highlight of recent United entries, and has been thoroly location-tested.

IT'S CLEAR SELLING

with EVANS' NEW VISIBLE ACTION

CONSTELLATION



For an important percentage of locations, "visible action" assumes a big role in developing play. To meet the requirements of such locations, Evans offers the new Constellation with Visible Action. Its custom-designed wood cabinet features a handsomely decorated transparent front and top. Through it players may view the fascinating performance of Evans' Tuside record-changing mechanism, the swing of the pick-up arm and the spinning turn-table.

Where patrons like to "see it work," you'll find it clear selling with this outstanding example of

"America's Brilliantly New Phonograph"!

Evans' Constellation, with or without New Visible Action, is currently offered by your Evans Distributor on the basis of optional priority acceptance. See him today for the complete story of better operating with Evans' Constellation.

H. C. EVANS & COMPANY

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 221

LOOK AT THESE PRICES

Wurlitzer "600R".....	\$ 39.50	Rock-Ola Imperial.....	\$ 59.50
Wurlitzer "950".....	144.50	Rock-Ola Rhythm King.....	49.50
Wurlitzer "500".....	59.50	Mills-Constellation.....	324.50
Wurlitzer "780E".....	99.50		

ATLAS AMUSEMENT COMPANY

1078 UNION

PH.: 36-2309

1/3 Deposit—Balance S. D. or C. O. D.

MEMPHIS, TENN.

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

▼ PYRAMID PROFITS ▼ with TRADIO and TRADIO-ETTE

Our factory is still going full blast, turning out TRADIO and TRADIO-ETTE, famous, pioneer coin-operated radios. Operators installing them in public locations all over the country continue to reap handsome returns.

Experience? You need only the willingness to empty your own coin boxes periodically.

Your initial investment? Only one cent for a postcard for details. Write, right away.

TRADIO, Inc. ASBURY PARK NEW JERSEY

Our Cards are



Our Policy

The Select-O-Matic principle of playing recorded music on discs represents the basis upon which the J. P. Seeburg Corporation will design and manufacture its products in the years ahead.

1 DECEMBER, 1947—

The Select-O-Matic "200" Library was introduced to the industrial-commercial field.

2 DECEMBER, 1948—

The Select-O-Matic "100" was presented to the coin-operated phonograph industry.

3 COMING—

The Select-O-Matic principle in varying record capacities will be made available for home use, representing another step in the product development of J. P. Seeburg Corporation.



The Mechanism



For the first time in the history of coin-operated music, a mechanism was introduced that was tried, tested and proved—not behind the locked doors of a research department—but in industrial and commercial installations throughout the country. This fact permitted Seeburg to offer music men a proved and revolutionary mechanism before a single piece of coin-operated equipment went out into the field. The performance of this mechanism wherever it has been placed on location is testimony to the wisdom of this program.



Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Illinois

*America's Finest and
Most Complete Music Systems*

THIS MESSAGE

- Atlantic-New York Corp.
New York, New York
- Atlantic-New York Corp.
Hartford, Connecticut
- Atlantic-Pennsylvania Corp.
Philadelphia, Pennsylvania
- Atlas Music Company
Chicago, Illinois
- Atlas Music Company
Des Moines, Iowa
- Atlas Music Company
Detroit, Michigan
- Atlas Music Company
Pittsburgh, Pennsylvania
- Davis Distributing Corp.
Syracuse, N. Y.
- Davis Distributing Corp.
Buffalo, N. Y.



on the table!

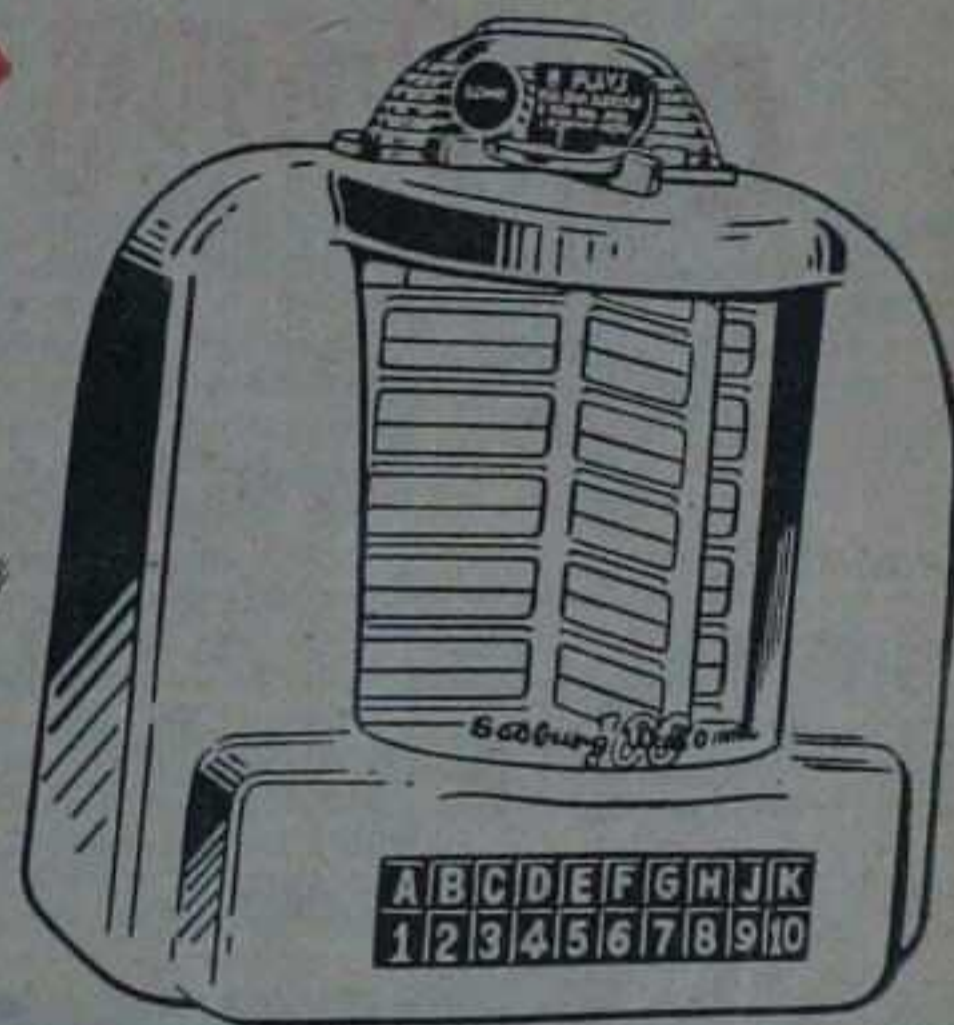
A THE Select-O-matic 100



Count the benefits that only this amazing music system offers. One — multiple selection — 100 choices of music — all visible at one time! Two — Music for Everyone — cataloged under logical musical classifications — no longer does your business depend on a few hit tunes! Three — Better Music — 100 selections of both 10-inch and 12-inch records! Four — New Playing Appeal — the completely visible operation of the mechanical "brain" as it moves from disc to disc, develops unprecedented public interest! Five — An Engineering Triumph — reduces operating cost and service to a minimum.



A THE Wall-O-matic 100



The success of any music system depends on the service it performs. To offer the GREATEST POSSIBLE music service to every location, Seeburg has matched the sensational Select-O-Matic "100" with the Wall-O-Matic "100" — the most amazing remote selection system you've ever seen. Yes, here is remote control at its finest! 100 selections — cataloged under musical classifications — visible in 5 groups of 20 each — and all right at the finger tips of the public. Music men who know that greater earning power depends on greater service to the public know the value of the Wall-O-Matic "100."



IS ENDORSED BY ALL SEEBURG DEALERS

Davis Distributing Corp.
Albany, N. Y.
Davis Distributing Corp.
Rochester, N. Y.
T. B. Holliday Company
Jacksonville, Florida
T. B. Holliday Company
Birmingham, Alabama
T. B. Holliday Company
Charlotte, N. C.
R. F. Jones Company
Salt Lake City, Utah
R. F. Jones Company
San Francisco, California
R. F. Jones Company
Denver, Colorado
S. H. Lynch & Company
Dallas, Texas

S. H. Lynch & Company
Memphis, Tenn.
S. H. Lynch & Company
San Antonio, Texas
S. H. Lynch & Company
Houston, Texas
S. H. Lynch & Company
New Orleans, La.
S. H. Lynch & Company
Oklahoma City, Okla.
S. L. London Music Co., Inc.
Milwaukee, Wisconsin
S. L. London Music Co., Inc.
Minneapolis, Minnesota
Minthorne Music Company
Los Angeles, Calif.
Music Systems, Inc.
Cleveland, Ohio

Music Systems, Inc.
Toledo, Ohio
The Musical Sales Company
Baltimore, Maryland
The Musical Sales Corp. of Va.
Richmond, Virginia
The Musical Sales Corp. of Va.
Norfolk, Virginia
Shaffer Music Company
Columbus, Ohio
Shaffer Music Company
Charleston, West Virginia
Shaffer Music Company
Wheeling, West Virginia
Shaffer Music Company
Portland, Oregon
Shaffer Music Company
Seattle, Washington

Southern Automatic Music Co.
Cincinnati, Ohio
Southern Automatic Music Co.
Indianapolis, Indiana
Southern Automatic Music Co.
Lexington, Kentucky
Southern Automatic Music Co.
Dayton, Ohio
Southern Automatic Music Co.
Fort Wayne, Indiana
Sparks Specialty Company
Spartan, Georgia
Sparks Specialty Company
Atlanta, Georgia

Sparks Specialty Company
Columbia, South Carolina
S. L. Stibel Company
Louisville, Kentucky
S. L. Stibel Company
Nashville, Tenn.
S. L. Stibel Company
Evansville, Indiana
Trimont Automatic Sales Corp.
Boston, Mass.
W. B. Distributors, Inc.
St. Louis, Missouri
W. B. Music Company, Inc.
Kansas City, Missouri

CANADA—Baldwin Distributing Co., Ltd., Toronto, Canada
EXPORT—American Steel Export Company, New York, New York

MUSIC

Slightly Used

2 Seeburg '47. Ea.	\$495.00
1 Seeburg '47 Convert to '48.	525.00
1 Seeburg '48	575.00
1 Seeburg 8200 R. C.	199.50
1 Seeburg Hideaway R. C.	245.00
1 Seeburg Lo Tone R. C.	245.00
2 Wurlitzer 61 Counter Model A-1. Ea.	69.50
50 Seeburg 5c 3-Wire Wall Boxes, Late. Ea.	42.50
50 Seeburg 5-10-25c 3-Wire Boxes, Late. Ea.	59.50
100 Seeburg 5c R. C. Wall Boxes, Late. Ea.	42.50
200 Seeburg 5c R. C. WS2Z Wall Boxes. Ea.	24.50

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. High Street Columbus, Ohio Adams 7254

Turning Back the Clock

15 Years Ago This Week

CHICAGO, March 31, 1934.—One of the big events of the week was the grand opening of the Huber Coin Machine Sales Company in Chicago, hosted by "Colonel" Joe Huber. Move gave the Huber firm one of the biggest showrooms in the city. . . . At a meeting of the Detroit group of the Michigan Automatic Merchandising Association (MAMA), election of new officers resulted in Michael A. Angott, of American Automatic Sales Company, becoming chairman, and W. N. Zerby, of Freeman Specialty Company, assistant secretary-treasurer. In addition, filling two newly created offices, L. V. Rohr became assistant chairman in charge of amusement machines, and C. C. Ingersoll, former vice-president of the State AMA, assistant chairman in charge of merchandise and service machines.

While President Roosevelt was carrying out plans to remove gold currency from circulation, the engineering staff of the Bally Manufacturing Company announced its own plan of removing the particularly pestilent "Texas" slug from coin box circulation. Bally stated that its improved coin mechanism, developed primarily for firm's Rocket, would Waterloo these slugs in the most effective way —by taking them out of circulation.

Genco announced a new baseball game with realistic action. The new game embodied automatic devices that included advancement of balls from base to base, in view of the

players, and upon a batter scoring a triple the man (ball) on first base crossed home plate and scored a run. . . . Watling Manufacturing Company reduced prices on new bell machines, pegging its Gold Award Vender Twin Jackpots (in nickel, dime and quarter play) at \$75, and its Twin Jackpot Front Vender at \$65. . . . Irving Manufacturing & Vending Company chimed in with a buy on "practically new" Mills silent double (See *Turning Back on Page 218*)

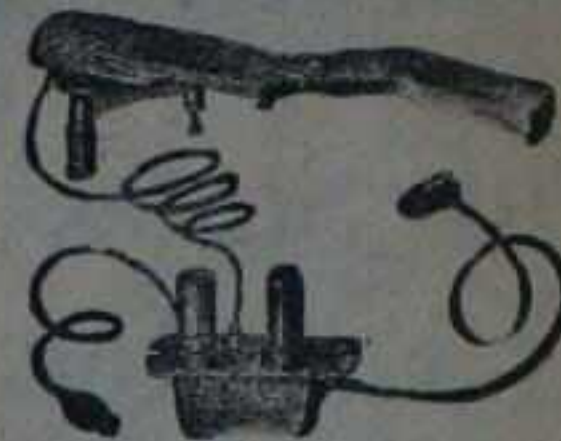
Kaplan Named Prez Of Television Set Manufacturers' Org

NEW YORK, April 2.—The newly formed Television Manufacturers' Association (TMA), which held its first organizational meeting last week, has elected Michael L. Kaplan president, it was announced here this week. The group, incorporated under the laws of this State, already has 17 set producers on its membership rolls, he disclosed.

Kaplan, who also heads the Sightmaster Corporation, declared TMA's prime function will be to find ways of bettering the industry's service to the public. The group will also conduct a program "to acquaint the public with accurate and scientifically tested television information," it was said.

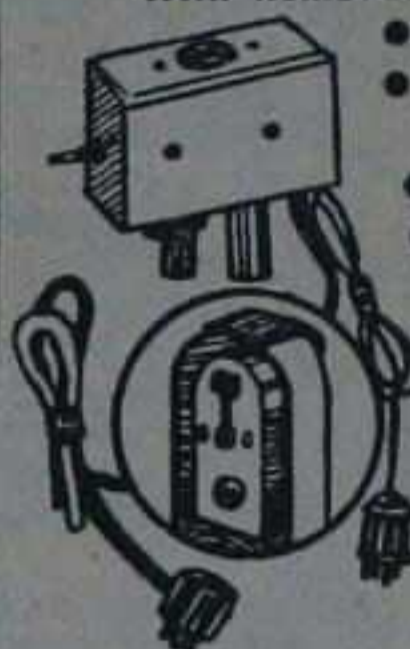
LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs Perfect Tone—Easy on Records



Nothing to change—just plug it in.
JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin
Sole Canadian Distributor
ST THOMAS COIN SALES LTD
St. Thomas, Ontario, Canada

For the Finest in Record Reproduction Use the New G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Removable Needle



- No Needle Scratch
- Only 1/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer Seeburg Rock-Ola AMI
\$14.95
Elec. Cancel \$4 extra
Also other makes
ADVANCE MUSIC CO.
1808 Grand Kansas City, Mo.

AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo. March 23, 1949

J. A. Whyte & Sons, 1423 Wisconsin Ave., Washington, D. C.

Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again. Thanks to your recent discovery.

Sincerely,
F. W. Barday.

SEE PAGE NUMBER

GIVE TO THE RUNYON CANCER FUND

CLOSE OUT SPECIAL

Latest wired music equipment. Brand new. 8 studio boards complete with pre-amps, plug-in turnstiles and amplifiers. Free installation. Liberal terms.

CRYSTAL MUSIC MANUFACTURING

195 TOPEKA AVE. Phone: Valencia 4-0658 SAN FRANCISCO, CALIF.

PLA-MOR SELECTORS

150 Original Carton Packard Satin Pla-Mor Selectors, \$24.50; 1/5 Deposit. 30 Wire Cable with Selectors, 17¢.

ALPHA DIST. CO.

1025 N. Highland Ave., Hollywood, Calif.

S. L. LONDON MUSIC COMPANY, Inc.

Announces the Opening of
OFFICES AND DISPLAY ROOMS
at

2605-07 HENNEPIN AVE., MINNEAPOLIS

as **EXCLUSIVE DISTRIBUTORS** for

J. P. SEEBURG CORPORATION PRODUCTS

in
MINNESOTA, NORTH AND SOUTH DAKOTA

SELECT-O-MATIC "100" MUSIC SYSTEMS

Complete Facilities and Staff
for All Service Needs

Prompt Parts Service From
Complete Stock on Hand

We cordially invite you to place your operating problems in our hands. Our extensive experience assures entirely satisfactory service, with more profitable operating for you.

S. L. LONDON MUSIC COMPANY, INC.

8130 W. Lisbon Ave., Milwaukee 8, Wis.

2605-07 Hennepin Ave., Minneapolis, Minn.

PLAN FIRST MAJOR TOURNEY

Four States To Compete in Chicago for \$15,000 Prize Money; Use Rock-Ola Units

Form Standard Shuffleboard Congress of America

By Norman Weiser

CHICAGO, April 2.—Marking the first step toward the eventual formation of a National Shuffleboard Congress, resembling the ABC of bowling, Standard Shuffleboard League, Inc., next week will announce its sponsorship of the Standard Shuffleboard Congress of America four-State shuffleboard championship tournament to be held in Chicago June 16-19. With men and women's teams, and individual players from Illinois, Indiana, Michigan and Wisconsin competing in the four-day event, \$15,000 in cash prizes and trophies will be awarded to an estimated 25 per cent of those participating in the championship play.

According to completed plans, existing leagues in the four-State area can qualify teams and players for the tournament, but the teams (6 players, 2 alternates) must be in a sponsored, endorsed and recognized league. The type of equipment used in their individual leagues has no bearing on their qualifications.

The tournament will be held in the Coliseum, 1513 South Wabash Avenue. Play will be continuous thruout the four-day period on 48 Rock-Ola shuffleboards, which will be made by the manufacturer for Standard for the championship meet.

Six Divisions

Broken down in six divisions, the play will be conducted as follows: Men will compete in the singles, doubles and team classifications, with

prizes totaling \$2,500, \$2,100 and \$5,000 respectively. Women, competing in the same three classifications. (See Plan First Major page 204)

2 Chicago Firms Bow Boards With Steel Tops and Cabinets

CHICAGO, April 2.—Mero Industries here is producing shuffleboards featuring all steel cabinets and stainless steel playfields. L. Lewis, of the firm's public relations staff, announced Thursday (31). Mero also announced that its coin-operated electric shuffleboard scoreboards are now being delivered.

High points of the all-steel cabinet include leg adjustment from the top, chrome rail around complete and stainless steel trim. The playfields, Lewis said, offer the fastest shuffleboard playing surface on the market. He added that altho no price had been set for the new product it would be in the current competitive price range.

The decision to introduce the stainless steel tops and steel cabinets at this time was based upon the recent improvement in the flow of steel supplies. The unit itself actually has been on test location for the past few weeks.

Speedbird Intros Shuffleboard To N. E.; Locations Okay Game

BOSTON, April 2.—More than 500 ops and location owners got their first view of shuffleboard at the special opening and showing held by Speedbird Distributors at the firm's new modernistic showrooms, 295 Huntingdon Avenue, last week. Daniel Collins, vicepres and general manager of the new outfit, was host. Three models of their own shuffleboard, Speedbird, the only one manufactured in New England, and made especially for the company by Charles

W. Laing Woodworking Corporation, Framingham, were on display: Tournament size, 22-foot Micarda top, made by Westinghouse; a 12-foot board, with red Micarda top; and a 16-foot maple board, top by Brunswick Balk Collander, said to be the only board tongue and grooved, glued and screwed. Collins said the maple board is screwed with 600 steel tempered nails, turned three times, with one placed every six-inches in the board to prevent warping. The maple board sells for \$525, a formica board for \$495, with special prices for custom made models.

Opinions on shuffleboard were reminiscent of opening of television. Juke and pin ops were dubious—location owners went for it in a big way. Collins, disappointed with reaction of ops, nevertheless was much pleased with location owners' remarks. He said if ops don't come around, the outfit will be forced to sell direct to locations. Twelve salesmen have been put on to introduce shuffleboard to New England.

Tests Successful

Collins said boards out on test locations in rural areas had returned \$100 per board per week in the first two weeks of operation. After first two weeks, the gross leveled off to between \$50 and \$60 per week. In the test locations, owners were charging 10 cents per person per game. Among those that ran free play for introductions, biz increased 25 per cent.

Collins said Speedbird would offer territories for dealerships outside of New England. Clubs and hotels (See Speedbird Bows page 204)

Boards Gaining Favor With Las Vegas Locations

LAS VEGAS, Nev., April 2.—Shuffleboard, only three months old here, has been making rapid strides in popularity and now is available in about 20 clubs, taverns and arcades in Las Vegas and suburbs. Among the first to install the boards at Christmas time were Embassy Club and Zanzibar bar in North Las Vegas and Playland Arcade, Fifth Street Liquor Store and Ace bar in Las Vegas. Most report play still increasing.

Gordon Potter, proprietor of the Fifth Street store, last week was appointed Southern Nevada distributor by William Gould, Los Angeles distributor for American Shuffleboard Company, Union City, N. J., and already has sold two boards to Wayne Stewart, for location in the Savoy Club here. Potter has placed three more of the maple tops of his own on location at The Three Little Pigs, of Whitney; Trio Bar, of Henderson, and El Rancho Dio, of Las Vegas.

See Supplement

A special feature article on shuffleboards will be found in the Outdoor Equipment Review in this week's issue of The Billboard. The story, explaining the shuffleboard equipment and how the game is played, describes the adaptability of the shuffleboards to outdoor locations.

SHUFFLEBOARD PARLORS UP

Monarch Help Aids in First Midwest Salon

Uses Other Coin Machines

GREEN BAY, Wis., April 2.—Marking the first invasion of the Midwest by shuffleboard parlors, Smitty's Shuffleboard Salon officially opened here Thursday (31) at noon with elaborate ceremonies. With the mayor of Green Bay on hand to throw the first puck, the Monarch-planned parlor is one of the most complete in the country, and will be used as a model installation for similar locations already scheduled for other Wisconsin and Illinois cities as well as other communities thruout the country during the coming spring.

Making liberal use of other types of coin machines, the salon is designed to provide food and entertainment thruout the day and evening hours for its patrons. Six specially constructed Monarch boards are the feature attraction of the salon and, (See Monarch Help on page 198)

Perma-Top Begins Additional Shift To Speed Output

CHICAGO, April 2.—In an effort to step up production on Perma-Top Corporation shuffleboards, Jim Guichard, president, announces that the firm had added a night shift in its South Side plant here, effective Tuesday (29). The firm has also contracted for bonded warehouse service with one of the city's large storage concerns in an effort to speed up shipments.

The firm has been in production for several months on boards featuring masonite die stock playfields. Last week Guichard announced that, in addition to the black masonite tops, the company is now offering masonite playfields with the No. 2 area in color. With the latter type of playfields, the playing area is actually green while the No. 2 area is red, yellow or white (operator may choose color). Price on the playfields is the same as black tops, Guichard said.

Perma-Top also announced the appointment of C. Collins Jackson as distributor in the Utah territory. Jackson has headquarters in Ogden where he owns the J & J drugstore.

Spokane Gets Initial Spot Next Month

Over-All Picture Bright

SPOKANE, April 2.—Shuffleboards, which have been catching on fast here, now appear to be lifesavers for operators, who have been depending on pinballs to keep them in the black.

Pinballs were banned by city ordinance, effective in 30 days, but some 75 locations with shuffleboards aren't worrying too much. Their boards are averaging a gross of \$60 to \$70 weekly, one distributor estimated.

The boards have appeared on the Spokane scene since mid-December and the city's three distributors report a strong continuing demand.

Some ops and location owners were quick to realize the revenue possibilities of the boards. Others came to the conclusion after losing old customers to rivals with shuffleboards (See Spokane's Initial page 204)

It's Here!
 THE NEW DOUBLE FACED
Standard
 ELECTRIC SCOREBOARD

Another
ROCK-OLA
 Standard
 Shuffleboard
 Triumph!



Please
 DO NOT DROP WATES ON BOARD

Model 863 Standard
 Double-Faced Electric
 Scoreboard. Scores
 by FRAMES. May be
 mounted over play-
 field or on wall.

SCORES BY FRAMES
 —ENDS PLAYER
 CONFUSION

Manually operated score-
 buttons register "Red"
 and "Green" scores.
 FRAME number auto-
 matically advances
 after score is regis-
 tered. 8 FRAMES
 ends 2 player
 game. 10
 FRAMES ends
 4 player game.

POINT SCORING
 IS OBSOLETE!

Put more money in your cash register
 by using this new electric FRAME
 scoring Rock-Ola unit.
 FRAME scoring reduces playing time
 —increasing the number of games
 played by 50%. Your shuffleboard
 revenue increases proportionately—
 by at least 50%. 1,000 location
 tests prove it!

Contact Your Local Standard
 Shuffleboard Distributor or

Standard
 SHUFFLEBOARD LEAGUE INC.
 3200 W. Chicago Ave., Chicago 51, Illinois



3-Hour Board Resurfacing Developed; To Train Mechs

NEW YORK, April 2—A method of completely resurfacing shuffleboards on location in three hours has been developed by U. S. Shuffleboard Exchange, it was announced here this week by Joe Kaufman, company executive, and will be taught to selected students in a course of training to begin next month.

The process, called the Master Resurfacing Method, has been made

possible by the creation of a new, portable resurfacing machine, said to weigh about 100 pounds and capable of returning a board to a true surface almost automatically. The machine does not operate on tracks, it was explained, but is guided as it covers the length of the playing surface by the perpendicular sides of the board top. It acts on the entire width of the playing field simulta-

neously and can be set to cut any desired fraction of an inch.

Package Deal

Kaufman declared it was his firm's intention to merchandise the new machine and the full resurfacing course as a package deal. Shuffleboard distributors are being approached with the deal which will cost approximately \$3,000, he disclosed. In addition to the master resurfacer and a one-month training course, the fee covers a full set of shuffleboard tools, Kaufman said.

Students taking the course will receive full instruction in the use of the resurfacer, porter-cable belt sanders, the filling in of surface damages with plastic wood or by the inlay method, and the technique of French polishing. Use of the latter technique permits a board to be put back in play 30 minutes after the finish has been applied, Kaufman claimed.

Chief instructor will be Bob Ward, who developed the resurfacing device. Ward, who formerly did resurfacing work for major board manufacturers on contract, will head a staff of three instructors. He has been in the shuffleboard business for the past 15 years.

The mechanics tools to be supplied students include a porter-cable belt sander, electric drill, a complete set of hand tools, a supply of polishing materials and a level. For those who already have their own tools and who need training only in the new master resurfacer, a special discount will be offered, it was explained. The resurfacer alone will sell at about \$1,800, according to Kaufman.

He also said that one of the important phases of the course will be training in how to correct badly warped boards. This, Kaufman pointed out, can also be done on location.

Monarch Help Aids First Midwest Spot

(Continued from page 186)

so that customers can find other amusement while waiting for a board to open up, there are 15 coin-operated arcade pieces located thruout the salon. A soda fountain and luncheonette, which also sells candy, is included in the set-up. A caramel-corn machine is placed in one window, and an ice cream vender is to be added shortly for the summer season.

Special Boards

Monarch has built six special boards for this location. These are made from maple and walnut woods, with the darker-hued walnut used to make four stripes down the playfield. This is done to help the player who is unaccustomed to the game, and who can use the stripes as guides for his throws. Boards are the regulation 22-foot size.

Roy Bazalon, president of Monarch, reported that his firm helped plan the layout of the new shuffleboard parlor, and has developed plans for similar layouts which are available to operators on request. Monarch, in order to assure the most complete layout, and one that will be a profitable operation, has offered its services to obtain all the necessary equipment (including the fountains, arcade pieces and vendors) at no extra cost to the operator.

In reporting that 10 other parlors will open in Wisconsin shortly, Bazalon said that a number of Chicago operators who were interested in the parlor idea had made a special trip here to see the model, shelving their plans temporarily until they had had an opportunity to see the Smitty Salon.

New Scoring Unit

Within the next few weeks Monarch will introduce a new overhead (See Monarch Help on page 206)

● PROPER LIGHTING MEANS MORE MONEY ●

PLAY YOUR BOARD BETTER



SHUFFLEBOARD LIGHTS

IMMEDIATE DELIVERY

\$5.95 Each Lots Of 12 **\$4.95** Ea.

WILL MOUNT ON ANY SHUFFLEBOARD

Terms: 1/3 Deposit—Balance C. O. D.
Full cash required on orders of \$25.00 or less

UNIVERSAL PRODUCTS CO.

6812 W. North Ave. Chicago 35, Illinois

Phone MEmac 7-669

NO DARK SPOTS NO CLARE

● TERRITORIES OPEN TO DISTRIBUTORS ●

THE GREATEST IMPROVEMENT SINCE MASONITE PLAYING FIELDS!

PERMA-TOP SHUFFLEBOARDS

with Beautiful

COLORED PLAYING FIELD

SAME INDESTRUCTIBLE DIE STOCK MASONITE



\$785

List Price



UNCRATED TRUCK LOADS A SPECIALTY

8 MONTHS OF CAPACITY PRODUCTION HAVE PROVEN MASONITE'S PERFORMANCE!

From the world's largest manufacturer of Masonite Playing Field Shuffleboards comes this newest, greatest tested improvement. Colored areas makes it easy to see weight and proper scoring area. DISTRIBUTORS: PERMA-TOP CAN OFFER YOU THE BEST DEAL . . . It will pay you to investigate!

WIRE OR PHONE FOR COMPLETE DETAILS!

PERMA-TOP CORP.

Manufacturers of America's Fastest Selling Shuffleboard

PHONE: DANUBE 6-4343

487 E. 33rd St. CHICAGO 16, ILL.

MONARCH... Standard of Quality for the Industry in SHUFFLEBOARDS — SCORE BOARDS — REBOUNDS!

MONARCH DELUXE SHUFFLEBOARDS

Acclaimed the finest in the world by all who operate them!

Richly styled of fine woods, beautifully grained and finished. Trimmed with colorful leatherette. One-piece solid maple, alcohol-resistant top is specially finished for durability and smooth, fast action.

Extra padding prevents break-through of weights.

Solidly constructed to give years of service and retain attractive appearance. Easy to install

—requires only half the time needed for ordinary boards. Special piano-

type legs add strength and long

life. All boards complete with precision-machined weights, playing rules, score sheets, etc.



Fluorescent Lighting built into moulding of all 4 corners and ready to plug in is available at moderate additional cost. BX cable insures safety.

Also available: Automatic Leg Levelers. Self-adjusting to all floor conditions.

NOW DELIVERING
18 FT. and 22 FT. REGULATION MODELS
DELIVERY SOON!
12 FT. JUNIOR MODEL



MONARCH FLOOR MODEL SCORE BOARDS

Complete unit includes modern design stand of highly polished chrome steel tubing. Solidly built for years of service. Has crutch-type rubber feet. Delivered knocked down; assembles in minutes with simple bolt arrangement. All Monarch Score Boards available in this model.



MONARCH Electric, Coin-Operated SCORE BOARD

For "Horse Collar" or "Baseball"

Monarch Quality and all-around utility. Provides scoring action to 50 points for "Horse Collar" or "Baseball." Adjusts to score 15 or 21 points for conventional Shuffleboard play. In Wall, Floor and Center-Overhead models.



"The most important dollars you spend for shuffleboards are the few extra dollars that bring you all the extra Quality, Trouble-Free Operating and Profitable Features of

MONARCH SHUFFLEBOARD PRODUCTS!

Roy Bazelon

MONARCH "SHUFFLETTE"

Reg. U.S. Pat. Office
Pat. Pending



Tops in Rebound Action and Real Skill Play! 8 Ft. "Shufflette" features colorful Electric Score Board—solid Hard Maple long-life top—inlaid walnut playing field marker—rubber-cushioned field separator. Has extra-heavy live rubber rebound on sides and back. Ultra modern design with sturdy pedestal legs. Coin-operated model illustrated. Also available without Electric Score Board and Coin Chute. A beauty and a Money Maker either way!

PROMPT DELIVERIES!

NEW!

Electric, Coin-Operated "FRAME-SCORING" UNIT

Meets location requirements, excites extra player interest, speeds play, increases profits! In all models. Write for complete information.

HEADQUARTERS
for
SUPPLIES
ACCESSORIES
TROPHIES

Let Us Know Your Needs

MONARCH Coin-Operated SCORE BOARDS

For All Shuffleboards and All Types of Play

AVAILABLE IN FLOOR, WALL AND CENTER-OVERHEAD MODELS

All equipped with National Slug Rejector, metered coin box. Coin box hold up to \$200.00 in coins.

WRITE FOR INFORMATION TODAY!



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

Chicago:

Roy Bazelon, president of Monarch Shuffleboard, took a party of operators to Green Bay, Wis., Tuesday (29) to view the premiere of the first Midwest shuffleboard parlor which took place there the following night. The Green Bay establishment includes a battery of boards, arcade machines and soft drinks and snacks.

Herman Klebba, who operates a large route of shuffleboards on the South Side, has started producing shuffleboard pins. He says he tried the idea out on some of his marginal

PUCK PATTEN

stops and found that the shuffleboard pins step up all around shuffleboard business.

Orville Adams, who heads the Adams Coin Machine Company in L'Ance, Mich., was a caller last week at Jim Guichard's Perma Top Corporation plant. Orville drove over with his truck to pick up an order of boards. He reports that business

in his peninsula territory is good and getting better as far as shuffleboards are concerned. Adams is an ardent backer of coin-operated scoreboards which he insists helps location to keep track of game receipts and also avoids unnecessary discussions with patrons on game fees.

Chicago Coin is now in its 19th consecutive week of production on the Shuffle-King Re-Bound, which embodies its own coin-operated scoreboard. . . . Pete Rozgus, official of National Shuffleboard Company, Chicago, and in charge of tournament play for National in the metropolitan area, spent a few days in Rockford, Ill., last week. National currently has two tournaments in progress and is making ambitious plans for State-wide competition.

Herb Perkins reports that Purveyor is enlarging its Chicago and West Coast offices and showrooms. The move was prompted by the increased demand for the firm's boards. The West Coast office, located at 1615 East 34th Street in Los Angeles, is headed by John R. Railton. Perkins also announced the addition of Charles Peters and William Jones to the Chicago offices. Former comes to Purveyor from the Chicago Coin & Spring Company, while Jones doubles between the sales staff and the golf links, where he is a professional.

Los Angeles:

Ed Wilks, of the Paul A. Laymon Company, is pushing Kats Wax to his shuffleboard customers. It's a Long Beach, Calif., product. The firm is now concentrating on Royal shuffleboards.

Walter (Solly) Solomon, of the E. T. Mape Company, has his new Sterling rebound board on exhibi-

tion. He recently completed several deals for the board.

Dave Gould, of the American Shuffleboard Sales Company, just returned from a swing around the Southern California territory. Bud Parr has formally opened the new addition at the Olympic Shuffleboard plant.

Bill Leuenhagen, of the W. H. Leuenhagen Company, is now handling the green-topped Hercules shuffleboard. He says the colored surface is causing a lot of comment among operators.

Jack Millsbaugh, of Western Shuffleboard, is reported about ready to open a branch office in Portland. According to present plans, Mary Sims, of the local office, may go there to take over.

Indianapolis:

Marguerite Stone, secretary and treasurer of the Standard Shuffleboard League, reports three leagues and 72 teams active in Indianapolis. Teams consist of 10 members, six regulars and four alternate members. The latter are used for fill-ins when regular members are absent. The teams are equipped with Rock Ola shirts for men and blouses for women. All teams are required to report league standing each week and a complete record is kept on every game played. There is an active board of four members to assist the secretary in making decisions and deciding controversies. Shuffleboards are located in teen-age centers, clubs, restaurants, lodge halls, taverns and all places of amusement.

Southern Automatic Music Company is preparing to open a special department for shuffleboards and a full line of accessories. Additional salesmen will be added, and Sol Lipkin, a factory representative, will set up local leagues. The company represents National Shuffleboard. (See Indianapolis on opposite page)

BUY DIRECT FROM MANUFACTURER AND SAVE

SHUFFLEBOARD PUCKS \$12.00 Per Set

Special Prices for Quantities of 100 Sets or More

PERFECTLY BALANCED

Made by Shuffleboard PUCK EXPERTS

1/3 deposit, balance C. O. D.

F. O. B. Chicago, Ill.

IMMEDIATE DELIVERY

Chicago Phone: ESsex 4-4699

PRECISION PUCK CO.

1100 S. NINTH AVE. MAYWOOD ILL.

THE BOARD EXPERIENCE BUILT!!!
ADJUSTABLE "EBONIZED-COSOLITE" (Pat. Pending) PLAY FIELD

Designed to Eliminate:

- Warping
- Splitting
- Resurfacing
- Chipping
- Marring

SIZES
 13' 4"
 16'
 18'
 20'
 22'

PENN'S Black Beauty SHUFFLEBOARD

THE LOWDOWN...

"IRREGARDLESS AND RESPECTIVE"

On one side of the first platter of Crosby disked (with P. Whiteman's Rhythm Boys, that is) he gave out with the phrase, "IRREGARDLESS AND RESPECTIVE." Well, what's good enough for Mr. B. C. is simply swell for Mr. S.

SO, "IRREGARDLESS AND RESPECTIVE," Penn Shuffleboard Co., more renowned than ever since marketing their "BLACK BEAUTY," with the exclusive "Cosolite" play-field, devotes 33 550 feet floor space entirely to the manufacture of "THE TRUEST FASTEST SHUFFLEBOARD IN THE WORLD."

PENN'S "BLACK BEAUTY," "The Shuffleboard Experience Built," will roll off the production line forever.

BECAUSE, only the "BLACK BEAUTY" is equipped with the pat. pending adjustment feature that not only practically eliminates warping, but readily remedies such a condition should it occur. And "Cosolite" play-fields are absolutely immune from splitting chipping and the numerous other costly, inconvenient mishaps that plague other type play-fields.

Penn only will turn out the number of shuffleboards they are properly able to each month. They are not interested in fantastic, quantity order claims, anonymous endorsements and other such fallacies. Penn concentrates only on quality. SIZE NEVER DENOTES STRENGTH; QUANTITY NEVER DENOTES QUALITY.

When you do it, DO IT, and it's always done with Penn's "BLACK BEAUTY."

Signed: "MR. SHUFFLEBOARD"
Jackson Downs

PENN SHUFFLEBOARD CO.
 DIVISION OF
 COSGROVE INDUSTRIES, INC.
 WEST CHESTER, PENNA.
 PHONE 2940

Cabinet Makers Since 1888

SOME DISTRIBUTORSHIPS AVAILABLE IN 100% PROTECTED TERRITORIES
 Write—Wire—Phone

Intro Measure To Okay Pins In Md. County

Affects Bells, Consoles

ANNAPOLIS, Md., April 2.—Pinball, console and bell machine payouts would be legalized in Baltimore County, a heavily populated area ringing Baltimore city, under the terms of a bill introduced by Delegate Beckwith in the Maryland House of Delegates last Thursday (24). Of considerable interest to Baltimore operators, the measure provides for a referendum by county voters at a special or general election to be set by the county commissioners. If approved, it could become effective June 1, 1949.

Known as House Bill 754, the legislation was referred to the Baltimore County delegation for study. It "authorizes and empowers the county commissioners of Baltimore County . . . to license and regulate the keeping, maintenance and operation in Baltimore County by any person, firm or corporation, of any pinball machines, console machines, and similar coin or token-operated amusement devices in the operation of which awards are offered, paid or distributed."

License Scales

The scale of special license fees is left to the discretion of the county commissioners, as is the limitation on the number of licenses to be issued, the location and nature of establishments in which machines could be operated, and the areas in which no licenses would be issued. All licenses would expire December 31, the fee for each being pro-rated to the month of issue. Proceeds from license sales would be used "exclusively and solely" for school construction and maintenance.

A section of the bill bans the operation of any device by persons under 18 years of age. Upon conviction under this provision of the act, fines ranging to \$500 for the first offense, not more than \$1,000 for the second offense and revocation of license, could be imposed.

Free-play pinball games are currently permitted in Baltimore County.

C-Eight Laboratories Begins Deliveries on New Coin Unit

NEW BEDFORD, Mass., April 2.—Beginning last week, operators purchasing Electro cigarette machines produced by C-Eight Laboratories here were offered a coin changer as optional equipment. The changer, according to C-Eight's president, Mario Caruso, adds \$10 to the list price of the machine. Operators who want to add the changer to their Electros already on location will be able to purchase the unit at the same price.

In keeping with the manufacturing company's program of building as many of its own parts as possible, C-Eight designed and engineered the changer for its own use. The changer was first announced at the National Automatic Merchandising Association (NAMA) convention held in Chicago last December.

Addition of the changer to the Electro machine, first of the electric cigarette merchandising units, will enable operators in 20-cent States to make full use of the nickel, dime and quarter coin drop. Until now, Electro operators in these States have been unable to take advantage of quarter sales.

The changer, which Caruso said is constructed of six parts, is now being shipped out to those buyers of new machines who want it, and to operators who wish to add the feature to earlier Electro purchases. By replacing one part in the match delivery assembly, C-Eight equipment already in operation can make use of the changer.

Like other improvements incorporated in the C-Eight machine since (See C-8 Laboratories on page 206)

Indianapolis:

(Continued from opposite page)

Mr. and Mrs. Peter Stone flew to Chicago Friday (1) where they attended a meeting at the Rock-Ola plant in the interests of the shuffleboard tournament to be held in Chicago June 16-19.

Flamingo Tavern took first honors as the Indianapolis Shuffleboard League closed its season this week. Deep Sea and Silver Cafe were tied for second place and playoffs for the runner-up trophy were being arranged.

MASTER PORTABLE RESURFACING MACHINE
FOR MAPLE SHUFFLEBOARD TOPS
CUTS TRUE AND COMPLETE JOB
IN 2 HOURS
Write for full particulars
U. S. SHUFFLEBOARD EXCHANGE
60 E. 42ND ST. NEW YORK 17, N. Y.

★ WORLD'S PREMIER ★

HERE AT LAST! . . . Something New in Shuffleboards!

MERO ALL STEEL SHUFFLEBOARDS

WITH SLICK STAINLESS STEEL TOP

FASTER THAN ANY OTHER PLAYING FIELD



DISTRIBUTORS WANTED

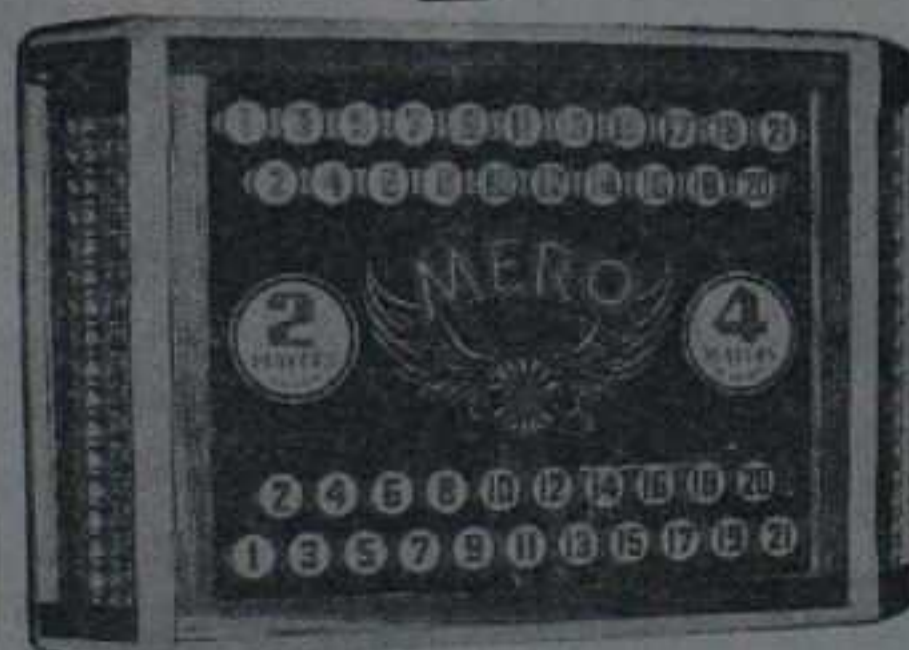
Compare These Advantages!

- Will not mar—dent—warp
- Chrome rail around complete board
- Gleaming Stainless Steel trim
- Simple to install
- Leg adjustments operated from top
- Shipping weight same as wood shuffleboards

Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD. The finest Eastern Hard Maple Top available if desired.

MERO MANUAL OR COIN OPERATED ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against embarrassing questions when making collections. **\$119.50** To Operators



- Instant action scoring at both ends of board
- Interchangeable coin or manual scoring
- Automatic counter registers accurate number of plays
- Mirror front—multi-colored lighted ends
- Solid maple and walnut finished cabinets
- Collect from metered cash box



Mero Coin Box
5 or 10c plug-in.
\$20.00 additional
Complete with remote control buttons.

ABT Coin Box
\$30.00 additional
Complete with remote control buttons.

MERO INDUSTRIES

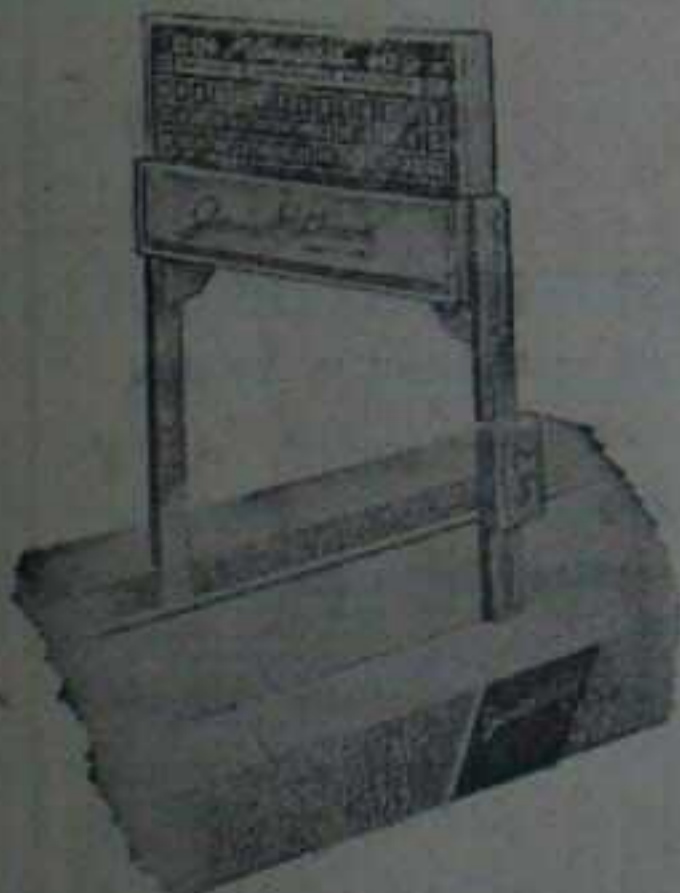
MANUFACTURERS

MERO BUILDING
1332 W. 69th St., Chicago 36, Illinois
Phone: HUDSON 3-2387

JEM-WOOD

ELECTRIC SHUFFLESCORE UNITS FIT ANY SHUFFLEBOARD

- Automatically collects your income.
- Assures you full receipts of games played.



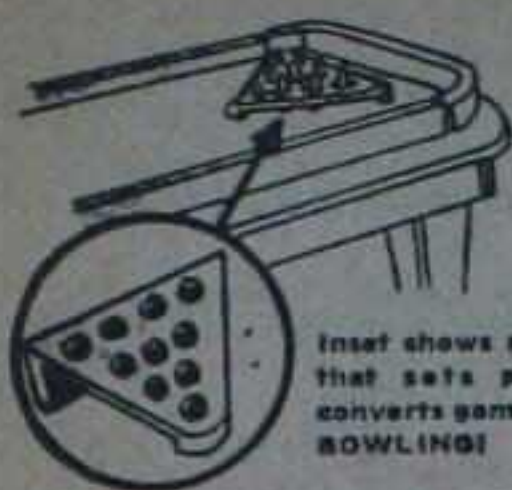
JEM SHUFFLEBOARD SALES CORP.

2275 West Pico Boulevard
Los Angeles, Calif.

GIVE TO THE RUNYON CANCER FUND

ORDER NOW! ORDER NOW! ORDER NOW! ORDER NOW! ORDER NOW!

DOUBLE-PLAY COMBINATION SHUFFLE BOARD AND BOWLING!



Inset shows rack that sets pins converts game to BOWLING!

DISTRIBUTORS! OPERATORS! GET THE LOWEST PRICED, HIGH QUALITY BOWLING AND SHUFFLE BOARD ON THE MARKET TODAY! QUICKLY PAYS FOR ITSELF!



- Attractively finished mahogany base!
- Beautifully constructed!
- All lumber well seasoned and dry kilned!
- Guaranteed!
- Available in two sizes:

10" Maple Top 24"x9" 12" Maple Top 24"x11"

\$139.50 **\$159.50**

One-third cash on order, balance C. O. D.

DISTRIBUTORS WANTED—Some Available Territories Open

PHONE WRITE WIRE **OHIO SPECIALTY COMPANY**
339 SO. SECOND STREET LOUISVILLE, KENTUCKY
WAbaah 2465

Lam-o-Matic Builds Electric Telescope

LOS ANGELES, April 2.—A new electric scorer for shuffleboards called Telescope is now being manufactured by Frank Lamb, of the Lam-o-Matic Shuffleboard Company here. The new unit is three and one half feet high and eight inches wide. Numerals are staggered on a mirrored surface. The scorer can be mounted on one side of the board and operated from both ends. The manufacturers claim the use of step-up units in place of relays has made their scorer virtually trouble free.

CPO Tourney Champ Wins \$100

CHICAGO, April 2.—Chief Pharmacists Mate Eldon Marcotte was the winner of the first annual shuffleboard tournament held in the Chief Petty Officers' Club at the Naval Armory at Randolph Street and the Lake front here. Chief Marcotte was awarded \$100 by Jim Guichard, Perma-Top Corporation president, who sponsored the tournament and also donated the shuffleboard for the permanent use of club members.

NONE BETTER! "SLICK" SHUFFLEBOARD WAX

The best on the market for championship play



GUARANTEED
... not to pit, scratch or harm any make of board. Approved by leading shuffleboard makers.

SLICK — the constant-speed wax — choice of champs, assures better control! Don't sacrifice skill and accuracy for super speed . . . use Slick wax. It's not too fast, not too slow . . . it's just right! No dead spots with Slick . . . you get smooth, fast, accurate play at all times. A uniform product!

- Insist on these Slick Shuffleboard products.
- "Slick" Shuffleboard Powdered Wax
 - "Slick" Shuffleboard Quick Drying Cleaner
 - "Slick" Liquid Shuffleboard Polishing Wax & Cleaner
 - "Slick" Shuffleboard Weights

Territories Open! Write for Price List.

THE SLICK SHINE CO.

Established 1901
207-15 ASTOR STREET NEWARK 5, N. J.

FIRST TIME EVER OFFERED!

Super-Speed ALL-STEEL SHUFFLEBOARD

Greatest Development in 15 Years

- Stainless Steel Top
- Indestructible
- Unconditionally Guaranteed

PRICED LOWER THAN ORDINARY SHUFFLEBOARDS



PATS. PEND.

NO COMPETITION HOTTEST SELLER

IN THE AMUSEMENT INDUSTRY

- The only all-steel shuffleboard in America.
- Makes conventional boards obsolete
- Fastest playing top
- Exclusive leg-leveling device in top eliminates bending to adjust
- Sponge rubber lined throughout eliminates noise
- Eliminates waxing, varnishing, daily maintenance, costly resurfacing
- Unconditionally guaranteed not to warp, twist or deal

Be sure to visit our factory—see how these all-steel shuffleboards are made

NEW ELECTRICAL SCOREBOARD
Reduces Playing Time!
Increases Profits!
Games end on points or frames—whichever comes first.
FIRST TIME SHOWN

IMMEDIATE DELIVERY

TAKE A PLANE, PHONE OR WIRE FOR EXCLUSIVE TERRITORIES

SHUFFLEBOARD SPECIALISTS

1114 S MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

WEster 9-3795-6-7

Also Manufacturers of *Wood Shuffleboards With Maple Wood, Maple-Color Formica and Black Top.

PURVEYOR

WORLD'S LARGEST SHUFFLEBOARD SUPPLIER AND MANUFACTURER

Now offers this sensational fast-moving merchandise for

IMMEDIATE DELIVERY—LOWEST PRICES!

PURVEYOR SHUFFLEBOARD

THERE IS NOTHING FINER!

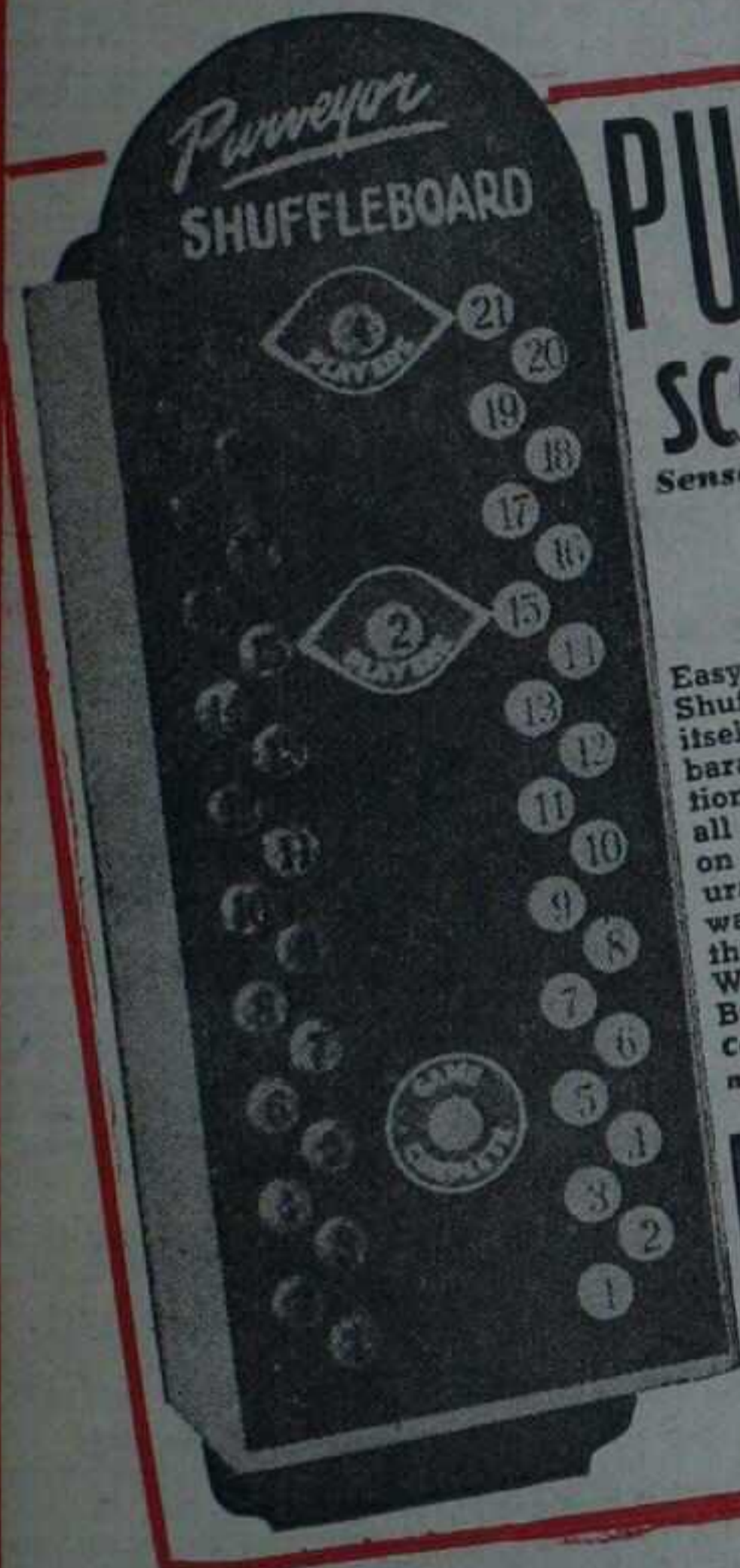
WITH MAPLE OR FORMICA TOP



SAMPLE \$595

F. O. B. Chicago

Compare all other boards then you'll see why Purveyor Shuffleboard is one of America's fastest selling boards. Sturdy construction, slick as ice tops and all around beauty are but a few of it's many features.



PURVEYOR SCOREBOARD

Sensationally low priced at \$149.50

F. O. B. Chicago

Easy to install, the Purveyor Shuffleboard Scoreboard pays for itself because it avoids the embarrassment of mistakes in collections. Metered mechanism does all the work of keeping count on plays. Lightweight rich natural wood cabinet mounts on wall. No glass, no glare, easy three-way visability. EQUIPPED WITH SCORING BUTTONS ON BOTH ENDS OF THE BOARD. Coin operated or remote control models, both metered for counting games played

PURVEYOR DELUXE SCOREBOARD

The last word in ELECTRIC Shuffleboard scoreboards. Allows the players to play Baseball, Horsecollar or Shuffleboard. \$199.50

PURVEYOR JR. SHUFFLEBOARD

12 Ft. Long—Light Formica Top Only—NOT A RE-BOUND

A standard shuffleboard made to order for those thousands of smaller locations. Use regulation pucks. Same quality workmanship as our larger boards.

\$199.50

USE THIS HANDY ORDER BLANK

Purveyor Shuffleboard Co.

Gentlemen:

Please send me the following Shuffleboard items:

ITEM	QUANTITY	ITEM	QUANTITY
PURVEYOR SHUFFLEBOARD (official size) No. 16			
PURVEYOR JR. (12 Ft. Long)			
CLAMP-ON FIXTURE			
SCOREBOARD			
WAX		PUCKS	
SCORE SHEETS		CLEANER	
PENCILS		REFILLS	
LEVELERS		T-SQUARES	
BLACK BOARDS		BUFFER	

ALL ORDERS SHIPPED SAME DAY RECEIVED

25% with order, balance C. O. D. Cash with orders under \$25.00.

PURVEYOR SHUFFLEBOARD CLAMP-ON FLUORESCENT LIGHTS

FITS ALL MAKES OF SHUFFLEBOARDS

Easy to install add to the flash and playing appeal of your board. Beautifully chromed to synchronize with the finest decoration scheme.

SINGLE \$19.50 PAIR \$35.00

Equip your board with lights and watch the play increase.



ORDER YOUR SHUFFLEBOARD SUPPLIES

- SHUFFLEBOARD WAX\$7.00 Doz. For all types of playing fields, finest quality, non-gritty. Dozen cans.
- AUTOMATIC LEVELERS\$20.00 Set No more headaches trying to keep your boards level. Install these automatic levelers — save time and money. Set for 10 legs.
- ELECTRIC BUFFER MACHINE\$42.50 Specially designed for shuffleboard needs. Fully guaranteed, built for heavy duty; do your own shuffleboard refinishing.
- PUCKS, \$18.00 Set — \$34.00 for 2 Sets (16) Regulation weight, designed for official use. Highest quality, perfectly balanced.
- T-SQUARES, \$1.00 Ea. — \$10.00 Doz. Top grade hard wood neatly finished, accurate, sturdy.
- PLAYING FIELD CLEANER, \$1.00 Can— Large 32-Oz. Can A better cleaner, developed exclusively for shuffleboards. Save yourself a lot of trouble by cleaning your boards with this special cleaner.
- AUTOMATIC SCORING PENCILS, \$1.50 Ea. Complete with attached thief-proof chain. Refills (144 to box) —\$1.50 box
- SCORING SHEETS, 10 Pads, \$10.00 Official size—100 sheets to pad, 20 pads—\$18.00; 30 pads—\$25.00.
- BLACK BOARDS, \$4.00 Ea. Good quality, official size. \$3.50 ea. in doz. lots.

WRITE FOR THE NAME OF YOUR NEAREST DISTRIBUTOR FOR FAST SERVICE!

DISTRIBUTORS: Write us about our money-making proposition. Some Territories still available to qualified companies. Terms—25% with order, balance C. O. D. Cash with all orders under \$25.00.

PURVEYOR SHUFFLEBOARD CO.

Manufacturers

4322-24 N. Western Ave.

Phone, JUNiper 8-1814

CHICAGO, ILL.

Plan First Major Tourney; 4 States Compete in Chicago

(Continued from page 196)

will vie for prizes totaling \$1,250, \$1,050 and \$2,500 respectively. Entrance fees, which will account for less than one-third of the \$15,000 in prizes, have been set as follows: Singles, \$3; doubles, \$5, and teams,

\$15. All entries close May 27. To assure adequate player coverage from all four States, entries from the larger cities will be limited. It is expected that about 100 men's teams, and 50 women's teams will be qualified.

A \$1 fee will be charged spectators who are interested in attending the tournament. These may either sit in the gallery or watch the play from the floor. Ropes will be used to keep the boards separated from the standees.

The first tournament is being confined to a four-State area so as to establish a pattern for future championship meets which are expected to be expanded to a national basis by next spring at the latest.

The Standard Shuffleboard Congress of America is now preparing its rules and regulations governing the championship play, and will send a large poster, containing all pertinent data to every shuffleboard location in the four States involved. These are expected to be mailed within the week, and will be posted in the locations.

In addition, special types of teams will also be invited to enter the tournament. One team already interested is a group of paraplegics from Vaughan General Hospital.

Organization of the Standard Shuffleboard Congress of America was only recently completed. Dean E. Douglass was named executive secretary. Headquarters have been established at 800 North Sawyer Avenue, Chicago. Stated program of the Congress is to promote and standardize the playing of shuffleboard thruout the country.

Speedbird Bows Boards in N. E.

(Continued from page 196)

seemed most interested in the boards at opening of the show, Collins said. He felt downtown Hub locations would not be too good, but was enthusiastic about smaller towns and the Maine, New Hampshire summer resort territories.

No shuffleboard parlors are in the offing at the present time, ops holding on to amusement arcades with pins and panorams. Bowling alleys may be opened up with shuffleboards, as operators of these establishments have league play and audiences that could be converted to shuffleboard addicts, it was believed. A report was circulated from New Bedford that a shuffleboard league had been formed with 1,000 persons competing for prizes.

Collins said that his firm had made arrangements to install special built boards for paraplegics in vet hospitals in New England. He said these boards will be custom built.

The Speedbird veepee said shuffleboard is the only game that paraplegic vets can really play and enjoy. He said his tests show that shuffleboard won't interfere with video in locations, but it definitely will with pins. He pointed out that in his test spots, fans played shuffleboard and watched video at the same time.

While coin adapters, for nickels and dimes, are being readied by the company, Collins says he thinks this territory will be better off with the fee per person per game set-up.

Collins said that he would protect ops wishing to go in for shuffleboard in exclusive territories. Collins is also a juke box operator and knows the operator's problems. He is going to devote a lot of time to doing a public relations job for shuffleboard in New England, because "what's good for shuffleboard, is good for us," he says.

Spokane's Initial Shuffleboard Spot Debuts Next Month

(Continued from page 196)

and seeing the gross of their pinballs drop as much as 50 per cent.

Location owners who refused to recognize shuffleboards at the start now are asking for them, said R. J. Moore, of Pedicord & Moore, distributors for Royal boards, who placed the first shuffleboard in Spokane.

Most of the boards placed so far are in taverns, with a few in restaurants, ice cream parlors, pool halls and private clubs.

Inland Novelty Company, branch of Puget Sound Novelty Company of Seattle, has sold 45 Rock-Ola shuffleboards to ops in the Spokane area, said Robert E. O'Meara, manager. The machines are going out with electric scoreboards manufactured by the local company. Ops with Rock-Olas include Richardson & Warner, Regal Novelty, Roy Shaw, Henry Stock, George Schumon, Lloyd Scoles, of Coeur d'Alene, Idaho, and Sam Woods, of Spokane Shuffleboard Company.

Woods, who has 19 Rock-Olas, is one of the city's most enthusiastic shuffleboard ops. He credits shuffleboard play with boosting biz 40 per cent at his Riviera tavern-restaurant.

He is planning to open Spokane's first Shuffleboard Parlor in 30 days. He plans six boards at the start and hopes to conduct tournament play, which he says is not allowed in taverns under present State law. He also is looking ahead to several parlors and shuffleboard tourneys played by teams representing business firms, like bowling leagues. He plans radio broadcasts to advertise the parlors, having successfully used this medium to tell of his shuffleboard locations in the Pullman, Wash., and Moscow, Idaho, area.

SHUFFLEBOARDS

"Maple Tops"

"It pays dividends to look"

IMMEDIATE DELIVERY

Distributors and Operators, Contact

F. BARRICK

1135 St. Paul Street
Indianapolis (3) Indiana

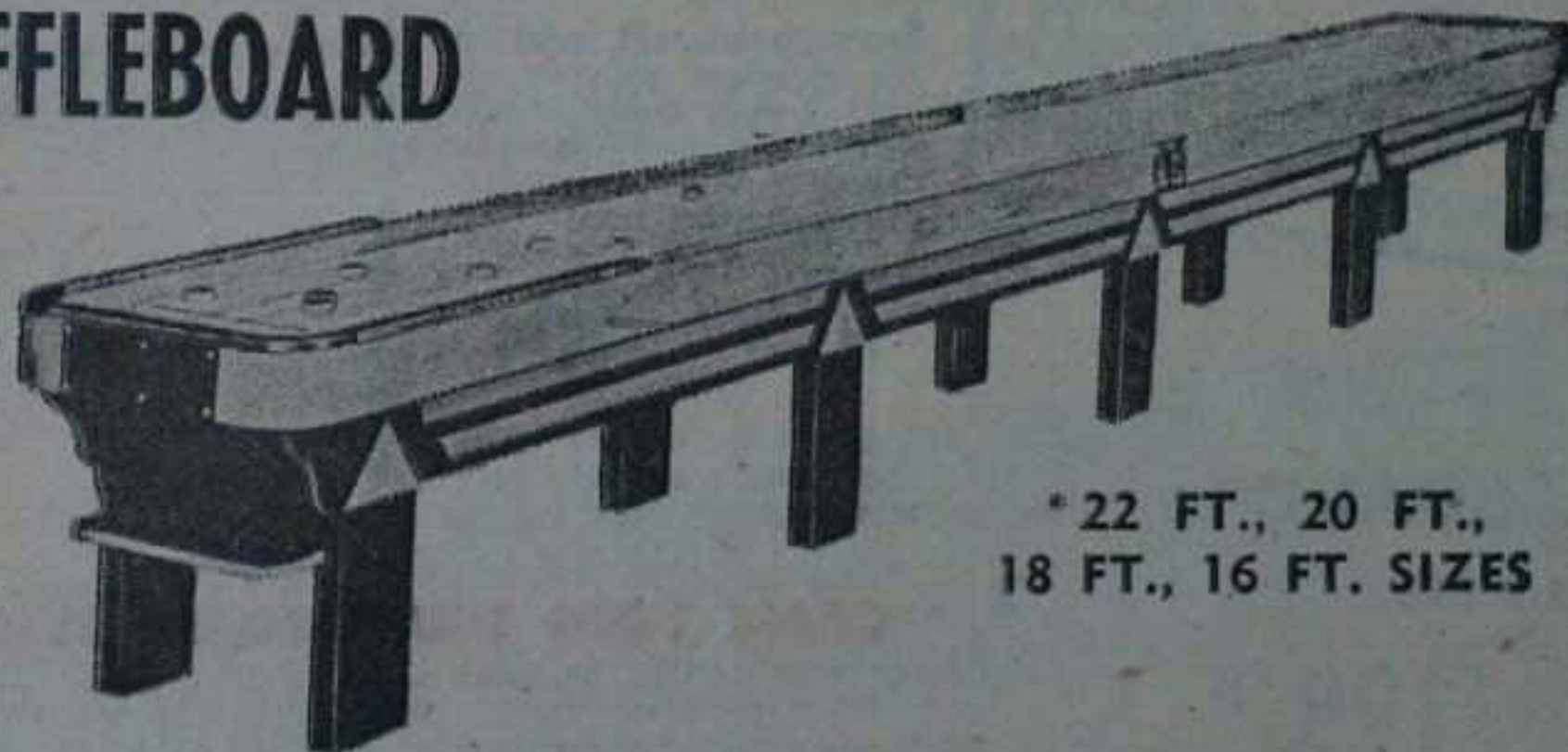
P. O. BOX 5424

See *The* **MERCURY** "49er"

WITH DIE HARDENED, DIE STOCK PLAYING FIELD OF BLACK GLASSLIKE FINISH.

The **MERCURY** "49er"

SHUFFLEBOARD



* 22 FT., 20 FT., 18 FT., 16 FT. SIZES

and you'll have no other

NO OTHER MANUFACTURER CAN MAKE THESE CLAIMS

- | | |
|-------------------------|---------------------------|
| ✓ WILL NOT WARP | ✓ NEEDS LESS ATTENTION |
| ✓ WILL NOT DENT | ✓ FASTER, ALWAYS ACCURATE |
| ✓ NO COSTLY RESURFACING | ✓ STRONGEST CONSTRUCTION |

Note!

Can easily be converted into two re-bound boards
Re-bound feature is optional
Also available with Maple Top

12th Year

MANUFACTURED BY

MERCANTILE DISPLAY, INC.

1525 N. CLARK ST.

CHICAGO 10, ILLINOIS

YES! IT'S STURDY
IT'S DEPENDABLE
IT'S PROFITABLE

OUR 22 FOOT

SHUFFLEBOARD

CHOICE OF MASONITE OR
MAPLE TOP PLAYING FIELD



TERRITORIES
AVAILABLE

**NOW
AVAILABLE!
PRICED RIGHT**

**ELECTRIC
SCOREBOARD**

For Coin Operation or Remote
Control

The ONLY Scoreboard That Can
Be Used for Popular Games Like
"HORSE COLLAR" and "BASE-
BALL" (50 Points). Also Scores 15
and 21 Points for Regular Shuffle-
board Games.

SEE IT ON DISPLAY AT OUR SHOWROOMS

MARVEL MFG. CO.

2847 W. Fullerton Ave.

Phone: Dickens 2-2424

Chicago 47, Ill.

FOR BIG PROFIT
WITH SMALL INVESTMENT

it's
A SURE BET WITH

SHUFFLETTE



**AMERICA'S
FINEST Shuffleboard**

8 FOOT LAMINATED MAPLE PLAYING FIELD—2 INCHES
THICK AND 10½ INCHES WIDE WITH HIGH SPEED FINISH
OVERALL LENGTH 9 FEET—WIDTH 20½ INCHES

ACT NOW!

JOIN THE "SHUFFLETTE PROFIT PARADE"

TERRITORIES
AVAILABLE FOR
ESTABLISHED AGENTS,
DISTRIBUTORS PHONE

PRICE \$199.50

Garfield 2577

ACTUAL
WEEKLY
CERTIFIED
INCOMES
FURNISHED UPON
REQUEST

SHUFFLETTE, INC.

117 SYCAMORE ST.

CINCINNATI 2, OHIO

SHUFFLEBOARD OPERATORS! Put New Life in Locations

with

SHUFFLEBOARD BOWLING PIN GAME

LOWEST PRICE FOR THE BEST MONEY-MAKING DEAL
EVER OFFERED TO SHUFFLEBOARD OPERATORS

\$7.50 Including 10 Pins,
Set Rack and 4 Signs

2 BOWLING SETS AND 1 DRUM MAJOR DOLL

20 pins, 2 racks	30" high	ALL \$14.00
8 signs, \$10.00 value	\$9.00 value	FOR

Operators! Here's a guaranteed play stimulator, tested by one of Chicago's largest Shuffleboard Operators. Locations where play has sagged showed new life when miniature bowling was introduced, saved operator the expense of moving the board. Don't take our word for it . . . try it yourself and see amazing results. The right way to play the bowling game on the Shuffleboard is to put 2 sets on the table (1 set on each end) so the player does not have to walk from one end to the other. The Number 1 pin is spotted on the Number 1 on the board.

100 Sets . . .	\$4.00 set	including signs and rack for each set
500 Sets . . .	3.00 set	including signs and rack for each set

1/3 Deposit—Balance C. O. D. Certified Check or Money Order. F. O. B. Chicago.

MINIATURE BOWLING PIN CO.

1115 W. 31st Street

Chicago 8, Illinois

Phone Yards 7-0571



DRUM MAJOR OR MAJORETTE DOLLS

Beautiful high lustre rayon plush,
solidly stuffed with cotton.
Washable plastic face. Attractive
colors.

30" Size	\$54 Doz.
21" Size	\$33 Doz.
16" Size	\$27 Doz.

Calendar for Coinmen

April 19—Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.
 April 23—Michigan Automatic Music Operators' Association (MAMOA), annual meeting and banquet, The Fantasia, Detroit.
 April 24-29—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Statler Hotel, New York.
 April 25-26—Five States Music Convention, annual convention and exhibit, Hotel Radisson, Minneapolis.
 April 25-26—South Dakota Phonograph Association (SDPA), quarterly meeting, Hotel Radisson, Minneapolis.
 April 25-26—Iowa Automatic Music Operators' Association (IAMOA), quarterly meeting, Hotel Radisson, Minneapolis.
 June 5-9—National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.
 June 19-24—International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.
 July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago 1, for listing in this calendar.)

Bell Licenses Increase in La.

BATON ROUGE, La., April 2.—State Revenue Collector W. A. Cooper disclosed this week that operators have already applied for licenses on 6,000 bell machines and predicted that the total would approach the 8,000 mark before long. The Louisiana fee for this type of equipment is \$100 per unit.

Meanwhile, Clement J. Giamaiva, New Orleans location owner, has filed a suit here asking that bells be ruled legal or that the State license fees be held unconstitutional. Cooper said that the suit has not slowed down license requests.

Klebba Producing Shuffle Bowl Pins

CHICAGO, April 2. — Herman Klebba, head of Miniature Bowling Pin Company here, announced Wednesday (30) that his firm is now in production on miniature bowling pins and racks designed specifically for use on shuffleboard playfields.

Pins and racks list for \$7.50 the set or \$10 for two sets, which is the number of sets necessary to fully equip one shuffleboard for shuffle bowl play. The 10 pins in each set are made of wood.

Klebba, one of the first operators of shuffleboards in typical coin machine locations, says that giving board players the choice of playing straight shuffleboard or shuffle bowl has a tendency to increase over-all shuffleboard play.

Shuffle bowl makes use of the principle of setting pins in the traditional bowling triangle formation. Player slides pucks at pins just as bowler aims at regulation bowling pins. Scoring is also the same as bowling.

MONARCH HELP

(Continued from page 198)

scoring unit for use in parlors as well as all types of locations. Especially adapted to the parlors, however, the scoring units are operated from a cashier cage. Players pay their fee for use of the board, and the cashier directs them to the board they are to use, at the same time lighting up the scorer. When the game is completed, the scorer is dimmed by the cashier until the next group takes over.

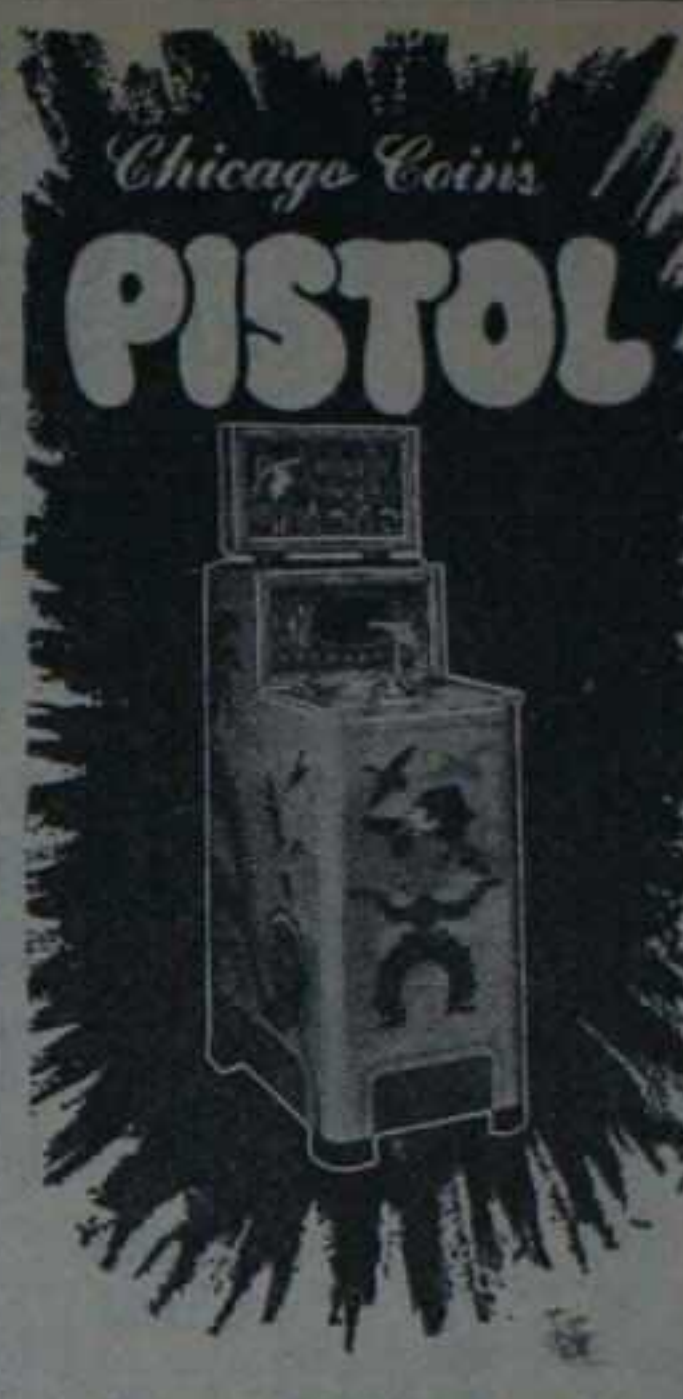
Until the scorer is installed in the parlor here, special back-to-back scoring pads have been installed above the six boards, so that the score is instantly available to players at either end of the board.

C-8 LABORATORIES

(Continued from page 201)

its introduction four year ago, Caruso said the changer was designed so that it would not obsolete earlier purchases.

The C-Eight plant, occupied by the firm a year ago, is rapidly approaching the point where it will be an entirely self-contained unit, Caruso said this week. He declared his firm is now making all of its own dies and that all of the tools used in the production of the equipment are designed in the company's own shop and made in the plant.



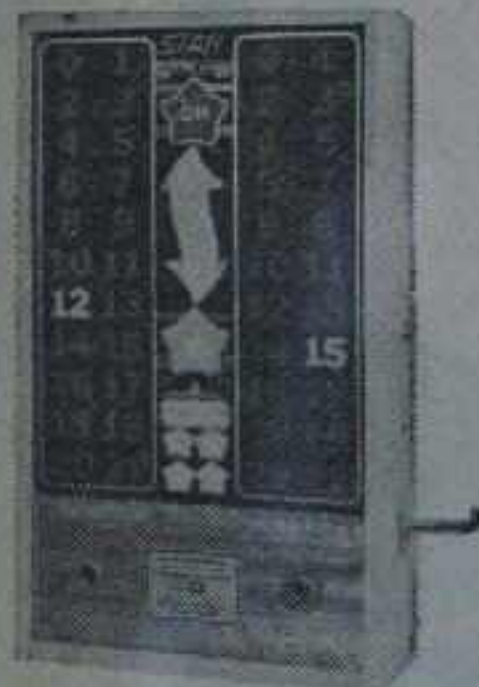
Earnings exceed any we can remember! This is the shot in the arm we've been seeking for lo, those many months.

EVERYBODY PLAYS MAJORS OF '49—AND WE'VE GOT IT!

PREMIER COIN MACHINE DISTRIBUTING CO.

214 S. HOWARD ST.
BALTIMORE, MD.
Ph.: Mulberry 1420

★★★★★ STAR ★★★★★
COIN-OPERATED ELECTRIC SCOREBOARD



for All SHUFFLEBOARDS
\$124.50

TO OPERATORS

F. O. B. Los Angeles, Calif.

½ Deposit, Balance C. O. D.

WALL OR COUNTER TYPE

A PROVEN LOCATION-TESTED TROUBLE-FREE SCOREBOARD. BEAUTIFUL 5-COLOR GLASS FRONT—HARDWOOD CABINET. REMOTE CONTROL OPTIONAL AT SMALL ADDITIONAL COST. ORDER SAMPLE NOW. FULLY GUARANTEED FOR 1 YEAR (except light bulb).

PACIFIC SHUFFLEBOARD CO.

8428 Melrose Ave.
Los Angeles 46, Calif.
Phone: WHitney 4992

SHUFFLEBOARDS

22 FT. BLACK TOP OR MAPLE TOP
 IMMEDIATE DELIVERY—WRITE FOR DETAILS

TELEQUIZ—WRITE

ELECTRIC SCOREBOARDS FOR SHUFFLEBOARDS

That are built for heavy duty with plenty of "Eye Appeal." Built for Operators — Write for prices.

EXHIBIT'S ORIGINAL "DALE" GUN SHOOTING GALLERY (ALL ELECTRIC)

MID-STATE COMPANY

2369 MILWAUKEE AVE.
CHICAGO 47, ILL.
Phone: Dickens 2-3444

YOUR SHUFFLEBOARD SUPPLY HOUSE

SUPER-SPEED WAX • FAST WAX • CLEANING POLISH
 • PRECISION GROUND STEEL WEIGHTS •
 SCORE PADS • WALL HANGERS • CRAYONS • T-SQUARES • SIMONIZE
 LOW-PRICED CLAMP-ON LIGHTS AND THE INDISPENSABLE
 DUO ELECTRIC BUFFER AND POLISHER

SHUFFLEBOARD TOURNAMENT TROPHIES & PRIZES

WRITE FOR PRICE LIST

COIN MACHINE SERVICE COMPANY

1547 N. FAIRFIELD AVE.

CHICAGO 22, ILLINOIS

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

WAX-OLA

THE FINEST POWDERED WAX FOR SHUFFLEBOARDS ON THE MARKET

IS PREFERRED

by



- Operators
- Location Owners
- Players

Because it is definitely less abrasive by chemical laboratory tests and superior in every respect of speed, stability and laying powers.

SOME DISTRIBUTORSHIPS AVAILABLE; WRITE FOR INFORMATION

WAX-OLA CHEMICAL CO.

510 FRANKLIN AVE. NUTLEY, N. J.
Telephone Nutley 2-4084

We also manufacture Shuffleboard Paste Wax, Shuffleboard Cleaner, Shuffleboard Covers and other allied products.

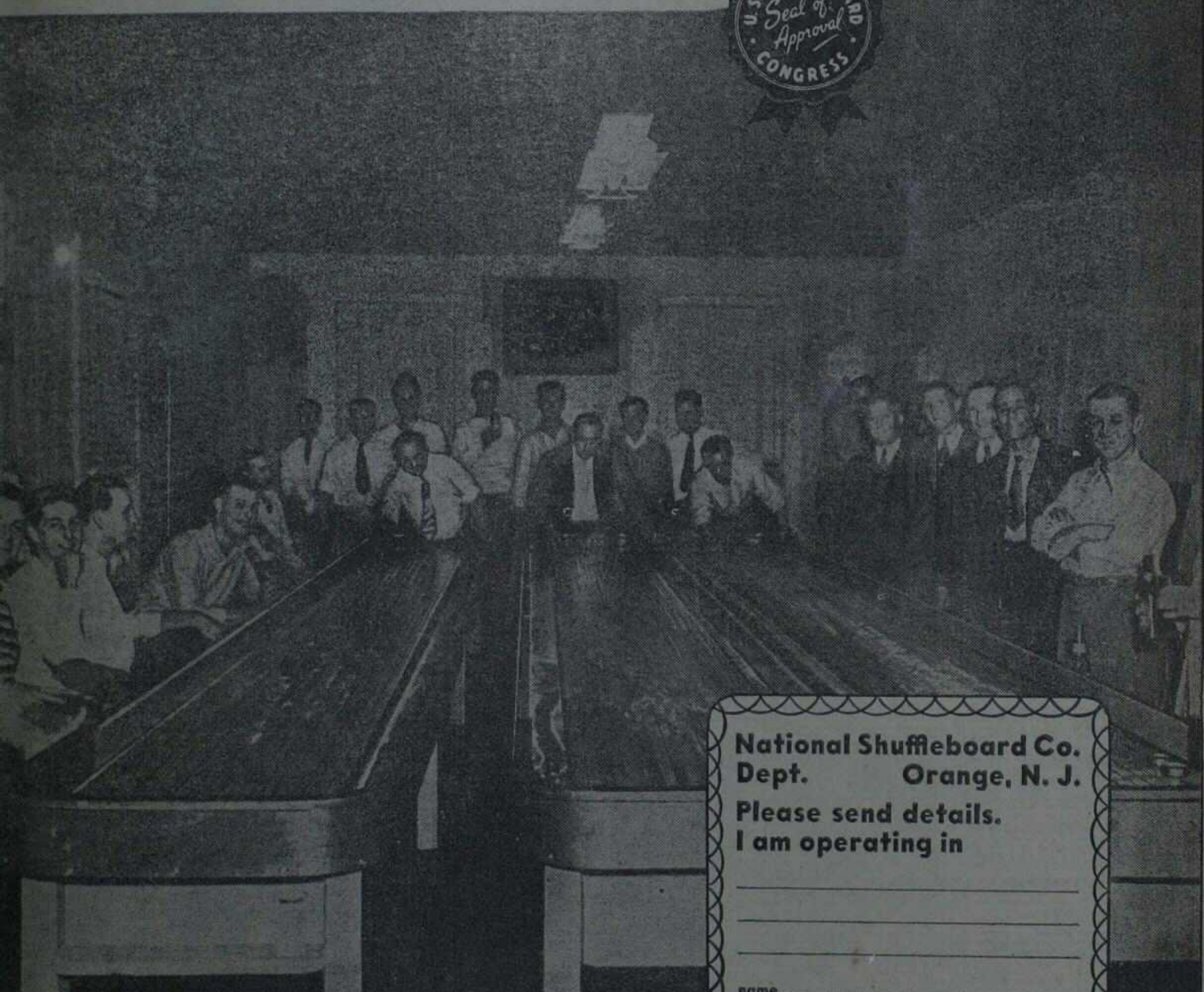
YOU CAN NOW BOWL ON YOUR SHUFFLEBOARD WITH . . .

LIST PRICE, \$35.00
 Sample To Qualified Distributors, \$22.25
 U. S. SHUFFLEBOARD EXCHANGE
 60 E. 42nd St., New York 17, N. Y.

Shuffleboard Playfields
 LAMINATED HARD MAPLE—ANY SIZE
 Manufactured to order—finished or unfinished. No warp. Enduring finish.
 KARL M. MITCHELL
 166 W. Jackson Blvd. CHICAGO 4, ILL.

"ACROSS THE BOARD" NATIONAL SHUFFLEBOARD

Yes sir, National Shuffleboards meet every operator's desires right "across the board": These distinctively beautiful shuffleboards stimulate fullest play impulse . . . Then, too, there's National's shuffleboard promotional plan to increase operator's profits . . . Operators get full take with gross margins that are eye openers . . . Want an eye opener? . . . Fill in the coupon and send it now . . .



National Shuffleboard Co.
 Dept. **Orange, N. J.**
 Please send details.
 I am operating in

name _____

street _____

city _____

state _____

NATIONAL SHUFFLEBOARD CO.
 ORANGE  NEW JERSEY
 THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD MANUFACTURER

New York:

(Continued from opposite page)

home this week well on the way to recovery after an operation last week. . . . Ruth Nussbaum, secretary of the Automatic Music Operators' Association, is getting compliments aplenty on her new-look bob. . . . John Heffron, public relations director for the Electric Boat Company, producers of Elco-Bowl, spending much of his free time doing publicity for local charities.

H. F. (Denny) Dennison, of the Dennison Sales Company, was in town early last week and attended the general membership meeting of the Automatic Music Operators' Association. He then left for Washington for a biz conference with Hirsch De La Vier.

Joe Young, of Young Distributing, reports that the Revco ice cream machines he now handles are moving well. Young recently added vendors to his Wurlitzer showrooms. . . . Ray Harrison, of Automatic Cigarettes, is due to return from a Florida vacation early next week. He operates cigarette machines in New York and Connecticut.

Bert Lane and Harry Pearl, of Bert Lane, Inc., factory reps for Genco, are in Chicago this week on biz. . . . Chippy Malts is bedded down with virus pneumonia. . . . Ralph Hopkins, of Capitol Projectors, has placed one of his Midget Movies in the 42d Street ferry terminal. Right near it is one of Automatic Canteen's hot chocolate conversions.

Al Bloom, of Speedway Products, and manufacturer of the Tele-Juke combination set, finds that his route just keeps on growing. He has more than 85 combo sets out now, all said to be on front-money contracts.

Los Angeles:

Paul A. Laymon, reports that Bally's spot bell is going well. Ed Wilks, of the Laymon Company, says he's practically ready to kiss that pesky ulcer goodbye. . . . E. R. Rippee was in town from Compton to look over some new equipment.

Kay Solle, of Leuenhagen's Record Bar, is going north next week to visit her niece in Marysville. Mary Solle will keep things humming while she's gone. . . . Mr. and Mrs. W. W. Matthews, of Bakersfield, came down to make the rounds on Pico Street and see what bargains they could find.

Phil Robinson, Chicago Coin's local man, is spreading the firm's new Pistol game around town. Seems to be catching on, he says. . . . Ora Johnson was in from Huntington Park last week.

William R. Happel Jr., of Badger Sales, had Joe Soares, Tulare coinman, as a visitor. He reports business looking up in the Badger export department, which is handled by Joe Durante. . . . Al Sherman, of King Records, was making the rounds. Ditto for Bill Jones, of MGM Records. . . . Perry Irwin was down from Ventura for one of his frequent visits.

Tommy Workman, well-known coinman and an official of the San Gabriel Valley Coin Operators' Association, is still planning to bring his organization into Los Angeles. . . . Bull Moose Jackson made a very favorable impression on his recent Pico Street tour. Ops are really going for his records, so the reports say. Charles (Chuck) Hartman tried to fly down to see him, but couldn't make it due to bad weather. His plane was grounded. . . . Irene Boling came down from her Bakersfield headquarters to look things over on the street.

Washington:

The big hit at the Day Service Music Company right now is "Huckle-buck" by Paul Williams on Savoy label, according to order clerk Mrs. Alberta Kenon. The Capitol disk of "The Way You Look Tonight," by Sammy Davies, is also going well, she said. Stick McGhee's "Drinkin' Wine, Spo-Dee-O-Dee" on Atlantic is coming up fast in her opinion. As usual, Day Service is having few calls for blues or hillbilly numbers since the section of town where it is located is principally interested in the hottest tunes, Mrs. Kenon commented.

Teddy Crawford, of Sterling Novelty Company, announced that his son, Ronald, is working for the company as a service and collection man on pinball and juke box routes. Ronald just graduated from Coolidge High School.

A number of coinmen in the area interested in the bill to legalize console machines in near-by Prince Georges County, Maryland, now before the State's General Assembly, have contributed to a fund for promotional work. The measure received a slight set-back when LeRoy Pumphrey, Democratic delegate from the county and House majority leader, announced his opposition to it.

Indianapolis:

Charles Steinbaugh has been added to the office staff at Southern Automatic Music Company, as clerk-typist. . . . Peter Stone, Indiana Automatic Sales Company, Rock-Ola distributors, visited operators in Marion, Ind., and surrounding territory last week. . . . The new appraiser's value on all coin-operated equipment has been settled thru the efforts of Abe Fleig, president of the Music Operators' Association of Indiana, Chapter 1. Present appraised value will stand. . . . The Music Operators' Association of Indiana will hold its regular meeting and election of officers April 5 in the Indianapolis Athletic Club.

Protect Your Take with Chicago ACE Locks

ACE Locks have what it takes to do a real job of protecting your cash and equipment.

Unique 7 pin-tumbler ACE mechanism permits over 80,000 key changes. Your changes may be registered for your exclusive use. The patented ACE round key protects you against fraudulent duplication because blanks are never sold to anyone. Duplicate keys available only from the factory on receipt of your proper authorization.

So to protect your take, fight operating hazards by installing Chicago ACE locks on all your equipment. Ask your distributor, or write for Folder B.



Chicago Lock Co. 2024 NORTH RACINE AVENUE CHICAGO 14, ILLINOIS

FOR THE BEST SLOT MACHINES COME TO HEADQUARTERS AND SAVE MONEY!

OUR UNCONDITIONAL GUARANTEE IS YOUR ASSURANCE OF SATISFACTION

MILLS MACHINES

In All Models and Coin Plays

CRISS CROSS

OVER AND UNDER

TIC-TAC-TOE

COMPLETE MACHINES AND CONVERSION KITS

Your Used Machines Accepted in Trade

GET OUR PRICES FIRST!

BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

Chicago Coins PISTOL



Started out with a bang! And is continuing to outsell all others like it! In spite of its name PISTOL, its profit report is more like a cannon!

H-Z VENDING COMPANY 1205 Douglas Street Omaha, Nebraska

Chicago Coins PISTOL




Never have so few (Chicago Coin's experts) done so much (watch the profits zoom) for so many! (That's all of us, Bub!)

Sicking Distributing Co. 2833 W. Pico Blvd. Los Angeles, Cal.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Chicago Coin's
PISTOL



Tops all others in player-appeal, in earning power and in sheer beauty! It's really a PISTOL!

BASEBALL AT ITS BEST—
MAJORS OF '49.

Redd Distributing Co.
26 BRIGHTON AVE.
ALLSTON, BOSTON, MASS.
Ph.: Stadium 2-3320

WE RECOMMEND
BUCKLEY'S NEW 1949 BELLS
CRISS-CROSS - - BONANZA - - BARS

And in Consoles It's
Buckley Track Odds and Parlay Longshot
We have the best used machines in the South
Factory rebuilt and refinished in Hammerloid paint

MILLS BLUE FRONTS	\$ 69.50
MILLS BROWN FRONTS	69.50
MILLS CHERRY BELLS	79.50
MILLS BONUS BELLS	99.50
CONVERTED JEWEL BELLS	100.00
JENNINGS BLACK HAWKS	80.00
JENNINGS STANDARD CHIEFS	120.00
BUCKLEY DAILY DOUBLE with Jack Pots	395.00

(Completely overhauled and refinished in original Buckley paint job.)

BUCKLEY'S SOUTHERN DISTRIBUTOR
Factory prices on Parts and Machines.

Ship your Track Odds to us for complete rebuilding.

CONSOLE DISTRIBUTING CO., INC.

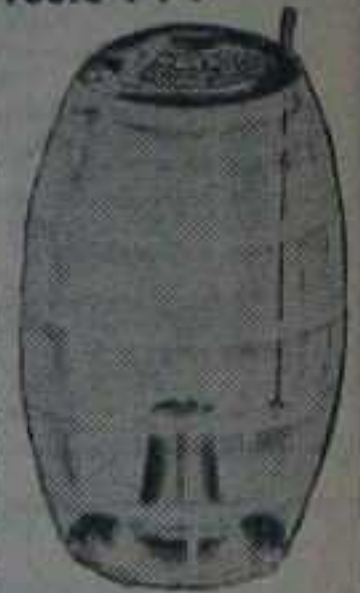
3425 METAIRIE ROAD

NEW ORLEANS, LOUISIANA

A BONANZA

for men who have, or can develop a route . . .

NAVAJO



An exciting, new, legal skill game. Made of clear, unbreakable plastic with lock-on, slitted top, filled with water. Object is to drop a coin through slit and have it land in cup on bottom. It's intriguing to all. Keeps its own record of pay-offs. May be used in a host of fascinating ways.

ACT FAST

Bars, taverns, restaurants, concessions, boardwalks and hosts of other places are eager to "put in" a few. You can quickly build a route that will pour a steady stream of big profits into your pockets. Don't delay an instant. Write for complete details on this great money-making proposition at once!

Sample, \$14.50; cash with order.
Four or more, \$12.50 each.
One-third with order.

O. K. SPECIALTY CO.
BOX 8224, ISTROUMA P. O.
BATON ROUGE, LA.

FOR SALE

Eight-Tub Octopus, electric motor, cost over \$10,000	\$ 6,950
Fly-O-Plane, electric motor, cost over \$12,000	8,500
Moon Rocket, cost approximately \$16,000	10,000
One Boomerang, cost \$13,000	5,000

All rides used only one season.

Call or write:

KEN GARFF

STATE AT 5TH SO.

SALT LAKE CITY, UTAH

CLEAN

And ready for location

10 SPECIAL ENTRIES
5 JOCKEY SPECIALS

Make Offer.

KAW SPECIALTY COMPANY

1137 Osage

Kansas City, Kan.

THE 1949 QUIZZER

SOLD DIRECT TO OPERATORS

NEW

Scoring Sign—Beautifully Designed and Colored—Tremendous Player Appeal.
Endless Film Assembly—Eliminates All Manual and Mechanical Reversing Film Mechanism.

NO RENTAL CHARGE ON FILM

Each machine shipped complete with film (at no extra charge) containing thousands of questions and answers. Operator can buy additional film direct from our factory and build up library for changes as desired.

Complete service manual of instructions shipped with each machine. Also available to present operators upon written request.

Amusement or Free Play **\$385.** F. O. B. DETROIT INCLUDING FILM
PRICES AND TERMS

Special discount in lots of five (5) or more. 1/3 with order; balance sight draft or C.O.D.

Write, Phone or Wire for Additional Information.

TRAINING DEVICES, INC.

Manufacturer

1469 Electric Ave. Lincoln Park 25, Michigan
Phone: Warwick 8-8480



NOW AVAILABLE
New Scoring Sign and Endless Film Assembly Adaptable to 1948 MODEL QUIZZER

When you buy from Runyon

YOU BUY THE BEST

NOW DELIVERING!
THESE SENSATIONAL MONEY MAKERS

EXHIBIT'S ORIGINAL
DALE GUN
SHOOTING GALLERY

CHICAGO COIN'S
PISTOL

ORDER TODAY!

RUNYON SALES COMPANY

Exclusive AMI Distributors in N.Y., N.J. & Conn.
593 10th Avenue : 123 W. Runyon Street
New York 18, N. Y. : Newark 8, N. J.
LDoagire 4-1880 : Blgelow 3-8777

BEST BUY IN TOWN!

Seeburg Wall-o-Matics, W1-L56 \$ 37.50
Seeburg Hideaway, Metal Cabinet ... 350.00

Wurlitzer 1015 \$375.00
Wurlitzer 750 225.00

1/2 Deposit, Balance C. O. D., F. O. B. New York

ATLANTIC NEW YORK CORP.

Exclusive SEEBURG Distributors
583 10th Ave. New York 18, N. Y.
Phone: BRyant 9-5620



NASO'S LATEST 5-BALL NOVELTY REPLAY CONVERSION MADAM BUTTERFLY

Converted From SINGAPORE

A Complete Conversion—Completely Overhauled — Cabinet Repainted — With All the Latest Features and More Added TO GET THE BIG MONEY.

ALL NASCO CONVERSIONS
ARE AMAZINGLY
LOW PRICED

MADAM BUTTERFLY is a perfect addition to the other SENSATIONAL NASCO CONVERSIONS . . .

ALOHA Converted From HAWAII
LARIAT Converted From NEVADA
BAZAAR Converted From MEXICO

SHIP YOUR COMPLETE GAMES VIA PREPAID MOTOR FREIGHT
Write — Wire — Phone — Get On Our Mailing List

NATE SCHNELLER, Inc.

1427 North Broad St. (Stevenson 2-0242) Philadelphia 22, Pa.

IMPORTANT: SPINNERS or EXPLOSIVE BUMPERS ARE OPTIONAL. WHEN SHIPPING GAMES STATE WHICH YOU PREFER.



Operators! Hear Yel We're astonished, amazed and (oh, yea!) screaming with delight! Don't take our word — see for yourself!

WE'VE GOT IT! COME GET IT!
MAJORS OF '49.

PITTSBURGH COIN
MACHINE CO.

2203 5th AVE.
PITTSBURGH, PA.
Ph.: Grant 3715

Exhibit's Dale
SHOOTING GALLERY
Realism that thrills everyone! Looks like a 50-ft. shooting gallery. Requires less than 5 sq. ft. of floor space.
Write or Phone For Further Information

OFFICIAL
Shuffleboard
Here is the finest quality shuffleboard ever offered at this low price. OFFICIAL'S construction and finish is the best by every standard and incorporates the fastest top made. BUY IT and TRY IT \$495 . . . low priced at only . . .

- CONSOLES**
New
- Keeney TWIN BONUS SUPERBELL . . . Write
 - Evans WINTER-BOOK, 5c . . . Write
 - Evans WINTER-BOOK, 25c . . . \$850
 - Bally MULTI-BELL, 5c . . . Write
 - Bally WILD LEMON, 5c . . . \$398

Williams
ST. LOUIS
Now Delivering
Handicap swing . . . a new Williams feature. Original thumper bumper. Unquestionably the finest game on the market today.
Write

- CONSOLES**
Reconditioned
- Jennings CHALLENGER, 5-25 . . . \$295
 - Bally TRIPLE BELL, 5-5-5 . . . 400
 - Keeney TWIN BONUS, 5-25 . . . 450
 - Keeney SINGLE BONUS, 5c . . . \$75
 - Pace SARATOGA, 10c . . . \$0

Packard
HIDEAWAY
Factory Rebuilt. Guaranteed Factory Rebuilt. Guaranteed as New . . . \$150

- Rock-Ola Model 1422 . . . \$350
- Wurlitzer Model 1015 . . . \$95
- Wurlitzer Model 1100 . . . \$95

FACTORY REBUILT
CRISS CROSS
and
BONANZA
SLOT MACHINES
★ ★ ★ ★
**LOOK LIKE NEW!
WORK LIKE NEW!**
SOLD ON A
MONEY BACK GUARANTEE
★ ★
IN STOCK FOR READY SHIPMENT
PRICE SCHEDULE
CRISS CROSS & BONANZA SLOTS
5c Play - - - \$160.00
10c Play - - - 165.00
25c Play - - - 170.00
50c Play - - - 195.00
Criss Cross and Bonanza cabinet sets complete with all necessary parts to build your own CRISS CROSS and BONANZA slot from any Mills escalator type slot into the sharpest looking slot of them all—
\$59.50
is your only cost.
Also in stock, ready for delivery, CRISS CROSS and BONANZA slot kits for Mills Blue Bell, Jewel Bell, Black Cherry, Golden Falls, Blue or Brown Fronts.
Write — Wire — Phone



Phone: Everglade 4-2300

Chicago 47
2330 N. Western Ave.

AMUSEMENT SALES CORP.
164 E. GRAND AVE., CHICAGO 11, ILL.
Phone: WHItchall 4-4370

GIVE TO THE
RUNYON CANCER FUND

WORTH LOOKING INTO . . .

TRANS-VUE Corporation
Announces the Delivery of
TRANS-VUE Commercial Television Equipment
to its Distributors Nationally.

Contact your nearest distributor
for showing and televuing date.
Or.....write, wire or phone.....

Trans-Vue CORP.
1139-41 S. WABASH AVE.
CHICAGO 5, ILLINOIS



THE MAN WHO OPERATES EVANS' WINTER BOOK Knows and Acclaims These Facts About the Greatest Money-Making Console Ever Built!

FASTER ACTION than any other multiple play console!
KEEPS TERRITORY SAFE—stabilizes your operating!
HOLDS THE PLAY steady and profitable!
HOLDS THE LOCATION against any competition!
MECHANICAL RELIABILITY minimizes operating expense!

OPERATORS WHO HAVE PROVED THE AMAZING WINTER BOOK EARNINGS SAY:

"If you haven't got WINTER BOOKS on location, you've got a lot to learn about operating!"

Here are just a few of many more reasons why WINTER BOOK is, by all odds, your best bet in Consoles from now on! Sensational Winter Book Odds provide up to \$25.00 High Jackpot on 5c Play. Odds range from 10 for 1 up to 500 for 1 with only a Single Coin Played! No build-up necessary! — Evans' Nonpareil 7-Coin Head, greatest improvement in the history of the industry, takes in up to 7 coins every game. Why be satisfied with less? — Precision Engineered! — Custom-built Cabinets! — 5c or 25c Play

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.

1528 W. ADAMS ST. CHICAGO 7, ILLINOIS

SEE THE EVANS' CONSTELLATION AD ON PAGE 191

RECONDITIONED 5-BALL FLIPPER-TYPE GAMES

Buccaneer	\$160.00
Barnacle Bill	150.00
All Baba	149.00
Carnival	145.00
Screw Ball	145.00
Sally	130.00
Jack and Jill	125.00
Triple Action	124.00
Cinderella	124.00
Monterrey	120.00
Wisconsin	120.00
Robin Hood	119.00
Banjo	119.00
Catalina	119.00
Humpty Dumpty	115.00

NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY

Gottlieb BOWLING CHAMP	Bally CARNIVAL
United CAROLINA	Genco BIG TOP
Exhibit SWANEE	Chicoin MAJORS '49

SPECIAL OFFER!

25 WURLITZER 1015's . . . \$365.00 EACH
EXCELLENT MECHANICAL CONDITION—
CABINETS REFINISHED.

NATIONAL COIN MACHINES' SHUFFLEBOARDS

Have the die-stock Masonite proven top! No warping—no scratching. For immediate delivery in 18-20-22 ft. lengths. Write.

WANTED Wurlitzer 500-A's and 600 Keyboards, complete. Quote your best-cash price.

EXHIBIT DALE TARGET GUN and ABT SKILL GUN

Fastest Money Makers on Location Today! Write for Prices.

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 1-6466) CHICAGO 14

Chicago Coins

PISTOL

Reports are all the same! PISTOL is hitting a new high for profits! The reason—it's built the way all winners are—trouble-free!

LIEBERMAN MUSIC CO.

1124 Hennepin Ave.
Minneapolis, Minn.

IMMEDIATE DELIVERY

on
**BALLY CITATION AND COAL TOWN
EVANS WINTER BOOK AND
ALL NEW MILLS SLOTS
GOOD RECONDITIONED SLOTS**
Dallas, Bowling Champ, Majors '49, Swanee, Big Top, Ramona.
A good list of late used Pin Games, Consoles and Slots for summer operators.

PALISADES SPECIALTY CO.

490 Anderson Avenue Cliffside Park, N. J. Cliffside 4-2892
Only One Mile South of the George Washington Bridge on 9 W, New Jersey.

FOR SALE MIXED ROUTE

In a very good section of Montana, consisting of the following Machines all on location:
62 Slot Machines.
6 Automatic Payout 1 Balls
10 5-Ball Novelty Games
55 1c Counter Games
22 Late Model Wurlitzer Phonos 1015—1080—1100
1 Photomatic in No. 1 Location
1 Keeney 3-Way Super Bell
21 Punch Board Spots
1 New large Wurlitzer Speaker, also Bar Boxes and Wall Boxes and Punch Boards, also large stock of Parts and Records, also 1 1948 Ford Pickup.
Reason for selling, other interests.
BOX D-167
c/o The Billboard, Cincinnati 22, O.

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

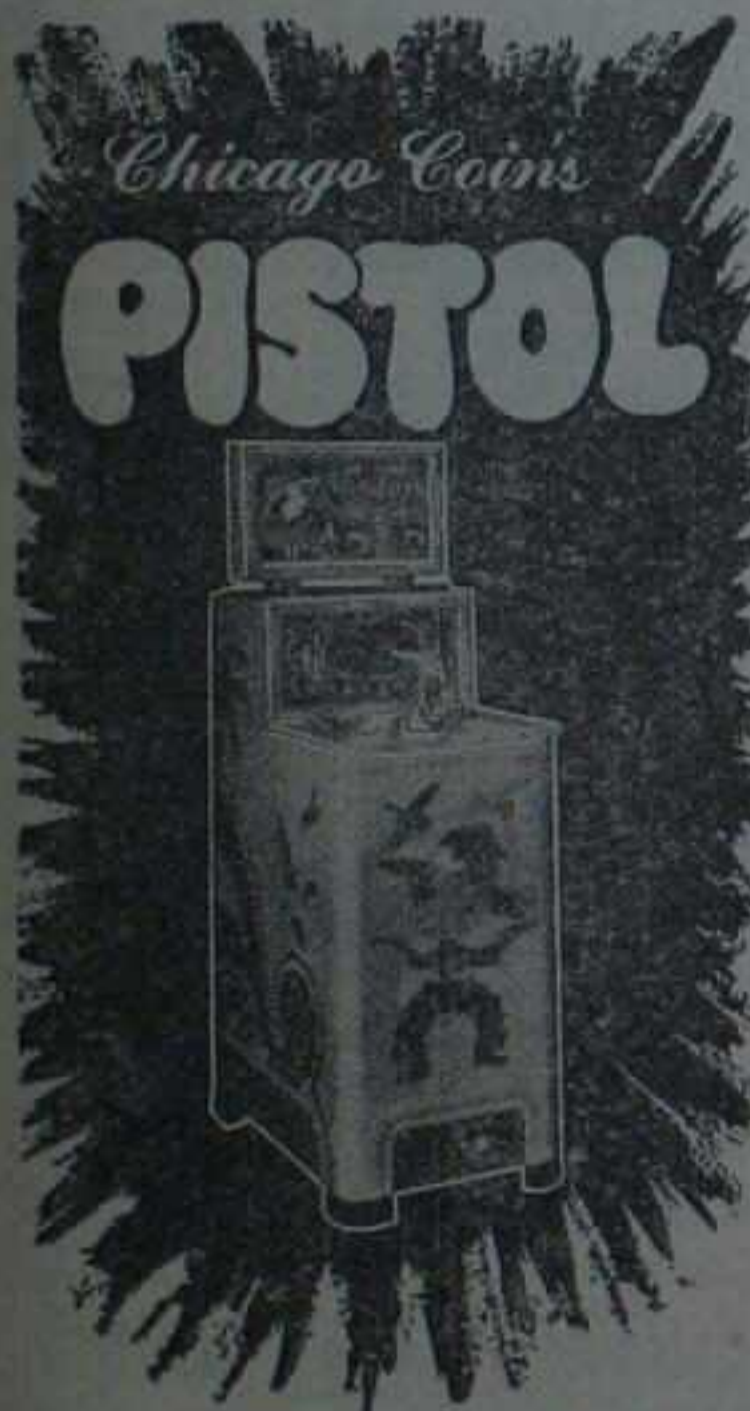
Factory Distributors

Phonographs — **ROCK-OLA** — Shuffleboards

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



Is kicking our profit charts to a new high! Our thanks to the "brains" at Chicago Coin.

YOU CAN GET YOUR MAJORS OF '49 HERE NOW!

K. C. NOVELTY CO.

419 MARKET ST.
PHILADELPHIA, PA.
Ph.: Market 7-4641

★ **ELMER** ★

REVAMP FROM YOUR KILROY



HERE IS A GOOD CLOSE-UP OF JUST ONE SENSATIONAL FEATURE INCORPORATED IN ELMER, WHICH MAKES THIS REVAMP THE TALK OF THE INDUSTRY.

--- AND IN ADDITION ---

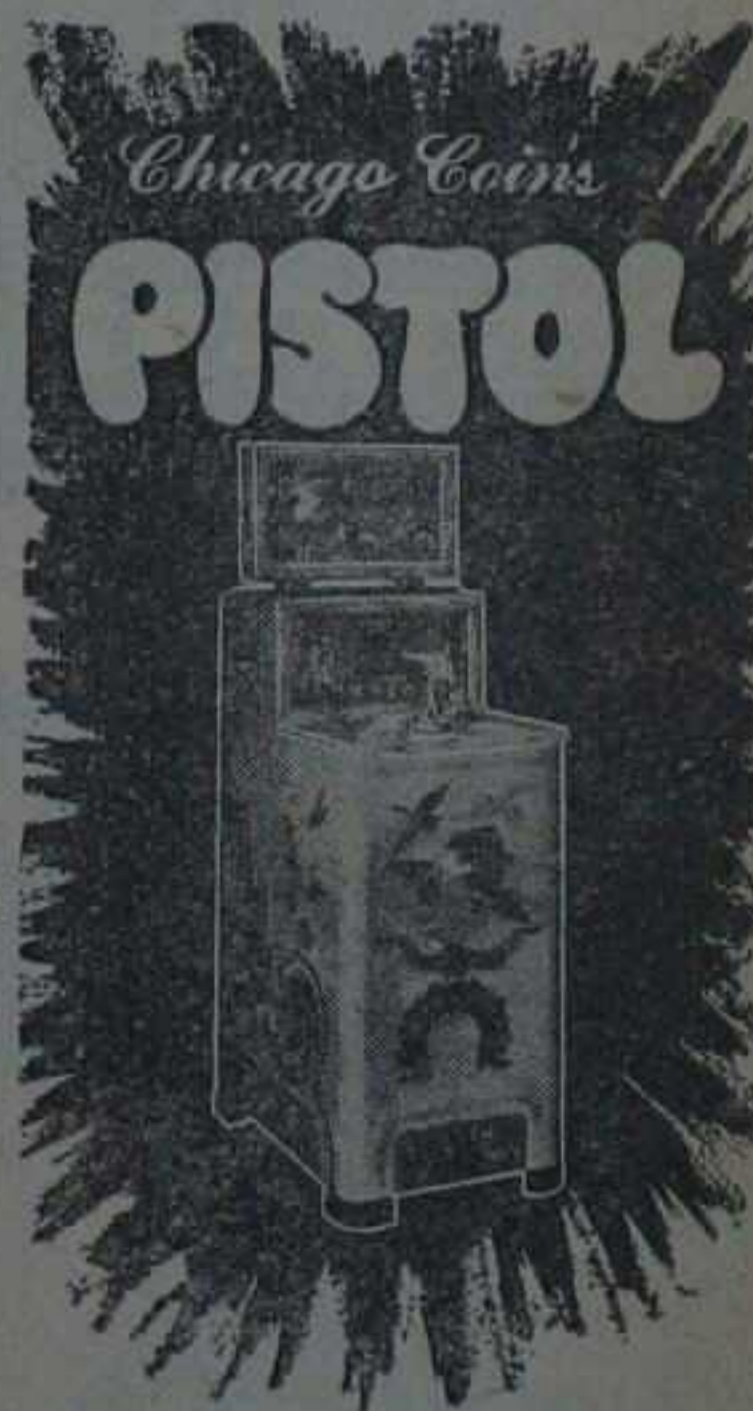
FLIPPERS • BANG BUMPER • SUPER HIGH SCORE
ROLL OVER BUTTONS • KICKOUT POCKETS

SEE YOUR DISTRIBUTOR OR WRITE TO US DIRECT

Our revamp, Sweet Sue From Havana, still going strong. Get your Havanas in at once.

T and M SALES CO.

2849 Fullerton Ave., Chicago 47, Ill.
Dickens 2-2424



Is knocking 'em dead! It's doing a spectacular money-making job all the way down the line.

TOPS IN PROFITS! TOPS IN APPEAL! MAJORS OF '49.

Sterling Service Co.

109 FRANKLIN AVE.
SCRANTON, PA.
Ph.: Scranton 2-5956

The Most Popular All-Year-Round Sport for BIG EARNINGS...

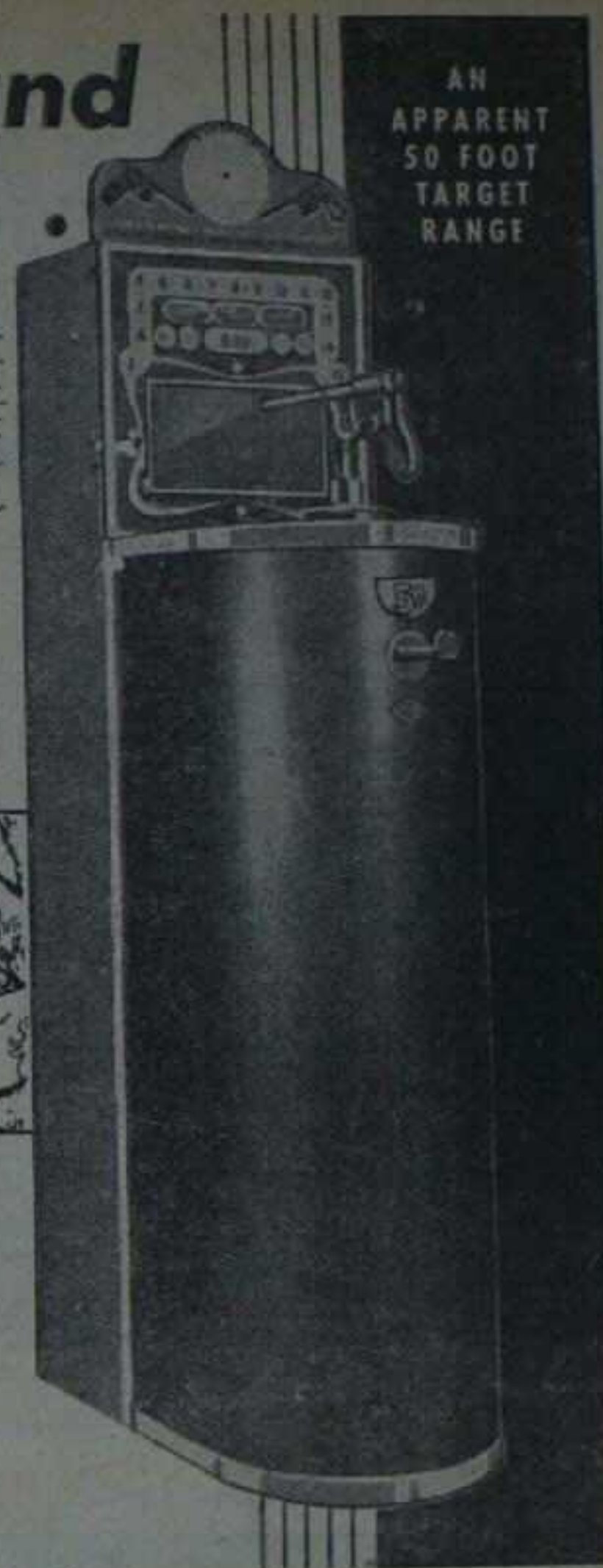
EXHIBIT'S ORIGINAL 'DALE' PISTOL SHOOTING GALLERY

TODAY—there is no substitute offered that can equal—the play appeal,—the earning power,—nor the greater preference by operators for this 100% proven Exhibit Product.

Not an ARCADE attraction only. Smartly designed for any location—and where pin tables are popular. A money maker all year round—built for years to come.

SEE YOUR 'EXHIBIT' DISTRIBUTOR ABOUT YOURS TODAY!

THE EXHIBIT SUPPLY CO.
(ESTABLISHED 1901)
4218-30 W. LAKE STREET • CHICAGO 24, ILL.



AN APPARENT 50 FOOT TARGET RANGE

OPERATORS KEEP IN TOUCH WITH YOUR EXHIBIT DISTRIBUTOR FOR THE NEW '5 BALL' NEWS

OUR LOSS YOUR GAIN! ONLY 4 EVANS RACES



Practically brand new. Perfect condition. 5¢ combinations... free play and cash payouts. Won't last long at this price!

\$649 EACH
Cost us approx. \$1000.

HURRY! WRITE—WIRE PHONE...

MILLS SALES CO. LTD.
1640 18th St. • OAKLAND • CALIFORNIA

Chicago Coins

PISTOL

We've been looking for a game that sells on sight! And then when operators play it—we know we're right! Yes, it's PISTOL!

LINDELL SALES & DISTRIBUTING CO.
2642 Olive Street
St. Louis, Mo.

Order the NEW **SEVEN-HI** Belgian Type Pool Table, Complete with Balls, Regulation Cues, Non-Warp Masonite Top.

From Your Distributor or Write Us Direct.
Write for information on Our New SHUFFLEBOARD SCORING UNITS.

DISTRIBUTORS—Write for Available Territories

EDELCO MFG. & SALES CO. 1432 Franklin St., Detroit 1, Mich.
Phone: CHerry 9248



Williams ST. LOUIS

Introducing
HANDICAP SCORING
A SENSATIONAL NEW FEATURE
That Keeps 'Em Playing!

Original
THUMPER BUMPERS!

SEE IT — BUY IT AT YOUR
DISTRIBUTOR TODAY!

Williams
MANUFACTURING
COMPANY

161 W. HURON ST., CHICAGO 10, ILLINOIS
Creators of Dependable Play Appeal

Chicago Coins
PISTOL

Operators who know, tell us PISTOL is a natural for them! The play is terrific! The profit is great!

Advance Automatic Sales Co.
1350 Howard Street
San Francisco, Cal.

On its Record!



YOU CAN DEPEND ON
KEENEY'S BONUS
Super Bell
CONSOLE

★ Midst a profusion of claims and counterclaims LET'S LOOK AT THE RECORD of Keeney's 2-WAY BONUS SUPER BELL. It has made many operators financially independent and is STILL OUT-EARNING the majority of games of all types.

Your distributor has Keeney's 2-WAY BONUS SUPER BELL and Keeney's GOLD NUGGET, sensational twin Multiple, 4-coin play console. Contact your distributor now!

J. H. *Keeney* & CO., INC.
2400 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

★ **SHOOT THE BEAR RAY GUN**
Completely reconditioned and repainted. Money-back guarantee. Tax in at 1/3 Deposit with order.
\$124.50

★★★★★★ **Special!**

Muto Ace Bomber	95.00
Drive-Mobile	95.00
Seeburg Shoot-the-Chutes	89.50
Bally Rapid Fire	69.50

SEEBURG RAY GUN
Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts Write for List

Coindex CORPORATION
1346 Roscoe Street, Chicago 13, Ill.
GRaceland 2-0317

ATTENTION, ARCADE OPERATORS!

10 POKERINOS — NEW — USED TWO MONTHS
LIST PRICE \$279.50 — WILL TAKE \$125.00

1 CHI COIN GOALER • 1 WESTERN BASEBALL • 1 CLAW MACHINE
30 Penny and Nickel Pinball Machines for sale at \$10.00 each, and other Arcade Equipment.

HARRY ZASLOW
5829 BEAUMONT AVE. PHOENIX 6-3301 PHILADELPHIA 43, PA.

SICKING'S GUARANTEED RECONDITIONED MACHINES

CONSOLES		ONE BALL FREE PLAY GAMES	
Kenny Gold Nugget (Comb.), 5¢-25¢	\$424.50	Special Entry	\$149.50
Kenny Bonus Super Bell (Cash Model), 5¢-10¢-25¢	499.50	Victory Special	74.50
Kenny Bonus Super Bell (Comb.), 5¢-25¢	424.50	Daily Races	79.50
Bally Double Up (Comb.), 5¢	349.50	Big Parlay	74.50
Bally Reserve Bell (Comb.), 5¢	399.50	Longacres	22.50
Bally Wild Lemon (Comb.), 5¢	325.00	Thorobreds	22.50
Bally Draw Bell, R.B. (Comb.), 5¢	229.50		
Bally Deluxe Draw Bell (Comb.), 5¢	279.50		
Bally Deluxe Draw Bell (Comb.), 25¢	299.50		
Late Mills Three Bells (Cash), 5¢-10¢-25¢	399.50	LATE 5-BALL F.P. GAMES	
Mills Four Bells, 5¢ Play	89.50	Trade Winds	\$109.50
Mills Jumbo (Cash)	69.50	Major League B. B.	89.50
Late Model Evans Racers (Cash Only), 5¢	425.00	Singapore	64.50
Late Model Evans Racers (Comb.), 5¢	449.50	Crazy Ball	124.50
Late Model Evans Racers (NEW) (Comb.), 5¢	599.50	Robinhood	109.50
Buckley Track Odds, 5¢	399.50	Cinderella	129.50
Late Model Baker's Pacers (Like New)	349.50	Thrill	129.50
		Yanks (Williams)	89.50
		Contact (Exhibit)	149.50
		Cover Girl (with Flippers)	99.50
		Sally	129.50
		Caribbean	124.50

NEW MILLS BELLS



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System
5¢ Play \$65.00



MILLS' NEW Q T
A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play \$115.00
25¢ Play Write

MILLS' LATEST BELLS

BLACK BEAUTY	BLUE BELL	TOKEN BELL	WRITE FOR PRICES
5¢ - 10¢ - 25¢ - 50¢ Play			

New Box Stands, Single, Double and Triple Safes for All Bells

GUARANTEED RECONDITIONED MILLS BELLS
Jewel Bells, Black Cherry Bells, Bonus Bells
Blue Fronts, Brown Fronts, Q. T. Bells,
Vest Pocket Bells. . . WRITE FOR PRICES

We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/3 Deposit With All Orders.

SICKING, Inc. America's Oldest Distributor Established 1895
1401 CENTRAL PARKWAY CINCINNATI 14, OHIO
Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Calif.

Chicago Coins

PISTOL

Combining engineering skill, beauty in workmanship, and player-appeal, Chicago Coin has really hit with a winner!

Cleveland Coin Machine Exchange Co.
2021 Prospect Avenue
Cleveland, Ohio

EXCLUSIVE MICHIGAN DISTRIBUTORS of

EXHIBIT Dale's Original TARGET GUN

LIST \$289.50 — QUANTITY PRICE — WRITE, WIRE OR PHONE
1/3 Deposit With Order

AL CURTIS
MARSTON DISTRIBUTING CO.
20 W. Alexandrine Ave. Phone: TEmple 3-4403 Detroit 1, Mich.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Invest in QT

coin operated
Game Tables for Bigger Profits

A REAL PERMANENT MONEY-MAKER

TAKE YOUR "CUE" FROM QT!

Start now to place QT game tables in your area and watch an avalanche of dimes flood in! You'll notch up consistent, high profits, for QT has plenty of player appeal. And it's a breeze maintaining it: the least costly of any coin-operated game in use. Beautiful natural birch table, 72 inches long, 37 wide, 33 high. All accessories furnished ready to play.

A few exclusive franchise territories still available.
Write for Further Information

BEACON MANUFACTURING CO. INC.
26020 GROESBECK HIGHWAY • ROSEVILLE, MICHIGAN

One Man SCHAU PIN BALL CART

It's Easy and Safe!
Entirely New Ideal
Servicemen Want It!
Operators Need It!

One man using a SCHAU PINBALL CART can move a pinball machine to or from a location without removing the legs. Schau's pinball cart now makes it profitable to change games around, lightweight, safe and low priced. See your distributor or write direct.

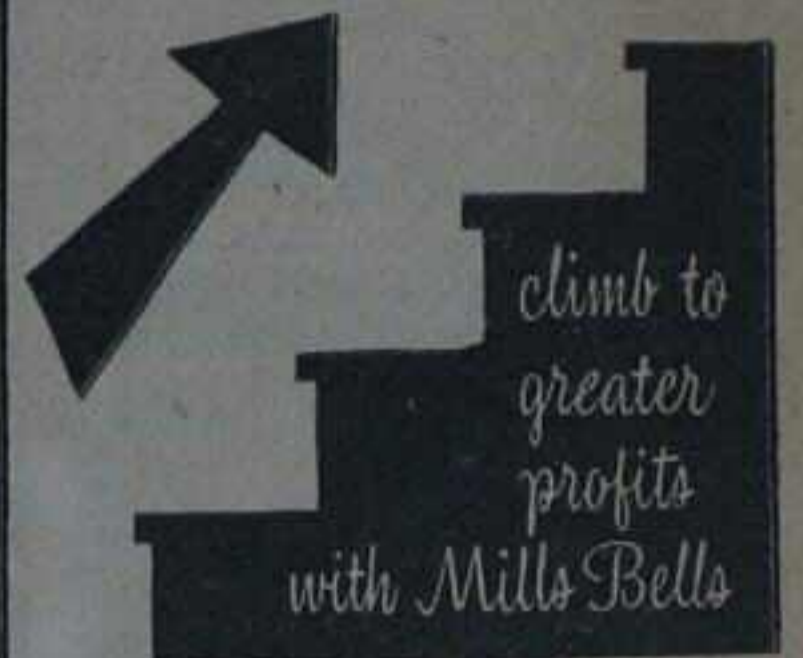
\$89.50
F. O. B. Kalamazoo, Mich.

Manufactured by
SCHAU ENTERPRISES
506 WHEATON AVENUE
KALAMAZOO, MICHIGAN

Distributors - Write for Territory Built by Operators for Operators!



Write for information on our new Bell idea called "Over and Under." It increases Bell play 30% to 50%!



Write for information on the best and lowest priced Bell Console on the market—the Duplex Bell!



Write for file folder complete with full color photographs of our entire line of Bell profit-makers!



BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

WHY accept less when you can get **MORE?**

It's costing you **MONEY** not to operate **UNIVERSAL'S ARROW BELL**

You are probably paying dearly by not knowing how much more your locations can produce with Universal's Arrow Bell. Facts and figures from operators everywhere prove that Universal's Arrow Bell will increase your cash box earnings tremendously...make it more than worthwhile to replace any mechanical and electrical equipment now with this most fascinating money maker.

INSTANTLY CONVERTIBLE
AUTOMATIC or FREE PLAY



UNIVERSAL'S "Arrow Bell"

TWIN MULTIPLE COIN HEAD (5c, 10c and 25c play).

FEATURES THAT OUT-EARN ANY OTHER GAME IN COIN MACHINE HISTORY:

- ★ WILD ARROW makes every symbol "wild"!
- ★ POSITIVE ADVANCING ODDS with each coin!
- ★ BIG JUMBO MOTOR-DRIVEN REELS sustain everlasting suspense!

Time to switch and strike it rich!

WRITE—WIRE OR PHONE—See Your Distributor Today.



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

Lynco's WURL-A-BALL

MINIATURE Bowling Machine

AMERICA'S Most Accepted Game and greatest pastime

Front door swings open for easy replacement of lights.

Light reflector swings back on hinge for easy replacement of bulbs.

#500 free ball into left side roll.

Net opens on hinges and has two arms to hold net up for easy cleaning of carpet and rings.

Thumb screws hold net frame down and may be removed without aid of any tools.

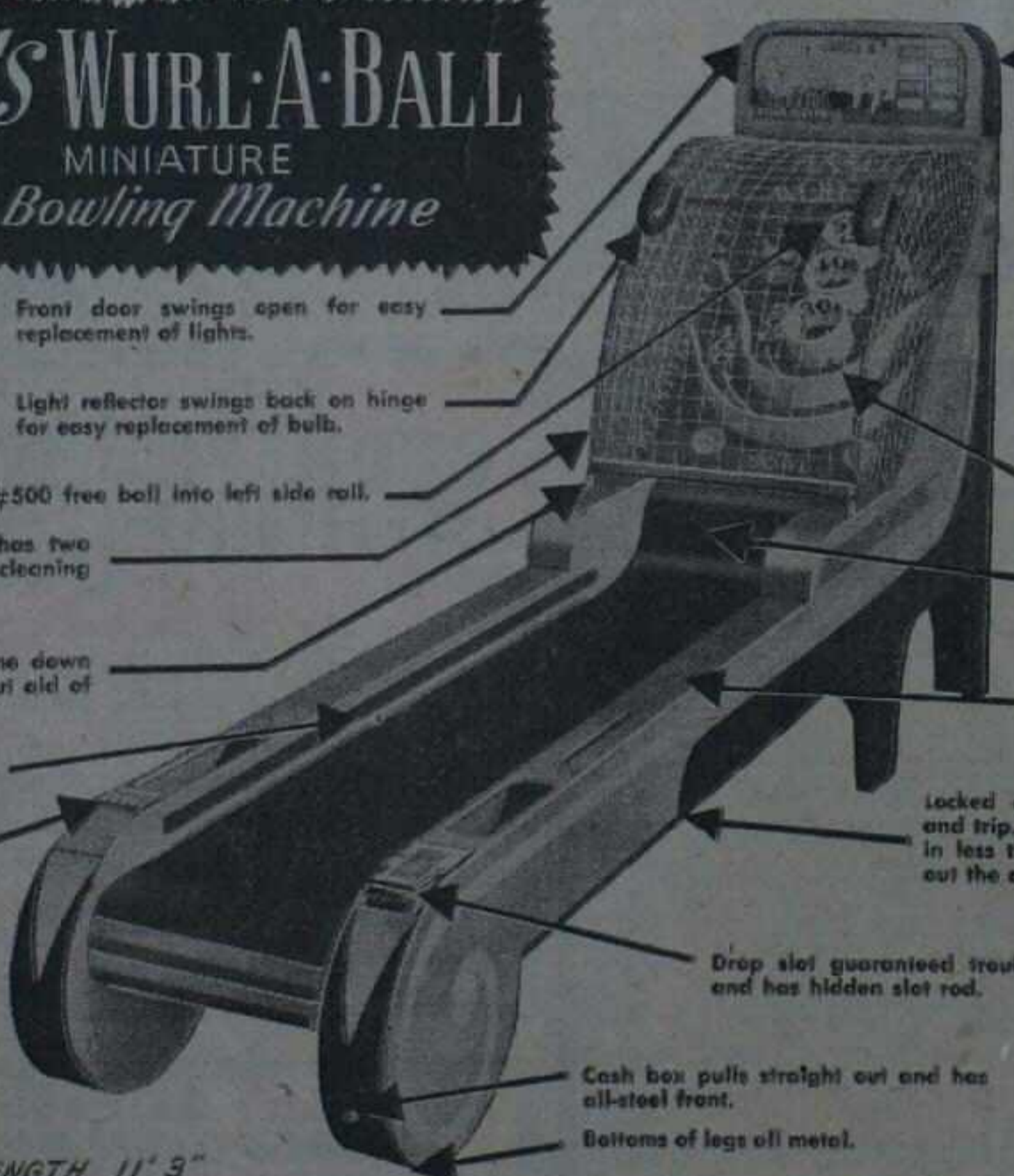
Banking rails that are second to none in performance.

Chrome plated brass ash trays.

15

Outstanding New Features worthwhile studying

LENGTH 11' 3"
WIDTH 28"



Detachable head makes installation easier on location.

\$450.00
F.O.B. FACTORY
CRATING EXTRA

Genuine white rubber rings and cups.

Adjustable shoulder, up or down, thereby making it easier or harder to obtain a higher score.

Top rail opens to allow track to be cleaned.

Locked door opens on hinges and trip. mech. can be removed in less than five seconds—without the aid of any tools.

Drop slot guaranteed trouble proof and has hidden slot rod.

Cash box pulls straight out and has all-steel front.

Bottoms of legs off metal.

THIS GAME HAS BEEN PROCLAIMED TO BE THE MOST SENSATIONAL NEW GAME TO HIT THE MARKET IN OVER 10 YEARS

NOW IN MASS PRODUCTION SEE YOUR LOCAL DISTRIBUTOR

Write! Telephone! Wire!

Lynco COIN MACHINE MANUFACTURING CO. TELEPHONE CEDAR 7655
6910 CHASE ROAD DEARBORN, MICH.



Chicago Coin's MAJORS

OF 49

THE SENSATIONAL BASEBALL GAME WITH THE NEW "Flipper-Bat" ACTION!

Best 'CAUSE IT'S MAKING MORE MONEY FOR OPERATORS! So Good THEY'RE SELLING FASTER THAN WE CAN MAKE THEM!

• Bull-Pen Action • Progressive Scoring

Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

Manufacturers of Shuffle-King Shuffle Board—Shuffle-King Re-Bound and Chicago Coin 5 Ball Amusement Games.

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-5-5	\$595.00	KEENEY BONUS 1-WAY, 54	\$225.00
KEENEY BONUS 3-WAY, 5-10-25	650.00	KEENEY BONUS 2-WAY, 5-25	425.00
BALLY TRIPLE BELLS, 5-10-25	475.00	KEENEY BONUS 2-WAY, 5-5	425.00
BALLY TRIPLE BELLS, 5-5-25	465.00	KEENEY GOLD NUGGET	395.00
1947 EVANS RACES, 54	495.00	BALLY DRAW BELLS (R. B.)	199.50
JENNINGS CHALLENGERS, 5-254	295.00	BALLY DRAW BELLS (M. B.)	189.50
KEENEY TWINS, 5-25, F.P., P.O.	89.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, P.O.	39.50
BALLY DOUBLE UP	395.00	BUCKLEY TRACK ODDS	245.00
BALLY DELUXE DRAW BELLS	225.00	BALLY HI HANDS	49.50
1948 EVANS SANGTAILS	195.00	BALLY CLUB BELL, F.P., P.O.	49.50
1948 EVANS WINTER BOOK	295.00	PACE SARATOGA	Write
NEW BALLY HI BOY	Write	NEW UNIVERSAL ARROW BELL	Write
NEW BALLY RESERVE BELL	Write	NEW EVANS RANGTAILS	Write
NEW BALLY MULTI-BELL	Write	NEW DOMINOES	Write
NEW BALLY SPOT-BELL	Write	NEW BALLY TRIPLE BELLS	Write

GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100	Write	SEEBURG MODEL 1-48	Write
NEW WURLITZER MODEL 1015	Write	SEEBURG MODEL 1-47	\$425.00
NEW WURLITZER MODEL 1080	Write	SEEBURG MODEL 1-46	350.00
WURLITZER MODEL 1015	\$359.50	ROCK-OLA MODEL 1428 (1948)	Write
A.M.I. MODEL B	Write	ROCK-OLA MODEL 1456 (1947)	350.00
A.M.I. MODEL A	550.00	ROCK-OLA MODEL 1422 (1946)	295.00
WURLITZER MODEL 1100	595.00	ROCK-OLA 1947 PLAYMASTER	295.00
SEEBURG HIDE-A-WAY 244	295.00	ROCK-OLA 1940 PLAYMASTER	149.50
PACKARD PLA-MOR BOXES	22.50	SEEBURG 1946 WIRELESS BOXES	29.50
NEW PACKARD BOXES	29.50	SEEBURG 1946 3-WIRE BOXES	34.50

NEW AND RECONDITIONED PHONOGRAPHS

JENNINGS SUN CHIEF	Write	MILLS BLUE BELL	Write
JENNINGS STANDARD CHIEF	Write	MILLS BLACK GOLD	Write
PACE 1948 CHROME, \$1.00	\$275.00	MILLS JEWEL BELL	Write
COLUMBIA TWIN JACKPOT	79.50	MILLS BLACK CHERRY, ORIO.	\$139.50
NEW MILLS VEST POCKET	89.50	1948 STANDARD CHIEF, 804	375.00

TERMS: 1/3 Deposit • Immediate Delivery • Price Includes Crating

Badger Sales Co., Inc.

2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4324

Badger Novelty Co.

2546 NORTH 30TH STREET
MILWAUKEE 16, WIS.
ALL PHONE KIL. 3030

SEBRING

SPECIAL SHUFFLEBOARDS
SUPER SHUFFLEBOARDS
DELUXE SHUFFLEBOARDS

Choice of 9-11-18-20 or 22 Ft. Shuffleboards, also choice of masonite, formica or wood maple playing fields. All prices F. O. B. Chicago uncrated, if crating is necessary \$25.00 additional. Terms: one-half certified deposit, balance C. O. D.

A. G. Sebring Corporation

2300 W. ARMITAGE

CHICAGO 47, ILL.

WE WANT TO BUY

BALLY CITATIONS — BALLY GOLD CUPS — BALLY JOCKEY SPECIAL

LATE FIVE BALL FREE PLAY GAMES

NOW DELIVERING

EXHIBIT DALE GUN

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
Phone: Franklin 36201



GIVE TO THE DAMON RUNYON CANCER FUND

IT'S A PLUM FULL CASH BOX WHEN

Chicago Coin's

PISTOL

IS ON YOUR LOCATION!

IT'S A "ROOTIN'-TOOTIN'-SHOOTIN'" NEW GAME!

PARDNER, ITS JES' LIKE FIRING ON A 50 FOOT TARGET RANGE!



SHUFFLE-KING

RE-BOUND NOW IN ITS 19TH WEEK

WITH THE AUTOMATIC "GAME-OVER" LOCKING DEVICE

Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

SOUTH LOUISIANA DISTRIBUTOR
BUCKLEY CRISS CROSS—UNIVERSAL ARROW BELL
KEENEY ELECTRIC CIGARETTE VENDER—AIREON PHONOGRAPHS

FOR SALE—READY FOR LOCATION

2 Bally Draw Bell, 5c Regular	\$195.00
6 Bally Deluxe Draw Bell, 5c	225.00
1 Bally Hi Boy	225.00
2 Keeney Bonus Super Bell, 5c	225.00
5 Keeney Bonus Super Bell, 5c-25c	425.00
With New Factory Paint Job	450.00
3 Evans Bangtails (1947)	250.00
5 Evans Winter Book (1947)	450.00
10 Buckley Track Odds (Daily Double)	325.00
10 Buckley Parlay (Longshot), Factory Rebuilt	650.00
25 Mills Blue Fronts	55.00
20 A.B.T. Challengers (1947)	15.00

Send 1/2 Deposit and Balance C. O. D.

LOUISIANA COIN MACHINE COMPANY
BOX 961 LAFAYETTE, LA. PHONE 2441

FOR SALE—SKEE BALLS

8 Wurlitzers, 14 Ft.	\$75.00	4 Bang-a-Fifties, 12 Ft.	\$45.00
3 Bank Rolls, 12 Ft.	65.00	3 King Pins, 10 Ft.	45.00

These machines have been removed from locations and are perfect in every respect. Crating extra.

JOY NOVELTY CO.

8635 LINWOOD AVE., DETROIT 4, MICH.

Telephone: TYler 4-9460

MILLS SLOT MACHINE BARGAINS

10 Mills 5c Blue Fronts	\$55.00 ea.	2 Mills 5c Jumbo Parades, C. P.	\$45.00 ea.
10 Mills 5c Cherry Balls	40.00 ea.	1 Mills 5c Jumbo Parade, Free Play	45.00
8 Mills 25c BONUS BELLS	75.00 ea.	1 Keeney 5c Super Bell, C. P. and F. P.	50.00
3 Mills 10c Chrome Bells	65.00 ea.	1 HEAVY DUTY TRIPLE SAFE	95.00

All high serials, perfect working order guaranteed.

DELCA SALES COMPANY, 612 W. Tusc., Canton 2, O.

BARGAINS—AT YOUR OWN PRICES 50 BALLY HOT POPCORN MACHINES

De luxe streamlined model, 10c operation, marbleized finish, A-1 condition.
2 Landis De Luxe Plastic Dome 10c Popcorn Vendors.

- 10 Chicago Coin Hockeys, with late Goalee improved plastic control handles.
- 15 Evans Ten Strikes: 5 1948 Model, high dial; 5 1947 Model, high dial; 5 Prewar Model, low dial.
- 10 Mutoscope Atomic Bombers
- 1 Sky Fighter
- 10 Prewar Photomatics
- 10 Deluxe Photomatics, 1947 and 1948 models.
- 1 Mutoscope Voice-o-Graph, latest style steel cabinet, 1948 model.
- 5 Mutoscope Voice-o-Graphs, wood cabinets, 1947 late improved models, with concealed microphone, etc.
- 10 Mercury De Luxe Model 15-Play Grip Machines (used), with Indian Wrestler.
- 100 Cottlieb De Luxe Triple Grips, 1948 Model.
- 1 Boxer Fighter Machine
- 1 Bally Defender
- 5 Pitchem and Battem Scientific Baseball Machines, 1948 model.
- 5 Kruse and Connors Bowlaway Guns, 1949 model.
- 1 Bolaline Machine (similar to Ten Strike).
- 1 Cameo Shoe Shining Machine, latest model, de luxe cabinet and new improved brushes and roller wax.
- 1 Waxomatic Shoe Shining Machine
- 3 American Gripmeter Machines.

All Above Machines Good Operating Condition

MUST BE SOLD IMMEDIATELY—MAKE A REASONABLE OFFER. WILL SELL ALL OR PART TO HIGHEST BIDDER

Reason for Selling—Reducing Our Operations After 30 Years in Business
All offers must be accompanied by certified check for 1/2 deposit—will either accept order or return deposits.

Please avoid all unnecessary correspondence if in doubt, make trip to Detroit and will pay part of your expenses—phone for appointment.

LEMKE COIN MACHINE CO.

135 W. Vernor Highway

Detroit 1, Michigan

Phone Person-to-Person to Henry C. Lemke Only

Walnut 1-8157 or Walnut 5-8846

GIVE TO THE DAMON RUNYON CANCER FUND

GENCO'S BIG TOP



ORDER
FROM YOUR
NEAREST
DISTRIBUTOR



YES, SIR—"EVERY DAY
WILL BE A BIG DAY
WITH 'BIG TOP'"

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

PHONOGRAPHS		CONSOLES	
11 ROCK-OLA 1422	\$250.00 ea.	10 SUPER BONUS TWINS, 5/25	\$349.50 ea.
1 ROCK-OLA 1426	295.00 ea.	2 SUPER BONUS SINGLE, 5c	199.50 ea.
5 ROCK-OLA SUPER	69.50 ea.	50 BIG GAMES—BIG TOP—REELS	
1 ROCK-OLA MASTER	69.50 ea.	SARATOGAS	29.50 ea.
1 ROCK-OLA MONARCH	49.50 ea.	4 for	100.00
1 ROCK-OLA WINDSOR	49.50 ea.		
1 SEEBURG 147MA	435.00	SLOTS	
1 PACKARD MODEL 7	249.50	15 5c BLACK CHERRY	\$ 75.00 ea.
1 PACKARD HIDEAWAY	69.50	10 10c BLACK CHERRY	85.00 ea.
12 PACKARD WALL BOXES	19.50 ea.	5 25c BLACK CHERRY	95.00 ea.
1 WURLITZER COUNTER 61	39.50	2 5c GOLDEN FALLS	99.50 ea.
		5 5c BRONZE CHIEFS	75.00 ea.
		25 5c MILLS Q. T.	49.50 ea.
		10 5c BLUE & BROWN FRONTS	65.00 ea.
		2 5c WATLING ROLATOPS	69.50 ea.
PIN GAMES		MISCELLANEOUS	
HUMPTY DUMPTY	\$ 79.50	1 CHI. COIN SHUFFLE KING	
ROBIN HOOD	99.50	REBOUND (USED TWO	
MAJOR LEAGUE	69.50	WEEKS)	\$225.00
STORMY	79.50	15 ROCK-OLA SCALES	45.00 ea.
JACK & JILL	99.50	5 MILLS SCALES	55.00 ea.
SCREW BALL	109.50	3 EXHIBIT DIGGERS	79.50 ea.
3 MYSTERY—1 STEP UP—1 RID—1 BIG		1 BAKERS PACERS	129.50
HIT—1 CROSSFIRE—1 SEA BREEZE		2 GENCO WHIZ	29.50 ea.
8 POST WAR GAMES FOR	\$100.00	1 KIRK ASTROLOGY SCALE	69.50
		50 COTTLIEB GRIPS (as is)	5.00 ea.
		1/3 Deposit With Order, Balance C. O. D.	

OHIO SPECIALTY CO., INC.

539 S. SECOND WA. 2465 LOUISVILLE, KY.



JOE ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

ORIGINAL FLIPPER GAMES	
CATALINA ..\$ 79.50	TRADE WINDS...\$104.50
MONTERREY .. 109.50	WISCONSIN 99.50
SCREW BALL .. 134.50	YANKS 79.50
BERMUDA .. 74.50	HUMPTY DUMPTY 79.50
SALLY 134.50	TRINIDAD 89.50

1/3 With Order—Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST. PHILADELPHIA 30, PA. FRemont 7-4495	98 CLINTON AVE. NEWARK 5, N. J. MITchell 2-8527
--	---

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

Chicago Coins

PISTOL



Is Chicago Coin's answer to the operator's prayer for a trouble-free, money-making, sensationally good target game!

A. P. SAUVE COMPANY
7525 Grand River Road
Detroit, Michigan

NEW ENGLAND OPERATORS
ON HAND FOR PROMPT DELIVERY

DALE'S EXHIBIT TARGET GUN

WURLITZER MODELS 1100 and 1080

Incomparable Value — Unrivaled Beauty — Unparalleled Economy
Unequaled Trade-In Allowance.
See us for prices and terms.

Will accept Flipper Games, Arcade Machines, Slots and Wurlitzer Models 750 and 700 in Trade for Dale Guns, New Phonos and New Games.

Exclusive Wurlitzer Distributor for New England
PHONE-5T 2-3320

REDD DISTRIBUTING CO., INC.

298 LINCOLN ST., ALLSTON, MASS.

YOU ARE BUILDING A GREATER AMERICA
WHEN YOU HELP THE AMERICAN HEART
ASSOCIATION

SMASHING ALL ONE-BALL RECORDS!

Bally
CITATION
ONE-BALL FREE PLAY

Bally
LEXINGTON
ONE-BALL AUTOMATIC

More than six solid months of steady production . . . and still going strong . . . Bally CITATION continues to smash all records. But the greatest record broken by CITATION is the sudden magical way it injected new life into the entire coin machine industry . . . bringing thousands of players back to pin-ball plungers to give operators and distributors the financial pick-up they needed. CITATION, with famous GUARANTEED ODDS feature, holds players by the hour. Odds either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10, 12 or more coins per game for additional selections. For the fattest profits in one-ball history, get going with CITATION now. See your Bally distributor today.



Bally **SPOT-BELL** THE CONSOLE HIT OF THE YEAR!

NEW "SPOTTED" SYMBOLS
SINGLE CHERRY WINNERS
SINGLE ORANGE WINNERS

FAMOUS "CITATION" ADVANCING ODDS

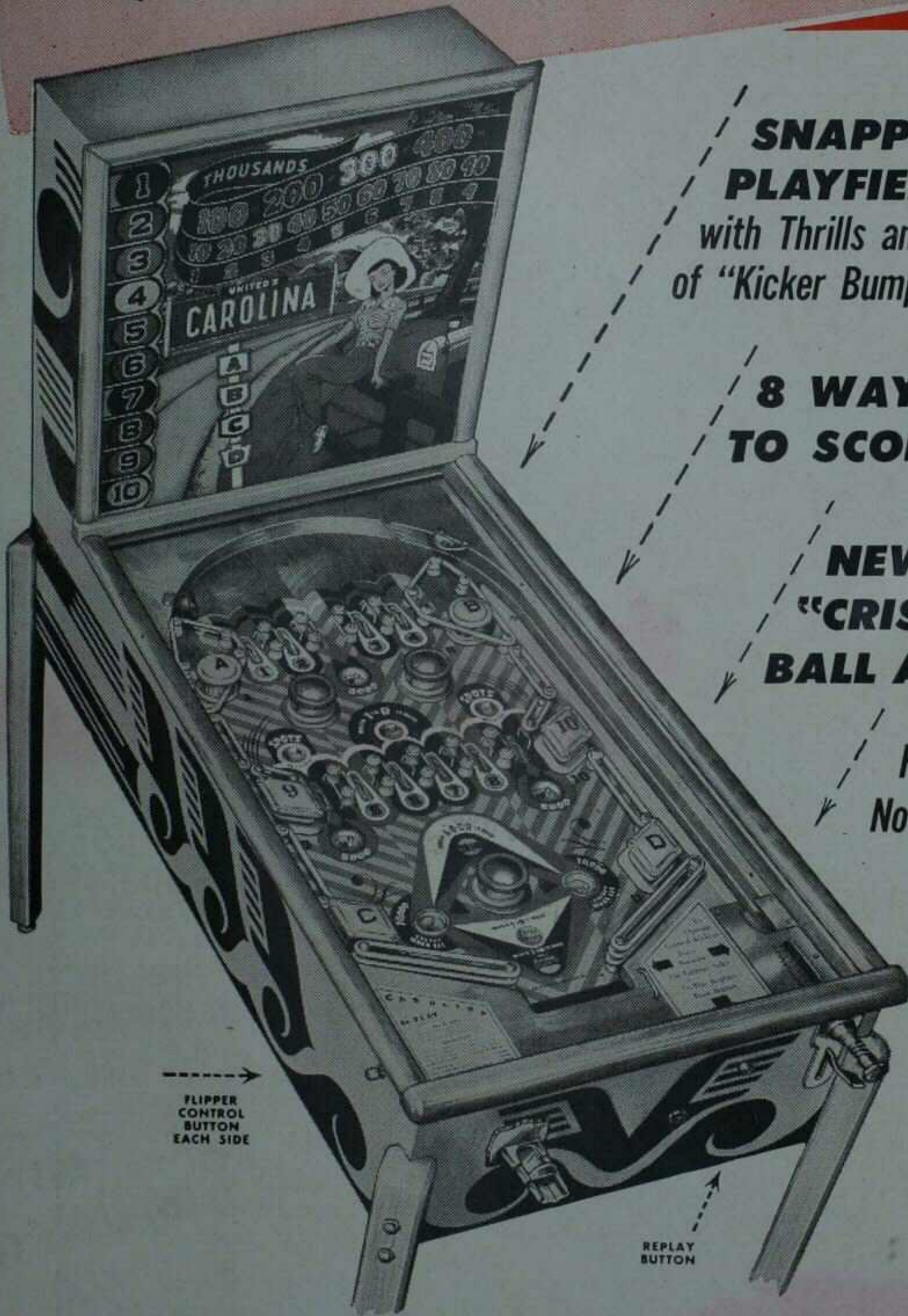
FAST MULTIPLE COIN PLAY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY!

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED • UNITED

UNITED'S CAROLINA



**SNAPPY NEW
PLAYFIELD ACTION**
with Thrills and Suspense
of "Kicker Bumpers"

**8 WAYS
TO SCORE REPLAYS**

**NEW, DIFFERENT
"CRISS-CROSS"
BALL ACTION**

Five Ball
Novelty Replay

FLIPPER
CONTROL
BUTTON
EACH SIDE

REPLAY
BUTTON

See Your Distributor



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



Select-O-Matic ¹⁰⁰

The most revolutionary music system ever developed. Sensational in sales appeal with a fascinating mechanism that intrigues the public. A beauty in appearance. An engineering triumph that reduces service to a minimum.



Wall-O-Matic ¹⁰⁰

The most remarkable remote selection system you ever saw. Brings 100 selections right to the finger tips of every guest—cataloged under five musical classifications. Single coin chute for nickels, dimes, quarters — 6 individual plays for quarter. 3-wire type—easy to install.

*100 Selections

GREATER SERVICE FOR EVERYONE

By offering more selections—100 of them—all visible at the same time—by offering more and better music on both 10 and 12-inch records, Select-O-Matic "100" Music Systems contribute a greater service to locations, operators and the public.

GREATER POTENTIAL EARNING POWER

By offering this greater service to your locations, you can expect maximum revenue—for no longer does your business depend upon a few hit tunes.

The record of Select-O-Matic "100" Music Systems has been sensational, but, nonetheless, logical. When you provide music for everyone, you stand to realize maximum revenue.

Let your Seeburg Distributor give you the complete details of the merchandising plan for Select-O-Matic "100" Music Systems.

Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago, Illinois



THE MOST WIDELY PUBLISHED MEDIUM FOR THE PLAYING OF RECORDS MUSIC

Copyrighted material

SEE YOUR SEEBURG DISTRIBUTOR FOR THE FULL STORY ON THE NEW SELECT-O-MATIC "100"