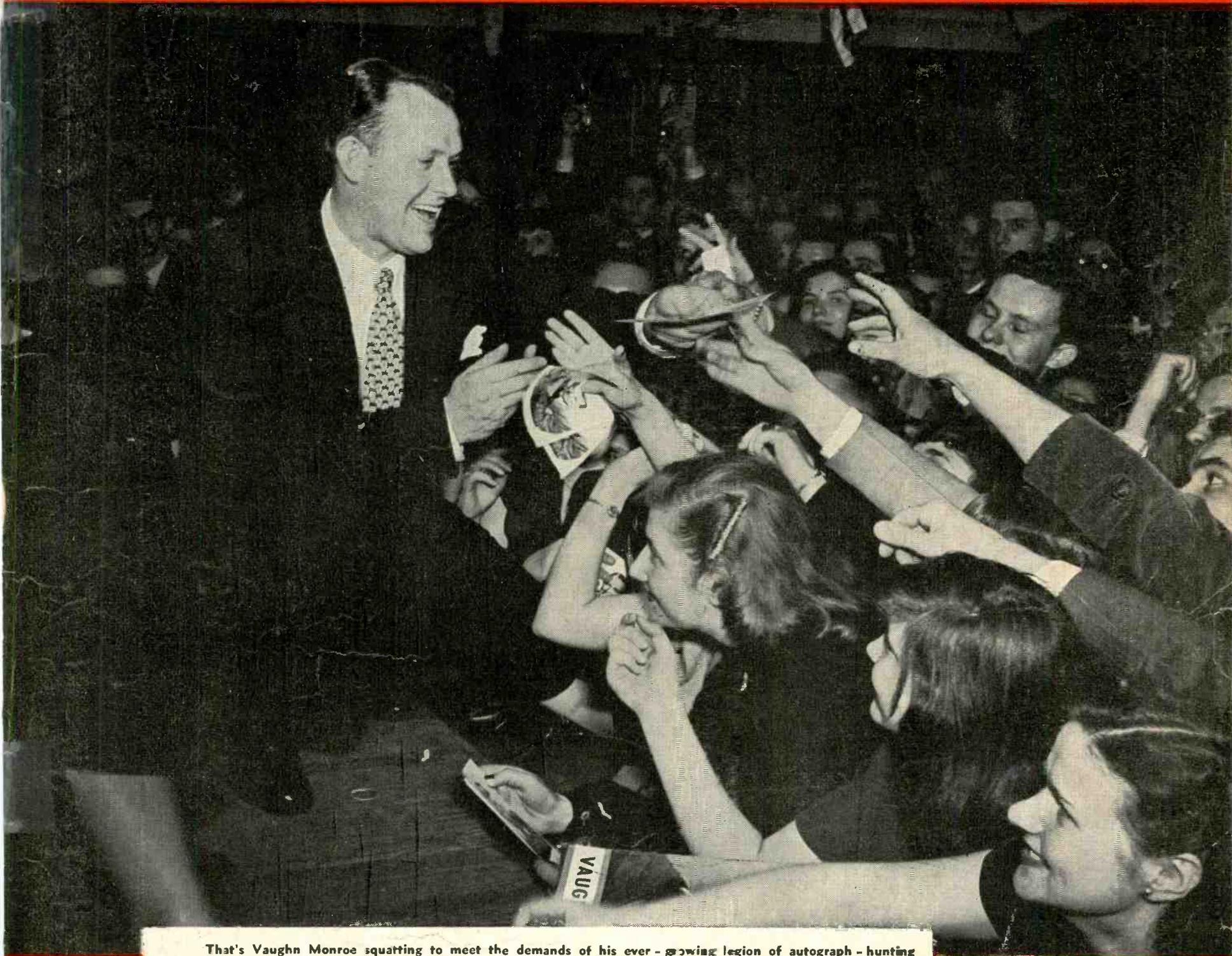


# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 23, 1949



That's Vaughn Monroe squatting to meet the demands of his ever-growing legion of autograph-hunting fans. Monroe, who just completed a two-month tour which grossed about \$400,000, continues to ride high on his Victor wax with his latest—and from all reports, his very best—etching, "Riders in the Sky." This piece of Americana is more than a ready successor to his current hit, "Red Roses for a Blue Lady," and such earlier successes as "Ballerina," "How Soon," etc. In addition to disks, one-nighters, theaters and his Camel ciggie radio show, Monroe will do a movie for orkster-turned-producer Abe Lyman. Monroe is under the management of the Willard Alexander Agency.

# 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**

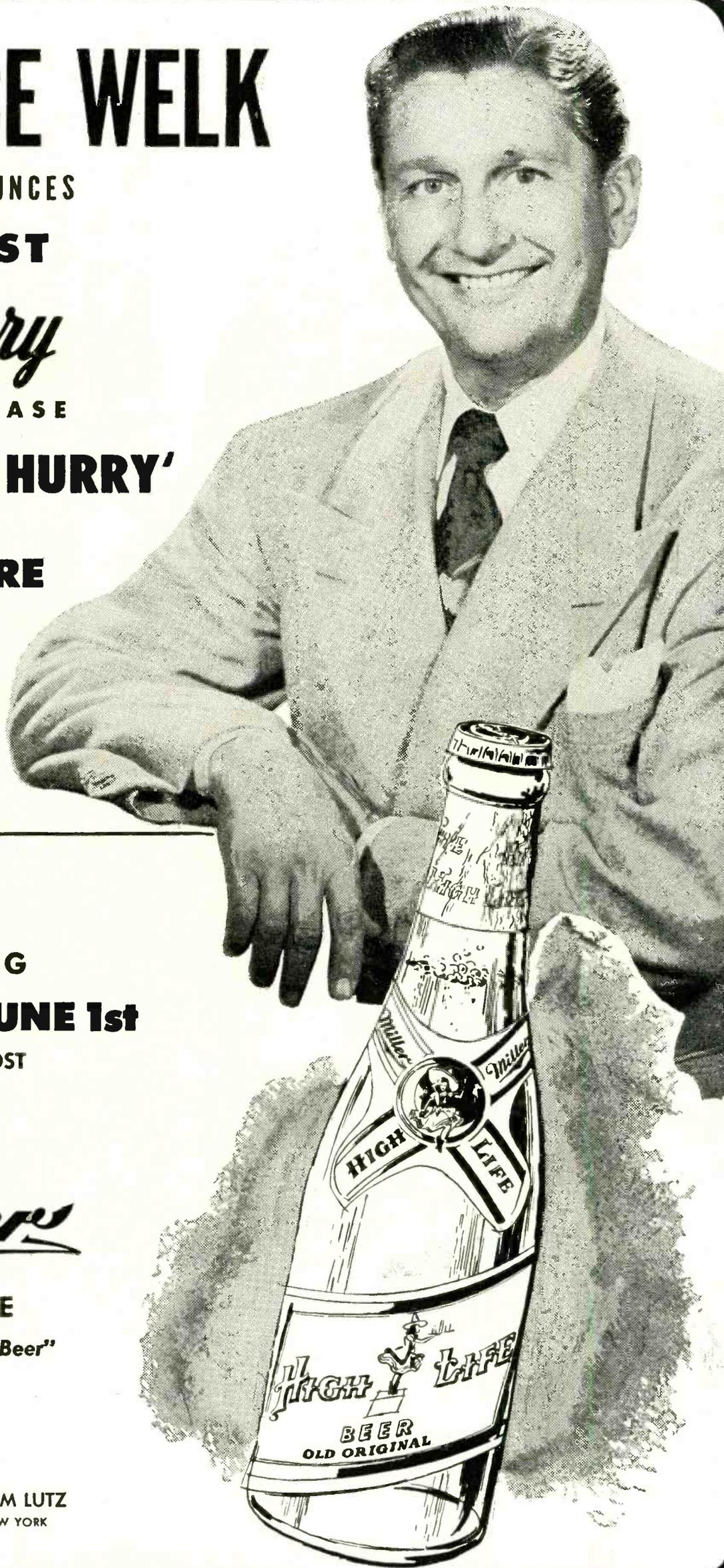
8:30 TO 9:00 P.M. CDST  
ABC

*Miller*

**HIGH LIFE**

*"The Champagne of Beer"*

PERSONAL DIRECTION SAM LUTZ  
CURRENTLY ROOSEVELT HOTEL, NEW YORK



# NAB'S \$ AND SENSE CONFAB

## Drys Put Heat on Congress To Bar Liquor Plugs on Air

WASHINGTON, April 16.—A new wave of pressure is building up on the Interstate Commerce committees of both the House and the Senate for consideration of legislation to ban radio and TV plugs of alcoholic beverages. It is estimated that more than 3,000 names are attached to some dozen petitions submitted so far this session.

The latest batch came this week. Sen. John Williams (R., Del.) called the Senate's attention to a petition submitted by 500 residents of Wilmington asking the enactment of a bill to ban interstate liquor advertising. The petition declared that "the most pernicious effect of this advertising is the constant invitation and enticement to drink. The petition went on to remark that liquor sales are up and so are juvenile delinquency, crime, broken homes and deaths.

### Fem Sports Talks

WASHINGTON, April 16.—Drucie Snyder, daughter of the Secretary of the Treasury, starts a series of sports telecasts aimed at the female audience, starting April 22 over WTTG. Miss Snyder will present interviews with sportswomen following the home games of the Washington Senators. The account was placed by James Beattie for Meadow Gold Ice Cream.

With the absence from Congress this year of the venerable Arthur Capper and his perennial anti-liquor bills, the drys are concentrating their efforts on House Bill 2428, introduced in the early part of the session by Rep. Joseph Bryson (D., S. C.) His measure would prohibit the transportation in interstate commerce of any liquor ads. According to Bryson, beer plugs would also be banned over the air and in newspapers and magazines.

Altho there is little chance of the Bryson measure getting out of the House Interstate Commerce Committee, there is always the danger that some restrictions will be placed on liquor plugs.

Last session a bill got out of the Senate committee which would have permitted liquor and beer advertisers to do little more than mention their brand name. Partly because the session was about over, the bill failed to reach a Senate vote. It is conceivable that a similar measure will be forthcoming this session.

There is also a certain amount of agitation among some legislators to give the power of policing liquor ads to the Federal Trade Commission (FTC), which has that authority over most types of advertising. That authority now rests with the alcohol tax unit of the Bureau of Internal Revenue. The idea behind the proposed switch is that the FTC would be tougher on liquor plugs than the tax unit, which has been accused of paying no attention at all to the advertising.

## Pubber Puts Out Big Top's Score

NEW YORK, April 16.—The Bregman, Vocco, Conn firm is publishing all of the original songs which are being performed in the current edition of the Ringling Brothers and Barnum & Bailey Circus. The five tunes have been compiled into a folio which also contains circus scene photos.

John Murray Anderson, who staged the show, also wrote the lyrics of the new tunes, while the music was cleffed by Henry Sullivan.

## G. A. Richards' Proposed Lam Put Up to FCC

WASHINGTON, April 16.—The next chapter in the G. A. Richards story will unfold at the Federal Communications Commission (FCC) Monday (18) when an application to transfer the voting control of all stock owned by Richards in stations KMPC in Los Angeles, WGAR in Cleveland and WJR in Detroit, is due to be filed with the FCC by former U. S. Sen. Burton K. Wheeler, Richards' attorney. The application is expected to propose a trusteeship to take over Richards' voting control in the three stations (*The Billboard*, March 26). Expectations are that Richards will seek to remain a financial beneficiary in the stations, altho his voting rights (See G. A. RICHARDS' on page 4)

## Miller Sees Org in Top Gains to Date

### Defends Administration

By Jerry Franken

CHICAGO, April 16.—At the close of a convention he declared was the most fruitful in the history of the National Association of Broadcasters (NAB), Justin Miller, president of the organization, this week forecast a period of intensified activity and service in behalf of the industry, to be coupled by a compact streamlining of the NAB's organizational set-up. He also declared that reorganization of the NAB's department of broadcast advertising into the newly created Broadcast Advertising Bureau (BAB) was, in all likelihood, the most important and progressive move NAB has made since he had assumed the presidency.

In addition, Miller asserted:

That critics of his administration's relations with government were unaware of the true conditions existing between NAB and Congress and the Federal Communications Commission (FCC):

That despite the period of economic pressure into which sound broadcasting is headed he has implicit faith that the NAB standards of practice (code) will eventually be universally observed:

That NAB conventions will probably change in form in the near future (See NAB's \$ and Sense on page 10)

## Here's the U. S. Vaude Picture

### Talent Market Survey Finds The Live Ones

#### Detroit and Hub Standouts

NEW YORK, April 16.—*The Billboard* has made a survey to discover what areas have a new interest in talent and which ones are no longer ripe territory.

The reasons given in each case may be varied, but in every case they are tied to box office. Because large areas of population are familiar territory to bookers, this survey has touched on such places only sketchily. Special attention, however, has been given to the Boston and Detroit zones.

Boston clubs are operating on medium budgets and cocktail lounges are trimming theirs. In some cases lounges have tried to drop talent entirely, but found it hurt business. Vaude, however, has received a definite lift.

The RKO Boston, booked thru Danny Friendly, of RKO's New York

### Baby Sudders

FORT WORTH, April 16.—H. F. (Dolly) Gray, local beer stube impresario, in an announced move "to encourage the family trade," has arranged for a baby sitter to care for moppets while Pop and Mom guzzle. Biz is thriving, too, but Gray attributes the rush not so much to the sitter gimmick as to the fact he's dishing out a seven-ounce glass of suds for a nickel. Making a profit, too, he says.

office, has 10 shows set for the current season, of which five have already played. The chain recently opened its Keith's Memorial for Phil Spitalny.

The new American Theaters Corporation (formerly part of the M & P New England chain) plays occasional shows in its nabe houses, booking them thru local agents. There is activity around the Loew circuit, with rumors that shows will be used at the Orpheum and the State. Loew houses in Providence and Lowell have already used shows, with more booked. Fay's, Providence, has never dropped flesh.

The College Inn (formerly Mickey Redstone's Mayfair) is now operated (See Talent Marts on page 47)

## ASCAP Likely To Settle U. S. Cartel Suit

### Would Open Up Competish

WASHINGTON, April 16.—The American Society of Composers, Authors and Publishers (ASCAP) is seeking an early settlement of the U. S. Department of Justice's long-pending cartel suit against the gigantic music performing rights organization, it was learned this week. Altho the government's case against ASCAP has been advanced to the day calendar of the Federal Court in the Southern New York District, it could not reach trial before fall, and the guess here is that negotiations may reach final settlement in time to call off the court proceedings.

Settlement of the complaint on any substantial terms could result in widespread changes in the global music license fees and royalties-collection picture inasmuch as the attorney general has demanded that ASCAP "be enjoined from accepting (See Pressure vs. Cartel on page 18)

## New Tax Slash Move Doomed

WASHINGTON, April 16.—Amid a new flock of bills to reduce excise rates, a move is shaping up in the Senate to hook excise cuts as a rider onto legislation repealing the tax on oleomargarine. The move, however, is considered more of an attempt to kill the oleo bill than to cut excises.

In any event, the rider is doomed. Either it will be clipped off the oleo measure, or else the oleo bill and the excise rider will go down to defeat together.

Earlier in the session an attempt was made to hook on excise cuts to a bill exempting inauguration tickets from the admissions levy. Not only was the rider defeated, but the bill itself lost out by a narrow margin.

Sponsor of the new rider is Sen. Edwin Johnson (D., Colo.), a member of the Senate Finance Committee, which is considering the oleo legislation. Johnson's rider, which is to be offered for a committee vote, is similar to the bill introduced in the House by minority leader Joseph Martin (R., Mass.).

Both would cut all war-inflated excises back to prewar levels with the exception of the liquor tax, which would remain the same. Proposed cuts of interest to the entertainment world include admissions, from the present 20 to 10 per cent; cabarets, from 20 to 5 per cent, and train tickets, from 15 to 10 per cent.

# 10 Shows To Tour Vets' Hospitals

## Legit, Vaude Units Set for 30-Wk. Treks

### In Full Swing Next Month

NEW YORK, April 16.—When the two new spring units take their bows at the Veterans' Hospital in Columbia, S. C., and at the Army and Navy Hospital in Hot Springs April 25, Veterans' Hospital Camp Shows will be launching another entertainment season for 100,000 hospitalized veterans. By the time the premieres end May 23, nine of the 10 units to tour the country during the next 30 weeks will have taken to the road. *Greet the Girls* is already on tour.

Rehearsals started this week for *Musical Charms*, which is cast in the form of a stage band presentation, built around an all-girl string ork of eight pieces. The unit's vocal chores are handled by Vickie Villani and the Grayson Sisters (3). Louise Tery, a sleight-of-hander, will display her magic and Estelle and Charles Kraft, tap-ballet team, take care of the heel and toe department. *Musical Charms* will be previewed the night of April 21 in the recreation hall of Floyd Bennett Field, Brooklyn, in advance of its South Carolina opening.

### Vaude on Parade

Following *Charms* to Brooklyn for a preview date will be *Vaudeville on Parade*, which will cross the river the night of April 22 before taking off for Fayetteville, Ark. Recreating a pre-emptive type of presentation, *Vaudeville* offers Roy Smeck, veteran performer on the guitar, banjo, ukulele and harmonica; Ray Walters, ventro; the Three Rays, comedy knockabout team; the Henry Van Quartet (piano, sax and drums) and thrush Julie Bal-  
lew.

Currently in rehearsal is *Dirie Jubilee*, an all-Negro variety unit which will preview at Floyd Bennett Field the night of April 29. Among its performers are the Claude Hopkins

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## Peabody Awards

NEW YORK, April 16.—The George Foster Peabody radio awards will be made at the Radio Executives' Club luncheon at the Hotel Roosevelt here Thursday (21). Edward Weeks, editor of *The Atlanta Monthly*, will emcee the proceedings.

The awards will be made by John E. Drewry, dean of the University of Georgia School of Journalism, which administers the selection of the winners.

Quartet, Strut Flash, tapster; John W. Cooper, ventro; Garner and Wilson, comedy team; and the Four Step-erettes, ensemble tapsters, and Rae Pearle, songstress.

*Gay Nineties*, a company made up of variety old-timers, goes into rehearsal shortly and will feature two performers who had come to the fore in the days of the Palace—Will Oakland, radio's "King of the Air" in the '20s, and Lillian Ashton, comedy songstress. The Bob King Quartet, specialists in songs of the Gay '90s, are also in the unit. This company opens at the Veterans' Hospital, Fayetteville, Ark., May 2.

### "Fun Fare"

*Fun Fare* opens at the Veterans' Hospital, Oteen, N. C., May 2 and will have as its performers Cappy Barra, harmonica; Sandra Joyce and Lou Selden, comedy jugglers; the Rhythmettes, tapster trio, and Charlie Harris, singer and whistler.

*Follies of 1949* opens at the Madigan General Hospital, Fort Lewis, Wash., May 9 and will have Mandy Kay as emcee-comedian; Joyce Breazelle, acro-dancer; Jean Bedini, international comedian with magic and juggling; Harry Hines, comic; Marie Cord, singer of musical comedy songs, and Peter Meersman, baritone.

*Happy Holiday* will open at Tilton General Hospital, Fort Dix, N. J., May 16 and include the Holidays, comedy jugglers; Marian Kingsley, songstress; the Martingales, acro-adagio team; the Blossom Sisters, comedy singers, and the Lee Foster Quartet (accordion, electric violin and bass).

One unit, *Nations in Review*, which opens at Fitzsimmons General Hospital, Denver, will be produced on the West Coast by Ed Lowry.

*The Milky Way*, a three-act comedy which served as pic vehicles for Harold Lloyd and Danny Kaye, will be adapted for presentation. Ezra Stone will direct. The show will open at Letterman General Hospital, San Francisco, May 23.

## Top Stars of Radio, Pix To Frolic for Movie Relief Fund

HOLLYWOOD, April 16.—Greatest talent layout ever assembled for one show will participate in the giant Friars' Frolic to be presented here tonight (16) by the Friars' Club. With all proceeds to go to the Motion Picture Relief Fund and tickets scaled from \$100 down, the org hopes to raise a minimum of \$200,000 from seat sale and souvenir program proceeds.

Show is the largest combined venture of radio, music and motion picture industries ever to be staged in Hollywood. Trade unions are also co-operating by providing necessary skilled technicians, musicians, etc., without charge.

Local radio outlets have donated time for a series of spot announcements to herald the event, with more than a dozen stations hooked up on a sked which will blanket local listening market.

MGM exec Louis B. Mayer is general chairman of the affair, with William Perlberg as project co-ordinator. George Jessel will supervise and emcee the show, assisted by Clark Gable and Ronald Reagan. Dance numbers will be staged by Joe Santley, Bobby Alton, Larry Ceballos and Billy Daniels. Maurice Stoloff will conduct a 50-piece ork.

Talent roster includes the following radio and pic personalities: Brian Aherne, Jack Benny, Edgar Bergen, Eddie Bracken, Humphrey Bogart, Shelton Brooks, George Burns, James Cagney, Rod Cameron, Lou Clayton, Dan Dailey, Jimmy Durante, Rudolf Friml, L. Wolfe Gilbert, Johnny Green, Lou Holtz, Bob Hope, Eddie Jackson, George Jessel, Van Johnson, Isham Jones, Buster Keaton, Gene Kelly, Leonid Kinsky, Alan Ladd, Peter Lawford, Frank Loesser, Jimmy McHugh, Fred MacMurray, Gordon MacRae, Tony Martin, Harpo Marx, Ray Milland, George Murphy, Jack Norworth, Jack Oakie, Dennis O'Keefe, Walter Pidgeon, Vincent Price, Ronald Reagan, Cesar Romero, Mickey Rooney, William Shirley, Jimmy Stewart, Robert Taylor, Danny Thomas, Spencer Tracy and Keenan Wynn.

## Decca Names Gen. Counsel

NEW YORK, April 16. — Milton Rackmil, prexy of Decca Records, this week appointed the legal firm of Cohen, Bingham & Stone as general counsel, for the diskery. This firm had been handling most of the diskery's legal headaches on a piecemeal basis prior to the appointment.

## G. A. Richards' Proposed Lam Put Up to FCC

(Continued from page 3)

and holdings will be offered for transfer. Richards is principal stockholder and chairman of the board of the three stations, and presumably he will retire from the board chairmanship.

The Monday deadline for the filing of the application was set by the FCC (*The Billboard*, March 26) when the commission on March 17 granted a deferment of the Los Angeles preliminary hearing into complaints brought by ex-KMPC employees that Richards had ordered news slanting in the station programs. Introduction of the trusteeship application will leave the commission still faced with the necessity of ruling on whether a preliminary hearing will be held on the news-slanting charges. Also, the commission will have to decide whether the proposed trusteeship plan should be authorized and whether the proposed transfer of control eliminates Richards from his position of responsibility in the three stations. Wheeler in the letter calling for deferment of the Los Angeles hearing had emphasized that Richards wanted to "retire from his stations on his 60th birthday (last March 19).

As previously pointed out in these columns, FCC's procedural problem in the Richards case is a particularly knotty one to the commissioners, since it is debatable whether the FCC can act on the proposed stock transfer without first disposing of the news-slanting investigation. Complicating the problem is the fact that one of the Richards stations, WGAR, is operating on a temporary license renewal pending the outcome of the investigation.

Incidental to the scheduled filing of the trusteeship application for the Richards stations, reports were current here that conversations have been stepped up lately between Frank Mullen, president of the Richards stations, and the National Broadcasting Company (NBC) on making KMPC an NBC outlet in Los Angeles.

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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Dick Armstrong ..... Executive News Editor (New York)

### Managers and Divisions

W. D. Littleford, Gen. Manager Eastern Division 1564 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 6-8761

Sam Abbott, Gen. Manager West Coast Division 6000 Sunset Blvd., Hollywood 28, Calif. Phone: HOllywood 9-5831

F. B. Joerling, Gen. Manager Southwest Division 390 Arcade Bldg., St. Louis 1, Mo. Phone: CHestnut 0443

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 2160 Patterson St., Cincinnati 22, Ohio Phone: DUbnar 6450

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The Billboard also publishes: Vend, the monthly magazine of automatic merchandising. Turnover, the monthly magazine for record and phonograph dealers.



## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
CRUISING DOWN THE RIVER
- No. 1 Sheet Music Seller  
CRUISING DOWN THE RIVER
- No. 1 Most Played on Disk Jockey Shows  
CRUISING DOWN THE RIVER. Blue Barron Ork, MGM 10346
- No. 1 Disk via Dealer Sales  
CRUISING DOWN THE RIVER. R. Morgan Ork, Decca 24568
- No. 1 Disk in the Nation's Juke Boxes  
CRUISING DOWN THE RIVER. R. Morgan Ork, Decca 24568
- No. 1 Most Played Juke Box Folk Record  
DON'T ROB ANOTHER MAN'S CASTLE. Eddy Arnold, Victor 21-0002
- No. 1 Best Selling Retail Folk Record  
CANDY KISSES. G. Morgan, Columbia 20547
- No. 1 Most Played Juke Box Race Record  
HUCKLEBUCK. P. Williams. Savoy 683
- No. 1 Best Selling Retail Race Record  
HUCKLEBUCK. P. Williams. Savoy 683
- No. 1 Sheet Music Seller in England  
TWELFTH STREET RAG

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 42 in Music Section.

# NAB-BAB--'BETTER AND BETTER'

## Mullen Denies Pitching for Richards Airers

CHICAGO, April 16.—Frank Mullen, president of the G. A. Richards stations, KMPC, Hollywood; WGAR, Cleveland, and WJR, Detroit, Wednesday (13) denied reports that he is planning to buy those three properties. Reports circulating during the National Association of Broadcasters' (NAB) convention here this week were that Mullen is negotiating to buy the three outlets for \$10,000,000. Mullen, who was executive vice-president and general manager of the National Broadcasting Company (NBC) before assuming his post with Richards, categorically denied any such deal and added he was not contemplating any such bid. Mullen also said reports that George Storer, president of the Fort Industry stations, was pitching for three Richards properties were untrue. He declared that the only change contemplated is the one being sought from the Federal Communications Commission (FCC) by Richards. Under this proposal, a virtual trusteeship would be established.

## Gamble Warns NAB On Shyster Agencies

CHICAGO, April 16.—An indirect slap at the broadcasters who are not supporting the Broadcast Measurement Bureau (BMB) was delivered by Fred Gamble, president of the Association of American Advertising Agencies, when he addressed a special breakfast meeting of the Chicago Radio Management Club, held in conjunction with the National Association of Broadcasters' Convention. Gamble said radio needed the BMB to match the competitive effect of the newspapers' Audit Bureau of Circulation. He said the biggest fault with the BMB was its lack of support from broadcasters and added, "If you're not satisfied with BMB, get into it, and help improve it." He also took a dig at the Hooper and Nielsen research orgs by saying agencies "do not have confidence in independent research endeavors."

Touching on TV, Gamble said television "would not be as important as radio until 1954."

Gamble then warned the broadcasters to avoid unethical agencies and indicated the type of agency they should recognize if they want to protect their own interests in "this period of a buyers' market." He said broadcasters should not deal with house agencies, with companies that give clients rebates, with 15 percenters who are financially unsound and with orgs that do not have the ability or experience to place advertising.

### Lewis's Blue Gags Get NAB Chiller

CHICAGO, April 16.—Annual banquet of the National Association of Broadcasters was its customary success, with show and talent lined up by Lester Gottlieb, of Columbia (CBS), receiving plenty of ovation. Only complaint about the whole affair was the length of the show and the smut in Joe E. Lewis's routine.

While Lewis was doing his act, the last on the bill, many of the NABers walked out. Some said it was because they just could not take any more entertainment after getting it for over three hours and a half. (See *Lewis's Blue Gags* on page 16)

## The NAB Convention

**E**VEN tho there is a serious split within both the NAB board and membership ranks as to the propriety of advancing BMB \$75,000, the burden is in favor of those supporting the board's action in lending BMB the money. The arguments against this step center on two points. One is that NAB is stepping out of bounds in lending BMB money; the second that many non-BMB subscribers who are NAB members now find their money tied up in BMB.

But if NAB now has no right to lend BMB money, what right did it have to advance \$75,000 four years ago, when BMB was set up? It appears that NAB is virtually certain of getting this cash back and it is equally true that if the money hadn't been advanced, the \$850,000 already spent on the second BMB study would have gone down the drain. It's true that 75G is a lot of scratch, even if you say it fast, but the need for BMB—with all its faults and its lamentable history, still remains indisputable. It comes down to the conclusion that the NAB board had, in all reality, no other choice.

**T**WO years ago, Charlie Denny, then FCC chairman, told the Atlantic City NAB convention, in effect "Get into FM, it's the future of sound broadcasting." This year, Wayne Coy, made a similar statement, only Coy's baby is television. But what a lot of broadcasters asked after the Coy speech, was, "How can you get into television, with the freeze still on? And how about the problem of ultra high frequencies and very high frequencies?" Consensus was that the FCC should first clarify the loused up television problem before urging broadcasters into heavy video expenditures. And what ever did happen to Denny's abiding faith in FM?

**A** RESOLUTION introduced at the NAB board meeting calling for the discontinuance of NAB conventions and expansion of NAB district meetings on a combined workshop and top management level, was defeated, 24 to 1. Actually, it would be fruitless to end the NAB conventions, for if the meetings themselves may not be productive, the attendant consultation is invaluable. But the resolution did point up one need, subsequently acknowledged by no less an authority than NAB president, Judge Justin Miller. That need is for more thought, far greater variety in agenda, more specific dedication to the needs of the diverse NAB constituents. Eliminating the convention isn't the answer. The answer is improvement in techniques and more advance thinking about the convention programming.

**I**T WAS COMMON knowledge and gossip at the convention that the NAB has a critical inside personnel problem involving one of its top ranking executives. The dissatisfaction, superficially at least, appears to be general, but as yet there are no indications that either the membership at large or the NAB board members who share this view are sufficiently concerned to take steps.

This is a clear case of put up or shut up. If the beefs are as widespread as they appear, a serious injustice is being done, both to the exec involved and to NAB itself. The answer is either to stop squawking about the situation, or to summon sufficient integrity to do something about it. Behind-closed-doors-talk is no solution and if the complaints are warranted, the only proper measure is to bring them directly to Judge Miller.

## Indie Session Offers Cue To Future NAB Conventions

CHICAGO, April 16.—Unaffiliated Stations Session of the 27th annual convention of the National Association of Broadcasters (NAB) was notable for two reasons: It revealed the growing divergencies of interests within the organization, for one, and for the second, it offered a sharp contrast to the hackneyed procedure which characterized other convention sessions. The indies got down to brass, talked facts and in general came up with specific data of considerable value to station managers.

Highlight of the indie session was provided by Dr. Sydney Roslow, of The Pulse, Inc., research firm, who reported that listening to non-network stations in key cities has been rising steadily, with a parallel drop in network listening. Roslow illustrated his talk with a chart covering network-indie listening in New York, Chicago, Philadelphia, Boston and Cincinnati, with only Chicago showing the figures in favor of the webs. In New York, Roslow said, Pulse figures showed that in 1942 network stations had an average 65.9 per cent share of audience, while in 1948 the webs had fallen off to 58 per cent, the indies gaining correspondingly.

Roslow attributed the gains to block programming; programs geared more closely to community needs and

preferences; an accent on local talent, and high-powered audience promotion.

The indies, however, gathered their greatest hope from Roslow's comments concerning their position relative to television. He declared that month-by-month reports in New York made in homes with both radio and television receivers, reveal that the indies are doing better than other stations in retaining their audiences. He predicted that as lower income groups acquire more TV sets, such homes "might prefer listening to independent stations" rather than network outlets.

Roslow urged indie station managers to concentrate on out-of-home audiences. He opined that beach and auto listening groups offer excellent fields for development via programs keyed to their needs.

Other speakers at the indie sessions included NAB President Judge Justin Miller (*The Billboard*, April 16); Ben Cohen, of the United Nations; Ted Cott, vice-president, WNEW, New York, who also presided at the all-day meeting; Bill McGrath, WHDH, Boston; Elliott Sanger, WQXR, New York; Ralph Weil, WOV, New York; Simon Goldman, WJTN, Jamestown, N. Y.; Cal (See *INDIE SESSION* on page 9)

## Org in Major Step To Sell Radio Medium

### Hailed as Notable Progress

CHICAGO, April 16.—Probably the most important step ever taken by the National Association of Broadcasters (NAB) was initiated here this week when, immediately after the association's annual convention, its board of directors voted a king-sized expansion in NAB's sales and sales promotion activities. To do so, the board expanded the NAB's department of broadcast advertising into the Broadcast Advertising Bureau (BAB), under the direction of Maurice B. Mitchell, voting an additional \$100,000 appropriation for the effort.

Coincidental with this development, it is now quite apparent that Mitchell has zoomed to a top spot in the NAB picture, and in terms of relative importance, ranks close behind NAB President Justin Miller. Mitchell emerged as the NAB's new "white hope" after two developments. One was his presentation to the board of the pressing need for expanding BAB; the other the impression he made at a convention sales meeting at which he presided.

### Vote Down 40% Boost

Prior to the board's \$100,000 appropriation, the members had voted down a resolution requesting a 40 per cent increase in broadcast advertising funds, and instead approved a resolution which asked the board to accent BAB's efforts, but without calling for any specific amount of money. A new committee also was named to guide BAB as to policy and expansion, the deadline for the latter being set for June 1. The committee includes Robert Enoch, KTOK, Oklahoma City; Dick Shafter, WIS, Columbia, S. C.; Howard Lane, WWJD, Chicago, and Frank Fletcher, WURL, Arlington, W. Va.

By taking this step—which broadcasters frankly hailed as the most important move taken by NAB in its 27 years — NAB openly acted to counter anti-radio promotion sponsored by other media, notably the Bureau of Advertising of the American (See *NAB in Major* on page 16)

## Indies To Study Plan On Operation Combo

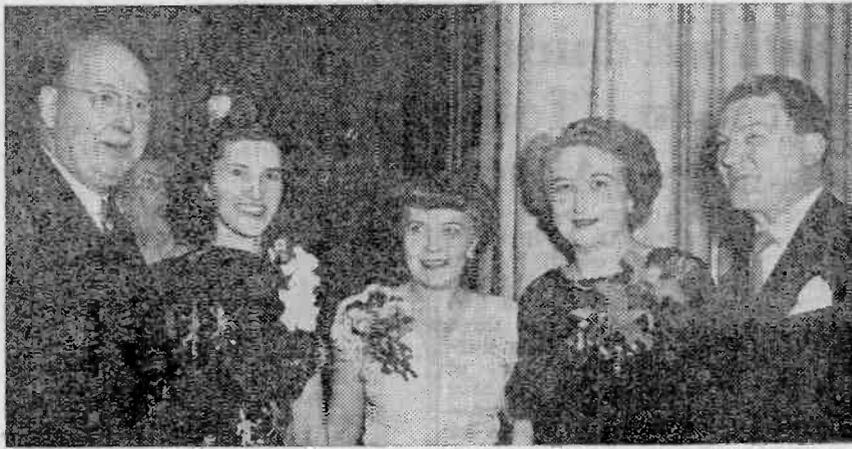
CHICAGO, April 16.—The non-affiliated station members of the National Association of Broadcasters (NAB) voted at the association's 27th annual convention here this week to study means whereby the indies can pool resources for joint operations in the purchase of equipment, sales of programs and time and preparation of sales promotion material. The step was taken after NAB Director Cal Smith, KFAC, Hollywood, proposed such a study in a talk made during the indies' day session. Smith also outlined his proposal in a special article in *The Billboard* last week.

Smith's stance was that by "operation combo" indies could effect not only buying economies but greater advertiser service in selling programs on a group basis. Similarly, sales promotion costs would be reduced if done on a syndicated basis. Ted Cott, WNEW, New York, chairman of the NAB non-web station committee, will appoint a committee to study the project this week.

# Photo Shots of NAB Convention



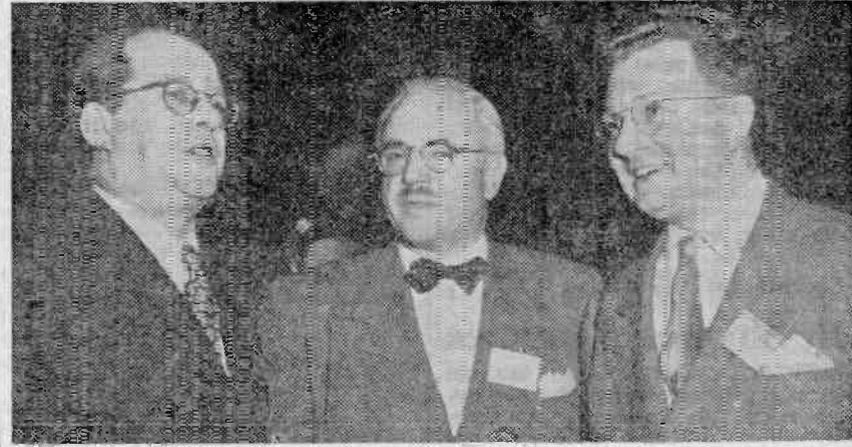
**RADIO GREETS THE UNITED NATIONS** (l. to r.): Judge Justin Miller, president of the NAB; Ted Cott, vice-president of WNEW, New York, and Ben Cohen, of the United Nations, who addressed the delegates.



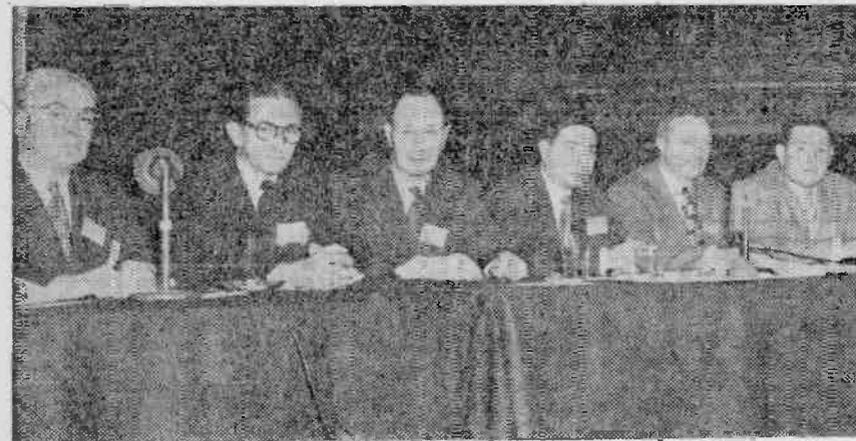
**GETTING READY FOR THE BANQUET** (l. to r.): Bill Hedges, NBC vice-president; a friend; Mrs. Hedges, and Mr. and Mrs. Clair McCollough, of WGAI, Lancaster, Pa.



**NO TV PROBLEMS SEEM TO CONFRONT** Al Spokes, WJOY, Burlington, Vt., or Si Goldman, WJTN, Jamestown, N. Y. (l. to r.), with Mrs. Goldman sharing the laughs.



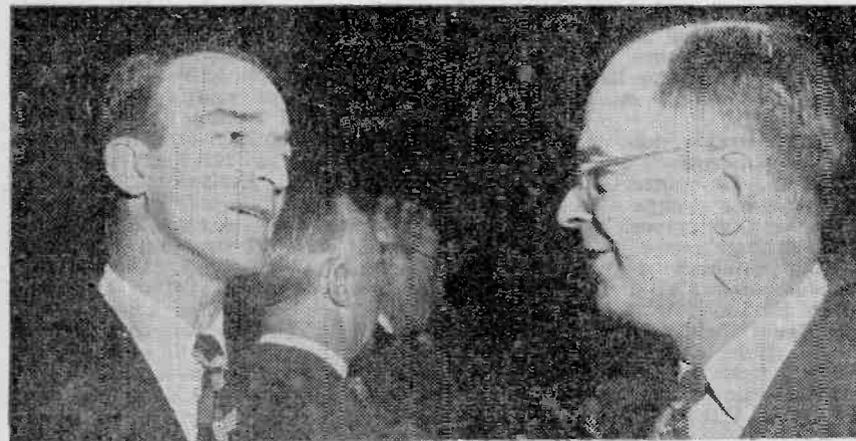
**CARL HAVERLIN** (left), president of Broadcast Music, Inc., meets a couple of customers, Robert Mason, WMRN, Marion, O., and J. Leonard Reinsch, of the Cox AM and TV stations.



**NON-AFFILIATED STATION MANAGERS** have their say. L. to r.: Elliott Sanger, WQXR, New York; Bill McGrath, WHDH, Boston; Ralph Weil, WOV, New York; Bob Miller, WSBC, Chicago; Cal Smith, KFAC, Hollywood, and Pat McDonald, WHHM, Memphis.



**PUBLIC RELATIONS GET A GOING OVER FROM** (seated, l. to r.) Harold Fellows, WEEI, Boston; Frank King, WMBR, Jacksonville, Fla.; Harold Fair, NAB; Bob Richards, NAB public relations director; standing, Curly Vadeboncoeur, WSYR, Syracuse (and former Syracuse Billboard correspondent); Dick Dohert, NAB labor expert; Sig Mikkelson, National Association of Radio News Directors; Robert Mason, WMRN, Marion, O.



**WHO SAYS NAB DIRECTORS AREN'T HAPPY?** Hugh Terry, KLZ, Denver (left), sure is, talking to Dudley Tichnor, WNAO, Raleigh, N. C.



**WHATEVER HAPPENED TO AM?** Ask (l. to r.) Walter Compton and Bob Jamison, of DuMont Television, or Ed Sellers, of the Frequency Modulation Association.

# BMB CENTER OF NEW FIGHT

## Bailey, Ex-FMA In Deal To Set New FM Skein

CHICAGO, April 16.—Plans for a new tape FM network were quietly laid at the National Association of Broadcasters (NAB) convention here this week. Prime mover behind the plan is J. N. (Bill) Bailey, former executive director of the Frequency Modulation Association (FMA).

Bailey stressed that the network still was in the formative, planning stages, but said he and his backers and associates hope to have it in operation by fall.

In the near future, Bailey said, a survey of all FM stations in the country will be made to determine if they will participate in such a venture. It is hoped that eventually the network will have about 200 stations receiving, via tape recordings, about six hours of programing per day, both sustaining and commercial.

### Push Tape Linking

Because of the high cost of telephone lines and the lack of wireless relay connections between stations, the linking via tape is being pushed. Bailey admits that in about two years wireless relays will be available to connect most communities, but says that during this period FM stations will need programing and sales only a network can provide.

Bailey would not reveal the identity of his associates but said his backers had promised about \$500,000 to get the network started. His backers are reported to be West Coast distributors of tape recorders.

One of the prime difficulties in getting the network under way has been American Federation of Musicians' (AFM) ruling that taped shows fit



**Directs KLZ Promotion JOHN CONNORS**

KLZ's promotion activities which earned two Billboard awards recently for sales and public service promotion are directed by KLZ promotion manager John Connors.

KLZ, DENVER

in the same category as transcriptions, even if they are broadcast only once. The transcription rate is much higher and therefore Bailey will meet shortly with James C. Petrillo, AFM head, to pitch for a concession.

## Opponents of 75G NAB Loan Ponder Injunction Action; Some Cash Already Advanced

### Clair McCollough Quits Finance Committee in Protest

CHICAGO, April 16.—Clair R. McCollough, of WGAL, Lancaster, Pa., a member of the National Association of Broadcasters' (NAB) board of directors, resigned Thursday (14) in protest against the NAB board's approval of a \$75,000 loan to the Broadcast Measurement Bureau (BMB). McCollough turned his written resignation in to NAB President Judge Justin Miller, who declared he accepted it with regret. McCollough led the fight within the board against the loan.

CHICAGO, April 16.—The most acrimonious fight yet to develop in the history of Broadcast Measurement Bureau (BMB) appeared in sight this week following the approval of the board of directors of the National Association of Broadcasters (NAB) of a \$75,000 loan to the audience measurement organization. The loan, which produced a serious split within NAB board ranks, evoked such heated opposition that it appeared quite likely that those against it would resort to legal means to stop any further cash advance.

Part of the money was advanced to Kenneth (Doc) Baker, acting head of BMB and research director of the NAB, immediately after the Thursday (14) board meeting at which the loan was okayed. Proponents of the loan declared Baker needed the money to meet immediate financial needs, including pay roll. Its opponents stated, on the other hand, that the hasty advance was made to make sure BMB got some of its dough before threatened injunctive measures could be taken.

### Loan Conditions

The NAB made the loan on several conditions. One is that NAB assume full administrative control of BMB while any part of the loan is outstanding; a second is that the money be used only for April and May obligations and the third that NAB anticipates its own guarantee of completion of the BMB study, if sufficient waivers are obtained. These waivers will set aside BMB subscriber rights to cancel, thus insuring continued payments thru June of 1950. These payments, if made, will provide enough money for BMB to meet all obligations.

The waiver plan was outlined during a session of the NAB convention this week by Doc Baker and was given voice approval. Around 100 subscribers already have signed waivers or indicated they will.

### In Favor of Loan

The arguments in favor of the loan were, briefly, these:

That broadcasters already have \$800,000, if not more, invested in BMB, and the advance of \$75,000 is clearly worthwhile to protect the larger investment.

That NAB "cannot lose," since commitments already made more than cover the advance. These commitments include promises by two networks, Columbia (CBS) and the National Broadcasting Company (NBC), that their owned stations will sign waivers. This comes to about \$44,000, \$25,000 of which is from NBC, according to reports. Other commitments include the 80 to 100 stations which have okayed waivers, involving another \$40,000. The American Association of Advertising Agencies (4 A's) and the Association of National Advertisers (ANA) which now, with NAB, administer BMB, are also

(See BMB CENTER on page 16)

tion because their reps handled too many stations. Most of the indies are handled by smaller companies. The indies have no complaint about the big rep orgs but admit they can't get such outfits to represent them.

According to McDonald, IMSC will have headquarters in New York and offices in other key markets. Its plan is to handle only indies and to do a specialized job pointing up advantages of low-cost purchases on smaller stations.

## Miller on NAB Dollar Problem

CHICAGO, April 16.—Justin Miller, president of the National Association of Broadcasters (NAB), this week acknowledged that following its appropriation of \$175,000 for two NAB activities—Broadcast Measurement Bureau (BMB) and the newly created Broadcast Advertising Bureau (BAB)—NAB faces a critical period on the financial side.

NAB had, prior to its BMB advance (the exact amount of which was not disclosed), \$50,000 cash in its till. The rest of the BMB funds, and the BAB funds, will be advanced over a period of time.

### Financial Pressure

The financial pressure, Miller declared, will result in an enforced "streamlining" of the NAB. In addition, cash will have to be squeezed from other departments, and plans now call for diverting to BAB funds heretofore allocated to the research, program, legal and printing activities of NAB. The NAB research department will be incorporated into BAB activities, especially now that Kenneth Baker, NAB research head, is on loan to BMB as acting president.

The NAB program department activities probably will be split, as a result of setting up BAB, with part of that department's activities to come under Maurice B. Mitchell, NAB's broadcast advertising head. The program department head is Harold Fair.

Miller also declared that BAB will be assigned money from the NAB's general fund, which covers miscellaneous administrative expenses, but added that he doubted engineering activities could be curtailed in view of upcoming responsibilities this department must meet.

## Haverlin Claims BMI in '48 Gains

CHICAGO, April 16.—Annual report concerning the condition and operation of Broadcast Music, Inc. (BMI), was delivered by Carl Haverlin, BMI president, at the National Association of Broadcasters Convention here this week. In general, the report indicated a greater use of BMI tunes and an expansion of the corporation's library.

Haverlin said there were 14,000,000 performances of BMI tunes in 1948, an average increase of 4 per cent over 1947. The org acquired 10,000 new titles in 1948, bringing its total to 116,000.

BMI's strong position in TV was pointed out when Haverlin explained that TV rights to all BMI tunes had been acquired since 1940. He contrasted this situation with ASCAP's rules which still prohibit TV performances in most cases.

Summarizing his report, Haverlin stated, "BMI will go into its 10th year in August in the best condition yet."

## Wise Firecracker

CHICAGO, April 16.—National Association of Broadcasters (NAB) doesn't like the name "independents" for non-web stations and recommends the use of "unaffiliates." To which Ted Cott, of WNEW, New York, commented, "That's like saying President Truman was born in Unaffiliated, Mo."

## Small Indies Burn at Reps; Plan Own New Sales Set-Up

CHICAGO, April 16.—Disgruntled over the treatment they have been receiving from their representatives, a group of independent stations this week formulated plans for their own rep organization. The move took place at a private meeting held here during this week's National Association of Broadcasters' (NAB) Convention. Prime mover in the formation of the indies' own rep organization is Pat McDonald, of WHHM, Memphis, who was in charge of the meeting Tuesday (12) at which final plans for the operation of the new company were drawn.

McDonald refused to give complete details about the new org, to be called the Independent Metropolitan Sales Corporation (IMSC), on the premise that he wanted each station to notify its present rep of cancellation before revealing complete facts about the corporation. He did say,

however, that about 10 to 15 stations would belong to the org initially, according to commitments made at the Tuesday meeting. He also said that the org would be privately owned and would be run by Jack Koste, formerly with Forjoe & Company. Participating stations will control policies and set membership regulations and quotes.

### AIMS Picture

Most of the stations to be handled by IMSC are members of the Association of Independent Metropolitan Stations (AIMS). Members of AIMS exchange trade information and confidential market and sales data via correspondence and meetings. During the exchanges of information and opinions, it was said, dissatisfaction with regular reps often was expressed. The indies feel that they have not been given proper atten-

# TV Sales Execs Seek Own Org

## Want Either NAB or TBA TV Division

### Cite Need for Sales Data

CHICAGO, April 16.—Television sales execs representing about 20 stations had their own meeting during the National Association of Broadcasters' (NAB) Convention here, and moved to set up a permanent organization for the compilation and exchange of helpful trade facts.

George Harvey, sales manager of WGN-TV, Chicago, who handled the meeting, said that a decision was made to ask NAB or the Television Broadcasters' Association (TBA) to set up a TV sales exec branch, and if this were not done, the sales managers voted to set up their own org. Harvey said that the execs went so far as to volunteer to come up with money required to hire a representative and set up an office to handle the collection and exchange of information the sales managers need.

The suggestion that NAB take care of the sales execs has already been made, Harvey said, and NAB is expected to give its answer shortly. The sales execs plan to have regular meetings also. At the present time it appears they'll meet every three months, in a different city each time.

### Exchange Info

Initial exchange of information, which took up most of the meeting time, concerned TV spot announcements, Harvey stated. The managers agreed that practically all stations were using "twin availabilities," two or more spot announcements between programs. Whereas this double spotting practice has a bad rep in radio, in TV it seems to be going over because of the entertainment offered in most spots.

The sales execs voiced displeasure over their inability to sell a maximum number of TV spots while carrying network programs. Network hour shows, for example, it was said, cut out two or three opportunities for minute spot placements. With TV having more hour shows than radio, this situation was pointed up as a real problem.

The sales managers also found fault with the net's practice of allowing time for only a 20-second spot between shows. They claimed the nets should set up their shows to allow at least a minute between programs. The 20-second spots, it was said, are too short to allow a complete display or sales pitch, the very thing TV commercials can do best.

### Hobby

CHICAGO, April 16.—One of the strangest hobbies, in or out of radio, was revealed here this week by Pete Schloss, of WWSW, Pittsburgh. Schloss collects rats—only they're rats made out of ivory, carnelian and semi-precious materials. Seems the things have some significance in Oriental culture, tied up with a zodiac symbol and are carved by Far-Eastern craftsmen.

Schloss, who added three or four to his collection while in Chicago, names his acquisitions after guys in the radio business. Natch.

## Convention Chit Chat

Leo Cole and his wife, and Verne Hansen, all of WMT, Cedar Rapids, Ia., drove in Sunday (10) just to gander The Billboard's promotion competition exhibit. . . . E. R. (Curly) Vadeboncoeur, of WSYR, Syracuse, who used to be a newspaperman himself, tickling delegates with that laugh of his. Ranks close to the guffaw emanating from Mike Hanna, WHCU, Ithaca, N. Y. Mike and his wife, Kay, expecting their fourth child next month.

TV station men at the convention burned when they heard that the musicians' union hiked the rates unexpectedly last weekend. . . . Hugh Terry, KLZ, Denver, and a member of the NAB board, brought in his promotion director, John Conners, with Conners staying over with the missus for a quick vacation. . . . Kurt Jadassohn, of SESAC, who's been out on the road for six weeks, still can't get back to New York. Swinging north on a business trip.

Frank Mullen, head of the G. A. Richards station, raving about the new home he bought recently in Beverly Hills, Calif. Says it's got New York backed up against the wall. . . . Mutual held a king-sized cocktail party to toast its new prexy, Frank White. Station men gave Ed Kobak, White's predecessor, an ovation when he was introduced. . . . Graeme Zimmer in from WCSI-FM, Columbus, Ind.

One of the cleverest promotion gags was Ben Strouse's gimmick for WWDC, Washington. Distributed a gelatin capsule marked "Dope." Inside was a hunk of paper with a promotion blurb for the station. . . . Transcription companies on hand with the usual convention gags. World Broadcasting's Bob Friedheim doled out free penny banks; Bruce Eels dealt out a clothes hanger for automobiles, and Cy Langlois (Lang-Worth) plugged his "Mystery Record." . . . WBKB, Chicago TV station, became SESAC's first video client during the convention. . . . Burr Tillstrom's "Kukla, Fran and Ollie" show drew almost as many visiting firemen as the convention itself.

Missing convention faces included Walter Damm, WTMJ, Milwaukee; Buddy Sugg, of WKY, Oklahoma City, and Johnny Gillin, WOW, Omaha. Television kept Sugg away, while Mrs. Gillin was operated on in an Omaha hospital just as the convention opened. First show Gillin, active in the NAB for ages, has missed in years. Bill Wiseman, of WOW, at the convention in his stead. . . . Mary Childers, of WSGN, Birmingham, and her charming yo-all accent, hopped in and out of the Stevens Hotel after a fast gander. . . . Norman Cash did his customary top job as host at the NBC convention headquarters. . . . Fanciest suite at the hotel, the Royal Skyway layout, was won for CBS on the toss of a coin by Dick Swift, manager of WCBS, New York. . . . Bob Swezly, WDSU, New Orleans, and ex-Mutual president, glad-handed by the MBS mob.

Ed Breen, whose term has expired as an NAB director, much quieter at this confab than the one in L. A. last year. . . . Bob (Legal) Myers, of NBC, took time out during the convention to talk to the NBC Chicago video staff on TV copyright problems. . . . G. W. (Johnny) Johnstone, of the National Association of Manufacturers (NAM), taking his gin rummy losses with a smile. . . . The Ted Cott-Dick Pack-Bill McGrath-Art Brush suite was unofficial headquarters for the non-affiliated stations.

Si Goldman, WJTN, Jamestown, N. Y., in with the missus. . . . Oscar Katz, CBS research director, accepted an invite to speak at the Ohio State conference next month. . . . Bob Richard and Jim Dawson did a crack job of serving newspaper guys covering the convention. . . . Dolly Banks, WHAT, Philadelphia, had her customary coterie of convention kibitzers surrounding her most of the time. . . . Oliver Gramling's Associated Press headquarters at the Blackstone Hotel attracted almost as much of a play as the Stevens' bars. Same reason. . . . E. Y. (Flan) Flanigan, of WSPD-TV, Toledo, looking forward to black ink operation shortly.

## You Takes Yer Choice---Coy Bullish in TV; Clark in AM

CHICAGO, April 16.—Conflicting theories of two government officials, Wayne Coy, chairman of the Federal Communications Commission (FCC), and Attorney General Tom Clark, had broadcasters attending the National Association of Broadcasters (NAB) Convention murmuring dizzily in their highballs. Coy told the convention that radio was just about doomed and that they should rush into television. Clark, on the other hand, extolled radio to the skies and said the medium always would be of great importance in this country.

"The trend is toward television," Coy said, "and I do not see anything on the horizon which indicates that this trend will be reversed. I see television as the dominant medium of broadcasting in the future. It is a new force unloosed in the land, and I believe it is an irresistible force."

"In the metropolitan areas where it has already started, television has met with sensational acceptance. But don't think the people outside the metropolitan areas are going to be

content to grow old gracefully while television passes them by."

### Clark on Radio

Clark discussed radio in ratio to its power as a social force providing education, entertainment, and democratic flow of ideas among countries. He left no doubt that he believed its functions as such a medium would be long lasting. "It is difficult today," he stated, "to conceive of a world without this means of modern communication."

At another point in his speech Clark called radio "the greatest of all mediums of communications ever known or used by man." This latter statement, in particular, had the broadcasters wondering if Clark had ever heard anything about the force of television.

Clark also backed radio by saying it was a great force for portraying the lessons of history. He followed this thought by a statement to the effect that the medium must be preserved to make sure its work would continue.

## 2-Way Pay-Off For News Depts. Reported to NAB

CHICAGO, April 16.—The results of a survey of 119 stations which gave facts showing the excellent public relations impact provided by the operation of a good news department, were revealed by Sig Mickelson, president of the National Association of Radio News Directors (NARND), at the public relations session of the National Association of Broadcasters (NAB) Convention in Chicago this week. Of the 79 station managers answering the questionnaire 71 said a good news department accounted for good station public relations and prestige.

Fifty-seven managers said their news departments made a favorable difference in their stations' competitive standing in their community.

### Survey Results

In answer to the question, "How does your net profit now compare with the period before you established a full news department?" nine said their profits were "much higher," 20 said they were "higher," and eight said they were "about the same." Ten said they were "lower." One manager summarized the opinions of many by saying, "Perhaps without our news department we might not have kept all of our previously sponsored news broadcasts."

That good news departments increase listener ratings was indicated by the fact that 53 per cent said their ratings were "much higher" after using a full news staff.

Mickelson said the survey also revealed that the least profitable news departments are those costing about \$5,000 to \$10,000 per year. Those spending \$25,000 to \$50,000 were most profitable and \$10,000 to \$25,000 news operations were second in profit.

## P. R. Govt. Threat Cited by Quinones

CHICAGO, April 16.—A warning that United States broadcasters would be faced with the danger of competition from government-owned stations if a government-operated station in Puerto Rico were to be duplicated here, was made at the National Association of Broadcasters' (NAB) Convention this week by Jose Ramon Quinones, president of the Puerto Rican Broadcasting Association.

"The territorial government of Puerto Rico," said Quinones, "through one of its agencies, the Puerto Rico Communications Authority, owns and presently operates a 10,000-watt station located in San Juan, our capital city. This government station was authorized specifically in its license to operate commercially in open competition with the other radio stations owned and controlled by private citizens and entities."

Quinones stated the government station pays no tax and, under stipulations of the income tax law, performers pay only 12 per cent income tax on money received from the government station, whereas they have to pay 29 per cent on fees received from private stations.

Quinones maintained that since Puerto Rico was governed as a territory by the United States government, and since its radio laws are based on our Federal Communications Act, there was the possibility the Puerto Rican situation could be a test for similar government stations here. He asked the NAB members to oppose the operation of the Puerto Rican government station. The NAB responded by passing a resolution deploring the situation and calling for its discontinuance.

## How Press Gangs Up on Radio, Or, "The Evansville Story"

CHICAGO, April 16.—The difficulties of radio stations in areas where there are too many outlets, where the stations sell radio negatively by knocking one another and where they are opposed by a strong newspaper operation opposed to broadcasting were highlighted by an explanation of the situation obtaining in Evansville, Ind., made at the National Association of Broadcasters (NAB) convention here this week. The "Evansville Story" was told by John A. Engelbrecht, general manager of WKY, of that city.

Engelbrecht said that Evansville ranks 78th in population in the nation, but the two papers, owned by the same company, boast that with their morning and evening editions they rank 12th or 13th in retail advertising lineage. Explaining how the newspapers do the job and how they carry more advertising than all of the five local radio stations, Engelbrecht said that until recently the late business manager of the Retail Merchants' Bureau was a former executive of the newspaper corporation and a director during his association with the bureau. All advertising programs and studying conducted by the group, he added, have been in terms of black and white.

### Retail Advertising

"Of the 70 members of the local Retail Merchants' Bureau representing the larger stores, only 30 of these use radio," Engelbrecht stated. "And of the 30 who are represented on radio," he added, "only 15 can truly be regarded as consistent, intelligent users of the medium."

Engelbrecht stated that the newspapers also do their successful selling by the sheer weight of manpower

and have 20 to 25 salesmen while all stations combined do not have as large a sales force.

The papers also use their editorial columns to fight radio. They criticize the medium at every opportunity, devote much space to television, even tho the city does not have a TV station, and do not publish daily listings or feature radio stories.

Much of the responsibility for the situation, Engelbrecht stated, could be laid at the radio stations' doors. The stations knock one another and cut rates just to win advertising accounts. Instead, Engelbrecht said, they should work together in a "practical, effective and foolproof manner" to prove that "radio can stand on its own as a medium against local newspapers."

### INDIE SESSION

(Continued from page 5)

Smith, KFAC, Hollywood, and Patt McDonald, WHHM, Memphis.

#### Outlines UN Program

Cohen outlined a new special UN program service being offered non-web stations, including a series by Norman Corwin, *UN Story*; a weekly news round-up, a monthly bulletin for fem broadcasters and a UN jingle series. Cott lauded the NAB for recognizing the indies at long last and praised indies for their service to communities and their position in the broadcasting picture.

McGrath, Sanger, Smith, Weil and McDonald discussed specialized programs; Goldman reported on increasing local sales, and Jerry Franken, of *The Billboard*, and Joe Koehler, of *Sponsor*, talked on station and audience promotion on small budgets.

## White Seen Getting Year's Free Hand in MBS Operation

CHICAGO, April 16.—Frank White, newly chosen president of the Mutual Broadcasting System (MBS), who takes office May 1, succeeding Edgar Kobak, will be given a completely free hand for at least a year in running the network, it was reported here this week. This is in contrast to the situation which obtained during the last year or so of Kobak's regime which, it is said, was marked by differences concerning sales and programing policies between Kobak and the Mutual board of directors.

White's most pressing need is a program vice-president to succeed Phillips Carlin, who resigned a few months ago. He will undoubtedly be given carte blanche in selecting his own man for this post. All other departmental heads were re-elected at last week's MBS board meeting, at which White's presidency was also formalized.

Contrary to published reports, White's salary is said to be \$85,000, not \$125,000, on a firm three-year deal. This means a pay-or-play deal and includes White's participation in the MBS pension plan.

White's principal problems, it is declared, will be hypoing the MBS program structure and snagging some new king-sized accounts, with the latter largely dependent on the first. This, in turn, reverts to a long-entrenched Mutual problem, involving not only a program budget, but steady co-operation by Mutual stockholder stations in carrying shows which the network is trying to build.

Reports that Mutual affiliates are "confused" by the change in administration are derided by the webs' execs. Rather, they say, they look forward to a sharpening of station

and personnel morale, and to a new assumption of responsibility by key vice-presidents.

### How To Get Into Video for 75G

CHICAGO, April 16.—Proving that it doesn't take a \$1,000,000 to start a television station, the Radio Corporation of America (RCA), this week displayed at the National Association of Broadcasters (NAB) convention a TV "basic buy" package which could put a station into operation for an expenditure of about \$75,000. More than one AM station manager said he was amazed to learn he could get into TV at so low a cost price and that he was going home to convince his stockholders to move into video soon as possible.

The RCA equipment was the absolute minimum. It included a 500-watt transmitter, monitoring equipment, slide projector, film and monoscope cameras, switchers and generator. The company claimed that a station with this equipment could get into operation, providing it had network service, either via cable or kinescope film.

The RCA package includes no studio camera and makes no provision for studio or remote shows.

With this equipment, RCA says, a TV operation can be started if the owner has:

1. A suitable site.
2. Tower facilities.
3. Small transmitter, film and control house. A one-story 30 by 40-foot structure is adequate.
4. Proximity to coaxial cable, existing station or other source of programing.

# the WOR program that didn't cost the sponsor a cent!

A NEW YORK ADVERTISER had a service to sell. He bought time on WOR.

For every \$1 he spent, \$5 came back to him.

That's advertising!

WOR can do that sort of thing for you, too. Because WOR can reach the homes of 36,000,000 people in 18-states at the second lowest cost per thousand of any station of equal power. Because WOR's daytime rate has not changed since 1937, and its base time rate is the same as it was in 1939. Because . . . But, Gentlemen, why go on endlessly. We say it, we say it, we say it — again and again: WOR's one of the greatest buys in radio circa 1949!

—heard by the most people

where the most people are

# WOR



WATCH FOR IT!...WOR-TV—channel 9—key station in Mutual's growing television network

# NAB'S \$ AND SENSE CONFAB

## Miller Sees Org in Top Gains to Date

### Defends Administration

(Continued from page 3)

ture and will be tailored to meet the needs of the various broadcasting elements making up the NAB membership, and,

Defended his activities in criticizing, when he felt criticism was warranted, those branches of government dealing with radio.

Miller made these statements in the course of the first post-convention interview he has given since becoming NAB president.

He spoke openly of criticism directed toward his regime, reserving an "off the record" attitude only in the sphere of personnel problems. He declared that those who have attacked his relations with government overlooked two points. One is that actually, NAB-governmental relations are today better than ever and second, that such attacks and counter attacks are not made on a personal level.

Wayne Coy, FCC chairman, he said, and many Congressional leaders, have been staunch personal friends for years and they, as well as he, are keenly aware that any exchanges of criticism are made purely on the basis of "professional objectivity." He also said that his outspoken attitude has resulted both in the abandonment of the FCC Mayflower Doctrine and in the virtual relegation to obscurity of the FCC Blue Book.

### Grow Up, Radio

Now that the NAB code is clear of parliamentary snags, Miller said, the industry must look forward to a long period of education and intellectual growth so as to make it generally observed. He noted that codes in other fields of endeavor—law and medicine, for example—were not created or accepted overnight, and radio will have to go thru a comparable growing up period.

NAB's principal problem on the code, Miller said, is to secure the services of topflight broadcasters to serve on a code committee, the duties of which will be to educate, interpret and publicize the code. Miller hopes to get Paul (Fritz) Morency, of WTIC, Hartford, Conn., to head the group, which will also include representatives of advertisers, ad agencies and other groups in radio. Much of the code's effectiveness, he said, would come from unfavorable publicity bound to affect transgressors, plus the inevitable use by the FCC of the code as a yardstick in determining station performance.

### Convention Revamp

Insofar as the make-up of NAB conventions is concerned, Miller expressed a belief that this year's meeting would serve as a pattern for future confabs, with specific sessions devoted to the groups making up NAB. This year, he pointed out, there were engineering, management, television, non-affiliated station and other sessions, and he feels that a broadening of this policy, so as to make the conventions more informative to broadcasters, is necessary. By the same token, he feels that some sort of combination of NAB and the Television Broadcasters' Association (TBA) is in store, with NAB, by virtue of age, experience and membership, better equipped to serve video in the larger phases of a trade asso-

### Chumps

CHICAGO, April 16.—Believe it or not, a variation of the time-worn shakedown clip, the badger game, was worked on some radio guys during the National Association of Broadcasters' (NAB) convention here. It was the standard routine, with one broadcaster said to have paid \$1000 to avoid "publicity."

For that kind of dough he could really have bought some etchings.

## House Group May Mull 50-Kw. Limit

WASHINGTON, April 16. — The first action of a communication subcommittee of the House Interstate Commerce Committee may be consideration of a bill introduced last week by Rep. Robert Ramsay (D., W. Va.) to put a lid of 50 kw. on radio stations. The sub-group was formed over a month ago but has scheduled no meetings yet.

Ramsay told *The Billboard* that his measure was prompted by the possibility that the Federal Communications Commission (FCC) might grant super power to certain stations in an effort to improve rural listening. Ramsay said he was concerned that "a few stations might be able to create a monopoly if they had high power."

The Ramsay measure is similar to the one introduced earlier in the session by Sen. Edwin Johnson (D.,

(See *House Group* on page 15)

## NAB Resolutions Meeting Fails To Attract Quorum

CHICAGO, April 16.—The convention of the National Association of Broadcasters (NAB) was thrown into an uproar Tuesday afternoon (12) by a fight over a resolution on NAB's plan for broadcasting advertising expenditures. The row reached a climax when a quorum call revealed there were not enough members present to pass any resolutions. Altho resolution meetings at past NAB conventions have always been sparsely attended and have never had a quorum, this was the first time in the memory of those attending that lack of attendance had been pointed out and made the issue of an adjournment.

The hassle started as Wiley P. Harris, resolution committee chairman, was reading a proposed resolution which merely stated that the NAB board should be directed to take action to increase expenditures for broadcast advertising. Before a vote on the resolution could be taken, Odin S. Ramsland, of KDAL, Duluth, Minn., and chairman of the sales managers' executive committee, offered a substitute resolution which would have directed the board to expend at least 40 per cent of the NAB's budget for the promotion of radio advertising.

When a vote was called for, Justin Miller, NAB president, had conferred with Don Petty, NAB general counsel, concerning lack of membership presence. Petty brought out the bylaws, which showed that 20 per

cent of the membership constituted a quorum. By this time, too, Ted Cott, of WNEW, and others present had remarked about the disgrace of having such an important matter decided by so few. Their recognition of lack of membership, according to Miller, represented a "quorum call" and since there was not a quorum the only vote could be one on adjournment.

### Meeting Adjourned

The meeting therefore was adjourned until the Tuesday night banquet. At the banquet, however, the meeting was again adjourned until Wednesday morning. That morning, after Ramsland and his backers had reached an agreement with Miller, the original resolution was passed.

This resolution, which was passed without a single dissenting vote, set forth: "Be it resolved by the members of the National Association of Broadcasters in convention assembled that the board make adequate provision for expanding the services of the broadcast advertising department and give effect to such provisions at the earliest possible time."

### Other Activities

Other important resolutions backed the all-radio presentation, called for a provision against secondary boycotts in pending federal labor legislation, expressed the broadcasters determination to push the fight for right to editorialize, and directed the

(See *NAB Resolutions* on page 15)

## NAB Hears Anti-AM P. M. Pitch

### Lucky Strike Summer Shift

NEW YORK, April 16.—Indications are that when Jack Benny and his program start the summer hiatus from the Columbia Broadcasting System (CBS) after May 29, Lucky Strike Cigarettes will shift its half hour to Tuesday evening 9:30 to 10, until fall, to gain a greater warm-weather audience. In turn, *Strike It Rich*, the web's sustaining giveaway, will move into 7 p.m. Sunday slot to buck the new Dick Powell whodunit on the National Broadcasting Company (NBC). The summer replacement for Benny hasn't been selected, but the sponsor is considering a musical show.

For the third year *Amos 'n' Andy* will also begin their vacation May 29. Replacing them for Lever Bros. will be *Call the Police*.

ciation's duties.

NAB's financial commitments to the BAB and to Broadcast Measurement Bureau (BMB) will require drastic overhauling of the NAB operation and budget. For Miller's view on these points, see separate story in the Radio Department of this issue.

Miller also praised the NAB for its adaptability in meeting problems arising out of the constantly changing radio picture. A few years ago the labor problem dominated NAB convention discussions. At other times it was the music copyright problem, the Blue Book and other items. These now have been met, Miller declared, and so will existing and future problems.

### Equipment Sales Big at NAB Meet

CHICAGO, April 16. — Manufacturers exhibiting at the National Association of Broadcasters' (NAB) convention in the Stevens Hotel did more business this year than in the past two conventions, a check of those displaying their wares in the exposition hall revealed. Art Stringer, of the NAB, who handled the setting up in the hall, stated that over \$1,000,000 worth of business was done by manufacturers. Television manufacturers did the best business by far, with more than one station manager placing orders for transmitters and other equipment worth more than \$100,000 per clip.

Television exhibitors practically monopolized the hall. This was in direct contrast to past showings at the NAB convention, when AM and FM equipment predominated. Most of the TV exhibitors featured small packages enabling station owners to get on the air for less than \$100,000.

All the big companies were represented. RCA, DuMont, Raytheon, Westinghouse, General Electric and Federal had large displays. In addition, smaller companies such as Gates, Gray and Fairchild had exhibits.

Current trade operational trends were indicated by the number of tape recorders displayed. In this field, Brush, Magnecord and Presto had displays and reported top interest and plenty of sales.

Stringer estimated that the total worth of the equipment displayed was about \$2,000,000.

## Agency Head Plugs Video Evening Gains

### Says Advertisers Concerned

By Cy Wagner

CHICAGO, April 16.—"We at the Biow Agency, and top men at a lot of other agencies, just about forget about getting any radio listening at night between 7 and 10 in homes equipped with television receivers." With this statement Terry Clyne, Biow vice-president, indicated forcefully radio's problem during the period of television's fast development when he spoke at a television session of the National Association of Broadcasters (NAB) convention in Chicago this week.

Clyne said the "advertiser and agency are as excited and concerned" as are broadcasters about the development of TV. He added that the big question facing the advertisers and radio industry is whether "the advertiser is going to be able to pay the same radio rates for one-half its past audience and at the same time make a sizable investment in TV."

### Gives TV Views

To show his belief that television eventually will replace radio, Clyne told broadcasters at the meeting that

(See *NAB Hears Anti-AM*, page 16)

**Adventures of Homer Herk**

Reviewed Thursday (31), 7:30-8 p.m. Presented sustaining by WGN-TV, Chicago. Director, Bruno VeSota; writers, Patrick Sammon and Gordon Pace. Cast: Shelley Berman, Doras Smith, Everett Clarke, Dick Bull, Mary Murphy. Camera-men: George Hooker and Jack Jacobson. Orchestra under the direction of Robert Trendler.

Inaugural program of Chicago's first musical comedy TV series indicates a bright future for the programs providing the script is improved, direction becomes more exact and the acting loses some of its awkwardness. The original songs and musical background by Gordon Pace showed the greatest promise. Sets and costumes did much to strengthen dramatic impact.

Program's basic idea, altho not new, is effective and constitutes a good TV vehicle. Each week Homer Herk, a dreamer, whose surname obviously should begin with a "J," projects himself via day dreams into historical situations in which he plays a major role. Initial program was woven around his supposed transposition into the character of Marc Antony and featured love scenes with Cleopatra, fights with the real Antony and intrigues with Cleopatra's adviser, Olympus. Show was hurt by hammy, amateur acting which made situations that were supposed to be comedy just low burlesque. Doras Smith as Cleopatra, Everett Clarke as Antony, Dick Bull as Olympus and Shelley Berman as Herk all were guilty of overplaying their lines.

All of Pace's music was good, with the toppers being *Whatever I Do*, a solo by Miss Smith and *So Compelling*, a duet by Miss Smith and Berman.

With the suggested improvements listed, above program could be definite network material. *Cy Wagner.*

**Arrow Show**

Reviewed Thursday (March 31), 8-8:30 p.m. Style—Variety. Sponsored by the Arrow Company, thru Young & Rubicam, Inc., via NBC-TV, New York. Producer, Roland Gillette; emcee, Jay Marshall. Guests: Ray Bloch and his orchestra, Carl Brisson, Janet Blair, Jack Gilford, Flossie and Niles, Rudy Carenas.

The *Arrow Show*, minus Phil Silvers, has moved into the straight variety classification, and thus will have to stand or fall on the strength of the acts it obtains. This week's version had its good spots and its poor, with a good measure of it in between. Magician-comic Jay Marshall has taken over the emcee chores and did not fare badly. However, the strong personality of Silvers was missed as an integrating force. Comic Jack Gilford, the lone hold-over from the original *Arrow* show, is a very funny fellow, and his spot on the show could very well be expanded. Gilford has suffered in the past by being relegated to the spot of supporting comic, but he has shown enough with his wry laugh-wringing humor to win him a featured post.

Songstress Janet Blair did nice things with the current swoon number, *So in Love*, and the tap team of Flossie and Niles did some nifty interpolating of a Javanese-type number. Rudy Carenas added the inevitable juggling number to round things out. The stanza wound up with Carl Brisson, who has been causing palpitations among the Hokinson set in his nitery appearances. The Danish personality did not register for TV as it does in the flesh, however. Brisson's broad smile and dimples were present, but his use of florid gestures in his five songs were much too overdone for the intimacy of the cameras, and they came thru in exaggerated fashion.

This show still is in the molding stage, and *Arrow* is said to be mulling addition of blackouts and sketches. This would seem a good thought, to lend balance. *Sam Chase.*



**Radio and Television Program Reviews**

Designates Radio Review

Designates Television Review

**Preview**

Reviewed Monday (March 28), 8-8:30 p.m. Over CBS TV network. Style—Miscellaneous. Editors, Tex McCrary and Jinx Falkenburg; executive editor, David E. Scherman; publication director, Frank Schaffner; art director, Henry C. Sanford. Guests: Ray Bloch, Katherine Dunham Dancers, Eugenie Baird (of the Robert Q. Lewis Show), Kirk Douglas, Bob Cooke, Fred Packer.

After getting off to a shaky start in their new video series, *Tex and Jinx* seem to have settled down with a diverting and well-organized show. This week's edition, at any rate, presented some able talent in contrasting material and proved well-produced as well.

The talent included the Katherine Dunham Dancers, cartoonist Fred Packer, warbler Eugenie Baird, sportswriter Bob Cooke with a couple of basketball stars and film actor Kirk Douglas. The show itself utilizes a magazine format, not only in its division into departments, but even as an excuse for moving from one act to the next. The Falkenburgs (oops, sorry—McCrarys) are alleged to be editing a magazine titled *Preview*, and a blown-up dummied page or a picture offers a point of departure to introduce the subject discussed thereon. It's not brilliant, but there are worse things on video.

Three of the Dunham dancers, to the accompaniment of a bongo drummer, were little short of sensational in the opening number.

Packer, a political cartoonist, was shown turning out an editorial drawing on the arrival of Winston Churchill here, picturing him as wielding a heavy sword in his well-known crusade. This was broken up with use of some film clips on Churchill and recorded excerpts from some speeches, making for a well-integrated if considerably overdone section.

The "magazine" format permitted an especially good job on the commercial, in which a regular Philip Morris ad, again blown up and cut into jigsaw pieces, was gradually assembled while the verbal spiel went on. The assembly was on a Hile-Ramroth "magic" board, to which the sections adhered once they were placed against it, on an almost vertical angle.

**Star Studied**

A rather silly gag wasted time in bowing in band leader Ray Bloch, wherein he was supposed to have been playing *Chopsticks* on the piano when it really was a record with Bloch just going thru the motions. Thrush Eugenie Baird, a looker as well as a song-seller, came thru niftily on *Got the World on a String*. Bob Cooke, of *The New York Herald Tribune*, brought in Alex Groza, of Kentucky, and Easy Ed MacCauley, of St. Louis, two of the better college basketballers of the year, and some light banter was exchanged on the forthcoming East-West all-star game in which the two glandular cases were skedded to participate.

The wind-up of the show was a visit from virile Kirk Douglas, whose latest film, *Champion*, got itself a giant-size publicity break as a result. Not only were excerpts of the picture's trailer used, but scenes from the film itself. These, however, were neatly used with the live interview, and offered a bright example of good integration. As for *Ted and Jinx*, the hosts, it's a bit like writing a critique about oysters: Either you like them or you don't. The rest of the show stands up. *Sam Chase.*

**Frank Farrell and Monica Lewis Show**

Reviewed April 2  
Sustaining Via WOR  
Saturdays, 12-12:30 p.m.

Producer-director, Mende Brown; writers, Frank Farrell and Monica Lewis. Cast: Frank Farrell and Monica Lewis.

For the glamour hounds—and there are plenty—this show should click in a big way. There are interviews with celebrities, a feature story, several jokes, chit-chat about the Stork Club set, an oh-so-sentimental story guaranteed to keep the handkerchief manufacturers happy, and disks which feature Monica Lewis, who co-stars on the show.

The ingredients of the program have been tried and tested in several other media and have not been found wanting, so this show has more than a good chance to pull an audience. The jokes aren't too funny, but they do mention Milton Berle's name. The feature story hasn't got too much importance, but it sounds as tho it has. The interviews with the celebrity—in this case, it was Morton Downey—well, it was an interview with a celebrity, nothing new to dial twisters. The remarks about the people they have seen at the Stork, Twenty-One and El Morocco also cater to a definite audience.

Alone, the individual sections of the show don't mean much, but the team of Frank Farrell and Monica Lewis do a nice job of presenting their material. There is an ease between them in delivery that bodes well for their future.

Miss Lewis is an established and accomplished singer and her gimmick of using her records as musical background is a good idea. Farrell's delivery, particularly on the feature story, is all the material needs. *Leon Morse.*

**The Herb Sheldon Show**

Reviewed March 31  
Sustaining Via WJZ  
Mondays-Fridays, 12:35-1 p.m.  
Producer-director, Bob Tormey. Cast: Herb Sheldon.

This is a lightweight 25 minutes of radio programing. Except for the fact that busy housewives with the radio habit will not have to give it their full attention, its chances of an audience would be further reduced.

Sheldon's program consists primarily of disks. He holds forth with a few light witticisms and some homespun Broadway philosophy. Among his special departments are one which gives information as to the newest discoveries in the women's world and the other, the presentation of an unusual guest. The guest on this stanza was a colorful character. He was Paul Charleston, a guide in rubberneck sightseeing tours, who told of his ambition to be a public speaker leading to his present position. He named the points of interest in Manhattan and also gave a sample spiel over the air. Sheldon has a nice mike manner, but he'll have to think up more gimmicks to make his show stronger. *Leon Morse.*

DETROIT, April 16. — Video got commercial recognition from a potentially competitive medium last week when United Detroit Theaters, largest local chain, bought a series of spots on WXYZ-TV to plug the movie, *The Set-Up*. This is the first time television has been used by a local exhibitor to promote a particular picture, as distinct from general institutional sponsorship of a show by a circuit.

**Campus Corner**

Reviewed Friday (April 1), 7:45-8 p.m. Sustaining via CBS-TV, New York. Producer-director, Ralph Levy; music, Bus Davis. Cast: Beverly Fite, Lorna Lynn, Frank Stevens (tenor), Bill Siddell (tenor), Dean Campbell (baritone), Bob Burkhardt (bass).

For many months Columbia Broadcasting System (CBS) has been trying to build a show around young talent—the kind of thing that George Abbott did so well in his legit success, *Best Foot Forward*. *Campus Corner* is their current effort, but while it has several things to recommend it, they do not add up to a successful 15 minutes of entertainment.

Putting a group of fair young singers on TV and letting them sing to their hearts' content just doesn't seem to be enough. At least one stand-out vocalist is needed; someone with style, with tone and with the personality to sock a song across.

The fact that the show has no real locale is another element that militates against it. There is just a piano with a few backdrops. A place such as a drugstore—a music shop or some other place where young people might congregate might offer opportunities that could be capitalized on.

**Beverly Fite Stars**

Beverly Fite, the star of the show, sings *Zing Went the Strings of My Heart* in a nice enough manner. She projects well but with a tendency to mug a bit too much. The male singer, Rudy Whissler, who did *Spring Is Here*, looks good and also sings a fair tune. However, he needs more experience before audiences. Lorna Lynn, another thrush, sings the hot tunes. This gal is cute on the eyes, but her *My Baby Just Cares for Me* was ordinary. Bus Davis handles the piano background and sings in a sophisticated manner.

Most of the songs either were sung slowly or sounded as if they were, which made for bad pacing. In the last number Miss Fite unexpectedly moved into the scene and camera range when the others weren't aware of it. There were a few awkward moments until the matter became adjusted.

This one needs plenty of work. *Leon Morse.*

**Have You Forgotten?**

Reviewed March 30  
Sustaining Via WCBS  
Mondays-Fridays, 11:15-11:30 p.m.  
Producer-director, Gordon Graham; writer, George Roosen; announcer-narrator, Lee Vines.

A quarter hour of nostalgia is the offering of WCBS in the 11:15 p.m. slot across the board, featuring the deep voice and slow delivery of Lee Vines. Vines spins an average of three platters per show but surrounds their playing with a lot of interesting palaver on events which occurred during the year in which the numbers first became popular. The songs invariably proved sentimental ballads of bygone days, on this show *Lilli Marlene*, *I'll Follow My Secret Heart* and Al Jolson's early recording of *April Showers*.

Vines incorporated a brain-teaser for the audience with each number, and supplied the answer when the disk finished spinning. Thus, in connection with the *Lilli Marlene*, he asked for three songs about gals dating from the first world war, and for *Secret Heart* (circa 1934), he asked for the name of the novelist who turned out a notable work about the refugees from the Oklahoma dust basin. The latter proved a questionable mood link with the song, coming just prior to the playing of the saccharine ballad. Over-all, it's the kind of a pre-bedtime show which could well appeal to a sizable segment of the adult audience. *Sam Chase.*

## Airings of Fiscus Rescue Work Sells Tele on Coast

HOLLYWOOD, April 16.—It took tragedy to shock Southern Californians into realization that there's more to tele than parlor guessing games. Viewers felt video's impact as an on-the-spot news medium and were gripped by its public service powers when KTLA and KTTV covered the Kathy Fiscus rescue. KTLA (Paramount) went on the air from the scene of the accident at 5:30 p.m., Saturday (9), followed in about 15 minutes by KTTV (Times-CBS). Both stations remained on thru the night and the next day and until after 9 p.m. when the tot was found and pronounced dead.

Video brought into bold relief the drama of volunteers risking their lives as they dug 100 feet underground to free the child from the well that held her entombed. As the race with death unfolded, video punched home proof that it can take emergency in stride. Their vigil cost each station a few thousand dollars, but it was an investment that will reap benefits for the stations as well as the industry. Impact on the public was so great that patrons refused to allow dealers to turn off demonstration sets at store closing times. Set sales have taken an unprecedented rise since the telecast of the rescue efforts.

While both stations deserve credit for their coverage, it was KTLA that snared honors. Station's flawless camera work, lensers' ability to poke the tele eye into the center of the activity, Bill Welch's noteworthy commentary, use of explanatory charts and interviews with workmen all went together to make the viewer feel he was part of the rescue operations.

KTTV's coverage suffered by comparison. Station, on the air only since January, revealed its personnel lacked know-how that comes with plenty of

air time. Its crew seemed disorganized. Neither its sound nor pic quality compared with KTLA's, nor did camerawork and cutting.

Both stations seemed to reflect their parent companies in their approach. KTTV hit more from the radio side, emphasizing gab more than image, while Paramount remained the movie company, constantly searching for a better picture. KTTV used little thought in its background music. At a time when everyone hoped that the child was still alive, KTTV introed its San Marion remote with funeral strains of the second movement from Beethoven's *Seventh Symphony*.

### BBC Favors Kine; May Increase Time

LONDON, April 16.—Kinescoped television programs are proving so satisfactory that the British Broadcasting Corporation (BBC) may soon increase time on the air, using filmed airers as basic fare for additional time periods. The only snag at the moment holding up kine programs is the arrangements with the various unions over fees for repeat shows. Success of the recent kinescoping of the Oxford-Cambridge boat race has encouraged extension of air time and planning for a new series of shows.

Results have been so promising that in July BBC engineers will have apparatus in full operation. However, before any big-scale effort can be undertaken, the problem of copyright and fees must be settled.

Artists, commentators and cameramen are all represented by their unions which are demanding additional fees for repeats of their work. The BBC is willing to pay larger fees for repeat programs, but the scale of the fees and the general principal raised has yet to be settled.

## Cy Howard Hits Jackpot In Comedy for 200G Yearly

NEW YORK, April 16.—Writer-director-producer Cy Howard, who shortly will become radio's top-salaried chattel, said this week that the \$200,000 per annum he will rake in for the next six years is the payoff from hitting the situation comedy jackpot. Howard's new contract, with the Columbia Broadcasting System (CBS), is the reward for the success of his two current packages, *My Friend Irma* and *Life With Luigi*, with a new opus, *The Private Lives of Eddie and Ann*, to debut this summer on the web. The latter show, dealing with the adult world thru the eyes of 10-year-olds, may also be telecast simultaneously.

Howard has pronounced ideas on the place of situation versus gag comedy. He maintains that the day of gaggery and tailoring a show to a star's needs, has ended. Howard insists, for his shows, on a story stressing characterization with "real people and real problems" in it. In this way, he claims, the comedy basis is laid for situations that have im-

pact and can be continued indefinitely.

Howard claims the technique of playing a show to a studio audience is all wet. "Why sacrifice an audience of 22,000,000 at home for 400 in the studio?" he asked. "The number of laughs a show gets in the studio is a false barometer because comedians use tricks to get the people in the studio to laugh. They mugg, use tired old mother-in-law jokes, sex jokes, girle jokes, insults and wild jokes. I go after relaxed listening in the home."

Howard "de-jokifies" each of his scripts and pulls out at least 15 gags that are not in character and do not spring from the situation. He explained: "Each of my scripts must have the story resolved. I do not use cliches, and there are no jokes fed to characters." Howard has his actors dress in character for the studio audience, his theory being: For the studio audience—theater; for the people at home—radio.

### Video Film Packagers List

The second part of the list of organizations producing and distributing film products for television has been postponed until next week's issue, due to the full coverage of the National Association of Broadcasters' Convention. The first half of this list ran last week. In succeeding issues *The Billboard* will publish lists of organizations producing both film and live shows for video and those specializing in live shows only.

### It's Friendship

HOLLYWOOD, April 16.—Local tele stations KNBH (National Broadcasting Company) and KFI-TV joined hands this week for the first reciprocal announcement tie-up in local video operations. To snare lookers for both operations, KFI-TV will end its telecasting day at 6:00 p.m. with reminder that lookers switch to KNBH for remainder of tele evening.

Similarly, KNBH will plug KFI-TV at end of its transmission time, suggesting that viewers tune in to KFI-TV at noon the following day. With KFI-TV airing only from 12 noon to 6 p.m., two outlets do not conflict save for several hours on Sunday afternoon when both KNBH and KFI-TV are on the air.

### Com'unicat'ns Probe Officially Under Way

WASHINGTON, April 16.—The industry-wide probe of the communications industry, which the Senate Interstate Commerce Committee has been playing around with since last year, is under way officially for the first time this session, following the naming of a special communications subcommittee yesterday by Chairman Edwin Johnson (D., Colo.). Funds for the probe were granted earlier in the week in a resolution approved by the Senate.

Named by Johnson to head the subcommittee was Sen. Ernest McFarland (D., Ariz.), who was a member of last session's three-man group. Also a holdover is Charles Tobey (R., N. H.). Other members appointed by Johnson were Estes Kefauver (D., Tenn.), Homer Capehart (R., Ind.) and Johnson himself.

Tho the new subcommittee is ready to go deeply into the field of radio and television, its scope also includes the telephone and telegraph industries.

## Motorola Eyes Fairbanks Pix

NEW YORK, April 16.—Motorola, which last week decided to drop the Robert Ripley *Believe It or Not* video show, now is mulling sponsorship of the Jerry Fairbanks film series, *Public Prosecution*. The National Broadcasting Company (NBC), over which the Ripley show had been aired, has pitched the Fairbanks series at the receiver manufacturer following a lengthy period in which the web has been unable to snag a bankroller for the crime stanzas.

The Fairbanks series is reported to sell for nearly three times the \$7,500 at which the Ripley show was pegged.

### Authors' League OK's Admission of TWG

NEW YORK, April 16.—The Authors' League Council has voted to admit the Television Writers' Guild (TWG) as a member guild with four seats on the council. Of the 40 council seats, the Dramatists' Guild (DG) has 12, the Authors' Guild (AG), 12, and the Radio Writers' Guild (RWG), 12.

As for the dispute between the League and the Screen Writers' Guild (SWG) over TV jurisdiction, a resolution outlining the League's interpretation of individual Guild rights has gone out to the 36 members of the council and the 12 members of the SWG's executive board. A ballot will then be taken and if a majority vote in favor of the League's stand that TV jurisdiction belongs to the TWG, the SWG will have to abide by such decision or leave the League.

### New Uptown Site Acquired by WOR

NEW YORK, April 16.—Station WOR this week purchased an entire square block bounded by 67th and 68th streets, Broadway and Columbus Avenue in midtown Manhattan as a site for future construction of buildings for offices and studios to be used by WOR-TV. No date has been set for construction work on the property.

Meanwhile WOR is readying two large TV studios near by in space recently leased from the American Broadcasting Company for use when the WOR-TV goes on the air in June.

### Ed Wynn Latest Snagged by CBS

NEW YORK, April 16.—Ed Wynn is the latest Columbia Broadcasting System (CBS) acquisition to fit into its fall programing line-up on its television network. The comedian will have his own show kinescoped from the Coast, where he resides.

The format of the program or its starting date haven't been decided yet, altho a late August or early September premiere is indicated.

### Sponsor Interest High in "See" Seg

NEW YORK, April 16.—Sponsor interest is still very high in the recently dropped *I'd Like To See TV* program formerly on WNBT from 9 to 9:30 p.m. Tuesdays. Procter & Gamble was the sponsor but has decided to fill the spot with *The Fireside Theater*, a half-hour showcase of different TV shows.

Young & Rubicam, J. Walter Thompson and two other top agencies are considering the show for their clients. The TV program was on the air 22 weeks and had a good Hooper.

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# ASCAP'S TRIPLE VIDEO BITE

## ABC Deal Hot For TV Bow of WW and Drew

NEW YORK, April 16.—Charles C. Barry, video veepee of the American Broadcasting Company (ABC), is slated to huddle with officials of the William Weintraub Agency next week about the projected fall tele debuts of Walter Winchell and Drew Pearson. Current plans are for the two commentators, airing for Kaiser-Frazer and Lee Hats, respectively, to simulcast.

ABC this week inked Pal razor blades, thru the Al Paul Lefton Agency, to bankroll *Story of the Week*, the five-minute film produced by 20th Century-Fox, which will air from 9:25 to 9:30 p.m. each week following the Eisenhower series starting May 5. This marks Pal's video bow. Tums, which had optioned Arlene Francis's *Blind Date*, dropped its bid, but Speidell jewelry, which was squeezed out of buying any of the video *Stop the Music*, has now taken an option on the show. Barry and Sandy Stronach will fly to Chicago next week to discuss origination problems and probably will visit Detroit to try to sew up Plymouth for *Hold That Camera*, on which the auto firm holds an option.

Negotiations with the Texas Company for fall telecasting of the Metropolitan Opera on a regular basis seem nearing the signing point. Major problem still to be cleared up concerns payment of the talent, with agreements likely to be sought with the unions involved.

## To Urge Code At ITPA Meet

HOLLYWOOD, April 16. — Mal Boyd, president of Hollywood's Television Producers' Association (TPA), will urge adoption of a standard code of practices for governing live tele shows when he addresses the first annual meeting of New York's Independent Television Producers' Association (ITPA) at a conclave to be held Thursday (21) at Savoy-Plaza Hotel in Gotham.

Boyd will introduce following recommendations agreed upon by 63 Coast tele producers now comprising TPA: (1) Uniform rates governing royalties on kinescope syndication of local shows; (2) standard contract clause on air credits, both visual and audio; (3) use of a standard release form for all tele producers; (4) contractual guarantees on minimum cameras, lighting and other technical requirements to insure best possible production, and (5) retention of kine rights by producers for shows currently airing on a local basis only.

Following confab with New York producers, Boyd will return to Hollywood to present ideas advanced by ITPA to local group. TPA's recommendations have been based on problems currently existing in this area and desire for adopting a firm stand in co-operation with New York video men before the industry has made further strides.

## P&G-GTE Video Film Pact May Be Pattern for Trade

HOLLYWOOD, April 16.—A deal signed last week between Procter & Gamble (P&G) and General Television Enterprises, Inc. (GTE) for production of 13 half-hour tele pix may set the pattern for future video film production and sales. Contract terms, as revealed by GTE Prexy Gordon Levey, contain provisions never before incorporated into a video film pact.

Among contract provisions are the following: (1) Ownership of finished films remains with GTE; (2) rental rights provide for continuing revenue similar to theater film rentals, and (3) advance financing and profit-sharing clauses will give (GTE) a healthy chunk of cash with which to work.

Unlike most tele film deals which call for at least partial purchase of

finished product, the GTE plan is akin to the distribution set-up used by film producers in dealing with theater ops. In this instance, P&G assumes the role of first-run theater while additional sponsors (to be secured) become neighborhood houses. With tele stations taking to the air monthly and set sales adding to medium's audience, GTE is guaranteed new markets for an indefinite period.

P&G will get only specific rental rights, clearly limited by contract. The series starts next fall over National Broadcasting Company's (NBC) Eastern coaxial network, slotted at 9 to 9:30 p.m. Tuesday evening and programed as *Procter & Gamble Fireside Theater*. P&G guarantees a minimum of 24 stations and must pay GTE rentals on that number of outlets regardless of size of the NBC Eastern skein at that time. P&G has no first-run claims in non-competitive markets, which are defined as any station not in NBC's Eastern net. Contract further carries a sponsor protection clause giving P&G 30-day clearance in competitive markets. Thus, "second-run" rights cannot be sold before a 30-day lapse. In addition, P&G can snare re-telecast rights upon 13 weeks' notice. Another feature requires that the series (composed of two 12-minute stories spliced with commercials into a half-hour show) must be broken down and sold to other bankrollers in 15-minute segments only.

## Cantor TV Bow On NBC in Fall For Pabst Beer

HOLLYWOOD, April 16. — Eddie Cantor will make his video bow this fall over National Broadcasting Company (NBC), headlining a revue to be presented once every other week. Cantor settled points of difference with bankroller Pabst this week and agreed to do the show either live from New York or via kine from the Coast. Contract will include no clause on point of origin, but Cantor has agreed to trek to New York at the sponsor's discretion.

Video show will have a \$12,000 to \$15,000 variable budget and will feature a cast of talented newcomers. Only holdover from the air show may be Harry Von Zell. Remainder of the cast will be booked thru William Morris.

Cantor's radio show will also stay on NBC next season despite earlier reports that the comic would switch to Columbia Broadcasting System (CBS). NBC has promised Cantor a new time slot and is tentatively planning to move the gagster to 8:30 p.m. on Tuesdays, immediately preceding Bob Hope. Alan Young, current tenant of the sought-after time, is reportedly set to be canceled.

## KNBH Vetoes British Films

HOLLYWOOD, April 16.—KNBH, local National Broadcasting Company (NBC) tele outlet, has turned down all British-made films offered by tele skein's film division. Station programmers have nixed English films on grounds that "they don't fit into our schedules," which currently include one feature film and one Western pic weekly.

Refusal to buy the English products is said to stem from over-saturation of such flickers in local market plus fact that the films available fail to measure up to KNBH standards of "variety entertainment." Price is also said to be a factor, but the web said it was willing to pay top prices for good film regardless of maker.

Locally, both Don Lee's W6XAO and Paramount's KTLA have purchased blocks of British-made films, notably the Alexander Korda series currently airing on W6XAO and previously shown by KTLA.

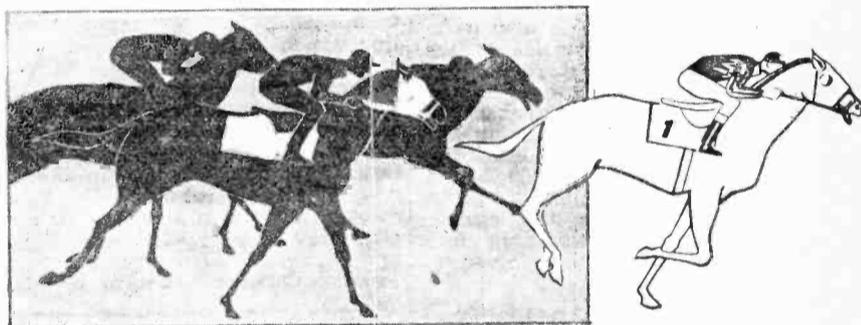
## Proposal Seen As 3 Times Radio Costs

### Compromise Pending?

NEW YORK, April 16. — The American Society of Composers, Authors and Publishers (ASCAP) wants to take three times as much money out of TV as it takes out of radio, assuming that TV's income equals radio's. That's how telecasters figure out the current ASCAP proposition relative to the cost of music rights on TV. ASCAP itself has remained very mum with regard to the TV-music rights blueprint.

High music industry figures have admitted they wanted more out of TV than radio but never indicated just how much more. It's figured, of course, that a compromise will be reached—music publishers themselves indicated as much this week—but in the meantime a number of telecasters have been virtually blowing their tops. ASCAP's radio income for 1948 was well over the \$6,000,000 figure, and on the basis of the current ASCAP blueprint, TV people figure ASCAP would stand to take about \$18,000,000 annually out of the TV industry when TV becomes a full-fledged medium.

One TV exec pointed out that the percentage bite ASCAP takes out of (See Telecasters View on page 22)



## WWJ-TV first television station in Michigan...still leading the field

MORE than two years of daily operation have given WWJ-TV the television know-how that results in better pictures, better programming and better commercial adaptability. This know-how is reflected in its local schedule of top crowd-drawing attractions including three seasons of University of Michigan foot ball . . . three seasons of Detroit Tiger base ball . . . as well as two seasons each of Detroit Red Wing hockey, and horse racing. Such features together with outstanding NBC shows are the main reasons why WWJ-TV is first, by far, with Detroiters . . . as proven by surveys . . . and with advertisers as proven by results. Yes, WWJ-TV is the sure bet in television in the multi-billion-dollar Detroit market.

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JONES "PHOTOS BY THE INCH"  
628 Montgomery St. San Francisco, Calif.  
Thousands of Photo Orders by Mail since 1946

# LONGHAIR GROWING ON TELE

## 4 Nets Move To Classical Music Shows

### On Commercial Basis

NEW YORK, April 16.—All four tele networks this week were moving toward early presentation of longhair musical video shows on a regular commercial basis. While such airers have been presented on a sporadic basis in the past, the current trend has the webs racing to schedule such shows for steady runs. Virtually all the programs involved have comparatively high budgets, and they range in content from opera thru straight symphonic music to light opera.

The American Broadcasting Company (ABC), which airs the Metropolitan Opera on its AM web Saturday afternoons, is nearing the packing stage with the Texas Company for fall telecasts from the Met. The video version will not be a simulcast but will fall on a week night. The deal is all but set, requiring only final clearance with the talent unions on the exact video scale to go to performers.

The Columbia Broadcasting System (CBS) is readying a symphonic series, as yet untitled. Skedded to kick off early this summer, the series will involve use of a 30-piece symphonic orchestra, with soloists probably due to come in as guests. A bankroller is being sought for the series.

DuMont has optioned a new package developed by Gustav Haenschen, musical conductor, featuring grand opera capsuled into one-hour versions, done in English with the cast wearing modern dress and using contemporary locale and story line. The feeling is that with the blood-and-thunder plots and familiar arias, the operas, brought into the current idiom, will make fascinating fare. Top casts are said to be involved.

### NBC Dickering

The National Broadcasting Company (NBC) is dickering with Samuel Bronston, former film producer, who has completed shooting of 21 short films featuring the 100-piece Santa Cecilia Orchestra of Rome, with 20 more due to be made next month and another 60 to 80 slated for the future. Bronston's plan is to build a TV musical library, with the films sold on a per-minute basis. The films, which run about nine minutes each, were made on a large stage, to give a concert hall effect. They will eventually be released for theater and 16mm. use also.

Another deal in the works, with no web set as yet, involves legit producer John Shubert and video consultant Ray Nelson, who have pack- (See *Longhair Growing* on page 16)

## Coy Saves He's Losing Money On FCC Salary and Expenses

WASHINGTON, April 16.—Additional evidence that Wayne Coy will be pulling out of the Federal Communications Commission (FCC) chairmanship (*The Billboard*, March 26), came to light this week as the House Appropriations Committee released Coy's recent testimony before that group. Coy told the House group that his FCC post has created a financial problem for him. He said his various speaking trips have cost him more for expenses than he has been reimbursed on the per diem basis of \$6 a day, and he said the extra expenses have come to as much as \$8 a day from his own pockets.

"I should like to point out further," Coy told the committee, "that my present salary as a member of the Federal Communications Commission does not meet my personal living expenses and that my resources are inadequate to continue for any great length of time the expenditure of personal savings in order to maintain myself and my family."

### Bigger Post Likely

It has been known for months that Coy's future points toward withdrawal from the FCC chairmanship to either a post of bigger stature in the government or more lucrative position in private industry.

As disclosed in these columns March 26, Coy's personal situation has been made known to President Truman, who has been considering Coy as a possibility for the National Security Resources Board (NSRB) in the event Truman finally decides to withdraw the Mon Wallgren nomination which has been pigeon-holed by a Senate committee. Several other governmental posts, which would carry even larger salaries and expense allowances, have been under consideration and, in addition, there have been numerous rumors linking Coy with a possible return to the broadcasting industry in an executive capacity. Coy is currently scheduled to participate in an international conference slated to start in mid-May,

and it is generally assumed that any move he makes from FCC will wait until after the TV freeze is lifted sometime next month or June.

## RTDG & ABC Set Pact After CBS Pattern

NEW YORK, April 16.—The Radio and Television Directors Guild (RTDG) and the American Broadcasting Company (ABC) this week came to an agreement on conditions for TV directors working for the web. Under the pact, which probably will be inked next week, directors will get \$120 weekly on being hired, after six months \$125 and after nine months \$130. Associate directors and floor managers will get \$80 per week when they begin, after six months \$87.50 and after 10 months \$95.

The terms are the same now in force at the Columbia Broadcasting System's TV operation. The pact will be retroactive to January 22, and will expire December 31. Agreement between the negotiators came about largely thru meetings held last week at the New York State Mediation Board.

## Orsatti Talent Org Debs TV Dept.

HOLLYWOOD, April 16.—Orsatti Agency, top Coast talent org heretofore exclusively devoted to the film field, this week announced the opening of a television department to be headed by Marvin Saltzman.

First client signed was Al Burton, 21-year-old writer-producer currently packaging shows on both KLAC-TV and W6XAO here. Agency plans to showcase film stars in its stable as soon as contractual restrictions are lifted by flickeries.

## Bulova Duopoly Ruling Expected Soon From FCC

WASHINGTON, April 16.—Action is imminent in the long-pending renewal-duopoly case involving Arde Bulova and his New York stations, WOV and WNEW. Word here is that Federal Communications Commission (FCC) will announce a ruling within a matter of days—a fortnight at the outside.

There is a chance that FCC's pronouncement may include calling a further hearing on the question of whether or not Bulova is "qualified" to continue as a licensee. Investigation into his qualifications was supposedly completed last year, but it is reported that at least one commissioner is of the opinion that a further inquiry is necessary.

In the event that FCC decides in favor of Bulova, there still remains the matter of FCC's duopoly rules which ban operation of two stations in the same city under common control. Under that rule, Bulova must sell one or the other—and it's WOV that he wants to peddle. However, FCC must first rule on his right to operate WOV and WNEW before it can permit him to transfer either of the stations.

The duopoly rule went into effect in 1943, putting Bulova in at least technical violation of the regulation for almost six years. However, Bulova was requested by the commission not to sell WOV during the war because it was a foreign language station, and FCC preferred to see it continue under the same ownership rather than go into the touchy problem of approving a new owner.

### Supplementary Petition

The possibility that FCC may call for full-scale public hearings on the WNEW renewal was enhanced late this week when the International Catholic Truth Society, Brooklyn, submitted a supplemental petition to an earlier request for permission to intervene. The Society, thru Rev. Edward Curran, claimed that it has turned over to FCC's legal department "certain important documents that have only come to light within the past few weeks." These documents, the Society alleged, show "instances of misrepresentation and concealment by Mr. Bulova."

## Warners Seek To Speed Up Thackrey Deal

WASHINGTON, April 16.—In an attempt to get Federal Communications Commission (FCC) to act on their bid to buy the radio and TV properties of Dorothy Thackrey, Warner Bros. this week petitioned FCC to publish the proposed sale in the *Federal Register*. Simultaneously, Warners filed formal application for the sale of KLAC, Los Angeles, to a new corporation headed by Ralph Atlas, Chicago. The Atlas deal is contingent upon FCC approval of Warner's purchase of KLAC and KLAC-TV, Los Angeles, and KYA, San Francisco.

If the Commission approves all transactions involved, the movie outfit will wind up with KLAC-TV and KYA and retain its Los Angeles station, KFWB. Under FCC duopoly rules, Warners would have to dispose of one of the two Los Angeles AM stations if the Thackrey transaction is completed.

Warners' desire for speed is due to the fact that the sale agreement with Atlas runs out in August. FCC has been sitting on the Warner-Thackrey deal while it examines the implications of the Supreme Court ruling on anti-trust activities of a number of movie companies.

## TV Performers Get Unemploy't Compensations

NEW YORK, April 16.—Video performers this week were assured eligibility for unemployment compensation and the benefits of the Social Security law as a result of a ruling made by the Treasury Department. The decision came out of a dispute between Pert Kelton and the *Texaco Star Theater*, on which she recently appeared, over her status on the show.

The government upheld the contention of the American Federation of Radio Artists, supporting Miss Kelton, that all performers must take direction and thus are employees. The ruling parallels one made recently in radio against Young & Rubicam in the case of Jay Velie's appearance of the AM version of *We. The People*.

## CBS Dropping Red Barber & 'Escape' Shows

NEW YORK, April 16.—The Columbia Broadcasting System (CBS) will drop two of its sustaining packages April 23. *Red Barber's Clubhouse* on the web Saturday mornings from 10 to 10:30, will give way to a 30-minute musical called *Music for You*. This will originate from KMOX, St. Louis, and feature Stan Daugherty and his ork. The Barber show would have been a year old May 8. CBS may decide to return the program to the air in the fall.

Also axed is *Escape*, which follows *Clubhouse* Saturday mornings. The 10:30-to-11 a.m. suspense show will be replaced by *Tell It Again*, which is to be shifted from its Sunday afternoon 1:30-to-2 slot beginning April 30. The show which will move into the Sunday spot hasn't been selected yet, but it may be a musical.

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**WE DELIVER WHAT WE ADVERTISE!**

# Yankee Web in Radio-TV Deal For Suffolk, Narragansett Races

BOSTON, April 19.—The Yankee Radio Network, embracing more than 30 New England stations, altho not releasing any advance notice of the deal, this week was preparing to begin coverage of the 63-day horse race meet at Suffolk Downs starting next week and to follow that with the race meet at Narragansett Park, which will run into the fall. The

precedential deal was said to have been arranged by WNAC, Boston, with Harvey Newcomb, of the Frost Advertising Agency, deeply involved in the transactions.

The daily coverage will be titled *Day at the Races* and will air from 2:30 to 5 p.m. with co-op sponsorship probable. Yankee and WNAC also have secured television rights to the same events, on a sharing basis with WBZ, Westinghouse affiliate of the National Broadcasting Company (NBC) in Boston. Yankee and WBZ also share tele rights to Boston baseball games and will telecast the ponies on days when they do not cover the ball games.

However, the video deal for the races seems to be in the nature of insurance for WNAC and Yankee. WHDH, which carries the radio coverage of Boston baseball, reportedly will have the exclusive on the games for video when its tele station starts operations in July. Hence, WNAC and WBZ are protecting themselves in tele by sewing up the races. Two indie radio stations last year aired the races, WMEX and WORL, but upon application this year were told they were out in the cold.

Because of heavy betting, coverage of the races is expected to have tremendous pulling power. Possible legal angles which may arise have not yet been fully explored, and no comment was forthcoming from any quarter on the potential effect this coverage might have on growth of telephone betting parlors and similar institutions.

# New Flare-Up In AM Vs. FM On Capitol Hill

## AM Favoritism Charged

WASHINGTON, April 16.—The AM-FM controversy is flaring up again on Capitol Hill, and this time it's Rep. Francis Walter (D., Pa.) who is fanning the sparks. Quiet had prevailed on the issue since Rep. William Lemke (R., N. D.) dropped his fight last session to get FM moved back to the 50-mc. range, but this week Walter came out with a blistering attack on Federal Communications Commission (FCC), National Association of Broadcasters (NAB) and Radio Corporation of America (RCA), claiming that FM "has been stepped on, obstructed, blocked or ignored from the start by some of the big interests in AM and by the FCC."

In an extension of remarks on the House floor, Walter declared that RCA "ignored" FM and that FCC engineers labelled it "visionary and impractical." The moving of FM upstairs, said Walter, was "an obviously stupid blunder." This, he stated, delayed the quantity of production of receiving sets for several years.

Walter declared further: "It (FCC) has done other things to favor and encourage AM over FM. Members of the House and Senate have charged that the Commission serves corporate interests, and one senator has stated that the FCC and RCA have often been synonymous."

## Propaganda Charged

It was charged by the Pennsylvania legislator that "FM facilities are being constantly subjected to a barrage of propoganda designed to convince advertisers that their money should be spent on AM broadcasts." He claimed that a listening survey conducted by Broadcast Measurement Bureau (BMB) for NAB "gave a false and erroneous picture" in favoring AM coverage by a wide margin.

Walter concluded his remarks by saying: "It is impossible to escape the conclusion that somehow, somewhere, there is an underlying pattern that ties all these things together. It seems to me that the anti-trust division of the Department of Justice might well look into this matter in order to determine whether or not there are any violations of our laws."

## Postponement

Because of the pressure of copy reporting on developments at this week's National Association of Broadcasters' (NAB) Convention in Chicago, the second installment of *The Billboard's* Chicago AM-TV survey, conducted by Jay & Graham, will not appear this week, as scheduled. It will be published in next week's issue instead.

# Coast Insurance Co. Takes Video Plunge

HOLLYWOOD, April 16.—Pacific Mutual Life Insurance Company became latest Coast bankroller to plunge into tele with launching of a local 3-station tele film campaign. Sponsor will use a series of five 2-minute film featurettes, produced by Ray Patin Productions, and aired over KTLA, W6XAO, and KTTV in the Los Angeles area.

Saturation tele campaign calls for consecutive showings on all three outlets with each film to be repeated once, thus covering a 10-week cycle. Each station will carry identical pix on alternate days. Campaign is being plotted by Arnold Maguire, Coast tele. chieftain for Foote, Cone & Belding.

## HOUSE GROUP

(Continued from page 10)

Colo.). Last session the Johnson measure was approved by the Senate Interstate Commerce Committee but failed to receive floor action.

The House Interstate Commerce Committee has been criticized by several GOP-ers for doing nothing this session, and it is possible that the needling will start some action. The only hearing held by the group in the more than three months of the current session was conducted last week on amendments to the Natural Gas Act.

## NAB RESOLUTIONS

(Continued from page 10)

board to meet with members of the transcription industry to try to arrive at a lowering of transcription rates. Still other resolutions directed the NAB to confer with the Federal Communications Commission in order to eliminate the rule necessitating identification of transcriptions, backed BMB and directed the NAB to work out a policy of value to American broadcasters for the upcoming NARBA meetings in Canada.

# Barry Tells Why Shawmut Bk. Goes All-Out for TV: Predicts It Will Change Pattern of Life

By Bill Riley

BOSTON, April 16. — National Shawmut Bank of Boston probably has a heavier investment in television (probably in radio, too) than any other financial institution in the country—that is, a direct investment in time bought and programs sponsored. Here's why, according to John J. Barry, vice-president in charge of advertising and public relations, and former newspaperman and radio commentator.

"From the advertising angle television will alter materially our whole economic picture. Some of the things which seemed to have the solidarity of Gibraltar will crumble before this new device. Our whole pattern of life cannot help but change. Other products will assume new importance. New habits, new interests, new wants will flow from this invention. Our tastes, our knowledge, our culture must all be affected by the pace of its advance and breadth of its scope."

## 5,000 New Sets in Month

The installation of more than 65,000 sets in the 50-mile Boston area since last June, and the present rate of about 5,000 a month, certainly support the wisdom of the Shawmut Bank's investment, altho no one expects that the present rate will hold up. It's perfectly plain why Shawmut is in television.

Barry declares that TV is destined to become a leading—perhaps the No. 1—industry in the country. He estimates the total expenditures—in stations, set production, programing, advertising and so on—will be somewhere between five and eight billion dollars a year. This is why Barry and his bank consider television of such earth-shaking importance.

The value of television, according to Barry, lies first in its power of attraction, and second in its power to demonstrate a product or a service.

Television is curtailing other entertainment and social activities and thus "the family is being drawn together again and being subjected to a new form of advertising which will wean them away from products and services being sold in other media."

## TV Taking Over

Because radio is virtually killed in the presence of television, video takes its place as the most powerful advertising medium of all time. Barry estimates the Shawmut loses some 20,000 radio listeners a month as TV grows by leaps and bounds in this area. Thus, says Barry, it is possible for some, imperative for other advertisers to get into television at once.

The National Shawmut Bank has always been a progressive and fast moving organization, very much alive to the importance of intelligent public relations and well-planned advertising. The bank's radio debut was made with a co-operative sponsorship of Stokowski and the Philadelphia Orchestra in 1938. When this was relinquished, the bank sponsored 66 consecutive weekly broadcasts of a soap opera, before going into the almost exclusive use of news as a program product.

Barry began regular news commentary for the bank over WBZ, the National Broadcasting Company (NBC) outlet here, in 1941 while still a staff member of *The Boston Globe*. In 1946 he moved to his present post.

## News and Weather

Currently, almost all of Shawmut's TV eggs are in the one basket of combined news and weather programs. The bank nearly blankets the town and frames the best air time. The *Shawmut Newsteller* and weather forecast is shown just before network time in Boston on WBZ-TV and

WNAC-TV, with the weather concluding the night's operations on the latter station just after the sports programs which usually take up its last hours on the air. This is five days a week on both stations at about the same hours, with the times slightly shifted on Saturday. Sunday the weather and news come late in the afternoon just before the broadcast of one of the Alexander Korda films which the Shawmut bought as a package. These represent its only divergence from the news-weather formula.

On AM radio, Shawmut's activities also are confined to news and weather, with spot announcements and short news bursts scattered around town at station breaks and shopping news programs. The one big show is Barry's thrice-a-week stint on WBZ as news commentator.

## In Self-Defense

In buying time franchises Barry and the Shawmut have been guided by one principle: self-protection. Hence all time is adjacent to, not coincident with, network time. This is valuable because it reaches a very large, prepared audience, and because the time cannot be taken away by the network.

In TV, Shawmut uses International News Service "Telenews" and *The New York Daily News* "Telepix," repeating the first on the second station.

At present Shawmut buys some of its TV commercials from Motion Picture Advertisers of New Orleans, and produces some itself, written by Doremus & Company in Boston and manufactured by Joseph C. DePhore, a Hub commercial photographer who has gone wholly into TV and is working night and day to keep up with the local demand. The difficulties are enormous—editing, splicing, re-filming portions of canned film. It often takes two weeks to get one ready for use.

# SCBA Expands Scope Of Station Services

HOLLYWOOD, April 16.—Southern California Broadcasters Association (SCBA) will enlarge scope of the org's activities to include greater services to outlying stations in Southern California area. With 38 stations now on its roster, SCBA hopes to induce additional rural broadcasters to join mutual group.

First step in drive was appointment of Robert McAndrews, promotion manager of Young and Rubicam, Hollywood, to the newly created post of SCBA managing director. Appointment marks the first time SCBA has hired a full-time paid executive to represent the org. McAndrews will join SCBA early next month and will concentrate on promotion and sales exploitation with special emphasis on individual station promotional campaigns.

## Big Grab on Network Stars?

That's me, no less, for who can resist my wonderful repros? In show biz, the bigger they come the harder they fall for my saving prices!

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

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# NAB in Major Step To Sell Radio Medium

(Continued from page 5)

can Newspaper Publishers Association (ANPA). BAB and the publishers' bureau will have one item in common, both charging their members for the services and material rendered.

If BAB lives up to its promise, it has a promising future. Eventually, it is likely BAB will be set up as a separate corporation, inheriting that now set up for the All Radio Presentation (ARP) another NAB project. Under such circumstances, members will be charged regular yearly dues for BAB services, with membership in NAB a prerequisite to BAB participation.

### Mitchell Sock Job

Mitchell's pitch to the board was a sock job. He cited four key-fields in which NAB should be serving the industry. These were advertising, as a profession and its meaning to the U. S.; the importance of networks in the U. S. radio picture; the importance of national spot advertising and finally, of retail advertising.

But in each of the first three, NAB had never made a move, Mitchell declared, never having had funds. Not in the history of NAB had an association representative moved to tell the story either of radio or advertising with like conditions existing all down the line. Only in retail advertising had NAB been active, and in that field its material was antiquated. The board approval followed soon after.

NAB will be sorely pressed to raise the money to which it is now committed—\$75,000 to Broadcast Measurement Bureau (BMB) and \$100,000 to BAB. The latter appropriation in addition to the regular \$70,000 budget of the department of broadcast advertising, BAB's immediate predecessor. Primarily, these extra requirements will be obtained from other NAB departmental activities. A further exploration of this financial problem will be found elsewhere in the Radio Department of this issue.

### LEWIS'S BLUE GAGS

(Continued from page 5)

Others said they could not take Lewis's material and furthermore didn't think the radio men, many of whom had their wives with them, should have been subjected to the blue gags.

Line-up of the show included the Four Step Brothers; Blue, Moore and Lessy; Dick Haymes; Dorothy Shay and Lewis. Lew Diamond's orchestra did a top job providing music for the program.

### LONGHAIR GROWING

(Continued from page 14)

aged a show based on some 150 operettas, considered one of the most important group properties in legit. The shows include Victor Herbert shows and such other titles as *Blossom Time*, *Student Prince*, *My Maryland*, *Naughty Marietta*, *Rose Marie* and *Countess Maritza*. These shows will run 60 minutes, and talent cost will be about \$15,000 weekly.

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# Nielsen's "6-Minute" Ratings

CHICAGO, April 16.—The A. C. Nielsen Company this week revealed the top 20 daytime and evening programs in its new "National Ratings." These differ from previous Nielsen ratings in that they not only offer, according to the research company, a composite picture of relative program popularity, in both phone and non-phone homes in rural and urban areas, but permit projection enabling estimates as to the total number of homes the programs reach.

Previous Nielsen ratings were made on a sample limited both geographically and numerically, and covering only 63 per cent of the U. S. population. The new "National Ratings," it is claimed, are far more inclusive. Nielsen previously issued "Total Audience" and "Average Audience" ratings. The first included all listeners to programs, including fractional program-listeners, while the "Average Audience" figures gave ratings on a basis of relative popularity for those remaining tuned in thruout program duration.

The new "National Ratings" are based only on those listeners who stay with a program more than six minutes, on the theory that they may be regarded as full program listeners and consequently are exposed to the complete program and the commercial. The result, Nielsen says, is a percentage applicable to the number of all U. S. radio homes, or one in other words, which reveals the actual number of homes listening to specific programs.

In the following chart the figures in the column headed "Current Homes" is given in millions.

## NATIONAL NIELSEN-RATING

Cur. Rank	Program	Current Rating Homes (000)	%
<b>EVENING, ONCE-A-WEEK</b>			
1.	Lux Radio Theater	11,249	29.9
2.	Jack Benny	9,744	25.9
3.	Godfrey's Talent Scouts	9,218	24.5
4.	Walter Winchell	9,067	24.1
5.	Mr. Keen	8,879	23.6
6.	Fibber McGee & Molly	8,618	22.9
7.	My Friend Irma	8,465	22.5
8.	Suspense	8,352	22.2
9.	Amos 'n' Andy	8,089	21.5
10.	Mr. District Attorney	7,938	21.1
11.	Bob Hope	7,938	21.1
12.	Crime Photographer	7,750	20.6
13.	FBI in Peace and War	7,525	20.0
14.	Stop the Music (4th qtr.)	7,374	19.6
15.	Stop the Music (3d qtr.)	7,336	19.5
16.	Adventures of Sam Spade	7,299	19.4
17.	This Is Your FBI	6,960	18.5
18.	Mystery Theater	6,923	18.4
19.	The Fat Man	6,885	18.3
20.	Inner Sanctum	6,885	18.3
<b>EVENING, MULTI-WEEKLY</b>			
1.	Lone Ranger	5,832	15.5
2.	Beulah Show	5,418	14.4
3.	Counter-Spy	5,267	14.0
<b>WEEKDAY</b>			
1.	Arthur Godfrey (Liggett & Myers)	4,740	12.6
2.	Ma Perkins (CBS)	4,327	11.5
3.	Pepper Young's Family	4,214	11.2
4.	Young Widder Brown	4,176	11.1
5.	Our Gal, Sunday	4,101	10.9
6.	Stella Dallas	4,101	10.9
7.	Right to Happiness	4,063	10.8
8.	Backstage Wife	4,026	10.7
9.	When a Girl Marries	4,026	10.7
10.	Romance of Helen Trent	3,950	10.5
11.	Wendy Warren	3,913	10.4
12.	Aunt Jenny	3,800	10.1
13.	Big Sister	3,800	10.1
14.	Rosemary	3,612	9.6
15.	My True Story	3,612	9.6
<b>DAY, SATURDAY OR SUNDAY</b>			
1.	True Detective Mysteries	5,342	14.2
2.	Grand Central Station	4,891	13.0
3.	Quick as a Flash	4,740	12.6
4.	Armstrong Theater	4,515	12.0
5.	Stars Over Hollywood	4,440	11.8

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### NAB HEARS ANTI-AM

(Continued from page 10)

they should all get into TV or "eventually you're going to be in the position of losing a great share of the advertisers' dollars."

The rest of the full-afternoon session on TV was a dull, repetitious discussion of facts which most broadcasters already know. After the session many said they had come to the meeting (one of the best attended during the entire convention) to learn down-to-earth facts which they could use to help them make up their minds concerning getting into TV, but the session had failed to provide what they wanted.

One of the few informative talks of the session, chaired by George Storer, president of the Fort

Industry Company, was that on TV personnel requirements given by Dick Doherty, NAB's director of labor relations. Doherty reported on a survey he made of the New York network stations and 41 other stations thruout the country.

On the average, he said, TV stations employ 47 full-time employees and 41 part-time workers. Average operational budget for the network stations was \$30,000 per week, and for the 41 other stations, \$4,230 per week.

Of the 41 stations, Doherty said, all but nine had union employees. He also claimed there was a great deal of featherbedding at each station, with many hours of work lost thru inefficiency.

Doherty said the "vast majority"

# BMB Center Of New Fight

(Continued from page 7)

expected to contribute \$15,000 each. Thus, it is argued, with the certainty that many other waivers will come in, BMB is virtually assured of money to complete and publish its study, now that it is over its immediate need for dough.

It also pointed out that the 4 A's has okayed NAB's plan for administering BMB completely. This approval was given verbally by Fred Gamble, 4 A's president, contacted by phone during the board meeting. A like approval is expected from the ANA.

### Opposing Arguments

Those against the NAB loan advance these arguments:

That the NAB board does not have the authority to make such a loan without a membership referendum.

That NAB lacks the financial resources to make the loan. Pointing out that NAB is now committed to lay out \$100,000 for its new Broadcast Advertising Bureau (BAB—see separate story), the critics of the loan argue that the BMB-BAB combination of \$175,000 is almost four times the amount NAB now has in its treasury—\$50,000. They are deeply concerned lest NAB be forced to borrow money or else mortgage its Washington real estate holdings.

That NAB has no right to make any unsecured loan.

That the full membership of NAB is not in BMB, which has 540 subscribers, around 400 of which are NAB stations. The board vote on the loan question was 12 to 7, and those against the loan accent the fact that of the full board of 25, only 12 are BMB subscribers.

That by using NAB money, even tho not all NAB stations are in BMB, all NAB members are now entitled to participate in the BMB product, since their funds are being used, even if temporarily.

That if BMB did need more money it should have not come from NAB, but from BMB subscribers, or, secondly, NAB, the 4 A's and the ANA.

### Pivotal Figure

In any event, Doc Baker becomes an increasingly pivotal figure in the BMB picture. It was his report on BMB which led to so favorable a reaction from the delegates at this week's BMB convention session, and it is also the fact that Baker is highly regarded as a research man, without any inclination to sell stations "blue sky" that contributed to board approval of the loan. Baker himself declared that he was firmly convinced this would be BMB's "last call for help."

# Telepak To Open New York Office

HOLLYWOOD, April 16.—Telepak, Inc., Hollywood video film producers, will open a New York office within a short time, it was announced this week. Robert Longenecker, Telepak veepee and one of firm's founders, will move to Gotham to head up Eastern branch. Firm will concentrate its sales staff in New York, with Longenecker acting as coordinator between New York agencies and his Hollywood production staff.

Merrill Pye, Telepak production head, will supervise Hollywood operations.

of the stations have part-time employees and use AM personnel whose salaries are not charged against TV. Doherty finished by warning broadcasters they could expect increasing program costs and said that "TV talent is the lowest now it ever will be."

## GE Cuts Prices \$15 to \$90 on 7 Radio-Phonos

SYRACUSE, April 16.—Suggested retail price reductions ranging from \$15 to \$90 on three radio-phono combinations in seven models were announced this week by Walter M. Skillman, manager of sales for the receiver division of General Electric.

In a letter to distributors, Skillman suggested that Model 118, a table combination which previously listed at \$99.95, be listed at \$69.95. Same model equipped for both standard and long-playing records, Model 118-L-P, now has a suggested price of \$89.95 instead of \$119.95. Model 119, a console combination previously listed at \$124.95, carries a recommended cut of \$15. With both standard and long-playing equipment, the same receiver, Model 119-L-P, should list at \$129.95, a cut of \$15.

Biggest recommended reduction was on an AM-FM console combination in three models. Model 337, with standard record player, carries proposed change from \$259.50 to \$169.50; Model 378, same but in mahogany rather than oak, would be reduced from \$229.50 to \$169.20. Suggested price for Model 378-L-P, with both standard and long-playing equipment, is \$189.50 as compared to current listing of \$259.50.

## Santly Assumes London Interest

NEW YORK, April 16.—Guy Lombardo this week turned over his interest in London Music to Joe Santly, the firm's general professional manager. Santly will continue with the pubbery, which has been a Broadcast Music, Inc. (BMI) affiliate. London's current plug song is *I Wish Somebody Cared Enough To Cry*.

Lombardo's withdrawal from London is said to be based on his intention to concentrate his future publishing activities in Lombardo Music, a Bregman-Vocco-Conn firm affiliated with the American Society of Composers, Authors and Publishers (ASCAP).

## Fine-Nelson Readies Oldtime Wax Series

NEW YORK, April 16.—Fine-Nelson, radio transcription package producers, this week were prepping a release of *Main Street Memories*, a new series of waxes featuring disk jockey Joe Franklin and guests. The show features current records made by old-time stars and interviews with these personalities. Art Mooney and Georgie Price are the first two skedded.

The half-hour weekly show will send out a complete kit of records, not just the record list as many of the transcribed disk shows do now.

## More Music Tomes Planned by Robbins

NEW YORK, April 16.—Jack Robbins, publisher of *Inside Be Bop*, by Leonard Feather, plans a number of companion volumes. Forthcoming will be *Inside Jazz*, by Louis Armstrong, as told to Leonard Feather, and *Meet Mr. Ellington*, a history of the blues and other musical byways investigated by the Duke.

Robbins also plans publishing a series of method books on bop.

FORT WORTH, April 16.—Old fashioned square dancing has made a comeback here with numerous dance spots being rented one night a week for the fanciers. Alcoholic beverages have been barred at most of the places. The square dancing goes on for three hours a night. Coin machines thrive at the locations.

## Million \$ Pier To Be Huge TV And Radio Exhib

ATLANTIC CITY, April 16.—The ballroom of the Million Dollar Pier here will be converted into a giant exhibit of radio and television, it was announced this week by George J. Costello, president of the new combine which has taken over the operation of the amusement center. Manufacturers, distributors, dealers and television broadcasting studios have been invited to join in the exhibit. And with millions of visitors attracted to the resort each summer, the exhibit shapes up as a major sales promotion stunt.

The plan is to provide a free gate for the exhibit, with exhibitors making consumer sales or referrals on the spot. Costello expects to have the exhibit ready in time for the opening of the pier May 28.

## 28G for April 45-R.P.M. Ads

PHILADELPHIA, April 16.—RCA Victor's introduction of the 45 r.p.m. records and record players, if nothing else, means pay dirt for the newspapers in this area. Using only four newspapers—*The Inquirer* and *Bulletin* here; *The Courier* in Camden, N. J., and *The Eagle* in Reading, Pa.—RCA Victor is shelling out a record \$28,000 for April, using full-page and half-page ads. In addition, Raymond Rosen & Company, area distributors for RCA Victor, is spending an additional \$8,000 to \$10,000 this month in dealer co-operative advertising in newspapers.

While the newspaper ad splurge has created only a small ripple at this early date, the campaign has doubled business for the Rosen distributing firm—that is, billings from distributor to dealer. It will be the repeat orders that will tell the tale—this month traditionally finding a let-down in record sales.

## Colonial Hops Into Race, Folk, Gospel

HOLLYWOOD, April 16.—Colonial Records, subsid of Modern Records, will be revamped with the release of 10 platters this week-end, marking the diskery's entry into hillbilly, race and spiritual field.

Distribution will be divorced from Modern distrib set-up and farmed out to 30 indie distributors. Sales and promotion will be taken over by Les Bihari, with brothers Joe and Jules Bihari supervising production and distribution set-up.

## New Stations in Six Cities Due To Boom Sales of TV Sets

WASHINGTON, April 16.—Sales of television sets in six cities are likely to be spurred when new stations take to the air in the next few months. The cities are New York, Los Angeles, San Francisco, Omaha; Rochester, N. Y., and Lancaster, Pa.

KGO-TV, San Francisco, is set for its official opening May 5. The new station has already signed a sponsor for 29 games of the Oakland Oaks. The city's operating station,

KPIX, will carry games of the San Francisco Seals. Baseball games will also be a feature of WOR-TV, New York, which is to make its debut June 1. WOR-TV will carry games of the Brooklyn Dodgers.

WHTM, Rochester, is to start testing May 15 for a June 11 opening. September 1 is the target date for the inaugural of WOW-TV, Omaha. KECA-TV, Los Angeles, is now on the air with test platters and is expected to begin commercial operations by mid-summer. Also testing is the first station in Lancaster, WGAL-TV; commercial start is predicted by June 1.

## RMA Lines Up Array of Talent For Chi Banquet

WASHINGTON, April 16.—A big array of musical and stage talent, including Lew Diamond and his orchestra, has been lined up for the annual all-industry banquet to be staged in Chicago May 19 in conjunction with the Radio Manufacturers' Association's (RMA) 25th annual convention which opens May 16, RMA announced here. The banquet will be held at the Stevens Hotel on the final night of the RMA conclave, which is expected to draw over 2,000 persons.

A "radio industry special train" will be run from New York with approximately 15 cars forming a special section of the 20th Century Limited, RMA stated. RMA Prexy Max Balcom announced that hundreds of radio industry leaders have indicated their attention to attend the Chicago conclave. The all-industry banquet, coincident with the annual Radio Parts Industry Trade Show, is sponsored not only by RMA but also by the following: Radio Parts & Electronic Equipment Shows, Inc.; Association of Electronic Parts & Equipment Manufacturers; Sales Managers' Club, Eastern group; National Electronic Distributors' Association, and West Coast Electronic Manufacturers' Association.

## New Coast Indie Waxer

HOLLYWOOD, April 16.—A new indie joined the Coast diskery ranks this week with the bow of Velvet Records. Label is headed by Wally V'ley and lists as its artists Dick Farney, Redd Harper, Jimmy Dodd and Bob Carlton. Initial release includes Farney and the Skylarks on *Ginny and I've Spent the Evening in Heaven*, and Harper's *We're A-Dancin' in the Old Red Barn Tonight*, plus three ragtime piano disks by Bob Carlton.

## W-C Setting Up 33, 45 Changer

CHICAGO, April 16.—A new record changer that will play both 45 and 33 1/3 r.p.m. seven-inch disks automatically and will "retail at no more than the current market price for one-speed seven-inch records," will be on the Webster-Chicago (W-C) production line soon, C. P. Cushway, W-C executive v.-p., announced last week. Cushway would not state definitely when the new equipment would be available.

The W-C Duo Seven changer will carry a standard spindle, with the wider center hole of the Victor-type 45 r.p.m. disks being corrected by the use of a plastic insert disk, which cuts the center hole size down to normal. The Duo Seven carries a velocity trip, three-second cycle change "from music to music," controlled tone-arm and non-record slippage. The physical size of the W-C unit makes it interchangeable with the current 45-r.p.m. changers, including exact duplication of the mounting holes. The W-C changer will also be produced in a table model record changer with the self-contained amplifier and speaker. The Duo Seven will be shown at the Radio Parts and Equipment Show in Chicago in mid-May.

## Col. Pitching Show Albums

NEW YORK, April 16.—Columbia Records, encouraged by the success of the *Kiss Me, Kate* album over the counter, has plunged into a full-scale original cast show album onslaught, with the current *South Pacific* hit due to go into the recording studios Monday (18) and two other musicals inked for waxings this week.

The diskery this week made a deal to cut an original cast package with the players in the *Lend an Ear* hit. Another deal was worked out for Columbia to wax the forthcoming Irving Berlin-Robert Sherwood *Miss Liberty* score. *Liberty*, due July 4, hasn't gone into rehearsals yet.

## New 45 Phono-Radio Introed by Crosley

CINCINNATI, April 16.—Crosley has announced a new radio-phono-graph combination called the Merry-maker. New model plays 45-r.p.m. disks and incorporates automatic changer, radio and storage space for 35 records in a cabinet 8 inches high, 15 inches wide and 13 inches deep. Changer holds 10 seven-inch disks, giving 50 minutes of continuous music. Weighing 20 pounds, the model comes in mahogany blends.

The five-tube radio features a five-inch PM speaker, two-position tone control and built-in antenna.

## 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.

**ONE-HALF OFF ON 37 WINDOW DISPLAY** models, demonstrators and floor samples. Leading names include RCA Victor, Stromberg-Carlson, Admiral, Farnsworth, Wilcox-Gay, and Capehart. TV models at 40 to 60 per cent off include Teletone, RCA Victor, General Electric, Admiral and Sigmastar.—Lyon and Healy, Chicago.

**HORACE HEIDT "PARADE OF STARS"** records and albums—first at Gimmel's in New York. First release by the new diskery includes two albums and six single disks; features talent discovered on Heidt's Radio Talent Hunt. Pops and standards listed.—Gimmel's, New York.

**A REVOLUTION IN HOME ENTERTAINMENT.** Two-turntable phono plays regular 10 and 12-inch disks, plus new RCA Victor 45 r.p.m. platters automatically. Also FM-AM radio and 10-inch TV. Price \$595. Copy touts reduced cost and increased quality of the new seven-inch records.—The Good Housekeeping Shop, Detroit.

**A HOME RUN IN RADIO VALUES.** FOR baseball listening. Nationally famous three-way portable (no brand name mentioned) regular \$29.95, offered at \$14.88 (less batteries).—Hudson-Ross, Chicago.

**GE TELE SET GIVES YOU EVERYTHING** but bulk—ten-inch direct-view tube in cabinet 11 1/2 inches wide. Model 805 illustrated. \$239.95 (plus tax and installation).—J. W. Greene Company, Toledo.

**FREE HOME DEMONSTRATION—DAY** or night—Motorola TV models at \$299.95 and \$349.95. Illustrated (excise tax and \$5 warranty extra). No installation charge. Also portable antenna at \$5.95.—The Hot 'n' Kold Shops, Detroit.

**THE FIRST OPERA FOR YOUNG CHILDREN—original work.** "The Emperor's New Clothes," was commissioned by the diskery. Critics, raves and portions of the clever lyrics are quoted in a full-page spread.—Young People's Records, Inc., New York.

# Pressure Vs. Cartel Suit

## ASCAP and Gov't May Settle Before Case Hits the Courts; Int'l License Changes Seen

By Ben Atlas

(Continued from page 3)

musical performing rights in the United States under the repertoire of any foreign musical performing rights society unless such musical performing rights shall also be made available on a non-discriminatory basis to other United States societies, persons or corporations engaged in the business of licensing musical performing rights."

### Would Spur Competition

A government victory either by negotiation or judicial decision in the opinion of legalists here would have the effect of encouraging unprecedented competition in the field of "musical performing rights" in the United States and perhaps internationally.

The Justice Department cartel suit against ASCAP is nearly two years old. Altho two members of the department's anti-trust division who drafted the complaint against ASCAP have since left the government, the attorney general is known to be determined to move the case to trial before winter unless, of course, a settlement is reached. Under the complaint ASCAP has been accused of having agreements with the International Confederation of Societies of Authors and Composers (ICSAC) and International Federation of Societies of Authors and Composers (IFSAC) in allegedly parceling out territories for exclusive rights to collect royalties on musical works. The government complaint named ICSAC and IFSAC as co-conspirators with ASCAP "in a combination and conspiracy to restrain and to monopolize interstate and foreign trade and commerce in musical performing rights" in violation of the Sherman anti-trust law.

### World Parcelled Out

"ASCAP and the co-conspirators," according to the Justice Department, "have divided the world into territories for the exclusive licensing of their combined repertoires of musical performing rights." IFSAC, the department has pointed out, is composed of 26 "musical performing

rights societies in the principal countries of the world, representing more than 50,000 authors and composers." ASCAP is a member of IFSAC.

"Each musical performing rights society," the Justice Department has stated, "has been allocated specific countries of the world in which it alone may license users under the musical performing rights of all societies which are members of IFSAC and ICSAC. In most instances the territory assigned is that country in (See ASCAP and Gov't on page 45)

## Pallma, Warner Award Is Cut

NEW YORK, April 16.—A final accounting in connection with the action brought by Frank J. Pallma Jr. and Stanley Warner against the Fox Publishing Company was reported by Special Master Max L. Finkelstein in United States District Court this week, with the finding that the plaintiffs are entitled to an award of some \$12,500. This sum is a drop of about \$30,000 from an earlier finding.

Moneys represent performance, sheet music, synchronization and mechanical royalties allegedly due Pallma and Warner following an agreement made in 1928 whereby they turned over certain copyrights to the Fox firm. The final judgment must be approved by the court and then may be appealed by either party.

The suit started in 1939. In 1947 Special Master Finkelstein reported a finding of more than \$42,000 for the plaintiffs. Judge Henry W. Goddard sent the report back for remanded hearings, principally because the amount recommended for perform-

## Chi Night Spots Go Strong As Summer Name Locations

CHICAGO, April 16.—Chicago appears set for its biggest name band summer period in years, with two outlets joining the Trianon and Aragon as top ork purveyors. Edgewater Beach Hotel, which has been playing semi-names the past three years, opens its Beachwalk, outdoor nitery, June 10 with Freddy Martin, followed by Claude Thornhill July 1 and Vaughn Monroe July 2. Philip Weber, hotel chief, said the name policy will continue until Labor Day, with the period after Monroe's two-weeker still open.

Tony DeSantis, op. of the Martinique, swank Southwest nitery which featured semi-name orks the past two years; is expanding his operation into a summer outdoor ballroom set-up. Starting June 3, he opens his outdoor dancing pavilion, Martinique Outdoor Dancing Gardens, with Jimmy Dorsey teeing off the new terpery. Name bands, including Frankie Carle, Sherman Hayes and Tony Pastor, will follow at one-week intervals.

### New Spot Huge

The open-air spot will be 65 by 150 feet and will accommodate 1,000 pa-

## Directors Huddle

NEW YORK, April 16.—Directors of the American Society of Composers, Authors and Publishers (ASCAP) convened here Thursday (14) in an all-day session with their counsel, Judge Robert Patterson, threshing over their various "housecleaning" problems.

Among the agenda reportedly were the government's cartel action against the Society, the Leibel decision and attendant loss of theater revenue, the revised writer's classification (*The Billboard*, April 16) and the tele negotiations.

## RCA Personnel Revamp Follows Earlier Changes

NEW YORK, April 16.—New shufflings in the RCA Victor personnel set-up took place this week on the heels of several earlier changes reported by *The Billboard* last week. Dave Finn, formerly sales manager of the record division, becomes advertising manager, replacing Richard Fielding. Finn's sales duties will be absorbed by Jack Williams, who continues as general sales and merchandise manager.

Paul Barkmeir, general manager of the record division, will reportedly absorb the duties of Vice-President James Murray during the latter's extended European trip. Jack Burgess, member of the evanescent artists-repertoire committee, is scheduled to join the field force in the diskery's new sales push.

ance royalties appeared excessive to him. The special master's current recommendation is based on a finding of \$5,558 due for performance royalties and \$5,659 for synchro fees, plus other royalties comprising in all the \$12,500 figure.

## Admiral Corp. Sets Records in Sales, Profits

CHICAGO, April 16.—Despite a changeover in production to its 1949 lines, the Admiral Corporation and its subsidiaries chalked up a new high record for sales and earnings during the first quarter ending March 31, 1949, nearly tripling last year's net earnings and doubling its net sales, according to Ross D. Siragusa, president.

Siragusa attributed much of the increase "to the television division which in January introduced a complete new line of sets with prices based on increased mass production and sales of more than 400,000 sets in 1949." He also said that the current quarterly statement not only sets a new record for first quarters, but it is the second-highest quarterly sales and earnings record in Admiral's history, exceeded only by the last quarter of 1948 when sales were \$24,249,757 and profits \$1,745,039."

Net sales for the first quarter of this year totaled \$23,513,097, compared with \$12,004,168 for the corresponding quarter last year. Net earnings for the first quarter of 1949 were \$1,536,217, compared with \$530,410 for the same period in 1948. This year's first quarter earnings were equivalent to \$1.54 a share on the 1,000,000 shares of common stock outstanding, compared with 53 cents a share in the 1948 quarter.

## Carson for H&R Another 7 Years

CHICAGO, April 16.—Jenny Lou Carson, writer of the current folk music topper, *Don't Rob Another Man's Castle*, and other hits, last week renewed her pact with Hill & Range Music for seven years. Jean Aberbach, H&R rep, drew up the new pact, despite the fact that Miss Carson's current contract has two more years to run. The guarantee on the new paper will run over six figures, it was learned.

In addition to H&R assignments, which will take the majority of the Carson pennings, the deal calls for Miss Carson to establish her own pub-berly, Jenny Lou Music, Inc., an H&R subsidiary to handle the overflow of her writing and to publish tunes of other writers. Due to the press of her chores, Miss Carson is dropping her Victor recording to concentrate on folk-tune penning.

## Baker Unties Exclusive Pact

HOLLYWOOD, April 16.—Contract ties between conductor-arranger Buddy Baker and Exclusive Records were dissolved last week with the mutual consent of both the batoner and exclusive's Prexy Leon Rene. Altho Baker leaves his desk as diskery's musical director, a post he held since 1946, he will continue to record for the label on a free-lance basis. Pact still had three years to run.

According to Rene, label will still have access to Baker's services, while batoner will be able to benefit from radio, pix and other disk deals. Rene recently gave his blessings to Baker joining an MGM session with Billy Eckstine, altho the batoner was still tied to an Exclusive pact.

## British Band Tourney Hits Union Shoals

LONDON, April 16.—The British Musicians' Union (BMU) has issued orders to its members forbidding them to play with non-union men. This action may keep many orks out of the national dance band championship competition in October. More than half the 500 band entrants are non-union. Lewis Buckley, organizer of the championships, says they will carry on despite the ban.

The union view is that all musicians who play for money should join the union. The non-union view is that many are only part-time musicians and are already members of other unions.

The case points up the fact that many union musicians are not employed full time or even enough to earn a living.

## Tempo Longhair Debuts in May With LP Album

HOLLYWOOD, April 16.—Tempo Records will invade the classical field with its recently acquired European recorded line in mid-May. Initial release consists of 13 complete works in an album of five 12-inch 33 1/3 r.p.m. disks. Long-playing platters will be pressed on vinylite and packaged in blue alligator leather albums to retail at \$22.50. Compositions also will be so arranged on the platters to permit sale of individual works at \$4.50 per disk.

Album contains *Scheherazade*; Symphonic Suite Op. 35, Rimsky-Korsakoff, by Armando Gramigna, violin soloist, with Willy Ferrero conducting the Italian Radio Symphony Orchestra; Richard Strauss's *Pranks of Till Eulenspiegel*, Vittorio Gui conducting the Florentine Maggio Musicale Symphony Orchestra and backed by the same artists doing Cesar Franck's *Prelude, Aria and Finale*; Alberto Erede conducting the Italian Radio Symphony Orchestra in Maurice Ravel's *Ma Mere L'ove*, backed with Sergio Failoni conducting the same orchestra in Strauss's *Dance of the Seven Veils* from *Salmé* and the Jean Sibelius tone poem, *Finlandia*; Haydn's *Symphony No. 88 in G Major*, performed by Bernardino Molinari and the orchestra of the St. Cecilia Academy in Rome, with the slipover containing *Serenade No. 6 in D Major*, played by the Italian Radio Orchestra batoned by Carlo Zecchi, and the same aggregation led by Antonino Votto in Strauss's *Waltz* from the opera *Der Rosenkavalier*; Claude Debussy's *The Festivals*, performed by Ferrer and the Italian Radio Orchestra and Molinari and the St. Cecilia Academy Orchestra backed by Franz Liszt's *Mephisto Waltz* played by Igor Markevitch and the Maggio Musicale Orchestra who round out the side with Emmanuel Chabrier's *Polish Dance*.

## Ray Anthony Ork For Cafe Rouge

NEW YORK, April 16.—Ray Anthony's ork, which has been building slowly in the past year or so, this week landed its greatest plum to date in a booking at the Cafe Rouge of the Hotel Statler here. The band will open at the hotel, long a top-name band location, either June 13 or 20 for at least four and possibly six weeks.

Anthony, who recently inked a Capitol disking pact, will follow Dick Jurgens into the room.

## "Donna Bella" Called Piracy

NEW YORK, April 16.—An infringement action was filed in U. S. District Court this week against Sinatra Songs, Columbia Records, MGM Records and tunesmiths Buddy Kaye, Dick Manning and Ben Lessy on charges of copying the song *Donna Bella* from an Italian tune titled *Tra Veglio e Sonno*.

The plaintiff, Di Bella Music, states that *Tra Veglio* was composed prior to 1913, with renewal rights acquired by Di Bella in 1941, and that the allegedly plagiarized *Donna Bella* was recorded by Columbia and MGM, with the latter waxery also making musical arrangements without plaintiff's consent. It is also charged that, although notified of the alleged infringement, the defendants continued to record and publish the song.

Attorney Ed Masters, acting for Di Bella, is asking an injunction and accounting of profits.

## New Rhapsodette Firm Inks Pact For Tarzan Wax

HOLLYWOOD, April 16.—Newly formed Rhapsodette Records last week closed a deal with Edgar Rice Burroughs for wax rights to his Tarzan tales to be released by the firm in kidisk album form. Platter books will be issued under a special Tarzan Records label. Each album will contain three break resistant disks giving an 18-minute story. Albums will retail for \$3.50. Lee Penny, Rhapsodette prexy, said immediate merchandising plans call for emphasis on chain store distribution, the diskery having already closed deals with Montgomery Ward and Sears-Roebuck. Platters also will be available for indie dealer distribution. First album will be released in eight weeks.

Penny said Rhapsodette will hit other facets of the wax biz, including pop and Western. Label in these fields will be Rhapsody Records, the firm which was taken over by Rhapsodette. Disks acquired by Penny from the former Rhapsody set-up includes sides recorded by the Esquire Trio who will remain with the label under its new management. Penny is partial to both Rhapsody and the Esquire combo since it was the threesome's Rhapsody disking of *Adobe Hacienda* that skyrocketed the Penny penning into prominence a few years ago.

## 802 Seeks More Jobs; Talks To Theaters on Pit Orks; Wax Work Off; TV Hopeful

NEW YORK, April 16.—With musician employment here at an ebb, Local 802, American Federation of Musicians (AFM), is hopeful of an improvement in the near future, with possibilities of additional job openings in several quarters.

A meeting has been scheduled for Monday (18) between Local 802 execs and representatives of the Broadway presentation houses—Paramount, Capitol and Strand. Since the presentation houses stopped paying stand-by money in August, 1947, the local has been running in the red. The contract between these theaters and 802 expired last Labor Day, and attempts to get together have been completely unproductive. What the local now wants is the restoration of house bands in these spots, regardless of the featured traveling band policy in effect there. The local may also be expected to bring up the matter of stand-by pay it feels is due from August, 1947, and which its attorneys are now mulling with a possible view toward legal action. Theater reps are not expected to be kindly disposed to either of these proposals, and how far the local will go in pressing them remains to be seen.

A more immediate prospect of employment rise lies in television, with Petrillo's signing with the webs two weeks ago, and a contract covering

## Peer's Castro Inks Flock Of Cuban Writers; Seen as 2d Step in Rumbalero War

NEW YORK, April 16.—Fernando Castro, Peer International's professional manager in charge of Latin-American music, returned here from Cuba this week with a briefcase full of signed renewals with Cuban tunesmiths. Castro refused to divulge the number or term length of the contracts, but stated that he had re-signed every Cuban songwriter whose contract with Peer was due to expire during 1949, and that all pacts were "long-term" agreements.

The move is interpreted by traders as Peer counter to the formation of the Rumbalero pubbery by Ernesto Roca, Cuban music panjandrum, and Jean Aberbach.

Roca's joining Rumbalero two months ago, after a 13-year association with the Peer empire, signaled the beginning of a war between the two pubberies for domination of the Cuban music scene and, more especially, the North American rights to Cuban tunes (*The Billboard*, February 19). Roca's power derives from his position as manager of the Cuban Composers' Society, RCA Victor's recording supervisor in Havana, adviser to the musicians' union, and

head of the government copyright office.

Castro, when asked the reason for his reported 100 per cent success in re-signing writers whose contracts were due to expire this year, despite the known fact of Roca's considerable influence, said that the Cuban songwriters "appreciate that Peer is really an international organization, with potential royalty income from all over the world." He also mentioned the writers' appreciation of Peer as the inceptor of Cuban and other Latin-American composers' societies.

Observers, however, are of the opinion that Castro's signing success was a case of getting to Cuba fustest with the mostest.

### Trend to Melody

According to Castro, the Cuban music picture has brightened considerably in recent months with a marked return-to-the-melody trend among tunesmiths there. Not only Peer, but virtually every other pubber dealing in Latin-American music, has been decrying the mambo and be-bop influences of late. With songwriters devoting themselves to "hip" beats, jazz riffs and progressive arrangements, the stream of Cuban melodies of the caliber of *Marta*, *Quiere Mucho*, *Siboney*, *Peanut Vendor* and the like has been drying to a trickle. Virtually nothing capable of plug possibilities here has been coming from the Antilles in recent years. Peer and other pubbers have been bombarding the Cuban writers with pleas to return to songs with singable melodies, and now, Castro says, "the change for the better can be seen." He quoted Havana Victor distributor, Jesus Humara, and Panart Record topper, Ramon Sabat, as also cognizant of the return to melody.

Castro also stated that 75 per cent of the Puerto Rican music output is under contract to Peer, with the pubbery represented there by Gonzalez (Tato) Ardin.

## European P.A.'s Set for Haymes

HOLLYWOOD, April 16.—Dick Haymes will hop the pond to do a series of p.-a.'s in England, Scotland and Continental Europe. He will open a one-week run at Birmingham's (England) Hippodrome August 8, will move to the London Palladium August 15 for two weeks and will bow at Glasgow's Empire Theater August 29.

These are the only dates confirmed at press time, with negotiations continuing for other stints on the Continent. Haymes is reportedly getting \$12,500. He is expected to score on the basis of his pix and Brunswick (Britain's label for U. S. Decca) disk sales.

## Monroe Booked For N. Y. Statler

NEW YORK, April 16.—Vaughn Monroe will play his first Gotham location engagement in a couple of years next October, when he opens a month's run at the Cafe Rouge of the Hotel Statler here. Monroe missed out on a New York engagement this year when his annual fall "home," the Hotel Commodore's Century Room, gave up the name band biz.

Prior to the Statler date, Monroe will make a cowboy flick which is skedded for shooting in September.

## 500 Majestic Masters Offered for Sale or Lease

NEW YORK, April 16.—Mercury Records is offering either for outright sale or for lease on a royalty basis about 500 of the masters which the diskery procured in the Majestic Records' auction sale about six months ago. The masters being offered for sale include all except those by Eddy Howard, Alfred Newman and Noro Morales and some by Louis Prima, Georgia Gibbs, Bob Hannon and Rose Murphy. Included in the masters up for barter are sides by such artists as Ray McKinley, George Olsen, Al

Trace and others.

Mercury execs point out that the diskery currently has its hands full with its own flow of releases. In addition some of the artists on the available masters now record for other firms and Mercury feels that it would not want to aid competitive diskers with these artists. And the waxery also points out that some smaller diskers could do more justice to the available masters than could Mercury at this point.

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**RETAIL DISK BEST SELLERS**

**VARIETY**

Survey of retail disk best sellers, based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

National Rating	Week Ending	Artist, Label, Title	New York—Daverg Stores	Chicago—Hudson-Ross	Los Angeles—Decca's Mus. Shop	Boston—Hosien Music Co.	St. Louis—S. S. Kresge Co.	San Francisco—Sherman-Clay	Indianapolis—Peterson	Cleveland—Burroughs	Kansas City—Jenkins Music Co.	San Antonio—Central Radio	Mt. Vernon—Don Leary
1	1	RUSS MORGAN (Decca) "Cruising Down the River"	1	2	10	1	1	1	1	1	1	1	1
2	2	RUSS MORGAN (Decca) "Forever and Ever"	2	1	5	3	4	1	1	1	1	1	1
3	10	RUSS MORGAN (Decca) "Sunflower"	3	10	2	8	8	8	10	10	10	10	10
4A	5	GORDON MACRAE (Capitol) "So in Love"	4	7	1	10	8	8	8	10	10	10	10
4B	3	VAUGHN MONROE (Victor) "Red Roses for a Blue Lady"	5	8	6	6	6	6	6	6	6	6	6
5A	9	SAMMY KAYE (Victor) "Careless Hands"	6	9	8	8	8	8	8	8	8	8	8
5B	4	BLUE HARRON (M-G-M) "Cruising Down the River"	7	4	1	7	9	9	9	9	9	9	9
6	6	RAY BOLGER (Decca) "Once in Love With Amy"	8	6	2	6	4	4	4	4	4	4	4
7A	8	RING CROSBY (Decca) "Far Away Places"	9	5	3	2	2	2	2	2	2	2	2
7B	11	EVELYN KNIGHT (Decca) "Powder Face With Sunshine"	10	11	3	2	2	2	2	2	2	2	2
8A	13	J. STAFFORD-G. MACRAE (Cap) "A" You're Adorable"	11	13	4	3	3	3	3	3	3	3	3
8B	5	RUSS MORGAN (Decca) "So Tired"	12	5	4	4	4	4	4	4	4	4	4
13B	18	FERRY COMB (Victor) "Far Away Places"	13	18	5	5	5	5	5	5	5	5	5
15C	15	RUSS MORGAN (Decca) "You, You, You Are the One"	14	15	6	6	6	6	6	6	6	6	6
15D	14	PATTI PAGE (Mercury) "Streets of Laredo"	15	14	7	7	7	7	7	7	7	7	7

**Top Record Talent and Tunes**  
AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS

Pos. This wk.	Pos. Last wk.	No. in list	Artist	Label	Song	Pub.	ASCAP
1	1	11	Blue Barron	M-G-M	Cruising Down the River	Spitzer	ASCAP
2	3	19	Russ Morgan	Decca	So Tired	Glenmore	ASCAP
3	10	11	Patti Page	Mercury	So in Love	T. B. Harms	ASCAP
4A	26	2	Ferry Comb	Victor	"A" You're Adorable	Laurel	ASCAP
4B	2	12	Vaughn Monroe	Victor	Red Roses for a Blue Lady	Mills	ASCAP
5	19	4	Ferry Comb	Victor	Forever and Ever	Robbins	ASCAP
6	4	30	Russ Morgan	Decca	Cruising Down the River	Spitzer	ASCAP
7	23	7	Russ Morgan	Columbia	I've Got My Love to Keep Me	Bertin	ASCAP
8	4	30	Los Brown	Decca	Forever and Ever	Robbins	ASCAP
9	9	4	Russ Morgan	Mercury	Again	Robbins	ASCAP
10	4	4	Vic Danne	Mercury	Once in Love With Amy	Morris	ASCAP
11	5	5	Blue Barron	Decca	So in Love	Laurel	ASCAP
12	7	7	Willy Kollar	Decca	Sunflower	Melrose	ASCAP
13	1	1	Russ Morgan	Decca	So Tired	Spitzer	ASCAP
14	39	4	Russ Morgan	Decca	So Tired	Famous	ASCAP
15	26	2	Ferry Comb	Victor	"A" You're Adorable	Laurel	ASCAP

**VARIETY 10 Best Sellers on Coin-Machines**

Rank	Artist	Label
1.	CRUISING DOWN THE RIVER (9) (Spitzer)	(Russ Morgan) Decca
2.	SO IN LOVE (T. B. Harms)	(Blue Barron) M-G-M
3.	SO TIRED (Glenmore)	(Blue Barron) Decca
4.	FOREVER AND EVER (Robbins)	(Blue Barron) Decca
5.	CARELESS HANDS (Melrose)	(Blue Barron) Decca
6.	SUNFLOWER (Famous)	(Russ Morgan) Decca
7.	SO TIRED (Glenmore)	(Blue Barron) Decca
8.	FOREVER AND EVER (Robbins)	(Blue Barron) Decca
9.	CARELESS HANDS (Melrose)	(Blue Barron) Decca
10.	SO IN LOVE (T. B. Harms)	(Blue Barron) Decca

**Coming Up**

Artist	Label
(Russ Morgan)	Decca
Frank Sinatra	Columbia
Big Crosby	Decca
Dinah Shore	Columbia
Russ Morgan	Decca
Kay Starr	Capitol
Gracie Fields	London
Margaret Whiting	Capitol
Sammy Kaye	Victor
Mel Tormé	Capitol
Amie Bros.	Coral
Amie Bros.	Victor

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 • DOES YOUR HEART BEAT FOR ME? SO LONG Decca 25080  
 • WABASH BLUES Decca 25107  
 • LINGER AWHILE - STUMBLING Decca 25107  
 • GOODYBYE MY LADY LOVE Decca 25152  
 • ELI GREEN'S CAKE WALK Decca 25152  
 • THE MORE WE ARE TOGETHER Decca 24196  
 • THE TRAIL OF THE LONESOME PINE Decca 24196  
**DECCA ALBUM No. A-685 Price \$3.75**

**SONGS OF HARRY WARREN**  
Played by **RUSS MORGAN** and His Orchestra

Complete on Four Ten-Inch Records  
 • SEPTEMBER IN THE RAIN Decca 23991  
 • SHADOW WALTZ Decca 23991  
 • BY THE RIVER SAINTE MARIE Decca 23992  
 • YOU'RE MY EVERYTHING Decca 23992  
 • CHEERFUL LITTLE EARFUL Decca 23993  
 • WOULD YOU LIKE TO TAKE A WALK Decca 23993  
 • ABSENCE MAKES THE HEART GROW FONDER Decca 23994  
 • HAVE A LITTLE FAITH IN ME Decca 23994  
**DECCA ALBUM No. A-566 Price \$3.75**



**MUSIC FOR TAP DANCING**  
Played by **RUSS MORGAN** and His Orchestra



Complete on Four Ten-Inch Records  
 • WALTZ CLOG: Neapolitan Nights Decca 2546  
 • BUCK AND WING: Bye Bye Blues Decca 2546  
 • SOFT SHOE: Swanso River Decca 2547  
 • MILITARY TAP: The Stars And Stripes Decca 2547  
 • RHYTHM TAP: The Japanese Sandman Decca 2548  
 • SWING TAP: Satan Takes A Holiday Decca 2548  
 • SPANISH TAP: La Comparsita Decca 2549  
 • RUMBA TAP: Mama Inez Decca 2549  
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A collection of Irish songs sung and played in waltz time

played by **RUSS MORGAN** sung by **FELIX KNIGHT**  
with mixed chorus under direction of **JEFFRY ALEXANDER**

Complete on Four Ten-Inch Records  
 • COME BACK PADDY REILLY Decca 23486  
 • COME BACK TO ERIN Decca 23486  
 • LASS FROM THE COUNTY MAYO Decca 23487  
 • THERE'S A COTTAGE BY THE SHANNON Decca 23487  
 • A LITTLE BIT OF HEAVEN (Shure They Call It Ireland) Decca 23488  
 • IN THE VALLEY NEAR SLEIVENAMON Decca 23488  
 • SWEET INNISCARRA Decca 23489  
 • THAT TUMBLEDOWN SHACK IN ATHLONE Decca 23489  
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- ★ **BARROOM POLKA**  
**PUT YOUR SHOES ON, LUCY**  
*Both with The Rythmaires*  
Decca 24608
- ★ **FOREVER AND EVER**  
**YOU, YOU, YOU ARE THE ONE**  
*Both with The Skylarks*  
Decca 24569
- ★ **CRUISING DOWN THE RIVER**  
**SUNFLOWER** *Both with The Skylarks*  
Decca 24568
- ★ **SO TIRED**  
**I HEAR MUSIC**  
Decca 24521

**SINGLES**

**RUSS MORGAN with BING CROSBY**

- **AMONG MY SOUVENIRS**  
**DOES YOUR HEART BEAT FOR ME** Decca 23745
- **MY HEART GOES CRAZY**  
**SO WOULD I** Decca 23784

- **YOU'RE NOBODY 'TIL SOMEBODY LOVES YOU**  
**WHEN YOU LEFT ME** Decca 24503
- **IT'S ALL OVER BUT THE CRYING** *with Bob Eberly*  
**MATINEE** Decca 24375
- **BEG YOUR PARDON**  
**ALL DRESSED UP WITH A BROKEN HEART**  
Decca 24339
- **THE MORE WE ARE TOGETHER**  
**THE TRAIL OF THE LONESOME PINE** Decca 24196
- **SOMEBODY ELSE IS TAKING MY PLACE**  
**DOLORES** Decca 25398
- **APPLE BLOSSOM WEDDING** *with Kenny Baker*  
**LOVE AND THE WEATHER** Decca 24117
- **ON THE OLD SPANISH TRAIL** *with Kenny Baker*  
**AFTER GRADUATION DAY** Decca 24116
- **MY ADOBE HACIENDA** *with Kenny Baker*  
**THIS IS THE NIGHT** Decca 23846
- **THE OLD LAMP-LIGHTER** *with Kenny Baker*  
**LOVE WALKED IN** Decca 23781
- **JALOUSIE** *with Kitty Carlisle*  
**BEAT OUT DAT RHYTHM ON A DRUM** Decca 23542

**SINGLES**

- **YOU CAN'T RUN AWAY FROM LOVE** *with Bob Eberly*  
**SERENADE (Music Played On A Heartstring)** Decca 24376
- **I'M LOOKING OVER A FOUR LEAF CLOVER**  
**BYE BYE BLACKBIRD** *with Milt Herth At The Organ, Ames Brothers and Ensemble*  
Decca 24319
- **THE CAB SONG** *with Hildegarde*  
**SIGH BY NIGHT** Decca 23473
- **THE DONKEY SERENADE** *with Felix Knight*  
**BECAUSE** Decca 23476
- **TRUE** *with Monica Lewis*  
**CRYING FOR JOY** Decca 24334
- **JUST IMAGINE** *with Monica Lewis and Bob Eberly*  
**LUCKY IN LOVE** Decca 24328
- **WHILE WE DANCED AT THE MARDI GRAS**  
**WHEN YOUR HAIR HAS TURNED TO SILVER**  
**(I Will Love You Just The Same)** *with Monica Lewis and Bob Eberly*  
Decca 24325

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## Telecasters View ASCAP TV Bite as Triple Radio

(Continued from page 13)

radio is figured after deductions are made for line costs, agency discounts and the 15 per cent sales commission. In the case of the current TV blueprint, however, the percentage bite would be predicated on TV income without the above deductions. In other words, he said, the percentage would not have to be three times the radio percentage in order to approximate three times as much money. This particular source stated he didn't see how any of the TV companies could buy the deal, but he indicated there's no telling what the TV committee might do.

### Tele's Philosophy

TV philosophy on the matter ranges widely. Some believe, as do some music publishers, that a quick compromise can still be made, whereas others mutter about the advisability of relying on the industry's own resources, if need be. This means Broadcast Music, Inc. One TV source stated, "If we have to fight them, the time is now, not later."

The philosophy of the owners of music rights, with regard to TV, is

## P-Wee Hunt Ill; Dates Canceled

AMARILLO, Tex., April 16.—Ork leader Pee Wee Hunt was stricken while leading his band here this week and is seriously ill in a local hospital. As a result, General Artists Corporation has been forced to cancel the ork's bookings until further notice.

Hunt was set for San Antonio; Baton Rouge, La., April 29; Mississippi State College, Starkville, April 30, and the Skyway Lounge, Cleveland, May 3, in addition to a number of other one-nighters.

GAC has hopes that Hunt will be able to resume with a four-weeker at the Deschler-Wallick Hotel, Columbus, O., May 19.

## Hanover Music Weston Pubbery

HOLLYWOOD, April 16.—Paul Weston, Capitol's musical director, this week entered the music pub field with a firm of his own, Hanover Music Corporation, and named Capitol Songs as selling agents. Weston's company will stress instrumentals, educational items, specialty material and folk music.

For the latter, Weston intends to make a research jaunt into the hill country sometime this summer in an effort to unearth traditional folk songs. Traditional airs will be used in Weston's radio and record activities. First item in Hanover's catalog is *Bop Went the Strings*, an original instrumental which he recently released on Cap wax.

## Specialty Ankles L. A. for Strip

HOLLYWOOD, April 16.—Specialty Records will abandon its downtown Los Angeles offices in favor of the Sunset Strip when it moves into its 8508 Sunset Boulevard location May 1. This gives the Strip its second diskery, Specialty moving four doors away from Tempo's offices. According to Art Rupe, Specialty prexy, diskery wants to be closer to Hollywood now that it owns two publishing firms. As reported earlier by *The Billboard*, Specialty recently acquired Greenwich Music (ASCAP) and Venice Music (BMI) and placed Pete Kameron in charge of the two firms. Strip location will facilitate Kameron in working on pubberies' items.

chiefly this: Music performed over TV is worth more than when performed over standard broadcasting. This is true, they believe, because of the very nature of the TV medium, which is essentially dramatic. Also music execs argue that TV shapes up as an advertising medium with much more basic impact than any of the older ad mediums. For this reason, too, they believe music is worth more on TV. Some also argue that TV will reduce the income which copyright holders derive from current music users and they will therefore have to compensate.

## Morris Takes Spivak Scram Case to AFM

NEW YORK, April 16.—The William Morris Agency (WM) has taken orkster Charlie Spivak to the American Federation of Musicians (AFM) in an effort to make the leader assume the responsibility and/or losses which may be incurred as a result of Spivak's cancellation of 17 one-nighters. Spivak asked out of the dates when he landed an engagement via a direct booking at the Shamrock Hotel in Houston, beginning April 28.

WM band topper, Cress Courtney, explained that he had booked the orkster on a series of 17 dates, each of which was allegedly confirmed with Spivak via phone conversations. Courtney also claims that he forwarded letters to Spivak following each phone conversation to confirm the phone calls. Last week Spivak came up with the Shamrock deal and asked to have the one-nighters cancelled after they were confirmed to the ops. Courtney, fearing that some of the ops will have incurred some expenses on the dates by now, feels that the agency should not be held responsible. The agency's stand is that Spivak should be held responsible.

Meanwhile Spivak's case against WM, which seeks severance of the orkster's pact, has not yet come up for a hearing from the AFM exec board.

## N. Y. Indie Presseries Plan Price War Offset Via Code

NEW YORK, April 16.—Independent record pressing plants in the New York area appear headed for a rough summer unless adjustments can be made to the new character of the market. With pressing prices at their lowest mark since prewar days, local plant operators are attempting, thru their newly organized Record Molders Association (*The Billboard*, April 16), to offset a possible price war, and to establish a code of ethics for the industry, to be submitted to the Federal Trade Commission. Individual presseries have expressed grave concern over the recent entry of the major label companies into the contract-pressing field. At least one major is offering a 15-cent per disk price, including plating (master, mother and stampers). The lowest indie price reported is 15½ cents with plating. During the war, certain indies were charging over 30 cents per disk.

Plant owners have observed that the new 35-cent labels (including Varsity, Hi-Tone and Spotlight), most of which have their own plants, have been eliminating other regular-price pop indies from the field, thereby cutting the business of the indie presseries who rely entirely on contract

## Tootlers in Video Picture Get Carpet Call by AFM Head

HOLLYWOOD, April 16.—Eagleyed American Federation of Musicians (AFM) Prexy James C. Petrillo was quick to note that several Local 47 sidemen had reportedly appeared in the new series of Jerry Fairbanks' musical video films (*The Billboard*, April 16). Union prexy wired Local 47 head, J. K. (Spike) Wallace, demanding that orksters appear before the union chieftain here for "questioning."

Talent involved included Leo Diamond, harmonica player; Tony Larue, marimba; John Matson, accordionist, and Ken Card, banjo. All were ordered to appear at Local 47 headquarters and explain their alleged violation of the union's anti-telem film rulings. At press time union spokesmen could not be reached for comment on the outcome of the session.

## Court KO's Sale Of ASCAP Card

NEW YORK, April 16.—In municipal court this week Judge Byrnes, in the case of Pat McCarthy, et al., vs. Bob Stephens (*The Billboard* April 9), denied the plaintiff's motion that Stephens's membership in the American Society of Composers, Authors and Publishers (ASCAP) be turned over to the plaintiffs. The plaintiffs' counsel argued that a publisher-membership in the Society is merchantable and salable, and that such a transfer—from Stephens to the songwriters involved, would permit the writers themselves to collect royalties allegedly owed them by Stephens.

Byrnes said, "As shown in the opposing papers and in the able brief submitted by counsel for the third party (ASCAP), there is no authority in law for the relief sought by the creditor on this motion. This determination is made without prejudice to the right of the creditor to apply for any other relief for which they may be entitled upon proper showing of authority thereof."

## Engel Opposes Extending Use Of G.I. Hit Kits

NEW YORK, April 16.—U. S. Army's request for an extension of the use of hit kits, relayed to the publishers last week by Harry Fox, publishers' agent and trustee, has drawn a spirited reply from Lyle Engel, of *Song Lyrics, Inc.* Engel states that an important source of publisher income is derived from lyric magazines; that three years ago income to the pubs from this source was \$750,000, and now it is about \$350,000. "It would seem . . . this is an asset worth protecting . . . and that your organization as well as music publishers, should take every possible precaution against further diminution of this income . . . we all know that the only way the lyric magazines can pay any sum whatsoever to the publishers is from the income derived by their sales. . . ."

Stating neither he nor the publishers are averse to the boys in the army getting the song material, Engel points out that the industry is called upon to make a donation of its property to the government. Claiming that other industries are not called upon to do this, Engel states, "If, of course, the government cannot afford to pay for these copyrights, then I feel your position would be justified in asking the industry to give them free of charge. Fortunately, the U. S. government is solvent. . . ."

Engel adds he would be happy to discuss the matter with pubs and work out a fair method of payment.

## Gay Hypes Live Oaters in D. C. Via "Korncert"

CHICAGO, April 16.—Connie B. Gay, emcee of *Radio Ranch* shows over WARL, Arlington, Va., is expanding his live folk music promotions to a point where Washington will soon take its place with the nation's top folk music centers. Gay, who does four hours of disk jockeying daily and also emcees a 45-minute show by his *Radio Ranchmen* each day, will open a regular Wednesday night show at the 900-seat Terrace Room of the Washington National Airport June 15. Show will be called *Capitol Korncert*.

In addition, Gay has made a deal to utilize the National Watergate, 10,000-seat amphitheater on the Potomac, periodically this summer. First date at the Watergate, where the entertainers work on a \$1,000,000 barge to the audience on shore, will be May 19, with Red Foley and the entire cast of the *Prince Albert NBC* seg of the *Grand Ole Opry* and George Morgan set to appear.

Gay will also work several dates at Constitution Hall this summer and fall. For the past two years he has been staging barn dance jamborees at Turner's Arena, 3,000-seat hall, Fridays and Saturdays and will continue, even with his heavy outside schedule.

## Redwood Is London Distrib in Frisco

NEW YORK, April 16.—A new company, Redwood Record Sales, Inc., has been formed by the London Gramophone Corporation to distribute London, Rex and Beltona records in the San Francisco area. The move follows the withdrawal of Messrs. Sues, Young & Brown from the Frisco area.

Office and warehouses have been set up at 745 Bryant Street, San Francisco, under management of Bert Annear.

# Tops in pops on



**DON'T MISS IT**

## JOHNNY BOND

and his Orchestra

### RED HEAD HURRY! HURRY! HURRY!

M-G-M 10391



**ANOTHER MONEY MAKER**

## ART MOONEY

and his Orchestra

### AGAIN FIVE FOOT TWO, EYES OF BLUE

M-G-M 10398



*Hits from "South Pacific"*

## HUGO WINTERHALTER

and his Orchestra

### BALI HA'I SOME ENCHANTED EVENING

Vocal by Stuart Foster

M-G-M 10399



**INSTRUMENTAL HITS**

## DAVID ROSE

and his Orchestra

### SWEDISH RHAPSODY SONG OF THE VAGABONDS

M-G-M 30196



**M-G-M RECORDS' NEW SINGING STAR**

## JUDY VALENTINE

### KISS ME SWEET KITCHY KITCHY KOO

M-G-M 10394



# M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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

- M-G-M 10368 CARAVAN
- M-G-M 10369 YOU'RE SO UNDERSTANDING
- M-G-M 10377 COMME CI COMME CA
- M-G-M 10357 DOO DE DOO ON AN OLD
- M-G-M 10346 BEAUTIFUL EYES
- M-G-M 10392 TULSA
- M-G-M 10383 SOMEHOW
- M-G-M 10367 THE HUMPHREY BOGART
- M-G-M 10311 FOOLS RUSH IN
- M-G-M 10308 AS YOU DESIRE ME
- M-G-M 10372 I'LL REMEMBER APRIL
- CARAVAN
- A SENORITA'S BOUQUET
- MISSISSIPPI FLYER
- MY DREAM IS YOURS
- KAZOO
- CRUISING DOWN THE RIVER
- POWDER YOUR FACE WITH SUNSHINE
- IT'S A CRUEL, CRUEL WORLD
- WHAT'S MY NAME
- RHUMBA
- JOHNNY GET YOUR GIRL
- BLUE MOON
- I'LL REMEMBER APRIL
- IT'S A BIG WIDE WONDERFUL WORLD
- JUST REMINISCING
- BILLY ECKSTINE
- BLUE BARRON and his Orchestra
- JOHNNY DESMOND
- ART MOONEY and his Orchestra
- BLUE BARRON and his Orchestra
- JACK KILTY
- BILLY ECKSTINE
- BETTY GARRETT
- BILLY ECKSTINE
- DERRY FALLIGANT
- 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. M-G-M RECORDS. THE GREATEST NAME IN ENTERTAINMENT.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART IX  
**Record Possibilities**  
 Based on reports received last three days of Week Ending March 18  
**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  
**WHAT'S MY NAME?**.....Billy Eckstine With Hugo Winterhalter's Ork  
 MGM 10383  
 Billy Eckstine, hot as a pistol on wax these days, comes up with his greatest threat to crash into national acceptance with this magnificent etching of an unusual and exotic tune by Bob Wells and Dave Saxon. Eckstine's full-bodied and feelingful singing is superbly assisted and complemented by Hugo Winterhalter's orking.



*Billy*  
**ECKSTINE'S**  
 Greatest Threat

**WHAT'S MY NAME**

MGM 10383

SLATED FOR  
 TOP JUKE  
 BOX HONORS!



*Fran*

**WARREN'S**  
**WHAT'S MY NAME**

RCA-VICTOR 20-3330

**RENAULT MUSIC CO., Inc.**

1650 Broadway

New York 19, N. Y.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
 PART I  
**The Nation's Top Tunes**  
 Based on reports received last three days of Week Ending April 15  
 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.

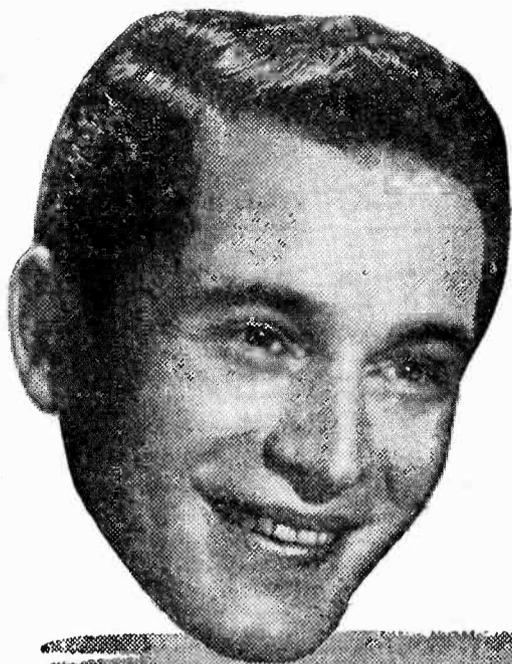
**HONOR ROLL OF HITS**  
 (Trade Mark Reg.)

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 Tollerton  
 Published by Henry Spitzer (ASCAP)  
 Records available: B. Barron Ork, MGM 10346; Jack Smith-The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H. Carrol, Mercury 5249; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035; The Riders-The Hi Tonians Hi-Tone 104; The Paulette Sisters, Spotlite 505; L. Monti's Tu-Tones, Double Feature DF 2010.  
 Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated; Russ Morgan Ork, World; Lawrence Welk, Standard.
2. **FOREVER AND EVER** 4  
 By Frank Winkler-Malia Rosa  
 Published by Robbins (ASCAP)  
 Records available: H. Carroll & the Carolers, Mercury 5252; Perry Como-M. Ayers, Victor 20-3319; Russ Morgan Ork, Decca 24569; D. Shore-H. Zimmerman Ork, Columbia 38410. M. Whiting, Capitol 15386; P. Reed, Dance-Tone 312.  
 Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard.
3. **RED ROSES FOR A BLUE LADY** 3  
 By Sid Tepper and Roy Browsey  
 Published by Mills (ASCAP)  
 Records available: J. Laurenz, Mercury 5201; G. Lombardo, Decca 24549; V. Monroe, Victor 20-3319, B. Lee-The Keynotes, London 392; 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. **CARELESS HANDS** 6  
 By Carl Sigman and Bob Hilliard  
 Published by Melrose (ASCAP)  
 Records available: Bob & Jean, Decca 24563; E. Dean, Mercury 6170; J. Desmond, MGM 10349; S. Kaye Ork, Victor 20-3321. J. Laurenz, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 21-007; L. McAuliffe, Columbia 29546; A. Smith, MGM 10380; M. Torne, Capitol 15379; P. Paige-The New Yorkers, Spotlite 507; J. Price, Rich-R'-Tone 443; P. Reed, Dance-Tone 310; B. Crosby-K. Darby Singers, Decca 24616; M. Smith-H. Heidt Ork, Magnolia MS 1002; Bing Crosby-K. Darby Singers, Decca 24616; Tex Ritter, Capitol 57-40155.  
 Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World; Larry Clinton Lang-Worth; Sammy Kaye, NBC Thesaurus.
5. **FAR AWAY PLACES** 2  
 By Whitney and Kramer  
 Published by Laurel (ASCAP)  
 Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5193; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Rene Ork, Victor 20-3316; Ames Brothers, Coral 60016; O. Tucker Double Feature 2002; Smith-J. Miller, MGM 10356; E. Baird Hi-Tone 104; P. Terry-Paulette Sisters, Spotlite 500.  
 Electrical transcription libraries: Stanley Black Ork, London; Kaye Armen, Associated; Waltz Festival Ork, NBC Thesaurus; Lawrence Welk, Standard.
6. **SUNFLOWER** 5  
 By Mack David  
 Published by Famous (ASCAP)  
 Records available: D. "Two-Ton" Baker, Mercury 5239; S. Browne-The Squadronaires-J. Miller, London 394; J. Fulton-E. Ballantine, Tower 1454; J. Kiltv, MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24568, Frank Sinatra, Columbia 38391; J. Smith-Crew Chiefs, Capitol 15394; Deuce Spriggins-T. Williams Ork, Capitol 15405; J. Cooner-The New Yorkers, Spotlite 512; P. Reed, Dance-Tone 302; Gene Autry, Columbia 20579.  
 Electrical transcription libraries: Charlie Spivak, World, The Swingtones-The Jumpin' Jacks, NBC Thesaurus; Shep Fields, Lang-Worth
7. **SO TIRED** 9  
 By Russ Morgan and Jack Stuart  
 Published by Glennore (ASCAP)  
 Records available: N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, King 4263; F. Martin Ork, Victor 20-3350; Reggie Goff, London 354; P. Terry-The New Yorkers, Spotlite 509.  
 Electrical transcription libraries: Kay Starr, Standard.
8. **GALWAY BAY** 7  
 By Dr. Arthur Colahan  
 Published by Leeds (ASCAP)  
 Records available: Bing Crosby, Decca 24295; B. Johnson, Columbia 38279; B. Lester Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3238; A. Shelton, London 287; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddie Ballantine Ork, Rondo R-184; C. Dennis-B. Coe Ork, Capitol 15403; L. Douglas-Hi-Tone Serenaders Hi-Tone 101; P. Terry-S. McWilliams, Spotlite 506; Mungal-H. Heidt Ork, Magnolia MS 1004; Dennis Day, Victor 20-3413.  
 Electrical transcription libraries: Shep Fields, Lang-Worth; Stanley Black Ork, London
9. **"A"—YOU'RE ADORABLE** 10  
 By Kaye, Wise and Lippman  
 Published by Laurel (ASCAP)  
 Records available: P. Como-Fontane Sisters, Victor 20-3381; L. Foline Ork, Decca 24579; J. Pace-G. Ellis Ork, Keystone 1600; R. Paige-The New Yorkers, Spotlite 510; T. Pastor Ork, Columbia 38449; P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork, Capitol 15393; A. Vincent-J. Carroll Ork, Mercury 5253.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
10. **POWDER YOUR FACE WITH SUNSHINE** 8  
 By Lombardo and Roehinski  
 Published by Lombardo (ASCAP)  
 Records available: D. Bryon-1 Black Ork, Dana 2031; E. Knight-The Stardusters, Decca 24530, Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B. Barron, MGM 10346; D. Martin-P. Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000, A. Vincent-J. Laurenz, 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 Welk, Standard; Kay Starr, Standard.



"THE BILLBOARD PICKS" Perry's dinking of this nation-wide sensation!

Perry Como

"A" YOU'RE ADORABLE

The flip's going places too! . . .

WHEN IS SOMETIME

RCA VICTOR 20-3381

TOPS ON THE AIR—NOW SIGNED WITH RCA VICTOR!



Sleepy Hollow Ranch Gang

Grab this! They'll push it up the charts!

TILL THE END OF THE WORLD

AND THREE WISHES RCA VICTOR 21-0036

THIS WEEK'S RELEASE!

POPULAR

- Old Fashioned Song TEX BENEKI 20-3417
Talsa 20-3417
Need You JOHNNY BRADFORD 20-3418
You Can't Buy Happiness 20-3418
The Heart Of Loch Lomond TOMMY DORSEY 20-3419
Because I Care 20-3419
A Chapter In My Life Called Mary SAMMY KAYE 20-3420
Kiss Me Sweet 20-3420
Blues For What I've Never Had JOHNNY MOORE'S THREE BLAZERS 22-0020
How Could I Know 22-0020
How It Lies, How It Lies, How It Lies BUDDY MORENO 20-3421
Money Bun (From "South Pacific") 20-3421

FOLK

- Daddy, When Is Mommy Coming Home TEXAS JIM ROBERTSON 21-0039
Saving Up Coupons 21-0039
Need You PATSY MONTANA and DAVE DENNEY 21-0040
I Didn't Know The Gun Was Loaded PATSY MONTANA 21-0040
Old Time Religion Song HARMONEERS QUARTET 21-0041
The Harmoners' Gospel Special 21-0041

SPIRITUAL

- Thy Holy Will Be Done FREDDIE EVANS' GOSPEL TRIO 22-0014
Each Day (I Grow A Little Nearer) 22-0014

BLUES

- Brand-New Baby EDDIE "SUGARMAN" PENIGAR 22-0016
I Wonder Baby 22-0016

NEW CLAUDE THORNHILL ALBUM! "AN INVITATION TO DANCE"

- Where Or When 20-3390
Autumn Nocturne 20-3390
There's A Small Hotel 20-3391
Sleepy Serenade 20-3391
Lullaby Of The Rain 20-3392
I Don't Know Why (I Just Do) 20-3392

NOW—get these 12 hits on RCA Victor 45 rpm records!

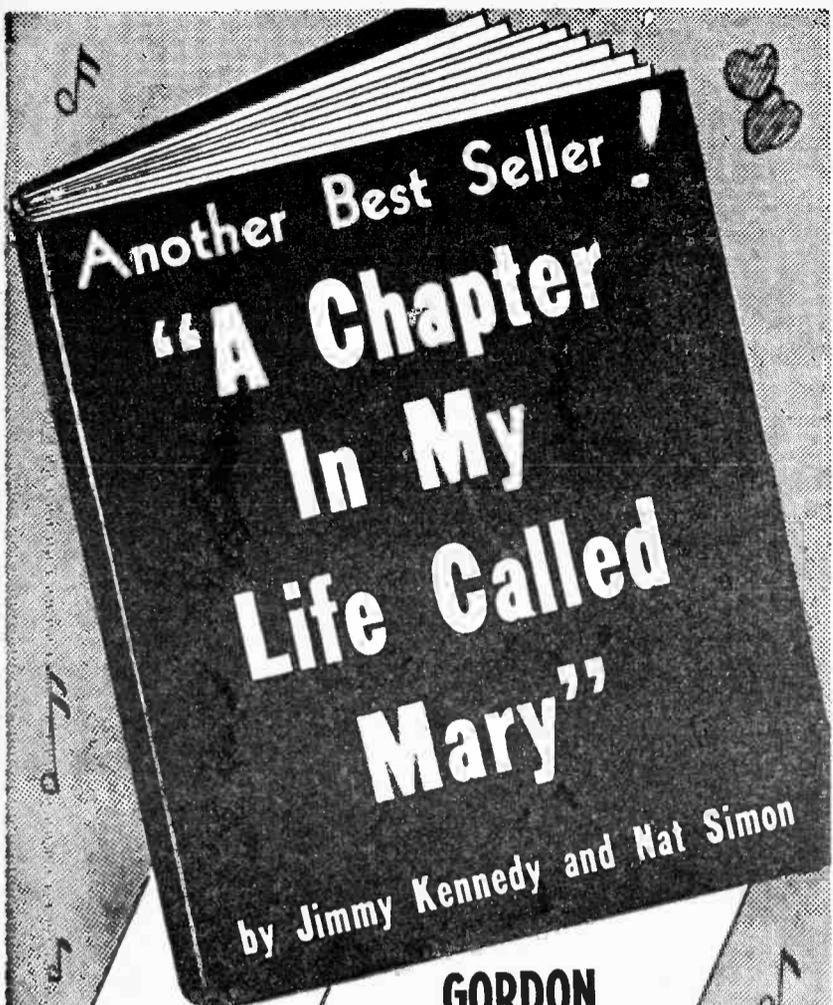
- "A"—You're Adorable PERRY COMO 47-2899
Dreamer With A Penny BILL LAWRENCE 47-2893
Careless Hands SAMMY KAYE 47-2901
Red Roses For A Blue Lady VAUGHN MONROE 47-2889
She's A Home Girl TOMMY DORSEY 47-2900
Lullaby In Rhythm CHARLIE VENTURA 47-2891
Ya Wanna Buy A Bunny and Knock Knock SPIKE JONES 47-2894
Hurry! Hurry! Hurry! THREE SUNS 47-2898
Some Enchanted Evening PERRY COMO 47-2896
I'm Gonna Wash That Man FRAN WARREN 47-2897
Don't Rob Another Man's Castle EDDY ARNOLD 48-0042
Forever And Ever PERRY COMO 47-2892

THE CERTAIN SEVEN

- 20-3319 Red Roses for a Blue Lady Vaughn Monroe
20-3347 Forever and Ever Perry Como
20-3321 Careless Hands Sammy Kaye
20-3381 A You're Adorable Perry Como
21-0002 Don't Rob Another Man's Castle Eddy Arnold
P-239 "To Mother" Songs by Eddy Arnold
11-8851 Clair de Lune Jose Iturbi

RCA Victor Records

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



**BUDDY CLARK**  
Columbia

**GORDON MacRAE**  
Capitol

**DICK HAYMES**  
Decca

**DICK JAMES**  
London

**EDDY HOWARD**  
Mercury

**JOHNNY DESMOND**  
MGM

**SAMMY KAYE**  
Victor

Published by  
**SHAPIRO BERNSTEIN & CO. INC.**  
 Music Publishers  
 1270 Sixth Avenue New York 20, N. Y.  
 RICHARD M. VOLTTER (Vice-President) • GEORGE PINCUS (General Manager)

**The Billboard** MUSIC POPULARITY CHARTS  
**Sheet Music**  
 PART II  
 Based on reports received last three days of Week Ending April 15

**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	Weeks		Song	Publisher
	to date	This Week		
11	1	1	1. CRUISING DOWN THE RIVER (R)	Spitzer
16	2	2	2. FAR AWAY PLACES (R)	Laurel
7	5	2	2. SUNFLOWER (R)	Laurel
7	6	4	4. FOREVER AND EVER (R)	Robbins
12	4	5	5. RED ROSES FOR A BLUE LADY (R)	Mills
19	3	6	6. GALWAY BAY (R)	Leeds
15	7	7	7. POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
4	10	8	8. CARELESS HANDS (R)	Melrose
8	13	9	9. SOMEONE LIKE YOU (F) (R)	Harms, Inc.
5	8	10	10. "A" YOU'RE ADORABLE (R)	Laurel
9	9	11	11. SO IN LOVE (M) (R)	T. B. Harms
2	15	12	12. IT'S A BIG, WIDE, WONDERFUL WORLD (R)	BMI
14	14	13	13. I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
2	10	14	14. AGAIN (F) (R)	Robbins
3	12	15	15. I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel

**ENGLAND'S TOP TWENTY**

POSITION	Weeks		Song	English	American
	to date	This Week			
6	1	1	1. TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
9	2	2	2. FAR AWAY PLACES	Leeds	Laurel
5	6	3	3. POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
16	4	4	4. HEART OF LOCH LOMOND	Unit	Chappell
3	3	5	5. IN A SHADY NOOK BY A BABBLING BROOK	Keith Prowse	Stasny
4	7	6	6. ON THE FIVE FORTY-FIVE	Strauss Miller	Shapiro-Bernstein
13	4	7	7. CUCKOO WALTZ	Keith Prowse	Criterion
15	8	8	8. ON A SLOW BOAT TO CHINA	Morris	Melrose
2	15	9	9. LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
29	9	10	10. WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
6	12	11	11. CRYSTAL GAZER	Daah	Leeds
28	10	12	12. BUTTONS AND BOWS	Victoria	Famous
4	11	13	13. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
9	13	14	14. IT'S MAGIC	Campbell-Connelly	Witmark
2	17	14	14. HOW CAN YOU BUY KIL-LARNEY	Peter Maurice	*
7	16	16	16. FOR YOU	Feldman	Witmark
2	14	17	17. MOTHER'S DAY	Billy Reid	*
1	—	18	18. YOU'RE STILL THE ONLY GIRL	Francis Day	*
3	19	19	19. LILLETTE	*	Jefferson
5	—	19	19. CIGARETTES AND WHISKEY AND WILD, WILD WOMEN	Chappell	Tim Spencer Music, Inc.

\*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.

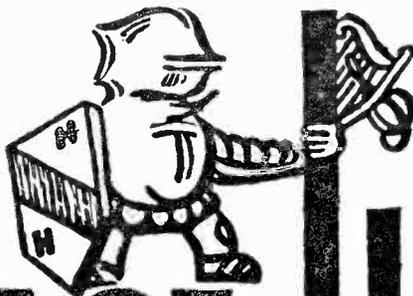
POSITION	Weeks		Song
	to date	This Week	
10	1	1	1. CRUISING DOWN THE RIVER
9	5	2	2. RED ROSES FOR A BLUE LADY
22	3	3	3. GALWAY BAY
14	4	4	4. POWDER YOUR FACE WITH SUNSHINE
4	6	5	5. SUNFLOWER
16	2	6	6. FAR AWAY PLACES
4	9	7	7. FOREVER AND EVER
3	12	8	8. CARELESS HANDS
9	7	9	9. I'VE GOT MY LOVE TO KEEP ME WARM
6	—	10	10. DOWN BY THE STATION
6	—	10	10. CLANCY LOWERED THE BOOM
5	7	10	10. I LOVE YOU SO MUCH IT HURTS
19	11	13	13. LAVENDER BLUE
1	—	14	14. A ROSEWOOD SPINET
2	12	14	14. "A" YOU'RE ADORABLE



# DEALERS and COIN OPERATORS

Order these . . .

## SENSATIONAL NEW



# HORACE HEIDT

RECORDS NOW . . .

• NEW ARTISTS • NEW STARS

That Are Sweeping the Country—Discovered on His Philip Morris Broadcast—NBC—10:30 P. M., Sunday  
**THE HOTTEST LINE IN AMERICA**

## Dick Contino

(ACCORDION SOLO) • ALBUM MA #501  
 CONTINO BOOGIE      LADY OF SPAIN  
 CANADIAN CAPERS      SORRENTO  
 CZARDAS      CHIRIBIRIBIN  
 SUNRISE SERENADE      TWILIGHT

## The Pepperettes

("The New Singing Sensations From Nashville, Tennessee")

I Didn't Know the Gun Was Loaded  
Put Your Shoes on Lucy

MS #1006

## Ralph Sigwald

("The Caruso of the South")

The Lord's Prayer  
Home on the Range

MS #1007

## Melissa Smith

Always True in My Fashion  
So In Love

(From "Kiss Me Kate," Words and Music by Cole Porter)

MS #1001

### MELISSA SMITH

Careless Hands

### HAROLD PARR

Little Old Church Near Leicester Square

MS #1002

### HAROLD PARR

A Dreamer With a Penny  
It's a Big, Wide, Wonderful World

MS #1003

### JOHNNY MUNGALL

Galway Bay  
You're Irish and You're Beautiful

MS #1004

All records listed are accompanied by Horace Heidt and his Musical Knights.

DEPARTMENT STORES, DEALERS AND COIN OPERATORS,  
ORDER NOW BY WIRING OR WRITING—

# HORACE HEIDT

MAGNOLIA RECORD CO.

119 FIFTH AVENUE  
NEW YORK 3, N. Y.

**A NEW FIELD**  
*but not a new label!*

Meet me underneath...



*The*  
**KISSING TREE**

OR (FLIPOVER)

**"DON'T CALL ME SWEETHEART ANYMORE"**

Dance Tone # 1130

FEATURING

*Gloria*  
**Carroll**

*"Dance Tone's LATEST DISCOVERY"*

Also

**"IF YOU'RE NOT COMPLETELY SATISFIED"**

(FLIPOVER)

*EVERY TIME I MEET YOU*  
Dance Tone # 1131

RETAIL LIST PRICE  
**75¢**  
PLUS TAX

TWO POSITIVE  
JUKE BOX  
FAVORITES

YOU WILL BE  
HEARING MORE  
OF GLORIA

WITH  
PAT SANDS'  
ORCHESTRA

NEW ENGLAND DISTRIBUTOR  
**MACAULAY COMPANY**  
11 SALEM STREET  
MEDFORD 35, MASS.

PENN. — DELAWARE — NEW JERSEY  
**MARNEL DISTRIBUTORS**  
1622 FAIRMOUNT AVE.  
PHILADELPHIA 30, PENN.

CONTACT YOUR  
DISTRIBUTOR  
OR WIRE - PHONE - WRITE

SELECT TERRITORY OPEN TO RATED DISTRIBUTORS. JUKE BOX OPERATORS CONTACT DIRECT IF NO DISTRIBUTOR IN YOUR LOCALITY. FREE SAMPLE RECORD TO LEGITIMATE OPERATORS.

*Dance Tone Record Co.*  
1 BOULEVARD REVERE 51, MASS.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART III**  
**Radio Popularity**

Based on reports received last three days of Week Ending April 15

**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 thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last to date	This Week	Title	Label	By
12	1	1	CRUISING DOWN THE RIVER	Blue Barron	Ork. MGM 10346—ASCAP
8	2	2	CARELESS HANDS	M. Torme-S. Burke	Ork. Capitol 15379—ASCAP
9	3	3	RED ROSES FOR A BLUE LADY	V. Monroe	Victor 20-3319—ASCAP
8	6	4	CRUISING DOWN THE RIVER	R. Morgan	Ork. Decca 24568—ASCAP
5	11	5	FOREVER AND EVER	P. Como-M. Ayers	Victor 20-3347—ASCAP
12	4	6	SO TIRED	R. Morgan	Decca 24521—ASCAP
9	5	7	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol	Ork. Capitol 15372—ASCAP
9	12	8	CARELESS HANDS	S. Kaye	Ork. Victor 20-3321—ASCAP
8	16	9	AGAIN	V. Damone-G. Osser	Ork. Mercury 5261—ASCAP
1	—	10	FOREVER AND EVER	M. Whiting	Capitol 15386—ASCAP
2	13	11	ALL RIGHT, LOUIE, DROP THAT GUN	Wesson Bros.	National 9070—ASCAP
6	8	12	CRUISING DOWN THE RIVER	F. Carle	Ork. M. Hughes Columbia 38411—ASCAP

(Continued on page 144)

**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 April 8-14

Songs	Pub.	Sustaining Instrumental (SI)				Sustaining Vocal (SV)				Commercial Instrumental (CI)				Commercial Vocal (CV)				Add. Pts.
		NY	CHI	LA	TOT.	NY	CHI	LA	TOT.	NY	CHI	LA	TOT.	NY	CHI	LA	TOT.	
A Chapter in My Life Called Mary	Shapiro-Bernstein	3	12	0	3	1	8	2	5	11	5	0	2	1	11	2		
A Wonderful Guy (South Pacific)	Williamson	0	5	0	3	0	1	0	4	1	2	0	3	3	60			
Candy Kisses	Hill & Range	3	4	0	2	1	8	4	3	2	3	0	2	76				
Careless Hands	Melrose	2	3	0	4	1	3	0	5	0	5	0	4	2	79			
Cruising Down the River	Spitzer	1	6	2	5	0	1	3	5	0	10	2	4	3	115			
Don't Cry, Cry Baby	Santly-Joy	7	4	0	4	0	2	0	3	1	7	0	2	2	72			
Everywhere You Go	Lombardo	0	5	0	2	1	9	0	3	2	9	0	2	4	81			
Far Away Places	Laurel	2	1	0	6	1	1	0	6	2	7	0	7	99				
Forever and Ever	Robbins	2	6	1	7	1	2	3	6	7	0	4	2	112				
Have a Little Sympathy	B.V.C.	5	6	0	2	3	3	0	4	2	4	0	2	10	78			

(Continued on page 144)

**SONGS WITH GREATEST RADIO AUDIENCES (ACI)**

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

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

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

A Chapter in My Life Called Mary (R)	Shapiro-Bernstein—ASCAP
A Wonderful Guy (M) (R)	Chappell—ASCAP
Beyond the Purple Hills (R)	Goldmine—ASCAP
Candy Kisses (R)	Hill & Range—BMI
Careless Hands (R)	Melrose—ASCAP
Cruising Down the River (R)	Henry Spitzer—ASCAP
Don't Cry, Cry Baby (R)	Santly-Joy—ASCAP
Everywhere You Go (R)	Lombardo—ASCAP
Far Away Places (R)	Laurel—ASCAP
Forever and Ever (R)	Robbins—ASCAP
Have a Little Sympathy (R)	Bregman-Vocco-Conn—ASCAP
Hurry, Hurry (R)	Dreyer—ASCAP
I Didn't Know the Gun Was Loaded (R)	Lewis—ASCAP
I Don't See Me in Your Eyes Anymore (R)	Laurel—ASCAP
If I Could Be With You (F) (R)	Remick—ASCAP
If You Stub Your Toe on the Moon (F) (R)	E. H. Morris—ASCAP
It's a Big, Wide, Wonderful World (R)	BMI—BMI
I've Got My Love to Keep Me Warm (R)	Berlin—ASCAP
Johnny, Get Your Girl (R)	Bourne—ASCAP
Love Me, Love Me, Love Me (or Leave Me Alone) (R)	Miller—ASCAP
No Orchids for My Lady (R)	Leeds—ASCAP
Once and for Always (R)	Burke & Van Heusen—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

(Continued on page 34)



# BOB CROSBY

*Singing*

**Exclusively on  
COLUMBIA RECORDS**

**His Newest Release**

"NEED YOU"  
"THREE WISHES"



**COMING!**

"OLD FASHIONED SONG"  
"DON'T CALL ME  
SWEETHEART ANY MORE"

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## POPULAR -- RACE -- HILLBILLY ATTENTION, OPERATORS--DEALERS

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### VICTOR--COLUMBIA--DECCA--CAPITOL--M. G. M.--LONDON

And Any Other Hit Running on Any Label

#### POPULAR

IT'S GOLD OUTSIDE	CLARK & SHORE	44c
RIDERS IN THE SKY	VAUGHN MONROE	54c
	BING CROSBY	54c
	BURL IVES	44c
"A" YOU'RE ADORABLE	TONY PASTOR	44c
	PERRY COMO	54c
	STAFFORD & MacRAE	54c
AGAIN	GORDON JENKINS	54c
	VERA LYNN	54c
	VIC DAMONE	54c
	MEL TORME	54c
EVERYWHERE YOU GO	ART MOONEY	44c
	LOMBARDO	54c
HOW IT LIES, HOW IT LIES	CROSBY & KNIGHT	54c
LOUIE, DROP THE GUN	CROSBY & KNIGHT	54c
	WESSON BROS.	54c
	CODFREY	44c
WONDERFUL GUY	ART KASSEL	54c
	DINAH SHORE	54c
	FRAN WARREN	54c
	MARGARET WHITING	54c
WASH THAT MAN RIGHT OUT OF MY HAIR	FRAN WARREN	54c
BALI HAI		
SOME ENCHANTED EVENING	PERRY COMO	54c
	BING CROSBY	54c
	SINATRA	44c
CRUISING DOWN THE RIVER	PUSS MORGAN	54c
	BLUE BARRON	44c
SLAUGHTER ON 10TH AVE.	ORIGINAL MCM RECORDING	54c
OPEN THE DOOR POLKA	DANA RECORD	54c
	BLUE BARRON	44c
THANK YOU	BUDDY MORENO	54c
	STAFFORD & MacRAE	54c
HURRY, HURRY, HURRY	JOHNNY BOND	44c
	ANDREWS SISTERS	54c
BARROOM POLKA	RUSS MORGAN	54c
PUT YOUR SHOES ON, LUCY	RUSS MORGAN	54c
SIM ALAU	PEGGY LEE	54c
	RAY MCKINLEY	54c
	GENE KRUIPA	44c
	BLUE BARRON	44c
YOU'RE SO UNDERSTANDING		
MAKE A MIRACLE		
ONCE IN LOVE WITH AMY	RAY BOLGER	70c
FOREVER AND EVER		
BLUE ROOM	PERRY COMO	54c
RED ROSES FOR A BLUE LADY	V. MONROE	54c
I DON'T SEE ME IN YOUR EYES ANYMORE	STARLIGHTERS & GORDON JENKINS	54c
WHAT'S MY NAME	FRAN WARREN	54c
COMME CI, COMME CA	DICK HAYMES	54c
	FRANK SINATRA	44c
BALI HAI	PEGGY LEE	54c
NOTHING LIKE A DAME	DAVE BARBER	54c

#### RACE

WHATTAYA SAY WE GO		
BODY & SOUL	CHARLIE VENTURA	54c
LULLABY IN RHYTHM		
BIRDLAND	CHARLIE VENTURA	54c
PORTRAIT OF JENNY	KING COLE	54c
OVERTIME		
VICTORY BALL	METRONOME ALL STARS	54c
WHAT'S MY NAME		
CARAVAN	BILLY ECKSTINE	44c
BEWILDERED		
HUCKLEBUCK	PAUL WILLIAMS	54c
	ROY MILTON	54c
DON'T CARE WHO KNOWS	BUDDY JOHNSON	54c
SOMEONE SO SWEET AS YOU	BUDDY JOHNSON	54c
BLACK COFFEE		
AS YOU DESIRE ME	SARAH VAUGHAN	44c
BIANCA	SARAH VAUGHAN	44c
DEACON'S HOP	JAY McNEELY	54c
HUCKLEBUCK DADDY	JIMMY PRESTON	54c

#### HILLBILLY

CANDY KISSES	RED FOLEY	54c
	GEORGE MORGAN	44c
DON'T ROB ANOTHER MAN'S CASTLE	EDDY ARNOLD	54c
HEART FULL OF LOVE	EDDY ARNOLD	54c
TENNESSEE BORDER	RED FOLEY	54c

#### SPIRITUALS

UP ABOVE MY HEAD I HEAR MUSIC	SISTER THARPE	54c
NOBODY'S FAULT BUT MINE	SISTER THARPE	54c
MY LORD AND I	SISTER THARPE	54c
PRECIOUS MEMORIES	SISTER THARPE	54c
HE NEEDS ME	SISTER THARPE	54c
STRETCH OUT	SISTER THARPE	54c
I MUST SEE JESUS	SISTER MARIE KNIGHT	54c

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ALL RECORDS OF ANY LABEL

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

No order too large or too small to fill. Our price is as follows: 5¢ above wholesale cost on any label. All albums @ 30% discount of full price. Wholesale only. Terms C. O. D.

# The Billboard MUSIC POPULARITY CHARTS

PART  
IV

## Retail Record Sales

Based on reports received last three days of Week Ending April 15

Billboard  
TRADE  
SERVICE  
FEATURE

### BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION			
Weeks	Last		
to date	Week		
9	1	1.	CRUISING DOWN THE RIVER .....R. Morgan Ork.....Decca 24568--ASCAP <i>Sunflower</i>
13	2	2.	CRUISING DOWN THE RIVER .....B. Barron Ork.....MGM 10346--ASCAP <i>Powder Your Face With Sunshine</i>
6	6	3.	FOREVER AND EVER.....P. Como-M. Ayers.....Victor 20-3347--ASCAP <i>I Don't See Me in Your Eyes Anymore</i>
6	3	4.	FOREVER AND EVER.....R. Morgan Ork.....Decca 24569--ASCAP <i>You, You, You Are the One</i>
14	5	5.	RED ROSES FOR A BLUE LADY .....V. Monroe Ork.....Victor 20-3319--ASCAP <i>Melancholy Minstrel</i>
21	4	6.	SO TIRED .....R. Morgan Decca 24521--ASCAP <i>I Hear Music</i>
6	15	7.	CARELESS HANDS.....M. Torne-S. Burke Ork.....Capitol 15379--ASCAP <i>Always True to You in My Fashion</i>
16	9	8.	FAR AWAY PLACES.....B. Crosby-K. Darby Choir.....Decca 24532--ASCAP <i>Tarra Ta-Larra Ta-Lar</i>
3	12	9.	"A" YOU'RE ADORABLE...P. Como-Fontaine Sisters-M. Ayers Ork.....Victor 20-3381--ASCAP <i>When Is Sometime?</i>
11	8	10.	CARELESS HANDS.....S. Kaye Ork.....Victor 20-3321--ASCAP <i>Powder Your Face With Sunshine</i>
4	13	11.	NEED YOU .....J. Stafford and G. MacRae-P. Weston Ork.....Capitol 15393--ASCAP <i>"A" You're Adorable</i>

(Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3459; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patsy Montana & D. Denny-The Buckeroos, Victor 20-0040)

**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.

7	11	12.	SUNFLOWER .....R. Morgan...Decca 24568--ASCAP <i>Crushing Down the River</i>
14	7	13.	GALWAY BAY.....B. Crosby...Decca 24295--ASCAP <i>My Girl's An Irish Girl</i>
7	21	14.	CRUISING DOWN THE RIVER .....J. Smith-The Clark Sisters-F. DeVol Ork...Capitol 15372--ASCAP <i>Coca Roca</i>
9	14	15.	RED ROSES FOR A BLUE LADY .....G. Lombardo Ork.....Decca 24549--ASCAP <i>Everywhere You Go</i>
3	19	16.	AGAIN .....V. Damone-G. Oaser Ork.....Mercury 5261--ASCAP <i>I Love You So Much It Hurts</i>
3	27	17.	YOU, YOU, YOU ARE THE ONE .....R. Morgan Ork.....Decca 24569--BMI <i>Forever and Ever</i>
6	16	18.	BLUE SKIRT WALTZ.....F. Yankovic and His Yanks-The Marlin Sisters .....Columbia 12394-F--ASCAP (H. Harding, Grand G-25013; E. Carroll & Carolers, Mercury 8252; L. Duchow Red Raven Ork, Victor 30-3356; Seacah-Habat Polka Ork, Decca 45068; V. Zembrusky, Continental C-1260; Harmony Bells Ork-J. Conway & The Wayfarers, Dana 3042)
18	18	19.	FAR AWAY PLACES.....P. Como-H. Rene Ork.....Victor 20-3316--ASCAP <i>Missouri Waits</i>
1	—	19.	ONCE IN LOVE WITH AMY R. Bolger...Decca 40065--ASCAP <i>Make A Miracle</i>
7	—	21.	SO TIRED .....F. Sinatra, Columbia 38391)
1	—	22.	SLAUGHTER ON 10TH AVENUE (Parts I and II)...L. Hayton Ork.....MGM 30174 (Phil Green & Ork, London R-10034; D. Lynn-P. Weston Ork, Capitol 15354)
4	10	22.	"A" YOU'RE ADORABLE...J. Stafford and G. MacRae-P. Weston Ork.....Capitol 15393--ASCAP <i>Need You</i>
17	17	24.	POWDER YOUR FACE WITH SUNSHINE .....E. Knight-The Stardusters.....Decca 24530--ASCAP <i>One Sunday Afternoon</i>
3	26	24.	I DON'T SEE ME IN YOUR EYES ANYMORE .....G. Jenkins-The Stardusters.....Decca 24578--ASCAP <i>Because You Love Me</i>
1	—	24.	AGAIN .....G. Jenkins Ork-D. Haymes.....Decca 24602--ASCAP <i>Ship to My Lou</i>
1	—	27.	CARAVAN .....Billy Eckstine.....MGM 10368--ASCAP <i>A Senorita's Bouquet</i>
3	24	28.	AGAIN .....M. Torne-P. Rugolo Ork.....Capitol 15428--ASCAP <i>Blue Moon</i>
3	30	29.	FOREVER AND EVER.....M. Whiting, Capitol 15386--ASCAP <i>Dreamer With a Penny</i>
1	—	30.	RIDERS IN THE SKY.....V. Monroe Ork...Victor 20-3411 <i>Single Saddle</i>

(B. Crosby-K. Darby Singers, Decca 24618; B. Ives, Columbia 38445)

# "SOUTH PACIFIC" IS

## So Are These CAPITOL Show Hits!

### 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 Orchestra and Male Chorus)

RECORD No. 57-543

### JO STAFFORD

"SOME ENCHANTED EVENING"

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

RECORD No. 57-544

*CAPITOL HAD 'EM FIRST...*

*CAPITOL HAS 'EM BEST!*

## They're Growing Bigger...and **BIGGER!**

### These NEW CAPITOL Releases

"MY ONE AND ONLY HIGHLAND FLING"	Jo Stafford and Gordon MacRae	57-566
"BABY, IT'S COLD OUTSIDE"	Margaret Whiting Johnny Mercer	57-567
"CARELESS HANDS"	Mel Torme	15379
"CARELESS HANDS"	Tex Ritter	57-40155
"CANDY KISSES"	Johnny Mercer	57-558
"CANDY KISSES"	Eddie Kirk	15391
"HAVING A WONDERFUL WISH" (Time You Were Here)	Benny Goodman	57-568
"THE HUCKLE-BUCK"	Benny Goodman	57-576
"I WISH I HAD A NICKEL" Over: "SOMEDAY YOU'LL CALL MY NAME"	Jimmy Wakely	57-40153

**ORDER NOW** from your distributor,  
and cash in with **CAPITOL!**



Recorded by  
**THE KING COLE TRIO**  
Capitol 15418



**MARTHA RAYE'S**  
**OOH DR. KINSEY!**

**A**  
**SMASH**  
**ON**

**DISCOVERY**

#503

REVERSE

**"AFTER YOU'VE GONE"**

WITH  
**PHIL MOORE ORCHESTRA**



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IV**  
**Retail Record Sales**  
Based on reports received last three days of Week Ending April 15

**BEST-SELLING CHILDREN'S RECORDS**

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
45	1	1.	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Capitol DAS-80
12	2	2.	SO DEAR TO MY HEART ALBUM (Four Records)	Walt Disney-B. May, Director	Capitol BD-124 Capitol DD-109
34	4	3.	BUGS BUNNY AND THE TORTOISE (Two Records)	Mel Blanc-Billy May	Capitol DBX-93
45	3	4.	BOZO AT THE CIRCUS (Two Records)	Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
45	6	5.	BUGS BUNNY (Three Records)	Mel Blanc	Capitol CC-64
38	8	6.	BOZO AND HIS ROCKET SHIP (Two Records)	Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
23	7	7.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records)	Fred Waring and Pennsylvanians	Decca CUS-7
30	8	8.	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
7	—	8.	MOTHER GOOSE (One Record)	F. Luther	Decca CU-100
28	14	10.	GENIE, THE MAGIC RECORD (One Record)	Peter Lind Hayes	Decca CU-102
34	10	11.	NURSERY RHYMES (Two Records)	Frank Luther	Decca CS-5
1	—	12.	SPARKY AND HIS TALKING TRAIN (Three Records)	H. Blair-B. May	Capitol BC-66
36	—	12.	UNCLE REMUS (Three Records)	Johnny Mercer and Original Cast	Capitol CC-40
15	11	14.	LITTLE ENGINE THAT COULD (Two Records)	P. Wing	Victor Y-341
24	11	15.	BAMBI ALBUM (Three Records)	S. Temple-Chorus; P. Smith, director	Victor Y-395
1	—	15.	FLICK, THE LITTLE FIRE ENGINE (Two Records)	B. Reisfeld-G. Holm-R. Dann	MGM L7-A
3	—	15.	NURSERY RHYMES ALBUM (Two Records)	K. Carson-B. May	Capitol DBS-90

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
124	2	1.	Warsaw Concerto	Boston Pops, Arthur Fiedler, conductor; Leon Litwin, pianist	Victor 11-8863
181	1	2.	Clair de Lune	Jose Iturbi	Victor 11-8851
172	2	3.	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
15	—	4.	Fiddle Faddle	Boston Pops, Arthur Fiedler, conductor	Victor 10-1397
1	—	4	Second Hungarian Rhapsody	Boston Pops, Arthur Fiedler, conductor	Victor 12-0763

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
18	1	1.	I Can Hear It Now Album (Five Records)	Edward R. Murrow, Narrator	Columbia MM-800
1	—	2.	Tchaikovsky: Piano Concerto No. 1 (Four Records)	NBC Symphony Ork, A. Toscanini, conductor; Vladimir Horowitz	Victor DM-800
1	—	3.	Franz Lehar Operettas Album (Three Records)	A. Gura, P. Anders, E. Schwartzkopf, R. Glawitsch, M. Wulf, H. Welfing, Berlin Philharmonic Ork; Dr. H. Schmidt, Isserstedt, director	Capitol-Telefunken ECL-2501
2	—	4.	Rimsky-Korsakov: Scheherazade, Op. 35 Album (Five Records)	A. Rodzinski, director, the Cleveland Ork	Columbia MM-398
22	5	4.	Chopin's Favorites (Three Records)	First Piano Quartet	Victor MO-1227
1	—	4.	Chopin: Les Sylphides (Three Records)	Boston Pops, A. Fiedler, conductor	Victor M-1119

**BEST-SELLING POPULAR RECORD ALBUMS**

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
9	1	1.	KISS ME KATE ALBUM (Six Records)	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Columbia C-200
14	2	2.	WORDS AND MUSIC (Four Records)	L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork	MGM 37
10	3	3.	STAN KENTON ENCORES ALBUM (Three Records)	S. Kenton Ork-J. Christy	Capitol CC-113
5	5	4.	JAZZ AT PHILHARMONIC, VOL. IX (3 Records)	I. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R. Brown, B. Hayes	Mercury JATP Vol. 9
15	8	4.	VAUGHN MONROE SINGS ALBUM (Four Records)	V. Monroe Ork	Victor P-234
16	10	4.	I CAN HEAR IT NOW ALBUM (Five Records)	Edward R. Murrow	Columbia MM-800
6	4	7.	SUPPER CLUB FAVORITES (Three Records)	P. Como-R. Case-The Satisfiers-L. Shaffer Ork	Victor P-237
116	—	8.	GLENN MILLER (Four Records)	Glenn Miller	Victor P-148
3	7	9.	TO MOTHER (Three Records)	E. Arnold	Victor P-239
22	6	10.	ROSES IN RHYTHM (Four Records)	F. Carle	Columbia C-174



# Jenny Lou CARSON

The Nation's No. 1  
**FOLK SONG WRITER**  
SCORES AGAIN  
WITH



**EDDY ARNOLD**  
Victor

"DON'T ROB ANOTHER  
MAN'S CASTLE"

**REX TURNER**  
Varsity

**BOB ATCHER**  
Columbia

Written by  
**JENNY LOU CARSON**

**ERNEST TUBB & THE ANDREW SISTERS**  
Decca

PUBLISHED BY  
**HILL & RANGE**  
**SONGS, Inc.**  
Hollywood 46, California



**DANA presents ...**  
**The Original**  
**HIT RECORDING OF ...**

# "OPEN THE DOOR POLKA"

HARMONY BELLS ORCHESTRA with  
 PEGGY STANLEY and DICK BYRON  
 and

# "WHOSE GIRL ARE YOU?"

FRANK WOJNAROWSKI and his DANA CHOIR  
 DANA #2038

**SALES APPROACHING 100,000**

Order From Your Distributor or Write to ...

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**UNBEATABLE COMBINATION**  
 In 1948's No. 1 Singing Group Race Records\*

# The Orioles

and their newest recording ...

# "TELL ME SO"

backed by

# "DEACON JONES"

#5005

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 Order from your nearest  
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PICKED IN  
 THE  
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 "TIPS ON  
 TOPS,"  
 APRIL 16,  
 1949

32,000  
 RECORDS  
 SOLD  
 IN  
 10 DAYS

According to The  
 Billboard's Second  
 Annual Juke Box  
 Operators' Poll.

**The Billboard** MUSIC POPULARITY CHARTS  
 PART V  
**Juke Box Record Plays**

Based on reports received last three days of Week Ending April 15

## MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Lister 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	1	2	3	4	5	6	7	8	9	10	11	12
9	1	1.	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 24568—ASCAP							
12	2	2.	CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10346—ASCAP							
6	4	3.	FOREVER AND EVER	R. Morgan Ork.	Decca 24569—ASCAP							
15	3	4.	RED ROSES FOR A BLUE LADY	V. Monroe Ork.	Victor 20-3319—ASCAP							
5	8	5.	FOREVER AND EVER	P. Como-M. Ayers	Victor 20-3347—ASCAP							
10	6	6.	CARELESS HANDS	S. Kaye Ork.	Victor 20-3321—ASCAP							
9	5	7.	SUNFLOWER	R. Morgan Ork.	Decca 24568—ASCAP							
11	11	8.	RED ROSES FOR A BLUE LADY	G. Lombardo Ork.	Decca 24549—ASCAP							
16	10	9.	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532—ASCAP							
20	7	10.	SO TIRED	R. Morgan Ork.	Decca 24521—ASCAP							
3	19	11.	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork.	Capitol 15393—ASCAP							
				(Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3459; B. Crosby & Crew Chiefs, Columbia 38430; J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patsy Montana & D. Denny-The Buckerons, Victor 20-0040)								
12	12	12.	GALWAY BAY	B. Crosby	Decca 24295—ASCAP							

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

4	15	13.	CARELESS HANDS	M. Torme-S. Burke Ork.	Capitol 15379—ASCAP							
5	16	14.	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP							
				(H. Harding, Grand G-25013; H. Carroll & Carolers, Mercury 5252; L. Duchow Red Raven Ork. Victor 20-3356; Snoch-Habat Polka Ork. Decca 45068; V. Zembrusky, Continental C-1260; Harmony Bells Ork.-J. Conway & The Wayfarers, Dana 2042)								
15	13	15.	FAR AWAY PLACES	P. Como-H. Rene Ork.	Victor 20-3316—ASCAP							
2	—	16.	"A" YOU'RE ADORABLE	P. Como-Fontane Sisters-M. Ayres Ork.	Victor 20-3381—ASCAP							
1	—	17.	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins-The Stardusters	Decca 24576—ASCAP							
				(H. Forrest, MGM 10373; V. Lynn-S. Browne-B. Farnon Ork. London 403; P. Como-M. Ayers Ork. Victor 20-3347)								
8	18	17.	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De-River	Vol Ork.							
7	—	19.	BEAUTIFUL EYES	A. Mooney Ork.	MGM 10357—BM1							
				(B. Hayes, Deluxe 1185; The Rangers, Regent 136; B. Breen-The Spotlite Ork. Spotlite 511; L. Fotine Ork. Decca 24579; I. Fields Trio, Victor 20-3369; D. Casino with The Larks, Rainbow 10091)								
3	24	19.	"A" YOU'RE ADORABLE	Jo Stafford and G. MacRae-P. Weston Ork.	Capitol 15393—ASCAP							
17	9	21.	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530—ASCAP							
4	21	22.	YOU, YOU, YOU ARE THE ONE	R. Morgan Ork.—Decca 24569—EM1								
				(J. Sage & Eager Beavers-E. Musette Ork. Grand G-25010; Ames Bros. Coral 60015; H. Rene Musette Ork. Standard I-142; D. James-H. Smart, London 391; Jackie Brown Quartet, MGM 10336; M. Law-B. Martin Ork. Spotlite 511; Three Suns, Victor 20-3322; K. Griffin Rondo R-186)								
9	14	23.	I LOVE YOU SO MUCH IT HURTS	Mills Bros.	Decca 24550—BM1							
				(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. Hagen, Columbia 2406; V. Damon-G. Osser Ork. Mercury 5261)								
1	—	24.	LOVE ME, LOVE ME, LOVE ME	E. Howard Ork.	Mercury 5238—ASCAP							
				(J. Garber Ork.-E. Mathias, Capitol 15402; J. Flina Ork. MGM 10379; B. Clark-E. Hagen Ork. Columbia 38406; L. Welk, Decca 24573; S. Kaye, Victor 20-3366; B. Lee-Nat Temple, London 371)								
16	25	25.	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278—ASCAP							
1	—	26.	CRUISING DOWN THE RIVER	The Three Suns	Victor 20-3349—ASCAP							
1	—	27.	MONEY, MARBLES AND CHALK	P. Page-Z. Masher Ork.	Mercury 5251							
				(C. Atkins & His Guitar Pickers, Victor 21-0021; Country Washburne, Capitol 15413; B. Atcher, Columbia 20556; "Pop" Eckler, King 774; Stubby & The Buccaneers, Decca 46149)								
10	17	28.	I'VE GOT MY LOVE TO KEEP ME WARM	Mills Bros.	Decca 24550—ASCAP							
				(Les Brown Ork. Columbia 38324; The Starlighters, Capitol 15330; R. Noble Ork. Victor 20-3402; H. Brooks Trio, Modern 20-649; A. Lund, MGM 10348; G. Elwood-B. Martin Ork. Spotlite 504; E. Baird-The Hi-Tonians, Hi-Tone 101)								
3	28	29.	SUNFLOWER	J. Fulton-E. Ballantine	Tower 1454—ASCAP							
1	—	29.	CANDY KISSES	E. Howard Ork.	Mercury 5272-M—BM1							
				(J. Mercer-The Starlighters & P. Weston Ork. Capitol 57-558; The Fontane Sisters, Victor 20-3429; R. Paige-The Merrymakers, Spotlite 512; B. Haley, Cowboy CR-1202; Cowboy Copas, King 777; R. Foley, Decca 46151; E. Kirk, Capitol 15391; E. Britt & The Skytoppers, Victor 21-0006; B. Hobbs & His Trail Herders, MGM 10366; G. Morgan, Columbia 20547)								

## SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 28)

So Tired (R)	Glenmore—ASCAP
Someone Like You (R)	Harms, Inc.—ASCAP
Sunflower (R)	Famous—ASCAP
Underneath the Linden Tree (R)	La Salle—ASCAP
While the Angelus Was Ringing (R)	Chas. K. Harris—ASCAP

Billboard MUSIC POPULARITY CHARTS

PART VI

Race Records

Based on reports received last three days of Week Ending April 15

TRADE SERVICE FEATURE

BEST-SELLING RETAIL RACE RECORDS

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

Table with columns: POSITION, Weeks Last, This, and record titles with artists and labels.

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.

Continuation of Best-Selling Retail Race Records table.

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.

Table with columns: POSITION, Weeks Last, This, and record titles with artists and labels.

ADVANCE RACE RECORD RELEASES

- List of new race record releases including titles like 'I Heart Full of Misery', 'After All I've Been to You', etc.

Advertisement for Dinah Shore featuring a portrait and the text 'Here's one for the money! Dinah Shore sings'.

FOREVER AND EVER AND I'VE BEEN HIT COLUMBIA 38410 (1-134\*)

Fan Fare... This Week's Sure-Fire Singles

- List of featured singles including 'Blue Skirt Waltz', 'Charlie Was a Boxer', 'It's a Cruel, Cruel World', etc.

\*Columbia 7-inch Microgroove Records

Columbia Records advertisement with the text 'HEAR THE GREAT ARTISTS AT THEIR BEST ON Columbia Records' and the Columbia logo.

America's No. 1 Folk Artist!

Jimmy WAKELY



Just Released...

"I WISH I HAD A NICKEL"

Written by TOMMY SUTTON and W. S. BARNHART  
Capitol Record 57-40153

"WAIT-WAIT-WAIT, THAT AIN'T ALL"

Turnover — for other side of record

P. S.: OPERATORS

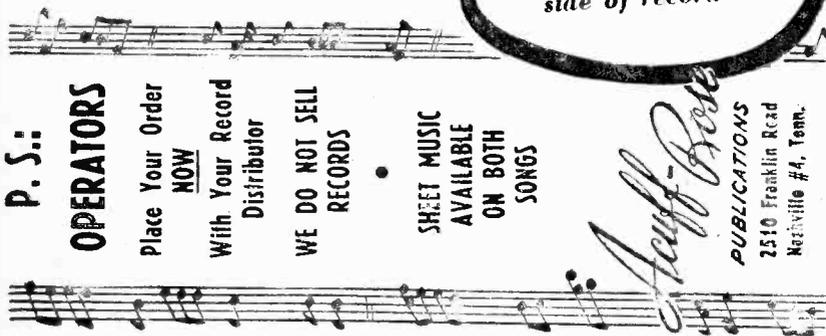
Place Your Order NOW

With Your Record Distributor

WE DO NOT SELL RECORDS

SHEET MUSIC AVAILABLE ON BOTH SONGS

Acuff-Rose PUBLICATIONS  
2510 Franklin Road  
Nashville #4, Tenn.



Written by JEAN BRANCH and EDGIE HILL  
"SOME DAY YOU'LL CALL MY NAME"

Also just released on the other side of...  
CAPITOL RECORD 57-40153



Jimmy WAKELY

The Billboard MUSIC POPULARITY CHARTS PART VII Folk Record Section

Based on reports received last three days of Week Ending April 15

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to Date	Last Week	This Week	POSITION	Record	Artist	Label
9	1	1	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
8	2	2	2	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
5	5	3	3	CANDY KISSES	G. Morgan	Columbia 20547—BMI
25	3	4	4	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
3	—	5	5	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Columbia 20547—BMI
4	12	6	6	TENNESSEE BORDER	R. Foley	Decca 46151—BMI
4	8	7	7	CANDY KISSES	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.

3	9	8	8	I'M BITIN' MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592--BMI
25	4	9	9	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
9	6	9	9	THERE'S NOT A THING	E. Arnold	Victor 21-0002—BMI
18	—	11	11	THEN I TURNED AND WALKED SLOWLY AWAY	E. Arnold	Victor 20-3174—BMI
46	11	12	12	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Cowboy and His Guitar	Victor 20-2506—BMI
12	15	12	12	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144—BMI
7	15	12	12	HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144—ASCAP
8	—	12	12	CANDY KISSES	Cowboy Copas	King 777—BMI
3	—	12	12	I HEARD ABOUT YOU	B. Hobbs	MGM 10305
31	—	12	12	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Cowboy and His Guitar	Victor 20-3013—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

A WSN, Nashville, all-star recording unit racked up an all-time record of \$29,100 for a five-day tour of the Midwest, with Oscar Davis, Nashville folk music promoter, supervising the tour. . . . Connie B. Gay, WARL, Washington, folk music disk spinner, is expanding his folk music promotion to three nights per week, with name units periodically in two new D. C. locations.

Jenny Lou Carson has inked a new seven-year pact with Hill & Range and set up her own pubbery. . . . The Four Aces of Western Swing staged a marathon radio show a la Milton Berle at WPWA, Chester, Pa., April 16 (see separate stories in music section). . . . Americana Corporation has set Cowboy Copas (King) for May dates in California, including San Diego, 13; El Monte, 14; Bakersfield, 17; Salinas, 18; Tulare, 19; San Jose, 20; San Pablo, 21. . . . Merle Travis (Capitol) set for San Jose, Calif., May 13; Yuba City, Calif., 14, while Eddie Kirk (Capitol) plays Sacramento May 7 and Yuba City, 14. . . . Bill Monroe and His Dixie Blue Boys, KMLB, cut their first sides for Mercury records last week. Vocals were by Lois Nettles.

Harry K. Smythe, op of Buck Lake Ranch, Angola, Ind., reports that he is readying a 20-page souvenir program for the park, which will contain stories and pictures of various features of the Indiana folk music site. Buck Lake Ranch, which will again be booked exclusively by Earl Kurtz, of WLS Talent Bureau, Chicago, has Capt. Stobby and the Buccaneers (Decca), novelty combo from WLS, together with Fred Lowery and Dorothy Rae (Columbia) opening the park May 29, with Pee Wee King and the Golden West Cowboys (Victor) on tap May 30. Other attractions include Curly Bradley, the "Tom Mix" of radio, and the WLS Sage Riders, June 5; Eddie Dean and company (Mercury and Crystal), 12; Mac and Eob and other acts, 19; Little Jimmy Dickens (Columbia), WSM, Nashville, and the Melody Rangers, WRFD Worthington, O., 26.

The first Wisconsin folk music park will begin operation late in May at West Bend Wis., 30 miles from Milwaukee. . . . Valley View Park, which was operated last year by Shorty Fincher, will run this year with Nemo Lippert, of the Range Riders, WNOW, York, Pa., as boss. The station plans to air Sunday remotes from the park. There is another Valley View Park, located near Lehigh, Pa. . . . Tex Ritter (Capitol) is now being represented in the Midwest by Frank Taylor, of Associated Booking Corporation, Chicago. . . . Wally Fowler, leader of the Oak Ridge Quartet (Capitol and Mercury) has started a new feature, "All Night Singing," which he started last November in Ryman Auditorium and has run as a monthly feature since. Fowler gets his own group together with outstanding gospel quartets and families on these dates, with anywhere from 100 to 200 people on stage. Fowler's singing concert is set for the Coliseum, Evansville, Ind., April 22, and will be aired May 6 by the NBC web from Ryman Auditorium, Nashville. . . . Ed Dodelin and his partner, George Keane, known to folk artists thru their work in the rustic tune field with Victor, are being transferred to the Cleveland territory and will work out of Cincinnati in that area. Keane's wife had a son, Barry Alan, March 21.

(Continued on page 39)

**Billboard** MUSIC POPULARITY CHARTS

PART VII  
TRADE SERVICE FEATURE

**Folk Record Section**

Based on reports received last three days of Week Ending April 15

**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

Weeks to date	Last Week	This Week	Record Title	Artist	Label
9	2	1	CANDY KISSES <i>Please Don't Let Me Love You</i>	George Morgan	Columbia 20547—BMI
7	6	2	LOVE SICK BLUES <i>Never Again</i>	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
8	1	3	DON'T ROB ANOTHER MAN'S CASTLE <i>There's Not a Thing</i>	Eddy Arnold	Victor 21-0002—BMI
4	7	4	TENNESSEE BORDER <i>Candy Kisses</i>	R. Foley	Decca 46151—BMI
6	8	5	PLEASE DON'T LET ME LOVE YOU <i>Candy Kisses</i>	G. Morgan	Columbia 20547—BMI
1	—	6	I'M BITIN' MY FINGERNAILS AND THINKING OF YOU <i>Don't Rob Another Man's Castle</i>	E. Tubb & Andrews Sisters-Texas Troubadours	Decca 24592—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.

29	4	7	TENNESSEE SATURDAY NIGHT <i>Blues in My Heart</i>	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
28	4	8	I LOVE YOU SO MUCH IT HURTS <i>I Don't Want Your Sympathy</i>	J. Wakely and Cowboy Band	Capitol 15243—BMI
50	3	9	BOUQUET OF ROSES <i>Texarkana Baby</i>	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
2	15	10	DON'T ROB ANOTHER MAN'S CASTLE <i>I'm Bitin' My Fingernails and Thinking of You</i>	E. Tubb and Andrews Sisters-Texas Troubadours	Decca 24592—BMI
2	15	11	TAKE AN OLD COLD <i>'TATER Pennies for Papa</i>	J. Dickena	Columbia 20548
3	—	11	CANDY KISSES <i>Tennessee Border</i>	R. Foley	Decca 46151—BMI
5	12	11	TILL THE END OF THE WORLD <i>Daddy, When Is Mommy Coming Home?</i>	E. Tubb	Decca 46150—ASCAP
17	—	11	LET'S SAY GOODBYE <i>LIKE WE SAID HELLO Have You Ever Been Lonely?</i>	E. Tubb	Decca 46144—BMI
6	9	15	CANDY KISSES <i>You'll Be Sorry From Now On</i>	E. Britt and the Skytoppers	Victor 21-0006—BMI

**ADVANCE FOLK RECORD RELEASES**

At the End of Each Day A. Dexter & His Troopers (New Guitar) Col 20569	Love Sick Blues B. Christian & His Texas Cowboys (Please Don't) 4 Star 1297
Baby Girl Armstrong Twins (I Know) 4 Star 1293	New Guitar Polka A. Dexter & His Troopers (At the) Col 20569
Baby I Can't Use You Like You Are L. Cassidy (Weary Lonesome) Capitol 37-40154	Ol' Shorty T. Ritter (Careless Hands) Capitol 57-40155
Between the Lines The 101 Ranch Boys (The Color) Col 20580	One Heart, One Love, One Life J. Boyd & His Men of the West (Dear John) V 21-0055
Careless Hands T. Ritter (Ol' Shorty) Capitol 57-40155	Please Don't Let Me Love You R. Sovine (Lifetime to) MGM 10403
Chime Bells Yodeling Slim Clark (Trail Riders Moon) Continental C-8041	Jimmie Rodgers Memorial Album—J. Rod- gers (3-10") V P-244
Cool Water Pappy Howard & His Connecticut "Ker- nels" (I Wanna) Bullet 633	Away Out on the Mountain V 21-0042
Dear John (I Brought Your Saddle Home) J. Boyd & His Men of the West (One Heart) V 21-0055	Blue Yodel Daddy and Home V 21-0043
Ellie Mae G. Autry (Sunflower) Col 20579	Frankie and Johnny V 21-0044
Flame of Love T. Daffan's Texans (I'm That) Col 20567	Never No Mo' Blues V 21-0043
Good for Nothing Cowboy G. Troxel & The Stars of the Prairie (Mary Ann) Pioneer 612	The Brakeman's Blues V 21-0044
Gravy Train J. Tyler & The Riders of the Rio Grande (It Ain't) V 21-0053	Rosa Lee McFall C. Monroe & His Kentucky Partners (They Didn't) V21-0054
I Know My Daddy's There Armstrong Twins (Baby Girl) 4 Star 1293	Somebody Else Is A-Beatin' My Time L. McAuliffe & His Western Swing Band (No One) Col 20565
I Know You're Trying To Hide a Broken Heart F. Thornton & the Sons of the Golden West (I Should) Melody Trail 216	Someday You'll Call My Name J. Wakely (I Wish) Cap 57-40153
I Should Have Known F. Thornton & the Sons of the Golden West (I Know) Melody Trail 216	Sunflower G. Autry (Ellie Mae) Col 20579
I Wanna Go Fishin' Pappy Howard & His Connecticut Kernels (Cool Water) Bullet 633	Ten Pretty Girls Christian & His Texas Cowboys (Herr Schmidt) 4 Star 1296
I've Just Told Mama Goodbye H. Williams & His Drifting Cowboys (Wedding Bells) MGM 10401	Tennessee Farm B. Hughes (I'm Going) 4 Star 1298
It Ain't Far to the Bar J. Tyler & The Riders of the Rio Grande (Gravy Train) V 21-0053	The Color Song The 101 Ranch Boys (Between the) Col 20580
Lazy Navajo The 4 Aces (Aces Swing) 4 Star 1292	The Great Speckled Bird Jack & Leslie (The Last) Coral 64008
Lifetime To Regret E. Sovine (Please Don't) MGM 10403	The Last Mile of the Way Jack & Leslie (The Great) Coral 64008
Long Tall Gal From Tennessee J. Saul (Fire Crackers Stomp) 4 Star 1291	They Didn't Believe It Was True C. Monroe & His Kentucky Partners (Rosa Lee) V21-0054
	Weary Lonesome Me L. Cassidy (Baby I) Capitol 37-40154
	Wedding Bells H. Williams & His Drifting Cowboys (I've Just) MGM 10401
	You'll Always Be the Only One Balles Bros (Oh So) Col 20568

**Century Songs**  
(A BMI AFFILIATE)  
Presents



**ERNIE LEE**

Exclusive  
**VICTOR**  
Recording Artist

**"THE GODS WERE ANGRY WITH ME"**

VICTOR NO. 21-0023

Written by FOREMAN BILL—KYA, San Francisco

Listen to:  
**EDDIE KIRK'S**  
**"THE GODS WERE ANGRY WITH ME"**  
CAPITOL NO. 15176  
**TENNESSEE ERNIE'S**  
**"I GOT THE MILK 'EM IN THE MORNING**  
**BLUES"**  
CAPITOL NO. 15400

THANKS TO: NELSON KING, WCKY, Cincinnati, for introducing "THE GODS" in the Cincinnati area, and RANDY BLAKE, WJJD, Chicago, in the Chicago area

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KING NOW BRINGS YOU  
**THESE POP HITS**

**CABARET**  
I DO, I DO, I DO  
AL GRANT **KING 15004**  
(AS LONG AS WE'VE GOT WATER)  
WE'LL HAVE SOUP  
**SCHNICKELBOP**  
FREDDIE FISHER **KING 15002**

**PAL-ING AROUND WITH YOU**  
**WHY SHOULD I WORRY**  
LOUISE CARLYLE **KING 15000**  
(IN THE LAND OF)  
**OO-BLA-DEE**  
**KNOWLEDGE**  
MARY LOU WILLIAMS **KING 15003**

**KING RECORDS, INC., DISTRIBUTORS OF**  
**KING and DE LUXE**  
1540 Brewster Ave., Cincinnati, Ohio

The **Billboard** MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Based on reports received last three days of Week Ending April 15

TRADE SERVICE MATURE

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

**How Ratings Are Determined**  
Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

**The Categories**  
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'ts-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS OVER-ALL	RETAILER	OPERATOR	DISK JOCKEY
--------	-------	---------------	---------	------------------	----------	----------	-------------

POPULAR			
<b>DOTTIE BARLOW &amp; BOYS</b> (Pearl 0014) <b>Fishing Song</b>	75--74--72--80		Clever comedy ditty delivered with mucho gusto by thrush in a little girl's voice—of the non-grating variety. Potential for the jukes.
<b>Rose Room</b> (Pearl Four) Vibes, guitar, accordion, bass quartet run thru the instrumental standard in a poor recording job.	45--45--45--45		
<b>ANDREWS SISTERS &amp; DAN DAILEY</b> (Vic Schoen Ork) (Decca 24605) <b>Take Me Out to the Ball Game</b>	86--88--85--85		Dailey shows an outstanding platter style that blends fine with the Andrews' rousing delivery. Tune is on a revival kick as title song of the current flick, and could get big airplay during the ball season.
<b>In the Good Old Summer Time</b>	89--89--88--90		The combination is terrific here, as they get off an irresistible production of the beloved oldie, backed by top Vic Schoen orking.
<b>ART MOONEY ORK</b> (MGM 10398) <b>Again</b>	71--75--71--67		The Mooney aggregation's talents don't seem to be in accord with the legit ballad style as they do a dubious job with "Again" here.
<b>Five Foot Two, Eyes of Blue</b>	87--87--85--89		But this is Mooney's own cup of tea, as he gets off a rattling, slam bang, corning of the revivifying oldie. Should be one of the more played versions if and when tune really catches hold.
<b>EVE YOUNG</b> (Victor 20-3412) <b>Cabaret</b>	71--72--70--70		Gal's silky chirping, and Charlie Grean's well-suited orking make for easy listening on a mild new ballad.
<b>It's Me</b>	69--70--70--66		Competent performance of a cute ditty, but lacks sock appeal.
<b>KEN GRIFFIN</b> (Rondo R 189) <b>Neapolitan Nights</b>	68--67--67--71		Griffin's organ grinds out the fave waltz with no particular lustre.
<b>After the Ball</b>	73--73--73--73		This oldie should be more suitable for Griffin's mid-Western following.
<b>JOHNNY DESMOND</b> (MGM 10393) <b>A Chapter In My Life Called Mary</b>	82--82--82--82		A fine, sensitive vocal on a fast-coming plug tune. One of these days, a performance like this is going to put Desmond up there where he belongs.
<b>You Broke Your Promise</b>	72--72--70--74		Another topnotch warbling job, this time one a rhythm ditty that's at its peak, if not already over the hump. Release is probably late.
<b>BUDDY MORENO ORK</b> (Victor 20-3406) <b>Thank You</b>	84--84--83--85		Zingy production treatment of a lively novelty ditty that's been around for some months could catch on.
<b>My Bashful Nashville Gal From Tennessee</b>	75--75--73--77		Bouncy razzamatatz corn treatment of a happy pseudo-hillbilly ditty.
<b>ROSE MURPHY</b> (Victor 20-3409) <b>Rosetta</b>	78--78--75--79		As chi-chi as could be, as the fly thrush squeaks out her own special treatment of the standard. Figures to get good juke and jock action.
<b>Gee, I Wonder What the Trouble Can Be</b>	70--70--68--72		Material here doesn't have strong potential, tho La Murphy gives it a good try.
<b>ALFRED DRAKE</b> (Victor 20-3416) <b>Malaguena</b>	73--80--71--70		Drake's legit approach and a fine Henri Rene ork job in big production style should get jockey attention.
<b>In the Spring of the Year</b>	72--76--71--70		Also jock appeal for Drake's show type projection of a fine Alea Wilder-Lee Kuhn song.
<b>DORIS DAY</b> (Columbia 38453) <b>How It Lies, How It Lies, How It Lies</b>	84--84--83--85		Miss Day's chirping of the rhythm novelty should take her within a notch of the stronger, earlier entries juke-wise.
<b>If I Could Be With You (One Hour Tonight)</b>	73--75--74--70		Chirp projects the film-revived oldie in effectively husky whispers. Moody side demands undivided attention.

**PICK THE NUMBERS...that are paying off!**  
**NATIONAL NUMBERS:**

9076—BILLY ECKSTINE'S "I Only Have Eyes for You" backed by "Blues"

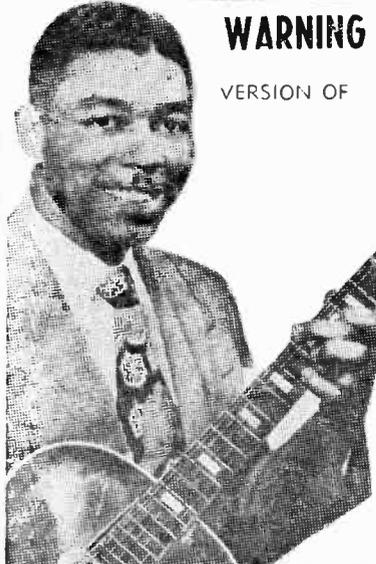
9075—T. J. FOWLER'S "T. J. Boogie" (Rockin' Blues) backed by "What's the Matter Now?"

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

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

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(Continued on page 136)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IX**  
**Record Possibilities**  
 Based on reports received last three days of Week Ending April 15

**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.)

**EVERYWHERE YOU GO**.....Doris Day With the Mellomen.....Columbia 38467  
 This song has been growing slowly in the past couple of months via Guy Lombardo's Decca and Eddy Howard's Mercury etchings. It has a fine retentive strain and an equally simple, sentimental and philosophical lyric. Doris sings it softly, rhythmically and with lots of oomph with extremely able instrumental and vocal support from the Mellomen.

**OPEN THE DOOR POLKA**.....Blue Barron Ork With Judy Valentine and Phil Golling.....MGM 10412  
 Peggy Stanley, Dick Byron and the Harmony Bells Ork.....Dana 2038  
 This rousing polka with an ingenious, provocative patter routine spicing the whooping instrumental work has the makings of a heavy-action novelty item. Artistically, the edge has to go to the Dana platter for both vocal and ork quality. However, the MGM version, which is patterned after the Dana original, figures to step right out on the basis of the Barron name and label power. In any case, both platters have what it takes.

**EABY, IT'S COLD OUTSIDE**.....Dinah Shore-Buddy Clark.....Columbia 38463  
 Just on the surface, this novelty dinking would appear to have "hit" written all over it. It was written by Frank Loesser. It's featured in the forthcoming Esther Williams flick, "Neptune's Daughter." The disk itself carries double-barrel name power. Actually, it's one of the cleverest hunks of harmlessly suggestive material to hit wax in many moons, and it's performed with perfect precision timing by Dinah and Buddy. The provocative, rhythmic backing is provided by Ted Dale's ork.

**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. AS YOU DESIRE ME.....Sarah Vaughan.....Columbia 38462
2. SOME ENCHANTED EVENING.....Perry Como.....Victor 20-3402
3. BALI HA'I.....Perry Como.....Victor 20-3402
4. WABASH CANNON BALL.....Kay Starr.....Capitol 15419
5. RIDERS IN THE SKY.....Vaughn Monroe.....Victor 20-3411
6. HOW IT LIES, HOW IT LIES, HOW IT LIES.....Kay Starr.....Capitol 15419
7. ONCE IN LOVE WITH AMY.....Ray Bolger.....Decca 40065
8. ALL RIGHT, LOUIE, DROP THAT GUN.....Arthur Godfrey.....Columbia 38447
9. YOU'RE SO UNDERSTANDING.....Blue Barron.....MGM 10369
10. BALI HA'I.....Frank Sinatra.....Columbia 38446

**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. SOME ENCHANTED EVENING.....Perry Como.....Victor 20-3402
2. BALI HA'I.....Perry Como.....Victor 20-3402
3. ALL RIGHT, LOUIE, DROP THAT GUN.....Wesson Bros.....National 9070
4. YOUNGER THAN SPRINGTIME.....Margaret Whiting.....Capitol 57-542
5. HOW IT LIES, HOW IT LIES, HOW IT LIES.....Connie Haines.....Coral 60044
6. MISSOURI WALKING PREACHER.....Ray McKinley.....Victor 20-3377
7. HURRY, HURRY, HURRY.....Lawrence Welk.....Mercury 5280
8. HURRY, HURRY, HURRY.....Andrews Sisters.....Decca 24613
9. RED HEAD.....Eddy Howard.....Mercury 5274
10. SOME ENCHANTED EVENING.....Bing Crosby.....Decca 24609

**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 hits will be:

1. BALI HA'I.....Perry Como.....Victor 20-3402
2. RIDERS IN THE SKY.....Vaughn Monroe.....Victor 20-3411
3. FIVE FOOT TWO, EYES OF BLUE.....Art Mooney.....MGM 10398
4. ONCE AND FOR ALWAYS.....Bing Crosby.....Decca 24524
5. SOME ENCHANTED EVENING.....Perry Como.....Victor 20-3402
6. BARROOM POLKA.....Russ Morgan.....Decca 24608

**FOLK TALENT AND TUNES**

(Continued from page 36)

Mary Dee Fleck, girl singer with the Western-Aires, WAOV, Vincennes, Ind., has joined Pappy McMichen's band at WAVE, Louisville. The Western-Aires' roster includes Johnny Phillipe, mandolin; Rol Phillips, guitar; Al Swain, fiddle; Rance Curry, guitar, and Howard Scott, electric guitar. . . . Slim Moon and His Down Home Boys have moved from WFTW, Fort Wayne, Ind., to WONW, Defiance, O. The unit consists of Sandy Hicov, rhythm guitar and vocals; Louis Schaeffer, bass and comedy; Emo Verba, mandolin, and the leader's electric guitar and vocals. . . . Gustav Brandborg, commercial manager of KVOO, Tulsa, has written his first tune, "Heaven's Ranch," which is being plugged by Leon McAuliffe and Johnny Lee Wills' bands on that station. . . . The Davis Twins are now featured one hour daily on WTIP, Charleston, Va., with Sleepy Jeffers doing three-and-a-half hours of disk jockeying daily on the station. . . . Paul Clayton, the h.b. disk jockey, has moved to WBSM, New Bedford, Mass. He reports that Flip Mayberry and His Farm Lads are also on the station. Group has Pete Padgett, fiddle and mandolin; Eugene Morris, washboard; Roy Sowerby, bass, and the leader's guitar. . . . In a recent contest, conducted by Phil Alarie, KHMO, Hannibal, Mo., disk jockey Ernest Tubb (Decca), Roy Acuff (Columbia), and Eddy Arnold (Victor) finished in that order of popularity. . . . Patsy Lee, the cowgirl yodeler at WTOW, Nashua, N. H., will tour again this summer, with booking by Damon's, Nashua Agency. . . . Carson Robison's next MGM release is "More and More Tee-Jus, Ain't It?" a sequel to his first best seller. . . . Cowboy Dick Carson has reorganized his Prairie Partners, who are working at WISR, Butler, Pa.

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

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BLUE SKIRT WALTZ
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## The Billboard MUSIC POPULARITY CHARTS

PART X

### Advance Information

Based on reports received last three days of Week Ending April 15

#### 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 Bird in a Gilded Cage  
V. O'Brien (In a) Decca 24622
- A Letter From a Lady in Love  
N. Plumb Ork.-C. Brent (Along El) Coral 60049
- After You've Gone  
A. Van Damme Quintette (Little Brown) Capitol 57-570
- Again  
D. Day-The Mellomen (Everywhere You) Col 38467
- Again  
M. Scott-The Paulette Sisters (Comme Ci) Spotlite 516
- Along El Camino Real  
N. Plumb Ork.-B. Graham (A Letter) Coral 60049
- Annabella  
J. Martin Ork (Whose Girl) Capitol 57-54300
- Baby, It's Cold Outside  
D. Shore-B. Clark (My One) Columbia 38463
- Bar Room Polka  
Merrie Musette Ork (The Miller's) V 20-3440
- Bessie Couldn't Help It  
Pee Wee Hunt Ork (Clarinet Marmalade) Capitol 57-569
- Blues  
B. Eckstine (I Only) National 9076
- Bongo Minor  
G. Henry Ork (Sentimental Mood) Mil-tone 5255
- Busy Doing Nothing  
The Merry-men & Ork (There's Something) Mer 5283
- Can't Understand It  
G. Williams Ork (You Don't) Mer 5282
- Careless Hands  
B. Crosby-K. Darby Singers (Memories) Decca 24616
- Chase Your Troubles Away  
H. Harding & His Songsters (Goodnight Waltz) Grand G-25014
- Clarinet Marmalade  
Pee Wee Hunt Ork (Bessie Couldn't) Capitol 57-569
- Comin' and Goin'  
C. Jackson-D. Alessi Trio (Fish Face) Apollo 1144
- Comme Ci, Comme Ca  
B. Brees-The Paulette Sisters-B. Martin Ork (Again) Spotlite 516
- Deep Freeze Dinah  
"Two Ton" Baker (What the) Mer 5281
- Don't Come Back Cryin' to Me  
D. Roth Trio (Marguerite) Damon D-11213
- Don't Let It Get You Down  
J. Long Ork (I Want) Coral 60047
- Don't Monkey With a Donkey  
D. Johnson (No Note) Stinson 711
- Don't Take My Word, Take My Heart  
S. Cooley Ork (I Had) V 20-3437
- Don't Take My Word, Take My Heart  
J. & S. Steele (To Make) Damon D-11221
- Downhearted  
B. Vincent-A. Trace & His Flame Throwers (It Took) Damon D-11218
- East of the Sun  
H. Manning-H. Cable Ork (Mother Nature's) Monogram 121
- Every Time You're Steppin' Out  
B. Vincent-A. Trace & His Flame Throwers (Your Tears) Damon D-11217-H
- Everywhere You Go  
D. Day & The Mellomen (Again) Col 38467
- Fish Face  
C. Jackson-D. Alessi Trio (Comin' and) Apollo 1144
- Good Night Sweetheart  
H. Derwin (Just Like) Capitol 37-572
- Goodnight Waltz  
H. Harding and His Songsters (Chase Your) Grand G 25014
- Having a Wonderful Wish (Time You Were Here)  
B. Goodman (Shishkabop) Capitol 57-568
- How It Lies, How It Lies, How It Lies  
A. Lund-J. Thompson Ork (If I) MGM 10406
- How Would You Know  
B. Johnson & His Musical Notes (Roselle) King 4286
- I Ain't Got Nobody (and Nobody Cares for Me)  
S. Davis (You Are) Capitol 57-70004
- I Had My Heart Set on You  
S. Cooley Ork (Don't Take) V 20-3437
- I Only Have Eyes for You  
B. Eckstine (Blues) National 9076
- I Only Have Eyes for You  
B. Wayne-S. Vasta Ork (Valli) Richmond R-1346
- I Wanna Be Loved  
R. McKinley Ork (I'm Not) V 20-3436
- I Want to Go to Texas When I Die  
J. Long Ork-The Song Spinners (Don't Let) Coral 60047
- If I Could Be With You  
G. Lombardo (The Best) Decca 24620
- If I Could Be With You  
A. Lund-J. Thompson Ork (How It) MGM 10406
- If You Could Care  
F. Martin Ork (Portrait of) V 20-3439
- I'm Happy Being Me  
Mills Brothers (Words) Decca 24621
- I'm Not Too Sure of My L'Amour  
R. McKinley Ork (I Wanna) V 20-3436
- In a Little Spanish Town  
V. O'Brien (A Bird) Decca 24622
- It Took a Dream to Wake Me Up  
B. Vincent-A. Trace & His Flame Throwers Damon D-11218
- Josephine  
J. Fina Ork (Portrait of) MGM 10409
- Just Like a Butterfly (That's Caught in the Rain)  
H. Derwin (Good Night) Capitol 37-572
- Lady of Spain  
L. Poster Trio (Lili Marlene) Monogram 120
- Lili Marlene  
L. Poster Trio (Lady of) Monogram 120
- Little Brown Jug  
A. Van Damme Quintette (After You've) Capitol 57-570
- Little Old Church in Leicester Square  
D. Falligant-H. Winterhalter Ork (Riders in) MGM 10404
- Live, Love and Laugh  
A. Melgard (My Vision) Mer 5285
- L-U-C-I-L-L-E  
O. Shepard Ork (You Won't) Coral 65006
- Lucy  
B. Houston (Where Is) MGM 10408
- Lullaby Land  
B. Crosby (Riders in) Decca 24618
- Marguerite  
D. Roth Trio (Don't Come) Damon D-11213-H
- Memories  
B. Crosby (Careless Hands) Decca 24616
- Merry-Go-Round Waltz  
A. Mooney Ork (The Heart) MGM 10405
- Mother Nature's Gypsies  
H. Manning-H. Cable Ork (East of) Monogram 121
- My Heart at Thy Sweet Voice  
N. Morales Ork (The Peanut) MGM 10407
- My One and Only Highland Fling  
J. Stafford-G. MacRae (Thank You) Capitol 57-566
- My Vision  
A. Melgard (Live, Love) Mer 5285
- No Note Blues  
D. Johnson (Don't Monkey) Stinson 711
- Pal-aling Around With You  
L. Carlyle-T. Mottola Trio (Why Should) King 15000
- Please Don't Talk About Me When I'm Gone  
A. Kirk Ork (Ride on) Coral 60048
- Portrait of Jennie  
C. Cavallaro (The Dream) Decca 24617
- Portrait of Jennie  
J. Fina Ork (Josephine) MGM 10409
- Portrait of Jennie  
F. Martin Ork (If You) V 20-3439
- Ragtime Cowboy Joe  
E. Howard Ork (The Rickety) Mer 5284M
- Ride On, Ride On  
A. Kirk Ork (Please Don't) Coral 60048
- Riders in the Sky  
B. Crosby-K. Darby Singers (Lullaby Land) Decca 24618
- Riders in the Sky  
D. Falligant-H. Winterhalter Ork (Little Old) MGM 10404
- Roselle  
B. Johnson & His Musical Notes (How Would) King 4286
- Sentimental Mood  
J. Alexander-G. Henry Ork (Bongo Minor) Miltone 5255
- Shishkabop  
B. Goodman (Having a) Capitol 57-568
- Thank You  
J. Stafford-G. MacRae (My One) Capitol 57-566
- That Wonderful Girl of Mine  
B. Goodman (The Hucklebuck) Capitol 57-566
- The Best Time of Day  
G. Lombardo (If I) Dec 24620
- The Dream of Olwen  
C. Cavallaro (Portrait of) Dec 24617
- The Heart of Loch Lomond  
A. Mooney Ork (Merry-Go-Round) MGM 10405
- The Hucklebuck  
B. Goodman (That Wonderful) Capitol 57-576
- The Miller's Daughter  
Merrie Musette Ork (Bar Room) V 20-3440
- The Peanut Vendor  
N. Morales Ork (My Heart) MGM 10407
- The Rickety Ricksaw Man  
E. Howard Ork (Ragtime Cowboy) Mer 5284M
- There's Something About Poree  
The Merry-men & Ork (Busy Doing) Mer 5283
- This Nearly Was Mine  
D. Richards-J. Carroll Ork (Younger Than) Mer 5289
- To Make You Mine  
J. & S. Steele (Don't Take) Damon D-11221
- Valli  
B. Wayne-S. Vasta Ork (I Only) Richmond R-1346
- What the Engine Done  
"Two Ton" Baker (Deep Freeze) Mer 5281
- Where Is the One?  
B. Houston (Lucy) MGM 10408

(Continued on page 138)

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Billboard MUSIC POPULARITY CHARTS

PART XI

Album Reviews

Based on reports received last three days of Week Ending April 15

The large boldface number in each review is the retail rating. This rating is based on nine key categories...

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

THE RATINGS

Table with 2 columns: Rating (e.g., 90-100, 80-89) and Description (e.g., tops, excellent, good, satisfactory, poor)

THE CATEGORIES

Table with 2 columns: Category (e.g., Production Idea, Name Value) and Max Pts. (e.g., 15, 18)

SELECTIONS FROM "KISS ME KATE"—JO STAFFORD-GORDON MacRAE-P. WESTON ORK (4-10") Capitol CD 144

Always True to You in My Fashion; Why Can't You Behave; I Hate Men; So in Love; Were Thine That Special Face; Blanca; Too Darn Hot; Wunderbar. Jo Stafford and Gordon MacRae do handsomely with the "Kate" tunes...

JUKES All sides okay. JOCKS Highly useful package.

SCHUMANN: MANFRED OVERTURE and BEETHOVEN: CONCERTO FOR THE HOUSE OF LONGFELLOW—NBC SYMPHONY ORK-TOSCANINI Director (4-12") Victor DM-1287

Two overtures—one the epitome of romanticism, the other a masterpiece in the classic vein—are done here with top artistry by Toscanini and the NBC "Schumann's Manfred," based on a poem by Byron...

JUKES Not suitable. JOCKS Good, standard fare.

HINDEMITH: MATHIS DER MALER (Mathias der Maler)—Paul Hindemith, conducting the Berlin Philharmonic Orchestra (3-12") Capitol-Telefunken ECL 2508

The musical highlight of Capitol Records' initial plunge into the longhair business comes in the form of modern composer Paul Hindemith conducting his own brilliant and probably most important work, the "Mathis der Maler" symphony...

JUKES Not suitable. JOCKS Excellent modern work should go well with longhair and FM whippers.

BARBERSHOP HARMONY—THE SPORTSMEN (3-10") Capitol CC 137

In the Shade of the Old Apple Tree; Meet Me Tonight in Dreamland; Down in Jungle Town; Red Rose Rag; Down By the Old Mill Stream; When You Were a Tulp. Although the selection is typical, there's not much evidence here of what is commonly accepted as "Barbershop" style...

JUKES Not suitable. JOCKS Some sides okay for individual novelty spins.

TROPICAL ISLE—ALVINO REY ORK (3-10") Capitol CC 141

Sentimental Journey; Moon of Manikoor; Sweet Lillani; Pagan Love Song; Wabash Blues; Love Song of the Nile. Alvino Rey's electric guitar serves up six standard tunes as solos with aid from the rhythm section of the Rey band...

JUKES All sides fair bets with "Wabash" best. JOCKS Spinners can take it or leave it.

FRANZ LEHAR—OPERETTAS FROM VIENNA—Selections from The Merry Widow, Paganini, The Count of Luxembourg (3-12") Capitol-Telefunken ECL 2501

Among the first treasures culled from the Telefunken library, this selection of Lehar music should find an eager response here. Playing and singing are superb, as is the recording, and Capitol should find this a happy beginning in its classical venture...

JUKES Not suitable. JOCKS Plenty of spins in store for this collection.

STRAVINSKY: SYMPHONY OF PSALMS—Igor Stravinsky, conducting, the Columbia Broadcasting Symphony Ork (3-12") Columbia MM-814

This is a notable and impressive work—a milestone in modern music. A mixed vocal chorus is given about equal weight with the orchestra, singing and performing six psalms in Latin. The work was written in 1930, in dedication to the 50th anniversary of the founding of the Boston Symphony Orchestra...

JUKES Not suitable. JOCKS Weighty for the average airer.

RAVEL: MA MERE L'OYE—SUIE—805—ON SYMPHONY ORK-SERGE KOUSSEVITZKY, Director (2-12") Victor DM 1268

A thoroughly delightful, well-recorded presentation of the superb Ravel "Mother Goose Suite" is offered here as two single 12-inchers in an envelope. Cost of the album cover is saved, and the platters should enjoy a good sale...

JUKES Not suitable. JOCKS Great modern fare.

LITTLE GOLDEN ALBUM (FAVORITE SONGS FROM MOTHER GOOSE)—ANNE LOYD-GILBERT MACK-MITCHELL MILLER ORK (1-6") Little Golden 16

Pop! Goes the Weasel; Rain, Rain, Go Away; Three Little Kittens. First side has fine, definite rhythm and words are clear. Gaf's voice on "Kittens" is sweet, and sound effects help. Attractive folder and labels should hypo sales.

JUKES Not suitable. JOCKS Okay for short spots or fill-ins.

(Continued on page 123)

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PRICE LIST ALL LABELS POP. RECORDS

Table with 2 columns: Label (Columbia, Victor, Decca) and Price (44c, 54c, 54c). Includes MGM 10,000 Series, Victor 45 RPM, Capitol Red or Black, and Most Other Labels.

NEW RECORDS—WHOLESALE

Table with 2 columns: Record Name (New Victor Record Assortment, New Victor, Columbia, Decca and Ind. Labels) and Price (\$12.50, 15.00)

SPECIAL ON NEEDLES

Table with 2 columns: Needle Name (Pfanstiehl Home Needles, Victor Green Chrome Needles, Recotone Chrome Needle, Recotone Juke Box Needle) and Price (\$5.00, \$5.00, 3.36, 1.00)

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# The Honor Roll of Popular Songwriters

## NO. 17—GEORGE M. COHAN (PART 1)

By Jack Burton

George Michael Cohan became a "real live nephew of my Uncle Sam" on or about the Fourth of July, 1878. But for perfect timing he would have been born in the wings or the dressing room of a Providence theater, where his father and mother, Jerry J. and Helen Costigan Cohan, were playing. It was a photo finish, the attending physician beating the stork to the hospital by a nose.

These veteran trouper cradled their infant son in a theatrical trunk and gave him sticks of grease paint to play with as they traveled up and down the Atlantic Seaboard, and by the time George was six years old he had acquired a none-too-savory reputation as "that brat, Georgie," for this cocky, precocious youngster got in everybody's way and hair—actors and actresses, stagehands and boarding house keepers alike.

After six weeks of readin', 'ritin' and 'rithmetic, Georgie was graduated from the Providence public schools cum celeritate in order to save the educational system from total disruption. He completed his education by perusing *The Billboard*, *The Clipper* and *The Police Gazette* and thru the exercise of a colossal curiosity.

### On Stage at Eight

He made his first stage appearance in *Daniel Boone* at the age of eight, a walk-on part that left him free to play second violin in the orchestra pit during most of the performance. One year later he had an act of his own, being billed as "Master Georgie—Violin Tricks and Tinkling

Tunes." Women in the audience referred to him as that "little angel in the Lord Fauntleroy suit," but to the rest of the world he was a pain in the neck.

In 1889 Jerry Cohan decided he had enough talent in his immediate family to go out on his own. He organized the Four Cohans, with sketches and parodies by Jerry and Helen Cohan, dances by daughter Josephine and a song-and-dance routine by Georgie. But before the act made the big time, as it eventually did, "that Cohan brat" made life miserable for house managers, veteran actors and anybody who had the temerity to make suggestions or offer criticism.

From time to time Georgie quit the stage "forever" and wrote songs, sketches, parodies, monologs and afterpieces for publishers, producers and actors, all of whom went out of their way to avoid him but ended up by paying him money for his material. They had to admit, reluctantly, that it was good. He returned to the footlights, however, as often as he left the theater flat, and for two years he was starred in Peck's *Bad Boy* as Henry Peck, "that incorrigible lad with a heart of gold." When he became 17 he had a \$4,000 bank roll and the nerve to take over the theatrical destinies of the Cohan family, which by that time was one of America's top vaudeville acts with headline billing and holdover bookings at Tony Pastor's Theater, then the mecca of the two-a-day nobility.

Brief biographies of the great writers of popular music, complete with  
**CHRONOLOGICAL LIST OF THEIR GREATEST SONGS**  
 PUBLISHERS (Where no publisher listed, song is in Public Domain)  
 BACKGROUND DATA ON SELECTED SONGS  
 MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

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

This anthology does not attempt to list the complete output of these writers. Instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields however the complete scores will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion picture songs.

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

All songs that have attained a sheet music sale of a million or more copies, according to the most authentic and unbiased records available are marked with an asterisk (\*).

In the publisher listing the name of the present publisher and not the original publisher is given, and songs now in the public domain (titles first copyrighted in 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.

In 1901 Georgie decided the Four Cohans were wasting their time and talent in the variety halls and led them into the greener and more respectable pastures of the legitimate theater by writing, directing and producing his first musical comedy, *The Governor's Son*, and followed this up with *Running for Office*. Both were comparatively successful on the road, but Broadway gave them a lukewarm reception.

But in 1903 *Little Johnny Jones* made A. L. Erlanger, Oscar Hammerstein and the Shuberts sit up and take notice. The critics lambasted the author-star for his flag waving, but the audiences loved it. Here was something new and refreshing in the theater. George M. Cohan had given musical comedy a shot in the arm—a shot of Yankee punch and pep. He had written songs packed with good old Yankee vitality at a time when the light operas of Viennese and English composers seemed to have the American producers bewitched and American theatergoers somewhat bewildered.

*Little Johnny Jones* set the Cohan pattern, and in subsequent musicals, the *Yankee Doodle Boy* put New Rochelle, N. Y.; Norfolk and Boston on the musical comedy map. His heroes and heroines were American guys and gals—a jockey in *Little Johnny Jones* and a servant girl and a prize fighter in *Forty-Five Minutes From Broadway*. Cohan also took a few pot shots at his pet peeves, such as the purchase of titled husbands by American heiresses, political chicanery and other forms of polite skulduggery.

In addition to achieving stardom in *Little Johnny Jones*, Cohan acquired a partner with whom he was associated for 15 years: Sam Harris, who had made James J. Corbett the heavyweight champion. It was a perfect team, and Harris' keen business judgment plus Cohan's prolific talents put the firm of Cohan & Harris at the top in the producing field in 1911 with six hits on Broadway and a controlling interest in seven theaters, five in New York and two in Chicago.

### ★ ★ ★ GEORGE M. COHAN'S GREATEST SONGS AND RECORDINGS AVAILABLE ★ ★ ★

Unless otherwise noted, all songs in the George M. Cohan catalog are now published by the Jerry Vogel Music Company.

#### Popular Songs

- 1893—WHEN THE GIRL YOU LOVE IS MANY MILES AWAY
- 1894—VENUS, MY SHINING LOVE
- 1896—THE WARMEST BABY IN THE BUNCH  
HOT TAMALE ALLEY  
This song was sung and popularized both by Mae Irwin and Josie Sable.
- THE SONGS THAT MAGGIE SINGS  
Cohan made sure Edward B. Marks would buy this song by incorporating in the lyrics of the chorus the titles of "Sweet Rosie O'Grady," "Down in Poverty Row" and "My Mother Was a Lady," all contemporary hits in the Marks catalog.
- 1898—I GUESS I'LL HAVE TO TELEGRAPH MY BABY  
(Available on Decca records No. 24466 in Album A-692, Frank Luther and orchestra.)
- 1902—THEN I'LL BE SATISFIED WITH LIFE YOU WON'T DO ANY BUSINESS IF YOU HAVEN'T GOT A BAND
- 1903—ALWAYS LEAVE THEM LAUGHING WHEN YOU SAY GOOD-BYE  
I WANT TO HEAR A YANKEE DOODLE TUNE  
These two songs were interpolated numbers in the musical extravaganza "Mother Goose."
- 1917—OVER THERE  
On the April morning in 1917 that President Woodrow Wilson declared war on Germany, Cohan was walking to his office when a bugle-like refrain, based on four F-sharp chords that were the limit of his musical knowledge, started plaguing his brain, but within an hour after he reached his desk and piano, he had completed the words and music for "Over There," a song that quickened the step and stiffened the morale of millions of doughboys and for which Cohan was awarded a gold medal by act of Congress.  
(Available on the following records: Columbia No. 36561 in Set C-89, Mordy Bauman and Ray Bloch's orchestra; Decca No. 18456 in Album A-330, Fred Waring and His Pennsylvanians, RCA Victor No. 20-3169 in Album P-227,

- George M. Cohan Jr., the Guild Choristers and Orchestra.)
- 1918—WHEN YOU COME BACK AND YOU WILL COME BACK THERE'S A WHOLE WORLD WAITING FOR YOU  
M. Witmark & Sons.
- 1931—FATHER OF THE LAND WE LOVE  
Written for the 200th anniversary celebration of Washington's birthday.
- 1933—INDIANS AND TREES
- 1934—WHAT A MAN!  
This song was dedicated to President Franklin D. Roosevelt.
- 1937—WHEN NEW YORK WAS NEW YORK, NEW YORK WAS A WONDERFUL TOWN
- 1938—WHAT THIS COUNTRY NEEDS IS A SONG  
I'D RATHER WRITE A SONG  
THIS IS OUR SIDE OF THE OCEAN  
1940—THIS WAS THE "Yankee Doodle" Boys' title to keep away from the U. S. A.
- 1941—WE MUST BE READY  
This song of preparedness was written six months before the Jap attack on Pearl Harbor.

#### Marches

- 1906—POPULARITY  
This march was written to exploit Cohan's first comedy without music, "Popularity," in which Thomas W. Ross starred.
- 1937—MARCH OF THE CARDINALS  
Altho a New York Giant fan, Cohan paid musical tribute to the "Gas House Gang" of Manager Frankie Frisch with this march.

#### Musical Comedies and Revues

- 1901—THE GOVERNOR'S SON  
With a cast headed by Jerry Cohan, Helen Cohan, Josephine Cohan and George Cohan and his wife, Ethel Levey.  
THE REAL GIRLS  
A WIDOW'S WIFE  
A REGULAR WILLIAM GILLETTE  
BEHOLD THE GOVERNOR  
THE STORY OF THE WEDDING MARCH  
WINE DIVINE  
TOO MANY MILES FROM BROADWAY  
THE GOVERNOR'S SON  
OH, MR. MOON  
AND THE MANAGER SAID:

- NEVER BREATHE A WORD OF THIS TO MOTHER  
THE QUAKERTOWN CADETS  
LUCY
- 1903—RUNNING FOR OFFICE  
With a cast headed by the Four Cohans and Ethel Levey.  
THE FOOTBALL BOYS AND GIRLS  
SWEET POPULARITY  
ROOT FOR RILEY  
THEY ARE HYPNOTIZED  
KID DAYS  
FLIRTATION ON THE BEACH  
IN A ONE-NIGHT STAND  
IF I WERE ONLY MR. MORGAN  
I WANT TO GO TO PAREE, PAPA JOHNNY, GET OFF THE CORNER  
I'LL BE THERE IN A PUBLIC SQUARE  
THE ELOPEMENT  
REUBENS ON PARADE
- 1904—LITTLE JOHNNY JONES  
George M. Cohan's first starring vehicle in which he played the stage prototype of Tod Sloan, the American jockey who the year before had gone to England to ride for King George. The cast included Jerry Cohan, Helen Cohan, Ethel Levey, Sam J. Ryan, Donald Brian, Tom Lewis and Trudy Shattuck.  
THE CECIL IN LONDON TOWN  
THEY'RE ALL MY FRIENDS  
MAM'ELLE FAUCHETTE  
OP IN MY ANOM  
NESTING IN A NEW YORK TREE  
THE YANKEE DOODLE BOY  
(Available on the following records: RCA Victor No. 20-3170 in Album P-227, George M. Cohan Jr., the Guild Choristers and orchestra; Columbia No. 36562 in Set C-89, Mordy Bauman and Ray Bloch's Orchestra; Decca No. 18451 in Album A-330, Fred Waring and His Pennsylvanians; Columbia No. 35643, Horace H. Holt and His Musical Knights.)  
OFF TO THE DREY  
GIRLS OF THE U. S. A.  
SAILORS OF THE ST. MURRAH  
CAPTAIN OF A TEN DAY BOAT  
GOOD BYE, BO  
SO LONG SING SONG  
GOOD OLD CALIFORNIA  
A GIRL I KNOW  
GIVE MY REGARDS TO BROADWAY  
(Available on the following records: RCA Victor No. 20-3167 in Album P-227, George M. Cohan Jr., Guild Choristers and orchestra; Columbia No. 36562 in

- Set C-89, Mordy Bauman and orchestra; Decca No. 4, Dick Kuhn's Orchestra.)
- MARCH OF THE FRISCO CHINKS  
IF MR. BOSTON LAWSON HAD HIS WAY  
I'M MIGHTY GLAD I'M LIVING AND THAT'S ALL  
LIFE'S A FUNNY PROPOSITION AFTER ALL
- 1906—FORTY-FIVE MINUTES FROM BROADWAY  
This musical comedy, which starred Fay Templeton and elevated Victor Moore to stardom almost overnight, had the good citizens of New Rochelle, N. Y., the locale of the play, up in arms. On the morning after the premiere, staged on the night of January 1, an emergency session of the Chamber of Commerce called, resolutions were passed calling for a boycott of the show, and press releases were sent out to all metropolitan newspapers refuting the "libelous statements" made by George M. Cohan in the title song to the effect that there was "not a cafe in the town" and the male inhabitants had "whiskers like hay." The cast also included Julia Ralph, Marion Singer and Donald Brian.  
GENTLEMEN OF THE PRESS  
I WANT TO BE A POPULAR MILLIONAIRE  
MARY'S A GRAND OLD NAME  
(Available on the following records: Decca No. 18360, Bing Crosby with orchestra; RCA Victor No. 20-3168 in Album P-227, George M. Cohan Jr. and the Guild Choristers with orchestra; Columbia No. 36564 in Set C-89, Mordy Bauman and Ray Bloch's Orchestra; Decca No. 18451 in Album A-330, Fred Waring and His Pennsylvanians; Decca No. 4, Dick Kuhn's Orchestra.)  
FORTY-FIVE MINUTES FROM BROADWAY  
(Available on the following records: RCA Victor No. 20-3167 in Album P-227, George M. Cohan Jr. and the Guild Choristers with orchestra; Decca No. 4, Dick Kuhn's Orchestra.)  
50 LONG MARY  
(Available on the following records: Decca No. 18455 in Album A-330, Fred Waring and His Pennsylvanians; RCA Victor No. 20-3169 in Album P-227,

George M. Cohan Jr. and the Guild Choristers with orchestra; Decca No. 4, Dick Kuhn's Orchestra.)  
**STAND UP AND FIGHT LIKE HELL**

1906—**GEORGE WASHINGTON JR.**  
 With a cast headed by George M. Cohan, Jerry Cohan, Helen Cohan, Ethel Levey, Willis P. Sweatman and Truly Shattuck  
**WASHINGTON, HE WAS A WONDERFUL MAN**  
**I WAS BORN IN VIRGINIA**  
**\*YOU'RE A GRAND OLD FLAG**  
 (Available on the following records: RCA Victor No. 20-3168 in Album P-227, George M. Cohan Jr. and the Guild Choristers with orchestra; Columbia No. 30561 in Set C-89, Mordy Bauman and Ray Bloch's Orchestra; Decca No. 18456 in Album A-330, Fred Waring and His Pennsylvanians.)  
**I'LL BE THERE WITH BELLS ON I'VE NEVER BEEN OVER THERE ALL ABOARD FOR BROADWAY WEDDING OF THE BLUE AND THE GRAY**  
**IF WASHINGTON SHOULD COME TO LIFE TODAY**

1907—**THE HONEYMOONERS**  
 This was a revival of "Running for Office" with practically a new musical score and presented by a cast headed by George M. Cohan, his mother and father, Jerry and Helen Cohan, and Gertrude Hoffman.  
**LET'S TAKE AN OLD-FASHIONED WALK**  
**I'M A POPULAR MAN MAKE A LOT OF NOISE THE MUSICAL COMEDY MAID KID DAYS HONEY BABE IN A ONE-NIGHT STAND NOTHING NEW BENEATH THE SUN MYSTERIOUS MAID I'LL BE THERE IN A PUBLIC SQUARE IF I DIE I'M GOING TO HAVE SOME FUN STORY OF THE WEDDING MARCH**

1907—**THE TALK OF NEW YORK**  
 Starring Victor Moore, who was supported by a cast headed by his wife, Emma Littlefield, Gertrude Vanderbilt and Jack Gardner.  
**FOLLOW YOUR UNCLE DUDLEY PUT A BET DOWN FOR ME MR. BURNS OF NEW ROCHELLE WHEN WE ARE M-A-DOUBLE R-I-E-D BURNING UP THE BOULEVARD BUSY LITTLE BROADWAY WHEN A FELLOW'S ON THE LEVEL WITH A GIRL THAT'S ON THE SQUARE I WANT YOU CLAREMONT I WANT THE WORLD TO KNOW I LOVE YOU UNDER ANY OLD FLAG AT ALL DRINK WITH ME GEE, AIN'T I GLAD I'M HOME!**

1908—**FIFTY MILES FROM BOSTON**  
 A play with music presented by a cast headed by Edna Wallace Hopper, Lawrence Wheat, George Parsons, James C. Marlowe and Emma Janvier.  
**JACK AND JILL A SMALL TOWN GIRL THE BOYS WHO FIGHT THE FLAMES WALTZ WITH ME AIN'T IT AWFUL HARRICAN**  
 (Available on the following records: RCA Victor No. 20-3170 in Album P-227, George M. Cohan Jr. and the Guild Choristers; Columbia No. 30564 in Set C-89, Mordy Bauman and Ray Bloch's Orchestra; Decca No. 18454 in Album A-330, Fred Waring and His Pennsylvanians; Decca No. 3397, Phil Regan and orchestra.)

1908—**THE YANKEE PRINCE**  
 Presented by a cast headed by the Four Cohans, Jack Gardner, Tom Lewis and Donald Crisp.  
**SHOWING THE YANKEES LONDON TOWN COME ON DOWN TOWN I'M TO MARRY A NOBLEMAN THINK IT OVER CAREFULLY YANKEE DOODLE'S COME TO TOWN SOLDIERS OF THE KING I'M STRONG FOR YOU I SAY, FLO VILLAINS IN THE PLAY THE ABC'S OF THE U. S. A. M-O-N-E-Y TOMMY ATKINS, YOU'RE ALL RIGHT COHAN'S RAG BABE FROM THE LAND OF DREAMS A SONG OF THE KING**

190C—**THE AMERICAN IDEA**  
 Presented by a cast headed by George Behan, Robert Daly, Trixie Friganza and Gertrude Vanderbilt.  
**IN GAY PAREE SULLIVAN BROTHERS AND SISTERS THEY ALL FOLLOW ME TOO LONG FROM LONGACRE SQUARE WHAT WE'RE SUPPOSED TO BE COHAN'S PET NAMES THAT'S SOME LOVE F-A-M-E AMERICAN RACTIME THE GARDEN THAT BLOOMS FOR YOU THE BOLD GENDARMES WHOOP-LA-LA MARCH MILITAIRE (TO BE CONTINUED)**

HOLLYWOOD, April 16. — Mary McCarthy, Broadway musical thrush, was inked to a disk pact by Columbia Records last week, according to platter exec Manie Sacks.  
 Canary will be assigned to pop division with first sides to be cut upon Sacks's return to New York next week. Deal is one-year pact with options for four additional frames.

# Decca and Capitol Report Finances in First Quarter

NEW YORK, April 16.—At annual stockholders' meetings this week, Decca Records Prexy Milton Rackmil revealed that the diskery's first quarter sales report for this year will be slightly under \$6,000,000, while Capitol's topper, Glenn Wallichs, told the firm's stockholders that the diskery's first quarter volume this year will be down. Wallichs did not reveal figures but pointed out that despite the lowered volume Capitol operated at a profit during the first three months of this year.

Decca's Rackmil estimated that the firm's gross for the quarter will fall between \$5,900,000 and \$6,000,000. Net profits for the quarter should be around \$271,600 or about 35 cents a share on the 776,000 shares of common outstanding Decca stock. Decca's first quarter statement for 1948, when the disk biz was still booming, totaled about \$7,900,000 or 50 cents a share. Rackmil expressed the firm's satisfaction with the current first quarter report and explained that, as opposed to last year's severe drop in the late March and April period, the firm was continuing at the pace set in the first three months. The diskery's recently reported annual figure for 1948 showed a total

of around \$24,000,000.

At the Decca stockholders meeting, the participants elected Veepee Dave Kapp to the diskery's board of directors. The election of the late Jack Kapp's brother to the board will keep the family name of the firm's founder in upper echelon executive prominence. Dave is veepee in charge of recording and repertoire.

The Capitol meeting on the Coast produced no figures but simply pointed out that there was a volume drop and that a profit was made. Wallichs, in the Capitol annual report which showed a volume of close to \$17,000,000 for '48, warned stockholders that profits for '48 were high mainly because the ban period prevented excessive spending on new recordings, thus intimating that they may well expect a dip in profits at the outset of this year. The Capitol board of directors was re-elected in toto. This group includes B. G. DeSylva, John W. Griffin, Jonathon B. Lovelace, Johnny Mercer, Donald Royce and Wallichs.

## That 'Someone' Lad Turns Out a Gal

HOLLYWOOD, April 16.—Columbia Records' search for cleffer Shelley Vier, who penned *Someone Loves Someone* has borne fruit (*The Billboard*, April 9). Unknown tunesmith turned out to be a gal who previously had her material published by local pubbers. As the result of the story in *The Billboard*, agent Alan Case closed deal with Lutz Bros.' Music for pub rights to Miss Vier's *Someone* and arranged for Columbia to get necessary clearance before the plattery can release the Harry James etching of the tune.

Lutz pubbery will time its plug campaign to coincide with Columbia's release date. So far, plattery hasn't set the releasing sked.

Oddly enough, the long-silent Miss Vier has burst wide open, according to Case. Sinatra Songs bought her *When It's Starlight on the Blue Grass* and *Silver River*, the latter tune composed by Miss Vier and orkster Jimmy Grier. In addition to *Someone*, Lutz Music acquired another Vier original tagged *I'll Be Waiting for Christmas*.

## Bop City Cuts Nut to \$5,750

NEW YORK, April 16.—With its opening pains over, the new jazz bistro Bop City (see review in Night Club-Vaude Department this issue) this week began to lay out its talent sked for the coming months. Artie Shaw's Symphony Band, opening attraction topper with Ella Fitzgerald, will be replaced Thursday (21) by Machito's Afro-Cuban Ork, thus slicing the opening \$9,000 nut to around \$5,750.

The King Cole Trio will open at the spot May 5, probably with Woody Herman's ork co-featured. May 26 will be opening date for singer Billy Eckstine, Illinois Jacquet's crew and Charlie Parker's boppers. Sarah Vaughan and Dizzy Gillespie's ork headline the package which opens June 16 for a six-week period.

## SONGWRITERS COMING UP!

April 30 Issue

GEORGE M. COHAN (Part II)

In Issues Subsequent to April 30 *The Billboard* Will Present

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- ERNEST BALL
- J. ROSAMUND JOHNSON
- CHRIS SMITH
- AL PIANTADOSI
- GUSTAV LUDERS
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**Music—As Written**

**New York:**  
Georgie Joy, of Santly-Joy, left for the Coast Monday (11). . . Johnny Bond and Rosemary Calvin opened at the Crossroads, Washington, Monday (11). . . Carl Zoehrens, sales manager of E. B. Marks Music, is on a promotional jaunt covering Boston and Chicago. . . Bill Norvas and the Upstarts, new dance-vocal-comedy act organized on the Coast, have just completed two weeks at The Crossroads, Washington. Grady Watts is managing the outfit. . . Eddie (Gin) Miller, pianist waxing for Rain-bow, opens at Old Knick's Tuesday (12).

Trumpeter Bobby Hackett became the father of a boy, Ernest. . . Ed Burton will do a column for Hit Paraders mag featuring profiles of outstanding disk jockeys. . . Stan Kenton arrived in Miami, back from his South American vacation. . . Trombonist J. J. Johnson leaves Illinois Jacquet's combo on the Coast to form his own band in New York. . . Marian Cox, former Duke Ellington chimp, healthy after a year of hospital treatment, working as a single. . . The Eddie Wilcox-Jimmy Lunceford band left for a tour of the South.

Paul Ondre, ex-entertainment editor of The Italian Tribune, Newark, made his wax debut as a vocalist with "Faded Dreams" and "Lovely Gypsy" on the B & P label. . . Mindy Carson opened Tuesday (19) at Cleveland's Mounds Club. . . Oxford Music's Johnny Farrow back from a Midwest deejay contact tour. . . Al Miller, of Leeds, leaving early this week for a jockey junket thru New England. . . Ray Gilbert is in town for a month; he'll return to Hollywood to work on a flicker score. . . Irving Fields' father died last week.

**Chicago:**  
Sherman Hayes, bedridden for several months following an operation for ulcers, returns to the band field soon with a Ray Noble styled ork. Hayes is also running for town trustee of Evergreen Park, Southwest Cook County suburb in which he resides. . . McConkey Music Corporation has taken out a \$50,000 life and accident policy on orkster Ray Pearl, who is signed with the agency for five years. . . The Delavan Gardens, Delavan, Wis., summer dancery, will utilize semi-name orks this season. Spot used a local band all last season. Lee Angelo, new McConkey Music ork from Pittsburgh, opens the season June 10 for two weeks.

Bill Putnam has worked out a direct sales deal for double-feature records with Woolworth stores, and not Neisner's as was previously reported. An arrangement with Neisner's is currently being worked out. . . Lucille Ballantine, buyer and producer at the Bismarck Hotel, has added public relations for the hotel to her chores. . . Ernest Byfield, op of the Hotel Sherman, Chicago, gifted Keith Textor and his bride, Sylvia Mikelson, both of the Honeydramers, currently working the hostelry's College Inn, with a two-week vacation at his Acapulco (Mexico) Hotel.

**ON THE STAND**  
Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

**Victor Lombardo**  
(Reviewed at Aragon Ballroom, Ocean Park, Calif., April 2. Booked thru Music Corporation of America.)  
SAXES: Maurice Stein, John Orr, Willard Greenwald, Skeex Branman.  
TRUMPETS: Phil Raskin, Lenny Schwartz.  
TROMBONES: Bob Hackman, Paul Gilmore and Kenny Martin.  
RHYTHM: George Miller, piano; P. Robyns, bass; Ray Dieneman, drums.  
VOCALS: Pat O'Connor, Kenny Martin, John Orr and the Threesome.  
ARRANGER: Sid Schwartz.  
LEADER. ALTO AND SOPRANO SAX: Victor Lombardo.

The family resemblance is pronounced in the leader's name, appearance, and above all, in his brand of music making. Guy's brother churns out a silken smooth, highly commercial type of terp tempo that's well within the Lombardo tradition. While it reflects Guy's influence, band has a measure of individuality all its own. Smooth instrumental blending, with accent on sax voicing, and strong unison beat in all sections show the Lombardo touch. But Victor differs from Brother Guy in brightening considerably his offerings by leaning heavier on novelty items. Ditties are handled in a light and airy manner that brings 'em to the floor with each set.

Best examples of this is his treatment of Saturday Night in Central Park, a cute novelty with a bouncy beat capably handled by vocalists Pat O'Connor and Kenny Martin, and Miss O'Connor's chirping of What Did I Do? and Always True to You in My Fashion. Ballads are given the sugary treatment by both vocalists and the ork, winning response from hand-olders and oldsters alike.

Miss O'Connor's versatile song style, sales savvy and appearance is a definite asset. Gal sells songs in a pleasing manner, injecting plenty of spark into her vocals. Considering that the band is making its first Coast appearance, and

did not have the benefit of disk promotion, it is making a strong showing here. Lee Zhitto.

**Lawrence Welk**  
(Reviewed at the Grill, Hotel Roosevelt, New York, March 30. Personal management, Sam Lutz. Booked by Music Corporation of America.)  
BRASS: Clarence Willard, Leo Fortin, Dick Hill, trumpets; Barney Lidell, trombone.  
REEDS: Garth Andrews, George Aubrey, Orie Amodeo, George Willard, Clark Burke.  
RHYTHM: Nicky Aden, drums; Jerry Burke, organ; Larry Hooper, piano; Bob Cromer, bass.  
VOCALISTS: Helen Ramsay, Garth Andrews, Bob Cromer, Dick Hill, and Roy Woldum, whistler.  
ARRANGERS: Paul Sammy and Lew Davies.  
ACCORDION AND LEADER: Lawrence Welk

Lawrence Welk's "champagne music" isn't the heady, frothy stuff to send a man reeling in joyous intoxication, but it is Grade A hotel room mickey. With its unobtrusive but precise dance beat, its clever and varied voicings, its versatility, the Welk crew is easily one of the top of its kind in the country.

The band began its third successive year at the Roosevelt Grill as the Lombardo replacement last week, and it's filling the bill more than adequately. The arranged pieces, both pops and standards, have sparkle and individuality. The faked medleys—requests which aren't yet in the book—are first-rate, with trumpet or trombone playing the melody muted and sweet and reeds making sustained chords underneath. Proof of the clientele's enthusiasm for the Welk fare is the fact that the beginning of each set keeps them on the floor till the last note.

**Luxury Items**  
The band presents an ever-changing facade, giving the impression of limitless musical resources. In addition to fem vocalist Helen Ramsay's literal, uncomplicated pipings, three of the sidemen double at the mike,

and Roy Woldum, the whistler, does nothing but trill for his pay check. Another luxury that dresses up the music considerably is Jerry Burke's organ. Reed men double on flute, bass and baritone sax, and Welk spends a good deal of time out front with his accordion. His platform manner is gracious and affable, and like his music, unobtrusively polite.

Foxtrots are the order of the day, at danceable tempos, with a rare waltz and a rarer rumba. No polkas here, despite Welk's association with those rhythms in his capacity as a Midwest territory band.

With a break or two on records, there's no reason why Welk shouldn't hit a leading position in the national picture. As a hotel room attraction, he'd be hard to top right now. Jerry Wexler.

**Ish Kabibble**  
(Reviewed Saturday, April 9, at Casino Gardens, Santa Monica, Calif. Booked thru Music Corporation of America.)

TRUMPET: Bobby De Vol.  
TROMBONE: Harry Thomas.  
SAXES: Jack Martin and Dale Brown.  
RHYTHM: H. Snow, bass, and Bud Combine, drums.  
VOCALIST: Jack Martin.  
ARRANGERS: George Dunn and Bill Fontaine.

Ish Kabibble (Merwyn Bogue), the boy with the bowl haircut who tickled ribs for 18 years with the Kay Kyser aggregation, is now fronting his own group. Ish has put plenty of planning into the pattern for his dance-comedy combo, and the group shows promise of climbing in importance. The outfit is versatile, offering dance music as well as zany fare. In the comedy vein, emphasis is on the visual and follows the line of stuff Ish did with Kyser. The symphonies are sufficiently silly to bring chuckles from the kids who crowd the stand, but the laugh load falls mainly on the shoulders of Ish, who relies on straight gags. His characteristic haircut and facial expressions add considerably in upping the laugh level.

Ish's stuff should sell like fresh popcorn once video starts rolling bandwise. The number of musical groups holding visual appeal, and thereby well-suited for video, are few. If Ish can retain, thru strong disks (he has no wax affiliation now), the name he created with Kyser, he will find himself on the ground floor of a new outlet for musical combos.

Continued playing time and more attention to gag material will increase the group's stature. As it stands now, its versatility makes the combo salable to the op who wants to give patrons a show with their terp tunes. Lee Zhitto.

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# ASCAP and Gov't May Settle Before Case Hits the Courts

(Continued from page 18)

which the performing rights society has been organized. In some instances the territory assigned may also include territories, colonies and dominions of the country of organization and even other independent countries."

ASCAP, the Justice Department points out, is the world's largest musical performing rights society "and controls virtually all musical performing rights in the United States, its territories and dependencies." With a multi-million dollar annual income from licensing in its territory, ASCAP allegedly has had mutually exclusive agreements with the other 25 members of the IFSAC.

The Justice Department's original complaint asserted that "ASCAP officials and employees have been in constant communication and conference with the co-conspirators in foreign nations and its officials have traveled continuously in the several States of the United States and in foreign nations on its business with the co-conspirators."

Any settlement of the Justice Department case would be expected to take into important consideration the department's complaint that "ASCAP has entered into musical performing rights cross-licensing agreements with the co-conspirators in foreign nations and pursuant thereto, has obtained the exclusive right to perform their musical compositions for profit in the several States of the United States, has collected royalties from licensees thruout the several

States of the United States, has accounted for and paid over parts of such royalties to the co-conspirators in foreign nations, and has received from foreign nations the scores for the musical compositions of its co-conspirators." In connection with this, the Justice Department charged that "conversely, ASCAP's co-conspirators have collected royalties in foreign nations from their own licenses there on musical performing rights obtained from ASCAP, have accounted for and paid over parts of such royalties to ASCAP, and have received from ASCAP the scores to the latter's musical compositions."

It is known that ASCAP representatives have had numerous discussions with the Justice Department there and in New York in the last several months on the pending litigations.

## Coast AFM Sets Deferred Quota

HOLLYWOOD, April 16.—A system of "deferred quota dates" enabling radio orksters to store up any portion of unfilled work quotas against future use was adopted this week by Local 47, American Federation of Musicians (AFM). Plan, brought about by increased tape recording activity (*The Billboard*, April 16) will allow musicians to backlog any part of an unused quota (four shows weekly) until dates can be worked in the future.

Need for such a plan was held essential in view of many complaints from musicians who were forced to turn down job calls because of uncertainty of taped show dates. Henceforth, in case of conflicts, orksters can make up lost time by working added shows during succeeding weeks. Average number of shows over the season's span will remain within limits of the quota system.

## AFM Rule Hurts Coast Tootlers

HOLLYWOOD, April 16. — Local radio orksters last week lost an important security provision when the American Federation of Musicians (AFM) Local 47 rescinded the ruling which heretofore prevented firing of musicians once orksters have worked three consecutive weeks on a net airshow. Regulation adopted here December 14 of last year, was revoked when AFM national office declared the measure illegal under terms of existing radio network contracts.

Current pact with webs calls for orksters to be hired on 13-week cycles, hence discharges at end of any cycle are authorized provided firing is for "just cause." Agency can fire ork leaders or crew at beginning of each cycle, but the union says it will challenge "unwarranted" firings.

AFM concern is to prevent axing in mid-season or at a time when other jobs cannot be snared. Such an instance recently occurred when the *Lum and Abner* airshow changed batoners, bringing in Opie Cates in place of Felix Mills. Cates dropped the Mills ork, save for several key men, leaving the discharged sidemen unable to find other work because of mid-season lull.

## Supreme Invading British Wax Mart

HOLLYWOOD, April 16.—Supreme Records, indie label which became prominent via its Paula Watson dishing, *A Little Bird Told Me*, will invade the British mart in a deal closed with Noel Gay Music Company, Ltd., of London. English firm will press and distribute Supreme's product thruout the British Isles.

This is believed to be the first American disk deal made by the London company.

## Folk Music Cancer Society Marathon Teed Off by WPWA

CHICAGO, April 16.—The first hillbilly and Western marathon program a la Milton Berle for the cancer fund drive was set today in studios of WPWA, Chester, Pa., by folk music talent from the Philadelphia area. Beginning at 6 a.m., the marathon show was staged by Lou Pollar, station owner; Bob Johnson, program director, and Bill Haley and the Four Aces of Western Swing, Rusty Keefer, Barney Barnard and Al Constantine.

Guests lined up for appearances on the all-day show include Shorty Long and His Santa Fe Rangers (Victor), WEEU, Reading, Pa.; Jesse and Sally Rogers (Victor), WFIL and WJMJ, Philadelphia; Sleepy Hollow Ranch Gang (Victor), PeeWee Miller (20th Century), the Murray Sisters; Monte Rossi and Jack Day (MGM), all from WFIL; Dick Thomas (Decca), and the 101 Ranch Boys (Columbia) WSBA, York, Pa.

The Four Aces of Western Swing were skedded to do house band chores, with guests making appearances during the day and night. The American Federation of Musicians' Chester local, No. 484, and the Philadelphia AFM local, No. 77, sanctioned the benefit for the American Cancer Society.

The Four Aces and Pollar got the idea for the cancer benefit Tuesday (12) as just a marathon by the station's unit, but other nearby units joined the program after word got around.

## Pluggers Feting Gardner Benedict

NEW YORK, April 16.—A group of 60 song pluggers here have arranged a closing night testimonial supper for orkster Gardner Benedict, who will wind up a six-month engagement at the Hotel New Yorker's Terrace Room Wednesday (20). The shindig is being given as a gesture of appreciation by the contact men for the orkster's kind treatment of the pluggers during his long run here.

After closing the New Yorker, Benedict will head for the Hotel Roosevelt in New Orleans, for a date beginning May 5. He is followed into the Ice Terrace by Nat Brandwynne's crew and a new ice show Thursday (21).

## Music Hall, Roxy Pit Scale Hiked

NEW YORK, April 16.—Local 802, American Federation of Musicians (AFM), signed with the Radio City Music Hall and the Roxy here last week boosting pit band scales from \$124 to \$130 for a six-day week.

Pact is retroactive to Labor Day of 1948, when the old agreement ran out, and will run until Labor Day of 1950.

## Fed Up on Coffee and Cakes, Mexican Cleffer Ogles ASCAP

NEW YORK, April 16.—Agustin Lara, noted Mexican composer, is in New York to play a week at Carlos Montalban's Porto Rico Theater, possibly do some radio and television work and finally scout the possibilities of joining the American Society of Composers, Authors and Publishers (ASCAP) as a writer member. The last is significant, inasmuch as Lara conceives of his own case as that of the typical Mexican composer.

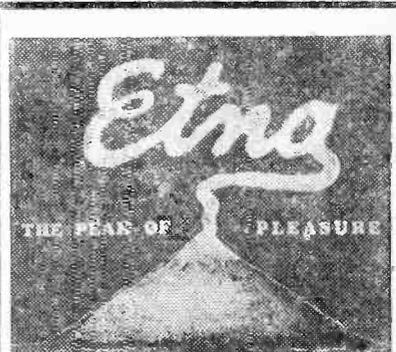
Lara, who has composed about 650 songs, some of which have become well-known standards (*You Belong to My Heart*, *Granada*, *Madrid*, etc.), says he is seeking ASCAP membership because Mexican composers make very little money out of American performances of their tunes. The United States, he feels, should be a chief source of income, but the lack of adequate reciprocal arrangements rules this out. "The Mexican composer," he added, "lives by miracles."

Lara incidentally, has been with Southern Music for some 20 years, but his pact ended June, 1948. "I'm cured," he added.

Lara indicates that if he had to live on income from his compositions he'd be out of luck. "I still have to work on radio and in films (he works for the Filmex Company as an actor in Mexico City) and lead a band in my Mexico City night club," he said. "There's no reasonable return for a Mexican composer."

The lack of reciprocity between Mexico and the United States, musically speaking, hurts the U. S. also, according to Lara. American music is performed in night clubs and other locations there without a thought of pay for it.

According to a check-up at ASCAP, a composer who is a national of another country can become a member of ASCAP if he severs connections with societies in his native territory.



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## VOX JOX

A National Accounting of Disk Jockey Activities

**GRIBE . . .** George Peters, WSWN, Belle Glade, Fla., writes that he has been getting good listener response to his accordion or whistled accompaniment of instrumental platters, but was squelched when the station manager posted a rule saying: "No extemporaneous noises with the records."

**FOLK FARE . . .** Ed Lambert's hillbilly popularity poll at WCAV, Norfolk, drew over 17,000 votes, with Eddy Arnold edging out Ernest Tubb for top slot. . . . Plowhandle Bill, WKRK, Mobile, Ala., spins folk platters, making homespun comments and corn-fed commercials, and knocking the station's early-riser jock, Ed Chapman, as a useless city dude. The switch is that Plowhandle is a change-of-voice routine by Chapman. . . . Harvey Boyd, "Cowtown Round-Up" man at KWBC, Fort Worth, has started his own platter label, tabbed "Round-Up," with Tex Hunter's combo the first to cut. . . . Otis Morse, program director and jock at WSBA, York, Pa., does an ABC network stint with the 101 Ranch Boys Saturday afternoons.

**WESTERN WAX WHIRL . . .** Ken Harmon, WKLA, Ludington, Mich., hypoes listener interest by giving rumba lessons during his show. . . . Paul Yaeger, Beloit College student spinning 'em at WBNB, Beloit, Wis., signs on with a tonette solo of "The Gang's All Here." . . . Ross Mulholland, "barefoot boy" of WXYZ, Detroit, is sporting a hand-painted tie with bare feet all over it. . . . John Slagie's "Wax Wackies" show, a visual jockey stint on WXYZ-TV, Detroit, has been sold for 52 weeks to the Phillips Soup people. . . . Newest jock at WCPO, Cincinnati, is Art Jarrett, the vocalist-band leader. . . . Jay Giles, WCNT, Centralia, Ill., is producing a talent show weekly at a local theater. . . . Walter Kay, WJW, Cleveland, is doing a contest based on Irving Caesar's "Songs of Friendship." Teachers sending in best letters on why the songs should be used in the schools get copies of the "Friendship" book.

**CONNECTICUTTINGS . . .** Ed Weston has resigned as program director and jockey at WCCC, Hartford. Sidney Burns, formerly program director at WCFM, Washington, has replaced him. Ivor Hugh has added two more platter shows to his WCCC sked—"Promenade of Stars," 1:30 to 2 p.m., and "The Concert Hour," 6 to 7 p.m., both across the board. . . . Lou Brooks is doing the "1150 Club" at WCNX, Middletown. . . . Ernie Dunham is now spinning a bop show nightly at 11:15 over WONS, Hartford. . . . Carter Clements is handling the "1400 Club" at WNOC, Norwich. . . . Lou Brooks has switched from WONS, Hartford, to WCNX, Middletown. . . . Ted Konopka has joined the jockey staff at WCCC, Hartford. . . . Don Duncan has resigned at WONS, Hartford. . . . Dave Hoag has moved over to WCNX, Middletown, from WLCR, Torrington. . . . Richard O'Brien, co-owner of WCNX, does a Saturday collectors' show, using platters from his jazz collection.

**COAST CUTTINGS . . .** Dick White, KGFN, Grass Valley, Calif., writes: "I'm new in radio and am working to promote my platter program and to enlarge my listening audience. I do a request show, a collectors' corner, and a musical quiz." . . . Pat Michaels, KNKS, Hanford, Calif., claims to have the longest sponsored show in radio—a five-hour run every Sunday, playing almost 100 disks each show. . . . Gaby Rogers, English showman and songwriter, was a recent guest on Bill Goerner's "Curfew Club," KCBS, San Francisco.

**EASTERN BEAT . . .** Al Turk, formerly of WJBC, Bloomington, Ill., is now spinning at WSNY, Schenectady, N. Y. . . . George Hudson, WCAP, Asbury Park, N. J., played host to warbler Johnny Desmond and batoneer Gene Williams last week. . . . Vern Cook and Howard Reig, WGY, Schenectady, have branched out with a quiz and a variety show, respectively, on the city's video station, WRGB. . . . Alix Blake, WENT, Gloversville, N. Y., is using transcribed intro and plugs cut especially for him by Sammy Kaye vocalists Laura Leslie and Don Cornell. . . . Lucien Dumont, production manager at WIDE, Biddeford, Me., joined the station's jocks to present a four-hour Red Cross drive, singing requests for pledges of \$15 for each ditty.

## Hillbilly Personals Harvesting Big Moola a la Disking Names

CHICAGO, April 16.—Hillbilly entertainers are jumping aboard the bandwagon of recording artists who are culling top coin on personal appearances, such as recent hegiras by Sister Rosetta Tharpe (*The Billboard*, April 9) and Vaughn Monroe (*The Billboard*, April 2). A troupe of WSM, Nashville, talent, booked and promoted by Oscar Davis, veteran Nashville folk music entrepreneur, racked up what is considered an all-time high gross for a five-day tour in Kansas and Nebraska two weeks ago. Turnstiles on the five dates clicked to the tune of \$29,100.

Entourage on the Midwestern sweep included Ernest Tubb, cowboy Copas and the Oklahoma Cowboys, Bill Monroe and the Blue Grass Boys, Rod Brasfield and Minnie Pearl, and Lou Childre and Stringbean. Grosses included Kansas City Municipal Audi-

torium Arena (two shows), April 3, \$14,300; Salina Memorial Hall, 4, \$2,800; Great Bend City Auditorium, 5, \$3,800; Topeka Municipal Auditorium, 6, \$4,300, and Omaha City Auditorium, 7, \$3,900. Ducats were scaled at \$1.20 and \$1.80 for all dates, with Kansas City the only site where more than one show per day was played.

Success of the five-day venture has encouraged Davis to package more such all-star casts, with the next unit, which will be composed of Ernest Tubb, Red Foley, Cowboy Copas, Rod Brasfield, Uncle Dave Macon, Lonzo and Oscar, and Lou Childre, making a Texas Tour. The itinerary of the junket thru the Lone Star State includes: Houston, May 1; Amarillo, 2; San Angelo, 3; Beaumont, 4; Dallas, 5, and New Orleans, 6. Ducats will be scaled at \$1.30 and \$1.95.

## Palladium Bop Out, Sweet In

HOLLYWOOD, April 16.—Hollywood Palladium will definitely turn its back on bop and book only those bands that emphasize pure dance music. In addition, Coast's plush dancery will try to lengthen engagements in the hope that a band's drawing power will build during the succeeding weeks.

Heretofore, Palladium has stuck to a four week policy, occasionally upping it to five weeks, with longest engagement on record being six weeks. Terperly will try out its new policy with Russ Morgan, who begins an eight-week run May 31. Location is currently concluding negotiations for return engagements by Lawrence Welk, Dick Jurgens and Frankie Carle.

Contention is jitterbugs and be-bop devotees are far and few between and that the dance dollar is pulled by the band that can churn out the sweet beats.

## MGM Records Pacts Thru Doris Drew

HOLLYWOOD, April 16.—Singer Doris Drew was signed to an MGM Record pact this week thru Burton-Gould, Ltd., new personal management outfit set up by Bill Burton and David Gould. Chirp will cut her first sides next week, with the backing of Harold Mooney's ork.

Burton, top personal manager, announced expansion of his operations to include television, story sales and allied showbiz enterprises. Clients now in the Burton-Gould stable include Margaret Whiting, Helen Forrest, Barbara Whiting, Joe Myrow and Miss Drew. Org's new offices will be located at 232 S. Beverly Drive, Beverly Hills, Calif.

## Aussies Adopt Hillbilly Songs

SYDNEY, April 16.—Hillbilly songs are apparently becoming virtually the folk music of Australia, according to A. Kerr, the record sales manager for Columbia Gramophone (Aust.) Pty., Ltd. Altho this musical style originally came from America, sales of hillbilly records here are enormous, particularly in the inland areas. The tunes have a great appeal for Australian country people, and many Australian-written songs in the hillbilly style have been immediate successes.

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## Coast AGVA Board Draws Suspensions

### Result of Rigging Charge

HOLLYWOOD, April 16. — Local executive board of American Guild of Variety Artists (AGVA) has been suspended as an outgrowth of charges accusing former West Coast Director Florine Bale of "rigging" the present board during last December election (*The Billboard*, April 16). Eddie Rio, newly appointed Coast AGVA topper, said this week that a new board will be elected at the next general membership meeting May 4. Meanwhile, incumbents will not meet for the remainder of their term of office.

Miss Bale is skedded to leave for New York this week-end to assume a new job in AGVA's national office. Before departing she told *The Billboard* that accusations leveled against her were completely false. She said she would go into session with Dewey Barto immediately upon arrival in New York, to present her case. If her name is not cleared, she will demand a full open hearing before Four A's executive board, Miss Bale added.

## Philly Nitery Goes to Burly

PHILADELPHIA, April 16.—Little Rathskeller, operated by the Spiegel brothers, is changing from the conventional nitery pattern to "girliesque" entertainment. The midtown spot this week brings in all the trimmings of the old burly wheels, with the room refurbished in traditional burly atmosphere. A decade ago, another midtown spot, Carroll's, now the site of the Latin Casino, was the first to feature "glorified burlesque" until the city censors cracked down.

Establishing a policy of no minimum, admission or cover charge, with three shows skedded nightly, the revue spotlights Mickey Martin, with Irwin Selig and Harry Ryan for the comedy chores, and the Lee Henderson Dancers.

## Walters Hunts Acts in Mexico

NEW YORK, April 16.—Lou Walters, Latin Quarter op, is in Mexico City looking for talent for his new theater operation at the Audubon which he, in conjunction with Moe Goldman, will take over at the end of April.

The theater, formerly a Fox house, now an indie, will be renamed the San Juan and will use Spanish and Latin American acts on a full-week basis. Attractions will be backed by productions and lines playing two a day.

## Crippled Terper Asks 40G

SPOKANE, April 16.—Charlotte Ayers filed a \$40,650 damage suit against the Greek American Club here last week, alleging her dancing career was ended by an injury at the club September 29, 1947. The suit alleges she fell and permanently injured a foot when she slipped on wine spilled on the dance floor. She was appearing with her partner in a dance act billed as Rene and Charlotte.

## What Now, Barto?

Dewey Barto has frequently boasted about how he's brought democracy back to AGVA, tho he's been very quiet about how he's managed to increase New York expenses by about \$30,000 a year while income has dropped. Henry Dunn, AGVA's treasurer, has stood idly by watching expenses zoom and has even been the leading spirit before a supine national board in recommending that Barto be given a free hand in raising salaries where Barto saw fit.

This condition isn't limited to the national office. A weak administrator with ideas of grandeur will pick equally weak assistants. According to AGVA's constitution the members of each branch have the right to vote for their branch executives who cannot be removed unless by due process of ballot.

Eddie Rio, who replaced Florine Bale as West Coast AGVA topper, for reasons this writer is well aware of, has discovered that the Hollywood branch executive board weren't buying a pig in a poke. So using his democratic power he "suspended the board" and ordered a new election May 4. The board is charged with helping to rig an election, one that incidentally helped Rio to become a member of the national board, and one from which he managed to latch onto a paying job.

If Rio is so lily white, the whole premise on which he built himself up is open to serious question. If Miss Bale is guilty, as claimed, then her transfer to another job and suspension of the board smells to the high heavens.

Next June AGVA will hold its second annual convention. Members already have ballots asking them to vote for delegates. If they continue to sluff off running their own union by disregarding their votes they can look forward to a perpetuation of a regime that is now botching up things.

## Jones Makes Threat Good

PHILADELPHIA, April 16.—Dick Jones' threat of a strike against unfranchised agents, beginning Monday (11), was made good that very evening when he pulled the show off a club date at McAllister's Restaurant. At two night spots carried on the books of a local booker, Jones, American Guild of Variety Artists (AGVA) rep, was stopped from pulling out the show when it was shown that the nitery owner bought the acts direct with no agent's contract involved.

Altho the local bookers' associations are sitting tight in their relationships with Jones, the individual bookers are falling in line in applying to him for an AGVA franchise. More than a dozen percenters have already taken their AGVA franchise from Jones directly, while others have got them direct from the national office by virtue of their membership in the Artists Representatives Association in New York.

## Nazarro Scores Vs. Morris

NEW YORK, April 16.—The motion by the William Morris Office for dismissal of the Nat Nazarro action for an accounting involving Buck and Bubbles' contract was denied by Supreme Justice Aaron J. Levy this week. Nazarro is suing the Morris agency for an accounting of all monies received for the booking of Buck and Bubbles by the Morris agency without Nazarro's authoriza-

## Publicity Break For Club Stripper Cut by Padlock

NEW YORK, April 16.—Shuttering of three 52d Street clubs for what the police called "improper performances" has given at least one stripper, Georgia Sothern, an added box-office allure, tho the connection is slight.

Miss Sothern was in for a week at Bradley's and had given the Samoa a verbal okay to go in the following week. A few days ago Miss Sothern got into a battle with another stripper in front of Bradley's that got her lots of free newspaper space. So Bradley's decided to cash in and keep her.

Meanwhile, the Samoa ops also tried to cash in on the publicity and claimed to have spent \$400 for ads announcing Miss Sothern's appearance.

Jimmy Lyons, AGVA Eastern rep, was called in to umpire, and final decision was for Miss Sothern to double the last week-end, before police action to shutter the spot takes hold. As part of the deal, the stripper is to announce in both Bradley's and Samoa that she works in both places.

Clubs which had their cabaret licenses suspended by police, to take effect Monday (18) are the Ha-Ha, Club Nocturne and the Samoa.

Nazarro claims to be the agent for the act. The action was started after Buck and Bubbles appeared on the *Texaco Star Theater* TV show.

## IN SHORT

### New York:

Evelyn Knight goes into the Persian Room next September. . . Molly Picon will get a couple of weeks at the Hollenden Hotel, Minneapolis, starting May 12. . . Gus Van's wife died last week. . . The new cocktail lounge at the Beverly Hotel has a TV room with a six-by-four-foot screen, and arm chairs to rest food and drinks.

The Toria Colleano package has been bought for a 12-week date at the Four Freedoms Theater, Atlantic City. . . Larry Storch opens at the Beverly Hills Country Club, Newport, Ky., May 13. . . Rose Murphy goes back to the Blue Angel if her date at the Apollo Theater can be set back. . . Diane Adroan is now Mrs. Joe Stricks (he owns the big-time Sherry Liquor, Madison Avenue). They're honeymooning in Haiti.

Sign of the times: A big Stem presentation house offered a press agent \$25 weekly and passes.

## Survey Finds Bright Spots And Dull Ones

### Stress on Hub, Detroit

*Continued from page 3*  
by Rocky Palladino, using female impersonators and a couple of sight acts. The spot is booked by J. C. Collier and budgets run to about \$2,500 weekly.

Mickey Redstone's Latin Quarter, the only real big operation here, spends about \$10,000 weekly buying acts thru the Morris office or Music Corporation of America (MCA). The club doesn't expect to cut; in fact, it occasionally splurges. The Copley Plaza's Oval Room, with Arki Yavensome booking, is doing okay. Steuben's, with its various rooms in one building, recently lifted its talent costs to about \$1,200. Blinstrub's, South Boston, uses small acts thru Everett Rich's office. Benny Ford's Rio Casino is coasting. It uses lounge acts all week and a couple of extra acts week-ends, paring nut from \$2,500 to \$750. Ford, an agent, books his own spot.

There are a lot of Boston lounges spending up to \$500 for talent which have cut down using piano singles for scale. Such places as the 4-11 Club, Hi-Hat, Tremont Plaza, Crawford Melody Lounge and a host of others use some talent ranging from a single to a musical trio.

### Outside Boston

Right outside of Boston there are lots of small spots using some kind of talent, tho dough is small. In Rhode Island alone there are about 20 clubs spending \$500 or more for some kind of entertainment.

Rhode Island's Providence, judged by area and population, has probably as many night spots as any area in the country. The biggest single buyer, the Cabana in Warwick, R. I., folded recently, but there are many other places keeping going.

The Hartford, Conn., area is doing a good business in theater bookings. Most dates are split weeks, with major users being the Loew's Poli and New England Theater Circuit. The Schenectady area is dead. Proctor's plays occasional spot shows and the Town Tavern, owned by Tony Vincigerra, uses acts. The Club Rocmar, operated by Rocco Palmer, also uses acts.

### Bridgeport Off

Around Bridgeport, business has dropped way down. A one-night vaude show at Klein's Memorial, tried out a few months ago, died because the \$3.50 top was too high. Warner has a couple of houses here and Loew's has four houses. They are all watching each other and may start using flesh if something comes up. The only nitery using talent regularly is Cafe Howard. The Club Rio, the Fairway, and Glorieta Manor may put acts in, but so far plans are nebulous.

Burlington, Vt., is another dead talent spot. A combo cafe and lounge is skedded to open May 1 as the Sombrero, but it will be a juke box joint, with some flesh on week-ends.

Washington has been remarkably stable over the past three months. Business in lounges isn't outstanding, but they manage to stay alive. Hotel rooms rely on Muzak and taverns stick to television. What spots use acts get them for coffee and cake; others use old barflies or kids with (*See Survey of Talent on page 49*)

## NIGHT CLUB REVIEWS

### Flamingo Room, Hotel Flamingo, Las Vegas, Nev.

(Thursday, April 7)

Capacity, 550. Price policy, no cover or minimum. Shows at 8:30 and 11:30. Owners, Gus Greenbaum and Moe Sedway. Booking, non-exclusive by Maxine Lewis; publicity, H. Schiller. Estimated cost of show, \$5,500.

Harry Richman resurrected the halycon days of the 1920s and with a few modernizations kept a 1949 audience continually pleased. Nearly every number he sings, his jokes and the incessant patter between provide a nostalgic twinge for oldsters in the crowd. However, his verve, genial approach and a few modernizing touches gain applause from the youngsters as well. He went modern with *Cuanto la Gusta*, *Slow Boat to China* and *Sunflower* to score, adding interest with quips substituted for the standard lyrics. Richman relies heavily on a spicy humor and free blurbs for his current employers to gain laughs with his jokes, with good audience response.

#### Top Talent

The entire show presents top talent and moves without a letdown. Wynners and Angeline show pleasing adagio routines. Angeline's costumes and beauty are definite assets. An adaptation of a native Brazilian dance, very well done provides a different note.

June Taylor's line of "Taylor-Maids" are fetching and adept as chorines. Their costuming is especially effective, stressing daintiness. A terpsichorean translation of *Papa Won't You Dance With Me?* is high spot.

Paul Gordon keeps the show running smoothly with tricks on all kinds of bicycles from two-year-old size on.

Bernie Cummins and his ork provide music in keeping with the show's caliber. Ken Jones, at the piano, abets Richman in fine style.

Byron L. Troyer.

### Bop City, New York

(Thursday, April 14)

Capacity, 900. Price policy, 90 cents admission and \$2-\$2.50 minimum. Operator, Ralph Watkins. Publicity, Hall, Weber and O'Rourke. Estimated budget this show, \$9,000.

The preem of this major be-bop club (ex-Harem) brought out cops, newsreel and newspaper photogs and the usual flock of celebs and neo-celebs, not to mention the bubble gummers who go for bop with glass-eyed frenzy. Milton Berle cut the tape, Frankie Marlowe pulled up in a hansom placarded "Bop City or bust," and upstairs Jerry Colonna was planted at the information booth to give advice on be-bop. Kirk Douglas, drum-thumping for his flicker, *The Champion*, playing down the block, was also there. In addition, there was a flock of name band leaders. All in all, the press agents had an impressive list of names shilling for the spot, which drew 2,800 paid admissions and a turnaway mob that could have accounted for as much more if it could've got in.

#### Shaw Over Their Heads

The inside of the room hasn't changed much since it was the Harem. But the mob—! The bullpen was full of kids starry-eyed and eager. The major lure for the trade was Artie Shaw and his 40-piece symphony ork. It was soon apparent that whatever Shaw was trying to do, the crowd just wasn't getting it. He did an overlong clarinet solo on one theme, an E-flat thing that was as confusing as it was tiresome. Time and again the crowd, unaccustomed to Shaw's new longhair stuff, broke into applause at the wrong places—a condition that met with the leader's obvious resentment and equally obvious contempt. The plain fact was that Shaw's music was way over this mob's head. Had he given out with something with a beat, something the mob remembered Shaw for, he'd have registered. As it was, everybody complained of the heat (no air conditioning) and just regarded Shaw's efforts with ill-disguised derision.

Pace picked up when Sid Torin, the Symphony Sid of WMCA, came on to chatter and intro the Kai Winding Octette. The group beat it out hot and heavy, with solos being received with high glee. Then came Ella Fitzgerald, and the room really started jumping.

#### Ella Saves It

It was Miss Fitzgerald who saved the show. She gave out with her stylized phrasings of Decca hits, each one getting more and more tumultuous applause. The boys in the bullpen were beating it out, with their heads and necks going in and out in that fantastic ostrich-like manner that is now the hallmark of the bop fan-ciers.

It was a big night for the new Bop City. Whether it will continue, is a moot question. The room is now a straight commercial venture, with waiters hustling drinks, camera girls belaboring patrons and flower girls bustling all around. Major trade for bop comes from kids who haven't much beyond the 90-cent admission. To figure that teen-agers with short money will support all that is being optimistic indeed.

Bill Smith.

### Glass Hat, New York

(Thursday, April 14)

Capacity, 444. Prices policy, \$3 minimum. Shows at 8:30 and 12:30. Owner, Belmont Plaza Hotel. Exclusive booker, Joe (MCA) Sully. Publicity, Bayne-Zussman. Estimated budget this show, \$750. Estimated budget last show, \$750.

It seemed this room might be in trouble finding something to follow its previous show. The new package however, has all the prospects of being an equally big hit. Considering the limited dough the spot has available, the talent is of a high order.

Kate Kurtah showed surprising improvement in her first job in New York in over a year. The fact that she's a good looking gal, dresses smartly, has class and sock commercial routine, gives her a chance to become a real draw if properly developed. Her stuff consists of special and comedy numbers, with a sprinkling of hillbilly things for sock effects. A small house gave her a big hand.

#### Ziggy Lane Warbles

Ziggy Lane can be labeled as one of the better boy singers. His selling is extremely competent, his choice of songs, with special lyrics, shows vision, and his phrasing on ballads and rhythms is of high order. He uses a flower giveaway gimmick in *Red Roses for a Blue Lady* that is effective, tho hampered somewhat by his dragging around the stand-up mike in the strolling bit. A hand mike is indicated. His audience participation bit on *You Made Me Love You* missed because the audience either didn't know the lines or was too shy to come in. Giving them each a line at a time and then singing it would help get them into the act.

The opening act of Jack Purcell and Irene Raye made for a fast tee-off. The two good looking hoofers injected a lot of freshness and vital personality into their routines which got them attention during their act and a big hand for their finish.

Eddy Stone's band did its usual bang-up job of backing the show and Stone's emceeing is still ingratiating. Al Castellanos' rumbas, did the Latin session.

Bill Smith.

## Follow-Up Review

DIAMOND HORSESHOE, NEW YORK: Some time ago we caught George Givot in an East Side room and saw him take the prize for dullness, a conclusion in which the audience seemed to concur. The other night (12) we caught him again at Billy Rose's mauve decade nitery and practically all the things Givot did with before were sure-fire things here. All this proves that getting the right spot is almost as important as having the material.

Givot's act is made up of tolerable singing and corn. The latter, dressed up with his Greek dialect, takes on a certain kind of freshness. That, plus Givot's looks and salesmanship, won him yocks upon yocks. To tourists unfamiliar with one and two-line fast comics, Givot is a natural with his Greek malaprops and situation gags.

Ray and Nardo, two boy impressionists, have a good sense of comedy but little flexibility. Their fast take-offs get giggles where they should get howls. The lads are good, but they have to learn what and how to sell to an audience that isn't quick on the uptake.

Lucienne and Ashour, holdovers, are still the sock act of the bill.

Bill Smith.

### No London Date for Dinah

HOLLYWOOD, April 16.—Summer vaude stint set for Dinah Shore at London's Palladium Theater was canceled this week. La Shore turned down the two-week date at \$15,000 per frame inasmuch as tax limitations would have made the net take hardly worth the trip. Thrush played the Palladium last summer at the same salary.

## New Repealer For 20% Bite; Slump Proved

WASHINGTON, April 16.—The drive to abolish or repeal the cabaret tax picked up momentum last week as a repealer was tossed into the House hopper by Rep. John Allen (R., Calif.). Meanwhile, the 20 per cent cabaret tax committee disclosed to *The Billboard* a new set of excise statistics to be submitted to the House Ways and Means committee at hearings next month.

Allen's measure, which would repeal the 20 per cent bite on cabarets, roof gardens and ballrooms, increased the House total of cabaret tax-cutters or repealers to nearly a dozen.

Latest figures compiled by tax-cutting advocates are designed to point up the rapid slump in nitery business as compared with other businesses affected by excises. Since much of congressional excise tax reduction sentiment is revolving around the fur, luggage, jewelry and toilet goods industries, the 20 per cent group combed Internal Revenue bureau files for comparative data, which showed the decline in taxes collected from cabarets far heavier than in other excises.

#### Off 26% in Two Years

Comparing 1948 with 1946, the cabaret committee found that the cabaret tax collections slumped 26 per cent, compared with declines of 13 per cent for furs, 4 per cent for toilet goods, 2 per cent for jewelry and 1 per cent for luggage. Collections from the admissions tax, including cabarets, actually increased 6 per cent from 1946 to 1948, according to the statistics.

Comparing January, 1948, with January, 1949, the group found that the 26 per cent decline in cabaret collections was topped only by the 32 per cent drop in collections from the fur excise. Toilet goods were off 7 per cent; jewelry, 6 per cent, and luggage, 3 per cent. Admissions collections dropped 12 per cent.

### Middletown Loses Flesh

HARTFORD, Conn., April 16.—The Middlesex Theater at nearby Middletown, Conn., has dropped its Tuesday night vaude programs for the spring and summer. In recent months the movie theater had been offering both films and flesh on Tuesday nights only. The new policy will be straight flickers.

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# Survey of Talent Marts Shows Stress on Boston and Detroit

(Continued from page 47)

guitars who work for tips. Theater situation is static. Loew's Capitol uses flesh regularly and the Warner Earle, outside of its one-weeker in February, has nothing on the fire.

### Philly Foldings

Philadelphia saw some folderoos and the replacement of television in small spots in recent months. Two important folds were the Rhumba Room of the Chateau Crillon and the Swan Club. The latter continued as a private club. The only new operation in recent weeks was the Golden Slipper by Joe Vogel. Spot uses only Jewish-speaking acts. Lounges are quiet this season, only a handful using units of name value—these are Ciro's, Casway's and the Rendezvous. In all cases rooms buy from anybody. There are no exclusives. There is some talk here of vaude which gained impetus from Paramount reopening its Tower Theater as a break-in house. But so far it's all talk.

Atlantic City, strictly a resort area, isn't too hopeful. Save for the small bands and units at the Boardwalk hotels, there's little here. Nitery ops aren't signing anything. They're all watching each other. Reopening of the Warner house for Saturday nights is encouraging, but there's no expectation it will become a full-week stand.

Spring looks promising for the roadhouses in the Camden, N. J., zone. Most of them are using either Negro or hillbilly acts. Chubby's, Collingswood; New Town Tavern, Merchantville, and Leo's Musical Bar, Paulsboro, already have their shows lined up, all planning to use Negro acts of some name value.

The hillbilly and Western talent buyers are the Twin Bar and the

Totem Pole, both in Gloucester. The Capitol Lounge, South River, and the Town Tavern, Haddonfield, are also going to use talent with Western flavor. Further down the line, Ole's Ranch, Marlton, Nicholson's Tavern, near Gloucester Heights, and Leo's Alamo Cafe, Almonesson, will use the cowboy stuff.

South Jersey spots, close to Philly, draw heavily on city trade, particularly week-ends when they can stay open longer. Sunday is also big because Philly is closed tight on that day.

Detroit presents a mixed picture. The Club Gay Haven, a 500-seater, just opened and, booked by Pete Iodice, will use acts budgeted at \$1,400. Club Casanova, another Iodice spot, formerly a week-end buyer of names and now using music only, expects to go back to talent. Northwood Inn, closed since January, will open with five acts making it real competition to the Bowery, now the only regular talent user in town.

Across the river, the Elmwood Hotel, Windsor, Ont., has switched in the past few weeks to a name policy, boosting its nut to \$5,000 from a previous \$500. It uses names like Beatrice Kaye.

Back in Detroit, the Club 21, operated by Fozee Yared, has gone back to floorshows, while Sam Delewese's Club Gloria, Columbus, which dropped shows some four months ago is back with a five-act bill. On the other hand, the Green Mill, Saginaw, and Idle Hour, Dayton, with budgets up to \$2,000, have both dropped acts.

### Gus Sun's Bookings

Gus Sun has about eight weeks out of Detroit in such cities as Port Huron, Flint, Bay City, etc. He packages three to four acts for about \$400

a week and sends them out to work this territory.

Sid's Cafe is another recent entry in the talent buyers parade. He uses a single for one to four-week periods, where before he limited shows to Monday night amateur things. His Monday night gimmick has now been replaced with three or four-act package shows bought thru MCA.

In the cocktail lounge field there are about 50 joints around Detroit using talent on full-week basis and 75 others using them week-ends. Budgets, however, have been sliced, tho some of them expect to increase them after Easter. Examples are the London Chop House and McMahon's, Dearborn.

Falcon Theater Lounge, adjunct to a bowling alley, recently opened by Fred Sobczak, using name units, is now spending up to \$2,250 and is doing business. The Stage Door Bar, with new ops, plans to go into an act policy.

The Detroit theater field offers very little new. Regular stage shows are restricted to the De Luxe, using occasional Sunday shows which have one pro act with its amateurs. About eight houses have one-night amateur shows. The Fox is the only major here to use shows of any stature. The last two, Lionel Hampton and the Arthur Godfrey package, did bad business. The Paradise, a first-runner with an all-Negro policy, is reopening soon for a couple of weeks but will close in the summer. The only other houses here using talent are the Avenue and the Fox (Grand Rapids), which use burlesque.

### Indianapolis Dead

Indianapolis is dead so far as talent goes. The Circle, booked by Charley Hogan, Chicago, uses spot shows. There is nothing else here. Des Moines has the Chesterfield Club running, spending up to \$2,000. There's no theater biz in town.

Dallas is a fair town, tho there are plenty of acts here laying off. Lots of performers come here on their own looking for work taking their chances.

Recent changes show many clubs have dropped talent. The Atomic Club, Houston; Victoria Club, Amarillo, and the Bengalair Club, Tulsa, Okla., use local bands, having dropped all acts. Theater biz here is nothing.

San Antonio has also remained unchanged for the past year. Spots like the Kit Kat and Seven Oaks have had hard struggles and have finally given up. Local theaters are straight flickeroos, tho the Texas Theater (Paramount) uses occasional one-day stands.

Consolidated Artist Booking office, San Antonio, claims to have full weeks in theaters and will book another two weeks of one-nighters in theaters before April is over. There are also plans, says the office, for starting two different clubs with full-week stands each, for the immediate future. The office also writes that plans are under way for a circuit of four more weeks of independent theaters on one nighters and split weeks.

### Midwest Varies

The Midwest area brings various reports. Brown Hotel, Louisville, is folding after five years of continuous talent operation. The Nicolet Hotel, Minneapolis, dropped its acts in favor of semi-name orks. On the other hand, the Harold Koplak owned Zodiak Room of the Chase Hotel, St. Louis, is going back to acts after trying with runba bands for five months. The Alpine Village, Cleveland, is also going back to acts. The Merry-Go-Round, Youngstown, O., formerly operated by Nick Constantino, has been sold with no policy established until new ops take over. The Esquire Room, Wichita, Kan., opened early this year and the Plantation Room, Moline, Ill., will soon reopen. Both are booked by Ray Lyte.

The Show Bar, Kansas City, Mo., owned by Cy Davis, is back to a straight act policy, booking thru Hess Mayer, local indie. The Uptown Interlude, also in K. C., has lifted its (See TALENT MARTS on page 50)

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## VAUDEVILLE REVIEWS

### Palladium, London

(Monday, April 11)

Capacity, 2,600. Price policy, 40 cents to \$2.90. Two shows daily, three Wednesdays and Thursdays. House booker, Cissie Williams. Shows played by the Skyrockets orchestra.

Three top American acts headed this new London Palladium vaude bill in a well balanced program. Kathryn Grayson teamed with her husband Johnnie Johnston to head the bill, while organist Ethel Smith topped the first half.

Jose Moreno, slack wire juggler, opened the bill with a deft juggling act but he tired the audience with his many attempts to balance a ball thrown to him from various parts of the theater.

Ventriloquist Arthur Worlsey did nicely with not the slightest sign of lip movement, but he needs material to place himself in the Edgar Bergen class.

### Great Alexanders Score

The Great Alexander Troupe, springboard acrobats, drew one of the biggest mits of the night with an act climaxed with a four-high springboard somersault.

Comedian Ted Ray, moved from the No. 8 spot to No. 4, broke them up with his gags. His material was good and his presentation was fast all the way.

Ethel Smith closed the first half of the bill with an organ solo which was far too short. She did four numbers and had them calling for more as the curtain came down. Her opener, *Just One of Those Things*, set the pace for her following fast numbers. She closed with *Tico Tico*, which drew the best mitt. Her footwork at the organ drew almost as much attention as her music.

### The Two Maxwells

The Two Maxwells opened the second half with their deadpan comedy. The act, new here, was a big mitt puller.

Glen Pope and Georgette were big with a fast moving act that timed just right. The Two Americans used few props and the chatter used by Glen Pope was fast and to the point. The act proved a good audience winner.

Leslie Sarony drew a good hand with his breezy gags, but his turn was a little too long and not strong enough to follow the comedy of Ted Ray in the opening half.

Johnnie Johnston did a solo in the closing portion of the bill before he introduced Kathryn Grayson. He clicked well with the fems.

Miss Grayson sang four numbers before she teamed with Johnston in a closing duet. Her *Tales From the Vienna Woods* and *Jealousy* were the best. The hand she drew was big, but lack of time brought the curtain down to make way for the second house. Her voice proved a little too powerful for the p.-a. system, and she did best when she stood back from the mike. The Skyrockets ork played okay, but needed more strings and less brass to back Miss Grayson properly.

Kenneth Waggoner.

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### Strand, New York

(Friday, April 15)

Capacity, 2,700. Price policy, 75 cents-\$1.50. Five shows daily. Harry Mayer, chain booker. Show played by Lionel Hampton ork.

The dynamic show built around Lionel Hampton is exciting from the first drum beat, and builds until it almost tears the house apart. No doubt about it, Hampton knows how to make 'em happy even if he has to sweat buckets to do it. He's in every act, playing drums, vibraphone, piano, singing or dancing, and in most instances he himself makes the show click.

Impressive opening has a flame effect playing on the scrim, with a spot on Hampton, who solos on tom-toms as the band comes on. Band immediately breaks into one of its typical jump numbers, spotting impressive pop-type solos by various sidemen, and wins the house when tenor saxman Gene Morris goes into a combo honking-screaming-contortion act.

Hampton pulled his biggest mitt with a half dozen vibes choruses on *How High the Moon*, that had the customers hand-clapping in rhythm. Equally well-received was a nicely executed concert version of *Eili, Eili* in a serious vein.

The breaker-upper, as usual, is the band's all-out *Flyin' Home*, which has the band marching up and down the aisles as tenor-man Billy (Preacher) Williams honks and dances on stage. Effect is like a combined revival meeting and three-ring circus. Hampton himself stays with it, juggling drum sticks, leaping and dancing, until his finger-tips disappear with the sinking stage.

Lorene Carter, a shy looking little gal, turned in some rhythmic, satirical bop singing that had 'em a little puzzled until Hampton joined in making the kidding more obvious. Got a good hand. A blues ballad delivered by Sonny Freeman was mildly received, tho it might have killed them at the Apollo.

Curley Hamner, personable dancdrummer, took turns playing straight to Hampton, turned in some effective terping, including toe stunts, and an amusing drum duet with the maestro.

Comedy act, featuring Mantan Moreland and Kitty Murray, was the slow spot on the bill. Got by okay initially on slick timing and comic personalities, but slacked off as the dirth of gags and situations became apparent.

A vocal group, the Hamptones, with balladeer Roland Burton, did a pleasant enough job with two ballads. Pic, *My Dream Is Yours*. Bill Simon.

### New York:

## N. Y. Stem Fair With 361G; MH 147, Cap 67, Roxy 52

NEW YORK, April 16.—Stem business at vaude-pic houses came back a little with a fair \$361,000 last week as against a sad 314G the week before. The sock gross at the Radio City Music Hall accounted for most of the improvement in the five-house total.

Radio City Music Hall (6,000 seats; average \$115,000) found the combination of Bing Crosby and the holiday show good box office. The house collected a solid \$147,000 for its initial week. The show is *The Glory of Easter*, Harrison and Fisher, Paul Haakon and *A Connecticut Yankee*.

Capitol (4,627 seats; average \$66,000) collected \$67,000 the last seven days. The new presentation consists of Art Mooney and his ork, Rose Murphy, James Barton, Stan Kavanaugh and *City Across the River*.

Paramount (3,654 seats; average \$76,000) did only a so-so \$65,000 the first week with its new bill of Jack Carter, Jerry Colonna, Margaret

### Roxy, New York

(Friday, April 15)

Capacity, 6,000. Prices, 80 cents-\$1.50. Five shows. House booker, Sam Rauch. Show played by Paul Ash's house band.

House has gone all out to give the flicker, *Mr. Belvedere*, a big assist. The result is a show that looks lavish, probably doesn't cost too much, runs well, looks very good and the acts got wholehearted responses for their work.

The ice show had two parts. The first took advantage of the Easter season by having four skaters in king size rabbit outfits lumbering their way across the ice to giggles. In this one Joan Hyldoft, tiny and fragile, looked like an Alice in Wonderland, overshadowed by the "Rabbits." Second part was built around the *Blue Danube* with house line and skaters all dressed alike and carrying big fans for flash and dream-like effects. The audience loved it.

The Rookies, three boys, just about fractured them with their low ice skating knockabout comedy. As a sight act, it is one of the best to play the house in a long time. When they started their water-pail sloshes the customers yowled with glee.

In the straight act department, Vivian Blaine did well for marquee bait tho her singing was unimpressive. Miss Blaine does well on bounce stuff, opening with *Powder Your Face*, and only so-so with subsequent numbers. She had a cutie on *Alabama Bound*, in which lights go down to show her in "black face." Effect was achieved with fluorescent paint on lips and palms of the hands.

McCarthy and Farrell in their first Stem theater date made a good impression. Their disk jock chatter, tho labored, got good results. It was their record panto that was sure-fire. McCarthy's (ex Bernard Bros.) aptitude in the panto department is of long standing. Farrell's contribution was equally effective. The ludicrousness of a Kirsten Flagstad doing the *Ride of the Valkeries*, with McCarthy doing a Flagstad wasn't lost on the crowd. They laughed long and loudly.

Leo De Lyon, at the Strand a few weeks ago, was not as big here as he was at the Strand. His voice changes and comic effects got giggles and some laughs tho most of them were scattered. Bill Smith.

### Miranda in Closing Show

NEW YORK, April 16.—The Beverly Hills Club, New Orleans, will close its season with Carmen Miranda, who opens at the club May 26. Thereafter the room will shutter for the summer, to reopen September 27 with big names.

## NLRB Rules Vs. Hub AGVA Rebels

NEW YORK, April 16.—The Boston contingent, the resurgent group that disowned the national American Guild of Variety Artists (AGVA), lost another round this week in its legal battle to stop AGVA from operating in that area.

The National Labor Relations Board (NLRB) turned down the appeal made by William H. Cronin, fronting for the Boston group, in asking for a reversal of a previous decision against it made by a regional NLRB director.

The ruling issued by Joseph C. Wells, acting for NLRB national, denied the Cronin appeal, stating that AGVA was not operating in interstate commerce.

## TALENT MARTS

(Continued from page 49)

budget, planning to bring in Nellie Lutchner and similar attractions.

The St. Louis Theater, St. Louis, has so far tried two weeks of vaude with Boyle Woolfolk, Chicago, doing the booking. Loew's Theater, St. Louis, has set shows for June and July. Radio City Theater, Minneapolis (Paramount) is looking for summer shows with Frankie Carle and the Mills Brothers set here for July 8. Quad City Theater Managers, a Davenport outfit, has asked bookers in Chicago to set shows for Davenport, Moline and Rock Island.

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## Magic

By Bill Sachs

**A**L SHARPE typewrites from Denver that he just finished a year of law study at the University of Denver, with another year to go before he'll be able to practice legal wizardry in the courtroom. He is permanently settled in Denver, having purchased a new home there last December. Sharpe gives most of his letter to lamenting over a magic performance he caught there recently. "I witnessed a performance of magic put on by a group of 10 or more junior magicians," Sharpe writes, "and now I know why magic is dying and why people laugh when you tell them you are able to do tricks. The show was terrible. The auditorium was filled, and after the performance I lingered in the lobby to catch remarks from the spectators. I am sure that these people will talk down the forthcoming Society of American Magicians' convention after witnessing this expose of magic. The SAM member who sponsored this affair should be ashamed to hold membership in any magical organization after staging such a show. I may sound bitter, but when you have spent as many years as I have in magic—a profession I love dearly—and then you see such goings on by individuals who should know better, you realize just what is wrong with magic." . . . Our recent query as to what has become of that sterling magic pair, Plato and Jewel (Mr. and Mrs. Bob Platt), brings word from Don A. Bowsher Jr., of Great Bend, Kan., that they are permanently located in Corpus Christi, Tex., where Jewel operates their trailer camp, and Plato has three speed boats going on Corpus Bay. They may be addressed care of Platt's Trailer Haven, 4321 Highway 9, Corpus Christi, Tex. . . . Ted Wong recently launched the new Far East Magic Shop in the 1400 block on East Central Avenue, Albuquerque, N. M. . . . Three of the 4,350 titles comprising the Houdini Collection were put on special exhibition, April 2-8, by the Library of Congress. Featured as the Library's exhibit of the week were "Hocus Pocus Junior," "A Magician Among the Spirits" and "Naturliches Zauberbuch."

**L**ARRY WEEKS closes a 30-week tour for Veterans' Hospital Camp Shows in Phoenix, Ariz., April 29, his second such 30-week trek. He has two weeks of club dates in Phoenix to follow, and then proceeds on to Denver where he is booked to appear on the headliner show to be held at Denver City Auditorium in connection with the Society of American Magicians' 21st National Convention, May 16-18. Weeks spent several days with Blackstone recently during the latter's engagement in Memphis and also attended the party and reception tendered Blackstone by the Society of Memphis Magicians at the Claridge Hotel there March 18. . . . Hart S. Fisher has his magic-spook combo playing theaters in Northern

## Earle, Atlantic City, To Spot Its Shows

**A**TLANTIC CITY, April 16.—Warners' Earle Theater, after a steady vaude diet for this month, will coast with spot bookings for the next few months. After the Phil Spitalny all-girl band for the April 29 week, filling for the Arthur Godfrey unit which canceled out, Earle will go straight pix, with *Champion* for three May weeks.

The stage will relight May 27, with Lionel Hampton's band for the Memorial Day week, and then return to straight film until July 1, when Illinois Jacquet and Billy Eckstine come in for the Independence Day holiday week. The only other show set for the summer thus far is the Dennis Day unit for the July 8 week.

## Joyce in Deal With Two Coast Agencies

**P**HILADELPHIA, April 16.—The Jolly Joyce Agency here has closed a deal with two West Coast agencies, the Johnny Robinson office, Hollywood, and the Jack Belmont Agency, Seattle, giving them representation for its units and attractions in that area. On the same basis, the Joyce Agency will handle the attractions of the two offices in the East.

The Joyce Agency, concentrating heavily on Western acts for the coming season, has also signed to handle the bookings for Ken Maynard and his horse, Tarzan.

## 2 South Jersey Spots Go In for Amateurs

**C**AMDEN, N. J., April 16.—Two theaters in South Jersey have taken to a revival of amateur shows rather than shell out for pro talent. At Millville, Simon M. Cherivitch is staging a series of home-town amateur shows for the Levoy Theater, with the final winner slated to get an all-expense trip to New York. Moreover, the talent acts are being recorded for rebroadcast over near-by radio stations.

In Wildwood, Hunt's Shore Theater is screening entrants to build amateur stage units of 10 acts for a series of shows paying off in prizes.

## Philadelphia Earle Adds Bills

**P**HILADELPHIA, April 16.—Warners' Earle Theater will have two additional weeks to keep the stage lit into May at least. In addition to the Tony Martin, Marilyn Maxwell and Ginny Simms shows booked in for the first three Fridays (opening day) of the month, it has inked Peter Lorre and the Three Stooges for the April 22 week, and an Arthur Godfrey unit for the week starting April 29.

Illinois, with business on the evening shows showing a decline, but the spookers continuing to pull well. Fisher plans to take the unit into Wisconsin for the summer. Personnel includes, besides Fisher as magician and chief spook, Dale Jones, business manager; Bob Smith, stage manager; Carl Hamston, chief assistant; Carolyn Fisher, wardrobe; Bonny Lee Palmer and Mary Ann Singer, chief fem assistants, and Mary Douglas, in charge of dance routines. . . . Vernon Colbert, after winding up a theater tour of Texas, has taken his "Cavalcade of Magic" into the Blue Moon Night Club, Roswell, N. M., for a fortnight's stand before returning to the Coast for a brief rest and reorganization. He is dickering to present his magic and spookery in indie theaters in the Los Angeles area soon. Colbert reports that business hasn't been too brisk in recent weeks. He still has with him Loretta LaPearl and Her Toy Manchester Terriers, and Beverly Jennings, dancing mistress of ceremonies.

## Burlesque

By UNO

**A**LLEN GILBERT, producer, has left burly for his first venture into the carnival field, the Johnny J. Jones Exposition, to operate his own revue skedded to open in Washington late this month. . . . Burlesque is returning to the Follies, Los Angeles, via a license granted recently to Robert Duncan Riggs, house owner. Shows were interrupted by police a year ago and the theater was sublet. . . . Mickey Owens and Jack Montgomery set to play niteries at Eastern summer resorts with 10-person package shows. . . . Casandra, dancer, has just completed a book of poems labeled "Twas Ever Thus" under the name of Cass Mayo. By-Way Press, New York, is publishing. . . . Joe Emerson, former comic, hopped to New York from Los Angeles to attend the funeral of his wife, May, his leading woman when both were with "The Black Crooks" on the Columbia Wheel. . . . Marlo has closed after 32 weeks at the Burbank, Los Angeles, for three months' European vacation. She is replaced by Rosalie. Also new is Benny Moore.

**J**ESSICA ROGERS, Sallie Keith, Georgia Sothern, Gypsy Rose Lee, Princess Wah Wah Taysie, Candy Parker, Evelyn West, Sally Rand, Zorita, Lonnie Young, Rose LaRose and others were mentioned in a two-page illustrated strip-tease story by Robert Sullivan in The New York Daily News of April 10. . . . Bill and Eleanor Byrd, singers and dancers, following their Hirst Circuit dates, open at Club Harmony, Pawtucket, R. I., for two weeks, and go then to the Lamplighter, Fall River, Mass., thru Arihur Bardous, Boston booker. . . . Ronnie Sterling has replaced Murray Green as house singer at the Hudson, Union City, N. J. . . . Eddie Lynch has left his producing post at the Hudson, Union City, and with Dottie Denko (Mrs. Lynch) joined the Royal-American Shows to manage the Gypsy Rose Lee girl show opening in Memphis May 8. . . . Hirst Circuit placements of featured strips include Carrie Fennell, Casino, Pittsburgh; Evelyn Shelby, Troc, Philadelphia; Ramona, Hudson, Union City, N. J., opened April 17 and Jean Hayes, Grand, St. Louis; Carol LeClair, Gayety, Washington; Ruth Allen, Gayety, Baltimore; Jai Leta, Gayety, Columbus, O.; Hillary Dawn, Roxy, Cleveland, and Arabella Andre, Embassy, Rochester, N. Y., opening April 15.

## Martinique at Wildwood Set With Two Alternating Shows

**W**ILDWOOD, N. J., April 16.—Jack Diamond, operator of the Martinique Cafe, is all set for the summer. With the opening June 28, the room will carry on the entire season with Steve Gibson and the Red Caps, alternating with Eddie Cole's Three Loose Nuts and a Bolt. The Cole unit is now at the Round Table Club in Lewiston, Ia.

Eddie Cole is the brother of Nat (King) Cole.

## Palm Beach, Jaffee's, State, Town Pump All Sold in Detroit

**D**ETROIT, April 16.—Four major night spots are shifting owners in the biggest one-time changeover in several seasons.

At the Palm Beach Cafe, Mike Scuderi, who has built the place up to a name band spot, is selling out to the Four Dukes—Robert A. Andrews, Ronald J. Giannaris, Donald Wright and Neal Patterson. The Dukes, all vaude vets, have operated the State Show Bar, across the road from the Palm Beach, for the past eight years (with a couple of years out for the war), doing a four-man comedy-vocal-musical act. The move will give them a larger spot. The Palm Beach will combine policies of the two places, dropping the night club policy and featuring Don Pablo and his orchestra, with Bunny Paul, largest band to work locations here in recent years. Pablo has played the Palm Beach, with a few vacations, for 11 years.

The State is being taken over by George Agree, who for several years was manager of the Detroit Hotel, frequented by show people. Agree is bringing in a new cocktail lounge policy, with Nev Simons and His Cornbelt Symphony (4); Percy Stoner, emcee, and Norma Shepard, singer. The plan is to retain the same talent indefinitely and build up a following, as was done in both spots hitherto.

Downtown, Irv Jaffee's cocktail lounge is being changed to the Band Box or possibly the Sky Lark, as a second name change was under consideration. The spot, which will use a pianist, is being taken over by two newcomers in the biz, Ben Marcus and Harold Lober. Their plans are unannounced.

The Town Pump, one of the leading downtown spots, is being taken over by Cass Warshaw, whose partner, Joseph Bemis, has sold out his interest. The present entertainment policy will be continued.

## Vancouver House Reverts To Fleshers Plus Picture

**V**ANCOUVER, B. C., April 16.—The Odeon-Hastings, a straight flicker for the past two seasons, reverted to flesh Thursday (14) with a seven-act bill and a feature pic. The Odeon-Hastings, renamed when purchased by the Odeon Theater chain, was the original Pantages and later the Beacon, where vaude was used for many years.

Remodeled several years ago when purchased by the chain, the house ditched vaude for straight flickers. Now, according to Howard Boothe, Western supervisor of the Odeon circuit, a contract for acts has been inked with Len Mantell, of the Bert Levey Agency, Hollywood.

The seven circus acts which made up the opening bill included Snow's seals, Perry the Penguin, Pansy the Horse, Hector's dogs, Flying Olympians, Togo the clown, comedy jugglers, and the Trampoline Trio.

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## Alan Holmes Sets Up Circuit To Play Smaller N. E. Cities

BOSTON, April 16.—The complaint that legit activity in show business has contracted to a point where nothing happens except on Broadway and in a few big road towns may be answered by that much discussed decentralization. But beyond a few semi-pro tries, little that is really constructive has been done on this score, until a young New England producer got busy last fall.

He is Alan Gray Holmes, who ran a stock company at the Hub's Copley 10 years ago and who has operated strawhat theaters in Westboro and Boylston, Mass. In less than six months he has quietly organized a New England circuit which, if it proves successful, looks to grow into a pretty big thing.

### "Blithe Spirit"

Holmes has already signed up Arthur Treacher and Maria Gambarelli for *Blithe Spirit*, and Ruth Chatterton for *Lovers and Friends*, each for a three-week tour which is booked solid. Holmes is staying away from cities like Boston and New Haven which get plenty of theater. His attractions will play Webster, Worcester, Brookline, Framingham, Medford, Clinton, Brockton, Andover, Greenfield, Westfield and Holyoke, all in Massachusetts; Providence, and Manchester and Concord, N. H. Medford and Brookline are practically Boston suburbs. Brockton, for instance, a large manufacturing city, hasn't had any live theater since Maude Adams played there eons ago.

Since there are no suitable legitimate theaters in most communities, Holmes has cased New England for large towns and cities which have adequate auditoriums. Most are for municipal use only and any attraction playing them has to be sponsored by a local group. Hence, all of Holmes's bookings have been thru women's clubs, business and professional men's and women's clubs, Kiwanis, Lions, Chambers of Commerce and the like. He has stressed the community appeal of theater activity and has had little trouble selling the organizations on the idea.

### Three-Way Split

In his contracts all division of profits comes after expenses are paid. Then the organization, Holmes as producer and his star divvy the profits three ways. Most of the groups will use the money for their own funds.

Treacher will play three solid

weeks, between April 18 and May 7, while Chatterton will play a like period in May.

If the tours work out this year, Holmes hopes to book four productions a year, in each of these towns, two in the fall, two in the spring, and from there it can grow to almost any size. Holmes has something like the community concert series in mind as an adjunct to his theater operations.

### Large Nut

There's a lot of money involved in the deal. Holmes has to hire a van to transport his sets and properties. He must plank down advance cash against all salaries, and he has had to spend a lot of money on scenery, which is being designed and built by Francis Mahard Jr. in Worcester. The shows will travel with complete equipment. Holmes's partner in the enterprise is Sid Sawyer of Berlin, Mass., who manages the physical aspects of the business while Holmes handles bookings, promotion and casting.

## Chorus Equity Revises Rules

NEW YORK, April 16. — An amendment to the constitution was passed by Chorus Equity at its quarterly membership meeting at the Hotel Capitol Friday (15) increasing Chorus Equity representation on the council from five members to nine and decreasing the term of service from five years to three.

The meeting elected six representatives to the nominating committee, who with three members of the executive committee will prepare the regular slate for the election of officers, council representatives and members of the executive committee. The ticket will be submitted to membership prior to the annual meeting early in June.

The nominating committee comprises the following:

For membership: Jean Houloose, Kenneth Whelan, Iyonne Tobor, Helen Wenzel, Faye Elizabeth Smith, Ruth Edberg.

For the executive committee: Maria Harriton, who will act as chairman, Kathleen O'Brien, Rebecca Lee.

## Bill Favors ANTA For D. C.'s Belasco

WASHINGTON, April 16.—The American National Theater and Academy (ANTA) would receive a lease at a "reasonable" rate on the Belasco Theater under a bill introduced in the House this week by Rep. Adam Clayton Powell (D., N. Y.). Powell stated that ANTA "is the logical operator of the Belasco as a playhouse."

The bill was referred to the House Public Works Committee, where it joins another Belasco measure introduced several weeks earlier by Rep. Emanuel Celler (D., N. Y.). Celler's bill calls for the government to lease the Belasco for legitimate use at a rate low enough for the operator to make a profit.

## Ziegfeld Benefit Dance

NEW YORK, April 16.—The Ziegfeld Club, Inc., *Follies* alumnae org, sponsors a tea dance benefit for the Actors' Fund of America May 8 from 4 to 7 p.m. at the Hotel Roosevelt. Tickets can be purchased at the door or at club's headquarters, 55 West 42d Street.

## Legit Brewing For A. C. Pier

ATLANTIC CITY, April 16. — A deal is in the works to convert the Hippodrome Theater on the Million Dollar Pier into a legit temple for the summer. The pier will be operated this season by a New York combine headed by George Costello, with the Jolly Joyce Agency, of Philadelphia, as the house booking agency. Joyce is negotiating with the road company of *The Cat and the Canary* to be the first legit attraction for the pier playhouse.

Since the Million Dollar Pier will operate under a free gate for the first time in its 50-year history, there will be a separate scale for all the theatrical attractions offered in the various sections of the pier. The plan is to present legit fare at pop prices in the Hippodrome, particularly since efforts to bring legit to other quarters at the resort have fallen thru. The deal for the Shuberts to run summer legit in Convention Hall's ballroom, as was done by other independent producers in other years without much success, has fallen thru completely because of union complications. Hope that the Warner Theater on the Boardwalk, which was refurbished earlier in the year to allow for stage fare, would play legit also piffled. The movie playhouse, successfully running Saturday night vaude shows and bringing in *Harvey* for a four-day Easter holiday run, has decided to remain a first-run film house for the summer.

A children's theater playhouse, for *Sleeping Beauty*, *Snow White* and the like, is already set for Million Dollar Pier this summer with Frank Fielder bringing in his Mae Desmond's Children's Theater. The troupe will be housed in its own 600-seat playhouse, playing week-ends only with a weekly change of shows. The Desmond troupe, however, is geared to bring in the juves.

## Todd and Philly End Feud

PHILADELPHIA, April 16.—Mike Todd's long-standing feud with the local drama critics, during which he refused to bring his shows to Philadelphia, is apparently all forgotten. The Forrest Theater has inked in Todd's proposed production of *My Darlin' Aida*, musical comedy version of the *Aida* opera, to open the 1949-'50 season September 14.

## Insure Your Vote

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

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, *The Billboard*, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

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

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## BROADWAY SHOWLOG

Performances Thru April 16, 1949

### Dramas

	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12- 8, '48	150
A Streetcar Named Desire (Barrymore)	12- 3, '47	543
At War With the Army (Booth)	3- 8, '49	36
Big Knife, The (National)	2-24, '49	60
Born Yesterday (Henry Miller)	2-24, '46	1,344
City of Kings (Blackfriars Guild)	2-17, '48	51
Death of a Salesman (Morosco)	2-10, '49	76
Detective Story (Hudson)	3-22, '49	28
Diamond Lil (Coronet)	2- 5, '49	72
Edward, My Son (Martin Beck)	9-29, '48	228
Goodbye My Fancy (Fulton)	11-17, '48	173
Life With Mother (Empire)	10-28, '48	205
Light Up the Sky (Royale)	11-18, '48	172
Madwoman of Chailot (Belasco)	12-27, '48	128
Mister Roberts (Alvin)	2-13, '48	448
Private Lives (Plymouth)	10- 4, '48	224
Silver Whistle, The (Biltmore)	11- 4, '48	167
The Traitor (48th Street)	3-31, '49	20
Two Blind Mice (Cort)	3- 2, '49	58

### Musicals

All for Love (Mark Hellinger)	1-22, '49	97
Along Fifth Avenue (Imperial)	1-13, '49	108
As the Girls Go (Winter Garden)	11-13, '49	177
High Button Shoes (Broadway)	10- 9, '47	636
Kiss Me, Kate (Century)	12-30, '48	123
Lend an Ear (Broadhurst)	12-16, '48	140
Love Life (46th Street)	10- 7, '48	220
South Pacific (Majestic)	4- 7, '49	12
Where's Charley? (St. James)	10-11, '48	216

### ICE SHOWS

Howdy, Mr. Ice (Center)	6-22, '48	393
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### OPENINGS

(Week of April 18)		
Magnolia Alley (Mansfield)	4-18, '49	

## ELT 1949-1950 Coin Drive Gets Big Start

NEW YORK, April 16.—Equity Library Theater's (ELT) campaign for a 1949-1950 coin backlog got off to a hefty start this week. Actors' Equity has already apportioned \$7,500 to underwrite the project for next season. However, the minimum goal is \$24,000 via \$1-up individual contributions, in order to guarantee the program's budget. Aline MacMahon, who spearheads the drive, reports a one-day total of \$2,105 from casts of various Stem shows.

The next step will be solicitation of general Equity membership by mail. This mailing will include agents, producers, backers and audiences who have attended ELT productions, as well as companies now on tour. Contributions may be sent to the Equity Library Theater Fund at the org's headquarters, 45 West 45th Street, New York.

## Cape May Opens June 27

CAPE MAY, N. J., April 16.—Summer stock will return to this South Jersey resort for the 25th year with the reopening of the Cape Theater June 27. S. Beryl Lush, of Philadelphia, is the new producer for the resort playhouse, and T. C. Upham, who has managed the theater for the past 10 years, will continue in that post. Following the practice of recent years, the stock company will present stage stars or featured players in the leads, filling in with Broadway regulars as supporting players.

### Out-of-Town Opening

#### THE HAPPIEST YEARS

(Opened Tuesday Evening, April 12)

#### PLYMOUTH THEATER, BOSTON

Presented by Gertrude Macy. Comedy by Thomas Coley and William Roerick. Staged by James Nelson. Setting by James Russell. Company manager, William Tisdale. Press representatives, Sol Jacobson and Lewis Harmon. Stage manager, Shelly Hull. Martha Johnson... Judy Parrish... Richard Johnson... Douglas Watson... Alida Wentworth... Jessie Busley... Clara Graves... Peggy Wood... Bertram Graves... Richard Bishop... Roger Littlefield... Jimmy Goodwin... Joan Miller... Louisa Horton... Florence Graves... June Walker... Morton Graves... Loring Smith

The Happiest Years is one of those mild little comedies which may have seemed amusing in the heat of the summer on the Strawhat Circuit. At least it was new then, and its jokes (if any) hadn't been retailed across the nation from Broadway. But on a trial spin, when it's approaching the bigtime, Years looks as tho it came out of a catalog of suitable plays for amateur drama clubs. It is most likely to last overnight, with the closing notice to be posted the following day, if it dares the rigors of Broadway.

This may sound like a vicious attack on an innocuous little entertainment which is only trying to get along. But it is more a warning. Besides, trifles approaching Broadway are trying to do more than get along. It would be best if Years were consigned to the catalogs, or sent back to the summer circuit.

Briefly this is a story about an ex-GI who has married and resumed his university studies, while trying to live with his in-laws. He gets hounded about the stubborn furnace from which he is trying to coax some heat. His mother-in-law keeps harping about the attention he pays a young librarian, who is only trying to help him with studies. There are confusions and mix-ups, misunderstandings, and a bit of comic relief furnished by Loring Smith and June Walker in the roles of a wildly exverted salesman and his wife who invade the premises for a visit.

#### Dull Characters

The characters are mainly nice people, but they also are dull. The dialog is plain and seldom funny. The play has been staged in an amateurish fashion. The physical details of the production are uninteresting.

There are some desperately determined performances by Peggy Wood, as the mother-in-law, Loring Smith and June Walker. Douglas Watson struggles thru the part of the student, Judy Parrish tries hard as the not-too-bright young wife. Louisa Horton seems rather wasted in the role of the young librarian, while Jessie Busley adds some good comic touches as an elder one. Richard Bishop is somewhat lost in the shuffle as the head of the house.

Happiest Years is a good first try for a couple of actors, Coley and Roerick—turned playwrights. But they should have put this one aside, as a practice piece, and gone on to something else. Bill Riley.

#### Show-of-the-Month Club

PHILADELPHIA, April 16.—The newest merchandising wrinkle to stimulate legitimate theater attendance will be offered here by Donald Lincoln in setting up a Philadelphia Show-of-the-Month Club. Following the pattern of all the other clubs-of-the-month, this one will offer a special rate to members for a selected legitimate show each month. There is already in existence here a First Night Club, sponsored by the Shubert theater management, with membership limited to industrial plants, banking institutions and other large institutional groups. First Nighters pay only \$1 for selected opening nights.

## Crix 6-3 Vs. "Chaillot"(Dec.), Now Vote It Year's Top Import

NEW YORK, April 16.—A foregone conclusion became reality Tuesday (12) when the New York Drama Critics' Circle met for its annual legit accolade session at the Hotel Algonquin. Arthur Miller's drama, *Death of a Salesman*, rolled up a hefty majority of 23 votes as the best American play of the season. Two ballots were cast for *Anne of the Thousand Days* and one each for *The Silver Whistle* and *Summer and Smoke*.

What might be considered something of a surprise was the heavy and victorious poll of the late Jean

Giradoux's *Madwoman of Chaillot* as the best foreign contribution of the year, viewed in the light of its mixed preem night (December 27) critical notices (*The Billboard* scored the aisle experts of the nine met dailies as 6-3 against the Maurice Valency adaptation). *Madwoman*, however, was Tuesday's top choice with 22 votes. Three went to *Edward, My Son* and two to the New Stages' Downtown production of Jean-Paul Sartre's *The Victors*.

The musical citation went to the Rodgers-Hammerstein-Logan *South Pacific* (18) over *Kiss Me, Kate* (6). *Love Life* got one vote.

There will be no cocktail party this year for the producers and casts of the winning plays. However, the results will be broadcast tonight (16) from 7:30 to 8 via the American Broadcasting Company over WJZ, featuring a 20-minute excerpt from *Salesman*. So the aisle squatters' chips are down for another year. The Circle will not meet again until September, when new officers will be elected and new memberships considered.

### Cohasset Barn Gets Somnes as Producer

BOSTON, April 16.—George Somnes, for 12 years the director of Elitch's Gardens Theater, Denver, Colo., has been appointed producer for the new South Shore Playhouse, which opens its season in the Cohasset Town Hall July 4.

Somnes will have complete charge of the new Hayloft, now being operated by a group of wealthy South Shore residents. Mrs. Osgood Perkins will be the business manager. Present plans call for an eight or nine-week season with a permanent Equity company.

Cohasset has had a summer theater since 1933, when Raymond Moore, then operating the Cape Playhouse, Dennis, Mass., brought plays to the town for three days a week. The summer the house was taken over by Alexander Dean, of the Yale Drama School, who operated it until his death in 1937. After that, Mrs. Dean, Frederick Burleigh and Richard Hoover, of the Pittsburgh Playhouse, ran the theater until last summer, when Burleigh and Henry Boettcher, of Carnegie Tech's drama department, shared the job.

Cohasset has many wealthy residents who have long been interested in the theater. They were not happy with the types of plays, nor their productions, in recent seasons, and wanted to have a definite say in the management themselves. Therefore they organized the South Shore Playhouse Associates to finance and set the policy for what is nearer a community theater than a commercial summer playhouse outfit.

However, they do not intend to interfere in the management of the theater and hence have engaged well-known pros like Somnes and Mrs. Perkins to run the enterprise. They deny that they have frozen out the Pittsburgh group.

### ROUTES Dramatic and Musical

- Allegro (Great Northern) Chicago.
- Annie Get Your Gun (Poché) New Orleans, 18-25.
- Anna Lucasta (Walnut St.) Philadelphia.
- Ballet Russe de Monte Carlo (Royal Alexandra) Toronto.
- Born Yesterday (Town Hall) Toledo, O., 18-20; (Auditorium) Rochester, N. Y., 21-23.
- Brigadoon (Cass) Detroit.
- Cat and the Canary (Playhouse) Wilmington, Del.
- Evans, Maurice (Mayfair) Portland, Ore., 18-20; (Metropolitan) Seattle, Wash., 21-26.
- Finlan's Rainbow (Shubert) Chicago.
- Gayden (Shubert, New Haven, Conn., 21-23.
- High Button Shoes (Omaha) Omaha, 18-20; (KRNT Radio) Des Moines, 21-23.
- Happiest Years (Plymouth) Boston.
- Harvey, with Joe E. Brown (Ford) Baltimore.
- Harvey, with Frank Fay (Lyceum) Minneapolis.
- Inside U. S. A. (Nixon) Pittsburgh.
- I Know My Love, with the Lunts (White) Fresno, Calif., 21-22; (College Aud.) Sacramento 23.
- Mr. Adam (Blackstone) Chicago.
- Mr. Roberts (Erlanger) Chicago.
- Medea (Shubert) Boston.
- Mrs. Gibbons Boys (Wilbur) Boston.
- Oklahoma (Metropolitan) Providence.
- Oklahoma (Parkway) Madison, Wis.
- O Mistress Mine (Melba) Dallas, Tex., 20; (Paramount) Austin 21; (Texas) San Antonio 22-23.
- Present Laughter (Forrest) Philadelphia.
- Red Shoes (Selwyn) Chicago.
- Street Car Named Desire (American) St. Louis.
- Show Boat (Hanna) Cleveland.

### Off-Broadway

#### JUNE NIGHT

(Opened Tuesday, April 5)

#### NEIGHBORHOOD PLAYHOUSE

A drama by Kenyon Nicholson. Staged by Sanford Meisner. Settings by Paul Morrison. Production manager, James Doohan. Technical supervisor, Howard Jondi. Stage manager, Ben Ganz. Presented by the Neighborhood Playhouse School of the Theater.

- Cliff Gantz ..... Robert Sagalyn
- Ella Gantz ..... Helen Livingstone
- Buzz Johnson ..... Martin Kent
- Homer Diltz ..... Byrd Holland
- Winfield Stout ..... Edward Connors
- Arlene Hooper ..... Nancy Wells
- Wallace Tinsman ..... Robert Freeman
- Grover Paxton ..... Richard Morris
- Rhoda Carver ..... Edith Franklin
- Leonard Kerr ..... Zach Matalon
- Frances Night ..... Christine Karner
- Lloyd Fedrick ..... Talbot Ferguson
- Irma Lucas ..... Anne Shaw
- Glaude Swazze ..... Hal Riddle
- Harvey Bodine ..... Robert Jones
- Miss Spangleman ..... Lois Keith
- Marvin Kinney ..... Lenning Davis Jr.
- Dora Roach ..... Joan Watson
- Blanche Hendricks ..... Frances Ingalls
- Earl Hendricks ..... Reginald Rowland Jr.
- Roy Titus ..... Peter Brandon
- Jewel Hendricks ..... Lucy Vines
- Reba Clark ..... Diane Walter
- Ruth Tabor ..... Dorothy McGovern
- Hobie Morgan ..... James Broderick
- Albie Kline ..... Don Taylor
- Midge Ondyke ..... Delphina Brownlee
- Leona Skillman ..... Cathy Parsons
- Otis Skillman ..... Jack Ramsey
- Art Manson ..... Leslie Nielsen
- Others: Barbara Fox, Bobby Briggs, Jerry O'Loughlin, Elizabeth Caldwell, Patricia Philipp, Douglas Martin, Byron Meyer, Judy Young.

The youthful aspirants of the Neighborhood Playhouse presented, for their major spring play which climaxes the course for senior year students, the musty, frothy *June Night* by Kenyon Nicholson, which some years ago lasted all of three days on Broadway. The Playhouse showed off another good crop of pre-graduates despite the handicap of the play, as inane a piece of trivia as could be selected. Obviously, however, the opus was chosen with an eye to maximum participation, no fewer than 38 parts being included.

The play deals with a romantic triangle in which a sought-after miss is confronted by her former love, who has just been released from a prison stretch resulting from a dispute with the lad who now is engaged to the lass. James Broderick displayed excellent changes of mood as the distraught Hobie Morgan, fresh from durance vile, and Peter Brandon, as the scheming fiance, Roy Titus, showed genuine ability to arouse the audience's contempt and resentment. Lucy Vines was a lovely as well as harried Jewel Hendricks, drawing the most from a part which offers several good opportunities. These three, in their presentation of characters as fully rounded as the script permits, evidenced a talent presaging bright pro futures.

A number of others flashed real imagination in the development of lesser parts, notably Don Taylor, Reginald Rowland Jr., Richard Morris, Lois Keith, Robert Sagalyn and Helen Livingstone. Christine Karner, already a legit pro, also contributed a nice character bit.

Direction by Sanford Meisner strove valiantly to lift the material above its pedestrian level. Paul Morrison's sets were appropriate. Sam Chase.

the effort will be more than worth while. The SMC is to be congratulated on giving them a bang-up showcasing Bob Francis.

### "Talent '49" Tops '48 Talent Show

NEW YORK, April 16.—Last year the workshop committee of the American National Theater and Academy (ANTA) inaugurated a successful experiment in showcasing the talents of legit unknowns. They called it *Talent '48*. Tuesday (12) the Stage Managers' Club (SMC) (under ANTA sponsorship) presented this year's edition at the 46th Street Theater. *Talent '49*, produced by Monore Hack, William Hammerstein, David Pardoll, John Fearnley and John Effrat, from the point of view of slickly professional staging, tops its predecessor. A lot of youngsters of the theater definitely owe the SMC an all-out vote of thanks.

For a full three and a half hours, music and lyric writers, choreographers, dancers, singers and actors had a golden opportunity to display their wares to a full congregation of agents and producers, not to mention other legit tradespeople who packed the house to the back of the top shelf. Many of them have not yet had a Stem break or, if employed theater-wise, haven't made better than various ensemble or understudy chores. Some were excellent, some good, and some not so good, but all had a fresh and boundless enthusiasm—and most of them something definite to sell.

#### High Spots

Space obviously can't permit a review of so lengthy a program in detail. However, in one reporter's opinion, outstanding contributions which ought to catch the managerial eye were made by Christine Karner, Marilyn Cantor, Elizabeth Dillon, Adele Robertson, Vaughn Taylor, William Whitman and Henry Lascoe. Included, likewise, should be Kaye Ballard, altho her material—highly polished via off-Broadway vaude and club stints—seemed something of a ringer in this sort of competition. There was some good dancing and good singing, even if the over-all choreography showed nothing particularly original and no song or lyric registered better than mildly pleasing on the ear.

Just how many gainful occupations *Talent '49* will spark is a question. There are too few employment ap-ples to go 'round as it is. But it is a really wonderful thing to see show business get together to give its unknowns a superlative break to be seen and heard. If jobs come the way of even a handful of the kids,

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## Second Drive-In Set For Burlington, Vt.

BURLINGTON, Vt., April 16.—This area's second drive-in theater, accommodating 400 cars on eight and three-quarters acres of land, became virtually certain when Malletts Bay Amusement Corporation of Colchester, Vt., filed articles of incorporation with the secretary of state at Montpelier April 4.

Incorporators include Gordon Jarvis, treasurer; Edward J. Perrotta, president, and former Municipal Court Judge John J. Deschenes, clerk.

The incorporators were granted the right to operate at a site half way between Thompson's Point and U. S. Route 7 in the so-called Malletts Bay resort area. Jarvis said the project is expected to be completed and operating by late May. The area's first drive-in is located about three miles from Burlington. The new project will be about eight miles distant.

## Ink Hampton White For "Dracula" Lead

HOLLYWOOD, April 16.—Hampton White, former leading man with the *Lend an Ear* company on the West Coast, has been signed to do the leading role in a road company of Bela Lugosi's *Dracula*.

White formerly did leads with Brunk's Comedians in Texas and for two years appeared with Captain Reynold's Majestic Showboat on the Ohio River as leading man.

Following the road tour of *Dracula*, White will go into Lugosi's picture, *Strange Deception*, the first feature film to be made in third dimension.

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## Memories of Rep Trouping

By Will H. Locke

THAT SEASON of 1895-'96 with Josh Henderson's rep show was one of many vicissitudes. Business in Texas was bad. Salaries were habitually bashful. As was the custom in those days, the management paid railroad fare and board, the latter being usually the \$4-a-week-boarding-house kind. The most important matter was that the box-office receipts were sufficient to cover those two items before salaries could be paid.

At Stephenville, Tex., the opera house was upstairs over a saloon. While we were rehearsing one morning the soft strains of *Home Sweet Home* came floating up thru the open windows. We all stopped, looked at each other and rushed to the windows. Down in the street an old Italian was turning the crank of his wheezy old organ and a little monkey on a long chain was passing his funny little cap among the crowd. The same thought was in all our minds, but nobody spoke, and we resumed rehearsal. The next morning while at breakfast, a boy dashed into the dining room and piped:

"Opery house come purty near burnin' down last night!"

The old superstition seemed to have held true to form. We found a big hole burned in the stage but no further serious damage. Our play the night before finished with an explosion made with powder and ground cork shot from an iron keg, showering sparks over the stage. Some went down thru holes in the floor that had been bored to hold the hooks of guy wires for the rigging of a circus act that had played there. The bartender in the saloon below told us that at 3 a.m. sparks fell on the bar and he saw the fire and gave the alarm in time so that the fire was quickly put out.

"I knew something would happen when we heard that tune!" said our old character man.

We had no pianist, so had to use some local musicians. And that was a headache. While they were often good musicians, they knew nothing about playing for specialties, cues, or faking incidental music.

We really had a very clever company. Our manager, Josh Henderson, his wife Juno Barrett, and her mother Mellie Barrett, and Edward Mills a fine old Shakespearean actor who carried himself with that dignity and courtesy of the old school thespian, were seasoned troupers. Being the youngest man in the company, I played the juveniles and was stage

manager and property man.

We had no advance agent, so Josh booked by letter or telephone, and, as opera house managers usually had other business, the opera house was a side line, often badly managed and advertising poorly done or neglected entirely. Hence, our openings were usually very slim and we would have to work up business for the rest of the week. A couple of boys, one carrying a banner and one a bell, paraded the town while other boys ran along passing out hand bills. The boys always worked for passes.

There are many stories about barnstorming and about the opera house being filled with hay. We realized the truth of those old legends. It was my habit upon arriving in town to first get set for room accommodation, then go to the opera house to see what it was like. Josh booked one town on short notice and sent the advertising matter by express, a week ahead of the opening date. When we arrived there not a bit of advertising was to be seen anywhere. So, of course, the only one who knew the show was coming was the local manager. He was a banker. Josh and I went to see him and he told us that he was too  
(See *Rep Trouping* on page 108)

### New Drive-In for Roanoke

ROANOKE, Va., April 16.—Max W. Holland and R. C. Saunders, Charlotte, N. C., operators of a chain of drive-in theaters in the South, have begun construction of a new drive-in on Route 117 near here. The theater, accommodating between 400 and 500 cars, will cost \$85,000. It is expected to be in operation by May 15.

### Reidsville Drive-In Bows

REIDSVILLE, N. C., April 16.—Midway Drive-In Theater, latest venture of the Reidsville Amusement Company, which owns and operates Reidsville's three movie houses, opened April 12. Located between Reidsville and Leaksville at the junction of highways 87 and 65, the new drive-in has a capacity of 350 cars.

### Nix Conn. Drive-In Bid

HARTFORD, Conn., April 16.—Application by Charles Alaimo for a change of classification on property in near-by Thompsonville, Conn., to permit the construction of an outdoor film theater has been denied by the Thompsonville zoning board.

## REP RIPPLES

**K. L. ELLERY** has a pic-vaude show in the Chatsworth, Ga., area. . . . **Sonny Houston** is playing Southern New Hampshire with a show-dance trick. . . . **Beard's** pic show is around Frederick, Okla., and will take on some flesh acts before going into established Texas territory. . . . **Earl Carter** is prepping a small show in Moscow, Idaho, and will play Western Idaho and Eastern Washington spots. . . . **Jack's Pawnee Show**, owned by **Jack Riskey**, will open soon near Wilkes-Barre, Pa. . . . **Anthony Guilford** has an option on a site for a summer theater near Waterville, Me. . . . **Greeley's Show** will open soon near Helena, Mont., and play established territory in that sector. . . . **Herman E. Elwood** has 16mm. pix in the Clatskanie, Ore., area. . . . **Builer's Show**, which has been in Western Pennsylvania recently, soon will move into New York. **Hilltop Players** are a new group for Denver, with the unit in its eighth week of sponsored dates. . . . **William R. Rawley** has finished six months of sponsor dates with a solo flesh show. . . . **Haley's Museum** has been playing Western Kansas to only fair

business. . . . **Gene Fletcher**, old-time rep and legit actor, will break in a solo show in New England soon, with the idea of making a nationwide tour in the fall. He will use **E. F. Hannan's** "Minstrel of the Yukon." . . . **E. W. Doyle** recently finished promotion of six minstrel shows in Northern New York cities. He's arranging to take on a summer theater spot near Malone, N. Y. . . . **Thornton Hix** has his 16mm. pix working Penobscot County, Maine, to fair returns. . . . **Glober's School Show**, which has been playing around Boise City, Okla., to fair results, will move into New Mexico soon to play halls and schools. . . . **Strickland's Minstrels** have been playing sponsored dates around Baltimore.

**HERBERT D. OSLER**, old-time rep and road showman, is completing plans to open an entertainment bureau in Portland, Ore. . . . **Gregory's Texas Show** has been playing around Brownsville, Tex., recently with pic and vaude features. . . . **Earle Newton** plans to stick pretty closely to Western and Toby bills  
(See *Rep Ripples* on page 108)

## 200G Drive-In Set For Milford Sector

MILFORD, O., April 16.—Work on a new drive-in theater going up on a tract between U. S. Route 50 and State Route 28, east of the Milford village line, began late this week, according to officials of the Milford Amusement Company, which will operate the theater.

To cost about \$200,000, the drive-in will be finished and operating by late May, said an official of the firm handling construction work. The theater will offer space for 750 automobiles and have modern facilities.

Officials of the operating company are Verne H. Williams, president; A. C. Hummel, vice-president; Charles L. Schmidt, secretary; Rodney L. Scott, treasurer, and A. M. Fessel, M. R. Snider, Lester Oder, Robert M. Hair, Walter C. Doll and James B. Parker, directors.

### Sandusky Drive-In Opens With Double Feature Sked

SANDUSKY, O., April 16.—Sandusky Drive-In Theater started its second season Friday (15) with a double-feature program. Operated by Seitz Amusement Company, the drive-in can accommodate 600 cars and 200 pedestrians. Double-bills will be changed Sundays, Wednesdays and Fridays.

Ops are uncertain how many shows may be given during summer months due to daylight saving time. A city ordinance provides for fast time from April 24-September 25, but farmers, theater interests and others have petitioned for ordinance repeal.

### Gardner Spot for Montpelier

BURLINGTON, Vt., April 16.—Jack Gardner, Schenectady, N. Y., operator of this city's first outdoor theater, recently announced plans for construction of a new theater, to be known as Twin City Drive-In, on U. S. Route 7 between Montpelier and Barre, Vt. Clearance and installation work started April 5. The theater is expected to be completed in late May.

### Another One for S. Jersey

CAMDEN, N. J., April 16.—Clifton Drive-In at near-by Clifton Heights, being erected by Park Drive-In Theaters, is expected to be ready by June. It makes the third open-air theater for this South Jersey territory. The other two, which opened last week for their second season, are Paradise Drive-In at Gloucester and the near-by Varbalow's Garden State Drive-In.

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# THE FINAL CURTAIN

**BELLOWS**—Johnson McClure, 79, former newspaperman, concert manager and Episcopal cleric, April 8 in New York. Following his music critical work for newspapers, Bellows became manager of the Chicago office of Columbia Concerts, Inc., from which post he retired in 1935. Prior to 1908 he served in the ministry. His sister survives.

**BENES**—Jara, 52, operetta composer, April 10 in Vienna. He wrote 17 operettas and 56 film scores.

**BONDI**—Amedeo, 74, one of the founders of the Eastern States Exposition, Springfield, Mass., and former president of Commercial Trust Company, April 11 in that city. He had been in retirement 20 years.

**BOSTWICK**—Maurice L., 58, formerly associated with the Albert Taylor, Roy E. Fox and Harley Sadler rep shows, and at one time operator of his own tent show, recently in Brook General Hospital, San Antonio. Survived by his widow, his mother, two brothers and two sisters. Burial in National Cemetery, Houston.

**BROWN**—Marshall Lochte, 45, former circus performer, April 1 in Dallas.

**CODY**—Ira L., 70, concessionaire with the Chamberlain Shows, March 13 in Oldsmar, Fla. Survived by his widow; son, Howard, and a sister, Mrs. Minnie Eaton. Burial in Mount Hope Cemetery, Lapeer, Mich.

**CRAWFORD**—Major W. H., retired wild animal trainer, March 19 at Wapakoneta, O., where he made his winter home. His summer home was at Cleveland, N. Y. He was with various circuses, including Bostock's, Barnum & Bailey, Hagenbeck & Wallace and John Robinson and played the old Keith vaudeville circuit. Burial March 21 was in Greenlawn Cemetery, Wapakoneta.

**CRUGER**—Paul, 55, Hollywood writer's agent, in that city April 7 of a heart attack. Survived by his mother, Agnes. Burial in Forest Lawn, Glendale, Calif.

**CURTIS**—Jack, 68, veteran vaude agent, April 6 in New York. A former dialect comedian, he teamed with a number of people in vaude, including Charles Allen, with whom he went into the agency business. Later combining in a syndicate, he handled most of the bookings in Europe. Curtis often represented other agencies for the RKO circuit, with whom he held a franchise. He also backed many legit shows. His widow, the former Mabel Ford, of vaude's Ford Sisters, two sons and a daughter survive.

**DONOVAN**—James B., 86, veteran vaudevillian, March 26 in Boston. Billed as Donovan and Lee, his act played all of the old vaude circuits. He was known to showbiz as the "King of Ireland." His legit appearances included the role of Captain Kelly in the London production of George M. Cohan's *Little Nelly Kelly*, and a part in *Ivy Leaf*. His brother, John, and a son, King, survive. Burial in Boston.

**DUNCAN**—Mrs. Essie May (Essie Fay), 66, outdoor show, vaude and film performer, April 7 in St. Petersburg, Fla., of a heart attack. Said to have been the first person to work wild animals in silent movies, her first movie work was with the old Sestic Picture Company, of Chicago; later she was with Universal Pictures in Los Angeles. In the outdoor field she had been with the C. W. Parker, Cor. T. Kennedy, C. A. Wortham and Johnny J. Jones shows with a trained horse act, which she also worked in vaude. Survived by her husband, G. M. Duncan, and two brothers, Forrest and Alvin, both of La Fayette, Ind. Burial in La Fayette.

**DYER**—Eddie P., 52, vaudevillian in the team of Walzer and Dyer, April 8 in Chicago.

**EMERSON**—May, 77, former burlesque leading lady, March 29 in Los Angeles of a heart ailment. Appearing in support of her husband, Joe Emerson, comedian, her last show was with Jacobs and Jermon's *Golden Crooks*. Burial in Mount Carmel Cemetery, Cypress Hills, L.I., N. Y.

**FRANCE**—Charles V., 80, veteran character actor, April 13 in Gerrards Cross, England. Most of his career was on the London stage, but he appeared in many Hollywood films.

IN MEMORY OF  
**Camille (La Villa) Fleckles**  
Who Passed Away April 19, 1946  
Sadly Missed by  
**ETHEL ROBINSON**

**GATTS** — George M., 64, former legit producer, April 8 in Hollywood. Formerly a concert manager, Gatts for the past 10 years managed Veloz and Yolanda. His widow, Grace, who survives, was the star of many of his road companies on the old Stair and Havlin circuit.

**GIELGUD**—Frank, 88, father of the actor, John Gielgud, April 12 in London.

6 in Columbus, O. His daughter, brother and two sisters survive.

**HIDALGO**—Luis Alberto Diaz, 60, popular Chilean circus clown known as "Tony Chalupa," April 12 in Santiago. Beginning his career in the theater, he later went into circuses, and after many tours of Latin-American countries, he won the reputation as the "King of Laughter."

**KELLEY**—George F., 68, one-time minstrel show performer, April 5 in Youngstown, O. His widow, son and three daughters survive.

**KRABILL** — George E., 63, composer of march songs, notably *The Baton*, April 1 in Canton, O. He was with the Thayer Military Band for 35 years.

**LEATHERMAN** — Fred (Tex), whose family has been associated with various carnivals for the past 15 years, including the W. G. Wade, Cetlin & Wilson and Marks shows, April 6 in Richmond, Va. Survived by his widow, Rose, now residing

carnivals, April 4 in Winston-Salem, N. C. Burial April 5 from the Hovis Funeral Home, Charlotte, N. C. Also surviving is a daughter, Mrs. Nell Moore, Jacksonville, Fla., and several grandchildren.

**SCHMITZ**—Phillip, composer and musician, April 6 at his home in Atlantic City. He was a member of the Philadelphia Orchestra for 18 years. He leaves his wife, Emily, a daughter, three brothers and two sisters. Burial in Atlantic City April 9.

**SHERMAN** — Frank, 61, former singer and night club operator, March 21 in Chicago. He had been a club operator for 20 years. His widow and two sons survive.

**SMITH**—William H., 73, puppeteer, March 19 at his home in Margate, N. J. He came to America in 1913 from England, where he gave seven command performances of his Punch and Judy show at Buckingham Palace, and toured the Fox theater circuit from coast to coast in this country and appeared in several motion pictures. Survived by a brother, Albert, who has a similar act on the London stage; his widow, Ethel, who was also on the stage under the name of Ethel Beaumont, and a son, William J. Services March 22 in Margate, N. J., with burial in Pleasantville, N. J.

**SNOW** — Mrs. Christine (Mother Snow), 97, wardrobe mistress for many years, April 11 in Chicago of a heart ailment. She was wardrobe mistress at the Chicago Civic Opera House for 27 years and traveled with the *Ziegfeld Follies*. Born in Denmark in 1851, she came to this country in 1869. At one time a dance teacher in Chicago, her last professional work was with the *Great Waltz* in 1936. She was a member of the Show Folks of America, San Francisco. Burial in Elmwood Cemetery, Chicago, April 14.

**SPANAGEL**—Mrs. Margaret, 43, wife of G. E. (Mike) Spanagel, treasurer of Cohill Theater, Inc., Cincinnati, April 12 in Christ Hospital, that city. She also leaves a daughter, Jane; son, Walter; brother, Frank, and her father, Walter Stout. Burial in Spring Grove Cemetery, Cincinnati.

(See Final Curtain on page 106)

## WALLACE BEERY

Wallace Beery, 65, veteran screen actor, whose character portrayals brought him world-wide fame, died at his home in Hollywood April 15 of a heart attack.

Born on a farm in Western Missouri, Wallace's first experience in stage work was in the stock company his brother was working in in Kansas City. Early in life Beery also trouped with circuses as an elephant man. Later, upon discovering that he possessed a good singing voice, he obtained a job in a musical comedy in New York.

Since 1913 Beery played in over 250 pictures, and in 1931 he won an Academy Award for his performance in *The Champ*. Wallace started in motion pictures as a comedian and appeared in a long series of silent films as a Swedish housemaid. His first dramatic picture, Marshall Neilan's *The Unpardonable Sin*, was the beginning of a sensational career which placed him among the top-flight character actors.

Some of his early-day pictures include *Behind the Door*, *The Devil's Cargo*, *The Pony Express*, *Partners in Crime*, *The Big Killing*, *Beggars of Life*, *Chinatown Nights*, *A Message to Garcia* and *Good Old Soak*.

He leaves an adopted daughter, Carol Ann; his ex-wife, Mrs. Reta Beery; a brother, Will, and a nephew, actor Noah Beery Jr. Burial in Forest Lawn Memorial Park, Glendale, April 19.

**GIANNONE**—Peter, 42, for the past 10 years maitre d' at Frank Palumbo's Theater-Restaurant, Philadelphia, April 9 at his home in that city. He leaves his wife, Olga, his mother, four sisters and five brothers. Burial in Holy Cross Cemetery, Philadelphia, April 13.

**GRAHAM**—Morland, 57, British stage and film performer for 35 years and noted for his portrayal of the World War I cartoon character, "Old Bill," April 8 in London. During World War I he was a member of the company called "The Jocks," which entertained front-rank troops. In 1923 he made his debut on the London stage in *Campbell of Kilmhor* and followed that with six years in the Alfred Denville Stock Company. From 1929 to 1931 he toured the principal music halls of Great Britain and Ireland in his own act. Later he appeared with the Westminster Theater in London in such shows as *The Anatomist* and *Six Characters in Search of an Author*. Graham's New York debut was in 1937 when he appeared in *George and Margaret*. An interpreter of Shakespeare, he was a member of the Old Vic Repertory Company from 1932 to 1934. His widow survives.

In Fond Memory of  
**Rosey Hulse**  
APRIL 29, 1947  
Hazel and Dwayne Steck

**HAYMER**—Herbie, 35, associated with Axel Stordahl, Paul Weston and Ray Noble's orchestras, April 18 in Los Angeles of injuries sustained in an auto accident. Survived by his widow, Betty Jane, and two sons, Herbert and Steven.

**HEACOCK** — Harry, 63, veteran vaude performer for 25 years, April

with her sister, Mrs. Earl Epps, Richmond; her mother, Mrs. T. H. Leatherman, one brother and four sisters of Dallas. Burial in Mount Calvary, Richmond, April 10.

**LEVINE**—Harry B., former treasurer of the Regular Associated Troupers, Los Angeles, and a member of the Pacific Coast Showmen's Association, April 8 at his home in Los Angeles of a heart attack. Survived by his widow, Martha, well known in outdoor show business, and a son, Samuel. Burial in Los Angeles.

**LUSBY**—Lloyd L., 40, carnival trower, April 3 in Tulare, Calif., of a heart attack while appearing with the M. E. Arthur Imperial Exposition Shows there. He had been working for Joe Krug, vice-president of the Pacific Coast Showmen's Association (PCSA), for several years as cook-house manager. A member of PCSA since 1942, Lusby had been active in club affairs up until his death. Survived by his widow, Florence. Interment in Showmen's Rest, Evergreen Cemetery, Los Angeles.

**MARMEIN**—Mrs. Anna Engleton, 71, lecturer and teacher, April 10 in New York. She was the mother of the Marmein Sisters, vaude dancers and mimes since 1924.

**MCCARTHY**—Jerry E., 58, superintendent of the Salt Lake County Fair at Murray, Utah, for the past seven years, April 10 in a Salt Lake City hospital of coronary occlusion.

**POSSER**—Carlos, 99, dean of Portuguese actors, April 12 in Lisbon.

In Loving Memory  
Of Our Dearly Beloved One  
**ROY E. RAY**  
who passed away one year ago  
May 9, 1948  
Wife, Ferne Ray  
Daughter, Shirley J. Ray

**RAY**—Mrs. H. F., 88, mother of Irving C. Ray, secretary of various

# COLE DEBUTS IN RAIN, COLD

## Evening Draw in Louisville Okay Despite Weather Break; Variety Program's Keynote

Colleano and Hannefords Top 'Circusy' Line-Up in '49 Box

By Hank Hurley

LOUISVILLE, April 16.—Despite bad weather—rain in the afternoon and wintery winds at night—Cole Bros.' 1949 bow here Thursday (14) went off without a serious hitch and the program proved as entertaining and circusy as advance notice said it would. The show winds up its four-day stand here tomorrow with a matinee only and then hits Owensboro, Ky., and its regular route. Business here opening day was better than expected. The matinee house was light but at night it was better than three quarters, the latter surprising in view of the fact that a deluge hit the city about 2:30 p.m. and lasted almost two hours. By 6 p.m. it was cold. Tickets are pegged at \$1.20 and \$2.40 for matinee and \$1.50 and \$2.75 at night.

Jack Tavlin, general manager of the show; Vander Barquette, the director, and F. Beverly Kelley, director of press and radio, expressed satisfaction with the way the show went off. Outside of the usual opening-day bugs, the performances, especially at night, clicked in workmanlike fashion and the night audience proved responsive.

Tavlin, earlier this season, had announced that the show would emphasize strictly circus routines. The show Thursday lived up to that statement.

### Names Lacking

While the program may lack names, altho there are Con Colleano, the Zacchinis, Burt Lancaster and the George Hanneford family (the latter two on for limited engagements), it compensates with variety and plenty of fast-moving displays.

Unlike previous years, when the show was under the banner of Zack Terrell, there is no spec. Performance gets under way with the show's nine bulls, worked in three rings under the direction of Arky Scott, and from then on its strictly circus.

Without doubt the program will lose strength when the Hanneford family moves Sunday to Syracuse, to join Frank Wirth's Shrine Show, but this will partially be made up when Dorita Konyot is able to take her place in the program. Her horse is laid up with a foot injury, but the act is expected to join within two weeks.

### Colleano Stars

Con Colleano, recently returned from a successful European tour, has lost none of his ability to warm up an audience. One of the top wire performers, Colleano, with an eye-catching wardrobe, gets the interest of spectators from the start and then bows out to thunderous applause with his forward somersault.

Lancaster, a former circus trouper but better known as a movie idol, gives a good account of himself as a bar performer. With his old-time circus partner, Nick Cravat, the two trouped with Kay Bros. Lancaster, after a short speech, moved into his act, which, on opening night, caused spectators, especially the fems, to emit plenty of oohs and aahs. Apparently they weren't expecting as much circus action from a movie idol.

### Hannefords Hit of Show

The George Hanneford Family, rated one of the top-notch riding (See Cole Bows on page 65)

## Court Padlocks One Hot Springs Showmen's Club

HOT SPRINGS, April 16.—A temporary injunction order padlocking the Showman's Club, 732½ Central Avenue, has been issued, and an April 25 date set for hearings on a petition to permanently close the club. The order was issued by Circuit Judge Clyde H. Brown.

Not to be confused with the Hot Springs Showman's Association, of which Noble Fairly is president, the padlocked club was the scene of a gambling raid February 19. A petition for the club's closing was filed by prosecuting attorney Julian Glover upon the recommendation of the Garland County Grand Jury.

Another petition filed asks revocation of the club's certificate of incorporation as a benevolent organization.

Should the club lose its charter as a charitable organization, Glover said the action would set a precedent.

Wordings of the two petitions are similar. Both allege that the club was operating as a gambling establishment in violation of its certificate of incorporation as a non-profit charitable organization; that gambling was permitted daily for money or anything of monetary value; that poker games were played daily with the club receiving \$1.50 per hour from each individual player in the games, and that bets were accepted on horse racing, and that the club was not limited to show people and that anyone desiring membership in the club could obtain it.

H. L. Blake, named as chairman of the club's board of directors in a grand jury true bill charging him with keeping a gambling house, posted a \$1,000 bond with the sheriff.

## High Diver Jamison Inks Scandinavian Park Dates

OSLO, Norway, April 16.—Captain Jimmy Jamison, American high diver, arrived here last week from Copenhagen and will play a string of park dates in Norway, Sweden and Denmark.

Jamison opens at Stavanger Saturday (23) for a week and then plays Tivoli Park in Bergen and the park at Christianstad, both one-week stands.

### What's in a Name?

## Plenty, Court Agrees With Gene; Bans Doug AUTRY Circus Billing

AUSTIN, Tex., April 16.—Gene Autry has obtained a Federal Court injunction restraining Dailey Bros.' Circus from using his brother Doug's name in small print while displaying the name "Autry" in big letters.

The circus will have 30 days in which to use its present supply of posters on which "Doug" is in small print, it was agreed. In addition, railroad cars of the circus will not carry the name "Doug Autry" at all. Instead they will carry the name of Ben C. Davenport, Gonzales, Tex., owner of the show.

### Gene Testifies

Gene himself spent considerable time on the witness stand the first day of the two-day hearing here this week.

He had sued for an injunction because his "brother is not a professional. He is bound to give a poor performance." Gene told the court his name was being used for publicity. He said he asked Bill Moore, circus official: "Suppose this boy's

name was Douglas Johnson? Would you pay him \$500 a week?"

"Are you kidding?" Gene quoted Moore, "certainly not."

Davenport testified he hired Doug because he "wanted a performer who could sing thru his nose" to take part in an act with 20 banjo-playing girls from Mexico.

Federal District Judge Ben Rice granted the injunction after attorneys had agreed on terms.

## Ariz. Rodeo Draws 75,000 In Six Shows

Gate 4% Under 1948

PHOENIX, Ariz., April 16.—Approximately 75,000 persons attended the six performances of the 1949 Phoenix World's Championship Rodeo at Arizona State Fairgrounds here, April 8-9. R. C. (Pat) O'Hara, general chairman, estimated income from ticket sales at about 4 per cent less than last year.

Sponsored by the Phoenix Junior Chamber of Commerce, the event awarded \$27,000 in prize money.

Bill Linderman, Red Lodge, Mont., who won top place in saddle bronk riding events, was named world's champion all-round cowboy.

Other event winners were: Steer wrestling, Stanley Gomez, Napa, Calif.; cutting horse contest, Philip Williams, Tokio, Tex.; team roping, Jim Brister and Jim Hudson, Lordsburg, N. M.; calf roping, Jess Goodspeed, Lordsburg, and Brahma bull riding, Buck Rathford, Delenore, Okla.

## New Arena Seen For Pittsburgh

PITTSBURGH, April 16.—Pittsburgh's dream of a new major sports arena may be realized in the not too distant future, if plans of John H. Harris, this city, materialize.

Harris, owner of the Pittsburgh Hornet hockey team, originator of the *Ice Capades*, president of the Arena Managers' Association and organizer of the Pittsburgh Variety Club, among other things, has announced he plans to build an arena here that will seat 11,500 for hockey and approximately 15,000 for other events, such as boxing, wrestling, ice shows and rodeos.

How soon the building will go up, and where, has not been decided, James G. Balmer, Harris's right hand man, reported this week.

Best guess is it will be another year, possibly, before actual building starts.

Pittsburgh's only big-time arena is the Gardens in Oakland. It seats 5,100 for hockey and around 6,000 for other events.

## Ice Group Buys Miami Coliseum

NEW YORK, April 16.—Holiday on Ice Shows, Inc., has purchased the Coral Gables Coliseum properties in Miami, it was revealed here this week. The purchase was made thru the Embry-Riddle Company, which had a long-term lease and option to buy from the city. The new owners also bought all Coliseum equipment from Sports Arena, Inc., headed by Maj. W. H. Peeles, who has been operating the building for two years on a lease.

George D. Tyson, executive director and producer of *Holiday on Ice* and *Ice Vogues*, ice skating extravaganzas, said plans call for the arena to be used as a rehearsal site for the icers, and its eventual reconversion into an all-purpose arena having a seating capacity of between 6,000 and 7,000. It will probably take at least a year to a year and half before any definite plans are consummated for remodeling or reconstruction, Tyson said.

Directors of Holiday On Ice Shows, Inc., besides Tyson, include Morris Chalfen, president, and Emery Gilbert, vice-president. Major Peeles will continue as operating manager of the Coliseum for the new owners.

## Pendleton Round-Up Holds to Early Dates

PENDLETON, Ore., April 16.—The board of directors of the Pendleton Round-Up announced recently that the show this year definitely will be held August 24-28 to avoid a conflict with the Umatilla County Fair, which is set for August 18-20.

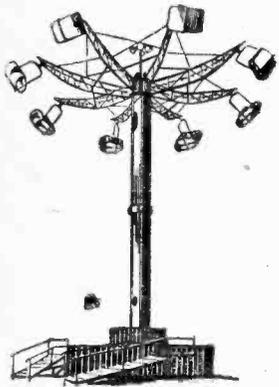
In March the Round-Up board decided to advance its show dates from the customary September schedule. Following the move, petitions were circulated protesting the advance. To iron out the squabble, the board met with stockholders and arranged the new dates.

**T**HE BIG SHOW'S in Madison Square Garden --- and all's right with the world.

In this, its 79th year, the Ringling Bros and Barnum & Bailey Circus has electrified New York with the beauty of its ensemble productions, its abundance of sensational acts, its amazing speed and its wide-angled appeal.

Now is the hour of John Ringling North.

His 1949 edition of The Greatest Show on Earth, accorded highest acclaim by Press and Public, is the talk of New York, as it soon will be the talk of the nation.

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Yours sincerely, Jean Zuvon.

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**Close-Ups:****McSwigan Shelved Commercial Art, First Love, for Park Biz**

By Hank Hurley

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

**C**IRCUMSTANCES took A. B. (Brady) McSwigan out of commercial art and into the amusement park business over a quarter century ago and he's been at it ever since as president of Kennywood Park, Pittsburgh.

Brady McSwigan admits that his first love is commercial art, and even now he occasionally sketches. But he also enjoys the park business, a field in which he long has been held in high regard.

It was January 12, 1923, that Brady's father, a veteran in the park business and co-owner with F. W. Henninger, of Kennywood Park, died. Brady's mother wished to retain the McSwigan interest in the park and she looked to Brady to fulfill her desire.

So Brady moved into his dad's shoes and was elected president of the park. With Henninger he has pushed Kennywood into the forefront of the top parks in the country.

Brady followed his dad's footsteps in another way. The senior McSwigan was one of the organizers of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) and was named its first president. In 1945 Brady was named president of the NAAPPB for 1946 and the following year he was re-elected. His election marked the first time that a father and son had been president of the organization.

Started Adv. Agency

Born in Pittsburgh, May 27, 1894, Brady attended grade and high school there and took his college work at the Carnegie Institute of Technology. In his senior year, 1917, the U. S. entered World War I and Brady enlisted as a private in the engineering corps. He later was transferred into the signal corps and subsequently to the air service.

Brady was honorably discharged in France, March 8, 1919. However, (See McSwigan Shelved on page 73)



A. B. (BRADY) McSWIGAN

**Ringling-Barnum Clown, Girl Personnel Listed**

**NEW YORK, April 16.**—Clown line-up with the Ringling Bros. and Barnum & Bailey Circus this season follows:

Felix Adler, Dick Anderson, Paul Alpert, James Armstrong, Gerald Bangs, Charles Bell, Charles Bedow, Arthur Burson, Edward Buresh, Ernest Burch, Arthur Cooksey, Bob Dover, Carl Durbin, Gerlich, Homer Goddard, Rose Hanlon, William Hanlon, Fred Hanlon, Ernie Honkola, Paul Horompo, Lou Jacobs, Paul Jerome, Jorio, Niki Joanides, Emmett Kelly, Frank Luley, Jack LeClercq, Jackie LeClercq Jr., Rolando Mandos, Polydore Mortier, Tom Mason, Louis Nagy, Henry Nelson, John Nelson, Robert Nelson, Myron Orton, Roka, John Reilly, Irvin Romig, Meluzzi Romano, Frank Saluto, Stehan Carl, John Tripp, Albert White, Paul Wenzel, George Wong, William Warner and Joe E. Ward.

**Girl Personnel**

Girls appearing in specs, ballet and production numbers are: Rose Alexander, Elsie Alzana, Minnie Alzana, Hilda Alzana, Sema Aaronson, Bella Attardi, Florence Begin, Charlotte Bell, Emma Bertolaccini, Manuelita Bogino, Andli Bogino, Kay Burslem, Irene Burt, Phyllis Caruso, Lorraine Caruso, Emma Castro, Tony Cole, Kathy Pirozi Colter, Dolly Copeland, Aileen Darney, Lucretia Darnay, Beatrice Dante, Juanita Del Moral, Mary Pacheco Del Moral, Anna Delmonte, Lola Dobritch, Laura Dunham, Dorothy Durbin, Sue Fox, Alice Elaine Fitch, Ruth Flagel, Grace Gender, Monica Gotez, Charlotte Hager.

Also, Martha Henderson, Evelyn Hausman Hughes, Elizabeth Johnson, Bonnie Kernan, Kathryn Kramer, Rusty Kurka, Henny Marga, Margas Marga, Lotti Marga, Dolores Martin, Gloria Mash, Skee Mautush, Fannie McClosky, Laura May McKenzie, Mary Jane Miller, Rosita Moyer, Dolores Murphy, Ruth Nelson, Lorna Nifong, Rusty Parent, Habiba Robeni,

**H-M Newark Biz Pars '48 But Gate Dips****New Acts Are Added**

By Ted Wolfram

**NEWARK, N. J., April 16.**—Hamid-Morton Circus, under Salaam Shrine sponsorship, wound up a six-day run at the Sussex Avenue Armory Sunday (10) night. Mild weather and Holy Week resulted in attendance dipping slightly below last year's gate at this spot, but financial returns were about the same, thanks to heavy increase of income from sale of space in the souvenir program. Sunday matinees drew capacity houses.

The staff at Newark consisted of Col. Robert H. (Bob) Morton, co-owner and producer; Len Humphreys, manager; W. R. (Bill) Tumber, promotional director, and Joe Basile, musical director.

Several changes have been made since the show's stand in Washington. The Walkmirs' perch and aerial acts have been replaced by the Delmars, double trapeze, and Captain Wilde, aerialist. Walkmirs were given their release in order to fill other engagements. The Norbertys, feature aerial act, were out after opener due to girl member being injured at opening show. Dick Clemens, lion trainer, was severely clawed at Tuesday's (5) performance but worked all shows, and was again attacked and seriously mauled during closing show. Flying Hartzells; Jean Dawn, contortionist; Delmars (Romas), double traps; Captain Wilde, aerial novelty, and Fernand & Jerry, Cuban hand-to-hand balancers, were added for the Newark run. Running order of the program follows:

Display 1—Aerial Royals (Romas) in an amusing aerial casting act in clown make-up.

Display 2—Dick Clemens in his usual flashy display of lion taming, and turning in good display despite having been severely clawed by one of his pets at opening show. Clemens is currently working seven lions.

Display 3—The Loof Rio Duo, novelty aerial act, using prop anchor for effect. Act climaxed by spectacular slide-for-life, with breakaway midway down the wire.

Display 4—Arsene Gautier's Steeplechase. Usual good presentation of this standard act, presenting Shetland ponies, canine jockeys and monkeys.

Display 5—Peaches O'Neill's Hollywood Girls on for brief sword dance in center ring, followed by a "Girl in the Moon" aerial number featuring Miss Francine in neat cloud swing, and Peaches in Roman rings routine. Nice flash.

Display 6—Athos, European equilibrist, featuring a good one-finger stand. Works bare-handed and bare-armed, which makes his presentation of this trick more effective than that employed by the highly publicized Unus, of the Ringling circus.

Display 7—Hip Raymond in his miniature auto.

Display 8—Jean Dawn, attractive and excellent contortionist, works one ring while Fernand & Jerry, good hand-to-hand duo from Cuba, hold down other ring. Sheridan brothers, in center ring, present neat wire and free-rolling cylinder routines.

Display 9—Captain Johnny Wilde's bears work center ring and Pickard's trained seals hold down end ring.

Display 10—Clown gags.

Display 11—Lilon, an import from Europe, Make-up is vaguely reminiscent of the late Joe Jackson. Works on a large cable and builds up a couple of modest gags in tedious fashion. Gags apparently are based on those of German Aeras, an unusually clever clown on the wire, who was popular in Europe in pre-war days.

Display 12—Clowns.

Display 13—Irish Watkins presents several well-trained chimps in a variety of good stunts, including bike and motorcycle riding, roller-skating, wire-walking and tumbling. Monks, only recently acquired by Watkins, are good performers and very amusing.

Display 14—The Delmars (Romas) present a neat double trapeze act with good break-away by fem member of duo. Captain Wilde (See H-M Newark Biz on page 60)

Fatima Robeni, Ann Robins, Fay Romig, Lorraine Russo, Rita Schrader, Peggy Shepard, Marion Seifert, Jean Sleeter, Natalie Tock, Ann Towne, Irene Uebel, Nina Unus, Jennie Wal-lenda, Maxie Walker, Jean Weltin, Bonny Wight, Dorothy Wygal, Rosita Zavatta and Tosca Zoppe.

**Cole Bros. Notes:**

**Eddie McCune Gifts Show Gals With Corsages Opening Night**

LOUISVILLE, April 16.—Eddie McCune, one of the bank-rollers of Cole Bros.' Circus, sent every feminine member of the show a corsage on opening night. . . . Red Felbinger, Paramount News cameraman, was on hand shooting pictures of Burt Lancaster's act. . . . Vic Connors and Emil Lowe, both of New York, were on hand several days in advance of the opening negotiating a contract with the Cole org for the American Guild of Variety Artists (AGVA). At a late hour Thursday (14) the contract was still unsigned. . . . Hubert Castle, of Polack Bros.' Eastern Unit, caught the opener.

Barbara Beale, with Cole last year, was around the lot renewing acquaintances and making new ones. Barbara is still on crutches, the result of a broken foot suffered during her acro act late last season. . . . George Piercy, CMBOA and CHS, of Kokomo, Ind., was on hand snapping pictures in the backyard at the matinee. The weather, cloudy and rainy, wasn't the best for taking pictures. . . . Another visitor from Kokomo was Mrs. Joan Isinghood, whose brother, Don Kidder, is a member of the Cole mechanical staff. She also visited the George Hannefords in their trailer on the lot.

Hans Lederer, president of the International Theatrical Corporation, New York, who booked several of the acts on the show, breezed into Louisville and caught the matinee and night show opening day. . . . The George Hanneford family appeared with the show only three days. They were to move from Louisville early Sunday morning (17) to Syracuse to join Frank Wirth's Shrine Circus. Later they will join Orrin Davenport's org.

Frank O'Donnell and Roy A. McAndrews, who along with McCune have a big financial interest in the show, were on hand here and apparently were enjoying being in circus business.

Sandra Marlin, web gal who hails from Brooklyn, was to make her bow in circus business with the Cole show but fate intervened so she couldn't take part in the opener. Sandra underwent an appendix operation a few weeks ago and hopes to be back in the show in three weeks. She occupied a reserved seat at the opener and kept shouting advice to the web gals.

Jack Tavlin, general manager of the Cole org, probably was the busi-

**Conn. Auto Race Season On**

HARTFORD, Conn., April 16.—The auto race season got under way in Connecticut last Sunday (10). Midgets ran at Cherry Park Speedway, Avon, and the Stafford fairgrounds. Stock car races were presented at the Plainville Stadium.

est man on the lot, looking after every little detail. . . . Bev Kelley, Cole's head press agent, was bothered with a bad cold during the stand here. He finally had to see a doctor Thursday (14) and the medic gave him a shot of penicillin. . . . Frank Morrissey, Bev's assistant, kept on the run making local newspapermen and photogs happy.

**Scandinavian Units Start Canvas Treks**

COPENHAGEN, April 16.—Circus season gets into swing in Denmark, Sweden and Norway next week, altho some big Swedish shows, including Mijares-Schreiber, Scott, Altenburg, Astoria, Nygren and Orlando, started early this month.

Circus Schumann, top Danish circus, has played indoor runs in Gothenberg and Stockholm, Sweden, but returns to Denmark for its long summer season at the Circus Schumann, indoor arena in Copenhagen, where it opens May 6.

Danish shows set to debut next week are Mieke, Belli, Benneweis, Louis, Schmidt Bros., Robert Daniels, Moreno-Reinsch, Royal and Bruno Brunn.

**Two for Norway**

In Norway only two tent circuses have announced plans for the season. Circus Bery and Circus Arnardo start their seasons Friday 29. Indoor circus-revues are set to open at the Chat Noir and another unspecified spot in Oslo early in May.

Finland, the only Scandinavian country boasting a winter circus, the Zoo Circus in Helsingfors, also will have at least two circuses on tour this summer. The Zoo Circus goes out under canvas after winding up its indoor run and the Sariola Circus starts out in May.

Several other Scandinavian shows will hit the road soon and there are rumors of a couple of new circuses being launched in Denmark and Sweden.

**Big Cars Draw 33,351 at Reading**

READING, Pa., April 16.—An overflow crowd, announced at 33,351, attended the preem big car meet of the season at Reading Fairgrounds track last Sunday (3).

Meet, promoted by Sam Nunis, was the first major competition of the season staged north of the Mason-Dixon line. Nunis had previously staged a big car meet at Atlanta.

Tommy Hinnershitz won the feature 25-lap Ted Horn Memorial Sweepstakes. Russ Moyer, fair publicist, handled the flacking for Nunis.

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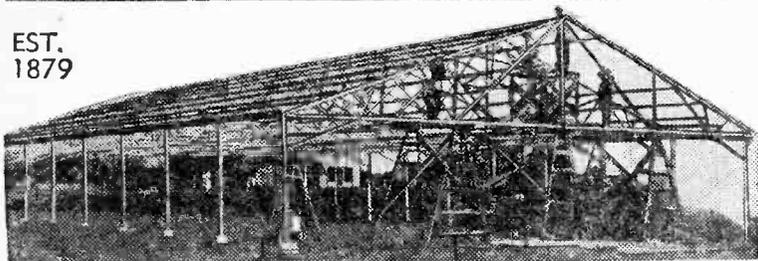
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Out in the Open

A. E. Selden the Stratosphere Man. currently appearing with Prell's Broadway Shows as free act, found himself out about \$1,000 in Durham, N. C., Saturday (9) after fire broke out in his new \$4,000 truck.

Jerry Gottliet, head of the Asbury Park, N. J., firm bearing his name, announces that he is now manufacturing Baltimore-type wheels and a jumbo big six.

C. A. Goree, owner of State Fair Shows on Parade, recently purchased two hotels, the 50-room Hamilton Hotel at Olney, Tex., and the 35-room Armilda Hotel, Electra, Tex.

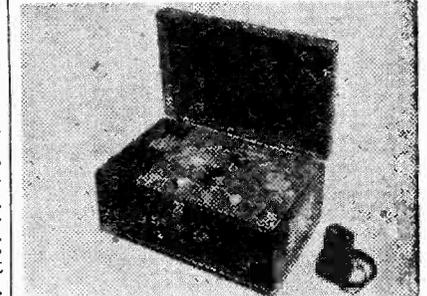
H-M NEWARK BIZ

(Continued from page 58)

offers good cloud swing and upside-down loop walk. Display 15—Cooper's Liberty horses hold center ring in nicely presented evolutions. Display 16—Clowns. Display 17—Peaches O'Neill's Girls in aerial ballet, featuring Conchita in iron-jaw routines, and Peaches on trapeze.

biggest. . . Lt. James (Jiggs) Donohue, of the Newark, N. J., Police Department, was a guest of Herman Blumenfeld at the Hamid-Morton Circus when it played Newark.

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Perhaps the reason that older people are quiet is because they've got a lot more to be quiet about.

Order your reason TICKETS

THE TOLEDO TICKET COMPANY 114-116 Erie, Toledo (Ticket City) 2, O.

Table with columns: Roll or Machine, Cash With Order Prices, and ticket values ranging from 2,000 to 1,000,000.

# Talent Topics

Death's Holiday Thrill Show (Jack O'Diamonds) has booked a one-day stand at Alice, Tex., in the High School Stadium, April 24, under auspices of the VFW. . . . Ernie Young, Chicago booker, reports placing P. J. Ringen, bicycle stunt act, and the Zacchini double cannon act into the

State Fair Park, Dallas, July 2-4. . . . Jack and Ruby, midget clowns, en route from Columbus, O., to St. Louis, to play the Police Circus there, stopped over at Indianapolis and caught Polack Bros.' Western Unit.

Mark Traversinc's "Ice Classics," 20-people troupe: Ladies of Note, five-gal ork; Hudson & Shrae; Tiny Dollita, and Earl Nichols, emcee, sailed Friday (15) from San Francisco to Honolulu, where they will appear at the 49th State Fair May 6-14. Acts were booked by E. K. Fernandez, who remained in San Francisco to complete bookings for the fair. The first contingent of acts to sail will appear at Dreier Manor, under the auspices of the St. Louis College alumni. . . . Curtis Prosser, motordrome operator, has his unit with Jimmy Wood and is playing community fairs in and around Los Angeles. . . . Tiny Kline, slide-for-life gal, is writing a book with a circus background. Tiny recently contacted friends on the Clyde Beatty Circus in Los Angeles to get anecdotes for her tome.

Eddie Lynch, well-known Girl Show producer, will take over and manage the Gypsy Rose Lee unit with Royal American Shows. Dorothy Denke, Lynch's wife, will be in the cast. . . . The Shrettos, European bike act, is a feature of the stage-show at the Adams, Newark, N. J. . . . Marilyn Wendt, of the Wirey Wendts, high wire act, sustained a fractured pelvis recently when she fell while the act was rehearsing in Wausau, Wis. Clayton Wendt, her brother-in-law, fell with her but escaped with only minor bruises. Helen Billetti has been secured as a replacement and will join the act in time for its opening April 29 in Haverhill, Mass. The Wendts book thru Al Martin. . . . Harold Voise, currently appearing with his flying act at the Ringling circus in Madison Square Garden, has readied a second act, the Flying Thrillers, which will open with the Frank Wirth Indoor Circus in Syracuse Monday (18). Fliers in the new act are Rose Behee, formerly of the Fly-in Behees, and George Voise. Catcher is Jack Bray. Act is also set for four weeks in Canada with the Orrin Davenport Circus, opening in Winnipeg.

## R-B Acrobat Robbed of 1G

NEW YORK, April 16.—Ben M. Marschany, of the Robenis Troupe of tumblers appearing with the Ringling circus at Madison Square Garden, was the victim of a daylight stick-up in midtown Manhattan Tuesday morning (12).

Marschany was sunning himself on a bench in Bryant Park, at 42d Street and Avenue of the Americas, shortly before noon, when he was engaged in conversation by a man and woman. Suddenly the male member of the duo made a gesture of pointing a gun in his pocket and announced a stick-up. Fem frisked Marschany and lifted his wallet containing a large sum of cash and personal papers, plus a gold chain and other items, for a total haul of close to \$1,000.

## Altamont Officers Named

ALTAMONT, N. Y., April 16.—Officers of Altamont Fair Association are B. J. Franken, Schenectady, president; Frederick E. Keenholts, Altamont, secretary, and Rensselaer Taylor, Albany, treasurer. Dates are August 29-September 3.

## Leominster, Mass., Festival

LEOMINSTER, Mass., April 16.—The 10th annual Nashoba Apple Blossom Festival will be held here May 7 thru 14. Events include the crowning of a queen and a parade. A. W. Lombard is director.

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**SPECIAL FINANCE PLAN FOR SHOWMEN**  
**GET OUR PRICES FIRST**  
**STANDARD CHEVROLET CO.**  
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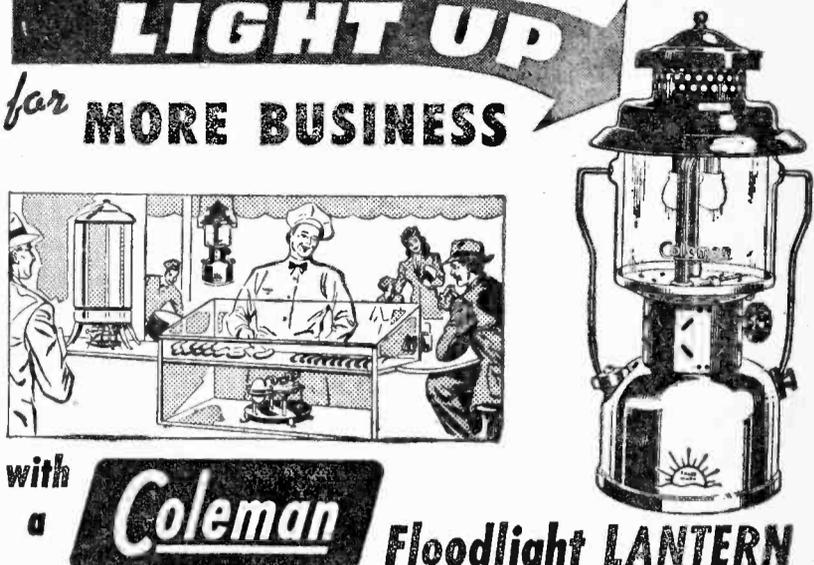
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**SILK PARACHUTES**  
 Beautiful new Army surplus 'chutes, 24 feet in diameter, containing approximately 45 yards of pure White SILK! Dyes beautifully! Wonderful for making gorgeous costumes, flags, banners, drapes, shirts, scarfs, evening gowns—dozens of other things!  
**ONLY \$13.95 PER 'CHUTE**  
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 Lot #1 805 NE 23 Ph 4-7855, Okla. City, Okla. Displaying Vagabonds, Travelcoes, Dixie Queens, "M" Systems and others.  
 Lot #2—901 911 North Ash, Highway 77, Ph. 770 Penta Valley, Oklahoma. Displaying Spartan Aircraft Trailers. All aluminum aircraft constructed, triple insulated, 33 1/2 ft. Royal Mansion, 30 ft. Mansion, 28 ft. Manor, 25 ft. Spartanette.  
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 Powerful Coleman Burner (two sizes). Quick, clean heat for any cooking or heating use—the show-stand operator's friend!  
  
 Handy Gas Plant—biggest little all-around "stove" of 100 uses—clean, fast; 7,500 BTU per hour.  
 Here's the portable, two-burner Coleman HotPlate; cooks with gas anywhere—makes and burns its own gas from gasoline. Tops for short orders!

Show crowds are biggest at night—so light up with the high candle-power Coleman Floodlight Lantern for more business! Floodlights a 100-ft. area—more light than from 20 ordinary wick-type kerosene lanterns! Safe—storm-proof. Low-cost operation—makes and burns its own gas from any good grade of clean untreated gasoline. More than 40 hours' lighting from one gallon of fuel. Lights instantly, no preheating. Durably built for hard, knock-about use. Write for FREE descriptive folders. USE THE COUPON!  
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### 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

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Ping Pong Balls, printed 2 sides \$30.00  
Replacements, Numbered Balls, Ea. .50  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
W Cards, 5x7, White, Green, Red, Yellow, per 100 8.00  
3,000 Small, Thin "Brownie" Bingo Sheets, colors, loose only no pads, Size 4-5, M 1.80  
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads, M 1.75  
Adv. Display Posters, size 2 1/2 x 3 1/2 Each. .10  
Cardboard Strip Markers 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for Thin Transp. Plastic Markers, Bwn. 15.00  
4 M Red or Green Plastic Markers, 4 1/2 Square, Round or Scalloped, \$2.50 M 1/4ths size \$2.00 M

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## Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

### April

San Antonio, Jaycee Rodeo, April 20-24, 5 events, \$750 each, total \$3,750, 5 perfs. Storey-Wood, producers. T. Brooks Wood, 647 Main Ave., Secy.

Oklahoma City, Capitol Hill '89-er Benefit Rodeo, April 21-23 5 events, \$450 each, total \$2,250, 3 perfs. Hosca Vinyard, secy. Lee V. Sneed, pres. 2531 1/2 S. Robinson St.

Lone Pine, Calif. Lone Pine Stampede, April 23-24, 6 events, including team roping, \$200 each, total \$1,200, 2 perfs. Walter Jones, secy.

Saugus, Calif., 23d Annual Newhall-Saugus Rodeo, April 30-May 1, 5 events, \$500 each, team roping, wild-cow milking \$200 each, total \$2,900, 2 perfs. William G. Bonelli, Rt. 1—Box 4, Saugus, mgr. Andy Jauregui, Newhall, Calif., producer. Entries close noon, April 29. Mail all entries to Andy Jauregui, Newhall, Calif.

### May

Vernon, Tex., Santa Rosa Round-Up, May 2-7, 5 events, \$970 each, wild-horse race \$600, total \$5,450, 6 perfs. E. Paul Waggoner, pres. John Biggs, mgr. Beutler Bros., Elk City, Okla., producers. Girl event \$450, entry fee \$20.

Baird, Tex., Sheriff's Posse Rodeo, May 5-7, 5 events \$300 each, total \$1,500, 3 perfs. Ev Hughes pres. Bobby Estes, producer.

Porterville, Calif., Orange Belt Saddle Club Rodeo, May 7-8, 6 events, including team roping, \$200 each, total \$1,200, 2 perfs. U. Pritlike Box 649, secy.

Las Vegas, Nev., Helldorado & Rodeo, May 12-15, 5 events \$800 each, total \$4,000, 4 perfs. E. J. Gilbreath, secy.

Kansas City, Mo., American Royal Rodeo, May 14-21, 5 events \$2,475 each, total \$12,375, 11 perfs. Harry Darby, pres. A. M. Patterson, secy-mgr. Vern Elliott, Platteville, Colo., producer.

Arlene, Mont., Jocko Valley Rodeo, May 15, 5 events \$75 each, total \$375, 1 perf. Winton Lytle, producer.

Tulsa, Okla., Johnnie Lee Willis Rodeo, May 17-22, 5 events, \$1,350 each, total \$6,750, 6 perfs. O. W. Mayo, Box 555, mgr.

Olathe, Kan., May 27-30, 5 events \$600 each, wild-horse race \$400, total \$3,400, 4 perfs. Betty Gras, secy. care of Chamber of Commerce. Roberts Rodeo, Strong City, Kan., producer.

Fort Smith, Ark., Arkansas-Oklahoma Rodeo, May 28-June 1, 5 events \$1,050 each, total \$5,250, 6 perfs. Bert Harper, Arena director.

### June

Clovis, N. M., June 1-4, 5 events \$400 each, total \$2,000, 4 perfs. Jennings-Lamar-Holt, Joe Jennings, mgr., 516 E. Macy St., Norman, Okla., producers.

Carlsbad N. M., Second Annual Elks' Rodeo, June 3-5, 6 events, including steer roping, \$500 each, total \$3,000, 4 perfs. Skipped Rigdon, chairman.

Strong City, Kan., Flint Hills Rodeo, June 3-5, 6 events, including wild-horse race, \$500 each, total \$3,000, 3 perfs. Mel Peovost, secy. Roberts Rodeo Strong City, Kan., producer.

Medicine Lodge, Kan., June 4-5, 5 events \$200 each, total \$1,000 2 perfs. Glen Vanderwork, secy Roy Evans, Calico Ranch, Dodge City, Kan., producer.

Tyler, Tex., June 7-11, 5 events \$625 each, total \$3,125, 5 perfs. Thomas A. Burns, 1717 N. Emerson St., producer.

Lubbock, Tex., A.B.C. Rodeo, June 8-11, 5 events \$800 each, total \$4,000, 4 perfs. George Dale, pres., care of Station KCBED.

Bay City, Tex., June 9-11, 5 events \$225 each, total \$1,125 3 perfs. Melvin Harper, Buckeye, Tex., producer.

Garden City, Kan., June 10-12, 5 events \$500 each, total \$2,500, 3 perfs. John Collins, 1008 Fifth St., secy. Beutler Bros., Elk City, Okla., producers.

Kearney, Neb., Rustlers' Riding & Roping Club Rodeo, June 11-12, 5 events \$200 each, total \$1,000, 2 perfs. Dewey C. Day, secy.

Livermore, Calif., Livermore Rodeo, June 11-12, Saddle bronk riding \$1,000, bareback riding, bull riding, calf roping, bulldogging and team roping \$700 each, total \$4,500, 2 perfs. J. F. Jensen, secy.

Gladewater, Tex., Gladewater Round-Up, June 14-17, 5 events \$700 each, total \$3,500, 4 perfs. Jack Yates, pres. William T. Randolph, secy.

Comanche, Okla., Clyde Burk Memorial Rodeo, June 15-17, 4 events, no bareback

\$300 each, total \$1,200 3 perfs. L. J. Fitzgerald, secy. care of Chamber of Commerce.

Salinas, Calif., California Rodeo, June 16-19, 6 events, including team roping \$2,000 each, wild-cow milking \$1,000, wild-horse race \$800, total \$3,800, 4 perfs. F. E. Dayton, pres.

Osage Ia., June 17-19, 5 events \$300 each, total \$1,500, 3 perfs. Marvin Rex, chairman, Jaycees. Clyde Miller, Waterloo, Ia., producer.

North Platte, Neb., June 17-19, 5 events \$450 each, total \$2,250, 3 perfs. Butler Bros. Elk City, Okla., producers.

Texarkana, Tex.-Ark. U.S.A., Four States Fair Rodeo, June 22-25, 5 events \$400 each, total \$2,000, 4 perfs. L. E. Gilliland, mgr. Homer Todd, Ft. Smith, Ark., producer.

Pauls Valley, Okla., Round-Up Club Rodeo, June 23-25, 5 events \$225 each total \$1,125, 3 perfs. Carl Barton, pres. Ralph Stufflebean, mgr., 112 East Paul St.

Elko, Nev., Silver State Stampede, 24-26, 5 events \$1,000 each, All round \$250, total \$5,250, 3 perfs. Furse in 5 events to be divided \$100 to top performer in each event—\$300 day money Douglass Trail, secy.

Eureka, Calif., Redwood Empire Rodeo, June 24-26, 6 events, including team roping, \$750 each, total \$4,500, 3 perfs. Ralph Barnes, secy.

Alliance, Neb., June 24-26, 5 events \$450 each, total \$2,250, 3 perfs. A. E. Wingstad, secy.

Pierre, S. D., Days of '81 Rodeo, June 24-26, 5 events \$500 each, total \$2,500, 3 perfs. Glen Thorsness, chairman, Committee is also donating 5 gold and silver belt buckles in 5 major events and gold and silver buckle to All-Round Champion.

Clear Lake, S. D., June 25-26, 5 events \$3,000 each, wild-cow milking \$250, wild-horse race \$250, total \$2,000, 2 perfs. E. W. Weisel, producer.

Henderson, Tex., June 29-July 4, 5 events \$625 each, total \$3,125, 5 perfs. Charles Phillips, 229 E. Jefferson St., Dallas, producer.

### July

Kerrville, Tex., Jaycee Rodeo, July 1-4, 5 events \$600 each, total \$3,000, 4 perfs. Earl and Jack Sellers, Del Rio, Tex., producers.

Springdale, Ark., July 1-4, 5 events \$600 each, total \$3,000, 4 perfs. Ed A. Maestri, care Chamber of Commerce, mgr. Clyde Miller, Waterloo, Ia., producer.

St. Paul, Ore., St. Paul Rodeo, July 2-4, 6 events, including wild-horse race, \$1,000 each, total \$6,000, 4 perfs. Pete Kirk, secy. Molallo, Ore., Molallo Buckaroo, July 2-4, 6 events, including wild-cow milking, \$800 each, total \$4,800, 3 perfs. Clyde Kendall, secy.

Rexbury, Idaho, Upper Valley Rodeo, July 2-4, 5 events \$300 each, total \$1,500, 2 perfs. Ed Beck, secy.

Alvin, Tex., July 2-4, 5 events \$225 each, total \$1,125, 3 perfs. Melvin Harper, Buckeye, Tex., producer.

Levelland, Tex., July 2-4, 6 events including team tying, \$600 each, total \$3,600, 4 perfs. John R. Potts, Box 1126, secy. Ladies' Sponsor event \$350.

Livingston, Mont., July 2-4, saddle bronk riding \$1,100, bulldogging, calf roping, bull riding \$800 each, bareback riding \$700, wild-cow milking \$400, total \$4,600, 3 perfs. A. J. Tansor, Box 944, gen. mgr.

Pecos, Tex., July 2-4, 6 events, including team tying \$600 each, total \$3,600, 5 perfs. Girls' Event \$300 Beutler Bros., Elk City, Okla., producers.

Dewey, Okla., Dewey Round-Up, July 2-4, 5 events \$500 each, steer roping \$600, total \$3,100, 4 perfs. Cyde Hulet, 1314 Elm, Coffeyville, Kan., producer.

Sulphur, Okla., Hereford Heaven Stampede, July 2-4, calf roping \$500, steer wrestling \$400, saddle bronk riding, bull riding, \$480 each, total \$1,650, 3 perfs. Cal Miller, Box 379, pres.

Amarillo, Tex., Range Riders' Rodeo July 2-5, 5 events \$700 each, total \$3,500, 4 perfs. Beutler Bros., Elk City, Okla., producers.

Greeley Colo., Greeley Spud Rodeo, July 3-4, events \$500 each, wild-horse race \$200, total \$2,700, 2 perfs. John Mariani, arena dir. Ida-Louise Kunkler, secy.

Belle Fourche, S. D., Black Hills Round-Up, July 3-5, 5 events \$700 each, wild-horse race \$450, total \$3,950, 3 perfs. Joe P. Koller, secy. R. A. Smiley, pres.

Sulphur Springs, Tex., July 4-7, 5 events \$500 each, total \$2,500, 4 perfs. Mike Fribble Box 183, producer.

Butte, Mont., July 7-9, 5 events \$600 each, total \$3,000, 3 perfs. E. J. Murphy, Box 1336, secy.

El Reno, Okla., July 7-9, 5 events \$300 each, total \$1,500, 3 perfs. M. J. Meyer, secy. 111 S. Rock Island Ave.

Hugo, Okla., July 8-10, 5 events \$300 each, total \$1,500, 3 perfs. Raymond McMillian, secy.

Cripple Creek, Colo., July 9-10, 5 events \$300 each, total \$1,500, 2 perfs. Earl Hale, Colorado Springs, Colo., producer.

Chickasha, Okla., July 11-15, 5 events \$1,000 each, total \$5,000, 5 perfs. Joe W. Moaley, secy. care Chamber of Commerce.

Nampa, Idaho, Snake River Stampede, July 13-16, 5 events \$800 each, total \$4,000, 4 perfs. Paul V. Nash, secy.

South Sioux City, Neb., Tri-State Rodeo, July 13-17, 6 events, including wild-horse race, \$500 each, total \$3,000, 5 perfs. Marlon Lockwood, 211 W. 32d St., secy. Paul Long Rodeo Les Winget, mgr., Inman, Kan., producer.

Fairfax, Mo., Four-State Round-Up, July 14-17, 5 events \$750 each, total \$3,750, 5 perfs. George M. Bilby, producer.

Pocatello, Idaho, Pocatello Frontier Rodeo, July 15-17, 5 events \$525 each, total \$2,625, 3 perfs. Muriel Ruggles, Box 292, secy.

Rapid City, S. D., Black Hills Range Days, July 15-17, 5 events \$700 each, wild-cow milking \$500, total \$4,000, 3 perfs. C. V. Post, Box 408, secy.

Burkhardt, Tex., Chamber of Commerce Rodeo, July 19-22, 5 events \$500 each, total \$2,500, 4 perfs. Charles A. Morgan, secy., care Chamber of Commerce. Beutler Bros., Elk City Okla., producers.

Kanger Tex., Jaycee Rodeo, July 20-23, 5 events \$600 each, total \$3,000, 4 perfs. R. A. Wagner, Box 71, secy.

Medicine Hat Alta., July 21-23, saddle bronk \$840, bareback and bull riding \$400 each, calf roping and bulldogging \$600 each, wild-cow milking and wild-horse race \$300 each, total \$3,440, 3 perfs. Joseph T. Morris, secy.

Shelby, Mont., Marias Fair and Rodeo, July 21-24, 5 events \$500 each, total \$2,500, 4 perfs. Clifford D. Coover, secy.

Blair, Neb., Boot and Spur Club Rodeo, July 22-24, 5 events \$300 each, total \$1,500, 3 perfs. Jens E. Jensen, pres.

Woodland Park, Colo., July 23-24, 5 events

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\$200 each, total \$1,000. 3 perfs Earl Hale, MR #3 Colorado Springs Colo. producer
Hinton, Okla., Kiwanis Club Rodeo, July 26-28, 5 events \$300 each, total \$1,500 3 perfs

August

Great Falls, Mont., North Montana State Fair Rodeo, August 1-6, 5 events \$1,200 each, total \$6,000, 8 perfs Leo C Bailey, secy.

September

Brookhaven, Miss., Annual Brookhaven Rodeo, Sept. 1-4, 5 events \$400 each, total \$2,000, 4 perfs Juanita Fallin, Box 592, secy.

Milton R. Loney, pres. Leslie L. Stewart, secy
Thermopolis, Wyo., Thermopolis Rodeo, Sept 4-5, saddle bronk riding \$800, 5 events including steer roping, \$600 each, total \$3,800, 2 perfs

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# 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: San Antonio, Tex.  
All-American Midway: Lufkin, Tex.  
Alleghany Expo.: Rockymount, Va.; Bedford 25-30.  
American Beauty: Fulton, Mo.  
American Eagle: Trenton, Tenn.; Browns-ville 25-30.  
American Expo.: Lima, O.  
American Midway: (Onion Fiesta) Raymond-ville, Tex.  
A.M.P. No. 1: Bath, S. C., 22-30.  
A.M.P., No. 2: Stuart, Va.  
Anderson's Greater: Raven, Va.  
Anthracite: Wilkes-Barre, Pa., 28-May 7.  
Beam United: Bedford, Ind.  
Beam's Attrs.: Johnstown, Pa., 28-May 7.  
Bee's Old Reliable: Cookeville, Tenn.  
Belle City: (N. 1st & E. Capitol Drive) Milwaukee, Wis., 23-May 8.  
B. & H.: Calhoun Falls, S. C.  
Blue Grass: Owensboro, Ky., 21-30.  
Bogle & Reese: Pittsburg, Kan.  
Borderland: Wharton, Tex.  
Brownie Am. Co.: Prague, Okla.  
Buck, O. C.: Troy, N. Y., 21-30.  
Bullock Am. Co.: Badin, N. C.  
Burk, Harry: Gonzales, La.  
Burkhart, Carl: Hoxie, Ark.  
B. & V.: Garfield, N. J.  
California: King City, Calif.; Modesto 26-May 1.  
Capell Bros.: Okmulgee, Okla.  
Capital City: Glasgow, Ky.  
Carr, Lawrence: Concord, Mass.; Quincy 25-30.  
Carr, Lawrence, No. 2: Wilmington, Mass.  
Cavalcade of Amusements: Mobile, Ala.; Montgomery 25-30.  
C. & B. Am. Co.: Newbern, Tenn.  
Central Am. Co.: Tabor City, N. C.  
Central States: Great Bend, Kan.; Salina 25-30.

Chanos, Jimmie: Muncie, Ind.; Richmond 25-30.  
Clifford United: Corona, Calif., 19-24.  
Coleman Bros.: Middletown, Conn., 28-May 7.  
Community Fairs: Huntington Park, Calif.; San Fernando, 27-May 1.  
Continental: Kingston, N. Y., 25-30.  
Crescent Am. Co.: Duncan, Okla.  
DeLuxe Am. Co.: Summerville, S. C.  
DeLuxe: Holyoke, Mass., 22-30.  
Del-Mar: Canton, O.; Hillsville, Pa., 25-30.  
Denton, Johnny J.: Marion, Va.  
Dick's Greater: Lebanon, Pa.; Harrisburg 25-30.  
Dickson United: Wynnewood, Okla.  
Dixeland: Advance, Mo.  
Drew, James H.: North Wilkesboro, N. C.; Elkin 25-30.  
Dumont: Annapolis, Md.  
Dupree & Keeler: Los Lunas, N. M.; Bernallillo 26-May 1.  
Dyer's Greater: Marked Tree, Ark.; Truman 25-30.  
Expo. at Home: Chester, Pa., 22-30.  
Evans United: Warrensburg, Mo., 23-30.  
Ferris, Carl: Medina, N. Y., 18-26; Ridge-way, Pa., 30.  
Ferris Greater: Azusa, Calif., 18-24.  
Fleming, Mad Cody: Blackshear, Ga.  
Florida Am. Co.: Harriman, Tenn.  
Francis, John: Jennings, Mo.; E. St. Louis, Ill., 25-30.  
Franklin, Don: Victoria, Tex., Beeville 25-30.  
Frear's United: Lawrence, Kan.  
Gem City: Bastrop, La.  
Gentsch, J. A.: Picayune, Miss.  
Georgia Am. Co.: Lavonia, Ga.  
Gold Crown Expo.: Biscoe, N. C.; Siler City 25-30.  
Gold Bond: Quincy, Ill.  
Golden Gate: Pembroke, Ky.  
Golden Rule: Runnemed, N. J.  
Golden West: Napa, Calif., 29-May 8.  
Grand Union: Bristow, Okla.  
Granite State: Manchester, Conn.  
Grant's Am.: Titusville, Pa., 23-30.  
Great Plains: Shattuck, Okla.  
Great Sutton: Sikeston, Mo.  
Groves Greater: Baton Rouge, La.; La-fayette 25-30.  
Gulf Coast: Cape Girardeau, Mo.  
Hannum, Morris: Capitol Heights, Md.; West Chester, Pa., 25-30.  
Happy Attrs.: Newark, O.; Zanesville 25-30.  
Harrison Greater: Sanford, N. C.  
Harry's Greater: Pell City, Ala.; Piedmont 25-30.  
Heart of Texas: Abilene, Tex.  
Heller's Acme: Saddle River, N. J., 18-30.  
Hennies Bros.: Little Rock, Ark.  
Henson, J. L.: Bernice, La.; Benton, Ark., 25-30.  
Heth Expo.: Malden, Mo., 23-30.  
Heth, L. J.: North Birmingham, Ala.; Atlanta, Ga., 25-30.  
Hill's Greater: Lubbock, Tex.; Clovis, N. M., 25-30.  
Holston's Modern: Waynesboro, Miss.  
Home State: Lincoln, Neb.  
Hottle, Buff: Golden Meadow, La.  
Imperial: Pekin, Ill.  
Imperial Expo.: Hanford, Calif., 19-24.  
Inland: Heber Springs, Ark.; Leslie 25-30.  
International: Pryor, Okla.  
J. & B.: Crewe, Va.  
Johnny's United: Sparta, Tenn.  
Jollytime: Columbia, Pa., 22-30.  
Jones Greater: Ironton, O., 18-30.  
Jones, Johnny J., Expo.: Washington, D. C., 27-May 7.  
Kaus, W. C.: Greenville, Tenn.  
Kilgore: Trinity, Tex.  
Kirkwood, Joseph J.: Newburgh, N. Y.; Poughkeepsie 25-30.  
La Cross: Torrington, Conn.  
Lamb, L. B.: Alexander City, Ala.; Columbus, Miss., 25-30.  
Lankford's Overland: Moultrie, Ga.  
Lawrence Greater: (Fairgrounds) Nashville, Tenn.  
Lone Star: Central City, Ky.; Lebanon 25-30.  
Magic Empire: Aberdeen, Miss.; Fayetteville, Tenn., 25-30.  
Magic Valley: Presidio, Tex.  
Manning, Ross: Burlington, N. J.  
Marion Greater: Clinton, S. C.; Union 25-30.  
Marks, John H.: Richmond, Va.  
M. C. M.: (Hopkins Park) Providence, R. I., 25-30.  
McKee, John: Chaffee, Mo.  
Merit: Lowell, Mass.  
Midway Expo.: Scott City, Kan.  
Midway of Mirrh: Murphysboro, Ill.  
Midwest: Caliente, Nevada.

Midwestern Expo.: Mena, Ark.; Waldron 25-30.  
Mighty Hoosier State: Mt. Sterling, Ky.; Win-chester 25-30.  
Mighty Page: Mt. Airy, N. C.  
Moore's Modern: Stamford, Tex.  
Murray Am. Co.: Bloomington, Ill.  
Omar's Palace: Augusta, Kan.  
Page Bros.: Hopkinsville, Ky.; Princeton 25-30.  
Palmetto Expo.: Pendleton, S. C.  
Peerless Celebration Am.: Mt. Airy, N. C., 18-22; Sparta 23-30.  
Penn Premier: Bristol, Pa.  
Peppers All-State: Savannah, Tenn.  
Perry, Jack J.: Rock Hill, N. C.  
Playland: Port Huron, Mich., 22-28.  
Playtime Am.: Manchester, N. H., 18-30.  
Pioneer: Waverly, N. Y., 22-30.  
Prel's Broadway: Burlington, N. C.; Danville, Va., 25-30.  
Queen City: Maysville, Ky.  
Raftery, James M.: Washington, N. C.; Hert-ford 25-30.  
Rainbo: Smyrna, Tenn.  
Rockwell, Mike: Clinton, Okla.  
Rogers Greater: Harrisburg, Ill.; Marion 25-30.  
Rosen, H. B.: Madison, Tenn.  
Royal Crown: Nashville, Tenn.  
Royal Empire: Toledo, O.  
Sam's Funland: Denton, N. C.  
Schaffer's Just for Fun: Tyler, Tex.  
Shan Bros.: Athens, Tenn.  
Siebrand Bros.: Las Cruces, N. M.  
Silver Slipper: Franklin, Tenn.  
Smith Am. Co.: Electra, Tex.  
Smith, George Clyde: Lilly, Pa., 28-May 7.  
Snapp's Greater: Fort Scott, Kan.  
Sparks, J. A.: Pineville, Ky.; Pikeville 25-30.  
Strader, M. A.: Liberal, Kan.  
Star Am. Co.: Kensett, Ark.; Judsonia 25-30.  
State Fair: Canadian, Tex.  
Stebler, J. G.: Walnut Cove, N. C.; Mayodan 25-30.  
Stephens, C. A.: Tazewell, Tenn.  
Strates, James E.: Philadelphia, Pa.  
Stumbo, Fred R.: Springdale, Ark.  
Sunset Am. Co.: Excelsior Springs, Mo., 21-30.  
Sweeney's United: Moundsville, W. Va., 23-30.  
Tassell, Barney: Laurinburg, N. C.; Hamlet 25-30.  
Tatham Bros.: Westville, Ill.  
Thomas, Cliff: Indianapolis, Ind.  
Thomas Joyland: Logan, W. Va.  
Tidwell, T. J.: Berger, Tex.  
Tinsley, Johnny T.: Augusta, Ga.  
Tivoli Expo.: Herrin, Ill.  
Turner Bros.: Springfield, Ill., 19-30.  
Twin City: Marshall, Mo.  
United Am.: Pawtucket, R. I.  
United Expo.: Sherman, Tex.; Ardmore, Okla., 25-30.  
United Liberty: Bloomington, Ill.  
United States: Princeton, W. Va., 23-30.  
Utah Expo.: Grand Junction, Colo.  
Van Dee Luxe: Sanger, Tex.  
Virginia Greater: Suffolk, Va.; Salisbury, Md., 25-30.  
Wade, W. G.: Pontiac, Mich., 26-30.  
Wallace Bros.: Paris, Tenn.  
Wallace Bros. of Canada: Windsor, Ont., Can., 23-30.  
Wallace, I. K.: Star, N. C.  
Wallace & Murray: Chilhowie, Va.  
Ward, John R.: New Orleans, La.  
W. E. Attrs.: Humphrey, Ark.  
West Coast: Sacramento, Calif., 19-24; Los Banos 26-May 1.  
Whales & Riley: Maud, Okla.  
White, Art: Butler, Pa., 28-May 7.  
Willis & Myers: Macon, Ga.  
Wilson Greater: Bagdad, Ariz.  
Wolf Greater: Mason City, Ia., 30-May 7.  
Wolfe Amusement: Lowell, N. C.; Reidsville 25-30.  
World of Today: Wichita, Kan.  
World of Pleasure: Wyandotte, Mich., 21-May 1.

# Misc. Routes

Send to  
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Ameri-Longo Animal Exhn.: Monticello, Fla., 20-21; Cairo, Ga., 22-23.  
Dixiana, with Turk McBee (James) Newport News, Va., 19-20.  
Henderson-Swank Karston Show: (Latonla) Oil City, Pa., 20; (Penn) Titusville 21; (Co-lumbia) Brookville 22; (Avenue) DuBois 23; (Harris) Tarentum 25; (Library) Warren 26.  
Herbers & Ragon Exhibit: E. Chicago, Ind., 18-20; Hammond 21-23; Ft. Wayne 25-30.  
Marquis-Karston Show (State) Greenwood, B. C., 20; (State) Salisbury, N. C., 21; (Caro-lina) Lexington 22; (Opera House) Abbeville, S. C., 23; (Ritz) Brunswick, Ga., 26; (Lyric) Waycross 27.  
McClung's Pythons (Fair) Litcher, La., 29-May 2.  
Pan-American Animal Exhibit: Calera, Ala., 20-21; Childersburg 22-24; Rockford 25-26; Auburn 27-28; Opelika 29-May 1.  
Plunkett's Stage Show: Crane, Tex., 21-23; Monahans 25-27; Kermit 28-30.  
Skating Vanities (Olympia) Detroit, Mich., 19-24; (Cincinnati Garden) Cincinnati, O., 26-May 1.

# Dog Shows

**CALIFORNIA**  
Fresno—April 24. Mrs. George Bonadurer, Route 8.  
Los Angeles—April 30-May 1. William G. Bagshaw, Beverly Hills.

**DELAWARE**  
Wilmington—April 30. Foley, 2009 Ranstead St., Philadelphia.

**FLORIDA**  
Jacksonville—April 24. Mrs. W. H. Kendrick, 9730 Eisenhower Road.

**INDIANA**  
Hammond—April 24. Mrs. V. R. Greenlan, 6048 Calumet Ave.

**MARYLAND**  
Baltimore—April 24. Foley, 2009 Ranstead St., Philadelphia.

**OHIO**  
Cincinnati—April 30. Arthur Melk, 3333 Cavenaugh Ave.  
Columbus—April 28. Mrs. Edna V. Edholm, Pataskala, O.

**OKLAHOMA**  
Tulsa—April 30. Mrs. Clara M. Alford.

**TENNESSEE**  
Oak Ridge—April 23. Mrs. Daisy W. Jackson, Kingston, Tenn.

**VIRGINIA**  
Alexandria—April 23. Mrs. Gabrielle E. Fos-bush.  
Fort Myer—April 22. Foley, 2009 Ranstead St., Philadelphia.

**WASHINGTON**  
Spokane—April 23-24. Mrs. Mary J. Rogers, Route 5.

# Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Barnes Bros.: (Stadium) Chicago, Ill., 22-May 8.  
Beatty, Clyde: Redondo, Calif., 19; Inglewood 20; Escondido 21; San Diego 22-24.  
Billier Bros.: Maryville-Alcoa, Tenn., 19; Athens 20; Harriman 21; Oak Ridge 22; Middleboro, Ky., 23.  
Burling Bros.: New Martinsville, W. Va., 23.  
Cole Bros.: Evansville, Ind., 19; Terre Haute 20; Decatur, Ill., 21; Springfield 22; Peoria 23-24; Hoopston 25; Lafayette, Ind., 26; Kokomo 27; Muncie 28; Indianapolis 29-May 1.  
Daies: Hinton, W. Va., 19; Beckley 20; Oak Hill 21; Smithers 22; Charleston 23.  
Davies, Ayres & Kathryn: Dixon, Ill., 20-21; Erie 22; Silvis 23; Macomb 25; Bushnell 26; Beardstown 27; Mt. Sterling 28; Winchester 29; Whitehall 30.  
Gainesville Community: Gainesville, Tex., 20-22; McKinney 28-29.  
Gran Circo Americano: Guayama, Puerto Rico, 20-25; Ponce 26-May 9.  
Hamid-Morton: Buffalo, N. Y., 18-23; Harris-burg, Pa., 25-30.  
Hoxie Bros.: Maxton, N. C., 19; Pembroke 20; Raeford 21; Aberdeen 22.  
Kelly-Miller: Hugo, Okla., 28.  
Kelly & Morris: Kankakee, Ill., 19-20; Wolcott, Ind., 21; Monticello 22; Muncie 23; Rockford, O., 25; Bluffton 26; Spencerville 27; Minster 28; Ottawa 29.  
Mills Bros.: Washington C. H., O., 19; Hillsboro 20; Wilmington 21; Osborn-Fairfield 22; Camden 23; Urbana 25; Piqua 26; Lima 27; Kenton 28; Delaware 29; Columbus 30.  
Pawling, John: Oak Hill, Ohio, 20; Ironton 21; Waverly 22.  
Polack Bros. (Eastern): (High School Audi-torium) Kalamazoo, Mich., 18-21; (Hoyes Stadium) Paris, Tex., 25-27.  
Polack Bros. (Western): (Auditorium) Sacra-mento, Calif., 22-May 1.  
Ringling Bros. and Barnum & Bailey: (Mad-ison Square Garden) New York, thru May 8.  
Rogers Bros.: Greenwood, S. C., 19; Anderson 20; Clinton 21; Chester 22; Spartanburg 23; Morganton, N. C., 25.  
Roy's Animal: Cherry Fork, O., 19; Locust Grove 20; Latham 21.  
Seal Bros.: Hill City, Kan., 22.  
Warner Bros.: Stockton, Calif., 19-20; Lodi 21; Sacramento 22-23.  
101 Wild Ranch Show: Columbus, Ga., 27-30.

# RODEO DATES

(Continued from page 63)

\$5,000, 4 perfs. Harold P. Echtermach, secy. Roberts Rodeo, Strong City, Kan., producer.  
Omaha, Ak-Sar-Ben Rodeo, Sept. 30-Oct. 2, 5 events \$2,000 each, total \$10,000, 10 perfs. Don McCarthy asst.-mgr. J. J. Isaacson, mgr., 201 Patterson Building, Sen. Leo J. Cremer, Big Timber, Mont., producer.

**October**  
Portland, Ore.: Pacific International Live-stock Exposition, Oct. 7-15, 5 events \$2,275 each, total \$11,375, 13 perfs. Walter A. Holt, secy.-mgr.  
San Francisco, Grand National Livestock Exposition, (Cow Palace) Oct. 28-Nov. 6, 5 events \$2,800 each, total \$14,000, 14 perfs. Carl L. Garrison, secy.-mgr.

# 40,000 See Memphis Show

MEMPHIS, April 16.—The recent Mid-South Home Show here closed its most successful run in five years with total attendance of 40,000 at 50 cents per head, according to Donald Crittenden, who directed the show for the sponsoring Home Builders' Association. Helping to swell at-tendance were shows by television and radio entertainers.

# Hefty Douglas Rodeo Gross

DOUGLAS, Ariz., April 16.—Gate receipts for the recent two-day rodeo here totaled \$6,094 and relieved the association of a three-year debt, Frank Sproul, president of Frontier Rodeo Association, reported. Receipts for the two days were more than for the three-day rodeo held last year.

# Barnum Cele Offices Open

BRIDGEPORT, Conn., April 16.—Offices for the promotion of the P. T. Barnum festival skedded for June 7-14 have been opened here in the Sturdevant Building. William J. Hope is general chairman.

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# COLE BOWS IN LOUISVILLE

## Beatty Business Holds Up; Matinees Build in Wind-Up Of 30-Show Stand in L. A.

### Patronage Rated Tops in Face of Economic Conditions

LOS ANGELES, April 16.—Clyde Beatty Circus closed its 12-day run on the Washington and Hill streets lot Sunday night (10) with a total of 30 shows, four under the 1948 figure. Business was considered tops in the face of present economic conditions. Last eight days held up well with matinee business increasing. Two-show schedule was followed the early part of the week and upped to three on Friday and Saturday. Sunday shows followed the regular program. Altho four shows were dropped this year, the number of performances was above expectations. With money tightening, the regular 24 performances with good crowds would have been satisfactory. After turning in 10 shows the first week-end, the management hoped for a repeat during the second week-end.

Sunday's show (10) may have been reduced by intense interest in the efforts to rescue Kathy Fiscus, the child who was trapped in the well shaft in near-by San Marino. Television stations KTLA and KTTV gave complete coverage from about 5 p.m. Saturday until 9 Sunday night. In addition to thousands who watched the TV coverage for many hours, there were additional thousands who flocked to the scene of the accident.

#### Santa Monica Turns Out

Monday's performances in Santa Monica saw full houses for both the matinee and night. At the second performance there were more than 1,000 turnaways. Bellflower the next day (12) had a two-thirds house for matinee and nearly capacity at night. Arcadia greeted Beatty with a two-third matinee and a capacity night house.

After Lynwood, Friday (15), the show moved into Long Beach for two days. However, hitting the city on Easter is expected to cause a slight decrease in attendance.

Beatty moves down the coast next week for San Diego, playing there Friday, Saturday and Sunday.

Show plays in the Los Angeles vicinity until May 1.

## Robbins Has Two Good Houses at Bow

PARAGOULD, Ark., April 16.—Robbins Bros.' Circus opened here April 9 with warm weather and good biz. There were two well-filled houses. A two-hour program is given under the direction of Jerry Burrell. Included in the performance are Gladys Gillem's lions; Seven Riding Conleys; the Clarkonians; Five Juggling Ratleys; the show's elephants under direction of Bill Woodcock; Tex Orton Troupe; Aerial Ballet with Novel Snyder, Jackie Tolliver, Alice Orton, Bob and Lois Stanley; show's Liberty horses, menage acts and pony and mule drill.

Concert is furnished by Jerry and Viola Burrell and cowboys and girls. Skinny Goe has the big show band of 11 men. Org moved into Illinois from this State.

### Ed Hiler General Agent

CHARLESTON, W. Va., April 16.—Ed Hiler has been appointed general agent of the Dales Circus. Harry Kackley will be car manager and handle press and radio. Two more billers have been added, making a total of eight men. Org will be here April 23-24.

## R-B Gotham Gross Hits \$900,000

### Includes 500G Advance

NEW YORK, April 16.—Ringling circus is entering the second full week of its Madison Square Garden run with approximately \$900,000 already bagged, including a record \$425,000 resulting from the advance sale. Record business for the 33-day (65-performance) run seemed assured, since early this week all performances from those staged yesterday (15) thru Monday (25) were sellouts except for the lofty \$1.20 pews.

Sales have been so brisk that six ticket windows have been in operation at all times. Reports indicate that the expensive \$6 box seats and those in the \$5.50 and \$5 brackets were most in demand, despite the fact that family group attendance at these prices can badly dent the average entertainment budget.

As is usual and expected, the Big Show got off to a fairly slow start. The first sellout occurred Friday night (8) when the Bank of Manhattan bought the entire house to party its employees and their families. The first sellout resulting from the regular sale was last night, with only a few of the cheaper pews vacant.

The show has been tightened up considerably, and changes have been made in the lighting. Some switches have been made in the running order and have resulted in a better balanced program.

## Flamante Opening Set for Sinton, Tex.

ARANSAS PASS, Tex., April 16.—Herbert Weber, owner of Circo Flamante, reported from quarters here that the circus is ready to launch its season Saturday, April 30, in Sinton, Tex.

New acts from Mexico include Rabineto, musical clown; Esther Alvarado, iron jaw; Juan Bermejo, comedy juggler; Barbachan Trio, novelty marimba act; Marcos Munoz, Risley act; Senor Morales, Spanish web; the Vasquez Family, bar act; Cervantes, comedy duet, and Senor De La Barra, magician.

Mr. and Mrs. Weber spent several days in New York purchasing new uniforms for the band and, while there, caught the opening of the Ringling show.

## Polack Western Breaks Records In Indianapolis

INDIANAPOLIS, April 16.—Records were tumbled by Polack Bros.' Western unit here in its 11-day stand which closed Thursday (14) at Murat Temple. Attendance was announced at approximately 60,000, up an estimated 15 per cent over last year, for an all-time high.

Ideal weather prevailed thruout. Only the first two regular performances were light. Subsequent shows packed 'em in the aisles, on the stairways, and two kids to a seat. Hundreds were turned away at several performances.

The book, a 64-pager, handled by Joseph O'Donnell, also was substantially larger than the '48 edition. The publicity, directed by Justus Edwards, was powerful, with all four local stations airing many plugs and interviews and with the three newspapers here breaking out with many pictures and page-1 stories.

From here the Polack unit moved to Sacramento, Calif., where it opens April 22.

## Kelley-Morris Ends Indoor Season; Set For Outdoor Opener

HAVANA, Ill., April 16.—Kelley & Morris Circus, which closed its indoor season Tuesday (12) at Pekin, Ill., is back in quarters here, making ready for opening of its outdoor season at Kankakee, Ill., where the show makes a two-day stand starting April 19.

Crew, directed by Bill Morris and Pat Kelley, is painting equipment. The outdoor program is built around the Hodges family of three people; the Graves family, five people, and the Kelley and Morris families.

## Polack Eastern Biz Tops '48 in Norfolk

NORFOLK, April 16.—Polack Bros.' Eastern Unit Wednesday (13) closed a successful week's run here at the Arena under auspices of Khe-dive Shrine. Attendance was up over last year the first four days, continued to build and, despite rain, overflow crowds turned out the last two nights. An extra show was run in at 10 a.m. Saturday (9) to satisfy demand.

Show got a good press, and Allen Carter Rohleder, *Virginian - Pilot* women's writer, did a full page on the circus for a Sunday series on careers for women. Clarence V. Badger promoted the engagement for Polack.

Adolph Delbosq is still out of the show's line-up with pneumonia, and daughter Clara presented *Serenado II*, the music wonder horse.

### Dailey Freed in 25G Suit

GONZALES, Tex., April 16.—Judge Lester Holt, of 25th District Court here, Tuesday (12) freed Dailey Bros.' Circus of \$25,000 liability in a suit involving three boys who drove an automobile into a herd of Dailey camels May 2, 1944, at Bowie, Tex. The accident injured the boys and killed two of the camels as they were being moved across a highway, chained together, following a performance. The boys' father, Oscar Hudson, filed the suit.

## Cold and Rain Mar Opener But Biz Fair

### Program Has Variety

(Continued from page 56)

acts in the world, easily was the hit of the show. Almost from the time the five members entered the ring, the audience showed its appreciation with applause that continued thruout the act.

The show is sans flying acts, but this is hardly noticeable because Director Vander Barquette has put together an iron jaw display, featuring some of the top lookers from his ballet, garbed in colorful wardrobe, and a web number which apparently satisfied the crowd.

For the most part, the music is circus. Some popular tunes are used during ballet numbers. C. L. Brown, director, and Jaxon Kyes, leader and bass drum, have done a good job. Ethel Hermon presides at the calliope.

Other members of the band are Happy Belisle, drums; Frank Toner and Frank Sullivan, saxes; Larry Ganyard, bass; Joe Fiore, baritone; Roy Landstrom and Bob Hernon, trombones; Joe Rossi, formerly leader of Dailey Bros.' band, trumpet; Don Schneider, Joe Woeckner, Clarence Swanger and Phil Doto, cornets.

#### Bulls in Opener

Display 1 gets the show off to a fast start, with ballet girls circling the track and doing an oriental dance to appropriate music. Then the nine bulls are brought in, supervised by Arky Scott, with Margaret Wise, Sue Staley and Patricia Scott, attired in brief costumes, lending eye appeal. Scott works three bulls in the center ring, with three each worked in Rings 1 and 3.

Comedy acros took over in Display 2, furnishing plenty of entertainment. The center ring was occupied by four men, dressed as sailors, and billed as the Hilarity Brothers. They are, in reality, four members of the St. Leon Troupe. In the other rings are the Tumbeteys, Donald, Hyman and Tiny, who also are members of clown alley, and the Donnellys, two men and a gal. All three rings give with fast, peppy routines which rated plenty of mitting.

Docky's dogs, playing basketball with balloons, are featured in Display 3, with the other rings occupied by pony drills, with Margo presiding in one and Jinx Adams in the other.

Display 4 is a clown walkaround. Clown specialty numbers have been mixed this year. Costumes and accessories are good and the clowns get good audience reaction, especially from the moppets.

Preceded by a butterfly ballet, Display 5 is iron jaw, featuring three gals in each ring, one pedaling a bicycle machine while the others perform.

#### St. Leons Featured

The St. Leon Troupe is featured alone in Display 6 with a teeterboard. A six-man troupe which appeared last year with Barnes Bros., and has played fairs, the act does its part to support the strong line-up. Their finale is a three high in a chair.

Jinx Adams, with a 16-horse hitch, racing twice around the track, is featured in Display 7.

Preceded by a good build-up by announcer Norman Carroll, who, incidentally did a great job opening (See *Cold, Rain Mar* on page 70)

45-46-47-48-1949

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Equestrian Director  
RED LARKIN,  
Big Show Announcer

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Band Director  
JIMMY McGEE,  
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BOBBY KAY,  
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MORITZ,  
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PRINCESS MUSETTA  
THE GREAT VELARDE  
PAUL VELARDE,  
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DOROTHY HERBERT, High  
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Liberty Horses  
THE MAN FROM BOMBAY  
JOSEPH ARCARI,  
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MARVIN SMITH,  
Anatomical Wonder  
LEATHA SMITH,  
Sword Swallower  
VERNA STEWART,  
Sword Box  
HAZEL and JACALIN  
NORRIS, Frog Girls  
BOZO,  
Monkey Man  
JOYCE SAMS,  
Alligator Girl  
OSCAR C. JONES,  
Band leader  
JOHN W. WEBB,  
Trumpet  
LEON D. BOYD,  
Trombone

PAT SHELTON,  
Saxophone  
LEONARD DRIVER,  
Clarinet  
DON BROWN,  
Drums  
PETRA JONES,  
Singer  
TINY GLASS,  
Singer, Dancer  
EDDIE HAGEN,  
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Talker  
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**All-New Biller Bros. Hits Road****Mobile Opening Stand Pulls Big**

**Gets good weather, plays to 14,700 in first six shows—program well balanced**

MOBILE, Ala., April 16.—Built in less than six months, with everything new except some performers' props, the Biller Bros.' Circus took to the road Monday (11) after a three-day stand at the Kelly Field lot here, where it played to 14,700 people.

The route of the motorized unit will take it up the Eastern Seaboard, probably into Canada. The plan is to play cities and towns hereto missed by shows of its size.

**Rolling Stock Impresses**

Motorized equipment, consisting of 41 GMC trucks and 29 Kentucky trailers, was designed by Arthur Sturmack in collaboration with other circus veterans. In design and weight, units were prepared for travel over weak and low overhead bridges. Reinforced trailers carry the heaviest of the five elephants and the vans carrying the poles are of extra length.

The show also boasts sleeping vans, equipped with spring beds, and a commissary, complete to new refrigerators, capable of turning out 1,500 meals a day.

**Program Well Paced**

The three-day opening stand here was greeted with good weather and an equally good turnout for the six shows. Only weather blemish was rain 10 p.m. the third night show, too late to hurt.

Crowds at the first six shows here rated the performance as well-balanced. Program went off without any delay, excepting the first performance. Roy Bible, equestrian director, and Charley Haley, boss property man, were credited with doing excellent jobs.

James Robinson, local manager for GMC trucks, tossed a well-attended cocktail party an hour before the opening show.

Besides city and county officials and businessmen, others noted included F. J. Gale, president of the Greater Gulf Coast Fair, here; Charles A. Lenz, show insurance rep; Mr. and Mrs. Al Wagner, of the Cavalcade of Amusements; Mr. and Mrs. Bill Cowan, R. A. Eads, Bernie Smuckler, of the Alabama Amusement Company; Herb Watson, regional GMC manager; Joe Howell, of Detroit, GMC advertising representative; J. M. Gannt, Jacksonville, Fla., GMC zone manager, and the entire circus staff.

A. M. Thompson, photographer, made a complete movie of the circus here in behalf of the GMC.

The program here was as follows:

1—Spectacle; 2—Pony drill, Hester Fernden and Roy Bible; 3—Wild animal act, Prince Ki-Gar; 4—George D. Hubler and Company and Reggie Reppert, bars and cloud swing; 5—Elephant act, with Marlon Knowlton; 6—Comedy acros; 7—Ladders, Hester Fernden, Reggie Reppert, Rita Tallaferro, Enrequita, Ricca, Ramona and Francisco; 8—Clown walkaround; 9—Riding act; 10—Clown walkaround; 11—Teresa Morales, aerialist; 12—Announcement; 13—Silver wire, Mario Ivanov and Josefina Ivanov; 14—Juggling act, Ricca, Enrequita and the Hukbers; 15—Roy Bible and his Liberty horses; 16—Clown walkaround; 17—Web, Hester Fernden, Reggie Reppert, Rita Tallaferro, Teresa Morales, the Ivanovs, Ebruita and Ricci; 18—Concert announcement; 19—The Cristianis, teeterboard; 20—Clowns, boxing, Italo and Francesco Fornassaire; 21—Menage, Rita Tallaferro, Marlon Partello and Jonil Stutz; 22—Iron jaw act, Francis Ramona and Reynosa; 23—Tumbling, the Cristianis.

Concert—Trick roping, Hunkle Johnson, Mexican Pete and Ed Hovius, with Swede Johnson, clown; whip cracking, Mable Johnson; roping, Red Hovius; sharp-shooting, Mexican Pete; trick and fancy riding, Hunkle Johnson, Jane Hovius and Swede Johnson.

Side Show includes Miss Ornell, ventriloquist, with Punch and Judy; Irene Gaskill,

**Did Sims Quit?**

CHICAGO, April 16.—Rumors here today were that Emmett Sims has resigned as general agent of Biller Bros. Efforts to contact Sims, or Art Stahlman, general manager of the Biller org, for confirmation were unsuccessful.

double-bodies girl; dancing girls; Eva Latour, snake charmer; Mary Webb, fat girl; Flameo, human salamander; Christine, alligator girl; Madame Zeldia, mentalist; Prof. Cardo, and Brown's Minstrel Show.

Circus staff: Arthur Sturmack, president-general manager; Hyman Sturmack, vice-president-counsel; Bernard Sturmack, secretary; Emmet W. Sims, general agent; Lorin (Doc) Hall, superintendent; Walter Rogers, superintendent of mechanics and transportation; Enoch Bradford, boss canvasman; Gus Tallaferro, auditor and front door; Win Partello, superintendent of concessions; Dee Aldrich, Side Show manager; Chuck Taylor, cookhouse steward; Charles Pennington, cookhouse chef; Charles Haley, property boss; Roy Bible, equestrian director; Scott Hall, announcer; Ed Bowers, ring stock; Jack Smith, office wagon; Paul Hall, timekeeper; Ken Drake, chief legal adjuster; Cal McCarthy, assistant legal adjuster; E. Logan, head usher; C. H. Emerson, superintendent of tickets, and Joe Sullivan, advertising representative.

Advance department—Slim Summers, contracting agent; Fred Moulton and Charles B. Shuler, daily and weekly press; Virginia Tiffany, radio and schools, and Steve Kuzmicz, brigade manager.

Clowns—Lou Rellay, producer; Delbina, Elias Taylor, Jackie Lynn, Pappa Cristiani, Hello Cristiani, Uncle Cristiani and Bruce Taylor. Band—Jack Bell, leader, Bennie Kenner, clarinet and sax; Carmine Peirarta and Karl Wahmud, trumpet; Homer Clark, clarinet; Jack Campbell, trombone; Louis Shaw, bass and drums; Felice Gambone, baritone; Frank Thompson, snare drums; John Apollo and Alfred Depascates, bass; Louis Johnson, cello, and Betty Biller, band soloist.

**Cole Show Settles Louisville Tax Bill**

LOUISVILLE, April 16.—Officials of Cole Bros.' Circus, during its four-day opening stand here this week, settled a city tax bill by dumping \$1,505.41 into the coffers. The city contended the show owed \$6,200 in personal property tax for the last four years. Stanley Burger, city assessor, said the show paid the \$1,505.41 bill after the city cut its property assessment of \$12,500 in half.

Show officials had argued, Burger said, that they inherited the bill from the former owner of the show, Zack Terrell, and were not subject to a yearly assessment since they only wintered here.

The show also agreed to pay the city 1 per cent of the salaries of performers earned during the stand here and 1 per cent of its net profit while playing here. This will be paid under the business-profit section of the occupation tax ordinance. The org also agreed to pay a \$100 business enterprise fee.

Show, which preemed here Thursday (14), closes its four-day stand Sunday with a matinee, then moves to Owensboro, Ky., for a one-day stand.

**Lion Claws Clemens Twice During H-M Newark Stand**

NEWARK, N. J., April 16.—Dick Clemens, lion trainer with the Hamid-Morton Circus, was badly clawed by one of his lions at both the opening and the closing performances of the circus during its six-day run at the Sussex Avenue Armory here.

Injuries sustained by Clemens during the initial show Tuesday night (5) were not serious enough to keep him from working succeeding shows. Attack by the same lion, Duke, Sunday night (10), left Clemens badly bitten and clawed. Reports from the hospital, Thursday (14) indicated that Clemens would probably be able to leave the hospital in time to fly to Buffalo tomorrow but might not be in condition to handle his act opening night in Buffalo, Monday (18).

**Elect Tomlinson CFA President**

HAGERSTOWN, Md., April 16.—James B. Tomlinson, Portland, Me., was elected president of the Circus Fans' Association of America (CFA) at the annual meeting of the org here Thursday (14). He succeeds Dr. Henry H. Conley, of Park Ridge, Ill. The convention, which began Wednesday (13), continues thru tonight and includes attendance of members in a body at tonight's preem performance of the John Pawling Great London Three-Ring Circus.

Other officers elected were James L. Harshman, Hagerstown, Eastern vice-president; Clyde Brown, Napa, Calif., Western vice-president; Sverre O. Braathen, Madison, Wis., Central vice-president; Tom Scaperlanda, San Antonio, Southern vice-president; Gil Conlin, Hartford, Conn., secretary-treasurer; Col. C. G. Sturtevant, San Antonio, historian; Rev. Edwards S. Sullivan, Lanesville, Mass., historian; W. L. (Bill) Montague, West Hartford, Conn., publicity director.

Directors are Dr. H. H. Conley, Dr. J. M. Ganey, Frank Higgins, William H. Day, Claude Elder, Lloyd Bender, Herbert George, Leslie Ulrich, Charles B. Kistler, George H. Barlow 3d, Porter Hemphill, Walter Krawiec, Walter Louthridge, Robert P. Syfer Jr., Mrs. Madeline Park and Robert C. King.

**D. C. 1951 Site**

It was decided to hold the 25th anniversary (1951) convention in Washington. Melvin D. Hildreth, Washington attorney, former president of the association, was appointed chairman. The 1950 convention will be held in the West, probably in Denver.

The opening business session was largely taken up with the appointment of committees. The closing one was marked by the adoption of a resolution urging all members to write their representatives in Congress to enlist their aid in having a commemorative circus stamp issued. Several years ago a proposed design for a circus stamp was prepared by the association and a copy was filed with the postmaster general.

**H-M New Haven Sale On**

NEW HAVEN, Conn., April 16.—Advance ticket sales for the Junior Chamber of Commerce-sponsored Hamid-Morton Circus was started last week-end, Stephen G. Gessner Jr., general chairman, announces. The show will be staged May 9 thru 15 in the New Haven Arena.

**WANTED**

Steel Tight Wire, 26 or 28 feet long, 5/16 Diameter.

**JOE HODGES**

Rt. 1, Peru, Ind.

**FOR SALE****SMALL TRUCK CIRCUS**

Real buy

Address: CIRCUS, BOX D-141  
c/o The Billboard Cincinnati 22, O.

**WANTED TO RENT FOR JULY 4TH**

Portable, elevated Circus Seats, to seat approximately 1500. Also we have attractive proposition for portable enclosed Skating rink or Pavilion suitable for dance.

**LAKE VILLAGE WATER CARNIVAL**

Box 471, Lake Village, Arkansas

**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.  
Phones: GR. 0155—HI. 2747

## UNDER THE MARQUEE

Most hopeless task in the world is an elephant man trying to convince his little woman that two bull blankets are warmer than a fur coat.

Mr. and Mrs. Tom Burnett, Opelousas, La., visited Mr. and Mrs. Jack Bell on Biller Bros.' Circus and attended opening of the show in Mobile, Ala. Jack is band leader. . . . Annual Circus Roundup in Hugo, Okla., will honor Bill Odom, famous flier, who will come down from the sky. He will be ringmaster for the two performances, free to the public.

According to a lecturer, "Education wipes out superstitions." That's contrary to the teachings of the school of hard knocks that says, "Camel-back trunks and whistling in dressing rooms are jinx."

Tommy and Marguerite O'Brien, formerly on Dailey Bros.' Circus for five years, are residing in Memphis, where Tommy has taken a job as animal trainer with the Over Ten Park Zoo as animal trainer. He has 12 dog, 6 ponies and a number of monkeys which he will present in the free circus at the zoo every afternoon from June 1 to September 1. The ponies were obtained from Fred Wilmon's pony farm in Richard City, Tenn.

Paul Demers, ex-trouper, who wintered in Houston, visited the Dailey Bros.' Circus in Gonzales, Tex., and then returned to Gardiner, Me., where he at one time was police chief. While in Gonzales he visited Bill Moore and Ben Davenport. . . . Thanks to circus fan Ray E. Young, Spangleland was given a good airing recently over WERC, Erie, Pa. He turned over his Columbia album of Merle Evans's records to John Michaels' "Timekeeper" program,

where they played one record a day for eight days to remind listeners that the big top season is on its way.

It is said that railroads are trying to reduce their debts but what about railroad circuses that want to stay even?

With Hoxie Bros.' Circus are Mr. and Mrs. Robert Noell, George and Marguerite Barton, Zeek LaMont, Tiny Smith and family, Eddie and Mary Mellon, L. B. Tucker, M. E. (Doc) and Alice Etling. Recent visitors: Harry E. Moore, Monkey Show; Mr. and Mrs. Eagleson, who have monkeys at Allendale, S. C.; Billy King, who has a tent pic show in Allendale; Harry and Irene and daughter; Dolly Rutter, who will open tent pic-vaude unit soon; Mr. Beede and daughter. The Noells athletic chimp unit is being used as Side Show and concert with Hoxie. Marguerite Barton is breaking Velda Mae Noell on the ladder.

Butting into an argument between two big top bosses is always rewarded with the hot chestnuts you can pull out.

B. V. Ylipaa reports from Stockholm that Circus Schumann recently opened the circus season there. Circus Scott opened Thursday (14) in Malmo, in Southern Sweden. The Scott org has many new numbers, including a ballet of elephants, Polo Rivels, Will Ernst, juggler on ropes, and Jolly, balance number. . . . Old Bet, 122-year-old wooden statue of the first elephant brought to this country, located in Somers, N. Y., will shortly undergo refurbishing. The elephant was brought to this country by a sea captain and given to "Hackaliah Bailey," Somers resident, who exhibited it as a freak and later added monkeys, bears and giraffes to create the first American circus.

From a novelty salesman we learn that only concessionaires and farmers buy out of catalogs.

The Ayres & Kathryn Davies Circus opened at Dixon, Ill., April 20, with Ayres Davies, general manager and on front door; Kathryn Davies, secretary-treasurer; Ira Walter, boss canvasman; C. B. Stahl, general agent; Happy Gabe MacLaren, manager Side Show; Pop Frazier, electrician; Larry Rawls, equestrian director. Performers: Ma Frazier, juggler; Betty Tilton, rolling globe, ladder and traps; Betty and Ollie Heerdink, bar act; Frazier Bros. and Lucille, trampoline; Johnny Frazier, tight wire; Corky Frazier, producing clown and heavy juggling; Johnny Pringle, dogs and ponies; Capt. Eugene Christy's lions; Mary and Harry Rawls, ropes and whips; Pop Frazier, chair and table balancing. Show has been newly painted.

Good boss canvasman builds up respect from his help thru as few fractures as possible.

W. A. L. Clark, sailmaker last year on the Dailey Bros.' Circus, has retired to look after his Durant, Okla., oil interests. . . . Les and Bonnie Ulrich were guests of William Fields at the Ringling-Barnum opening. . . . Doc Waddell, show clergyman, was pictured by The Columbus (O.) Dispatch as he conducted an outdoor Sunday school in Circleville, O., for children on the Mills Bros.' Circus. . . . Joe Haworth, legal adjuster on Cole Bros., and Mrs. Haworth were recent week-end guests of Lieut. Lee Allen Estes, of the Kentucky State (See Under the Marquee on page 91)

# HAMID-MORTON CIRCUS

TOO LARGE TO PLAY THEATRES OR STAGE SHOWS  
WORLD'S LARGEST INDOOR CIRCUS — SEASON 1949

Under the personal direction of COL. ROBERT H. (BOB) MORTON  
LEN HUMPHREYS Manager  
V. McREAVY Assistant Manager  
OMER J. KENYON General Representative  
Herman Blumenfeld, Foreign Rep. Howard Y. Bary, General Rep.  
Music by JOE BASILE, Director of Madison Square Garden Band  
NOW IN BUFFALO, N. Y.

DISPLAY 1	RING 1 CLOWNS THE AERIAL ROYALS America's New Comedy Aerial Bar Act. Aerial Whirling Hoops, "Direct From Europe," First Appearance in America.	RING 3 CLOWNS THE SILS SISTERS
DISPLAY 2	DICK CLEMENS Unbelievable man killers from the wilds of the Jungle. Trained but untamed, presented in a large steel arena packed with savage fury.	
DISPLAY 3	THE LOOF RIO Performing seventy feet in the air on the Anchor. A new Danish importation concluding with a terrific breakaway. This act has astounded American audiences since their first appearance.	
DISPLAY 4	COMEDY CLOWNS—Cosmo, SaSo, Roy Barrett, A. Florenze, Slim Collins, Marlett, Gingo, Rube Simmonds ARSENE GAUTIER'S STEEPLECHASE The most unique, greatest and unequalled trained DOG and PONY ACT in American show business. COMEDY CLOWNS — Roy Thomas & Co., Billy Rice, Bozo (Night Performance Only)	
DISPLAY 4-A	MONTANA BILL BUSCHBAUM— Introducing to the American audience a true picture of the West. A cowboy's love for his cow pony, and the good old tradition . . . never forget a cowboy's pal.	
DISPLAY 5	THE HOLLYWOOD GIRLS IN AN AERIAL BALLET Featuring MISS FRANCINE in a cloud swing through the air. AND CAPT. J. WELDE Aerial Thrills	
DISPLAY 6	ATHOS Special hearing of the Great American Triumphs of other Balancers and through the persuasion of Col. Bob Morton, we bring from Europe for the first time, the Equilibristic Wonder, the Incredible ATHOS—the only man in the world who does not use a glove or any other form of deception and balances on one finger. His other balancing feats are equally as great.	
DISPLAY 7	CLOWNS	CLOWNS
	WATKINS' CHIMPANZEES A unique and unusual feature.	
DISPLAY 8	NORBERTYS Last year's triumphal importation held over by the acclaim of a United Nation. A Balancing Feat in mid-air that has never been equalled by any other group with any Circus — no matter what circus — in America.	
DISPLAY 9	PICKARD'S TRAINED SEA LIONS Animal jugglers and intelligent Seals.	
DISPLAY 10	LINON The inimitable pantomime sensation of Europe. The new comedian of the Americas. The funniest of all funny men, direct from the success of five years in Europe. For the first tour of the Americas. we give you the one and only LINON.	
DISPLAY 11	JOHNNY WELDE'S TRAINED BEARS Formerly with Ringling Brothers Circus.	
DISPLAY 12	HIP RAYMOND How does he do it? The new wonder of America. A truck load of furniture plus many surprises. Big things in little ways.	
DISPLAY 13	SHERIDAN BROTHERS South African Sensation Feature Unbelievable — skilled — matchless — is the only description for these undaunted wizards of the wire. JEAN DAWN Contortionist CONNIE SHERER Contortionist	
DISPLAY 14	THE CALIFORNIA AERIAL BALLET With new introductions of feminine aerial routines that are entirely different. Introducing MISS CONCHITA in the center in an Iron Jaw demonstration, concluding with a teeth swivel.	
DISPLAY 15	COOPER'S LIBERTY HORSES Presentation of fine Liberty Horses (Formerly Greer's) galloping in intricate drills and rhythmic precision, handled by that able trainer and cowboy — BILL BUSCHBOM.	
DISPLAY 16	ROB CIMSE CO. Motor Cycle Thrills High In the Air	
DISPLAY 17	THE FIVE ERICKSONS A new European importation demonstrating skill, grace and muscular endurance, accomplished only by this famous Troupe. FERDINAND & JERRY Cuban Hand Balancers THE DELMARS Hand Balancing Supreme	
DISPLAY 18	THE BARBER SHOP In the new comedy conception of tomfoolery, presented by COSMO, SASO and RUBE SIMMONDS	
DISPLAY 19	RING 1 CLOWNS	RING 3 CLOWNS
	ROBINSON'S ELEPHANTS Presents those dancing, prancing PACHYDERMS.	
DISPLAY 20	THE FLYING ROMAS — FLYING HARTZELLS The family on the Flying Trapeze — somersaults, doubles, two and half turns, passing leaps and blindfold passes in Mid-Air.	
DISPLAY 21	MISS VOLANTE If you have a weak heart, close your eyes. The stratospheric flight of the Aerial Artist who defies all laws of gravitation. Watch her, if your nerves hold out.	

### WANTED

Another experienced Girl Flyer; salary \$100.00.

### WARD BELL FLYERS

c/o Polack Bros.' Circus  
Auditorium, Sacramento, Cal., Apr. 22-May 1

### 2 GOOD PHONE MEN

Capable of taking charge of deal, U. P. C. Tickets and Banners. Good auspices. Can also use 24-Hour Man who can get Banners; must have car. Billposter who can stay sober, ready for work. Contact

### SI RUBENS

Newberry, April 18; Greenwood, 19; Anderson, 20; Clinton, 21; Chester, 22; Spartanburg, 23; all South Carolina; Morgantown, N. C., April 25.

### WANTED

#### UNION BILLERS

Must drive and be sober. Ted Wood, Whitey Austin, wire.

J. E. HILL, Car Mgr., John Pawling Circus  
Oakhill, Wednesday; Ironton, Thursday; Waverly, Friday; all Ohio.

### RUBE CLOWN WANTED

To ride pony cage wagon downtown and schools each day. We make three towns each week. Prefer man over forty. No boozier or loafer. Will pay \$40.00 weekly. Join on wire.

### PAN-AMERICAN ANIMAL EXHIBIT

Calera, April 20-21; Childersburg, 22-24; Rockford, 25-26; Auburn, 27-28; Opelika, 29-May 1; all Alabama.

### NEW BILLER BROS.' PHOTOS

Everything new from front to back. Built like a railroad circus. Brand new GMC trucks, canvas, equipment. Best built truck show since Tom Mix, Parker-Watts, Downie Bros. 20 excellent 3 1/2 x 5 views only \$3. Money back if not pleased. Write for free descriptive circular today. No obligation. Many others available. Complete lists upon request. ROBERT SAMS, 2745 Bush Blvd., Ensley, Birmingham 8, Ala.

## ROBBINS BROS.' CIRCUS WANTS

Boss Canvasman for big top, Mechanic for Chevrolet trucks, Seat Men, Pole Riggers, Working Men all departments, Prima Donna, Producing Clown with props, Keller Pressly, Willie Lundy and others, wire. Acts for big show, also Side Show Acts. Campbellsville, 21; Danville, 22; Frankfort, 23; Paris, 25; Mt. Sterling, 26; all Kentucky. All address

C. C. SMITH, Mgr., Robbins Bros.' Circus

As per route

P. S.—Also Concession People.

# Cold, Rain Mar Cole Opener; Biz Fair and Program Solid

(Continued from page 65)

night despite a poor p.-a. system, Burt Lancaster appears in Display 8. Lancaster intros his partner, Cravat. While the rigging is put up, Lancaster, dressed in a tuxedo, is "mobbed" by joey, who form a circle to hide him from the audience. They disperse to reveal Lancaster in white shirt and black tights, ready for his routine. Act is short but snappy and climaxed with Cravat balancing a perch pole on his head, while Lancaster performs a stand atop it.

## Web Number Attractive

The web number is Display 9, featuring 12 gals in attractive costumes working with tuneful music.

The Hanneford Family takes over in Display 10. Act is loaded with action and comedy.

Jinx Adams comes back in Display 11, this time with a waltzing horse and clowns follow in Display 12.

Display 13 features the Ivanov Troupe, casting act, and the Wong Troupe, bar and contortion.

Con Colleano, like the Hannefords and Lancaster, is given a good build-up by Carroll and he makes a dramatic entrance, garbed in the colorful costume of a toreador. After a bit of cape swinging, Colleano goes to the wire and from there on he has his audience in the palm of his hand.

## Nelson on Hand

Paul Nelson, long with the Cole org, is featured in the center ring with Liberty horses in Display 15. Working the other rings with horses are Margo and Jinx Adams.

Display 16 technically is an automobile ad, with the joey using the clown car gag. The gag build-up is heavy with commercials.

Display 17 features the Skating Lockwells, the Mathis Duo, unicycle and juggling, and Juanita and Her Champions, skaters. The Mathis Duo occupies the center ring and is well received. The two skating acts are good, but the Mathis competition for audience reaction is too keen.

Acrobatics and contortions feature Display 18, with the Jim Wong Troupe, the Ming Sings and the Tong Brothers the participants. Routines are fast and smooth.

Jinx Adams and Tony Martin combine in a riding and jumping act in Display 19, followed by the clown walkaround in Display 20.

The Bruno Zacchini cannon act, featuring Sylvania and Donaldo, winds up the program. Because of the comparatively short distance Sylvania and Donaldo can be thrown, the act lacks the flash when performed in a large arena. However, the folks liked it.

## Wants Two-Hour Show

Tavlin's plan to have the show run not over two hours apparently will materialize. Opening matinee ran slightly over 2½ hours, but the night performance hit 2½ on the nose. When several routines are tightened, the show should hit the mark.

Canvas is all new this year, being purchased from the U. S. Tent & Awning Company, Chicago. Big top is 150 with three 50's, the menagerie an 80 with three 40's and the Side Show and pad room each 60 with three 20's.

Cole show this year boasts plenty of lights. Light engineering was

done by Revere Manufacturing Company, Chicago. Big Top, Side Show and midway lighting is excellent.

Two new wagons, opening to 55 feet in length, form the Side Show front. Each carries five panel paintings of attractions. Wagons were purchased from the Kentucky Trailer Company, Louisville, and art work was done by General Outdoor Advertising Company. Art work was designed by William Corbet, with Lewis Lossie and Stanley Windhorst doing the paintings.

The 3,000 metal folding chairs, purchased from Durham Manufacturing Corporation, Muncie, Ind., give the big top "new look" an extra boost. Equipped with steel saddle-shaped seats 15 inches wide and with dual-curved posturized backs, the chairs are finished in baked enamel. The chairs can be set up and taken down in short order. Spaced on 17-inch centers, they are fastened in gangs of four by means of double front-leg clamps and heavy channel cross bars across the rear legs.

## Spend 20G on Car

Finishing touches were put on the show's private car, to be used by Tavlin, McCune and the name performer on the show, who for the first two weeks will be Lancaster. Around \$20,000 was spent to put the car in shape. Interior decorating and furnishings are the ideas of Mrs. Bev Kelley, who was on hand to supervise the work. Car, finished in natural wood, is carpeted thruout and windows are draped.

Members of clown alley are Lee Virtue, Horace Laird, Jack Krippen and Lefty Lacelle, all with the org last year under Terrell; Bob Mason, Eddie Dulle, Al Bruce, J. M. Asteron, Danny O'Donnell, and the Tumbeteys, Donald, Hyman and Tiny.

## Ballet Girls Listed

Jean Bistra, Louise Childers, Agnes Connors, Dolly Dale, Anna de Vries, Barbara Dubrueil, Zahra Kader, Shelley Koton, Jeanne Lalanne, Victoria Llach, Mary Lyons, Sandra Marlin, Sallie Marlowe, Cora Martin, Delores Mummy, Theresa Nieft, Patricia O'Reilly, Betty Paterson, Joean Percival, Louise Peterson, Josephine Scranao, Susan Tischer, Jean Tolley, Margaret Wise and Norma Wright.

## Staff

Jack Tavlin, general manager; Noyelles Burkhart, manager; R. M. Harvey, general agent; Claude M. Russell, treasurer; Robert E. Delochte, secretary; Joe Haworth, legal adjuster; Vander Barrette, director of program; F. Beverly Kelley, director of press and radio; H. E. Leeman, timekeeper; Dan Dix and Karl Knudson, 24-hour men; Vincent Deady, front door; Fred E. Schortemeier, general counsel; Richard Scatterday, national advertising representative; Fred H. Donovan, chief of police; John M. Staley, steward; Joe Kuta, superintendent of big top ushers; Katherine Luckey, wardrobe mistress; William Dwyer, superintendent of trucks; Charles Luckey, superintendent of shops; Frank Warner, trainmaster; Frank Casey, superintendent of big top canvas; Eugene Scott, superintendent of menagerie and trainer of elephants; Marc Rueben and Charley Tavar, superintendent of concessions; John

## DRESSING ROOM GOSSIP

### Ringling-Barnum

Beginning of our second week finds the show's time cut and all numbers running smoothly. The Geraldos, imported double trap act, continue to make news, with everybody calling it the most exciting act seen in a long time.

With additional seats placed around the arena, the Garden packs them in. New music written for the show by Henry Sullivan seems to have caught everyone's fancy. Our new doctor, Dr. Pils, and his assistant, O'Connor, are kept busy tending the ailments that always seem to accompany the Garden date.

Elephant number this year is a fast, well-timed act, with 10 girls working. Music for the number is a Hindu arrangement, and costumes and lighting are in keeping with the theme.

Congratulations to Hilda Alzana and Andre Pinceman on their recent marriage. Emmett Kelly appeared on *It Pays To Be Ignorant*. General Manager Frank McCloskey returned to Sarasota to get the rest of the show ready for the road.

A large group from the Hamid-Morton show visited. Visitors during the week included Dr. H. H. Conley, (See *Ringling-Barnum* on page 90)

### Robbins Bros.

Show moved 212 miles from quarters to open in Paragould, Ark., Saturday (9). We had plenty of sunshine and good business.

Jerry Burrell, equestrian director, was the busiest man on the lot. Skinny Goe has a good band, and he and his 11 men deserve credit.

Jackoline Tolliver rides the big elephant in the spec. Gladys is sporting a new wardrobe in her lion act. Ruth Ratley is taking care of Sandra Louise, now six weeks old, youngest member of the Riding Conleys. The Conleys visited with Bill Stills, with whom they trouped in 1921, on Gentry Bros.' Circus.

Donna Morris looks like a princess on her big horse in the spec. Bill and Babe Woodcock have three elephant herds. Boots and Bee Wacker are back from New Orleans.—JIM CONLEY.

McGraw, superintendent of ring stock; George (Moe) Takacs, superintendent of electrical department; Don Kidder, superintendent of trucks and caterpillars; Frank Wise, superintendent of big top tickets; George Churchill, superintendent of paint shop, and Louis Rosenberg, superintendent of train porters.

### Side Show Staff

Bobby Hasson, manager; Charles Christian, assistant manager and tickets; Bill Hasson, inside manager and inside lecturer; Jimmy Cotton and Joe Palumbo, tickets; Glenn Garad and John Jacobs, front door, and Jack Krotz, sound man.

### Side Show Attractions

Martin Laurello, revolving head; Rex Americo, anatomical wonder; Jose de Leon, armless wonder; William Miller, sword swallower; Joe Nawrath, musical midget; Neil Johnson, bag puncher; Ada Mae, snakes; Larry Benner, punch and assistant lecturer; Frisco and Lee, dog and cat novelty; Pat Rahl and Company, mentalist; Capt. Ringman Mach, weight lifter; Joe Carvalho, Duke Kamakua, Jerry Scruggs, Genevieve Wright, Leona Teodora and Sue Carson, Hawaiian troupe, and Pat Simpson, Louise Petite and Ellen Gladway, annex attractions.

### Concert

Tommy Marvin, masked marvel; T. P. Lewis, in charge of Wild West concert, with Jacqueline Lewis, Joe Masterson, Edward Swanson, Ace Newton, Dolly Dale and Norma Adams, riders.

### King Bros.

Our business thru Texas was surprisingly good. With two exceptions, we enjoyed big houses in our 10-day trek in that State. We now are moving rapidly thru Arkansas and soon will be in our old territory, Tennessee and Kentucky.

Pete Sadowski usually has the fleet on the move shortly after midnight. Calvin Spike, boss canvasman, daily accomplishes the miracle of getting the big top up before noon. The Side Show top is a 60 with three 20's, with Frank Sotiro as boss canvasman. The 10 double-length pictorial banners attract much attention.

The spec is something to rave about, the wardrobe being new and the elephant and horse blankets eye-catching.

Paul Delaney, superintendent of concessions, has an attractive array of Coca-Cola tops for his stands. Napoleon Reed, chef, is dishing out Southern food. Esma Maller, who recently underwent an operation at the Mobile Infirmary, is convalescing and will soon join the show.

Visitors at Texas City, Tex., were: Charles Cohen, Jean Allen, Jack Knight, Tiger Bill Snyder and wife, Red Rumble, Milt Robbins, Dan Mahoney, Doug Autry, Norma and Corky Plunkett, Rosemary Stuck and Bill and Gee Gee Powell, all from the Dailey Bros.' Circus wintering at Gonzales, Tex. Eddie Moran, owner of the Southern Valley Shows, was on the lot at El Dorado, Ark.—CORKY CRISTIANI.

### Polack Eastern

Everybody on the show likes Norfolk's friendly atmosphere. En route, Clara Delbosq and Irene Lafferty almost missed the train in Clarksburg. Loaded with parcels they rushed into the station at midnight. A Mr. Rosenberg, friend of Clara and owner of one of Clarksburg's leading shops, made it possible for the girls to go on a late shopping spree.

Kris Krenkle, our transportation expert, routed the show thru Washington, with the explanation that he wanted us to see the famous cherry trees in bloom. When we arrived not a blossom was in sight.

Melitta Wicons' trailer was the center of attention for the Norfolk Women's Press Club. She, Clara Delbosq, Pat Parrish and Frieda Wiswell sat around in their Sunday best while the female press snapped photos and jotted notes.

The latest upset to the show is Dennis Stevens's disappearance as a nurse in the atomic reducing machine number.

Frieda Wiswell baked her famous banana cakes for the birthdays of the Count and Dwight Moore. Hubert Castle and Peggy Rose also celebrated their birthdays in Norfolk.

Well, the heckling is on. Running neck and neck are Castle, the great, and Randow, the undefeated. Yours truly comes in for his share, and Nate Lewis is no slouch. More details as the match progresses.

BILLY BARTON.

### Clyde Beatty

After the hustle and bustle of Los Angeles with its three and four shows a day, we relish the one-day stands.

Dave Murphy handled the downtown ticket sale and Mrs. Pat Graham and Yolanda Escalante handled the downtown information department during the L. A. run. Escalante doubled as Superman and did a good job.

Weather is warm in the daytime and chilly at night, but the natives don't mind it and are keeping the red wagon busy.

Pape and Rene make a good appearance in their new gold wardrobe for their perch number. E. K. Fernandez visited and renewed acquaintances. Walter Keenan has the (See *Clyde Beatty* on page 90)

## KYLE PRODUCING CO.

Presents

### "THE LAST DAYS OF POMPEII"

Fireworks Spectacle—Features the Eruption of Mt. Vesuvius.

IT'S SPECTACULAR. LET'S GO. Newspaper cuts by theatrical artist—special large one for Window Cards. An attraction with drawing power for all events. Can be used by itself or with extra added attraction. SURE TO PLEASE! BAR Z RANCH THRILL CIRCUS. The real McCoy! 60 head of stock, 27 people. Performance from 2 to 3 hours. Invites offers—for celebrations—any events. If it's "jack" you're after, contact me. For time and terms address:

CHARLES KYLE

The Billboard, 1564 Broadway, New York City, or 919 H Street, N. W., Washington, D. C., c/o PADGETT, or to 104 Judson Avenue, New Haven, Conn.

# Philly Spots Set Week-End Bow, Changes

## New Rides Top Additions

PHILADELPHIA, April 16.—With Woodside Park already opened week-ends, Willow Grove Park will bow here tomorrow (17), also for week-ends. Woodside starts daily operations May 20 and Willow Grove May 21.

Norman S. Alexander, Woodside's president-general manager, reported the addition of a boat ride, purchased from Schiff, and a Century Flyer, from National Amusement Device Company.

Woodside soon will start a contest to name the train. Altho plans have not been completed, Alexander said radio will be used extensively in advertising the contest. A prize will be given the person whose name for the train is judged best.

Alexander is hoping for an early season weather break. "If the weather is good, our business will be okay," he said. "People take more interest in outdoor entertainment in the spring than they do in mid-summer."

### Kiddieland Remodeled

Woodside has remodeled its kiddieland and moved several rides. A new entrance arch is in the making. The Water Scooter, which has been in on concession basis is now owned by the park. All told, Alexander estimates that \$75,000 was spent this year on improvements.

Prices will remain the same as a year ago.

Alexander looks for record picnic business, especially from industrial bookings. Altho the spot does not use midway free acts, fireworks are used every Friday night. Concerts and vaudeville are presented three times each Sunday in Sylvan Hall.

The park's pool will open May 21 on a full-time basis.

Executive staff includes Robert F. Irwin Jr., vice-president, and Elmer F. Strunk, secretary-treasurer. On the operating staff are J. H. Macleary, assistant to Alexander; J. J. Worthington, promotion manager; T. C. Carr, manager of amusements; E. G. Hill Jr., accountant; Miss C. V. Davis, office manager; Holly Cooper, manager of games, and R. M. Hutton, chief electrician.

### Add Six Kid Rides

Willow Grove, about seven miles from city limits, is managed by Elmer E. Foehl. Six kiddie rides have been added. They are a buggy ride, Fire Engine, boat ride, miniature train and Airplane ride. A pavilion to shelter kiddie rides was built this year. With 15,000 feet of space, it replaces one destroyed last winter by fire.

Foehl estimates that \$150,000 was spent this year for new rides, including replacement of six cars for the Tumble Bug; the kiddieland building, repair work, enlarging the Penny Arcade, relocating Laugh-in-the-Dark, and the building of several new fronts.

Price for the ballroom, \$1 plus tax, remains unchanged. Spot uses a local crew, Clarence Fuhrman's KYW band.

Spot uses fireworks one night each week, starting July 4, and features vaudeville in its music pavilion every Sunday.

Foehl said the best promotion the park has found is its annual fire department exhibit and parade. "We've had it quite a few years and it gets bigger all the time," he declared. "Last year we had some 3,000 firemen in the parade."

While Foehl did not indicate the increase, he said the park had upped its advertising budget. He believes more advertising and promotion work will be needed if the park is to hit last year's gross.

# Picnic Bookings Hit High; Kennywood's Outlook Bright

PITTSBURGH, April 16.—If present picnic bookings are a measuring stick, business this year for Kennywood Park will be good, says A. B. (Brady) McSwigan, president of the Pittsburgh funspot.

"Our picnic booking schedule right now is the best ever," McSwigan said, "and with a reasonable break in the weather, this season should compare favorably with last year, which was good."

Funspot opens for week-end operation here tomorrow and the daily schedule starts May 14.

### To Install Hurricane

A new Hurricane ride has been purchased from the Allan Herschell Company, North Tonawanda, N. Y., but it won't be on hand for the opening. Other improvements include re-styling of the refreshment building with a modern motif, re-styling fronts on the Pippin Coaster and Turtle Bug, a new "homestretch" dip on the Racer Coaster, reshuffling of locations of the Tilt-a-Whirl and Looper, re-building of the Ridee-O by the Allan Herschell factory and general overhauling and refurbishing of park equipment.

McSwigan has inked some outstanding free acts for the year. Topping the list is Seldon the Stratosphere Man, booked thru the Ernie A. Young Agency, Chicago. Other acts, booked thru the George A. Hamid office, include the Three Barretts, rings and ladders; Loof Rios, two-man aerial team; Silver Condors; Francine Bolante, aerialist; Norbertys, ladders;

Flying Dobritsches; Aerial Carrolls; Bouncing Bodos, trampoline; Kirk Adams, dog and pony circus; Lott and Joe Anders, unicycle juggling; Johnny Weldes, bears; Sorelle-Saltos Company, tumbling, and the Victoria troupe, bicycle act.

### See Promotion Need

In addition to free acts, Kennywood again will use fireworks at various times during the year. Other promotions are planned.

McSwigan believes that the accent will have to be on promotion this year to keep up attendance and per capita spending.

The ballroom will operate Wednesday and Saturday nights until the park opens on its daily schedule and then will go every night. McSwigan plans to use three or four big name bands during the season. Other times the dancery will feature local and road bands.

Park's executive staff, in addition to McSwigan, includes C. E. Henninger, vice-president and manager; F. W. Henninger, secretary-treasurer; F. L. Danahey, picnic relations manager; R. W. Comstock, swimming pool manager, and R. F. Henninger, refreshment manager.

# N. Y. Spots Get Big Sunday Biz

NEW YORK, April 16. — Ideal weather Sunday (10) brought the biggest crowds of the season to Coney Island and other recreation spots in the area.

Coney reported a turnout estimated at 275,000; Rockaway Beach had 50,000; Jones Beach, 25,000, and Atlantic Beach, 12,000. Majority of attractions and concessions were operating along the Boardwalk, Surf Avenue and the Bowery at Coney.

For the first time this season all attractions and concessions at Rockaway's Playland were open, and business was brisk. Food and drink spots at all resorts did biz.

More than 100,000 visitors jammed Atlantic City's Boardwalk and Asbury Park, N. J., also drew a good crowd despite a chilly temperature.

# Fontaine Ferry Picnic Bookings Above '48 Figure

LOUISVILLE, April 16.—Jack Singhiser, general manager of Fontaine Ferry park here, reports his picnic bookings this year are running ahead of the same period a year ago.

The park, which bows May 14, will stage its first picnic, a city school shindig, the week after opening.

One new ride, a kiddie boat ride, is being added to the line-up. Other improvements include the addition of cement walks, the planting of grass and shrubbery around the play area, a complete redecorating job on the Merry-Go-Round and the usual painting and fixing.

Singhiser said prices this year will be the same as last year. Spot has an admission gate of 12 cents, including tax.

Fontaine Ferry will continue its free act policy this year. Mal Lippincott, magician, opens the spot, appearing twice daily for a two-week stretch. He will be followed by Lucy and Damlo, dogs and comedy acro. Other acts are being lined up, Singhiser said.

Spot has an outdoor dance pavilion and uses local bands.

Singhiser is in his first year as general manager. He succeeds his father, John F., who died last July.

# Steel Pier Preems; Top Staff Personnel Renamed by Hamid

ATLANTIC CITY, April 16.—Steel Pier operation this season will be handled by virtually the same personnel associated with George A. Hamid, president and managing director, during the years he has operated the local center. Week-end operations start today and will continue until official opening date.

Richard Endicott, said Hamid, will again be general manager of the pier. Well known and active in resort interests thru his many affiliations with clubs and organizations here, Endicott has been at the pier's helm the past 22 years. Two other department heads also have been associated with the pier for 22 years. They are Dominick Lewis, maintenance foreman, and James Forbes, in charge of plumbing.

George A. Hamid Jr., son of the owner and associated with his father in all Hamid enterprises, will again be assistant general manager. Maud L. Wilson returns as publicity director, and advertising will be handled by the William G. Rolley Agency.

### Other Managers

Patrick Cohen will start his ninth year as manager of the newly decorated Marine Ballroom where the name bands are housed. Lester Jackson is manager of Music Hall, which features stage shows. Harry Wilke will be manager of Ocean Stadium, enlarged by one-third this year to present bigger over-the-ocean shows, altho the swimming pool remains intact.

Alvin H. Smith, who serves as commercial manager, will be in charge of the guards. Russell Leeds is chief electrician, a post he has held 15 years, and Harry Mignon will be in charge of the art department. John Rossiter heads the housekeeping department and has charge of janitorial help. Margaret Kuhl, chief cashier, heads a crew of 15. Irving Snyder is head bookkeeper and Ruth McKean, office secretary.

# Million \$ Pier To Bow Sans Gate May 28

## Talent Contract to Joyce

ATLANTIC CITY, April 16.—Million Dollar Pier, which will be operated by a new combine this year, will open May 28, it was announced by George J. Costello, president. While all plans are not completed, Costello said preparations are being made for a gala three-day opening with a premiere program for May 28 thru the Decoration Day holiday week-end. The three-day session will also mark the start of regular daily operations for the amusement center, continuing until September 17. Costello also announced that the Jolly Joyce Theatrical Agency, Philadelphia, will book all pier attractions on an exclusive basis.

Marking a new trend in pier operation here, Million Dollar, for the first time in its history, will have a free gate. The free gate is expected to stimulate patronage of many paid attractions which will be in place by opening.

### Radio-Video Exhibit

While negotiations are still being carried on by the Joyce agency for attractions, Costello announced that the Ballroom of States will be converted into an exhibit hall to house an elaborate radio and television exhibit. Leading manufacturers will be invited to exhibit their products and an attempt will be made to have television shows, featuring pier attractions, emanate from the ballroom. The radio-video exhibit will be free.

Among attractions already booked for the session are Jimmy Costello's daily *Everybody's Welcome*, radio audience participation show with merchandise prizes; a rodeo which will hold forth at the end of the pier; the Mae Desmond Children's Summer Theater, and a weekly performance of *Hayloft Hoedown*, Western musical revue heard Saturday nights over American Broadcasting Company.

### New Kid Theater

The Mae Desmond troupe, managed by Frank Fielder, will come here from Philadelphia and will be housed in a specially built moppet theater with seating capacity of 600. The children's theater will operate week-ends only, starting May 29 and continuing thru September 17. A different play will be presented each week-end, including *Cinderella*, *Tom Sawyer*, *Hansel and Gretel* and *Heidi*.

*Hayloft Hoedown* will be featured Monday evenings thruout the season from the Hippodrome Theater, starting June 6. The show is headed by Pete and Elmer Newman and their Sleepy Hollow Ranch Gang, heard via the Victor record label as well as radio networks.

Negotiations are under way for major attractions to be housed in the Hippodrome Theater on other evenings. Also being discussed at this date is presentation of name bands for dancing. Attractions line-up is expected to be completed by late April.

# Grade Dale Preps Pavilion, Schedules Weekly Features

MOUNTAIN TOP, Pa., April 16.—Grade Dale Park here, recently leased under a long term, is renovating the outdoor dance pavilion, which will be known as Paradise Pavilion, Manager H. K. Snyder announced.

A series of *Talent Tonite* shows will be held in conjunction with weekly dances. Sunday nights will feature folk music shows. A play for teen-agers will be made with a weekly program called *Jive After Five*. Still in the idea stage are a kiddieland and bus service to the park.

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## W. View, Pitt, Adds Junior Miss Finals

### De Carlo Flacks New Feature

PITTSBURGH, April 16.—George M. Harton, president-general manager of West View Park here, has gone strong for promotions since assuming the presidency of the spot in 1946 after a stint in the navy. This year he is adding another strong one, finals of the first annual national Junior Miss America contest, August 10-11.

"We already are making plans for the event and our publicity campaign will get under way soon," Harton said. Don De Carlo, theatrical agent, is promoting the affair nationwide. "Because we will be host to the finals, our park will get plenty of publicity in Pittsburgh and all over the nation," Harton declared.

#### Push Free Acts

West View isn't stopping along the promotion trail with the contest. The park will continue its policy of free acts and fireworks and, according to Harton, has other stunts set to go.

West View bows on a week-end schedule Sunday (18) and moves into daily operation May 18. Free acts already lined up include Captain Keller, wild animals, May 18-June 4; Flying Valentinos, June 5-19; Harry Froebess, swaying pole, June 20-July 3; Billy Outten, high dive, July 4-July 17; Four Flying La Valls, July 18-July 31; Great Fussner, spiral ball, August 1-14, and a repeat stand by Outten, August 15-September 5.

#### Add Kiddie Coaster

Free acts are used twice daily, seven days a week at West View. Fireworks will be used on 17 nights, about the same as last year.

West View also features acts in its Talkie Temple, located in the picnic area. A charge of 10 cents is made for seats in the building, but thousands can be accommodated outside free of charge.

A new kiddie ride, designed and built by Edward A. Vettel, general superintendent of the park, will be added this year. The device, a coaster ride, is called Kiddie Dips. Vettel says plans have been made to add two others later in the season, one a boat ride.

#### Heavy on Picnics

As in other years, West View will go heavy on picnics. "Right now we have picnics scheduled from May 18 to July 4," said Harton.

West View has received its usual repairing and repainting, and shrubbery and paving have been added.

The new ballroom did okay business all winter and the summer season is expected to top last year's. The dancery, which opened May 17, 1948 is 175 by 123 feet and can accommodate, according to Jack Stoll, manager, 4,000 persons.

#### Accent Dancery Build-Up

Ballroom goes in heavy for promotion. For economy nights on Tuesdays the admission is 65 cents, including tax. Other promotions include teen-age night, Polka dancing, oldtime dances and square dances. Spot gets \$1.15 per person on Saturday nights.

Name bands are used freely with local bands filling in. According to Stoll and his assistant, Jack Weisser, name bands, with one or two exceptions, don't draw as well as they did a few years back, "but are needed as shots in the arm."

West View's ballroom has everything in the way of conveniences, including air conditioning, snack bar, all-tile rest rooms, plenty of tables and chairs, free checkroom and free parking.

Among name bands skedded this year are Russ Morgan, May 14;

## 100,000 Jam A. C. On Mild Sunday

ATLANTIC CITY, April 16.—A good sign that the season ahead shows much promise was seen here last Sunday (10) when more than 100,000 walked the Boardwalk in the traditional Palm Sunday parade. No major amusements were in operation, with the Steel Pier opening today for the week-end.

Steel Pier attractions over the week-end include Lanny Ross, Mage and Karr, Martin and Florenz's Puppet Show, Leon Fields and Sorell Saltons and Company. Alex Bartha's band holds forth today with Harry James ork on tomorrow. Two feature movies also will be shown.

## Riverside Bow Draws 7,500

AGAWAM, Mass., April 16.—Despite chilly weather Riverside Park drew a crowd of 7,500 Saturday (8) at its preem performance.

A mercury reading of 45 degrees failed to chill the enthusiasm of the crowd, according to Edward J. Carroll, owner-manager. Approximately 5,000 jammed the stadium for the opening race card.

Four new rides are included in the line-up, according to Harry Storin, park publicist. They are the Looper, Octopus, Rolloplane and Auto Scooter.

Other improvements include prefabricated steel buildings, an improved parking area, and a new macadam road from the main highway to the midway.

## Re-Elect McCullough Coney C. of C. Head

NEW YORK, April 16.—George C. McCullough was re-elected president of the Coney Island Chamber of Commerce Wednesday (13). Vice-presidents elected, and ranking in the order named, are: Frank S. Tilyou, John G. Ward, Harry C. Meinch, Moe S. Silberman and Charles G. Geucht.

Nils Mathison was elected treasurer; Walter A. Conomo, assistant treasurer; Charles A. Feltman, secretary, and William A. Nicholson, executive secretary. Honorary presidents are Dr. Philip I. Nash, George F. Kister, I. H. Klein, C. J. Hilbert, Charles J. Kean and Thomas H. Tesauro.

Also several members opposed the scheduling of the Mardi Gras because of costs, the annual will again be staged late in the season. Funds were set aside for weekly fireworks, publicity and advertising. Adopted for study was the suggestion that a float in the shape of a boat be anchored off shore and used for the presentation of talent, including name bands.

McCullough and Nicholson both urged more police vigilance to keep the resort's streets clean, and asked that outside public-address systems be toned down.

Vaughn Monroe, May 18; Tex Bencke, sometime in June; Russ Carlyle, which played the spot Sunday (10); the Victory Girl band from Cleveland, and Louis Prima.

Harton said other improvements are scheduled in the ballroom, including the addition of more mirrors and enlargement of the building, altho the latter is a few years away.

Executive staff of West View includes Dick F. Newman, vice-president; John P. Hickey, picnic manager; Edward E. Vettel, assistant general manager; Harry Habel, refreshment manager; James H. Kreitzberg, assistant booking manager; Howard C. Howell, games manager; Stoll, ballroom manager, with Weisser as assistant, and Harry Kodinsky, public relations.

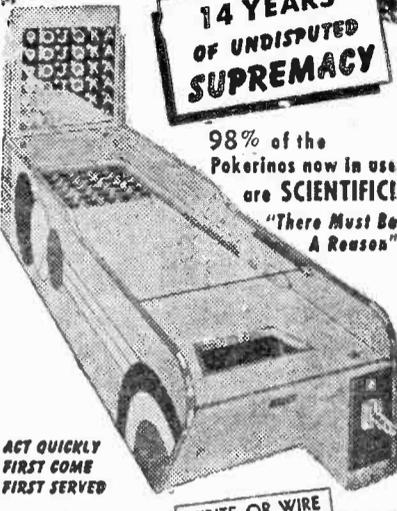
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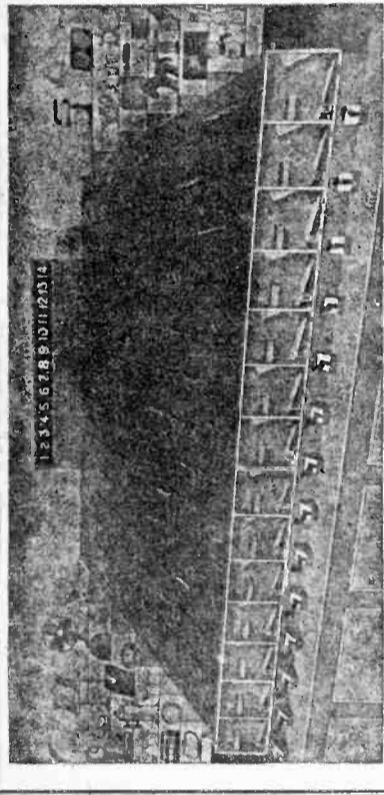
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## Weather a Boon To California Biz

LONG BEACH, Calif., April 16.—Outdoor showbiz got an unexpected hypo last week-end when an unprecedented crowd thronged the Pike to give ride ops and concessionaires their biggest take since Labor Day. A combination of hot weather that sent the mercury to 89 degrees and the start of Easter week vacation was responsible for the draw.

Conservative estimates placed approximately 40,000 persons on the Pike at the peak of the day. All rides had line-ups and many concessionaires were caught with low supplies.

### Beach Areas Crowded

All beach areas from Ocean Park to the north and Mission Beach south reported equally good biz. An estimated 500,000 bathers were in the Santa Monica - Ocean Park - Venice area with the Ocean Park pier getting a fair share of the business.

At Mission Beach, adjacent to San Diego, the midway did capacity business, Warren Austin, fun zone manager, reported. There were approximately 1,000 riders on the Merry-Go-Round for the day.

The Mission Beach plunge also came in for a slice of the take with an estimated 2,000 purchasing ducats. Top day was Sunday with 700 patrons, pool supervisor Tony Mitchell said.

A new Tilt-a-Whirl has been installed at Virginia Park, Long Beach, according to Manager H. A. (Pop) Ludwig. The contract for a \$45,000 building to house a new Allan Herschell three-abreast Merry-Go-Round, has been let. The park also features a new Monkey Drome. Kid rides have been centered in one location now for an advertised Kiddieland.

## Unsettled Weather Greets Palisades

NEW YORK, April 16.—Jack and Irving Rosenthal have their fingers crossed, hoping weather will remain fair and warm for the opening of their Palisades Amusement Park, Palisade, N. J., this afternoon.

Tonight's opening ceremonies will feature the crowning of the Palisades Park Poster Girl, in which radio, screen and stage personalities will take part. Sam Donahue and Johnny Messner's orchestras will provide music for dancing in the open-air casino and for the open-air show.

A new feature of the park will be the Circus Restaurant, on which the Rosenthals have gone all-out in the way of novel decoration. Several new rides will also be unveiled, including a Hurricane and a Flying Disk. A fleet of channel boats arrived from the B. A. Schiff plant in Miami, Wednesday (13), just in time to be installed and made ready for opening day.

### Alderson Ocean Beach Head

NEW LONDON, Conn., April 16.—H. Fremont Alderson has been elected chairman of the board of directors of the city-owned Ocean Beach Park. The board voted to ask the city council to give "serious consideration" to building a \$50,000 pier at the beach.

### WANTED

By a reliable person, a spot in a park or beach to place a brand-new Kiddie Train, streamliner, with 270 feet of track, gas driven, made by Miniature Train & Railroad Co., Rensselaer, Indiana, on percentage.

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## McSwigan Shelved Commercial Art, First Love, for Park Biz

(Continued from page 58)

he remained there until May to help his father, who then was in charge of the Knights of Columbus group working with the AEF in France.

When he returned to Pittsburgh Brady, who had practically grown up in the park business, having worked at various Kennywood jobs while in high school and college, decided that he'd make his own way. He started an advertising agency with William L. McQuillan.

### Agency Still Going

"It was a tough road," Brady recalls, "but after four years we had the business where we could see the light of day. Then my father died and I gave up the business and moved into Kennywood Park."

The ad business is still going with McQuillan at the helm, Brady recounts.

Men in the park business are quick to point out the impressive job Brady has done since assuming the helm at Kennywood, but Brady steers away from such talk.

"Don't forget Kennywood Park was a big success when I moved in," he explains. "Dad and Mr. Henninger had built it up thru the years and there wasn't much for me to do. Mr. Henninger is still with us (he's secretary-treasurer). When I came in as president Mr. Henninger was a great help to me, and he still is."

### Builds Up Kiddieland

Henninger and Brady's father entered the park partnership in 1907. The spot then was known as Kenny's Grove. Brady's dad had been advertising manager for the Pittsburgh Railroad Company, which owned the park, and his duties included managing the funspot for the company.

Once the elder McSwigan and Henninger took over in 1907 they started building, adding rides, etc. The park tract boasted 141 acres and now about 100 are used. The spot has one of the largest kiddielands in the country, with 16 rides for the small fry. There are 40 other rides and attractions in the park.

### "Full-Time Hobby"

Brady maintains he has no hobbies other than Kennywood Park. "It is a full-time hobby," he says. "Anyone who thinks a park owner or operator works at it only a few months out of the year has another think coming."

Altho he says he's not much of a

## Butlin Building Big Resort in Bahamas

NASSAU, Bahamas, April 16.—William Butlin, head of the British firm which operates a string of big Holiday Camps in the British Isles and holds large interests in other outdoor amusement enterprises, has entered the outdoor field here on a large scale.

In addition to having acquired the Fort Montagu Beach Hotel last year, Butlin's firm is pushing construction on his Vacation Village, a \$4,000,000 project on the island of Grand Bahama, 50 miles off the coast of Palm Beach.

This resort will be ready to handle 1,000 vacationers by the end of this year and will be ready to take care of an additional 1,000 before the end of next year.

Vacation Village will have a main dining hall and reception building surrounded by cottages and will have its own beaches, landing field, race track, yacht basin, swim pools and other recreational facilities.

Butlin's camps in England provide dance bands and shows, and his larger resorts include amusement rides and devices.

"joiner," a check reveals that Brady has memberships in the NAAPPB, Pittsburgh Chamber of Commerce, Knights of Columbus, Variety Club of Pittsburgh, the Pittsburgh Athletic Association, and the Pennsylvania Amusement Park Association, of which he is a past president.

Married in Pittsburgh October 20, 1920, the Brady McSwigans are the parents of four daughters and one son. The daughters are Kathryn, Mrs. Ralph W. Friday and Joan and Jean, the latter twins. The son is Andrew. Brady has four sisters, Mrs. Thomas F. Quinn; Marie McSwigan, a writer of children's books; Genevieve McSwigan, who is a member of the editorial staff of *The Pittsburgh Post-Gazette*, and Mrs. James V. McDonough. All with the exception of Mrs. McDonough, who lives in Milledgeville, Ga., reside in Pittsburgh.

## New Owners Take Over Hudson Line

NEW YORK, April 16.—Final papers for sale of the Hudson River Day Line were signed at Jersey City, N. J., Wednesday (6) by Alfred V. S. Olcott, head of the line. New owners are George Sanders, former head of the Sutton Line, and Abe Ellis and Oscar Markovich, holders of concessions in amusement spots in this area. The deal involved more than \$800,000.

Included in the sale were four excursion liners of the Day Line, a large tanker, pier rights and real estate. New owners will continue to use piers at 42d Street and 125th Street, in Manhattan, as their New York City points of call. The Hudson River season opens May 22.

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## Gate Record Likely For Sydney Royal; Vets Operate Midway

SYDNEY, Australia, April 16.—Attendance at Australia's Royal Easter Show, which opened here last Saturday (9), is expected to top the record of 1,283,413, chalked up in 1947, when the big fair winds up its nine-day run tomorrow night.

From the exhibit angle the fair is also setting records, with the value of industrial, stock and farm exhibits exceeding \$19,000,000. Expense of preparing the fair was estimated at \$325,000, according to Col. Barney Sommerville, secretary of the Royal Agricultural Society, plus expenditures of \$500,000 by commercial exhibitors and \$180,000 by exhibitors of livestock. Prize money to be awarded at this year's fair totals \$52,000.

### Separate Midway

Unusual aspect of this year's fair is a midway set up on ground located in Moore Park adjoining the fairgrounds thru special permission granted by the City Council to the Returned Soldiers' League (Australian vets' org), which owns and operates a complete carnival layout.

This unusual permit was issued because stiff fire regulations and other restrictions covering the amusement area of the fairgrounds prevented the League carnival from obtaining space there. Several independent ride operators and showmen were allotted space on the League's midway and this has resulted in a diversified line-up of rides and attractions which are doing brisk business. Profits of the Soldiers' League carnival go to relief and welfare funds for war vets.

## \$517,521 Grandstand Contract Is Awarded By San Jose, Calif.

SAN JOSE, Calif., April 16.—A contract for \$517,521 for the construction of a 5,280 seat grandstand was let by the Santa Clara County Fair Association. Included in the building will be a restaurant, first-aid offices and 40,000-foot exhibit area.

A new livestock barn for 250 head is now under construction and will be completed in time for the fair September 12-18.

## Hughesville Skeds Beam's Attractions

HUGHESVILLE, Pa., April 16.—Hughesville Attractions, owned and operated by M. A. Beam, have been awarded the midway contract for the Lycoming County Fair which will be held here September 19-24, Secretary Elton B. Edkin announces.

Edkin said other attractions inked include Joie Chitwood's Thrill Show, which will open the fair September 19 and close it September 24, with matinee and night performances on both days. The Chitwood org has played the annual for the past three years.

George A. Hamid, Inc., will provide the grandstand attractions. Talent budget is the largest in the fair's 79-year history, Edkin said.

## Keller Racing Org Signs For Leighton, Pa., Dates

FAIRLAWN, N. J., April 16.—Keller Racing, Inc., headed by George A. Keller and his son, Buster, with headquarters here, have been signed to present auto races at Leighton (Pa.) Fair September 10. Two still dates will also be staged at the Leighton fairgrounds by the local org.

The Leighton Fair is the second '49 annual signed by the Kellers, Selinsgrove, Pa., previously having contracted for one day at the fair and seven still dates.

### Here's a Unique One:

## Pittsburgh Annual Operates Sans Gate, Grandstand Charge; Claims Big Five-Day Turnout

PITTSBURGH, April 16.—Allegheny County Fair, which will have its 12th run here September 1-5, is unique in that it has neither a gate nor a grandstand admission charge, yet offers a grandstand show, many exhibits, premiums and various contests and sports events.

Spotted in South Park about 18 miles from Pittsburgh proper, the fair, according to Sarah Reich, secretary, talking in the absence of John L. Herson, director, was attended by 1,500,000 persons in its five-day run last year.

### Figures Are Estimates

This count, of course, was estimated because there is no gate. The estimate was arrived at, Miss Reich said, after a conference with State police, who, she holds, are "pretty good at counting people," and from the attendants of parking areas. The figures, it was also pointed out, were accepted by Pittsburgh newspapers.

The stadium in South Park, where the grandstand show is given twice a day, seats 80,000 persons, according to Miss Reich, and "we have no trouble filling it."

The fair does not have a carnival, Miss Reich explained, because the county board of commissioners, sponsor of the fair, wants it to be strictly a fair for the benefit of the people at the least cost.

### Feature Grandstand Show

Mike Gallagher has the food and drink concessions. His contract has another year to run. Contracts for the grandstand show and fireworks have not been awarded yet, according to Miss Reich. Last year the acts were booked thru Flash Williams and the late Ed Schooley, American Theatrical Agency, Chicago, and the fireworks were supplied by the Hudson Fireworks Company.

Harness horse racing was held last year for the first time and it is again scheduled this year.

Where does the money come from to pay for this annual? The income, Miss Reich points out, is from sale of commercial exhibit space, food and drink concessions (the fair gets a percentage), parking and \$1,000 in State aid.

### Parked 13,557 Cars

Last year a total of 13,557 cars were parked at 25 cents each. Exhibitors get a five-day parking permit for \$1 and a total of 968 such stickers were sold. The parking fee, Miss Reich said, is charged only for cars parked in the fair area. Out of that certain area, parking is free.

Here is a breakdown of figures given in the annual report to the county board of commissioners:

Total attendance, 1,540,000  
Revenue from concessions (food-drink), \$11,024.02.  
Total receipts, \$30,257.82.  
Premiums paid out, \$9,373.30.  
Total expense, \$48,509.50.  
State aid, \$1,000.

"The county underwrites the entire fair," Miss Reich said, "and I might say that it wasn't until 1947, when Mr. Herson took over, that we started charging for commercial exhibit space."

### Suspended During War

The first fair was held in 1933 and continued every year until 1941, when it was suspended for the duration of the war. It was resumed in 1947, when Herson, former Pittsburgh baseball writer, took over as director.

Originator of the fair was Col. Charles C. McGovern, now a member of the State Liquor Control Commission. He wanted it strictly as a fair of agricultural exhibits. In 1936 it

was expanded to include commercial exhibits.

Act line-up last year included Boyd Heath, emcee; Four Whirlwinds; Four Elgins, juggling; Three Winter Sisters, acros; Walter Nilsson, unicyclist; Six Internationals, teeterboard; Six Maschinos, tumbling; Frank Wiesner and Company, comedy horse, and Vince Borelli and His 10 Scouts, band.

Contests and sports events are varied, Miss Reich reports, with bicycle races, horseshoe pitching contests, softball and soccer.

The Pittsburgh Railroad Company gives a special rate of 40 cents for a round trip from Pittsburgh to the grounds.

"Last year," Miss Reich said, "officials of the transportation company told us that the number of persons carried to the fair was up 35 per cent over the previous year."

## Canadians Protest End of Special Rail Rate for Exhibitors

REGINA, Sask., April 16.—Cancellation on May 15 of the half-rate freight tariff on livestock shipped to exhibitions and on movements of purebred animals has been announced by the Canadian Freight Association.

Move has been protested by T. H. McLeod, manager of the Regina Exhibition Association and James Paul, manager, Edmonton Exhibition Association, as well as other exhibition and livestock officials.

Exhibitors of purebred livestock claim that prize monies do not meet their expenses on a fair circuit. Feeling is that not a few will drop from the circuits as a result of the freight association's action.

## New Exhibit Bldg. Readied For Henderson, N. C., Annual

HENDERSON, N. C., April 16.—A new exhibit building for Golden Belt Fair is nearing completion on the fairgrounds here, reported Secretary C. M. Hight.

Of cinder block construction, the building measures 70 by 150 feet and is large enough for all exhibits and commercial displays. The cost is expected to be \$10,000.

Prell's Broadway Shows are booked for the 1949 annual, September 26-October 1, and free acts and fireworks will be offered.

Other officers are E. C. Huff, president; J. W. Coghill, vice-president, and C. M. Hight Jr., assistant secretary-treasurer.

## Eastern States To Miss Chicopee School Kids

SPRINGFIELD, Mass., April 16.—Carrying thru a threat made last year, the school committee of near-by Chicopee has voted not to close the public schools this year for children's day at the Eastern States Exposition. Action was taken when exposition officials wrote asking for the closing of schools September 19.

Last year Chicopee officials objected to the claimed lack of sanitary facilities, the "exorbitant" prices charged for refreshments and "concession rackets."

School departments in several other cities and towns have notified exposition officials that children under their supervision will be given the day off.

## Mrs. Schall Retained As Allentown Secy. In Policy Squabble

ALLENTOWN, Pa., April 16.—Meeting in a special closed-door 75-minute session last week, the board of directors of the Great Allentown Fair refused to accept the resignation of its secretary, Mrs. Reba D. Schall, even though she had previously been "accepted" by the executive committee. Mrs. Schall has returned to her \$4,000-a-year post which she took over several years ago after the death of the veteran M. H. Beary.

Mrs. Schall's resignation was reported to have been prompted by the "meddling" of President Ed Scholl. In acting, the board of directors was also said to have instructed Scholl to "stick to his presidential duties."

After the meeting Director Howard Singmaster was quoted as saying, "There'll be some changes of officers in the society at the next annual meeting in December."

Singmaster also predicted that there would be some policy changes at the next fair. Included would be the return of farm machinery and allied agricultural exhibits, the lack of which has been a bone of contention for several years. Scholl is said to have been partially responsible for their removal. Singmaster also said that some directors feel that perhaps the Friday automobile thrill shows "have seen their day" at the fair.

The board adopted a resolution to meet regularly the third Wednesday of each month, in contrast to past policy of twice-a-year or when-called sessions.

## Mass. Spring Meeting Skedded for April 21

BOSTON, April 16.—The spring meeting of the Massachusetts Agricultural Fairs Association will be held at the Potter House, Eastern States Exposition grounds, West Springfield, beginning at 12 noon Thursday (21). The meeting of the Western Massachusetts Fairs Association will begin with a banquet at 7 p.m. in the Hampden County Improvement League Building.

Speakers at the State meeting will include Milton Danziger, Weymouth Fair; Adrian L. Potter, Eastern States Exposition; Herbert A. Kimball, Topsfield Fair, and Robert P. Trask, department of agriculture. The night session will include talks by Willard A. Pease, Highland Agricultural Society; Elmer Olds, Littlefield Fair, and Arch Rintoul and William McLaren, of the East Longmeadow Lions Club.

## Seeks Bill To Nix Tax on ESE Bldgs.

WEST SPRINGFIELD, Mass., April 16.—An amendment to existing law enabling this town's assessors to obviate collecting taxes on property on Eastern States Exposition grounds is sought in a bill filed by several Springfield area legislators with the Massachusetts Senate.

The bill covers the taxing of property owned by other States and has been given full approval of the board of assessors. The measure was drawn up by Attorney R. Dewitt Mallary, counsel for the exposition, and Frank T. Raleigh, town counsel.

Under present law, passed in 1920, tax exemptions are extended to four New England States—Connecticut, Vermont, New Hampshire and Maine. However, West Springfield assessors believe the present law does not go far enough, and asked that it exempt the State buildings, even if various commercial enterprises are carried on in these buildings during the exposition.

### Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended April 15.

The complete List of Fair Dates was published in the issue dated April 9. The next complete list will be published in issue to be dated May 28. See each issue of The Billboard for corrections and additions.



**ALABAMA**  
Andalusia—Covington Co. Fair Assn. Oct. 17-24. M. A. Boyette Sr.

**CALIFORNIA**  
Victorville—San Bernardino Co. Fair. Aug. 25-28. Oren Robertson.

**COLORADO**  
Burlington—Kit Carson Co. Fair. Aug. 16-18. Reuben C. Anderson.  
Del Norte—San Luis Valley Livestock Fair. Oct. 20-22. Dean Hammond.  
Longmont—Boulder Co. Fair Assn. Aug. 18-20. T. G. Thompson.  
Sterling—Logan Co. Fair & Roundup. Aug. 15-17. H. E. McKenzie.

**CONNECTICUT**  
Monroe—Fairfield Co. 4-H Fair. Aug. 26-27. Constance Creed, Brookfield, Conn.  
North Coventry—Tolland Co. 4-H Fair Assn. Sept. 2-3. Elen M. Abbe, Wapping, Conn.

**ILLINOIS**  
Henry—Marshall-Putnam Fair. Aug. 30-Sept. 3. R. H. Monier, Sparland, Ill.  
La Fayette—La Fayette Fair. Aug. 2-5. Charles Caverly, Toulon, Ill.  
Lewistown—Fulton Co. Fair Assn. Aug. 2-5. Lachlan Crissey.  
Mount Carmel—Mt. Carmel Fair Assn. July 31-Aug. 5. E. Guy Pixley, W. Salem, Ill.  
Ottawa—LaSalle Co. Junior Fair. Aug. 9-11. Kenneth Fleming, R. 2, Marselles, Ill.  
Salem—Marion Co. Fair Assn. July 4-9. W. R. Hancock.

**INDIANA**  
Akron—Akron Agrl. Fair Assn. Sept. 14-18. A. M. Price.  
Fairview—Fairview Farmers Fair. Aug. 17-20. Earl R. Furnish, R. 1, Bennington.  
Fort Wayne—Allen Co. Fair Assn. Aug. 8-14. Carl J. Suedhoff.  
Franklin—Johnson Co. Free Fair. July 10-15. Thomas D. House.  
Peoli—Orange Co. Fair. Aug. 10-13. Junior Chamber of Commerce.

**KANSAS**  
Beloit—Mitchell Co. Fair Assn. Sept. 6-9. Lyle Lukens.  
Berryton—Berryton Grange Fair. Sept. 2-3. Louise H. Renyer, R. 1, Wakarusa, Kan.  
Dodge City—Great Southwest Fair & Rodeo. Sept. 6-11. Ward Perkins.  
Oswego—Labette Co. Fair. Aug. 29-31. Arthur Sanders.  
Saint Francis—Cheyenne Co. Fair Assn. Aug. 30-Sept. 2. W. R. Wilber.  
Sedan—Chautauqua Co. Free Fair. Oct. 6-8. Carl Ackerman.

**KENTUCKY**  
Elizabethtown—Hardin Co. Fair Assn. Sept. 7-10. C. A. Diecks.  
Fulton—West Ky.-Tenn. Fair. Sept. 1-3. F. A. Homra.  
Hodgenville—LaRue Co. Fair Assn. Aug. 31-Sept. 3. August Ovesen.  
Springfield—Washington Co. Fair Assn. June 20-25. Charles E. Montgomery.  
Stanton—Powell Co. Agrl. & School Fair. Sept. 3-10. James H. Hall.  
Whitley City—McCreary Co. Fair Assn. Latter part of Sept. George D. Corder.

**MAINE**  
Embden—Embden Agrl. Assn. Sept. 17. Lella C. Case, North Anson, Me.  
West Cumberland—Cumberland Farmers Club. Sept. 26-Oct. 1. Fred C. Wilson, RFD 5, Portland.

**MASSACHUSETTS**  
Southwick—Southwick Fair Assn. Sept. 10. Mrs. Fannie E. Faas.

**MISSISSIPPI**  
Columbia—Boone Co. Fair. Sept. 3-6. Ray Brueckner.

**NEBRASKA**  
Kearney—Buffalo Co. Fair. Aug. 29-Sept. 2. S. A. Wilson.

**NEW JERSEY**  
Far Hills—Somerset Co. 4-H Fair. Aug. 19-20. Hugh M. Maxwell, Somerville, N. J.  
Mays Landing—Atlantic Co. 4-H Fair. Aug. 19-20. John Roesch.  
Prackness—Passaic Co. 4-H Fair. Aug. 19-20. Robert R. Windeler, Paterson, N. J.  
Wildwood—Cape May-Wildwood 4-H Fair. Aug. 1-3. Joseph Semoff, Woodbine, N. J.

**NEW YORK**  
Avon—Genesee Breeders Assn. Sept. 2-3. John Steele.  
Caedonia—Caedonia Fair. Aug. 8-13. Mrs. Elizabeth Herkimer.  
Canandaigua—Ontario Co. Agrl. Assn. Aug. 17-21. Mrs. Janette D. Dewey.  
Greenwich—Washington Co. Fair. Aug. 22-26. Phil J. Houlton, Hoosick Falls, N. Y.  
Henrietta—Monroe Co. Fair. Aug. 30-Sept. 3. J. Franklin Bonner, Churchville, N. Y.  
Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 30-Sept. 3. J. W. Watson.  
Plattsburg—Clinton Co. Fair. Sept. 1-3. David E. Lanigan.  
Watertown—Jefferson Co. Agrl. Soc. Aug. 22-26. Karl Malady.  
Westport—Essex Co. Agrl. Soc. Aug. 30-Sept. 2. L. H. Lobdell, Wadhams, N. Y.

**OREGON**  
Albany—Linn Co. 4-H Fair. Aug. 29-Sept. 1. O. E. Mikesell.

**PENNSYLVANIA**  
Beaver Springs—Beaver Community Fair. Sept. 22-24. Kenneth H. Boyer, Selinsgrove, Pa.  
Gilbert—West End Fair Assn. Aug. 31. James F. Shiffer.  
New Bethlehem—Farmers & Merchants Agrl. Show. Aug. 17-19. Loudon Stuart.

Tlonesta—Forest Co. Fair Assn. Sept. 15-17. Karl W. Flowers.  
Trotter—Dunbar Tp. Community Fair. Sept. 15-17. Kenneth Mowry, Leisenring, Pa.  
Waterford—Waterford Community Fair. Sept. 7-10. Charles Bowman.

**SOUTH DAKOTA**  
Aberdeen—Brown Co. 4-H Fair. Aug. 24-27. G. J. Bassingwaite.  
Kimball—Brule Co. Fair. Aug. 26-28. Frank S. Ryan.  
Onida—Sully Co. Fair Assn. Aug. 25-27. John F. Neu.  
Parker—Turner Co. Fair. Aug. 29-31. J. C. Jensen.  
Rosebud—Rosebud Sioux Indian Fair. Aug. 26-28. American Legion.

**TENNESSEE**  
Carthage—Carthage Agil. Assn. Aug. 10-13. Stanton Hunter.  
Erwin—Unicoi Co. Fair Assn. Sept. 21-24. Hassel Evans.  
Fayetteville—Lincoln Co. Fair. Sept. 12-17. E. C. Templeton.  
Jonesboro—Washington Co. Fair Assn. Sept. 7-10. Mrs. Paul A. Dillow.  
Lexington—Henderson Co. Colored Fair. Sept. 11-17. Prof. C. C. Bond.  
Onelda—Scott Co. Fair. Sept. 1-3. E. C. Terry.  
Woodbury—Cannon Co. Fair. Sept. 15-17. Mrs. J. H. Cummings.

**TEXAS**  
Waco—Waco Centennial Expo. Oct. 24-30. W. S. Hammond.

**UTAH**  
Deseret—Millard Co. Fair & Rodeo. Aug. 19-20. Cecil Warner.

**VIRGINIA**  
Bland—Bland Co. Fair Assn. Sept. 8-10. T. E. Mallory.  
Lebanon—Russell Co. Fair Assn. Sept. 22-24. J. S. Buchanan.  
Weirwood—Central Northampton Fair Assn. Aug. 9-12. Chas. N. McCune, Chesapeake, Va.

**WASHINGTON**  
Lynden—North Wash. Dist. Fair. Aug. 18-20. A. L. Lawyer.  
Monroe—Evergreen State Fair. Sept. 8-11. B. T. Moore, Everett, Wash.  
Port Townsend—Jefferson Co. 4-H Club Fair. Aug. 18-20. Mrs. George Huntingford, Chima-cum.  
Stevenson—Skamania Co. Fair. Sept. 1-3. Gordon Wells, Carson, Wash.

**WISCONSIN**  
Athens—Athens Agrl. Assn. Aug. 29-Sept. 1. R. Neuenschwander.  
Cedarburg—Ozaukee Co. Free Fair. Aug. 11-14. Carl J. Blume, Thiensville, Wis.  
Durand—Pepin Co. Junior Fair. Aug. 26-27. T. A. Parker.  
Stoughton—Dane Co. Junior Fair. July 22-24. H. H. Cummings.  
Webster—Central Burnett Co. Fair Assn. Aug. 29-31. Lawrence Anderson.

**WYOMING**  
Buffalo—Johnson Co. Fair. Aug. 24-26. William B. Long.  
Gillette—Campbell Co. Fair Assn. Aug. 26-27. Ben C. Kohrs.

### Truex Directing Enid Exhibition

ENID, Okla., April 16.—The industrial committee of the Enid Chamber of Commerce will sponsor Northwest Oklahoma Industrial Exhibition, to be held at the new Garfield County fairgrounds here, May 16-21, General Manager O. E. Zink announced. The Ben C. Truex Wichita booking office will handle the promotion.

Manufacturers, processors, jobbers, distributors and retailers from Enid and Northwest Oklahoma territory will exhibit.

Nightly grandstand shows will feature circus acts, musical revues, races and fireworks. There also will be a midway.

### TV Airings From Ohio State

COLUMBUS, O., April 16.—Events at Ohio State Fair here are going to be televised this year for the first time, according to officials of Crosley Broadcasting Company, who signed a contract this week for exclusive rights to air all activities during fair week, August 27-September 2. The broadcasts will be carried on three Crosley outlets, WLW-C, Columbus; WLW-D, Dayton, O., and WLW-T, Cincinnati.

### Ohio State Proposals Killed

COLUMBUS, O., April 16.—A proposal for a \$40,000,000 bond issue to finance a new Ohio State Fairgrounds was killed Wednesday (13) by the House Committee on Agriculture. Under terms of the proposal, the public would have voted on the bond issue in November. The committee also killed a proposal to spend \$2,000,000 for purchase of land adjoining the present fair plant.

### Lethbridge Reports \$3,897 Profit for '48; 23G in Surplus Acc't

LETHBRIDGE, Alta., April 16.—Operations of the Lethbridge and District Exhibition and Rodeo in 1948 netted a profit of \$3,879, it was reported at the recent annual meeting.

Operating profit was \$9,562 and improvements to the exhibition plant totaled \$7,483, of which \$1,800 is recoverable from the Dominion government.

President A. W. Shackelford reported that the fair was re-established as a member of the Western Canadian Class B fairs circuit and had \$23,000 in the surplus account. Shackelford was re-elected president and Charles A. Bryant was returned as vice-president. Charles E. Parry was retained as secretary-manager.

### Pneumonia Takes E. Moross, Pioneer Auto Race Promoter

LONG BEACH, Calif., April 16.—Ernest Moross, 75, pioneer auto race promoter and the first manager of the Indianapolis Speedway, died here Monday (4) of pneumonia, which followed complications resulting from a blood clot with which he was stricken last January.

Besides having promoted the annual Decoration Day race in the Hoosier City, Moross had also managed such well-known drivers as Barney Oldfield, Eddie Rickenbacker and Powel Crosley.

### Vegreville Plans 13G Stand

VEGREVILLE, Alta., April 16.—Vegreville Exhibition Association will build a \$13,000, 2,000-seat grandstand. The present stand, seating 750, has been sold for \$700 and will be dismantled. The exhibition hall and livestock barns will be improved at a cost of \$3,000. Secretary-Manager John Fitzallen has resigned because of other duties.

### Wis. Voters Okay Jefferson Annual

JEFFERSON, Wis., April 16.—Voters of Jefferson County in April gave an overwhelming vote for continued operation of Jefferson County Fair. The referendum was placed before the people to legalize what is expected to be an extensive modernizing of the present plant. Under Wisconsin law, county boards can appropriate only \$8,000 toward operation of a fair in one year.

Board purchased assets of the defunct Rock River Agricultural Society in 1942 and it has been built up to an attendance of more than 40,000 in 1948.

Horace L. Buri, Jefferson publisher, who has been managing the event, announced after the election that a new layout for the grounds has been drawn by State officials. First improvement, pegged for 1949, is a new hog barn and show ring for \$20,000.

This year's fair, to be held August 3-7, will feature Smiley Burnette, the Jimmie Lynch thrill show, two days of harness racing, an Avery revue and acts from Barnes-Carruthers. Snapps Greater Shows return to the midway after an absence of four years.

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## Attempt To Lease Ky. State Track Stymied 2d Time

FRANKFORT, Ky., April 16.—Circuit Judge William B. Ardery Thursday (14) voided the State's second attempt to lease its fairgrounds race track to a private corporation, terming the lease unreasonable and against public policy.

The judge also questioned the propriety of the lease. Under it, the State Fair Board and State Building Commission agreed to rent the track in Louisville to Fairgrounds Speedway, Inc., headed by J. Fred Miles, Louisville capitalist.

Ardery, in his comments, noted that Miles also is chairman of the State Racing Commission, that Gov. Earle C. Clements appoints the racing commission chairman, that Clements is chairman of both the Fair Board and State Building Commission and that all members of the Fair Board and two of the five building commission members are appointees of the governor.

Under the contract, Fairgrounds Speedway, Inc., would conduct 52 days of trotting races with pari-mutuel betting at the fairgrounds for four years, starting this year. The lease contains two automatic three-year renewals. The contract calls for annual rentals to the State of \$12,500 a year for the first four years and \$17,500 a year for each of the six renewable years.

## Barrington Selectmen Nix Labor Day Dates

GREAT BARRINGTON, Mass., April 16.—Great Barrington Board of Selectmen, by a two-to-one margin, has voted to withhold any permits needed by Edward J. Carroll, general manager of Barrington Fair Association, for operation of his fair, if he stages it during the last week in August as he did last year.

The hearing came to a head as the result of objections from Great Barrington Kennel Club, which holds its one-day dog show the last week of August; the Berkshire Innkeepers' Association and Chamber of Commerce directors, both of whom said business would be sufficiently good during the last week of August and preferred to have the fair staged later to attract additional tourists.

Carroll had asked for the August date to avoid conflict with other fairs staging race meets and because a later date would involve the possibility of cold weather.

It is not known whether Carroll will stick to the August date with just a race meet and agricultural display, eliminating the night show and carnival for his midway, since these would require licenses from the selectmen, or stage the full event late in September and run the risk of cold weather cutting attendance.

## Swift Current, Sask., Skeds First Organized Midway

SWIFT CURRENT, Sask., April 16.—For the first time, the two-day Frontier Days celebration will have an organized midway. A contract has been signed with Henry Meyerhoff's Crescent Shows of Penticton, B. C. Hendy Henderson, of Moose Jaw, will produce evening grandstand shows and Don Perrin has been retained as rodeo director.

Property adjacent to the fairgrounds has been bought and the whole site will be fenced in to stop trespassing and reduce vandalism.

## Charter High Point Annual

RALEIGH, N. C., April 16.—Piedmont Agricultural and Industrial Exposition, Inc., High Point, N. C., was issued a charter here recently by the secretary of state. Incorporators are S. D. Gibson Jr., N. M. Harrison and Edgar Snider, all of High Point.

## Cincy's Carthage Board Nixes Bids For Pari-Mutuels

CINCINNATI, April 16.—Pari-mutuel betting will not be permitted during Carthage Fair's run here, September 13-17, or at any other time, it was announced Thursday (14) following a meeting of Hamilton County Agricultural Society, which operates the fair.

In a prepared statement, the board said it was reaffirming its "long-established policy to ban illegal devices and wagering during the fair, and in the rental of grounds and buildings thruout the year." Former Gov. Myers Y. Cooper, board president, said this bans pari-mutuel betting, altho harness races will be held each day of the fair.

In recent months two groups have applied for racing dates at the grounds. A bid by Cincinnati-Carthage Raceways of \$100 nightly for 19-day harness race meets next fall and the following spring was rejected by the board because permission to hold pari-mutuel betting was a condition of the application. C. M. Saunders, Toledo, is said to represent another group which had its eye on the plant for running races.

## New Cattle Shed Started At Northampton, Mass.

NORTHAMPTON, Mass., April 16.—Ground has been broken for a new barn at the Three County Fair here as part of a development program to create a center for livestock contests and sales. The barn will be used to house 4-H Club cattle.

Construction has been proposed for a second barn to be used as a horse shed during the fair week and for commercial auctions thruout the year.

Charles N. De Rose, fair president, said officials, farms and livestock dealers have agreed on a plan—subject to approval of the directors—to stage pure bred and commercial sales in separate barns.

If plans are followed thru, the fairgrounds may become the site of 15 special livestock shows and sales within the next year.

## Eastern States Refinancing Involves 556G in Mortgages

SPRINGFIELD, Mass., April 16.—Eastern States Exposition has given the Springfield National Bank mortgage deeds of trust on its West Springfield plant, according to papers filed in the Registry of Deeds here. The deeds are security for mortgages amounting to \$556,000 which the exposition secured for a refinancing plan announced last year.

Under the plan to recapitalize, the exposition corporation will replace its 4 per cent, 40-year unsecured gold debentures with first and second mortgage 4 per cent bonds, with half the value of the debentures represented in each class of bonds.

The mortgages cover all buildings on the grounds except those belonging to Massachusetts, Vermont, Maine, New Hampshire, Connecticut and the Hampden County Improvement League.

## Alexandria Annual Sets Dates for October 5-9

ALEXANDRIA, La., April 16.—Central Louisiana State Fair Association, organized recently to revive the annual fair here, has set October 5-9 as its 1949 dates. President J. H. Cade said plans are under way to make this year's fair the largest ever held. It is also planned to use a carnival for the midway attraction.

This year's fair will be held at Jimmie Thompson's place and will have the use of an arena with an 8,000 seating capacity plus an indoor auditorium, which seats 3,500.

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A good Restaurant to operate on Fair Grounds at Hopkinsville, Ky., week of August 8th-13th. Address all communications to  
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To show week of Sept. 18th for Jackson County Fair Assoc., Newport, Ark.  
Wire or Write  
**MISS MOLLIE HINKLE, Secy.**  
Jackson County Fair Assoc., Newport, Ark.

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Independent Rides and large Cook House for the FAIRVIEW FARMERS' FAIR, INC., AUG. 17-20.  
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**CONTACT The ERNIE YOUNG AGENCY For Your GRANDSTAND SHOW**  
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203 N. Wabash Ave. Chicago, Illinois

# Whitey Weiss Makes Return To Cavalcade

## Displaces Bill Cowan

MOBILE, Ala., April 16. — The Cavalcade of Amusements opened its season here today at the fairgrounds, with O. J. (Whitey) Weiss holding down the post of concession manager.

Weiss was with the Cavalcade for several seasons thru last year, but the association was terminated following the 1948 season. Recently he joined the John R. Ward Shows but ended that connection soon after.

At a meeting here Saturday (9) with Al Wagner and others holding an interest in the Cavalcade, Weiss was again installed in the post, thus displacing Bill Cowan, last year with the Ward show, who had been slated to come out with the Cavalcade.

Cowan, still here Thursday (14), indicated that he had made no other plans.

## Neville Also Back

Weiss again has the veteran Eddie Neville with him in the concession wagon. Neville had followed him over to and back from the Ward shows. Archie Wagner, Al's brother, continues in the Cavalcade concession department, serving as assistant to Weiss.

## Marshall Green in Office

Marshall Green now works in the office, along with Arthur Atherton and Mrs. Nash. Green arrived with his wife last week, coming in from their Evansville, Ind., home.

Other late arrivals included Mickey Mansion and his Side Show and Charlie Taylor and his Negro minstrel unit to round out the show line-up. Doctor La Marr checked in from San Antonio, where he and Mrs. La Marr spent the winter.

In about two weeks ahead of the opening, Tommy Allen had the lot laid out long in advance. Everett Fillingham, who again has the Motordrome, spent two months here in advance of the first date, to ready the drome.

# Fayetteville Big For Prell Org

FAYETTEVILLE, N. C., April 16. — Prell's Broadway Shows wound up a lucrative 10-day run here last Saturday (9). Money was reported plentiful and spending free, since adjacent Fort Bragg contributed considerable soldier trade. About 4,000 paid admissions were chalked up opening night. Attendance for the date was estimated at 30,000. Some inclement weather held the gate and gross totals down. Owner Sam Prell said he plans to add eight new tractor-trailer units. Allan A. Travers, general agent, is back with the shows after an extensive booking trip. Ira Knight rejoined to replace Eddie Rood as outdoor advertising manager.

Matty Matsuoff again will manage the Parker diggers. Danny Dell is adding three more stores and will have the G-top.

## Casey Gets Melville, Sask.

MELVILLE, Sask., April 16.—E. J. Casey Shows, Winnipeg, have been signed for the Melville and District Agricultural Society's two-day fair in July.

## Crescent Inks Shaunavon

SHAUNAVON, Sask., April 16.—Crescent Shows, of Penticton, B. C., have been signed for the two-day Shawnee Club-sponsored county fair to be held here in late July.

# Philly Trouper's Week-End Mecca

PHILADELPHIA, April 16. — An avalanche of outdoor show folks invaded the Senator Hotel here last week-end, and for no apparent reason other than it was nearing kick-off time, gals and guys were on the move again, and the recounting of winter activities needed a large audience.

According to hotel proprietor Leon M. Guber, 101 rooms were occupied by the touring clan. Registrants included K. J. McDonald, Lewis S. (Peanuts) Baker, John Hoffman, Ralph (Murphy) Miller, James (Whitey) Fulmer, George Gaston, F. Milton, Mr. and Mrs. Harry Moore, Joe Silva, Ralph Jacobs, Mr. and Mrs. H. Wiseman, Miss Toy Land, P. Glynn, Mr. and Mrs. Roy Hunter, Jack Fisher, W. M. Dennison, Nathan Kilberg, Murray Gardahlen, Ernie Boardman, Anthony J. Orbinski, Dick Burns; Roxy Gatto and son, Mike; Charles Henry, Joe Galvin, Tony Lento, George Gorman, John Kelly, Joe Dubin, Edward Crane, Mr. and Mrs. Irving Selig, Mr. and Mrs. W. E. Kirkman, Richard T. Anderson, Larry Kehoe, Mr. and Mrs. Lawton and Claude Sechrest.

## Lobby Prowlers

E. K. Johnson, Cetlin & Wilson contracting agent who resides at the hostelry during the winter, noted the following cutting jackpots in the lobby: Harry (Smart-Money-Ike) Lewis, Dave Backovity, Joe Baker, Claude E. Bentley, Irving Sherman, Lewis Kane, Richard E. Gilsdorf, Art Noble and his troupe of midgets who were en route to join C&W, Whitey (Baltimore) Byes, Gean Nadreau, Edward P. Rahn, Lloyd D. Serfass, Judy O'Dell, Mike Ziegler, Ben Allen, R. C. McCarter, Starr De Belle, Robert Drake and Little Jeanne, Sam Burdorf, Dave Loge, Joey Gallagher, Bill Moore, Frank (Cookie) Cucksey, Marie Woods, Ben Weils, Walter (Bubbles) Tyeski, Joseph DeLeo, Charlie (Spot) Ross, Sammy Green, Frank Ryan, Billy Hagen, Raymond (Shop) Blumberg, Harry Crowell, Sol (Kane) Knopman, Mrs. Lucylle McIntyre, Issy Cetlin, Dottie Velez (Mrs. E. K. Johnson), Mr. and Mrs. Curtis L. Bockus, Edward Dean, Richard O'Brien, Miss Teal Joy, Derry Falligant, Hap Hyatt, Simon Krause, Bessie Ross and Bill Haggerman.

# Big Kiddie Matinee Gives Royal Crown Break at Macon, Ga.

MACON, Ga., April 16.—A bang-up kids' matinee on closing day, Saturday (9), when more than 5,000 children kept attractions going at capacity from 1 to 6 p.m., helped Royal Crown Shows to a winning stand here.

The date was under auspices of Macon Voiture 40 and 8, and Eddie and Dolly Young, Royal Crown owners, were so pleased that they signed for a return date in 1950.

Biz was never rushing until the matinee, but was steady and showed improvement thru the week despite opposition here from major league exhibition games played Thursday night (7). There was a rush of patrons after the game.

Some observers said the matinee was the biggest of its kind on local lots in several years. Thru police and school patrol co-operation, tickets were distributed in all public schools. Weather was unsettled and cold for several days but it was clear and warm Friday and Saturday, giving the org two excellent nights of business.

Thursday afternoon hundreds of children from Macon orphanages and other institutions were guests of the show, and the party was well covered by radio and press.

# Cold, Rain Hurt Hennies Opening In Hot Springs

HOT SPRINGS, April 16.—Cold and a late evening rain marred the season's opening for Hennies Bros. Shows here Saturday (9) at Jaycee Park. Attendance nevertheless held up well, and owner Harry W. Hennies expressed satisfaction with the spending by patrons.

A parade of the Hot Springs High School band and drill team together with several show wagons, was held in the downtown district in the afternoon as a prelude to the opening. Arrangements for the parade were sparked by Charles Weaver here, former outdoor showman.

## Mayor-Elect Cuts Ribbon

Mayor-Elect Fred Housley and officers of the sponsoring Junior Chamber of Commerce were on hand for the ribbon-cutting at 7 p.m.

The Show Boat, all-Negro unit, uncovered strong entertainment value whipped together by Gene Smith. The unit has a cast of 20, including the Onyxettes and a band headed by Sonny Reid. The new front for the unit was not used, as it was not completed in time.

The posing show, *Mrs. Grundy and Her Scandalous Girls*, features Princess Chio, styled the China Doll. Chic Boyer is the talker.

*Out of This World*, gal revue, features Denise Darnell, 6-foot, 6-inch Texas gal. The show embraces five vaude acts. Connie Austin has the front.

## Snyder Manages Drome

The Motordrome, managed by Elbert Snyder, has six riders and Jack Hardy handling the front. Bob Purvis has his War Show, the Lorow brothers the Side Show, Clifford S. Karn the Snake Show, Buttons Grantham the Monkey Show, and Charlie Goss the Glass House and Ghost Buggy ride. A Life Show also is carried.

Forty-two concessions were in the line-up here, with Bill Starr as legal adjuster; Chester Mays, concession secretary, and George Powell, stockman. Clint and Marion Shuford have the popcorn and peanut wagon, Viola Fairly has a well-staffed mitt camp, and Clayton Holt has custard.

## Play Up Kiddieland

The kiddieland is being given a greater part in publicity than ever before. The small fry area includes a Little Dipper, Fly-O-Plane, Merry-Go-Round, horse and buggy ride, miniature train, Auto and Boat rides.

The staff includes: Noble C. Fairly, manager; Charles Sheesley, superintendent; John Obluck, secretary; Mrs. Alice Hennies, treasurer; William B. Naylor, press and radio; Jack Morgan, trainmaster; Bobby Wicks, scenic designer; Frank Flannigan, Diesel engineer, and Hugo Mallman, mailman and *The Billboard* agent.

# Golden West Opens April 29 in Napa

SAN FRANCISCO, April 16. — Golden West Shows tees off the season at Napa, Calif., April 29, marking the latest season's opening in the history of the org, General Manager Polish Fisher announced this week.

The show is skedded to play on the main street at Napa. All stands will be in the center of town, Fisher said, with the exception of fairground bookings. A new Spitfire has been purchased recently.

Following the Napa date the org will move to the Calaveras County Fair and the Frog Jumping Jubilee, Angels Camp, Calif., May 12-15. Other fairs inked for the 1949 season include the Mother Lode Fair, Alameda County Fair, Glenn County Fair, 12th

# European Talent Hunt for Hermine; WOM Gets Midgets

BALTIMORE, April 16.—Bob Hermine, owner of Hermine's Royal Midgets, who has his troupe at the State Theater here this week, announced that he plans to leave in mid-summer for Europe on a talent trip.

Hermine's troupe will join the World of Mirth org in July for its seventh annual tour with that show. Following the theater date here, the troupe moves to the Majestic Theater, Paterson, N. J., then to New Haven, Conn., for the food show there. Also on the Hermine schedule is Olympic Park, Irvington, N. J.

Members of the Hermine troupe are Peppy and Maria Kirch and Fred and Hilda Karollus, brother and sister duos; William Haase, George Ruff, Elizabeth Sollner, Eloise Sapik, Frederick Soucek and Louis Vasak. Bob Prackett, a member of the troupe for several years, is not with it this year.

# Clifford's United Scores Red One

LOS ANGELES, April 16.—Playing its third engagement since it started out on its initial tour March 19, Clifford's United Shows scored huge business in the five-day run in nearby Belvedere, where it set up for the Mexican festival honoring ex-President Diaz's birthday. Under the sponsorship of the Mexican Chamber of Commerce, the show was set up along two blocks of Marianna Street. An estimated crowd of 40,000 attended.

The show, which was formed this spring with rides owned by Howard J. Clifford and augmented by those of the Frank Babcock Greater Shows, has five major rides and three kiddie rides. Clifford has played Pomona, Costa Mesa and Monday (11) moved into Watts.

Personnel includes Clifford, owner and agent; Joe and Catherine Hurtt, secretaries; Earl Pitcock, lot superintendent and electrician, and Harry Smalley, master mechanic. Concessions include Al (Moxie) and Babe Miller, seven stands; W. F. Carroll, fish pond; Harold Guimette, long-range and glass pitch; Del Glass, short gallery; George Garvey, ball game; H. B. Clifford, food concessions; Bud Van Horn, derby and corn-on-the-cob; Joe Blash Jr., diggers; Jimmy Rose, fish bowls, dart store and candy wheel, and A. J. Marshall, penny pitch. R. Lemon has bingo and S. M. Spencer, novelties.

Rides are Merry-Go-Round, Al Morris, David Jackson; Ferris Wheel, Louis Pettinari; Tilt-a-Whirl, Frank Carpenter, Jack Emory; Octopus, Dick Daugherty, Ray Van Valhinberg; Rolloplane, Tony DeCriscio, and kiddie rides, I. W. Lawlor and M. L. Lawlor. Bud Owens has the pony ride.

Shows include C. H. Hansen's Fun-house and Marba's rubber dog and sloth.

Clifford, son of H. B. Clifford, who had Clifford's Carolina Shows and minstrels some years ago, marked his 35th birthday while playing this date. Owner is handling his own booking since Til Taylor left the show.

Clifford's moves on 28 trucks.

District Fair, and the Jackson Round-Up.

Curley Shoemaker, formerly ride superintendent for the California Shows, is acting in a similar capacity on the Golden West Shows. Homer Rees, formerly with the org, has resigned to take a position with the William Myers kiddie park, Palo Alto, Calif.

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Must be thoroughly experienced, sober and reliable. Excellent opportunity for right party. Our Fun House is modern, has good variety of stunts, easy to handle and mounted on semi-trailer unit with an attractive front. Address inquiries:

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One 12-Car Whip, complete (Mangels) portable, in good shape; self-starter, 15 H. P. motor, A. C. Also one brand new fire engine Kiddle Ride, never been used, 1949 model. Inquire:

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**WANT CONCESSIONS**

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**ANNUAL TWINS PICNIC**

June 24th and 25th

Sponsored by Cassville Civic Club

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June 30th to July 4th, incl.

Big crowd, fireworks, car. Contact

**Arthur J. Wiggins, Chairman**  
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**WANT****ON ACCOUNT OF DISAPPOINTMENT**

Magician, Fat Girl, good Freak to feature, Bally Girls, Fire Eater. Other Acts, write; might place you. Bee Griffen, please answer

**A. G. HEINIE**

Zeigler Shows, Tacoma, Wash., April 23-30;  
Wenatchee, Wash., May 2-7.

**WANT****KIDDIE RIDES**

For Various Celebrations, MAY 21 thru JUNE 30. Write or wire

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4313 Roosevelt Blvd. Philadelphia 24, Pa.

**WANTED**

For our annual celebration, complete set of Rides and Concessions, dates from June 17 to June 19, inclusive. Address all correspondence to

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**FOR SALE****SMITH & SMITH AIRPLANE RIDE**

With Swings; overhauled, set up, ready to go. Bargain

Write or See **EARL**

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**WANTED****COMPLETE CARNIVAL UNIT**

With Rides and Concessions for June booking.

Contact **SECRETARY**

Waldorf Commercial Club Waldorf, Minn.

**BALLYHOO BROS.' CIRCULATING EXPO****A Century of Profit Show**

By Starr De Belle

Prattset, Mo.  
April 16, 1949.

Dear Editor:

After 12 months of continuous showing, Manager Pete Ballyhoo called an end to the tour by going into the barn here for a short lay-off. The closing of a show in the spring is much easier than closing one in the fall—you've got the winter beaten. Whether you close in the spring or the fall they are both alike as the temperature is about the same and bonfires around lots are as plentiful. Calling an end to the tour is okay if the shows' owner does the calling. We have lived a variety of end-of-tour callings by a variety of paper printers and money lenders.

One year we opened the season without opening because of a snow storm, and closed the same week without opening because the snow storm continued, which put the midway in a frozen-food locker for three weeks. We thawed out of quarters on the same lot. Every manager has a different way of wintering a show. I know an old-timer who in his day summered his show in the winter by staying out and wintered his show in the summer by closing in June. He finally lost track of the seasons, went snow-blind and wound up with an ice show where he could cold-deck himself the year round. He transported his equipment on six snow plows.

Following the World's Columbian Exposition at Chicago in 1893 the Mushfakker Bros. launched a carnival on a lot that was five foot under water. Finding the opening all wet, the brothers abandoned all those booked with them as indie operators and switched to a foot train show to play bazaar dates. They carried their equipment on their backs and played in mountain camps where winter sports were held. An early spring thaw cleared the hills of snow, which threw the midway into winter quarters all summer, because they couldn't ski to the lowlands. To get the matter straight, no matter what season you close, you still go into winter quarters. If you don't say it that way your midway lingo has been neglected. The question is, "Can you start a new season if you haven't ended one?"

One year the Duke & Shilling O'Jorless Midway opened and closed its season 14 times without moving. They stayed on a hay meadow so long that the rustic gave them a paid-in-full receipt for the lot rent so he could harvest a late crop of hay. He hauled the show off the meadow in his hayracks and dumped it onto a street where the boys opened a street fair. To get rid of it the local fire department flushed it into a gutter, forcing the shows to winter in a cesspool, which proved that "going into the barn" is merely a figure of speech.

Perhaps you remember Highpole and Flatjoint that were famous at the turn of the century? They operated the Highpole & Flatjoint Amusement Company. One of its proprietors was a free actor, the other a concessionaire. All the show owned were

500 letterheads and 50 one-sheets. Yet when they closed they gave their two legitimate addresses in two half-million-dollar buildings—the U. S. Post Office and Western Union, which also proves that you don't even have to own a show to winter it, and if you don't open one you don't have to worry about closing it.

**Gilbert Readies JJJ Gal Unit; D. C. Bow Set**

NEW YORK, April 16. — Allen Gilbert, recently inked by Co-Owner Morris Lipsky, of the Johnny J. Jones Exposition, to produce a feature show, announced this week that the unit will be titled *Allen Gilbert's New York Follies*. Gilbert will personally handle the show on tour.

Gilbert, with a long career as a Broadway burlesque producer, is invading the midway field for the first time. He has produced strip and sketch shows in the old Apollo Theater here, as well as units at the Gayety, Montreal, and night club layouts for Music Corporation of America (MCA) on the West Coast.

Talent already inked for the JJJ girlcyue includes Tanglefoot, eccentric dancer, and Claude Mathis, straight comic recruited from the nitery circuits.

**New Type Curtain**

Gilbert claims his JJJ production will reveal for the first time on midways the "contour curtain" originated at Radio City Music Hall and on which patents recently expired, enabling its use elsewhere. Costumes for the *Follies* were designed by Billy Livingston, top legit-musical costumer.

The revue will be advertised separately by Producer Gilbert and will be heavily played in newspapers, radio and other media. All exploitation, for the show in general and the revue, will be handled thru the press representative, Jay Leipzig, recently named by Leonard Traube Associates to the traveling assignment.

**Press Club Party**

The *Follies* will not open Wednesday (27) when JJJ preems in Washington, but is skedded to unveil two days later. The contingent will participate at the National Press Club carnivals at midnight, Saturday (30), in the club. Representatives of the shows, including General Agent Ralph Lockett, have been invited by Merriman Smith, of the United Press, chairman of the club's entertainment committee, to participate in a discussion luncheon Thursday (21).

Leipzig leaves for Washington Monday (18), Lockett will move up from De Land Fla., quarters Wednesday (20), the train will head northward Friday (22) with show execs aboard, and Leonard Traube will be on the scene two days before the opening.

**N. Y. Firemen Get Buffalo**

SHERMAN, N. Y., April 16.—Buffalo Shows have signed to provide the midway for the annual Firemen's Celebration, to be held here in July. About 30 firemen's units, with bands and drum corps, are expected to participate. The firemen will hold their celebration on the school grounds.

**Royal To Play Comanche**

COMANCHE, Ia., April 16.—Eddie Young's Royal Crown Shows have been inked to play the carnival stand sponsored here annually by the Comanche Civic Club. Dates are August 1-6. Bill Snyder, general agent, closed contracts for the shows.

**Shan Bros. Tees Off With Winner At Athens, Ga.**

ATHENS, Ga., April 16.—Shan Wilcox's Shan Bros.' Shows got away to a winning start here with an eight-day engagement which ended Saturday (9) under American Legion auspices at the Legion showgrounds opposite the University of Georgia stadium.

Wilcox, a business and civic leader of Maryville, Tenn., will not be active in the management this season but has turned over the reins to R. E. (Bob) Stewart. It is the ninth year that Wilcox has been a show owner, but doctor's orders caused him to step aside from active management last year. Stewart formerly was his general agent for several years.

**Rain in Early Days**

Org had rain the first part of local date but on clear days grosses were satisfactory. The first Saturday (2) was big and starting on Wednesday of the second week each night had a gain. Shows moved out to Gainesville, Ga., for their second stand.

Shows have gone heavily for more neon, especially on rides and fronts, and added a new 100 kw. Diesel, bought from the Lewis Diesel Engine Company, Memphis. Also there is a new 150 kw. transformer to tie into local electric systems.

**Accent Prices**

Bargain prices are stressed. All shows went for a quarter here, and top ride price was 15 cents. The reduced prices are a factor in upping grosses, Wilcox believes.

**Personnel follows:**

Staff: Shan Wilcox, owner; R. E. Stewart, manager; Mrs. Kinsey Harris, secretary; R. W. Stewart, general agent; Cotton Harris, purchasing agent and sound car; T. J. Stewart, lot man; Clarence Wilson, electrician; Henry Benson, night watchman, and Edward Holder and Richard Brown, front gate.

Rides: Merry-Go-Round, Bob Moffitt, foreman; twin Ferris Wheels, Wiley Cole, foreman; Octopus, Fred Roberts, foreman; Rolloplane, Curtis Harris, foreman; Chairplane, Red Hartzberg; kiddle auto, Earl Roberts; Comet, Hedgel Blackburn; Spitfire and miniature Diesel train, Casey Simms, owner.

Shows: Mose Taylor, manager, with six-piece band, 10 performers; Motordrome, Kinsey Harris, manager, and three riders; Girl Revue, Bobbie Stewart, manager; Big Snakes, Red Brown, manager; Circus Side Show, Mark Williams, owner and manager.

Concessions: Casey Simms, bingo; Virgil Miller, cookhouse; H. Reichman, custard; George Kelly, Morris Galenia, Sam and Irwin Berk, Bert Woods, Frank Raby, Banks Thomas, Mrs. Estelle Sparks, J. W. Mansfield, Dad Locke, Gene Duvall, L. Harris, Happy Hawkins, Pat Stewart and E. Johns.

**FOR SALE****COMPLETE CARNIVAL**

3 Major Rides and 1 Kiddle Ride.  
3 Tractors and 4 Semis.  
3 Light Plants, mounted, totaling 30 kw.  
Cable for show twice this size.  
Twenty Concessions.  
Office Trailer, 1945 Lighthouse.  
Will sell as whole or piecemeal. Come and see it. Terms can be arranged.

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**WANT BILLPOSTER**

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**Fidler's United Shows**

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**CARNIVAL WANTED**

By Union Organizations for 2-4 days around July 1st and Sept. 5th. Also interested in other dates your circuits could reach Cornwall. Write.

**G. JARRETT**

3 Water St., East  
Cornwall, Ontario, Can.

**Kirkwood Personnel On Richmond Video**

RICHMOND, Va., April 16.—Personnel of the Joseph J. Kirkwood Shows were featured on a WTVR television show here Thursday night (17).

Participating in the screening were Ralph Decker, show manager; Col. Lew Alter, Side Show op and Septentiana with Pete, 12-foot python. Show was emceed by the station's Ben Taylor.

Decker said he believed this was the first time video had been promoted for carnival publicity. K. C. McGary is tub-thumping for the org.

# ROYAL AMERICAN SHOWS



We extend our sincerest thanks to the various Fairs and Exhibitions of the United States and Canada, and to other sponsors for their confidence in our ability to produce the finest in outdoor amusement.

## WE ARE BOOKED SOLIDLY IN 1949

We will exhibit the following route of National and International Events:

- |   |   |  |   |
|---|---|--|---|
| FLORIDA STATE FAIR<br>TAMPA, FLORIDA                            | CALGARY EXHIBITION AND STAMPEDE<br>CALGARY, ALBERTA, CANADA                 | TULSA STATE FAIR<br>TULSA, OKLA.                               | OKLAHOMA STATE FAIR<br>OKLAHOMA CITY, OKLA. |
| WORLD'S LARGEST STILL DATE<br>GRAND AND LACLEDE, ST. LOUIS, MO. | EDMONTON EXHIBITION<br>EDMONTON, ALBERTA, CANADA                            | CANADIAN LAKEHEAD EXHIBITION<br>FORT WILLIAM-PORT ARTHUR, ONT. | ALABAMA STATE FAIR<br>BIRMINGHAM, ALA.      |
| MEMPHIS COTTON CARNIVAL<br>MEMPHIS, TENN.                       | SASKATOON INDUSTRIAL EXHIBITION<br>SASKATOON, SASKATCHEWAN, CANADA          | TRI-STATE FAIR<br>SUPERIOR, WIS.                               | MISSISSIPPI STATE FAIR<br>JACKSON, MISS.    |
| PROVINCIAL EXHIBITION OF MANITOBA<br>BRANDON, MANITOBA, CANADA  | REGINA AGRICULTURAL & INDUSTRIAL EXHIBITION<br>REGINA, SASKATCHEWAN, CANADA | MINNESOTA STATE FAIR<br>ST. PAUL-MINNEAPOLIS, MINN.            | LOUISIANA STATE FAIR<br>SHREVEPORT, LA.     |
|   | ELKS' SUMMER EXHIBITION WINNIPEG, CANADA                                    | KANSAS FREE FAIR TOPEKA, KAN.                                  |   |

This year we will present an entirely new show. Having faith in our ability to remain at the top in our field of amusement, we have invested in new show presentations, new and novel rides and new all-steel railroad trains to transport this great 70-car show.

We also wish to thank the many showmen, connected with other shows, for their many personal well wishes to us in our new endeavors to provide the best.

Carl Sedlmayr  
Carl Sedlmayr Jr.      AGAIN THANKS TO ALL  
ROYAL AMERICAN SHOWS      Winter Quarters  
Tampa, Florida



WANT      WANT

Opening Friday, April 22, on Streets, Chester, Pa.  
(First on Streets in 20 Years)

Will sell "X" on Bingo for season. Want Hanky Panks of all kinds, \$25 00 or any other legitimate Concessions. Will book any Ride or Kiddie Ride that does not conflict, at reasonable percentage. Can use Electrician and Wheel Foreman for long season; good treatment and top salaries out of office. Wire or call

**ROXIE GATTO or JOHNNY HOFFMAN**

Chester Arms Hotel, Chester, Pa.

Pinky Edgar, call me. Will put Kiddie Rides in good condition.



Opening Petersburg, Va., Saturday, April 30.

Locating Grounds on the 26th

Earl Chambers wants Men to handle Monkey Show and Speedway. Can place Train Help of all kinds. Address Larry Bidwell. Can place experienced Carnival Ride and Show Workingmen in all departments. Want Front Foreman for Illusion Show.

Can place Looper Foreman and Second Man to join at once. Can also place Caterpillar Foreman.

Hartzman wants Foreman for Rock-o-Plane. Frenchy Broillette, get in touch immediately.

Can place all legitimate Merchandise Concessions.

All report at winter quarters not later than April 20th.

P. O. BOX 787, PETERSBURG, VA.

## Endy Bros. Shows

OPENING ALBANY, GEORGIA  
— FRIDAY, APRIL 29 —

WANT FOREMEN FOR FLY-O-PLANE, ROCKET, ROLL-O-PLANE, LOOPER.  
(Gene Compton, answer.)  
CAN PLACE OCTOPUS, SPITFIRE, HI-BALL, GLASS HOUSE, ARCADE.  
HAVE OPENING FOR A FEW MORE HANKY PANKS AND BALL GAMES.  
ALL CONTRACTED, REPORT. **ENDY BROS.' SHOWS** ALBANY, GA.

## ROGERS GREATER SHOWS

WANT Sideshow, Sideshow Acts. Have complete Top and Banners for same. WANT Snake Show, Girl Show and other Grind Shows.

FOR SALE—Chairplane at reasonable figure.

WANT Concessions of all kinds. Wire.

**H. V. ROGERS**

Harrisburg, Ill., April 18-23; Marion, Ill., 25-30.

## PEERLESS CELEBRATION AMUSEMENTS

Opening April 23, Sparta, N. C., two Saturdays, V.F.W. Spring Festival; May 2 to May 7, Firemen's Spring Carnival, St. Paul, Va. We hold contract for the coal miners' Broad Top Picnic, June 27-July 4, seven big days days including Sunday. Get set for this one.

RIDES—One Major and one Kiddie Ride, Pony Ride. Will buy, book or lease Tilt, Rolloplane, Octopus or any late Ride.

RIDE HELP—Second Men who can drive.

CONCESSIONS—Due to disappointment can place Custard, French Fries, Pop Corn, Apples and Floss, Hanky Panks, High Striker, Age and Scales. Some percentage if you have line stores. No Water Games.

SHOWS—HERE IS A CHANCE FOR SOME REAL SHOW MEN AND SHOWS. We have new tops and banners and transportation if you can produce the acts for them; 5-in-1 or 10-in-1. Will place a good, clean Girl or Posing Show, Geek, Life, Illusion, any Show that can get money.

GENERAL HELP—Concession Agents, Stock and Percentage, couples or singles. Wire, no time to write. All replies to

**W. J. MESPELT**

MT. AIRY, N. C., TILL APRIL 22; THEN AS PER ROUTE.

# POP CORN

This announcement is of interest ONLY to the man who is willing to pay a dollar more per hundred for a Pop Corn that will pay off \$10.00 to \$15.00 more per hundred in profits.

## INDIANA TRIUMPH

The New Pop Corn Is Now Ready.

With 25 years' experience behind us, we have perfected and are processing a Hybrid blend large yellow Pop Corn that is guaranteed to give you more for your money than any other corn now on the market.

## INDIANA TRIUMPH

With volume plus flavor.

Before even placing this fancy blend of Hybrids on the market we learned these amazing facts. That—5 out of 7 concessionaires who operate machines in Drive-Ins, Theaters and Carnivals and who are quality buyers said "IT POPS QUICKER, WITH MORE VOLUME AND WITH LESS HULLS" than any Pop Corn they had ever used.

## INDIANA TRIUMPH

Guaranteed without reservation.

Yes, we think so much of this new Pop Corn that we take your word exclusively as the final judge. Try a bag of Indiana Triumph, use 10 or 15 or 20 pounds. If it isn't just what you want just wire up the rest of the bag and return to us. We will pay freight both ways and return your money without question.

## INDIANA TRIUMPH

Has been accepted by outdoor trade everywhere.

Hundreds of carnival machines operators buy direct from us every season. We ship from Muncie, Ind., via truck, Rail and Express. Our location is ideal for service. We ship same day order is received. Many of our customers order Hoosier Pride Coconut Oil or Popsit Plus liquid seasoning, salt, bags and boxes right along with their Pop Corn.

Mail us your permanent address. We want to mail you complete data on Indiana Triumph, the NEW POP CORN, Hoosier Pride Hybrid, our regular grade, Salt, Boxes, Cones, Seasoning, etc.

Signed,  
Ralph J. Kem

## INDIANA POP CORN CO.

Muncie, Indiana

### PHONE-WRITE-WIRE

Please note: All orders are processed and shipped from Muncie. We do not warehouse anywhere. Your Pop Corn is processed only when ordered.

## SIDE SHOW

PEOPLE, Freaks, Working Acts, Girls for Illusions, Tattooer with Act, Grinder, Useful People. ONLY SHOW HERE. 15th Year. Open May 20th. Hyondra, Mach, Short, write. Address:

### O'BRIEN-DEAN

Side Show Building, Revere Beach, Mass.

## AGENTS WANTED

For Grind Stores, Razzle, Clothes Pin, Wheels, etc., beginning Attalla, Ala., April 25-30. Contact North Birmingham, week of April 18th. Pelz, answer.

## FLOYD & HENRY HETH

# MIDWAY CONFAB

Pallbearers for Fred (Tex) Leatherman, who died in Richmond, Va., April 6, were Joseph Decker, Carl Halzapfel, Tommy Heath, George Leeman, John Arneallas and Buster Morgan. Services for Leatherman, whose family has been associated with outdoor showbiz the last 15 years, were held in Richmond April 10, with burial in Mount Calvary Cemetery there.

Spring trouping is a post-graduate course for those who survived winter tours.

Mr. and Mrs. Art Thomas, carnival owners, have left Long Beach, Calif., for Lennox, S. D., in their private plane after spending the winter there looking after their extensive property. They firmly believe in booking the fair circuit by air. Last year they purchased a Cessna plane for their nephew, Bernard Thomas, a World War II pilot, so he could cover the South Dakota dates for them. Next year they plan to bring their 16-year-old son, Gary, to Long Beach to take flying lessons.

Two cold weeks on Northern lots makes a concessionaire's Florida suntan lose its prestige value.

Hal Eifort recently resigned as concession secretary of Johnny J. Jones Exposition and left the org's De Land, Fla., quarters for the North. J. A. Pearl, last year with Cavalcade of Amusements, will be mailman and The Billboard agent for the JJJ org, with which he had been connected several seasons ago.

Mr. and Mrs. Mel Dodson, of Dodson's Imperial Shows, and Mr. and Mrs. Sam Levy, of Lawrence Greater Shows, took time out recently in Columbus, Ga., to place wreaths on the graves of eight members of the Con T. Kennedy Shows who lost their lives in a train wreck near Columbus in 1915. Dodson's

Imperial Shows winter in Columbus and Lawrence Greater recently showed there.

News that fairground concession rates are going up suggests that the agents have been jackpotting too much.

E. H. Rucker has been released from St. Patrick's Catholic Hospital, Lake Charles, La., he having had a heart attack. Dallas Duncan will have five concessions on Dick's Greater Shows, and William Cowan will have three on Miner's Model. Ben E. Brigman (Sparks) electrician, recently with Lone Star Shows, visited The Billboard offices, Cincinnati, April 15. James Rapple, advertising agent of the Majestic Greater Shows for three years, will be with Dick's Greater Shows in the same capacity. He has taken delivery on a new Studebaker truck and Palace house trailer.

True, loud speakers on lots drown out requests for passes at office windows, but they're still headaches.

Prof. Willie J. Bernard, Hancock, N. H., originator of a new Wild Man Show, was visitor on the lot for the April 2 opening of the Granite State Shows in Manchester, N. H. Bernard also visited the Playtime Shows in Concord, N. H., April 11, before joining Molly's Greater Shows in Portland, Me. The Moral Builders Club on the Don Franklin Shows honored Mrs. Franklin with a birthday party March 31 in Alvin, Tex. Mrs. Winnie Bowden and Mrs. Sylvester Dove served the refreshments. The guests included Mrs. J. C. Campbell, Mrs. Mervin Baritman and daughter, Joy; Mrs. J. W. Graham, Mr. and Mrs. Bob Jewell and daughter Anita, and Mrs. Jewell's mother; Mrs. Jap Arbuckle, Tillie Stanley and Bonnie Spoon. A crew is working on the Circus Mart's Foun-

## WHEELS OF ALL KINDS PADDLES—LAYDOWNS

### FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S BOWLING ALLEY
- HIGH STRIKER
- HOOP-LA BOXES
- JUMBO DICE WHEELS
- ROLL DOWNS
- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
- WATCH-LA BLOCKS

Write for Catalog

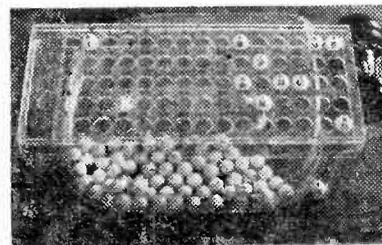
## H. C. EVANS & CO.

1528 W. Adams St. Chicago 7, Illinois

## 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.

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282 W. Market St. Akron 3, Ohio

## BAKERS GAME SHOP

WHEELS—ALL COMBINATIONS, SIZES. Large and small Chuck Wheels. Ball Chuck Wheels, 30 and 36-inch. Wheel Laydowns, wide counter size. Track Laydowns, Under and Over Cloths. Baker Wheel Counter Posts. Baker Four Ball Buckets. Baker Ball Bearings, Skillos. 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 Pegs 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.

## RIDES—CONCESSIONS

Kiddle Rides and Concessions. Few open dates for Bazaars, Celebrations and coming events. Phone: Little Falls 4-0811-J.

### GEORGE E. FERNLEY & SONS

44 Zeliff Ave. Little Falls, N. J.

## RIDES

FOR LEASE OR BOOK  
Three Eli Ferris Wheels and 11 other Major and Kiddie.  
AMERICAN AMUSEMENT CO.  
1035 N. Gay St. Baltimore, Md.  
Phone: Eastern 9550

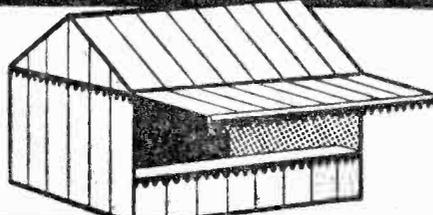
## LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south. Atlanta, Georgia. Fairfax 2626.

## SHOW PAINTINGS

The Best for Indoors and Outdoor Display  
BANNERS  
That Draw the Crowds  
JOHN M. BULSTERBAUM  
560 S. 15th St. LINDENHURST, L. I., N. Y.

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CARNIVAL TENTS SHIPPED WITHIN  
**5 DAYS**  
AFTER ORDER RECEIVED!  
SLIGHTLY MORE TIME  
REQUIRED  
FOR SHOW TENTS  
WIDE SELECTION OF MATERIALS  
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## ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

## SPARTAN—AMERICAN—M-SYSTEM TRAILERS

Low Down Payments—Immediate Free Delivery. Call Collect 31-3074.

### RAY MYERS

TRAILER VILLAGE, 11650 NEBRASKA AVE., TAMPA, FLA.

# T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK.  
Beautiful Colors—Individually Designed.

### JIMMY MORRISSEY

## ALL-STATE TANI & 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 Phones: Day, 661 Moosic, Pa.; night, 493 Moosic, Pa. OLD FORGE, PA.  
J. LAURENZI and PELLEGRINI BROS.

# WHEELS

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.

tain of Youth, free act, with the Old-Time Midway Shows in quarters at Guilford, Ind. Mr. and Mrs. E. B. McLaughlin are owners of the mart. Roxy Harris and son bought six Merfy - Go - Round horses and a chariot. Donald Lane has route nearly all booked; Louis Ranger is second man. Org opens last week in May.

Exact knowledge is a valuable commodity, especially when it comes to deciding what is an edible hamburger.

Doral Deshon, who has the "Follies Show" on the Capital City Shows, featuring Margie Flynn, is readying another show, to be known as "Singapore Sadie" on the same org. Dominic Marconi will manage the second show. . . . Betty Huffman, whose husband has the cookhouse on the Mad Cody Fleming Shows, is with her mother who is seriously ill in a hospital in Cedartown, Ga. . . . William Herdle, concessionaire, is recuperating at his apartment in Los Angeles after having undergone surgery at the Hollywood Leland Hospital.

Loudspeakers, which transmit the openings of talkers with clarity, have only one drawback, and that's it.

Purcell's Stage Circus recently played Crowley, La., to close a 28-week winter season of showing in school gymnasiums thru Mississippi and Louisiana. The org will reopen May 25 in Waterloo, Ia., with Johnnie Dorland's Royal United Shows, starting an 18-week tour as a free act. Eddie Hiler visited the show when it was in Lake Charles, La. . . . Lee Lestra pulled into the O. C. Bucks winter quarters in Troy, N. Y., having driven from Oakland, Calif. This will be his seventh season on the annex of Jim Thompson's Side Show.

Wonder what became of the old-timers who arose at daylight to hunt for lost dimes in the sawdust around ticket boxes?

Dick Best, who will have his Side Show on the Johnny J. Jones Exposition, was a recent visitor at Mobile, Ala., calling on Bernie Smuckler, of Alabama Amusement Company, and Al Wagner, Cavalcade of Amusements. From Mobile, Best headed for De Land, Fla., quarters of JJJ. . . . Chester Hobbs, ride foreman on the Bill Lynch Shows, is convalescing at his Halifax, N. S. home after spending several weeks in a Halifax hospital, where he underwent an operation. He plans to be back with the Lynch org when it opens in late May. . . . Slim Watson, high striker concessionaire in North-eastern Canada, is hospitalized in Halifax, with his condition reported as improved. . . . Frank L. Bynum, concessionaire, has taken over management of the Circus Inn, Emporia, Kan., where he will remain thru the summer. The drive-in spot, situated on Highway 50, is owned by circus people.

The beginning of wisdom is the realization that no lot superintendent ever won an argument over the location of a woman's house trailer.

Earl Muldoon's Granite State Shows is circulating a four-page herald to advertise its dates. . . . Art Noble, who will have the midget show with Cetlin & Wilson, is playing a club date in Philadelphia. . . . Harry Crowell announces the engagement of his daughter, Rohoga, to Lewis Meyers. They will be married June 12 in Philly. . . . Mr. and Mrs. James Attwell, Baltimore, recently visited Leon M. Gruber and Joseph Baker in Philly. . . . Mike Zeigler is having his rides worked over at New Jersey State Fairgrounds, Trenton. Org will preem at Linwood, Pa. . . . Dottie Velez, one of Raynell's troupers on the Cetlin & Wilson Shows, is receiving medical care in Norfolk, Va., for persistent headaches.

Once again, as every year, the operators of two-gal revues are ready to wrestle with their audiences, unarmed except for a blowoff, 10 cases of package candy and a few typewritten song sheets copied from the latest edition of 10,000 Gags and Parodies.

Norman K. Symex, scenic artist, is responsible for the designing and painting of the show fronts and wagons on the Royal American Shows, including the Gypsy Rose Lee wagon, a photo of which appeared on The Billboard of April 9. Symex formerly was artist with World of Mirth, Strates, Endy Bros., Johnny J. Jones and Mighty Sheesley. . . . Ray E. Ellis postals that he has left Biloxi, Miss., Veterans' Hospital, is not so well, and would like to hear from friends at his present address, 12136 Miranda Street, Hollywood, where he is staying with his sister. . . . Edward J. McDonnell reports from Concord, Mass., that outdoor showfolks are daily visitors at the Funhouse there owned and managed by Tom Corey and William (Bookie) Miller. . . . R. L. (Red) Bishop has rejoined the State Fair Shows on Parade after a trip to Parsons, Kan., for the burial of his mother. Bishop is the org's general agent, and also has the Girl Show and a p.c. spot.

# WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Will Officially Open the 1949 Season at  
**BATTLE CREEK, MICH., MAY 6-14**

**12 RIDES — 8 SHOWS — 50 CONCESSIONS**

FEATURING

**"Sensational Royals," America's Premier Aerialists**

**WANT**

**WANT**

**SHOWS**—Funhouse, Crime, Motordrome, Iron Lung, Walk Thru, Glass House, Mechanical City and other worthwhile Attractions. Exceptionally good territory for large Penny Arcade.

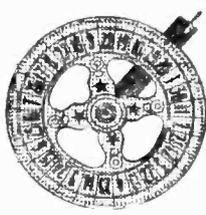
**RIDES**—Fly-O-Plane, Spitfire and Dark Ride.

**CONCESSIONS**—Milk Bottles, Fishpond, String Game, Coke Bottles, Novelties, Snow Balls, Cat Rack, Darts, Bumper, Cigarette Gallery and other Merchandise Stands. Will sell Exclusive Photos. Ride Help for 10 major rides, Foremen for Kiddie Autos and Kiddie Boat Ride.

We will play our usual route of large industrial cities, followed by outstanding fairs and celebrations starting in early August.

**JOHN QUINN, Mgr., Wyandotte, Mich. (Until May 1st)**

**NOW DELIVERING!**  
**NEW**  
Apex 4 Star  
**Carnival Wheels**



Apex 5 Star  
**BINGO BLOWERS**

12	27	33	47	64
10	18	42	52	68
14	16	30	48	63
8	23	40	50	75
5	21	44	58	74

Complete Bingo Supplies, also Amplifiers  
**SEND FOR FREE CATALOG.**

Heavy Duty Mounted  
**BINGO CARDS**  
in Various Colors

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26 East 13th St. (Dept. B)  
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**BUCKLEY MFG. CO. OF CHICAGO**

Made only one Race Horse Electric Controlled Machine for Parks and Carnivals. This machine was designed after their famous Buckley Track Odds, and has a 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 \$2000.00 The finest concession your money will ever buy. Inspection invited.

**L. S. COPELAND**  
1303 Carondelet St. New Orleans, La.

**NOW AVAILABLE**  
1949 EDITION OF OFFICIAL  
**CONCESSIONAIRE'S GUIDEBOOK**

Jam packed with money-making ideas, games, formulas, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.

**Concessionaire's Guidebook**  
3916 Secor Road, Toledo 6, Ohio

**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

**WANT WANT WANT**

Bingo Caller, also Counter Men who can stay sober. Salary, all you are worth. Good working conditions. The following people get in touch: Dick Gable, Woolly Booth, Freddie Rick. Will place Tickets if needed. Drunks stay where you are; liquor is the reason for this ad.

**J. M. McCURDY**  
c/o UNITED EXPOSITION SHOWS  
Sherman, Tex., this week; then  
Arcmore, Okla., following.

## USED TRAILERS

SAVE 25% on DEMONSTRATORS and SLIGHTLY USED

### CONCESSION TRAILERS

Come By and See Them at the Addresses Below

# BLEVINS POPCORN COMPANY

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# JOHNNY J. JONES EXPOSITION

OPENING WASHINGTON, D. C., WEDNESDAY, APRIL 27

**CAN PLACE**

LEGITIMATE CONCESSIONS OF ALL KINDS FOR WASHINGTON AND BALANCE OF SEASON

Want Foremen for Ferris Wheels, Looper and Rolloplane. Canvasmen and Workingmen for all departments. Good opening for Monkey or Animal Show or any Grind Show of merit.

Write—Wire—Call  
P. O. BOX 1180 — DE LAND, FLORIDA — PHONE 1167

Used Everywhere for Over 35 Years

# ROLL TICKETS

PRINTED TO YOUR ORDER

**100,000 \$27.00**

**Keystone Ticket Co.** DEPT. B  
SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

10,000	.....	\$ 9.00
20,000	.....	11.00
50,000	.....	17.00

# WILLIAM T. COLLINS SHOWS

Pride of the Northwest

16 RIDES AMERICA'S MOST BEAUTIFUL AND 10 SHOWS  
18 FAIRS LARGEST MOTORIZED SHOW 18 FAIRS

Opening at Redwood Falls, Minnesota, May 16th, followed by a star studded route of fairs, starting in North Dakota June 23d and continuing till September 22d.

## WANT FOR SEASON OF 1949

Manager for Midget Show, also three Midgets, Manager for Mickey Mouse Circus. I have the equipment and transportation. Will book Spitfire, Loooper and Ridee-O. Can place legitimate Concessions of all kinds (no ex.) excepting Cookhouse, Grab, Palmistry, Popcorn, Cotton Candy, Hoop-La and Bingo. Want Man to take complete charge of Funhouse and Glasshouse combined on percentage. Must be sober and reliable. Have opening for first class, sober and reliable Foremen for Pretzel and Wheel. Also Second Men and General Help in all departments. Must drive semis and have chauffeur's license. Want Man to take charge of Front Gate, Towers and Searchlight. Winterquarters now open at Redwood Falls, so if you want to be placed, come on. All replies to

**WM. T. COLLINS SHOWS**  
WINTERQUARTERS, REDWOOD FALLS, MINNESOTA

## 50TH CARL FERRIS SHOWS 50TH

### GOLDEN ANNIVERSARY TOUR

FEATURING THE SENSATIONAL APPLO FREE ACT

Opening in downtown Ridgeway, Penna., Saturday, April 30.

Beginning our 50th year of continuous operation. Showing our proven route of Old Home Weeks and Bona Fide Celebrations. This show has 6 of the best money fairs in New York State, starting at Owego July 24, with Dunkirk, Watertown, Little Valley, Trumansburg and Waterloo following.

Want legitimate CONCESSIONS—No grift or percentage. Can use Cigarette Gallery, Coca-Cola, Snow Balls, Bottle Game, Scale and Age, Penny Pitch; also American Mitt Camp. H. Hoffman, your Concession sold. Sid Daniels, get in touch with show at once.

RIDES—Tilt-a-Whirl, Spitfire, Octopus, Fly-o-Plane, any ride not conflicting with office-owned Rides.

SHOWS—Life Show, Grind Show, Side Show, Drome, no Girl Shows.

FOR SALE—Two 50 Kw. Transformers mounted in van-type Mack Diesel Truck, equipped with tower, switch boxes and other extras priced for quick sale, \$1200.00. Reason for selling, have purchased Diesel plants and towers.

## CARL FERRIS SHOWS

Medina, N. Y., until April 26; after that Ridgeway, Penna. Tel.: Medina, N. Y., 1000.

## FIDLER'S UNITED SHOWS

### OPENING APRIL 23, GRANITE CITY, ILL.

#### WANT SHOW MANAGERS

SIDE SHOW—We have first class outfit. Will turn over to capable party, and offer attractive proposition if you can frame inside. GIRL AND POSING—We have complete equipment and play real Girl Show territory. ATHLETIC SHOW—We furnish the outfit. You can make good money here if you have talent. Will build other Shows for capable Showmen. ATTENTION, SHOWMEN with own outfits not conflicting, we offer you excellent proposition. Come on.

#### CAN ALSO PLACE

SENSATIONAL FREE ACT for full season's work. State lowest for season. ELEC-TRICIAN who can handle Caterpillar Diesel and G. E. Searchlights. State salary. RIDE HELP for all Major Rides, including Caterpillar and Fly-o-Plane. Must drive Semi. LEGITIMATE CONCESSIONS that work for stock, come on; we will place you. BILLPOSTER to join on wire. SHOW CARPENTER with own tools that understands building and designing. State salary.

## FIDLER'S UNITED SHOWS

4217 N. Florissant Ave.

St. Louis, Mo.

# PIONEER SHOWS

high class midway attractions

OPENING FRIDAY, APRIL 22, HEART OF TOWN—WAVERLY, N. Y.

WANT—Shows of all kinds, with or without equipment.

CONCESSIONS—Custard, Penny Arcade, Photos, Diggers, Rotaries, Novelties, and any Legitimate Concession.

RIDE HELP—Foreman and Second Men on Octopus, Wheel, Whip, Double Loop, Chairplane.

WANT—Free Act.

FOR SALE—20x20 Marquee. Will book or buy Fun House. All replies:

**MICKEY PERCELL, Box 106, Waverly, N. Y.**

## MERRYLAND SHOWS—LAST CALL

Opening Hastings, Michigan, April 30 to May 7; followed by Three Rivers, May 9 to 14.

WANT CONCESSIONS—String Game, Hoop-La, Ball Games, Bumper, Slum Spindle, Fish Pond, Coke Game, Blower, Ice Cream, Duck Pond, Lead Galleries. Stock Stores and Hanky Panks, come on; we will take care of you. All others booked. Show will be on lot at Hastings, Michigan, April 27.

**C. HARRY ALLEN**

Asst. Manager

43 Pickford Ave., Battle Creek, Mich.

**C. CRITTENDEN, Owner**

710 Mill St., Midland, Mich.

## BURDICK'S GREATER SHOWS WANT

OPENING TAYLOR, TEXAS, APRIL 23-30

Can place any flat ride—Octopus, Tilt, Rollo Plane or any ride not conflicting. Can place set of Kid Rides. Place Independent Shows. Can use good Girl Show, Freak Show, Custard, Snow, Peanuts, Popcorn, Cotton Candy, Ball Games. All Hanky Panks 15-50. Place neat Cook House. Can use few good Ride Men who can drive trucks. Have seven Texas Fairs, four celebrations. Best 4th of July celebration in State. R. L. (Red) Bishop, get in touch with me at once. Contact

**IRA BURDICK**

1503 NO. 5TH ST., TEMPLE, TEXAS

## FROM THE LOTS

### Smith Amusement Co.

RANGER, Tex., April 16.—Org recently concluded a two-week stand here, auspices of VFV. Biz was good. Staff includes Roland Smith, owner-manager; Mrs. Wylena Smith, secretary; Eddie Yagla, general representative; Bob Bullock, business manager; Lawrence Smith, electrician.

Rides: Ferris Wheel, Jack Dove, foreman; Merry-Go-Round, Louis Borlish, foreman, and Jim Maddom, clutch; Tilt-a-Whirl, Bill Foster, foreman, and Lefty Louis, clutch; Merry Mixup, Blacky Thorne, foreman; kiddie airplane, Johnnie Shaw, foreman.

Shows: Frenchy's Girl Show, featuring the Atomic Blondes; Snake Show, featuring Happy Hunter, the Frog Boy. Concessions: Snow cone and candy apples, Charles Keiffer; fish pond, Dona Keiffer; candy floss, Floyd Thorpe; darts, Mrs. Floyd Thorpe; ball games, Mary Ridings and Mrs. Bob Bullock; coke bottles, Arthur Williams; penny pitch, Mrs. Arthur Williams; pea pool, Joe Lopese; razzle dazzle, Bill Ridings and Harry White, agents; skillo, Burl Owens and Whity Brumly, agents; color game, George Hall and Fred Gutrarrig, agents; lead gallery and swinger, Charles Schneider; bingo, Bob and May Aussiker; glass pitch and country store, office owned; the writer, popcorn, mail and The Billboard sales agent.

### MINERAL WELLS, Tex., April 16.

—Org moved here on a muddy lot and opened Monday night to a large crowd altho rain fell at intervals. Weather became better during the week and biz was okay. Floyd Thorpe, Chille Lopese and Freddy Gertierrez are the show's fishermen and they are bringing in large catches. Louis Borlish, Jimmy Maddoux and George (Deafy) Hale are painting and re-decorating the Merry-Go-Round. Texas Tommy, Bob Donovan and Dona Keffer made a business trip to Dallas this week. June and Telt Fletcher joined with two concessions, also Bob Donovan, and Mark Adams, with palmistry. Mrs. Eddie Yagla has returned from Dallas. Alvin Vandike, manager of Victory Exposition Shows, visited.—MRS. LAWRENCE SMITH.

### J. A. Gentsch

BROOKHAVEN, Miss., April 16.—On the road since March 12, rain has cut grosses normally registered on the show's route of Mississippi stock shows. Opening stand was Forest, Miss., where 5 major rides, 2 kiddie rides, 5 shows and 35 concessions were in operation. Master Mechanic Russell Cooper has reconditioned the 16 semis carrying equipment. Rides have new paint and illumination jobs.

Ernie Farrow, owner of Wallace Bros' Shows, and some of his personnel were visitors at Forest, as was J. M. Dean, secretary of Mississippi State Fair, Jackson. Mr. Hardin joined at Port Gibson, Miss., to assume the duties of lot man. Mrs. Lois Gentsch has relinquished show secretarial job and is operating her midway cafe. Office duties are being handled by H. G. Starbuck, former secretary of Buckeye State Shows. Mr. and Mrs. McClanahan, the former having been released from a New Orleans hospital following an operation, were recent visitors.—H. G. STARBUCK.

### D. S. Dudley

WICHITA FALLS, Tex., April 16.—Org opened as scheduled April 2 with a good turnout considering the cold weather. Good biz was reported by all with the show. Mr. and Mrs. Sonny Stafford's new house trailer was received prior to opening, it being a wedding present from Mr. and Mrs. D. S. Dudley. Mrs. Stafford, before her marriage, was Dixie Fay Dudley, oldest daughter of the Dudleys.  
MRS. MICKEY MCCOY.

### John McKee

DEXTER, Mo., April 16.—Altho opening at Poplar Bluff, Mo., in cold and rainy weather, the org made a little money. Mr. and Mrs. Joe Tisha returned with their Machine Village. Their two sons are again with them. Jess Russell and wife, Evelyn, have Mr. and Mrs. Ferd Goelitz's Tony on the show. Tony is a small horse.

Mr. and Mrs. Lee Moss have diggers; Mr. and Mrs. Ray Chamness, long range gallery; Ray Brumley, Funhouse; Mr. and Mrs. Tom Lowe, bingo; Mr. and Mrs. Frank Lamboy, cookhouse. Marion Lamboy's sister, Gladys Cardali, returned to Brooklyn after a brief visit and will return in June with concessions and daughters. Sam Wells has six concessions, photos and sound car. Mr. and Mrs. Gene Woods returned with their Girl Show. Rusty Woods has concessions and Mr. Selzer the Monkey Show. Mrs. Florence McKee has greatly improved since her accident in January. The writer, Leslie E. Braly, is general agent. His father, Archie, is with the org. Albert Braly has concessions and will build new ones along the road.

### Prell's Broadway

FAYETTEVILLE, N. C., April 16.—Agnes Grosso underwent a serious operation in Miami. She is staying at Mike Roman's home, 710 E. 93d Street, and would like to hear from friends. Hubby Joe Grosso continues on the shows. Mrs. Abe Gross and Mrs. Kay Spencer Prell flew in to visit their husbands. Louis Clondell entered Duke Hospital, Durham, N. C., for a serious operation. Joe Prell will return to his New York home shortly to be with his wife, Beddee, who is to undergo an operation. Ben Prell has returned from a visit with his family in Plainfield, N. J.

## DORSO & GOODMAN

### WANT

Meal Cook for cafeteria, Short Order and Sandwich Man, good Gas Steam Table Man, Griddle Man who can cut it.

Cetlin & Wilson Shows, opening April 30, Petersburg, Va. If you drink or chase don't answer this ad.

## RED YOUNG

### WANTS

FIVE COUNT STORE AGENTS

If not placed, contact me.

EDGEWATER COURT  
JACKSONVILLE BEACH, FLA.

## GOLD CROWN EXPOSITION SHOWS

WANT FOR  
AMERICAN LEGION SPRING FESTIVAL  
Biscoe, N. C., Week April 18

Medium size Bingo, Hanky Panks all kinds. No racket. Have complete Girl Show Outfit for right party with talent. Shows with own outfits, low per. Need Ride Help all kind.

**K. F. SMITH**

Siler City, N. C., week April 25-30; Fayetteville, N. C., to follow.

## ADVANCE AGENT WANTED

Must have car. This is a 10 Ride Show and can show anywhere. Also want man with Sound Car who has concessions.

**F. M. SUTTON JR.**

Great Sutton Shows Sikeston, Missouri

**Hill's Greater**

PLAINVIEW, Tex., April 16.—Org played its first celebration of the season here this week at the Plainview Dairy Show and thru Thursday (14) had racked up good business. San Angelo, Tex., last week, yielded fair biz. despite cold and windy weather.

Concessions had better than okay business here, with Cleo Hill, with beat the dealer; Boots Stokes, with over and under, and Madelyn Chambers, with the pea pool, turning in reports of good play. Tex Chambers added two more concessions this week, bringing the total to seven.

N. L. (Whitey) Dixon joined as legal adjuster, and Mrs. Dixon bowed with a penny pitch. Other newcomers to the show were Mr. and Mrs. Billy Dixon and two children, Jack and Nina Tampkin, and Tex and Madelyn Daniels.

**Playtime**

CONCORD, N. H., April 16.—In spite of cool weather, Manager E. W. Barr reported good attendance here for the org's bow Monday (11).

Eight show-owned rides, newly painted and overhauled, are bolstered by Bill Boudreau's Motor-drome and 10 in 1. Tim House has the Wild Life, and Frank Doyle is managing the Snake Show. A new searchlight was delivered recently and will be ready soon.

The office handles 10 stores this year. Frank McTeague is back with his merchandise stands and ball games.

The show's advertising budget has been upped, with more money pegged for radio time.

**Gold Crown Expo**

ABERDEEN, N. C., April 16.—Week ending Saturday (9) proved satisfactory despite a rain-out Tuesday (5) and a hail storm Thursday (7). All concessionaires reported good business. The bubble gum matinee was okay. A committee of Jaycees, sponsoring a show for the first time, was co-operative.

Visitors included Carl Baker, a partner in the operation of the Iron Lung, who visited Doc Hamilton. Owner K. F. (Brownie) Smith made several short business trips.—HARRY E. WILSON.

**Cavalcade of Amusements**

**CAN PLACE**

FOREMAN FOR OCTOPUS AND FLY-O-PLANE FOREMAN.

**FOR SALE**

IRON LUNC—\$750.00.

Address:

**AL WAGNER, Mgr.**

Mobile, Ala., this week; Montgomery, Ala., next week.

**MERRY MIDWAY SHOWS**

OPENING MAY 3 THRU 7, TRIMBLE, TENN.,

STRAWBERRY FESTIVAL ON THE STREET

Stock Concessions of all kinds. Can use Popcorn for 4 weeks. Need any Grind Show, Monkey, Snake or Wild Life. Need First Man on No. 5 Ell Wheel who can drive. Also Foreman on Chairplane who drives Semi. Everyone connected with Show last year join here. Write if coming. Contact.

**ALBERT BARKER**

General Delivery, Trimble, Tenn.

**Omar's Palace Amusements**

Will book Flat Rides, Shows with or without equipment. Concessions: Photos, Dime Stores and Grind Stores. Want Ride Help, Ball Game and Concession Agents. Miller C. and Larry Davis, your father needs you. Augusta, Kansas

**Graceland Greater Shows**

Opening Dugger, Ind., April 30th

Want Foreman and Second Man for Chairplane. Can use a few more Concessions. Contact

**HARRY ALKON**

Winter Quarters, Decker, Ind.

**Mad Cody Fleming**

BLACKSHEAR, Ga., April 16.—The org opened a two-Saturday stand here today, after which it will return to quarters to open the regular season Saturday (30) in Brunswick, Ga. There are seven rides here, but the whole number is to swing into action at Brunswick.

The staff, besides Mad Cody Fleming, includes Jack McCarty, electrician; Dutch Schilling, lot superintendent; Grace Fleming, secretary; Ginger Schilling, *The Billboard* and mail, and Freeman Poole, agent.

Ride foremen include Dad Davis, Bill Briggs, Este Blount, Ed Sorrow, Jim Hecser, Grady Welch, Jack McCarty, Ed Johnson, Pap Davenport, Clyde Johns and Si Cole. Shows will include the Madame Tolosah Midgets, Life Show, Howie's snakes and a Funhouse.

Concession row has L. W. Huffman, cookhouse; Dutch Schilling, C. D. Dean, Charley Mizell; the Davises, Abbotts and Augustinos; Doc Pill, Frankie Shelton, Judge Dowdy and Mrs. Clyde Howie.

**John Francis**

ST. LOUIS, April 16.—The org opened here Saturday (2) with a children's matinee. The bow was skedded for Friday, but bad weather forced a postponement.

The Fly-o-Plane did the best among rides, with the Dodgem running a close second. The Ferris Wheel, Merry-Go-Round and kiddie rides also did excellent business.

Visitors were Tom W. Allen, John Francis's former partner; Harold Barlow, Euby Cobb, George Ragan, Joe Maher and Dave Prevost.

The show closed Wednesday (13) to begin a 10-day engagement today in Jennings, Mo., under auspices of the VFW.

**Midway of Mirth**

MADISON, Ill., April 16.—Mrs. Esther Speroni, owner, is still ill and confined to her trailer. Her son-in-law and daughter, Mr. and Mrs. Joe Mack, and John Mack visited her recently.

Mr. and Mrs. Jimmie Rogers took delivery on a new trailer. New arrivals on concession row are F. R. Burto, Dwight Basinett and Ivan Candler.

Visitors from near-by shows included Mr. and Mrs. John Francis, Dave Prevost, Euby Cobb, Harold Barlow, Bill Piggott, Carl Pope and Mr. and Mrs. Joe Rodville.

**Heart of Texas**

TEMPLE, Tex., April 16.—Org played here under auspices of American Legion, having good biz and fair weather. Leonard Duncan and his *Harlem Swing Revue* joined and took top money in the back end. Children's Saturday matinee attendance was good; a bicycle was given away by the Legion. A new office trailer and three new tractors have been added. Owner Ira Burdick, of Burdick Shows; Mr. and Mrs. Johnny Martin and Don Vout were visitors. Mr. and Mrs. Dan D. W. Lambert, owner of Dan's concessions, flew in from Arkansas for an overnight visit before going to Maine with his concessions to join a circus.—L. R. McNEECE.

**James H. Drew**

TAYLORSVILLE, N. C., April 16.—While the weather the first part of last week in this spot was rainy and cold, the last two days turned out okay with two big crowds. Rides, shows and concessions got a good play. Manager Drew had a surprise visit from a committee of VFW from Elkins, N. C., headed by Russell Burcham. After looking over the midway, this committee signed a contract for the show to furnish the attractions for their Golden Jubilee Celebration, which is to be held the week of April 25.

**ROYAL AMERICAN SHOWS**  
WORLD'S LARGEST  
(AND MOST BRILLIANTLY ILLUMINATED MIDWAY)

Can Book for Memphis Cotton Carnival, Starting May 7 Thru May 14

Wire Jewelry Workers; Jewelry, Candy, Hot Dog and Novelty Catering Stands of all descriptions. Also Games that can pass censorship of Memphis city officials.

Can also book for balance of season for United States and Canada: Concession Help of every description, such as "Over 12" Pan Game Agents, Agents for Ball Games, Shooting Galleries, Fish Pond, Dart Store, Straight Stock Wheel Agents and anyone capable of getting money with slum stores. All address or contact SAM GORDON. Will be in Memphis, Tenn., at the Claridge Hotel, or care of Cotton Carnival Headquarters, starting May 1.

W. R. GEREN presents

**MIGHTY HOOSIER STATE Shows**

NOTICE! NOTICE! NOTICE!

All Concessions Stock only. Ball Game, Pitch-Till-Wins, Balloon Dart, and any Hanky Panks working in line, \$17.50 each with no X. Will sell X on Long Range, Custard and Photo Gallery. SHOWS—All open except Girl. Fun House, Glass, Monkey, Snake, and Side Show, Wild Life, Crime, War, Minstrel, Motor Drome, any show with own equipment and transportation, for committee money only 15% on Still and 25% on Celebrations or Fairs. The reason for this ad, I own the finest truck show in this part of the country with a fine route, light towers, army searchlight, and really papered circus style. If you own a show or concession I will guarantee you more people to work to than any truck show playing Indiana, Ohio, and Kentucky in 1949. Why? Because I own all 10 rides, I have no promoters or managers, and I am not ashamed to put my name on Billboard ads. All replies, wire—don't phone.

W. R. GEREN, Owner MIGHTY HOOSIER STATE SHOWS  
This week, Mt. Sterling, Ky.; April 25-30, Winchester, Ky.

**ROYAL AMERICAN SHOWS**  
WORLD'S LARGEST  
(AND MOST BRILLIANTLY ILLUMINATED MIDWAY)

WORLD'S LARGEST MIDWAY

SEASON OPENS MEMPHIS COTTON CARNIVAL, MEMPHIS, TENNESSEE

Show trains leaving Tampa for Memphis, Monday, May 2d—arrive Memphis, May 4th—Cotton Carnival opens May 7th thru 14th—then to St. Louis, Missouri, Grand & LaCleda Avenue Show Grounds. WANT—Tractor Drivers—Light Tower Men—Polers and Chalkers for train crew—Workingmen on Rides and Canvas. All Address: **CARL J. SEDLMAYR, Mgr., Tampa, Fla., until May 2**

**VIRGINIA GREATER SHOWS**  
The Show With The Proud Reputation

WANT AT ONCE

Girl Show Manager, Side Show Manager, Monkey Show, Wild Life Show, any Grind Show. Ball Game, Frozen Custard, Penny Arcade, all Hanky Panks open.

This week, Suffolk, Va.; Salisbury, Maryland, week 25.

**JOYLAND MIDWAY ATTRACTIONS**

WANT FOR MAY 28 TO JUNE 5

Van Dyke, Mich., Detroit suburb, between Nine and Ten Mile Rds.

Concessions—Hanky Panks only; no exclusives. \$25.00 for nine days, including two Saturdays and two Sundays and Memorial Day. Can use neatly framed, clean Walk-Thru Show, 20% of gross. Will book Rides that do not conflict with office owned Rides. Can use responsible Ride Help. Address:

**ROSCOE T. WADE, 16845 Lindsay, Detroit 27, Mich.**

Tel.: Vo. 5-5232.

# STRATES SHOWS

JAMES E.  
AMERICA'S BEST MIDWAY

## WANT

Rolloplane Foreman. Must be experienced and capable of handling men wire.

NEED—Illusion Show or any grind show of merit. Have wagon built for small pit show if you have something worthwhile. Can place Unborn Show.

FRANKFORD YELLOW JACKETS FIELD, Philadelphia, Pa.  
Week of April 18 to 23

# John FRANCIS Shows

## WANT

SOBER, RESPONSIBLE RIDE MEN

## WANT

Can place a few good, clean Concessions for Jennings, Mo., April 18-24; East St. Louis, Ill., to follow, and a good string of still dates and fairs in good industrial territory. A July 4 spot that is a "red one."

Can also place Fun House Man for Crazy House Barrel.

Address: JOHN FRANCIS, Mgr.  
4570 N. Second St., St. Louis, Mo.

## ALLEGHANY EXPOSITION SHOWS

### ROCKY MOUNT, VA., ALL THIS WEEK

Will book or lease Roll-o-Plane, Octopus, Spitfire.  
Can place Shows not conflicting. Can furnish Tops. What have you?  
Can place Ball Game Operators who have Hanky Panks.  
We play Proven Territory and This Show is Booked Solid.

Address all wires and communications to:

L. C. HECK, General Manager  
Rocky Mount, Va., this week; Bedford, Va., next week.

P.S.: Slim Caraway, please contact Charlie Johnson at once.

## HELLER'S ACME SHOWS

TWO SATURDAYS—TWO SUNDAYS

ROUTE 6, SADDLE RIVER, N. J., SUNDAY, APRIL 17, TO 30  
HAVERSTRAW, N. Y., ON THE STREETS, MAY 2 TO 7

WANT SHOWS—We have complete outfits for you. Have Girl Shows and Wild Life. WANT Foremen and Second Men for Whip and Spitfire. Semi Drivers preferred. Want Auto Mechanic. Top wages. CONCESSIONS—Bumpers, Basketball and Hoop-La. Good proposition for Penny Arcade and American Palmistry.

Phone: Wyckoff, N. J., 4-0333-M.

P.S.: For Sale—275 Kw. Transformers on truck. Priced to sell.

## MONKEY SHOW WANTED

Due to disappointment, we want high-class Monkey Show that can really please. Must be good worker and able to make several shows each day. Right party will find this opportunity to make several thousand dollars this season. We furnish Ticket Seller, Lights, and 30x40 good Tent. Will pay liberal commission. No other Side Shows to buck on lot. We make 3 towns per week and play down-town lots. No boozers. Join at once.

WOULD CONSIDER BUYING OR BOOKING GOOD WAX SHOW. State all.

## PAN-AMERICAN ANIMAL EXHIBIT

Caleria, Ala., April 20-21; Childersburg, 22-24; or as per route in The Billboard.

## WANTED—C. A. STEPHENS SHOWS—WANTED

Concessions that work for stock—Age, Scales, Novelties, Jewelry, Ball Games, String Games, Long Range or Short Range, String Game, Coke Bottles. Agents for Count Stores and General Concession Help, come on. We play coal mines until after the Fourth.

SHOWS—Man with Girls to take over Girl Shows on Midway; Operator for Snake Show, we have Show and Snakes complete. RIDES—One or Two Second Men. Will buy four large Belly Tanks. Tazewell, Tenn., this week; then as per route.

# LAWRENCE CARR SHOWS

New England's Finest

WANT OPENING APRIL 25, QUINCY, MASS., QUINCY STADIUM WANT CONCESSIONS: Custard, Ball Games, Pitch-Tilt-U-Win, Hoop-La, String Game, Penny Pitch, Photos, Scales, Bumper, Basket Ball, Coke, Mitt Camp. CAN PLACE PERCENTAGE OUTFITS WITH CONCESSIONS. SHOWS: Girl Show Operator with Girls. Man to handle Monkey Show. Westley (Red) Murray, come on. Hawk, get in touch.

LAWRENCE CARR, 196 Wildwood St., Wilmington, Mass.

## WILSON FAMOUS SHOWS

"Illinois' Finest"

LAST CALL

LAST CALL

OPENING APRIL 29, EAST PEORIA, ILL. Concessions joining now given preference at our Fairs and Celebrations. Be on location the 27th. Help wanted on Nine Rides, Agents for High Striker and Basket Ball. No Percentage, No Gypsies, No Drunks. Address: ASTORIA, ILL., until the 27th.

## WINTER QUARTERS

### Virginia Greater

SUFFOLK, Va., April 16.—Several rides and concessions were opened at quarters here for the benefit of a boys' club. Personnel already in includes Joe Conley, M. Donahue, Mr and Mrs. Ed Curtin, Tony Buzzella, Tex Smithy, and Mr. and Mrs. Adolph Frederickson, who joined with their fish pond.

Walter Nelson reports from Plymouth, Mass., that he will join soon to take over the *Miss America Revue* which will feature four girls. Fletcher Gibson and his son, James, returned to their Charlottesville, Va., home after setting up the Merry-Go-Round. Copeland Spicer and Sidewall Smiddy are busy getting their Minstrel Show in shape. Spicer will manage the unit, with Smiddy as talker and ticket seller.

Visitors included Harvard Birdsong and family, Harry P. Taylor, John Covington, assistant manager, White Four County Fair, and Capt. Kenneth Johnson, of the local Salvation Army, a show booster. Ike and Mike Matina are handling the public address system. Joanne Jones is handling tickets. Sam Mitchell is back as canvasman and front gate man.

H. W. (HAP) ARNOLD.

### W. S. Curl

LONDON, O., April 16.—Org opens here April 30 for an eight-day stand and again will operate with a free gate. Two new tractor and trailer units have been added and another bunk trailer for the ride help is being constructed, supervised by Don Wagner. Pat Harding, maintenance superintendent, is making a few changes on the Tilt-a-Whirl trailers. All rolling stock has new coats of orange and red.

Mr. and Mrs. W. S. Curl have returned from a Florida vacation trip. W. T. Hopkins, general agent, has returned from a booking trip and has the route well in hand. Org will have six-office-owned rides, several shows and 25 concessions. Mr. and Mrs. Lichlighter and daughter arrived from Florida April 13.—W. T. HOPKINS.

### W. B. J.

TOLEDO, April 16.—All rides are newly painted and the motors have been tuned up at quarters, 14 miles from here.

Manager Bill Jacobs will probably spend much time in Chef Miller's cook tent during the next few weeks, as Mrs. Jacobs left for Florida on business. She was accompanied by Thelma Evers, wife of William Evers, concessionaire on a Jacobs unit.

Org will open May 14.

### William T. Collins

REDWOOD FALLS, Minn., April 16.—The Funhouse, Glasshouse and the Ferris Wheels have been overhauled, and George Hensley has given them a new paint job. The Tilt-a-Whirl, which was wrecked last fall on the trip into quarters, has been returned from the Faribault, Minn., factory. W. R. Smith, foreman, has overhauled the Merry-Go-Round.

Two new fronts, one for the Minstrel Show, which will feature Stepin Fetchit, and the other for the Girl Revue, are being built. Both will go on 30-foot semis and will be 24 feet high and extend 90 feet in length.

Stanley Warwick, assistant manager, and wife returned recently from Fort Worth with a new house trailer. Owner Billy Collins and wife are sporting a new 33-foot house trailer. They are due in quarters next week.

Ernie Slavin again will have the Motordrome and also a Dodgem ride. Guy Pappas has booked on two concessions for the season. Harley (Father) Evert is in charge of quarters.

Stan Muckle, secretary of the Steele County Fair, Owatonna, Minn., recently visited quarters while en route to Dallas.

### Playland

DETROIT, April 16.—Org will open its season Friday (22) at Port Huron, Mich.

Jim Nugent has his Caterpillar, and Jimmy Alexon his Octopus in readiness. Al Kilman and Bill Loydee are putting finishing touches on their rides. Bill and Helen Kilman have redesigned their kiddie rides in a Mother Goose motif.

Concessionaires due in are Joe Murphy and Mr. and Mrs. Don Campbell. Mike Ballog, Buster Kelly and the Venners are already on hand.

Al Davis, scenic artist, who recently completed repainting the organ, is celebrating his 40th year in show business.

### I. K. Wallace

ELLERBE, N. C., April 16.—Manager I. K. Wallace arrived at quarters here after a booking trip in Pennsylvania, Maryland and Virginia for celebration dates. Crew is painting the rides and giving the bingo a new dress. Concessions booked include Mr. and Mrs. Hammer, two; L. Hope, two; Mr. Chaney, one, and H. Neese, five. Other concessionaires are Mike Eli and J. Wallace. Org will play fairs in North and South Carolina.

Show will carry 5 shows, 5 rides and 30 concessions and free acts. Recent visitors were J. Tiernan, W. White, M. Smith and R. Brown.

## GARDEN STATE SHOWS

WANTED — HANKY PANKS OF ALL KINDS — WANTED

Shows with own outfits. Stock Wheels. Good spots for Fruit, Groceries, Toy Wheels, stock only. Frozen Custard, Mug Outfit, Age and Weight, High Striker. Yes, our Fairs start in June. Eagleville Fair, Mine Hill Fair, Mt. Freedman Fair, Barnchville, N. J., Fair, and yes, we also have the Great Leighton, Pa., Fair, and the big Four-County Firemen's Convention on the streets in June, Wilsonboro, Easton, Pa. Address:

R. H. MINER

NEW HOLLAND, PA., TILL APRIL 24; THEN COPLAY, PA.

## J. L. (JIMMIE) HENSON SHOWS

Want Fish Pond, Clothes Pin Pitch, Darts, Bumper, Ball Games, Hoop-La, Watch-La, Coke Bottle, Bowling Alley, String, Custard or any Legitimate Concession that works for Stock. No racket or gypsies. Place Ride Help who drive on Wheel, Roll-o-Plane, Octopus, Merry-Go-Round, Roll-o-Whirl. If you drink don't answer. Want clean Shows with or without transportation. Can place Fast Counter Man on Bingo.

This week, BERNICE, LA.; BENTON, ARK., next.

## RIDE OWNERS, ATTENTION

I have 22 weeks of bona fide Celebrations booked. Due to disappointment I will book Ferris Wheel or Roll-o-Plane at attractive percentage to you. Transportation can be arranged if you need same. This is a good time to leave that park or permanent location.

Show opens middle of May, play New York and Pennsylvania territory.

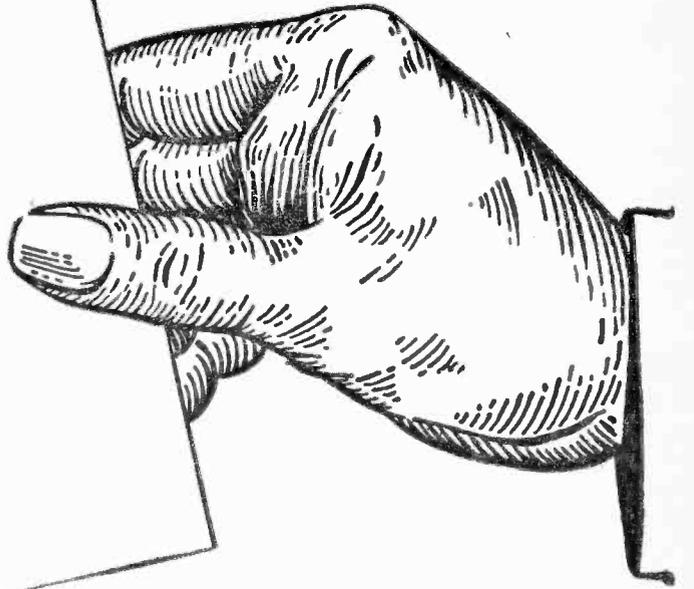
BOX D-173

c/o THE BILLBOARD

CINCINNATI 22, O.



**GOLD MEDAL**  
*"The Best Line for '49"*  
 presents three brand new  
 Money Making Exclusives!



**The new Roth "WHIRLWIND" Candy Floss Machine**  
 absolutely vibrationless, no matter how you load your sugar. This uses the patented "floating power" principle, an exclusive with this machine. Higher head speed, heavier spindle, lifetime, grease-packed ball bearings. Greater production, more bulk from the same amount of sugar. Price includes rheostat, spun aluminum pan and carrying case, complete \$275.00. Write for circular on this. This is one you cannot afford to pass up.



Another "Exclusive" With Gold Medal  
**THE NEW SNO-KONETTE ICE SHAVER**

A new streamlined aluminum case with shaver mounted directly on top. Equipped with a six-watt fluorescent light, the only lighted case on the market. Separate switches on motor and light—beautiful three-color silk-screened sign on front—cup holder mounted on case—the flashless outfit made. Price, complete as illustrated, \$110.00. Circular upon request.

And Here's Number Three on Our Parade of  
 "Exclusives" for '49  
**THE NEW MACHINE-MADE CANDY FLOSS CONE**

This is what floss operators have wanted for years and we invested almost \$15,000.00 to set it for them—a ready-made floss cone. Made from white kraft paper, stiffer and stronger than hand-made cones. Easier to get agents, less storage space and more sanitary. Price, \$3.00 per thousand in 5,000 lots. These will also be stocked by selected concession supply houses.



In addition to these items we have a complete line of Concession Supplies, including everything you need for Popcorn, Candy Floss, Snow Cones, Candy Apple and Cook Houses. Write for our 72 page catalogue listing all of these items.

# GOLD MEDAL PRODUCTS CO.

318 East Third Street

Cincinnati 2, Ohio

30TH ANNUAL TOUR

30TH ANNUAL TOUR

# PARADA SHOWS

AMERICA'S FINEST MIDWAY

OPENING INDEPENDENCE, KAN., APRIL 23—TWO SATURDAYS, ONE SUNDAY  
NEODESHA, WEEK MAY 2-7

Get With the Show That Is on Parade

QUESTION—Do you want to make money? Then join a show that plays fairs like these: Chattanooga Co. Free Fair & Reunion, Miami Co. Free Fair, Anderson Co. Free Fair; Big 4th July, Pittsburg, Kan.; Big Labor Day Celebration and Harvest Show, Deepwater, Mo.; 2 days fine street fairs. WANT Bingo Caller. CONCESSIONS—Want Photo, Cork Gallery, Grab or small Cook House, any Stock Concession, one of a kind. SHOWS—Want up-to-date Girl Show, Unborn, Mechanical, Ten-in-One. What have you? RIDE FOREMAN for Mix-Up, Second Men on all new rides. FUN HOUSE—Want man to take charge of factory built Fun House who can drive. CONCESSION AGENTS for Ball Games, Penny Pitch, Pop Corn, Floss, Snow. WANT Ticket Sellers, Truck Drivers, useful Show People all kinds. Want to hear from people who have been with us before.

H. C. SWISHER

BOX 128

PHONE 468W

CANEY, KANSAS

P. S.—After April 21, Independence, Kansas

# W. G. WADE

Shows

## LAST CALL

Opening Pontiac, Michigan, Tuesday, April 16  
FRANKLIN ROAD SHOWGROUNDS

ALL CONTRACT HOLDERS PLEASE REPORT NOW!

Locations on Lot Now Ready for Occupancy

WANT for marquee flash and entertainment, and/or for free act—Elephants or other curious and likable animals or unusual exhibit. (No act or exhibit of the high type, please.) Can place for season Wild Life Show and Dark Ride

All replies to W. G. WADE SHOWS

C. P. O. BOX 1488  
DETROIT 31, MICHIGAN

## TAYLOR BROS.' OUTDOOR AMUSEMENT CO.

OPENING DATE, APRIL 30TH

WANT

RIDE HELP and LEGITIMATE STOCK CONCESSIONS, also Penny Arcade, small Shows of merit, small neatly framed Girl Show (wonderful territory for same). No grift or gypsies wanted. This Show booked solid until Sept. 25, playing Heart of Coal Mines and Steel Mills working full time. All bona fide Firemen's Celebrations and State Conventions, including Mammoth V. F. W. District Convention at McCool, Md. Fireworks, Parades, Cash Prizes given away. Military and Navy Bands day and night.

All Ride Help communicate with SANDY RAMANASKI, 49 N. Walnut, Mt. Carmel, Pa.

All others:

TAYLOR BROS.

Phone 185-J

MARTINSBURG, W. VA.

116 HESS AVE.

## POWELSON GREATER SHOWS

Opening April 25, Mansfield, Ohio

WANT CONCESSIONS OF ALL KINDS.  
WANT SHOWS OF ALL KINDS.  
POP CORN AND BINGO BOOKED.  
NO GRIFT OR GYPSIES.

POWELSON AMUSEMENT RIDES

Box 125, Coshocton, Ohio.

## CRESCENT AMUSEMENT CO.

WANTS DUE TO DISAPPOINTMENT

Kiddy Auto Rides, Boat, Pony and Train (prefer Sunshine Choo-Choo). Place Spitfire, Tilt, Rolloplane. Concessions—Short Range Basket Ball, High Striker, Ball Games, Custard, Novelties, Candy Floss, Candy Apples. Shows with own outfits that do not conflict. Capt. Robt. Perry wants Drome Help, Lady and Gent Riders for the finest combination Drome ever built. Will book first class Rat Game. Shreveport people, wire. Ride Help—Chair-plane Foreman, Foreman and Second Men for streamlined Whip, Truck Drivers, Concession Agents for Hanky Panks. Address

L. C. McHENRY, Manager, Duncan, Okla., this week

## NOTICE NOTICE NOTICE

Want Cookhouse, free privilege, must be flashy and know how to serve show people without hyping. Ride men good for \$250 per week in tickets. Prefer walk-in table type. When I say "free" I mean free for entire season. This is a 10 ride show and they are not booked rides. Not interested in Indiana style eating stand. Have 8 fairs and 5 celebrations. Would want you to join at Winchester, Ky., April 24. All replies wire or come look for yourself.

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS

This week Mt. Sterling, Ky.; April 25 to 30, Winchester, Ky.

## HIAWATHA SHOWS

Opening Jackson, Mich., April 23-30, inclusive. Two Saturdays. Armory Grounds, 3 blocks from heart of city. Our street celebrations start in Northern Indiana middle of June.

"X" sold on Jewelry, Bingo, Popcorn, Floss and American Palmistry. Want Cookhouse, Pan Game and Stock Concessions, such as Fish Pond, Clothes Pitch, Bumper, Hoopla, Glass Pitch, etc. All Hanky Panks \$20.00. Can use Long or Short Range Gallery and Arcade, also need a couple of small Shows. This show owns 6 rides and carries no racket or gypsies. All replies to GLEN D. WYBLE, Hiawatha Shows, Jackson, Mich.

## CLUB ACTIVITIES

### Pacific Coast

#### Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 16.—Vice-President Joe Krug presided at the Monday meeting (11), with Vice-President Mike Doolan, Vice-President Joe Steinberg, Treasurer Al Weber and Secretary Louis Manley sharing the rostrum.

A silent tribute was paid two recently deceased members, Lloyd L. Lusby and Harry B. Levine.

James Sturgeon, Monte LaMaiz and William E. Schofeld were voted into membership.

Fred Donnelly and Ben Beno of the welfare committee reported that Sam Boswitz is improving rapidly; Mike Rogontino was struck last week by an auto and now is in Doctors' Hospital here with a broken leg; Sam Jones is up and around after being struck by a car, while his wife, injured in the same mishap, is also on the mend. Spot Raglan is reported improving, but the condition of Ed Smithson, in Los Angeles General Hospital, is unchanged.

Harry LaMack reported on his recent guest appearance on the radio show, *Free For All*. For his appearance, he received a console radio which was donated to the club. Credit for securing the spot on the show was given to Sam Abbot and Executive Treasurer Al Flint.

John Lobo was given a vote of appreciation for furnishing the five-piece orchestra for dancing at the Clyde Beatty Circus party last week.

It was voted to limit meetings during the summer to the first and third Mondays in the month.

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 16.—A cold rain held down attendance at the Thursday (14) meeting. G. L. (Mike) Wright presided, assisted by Treasurer Walter F. Driver and Secretary Joe Streibich. Carl B. Prestin and Harry N. Carson were voted into the club.

Rudy Singer is in Michael Reese Hospital. John F. Courtney is recovering from an operation. Joe Shapiro is confined to his home, and Irving J. Polack is at his home in Van Nuys, Calif., for a rest. Thomas W. Stevens reported he is recuperating from an operation. Harry Mamsch is up and around, but W. C. Deneke and Tom Vollmer are still confined.

Hymie Stone dropped in on his return from Florida. Charlie Levine is back working Chicago lots, and Harry (Abie) Levine is arranging for work with an outfit here. W. E. Donahue put in an appearance. Barnes Bros.' Circus will open in the Stadium Friday (22). Jack Krutt was in from his winter sojourn in Mexico.

Bingo sessions will end Friday (29) and be resumed in the fall. There will be two more meetings before they halt for the summer.

### National

#### Showmen's Association

1564 Broadway, New York

NEW YORK, April 16.—Owing to the small turnout Wednesday (13), the scheduled meeting was called off. Most of the members were preparing for show openings or kept away by Wednesday's heavy rain.

The late Eugene Gutman, for many years with the Miller brothers, concessionaires of the Ringling circus, left a bequest to the NSA and a check for a substantial sum has been received from the executor of his estate.

Irving Sherman, recently discharged from a Philadelphia hospital, visited the club and reports he is much improved. Robert Drew has left Tilden Hospital at Fort Dix and is getting along nicely. Casper Sargent is in Presbyterian Hospital, New York City. Drop a card to sick members.

Welcomed back after long absences were Jack F. Martin, Vincent Anderson, Neal Carr, Al Katzen, Murray Zand, Larry Benn and Moe Mager. Jack Greenspoon and wife are back from Miami but are leaving for Seaside Park, Va., for the summer.

Recent visitors were James Quinn, from the O. C. Buck Shows; Joseph McKee, of Palisades Amusement Park; Frank Capell, Jack Allen, Joseph Agule, Matty Burns, Al Janpol, Jack Lichter, Edward McKeon, Sidney Herbert, Joseph Walker, Tom Coffey and Louis Rosshandler.

Before going out on the road advise us what show you are with, so that mail can be forwarded to you. Have you overlooked paying your dues?

#### Ladies' Auxiliary

Afghans made by members of the Ladies' Auxiliary, balance of the club's U. S. O. work under Midge Cohen, and one donated by Esther Eichel, were delivered to the U. S. Marine Hospital by Anita Goldie. Midge Cohen also rates an orchid for her donation of a movie projector to the Brooklyn State Hospital for the mentally ill, which cares for a great many veterans.

President Queenie Van Vliet's children are down with the measles. Mildred Peterson and husband have been vacationing in Miami and in Havana, Cuba. Mildred Ford is filling an engagement as emcee at the Brass Rail in Utica, N. Y.

Helen Rothstein, Agnes Burke and Mildred Peterson have returned from vacations. Lydia Nall, Margaret McKee, Joe McKee, Agnes Burke, Jennie Bruderlein and Anita Goldie assisted at installations of officers of the Daughters of the Nile.

A card party will be held Saturday, April 23, at the Geneva International Rooms, 128 West 52d Street.

## MAGGIE RUTH JONES

Wife of A. B. Jones, gave birth to a 9-pound 4-ounce boy April 10. She is daughter of Mr. and Mrs. Arthur Corroll. Mother and baby doing fine at Mercy Hospital, Hamilton, O.

## WANT

1 Major Ride—Octopus, Caterpillar or Comet, with or without transportation. Want Kiddie Rides. What have you? We operate on choice locations in New York City and Long Island.

Wire or Phone

MANHATTAN AMUSEMENTS, INC.

ROCCO TRUPIANO, Pres.

EMIL SOLOMON, Gen. Mgr.

308 14TH STREET, UNION CITY, N. J. PHONE: UNION 6-2127.

## TIVOLI EXPOSITION SHOWS WANT

For Herrin, Illinois, Week April 18th and Centralia, Illinois, to follow. Have 10-in-One Side Show Top, Banners and Front with transportation complete for right party who has personnel and acts for same; good proposition. Can place any other Show that does not conflict. Can place Jewelry, Blower, Heart Pitch, String Game, Fish Pond, Novelties and any other Concession that works for stock. No grift. We have 12 fairs and celebrations booked now and more pending. Want Help to join at once, Roy Deisler's Cookhouse.

Contact H. V. PETERSEN, Mgr.

**Show Folks of America**  
San Francisco

SAN FRANCISCO, April 16.—President Eddie Burke presided at the Monday (4) meeting. Fred Weidmann filled in on the rostrum for Teddy Levitt.

Letters were read from Felix Burk, Sacramento; W. Rex Jewell, Portland, Ore., and Fred Ferguson, Roswell, N. M. Faye Eleanor Stevens and George Wagstaff were voted into membership.

Dan Michaels, George Lick, Mr. and Mrs. Otto Boehm, Mr. and Mrs. Gilligan, George Dunn, Al and Marie Hawkins, P. Charles Camp and Lloyd Cooper were introduced.

Dr. Mannheim reported Mrs. Minnette Anderson is feeling much better and that Harold Gates, in Sacramento County Hospital, needs blood. Such donations may be made thru the Irwin Memorial Blood Bank and they will be credited to Gates in Sacramento.

Dick Pederson won \$17 in the pot of gold.

**Showmen's League of Texas**

HOUSTON, April 16.—At a special meeting presided over by Bill Siros, Burt Doucette was elected new secretary. It was resolved to put on a membership drive, appointing Burt Doucette captain of the steering committee.

It was agreed that membership fees would be equally divided between the burial and building funds. All theater people in the State are being circularized pertaining to their eligibility for membership in the League. At a recent benefit smoker a large crowd was in attendance. Proceeds of the benefit were given to a hospitalized member.

More than 100 new members were signed up in the last six weeks, among them Bozo St. Clair, Pat Shannon, Jean Bayne, Janita Coyle, Ray Brewer, Mysterious Howard and Roxy Fiber.

**LAST CALL! LAST CALL!**

**WANTED AT ONCE**

Chorus Girls—Send age, height, color. Band Men—All who have contracts, write at once. This is for 3 of America's largest colored railroad shows.

Write at once.

**Midway Productions, Inc.**

64 W. Randolph St.  
Suite 505, Chicago 1, Ill.

**LOOK** Buy Nylon Hosiery at **WHOLESALE PRICES**

1st quality—51 gauge or 30 denier. Full Fashioned, Pencil Seam. 100% Dupont Nylon top to toe.

Colors: Neutral Brown, Sunburst Brown, Light Tan, Smoky Grey. Sizes 8½ to 11. Each unit of 3 pairs must be for a box of one size and color.

Satisfaction Guaranteed or Money Back.

**PERSONALITY FASHIONS, Dept. 88**  
5922 N. Clark St. Chicago 26, Illinois

**BOX OF PAIRS ONLY \$3.19**

POSTPAID No C.O.D. Please

**WANTED**  
Rides or Carnival for **National Sheep Dog Trials**

Held Week of May 23rd  
Also Hamilton County Fair  
Week of July 4-9  
**H. MEAD, Secy.**  
McLeansboro, Illinois

**WANT HANKY PANK AGENTS**

For Opening, East Peoria, Ill., April 27, with Wilson's Famous Shows.  
**L. BURTO**  
East Peoria, Ill.

**RIDES WANTED**

Preferably for the first part of August.

**J. A. BOCK**

P. O. Box 239, Sharon, Pa.

**Michigan Showmen's Association**

3153 Case Ave., Detroit

DETROIT, April 16.—The last meeting of the season was held Monday (11), with President Jack Gallagher presiding. Also on the rostrum were Vice-Presidents Nate Golden, Marvin Keys and Fred Silber, Treasurer Louis Rosenthal and Secretary Bernhard Robbins.

William Seith and Fred Stansell were voted into membership.

The deaths of two members, Eric Renaud and George H. Thompkins, were announced. Renaud was the first member to be buried in the club's lot at Forest Lawn Cemetery.

The board of directors announced that the clubrooms will remain open thru the summer.

The sale of tickets brought in \$326.

**Ladies' Auxiliary**

President Bessie Gallagher presided Monday (11) at the last meeting of the season. Grace Ziegler, Ann Borker, Laura Baker, Charlotte Richardson and Dorothy Gold also were on the rostrum.

Marion Fish, Alice Nixon and Eleanor Gorenflo were voted into membership.

Letters were read from the Red Cross and from Catherine Lorimer, who has been ill in Tampa.

A raffle held at the close of the meeting netted \$10, with prizes going to Laura Baker and Lillian Franks. Lunch was served by the house committee under the direction of Dot Miller.

Meetings will be resumed in the fall.

**Regular Associated Troupers**

106 E. Washington, Los Angeles

LOS ANGELES, April 16.—President C. H. Allton was on the rostrum at Thursday's (7) meeting. Rose Fitzgerald brought in a cake for the seven birthdays celebrated during the week, and Gladys Jones, Pete Steinkellner, Maxine Ellison, Harry Levine, Estelle Hanscom, Eve Scott and Chester Cochrane blew out the candles.

The deaths of two members were reported during the week. Harry Levine, past treasurer and active member, died Friday (8), and Lloyd Lusby, Monday (4).

Donna Day reported Spot Ragland much improved. Jack Kenyon, who was injured in a fall, and Sam and Gladys Jones, who were in an auto accident, were at the meeting, tho not fully recovered.

Virginia Kline spoke on her trip from Oregon. Abe Fabricant, Zoe Wick and Dave and Emily Friedenheim also gave short talks.

On Monday (4) the club members were guests of the Clyde Beatty Circus, which played one block from the clubrooms.

**Hot Springs Showman's Assn.**

310½ Central Avenue

HOT SPRINGS, April 16.—The bingo Thursday (7) drew a big crowd and netted over \$300 for the cemetery fund.

A dinner dance and entertainment program was held Friday (8) in honor of Mr. and Mrs. Charles Weaver. President Noble C. Fairly arranged the program, which included Patsy Montana and her gang, folk music entertainers from Station KTHS; Don Rolando, comedian; Lou Karns, acro specialty; Rose Marie King, singer, and Don Powers, impersonations. Chick Boyer was emcee. The food was provided by the ladies' auxiliary.

J. C. McCaffery and B. S. Gerety were visitors at the party.

The last meeting of the season was held Sunday (10). Twenty-one new members were elected. At the governors' meeting which followed, it was decided that, starting November 1, the initiation fee will be \$25, and dues will be \$10 per year.

The auxiliary also held its final meeting of the season.

**DICK'S Greater Shows Inc.**

**WANT FOR HARRISBURG, PA.**

FIRST SHOW IN

April 25 to 30 inclusive

**SHOWS:** Want at once—Good Talker for SIDE SHOW. Good P. C. Also any kind of act for well framed show. Season 30 weeks. State lowest salary and type of act. BERTIE LAPAGE and R. M. CASE, contact BILL HOLT at once. Have deal for you. Need all useful people. Can place WILD LIFE and MOTORDROME.

**CONCESSIONS**—Lead Gallery, Ball Game, Age and Scales, Duck Pond, Penny Pitch, Pitch Till You Win, Photos, PENNY ARCADE. NAYLOR HARRISON JR., contact me at once.

**HELP**—Second Men on all Rides, MAN to operate FUNHOUSE, Semi-Drivers preferred. BILL McFEELY, contact at once. TWO TICKET SELLERS FOR GIRL SHOW, also Canvasmen.

**R. E. GILSDORF, Gen. Mgr., Lebanon, Pa., now**

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

OUTSTANDING SPRING FESTIVAL, WEST CHESTER, PA., APRIL 25-30

**SHOWS**—Unborn, Iron Long, Illusion, Midget, Mechanical City, Fat Show, Crime Show. Very good route for Arcade and Motordrome.

**RIDES**—Will book one Ride. Have long proven route.

**CONCESSIONS**—Jewelry, Photos, Age and Scales, Bumper, Darts and all Hanky Panks.

**HELP**—Rollo-Plane and one other first-class Ride Man. Semi Drivers given preference. Capable Man with car for publicity and kiddie matinees. All replies to Capitol Heights, Maryland, this week; then West Chester, Pa., April 25-30.

**LONE STAR SHOW**

F. O. GREGG, CANNON ACT, WIRE AT ONCE—CHANGED ONE DATE

WANT legitimate Concessions of all kinds—Diggers, Custard.

RIDE HELP, come on.

WANT Shows with own equipment and transportation that does not conflict, Fun House.

WANT Fly-o-Plane, Pretzel, Rock-o-Plane; positively no Gypsies.

WANT capable, sober Agents for Count Stores, Buckets, Pin Store, etc. Wire E. O'CONNELL, Central City, Ky., Veterans' Festival, this week; Lebanon, Ky., Veterans' Celebration, April 25 thru 30; then DAV Celebration, Hamilton, Ohio. Address

**MANAGER, LONE STAR SHOWS**  
CENTRAL CITY, KY.

**HILL'S GREATER SHOWS**

WANT

WANT

Side Show, with or without equipment. Mrs. Golden, get in touch with me. Have 150 ft. front, 90 ft. top. Will make good proposition for Wild Life or Animal Show. Motordrome. Art Spencer, Holding Committee Proposition for you. Warren Murphy wants experienced Arcade Man who can get it up and drive semi. Want capable Agents for office Roll Down and Razzle. Help for Ham Wheel. We work only 4 Concessions. Whittle Dixon, legal adjuster. This Show has the best spring route in the West, with 15 fairs and celebrations. Lubbock, Texas, this week; Clovis, New Mexico, follows.

All Wires to H. P. HILL, MGR., As Per Route

**DE LUXE SHOWS**

WANT

WANT

A-1 Electrician, prefer one who can handle Giant Searchlight. Can place Ride Help, must be A-1. Also can place Promotion Man who can handle children's matinees. Address all communications to

**DE LUXE SHOWS, Holyoke, Mass.**

**FOR SALE**

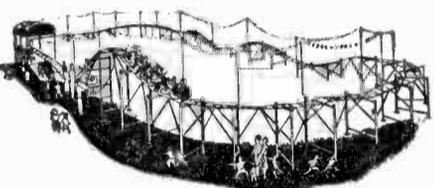
Portable Diner-Grab on Des Moines Trailer, in good condition and complete with all necessary equipment, including cooking utensils, dishes, silverware and butane tanks, priced to sell. A real set-up for real cookhouse people.  
**H. W. STECK, Plainview, Minn.**

**LEROY LACY**

CALL HOME, VERY URGENT.  
**MRS. BERTHA LACY**  
1016 E. Washington, Wichita, Kansas  
(Phone: 39759)

**Mineola Skeds School Bands**

NEW YORK, April 16.—A massed-band concert, participated in by approximately 700 music students of Nassau County schools, will be featured at the Mineola Fair September 15. The skedded rodeo will be moved forward an hour and special lighting effects will be installed to light up the massed bands.



**LITTLE DIPPER**

A thrilling ride that's safe—even for the tiny tots. Easy to erect, dismantle and transport. Brilliantly lighted.

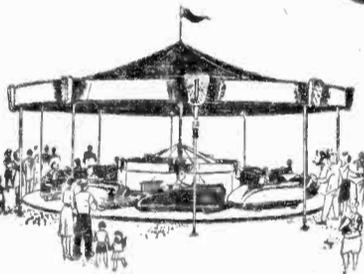
**KIDDIE BOAT RIDE**

Lightweight aluminum boats and tank. Fluid Drive mechanism with push-button controls—no clutch.



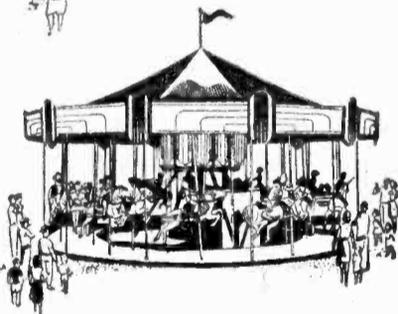
**KIDDIE AUTO RIDE**

Streamlined cars. Fluid Drive for fast, smooth starts and stops. Push-button controls.



**KIDDIE MERRY-GO-ROUND**

Compact and lightweight. Has 20 cast aluminum jumping horses, 2 chariots. Fluid Drive mechanism.



Made by the makers of  
**THE CATERPILLAR, MOON ROCKET,  
LOOPER, HURRICANE,  
WATER SCOOTER, CARROUSELS**  
and other famous amusements

**ALLAN HERSCHELL COMPANY, Inc.**

NORTH TONAWANDA, NEW YORK

World's largest manufacturers of amusement rides

**W. S. CURL SHOWS**

8 DAYS — OPENING APRIL 30 TO MAY 7

WANT—Second Man for Tilt-a-Whirl, also Helpers, also Wheel Foreman; must drive Semi Trucks. Want Legitimate Concessions—Basket ball, High Striker, Penny Arcade, Custard. Want Shows—Monkey, Snake, Mouse, Unicorn; must have own outfit and transportation. Ted Cole wants Bingo Help. Address:

**W. S. CURL, Box 27, London, Ohio**

**PAGE BROS.' SHOWS**

Want for V.F.W. Spring Festival, Princeton, Ky., All Next Week and Balance of Season Shows with own outfits, such as Snake, Wild Life, Illusion, Attention, Chief Congo. Want Operator for office owned Fun House and Monkey Circus, Acts for Side Show. Concessions—Custard, French Fry, Arcade, Jewelry, High Striker, Long Range Lead Gallery, Ball Games, 6 Cat, Huckley Buck, Slum Outfits of all kinds. Hopkinsville, Ky., this week; Princeton, Ky., next. P. S.—Red Jernigan—Red (Joe) Gerber, can place you.



**Coming Events**

**CALIFORNIA**

Los Angeles—Sportsmen's & Vacation Show, Gilmore 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, 920 Fallon St.  
San Francisco—Sports, Travel & Boat Show. April 29-May 5. T. R. Rooney, 369 Pine St.  
Saugus—Newhall-Saugus Rodeo. April 30-May 1. Andy Jauregui, Newhall, Calif.

**CONNECTICUT**

New Haven—Happy Kiddleland at Arena. April 26-May 1.

**FLORIDA**

Jacksonville—Air Show. April 30-May 1.

**ILLINOIS**

Chicago—Antiques Fair, Sheraton Hotel. April 19-22. Dorothy Hazen.

**INDIANA**

Indianapolis—Home Show. April 22-May 1. J. Frank Caldwell, 1033 Security Trust Bldg.

**KANSAS**

Topeka—Food & Equipment Show. April 23-26. C. M. Sandstrom, 415 Bennett Bldg.

**MINNESOTA**

Minneapolis—Sports, Travel & Boat Show. April 16-24. F. 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. S. Warren Coglizer, 1402 Main St.  
St. Louis—Police Circus. April 20-May 8. Major Ray Bowling.

**NEW YORK**

Syracuse—Shrine Circus. April 18-24. Frank Wirth.

**OKLAHOMA**

Oklahoma City—'89er Celebration & Rodeo April 21-23. Chamber of Commerce

**PENNSYLVANIA**

Philadelphia—Home Show. April 28-May 7. Wm. E. Johnson, 608 Market St., Natl. 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**

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 28-28. W. W. Seccombe, 9 Duke St.

**Lynch To Supply Midway At Newfoundland Annual**

CORNER BROOK, Newfoundland, April 16.—The Bill Lynch Shows have been signed to supply the midway at the September West Coast Agriculture and Industry Fair here, the first time since the war that a Canadian show has been signed by a Newfoundland fair.

With creation of a new province, the duties, bonds and federal licenses imposed on carnivals from the mainland have been eliminated. Whether Newfoundland will levy a provincial license is not known. The only current levy is that exacted by municipalities.

Lynch also will show in Grand Falls, St. John, Harbor Grace, Gander and Carbonear.

**Wilson to P. A. Harrison**

ABERDEEN, N. C., April 16.—Harry E. Wilson, recently resigned as business manager of Gold Crown Exposition, this week announced that he would join Harrison Greater Shows as director of public relations. Jimmy Tiernan will take over the job of business manager with Gold Crown.

**CUSTARD TRAILER**

Completely equipped Frozen Custard Outfit, 15 ft. Trailer, Glass Panels, Cabinets, Freezer, Storage Cabinets. This is a repossessed trailer and was used less than 30 days. Full price \$1,750.00.

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

**FAIRWAY SHOWS**

OPENING IN MAY AT BISMARCK

Want Ferris Wheel Foreman and other Ride Help. Want Shows—Mechanical, Snake, Monkey, etc. **FOR SALE—Eyerly Rigid Brace Loop-o-Plane with new 5-Hp. Motor.**

**EMIL J. ZIRBES**  
Bismarck, North Dakota

**STAR AMUSEMENT CO. WANTS**

Stock Concessions, Ball Games, Photos, Diggers, Penny Arcade, Man for Athletic Show (Tuffy Barnett, answer), Man and Wife for Illusion Show, Merry-Go-Round Foreman. Marvin Wingate, come on.

For Sale—Complete Pony Ride with five ponies, \$1,500.00; will book same on Show if you desire. Show will have best route ever. Kensett, Ark., April 16-23; Judsonia and other Strawberry Towns to follow.

Wire or call:  
**B. E. MILLER, Mgr.**

**FOR SALE**

House Trailer; Bingo, new top and stock, lots of flash; Fish Pond, Beat the Dealer, Pea Pool Table, '35 Chevrolet Truck. Price—\$1,500.00.

**ED LUNSFORD**

1703 Blue Rock Street Cincinnati 23, Ohio  
Phone: Kl. 5535

**EASTERN AMUSEMENT**

Opening May 2, downtown Waterville, Me.

Need at once No. 1 and 2 Man on Wheel, Second Man on Merry-Go-Round, Second Man on Chairplane. Opening for few more Concessions and Concession Help.

**M. S. EARL**

General Delivery Litchfield, Maine

**Merriam's Midway Shows**

Opening May 2nd, Boone, Iowa

**WANT WANT WANT**

Ballgame, Photos, Fish Pond, Age, Add-'Em-Up Darts, Huckley Buck, etc. Fun House and Mechanical Shows. Ride Help who drive. All people report April 27th.

**ALVA MERRIAM, Ogden, Iowa**

**WANT**

Legal Adjuster, Count and Blower Agents. Contact

**LEE HOS**

Gainesville, Ga.

**WANTED**

**A CARNIVAL OR CIRCUS**

for  
**4TH OF JULY PICNIC**

To Be Held At  
**EMINENCE, KY., MONDAY, JULY 4**  
Write: Carl Wade, Eminence, Ky.

**WILL BOOK OR LEASE**

**FERRIS WHEEL OR MERRY-GO-ROUND**

**MADDOX BROS.' SHOWS**

O. W. MADDOX, Mgr.

Box 142 Atlanta, Kansas

**CHARLEY SIMONS**

**WANTS AGENTS**

Cat Rack, Balloon Dart, Pitch-Tilt-U-Win, Big Six, Beat Dealer. **WHITE POLERIE**, please contact. Open last of April in Pennsylvania. No Flag Pole Sitters, please.

Write, Wire, Phone 220-J.  
8 TEMPLE ST., OWEGO, N. Y.

**WANTED TO BUY**

A set of Guess-Your-Weight Tripod Scales.

**EARL FISHER**

210 S. Ohio Ave. Columbus, O.

**WANT CARNIVAL**

FOR AMERICAN LEGION JULY 3RD and 4TH CELEBRATION

**Frank Robertson, Chairman**  
303 W. Delaware St., Fairfield, Ill.

**JJJ—NOTICE—JJJ**  
**A SPECIAL MEETING OF**  
**NEW JOHNNY J. JONES**  
**EXPOSITION, Incorporated**  
 Will be held in Conrad Bldg.,  
 De Land, Fla., Wednesday,  
 April 20, 2 P.M.  
**E. Lawrence Phillips, Pres.**  
 Would like to get in contact with  
**HIGH CLASS PENNY ARCADE.**  
 Also Experienced Auto Scooter  
 Mechanic and Operator.  
 April 25 to May 7  
 Washington, D. C.  
 Headquarters, 511 C St., N. E.

**WANT WANT**  
**J. G. STEBLAR SHOWS**  
 For Walnut Cove, N. C., April 18 to 23,  
 Mayadan, N. C., 25 to 30.  
 Can place Merry-Go-Round, Roll-o-Plane or  
 Octopus. Want Bowling Alley, Fish Pond,  
 Pitch-Till-You-Win, Cotton Candy, Long  
 Range Gallery, Hoop-La, Guess Your Age,  
 Diggers, Frozen Custard. Shows — Snake  
 Show, Monkey Show, Girl Show, Minstrel  
 with own outfit. Hogan wants Counter Man  
 for Bingo who can drive Semi. Henry Pal-  
 lason, can place you. Cook House on Trailer  
 for sale, \$1,500.00. Ready to go to work in.  
 Will book for balance of season. Address  
 all mail to  
**J. G. STEBLAR** Walnut Cove, N. C.

**FOR SALE**  
 Carvel continuous flow Custard Machine and  
 Trailer. Used one season, excellent condi-  
 tion. Many extras, including a Carvel Direct  
 Draw Shaft. Cost \$5,700.00 last season.  
 Sacrifice for \$2,600.00. Machine is now in  
 operation and booked on J. T. Tinsley's  
 Shows, Augusta, Ga.  
**ED MELILLO**

**WANT AGENTS**  
 For Atlanta lots. Tommy Engle, contact.  
 Swingers, Six Cat, Hanky Agents. No drunks.  
**FAY STABER**  
 This week, Mason-Turne Avenues, Atlanta

**COOKHOUSE HELP**  
 Two fast-stepping Waiters, Dishwasher; also  
 Girl Cashier. Help already hired, wire.  
**JACK GALLUPPO**  
 c/o SUNSET AMUSEMENT CO.  
 Excelsior Springs, Mo.

**FOR SALE**  
 1948 24-ft. aluminum Photo Trailer, new  
 tires and dolly. Two Marful Cameras, 2½x3½  
 and 3¼x5 full view; both cameras have  
 prism. Extra comic backgrounds and dis-  
 play cases. A real money getter, flashiest  
 Mug Outfit on the road. Priced right for  
 quick sale. Photo on request. Sleeping  
 quarters for two.  
**J. R. SIMPSON**  
 418 S. Main St., Anderson, S. C. Phone 720.

**WANTED**  
**MAN AND WIFE**  
 To operate nice Lunch Stand built on  
 Trailer; must have car. Must be sober and  
 keep it clean.  
**FOR SALE—20x40 Bingo Top, Snap-On Side-**  
**wall, Fair shape and cheap.**  
**CHARLES CHANEY**  
 c/o MOUND CITY SHOWS  
 4600 Gravois St. Louis, Mo.

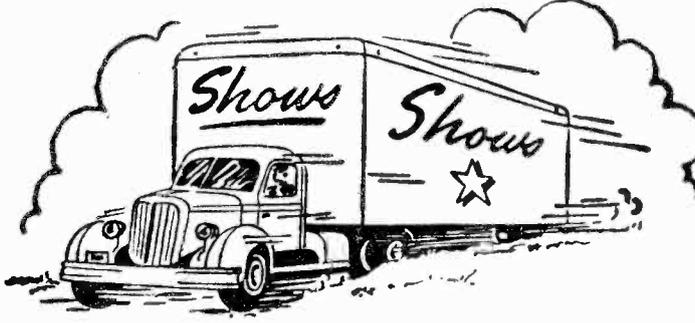
**FLOYD D. KILE SHOWS**  
**WANT QUICK**  
 Join on wire, small clean Cookhouse catering  
 to Show People. Strong support, privilege  
 right. Sober Agents for Stock. Couple for  
 DeLuxe Studio; must be A-1. 4 Rides, 20 Con-  
 ceptions, Free Gate. No grift. Wire now.  
 Kentwood, La., till April 24.

**DROME RIDERS WANTED**  
 Ladies or Men. Guarantee \$75.00 per week.  
 Tips every night. Long season. Have all new  
 motorcycles. Also need two fast Ticket Sellers.  
 Write or wire  
**ERNIE SLAVIN**  
 Care Bert Larson  
 1611 Bixly Ave. Bemidji, Minn.

**BERNMAN**

**TRAILERS — TRUCKS**

*carry the load!*

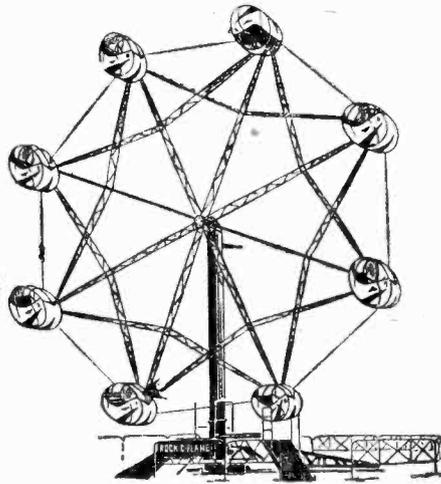


**AVAILABLE**

Now for Immediate Delivery—A full and com-  
 plete line of New and Used Trucks and Trailers.  
 We can arrange convenient payment terms  
 for you.

**BERNMAN Sales Co.**  
 PHONE 521 • PENNSBURG, PA.

**MAKING GOOD RIDES ... STILL BETTER**



**Eyerly's new sensational ROCKOPLANE**

Totally different — spectacular — ball and roller bearings throughout — rider controls thrills by applying simple brake. Ready now.

The unparalleled success of Eyerly Rides can be summed up in one word—ENGINEERING. Every feature of an Eyerly Ride is tested, proven and ENGINEERED to meet the special requirements of the amusement world. Thrilling action and flash color for crowd appeal; a new positive speedy Eyerly patented safety belt, reduces loading time fifty per cent; increased use of stainless steel parts, oversized anti-friction sealed bearings assuring long trouble-free life, ease of maintenance and dependability; practical design for fast assembly and disassembly—one-truck portability—Cars are given added brilliance with a corrosion resistant finish. All of this adds up to why Eyerly Rides are ever popular with both rider and operator. The name EYERLY has become synonymous with quality and profits in park and midway rides.

**FLY-O-PLANE**  
 Newly streamlined, 50% faster loading. More action than ever.

**OCTOPUS**  
 A consistent money maker and a STANDARD ride on every Midway.

**ROLLOPLANE**  
 The sensational crowd magnet on every lot and park.

Submit your inquiry NOW to assure prompt delivery for the new season. Airmail, telegraph or telephone for complete information.



**SALEM, OREGON**

**Account Disappointment WANT**  
 Billposter who can and will post paper and mark route. Can place sober Ride Men who drive semi-trailers. Novelty Concession open. Can place Hanky Panks.  
**L. J. HETH SHOWS**  
 North Birmingham, Ala., now; Atlanta, Ala., next week.

**HELP WANTED**  
 Foreman on Rolloplane, Ferris Wheel, Octopus. Second Men on all rides. Top salaries. Semi Drivers preferred. Write or wire.  
**R. E. GILSDORF**  
**Dick's Greater Shows, Inc.**  
 Lebanon, Pennsylvania.

**CARNIVAL WANTED**  
**4th of July Celebration**  
 Must be clean and have plenty of Rides.  
 Contact  
**N. N. STEINBERG**  
 Conway, Ark.

**ALUMINUM TRAILER HOMES**  
 Equipped for the Showman.  
 TRADE, TERMS, New or Used.  
 We deliver all popular makes.  
 Write, phone or wire:  
**T. W. "Slim" Kelly or Raymond Sellhorn**  
 E. Lansing, Michigan, or Sarasota, Florida  
**RENT - TRADE - TERMS**

**WANT**  
 Man and Wife to take charge of completely framed Girl Show. Will book any show with own transportation. Contact  
**HERMAN REYNOLDS, Mgr.**  
**ALL AMERICAN MIDWAY SHOW**  
 Lufkin, Texas, April 18-26

**TILT-A-WHIRL FOR SALE**  
 7 car, 1936 model, in good condition, newly painted, ready to operate. Set up for inspection. Price \$3,500.00. Transportation for Tilt. Two 1942 Chevrolet Tractors with Semis, excellent condition, \$2,000.00. May be seen at B. & H. SHOWS' Winterquarters, Sumter, S. C. Contact  
**W. E. HOBBS**  
 Route 1, Box 45A SUMTER, S. C.

**1949 STREAMLINE CATERPILLAR FOR SALE**  
 1948 Chevrolet 2-Ton Tractor.  
 1948-30-Ft. Hyde Trailer.  
 1946 Chevrolet 1½-Ton with Stick Tractor.  
 1946 30-Ft. Hyde Trailer with new rubber.  
 Amarillo, Tex., April 17-23;  
 Clevis, N. M., April 24-30.  
**EUGENE HADDAD**  
 c/o HILL'S GREATER SHOWS

**FOR SALE**  
 Excellent Concession Wagon, fully equipped combination restaurant and house trailer, stainless aluminum over oak body, including 3 Fridaires, 42-inch grill, 4-burner coffee maker, 2 dry electric refrigerators, bottles gas and 3000-watt motor generator. \$6,500.00 for quick sale.  
**H. E. ANDERSON**

**FOR SALE**  
 Nearly new Floss Machine, cheap; Long-Eakins Motor Drum Popper and Crispette Outfit, very cheap.  
**MARS DIST.**  
 222 S. Seventh, Grand Junction, Col.

**AMERI-CONGO ANIMAL EXPEDITION**  
 Want to join on wire: Side Show Acts of all kinds, Punch & Judy and Magician, Hillbilly or Musical, Girl for Blac Box. 2-Day Stand Show. State salary Monticello, Fla., April 20-21; Cairo, Ill., 22-23.  
**HOWARD INGRAM**

**DYER'S GREATER SHOWS**  
 Have Athletic and Side Show Outfits complete. Want Help on Rides; come on. Opening for Monkey Show or Drome. All must be clean as a whistle. Marked Tree, Ark., now; Trumann next.  
**GIVE TO THE RUNYON CANCER FUND**

## BIG—Fourth of July Celebration—BIG

Have openings for 5 major rides for July 2, 3 and 4. Rides must be in first-class condition and three of the 5 must be large Merry-Go-Round, Tilt-a-Whirl and No. 5 Eli Ferris Wheel. Last year's total attendance 200,000 in beautiful North Common's Park. Any authentic operator interested call

### KIDDIE-LAND, INC.

at Geneva 5344 or Main 8337  
and Ask for Dave Goodman, Minneapolis, Minn.

## A.M.P. SHOWS

OPENING BATH, S. C., APRIL 22 TO 30

Want Ball Games, Fish Pond, Hoopla, Photos, American Palmistry, Pitch-Tilt-You-Win, String Game, High Striker, Diggers and any others not conflicting. RIDES—Will book Octopus, Spiffire or Comet. Want reliable Ride Help and Cookhouse Help. SHOWS—Due to disappointment can place organized Girl Show and Side Show, Animal, Monkey or Snake Show, Have top and transportation. Joe Selly, contact. Will place reliable Man with Couple of Grind Stores. "Big Six," contact Freddie. All replies to A. M. PODSOBINSKI, Gen. Mgr., FRED C. BOSWELL, Bus. Mgr., Bath, S. C.

## I. K. WALLACE ATTRACTIONS

Star, N. C., April 25 to 30; Gretna, Va., May 2 to 7, auspices Fire Dept. Playing bona fide Celebrations in Maryland, Pennsylvania and Virginia, with one of the largest 4th Celebrations in Pennsylvania. Fireworks, Parades, Bands and Free Acts. SHOWS—Can place Monkey, Snake, Mechanical, Girl, Fun House; must have own equipment and transportation. Low percentage and long season. RIDES—Will book Kiddle Train, Roto-Whip or Airplane, one more Major Ride not conflicting. CONCESSIONS—Want Pop Corn and Candy Apples; open account of sickness. Can place Custard, Bowling Alley, Blower, Long and Short Range, Duck and Fish Ponds, Ball Games, Glass Pitch, Hoop-La, Darts or any Legitimate Concession. Want A-1 Pea Pool and Dealer Agents; must be able to get the money. No drunks tolerated. Committees in Virginia, Maryland and Pennsylvania, contact. We can furnish what you want.

Write or wire: I. K. WALLACE  
STAR, N. C.

## BULLOCK AMUSEMENT CO.

lean entertainment for the whole family

### WANTS

Monkey Show or well framed Animal Show to join at once. Concessions: Photo Gallery, Long Range Gallery, Balloon Darts or any other Legitimate Concession not conflicting. Can place Second Men on Rides, must be Truck Drivers and have drivers' license. No racket, no gate. Playing the cream of the Carolinas. Will be in West Virginia coal fields as soon as the new miners' contract is signed. Badin, North Carolina, this week; Mt. Holly, North Carolina, week April 25th.

J. S. BULLOCK

## GREAT SUTTON SHOWS

SIKESTON, MISSOURI, APRIL 18-23  
ATTENTION, SHOW OPERATORS

We have complete equipment for 150 ft. Side Show, front, banners, top and a very good proposition. Kitty Kelly, Billy Logsdon or any operator interested in making money with this outfit, contact me immediately. Also have beautiful Girl Show Frame-Up, 80 ft. wagon type panel front. I need a Manager with Girls and Wardrobe. Can place Foreman for Merry-Go-Round and Help on all other Rides. Semi Drivers given preference. Will place Legitimate Concessions, \$21.50 per week. This is a 10 Ride Show with good, proven route. Contact

F. M. SUTTON JR., Great Sutton Shows, Sikeston, Missouri

## BADGER STATE SHOWS

LAST NOTICE

Opening April 29

Correction of opening location, Rochester, Minn. Fairs start July 1st. Can use Bumper or String Game. Want Wild Life or Animal Show, also Motordroms. Blackie Smith, get in touch with me. Have a few openings for Ride Help who drive semis.

J. VOMBERG, Mgr., Red Granite, Wis.

## J. A. SPARKS SHOWS

16 Bona Fide Fairs

WANT

WANT

WANT

RIDES—Foreman for Chairplane, Foreman for Tilt-a-Whirl, must drive semi. Will book Octopus, Spiffire or Merry-Go-Round. SHOWS—Will book any Grind Show with own equipment. Low percentage to office. CONCESSIONS—Will book Bumper, String Game, Photos, Frozen Custard, Hi-Striker, Jewelry and Novelties or any Slum Concessions. No exclusives. Want two Agents and head for store on Skillo. Agents for Bowling Alley. Contact Howard Piercy. This week, Pineville, Ky.; next week, Pikeville, Ky. Address all replies to

J. A. SPARKS, Owner, or E. H. BROOME, Business Mgr.

## FOR SALE

Allan Herschell Three-Abreast Merry-Go-Round; cheap.

Want Wheel Man for No. 5 Wheel.

MAGGIE FALLON

R. D. 12, Box 815, Akron, O.

Telephone Midlake 5768, Akron, O.

## RINGLING-BARNUM

(Continued from page 70)

Bob Kinsey, Stanley Kinsey, Richard J. McGarrity, Doc Losser, Jack Dailey, Joe Lynch, Boston Ryan, Eddie Callahan, Brad Barker, Mrs. Parks and son, J. R. Griffen, Marshall Johnson, Doc Skinner, Harry Dube, Helen Hopper, Nat Green, Mr. and Mrs. Eli Smith, Pearl Mader, June Perkinson, Ed Kennedy, Rachael Nelson, Vince Orlando, the Danwills, Mr. and Mrs. Willy, the Shyrettos, the Ericksons and Conchita, Mike Malos, Frank and Edna Matausch, Buddy and Ira Watkins, Bob Morton, Mr. and Mrs. Cyril Simmons, Fanny McCloskey's family and Antoinette Cencello's father, mother and sister.

Back yard Garden scenes: School Daze, clown production number, getting a big laugh. Gag has a school room set-up on one stage. Ernie Burch is school mistress, and Prince Paul the bad boy. Jackie Gerlick drives the "Punkinville" school bus in the act. Paul Jung's clown heads, each a masterpiece, are much in evidence.

Sheik Gwinell hid his portable radio in one of the desks in the Garden office and had everyone going crazy trying to find it.

Jimmy Armstrong had quite a time during the spec opening night. He fell down a dozen times doing the Donald Duck character in the Bugs Bunny section. The duck feet he wore were large enough for an elephant, and he tripped half-way around the track, then gave up in disgust.

Lou Jacobs and his midget car are again a show-stopper with the new gags. Midgets in the act work hard to put it over, and it is almost a production with so many people.

Rose Hanlon makes a perfect Whistler's Mother in the spec. Paul Jerome was kept busy giving out copies of *The Billboard*.—MARY JANE MILLER.

## CLYDE BEATTY

(Continued from page 70)

prop department moving smoothly.

Lou Walton has been released from the hospital where he spent 10 months with a broken leg. He joined in Los Angeles and worked three shows the first day. Don Hayden is back in the line-up after a short illness. In addition to his other duties, Dave Murphy is doing announcing. Lilly and Mitzi LaForm are getting used to being taken for twins.

The Maypole in the spec is quite colorful and receives plenty of applause. George Davis's laugh has not dimmed thru the years. Judging by the balsa wood appearing on the scene, it looks as tho Mark Anthony is preparing to do some carving. The Monkey Man is working the come-in and garnering plenty of laughs. Hope McClennon, Joan Lewis and Skeeter Farring are additions to the aerial ballet.

Several of our workmen loaned their services during the Kathy Fiscus tragedy.

Recent visitors: Art Lind, Slats Beason, Charlie and Orma Arley, Happy Johnson, Jimmy Muir and family, Willie Goldstein, Kathryn Goldstein, Mark Smith, Ken Poley, Louie LaForm and Col. Jim and Mildred Maddux. Mrs. Maddux is Eldon Day's sister.—LAURENCE CROSS.

## ART WHITE SHOWS

OPENING APRIL 28, BUTLER, PENNSYLVANIA

CONCESSIONS OPEN—Scales, Floss, Lead Gallery, Striker, Jewelry, Water Game. RIDES—Have eight office owned; four light plants; new transportation. RIDE HELP—Can place sober Class A Ride Help who really know their Rides; Semi Drivers given preference. Positively no drunks tolerated. SHOWS—Can place one more Grind Show with own outfit and transportation. AGENTS—Percentage Agents who can show results, and Hanky Panky Agents who know the score. All Agents and Dealers contact at 317 Brown Ave., Butler, Pa.

CECIL C. RICE . . . ALL OTHERS . . . ART WHITE

**GRALOY SHOW**



DEPENDABLE MANAGEMENT  
CLEAN ATTRACTIONS

NOTICE to all show folks interested in playing Northern Indiana and Southern Michigan. We open May 9th in Sturgis, Mich. Auburn, Ind., and other good county seat towns to follow.

WANT Grab, Photos, String, Jewelry, Bumper, Hoop-la, Cigarette Gallery, Duck Pond, Cane Rack, Coke Bottle, Balloon Dart, Root Beer, Slum Blower, Cat Racks, Sho Cone, Slum Spindle or any Grind Store working for stock only. WANT any Show of merit with own outfit. WANT Penny Arcade. This Show has the spots, all industrial towns up to Aug. 1. All replies to Winter Quarters address up to May 7. R. R. No. 3, Waterford Road, Goshen, Ind. No wise guys or lucky people.

## WANT CARNIVAL

Annual Homecoming and "VJ" Celebration

Aug. 8th thru 13th

Outstanding Affair of the Year

Reply now to:

DICK GRAHAM

Box 218

Chicora, Pa.

## Sweeney's United Shows

OPENING MOUNDSVILLE, WEST VA.,

APRIL 30TH, 2 SATURDAYS

Want Concessions of all kinds except Bingo, Pop Corn, Cotton Candy and Percentage. Bellaire, Ohio; Elm Grove, West Va., follows. Want Concession Agents for Bingo, Ball Game and others. Want Electrician who understands gasoline light plants, Chair-plane Man. Contact

FRANK SWEENEY

Glendale, West Va.  
Phone: Moundsville 1076-J

## INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

## "SPITFIRE" FOR SALE

Spitfire on special built Semi-Trailer and a 1947 International KS-7 Tractor. Subject to approval, buyer may book with Forsythe and Dowis Rides for the 1949 season. Route includes Greeley Spud Rodeo, Cheyenne Frontier Days, Colorado State Fair, etc.

Kenneth W. Forsythe

Box 328, Boulder, Colorado

## Wanted-Wanted-Wanted

AGENTS FOR PIN STORE

Wire or call

PATTY FINNERTY

PRELL'S BROADWAY SHOWS

Burlington, N. C., this week;

then Danville, Va.

## EDDIE'S EXPOSITION SHOWS

Opening Ford City, Pennsylvania, April 30

8 RIDES—5 SHOWS—30 CONCESSIONS

Want Frozen Custard and Photo Gallery and Grind Concessions. For Sale—Ten-in-One Top and Banner Line, 120 feet long. For Sale—French Fry Tandem Trailer, 28 feet long, reasonable. Can book same.

Address: 148 N. MONROE ST., BUTLER, PA.

**DRAGO AMUSEMENTS PRESENTS**

Not the Biggest But the Cleanest Show in Central Indiana  
First of all, no gypsies, drunks, drifters or grift allowed. This show opening within 20 miles of Kokomo May 14 thru 21 playing two Saturdays. All people holding contracts report in Kokomo Winter Quarters not later than May 11. This show owns five major rides and plays some of the best celebrations and fairs in Indiana. First week of June, the "North Central Expo.," July 4, Bass Lake; Galveston Street Fair to follow; North Judson St. Fair under the American Legion; Carroll County 4-H Fair and many other good ones to follow. Could use the following: Photo Gallery—Frank Dyer, please wire me at once. Cigarette Shooting Gallery, Jewelry, Short Range Lead Gallery, Mouse Game, Fish Pond, Bumper, Cotton Candy or any Legitimate Concession. Like to book one or two flashy Kid Rides, Motordrome, Animal Show or any clean Show with own equipment; small per cent. Want Second Man on all rides, also Electrician. All replies

**DRAGO AMUSEMENTS**

1722 E. Markland Kokomo, Ind.

**UNDER THE MARQUEE**

(Continued from page 69)

Police, at his home in Lexington. . . Dallas D. McLean, who has been with Austin Bros. and E. K. Fernandez shows, is in Austin, Tex. He reports that Al Conners is with Seal Bros. with his wagon wheel, juggling, unicycle and dog acts and that Mrs. Conners is caring for her mother in California.

Often wonder if circus mailmen get tired of somebody yelling across a lot, "Did I or my wife get any mail today?"

W. Curtis Evans, assistant recorder of El Karubah Shrine Temple, Shreveport, announces that he is not connected in any way with the operation of Gammill Bros.' Circus, indoor unit, as previously reported. . . George L. Cole, formerly with the Dailey Bros.' Circus, is now employed at the Temple Hotel, Redding, Calif. . . Lew A. (Bozo) Ward will be producing clown and work the come-in with the Banks Circus. He will break his jump, playing night clubs in the Middle West. . . B. M. (Doc) Clare has sold his grocery in St. Louis and will troupe again. He will be with Lee Hinckley's big show band on the John Pawling Circus. . . Cheerful and Mary Gardner and Dennis Stevens, with Polack Bros.' Eastern Unit, stopped off in Cincinnati April 14, en route from Norfolk to Kalamazoo, Mich. Mary gave The Billboard a phone call and Dennis called at the offices.

Arguments between two porters over who is in charge of a berth car sounds like a quarrel between two wardens.

Ernie Wiswell, with the Polack Bros.' Eastern Unit, celebrated his birthday Friday (8) during the Norfolk stand. Herman Norwitzky, Shrine official of that city, tossed a party at his home for the Polack personnel. Dr. Karl S. Frischkorn, Norfolk fan, started a movement during the engagement to organize a CFA tent in honor of Cheerful Gardner. Three others on the show, Mabel Stark, Henry Kyes and Hubert Castle, have tents named for them. . . Bob Morton has purchased a baby elephant for the Hamid-Morton Circus from Henry Trefflich, New York animal importer. Morton, Len Humphreys, manager, and promotional director Carl Sonits and wife caught the Ringling circus, at Madison Square Garden Monday (11) night. Joe Basile, H.-M. band leader, visited maestro Merle Evans, at the Garden Friday (15). . . Mr. and Mrs. Harry Humphreys, former British circus impresario, are visiting their son, Len Humphreys, manager of the Hamid-Morton Circus, during its run in Buffalo, after which they will leave for Wildwood, N. J.

Seatblock boy on the Charlot & Tableau Circus had an amphibious streak and took a bath before opening day.

**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

**CUNNINGHAM'S EXPO. SHOW**

TWO SATURDAYS—OPENING MAY 7, NEW MATAMORAS, OHIO

Will book Sound Truck. Want Shows of all kind. Want Concessions—Pitch-Till-You-Win, String Game, Photo, Darts, Hoop-La, Cane Rack, Fish Pond, Slum Spindle, Novelties, Guess Your Age and Weight, Pan Game, Cat Rack, Bowling Alley, Stock Wheels, Bumpers, Palmistry. Want Second Men for all Rides. Have few more open dates. Committees and Fair Secretaries, get in touch with me. Address:

**JOHN F. CUNNINGHAM, Owner-Mgr.**

PHONE 4R2

NEW MATAMORAS, OHIO

**DON FRANKLIN SHOWS**

WANT WANT

CONCESSIONS—Large Bingo, Age, Scales, Custard, Fish Pond, Short Range Gallery, Bumper, Darts, Clothes Pin Pitch, Slum Blower, String Game, Duck Pond, Penny Pitch, Pan Game, Country Store, Novelties. HELP—Operator for office-owned Cook House. Merry-Go-Round Foreman. Couple for Illusion Show. Ticket Sellers.

Now showing Victoria; Beeville next week; then Kennedy Flax Festival; all Texas.

12 Fairs and 4 Celebrations contracted.

**DON FRANKLIN, Mgr.**

**WANT WANT WANT FOR THE BEST ROUTE OF SPRING CELEBRATIONS**

Concessions that work strictly for stock. We have a proven money route with plenty of fairs starting in July. Can use a few more good stock store Agents. Can place one more Grind Show with own equipment and transportation. Front Man and Talker for Minstrel Show. F. F. Bancroft wants for Side Show, Australian Whip Act. Billy and Peggy, come on. Girls for Bally and Illusion. Wonderful territory for Mental Act and Tattoo Artist. Ticket Sellers that can grind. Want Ferris Wheel Foreman. Must be strictly sober and able to drive semi. All address

**J. A. GENTSCH SHOWS**

Picayune, Miss., this week.

**HENNIES BROS.' SHOWS**

Have complete neon plant. Want capable Man to make neon. Can use good Ride Foreman for Dipper Ride.

Address

**HARRY HENNIES, Mgr.**

Little Rock, Ark., this week; then Spring & Chouteau, St. Louis, Mo., until May 7.

**LAST CALL LAST CALL**

**DOBSON'S UNITED SHOWS**

Willernie, Minnesota

CONCESSIONS—Jewelry, Root Beer, Candy Apple. SHOWS—Can use one or two more good clean Grind Shows that don't conflict with what we have. RIDE HELP and Foremen on all Rides. Agents for Hanky Pank Concessions. All people contracted get in touch with us. The opening date is April 30 at Winter Quarters. NO MITT CAMPS, PLEASE. Write or phone Mahtomedi 2323.

**W. C. DOBSON or TEX ROBERTS**

**COOKHOUSE HELP WANTED**

Combination Steam Table and Short Order Man, Griddle Man to work in 12x12 Grab. Prefer man who can drive new truck and pull house trailer. Can use couple, wife work in Cafeteria on counter; can live in truck. Also Bus Boys, Dishwashers and Waiters for Grabs.

**GEORGE REINHARDT**

JOHNNY J. JONES SHOWS, BOX 1180, DE LAND, FLORIDA. Open in Washington April 27. Leave here April 22.

**SUNSET AMUSEMENT COMPANY**

OPENING THURSDAY, APRIL 21 TO APRIL 30, EXCELSIOR SPRINGS, MO.

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## Pitt Lexington Special Events Grab Spotlight

PITTSBURGH, April 16.—Easter Sunday and the days immediately following it will be marked by special events at H. D. Ruhlman's Lexington Roller Skating Palace here.

For Sunday Ruhlman has scheduled Easter parade events at the rink's matinee and evening sessions, with an egg hunt for children a special attraction during the afternoon. Winners of the events will receive prizes.

A Monday matinee also has been scheduled, with the price pegged at 33 cents. The evening session, for 65 cents, will feature the finals in the Allegheny County novice dance championships. The elimination round in the contests will be run off between 5 p.m. and the 8 o'clock starting time of the evening session.

Tuesday (19) has been advertised as Oldtimers' Night for older skaters and parents of the present crop of youngsters. There will be a musical program of oldtime tunes and a "name the tune" contest open to all.

Lexington officials also are making preparations for the Pennsylvania championships of the Roller Skating Rink Operators' Association, to be held May 1-3 at the rink. Dance, figure, pair, four and speed events will be run off before and after regular skating sessions each day. An added feature Monday (2) night will be a free-skating exhibition by World Congress champ Patricia Carroll, of Queens Roller Rink Club, Elmhurst, N. Y.

Lexington continues to plug for regular patronage with its sale of 10-session tickets for \$5.50, affording a saving of 50 cents to purchasers. The rink's beginners' dance class is held Tuesday nights from 7 to 8. Its junior dance and figure class is held Wednesday afternoons from 4:30 to 6:30.

## Offers 20% Tax Measure in Del.

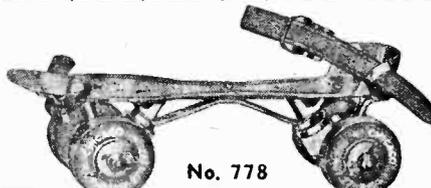
DOVER, Del., April 16.—Delaware roller rinks, along with night clubs, theaters and other places of amusement, would be hit by a tax bill introduced in the General Assembly by Sen. Leon C. Bulow (R., Bridgeville).

Bulow said he had no estimate of how much revenue the proposed taxes would bring, but he believed it would be considerable. This tax would be in addition to the federal 20 per cent levy.

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

R. J. Wilhelm, skate room man at Coliseum Roller Rink, Baltimore, reports the April issue of *Coronet* carries a roller skating picture and that a recent Sunday magazine supplement appearing in Baltimore gave the sport a big boost.

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MICHIGAN'S GOV. G. MENNEN WILLIAMS AND MRS. WILLIAMS were guests at a recent amateur skating show and RSROA night at Flint (Mich.) Park Rollercade, proceeds of which went to the Roller Skating Rink Operators' Association for the promotion of amateur roller skating. Governor Williams (right) is shown congratulating Earl King, Rollercade manager and producer of the show, while Dr. Louis H. Firestone, president of Flint Park and Amusement Company, operating firm, handles the mike. The Rollercade operates thruout the year and offers Saturday and Sunday matinees.

## Cherry Blossom Events to AOW Alexandria Spot

ELIZABETH, N. J., April 16.—The second annual Cherry Blossom speed skating championships of the William Schmitz-directed America on Wheels chain of rinks are scheduled to be held Saturday, May 7, in Alexandria (Va.) Arena, reports Jack Edwards, AOW chairman of racing activities.

Open to all skaters holding a membership card in the United States Amateur Roller Skating Association, the contests are expected to draw entries in excess of the 100 who took part in the events last year, Edwards said. Requirements stipulate that entries wear racing uniforms. Club entry fees of \$5 permit participation by an unlimited number of skaters. Single entry fees are \$1.

Schedule of events: (1) 880 yards for ladies, (2) one mile for ladies, (3) 440 yards for boys under 14, (4) 880 yards for boys under 14, (5) 830 yards for men, (6) one mile for men, (7) two miles for men, (8) miss and out (four-lap finish) and (9) five-mile team relay.

Medals will be awarded all first, second and third-place winners plus a trophy for points in the men's division for Events No. 5, 6, 7, and 8.

Entries must be received by Edwards at Twin City Arena here on or before May 1.

## Rollerland "Follies" Draws

INDIANAPOLIS, April 16.—Roller Follies, annual production of Rollerland Skating Club members here, was presented recently before a large turnout. Mr. and Mrs. Patterson, Rollerland professionals, directed the show, taken part in by top skaters in the club, which has membership of more than 800.

## Pat Carroll Snags Top Athlete Award

NEW YORK, April 16. — World Congress ladies' roller champion Patricia Carroll, member of the Queens Figure and Dance Club, Elmhurst, N. Y., was presented a plaque for being "an outstanding amateur athlete of the decade," Wednesday (6) at this city's swank Ad Club.

Award was made by the Community Councils of New York City at a luncheon which launched a drive to found juvenile play centers as living memorials to America's war dead. Former Police Commissioner Arthur Wallender and other celebs attended.

## 2 Rollercade Shows Draw Hefty Crowds

FLINT, Mich., April 16.—Despite sleety weather that reduced travel to a minimum, capacity crowds turned out at Flint Park Rollercade March 16 and 17 to see the rink's annual skating show presented for the benefit of amateur promotional activities of the Roller Skating Rink Operators' Association.

Running two and one-half hours and produced by Manager Earl King, the show offered a variety of skating exhibitions by a cast of about 75 who are members of Rollercade clubs. Costumes were provided by girl club members and their mothers.

A highlight the second night was a visit by Michigan's Gov. G. Mennen Williams. Accompanied by Mrs. Williams, the governor was hosted by Dr. Louis H. Firestone, president of Flint Park and Amusement Company, operator of the rink.

## Jones To Host Pennsy Ops

PITTSBURGH, April 16.—Johnny Jones Jr., Pittsburgh agent for Chicago Roller Skate Company, will be host to regional rink operators and their wives at a dinner to be held in the St. Moritz Hotel here at 5 p.m., Monday, May 2. The affair is to be held in conjunction with the Pennsylvania championships of the Roller Skating Rink Operators' Association, May 1-3, at Hy Ruhlman's Lexington Skating Palace here. Rink problems, including insurance, will be discussed at this meeting.

## Milwaukee Kids Take Honors at Wisconsin Meet

MILWAUKEE, April 16.—Milwaukeeans skated off with the lion's share of honors in the Wisconsin championships of the United States Federation of Amateur Roller Skaters, held April 11 in Phil J. Hays's Palomar Roller Rink here. Three skaters from Kenosha were the only out-of-town competitors to win places in the contests.

Hays called the contests "very successful," both from the number of entries and the quality of skating exhibited. Compared with the technique shown at last year's Wisconsin meet, which was the first held in the State in recent years, the improvement was great, Hays reported.

Contests were judged by Robert Irwin, Bert Widd, Dorothy Wickman, Robert Beutlick, Vera Rausch and Edward Barkus, all of Chicago, and Harry Schenk, Joliet, Ill.

Results: Juvenile boys free style, Danny Gleissner, Milwaukee; junior boys free style, Quinn L. Pleyte and Gary Dalton, Milwaukee; junior girls free style, Judianne Gleissner, Dee Ann Marquis and Janet Durand, Milwaukee. Novice men's free style, Eugene Forcucci, Milwaukee; Carl Hillmer, Kenosha, and Larry Oberlander, Milwaukee. Novice ladies free style, Joan Stiehm and Kristine Gojmerac, Milwaukee; novice ladies figures, Kristine Gojmerac, Milwaukee; intermediate ladies figures, Jean Higgins, Kenosha; intermediate men's figures, Niels Hansen, Kenosha. Junior dance, Dee Ann Marquis and Gary Dalton, Milwaukee; Gail Kitzrow and Quinn Pleyte, Milwaukee. Novice dance, Janet Durand and Eugene Forcucci, Milwaukee; Juanita Sloane and Thadeus Rogowski, Milwaukee, and Mary Buika and Norman Pannenbacker, Milwaukee. Intermediate dance, Margie Phalen and Frank Greiczek, Milwaukee; Dorothy and John Reinke, Milwaukee, and Evelyn Stryczek and Richard Braasch, Milwaukee. Novice pairs, Betty Prondzinski and Donald Wesierski, Milwaukee. Speed skating, seniors, Arthur Ennis and Donald Wink, Milwaukee, and Wayne Smith; intermediates, James Young and Leon Roelke, Milwaukee.

## RSROA Membership Increased by Four

DETROIT, April 16.—Four rinks have been added to the membership of the Roller Skating Rink Operators' Association, it was announced this week by Fred A. Martin, secretary-treasurer.

The new members are: Robert W. Gosnell, Latrobe (Pa.) Roller Garden; Mr. and Mrs. W. R. Kemp, Coliseum, Orlando, Fla.; Al Campana, Skateland, Cleveland, and Julian A. and William E. Goss, Coliseum Roller Rink, Charleston, S. C.

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### Paterson 'Fantasy' Gets Nod of Press

PATERSON, N. J., April 16. — Roller Fantasy, annual club revue of the Paterson Skating Club, was presented Thursday and Friday evenings (7-8) at the America on Wheels Paterson Recreation Center Rink. Press notices and audience reaction was good.

Running two hours, Fantasy featured seven large precision numbers with varied themes, plus the professional Whirlwind Ambassadors, stilt skater Phil Pinto, jumper Henry Maluk, and the usual array of champions and stars in dance, figure, novelty and comedy numbers. Cast included 90 skaters, all in costume.

### Huge Grosses For Kleinman

NEW DORP, N. Y., April 16.—Harry Kleinman's super Staten Island Rolladium which bowed in April 7 is amazing metropolitan New York area operators with its volume of biz. Average for the first 10 nights was better than 1,000 paid admissions.

A Cavalcade of Champions, debut night revue, was repeated Thursday evening (14) mainly for the benefit of those who were turned away at the premiere.



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## RSROA's State, Regional Meet List Complete

DETROIT, April 16.—A complete list of State and regional championships sanctioned by the Roller Skating Rink Operators' Association was released this week by Secretary-Treasurer Fred A. Martin here. Winners in the area contests are eligible to participate in the RSROA nationals, to be held July 11-16 in Riverside Stadium, Washington.

Schedule: Northeastern region, Webster Square Arena, Worcester, Mass., May 30-June 1; New York State, Gay Blades Roller Rink, New York, April 18-20; New Jersey, Ventnor Recreation Center, April 18; Connecticut, Eli Skating Club, New Haven, May 5; Rhode Island, Riverdale Roller Rink, Natick, April 27; Massachusetts, Revere Skating Arena, May 3-4; New Hampshire, Bedford Grove Rollerway, Bedford, April 21; Eastern region, Mercury Roller Rink, Norfolk, May 21-23; Pennsylvania, Lexington Roller Skating Palace, Pittsburgh, May 1-3; Delaware, Merryland Roller Rink, Glasgow, April 24; District of Columbia, Riverside Stadium, Washington, April 25-26; Maryland, Coliseum, Baltimore, May 1; Eastern Canada, Strathcona Roller-drome, Toronto, April 24-26; Great Lakes region, Pallomar Roller Rink, Milwaukee, May 30-June 2; Illinois, Arcadia Roller Rink, Chicago, April 20-22; Michigan, Arena Gardens Rink, Detroit, April 18-20; Ohio, Coliseum Rink, Lorain, April 19-21; Midwest region, Arena, St. Louis, June 3-4; Kansas-Oklahoma-Missouri, El Torreon Rink, Kansas City, Mo., May 6-7; Iowa-Nebraska, Midtown Roller Rink, Des Moines, April 29-30; Rocky Mountains region, Warnoco Roller Rink, Greeley, Colo., May 30-31; Pacific Coast region, Culver City (Calif.) Roller-drome, May 15-17, and Arizona, Phoenix Roller-drome, dates pending.

Contests already held include the State meets of Virginia, Wisconsin, Indiana, Kentucky, California, Oregon and Washington, as well as the Southern regional and the British Columbia provincial.

### Intro All-Weather Icer

SYDNEY, April 16. — In Sydney for the Royal Easter Show, four Aussie skaters claim they travel with the world's only all-weather portable ice rink which measures 14 by 14 feet and can be frozen in eight hours. They claim to have tested it in the blistering heat of Queensland with complete success and say that after the Sydney show they intend to travel thru Australia with the rink. The owners are Fay Quick, Pat Cook, Jack Lee and Bob Hinds. By means of the portable outfit they will take ice skating to centers that have never seen ice skating before.

### Bal-A-Roue RSROA Showings

MEDFORD, Mass., April 16. — Tickets have been placed on sale at Fred H. Freeman's Bal-A-Roue Rollerway here for the annual RSROA night skating shows to be held May 10 and 11. Proceeds go to the Roller Skating Rink Operators' Association for the advancement of amateur skating. About 125 skaters have been in rehearsal for several weeks under the supervision of the rink's professional staff. Bal-A-Roue closed during the day on Good Friday (16) but operated at night. There will be no classes at the rink today and Easter Sunday.

Doris Bizier and Lois Shorrock, professionals at Rex Roller Rink, Lowell, Mass., are conducting weekly Thursday afternoon skating classes for Girl Scouts. Seven other classes are offered each week at the rink.

## 800 See Bridgeport Show To Up Kitty For National Meet

BRIDGEPORT, Conn., April 16.—Holland Skating Club came thru with a click show March 19 in its effort to raise funds with which to send State winners to the June 27-July 2 national competitions of the United States Amateur Roller Skating Association in Mineola (N. Y.) Roller Rink. Some 800 people spun the Holland Skateland turnstiles to see the show and get a crack at a television set which was raffled that night.

The Hollandettes, decked out in attractive costumes, opened the show with a precision number by Nancy and Fred Bartolomey, Nina Marino, Steve Hoffman, Dorothy Cottrell, Bernard Blotney, Caroline Macklow, James Lavery, Phyllis and Donald Decker, Jean Cryoskie, Silvio Serra, Virginia Poniliot, Alan Myer, Vivian Stash and Louis Fazekas.

Following them were silver medalists Charles Dannenberg and Elizabeth Honey in a Westminster waltz; five-year-old Linda Holland in a majorette routine; Donald Decker and Lou Fazekas, Slaughter on Tenth Avenue; Silvio Serra and Jean Cryoskie, A Persian Market; an exhibition by former Holland club member Danny Ryan, who now skates in Washington; Vivian Stash and Lou Fezekas, Iceland tango; Shirley and Charlotte Ludwig and Diane Lanzotti, borrowed for the occasion from Twin City Arena, Elizabeth, N. J., and the finale, Lady of Spain, by the Hollandettes.

At the close Mrs. Bill Holland, wife of the Skateland operator, was called to the center of the floor to receive a corsage in appreciation of her part in making the show a success.

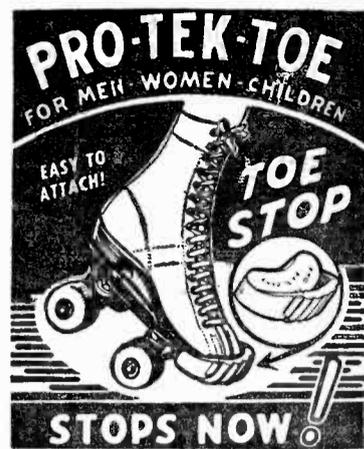
## Dance Contest Okay In Coliseum, Balto

BALTIMORE, April 16.—A good crowd of spectators attended Coliseum Roller Rink here April 9 to view with enthusiasm a society blues dance contest which officials hope will be followed by other similar events, reports R. J. Wilhelm, veteran professional skater who is now in charge of the Coliseum shoe skate room.

Conducted by Coliseum Roller Club, the contest drew a heavy entry list, according to Wilhelm, who reports that local skaters are busy now preparing for the Maryland championships of the Roller Skating Rink Operators' Association, to be held May 1 in the Coliseum.

Wilhelm's professional career dates back to 1913. In that year and thru 1915 he worked as pro at the old Mounds Park Rink, Anderson, Ind., going to Forest Park Rink, Hanover, Pa., the following year and staying there thru 1926. In 1923 he affiliated with Riverside Rink, Indianapolis, and for the next three years he was with the Harry E. Martin Amusement Company, Syracuse.

Mr. and Mrs. George Ford, of Bal-A-Roue Rollerway staff, Medford, Mass., celebrate their 16th wedding anniversary April 16. Ford works in the rink's skate rental department. His wife operates the Bal-A-Roue box office.



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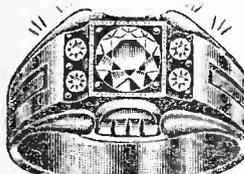
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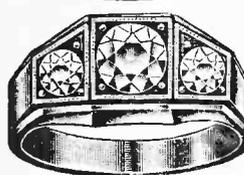
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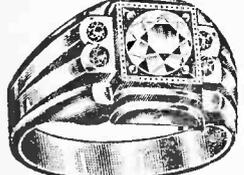
#B515 PER DOZ. \$16.00  
1/20 12K Gold Filled. Large white center. Red sides.



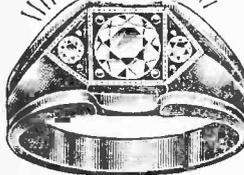
#B304 PER DOZ. \$19.50  
14K RGP White center. Red sides.



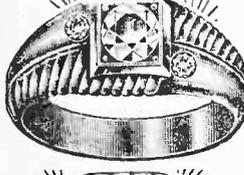
#B510 PER DOZ. \$20.00  
1/20 12K Gold Filled. Extra Heavy. Ruby color center.



#B426 PER DOZ. \$18.75  
14K RGP White center. Ruby colored side stones.



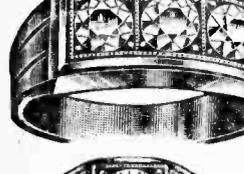
#B303 PER DOZ. \$20.00  
14K RGP White center. Red side stones.



#R1018 PER DOZ. \$18.00  
1/20 12K Gold Filled. Ruby color side or all white. Without side stones. #B1008 \$15.00 Dz.



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1/20 12K Gold Filled. All white stones.



#B406 PER DOZ. \$18.75  
1/20 12K Gold Filled. White center stone. 3 ruby colored stones each side.



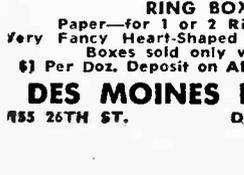
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"EMCEE" MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Joke subscription, \$1; add \$1 for four gag-packed issues. Emcee, 1508-B South Homan, Chicago 23.

FOR SALE — SMART SONGS, PARODIES, Monologues, Ventriloquial Dialogues; state list required. Tizzard, 110 W. 76th, New York.

JIMMIE MUIR LAUGH LINES #2 AND #3. M.C., Comedy Bits, Radio Patter, Heckler Gags, Party Material; mail dollar for each one to Jimmie "M.C." Muir, 6185 Buena Vista Ave. Oakland 18, Calif. my28

MUSIC PRINTED — 200 PROFESSIONAL COPIES \$20; 1,000 copies in color \$70; Recordings made (Urab) BB 245 West 34th St New York Stamp (booklet) my7

"OH! HAIL UNTO MARIA," PIANO COPY, 35¢ in coin, Hobart Cullinan, 447 Baynes St., Buffalo, N. Y. my14

QUICK WIT — THE HOW OF IT AND 108 Choice Four-Second Gems, \$1 Star Scene Co. 1708 Boston Road, Texarkana, Tex. ap30

QUIET! M.C. AT WORK! — GAG-ATIONAL new booklet for M.C.'s and performers; replete with openings, introductions, ad lib suits, song titles. \$2 "Keys To Comedy," Box 2811, Hollywood, Calif. ap23

SENSATIONAL SONG PARODIES — DIFFERENT situations, original material, socko endings; lists on request. Manny Gordon, 819 W North Ave Milwaukee 5 Wis my16

VOCALIST, BAND LEADERS — INDIVIDUALLY styled arrangements, dance or show; specifically written for you; reasonably priced; write for details. Bill Price, 1212 National Road, Wheeling, W. Va.

**AGENTS & DISTRIBUTORS**

AGENTS, DISTRIBUTORS — HUGE PROFITS! Sensational, new "Combination Shopping Bag-Purse" — Lightning-fast seller! Other merchandise. Novelities! Royalty Box F 748, Passaic, N. J. ap30

AGENTS — EARN CASH OR PREMIUMS. VAPORINE Free Prize Contest makes big sales; no investment. R. A. Sawyer, 522 W. 28th St., Norfolk, Va. ap23

ALL PROFIT PLAN — PRINTING, STATIONERY not necessary; only a small ad; instructions 25¢. George Nemitz, Thiensville, Wis.

AMAZING OFFER — \$50 IS YOURS FOR SELLING only 100 boxes entirely different, new DeLuxe All-Occasion Cards; patented feature Television Card included; each box sells for \$1; your profit, 50¢; surprise items; it costs nothing to try; one third deposit. Marvel Full Card Co., 603 White Plains, N. Y. ap30

ATTENTION, MERCHANTS — SWISS WRIST Watches in good condition; seventeen jewels, waterproof and shockproof; limited time only; special price, \$8.75. Sydney Eisenberg, 1009 Stockton, Jacksonville 4, Fla. ap30

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only; \$1 brings 3 samples returnable; free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. my7

BEAUTIFUL NEW FIRE EXTINGUISHER — "Fire Doctor," dry chemical, smotheres flames, generates carbon dioxide gas; bright red wall type cylinder, fifteen inches long, weight, 2lb.; selling like hot cakes at two dollars each; looks like five dollar item; easy to sell hundred a week; your cost, \$9.48 single dozen, \$9 per dozen in four dozen lots. P. O. B. Cortland, one third deposit. Marvel Chemical Products Co., Box 789, Cortland, N. Y.

BEST SELLERS ONLY! PLASTIC PLAYING Cards, last a lifetime; Folding Umbrellas; Plastic Table Covers; Aprons; other items. Send for exciting circular. Atlanta, Inc., 5 Columbus Circle, New York 19. my7

BIGGEST SCOOP OF THE YEAR — "U-FILL-IT," new invention; now you can fill your own ball point pen, from 8 to 10 fillings; first come, first served; \$3 per doz.; Banzee Island, 80¢ per doz.; Flashlight Pocket Key Chain, \$3 per doz. United Sales Co., Beverly, Mass. ap30

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers. Write for "Buy Direct and Save." Consumers' Assn., 218-D Investment Bldg., Pittsburgh 22, Pa. my14

CASH IN NOW! — PEEK-A-BOOS, STRIP Tease, Pic-Tease, etc.; low prices; samples and wholesale list of new hot sellers \$1. Hansen Sales, 2840 Fifth Ave., Chicago 12, Ill.

COLORFUL CANADIAN INDIAN LADIES' Moccasin Slippers, beautifully boxed, ideal gift item. Colonial Products, St. Catharines, Ontario, Canada. my7

DISTRIBUTE PUSH CARD DEALS GIVING 2 Fan Dancer Lighters and Ball Point Pen; takes in \$8.88; sample deal, \$4.25; card and details, 10¢. Variety Sales, 1058 N. Rockwell St., Chicago 22, Ill.

"ESKY" COINS — FASTEST SELLER; \$11 gross, \$1.50 dozen, sample 25¢; give an "Esky" instead of a tip; see our display ad. Lewis 1008-B East 42nd Place, Chicago 18, Ill. ap23

EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen; Decalcomania Name Plates in small quantities; great demand; also make money with our line of Automatic Initials and Sign Letters; free samples. "Ralco," XL-Roxbury, Boston 19, Mass.

EXCELLENT PROFITS — SELL NEW DDT product at one fourth regular cost. Write M. W. Walker, 68 Oak St., New Haven, Conn. ap30

FASTEST SELLING JOKER'S ITEM YET! — "Doctor's Orders"; \$1 dozen, \$9.80 gross; sells faster than Strip-Tease Arlane, 4462-D Germantown, Philadelphia ap3

FREE SAMPLES — BIG PROFITS SHOWING amazing Glow-in-the-Dark Specialties; house numbers, pictures, plastic novelties, religious and nursery objects, etc.; large manufacturer. Madison Mills, 303 Fourth Ave., New York 10 N. Y.

FULL FASHION NYLON HOSE — 51 GAUGE glass shear, grade A, 3 pair to box, \$7.20 dozen; B, \$6; C, \$5; Cl, \$4; 3d, \$2.75; Rejects, 12 pair to a box, 90¢ dozen; sample assortment, 2 pair each number, send prepaid, \$5, refundable. McAtee Textiles, Box 12, Chattanooga, Tenn.

FULL FASHION NYLON REJECTS, \$1 DOZ. boxed; better grade, \$2.75 doz.; one doz. of each, 2 doz. prs., postpaid, \$4; satisfactory guaranteed. United Sales Co., 118 West Main St., Chattanooga, Tenn. Phone 6-5530.

GET 500 MONEY MAKING PLANS — AMAZING Formulas, Ideas, Secrets; who's-a-what sources; follow free. Formica-Ka, Box 572 Dayton, Ohio. ap3

GIRL PHOTOS — 24 DIFFERENT AND WHOLE sale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Penna. ap3

INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wigs, Supplies; buying direct from Indians; prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla. my7

JET PROPELLED BALLOONS INFLATES 44 inches and flies by its own power, \$3.80 gross. Shir-Lee Creation, 44 Kilsyth Rd., Brookline, Mass. ap23

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 555 W. Jackson, Chicago 6. my7

MAKE \$20 A DAY! — COMPLETE LINE; DOOR Name Plates, Knockers, Numbers. Write Hubstamp, 359-F Congress, Boston, Mass. my7

MANUFACTURERS' LUGGAGE SPECIALS — Specially priced for fast turnover and promotions. Write Behm-Luggage, 3625D Roosevelt, Chicago 24. my21

MEXICAN DESERT RESURRECTION PLANTS (open beautiful green), \$15 thousand, \$3 hundred. Antonio Cavazos, Box 1322, Laredo, Tex. ap30

MUSICAL BALLOONS, #12, HEAVY NATURAL Rubber, horn attached, \$3.85 gross. Shir-Lee Creation, 44 Kilsyth Rd., Brookline, Mass. ap23

OFFER NEWEST ITEMS FIRST — MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS — LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. ap23

ORIGINAL PHOTOS, FIRST TIME OFFERED; booklet form; retail and wholesale; book contains 12 4"x5" high gloss actual photographs, all different; set, \$1; 3 assorted sets, \$2; large variety; no C. O. D. Agents notice: This is a money maker; send \$1 for sample and wholesale particulars. Mail-Photo Service, P. O. Box 2252, Detroit 31, Mich. ap30

OVER 100% PROFIT WITH "HANG-IT-ALL" — Sensational magic hanger of 1,000 uses; sells fast for \$1; your cost, \$5.80 dozen; amazing repeats. Write Penmant, P. O. Box 4148, Pittsburgh 2, Pa. my7

PERFUME — WHOLESALE, FINEST FRENCH Odors; pint, \$8; trial ounce, \$1. Fischborn Laboratories, 350 Lincoln Road, Miami Beach, Fla. ap23

PITCHMEN, PEDDLERS, JOBBERS — ONE thousand per cent profit! Sell Resurrection Plants; the plant that never dies; samples, 25¢. Blanca Oasis, Sierra Blanca, Tex. ap23

PITCHMEN — MAKE \$50 DAY UP WITH "Pedaling Pete," the wonder toy; \$4.80 dozen, one dollar for two samples. Western Arts Co., Box 2124, Reno, Nev. ap30

PLASTIC NEON-EFFECT SIGNS — DISTRIBUTORS, salesmen; tremendous earnings, overnight deliveries; new as tomorrow. United Plastic Signs, Starke, Fla.

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. je25

SPORTFLEX — NATIONALLY ADVERTISED Men's Support, offers excellent opportunity to agents throughout the country; most men wear Sportflex for health, work and sport; keeps men in trim; every man a potential customer; retails at \$3; attractive commissions; write for full details. Sportflex Foundations, 14 W. 17 St., N.Y. 11, N.Y.

STOPS RADIO TUBE STATIC — NEW, JUST out; patent pending; get well while this is hot; send \$1 for box of two magnetic marvels and instructions. P.O. Box 535, Springfield, Ohio. ap30

\$3 DOZEN PLASTIC APRONS — OTHER QUICK-selling quality buys, including matching Tablecloth-Apron Sets, \$12 dozen; sample set, \$1.25; free catalog. Jole Fashions, 251B East 119th St., New York, N. Y. ap30

(Continued on page 96)

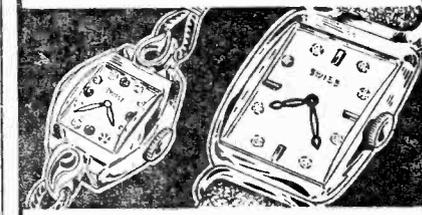


**REFINISHED LIKE NEW**

★ ELGIN ★ WALTHAM  
GRUEN BENRUS BULOVA

EACH WATCH IN EXCELLENT CONDITION

★ 7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included. 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.

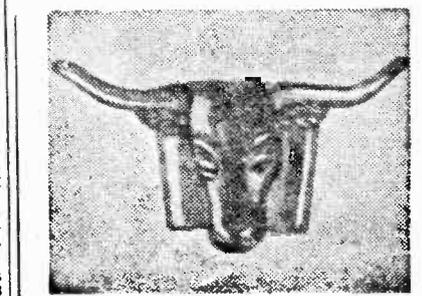


Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more —

25% deposit on all C. O. D. orders. Single orders, \$2.00 extra.

**WEINMAN'S**

108 BEALE AVENUE MEMPHIS, TENN.



WESTERN SCARF SLIDES HEAVILY SILVER-PLATED \$24.00 Gr.

SAMPLE ASSORTMENT OF SIX HANDSOME STYLES — \$1.00

Minimum Order Accepted 3 Doz. DIRECT MFG. CO.

P. O. BOX 632, PAWTUCKET, R. I.



WE ARE THE SOLE MFRS. of this PATENTED GOLD-WIRE RING, 1/20-12Kt. Gold Filled, FULLY GUARANTEED, \$9.00 Per Doz., \$86.40 Gr. Lots.

Pat. D159,726 Birthstone asst. all sizes ladies' and gent's changeable stone. Do not accept an un-stamped ring as a substitute for the original. 25% deposit with order, cert. ck. or money order, bal. C. O. D.

**T. V. PHELAN & CO.**

MANUFACTURER and DESIGNER 2814 Kensington Ave. Philadelphia 34, Pa. Phone: RE 9-1609



CARNATIONS FOR MOTHER'S DAY No. 9 — Large Carnation, Red or White, \$35.00 per 1,000; \$4.00 per 100. Prepared Green Fern for Carnations, Doz. Large Bunches, \$5.00 Prepared Green Foliage for Carnations, 10 Lb. Carton, \$6.00. Send for Free Complete Price List of Fast Selling Items. 50% Deposit, Balance C. O. D.

FRANK GALLO, Importer & Manufacturer 1429 Locust St. St. Louis 3, Mo.

# SMASH HITS!

## EAGLE BASEBALL BALLOONS and BASEBALLS SMASH SALES RECORDS!



**BACK EAGLE FOR A SALES "PENNANT"**

Lou Boudreau, Al Dark and Gene Bearden have signed with Eagle for autographed baseballs. These authentic signatures, imprinted on high bouncing white sponge balls with red stitching, will bring in repeat sales.

Don't strike out! Include Eagle baseball Balloons with your next order. These novel balloons are imprinted with vivid baseball stitching. Write or call for complete details and smash lagging sales.

**EAGLE RUBBER CO., INC., Ashland, Ohio**

## MODERN FIREPLACE CLOCK

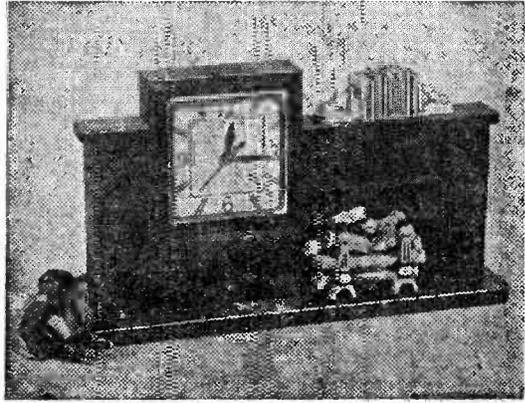
#220—13½" Long,  
7¾" High

Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license.

Choice of Two Brilliant Wood Finishes: Blond or Mahogany.

New, modernistic, square clock face.

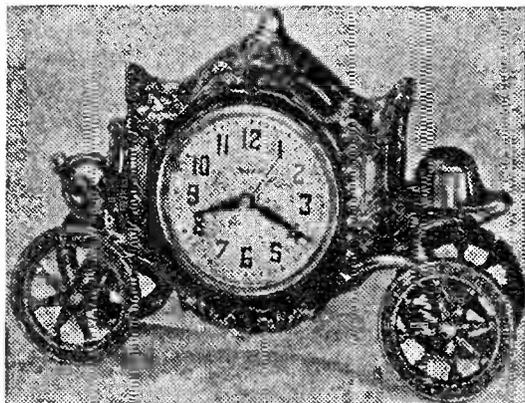
Books and Bookends, Logs and Andirons of attractive metal construction.



**FIREPLACE LIGHTS UP!**  
Controlled by Separate Switch

**\$6.50** Ea. in Doz. Lots  
Samples, \$7.00 Ea.

## "UNITED'S" COACH CLOCK



Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license.

#205—13" Wide,  
9" High.

All-metal electric clock in rich-looking two-tone bronze finish. Looks like expensive antique. An eye catcher and sure-fire attraction built for sales appeal!

**\$5.65** Ea. in Doz. Lots  
Samples \$6.50 Ea.  
25% Dep., Bal. C. O. D.

# CUTTLER & COMPANY, INC.

928 Broadway—New York 10, N. Y. Telephone: ORegon 3-6330

## NU-D-ART MODELS IN TANTALIZING POSES



**12 ACTUAL PHOTOS IN A SET 12**

All 4x5 Glossy Prints

Newest, Hottest, Fastest Selling Item on the Market.

Details FREE or send \$5.00 for Sample assortment of 8 Sets—96x4x5 Photos. If You Think the TELESCOPE was hot—see these for profit!

**NU-D-ART MFG. CO.** 30 W. Washington Street, Chicago 2, Illinois

## Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

**JEWELRY—That's Our Business**

We have everything for

- JEWELERS • ENGRAVERS
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WRITE FOR FREE NEW 86 PAGE JEWELRY CATALOG State your business

All Orders Shipped Same Day Received  
All Phones: CE 6-7966

# BIELER-LEVINE

5 NO. WABASH AVE. CHICAGO, ILL.

## NEW MAJORETTE

### 1949 SENSATION — A SURE WINNER

Dressed in Assorted Colors—32 Inches High, packed 12 to carton. No. 4698, F.O.B. Milw., \$48.00 doz.; F.O.B. N. Y., \$41.40 doz

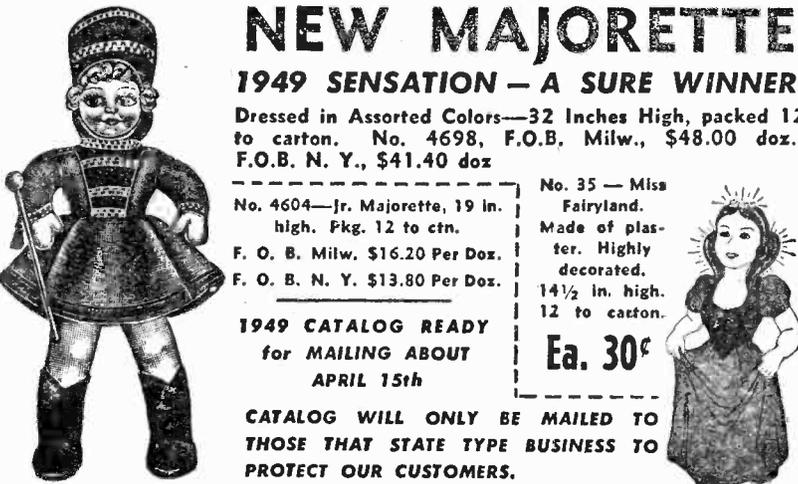
No. 4604—Jr. Majorette, 19 in. high. Pkg. 12 to ctn.  
F. O. B. Milw. \$16.20 Per Doz.  
F. O. B. N. Y. \$13.80 Per Doz.

No. 35 — Miss Fairyland. Made of plaster. Highly decorated. 14½ in. high. 12 to carton.  
**Ea. 30¢**

**1949 CATALOG READY for MAILING ABOUT APRIL 15th**

CATALOG WILL ONLY BE MAILED TO THOSE THAT STATE TYPE BUSINESS TO PROTECT OUR CUSTOMERS.

**WISCONSIN DELUXE CO.** 1902 NO. THIRD ST. MILWAUKEE, WIS.



### THREE HEAVY IDENTs THAT SELL

Thick Airplane Metal Plates, Heavy and Extra-Heavy Chains, Beautiful Polished White Finish

No.	Weight	Do.	Gross
No. 309	"HEAVY WEIGHT"	4.65	54.00
No. 311	"GIANT"	5.40	63.00
No. 312	"COLOSSUS"	6.30	81.00

Individually Carded - Boxes 10¢ ea Extra

**HARRY PAKULA and CO.**  
5 N. WABASH AVE. CHICAGO 2, ILL.

DART BALLOONS—GROSS, 85¢; 25 GROSS LOTS, 75¢.

Large "Nosey" Head Balloons, the easiest balloon to inflate ever made, ears and nose pop out without pre-stretching—a trial order will convince you. Sample, 10¢ in stamps. Gr. \$10.50.

Complete line of all Concession Merchandise—Base Balls—Hoops—Cork Guns—Glassware—Aluminumware—Slum—Candy—Beacon Blankets—Flash Clocks—Portable Radios.

Write for Carnival Catalog. Be sure and mention what type Concessions you operate.

# MIDWEST MERCHANDISE CO

1010 BROADWAY KANSAS CITY, MO.

NEW LOW PRICES! Ladies' & Gent's Famous WRIST WATCHES

- ELGIN
BULOVA
GRUEN
SENRUS
WALTHAM

Latest style Round Cases and Dials.

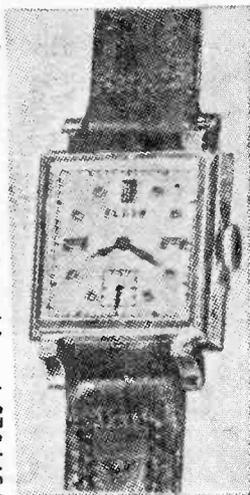
7 Jewel \$9.45

15 Jewel \$14.95

Square or Rectangular Case, \$1.00 Add.

Rhinestone Dials, \$2. Add.

All watches are rebuilt and guaranteed like new. 10 Kt. R. G. P. case. Complete with Leather Strap.



CLOSEOUT OF MEN'S RINGS



SPECIAL ASSORTMENT Assorted Styles, Values to \$27.00 Doz. Imitation diamond in 1/30 14 Kt. R. G. P. extra heavy mounting. \$14.95 Doz.

25% with order - balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog.

JOSEPH BROS. 59 E. MADISON ST., DEPT. B-23 CHICAGO 3, ILL.

EXTRA FANCY DECORATED GLASSES

PACKED 6 DOZ. TO CASE 5 Oz. - 3 1/2 Oz. - 9-12 Oz. - 4 Oz. - 15-18 Oz. - 5 Oz. SPECIAL PRICES, ALSO DELIVERY TO JOBBERS AND TRUCK LOAD USERS. RALPH R. MILLER 124 N. MAIN ST., SAPULPA, OKLA. (Phone: 2626)

My Glassware may also be obtained at the following places: Ralph Ray, North Beach Amusement Co., Corpus Christi, Tex.; S. & J. Products Co., Memphis, Tenn.; Tom Fuzzell, Fair Park, Little Rock, Ark.; Harry Zimdars, Whittington Park, Hot Springs, Ark.; Ert's, Esso Station, Baton Rouge, La.; Ed Groves, Enroute Groves Greater Shows in Louisiana; Roy Henderson, Enroute Big State Shows in Texas; Windsor Trading Post, Forest Hill, La.

JEWELRY VALUES

HIGH QUALITY FAST SELLING ENGRAVING JEWELRY RINGS IDENTIFICATION BRACELETS Write for Catalog Now (State Your Business)

Frisco Pete 604 W. LAKE ST CHICAGO 6, ILL.

FAST MOVING

MEN'S RING 3 sparkling stones - white or ruby center. State color. 14 Kt. R. G. P. \$12 DOZ. Write for 1949 Catalog 740 Sansom Street Philadelphia 6, Pa. SUPERIOR JEWELRY CO.

AGENTS & DISTRIBUTORS

(Continued from page 94) SOAP SAVER - STAINLESS STEEL; RE-usable; send 20¢ for two and dealers prices. Lang, 633-K Fifth, Louisville 2, Ky. ap23 \$6 HOURLY SHOWING FIRESTONE VELON Handbag; opens into large shopping bag; fastest seller in America; women buy several for gifts; commissions advanced daily; sample furnished. LeNard, 179N, West Washington, Chicago 2.

ANIMALS, BIRDS, PETS

A COMPLETE REPTILE SHOW—CONSISTING of new 30 x 60 Tent, thirty decorative Reptile Display Cases, complete with variety of Reptiles; write for details. Chase Wild Animal Farm, Egypt, Mass. ap30 ALLIGATORS, SNAKES, TURTLES, IGUANA Dragons; Snake Dens, fresh, fixed Rattlesnakes, Harmless Dens; all on hand. Ross Allen's, Silver Springs, Fla. Phone 369. ANIMALS ACTUALLY ON HAND—BEARS, Raccoons, Skunks, Bobcats, Ringtail Monkeys, Rhesus Monkeys, Mona Monkeys, Green Monkeys, Coati-Mundis, White Deer, Lions, White Rats, Guinea Pigs, Black and White Moscovitz Ducks, Florida Ducks, Marabou Storks, Golden Pheasants, Ring Neck Pheasants, Peacocks, Horned Owls, Turkey Vultures, Black Vultures, Magpies; more animals arriving. Ross Allen's, Silver Springs, Fla. Phone 369. Price list ready.

BABY RHESUS MONKEYS, PUMAS, AGOUTIS, Pacas, Boas, Snake Dens, Kangaroos, King Vultures, Coati Mundis, Tyras; Giant Jungle Rats; write for spring list. Chase Wild Animal Farm, Egypt, Mass. ap30

BABY RHESUS MONKEYS, \$27.50; BONNETT Monkeys, \$35; Ringtail Monkeys, \$35; large active Black Spider Monkeys, \$35; Cotton-eared Marmosettes, \$25, Coati Mundis, \$25. Terms: Cash with order, or half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Ill. ap30

CHOICE RHESUS MONKEYS, \$25 EA. ADULT Annubis Baboon, \$175; Male Leopard, \$350; Male Guanaco, \$275; Spider Monkey, \$150; Monkeys, pair 7 year old Chimps; other stock; send for list. Warren Buck, Merchantville 10, N.J. ap30

CUB BEARS FOR SPRING DELIVERY—FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. jell

FOR SALE—PIGMY COWS; REAL MONEY makers; have two real small Black Cows; Spotted Shetland, real nice and gentle. Tarpening, Gen. Del., Indianapolis, Ind. ap30

MONKEYS—JAVA, PIGTAIL, REDFACE Macaque and Spectacled Langurs; Gibbons Apes, Sun Bear Cubs, tame Hornbills; Birds of all kinds; write for list. Southern California Bird Exchange, Box 7, Bell, Calif. ap30

NOTICE SHOWMEN—READY NOW: BLACK Bears, Raccoons, Opossums, Skunks, Civet Cats, Bobcats, Foxes, various Snakes, poisonous and non-poisonous. L. E. Thompson, Clewiston, Fla. my14

PET ARMADILLOS—KURT APELT, APELT Armadillo Farm, Comfort, Tex. ap30

SHOWMEN—LARGE HEALTHY RATTLERS, Blue Bulls, Coachwhips, Boas, Iguanas, Poisonous Lizards; fair prices, prompt shipment; Dens. Reptile Gardens, Washington Park, El Paso, Tex. ap23

WILDLIFE SHOW FOR SALE WITH TRUCK and Top included; no animals; can be bought at your price; can be seen at Stoffel's Zoo, Greensburg, Pa. Write Bill DuBols, Roosevelt Hotel, Oakland, Calif. ap30

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!!!!—Complete Outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia, Pa. ap30

COMPLETE PORTABLE ROLLER RINK—50x120, maple floor, tent used two seasons, \$7,000. Will sell equipment separately. Fenton Ankeny, Brownsdale, Minn. ap23

FOR RENT—CAROLINA BEACH, N. C.: TEN stands suitable lunch, bingo, games, beach wear; new building; center amusements; hottest location; rents start \$650 season. Contact Sidney Abrams, Conway, S. C. ap30

GET 500 MONEY MAKING DEALS—FORMULAS, Schemes, Plans, Secrets; wholesale supply sources; folio free. Formico Mart, Box 572, Dayton, O. ap30

INFORMATION—WHOLESALE SUPPLY sources and money-making Plans will increase your income. Write Reynard Research Bldg., Smithfield 3, Ohio. ap23

MAIL ORDER BOOK SELLING OFFERS QUICK returns; supply in-demand instructional and inspirational books. Graphic Publishers, Manchester, N. H. ap30

MAKE MONEY MAKING NEW GREASELESS Doughnuts at home on electric machine; wholesale to groceries and cafes; free recipes and plans. N. Ray Co., Minneapolis 7, Minn. my28

NEED MONEY—FREE PARTICULARS. R. C. Rainbolt, Mail Order C. Box 189, East St. Louis, Ill. my7

NEW!—1949 EDITION OFFICIAL CONCESSION Guide Book now available; only \$1; jam-packed with money-making ideas, games, formulas; buyers' guide on equipment, supplies for concessions, roadside stands, carnivals; rush order today! A & A Sales, 18 City Terrace, Newburgh, N. Y. ap30

OPERATORS WANTED—BRAND NEW PICTURE Postcard Machine, this is the latest development in automatic vending; thousands of top notch locations; ties in very nicely with candy, nut, gum or stamp machine operation, full or part time. Stamp Machine Operators Supply Co., 312 Asbury Ave., Evanston, Ill. j64

PUSH CARD OPERATORS WHO WANT TO make \$200 a week without investing a penny, contact Mammoth Sales, 1311 Widener Bldg., Philadelphia 7, Pa. ap23

SMALL CAPITAL BUSINESS OPPORTUNITIES—Tested plans for small investment to yield good returns; complete details on how to operate. Hayes Service, 538 East Jackson, Brazil, Ind. ap30

SELL DELICIOUS SNOWBALLS—TREMENDOUS profits; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co., Route 3, Box 430, Jacksonville, Fla. ap30

SEMI-AUTOMATIC POTATO CHIP MACHINE—Portable, for concessions, carnivals, shows, etc.; new all-electric operation; makes potato chips in one operation; glass enclosed; delivers potato chips right before public eyes; tremendous sales appeal; capacity 300 lb. chips in 10 hours; retail sales, \$300; cost \$90; investment for machine, \$850; delivery in 10 days; write for descriptive folder. Potato King Company-Lietz Bros., Inc., 2243 Roosevelt Road, Chicago 8.

TESTED MONEYMAKERS—68 PAGE BOOK, 25 cents postpaid. Ideas, plans, formulas, supply sources. Money back if dissatisfied. L. Clay, Box 1154, Wichita, Kan. ap30

WILL SELL OR TAKE PARTNER IN PENNY arcade with refreshment stand located in N.Y.C.; write for particulars. Box 407, Billboard, 1564 Broadway, N.Y.C.

WIN BIG MONEY IN CONTESTS—LET AN author and contest winner show you how. For free, confidential report, write William McLain, Box 1402, Knoxville, Tenn.

WOULD \$15,000 PER YEAR INTEREST YOU? Own your own business; no traveling; investment \$1,500 for operating equipment; exclusive territory available. Hinson Company, Richmond, Ind. ap30

1,000 DOLLAR-MAKING DEALS, TIPS, IDEAS, Business Plans, wholesale sources; free folio. Broadway, Box 412, San Antonio 6, Tex. ap30

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 109 in this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Satin Bras, 75¢; Satin Bally Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestoned G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Guyette, 348 West 45th St., New York 19. Tel: Circle 6-4137.

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(Continued on page 98)



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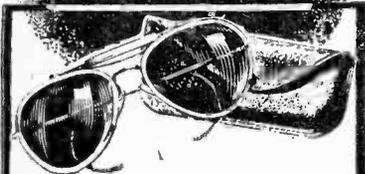
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(Continued from page 96)

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(Continued on page 100)

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6628 Kenwood Ave. Chicago 37, Ill.

**SALESMEN!**

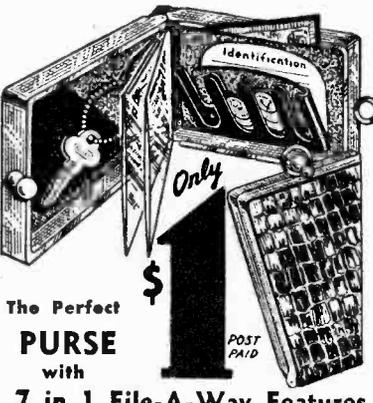


**10-Second Demonstration Nets You**  
\$9.95 Yes — Storekeepers now "Write with Light"—wipe off and write new sign—all in 10 seconds. Fastest seller in years. 10-second demonstration pays you \$9.95 cash in advance. Orders pour in HAND-OVER-FIST. Get started in your territory while "LITEWRITER" is brand new and hot as a pistol.

**Litewriter "MAGIC CRAYON" MAKES SIGNS THAT GLOW LIKE BRILLIANT NEON!**

Merchants everywhere—in small town and big city—all stare with amazement at this newest of all Fluorescent Signations! They write on glass with "MAGIC CRAYON"—and Presto!—before their very eyes—there's a 5-color Advertising Message that glows like a brilliant Neon Sign! Complete Sales Kit. Send name on penny postcard NOW for Big FREE Sales Kit and Free offer of Sample Demonstrator. No cost now or ever. Rush postcard now.

**MAXILUME CO.**  
125 W. Hubbard St., Det. L-137D, Chicago 10, Ill.



**The Perfect PURSE with 7 in 1 File-A-Way Features Sensational Dollar Item**

1. Coin Holder
  2. Identification Insert
  3. Removable Key Ring
  4. Bill Fold
  5. Transparent Picture Holders
  6. Card and Ticket Holder
  7. Postage Stamp Pocket
- Made of Vinyl Plastic in Box Calif, Alligator and Lizard Grain. Enhanced with sturdy Gold-Finish frame and snap-lock. Colors: Red, Green, Black, Brown.
- SEND \$1.00 FOR SAMPLE! SPECIAL GROSS LOT PRICES**

ACTIVE, P. O. Box 15, N. Y. 2, N. Y.

**ARE YOU WITH IT?**

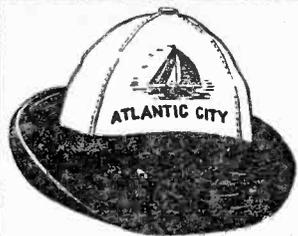
- Television Cuties... Doz. \$3.60. Gr. \$36.00
- Peek-a-Boos... Doz. 1.50. Gr. 9.00
- Bottom's Up... Doz. 1.50. Gr. 13.00
- Daddy's Boy... Doz. 2.00. Gr. 18.00
- Sample Simon... Doz. 2.00. Gr. 18.00

**CARNIVAL SUPPLIES**

- #245 Spanish Hats Doz. \$2.50. Gross \$27.00
  - Ride 'em Cowboy (Min.) Doz. \$1.50. Gross \$13.50
  - #708 Cowboy Hat (Large Star) Doz. \$3.50. Gross \$36.00
  - Min. Spanish Hats (Tasseled) Doz. \$1.80. Gross \$18.00
  - #14 Mottled Kats Gross \$7.40. 5 Gross Lots \$7.00
  - #9 Mottled (Specials) Gross \$4.50
  - #4 Dart Balloons Gross \$1.15. 5 Gross Lots \$1.00
  - RWB Batons w/b Gross \$14.50
  - Lash Whips Gross \$13.50
  - Imp. Fur Monkeys Gross \$10.80
  - Combs, Pocket Gross \$1.50. 5 Gross Lots \$ 1.25
- 25% With Order, Balance C. O. D**  
**MERCURY DIST. CO.**  
417 4th Street Des Moines, Iowa  
Phone 2-3442

**BINGO**

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.  
Write for bulletin  
**AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.**



**ATTENTION, CREW HAT OPERATORS  
DOWN GO PRICES**

TWILL CREW HATS \$4.40 Dz. \$52.80 Gr.

Felt Crew Hats	\$30.00 Gr.	Two-Tone Plastic Pins	\$ 1.00 Gr.
Kiddies' Crew Hats	24.00 Gr.	Plastic Airplanes	.65 Gr.
Laced Edge Cowboy Hats	8.25 Dz.	56L Comic Buttons	12.50 M.
Twill Flocked Hats with Name	69.00 Gr.	Plastic Water Bird	4.50 Gr.
Gabardine Flocked Hats	87.00 Gr.	Police Whistle	3.00 Gr.
#9 Special Animal Balloon	4.50 Gr.	Rabbit Feet	3.50 C.
#9 Cat Mottle Balloon	5.00 Gr.	Checko Rings	.90 Gr.
#14 Cat Mottle Balloon	7.00 Gr.	Comic Hat Bands	10.00 M.
#9 Printed Mottle Balloon	4.50 Gr.	Paper Nose Glasses	1.00 Gr.
Reed Balloon Sticks	.60 Gr.	Swiss Warblers	1.10 Gr.
Large Coolie Hats	33.00 Gr.	Small Round Fans	2.25 Gr.
Small Coolie Hats	22.50 Gr.	Finger Trops, Large	1.35 Gr.
Imp. Leis	2.25 Gr.	Large Paper Gun	2.25 C.
Plastic Crosses	.65 Gr.	Small Paper Gun	1.90 C.
Paper Horns	2.25 Gr.	Plastic Spoon	3.00 Gr.
#4 Dart Balloons	.90 Gr.	Lead Pencils	2.00 Gr.
Plastic Animals	1.00 Gr.	MEN'S MOTTLE POCKET COMBS	.90 Gr.
Paper Squawkers	.75 Gr.	LEAD SLUM, LARGE ASST.	1.00 Gr.
Penguin, Mechanical	1.00 Gr.	Cigarette Holders	2.00 Gr.
ITCHY DOG, MECHANICAL	45.00 Gr.	Wedding Rings	.60 Gr.
Mechanical Seal with Ball	45.00 Gr.	Bisque Animals	.75 Gr.
Crawling Baby, Mechanical	6.75 Dz.	3 1/2" Comic Buttons	9.00 C.
Worth Baseballs	2.00 Dz.	Plastic Coasters	3.00 Gr.
French Darts	1.00 Dz.		

WRITE FOR SPECIAL PRICE ON "T" SHIRTS FLOCKED WITH ANY NAME OF RESORT OR PARK

Write for Imported Merchandise Catalog.

WE ARE SOLE DISTRIBUTORS OF GENE AUTRY AND ROY ROGERS BUTTONS & PENNANTS. WE TAKE ORDERS FOR SPECIAL BUTTONS & PENNANTS.

25% Deposit required with all orders.

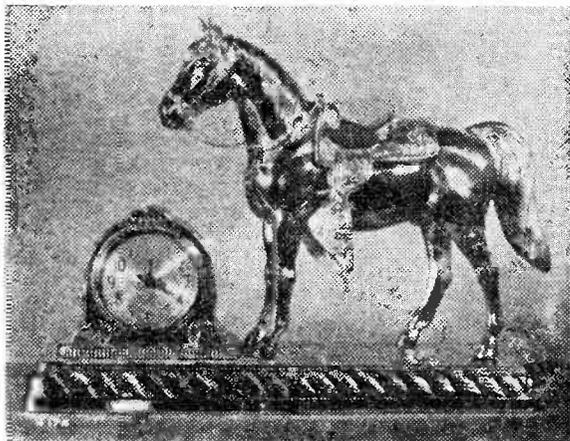
**KIM & CIOFFI**

MA 7-2283

912 ARCH ST.

PHILADELPHIA 7, PA.

**BIG SENSATION! WESTERN HORSE-CLOCK**



TOP  
QUALITY!  
  
LOWEST  
PRICES!  
  
10"  
HIGH

**\$7.90**

25% cash with order,  
balance C. O. D.

**WHOLESALE ONLY**

Western saddle horse, with Session Electric Clock. Highlighted in two-tone gold, silver or bronze finish. Mounted on handrubbed natural finish wood base, 17"x15 1/2". Fully guaranteed. Many other numbers in stock—send for catalog.

**HERBERT STEHBERG, 1104 Commerce Street, Dallas**

**Pitchmen — Jobbers — Operators**

**YEP . . . WE SQUAWK!!**  
And THAT MAKES PROFITS FOR YOU  
**BALLOON—PIPE-TOY!!**

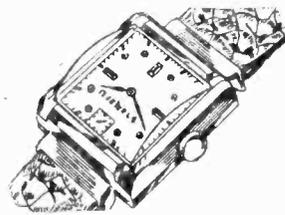


Blow me up—Blow me down. I'm one pipe that's fun. Some of me "Squawks," some "Meows," some are just plain ordinary "blow-hards." Comes in attractive "come and get 'em" display box. Made to sell regular for 15c, while 1,000 gross lasts you can sell 'em for 10c each and make 100%. **\$7.20** Per Gross . . . . .

REMEMBER FOLKS—when these are gone, there ain't no more—so order quick and NOW.

**PLATTNER COMPANY, Inc.** 2406 McCoo Kansas City, Mo.

**Dealers • Punchboard Operators • Premium Users  
Knock-Out Values!!  
17 Jewel Man's Wrist Watch**



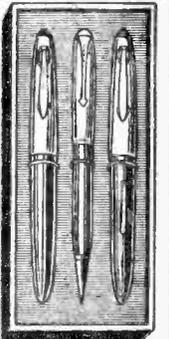
Rolled Gold Case  
**RHINESTONE DIAL  
GUARANTEED  
NEW WATCHES**  
(Minimum Order, 3 Watches) Beautiful Box 75c  
**\$12.75** Each  
with Leather Straps additional \$1.50 for stretch bands

**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.

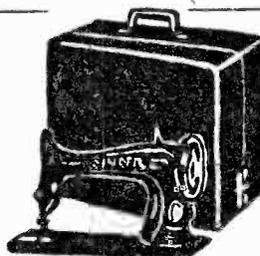
**AVIATOR TYPE GLASS**  
Gold plated Frame. Double Bar Bridge and Plastic covered. Sweat-bar, self-adjusting nose pads, Eagle temple. Box end pieces egg shape Nu-Green Lenses. Each in Case.  
**\$12.00 Per Doz.**

**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



**PRICE . . . . . \$68.50 EACH**  
**3 OR MORE . . . . . 65.00 EACH**

**REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE**, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.  
F. O. B. New York. 25% With Order, Balance C. O. D.  
Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

**MITCHIE GOLDMAN**

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

**Merchandise You Have Been Looking For**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassoeks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
1117 South 12th, St. Louis 4, Mo.



**NEW FLYING BALLOON**

Really works with our new jet attachment. We are also manufacturing six other good novelty balloon numbers, paper hats, horns, paper novelties.

**EAGLE SPECIALTY CO., Akron 14, Ohio**

**GET ON OUR MAILING LIST**

We Are Getting in Imported Porcelain Figurines, Demitasses, Miniatures, etc., etc., Right Along. Completely Illustrated Price Lists Mailed to Any RE-SELLER on Request.

**LEO KAUL** IMPORTING AGENCY, Inc.

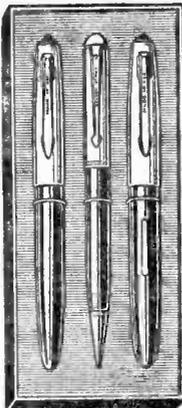
333-335K So. Market Street Chicago 6, Illinois

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

**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.

**SALESMEN WANTED**

SALESMEN'S SIDELINE—VALUED PHOTOS copied, enlarged, restored, colored. For information write Acorn, Box 37, West New York, N.J. ap30

SELL SURPLUS HOUSE PAINTS—ALUMINUM Enamels, all colors; commissions \$50 daily; sell direct to consumers, farmers, dealers. Write War Surplus Stores, 700 West Broadway, Louisville, Ky. ap23

**SCENERY AND BANNERS**

A-1 BEST SHOW BANNERS MADE—SATISFACTION guaranteed, prompt service. Manual Studios, 5511 Euclid Ave., Cleveland 3, Ohio.

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. CA 6-2544. ap30

CIRCUS AND SIDE SHOW BANNERS THAT sell the show. Don Lutton, 534 Harris Ave., Kansas City, Mo. ap30

EARLE CALDWELL STUDIO—SHOW BANNERS, Scenics; artistic, colorful, best quality; priced right. 121 1/2 South Broadway, Los Angeles 12, Calif.

SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth; leather straps and rings; also other Banners made; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. ap30

**TATTOOING SUPPLIES**

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zels, 728 Lesley, Rockford, Ill. ie25

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3, my21

**WANTED TO BUY**

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. M. H. Postel, 6416 N. Newgard Ave., Chicago. ap23

MERRY-GO-ROUND WANTED—ANY CONDITION. Frank Young, 67 Davison St., Ocean-side, N.Y.

SMALL CONCESSION TENT FOR NOVELTIES; complete; with frame; must be cheap. John P. Lewis, General Delivery, New Orleans, La.

WANTED TO BUY—BALLY DRAW BELLS; will pay \$100 each. Thomas Novelty House, Box 309, Peebles, Ohio.

WILL PAY CASH FOR BIG SIX WHEEL OR Race Horse for Mutual; large size. House of Stapleton, 3509 14th St., Detroit, Mich. Tel. 1-0397.

**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

**HELP WANTED—ADVERTISEMENTS**

**RATE—12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column. No charge accounts

**Forms Close Thursday for the Following Week's Issue**

COMBO MUSICIANS—MALE, FEMALE; Vocalists, all instruments; write only, send pictures, recordings. Musician, Box 668, Biloxi, Miss.

COMEDIANS, HILTBILLYS AND OTHER USEFUL people for med show; open May 15. Jerry Frantz, Slatington, Pa. ap30

FEMALE DANCING PARTNER TO FILL following bill: John Dias, International Dancer, featuring Character, Adagio, Dramatic; five ft., 85-95 lbs., 20-30 yrs; free to travel; references on request. John Dias, 862 8th Ave., N.Y.C.

GIRL VOCALIST—UNION MUSICIAN Preferred; any instrument; commercial male band; state salary and age. Box C-316, Billboard, Cincinnati, Ohio.

LEADING MAN, JUVENILE; GOOD Dramatic People, all lines; must have good specialties or double orchestra; state all, enclose photo. Harry O. Brown Show, Amery, Wis.

MALE BALLAD VOCALIST FOR ESTABLISHED reliable Midwest dance orchestra; join by May 1. Write or wire Box C-314, Billboard, Cincinnati, Ohio.

STEEL GUITAR MAN—MUST PLAY LEAD; free to travel; salary guaranteed. Wire Johnny Johnson, Western Union, Ness City, Kan.

RELIABLE AGENT WITH CAR FOR ONE nighter, "Variety-Show-Dance"; \$150 week, gas, oil; also comedians, hillbillies, Western swing band, \$75-\$100 week; union, free to travel; send photos; no agitators. Dick Taylor, "Variety-Show-Dance," Locke Hotel, Pierre, S. D.

TWO-BEAT DRUMMER WHO SINGS—MUST read, play good society and Latin; tenor band; \$80 minimum; all locations; want complete details and photo in your first letter; cut or no notice. Contact Warney Ruhl, Hotel Cleveland, Cleveland, Ohio.

WANT TENT STAGE SHOW PEOPLE—TEAMS with trailers; small towns; state salary. Gene Christian, 1539 8th Ave., Brandenton, Fla.

WANTED—MASTER OF CEREMONIES AND Pitch Man; Ohio location; excellent proposition; write, giving qualifications and background for personal interview. Box C-321, Billboard, Cincinnati, Ohio. ap30

WANTED—ALL TYPES OF ACTS AND HIGH class talent for future work; a minimum of 14 weeks' work to talent chosen; Bird Circus, Musical Acts, Dramatic Teams, Novelty Acts, Animal Acts, Glass Blowers, Juggler, Magicians, a good Act on Electricity, Chalk Talk Presentations, Marionettes, Tumblers, Potters, etc; interested in every type; please give in detail what you have in first letter. Box C-313, Billboard, Cincinnati, Ohio.

**ROUND-CORNERED HEAVY-WEIGHT BINGO CARDS**

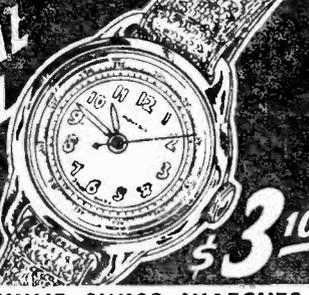


3,000 series—Available in 4 different colors. Also Bingo Specials, Baby Bingo, Featherweights, Electric Flash Boards, etc.

**IMMEDIATE DELIVERY!**

**METRO MANUFACTURING CO.**  
27 W. 25th ST., NEW YORK 1, N. Y.  
CHelsea 2-4835

**A REAL DEAL**



**GENUINE SWISS WATCHES**

★ SWEEP SECOND HAND ★ RADIUM DIAL. ASSORTED PATTERNS ★ HIGHLY POLISHED CASE ★ LEATHER STRAP INCLUDED ★ MEDIUM SIZE.

Lots of 6 or more—sample orders \$1.00 extra — 25% deposit on C.O.D. orders. Send for catalog.

**Col-Max**  
WHOLESALE JEWELERS  
182 So. Main St.—IMPORTERS—Memphis, Tenn.

**AT LIBERTY—ADVERTISEMENTS**

**5c a Word, Minimum \$1**

Remittance in full must accompany all ads for publication in this column. No charge accounts

**Forms Close Thursday for the Following Week's Issue**

**AGENTS AND MANAGERS**

RINK MANAGER—PORTABLE, PERMANENT; reliable, sober, honest, 28, go anywhere; salary, \$40 week or 35%. Write, wire, phone 533-J, Russ Anders, Nelsonville, Ohio.

**BANDS AND ORCHESTRAS**

AAttention AGENTS! — 4 PIECE SOCIETY-rhumba orchestra available for summer work in hotel resort, N. Y. state or nearby. Electric violin, piano, bass, guitar (doubling voice). All types dance music including tangos, Viennese waltzes, Jewish dances, etc.; latest novelty numbers, cut shows; all replies answered; Local 802. Contact Fred Nesson, 99 East 4th St., N.Y.C., GRamercy 5-6378 ap30

"AT LAST, READY TO GO"—CHARLIE WALTERS; Four Moods, "That Big Little Dance Band"; 27 months between two locations; available week-ends throughout summer; union. Wire 119 Audubon Ave., New York City.

AVAILABLE MAY 9, LOCATION — WELL organized show and dance band; just closed 14 months engagement one spot; 4 men, 1 lady; piano, drums, tenor sax (doubling on clarinet), Hawaiian and Spanish electric guitars; outstanding vocals, comedy, novelty and production numbers in radium lights; p.a. system, mikes, Solovox; organized 3 years; can give with solid entertainment and cut any floor show; extensive library; union; photo by request. Willie Kaiama, Phone 4125-6, Fairview Hotel, Mansfield, Ohio.

ROY SANDERS SOCIETEERS—9 TO 11 MEN; union, commercial style band desires reliable agent. 1017 N. 9th St., Reading, Pa.

SEVEN PIECE SOCIETY TENOR BAND—CAN add two pieces and girl vocal; large specialty arranged library, all rhythms, many novelties, catering to requests; well organized, completely equipped; clean, showy unit; all necessary promotional material; desire season engagement; resort or hotel; any locality considered. Box C-306, Billboard, Cincinnati. ap23

**CIRCUS AND CARNIVAL**

A-1 GIRL SHOW TALKER, MANAGER—ONE beautiful and talented girl; have contact with lot more girls; anything considered. Box C-317, Billboard, Cincinnati, Ohio.

TRAMPOLINIST WANTS TO JOIN ACROBATIC act; experience on tramp, can tumble and do bar work. Dick Gidding, 913 East 42nd Pl., Chicago, Ill. Atlantic 5-4969.

**MISCELLANEOUS**

BOSS CANVASMAN AT LIBERTY—E. M. Red Folker, Box 202, Crystal, Mich.

**RIMLESS SUN GLASSES**

**SELL ON SIGHT**



• YELLOW GOLD PLATED MOUNTINGS  
• COOL GREEN LENSES  
• INDIVIDUALLY BOXED

\$2.00 each, in lots of ten.  
\$2.25 each, in lots of three.  
Sample, \$2.50.

25% deposit on C. O. D. orders. We pay postage on cash orders.

**POWERS JEWELRY CO., Dept. BG-11**  
Somerville, Tennessee

DEALERS — JOBBERS SALESMEN

**ART SLIDES of GORGEOUS HOLLYWOOD MODELS**

New 1949 Series

BREATH-TAKING BEAUTIES IN UN-TOUCHED NATURAL COLOR SLIDES. UNUSUAL POSES.

Samples (50¢), 3 for \$1.00; 25 for \$5.75; 50 for \$9.50; 100 for \$18.75; 500 for \$86.00.

Picture Catalog FREE

MAGNIFYING VIEWER For Perfect Detail of \$1.50 Art Slides. Sample

BUCKINGHAM SERVICE, Dept. 12  
241 Lafayette St. New York 12

**NEW Fast'n Furious MONEY MAKER!**

7 Great Features in 1 Big Value WALLET



Style #124G Sample 85¢

**YOUR LOW COST**

\$6.25 per doz.
\$6.00 per doz.
in 3 doz. lots \$5.75 per doz.
in 6 doz. lots \$5.40 per doz.
in gross lots

Non-spill coin holder, removable key chain, full-length billfold, identification window, card pocket, 4-pocket celluloid pass case. Sensational gift item. Sell stores and direct. Send \$2.50 deposit; balance C. O. D. Write today for FREE ILLUSTRATED NEW CATALOG fast-selling leather goods, novelties for whole family.

**GOLDEN NOVELTY CO.**  
648 Broadway, Dept. B-37, New York 12, N. Y.

**Chinese Firecrackers**

1 Bundle 1280 1 1/2 Crackers	\$3.00
1 Bundle 1600 1 1/2 Crackers	3.50
1 Bundle 2000 1 1/2 Crackers	4.00

100% Profit—Cash With Order.

**BUCK BROTHERS**  
Columbia, Tenn.

**FIREWORKS and NOVELTIES!**



• Housewares • Cutlery  
• Kitchenware • Toys  
• Wheel goods • Novelties

Send for Catalog  
Order Now • Lowest Prices

**ACME SALES CO.**  
P. O. Box No 1141 Atlanta, Ga.

**SELL FAST SELLING NOVELTIES**

To Cigar Stores, Pool Halls, Taverns, Bars. Send \$3 for salable samples of the following items prepaid, with jobbers' price list. Art viewer and key chain, pic-tease (self developing) novelty photos and derby race photos, mini-movie, strip tease, fun cards, can can dancer, shimmie dancer, girl mirror, novelty photo whiskey glass, soc. security card and 10 ass't stock signs, suitable for all kinds of businesses.

**AL HAWKINS & COMPANY**  
SIOUX CITY 7, IOWA

**PENNY PITCH CHARTS**

Penny Pitch Charts, silk screened, on heavy leatherette, size 54"x54", \$4.50 each. Jobbers and Distributors, write for quantity prices.

Write for our descriptive circulars on carnival and premium items.

**DIANCO PRODUCTS CO.**  
3128 Edgemont Street Philadelphia, Pa.

**CONCESSION SUPPLIES**

- BB 1521—Daisy Cork Guns, Ea. . . . \$ 5.50
- BB 1522—Cork Gun Corks, 1000 . . . 2.75
- BB 1523—Aluminum Milk Bottles, Ea. . . 1.10
- BB 1524—Wood Milk Bottles, Ea. . . . .85
- BB 1525—Hoop-La Rings, 4 in. to 7 in. Doz. . . . .70
- BB 1526—Hoop-La Rings, 8 in. Doz. . . .85
- BB 831—Worth Special Base Balls. Doz. . . . .2.25
- Case of 15 Doz. . . . .32.25
- BB 831—Latex Covered Base Balls. Doz. . . . .2.40
- Case of 15 Doz. . . . .33.75
- BB 1527—French Weighted Darts, Doz. . 1.20
- BB 136—Dart Balloons, Gr. . . . .85
- 10 Gr. for . . . . .9.00
- BB 1520—Add N Win Dart Boards, Ea. . .60
- BB 1528—Knife Rack Rings, 100 . . . .4.50
- BB 1529—Cane Rack Rings, 100 . . . .4.50
- BB 134—Spring Clothes Pins, Gr. . . .88
- 10 Gr. for . . . . .8.50
- BB 1530—Penny Pitch Charts, Ea. . . .4.95
- BB 1531—No. 5 Satin Ribbon (all colors), 50 yd. Spools, Ea. . . . .1.35
- BB 1532—Medium Bingo Cards, 100 . . .1.85
- 1000 . . . . .17.50
- BB 1533—Professional Bingo Cards, 100 . . .4.25
- 1000 . . . . .40.00
- BB 1534—Rubber Covered Bingo Shaker, Complete, Ea. . . . .9.00
- BB 1535—Plastic Bingo Covers, 1000 . . .2.00

**KIPP BROTHERS**

Wholesalers since 1880  
240-42 South Meridian Street  
Indianapolis 4, Indiana

**FIREWORKS**

- Chinese Firecrackers
- 1 Bundle or 1280 1 1/2" Crackers \$3.50
- 1 Bundle or 1600 1 1/2" Crackers 4.35

**BALLOONS**

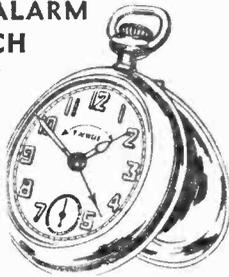
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- NO. K10—PER GROSS . . . . . \$1.25
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A regular size pocket watch that works exactly as an alarm clock.  
• Swiss precision made • Seven Jewel movement • Radium hands and dial • Chrome plated case • Hinged back opens for use as a desk or travel clock • One winding for both bell-alarm and movement • Alarm-stop lever • ONE YEAR SERVICE GUARANTEE CERTIFICATE  
**PRICE: \$7.75** in lots of 3 pieces. Check in advance or 20% deposit for C. O. D. orders. Sold to dealers only—NONE SOLD RETAIL. Also for immediate delivery: Large assortment of Ladies' and Men's Watches, Chronographs and Traveling Alarm Clocks. All Brand New. None Reconditioned. Ask for FREE Catalogues A-18.



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\$4.80 Doz. Pkgs \$57.00 Gross  
Prompt shipments.  
No C. O. D. Cash with orders.

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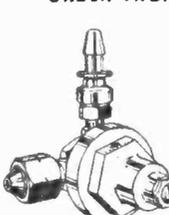
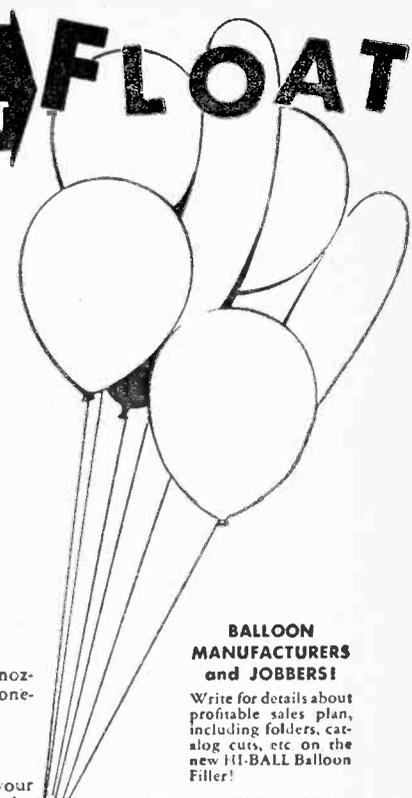
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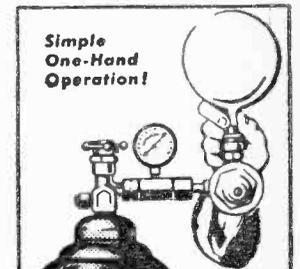


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Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

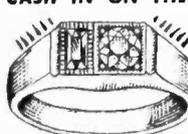
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## RING VALUES

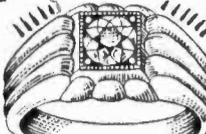
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No. 227



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\$27.00 Gross  
Ladies' Flashy White Stone and Ruby Color Baguette

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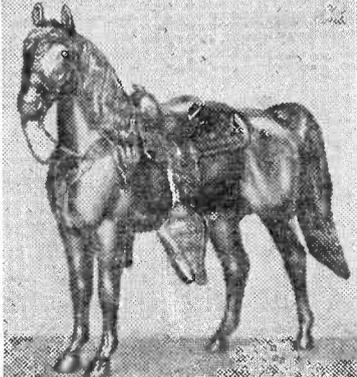
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Sharpe, Geo. W.  
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Taylor, Geo.

Terolli, Mrs. Evelyn  
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Thompson, Geo.  
Thompson, John  
Thomson, Carlos  
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Till, John G.  
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Wallace, Wallace  
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Keener, D. E.  
King, Mrs. Ethyl  
King, Luke  
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Meredith, Jane  
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Saxon, Ingrid  
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Smith, Jack or Ann  
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Student, Earl  
Sylvio, Hank  
Terrill, Harry A.  
Thomas, John H.  
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Townes, Freddy  
Towell, Gordon  
Trennell, Sally  
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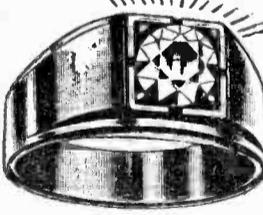
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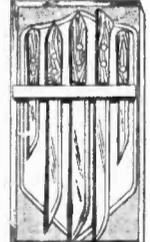
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March 23, 1949

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1140 B'way, N.Y. (27 St.), Dept. 5, MU-3-1385

## Pipes for Pitchmen

By Bill Baker

**MOSES E. SPARKS** . . . is working socks in Harrisburg, Ill., and vicinity after stays in Dothan, Ala., and Tupelo, Miss.

Nowadays seldom heard: "And believe me, I'm not making a penny at this price."

**A. L. CLARK** . . . who now operates the Jobbers' Supply Company in Little Rock, writes that it was in 1925 that he made his last pitch at Guntersville, Ala. Prior to that time Clark worked on South McDonough Road, Atlanta, for 18 months, with Mannie Kessler, Morris Sweetwood, Eddy Dunigan, the Harr brothers and Percy Kerns. Clark adds that T. A. (Slim) Rhodes, who dropped in on him recently, is working hosiery in Arkansas to good business, and that Harry Maiers is doing okay in Kentucky and West Virginia with socks.

**H. E. (JAKE) RAINS** . . . who was temporarily settled and farming on Clark's Ranch in Tyler, Ark., got a case of itchy feet and has hit the road again thruout Arkansas, this time with a hosiery layout.

Most of us have to work to live, yet some few seem satisfied with just existing.

**JOHN D. DELANEY** . . . vet pitchman and showman, cards that he will be at Atlantic City this summer with his masked marvel pool exhibition and magic show, with his wife, Gladys, assisting as ticket taker and talker.

**W. F. McDONOUGH** . . . letters from Gardiner, Me., that he met Chet Greeley last week and that Chet says he is waiting for his old partner, Paul Demers, who has been in Houston this winter, to join him to work hones and razors thruout Vermont and Maine.

It's been said that imitation is a sign of flattery, but it's always a pretty good idea to stay several jumps ahead of said imitators.

**GRADY (PAT) FLYNN** . . . is still confined in Veterans' Hospital, Dublin, Ga., with severe internal injuries sustained when he was struck by a car in Valdosta, Ga., December 13. Grady, whose hospital address is Ward 6A, would appreciate letters from any of the friends and associates

with whom he trouped during his 27 years on the road with circuses, carnivals and as a pitchman, and especially from Zack Terrell, Joe Haworth, J. George Loos, Roland Smith, Bill Kaus, Johnny Travers and the Ragan sisters.

Take an unfair advantage of the other man and chances are he'll never forget you; treat him fair and square and it's a cinch he won't forget you.

**PITCH FOLK** . . . noted recently in New York include Jerry Franchenie, Sol Addis, Bill Schultz, Bill Vreeland, Bill Potters, Dr. Kichford L. North, Doc Kingston, Harry Greenfield and Sailor Jim White. How about some of you Big City gees sending the column a few lines on your doings?

**MUCH TOO OFTEN** . . . reports reach the desk about certain cities being open to pitchmen and how well they are doing there. And just as sure as night follows day, the very next week after such a report is published, what happens but someone comes thru with a complete and vociferous rebuttal of that report. We are taking sides with no one, but it certainly seems as tho it would be a simple matter to get such reports straightened out, for it is only to all pitchmen's benefit that such information be correct. If a closed town can be worked under certain conditions, then pass that info along. If it's closed tight to one and all, then it's closed. If we get that info straight then we've got something.

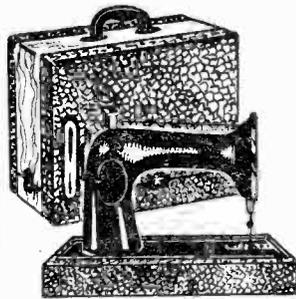
What you get out of life depends greatly on what you expect and how hard you work for it. It's your life and you are your own taskmaker.

**DEMONSTRATORS** . . . around Hackensack, N. J., way might well keep in mind the annual Berger County Food Show, to be held at the Teaneck Armory there May 16-21. Kitchen gadgets and other allied products would go hand in hand with the event.

**JACK (BOTTLES) STOVER** . . . comes thru with the following from Ocean City, Md.: "Let the knights of the leaf and pitch know that I am back on the Eastern shore and getting a few scrips for the *Planter*. Hated to leave Harrisonburg, Va., and the

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NEW LOW, LOW PRICES!



Rebuilt SINGER Portable Electric Sewing Machine with BRAND NEW MOTOR, electric wheel, 5-speed foot control and NEW chrome disc wheel. Alligator leather case . . . new crinkle paint finish, gold lettering. PLUS new Chrome SEWLITE at no extra cost. Every machine absolutely perfect.

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**NEW FAMOUS BRAND AC-DC Electric Portable.** Complete with REVERSE STITCHER . . . sews forwards and backwards. ROUND BOBBIN . . . parts interchangeable with SINGER. Brown Alligator Leather Case and full set of attachments . . . needles, instruction book, zipper and cording attachment, shearer, etc.

**ORDER TODAY: Perfect for home or commercial use. A BIG profit maker for salesmen everywhere. F. O. B., N. Y. C. Send 25% with order, balance C. O. D. Prompt Shipment.**

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**PRICE OF GUN**  
Gross . . . \$86.00  
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Sample . . . 1.00

**AMMUNITION:**  
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valley, but even a sheetie can't last too long in one spot."

**EDWARD LOUIS BAUER** . . . cards from Lisbon, Portugal, that he has been working for some time as a purser on a Trans-World Airlines overseas plane.

Could it be that the man who never gives his listener a chance to get a word in edgewise likes to hear only himself, or that he is afraid that the other guy might know a little bit more about the subject than he does?

**LET'S HAVE . . .** some pipes from Mr. and Mrs. Marvin Geyer, Eddie Gould, Jack Miles, Richard Ford, Chet Greeley, Doc Billy Beam, Irish Owens, W. G. Barnard, Richard Arcand, Bernie Dunn, Harry Mills, Bill Baring, Charles Ross, Benny Stone, Joe Mohoungo, Bert Glauner, George S. Lunsford, Harry Maiers and Doc Rowe.

**NOTED IN LOS ANGELES . . .** recently were Richard Arcand, Marge Goodman, Lillian Robbin, Bernie Dunn, Cliff Jones, Clair Moore and Mrs. Pearl Clair.

**ARVID PETERSON . . .** and George Platteter are turning their photographic ability to good account and are running a photo shop in Milwaukee.

**FINAL CURTAIN**  
(Continued from page 55)  
**STEINERT**—Leopold, 86, composer and former member of John Philip Sousa's Band, March 30 in Los Angeles. He was a clarinetist and con-

ductor. Three daughters and a son survive.

**STRAUSS**—Mrs. Eva, 72, mother of Lester Simms, professional manager of Leo Feist Music, New York, March 27 in that city. Another son, Jules, is assistant musical director of Washington's Capitol Theater.

**TAKANO**—Iwanaburo, president of the Japanese Broadcasting Corporation since 1946. April 6 in Tokyo.

**THOMAS**—Luke Garrison, 54, short story writer and collaborator on plays with his father, the late Augustus Thomas, March 24 in St. Albans, N. Y.

**THOMPSON**—Fred, 65, co-author of such musical comedy hits as *Rio Rita*, *Lady Be Good* and *Funny Face*, April 10 in London. He first wrote for the stage in 1908, and in 1919 he was the author, in part, of six plays running concurrently in London. From 1924, with *Lady Be Good*, till 1930, with *Sons o' Guns*, he was never without a hit on Broadway. Later Broadway shows, after Thompson served a stint in movies, included *This'll Make You Whistle*, *Seeing Stars*, *Present Arms* and *Follow the Girls*.

**VAUGHN**—Thomas R., 68, former vaude and dramatic show booker and one-time member of the Ringling circus band, April 11 at Fort Dodge, Ia. Burial in Centralia, Ill.

**VECSEY**—Armand, 70, conductor and arranger of the Ritz-Carlton Hotel (New York) orchestra from 1912 until he retired in 1945, March 31 in New York. A violinist, Vecsey gave many concerts in Europe before coming to the United States and at one time conducted the Savoy Hotel orchestra in London. Also a composer, some of his best known musical works included *Nightingale*, an operetta based on the life of Jenny Lind, and *Rose of China*. In 1931 he wrote his impressions of the hotel in a book entitled *The Fiddler of the Ritz*. His widow, daughter and two sons survive.

**VERONA**—Leonidas, 84, viola player with the New York Philharmonic-Symphony Orchestra for 30 years until his retirement in 1934, April 12 in New York. He was a member of many leading orchestras and of the Victor Herbert Group. His widow and two sons survive.

**VESELA-DEWETTOVA**—A., 90, opera singer during the 1800's, known for her interpretations of Smetana, especially the role of Marenka in *The Bartered Bride*, April 10 in Prague.

**VON GLAHN**—Mrs. Margaret Baumgarten, 60, wife of August Von Glahn, known to radio, movies and vaude as Gus Van, April 11 in Forest Hills, N. Y. She accompanied her husband on many vaude tours. Two sisters and two brothers also survive.

**WAGHALTER**—Ignatz, 68, Polish-born conductor and composer, April 7 in New York. He began his musical career at the age of 13 as a circus drummer and wrote many marches and dances for the band. After classical music study he became the assistant and then first conductor of the Opera Comique of Berlin. His compositions included the operas *Mandragola*, *Jugend* and *Der Spate*; operettas *Der Weiberkrieg*, *Wem Gehort Helena?* and *Ting-Ling*. The last named was produced at the Ogunquit (Me.) Playhouse and he had just completed another operetta for the same summer theater. His widow, two daughters, a brother and two sisters survive.

**WECKERLY**—Reuben J., 69, former musician and racing secretary of the Doylestown (Pa.) County Fair, March 12 at his home in Philadelphia. Burial in Philadelphia March 16.

**WELCH**—James T., 80, former stage and film actor, April 6 in Hollywood. He made his stage debut 68 years ago with Billy Emerson's Minstrels.

**WILEY**—Dwight M., 57, magazine and screen writer, in Hollywood, April 5. After a successful career as a short story writer he turned to screen work in 1941, when he was signed by Paramount. His screen plays include *The Bride Wore Boots*, and *Our Hearts Are Growing Up*.

**Marriages**

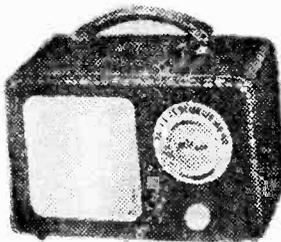
**BROOKS-HUTTON**—Randy Brooks and Ina Ray Hutton, both ork leaders, April 10 in Hollywood.

**NASMAN-EELS**—Leonard E. Nasman, business manager of WFMJ, and Doris Eels, singer, April 9 in Youngstown, O.

**NELSON-HATTIE**—Carlye Nelson and Hilo Hattie, singer with Harry Owens's ork, April 6 in Las Vegas, Nev.

**PINCEMAN-ALZANA**—Andre Pinceman and Hilda Alzana, both with the Ringling circus, recently.

**SHUBERT-SWANSON**—Lee Shubert, producer-theater owner, and (See Marriages on page 108)



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LAZY BABY DOLLS \$1.15 each. Dz. . . . 12.60  
AIRPLANE LAMPS, Each . . . . . 3.45  
BED LAMPS, COLORED, \$1.65 each. Dz. 18.00  
3-PC. BED LAMP SETS, Set . . . . . 3.60  
MUSICAL POWDER BOXES, \$3.25 each. Dz. . . . . 36.00  
3-PC. DRESSER SET, Set . . . . . 1.25  
SINK STRAINERS, PLASTIC, Dz. . . . . 2.40  
BREAD BASKETS, PLASTIC, Dz. . . . . 2.40  
SALT & PEPPER SHAKERS, PLASTIC, Dz. sets . . . . . 4.80  
SPUNKY KEY CHAINS \$1.20 dz. Gr. . . 13.80  
ALUMINUM ROUND ROASTERS, \$1.75 each. Dz. . . . . 20.00  
SLUM, 50¢ gr. up to, gr. . . . . 9.60

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# Boardmen See '49 as Banner Year

## SALESBOARD SIDELIGHTS

Robert G. McNabb, general manager of Werts Novelty Company, Inc., Muncie, Ind., reports sales moving along at a steady pace in the jar deal and book lines, with peak production being maintained on baseball items for the seasonal rush. McNabb stated that current demand indicates there will be much of an increase this year in the use of baseball numbers compared to 1948 sales. He added that Werts had installed new equipment in its printing plant which will enable it to give faster service on special items; addition of three more printing machines, scheduled for installation within 30 days, will further hypo such service.

Irwin Secore, Secore & Secore, Chicago, following his return from an Eastern trip last week, stated that five new boards were scheduled for early introduction. They will cover the 5, 10 and 25-cent play range and be of the straight punch type. Mort Secore is currently covering

Indiana and Ohio with Lou Rosfeld, firm's representative for that territory. Irwin announced that he would start on a Midwest tour soon.

Dick Hitter, major domo of Carol Sales Company, Elmira, N. Y., says that his firm has over 1,000 clubs thruout the country which are serviced by mail. Dick declared that Carol Sales specializes in servicing VFW, American Legion, Moose, Eagles, Elks, marine corp vets, in addition to social and political clubs. . . . Jay Goldman, Triangle Manufacturing Company, Minneapolis, winding up a two-week tour thru Illinois and Iowa, says that his earlier comment on the sharp uptrend in business in that area has been borne out on all counts.

Container Manufacturing Company, St. Louis, reported via Vice-President Jack Morley that Jim Whalen has been reappointed sales manager for Kentucky, Tennessee, Mississippi, Arkansas and Louisiana. Jack put in a personal pitch for three more of Container's fieldmen: George Zweiger, who did not permit last winter's snow and bad weather in New England and Western Pennsylvania to hinder his share of the business; Walter Hamburger, whose activity in his territory during recent weeks reflects his belief that 1949 will be a banner year, and Eddie Barrett, dubbed by Jack as "the work horse of Illinois and Iowa," who has a ledger full of new friends and customers to show for his steady drive thru that area.

Sam Feldman, sales manager of Harlich Manufacturing Company, Chicago, reported a big order bid for firm's just-released Gal-Up Pole quarter-play board. "Shows that the board operator, and the board-playing public, have a good sense of humor," Sam chortles. . . . Carl Spillum, heading Spillums, Butte, Mont., is solidly in back of his new Mullips number, claims it's pulling in play from all over the country. Carl's son, Charles, who recently renounced his single state, appears to share his father's enthusiasm for the new item.

Gardner & Company, Chicago, continues to be a mecca for visiting boardmen, who find the flowing taps in the private bar, the spotlighted showroom with its hundreds of different boards, the efficient production line and the cordiality of the staffers a high spot of any trip to Chicago. Head man Irwin Feitler is always ready to extend a walloping welcome to callers, backed by (when they're in town) George Leedy, Saul Wyatt, Maury Kaye and Joe Robinson. The firm's 1949 board line is proving a top sales attraction, according to officials.

Universal Manufacturing Company, Kansas City, is now in production on a new pad style deal for the coming baseball season, Joseph Berkowitz announced this week. New number, called Slugger, is designed to run in the "big leagues," sale-wise, and pitch in for home-run play levels, Berkowitz said. Joseph, who spent last week making stop-offs in the Eastern territory, is in New York. He has joined his son, Reuben, of Bee-Jay Products, Chicago; Jack Brody, national sales director for both firms, and sales representatives M. R. Hitter, for New York, Capt. Charles H. Gay Jr., for the New England States, and James Keating, of Maryland. The combo will represent Universal and Bee-Jay at their NATD convention exhibits in the Statler Hotel April 25-28.

## Merchandise Boards Forge Ahead, Pellets Continue Popular; Ticket Biz Upped

### Increase Sales Forces, Add New Automatic Machinery

CHICAGO, April 16.—Bearing out earlier indications of an increasing tempo in the salesboards and ticket game industries, the current optimism of leaders in all phases of the field appears now to have been adopted by the business as a whole as the sales design for '49. Acting as a sales and play hypo, the new pellet boards and the renewed activity on the merchandise number front, plus new ideas in the game (ticket, book, jar) field, add up to "what was needed" to bring about the "new look" on sales charts this year, officials pointed out. With the continuance of the multi-giants, seals,

special book type, coin, super-thicks and 6-tickets-to-a-hole numbers as popular items, the board field now boasts a greater variety of play-pulling designs than at any time during recent years.

### Sales Boosts

On the ticket front, introduction of new match-pack type, book and spindle deals have been instrumental in boosting interest and sales, with the standard jar, card and other form deals also benefiting from the increased activity.

Most outstanding trend in the board field, beginnings of which were noted during the salesboard show in Chicago last January, is the use of merchandise numbers. With the increased availability of all types of premiums for prize merchandise, and the drop-off in cost of many of these items, boardmen were quick to take advantage of the situation. In many quarters, it has been stated that "1949 will be a merchandise board year."

Another definite sign of bettered sales curves is the general movement by manufacturers toward increasing, and at the same time stabilizing, their sales forces. Too, many are adding new modern automatic machines to (See BOARDMEN LOOK, page 108)

## Universal Set To Display at NATD Confab

NEW YORK, April 16.—Universal Manufacturing Company, Kansas City, is the only salesboard producer to hold booth space reservations for the 17th annual National Association of Tobacco Distributors (NATD) convention, which opens at the Statler Hotel here Sunday (24), NATD officials reported this week.

More than 400 exhibitors will display products, equipment and services of concern to tobacco wholesalers at the week-long meet. A registration in excess of 8,000 is predicted by the association.

Universal officials who have signified their intention to attend include Joseph Berkowitz, Reuben Berkowitz, J. M. Brody, M. R. Hitter, Charles H. Gay and James Keating.

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All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

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*A Winner...*

**"REEL LUCK"**  
A NEW MERCHANDISE BOARD!

FORM NO. 17056 . . . 720 R.M. HOLES  
10c PLAY . . . THIN BOARD

Takes In . . . \$72.00  
Ave. Payout . . . 18.90  
(PLUS MERCHANDISE AWARD)

ALSO MADE IN CIGARETTE PAYOUT  
FORM NO. 17056-C . . . 720 R.M. HOLES  
10c PLAY . . . THIN BOARD

Takes In . . . \$72.00  
Ave. Payout . . . 83 Packs of Cigs.  
(PLUS MERCHANDISE AWARD)

**HARLICH MFG. CO.**  
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**ATTENTION, OPERATORS**

WATCH THE NEXT ISSUE OF THE BILLBOARD FOR THE SENSATIONAL, NEW, REVOLUTIONARY **TIK'N'KAP**

HAS BEEN PROVEN BY A YEAR'S TESTING. Exclusive territories available.

**AVCO NOVELTY MFG. CO., INC.**  
9 Annapolis Blvd. Glen Burnie, Md.

## Boardman Look For Big Business

## Announce Union Of Consolidated, Container Firms

(Continued from page 107)  
up production. With the new equipment, advantage can be taken of sudden shifts in board demand, as the changeover from one board type to another will be more rapid.

**Pellet Board Front**  
On the pellet board front, contrary to predictions in some quarters, the demand is continuing at a high level. The seven board makers who introduced 10 pellet numbers during the January show have in several instances introduced follow-up boards, while more are now readying new pellet items. The demand for this type number will continue strong throughout the year, with some outstanding pellet numbers (now on the market and yet to be introduced) pulling steady well into 1950, pellet advocates predict.

For top-notch boards, however, the pellet idea will prove a standard design for years to come, taking its place with the coin, seal, merchandise and jumbo boards, they point out. Manufacturers who will follow thru with releases of new and intriguing pellet numbers need fear no blank-out for their product, if operators (and board players) continue to display current enthusiasm for the design.

Echoing show-inspired optimism last January, trade leaders' reports of good to excellent current business are now fortified by forecasts of a "continuance of the same" for all of 1949.

**Official Views**  
Quotes from a few of the industry officials follow:

Jay Zelle, general manager, Triangle Manufacturing Company, Minneapolis: "Because of the many new numbers in production, and the tremendous rush of business I have been unable to make scheduled sales tours."

Roy Galentine, Crown Products, South Bend, Ind.: "... We find that business is bang-up good, and the fu-

ture of the salesboard business looks very rosy."

Robert G. McNabb, general manager, Werts Novelty Company, Muncie, Ind.: "Peak production is being maintained on baseball items for the seasonal rush. . . . We are adding new equipment to give faster service."

Jack Morley, Consolidated - Container Corporation, St. Louis: "Our pellet boards have met with unusual success and we are preparing an additional line of new styles of pellet numbers. Business in general is up, and it is almost certain to continue on up."

H. C. Hayes, general manager, De Luxe Sales Company, Blue Earth, Minn.: "Sales have stepped up over those of this time last year, with no signs of any letdown."

Samuel Feldman, sales manager, Harlich Manufacturing Company, Chicago: "The uptrend in business became evident during recent weeks, and a definite upward slant is apparently the sales path for coming months."

Charles Leedy and Maury Kaye, sales officials for Gardner & Company, Chicago: "There is mounting interest in the new numbers, and we are confident of more of the same for the coming summer, fall and winter seasons."

## MARRIAGES

(Continued from page 106)  
Marcella Swanson, former actress, recently in Miami.

**SQUIER-KNIGHT**—Carl B. Squier and June Knight, radio thrush, March 29 in Las Vegas, Nev.

**STAFFORD-DUDLEY**—A. L. Stafford, with the Heart of Texas Shows, and Dixie Faye Dudley, daughter of Mr. and Mrs. D. S. Dudley, owners of the shows bearing their name, recently in Mankins, Tex.

**TEITEL-TURNER**—Bernard Teitel, son of the owner of the World Playhouse, and Thelma Turner, radio actress, March 20 in Chicago.

**TURNER-BOND**—Jack Turner and Clara MaMace Bond, both with the Seal Bros.' Circus, recently in San Antonio.

**WUNDER-ABSHIER**—Paul (Mush) Wunder, talker with Lorow's Side Show on the Royal American Shows, and Jean Abshier, with the Sally Rand show or the same organization last year, March 1.

## Births

A daughter to Mr. and Mrs. Charles Chaplin March 28 in Santa Monica. Father is the producer-comedian; mother is the former Oona O'Neill, daughter of playwright Eugene O'Neill.

A daughter, Margaret, to Mr. and Mrs. John Crosby March 24 in New York. Father is the radio critic for *The New York Herald-Tribune*.

A son, Robert Allen, to Mr. and Mrs. Emerson Buckley March 27 in New York. Father is associate music director at WOR; mother is Mary Henderson, Metopera soprano.

A son, Orrin III, to Mr. and Mrs. Orrin B. Davenport Jr. in Garfield Park Hospital, Chicago, recently. Father is a former circus bareback rider and concessionaire.

A son to Mr. and Mrs. Ben Schwartz March 23 in Chicago. Mother is the former Pearl Widem, one-time correspondent for *The Billboard* and brother of Allen M. Widem, the publication's present correspondent in Hartford, Conn.

A daughter to Mr. and Mrs. Edmond O'Brien in Cedars of Lebanon Hospital, Los Angeles, April 4. Father is the actor; mother is Olga San Juan, actress.

A daughter to Mr. and Mrs. Jimmy Loughran March 30 in Misericordia Hospital, Philadelphia. Father is head of his own theatrical agency in that city and is president of the Entertainment Managers' Association of Philadelphia.

A son to Mr. and Mrs. Leo Shull April 3 in New York. Father publishes legit news sheets; mother is legit actress Claire Klar.

A son to Mr. and Mrs. Joe Taulane March 28 in Doctors Hospital, Philadelphia. Father is former Broadway actor and a member of the Hedgerow Theater in Moylan-Rose Valley, Pa.

A daughter to Mr. and Mrs. John Antonello April 1 in Kansas City. Father is a partner in the A & N Presentations, legit booking office there.

A son to Mr. and Mrs. Hugh Beckett Jr., March 29 in Seattle. Father is manager of the Metropolitan, legit house there.

A daughter to Mr. and Mrs. Jay Connell April 4 in Pittsburgh. Mother is a former nitery dancer.

A son to Mr. and Mrs. Paul Denis April 10 in New York. Father is an author and former editor of the radio department of *The New York Post Home News*.

A son to Mr. and Mrs. W. H. Goan April 4 in Charlotte, N. C. Father is manager of Station WAYS; mother is the pianist for the station.

A son to Mr. and Mrs. Elmer Rice April 3 in New York. Father is the playwright; mother is legit actress Betty Field.

A daughter, Sandra, to Mr. and Mrs. Harold Goldman, April 7 in New York. Father is the op of the Goldman Hotel, Pleasantdale, N. J.

A son, Richard, to Mr. and Mrs. Dale Wights April 8 in San Francisco.

Father is a comic at KPIX-TV, San Francisco.

A daughter, Natalie Susan, to Mr. and Mrs. Sam Elkind April 9 in San Francisco. Father is on the sales staff at KSFO, San Francisco.

## Divorces

Marie Cole, formerly with Dailey Bros.' Circus, from George L. Cole recently at Redding, Calif.

Leni Lynn, film and opera singer, from Edward Thomas Hopkin, non-pro, March 22 in London.

Maxine Andrews Levy, of the Andrews Sisters, vocal trio, from Lou Levy, actors' agent, in Los Angeles March 10.

Coleen Gray, actress, from Rodney Amateau, film writer, March 28 in Los Angeles.

## REP TROUPING

(Continued from page 54)  
busy to see to the advertising and pointed to the bundle lying in a corner. It exemplified the old story that bankers were usually poor opera house managers. We gathered up the paper and started for the door when he called me back, handed me a key and said I'd find the opera house over on the side street. We found it, unlocked the front door of the barn-like structure and found it to be almost completely filled with baled hay and the stage filled with plows and other farming implements. We got boys to put out the advertising, got some help and cleaned the place out, piling the hay and other stuff behind the building and getting the seats that were stacked at one side set and ready for the night. When I looked for the piano, I found an ancient, dust-covered organ. We were unable to find a musician who would play the thing. Our little ingenue could play *Over the Waves* and I could peck out with one finger *I Owe \$10 to O'Grady*. So we set the groanbox on the stage in the first entrance and for overtures all that week Maude played *Over the Waves*, and for cue music I pecked out *I Owe \$10 to O'Grady*. We changed plays every night but there was no change in the musical offerings. Every night I did my song-and-dance and sang my ballads without music. It was awful! But strange to say we had a very good week and got nearly full salaries Sunday morning. The town hadn't had a show for a long time and the natives were hungry for one. If ever there was a case of barnstorming, that was one!

## REP RIPPLES

(Continued from page 54)  
around Farmersville, Calif. . . . Al E. Wallingford is showing 16mm. pix in the Caribou, Me., area. He's dickering for a tent outfit stored at Belfast, Me. . . . *Flye's Show* is in Central Colorado but inclement weather has held business to a minimum. . . . Ralph Emmons is readying his two-person trick to play halls in Central Missouri. . . . *Carle's Texas Show* has been playing Ardmore, Okla., recently to fair results. . . . Penn Players move to their new base in Saratoga, N. Y., late in May. Unit will have four in its cast and will play resort spots in the East. It had an unbroken six-month winter season.

**ROBERT F. DEW** has 16mm. pix in the Boone, Ia., sector. . . . *Carter's Novelty Show* has been playing Newton County, Missouri, the past three weeks to fair biz. Show offers a museum of oddities, film and vaude. The trick spent most of the winter playing schools and halls in Arizona. . . . F. E. Gilbert, who has been promoting amateur shows for a Buffalo company, has moved to Ontario to promote flesh and pic shows. He plans to open near Sarnia. After surveying conditions, Gilbert gave up the idea of taking a tent show into Northern New York and sold the outfit he had stored at Niagara Falls. . . . *Barrow's Players*, a four-person trick, will play Pennsylvania resorts later in the season.

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The Fastest-Moving Merchandise Punch-board Deals in the Country.  
★ Quick Turnover ★ Big Profit ★  
Send name and address for our catalog.  
**STAR INDUSTRIES**  
4753 Broadway, Rm. 506, Chicago 40, Ill.

## SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	Avg.	\$ 7.00	\$ .75
1000	25¢	J.P. Charley, Thick	Avg.	51.95	1.40
1200	25¢	Texas Charley, Thick	Avg.	102.98	1.75
98¢	5¢	Fully Packed Thick Girl Board	Avg.	26.25	2.75
98¢	5¢	It's the Knots Thick Girl Board	Avg.	26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg.	26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg.	28.60	2.75
1200	5¢	Pick a Cherry, Thick Seal Board	Avg.	30.04	2.50
300	25¢	Fin & Sawbuck, Thick 5 Nos. to Ticket	Avg.	33.15	2.85
220	25¢	Kwick Fin Giant Holes 4 for 25¢	Avg.	28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

**SALESBOARD SPECIALS**  
Shipped Immediately  
**"READ 'EM & REAP"**

Name	Play	Holes	Profit	Price
Charley	25¢	800	\$45.00	.65
Charley	25¢	1000	50.00	.85
E. Z. Pickin' Bbl.	25¢	1440	21.00	1.05
Jackpot Charley	25¢	1000	52.00	.90
Lucky Color	25¢	1800	24.00	1.40
Win a Buck	25¢	400	7.00	.60

**EXTRA SPECIAL**  
5c Girlie Boards, Assortment of 12 for \$24.00  
Red, White and Blue Tickets 5c 2180 \$37.00  
10% Deposit with order, balance C. O. D.  
**WILLES SALES COMPANY**  
1713 Leavenworth Street Omaha, Nebraska

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Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

**RATE—12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column. No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 BARGAINS—CIGARETTE AND CANDY**  
Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ap23

**CIGARETTE AND CIGAR VENDORS—USED**  
bargains guaranteed; like new Nationals. Keiner Vendors Co., 3728 Division St., Chicago 61, Ill. np

### WE HAVE IN STOCK!

NAME OF BOARD	LIST PRICE
<b>CONSOLIDATED</b>	
Silver Load, 10¢	\$12.50
Silver Rows, 10¢	12.50
Lucky Quarters, 25¢	10.72
Lucky Dimes, 10¢	9.30
<b>SUPERIOR</b>	
Silver Fleet, 10¢	\$12.60
Sum Fun, 5¢	13.14
Nature Girl, 5¢	8.80
Buffalo Girl, 5¢	11.30
Parade of Dimes, 10¢	9.88
Dime Time, 10¢	13.10
<b>CONTAINER</b>	
Fortune Circle, 10¢	\$10.60
Silver King, 25¢	9.80
<b>BORK</b>	
Goal Kick, 10¢	\$12.75
Silver & Gold, 10¢	15.10
<b>BEE JAY</b>	
Jack in Barrel, 10¢	\$12.60
Everything Goes, 10¢	14.70
Bouncing Pins, 5¢	9.80
Piggie Back, 5¢	9.30
Pennies From Heaven, 5¢	7.44
Hearts Desire, 5¢	7.10
Jack Rabbit, 10¢	11.20
Play Ball, 10¢	14.24
Tip The Barrel, 10¢	14.74

**SOLD TO JOBBERS & OPERATORS ONLY AT FACTORY PRICES**

**Rake** COIN MACHINE EXCHANGE  
609 SPRING GARDEN ST.  
PHILA. 23. PA.  
LOMBARD 3-2676

**WHEN ORDERING STATE YOUR BUSINESS**

### BARGAINS IN SALESBOARDS

WHILE THEY LAST

All Boards Purchased Before Price Increase.	Holes	Name	Profit	Price		
1000	25¢	Jackpot Charley, N. P., X. Tk.	A.	\$51.98 \$1.00		
1000	25¢	Jackpot Charley, Pro., X. Tk.	A.	51.98 1.20		
1200	25¢	Texas Charley, Pro., X. Tk.	A.	102.28 1.45		
100	25¢	Pocket Play	A.	10.10 .50		
120	25¢	E-Z Pickin' Junior	A.	12.08 .70		
800	10¢	Looks Good	A.	39.00 1.95		
1000	10¢	St. Louis Sadie	A.	44.30 2.15		
1000	to	1200	5¢	Boards, X. Tk., Girlie or otherwise, Double Jackpot, 25 Different Numbers	A.	\$30.00 \$2.25
300	25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A.	33.18 2.50		
400	25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A.	44.20 2.75		
400	25¢	Double Sawbuck, 5 Nos. on 1 Ticket	A.	48.10 2.75		
100	25¢	Fin and Sawbuck Jr., 5 Nos. on 1 Ticket	A.	10.78 1.10		
240	25¢	Kwik Fin, 6 for 25¢	A.	30.00 2.25		
1000	Plain Boards			.60		
1000	Cigarette Boards, 1¢ or Nickel Special			.65		
1000	Bingos on Sticks			.60		
1260	Bingos on Sticks			.75		
74	Sewed Seal Bingo Jackpot Cards			.60		
74	Die-Cut Bingo Jackpot Cards			.31		
100	Bingo Jackpot Board			.58		
2170	Red, White and Blue Tickets, Per Doz.			15.00		
1000	Grab-A-Fin Pads, 5 for 25¢	A.		\$24.00 1.40		
Large Stock of Combination Jar Tickets and Prize Boards.						
Wire or Write, Don't Phone. 25% Deposit with order, balance C. O. D.						
<b>SPENCER SALES COMPANY</b>						
MURRAYVILLE ILLINOIS						

### ATTRACTIVE and UNUSUAL PUSH CARDS

Designed and Manufactured by

**RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5

**ADVANCE MODEL "D" 1¢ BALL GUM MACHINES;** just off location; \$3.75 each, any quantity; 1¢ Jurgens Lotion Machines, \$7.50 each; Victory Postage Stamp Machines, like new, \$12.50 each. Devices Novelty 467 N. Milwaukee Ave., Chicago 10, Ill., Dept. B. MOhroe 6-7533. my14

**DIGGERS—EXHIBIT IRON CLAWS, ERIC Diggers,** hand operated; Exhibit Merchants, Roll Chute Mutoscopes, Buckleys, Rotary Merchandisers; we buy, sell, exchange Diggers and Rotaries. National, 4243 Sansom, Philadelphia, Pa.

**FOR SALE—2 SKEE BALL TYPE BOWLING** Alleys, just off location, \$100 each; 1 Evans 10 Pin Bowling Alley, \$150, perfect condition; please come and see what you get—will not ship or crate. Ray Oakes & Sons, 3114 Cleveland Ave., Brookfield, Ill. Phone 7624.

**FOR SALE—5¢ PACE CHROME, \$110; 10¢ PACE** Chrome, \$115; 25¢ Pace Chrome, \$120, used two weeks; all three for \$300; 1/3 deposit, balance C. O. D. Owl Distributing Co., 108 East Sycamore St., Independence, Kan.

**FOR SALE—LIKE NEW, 23 PHILLIE CIGAR** Machines, 10¢ type, \$35 each; Three Stands, \$7.50 each; Five Brackets, \$2.50 each; cash plus freight. Cash & Save Tobacco Co., 920 Sixth St., Sacramento, Calif.

**FOR SALE—25 WURLITZER 1100'S AND 25** Wurlitzer 1015's; just off location and ready for operation; crated for shipment, priced for immediate sale. Write or wire Box C-322, Bilboard, Cincinnati, Ohio.

**FOR SALE—100 PENNY-NICKEL COMBINA-** tion Northwestern with Plastic Globes, \$6.95 each. Al Hoff, 1918 Rose, Baltimore 13, Md.

**FOR SALE—3 PRE-WAR PHOTOMATICS, IN-** side lights, good clean operating condition, \$200 each. King Pin Equipment Company, 826 Mills Street, Kalamazoo, Mich. ap23

**PANORAM FILMS, PROJECTORS, AMPLI-** fiers, Bar Boxes, Miscellaneous Parts; write for your Panoram needs. Jack Parr, 13 Everett, E. Orange, N.J. my14

**RAY GUN OPERATORS—CONVERT WITH** our new type extra moving target conversions; complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill. my7

**REBUILT CIGARETTE MACHINES—PERFECT** condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

**STAMP FOLDERS DIRECT FROM MANUFACTUR-** er; low, low price; immediate delivery; write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

**USED COUNTER GAME BARGAINS—ALL A-1** condition; 9 Kicker and Catchers, 7 ABT Challengers, 4 Pike Peaks, \$13.50 each; all for \$250; 1/2 deposit. John D. Bailey, care Greyhound Bus Sta., Tuscaloosa, Ala.

**WANTED NOW—SUPERVENDS, L A T E** models; Metal Typers and late Photomatics; cash deals and can pick up if not too far. Amusement Supply Co., 1561 Third Ave., Huntington, W. Va.

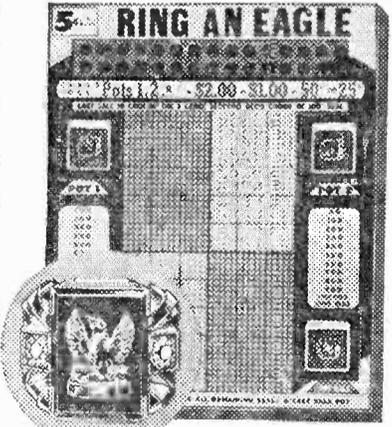
**3 POPCORN MACHINES—MINUT-POP, FULLY** automatic, used very little, 3 new, \$1,785, now, \$750. Rudy Skufca, 3391 157 St., Cleveland, O.

**6 BUCKLEY TREASURE ISLAND DIGGERS—** A-1; can be cut down for portable outfit; \$115 each. Central Ohio Coin Machine Exchange, 525 So. High St., Columbus, Ohio.

**30 LIKE NEW DUNHILL POCKET LIGHTER** Filling Stations for sale at the reduced price of \$1.225; will sell one or more at a time. Write Harold Brozyna, 1020 Laura St., Schenectady, N. Y.

**50 1¢ ATLAS DELUXE VENDORS—VENDS** nuts, ballgum or candy; used 2 years, good condition; one or all, \$9 each. 923 No. Royer St., Colorado Springs, Colo.

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**YOUR CHOICE OF RING!**  
Moose, Eagles, Elks, K. of C., Knights of Pythias, Odd Fellows Emblems  
**4 BEAUTIFUL JEWELED RINGS MOUNTED IN PUSL BOX**  
**BOARD GROSSES \$75.00**  
Pays Out \$9.25 in Cash  
Operator's Net \$66.00  
Priced at \$19.50 With 5¢ or 10¢ Play  
**SOLD TO OPERATORS ONLY**  
25% Cash Deposit, Balance C. O. D.  
**ALLYN DISTRIBUTING CO.**  
415 W. Market Street Akron, Ohio

**THIS IS NO ROOKIE!**  
**SLUGGER**  
**YOU'LL BE RICHER THIS FALL**  
**IF YOU LET SLUGGER PLAY BALL**

**TAKES IN 1600 TICKETS @ 5 FOR 25¢.....\$80.00**  
**AVERAGE PAYOUT.....46.39**  
**AVERAGE PROFIT.....\$33.61**

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**JAR-O-DO'S THE BEST—FORGET THE REST**  
**UNIVERSAL MANUFACTURING CO., INC.**  
"THE WORLD'S FOREMOST MFR. OF JAR GAMES"  
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### Two More Hits!!

• LOW COST! • LARGE PROFITS!

**POSITIVE TWENTIES**

ALL SEALS GO

THREE \$20 \$20 \$20

25¢

6 NOS. ON A TICKET ... 25¢ PLAY EXTRA THICK

DEF. PROFIT ..... \$71.00

**SIX NOS. ON EACH TICKET**

36 SEALS GO HIT THOSE TENS

THREE \$10.00 WINNERS

10¢

6 NOS. ON A TICKET ... 10¢ PLAY EXTRA THICK

AV. PROFIT ..... \$33.73

MAX. PROFIT ..... 59.00

**LEADING PUNCHBOARD MFR. OVER 40 YEARS**  
**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.  
**WRITE FOR LATEST "NEW BOARD" CIRCULAR**

**SALESBOARDS**  
**FREE!** Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" for NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS. 10th year giving immediate delivery on finest boards.  
**LEGALSHARE SALES**  
P. O. BOX 86-F 222 2nd St. HUNTINGTON BEACH, CALIF. Phone 2842

# FINANCE FIRMS OPTIMISTIC

## Outlook Healthier Than at Any Time Since 1946; Still Carefully Watch CM Volume

Vending, Music Deals Scrutinized Closely by Lenders

By Dick Schreiber

CHICAGO, April 16.—In off-the-record conversations, executives of financing institutions who deal in one or another phase of the coin machine industry are now expressing confidence that abnormal conditions within the industry—particularly in automatic phonographs—are steadily being corrected. The outlook, say the men who control the purse strings of the industry, is healthier than at any time within the past two years. Spokesmen for the finance companies do not mean to imply that they expect the 1946 boom times to repeat themselves. But in music and in merchandise equipment, the two principal lines serviced, prospects for a steady volume of good business are strong, they point out.

For all of this confidence, finance companies are watching the volume of business handled in coin machines. They are keeping it within a predetermined total which they know they can safely handle. There is more caution, more selectivity, among lenders—caution and selectivity heightened by (1) the tremendous demand for credit in all industries; (2) a curtailment of funds which banks are making available for finance company use, and (3) the recent unsettled and abnormal conditions within certain segments of the coin machine industry.

(See Finance Firms on page 111)

## Vt. Bell Bill Tops 1st Test

MONTPELIER, Vt., April 16.—This State's controversial bell bill won the approval of the House judiciary committee at a closed session here last week and was sent to the ways and means committee for immediate consideration.

The bill now includes several amendments, most important of which hikes the annual license fee from \$200 to \$300 for nickel and dime-operated bells and the quarter equipment to \$600 per machine annually compared to the original fee of \$500. Another important amendment recommended by the judiciary committee provides for local option.

Other significant amendments to the bill would require clubs to be established for three or more years before being permitted to operate bells. The bill would also bar persons under 21 (whether club members or not) from patronizing the machines.

## Eye Council Bluffs Proposed Ordinance

COUNCIL BLUFFS, Ia., April 16.—Coinmen here are awaiting renewed action on a proposed ordinance which would license pinballs at \$50 annually, and also place a \$10 license fee on both music machines and penny-operated amusement equipment.

What was to have been a test case this week failed to materialize when a location owner charged with illegal possession of a coin machine did not appear in court, thereby forfeiting a bond. The case had been scheduled (See Council Bluffs Law, page 133)

## See Moratorium On Basing-Point Legal Activities

WASHINGTON, April 16.—A one-year breathing spell from prosecutions under Federal Trade Commission's (FTC) anti-basing-point policy loomed as a certainty last week as the Senate judiciary committee wound up brief hearings on a bill calling for a two-year moratorium on actions based on freight absorptions and other basing point practices carried on "in good faith." The measure is expected to be amended by the Senate group to one year as approved by the House judiciary committee.

A split over the bill between FTC, which initiates such charges, and the Justice Department was disclosed as the Senate committee wound up its hearings.

In a letter to Chairman Pat McCarran (D., Nev.), the Justice Department went on record as having "no serious objection" to a moratorium but suggested it would be better to limit the period to one year, rather than the two years specified in the Senate bill.

### FTC Opposes

Opposition, however, was expressed by FTC officials on Capitol Hill. They protested that the measure was unnecessary, claiming that no firm which was really acting in good faith need fear prosecution. On the other hand, Acting FTC Chairman Lowell (See Moratorium on page 133)

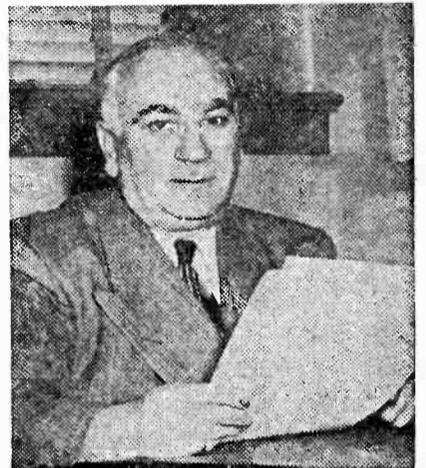
## Sicking, Inc., To Observe Golden Anniversary in May

CINCINNATI, April 16.—Sicking, Inc., oldest distributing firm in the coin machine field, and second only to Mills in the entire industry, will hold a golden anniversary celebration in its newly decorated headquarters here May 6, 7 and 8, it was announced by Ben Goldberg, president,

ment of the firm. They continued the business in the same building, but by 1939 the firm had become so large that it was necessary to purchase a new building, this one at 1401 Central Parkway. Sicking was the first



BEN GOLDBERG



BILL MARMER

and Bill Marmer, vice-president and general manager.

The firm was actually established 54 years ago, in 1895, by Barney Sicking. At that time Sicking took over a four-story building on Freeman Avenue, leaving enough room for further expansion of the firm. Sicking died in 1930, at which time Goldberg and Marmer took over active manage-

coin machine firm to settle in this area, and later, as other firms followed suit, Central Parkway became known as the local "coin machine row."

The new Sicking building, six stories high, covers some 48,000 square feet of floor space, and is one of the largest headquarters used by any distributing firm.

### Invite Industry

Bill Marmer, in commenting on the golden anniversary celebration, said that special invitations to attend the affair will be sent to manufacturers, distributors and operators throughout the United States.

Sicking is one of the largest distributing firms in the business, handling all types of coin-operated machines, including amusement, music and vending units.

## Standard Coin Ships Distribs New Model

CHICAGO, April 16.—Standard Coin Machine Company has started shipping showroom models of its deluxe bells to distributors, Charles Schlicht, head of the firm's bell division, announced this week. This improved model of the unit shown at the CMI show here in January has been satisfactorily location tested for the past five weeks, Schlicht added.

Firm's president, Dick Wiggins, is devoting all his time to the development of a coin changer for industrial and transportation terminal locations.

## Keeney Co. Sold to Chi Group; To Continue Line

CHICAGO, April 16.—J. H. Keeney & Company, recently purchased by a group of Chicago business men, all long associated with the coin machine industry, will continue to produce the Keeney line of bell consoles and coin machine venders, it was announced late Friday (15) by Roy McGinnes, newly elected president of the firm.

"No change in basic policy is involved," McGinnes said. "J. H. Keeney & Company, Inc., will continue to design, engineer and manufacture equipment that operators can depend on. Distribution of the

Keeney products will continue thru the Keeney distributors who have been responsible for the record-breaking sales of the company's equipment during the past several years.

"Production of cigarette venders will be stepped up to meet the rapidly increasing demand and several new machine ideas now in the final engineering stage will soon be in production.

"Bill Ryan, of course, continues as vice-president and general manager, and John Conroe will be in charge of cigarette vender sales."

## Tax Collections in Philly Downgrade

PHILADELPHIA, April 16.—Tax collections for the first quarter of the year, as reported by Receiver of Taxes W. Frank Marshall, indicated a drop in the number of coin machines on location here. For the quarter ended March 31, which was the deadline date for the paying of taxes on all coin-operated machines, the city took in \$102,821. This represents a drop of \$21,388 from the coin machine taxes for the first quarter of 1948. Coin machine taxes paid after the March 31 deadline carry a penalty. Tax revenue from bowling alleys, amounting to \$12,900 for the first quarter of the year, also represented a drop of \$620 over the same period last year.

Amusement taxes in general also were down for the quarter, falling from \$1,038,381 to \$1,028,239—a drop of \$10,142.

# 400 NATD Exhibits To Draw 8,000

## Hollywood Opening Set for 1st Kenro Vender Off Line

PHILADELPHIA, April 16.—The first Kenro ice cream bar vending machine will roll off the assembly line during the first week in May, it was announced by James R. Kendig, president of Eastern Engineering and Sales, Inc., manufacturers and distributors of the new unit. The mayor of Philadelphia, members of city council, officials of the Chamber of Commerce, and other city dignitaries, including several guest stage stars, will provide a Hollywood setting for the premiere of the new machine.

The first of the new venders will roll off the automatic conveyor belt

## Regions A and 3 Sked Joint Meet in June

To Stress Op Problems

CHICAGO, April 16.—The National Automatic Merchandising Association (NAMA) announced this week that a joint regional meeting of Regions A and 3 will be held June 3-4 in the Ritz-Carlton Hotel, Atlantic City. Tom Hungerford, director of public relations, said the two-day meet will include special sessions and that provisions will be made for entertainment of women guests.

Altho final program details had not been set, Hungerford declared that a "Vending College of Quizzical Knowledge" would be one of the features, with the second annual contest for a prize plaque (originated last year) to go to operators of that region presenting the best solutions to hypothetical operating problems.

Another extra feature of the joint meeting will be an address by G. R. Schreiber, coin machine editor of *The Billboard* and editor of *Vend.* who will talk on "Your Business As I See It."

Region A (New Jersey and Pennsylvania) chairman is Paul I. Berkeley. The chairman of Region 3 (Virginia, Maryland, Delaware, District of Columbia) is Aaron Goldman

## Victor Vending Debuts Topper '49 Bulk Unit

CHICAGO, April 16.—Victor Vending Corporation announced its new Topper '49 this week, featuring low per-unit price (\$10.75) and a four-machine-to-the-case package listing for \$43. H. M. Schaefer, president, stressed that the new bulk vender also incorporates such operating and installation advantages as permitting the cleaning and refilling of globes on location within 30 seconds, and a base which is a combination coin box and wall bracket.

Coming in penny models only, the Topper '49 is finished in red and black baked enamel and trimmed in chrome. Interchangeable parts permit vending of ball gum and other bulk merchandise.

Schaefer stated that orders of more than five cases (20 units) would benefit thru quantity discounts.

at the Turbo Machine Division of the Dexdale Hosiery Company in suburban Lansdale, Pa. Eastern Engineering is also a subsidiary of the Dexdale Hosiery corporation. The machine cabinets are built by the Wilson Cabinet Company in Smyrna, Del., and then shipped to the Lansdale plant for assembly and testing.

The Kenro machine, Kendig said, is the result of two years of laboratory work and research. Pilot models have been tested on all types of locations. Altho originally planned as a 140-bar machine, the new Kenro machine has a capacity of 380 ice cream bars. Kendig, an engineer and a graduate of the General Motors Institute of Technology, personally supervised the construction of the ice cream vending machine, and was assisted by Samuel Rogove, secretary and treasurer of Eastern Engineering, who was formerly the production man for the National Cash Register Company.

### Dexdale Plant

Dexdale's 200,000 square foot Turbo Machine company plant, using an automatic conveyor belt system, assures full and steady production for the new Kenro and will enable Eastern Engineering to immediately fill the heavy log of advance orders, Kendig added. The first machine, he said, represents an investment in excess of \$100,000 since the company was first organized in February, 1947. As a result, the city officials and business leaders are prepared to turn out en masse for the city's newest industry.

Adding to the Hollywood premiere, all Philadelphia will have the opportunity to join the "premiere party" by means of television. Arrangements have been made to televise over WFIL-TV the first machine, as well as the setting at the plant and the speeches of the dignitaries (See *Hollywood Debut on page 117*)

### Modern Design

WASHINGTON, April 16.—Two design patents granted Francis DuGrenier April 2, 1935, were the first to show the trend toward modern designing of cigarette venders, according to the files of the U. S. Patent Office. One patent was for the design of a console vender, the other for a half-size vender apparently intended to be placed on a counter.

Both models featured the puller gadget now commonly used in manually operated dispensers. Two coin chutes, evidently for nickels and dimes, were placed high on the right of the cabinets. Lines of both models were trim, omitting the "gingerbread" decorations of earlier designs. Mirror fronts were a prominent feature of the DuGrenier patents.

## Rowe Mfg. Co. Lowers Price On Cig Units

Machines Down \$15-20

NEW YORK, April 16.—Effective today (16) Rowe Manufacturing Company announced price reductions on its current electric and mechanical cigarette venders. Robert Z. Green, president, declared that the Rowe electric Diplomat is reduced by \$20 and the Rowe manual Diplomat by \$15.

"The price reductions reflect somewhat lower costs of materials and parts which are anticipated in the period ahead," Green stated. Firm's downward price move is believed to be the first by a manufacturer of cigarette venders, he said.

## Annual Meet Will Examine Vending Field

Show Cigarette, Cigar Units

NEW YORK, April 16.—More than 8,000 registrants are expected to attend the 17th annual convention of the National Association of Tobacco Distributors (NATD), which opens at the Statler Hotel here Sunday (24), to view some 400 exhibits by manufacturers, suppliers and service organizations, it was announced by association officials this week. A special conference at the week-long meet is to be devoted to automatic merchandising, and major cigarette and cigar machine producers will occupy display booths during the run of the show (*The Billboard*, April 16).

Setting its sights at a comprehensive coverage of the many-sided tobacco wholesaling industry, the confab has scheduled round-table conferences and addresses by experts on all phases of jobber management. With close to half of the NATD membership estimated to operate cigarette machine routes, advance interest has built up around the round-table conference specifically concerned with vending. Titled *Is It Feasible for All Wholesale Tobacco Distributors To Encourage and Also Engage in the Vending Machine Business?*, the conference is to be chaired by R. T. Axton, of the Axton Candy & Tobacco Company, Louisville. It will be held Tuesday (26) morning.

Vender producers who have reserved exhibit space include Arthur H. DuGrenier, Eastern Electric, Automatic Products (formerly Practical Products), J. H. Keeney, Lehigh Foundries, National Vendors, Rowe, U-Need-A Vendors, Malkin- (See 400 NATD Exhibits on page 117)

# FINANCE FIRMS OPTIMISTIC

## New York Transportation Board May OK One Firm To Op Units

NEW YORK, April 16.—The right to operate several thousand penny venders in city subway stations which in 1948 did a gross volume of more than \$2,000,000, may be awarded to a single operating company next fall. The board of transportation told *The Billboard* this week that upon the expiration of contracts with the New York Subways Advertising Company and the Interborough News Company, present holders of sole operating privileges for all but cup vending machines, bids would be solicited from companies seeking operating rights for the entire subway system.

Both current contracts expire September 30. They cover penny gum, candy and peanut machines; nickel cookie and hard candy venders, scales and automatic shoe shiners. Future contracts may cover, as well, other vending and service equipment meeting city approval for subway operation.

The board is still considering ob-

jections to preliminary cup vender contracts voiced by operators at a recent open hearing (*The Billboard*, April 9). It was indicated that these contracts would not be worked into final shape for another two or three weeks.

The belief that unification could effect economies in subway operation seemed behind the board's decision to solicit "full coverage" bids. For one thing, it would simplify book-keeping procedures; commissions would come from a single source, rather than two.

Interborough News, now operating in the Independent line, is reaching the end of a five-year contract with board. New York Subways Advertising, with its venders confined to the IRT and BMT lines, has recently operated under an open contract, it was learned.

Last year penny venders in the subway grossed \$2,172,602. Of this amount, the two operating companies (See *New York Board on page 117*)

## See Healthy Outlook But Are Cautious

Music, Vending Strong

(Continued from page 110)

No good deal, finance company men say, will go begging, because finance companies are still as eager as ever to take on that class of business that will enable them to show their stockholders a profit. But every deal is being scrutinized with extra care and with conservatism.

Altho the average finance company moves slowly in extending its funds and its facilities, it reacts with lightning swiftness to bad experiences. And the banks which provide the money to keep finance companies going react doubly fast.

For the operator of all types of equipment, this is the situation summed up by finance companies: (See *Finance Firms on page 120*)

## ADD "TERRIFIC" to "SENSATIONAL!"

RESPONSE TO APRIL 9TH BILLBOARD  
AD FORCES CHANGE TO 2 TO 3 WEEK  
DELIVERY

on NEW



SELLING 5¢ "POCKET-PACK"

\*KLEENEX Tissues

Yes—orders on hand are being shipped promptly—but to avoid disappointments new orders will be subject to 2 to 3-week shipment. So smart distributors and operators should act fast on this great vending combination! Where else can you find such a real profit builder—such a means of expanding at a minimum investment? And remember, too, that the sanitary convenience of KLEENEX tissues will get you into otherwise hard-to-sell spots—offices, factories, schools, theaters, clubs, and public buildings. So step out with VEND MASTER—be first in new spots as well as old—order today, or write for literature on this most wanted "vend"—KLEENEX Tissues with VEND MASTER!

- Large, 72-unit capacity. "Pocket-Pack" KLEENEX tissues, regular size.
- All steel, welded construction.
- Highest grade, white baked enamel with "KLEENEX" blue and red.
- 5¢ or 10¢ operation. Specify.
- A. B. T. slug rejector.
- Unconditionally guaranteed mechanism and trouble-free operation.
- Individual carton.

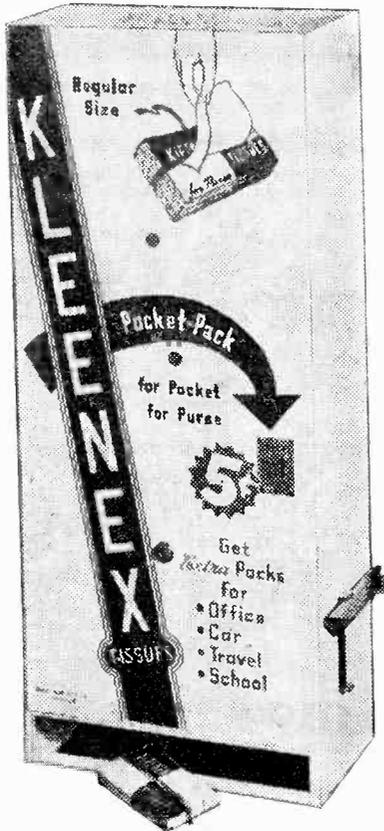
Size: 6 1/2" x 12 1/2" x 30".  
Shipping Wt. 25 lbs.

Terms: 1/3 cash with order, balance C. O. D., plus shipping charges.

VEND-RITE Manufacturing Co., 850 N. Ogden Ave., Chicago 22

Sole Manufacturers—VEND MASTER

©T.M. Reg. U.S. Pat Off.—I.C.P. Co.



\$35.00 LIST

Operators: Write for quantity discounts

Distributors: Write for net prices

## Alkuno To Bow Multi-Purpose Vender in May

NEW YORK, April 16.—A multi-purpose vender, suitable for merchandising nickel packs of Austin crackers, 5-cent packs of Beechies or Chiclets and/or candy bars at the nickel price, is now in the final stages of production set-up at Alkuno & Company and will start moving to operators by the end of next month, it was disclosed this week by Kuno E. Hamann, president.

Labeled Model 700, the new vender has the same outside dimensions as the improved Alkuno hard candy unit. But it incorporates several internal changes needed to provide product diversity. Hamann reported the four-column machine can stock about 25 Austin cracker packs in each column, 65 gum packs and 25-50 candy bars (depending on thickness) per column.

Priced at the same figure as the hard-candy unit, the new vender will sell to operators for \$69.50, with an additional \$15 tab for the base, if desired. It will be available only in metal, colored green, said Hamann. The vender will be supplied with a "self-illuminating" plexiglass sign

## No Popcorn?

SALEM, Ore., April 16.—Oregon theaters may soon be "popcorn-less" if nine State senators have their way. The lawmakers have introduced a bill permitting movie managers to "eject popcorn eaters without refunding their admission."

Because the sale and patron enjoyment of popcorn in theaters is an important factor, it is felt that passage of the measure is not seriously contemplated.

calling attention to products stocked and will feature the open display front, now standard on all Alkuno venders.

Examination of the mechanism disclosed that it differs from that of the hard-candy vender in that all columns are single, rather than dual shift. But the columns are deeper, to provide room for the larger bars carried. Too, the delivery assembly has been modified to permit a longer dispensing stroke.

Initial models of the No. 700 have been tested extensively in this area, according to Hamann. The vender is 18 inches wide and 28 inches high, without the stand. Near its base it is six inches deep, tapering to a depth of four inches at the top.

## 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 Phonograph Operators, annual convention and exhibit, Hotel Radisson, Minneapolis.

April 25-26.—South Dakota Phonograph Association (SDPA), quarterly meeting, Hotel Radisson, Minneapolis.

April 25-26.—Iowa Automatic Music Operators' Association (IAMOA), quarterly meeting, Hotel Radisson, Minneapolis.

June 3-4.—National Automatic Merchandising Association (NAMA), Regions A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City. Region A, New Jersey and Pennsylvania, Paul I. Berkley, chairman; Region 3, Virginia, Maryland, Delaware and District of Columbia, Aaron Goldman, chairman.

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.

June 26-29.—National Candy Wholesalers' Association (NCWA), annual convention and exposition, Stevens Hotel, Chicago.

July 26-28.—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, *The Billboard*, 155 North Clark Street, Chicago 1, for listing in this calendar.)

## WHY PAY MORE?

**\$10 DOWN**  
**\$8.60 per month**  
**for just 10 months**  
**BUYS A HAMILTON**

\$89.50 F.O.B TOLEDO

Profits soar... operating costs are cut with Hamilton Coin-Operated Scales. They require no attention... are guaranteed for life against mechanical failure. Lowest priced scale on the market meeting requirements of all state departments of weights and measures. Discounts on quantity orders. Mail the coupon today.

HAMILTON SCALE COMPANY

Dept. H, 214 Oliver Street,  
Toledo, Ohio



HAMILTON SCALE COMPANY  
Dept. H, 214 Oliver Street, Toledo, Ohio

Enclosed is our check for \$10. Ship scale immediately.

Send more information on the Hamilton PW Scale.

Check for \$89.50 enclosed. Ship scale immediately F.O.B. Toledo.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



## 5/8" ROUND PLASTIC FORTUNE BALL PRIZES

	Per M		Per M
BALLS with precious stones	\$10.00	BALLS with balloons	\$14.00
BALLS with dice	12.50	BALLS with key chains	18.50
BALLS with pearls	10.00	BALLS with bracelets. Per gross	6.00

SAMUEL EPPY & CO., INC.

113-08 101st AVE.  
RICHMOND HILL 19, L. I., N. Y.

## NEW FUNNY FACE CHARMS

Series consists of INDIAN, CLOWN, PIRATE, CANNIBAL and DEVIL—very attractive.

Plastic, \$4.00 per M—Metal-Plated, \$7.50 per M

SAMUEL EPPY & CO., INC. 113-08 101st AVE.  
RICHMOND HILL 19, L. I., N. Y.

## CHARMS AT NEW LOW PRICES

PLASTIC #1	\$2.50 PER M	PLASTIC #2	\$3.00 PER M
METAL-PLATED #1	4.75 PER M	METAL-PLATED #2	5.75 PER M

SAMUEL EPPY & CO., INC.

113-08 101st AVE.  
RICHMOND HILL 19, L. I., N. Y.

**HOT-POP**

Victor's sensational new Popcorn Vendor.  
Today's fastest money maker and ONLY

**\$47.50**



**VICTOR MODEL V**

Sample \$12.75  
24 or More \$12.00 ea.

5/8 140 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, 74c lb. Small, 49c lb. Full Cash With Order.

Plastic Charms \$2.75 Per 1000

**SPECIAL**

6 like new Model V's PLUS 50 lbs. licorice PLUS 1000 charms. ALL for only

**\$67.25**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.  
Orders Under \$10.00 Money in Full.  
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y.  
461 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

**D. C. Venders Ordinance Set For November**

**Effects Bulk Units Only**

WASHINGTON, April 16.—The recently revived Washington ordinance calling for inspection and licensing of vending machines will not be enforced until November when the new licensing year begins. Chatham T. Nottingham, District license superintendent, has revealed. Until then an announcement of what types of machines are to be taxed will not be forthcoming, he said.

The dormant 1932 ruling was uncovered last fall when John D. Ciapoulos asked permission to install 10 Kwik-Kafe dispensers in the city. A series of conferences between District health, licensing and legal departments, in which representatives of the coin machine industry participated, was held to determine just which venders require inspection and the consequent fee.

Nottingham said the interpretation is "fairly well straightened out" by now. It is generally conceded that only machines selling cup beverages and other non-packaged goods will be affected. Wrapped products will probably remain inspection-free.

**House Okays Revised Cig Tax Bill in Vt.**

MONTPELIER, Vt., April 16.—The State House passed a revised cigarette tax bill recently increasing the per pack levy from 2 to 4 cents. The original bill would have upped the tax from 2 to 3 cents a pack and include a 20 per cent tax on the wholesale price of other tobacco products.

Altho the additional increase won by a more than 2 to 1 majority, the proposal met with strong opposition. The amendment, introduced by Rep. Armstrong, of Plainfield, was opposed by Reps. Ingalls, of Wheelock, and Parker, of Springfield. Ingalls objected to burdening the cigarette smoker with additional taxes because no way was advanced to tax tobacco products, generally. Parker asserted it was a "bad example of voting on proposals without sufficient knowledge or study of the background."

Armstrong's amendment, hiking the original tax proposal by 1 cent, gained the support of both Reid Lefevre, Manchester, chairman of the ways and means committee, and Rep. Frederick Fayette, of South Burlington. Lefevre pointed out to the House that it was "their last chance to do anything about increasing revenue thru raising the cigarette tax." It was his committee that introduced the original bill, including the tobacco tax clause. Fayette was the legislator who amended the bill, cutting off the tobacco tax.

PITTSBURGH, April 16.—D. T. Clark Company announced this week that C. T. Clark had been elected president by the board of directors. Allan F. Clark is the retiring president.

Manufacturer of HIGHEST QUALITY CHEWING GUM  
BALL GUM  
BUBBLE GUM  
BUBBLE BASE

SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.**  
SEA BRIGHT, N. J.



**VICTOR'S NEW HOT-POP**

**NON-COIN OPERATED HOT POPCORN VENDOR**

**REVOLUTIONIZES OPERATING!**

**\$47.50**  
F.O.B. CHICAGO

So easy . . . so simple . . . so profitable, with such a very small investment for each location unit that Hot-POP can make its cost out of profits in just a few weeks of operation.

**Here's How Hot-POP Works in Practical Operation**

You, the Operator, place each "Hot-POP" Vendor on location with the agreement that you will allow the proprietor to have the use of "Hot-POP" free of charge. All popcorn must then be purchased from you, cash on delivery. You make your profits in advance! The location then sells the popcorn out of your "Hot-POP" Vendor over the bar or counter, and makes his own big profit. He doubles his money. Locations are easy to get because of Hot-POP's very attractive modern design and size. Every location falls in love with it and they start making profits immediately without obligation to buy or rent the equipment. It's the greatest operating deal ever created! Big profits are made with exceptionally small investment.

**BUY PRE-POPPED OR POP YOUR OWN**

The popcorn you sell to your locations can be purchased in your own vicinity from your local jobber or any wholesale popcorn supply house . . . or you can pop your own corn. There is big profit for you which ever way you wish to handle this end of the business.

Size 31 in. high. Base measures 14 in. in diameter.

WRITE TODAY FOR FREE LOCATION AND OPERATORS' PROFIT CHARTS AND COLORED CIRCULAR WITH FULL DETAILS OF THIS AMAZING NEW FORM OF OPERATING THAT IS SWEEPING THE COUNTRY.

**VICTOR VENDING CORP.**

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

**SPECIAL AT A LOW, LOW PRICE**



**NOVELTY CARD VENDOR**

Brand New in Original Cartons.

Original Price \$29.50.

**CLOSEOUT \$12.50 PRICE EA.**

Capacity 500 cards 250 cards in each column. A steady money maker. Exhibit Cards—all series—\$4.00 per M.

1/3 With Order—Balance C. O. D.

**J. SCHOENBACH**

Distributor of Advance Vending Machines  
1647 Bedford Ave. Brooklyn 25, N. Y.

**THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL**

Cuts Service Time In Half.

**\$17.55**

SAMPLE

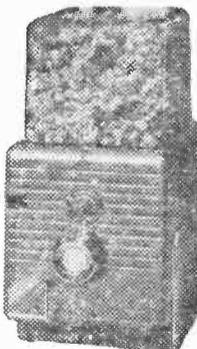
Write for Quantity Discount.

Other Popular Northwestern 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.  
**BADGER SALES CO., Inc.**  
2251 W. PICO BLVD. LOS ANGELES 6, CALIF.



## Stick Gum Firms To Hold Price Line; 55-Cent Peg Will Stay

CHICAGO, April 16.—A Vend survey of stick gum makers last month, appearing in the April issue, revealed that no price cuts were on the horizon, and that the current price peg of 55 cents per 100 sticks, or 20 five-stick packs, would hold.

With stick gum gradually easing back into the buyers' market, manufacturers nevertheless would not admit any possibility of a downward trend in their product's price. Spokesmen for a number of leading firms said, "In gum production, there is no parallel to candymakers' cocoa." Inference was that ingredient costs for gum companies were still at peak levels, unlike the drastic drop-off in chocolate prices.

However, just as gum companies see no prospect of lower prices, they are as emphatic about no price increases in the foreseeable future. And on the production front, most firms

stated that output was holding even with 1948 figures. One exception was the William Wrigley Jr. Company, which declared that production for each of the first three months this year was up to 20 per cent ahead of the same period last year.

Summing up the price picture in a statement that echoed the general attitude of major gum producers, Wrigley's A. G. Atwater said: "We do not expect to increase or decrease our price inasmuch as our price has remained constant for a number of years."

A Dayton, O., firm, Fan Tan Gum Corporation, came forward as the only producer cutting its price. But this move only brought the firm's prices down to the 55-cents-per-100-sticks level; previous price was 60 cents for the 100-stick pack. Too, Fan Tan is making no effort to sell the automatic merchandising field.

## Form New Corp. To Make, Sell Lyceum Vender

NEW YORK, April 16.—Charles Goldolfo, of Lyceum Manufacturing, who recently announced a new automatic coffee machine, disclosed yesterday that he has formed Futuramic Machines, Inc., to handle production and sales of the vender. The new company will retain Lyceum's Bronx factory facilities for production, but has taken executive office space and showrooms at 20 East 35th Street. These will be occupied Monday (18), he said.

With Goldolfo as president of the new corporation, the sales organization to handle promotion of the vender will be headed by Frank Q. Doyle, who last week resigned a top sales post with Alco-Deree. Key members of Doyle's staff, who have been associated with the Futuramic sales chief for many years, are Lee Doble, George Young, Jack Chalcraft and Ralph Rigdon.

### Delivery Next Week

Deliveries of the new coffee vender, named Koffee King, will start next week, said Doyle. Fifty units will be shipped before the end of the week, he claimed, with most of these to go to operators in the East. Quantity deliveries on a national basis are to begin soon, according to the plan blueprinted by Futuramic.

A liquid coffee concentrate, made according to a special formula, will be made available to Koffee King operators, it was reported. However, it was emphasized that operators would not be bound by contract terms to purchase the concentrate or other supplies thru the machine producer.

Futuramic, which is reported to have other merchandisers in the blueprint stage, plans soon to issue a multi-purpose version of the Koffee King. This will dispense sandwiches or doughnuts, in addition to coffee. With the coffee mechanism occupying a relatively small part of the total cabinet area (*The Billboard*, March 12), no increase in the cabinet size is said to be necessary for the combination model.

## New Type Promosh Brings Automatic Laundry New Biz

DENVER, April 16.—A new angle in self-service laundry-automatic washer tie-in promotion was developed here recently. When Dudley Bell, Bell's Appliances, decided to hike his washer sales, he turned to a local self-service laundry (which he had outfitted) for aid. His plan was to issue tickets for free "demonstration washes" in the laundry and to run large newspaper ads carrying the "free family wash" tale.

With the laundry as an extra "automatic laundry showroom," Bell upped his washer sales while the self-service unit increased its customer list.

## See Aid for Ops In Cig Bill Now Near House OK

WASHINGTON, April 16.—Headed for House approval is a bill designed to aid cigarette dealers and venders located in States having a high tobacco tax. The bill was unanimously approved by the House Ways and Means Committee last week.

The bill is aimed at the evasion of State taxes thru the purchase of cigarettes from out-of-State mail-order houses. The legislation would require such firms to send to the State tax collector invoices of all shipments within the State. Idea is that when customers find they are being billed for the ciggie tax regardless of where they buy their smokes, they will patronize dealers and venders in their own State.

A similar bill passed the House at its last session but was buried in the Senate Finance Committee. The measure's chances in the Senate are still dubious—partly because of an apparent lack of interest on the part of venders and dealers.

## Gumakers Sell Philly Plant

PHILADELPHIA, April 16.—Gummakers of America, Inc., have sold their plant at suburban Clifton Heights to a local printing firm for \$100,000. The chewing gum manufacturers plan to consolidate their production at their New York plant. The local Gummakers' plant is a one-acre property containing one-story and three-story buildings.

## Summit Solons Study Launderette License

SUMMIT, N. J., April 16.—Automatic laundry establishments here, with their rows of coin-operated washing machines, may be licensed and regulated by the city fathers.

The board of health this week introduced a city ordinance calling for a yearly license fee of \$1 for each laundry machine, with a minimum license fee of \$25. Violators would be fined from \$2 to \$100, with jail sentences of up to 90 days if fines are not paid.

## First Match Book Ad Shown By Diamond at NATD Meet

NEW YORK, April 16.—Diamond Match Company will display the only existing copy of the original match book to carry advertising at the NATD convention here next week (24-28). The match book, made in 1892, the year when "flexible" matches were invented, is insured by Diamond match for \$25,000.

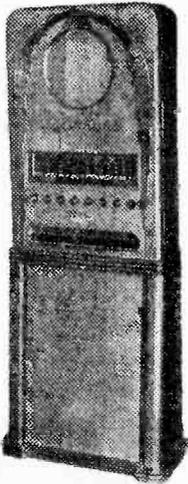
The advertisement lettered by hand on the covers, also carried a photo of the star of the Mendelssohn Opera Company, which bought them. The striking surface of these first books was painted on the inside cover, close to the head of the matches.

## Charter New Popcorn Firm

DOVER, Del., April 16.—Atkins Popcorn Company, Inc., has been chartered by the Secretary of State to deal in popcorn and by-products. The new company's capital is \$500,000 and its main office is in Wilmington.



**ATTENTION—25c & 30c CONVERSIONS**  
Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship.  
ALSO 30c CONVERSIONS FOR ALL MODELS



**CIGARETTE MACHINES**

NEW UNEEDA 8 Cols., 540 Pack Cap.	\$139.50
National 9-50, 350 Pack Cap.	97.50
National 7-50, 270 Pack Cap.	82.50
National 9-30, 270 Pack Cap.	75.00
National, 6 Col., 150 Pack Cap.	32.50
Rowe President, 10 Col., 475 Pack Cap.	125.00
Rowe Royal, 10 Col., 400 Pack Cap.	100.00
Rowe Royal, 8 Col., 320 Pack Cap.	85.00
Uneeda Model 500, 9 Col.	115.00
Uneeda Model E, 15 Col., 350 Pack Cap.	62.50
Uneeda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
Special 4 Col. VENDOR, 80 Pack Cap.	20.00
Cigar Vender, 50 Cap.	15.00

**SPECIAL \$75.00**  
Uneeda Candy Vender  
102 bar capacity. Floor model.

**SPECIAL**  
Rowe Imperial, 8 col. Cigarette Machine  
240 Pack Cap. **\$70.00**  
6 Col., 180 Pack Cap. **60.00**

**CANDY MACHINES**

National 9-18	\$100.00
Candyman, Enclosed Base	65.00
U-Select-It	35.00
Advance Candy Machines	27.50
Shipman Candy Vender	22.50
ROWE 5 COL. 1c GUM VENDOR	17.85

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**  
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
165 CLYMER STREET    Evergreen 7-4568    BROOKLYN 11, NEW YORK

**No other Ball Gum Vender like it!**



**Operator usually nets up to 75c out of every \$1 the "Hunter" takes in!**

**It's A "Gold Mine"**

It's easy to understand why. Look No coin return. No gum dispensed unless the player wants it. And how many do when they're playing a game of skill which the "Hunter" is.

So a net of 75c out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

**SILVER KING CORP.**

622 DIVERSEY PKWY.  
CHICAGO 14, ILLINOIS

**ALL SILVER KING MODELS**

Recommended and sold on Time Payment. 20 weeks to pay  
Write for details.

**ROY TORR, Lansdowne, Pa.**

**REAL LOW PRICES**  
U-SELECT-IT

**CANDY MACHINES**

54 Bar Capacity, \$22.50 ea. Lots of 10, \$20 ea.  
Uneeda 5 Column with Base ..... \$52.50

**Cigarette Machines**

DU GRENIER 7 COL. 5	\$40.00
DU GRENIER VD, 7 Col.	45.00
DU GRENIER W, 9 Col.	45.00
DU GRENIER CHAMPION	50.00
UNEEDA MONARCH, 8 Col., Like New	70.00
UNEEDA 8 Col.	40.00
NATIONAL 9-30	50.00
UNEEDA 9 Col. 500	72.50

Half Deposit.  
**HARRIS VENDING**  
2717 N. Park Ave. Philadelphia, Pa.  
Phone: BA 9-0606

**"HOT-POP"**

**VICTOR'S NEW**  
Non-Coin Operated  
**POP CORN MACHINE**

**\$47.50**

Vends 44 10c portions each filling. Big profit maker at low cost. \$10 deposit, balance C. O. D.

**JACK NELSON & CO.**  
2320 Milwaukee Ave.  
Chicago 47, Ill.





**VICTOR'S CUSTOM-BUILT UNIVERSAL**  
is truly a creation! Beautifully designed and of finest materials; strong, clean, smooth and trouble-free through and through.

**VICTOR'S MODEL "V"**

The original Ball Gum and Charm Vender . . . most attractively designed and sturdily built bulk vendor on today's market. Assures many years of profitable and satisfactory service.

For Greater Capacity  
It's the Custom-Built  
**DE LUXE 1c or 5c UNIVERSAL**

**HOT-POP**

Victor's New Sensational  
**POPCORN VENDOR**

Only **\$47.50**

Write for Descriptive Matter  
and Prices

**VICTOR VENDING CORP.**

5701-5713 W. Grand Ave.  
CHICAGO 39, ILL.

**ALL VICTOR MACHINES**

recommended and sold on

**TORR TIME PAYMENT PLAN**

Pay for same in 20 weekly payments

WRITE FOR DETAILS

**ROY TORR**

LANSDOWNE,  
PENNA.

**Steady-Steady Profits**

**ALKUNO**

5c GUM VENDOR  
MODEL 200-G-3M

Can be attached to other  
Larger Machines.

Metal Cabinet and Base.

CAPACITY: 200 PACKS.

Ht. on Base, 54"x14".

Wt. on Base, 48 Lbs.

Price . . . . . \$59.00

Base . . . . . 12.00

Immediate Delivery in  
Green, Blue or Tan.

Write for Catalog of  
Complete Line of 5c  
Gum & Candy Vendors.

**ALKUNO & CO.**

408 Concord Ave.  
NEW YORK 54, N. Y.  
Metrose 5-7757

**Bonanza Names  
2 Reps for Shine,  
Popcorn Venders**

LOS ANGELES, April 16.—Deals have been set by Bonanza, Inc., for the distribution of the Nugget popcorn vender in Northern California and for the handling of this machine and the Swifty-Shine shoeshiner in the East. C. F. Wurdig and E. C. Lorman of the firm announced.

The California territory will be handled by Leon (Hi-Ho) Silver, while the Eastern representative of the Bonanza line will be the Annzann Corporation in Durham, N. C. Wurdig and Lorman pacted the Annzann set-up with John Bennett, vice-president and sales manager of the Carolina firm. Bennett is well known in popcorn vending circles, having been associated with the Emerson and Landis firms here on the West Coast.

**Set Showing for  
Uneeda's Shiner**

NEW YORK, April 16. — The Uneeda Shiner will be introduced to operators in the Rochester, N. Y., area at a three-day showing to open at the Hotel Sheraton in that city Sunday (24), Sam Sacks, Uneeda Shine Machine Company president, announced this week.

He disclosed that the company has started its third production run, calling for an output of 500 units.

**Pepsi Stockholders  
Told V.-P. Steele's  
Salary, Stock Pact**

NEW YORK, April 16.—Pepsi-Cola Company, in a proxy statement sent to stockholders this week, revealed that Alfred N. Steele (elected first vice-president and a director of the firm last month) has a three-year contract with the company at an annual salary of \$85,000 a year.

According to the statement, Pepsi-Cola also will acquire in the market a block of 16,000 shares of its capital stock and will sell it to Steele at the cost of acquisition. The company stipulated that the cost of the stock was to in no event exceed \$180,000.

Steele was formerly vice-president in charge of sales of Cocoa-Cola, a post he held for four years.

**New Fla. Bill Would  
Exempt Citrus Juice  
Venders From Taxes**

TALLAHASSEE, Fla., April 16.—Citrus juice venders in Florida may be exempted from State, county and municipal taxation if a bill introduced here last week by Representative Smith, Olk County, is passed. The bill, which would become effective August 1, was referred to the finance and taxation committee. The measure sets forth the consumption of citrus juices "is beneficial to the persons consuming them."

**AUTOGRAPHED  
BASEBALL CHARMS**

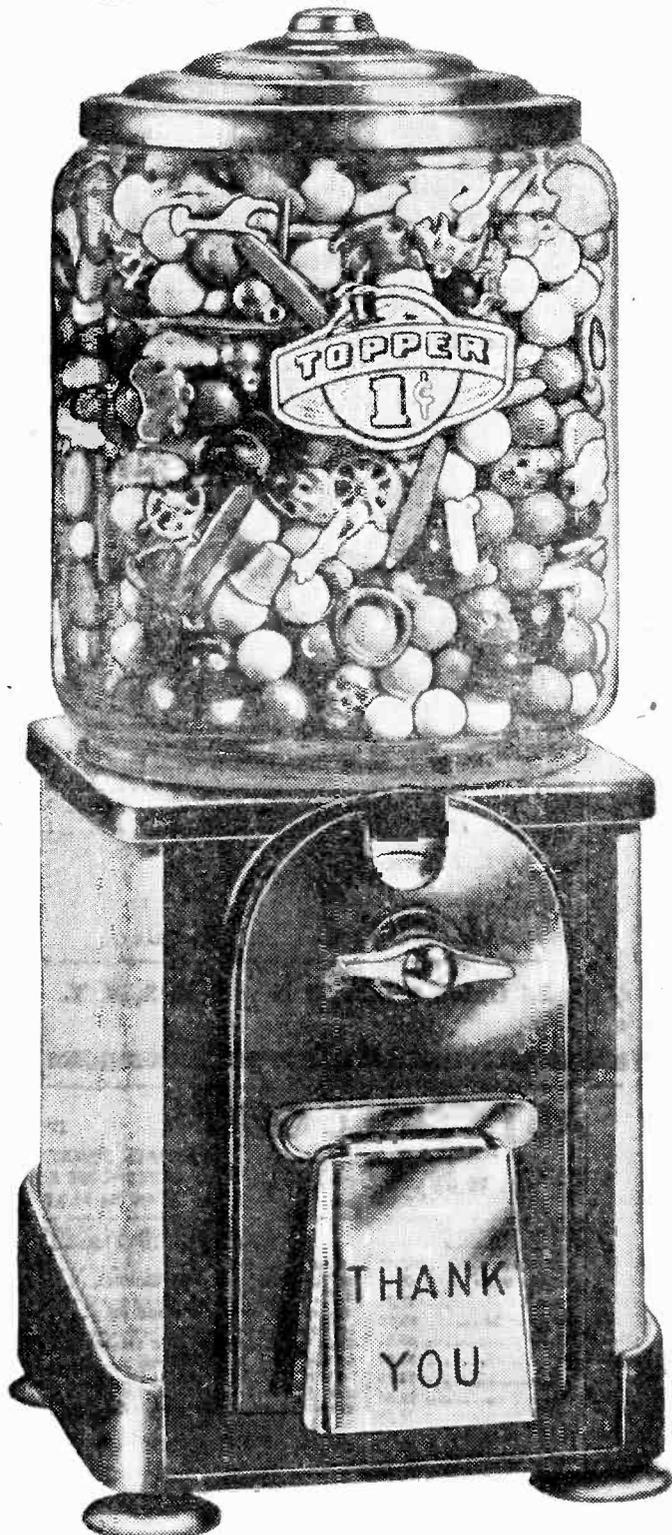


Copper Plated . . . . . \$10.00 Per M  
Gold Plated . . . . . 15.00 Per M  
White Plastic . . . . . 6.00 Per M  
Plastic Baseball Players . . . . . 1.50 Per Gr.

**PENNY KING CO.**

415 Neptune St. PITTSBURGH 20, PA.

**IT'S HERE  
VICTOR'S NEW  
TOPPER**



The new TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet this quality vendor is so **LOW IN PRICE** that it can make its cost out of profits in just a few weeks of operation.

- ★ Vends the combination of ball gum and charms like magic.
- ★ Also efficiently vends all other kinds of bulk merchandise.
- ★ Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
- ★ The base is a combination cash box and well bracket.
- ★ Finished in red and black enamel (baked on). Trimmed in beautiful chrome.
- ★ The new TOPPER comes in 1c only.

When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

**TOPPERS ARE PACKED AND SOLD 4 MACHINES TO THE CASE  
PRICE: \$43.00 PER CASE** IN LOTS OF 1 TO 5 CASES

(This figures only \$10.75 per machine, F. O. B. Chicago)  
NOTE: There are further discounts in quantities of more than 5 cases!  
Contact your jobber today, or write direct.

**TOPPER WILL GET YOU ON TOP**

MANUFACTURED BY

**VICTOR VENDING CORPORATION**

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

**Cola Report**

WASHINGTON, April 16.—Cola drinks made up more than half of all carbonated beverages shipped in 1947, the Census Bureau reported. Grand total of all soft drinks shipped that year was 925,700,000 cases, of which 540,400,000 cases were of drinks containing cola extract. Cola drinks alone outnumbered the entire

1947 output of 479,100,000 cases of all types of beverages.

Trailing cola in popularity were lemon-lime, orange, ginger ale, root beer and grape, in that order. Shipments of non-carbonated beverages

**Supplies in Brief**

totalled only 15,000,000 cases in 1947.

According to shipments, the most popular bottle size was 6-7 ounces—comprising more than half of all shipments; 12-16 ounce bottles were next, followed by 28-32 ounce, 8-10 ounce and 20-24 ounce bottles, in that order.

Value of shipments of the soft drink industry more than doubled in the period between the censuses of 1939 and 1947. Shipments totalled \$748,000,000 in 1947 as compared with \$365,800,000 at the time of the earlier census.

The number of soft drink plants increased from 4,504 to 5,618 and the number of employees from 54,994 to 79,397. Labor costs rose from \$76,800,000 to \$196,000,000, and materials costs climbed from \$153,900,000 in 1939 to 327,000,000 in 1947.

**Candy Sales**

WASHINGTON, April 16.—After hitting an all-time peak in 1948, candy sales of manufacturers began to drop in January, Commerce Department has reported. January sales of \$64,157,000 were off 15 per cent from December and 7 per cent from January, 1948.

Candy bar sales amounted to 62,318,000 pounds valued at \$26,788,000 as compared with 64,815,000 pounds valued at \$26,429,000 in January, 1948.

Along with an average price drop over the one-year period of 4.2 cents a pound, bulk goods sales fell off too. January distribution amounted to 10,984,000 pounds worth \$3,069,000 as compared with 11,819,000 pounds worth \$3,790,000 in January, 1948.

**Cigar Manufacture Report**

WASHINGTON, April 16.—Altho the value of cigars shipped in 1947 increased 111 per cent over 1939, production increased only 5.8 per cent, Census Bureau estimated, on the basis of figures from the census of manufacturers.

The 5,500,000,000 cigars shipped in 1947 were valued at \$315,000,000 as compared with a value of \$149,000,000 for 5,200,000,000 cigars shipped at the time of the earlier census.

Tho the number of cigar makers increased from 598 to 823 over the nine-year period, the number of employees declined from 50,897 to 45,017. Despite the drop in workers, labor costs climbed from \$34,200,000 to \$69,000,000. Materials costs advanced from \$67,000,000 to \$170,000,000.

**N. E. Candy Report**

BOSTON, April 16.—The confectionery industry here was surprised by the 17.2 per cent drop in sales for the month of February, announced by Walter R. Guild, managing director of New England Manufacturing Confectioners' Association, but failed to get excited about it, passing it off as due to price breaks and seasonal changes.

Guild said that with prices stabilized, the outlook was for good business for spring. Figures of volume sales from 21 manufacturers (20 in Massachusetts and one in Connecticut) for February were \$3,864,687. Volume sales for February, 1948, were \$4,667,665.

For the previous 12 months, total sales aggregated \$50,374,238. For the 12-month period of last year, the figure was \$50,606,072.

The industry had previously been elated over a 1.3 per cent increase for the month of January, 1949, over January, 1948. Figure for January, 1949, was \$4,668,000; for January, 1948, \$4,610,573.

**Record Bottle Drink Output**

WASHINGTON, April 16.—American Bottlers of Carbonated Beverages (ABCB) has reported that for the first time in the history of the industry annual production exceeded one billion cases last year. Prelim-

inary estimates by ABCB were based upon 1948 indices and the newly released Bureau of the Census report on the 1947 production of bottled soft drinks.

With an indicated 10 per cent increase for 1948 over 1947, the official figure of 925,700,000 cases for the latter year was upped to 1,018,270,000 cases last year.

**Sweets Sag Sharply**

WASHINGTON, April 16.—Production of various candy sweetenings sagged sharply last year, and the prospect is for continued low production this year, Agricultural Department reported. Increases in the amount of sugar production was the chief reason for the decline in production of such items as honey, sirups, molasses and maple sugar, the Department stated.

Production of sugar cane sirup was 32 per cent lower last year than in 1947, while sorgo sirup was off 22.5 per cent; refiners' sirup, off 59 per cent; honey down 10 per cent, maple sirup off 29 per cent and maple sugar down 25 per cent. Maple sugar production last year was the lowest on record, Agriculture reported.

**CHARMS... A COMPLETE SELECTION—NOVELTIES—PROVEN SALES BOOSTERS**

**NEW!!!** President Buttons—Pictures & Dates of Office of the 32 Presidents of the U. S.—Washington to Truman ..... \$ 6.00 per M

**NEW!!!** Metal Jingle Bells, 1/2"—in brilliant colors—red, blue, green, gold and silver ..... 6.00 per M

**NEW!!!** Baseball Charms—White Plastic ..... 6.00 per M  
24 Kt. Gold Plated ..... 15.00 per M  
Silver Finish ..... 10.00 per M  
5/8" White Plastic with black seams, vends singly ..... 3.60 per Gr.

#494 Asst. Lge. Plastic Charms ..... \$3.00 M	Plastic Skulls, Single Face, "Luminous" ..... \$10.00 M
#494L Asst. Lge. Plastic Charms, "Luminous" ..... 5.00 M	Plastic Skulls, Double Face ..... 10.00 M
#494M Asst. Lge. Metal Plated Charms ..... 5.75 M	Silver Finish Double Faced Skulls ..... 16.50 M
#494S Asst. Lge. Silver Finish Charms ..... 6.75 M	Comic Buttons, 32 Ligne ..... 5.50 M
#494G Asst. Lgo. 24 Kt. Gold Plated Charms ..... 15.00 M	White Metal Wedding Rings (5 Gr. to Bag) ..... .75
#3 Asst. Small Plastic Charms ..... 2.50 M	Gilt Cast Metal Wedding Rings (5 Gr. to Bag) ..... 1.00
#3M Asst. Small Metal Plated Charms ..... 4.50 M	Brass Gilt Wedding Rings (1 Gr. to Bag) ..... 1.50 Gr.
Plastic Bell Charms, Asst. Colors ..... 4.20 M	#4194 Imported Cameo Rings ..... 1.80 Gr.
Metal Jingle Bells, 5/8", Silver Color ..... 6.75 M	#4136 Imported Stoneset Rings ..... 1.80 Gr.
Plastic Football Charms ..... 10.00 M	#1694 Imported Heartstone Rings ..... 3.00 Gr.
24 Kt. Gold Plated Football Charms ..... 15.00 M	#151-2 Imported Stoneset Rings ..... .90 Gr.
Plastic Basketball Charms ..... 10.00 M	#109 Imported Stoneset Rings ..... 1.50 Gr.
24 Kt. Gold Plated Basketball Charms ..... 15.00 M	Miniature Knives, Single Blade, Metal Handle, Jap. .... 1.10 Gr.
	Small Metal Crucifix ..... 1.20 Gr.
	"In the Service" Pins ..... 1.00 Gr.

25% DEPOSIT WITH ALL C. O. D. ORDERS

**KARL GUGGENHEIM, INC.**  
33 Union Square • New York 3, N. Y.

**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. @ 8.65  
100 lbs. or more ..... 21.90

**COPPER AND SILVER PLATED CHARMS**

Series #1, 1,000 ..... \$4.50  
Series #2, 1,000 ..... 8.75  
Gold Plated "Georgie" Pins, 1 Gross 3.95  
Gold Plated Bracelets in Capsules, 100 ..... 8.95  
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 ..... 4.50  
Gold Plated Basket Balls, 1 Gross ..... 3.75

**VICTORY POSTAGE MACHINES BRAND NEW**

Original Cost ..... \$38.75  
One ..... 10.95  
12 or More, Each ..... 9.95 (Limited Stock)

Machine dispenses 1¢ and 3¢ stamps in a folder at a penny profit per sale. Order at once as our supply cannot last over a week.

We are factory distributors for all leading makes of VENDING MACHINES.

**PARKWAY MACHINE CORPORATION**  
623 West North Ave.  
Baltimore 17, Md.

**IT'S NEW ABT "SKILL GUN" IT'S FAST**

✓ ALL ELECTRIC  
✓ AUTOMATIC SCORING  
✓ LEGAL EVERYWHERE

**\$57.00 ea.**  
10 OR MORE, \$54.00 EA.  
STANDS, \$7.50 EA.

✓ SMALL INVESTMENT  
✓ LARGE CASH BOX  
✓ 1¢ OR 5¢ PLAY

<b>NEW VENDING MACHINES</b>	<b>RECONDITIONED VENDORS</b>
N.W. Model 49, either 1¢ or 5¢ ..... \$17.55	1¢ Advance Ball Gum ..... \$ 5.95
N.W. Dual Vendor, comb. 1¢ or 5¢ ..... 45.00	1¢ Variety Shops With Stands ..... 14.50
N.W. Deluxe, comb. 1¢ and 5¢ ..... 27.00	N.W. Model 40 ..... 6.95
Silver King, Bulk, either 1¢ or 5¢ ..... 13.95	Master #2 Comb., 1¢ and 5¢ ..... 10.00
Silver King Charm King, 1¢ ..... 13.95	1¢ You Chu Ball Gum ..... 6.50
Columbus Model 46Z, 1¢ ..... 13.00	Cash Trays, Almonds, 5¢ (New) ..... 5.95
Columbus Model 46ZB, 5¢ ..... 13.75	1¢ Vic. Mod. V, Cab. Type ..... 9.95
Exhibit Card Vendors ..... 19.50	1¢ Vic. Mod. V, Globe Type ..... 8.95
Master No. 2, comb. 1¢ & 5¢ ..... 17.50	N.Y. Stamp Vendors, 1¢ and 3¢ ..... 12.50
Master No. 6, 5¢, two turn ..... 17.50	Shipman Duplex, 1¢ and 3¢ Stamps ..... 19.50
SHIPMAN Triplex, 1¢, 3¢ and air mail ..... 39.50	Adams Gum Vendors, 1¢, 4 col. ..... 12.50
N.W. Nat'l Postage, roll type ..... 69.50	Adams Gum Vendors, 1¢, 6 col. ..... 14.50
Postmaster Stamp, Roll Type ..... 69.50	Adams Gum ..... Write
Advance #21, 3/25¢ match fold pack ..... 25.00	Columbus Tri-Mor, 3 Comp. ..... 29.50
Advance Sanitary Napkin, 10¢ ..... 20.00	Columbus, 5¢, Model 46ZB ..... 8.00
SANITARY NAPKINS, 250 in carton, Ea. .04	Columbus, 1¢, Model 46Z ..... 7.50
Adams Gum, Model GV, 6 col. ..... 22.50	Columbus Bimor, 1¢ ..... 22.50
Match Box Machine ..... 4.95	N.W. Deluxe, 1¢-5¢ Comb. ..... 17.50
	Rowe 5¢ Gum and Mint Vendors ..... 14.50
	Atlas Deluxe, 1¢ (New) ..... 10.00

<b>NEW COUNTER GAMES</b>	<b>USED COUNTER GAMES</b>	<b>VENDING SUPPLIES</b>
ABT Skill Gun ..... \$57.50	Marvel 1¢ Token ..... \$22.50	Span. Peanuts, 30 lbs. .... \$7.05
ABT Challengers ..... 39.50	American Eagle, 1¢ ..... 19.50	Vir. Jr. Peanuts, 30 lbs. .... 8.40
ABT Model F Targets ..... 42.50	Vest Pocket, 5¢ ..... 44.50	Lg. Vir. Peanuts, 30 lbs. .... 9.30
ABT Strikallies ..... 42.50	Imp, 1¢ ..... 10.00	Mixed Nuts, 30 lbs. .... 14.10
Gottlieb Grip Scales ..... 24.50	Yankee, 1¢ ..... 14.50	Cashew Nuts, 30 lbs. .... 19.50
Steepchase, 1¢ ..... 35.00	Cubs, 1¢ ..... 10.00	Lic. Lozenges, 30 lbs. .... 6.90
S. K. Target Kings, 1¢ ..... 45.00	Windmills, 1¢ ..... 4.95	Lic. Dainties, 30 lbs. .... 6.90
Imp, 1¢ or 5¢ ..... 16.50	Star Card Vendors ..... 9.95	Baked Beans, 33 lbs. .... 7.59
Test Quest, 1¢ ..... 29.50	Daval Ace ..... 10.00	Rain. Peanuts, 33 lbs. .... 7.76
S. K. Hunter, 1¢ ..... 45.00	Daval 21 ..... 14.50	Candy Mix, 33 lbs. .... 7.76
Electric Shockers ..... 18.75	Daval Races ..... 14.50	Ball Gum, 25 lbs., 5¢ ..... 6.50
Whirl-a-Ball ..... 19.50	Gottlieb Grip Scales ..... 12.50	Heavy Stands ..... 3.95
	Sparks, Tok. Pay., 1¢ ..... 19.50	Cross Bar, 2 Mchs. .... 1.00
	Liberty, Tok. Pay., 1¢ ..... 14.50	Cross Bar, 3 Mchs. .... 1.50
		Pis. Charms, per M ..... 3.00
		Pis. Charms, per M ..... 4.00
		Plated Chm., sm., per M ..... 6.00
		Plated Chm., lg., per M ..... 7.50
		Comic Buttons, per M ..... 5.00

Send for our Complete List and Quantity Prices of Coin-Operated Machines and Supplies. 1/3 Dep., C.O.D. with All Orders. Under \$20.00 Full Payment with Order.

**HI-HO No. 2 CHARMS**

With Luminous Gold, Silver & Copper  
Per Bag \$3.00  
Prepaid

1,000 in a Bag. Positively No Samples at This Price.

Northern California  
Distributor ACORN Bulk Merchandise VENDOR.  
Write: E. LaRue, Sales Mgr.  
**LEON "HI-HO" SILVER**  
540-542 Hayes St.  
San Francisco, Calif.

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** Lots of 5, \$8.75  
Lots of 25, \$7.75

EACH 1¢ or 5¢ MODEL

Nut and Charm Vendors hold 6 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

**Headquarters for Advance 21-F Machines**  
Factory Distributor  
**J. SCHOENBACH**  
1647 Bedford Ave. Brooklyn 23, N. Y.

Another in the great family of Electro Distributors...

**SHAFFER MUSIC CO.**

606 S. High St., Columbus, Ohio  
 2129 Main St., Wheeling, W. Va.  
 1619 W. Washington St., Charleston, W. Va.  
 1238 S. E. Union Ave., Portland, Ore.  
 2208 Fourth Ave., Seattle, Wash.  
 Distributors of Electro in Oregon, Washington, Western Montana, Northern Idaho and West Virginia.



America's Finest All-Electric Cigarette Vending Machine

**EASTERN ELECTRIC VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 10, N.Y.  
 A PRODUCT OF C-3 LABORATORIES

# 400 NATD Exhibits To Draw 8,000; Meet To Probe Field

(Continued from page 111)

Illion, Cigaromat and Stoner Manufacturing.

With the afternoon of the opening day (Sunday) devoted to registration, the meet will get under way formally on Monday, with a welcoming address by Ira Katz, president of the Metropolitan Tobacco Company here. He will be followed by the featured non-member speaker, Leon H. Keyserling, chairman of President Truman's council of economic advisers. His topic will be *America's Economic Outlook*.

Other speakers and conference sessions will take up in turn the cigar industry, federal fair trade legislation, sundry merchandise that can be handled by tobacco wholesalers; the merchandising picture in 1949 as seen by chain store, super market, co-operatives and independent retail experts; the legislative program of NATD, labor problems and warehouse layout.

During the run of the convention, meetings will be held by the New York, Pennsylvania and Ohio regional affiliates of NATD. A special luncheon will be given Tuesday in honor of the work done for the National Conference of Christians and Jews by Kolodny; Herbert A. Kent, president of P. Lorillard, and

Vincent Connor, of the United Cigar-Whelan Stores Corporation.

While the convention will close with a banquet Thursday (28) night, the following two days have been set aside for an intensive course for junior executives of wholesale members. Labeled a "Management School," the course will feature talks on general management, sales management, warehousing, credit management, territorial zoning, personnel management, the selection and training of salesmen and promotion techniques.

**BUY FROM DEVICES FOR BEST SERVICE**

Victor's Sensational HOT-POP, non-coin operated ..... \$47.50  
 \$10 deposit, balance C. O. D.  
 Victor's 1¢ Universal, blue hamerloid finish ..... \$13.95  
 Victor's Model V, 1¢ or 5¢, red wrinkle finish ..... 12.75  
 Victor's Model V-K, 1¢, red wrinkle finish ..... 12.25  
**Devices Novelty, Dept. A**  
 467 N. Milwaukee Ave. Chicago 10, Ill.  
 Monroe 6-7533

**THE "CHALLENGER"**

THREE MACHINES IN ONE  
 \$10.00 to \$50.00 Weekly on Location!

**TROPICAL TRADING CO.**  
 549 W. Washington St., Chicago 6, Illinois

## H'w'd Debut Set for First Kenro Vender

(Continued from page 111)

and celebrities present. A buffet lunch also will be served. In addition to all the local figures, invitations to the premiere will be extended to suppliers and all those who had an active part in the completion of the machine.

The first Kenro machine, said Kendig, will later be placed on location at a hospital, with all the proceeds to go to a local charity. It was at a local hospital that the Kenro machine was "born." Kendig explained that while visiting a sick niece in the hospital, Rogove was forced to scout the entire neighborhood in vain to find a store where he could buy some ice cream for the sick child. Balked in his errand, Rogove glared at the candy, cigarette and soft drink vending machines in the hospital lobby asked himself: "Why isn't there a machine that sells ice cream bars on a stick?"

In that moment, Rogove got the idea that has since developed into the Kenro ice cream machine. And it was only a few months later that he chanced to meet Kendig and hear how he helped design the Frigidaires. Far into the night, the two discussed the possibilities of an ice cream machine that would vend chocolate-covered ice cream bars on a stick. And with the dawn, they shook hands on an agreement that merged Rogove's skill with Kendig's technical ability and thus became the manufacturers of the Kenro ice cream bar vending machine.

### NEW YORK BOARD

(Continued from page 111)

paid the city \$633,934 in commissions. The city collects 30 per cent of penny vender grosses. Other coin machine commissions paid include 40 per cent from scales, 30 per cent each from nickel cracker and candy units, 25 per cent from cup venders, 50 per cent of shoe shiner gross, 40 per cent from parcel lockers, and 70 per cent from pay toilets.

Preliminary contract specifications for "unified" operation will be revealed "within a few weeks," it was learned from the board.

**"GREATEST FORWARD STEP" In the BULK VENDING MACHINE BUSINESS"**

*Northwestern*

MODEL 49



**CUTS SERVICING TIME AND COSTS**

*in Half*

Everywhere acclaimed the greatest forward step in the bulk vending machine business, the new Northwestern Model 49 is a winner in every respect. Its new Sani-Carry Globe, with convenient screw-on cap, can be cleaned and refilled at home or warehouse. On location, empty globe is removed from vender and filled globe attached in a jiffy. Result: Servicing time and costs cut in half... profits boosted to new highs. Write, wire or phone for complete details!

**THE NORTHWESTERN CORPORATION**

818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

**ALL NORTHWESTERN MODELS**

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

**RAIN-BLO BUBBLE BALL GUM**  
 Packed 25 Lbs. to Carton  
 5/8th 170c  
 140c 210c  
 25 to 475 lbs. .... 27c lb. 29c lb.  
 500 lbs. or over ..... 26c lb. 28c lb.  
 Freight paid on 150 lbs. or over  
**FULL CASH WITH ORDER**

For better cash returns try  
**TORR DeLUXE SALTED NUT MIX**  
 Made up of Cashews, Pecans, Filberts, Virginia and Spanish. Packed 30 lbs. to carton.  
**47c PER LB.—\$14.10 PER CTN.**  
 Cash with order—F. O. B. Philadelphia.

**ROY TORR, Lansdowne, Pa.**

**LOOK LOOK LOOK**

It's the New, Sturdy

**MERCURY COUNTER GRIP SCALE**



Wt. 27 Lbs.

Bug proof. Good size money box, holds approx. \$75.00. Base will not scratch bar or counter. Beautiful finish. Unbreakable glass. Good money maker. Has play appeal. Size 12x15x14. All parts rust proof! Deliveries made daily all over the country. Order a dozen now.

Quantity Price All \$29.50  
 to F. O. B. Detroit

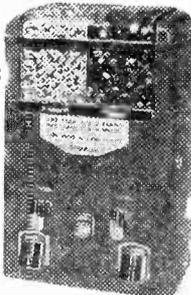
1/3 Down, Balance C. O. D.

**MERCURY STEEL CORP.**  
 3830 Holbrook DETROIT 12, MICH.

**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 16th Ave. Brooklyn 4, N. Y.  
 Phone: Gedney 8-3600

**CIGARETTE AND CANDY MACHINES  
BOUGHT AND SOLD  
SPECIALS**

U-Need-A-Pak 500, 9 col.	\$90.00
Rowe Imperial, 6 cols., King Size	62.50
U-Need-A-Pak "A", 9 col.	75.00
U-Need-A-Pak "A", 8 col.	72.50
U-Need-A-Pak "A", 6 col.	70.00
U-Need-A-Pak "E", 5 col.	47.50
U-Need-A-Pak "E", 6 col.	50.00
J-Need-A-Pak "E", 8 col.	52.50
J-Need-A-Pak "E", 9 col.	65.00
National 9-30, 9 col.	65.00
U-Need-A-Pak Candy, 5 col.	\$65.00

**SILVER QUARTER CONVERSIONS**  
EXPERT WORKMANSHIP — SLUG  
PROOF. WRITE FOR DETAILS.

1/3 Dep., Bal. C.O.D. F.O.B. Bklyn

**STEINER MANUFACTURING CO.**

322 Atlantic Avenue Brooklyn, N. Y.  
Phone: Triangle 5-0835

# Form New Vending Operator Association in California

LOS ANGELES, April 16.—In order to further the interests of the vending machine business, a new organization, the Southern California Automatic Merchandising Association (SCAMA), has been formed, it was announced by Ed Chandler, president. Membership qualifications are similar to those of the National Automatic Merchandising Association (NAMA) embracing cigarette, candy and beverage machine operators.

Other officials in the new organization are Al Weymouth, of Wey-

mouth Service Company, vice-president; Hap Hazzard, of the Canteen Company, vice-president; D. J. Davidson of Davidson Brothers, vice-president; Al Hansen, of General Vendors, secretary and Arch Riddell Sr. of Harmony Cigarette Service, treasurer. Directors include James E. Lynne, of Automatic Beverage Company; Ed Fuller and James Farrell.

At a recent meeting held in the Biltmore Hotel 19 charter members were accepted into SCAMA, from all points in Southern California.

One of the main purposes of the association will be to smooth relations between venders and the unions. Charles L. Collister, of Collister Associates, industrial relations consultants, was asked to draw up the organization by-laws. It is probable that Collister will be given the post of executive secretary, a paid position.

It is reported that the International Brotherhood of Electrical Workers (IBEW) is now conducting an organization drive to corral all workers on vending machines. As a result of the first meeting, all SCAMA members were advised to make no commitments with the union until getting an okay from the association. In this way SCAMA will act as spokesman for the operators in all union dealings.

The code of ethics drawn up at the recent meeting is now being edited by Attorney Nate Gillin. This is the first association of its kind here since 1932.

Membership is open to all venders of 5-cent merchandise. Penny venders have their own organization, the Western Vending Machine Operators Association, (WVMOA).

## Eppy's New Charm Series for Venders

NEW YORK, April 16.—Samuel Eppy & Company, manufacturer of charms used as prizes thru venders, this week began delivering its new "funny-face" series. The series features Indian, clown, cannibal, pirate and devil heads. They are available in plastic or metal, with the plastic shipped in assorted colors and the metal heads plated either with copper or nickel. They may also be ordered with colored rhinestone eyes.

Sam Eppy, head of the company, said he will soon introduce three additional charm series. These, comprising footballs, boxing gloves and baseballs, each inscribed with famous sports' names, will start moving to operators in about two weeks.

## Peanuts Big Biz

ATLANTA, April 16.—The peanut industry in the Southeast has developed into a \$100,000,000 business during the past 10 years, according to C. Parker Persons, regional director of the Department of Commerce. The value of peanuts exported last year reached approximately \$77,907,778, compared to \$73,072 in 1939. Likewise, farm sales jumped from \$28,700,676 to \$120,363,743, while production increased from 847,204,948 to 1,482,541,934 pounds annually.

Exports of peanut oil, altho shipments were down somewhat from 1947 levels, the value was up to \$226,337 from a low of \$32,654 during the past decade.

## Wash., N. C., Amuse. Center

RALEIGH, N. C., April 16.—The secretary of state has issued a charter to Webster's Recreation Center, Inc., Washington, N. C., which proposes to operate a recreation and amusement center. Authorized capital stock was listed at \$20,000. H. P. Webster, Durwood Godley and Weeden Webster, all of Washington, N. C., were listed as the incorporators.

## Small Claims

NEW YORK, April 16.—When Morton Krouse, local musician, failed to get subway venders to give out with candy or gum for pennies inserted, or return his pennies, he recorded the losing transactions. Finally, when his losses totaled 46 cents, he wrote to the operator, New York Subways Advertising Company, and asked for a refund.

Claiming no answer was received, Krouse resorted to law. Thursday (7) in Small Claims Court the operating company presented him with a check for \$1.71. The settlement included \$1.25 for serving a summons. Krouse then said he would probably reinvest the money in venders for the milk chocolate he enjoys most. Krouse, by the way, is a law school graduate.

## "SILVER KINGS"

Nut and Ball Gum, Candy—Charms Vendors, 1¢-5¢, U. S. and Foreign Coins. "Hot Nut" Vendors . . .



Bigger Profits from locations are a natural with the all new Silver King Hot Nut or "Charm King" Ball Gum Vendor Designed for sales compelling eye appeal. Flashing ruby red jeweled top.

**\$29.95**

OTHERS LOW AS \$10.55 in Quantities

At All the Best Dealers—or Write

**SILVER-KING CORP.**

622 Diversey Parkway Chicago, Ill.

Here's **STEADY PROFITS** of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

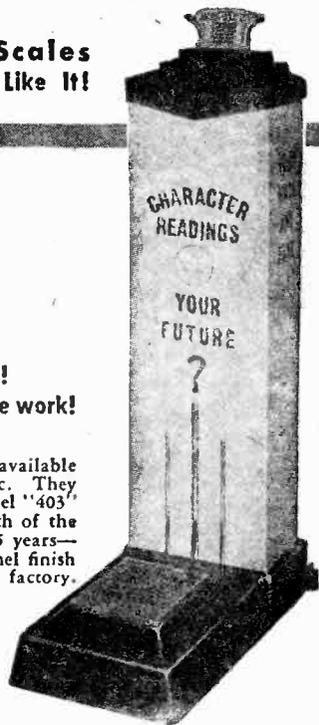
**2 MACHINES IN 1**

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.....

MAIL THIS COUPON TODAY for further details for immediate delivery

## 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.

THE HEAD IS FAST TO SERVICE IN HOME OR SHOP FOR EXCHANGE ON LOCATIONS. APPROVED BY HEALTH AUTHORITIES AND LOCATION OWNERS. AVAILABLE AS SEPARATE SERVICE UNIT. HEAD GIVES OPERATORS MANY MORE ACORN VENDORS ON A MINIMUM INVESTMENT OF \$5 AND TIME... YOU SIMPLY UNLOCK TO REMOVE HEAD.



**ACORN** Bulk Merchandise VENDOR

THE BEST MACHINE TODAY

THE BETTER MACHINE TOMORROW

Write for Details and Prices

**OAK MANUFACTURING CO., INC.**

11411 KNIGHTSBRIDGE AVENUE CULVER CITY, CALIF.

**★ THANKS** for your

tremendous flood of orders. EB VENDORS are being delivered daily . . . more on the way!

**EB VENDOR FOR KLEENEX POCKET-PACK OF TISSUES**



IMMEDIATE DELIVERY

Write for descriptive literature.

**E. B. METAL PRODUCTS CO.**

225-C East 144 St.

Bx. 51, N. Y.

# VEND CASHEWS!!!

## AAA Mix

Here's a Vendors' Mix with  
25% Cashew Nibs and  
Mixed Peanuts.

30 Lb. **29¢** Lb. F. O. B.  
Carton Plant

CASH WITH ORDER

**Looks Good • Eats Good  
• Profit Good**

Send for Our Price List

Write Dept. "V"  
at nearest plant

**PEANUT PRODUCTS  
COMPANY**

Des Moines, Ia.—Omaha, Neb.

**INDIANA NUT  
COMPANY**

Indianapolis, Indiana

DIVISIONS PEANUT CORPORATION OF AMERICA



**1c  
BALL GUM  
VENDORS**

**\$7.95  
EA.**

FOR  
LOT  
OF  
TEN **\$75.00**

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

## California Vending Almonds

65¢ Per Lb. Case Lots  
F.O.B. Los Angeles 80¢ Per Lb.  
5 Lb. vacuum tins, 6 80¢ Per Lb.  
to a case, 400 count. 600 Count

We Manufacture BULK MERCHAN-  
DISE. All Types—Highest Quality.  
Lowest Prices . . . Samples

Southern California Operators, order your  
**ACORN BULK VENDORS**  
MERCHANDISE from . . .

Operators Vending Machine Supply Co.  
1023 S. Grand Ave. Los Angeles 15, Calif.



**MASTER #2  
PENNY-NICKEL  
COMBINATION  
VENDOR**

Time-Tested and  
Proved  
Vends All Products

ALSO MASTER  
Straight 5c and 1c  
VENDORS

ORDER TODAY  
FACTORY  
DISTRIBUTOR

**TRI-STATE  
VENDING CO.**  
561 10th Avenue  
New York, N. Y.

# Five Candy Firms in Blanket Denials Against FTC Charges

WASHINGTON, April 16.—Denials of Federal Trade Commission (FTC) charges have been filed by five candy manufacturers. FTC announced last week. Blanket denials of having made unlawful price and service discriminations or payment of brokerage fees were filed by the Euclid Candy Company, Brooklyn; Sweets Company of America, Hoboken, N. J.; New England Confectionery Company, Cambridge, Mass.; the Euclid Candy Company of Illinois, Chicago, and Universal Match Corporation, St. Louis and Chicago.

Identical replies were made by the Euclid firms, each denying all allegations and requesting dismissal of the charges. It was urged that FTC start hearings to review the trade practices in the entire candy industry and to set up trade practice rules, establish-

ing quantity limits and price differentials which "may serve as a guide to all members of the candy industry."

Any price differentials which may have existed, the two Euclid firms claimed, were made in accordance with the law "and were due allowances for the difference in the cost of manufacture, sale or delivery of products." In its charges, FTC had alleged that Automatic Canteen Company of America was one of the candy companies' "favored" customers and received unlawful price discriminations.

### Net Returns

The Euclid briefs also stated that "some of the price arrangements offered to customers at various times (See Five Candy Firms on page 133)

**FEATURES**

- Illuminated Plastic Cover
- Clear Plastic Cylinder
- Stainless Steel Trim
- Chromalox Heating Elements
- Gravity Feed, Agitator and Shut-Off—All on One Operation
- Capacity — 8 gallons
- Operation — 110 AC or DC

## The A. B. C.'s to BIGGER PROFITS

Featuring the  
**"LITTLE GIANT"**  
America's Most Beautiful and Best  
**HOT POPCORN DISPENSER**

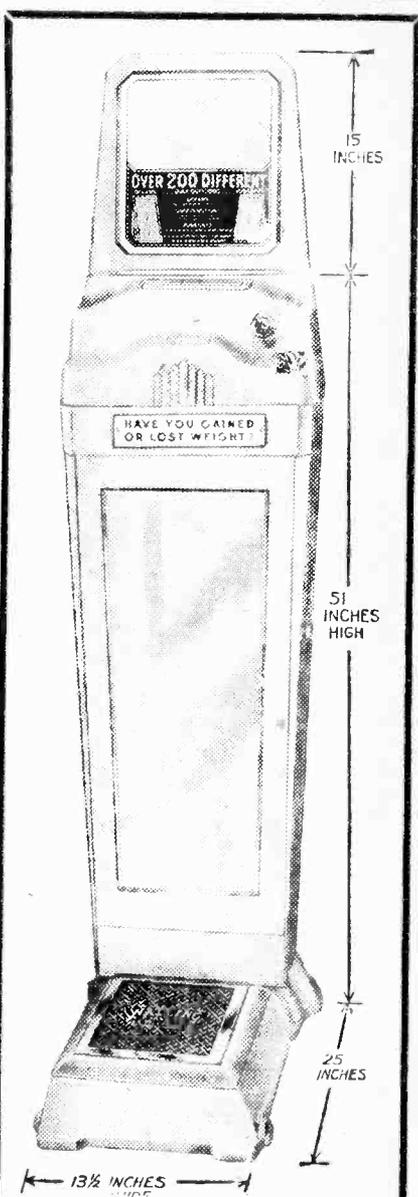
The First of Its Kind Ever Developed  
Over 8,000 Machines on Location

- THE "LITTLE GIANT" HOT POPCORN DISPENSER WAS DESIGNED AND ENGINEERED BY AN EXPERIENCED POPCORN MAN.
- OUR SALES OF POPCORN HAVE INCREASED THROUGH THE MEDIUM OF THE HOT POPCORN DISPENSER TO SUCH AN EXTENT THAT TODAY WE ARE THE LARGEST POPCORN MANUFACTURER IN THE MIDDLE WEST.
- OUR POPCORN UNDER OUR TRADE NAME OF "FRENCH BOY" IS RECOGNIZED AS THE "BEST" ON THE MARKET.
- WE ENJOY THIS HIGH ESTEEM DUE TO OUR VAST EXPERIENCE AND THE FACT THAT WE SPECIALIZE ONLY IN POPCORN AND A HOT POPCORN DISPENSER THAT IS MANUALLY OPERATED.
- WE HAVE EXCELLENT AREAS OPEN TO RELIABLE PARTIES TO OPERATE IN THE SAME SUCCESSFUL MANNER AS WE DO—THAT IS, YOU CAN ALSO MANUFACTURE DELICIOUS POPCORN UNDER OUR FAMOUS TRADE NAME "FRENCH BOY" ACCORDING TO OUR SPECIAL FORMULA, AND "WE'LL SHOW YOU HOW TO DO IT"—OPERATE THE "LITTLE GIANT" HOT POPCORN DISPENSER AND ACT IN THE CAPACITY OF A DISTRIBUTOR.

IF YOU ARE RELIABLE AND CAN  
QUALIFY, WRITE TODAY OR COME IN  
AND SEE US FOR THE "SPECIAL PLAN"

# ABC POPCORN CO., Inc.

3443 WEST NORTH AVENUE CHICAGO 47, ILLINOIS  
Manufacturers of the "Little Giant" Hot  
Popcorn Dispenser and "French Boy" Popcorn  
(We Specialize in All Popcorn Supplies. The Best Quality Merchandise at a Price You  
Wish To Pay.)



**\$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

**CHARMS** CAN DOUBLE OR  
TRIPLE YOUR PROFITS  
IN BULK VENDORS.  
Write NOW FOR LOWEST PRICES AND SAMPLES OF OUR  
METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS,  
WEDDING RINGS, KNIVES, JACKS, BALLOONS, ETC.  
**BECKER VENDING SERVICE** BRILLION, WISCONSIN

**GIVE TO THE  
RUNYON CANCER FUND**

# Introduces New Music Play Hypo

## Dennison Sales To Unveil Unit at Five-States Meet In Minneapolis April 25-26

Sells for \$34.95; Features Illustrated Title Cards

CHICAGO, April 16.—After months of experimenting and development, the Dennison Sales Company will introduce a new play promoter for music machine locations at the Five States Phonograph Operators convention in Minneapolis April 25-26, it was learned here this week. The unit, which is expected to increase juke box play from a minimum of 25 per cent to as much as 200 per cent, depending on the location, will be displayed by the Twin Cities representative of Dennison Sales, W. Cohen, head of Silent Sales. The unit comes in two designs, and is so built as to create "point of purchase impulse buying" of the music in the phonographs. Units are wood, trimmed with chromium, and feature eight shadow boxes. Each shadow box features an illustrated song title, approximately 42 times the size of the usual title strip. The specially prepared title cards, each representing a different song, are produced in three colors by offset printing. Each shadow box contains two lights, one

(See *Introduces New* on page 122)

## Indiana Music Operators Set Assn. Officers

INDIANAPOLIS, April 16.—Music Operators' Association of Indiana, Chapter 1, at a meeting Tuesday (12), held its annual election of officers. Floyd Meeker, of the Meeker Music Company, was elected president; James Barley, of the Zinbar Music & Amusement Company, was elected vice-president. Re-elected to office was Joe Robillard, of the Record Music Company, secretary, and Abe Fleig, treasurer.

The meeting was held in the Indianapolis Athletic Club. Max Swain, local operator, was reinstated as a member of the group.

## Trans-Vue Sets Televisco, Inc., In N. Calif. Dist.

CHICAGO, April 16.—Trans-Vue this week announced the appointment of Televisco, Inc., with headquarters in San Francisco, as distributor of the Trans-Vue commercial television system in Northern California. Rudy Greenbaum, president of Trans-Vue, said that Televisco will maintain headquarters at 415 Brannon Street.

Televisco is headed by Don W. Clark, president, who has been associated with the amusement and television field for a number of years.

## Kanter Named APOA Prez at Cincy Meeting

Elect Other Officers

CINCINNATI, April 16. — The regular monthly meeting of the Automatic Phonograph Owners Association (APOA), held Tuesday (12) was highlighted by the election of new officers. Sam Chester, who has headed the association for the past six years, would not accept the nomination this year and Charles Kanter was elected as the new president.

Other officers named by the membership included Frank Michaels, vice-president, and Phil Ostand, secretary-treasurer. Named to the board of directors were William Fitzpatrick, Nat Bartfield, William Strout, and William Harris. The new officers were inaugurated by Joe Weinberger.

In a special tribute to Chester, the members of APOA presented him with a gift in appreciation for his

(See *Kanter Named* on page 121)

## Five New Tele Stations Will Start Op Soon

Sked Baseball Coverage

WASHINGTON, April 16.—More TV stations are ready to take the air, according to the Federal Communications Commission (FCC). First station in Lancaster, Pa., WGAL-TV, is undergoing tests and is slated to begin regular operation before June 1.

San Francisco's second station, KGO-TV is preparing for commercial telecasting May 5. Competition for juke operators is indicated in its program plans which include the telecasting of 29 home games of the Oakland Oaks. The other San Francisco station is to carry the games of the Seals.

In Omaha target date for WOW-TV is September 1, while WOR-TV, New York, is to debut June 1. The latter is to carry games of the Brooklyn Dodgers. Now testing is KECA-TV, Los Angeles, with official telecasting date estimated at some time in midsummer.

## Birm'ham Firm Appointed AMI Distrib in Ala.

CHICAGO, April 16.—The Birmingham Vending Company, Birmingham, has been appointed distributor of AMI products for the Alabama territory excluding the Mobile trading area, Lyndon C. Force, AMI manager of general sales, announced this week.

Birmingham Vending is owned by Max and Harry Hurvich, who have been associated with the music field for several years.

Force also said that AMI trailer

(See *Birmingham Firm* on page 122)

## Solotone Entertainer Test In Philly Wins Op's Okay

PHILADELPHIA, April 16.—Early returns on the test location of the Solotone Entertainer, combining radio, records and television for automatic play, has exceeded all expectations. Scott-Crosse, Inc., handling the local distribution of the combination units, placed the first system in Lou's Moravian Bar, center-city restaurant and night club. According to Sam Lerner, operator of the Moravian Bar, the combination system has caught on immediately with the patrons, and apart from providing full entertainment service, is proving its worth as a "nickel magnet."

Lerner, who was one of the first music and pinball machine operators in the city until turning to other business ventures a few years ago, said that the combination system "proves without any doubt that phonograph record music has not lost any of its popularity. And by the same token, it's a mistake on part of the operators to believe that television will do away with automatic record music. The Solotone Entertainer proves that the

public is interested in all the forms of entertainment offered, and on the strength of the play here, the recorded music brings in as many nickels as television."

Radio Play

The radio levers, said Lerner, get a play mostly in the late hours when people know that there is a disk jockey spinning out the record music on the airwaves. Since the public has never been really educated to coin-operated radio listening, there is little interest among the patrons until the late evening hours, Lerner observed.

Ten turntables give patrons the choice of any 10 records listed on the individual electors in each booth, getting a continuous six-minute play for 5 cents. The six minutes for 5-cent scale also applies to television and radio. With three television stations in operation, the three levers on the Solotone give patrons choice of whatever is on the video circuits. While other patrons may be in position to

(See *Solotone* on page 121)

# FINANCE FIRMS OPTIMISTIC

## See Healthy Outlook But Are Cautious

Music, Vending Strong

(Continued from page 111)

1. Requirements for credit will remain tight, perhaps tighten.

2. Financing for the operator depends in the final analysis on the ability of the manufacturer or distributor to provide a financing program. Finance companies and banks both shy away from direct deals with any but the largest, best-established operators.

3. Terms will remain much as they are currently: 12-month paper will require an average down payment of 20 per cent; 18-month, 25 per cent, and 24-month, one-third down.

(See *Finance Firms* on page 131)

## All Eyes on Twin Cities

MINNEAPOLIS, April 16.—With operators of music equipment reporting slow but steady increases in their grosses, much attention will be focused on the Five-State Phonograph Operators' convention set for the Radisson Hotel here April 25-26. This will be the first major music operators' meeting since the Coin Machine Institute (CMI) convention in January, when the Music Operators of America (MOA) held their gatherings.

Much credit for the five-State convention must be given to those associations, and their officers, who are sponsoring the meet. A special effort has been made to get the entire memberships to attend the regional convention, where many subjects of vital concern to the music industry will be aired. Ken Ferguson, publicity chairman, has worked hard to set up a program that will cover as much ground as is humanly possible during the two days the convention will be in session. State associations have set up special meetings for their memberships, at which time problems of a more local nature will be discussed.

That the industry as a whole is taking a deep interest in the meeting is indicated by the fact that most major music manufacturers, phonograph, record and supply firms alike, are sending representatives to the Twin Cities for the convention.

Twenty-three firms will exhibit. While music will be the No. 1 subject of the displays and conversation, amusement games, shuffleboards and vendors will all be in evidence. At least one new product, a music play-promoter (see separate story), will be shown by Dennison Sales Company thru its local distributor, Silent Sales.

### 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:

**500 MAJESTIC MASTERS FOR SALE, LEASE.** Diskery offers masters for outright sale or lease on a royalty basis.

**N. Y. INDIE PRESSERIES PLAN OFFSET OF PRICE WAR.** Association hopes to avert price cutting with organization's code.

**REDWOOD IS LONDON DISTRIB IN SAN FRANCISCO.** New firm set up to handle distribution of London records in area.

**NEW INDIE JOINS COAST DISKERY RANKS.** Velvet Records makes its bow on the West Coast.

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-TV-Phono Section.

### SOLOTONE ENTERTAINER

(Continued from page 120)

see the television picture, only those dropping a coin in the booth box can hear. The radio lever is also adjusted to provide the choice of three local stations, being set to pick up the programs of either KYW, WCAU or WIP, all local network stations.

It is most significant, observed Lerner, that the Solotone system doesn't limit its appeal to a single nickel from the patron. For the most part, patrons will put 25 cents in the coin box in order to get a full half hour of entertainment. And invariably, where they have deposited only a nickel, there is a second nickel dropped in the box as soon as the six minutes of entertainment is over.

Twelve coin boxes are placed around the ground-floor room of Lou's Moravian Bar, taking care of all the booths in the room. The Solotone system gets play from the time the first patron comes in for lunch until the room closes down for the night. The second floor of the inn is operated by Lerner in the evening as a night club, with live entertainment offered.

### Capehart Endorsement For Farnsworth Sale

FORT WAYNE, Ind., April 16.—Homer E. Capehart has endorsed the proposed sale of Farnsworth Television & Radio Corporation to International Telephone & Telegraph Company, according to a spokesman for Farnsworth.

Capehart's endorsement was given in a telegram to the Farnsworth local of the CIO United Electrical Workers here. The local had asked him to inquire into what effect the sale would have on the workers' employment.

Capehart made it clear he no longer had any connection with the firm, altho Farnsworth still markets some of its products under the Capehart name.

He said an investigation led him to the conclusion the proposed sale was in the best interests of Farnsworth stockholders and employees alike.

Stockholders will vote on the agreement at a meeting next Thursday. It calls for exchange of one share of IT&T stock for each 12 shares of Farnsworth.

### London Music To Hold Open House At 5-State Meeting

MINNEAPOLIS, April 16. — Sam London, head of the S. L. London Music Company here, newly appointed distributor for the J. P. Seeburg line, this week said he would hold an open house for all operators visiting the Five States Phonograph Operators' convention at the Radisson Hotel April 25-26. London will start his showing at his headquarters at 2605-07 Hennepin Avenue Sunday (24) for the early arrivals and will continue to hold open house thru Tuesday night.

In addition to its open house at the showrooms, London will exhibit at the Radisson in Rooms 428-29. Because he was appointed as distributor only a few weeks ago, London was unable to get display space on the exhibit floor.

With refreshments available at the showrooms, London reported all visitors would receive souvenirs and that two door prizes also would be awarded. The first prize is a new Seeburg Wall-o-Matic "100" or a Bar-o-Matic "100."

### KANTER NAMED

(Continued from page 120)

six years of service in behalf of the association.

In attendance at the meeting were: Sam Chester, Charles Kanter, Harry Hester, Bill Harris, Sam Gerros, William Fitzpatrick, Tom Ruwan, Louis Schoenlaub, Charles McKenney, William Strout, Jim Drivakis, Ed Weninger, Ray Bigner, Howard Males, John Nicholas, Jerry Levy, Frank Galardo, Frank Michaels, Art Enlein, Leonard Kanter, John Schmidt, Dave Tavel, Phil Ostand, Phil Busard, Elwood Crawford, Morris Kleinman, Nat Bartfield, John Tonay and Weinberger.

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1 Seeburg 8200, R.C.	199.50
1 Seeburg Hideaway, R.C.	245.00
2 Wurlitzer 61 Counter Model A-1. Ea.	69.50
50 Seeburg 5¢ 3-Wire Wall Boxes, Late. Ea.	42.50
50 Seeburg 5-10-25¢ 3-Wire Boxes, Late. Ea.	59.50
100 Seeburg 5¢ R.C. Wall Boxes, Late. Ea.	42.50
200 Seeburg 5¢ R.C. WS2Z Wall Boxes. Ea.	24.50
100 Personal Music Wall Boxes, Like New. Ea.	4.50
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SEE! HEAR SEEBURG SELECT-O-MATIC "100" IN ACTION!

FOOD! BEVERAGES! • SOUVENIRS! • GIFTS!

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A BRAND NEW SEEBURG  
WALL-O-MATIC "100"  
OR  
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A NEW ORIGINAL SEEBURG  
20-SELECTION WIRELESS  
WALL-O-MATIC  
OR  
BAR-O-MATIC

# Introduces New Music Play Hypo; Dennison Bows Unit

(Continued from page 120)  
 remaining on permanently, the other flashes on for seven seconds out of each one-minute cycle, thus creating a billboard effect for each song once each minute. A synchronous timing motor controls the flashers, turning on the first, keeping it on for seven seconds, then turning it off and turn-

ing on the next, until the entire cycle of eight has been completed. Most important factor in the new play-promotion unit, which will retail for \$34.95, is its placement within a location. H. F. Dennison, president of Dennison Sales Company and creator of the unit, stated. The ideal position would be directly behind the bar, so

centered as to be seen from anywhere in the spot. However, in larger locations, two or more units can be used, placed at strategic points so as to catch the eye of the bar or table customers. It should not be placed by or behind the music machine to achieve the best results, he pointed out.

Two models are being offered so that almost any type of location can fit the piece behind the bar. The vertical unit measures 15 by 44 inches, while the horizontal unit measures 30 by 24 inches.

Dennison stressed that the complete unit weighs less than 25 pounds and can be installed in a matter of a few minutes by a music machine operator. Servicing is also simple, with the shadow boxes grooved so that title strips can be changed in a few seconds. Wiring of the box is made as simple as possible, and the long-burning lights manufactured by General Electric are available in quantity.

### Song Selections

Song titles to be used in the play promoter will be scientifically selected, Dennison stated. The Illustrated Song Cards will be sent to all operators at the rate of two different cards a week per box for \$7.80 a year (104 cards). Initially, Dennison reported, only pop tunes will be used, but later the firm will expand to include race, hillbilly and other types of titles.

"It is my contention," Dennison stated, "that the music operator is trying to sell music from a very small title strip on his machine. In the majority of the cases, this music machine is situated behind the patrons.

"This item (the new play promoter) is designed to create impulse buying. In the past this has only been possible in a location where the owner or his employees were pushing play on the juke box. It will be located in front of the patron, where he must see it at all times."

### Personalize Box

Each of the two models of the unit features a stationary sign at the top which reads: "Our Phonograph Features the Leading Tunes." Each operator who purchases a box will receive a separate sign providing space for the location name to be printed above the wording. Thus a sign can be inserted to read: "The Club Savoy's Phonograph Features the Leading Tunes."

Dennison revealed the new unit will be made available to every distributor and jobber of music equipment on a non-exclusive basis. In New York, for example, the unit will be handled by the Young Distributing Company (Wurlitzer), Runyon Sales (AMI), Rex-Lee (Rock-Ola), and Allied Record Distributors. A similar pattern is being followed in every city in the country, Dennison reported. Title strips will be manufactured and sold thru Dennison Sales.

Complete details of the new play promoter will be made available for the first time to operators at the Radisson Hotel convention. Dennison will be in Minneapolis for the showing, and will have headquarters in the Silent Sales Company booth.

## Prensky Opens L. A. Videograph Hdqtrs.

LOS ANGELES, April 16.—Leon Prensky has opened the California Videograph Sales, Inc., here to handle the Videograph line in eight Western States.

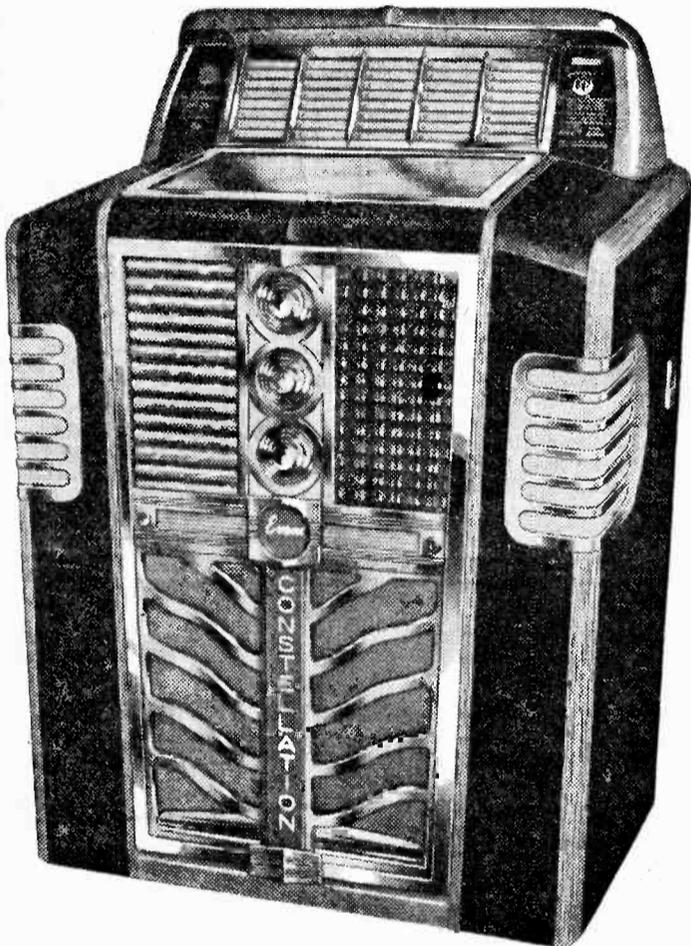
Prensky recently sold his interest in Coast Side Distributors in San Francisco, and in the future will make Los Angeles his headquarters. At present he is making his office with Bonanza, Inc., on West Pico Boulevard.

## BIRMINGHAM FIRM

(Continued from page 120)  
 unit No. 2, which has been working with the firm's distributors in the North and Southeastern States during the past few months, will school Hurvich servicemen in the adjustments necessary for servicing both the Model A and B.

EVANS'

# CONSTELLATION



## IT'S A "SOUND" INVESTMENT!

There's more to a phonograph than meets the eye. What your location patrons hear is as vital to the stability of your investment in automatic music as any mechanical or design feature. For this reason, Evans' engineers have created an instrument that provides the utmost in tone quality and values. Through the medium of advanced electronics, together with a scientifically designed sound chamber in the wood cabinet, tone is made more vivid. Location acceptance is definitely more enthusiastic . . . your investment more completely protected.

When every phase of Evans' Constellation performance measures so admirably up to the highest standards, it is no wonder that an ever-increasing number of Operators are showing marked preference for "America's Brilliantly New Phonograph!" See your Evans Distributor . . . and see why!

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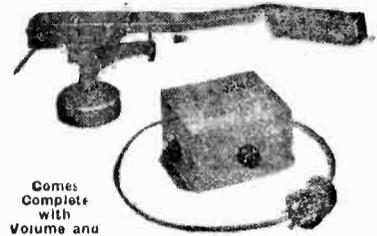
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SEE OUR COIN MACHINE AD ON PAGE 147

## New Improved South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly

No Record Wear No Scratch Long Life

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with South Wind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs. (Except Counter Models and P-12. When ordering 616 or earlier, please specify.)

FULLY GUARANTEED—ORDER TODAY

**\$11.95**

COMPLETE—POSTPAID

Standard equipment includes the Shuro P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

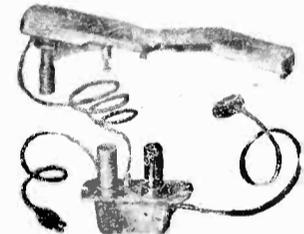
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 Perfect Tone—Easy on Records



Nothing to change—just plug it in  
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For the Finest in Record Reproduction  
 Use the New  
**G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP**  
 With Removable Needle

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**BOX D-172**

c/o THE BILLBOARD, CINCINNATI 22, O.

# ALBUM REVIEWS

(Continued from page 41)

**BELA BARTOK: SONATA FOR VIOLIN AND PIANO—YEHUDI MENUHIN-ADOLPH BALLER (4-12")**  
Victor DM 1286

Bela Bartok's music has been gaining long-deserved recognition, for the main part, only since his death in 1945. This newest of Bartok's waxed works—actually this sonata was composed in 1921 when Bartok was rounding into full maturity as a composer—should win even deeper respect for the Hungarian than he has won to date. For this work is brilliantly written, giving as much importance to the piano part as to the violin. Particularly is its third movement a vital thing, with its origin apparently stemming from the wealth of Hungarian folk music, into which Bartok has frequently wandered. This sonata stands today as being just as fresh and modern as when it was initially put down. Its writing is strong, original and striking. Menuhin, who has been digging into Bartok's writings earnestly for a number of years, does full justice to the difficult cliffings of the composer. Pianist Baller holds his own quite ably particularly in the fiery third movement. Collectors of modern music will not want to miss this package.

**JUKES** Not suitable.  
**JOCKS** Excellent example of modern chamber music for longhair and FM spinners.

**LISZT: LES PRELUDES—Leopold Stokowski and His Symphony Orchestra (2-12")**  
Victor DM-1277

This most famous of Liszt tone poems has all the excesses of the Romantic era. It ranges from the saccharine to the bombastic, and as such is the special meat of Maestro Stokowski, who whips up a fine display of fireworks. Altho the free programmatic score was at one time considered a radical departure from the academic forms, today it's pretty obvious music with an immediate appeal to the average part-time music lover. This set is likely to become one of the more popular perennials in the Red Seal catalog.

**JUKES** Not suitable.  
**JOCKS** Fine for the average longhair show.

**ERNA SACK, THE EUROPEAN NIGHTINGALE (3-12")**  
Capitol-Telefunken ECL 2500

Take away the freak high notes, and there isn't much left. A couple of Erna Sack collections have preceded this one in the past year, and the post-war rush for her disks (none were available for some years) seems to have subsided. This selection is as attractive as any, with a potpourri of Viennese tunes, including some Strauss waltzes, and several of her more popular light classical arrangements. Recording is good, and packaging is especially rich.

**JUKES** Not suitable.  
**JOCKS** Good novelty material for vocal shows.

**LITTLE GOLDEN ALBUM (MOTHER GOOSE AND OTHER FAVORITES)—THE SANDPIPERS-ANNE LLOYD-MITCHELL MILLER ORK (1-6")**  
Little Golden 23

Skip to My Lou; Cockadoodle Doo; Humpty Dumpty; Jack and Jill. Fem voice not as clear as the male voices here, but all numbers have definite rhythm and are colorfully clefted. Tune selection is sure-fire too. Display value is high.

**JUKES** Not suitable.  
**JOCKS** Fine for short spots and fill-ins.

**THE BARKLEYS OF BROADWAY—Fred Astaire and Ginger Rogers, MGM Studio Orchestra, conducted by Lennie Hayton (2-10")**  
MGM L-8

You'd Be Hard To Replace; My One and Only Highland Fling; They Can't Take That Away From Me; Shoes With Wings On.

This is another of MGM's two-disk envelope series containing sound track recordings from the parent company's musical films. "The Barkleys" is a spring-summer special from the studio and judging from a preview screening and reactions therefrom it seems destined to become a big money-maker. And sheerly on the strength of the movie will it be that this package is sold. It has nothing to offer on its own as a record item since both Astaire and Rogers are persuasively charming performers and not singers. Nor are the tunes particularly good when lifted from the track save for the revived "They Can't Take That Away From Me." The disks are made of the unbreakable plastic MGM calls "Metrolite." Envelope is colorful and littered with photos of both stars.

**JUKES** "Highland Fling" is best bet.  
**JOCKS** Spinners will take to these sides for novelty and names.

**THE THREE SUNS—"SERENADE" (3-10")**  
Victor F-241

The Donkey Serenade; Serenade (Schubert's); Penthouse Serenade; Frasquita Serenade; Serenade in the Night; Serenade (from "The Student Prince"). The motif around which this album has been constructed, in case you didn't get the idea from the list of content above, is "serenade" songs. Well, even fimsler excuses have been used to throw three records into a hard cover, and it's possible that the Suns playing songs with "Serenade" in the title is just what hordes of platter buyers are thirsting for. At any rate, the trio are in their best salon style here, and their fans should like them working over these pop, semi and classical pieces just as well as playing about anything else.

**JUKES** Not ideal box material.  
**JOCKS** Worth spins now and then.

**STRAUSS OVERTURES—THE PHILADELPHIA ORK—EUGENE ORMANDY, conducting (2-12")**  
Columbia MX 811

Die Fledermaus—overture, Op. 35; The Gypsy Baron—overture. Both of these overtures feature the principal melodies of the operettas they serve to introduce—in the case of "Die Fledermaus," there are seven songs that appear in the main body of the work. As such, they make an excellent capsule package for Strauss lovers who may not care to sit thru the full treatment. Ormandy and the Philadelphia serve up the Strauss with sincerity and affection and bring out the lush melodies with all the traditional sweep and dash and no "fancy" nuances or "original" trappings or furbelows. It's an honest beer-and-wurst treatment, and as such, will have a broad appeal.

**JUKES** Not suitable.  
**JOCKS** Fine light classic fare.

**BEETHOVEN: G MINOR FANTASIA, Opp. 77; SONATA IN F SHARP MAJOR, Op. 78. RUDOLF SERKIN**  
Columbia MM-816

Serkin shows his affinity for Beethoven with superb renditions both of the delicate, architecturally wondrous Sonata in F and the lesser known Fantasia showcase piece. His musicianship and comprehension are top drawer. His interpretation is faithful, intelligent and graceful thruout, without resort to fanciful flights of "brilliance" or flash temperament. Amateurs of Beethoven should respond to Serkin's outstanding performance here with a welcoming pleasure. The Fantasia requires two sides, the Sonata three and the sixth is rounded out with the Mendelssohn "Song Without Words" in G Major, Op. 62, No. 1. A quiet, lyrical piece, it gets just that treatment from Serkin.

**JUKES** Not suitable.  
**JOCKS** Any of the three selections useful on longhair segs.

**PAGANINI: Caprices, Op. 1—Zino Francescatti, violin, with Arthur Balsam, piano (4-10")**  
Columbia MM-818

Caprices No. 9 in E Major, No. 13 in B-flat, No. 15 in E Minor, No. 14 in E-flat Major, No. 24 in A Major, No. 20 in D Major, No. 21 in A Major, No. 22 in F Major. Paganini's ability as a violinist is a legendary subject. He is said to have been the last word in virtuosity on the fiddle. It was his remarkable talent which gave birth to much wondrous instrumental music for the violin and on the other hand was equally responsible for much surface-slick stuff, some of which still clogs the library. As a composer he is best noted for his 24 caprices for unaccompanied violin. Particularly well known are his caprices No. 9 and No. 24, the latter having been employed by both Brahms and Rachmaninoff for thematic inspiration. Francescatti does eight of the caprices herein in arrangements with piano by Italian composer, Mario Pilati. The fiddler's tone and style are good and the recording is fine.

**JUKES** Not suitable.  
**JOCKS** FM and longhairs will find these etchings good enough readings.

**MENDELSSOHN: Symphony No. 4 in A Major, Op. 90 ("Italian"). The Cleveland Orchestra, George Szell, conductor (3-12")**  
Columbia MM-733

The popular Italian Symphony of Mendelssohn is as charming and delightful a work as there is in the entire concert hall library. Written during a visit to Italy, it expresses the composer's apparently happy stay in that country from a resounding beginning to a joyous and spritely conclusion. Szell's interpretation of the work is brisk and colorful and he draws a fine sound and performance from the Cleveland group. The recording and surfaces are top-grade.

**JUKES** Not suitable.  
**JOCKS** FM and longhair spinners looking to replace the Italian in the library will do well with this one.

## Akron Coin Tax Now Law; Mayor Refuses To Sign

AKRON, April 16.—Mayor Charles Slusser is going to permit the new city ordinance taxing juke boxes and pinball machines to become a law without his signature. The mayor refused to sign the ordinance, saying that "it would be hard to enforce and little help to city finances."

"I won't veto the ordinance because if it is council's attempt to get more money, it's all right with me, but I want it understood that it's the council's plan and not mine," the mayor declared.

The statement came as owners of the coin-operated amusement devices started a full-scale campaign for repeal of the ordinance taxing their

## Plastic Co. Adds to Staff

LONG ISLAND CITY, N. Y., April 16.—Steiner Plastics Manufacturing Company, Inc., here announced thru general sales manager, Mark L. Steiner, this week that Edwin L. Kinkaide, an industrial chemical engineer, has joined the firm in a sales capacity. Kinkaide has a wide background in the field of plastics. Steiner Plastics produces plastic products adaptable for juke boxes, pin games and similar coin amusement equipment.

gross receipts 3 per cent. The operators said they would rather have a flat rate licensing measure as long as the devices are to be a source of revenue for the city.

Joe Elfant, head of the Summit County Music Operators, Inc., said if the mayor turns down their plea to veto the ordinance his group will ask the council to reconsider its vote. "And if that fails we'll resort to the great democratic privilege of appealing to the courts," he declared.

get away from

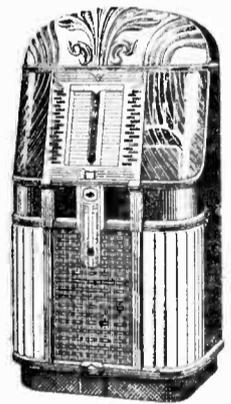


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# Start 4-State Tourney Ballyhoo

## Congress Hires Promotion Expert; Indiana Requests Increased Hoosier Quotas

Game Getting Additional Publicity Thruout U. S.

CHICAGO, April 16.—Plans are rapidly moving ahead for the Four-State Standard Shuffleboard Congress of America tournament to be held June 16-19 at the Chicago Coliseum. The first major promotion of the industry was started, with a special mailing of posters, announcing the tourney, the \$15,000 in prize money to be awarded and the rules and regulations governing the event. Every qualified location in the Illinois, Indiana, Wisconsin and Michigan area which is eligible to send representatives to Chicago for the tourney was included in the mailing. Concentrating on the promotion of the tournament, the Congress has retained Howard G. Mayer & Associates, a leading public relations firm, to direct the publicity. Initial kick-off was held Thursday (14) evening at the Hotel Sherman here with representatives of daily newspapers, wire services and news magazines invited to attend a special showing of the four Rock-Ola boards which will be used in the tournament. The writers were asked to team up and play the game, with prizes ranging from a portable radio to cigarette lighters for everyone.

### Indiana Activity

Immediate reaction to the announcement of the event was noted in Indiana as teams began lining up for the qualification play.

Mrs. Marguerite Store, secretary of the Indiana League, reported that she would try to obtain a larger quota for the Hoosier entry because of the intense interest in the tournament thruout the State. Teams from Indianapolis, Fort Wayne, Terre Haute and Evansville will definitely be in Chicago for the Four-State play-off, it was stated.

In addition to Mrs. Stone, the following Indianapolis League players and officials will assist in readying the Indiana entries: Dorothy Rose, Dick Wesner, Bill Allison and Clyde Hoffa.

### Public Promotion

Meanwhile as the opening publicity guns for the Four-State tournament were being fired, other promotional activities thruout the country were reported attracting more and more players to the game.

The opening of the Smitty Shuffleboard Salon in Green Bay, Wis. (*The Billboard*, April 16), attracted newspaper coverage in that area. As a result, the location reported doing a (See 4-State Tourney on page 131)

## Pacific Begins Production on New Coin Scorer

LOS ANGELES, April 16.—A new coin-operated electric scorer for shuffleboards is now being turned out by the Pacific Shuffleboard Company. The unit, either a wall or counter type, is 24½ by 145½ inches, with a hardwood cabinet and a five-color glass front. One feature of the machine, according to R. E. Smith, company president, is the larger numerals which enable scores to be read at a greater distance.

The mechanism has been streamlined to the point where it is easily accessible and presents a minimum of trouble, Smith said. It has a toggle switch control. Remote control may be obtained at a small additional cost. All parts are fully guaranteed for one year.

## Vibro Vita Now In Production On New Weights

RIDGEFIELD PARK, N. J., April 16.—Vibro Vita Products Company, manufacturer of shuffleboard weights since 1941, announced this week an improved version of its ring-gliding-bottom weight and disclosed that production is now at a level of 5,000 units per week. The slightly convex ring in the tapered bottom of the Vibro weight is said to make possible the use of "English" by shuffleboard players.

The new Vibro weight now has the ring machined after the bottom has been polished, rather than before the polishing process, as done by the firm to date. Besides making the ring thus immediately distinguishable to the player, according to E. H. Tjomsland, president, the circle on which the weight rides can now be retained with greater accuracy.

### Patent Feature

Tjomsland asserted the center ring feature has been patented by his firm. Also covered by this patent, which he claimed was granted in August, 1947, are a small top cavity, to fit the thumb for rail shots, and painted grooves on top and around the perimeter of the weight for color identification. The top cavity, which contains the name of the board manufacturer, is too small and set too deep to permit accidental damage to the brand-name display if struck by an-

(See Vibro Vita on page 130)

## Shuffleboard Interest Soars In Atlanta; Seen as Biz Boom

ATLANTA, April 16.—Indicative of the shuffleboard's rapid rise to popularity was a three-column feature story, with photographs, which appeared in *The Atlanta Journal* last week. Altho stressing one local shuffleboard parlor, the story pointed up the game's growing appeal in the South, where it is now beginning to make its appearance in the same numbers as in the Midwest and East.

According to the article, shuffleboard will soon become as attuned to Southern fame as fried chicken, and the success of the Atlanta establishment cited, Jennings' Grill, was pointed out with pride.

### Helps Biz

Jennings, according to the story, reported that with the installation of the board, "the sale of everything—

## Press Party

CHICAGO, April 16.—The Standard Shuffleboard Congress of America was introduced to local sportswriters at a press party in the West Room of the Hotel Sherman here Thursday (14). Highlight of the event was participation in shuffleboard play by all guests, many of whom won valuable prizes.

For the occasion the room was equipped with four Rock-Ola produced Standard shuffleboards, each with an electrically operated scoreboard. Refreshments and buffet dinner were served from 4:30 to 7:30 p.m. Among those greeting guests were Dean Douglass, executive secretary of the Congress of America, and J. Raymond Bacon, Rock-Ola vice-president.

The shuffleboard congress is sponsoring a four-State shuffleboard championship tournament in Chicago June 16-19, during which \$15,000 in cash prizes and trophies will be awarded.

## Nationwide Sets Deliveries for Plastic Fields

CHICAGO, April 16.—Nationwide Novelty Company here is now delivering its plastic top shuffleboards, Charles Gillard, firm head, announced Friday (15). Company also makes boards with maple and die-stock playfields.

Gillard explained that the plastic tops are composed of a layer of fir covered on both sides with Masonite die-stock and finished with the plastic top. The fir, die-stock and plastic layers are all laminated to insure sturdy construction, which resists warping. He added that the type of plastic used on the finished top prevents cigarette and alcohol burns and puck dents.

Nationwide Novelty currently is producing on a round-the-clock basis which necessitates the use of three shifts of plant workers. In addition to shipping to the Midwest area, firm is also sending boards to Alaska, Honolulu, Florida and Texas. Boards are available in 22, 20, 18 and 11-foot lengths. The small board was designed for locations where space is at a premium.

## Union Reps, Masonite Set New Parleys

To Meet in Laurel Plant

CHICAGO, April 16.—The general offices of the Masonite Corporation here reported this week that its industrial relations representatives will resume negotiations with representatives of the International Wood Workers' (CIO) Union next week in Laurel, Miss., where the firm's strike-bound plant is located. Now in its third week, the strike began midnight, March 31, when Masonite's one-year contract with the union expired (*The Billboard*, April 16).

Spokesmen for Masonite, the world's largest manufacturer of wood fiber hardboard and producer of die-stock as used on some shuffleboard playfields, claim that there is some hope for an early settlement of the strike. Prior to the contract's deadline, union spokesman and Masonite representatives were in frequent conferences over a five-week period, but these meetings were terminated when it became obvious that the two were far apart on terms for a new contract.

(See Union Reps on page 131)

## A.B.T. Builds Large Capacity Dime Coin Box

CHICAGO, April 16.—A.B.T. Corporation has placed its all-electric dime-operated coin box in full production, R. L. Budde, assistant to the president, announced Thursday (14). Designated as D-570A, the unit was planned for use with shuffleboards, and holds \$200 in dimes.

New A.B.T. product measures 5¼ by 12 by 3¼ inches and weighs four pounds. Budde stressed the fact that the unit, said to have the largest capacity of any coin box used with shuffleboards, is ready for immediate delivery.

Finish of the coin box is dark brown crackle, trimmed with chrome at both the coin chute and coin return compartment. It can be hooked up with any electric shuffleboard scoreboard, Budde added.

## Shuffleboard Cafe

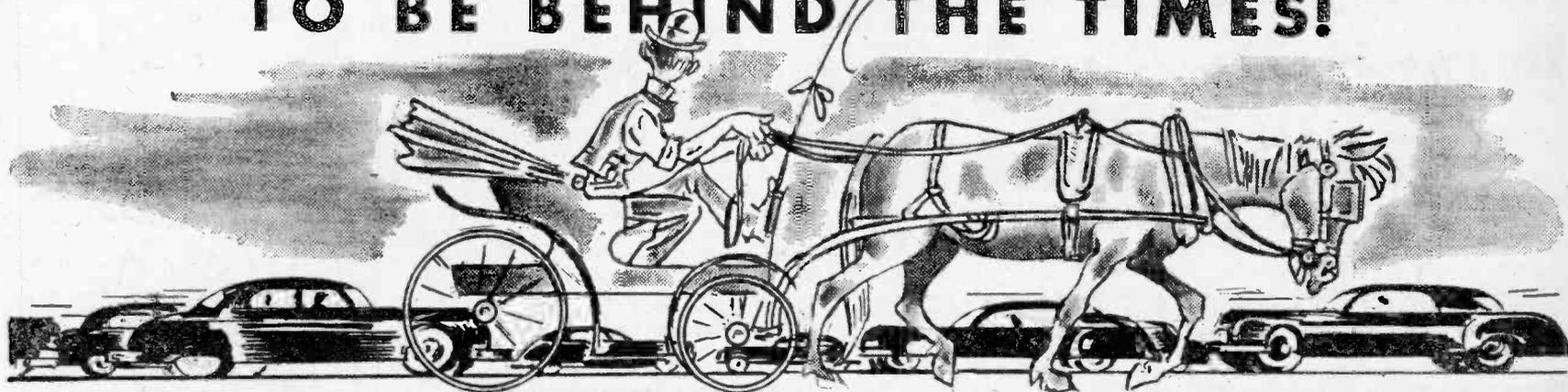
AURORA, Ill., April 16.—That the shuffleboard has come into its own as a means of increasing a location's business and as a new competitive sport is being reaffirmed almost daily. Newest addition to the ranks of shuffleboard locations is the Shuffleboard Cafe here, recently opened by Dale and Edna Kostka.

With three boards spotted in a special second floor shuffleboard parlor, each board under its own string of fluorescent lights, the Kostkas report "open play" at a high level. League play is being developed. For the convenience of board players, continuous wall seats run completely around the room. A juke box offers added entertainment.

First floor of the cafe is devoted to its restaurant facilities.

# You Can't Afford

## TO BE BEHIND THE TIMES!



### Point Scoring is Out-Dated with the New

# ROCK-OLA *Standard* FRAME ELECTRIC SCOREBOARD

## SCORES BY FRAMES!

Rock-Ola, first manufacturer to standardize Shuffleboard rules and equipment—now obsoletes the old-fashioned "Horse and Buggy" point scoring method with this modern, up-to-the-minute FRAME Scoring Electric Scoreboard.

FRAME Scoring reduces playing time—increasing the number of games played by 50%. Your Shuffleboard income increases proportionately—by at least 50%. 1000 location tests prove it!

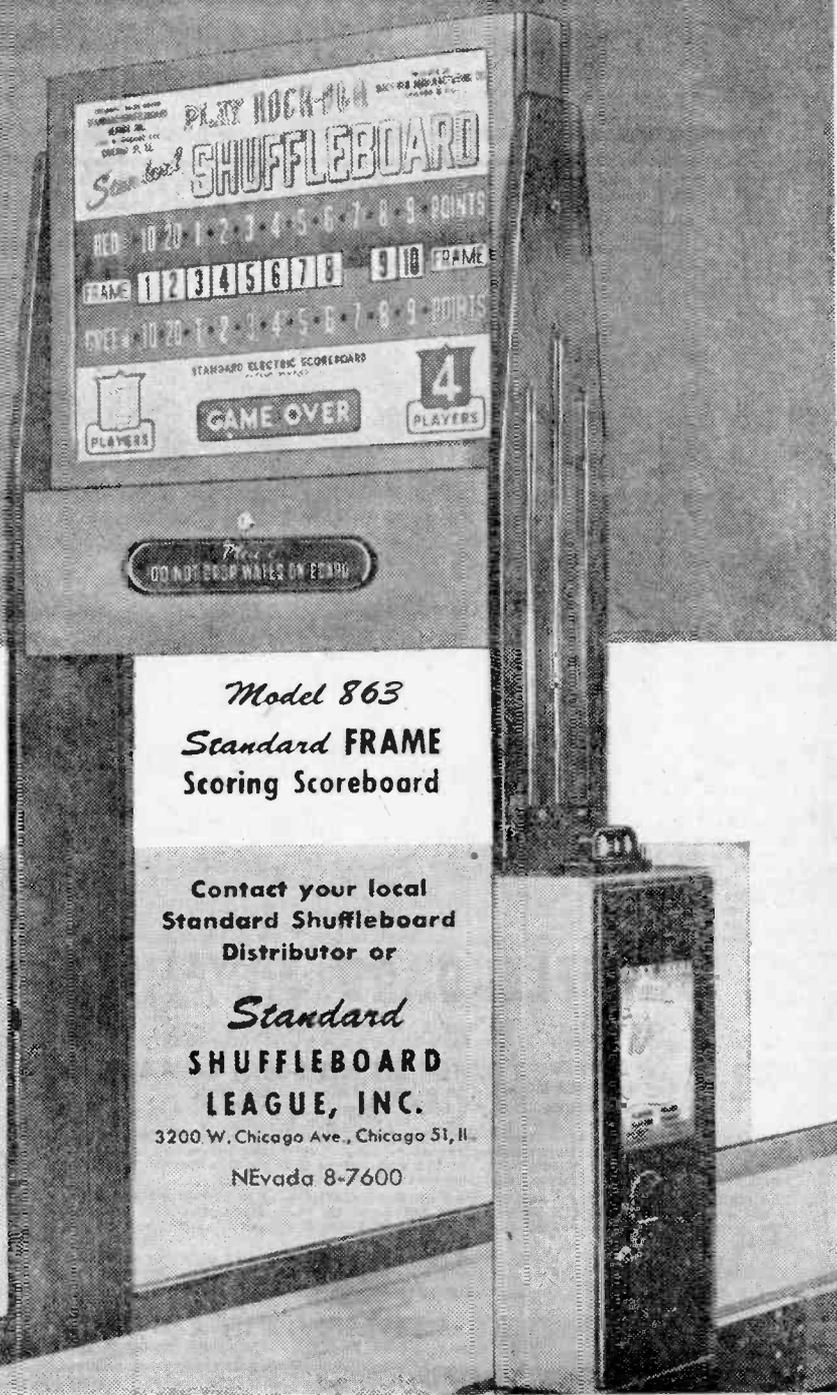


Model 864  
Coin Unit

### FRAME SCORING ENDS PLAYER CONFUSION

Frame number automatically advances after score is registered by manually operated score-buttons. 8 FRAMES end 2-player game. 10 FRAMES end 4-player game.

A PRODUCT OF  
**ROCK-OLA MANUFACTURING CORP.**  
800 N. KEDZIE AVE. • CHICAGO 51, ILL.



Model 863  
Standard FRAME  
Scoring Scoreboard

Contact your local  
Standard Shuffleboard  
Distributor or

*Standard*  
**SHUFFLEBOARD  
LEAGUE, INC.**  
3200 W. Chicago Ave., Chicago 51, ILL.  
NEvada 8-7600

# THE BOARD EXPERIENCE BUILT!!!

## "World's Truest - - - Fastest"



# PENN'S Black Beauty SHUFFLEBOARD

### THE LOWDOWN...

#### "EVERYBODY WANTS TA GET INTA DA ACT"

Yes sir, it's just as the "Schnozz" says. And we find it impossible to blame anyone for wanting to crash the shuffleboard scene. The shuffleboard picture is without a doubt the most colossal production ever viewed by the operator.

But shuffleboard moved in on the operator like a blast from Buck Rogers' rocket gun, and many are not yet too well versed in their operation.

Penn's "Black Beauty" Shuffleboard is not the least expensive in the field but it is the best. You pay for what you get and Penn sees that you get what you pay for. Penn's Black Beauty is "THE SHUFFLEBOARD EXPERIENCE BUILT" and the "TRUEST-FASTEST IN THE WORLD."

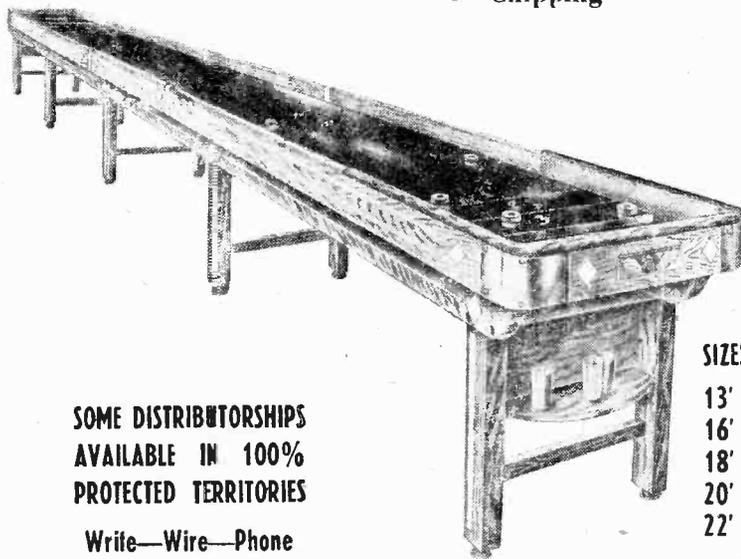
Penn Shuffleboard Co. is not a "Johnny-Come-Lately." Penn has been developing and manufacturing shuffleboards these past twenty years. Penn has the "know how," so know how to invest. Follow the lead of the leading shuffleboard operators. Make Penn's "BLACK BEAUTY" your shuffleboard for successful and prosperous operation.

Signed: "MR. SHUFFLEBOARD"  
Jackson Dourms

### ADJUSTABLE "EBONIZED-COSOLITE" PLAY FIELD

Designed To Eliminate:

- Warping
- Splitting
- Resurfacing
- Chipping



SIZES  
13' 4"  
16'  
18'  
20'  
22'

SOME DISTRIBUTORSHIPS  
AVAILABLE IN 100%  
PROTECTED TERRITORIES

Write—Wire—Phone



## PENN SHUFFLEBOARD CO.

DIVISION OF  
COSGROVE INDUSTRIES, INC.

WEST CHESTER, PENNA.

PHONE 2940

Cabinet Makers Since 1888

#### TAKE ME HOME

10c a Game

Play the Miniature Shuffle Bowling Game. Play-off every week for the 4 highest scores.

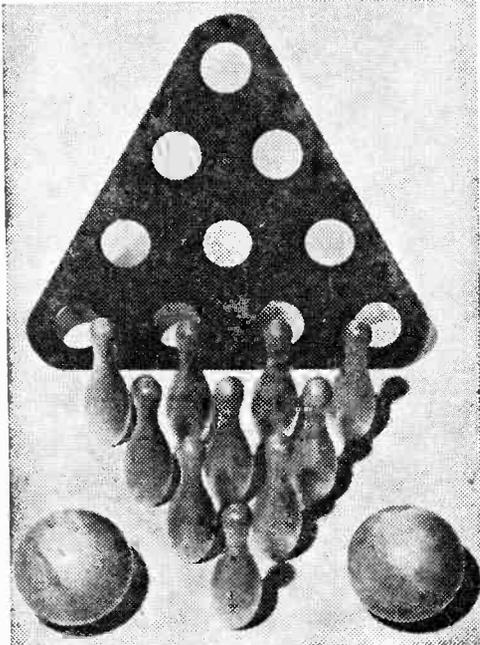


#### DRUM MAJOR OR MAJORETTE DOLLS

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.

#### OPERATORS:

#### HERE'S HOW TO PUT NEW LIFE IN YOUR SHUFFLEBOARD LOCATIONS



### SHUFFLEBOARD BOWLING PIN GAME

LOWEST PRICE FOR THE BEST MONEY-MAKING DEAL  
EVER OFFERED TO SHUFFLEBOARD OPERATORS

**\$7.50** Set including 10 Pins, 2 BOWLING SETS PLUS 1 DRUM MAJOR DOLL ALL FOR **\$14.00**  
Rack, 4 Signs and 2 20 Pins, 2 Racks, 2 Balls, 30" high  
Wood Balls, 3" dia. 8 Signs, \$10.00 value. 59.00 value

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.

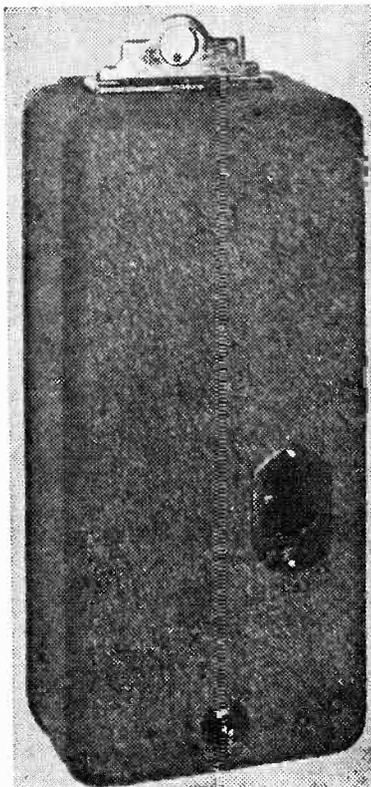
The right way to play the bowling game on the Shuffleboard is to put 2 sets on the table (1 set on each end) so the player does not have to walk from one end to the other. The Number 1 pin is spotted on the Number 1 on the board. Use regular pucks or wooden balls.

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 Phone: Yards 7-0571 CHICAGO 8, ILLINOIS

#### YOU ASKED FOR IT... WE'VE GOT IT!



D-57GA

SIZE: 5 3/4 inches wide  
12 inches long  
3 3/4 inches deep

### A NEW COIN BOX IN THIS NEW ALL ELECTRIC WALL BOX HOLDING \$200.00 IN DIMES

- Low Cost
- Slug Proof
- Box—One Piece Draw Die
- Brown Crackle Finish

FOR USE ON

- SHUFFLEBOARD SCORING UNITS
- AMUSEMENT GAMES
- AUTOMATIC VENDING MACHINES
- TELEVISION

FOR WEST COAST DELIVERY SEE

R. B. CLAPP CO.

314 OMAR AVE.

LOS ANGELES, CALIF.

THE BALLARD CO.

407 SANSOME ST.

SAN FRANCISCO, CALIF.

WRITE FOR INFORMATION

## A. B. T. MFG. CORP.

715 N. KEDZIE AVENUE

CHICAGO, ILLINOIS

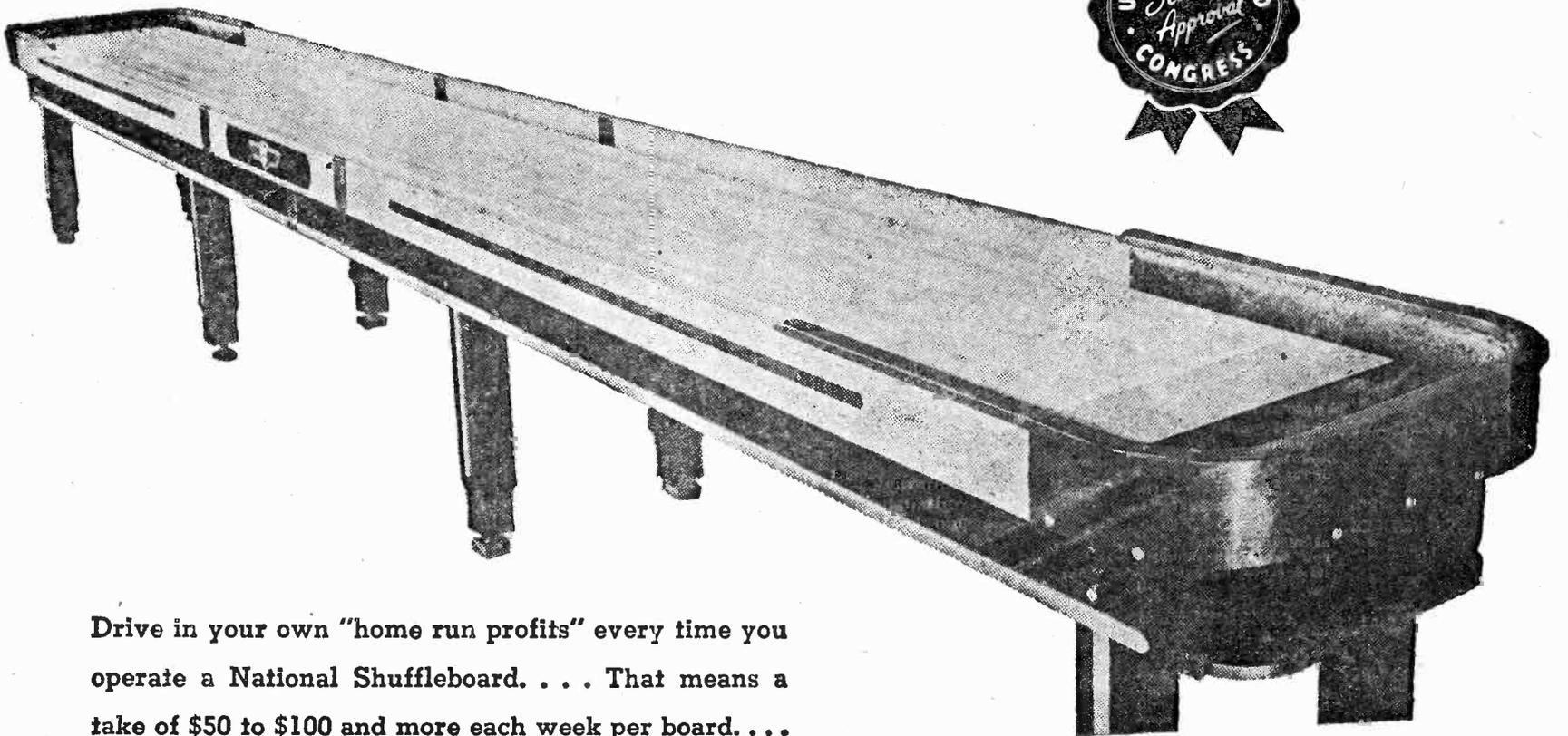
# THERE'S ONLY ONE FIRST!

IN BASEBALL

It's THE INDIANS

IN SHUFFLEBOARD—

It's NATIONAL



Drive in your own "home run profits" every time you operate a National Shuffleboard. . . . That means a take of \$50 to \$100 and more each week per board. . . . Profits such as these are possible only because—National leads in the manufacture of distinctive, high-quality shuffleboards. . . . National has definite promotional plans that result in more profits for operators. Want more profits? Buy National.

**MAIL COUPON NOW →**

\*Endorsement by the Indians of Above Product Should Not Be Inferred.

**National Shuffleboard Co.**  
**Dept. B-423 Orange, N. J.**  
**Please send details.**  
**I am operating in**

\_\_\_\_\_

\_\_\_\_\_

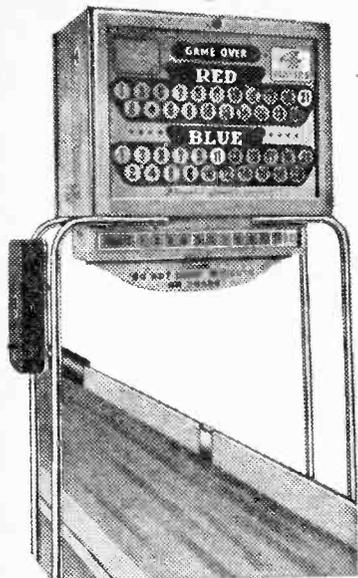
name \_\_\_\_\_

street \_\_\_\_\_

city \_\_\_\_\_

state \_\_\_\_\_

**NATIONAL SHUFFLEBOARD CO.**  
 ORANGE  NEW JERSEY  
 THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD MANUFACTURER



# MONARCH LEADS . . .

OTHERS FOLLOW!

## THE ORIGINAL "FRAME-SCORING" SCORE BOARD

Electric, Coin-Operated

First and finest Shuffleboard Score Board to incorporate Frame and Point Scoring! Scores 15 points or allows 8 frames for 2 players; 21 points or 12 frames for 4 players. Game ends when necessary points are scored or all frames are played. Makes Shuffleboard play faster, more interesting, more profitable! Available in Wall, Floor and Center-Overhead Models.

**SPECIAL CONVERSION UNIT AVAILABLE—**  
Makes "Frame-Scoring" Board of your present **MONARCH SCORE BOARD**  
Attaches in minutes  
**SEND FOR INFORMATION**

### MONARCH Electric, Coin-Operated SCOREBOARDS

For Any Shuffleboard and Any Kind of Play—  
STANDARD—"HORSE COLLAR" or "BASEBALL"—FRAME SCORING  
AVAILABLE IN FLOOR, WALL AND CENTER-OVERHEAD MODELS

- Floor models feature sturdy stand of highly Polished chrome steel tubing. Comes knocked down, can be assembled in minutes with simple bolt arrangement.
- All Monarch coin-operated Score Boards equipped with National Slug Rejector. Over-size Coin Box holds approximately \$150.00 in coins.

### MONARCH DELUXE SHUFFLEBOARDS



**Don't take our word for it! Ask anyone who operates a Monarch Board. They are the finest that money can buy!**

**NOW DELIVERING:**  
18 ft. and 22 ft.  
Regulation Sizes

**SOON: 12 Ft. Junior Model**

Fluorescent lighting built into moulding of all 4 corners and ready to plug in is available at moderate additional cost. Greenfield Cable insures safety.

Also available: Automatic Leg Levelers. Self-adjusting to all floor conditions.

- SOLID MAPLE, ALCOHOL RESISTANT TOPS!
- 22 FT. BOARDS ALSO WITH WALNUT INSERTS!
- EASILY, QUICKLY INSTALLED • SPECIAL PIANO-TYPE LEGS FOR STRENGTH • BOARDS COME COMPLETE WITH NECESSARY SUPPLIES FOR IMMEDIATE OPERATION, INCLUDING ELECTRIC WINDOW FLASHER SIGN!

#### BUSINESS OPPORTUNITY OF A LIFETIME!

OPERATE A MONARCH SHUFFLEBOARD PARLOR

Monarch Planned in Entirety!  
Loaded With Profit Potential!

**INVESTIGATE OUR PLAN!**

Write for Information or Visit Monarch's Demonstration Salon!

**MONARCH "SHUFFLETTE"**  
Reg. U. S. Pat. Off. Pat. Pend.  
8 Ft. Top-Action Rebound! Takes in 20c per Game, 2 Players.  
Delivery in About 2 Weeks.

HEADQUARTERS FOR SHUFFLEBOARD SUPPLIES, ACCESSORIES, TROPHIES. Write us your needs.



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

## PUCK PATTER

### New York:

Jackson Downs, promotion manager of Penn Shuffleboard, is mourning the death of his father, George E. Downs, Wednesday (13). . . E. H. Tjomsland, president of the Vibro Vita Products Company, visited here last week on biz. The head of the shuffleboard weight producing company reports Vibro is getting set to launch a stepped-up campaign to interest board manufacturers in his patented weight, featuring a "ring gliding bottom." . . . Lou Fish, American Shuffleboard's West Coast distributor with offices in California, Oregon and the State of Washington, was here on a business trip last week. While in town he had a confab with Hymie Rosenberg, who reps the American line in the Southeast.

### Chicago:

Ho-So Manufacturing Company is producing all-steel shuffleboards under the direction of M. Holden and M. Solomon. Charles Gillard, head of Nationwide Novelty, with offices and plant on the South Side, reports that after prolonged research the firm has come up with a new kind of puck which it expects will gain wide acceptance. . . . Herman Klebba, heading the Miniature Bowling Pin Company, has added a 3-inch maple ball to his shuffleboard pin sets. Complete sets, which include pin-setting racks, now include two maple balls as standard equipment.

Jim Guichard, president of Perma-Top, left for St. Louis Friday (15) to visit his newly opened office there. Following a brief stop he plans to visit his Knoxville distributor and swing up to Cleveland for the Automatic Phonograph Operators' annual meeting and banquet at the Hollenden there. . . . Bud Beasley and Bill McGuire, executives for National Shuffleboard of Chicago, are gratified with the acceptance of league play in the metropolitan area. Currently they have eight Chicago leagues going, all under the direction of Pete Rozgus, firm secretary.

Gil Kitt and his wife just completed a visit to Gil's home town, Baltimore. On the way they made business calls in Washington, Pittsburgh and Akron. Gil's firm, Empire Coin Machine Exchange, handles a 10-foot shuffleboard, not a rebound, which has all the elements of shuffleboard but on a smaller scale.

J. Raymond Bacon, Rock-Ola vice-president, announced that Art Weinand, sales manager, would be back on the job next week, fully recovered from his recent operation. Bacon was on hand when the Standard Shuffleboard Congress of America played host to the press at a party in the Sherman, April 14 evening. . . . Herb Perkins, head of Purveyor Shuffleboards, is recovering from a recent plane crash in Manitowoc, Wis., last week. Herb, who was coming in for a landing in his own plane, nosed over when he forgot to compensate for the soft turf at the Manitowoc airfield. He is now back at the plant but had to cancel several appointments he had planned with shuffleboard operators in Wisconsin, Nebraska and Minnesota.

### Indianapolis:

Indiana shuffleboard enthusiasts shuffled their shuffles Monday (11) as they contemplated the coming four-State tourney in the Chicago Coliseum. The tournament, offering \$15,000 in cash prizes and the first of its kind, will be held June 16-19. Participants will include teams and individuals from Indiana, Illinois, Michigan and Wisconsin.

Mrs. Marguerite Stone, secretary of the Indiana section, said she will try to obtain a larger quota for the Hoosier entry. Indiana also will be represented in the tourney by teams

from Fort Wayne, Terre Haute and Evansville.

Aiding Mrs. Stone in preparation for the event is a committee including Dorothy Rose, Dick Wesner, Bill Allison and Clyde Hoffa, all of whom have been active in Indianapolis league play.

Members of the Rock-Ola Shuffleboard League No. 1 will close their first season with a banquet at the Athenaeum May 4. There are 32 teams in the league.

Indiana taverns will operate on Central Standard Time, according to Glenn Markland, member of the Indiana Alcoholic Beverage Commission and spokesman for the group. That means patrons in cities operating on daylight savings time may remain open until 1 a.m. their time, but the clock on the tavern wall will still show midnight when all liquor sales stop.

Any teen-age girl or boy found playing shuffleboard during school hours or after curfew will not be eligible for the city's junior tournament it was announced by Mrs. Marguerite Stone, official secretary of the Indiana section of shuffleboard league.

### Dallas:

The shuffleboard boom here rated a survey by a local daily, with the publicity spread revealing 150 boards now on location and distributors vowing the local public would give good play to 1,000 boards. One year ago the first shuffleboard was placed here in Earl Pyle's Continental Buffet. Only other board in Texas was in Fort Worth.

Jack Aderhold, General Distributing Company's shuffleboard spotter, put an American board in the Vet- (See Puck Patter on page 133)

## OPPORTUNITY!

Nationally known shuffleboard manufacturer offers a unique combination operation and selling plan to responsible, reputable distributors who are able to make nominal investment. Protected State territories. If your organization is qualified, write or phone for personal interview with factory principle.

### SHUFFLEBOARD COMPANY OF AMERICA INC.

226 East Elm Street  
Linden, New Jersey

Phone our N. Y. Office: Circle 6-6631

## SHUFFLEBOARDS!

NATIONALS AMERICANS

16 to 28 Ft. Lengths  
100% Guaranteed True Surface. Completely Reconditioned Like New.

\$299.50 EA.

F.O.B. N. Y. Crating Extra.  
A complete line of Shuffleboard Supplies at the right prices.

U. S. SHUFFLEBOARD EXCHANGE  
60 East 42nd Street New York City 17



# DISTRIBUTORS OPERATORS AGREE

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"

PRICE \$199.50

TERRITORIES  
AVAILABLE FOR  
ESTABLISHED AGENTS,  
DISTRIBUTORS PHONE Garfield 2577

ACTUAL  
WEEKLY  
CERTIFIED  
INCOMES  
FURNISHED UPON  
REQUEST

## SHUFFLETTE, INC.

117 SYCAMORE ST.

CINCINNATI 2, OHIO

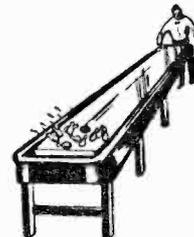


INCREASE THE PLAY ON  
YOUR SHUFFLEBOARDS  
WITH ORIGINAL,  
PATENTED . . .

REG. U. S. PAT. OFF.

SHUF-L-BOWL CANNOT BE COMPARED TO  
ANY TOY BOWLING GAME FOR SHUFFLEBOARD  
BECAUSE . . .

1. Pin bottoms are weighted and padded and pins will not bounce on playing field or fly or leap off table. The erection of nets or back-stops for protection of patrons is not required!
2. Steel collar on pins eliminates splintering and possible injury to patrons.



COMPLETE KIT CONSISTS OF:  
10 Pins, Set-Up Rack, Storing  
Rack, Signs, Score Sheets, Etc.

LIST PRICE .....	\$35.00
SAMPLE TO QUALIFIED DISTRIBUTORS .....	\$22.25

**BEWARE**  
Notice is hereby given that anyone MANUFACTURING, SELLING and/or USING a competitive article to SHUF-L-BOWL will be held responsible for probable infringement of any of the SHUF-L-BOWL rights and will be prosecuted to the full extent of the law.

EXPERIENCE PROVES CHEAP IMITATIONS DO NOT PAY OFF!

WRITE — WIRE

## U. S. SHUFFLEBOARD EXCHANGE

NATIONAL DISTRIBUTORS

60 EAST 42d STREET

NEW YORK 17, N. Y.

# WE ARE MANUFACTURERS OF NATION WIDE SHUFFLEBOARDS

THIS MEANS A BETTER DEAL FOR  
DISTRIBUTORS and OPERATORS . . . IF  
YOUR TERRITORY IS OPEN



11-18-20 and 22-Foot  
Lengths Available

WIRE — PHONE — WRITE

HERE AT LAST IS the fastest and most beautiful MAPLE WOOD PLAYING FIELD ever produced. Made from select maple and properly laminated to prevent warpage . . . or if you prefer, indestructible MASONITE DIE STOCK playing fields. These are ebony black, very fast and finished with a material that endures. Our lifelong experience in the manufacture of cabinets enables us to give you a Shuffleboard Cabinet that is right. Rigid construction plus beauty means less expense for the operator and more play.

**NATION WIDE NOVELTIES, Inc.** 4615 - 17 South State Street, Chicago, Ill. Phone: KENwood 6-3623 - KENwood 6-2630

**YES! IT'S STURDY  
IT'S DEPENDABLE  
IT'S PROFITABLE**

**OUR 22 FOOT  
SHUFFLEBOARD**

CHOICE OF MASONITE DIE STOCK OR  
MAPLE TOP PLAYING FIELD



TERRITORIES  
AVAILABLE

**NOW  
AVAILABLE!**

**PRICED RIGHT**

SEE IT ON DISPLAY AT OUR SHOWROOMS

**MARVEL MFG. CO.**

2847 W. Fullerton Ave.  
Phone: Dickens 2-2424

Chicago 47, Ill.

**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.

**VIBRO VITA**

(Continued from page 124)

other weight, he explained.  
Vibro is now supplying about 12  
shuffleboard manufacturers with  
weights, said Tjomsland. The  
weights are available in stainless  
steel, a high-polish wax finish, or  
with chromium plating. He said that  
facilities now secured permit dou-  
bling the firm's present output.

**SHUFFLE BOARDS**

RECONDITIONED!

WE REPAIR, REFINISH, RECONDITION  
All Makes of Shuffle Boards!  
TOP QUALITY WORK • REASONABLE  
PRICES • PROMPT SERVICE!

**GUILDMASTERS' SHUFFLE BOARD CO.**  
5th and Oak New Albany, Ind.  
Phone 4-1429



**WORLDLY WISE** says:

Shooting and fishing make more liars  
out of coin men than anything I know

*Official Shuffleboard*

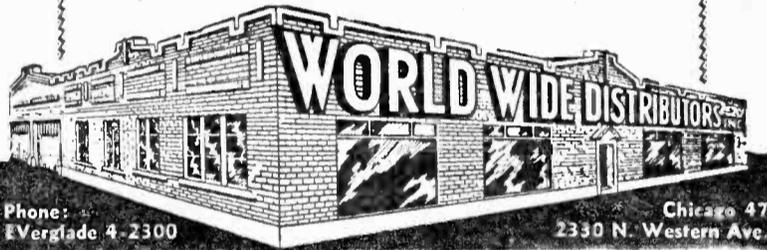
**OFFICIAL** FOR AN OUTSTANDING  
SHUFFLEBOARD GAME

THE NEWEST NAME IN **OFFICIAL**  
SHUFFLEBOARD GAMES

Here is the finest quality shuffleboard ever offered at this new low price.  
OFFICIAL'S construction and finish is the best by every standard and in-  
corporates the fastest top made. Ebony plastic finish playing surface with  
brilliant red and yellow scoring zones. Includes finest accessories. BUY IT  
and TRY It . . . low priced at only \$495.00.

Exhibit's Dale  
**SHOOTING GALLERY**

The most financially successful game ever produced. The proof  
of its earnings are based on reorders — reorders — and more  
reorders. Real Thrills! Action! Suspense! What a location  
getter. Will eliminate competition.

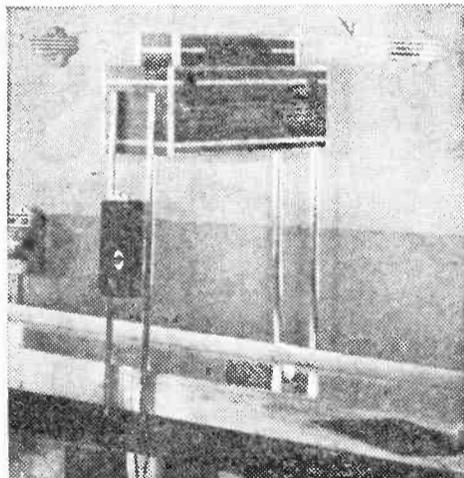


**HERE AT LAST!**

A scoreboard that meets  
all requirements and at a  
sensational, unheard of  
price for a center mount  
board . . .

Mahogany veneered cabinet  
inlaid with DEW DROP  
MIRRORED GLASS

Chrome plated standards



**TELEVISED-SCOREBOARD**

**NEW  
SENSATION**

A scoreboard that projects the numbers at you . . . can be read at  
any distance . . . large clear numbers . . . a sure fire hit with your  
locations . . . proven money maker . . . easily installed . . . fits all  
shuffleboards . . . 15 points for two players . . . 21 points for four  
players engineered from a service standpoint. Trouble free service.

**PRICE \$179.50**

1/3 Deposit With Order

**A. & G. MFG. CO., LEE'S SUMMIT, MO.**

**OUTSTANDING  
Best of 'em all!**



PHONE  
OR  
WRITE  
TODAY!

**\$100.00 LESS  
THAN OTHER  
TOP-QUALITY BOARDS  
IMMEDIATE DELIVERY**

**"Fastop" SHUFFLEBOARD**

GENUINE 3/4" STRIPS, MAPLE WOOD TOPS;  
ALSO MAPLE FORMICA AND MASONITE TOPS  
Available in 11-16-18-20-22-Foot Lengths

Get in on the "hottest" moneymaker in the amusement  
industry — FASTOP SHUFFLEBOARDS! Finished in  
finest quality, seasoned materials; will give years of fool-  
proof service and AMAZINGLY HIGH PROFITS for your  
dealers and FOR YOU!

- FORMICA FASTOP or MASONITE cannot warp or be damaged by cigarettes, acids, weights, etc.
- Eliminates daily cleaning and waxing.
- Fastest, smoothest playing surface made.
- Sturdy—built like a pool table.

We Are Manufacturers—Visit Our Plant

**SHUFFLEBOARD SPECIALISTS**

1114 SOUTH MICHIGAN AVENUE WEBster 9-3795-6-7 CHICAGO 5, ILLINOIS

**SEBRING**

**DELUXE  
SHUFFLEBOARDS**  
9-16-22 Ft. Lengths

THE FINEST AT ANY PRICE

**A. G. SEBRING CORPORATION** 2300 W. ARMITAGE CHICAGO 47, ILL.

# Finance Firms Optimistic; Music, Vending Outlook Good

(Continued from page 120)

At the end of the war, two finance companies—the Walter E. Heller Company and the Coin Machine Acceptance Corporation, both of Chicago—were generally considered the two principal factors in national coin machine financing. A large number of small and large companies thruout the country did a volume of coin machine business, mostly within definite territorial limits. But the average manufacturer who thought of a financing program which might cover his entire distributing organization, usually thought first of CMAC and/or Heller.

Now, three and one-half years later, only the Heller company is operating on what might be called a truly national scale. Coin Machine Acceptance Corporation, which last month reduced its Chicago headquarters to a branch office staffed with a skeleton crew, is reportedly liquidating its coin machine paper both in music and vending.

Altho no official statement has been issued by CMAC management, or by its parent company, New York's American Business Credit Corporation, observers question whether CMAC will liquidate completely and go out of the coin machine business or stop short of that point and continue with a greatly reduced volume.

This liquidation process is expected to have the least effect on merchandise vending machines, because proportionately fewer venders have been repossessed than any other type of coin-operated equipment.

Altho finance companies say the great majority of new machine purchases involving major vending pieces are made on time-payment, the automatic merchandising industry was either fortunate enough or far-sighted enough to keep its machine prices firm and to hold production within demand. Both of these factors have had their damaging effects on the music field in the past 18 months.

### U. S. Vending

CMAC financed the now-defunct United States Vending Company when that firm introduced its refrigerated candy bar vender, and it still

### 4-STATE TOURNEY

(Continued from page 124)

record business since the doors opened, this despite some bad weather, including snow, which hit the area almost daily since the opening.

Newspaper coverage of the game continues strong thruout most of the country, with writers for local dailies building feature stories around local leagues and installations. Latest cities to receive the benefits of this promotion were Atlanta and Philadelphia, where excellent stories were run in the past two weeks.

### UNION REPS

(Continued from page 124)

The labor dispute affects upwards of 2,300 Laurel plant workers, as well as producers turning out boards with die-stock playfields whose aggregate output is said to total approximately one-fourth (25 per cent) of the whole.

machines which have since moved onto operators' routes, for a cash price considerably under the original list.

Established builders of merchandise vending equipment have without exception set up financing programs, either on their own or in cooperation with financing institutions. Delinquencies in this segment of the industry, say the finance companies, have never been a problem nor are they expected to be.

Of all the branches of the coin machine industry, finance men are studying automatic merchandising most closely, carefully examining all new ideas and all new manufacturers.

Substance is the prime considera-

tion. Ability to produce in quantity and to stand squarely behind that quantity of machines is the determining factor which decides a finance company to work with a manufacturer or pass him by. No one will say so in as many words, but finance companies give the impression that they have funds available for investment in automatic merchandising. But they look carefully first. No substance, no stability, no certainty of continued activity equals no credit. But a positive answer to each of these three negatives will find a co-operative hand.

Currently, finance companies report, the volume of automatic merchandising business, per company, is (See Finance Firms on page 132)



FIRST OF A SERIES OF SHUFFLEBOARD PARLORS which were planned and set up by Monarch for the owners is unveiled in Green Bay, Wis. The attractive parlor front (above) is complete to the large illuminated sign the full length of the store. Open windows give a clear view of the interior. In addition to featuring six Monarch boards, constructed especially for use in parlors, the interior has two banks of arcade pieces, 25 in all. Refreshments are available via a fountain and thru vending machines. Additional parlors, as planned and equipped by Monarch, will open soon in other communities, it is reported by Roy Bazelon, Monarch president.

AS FEATURED IN ARTICLE ON PAGE 198 OF BILLBOARD DATED APRIL 9, HERE IS THE MASTER PORTABLE

## RESURFACING MACHINE

FOR MAPLE SHUFFLEBOARD TOPS CUTS TRUE AND COMPLETES JOB IN 3 HOURS

Write for full particulars

**U. S. SHUFFLEBOARD EXCHANGE**  
60 E. 42ND ST. NEW YORK 17, N. Y.



**WICO'S SHUFFLEBOARD POWDER**

- LONGER WEAR • HIGHER GLOSS
  - SPEEDIER PLAY
- WILL NOT SCUFF OR HARM ANY SHUFFLEBOARD SURFACE**

Packed 12 One Pound Cans To A Case

**50¢**

Distributors & Quantity Buyers, Write.

PER 1 LB. CAN

GENUINE ORIGINAL PATENTED PUCKS  
Finest Precision Machined—Write for Details.

**WICO CORPORATION**

2913 N. PULASKI

CHICAGO 41, ILL.

# Finance Firms Optimistic; Music, Vending Outlook Good

(Continued from page 131)  
off. This reflects a first-quarter decline in sales of major vending pieces, but financing institutions are not concerned. They believe in the wisdom of careful buying, shy away from over-extension, and are confident they see signs of increased activity in such major pieces as candy and cigarettes.

Of all the major vending pieces, finance companies look most longingly at soft drink machines, particularly cup machines. Thus far, the majority of finance firms have limited themselves to looking—especially those which have had recent experience with automatic phonographs. From their private opinions one gathers they are trying to rec-

oncile high equipment costs and high operating costs with the nickel retail price. Because of those cost factors, soft drink deals are limited and subject to intense scrutiny.

**Music Picture**

The same intense scrutiny is being given deals involving music equipment. Fresh money is going into automatic phonographs daily, not in astronomical figures, admittedly, but in sufficient sums to cover any deal which meets the finance company's requirements.

Smaller finance companies, working in rather limited territories, are finding the phonograph business continuingly healthy. Firms like Minneapolis Securities, which operates mostly in Minnesota, Wisconsin, Iowa and portions of neighboring States, and Standard Factors, of New York, are carrying a modest but healthy volume of music paper.

For some revealing background on the present situation in phonograph financing it is necessary to go back a year ago. At that time, observers say, CMAC began pulling in on instructions from its banks. Past-due payments in music equipment especially then were reaching an all-time peak; prices of music equipment varied widely between the list price quoted by the manufacturer, underwritten by the finance company, and the price at which the same piece of equipment could be bought on the open market.

**Price Instability**

This instability of prices, growing out of production which greatly exceeded demand, had a near-disastrous effect on the phonograph business. An operator buying a phonograph on time-payment could not be expected to have any interest in protecting and building his equity in that equipment if he could purchase the same piece (of equipment) from another source at a price less than his balance due. Credit was easier come by then, too, and the new purchase of "cut price" machines could usually be financed.

Altho this situation was not true of every manufacturer in the music field (in fact, only one major phonograph manufacturer was seriously affected), the impact of this production beyond demand and the resulting instability in prices temporarily "broke" the market.

During the past 12 months, CMAC is reported to have sold approximately 7,000 repossessed juke boxes, most of these at prices well under list. There is a wide variance of opinion as to the number of repossessed juke boxes still to be sold, altho Chicago's financing circles are mainly agreed that no finance company except CMAC has any quantity on hand. Guesses as to the number of boxes CMAC still has range all the way to 8,000 machines, but this figure is strongly discounted by sources close to CMAC who say the figure more nearly approximates 1,000 boxes and that these are so widely scattered that they are not expected to have any serious effect on the current or future market.

**CMAC Liquidating**

In the plushiest days of the post-war phonograph field, CMAC was reported to have had in excess of \$20,000,000 of juke box paper. Today, the total is presumably considerably less than that figure and the balance is being liquidated in an orderly fashion.

Whatever the reason, no other finance company—Walter Heller included—was ever credited with equaling the volume of business done by CMAC. And of all the firms, only CMAC made the coin machine industry its sole source of business (Heller, for example, is in many fields and is the nation's largest fac-

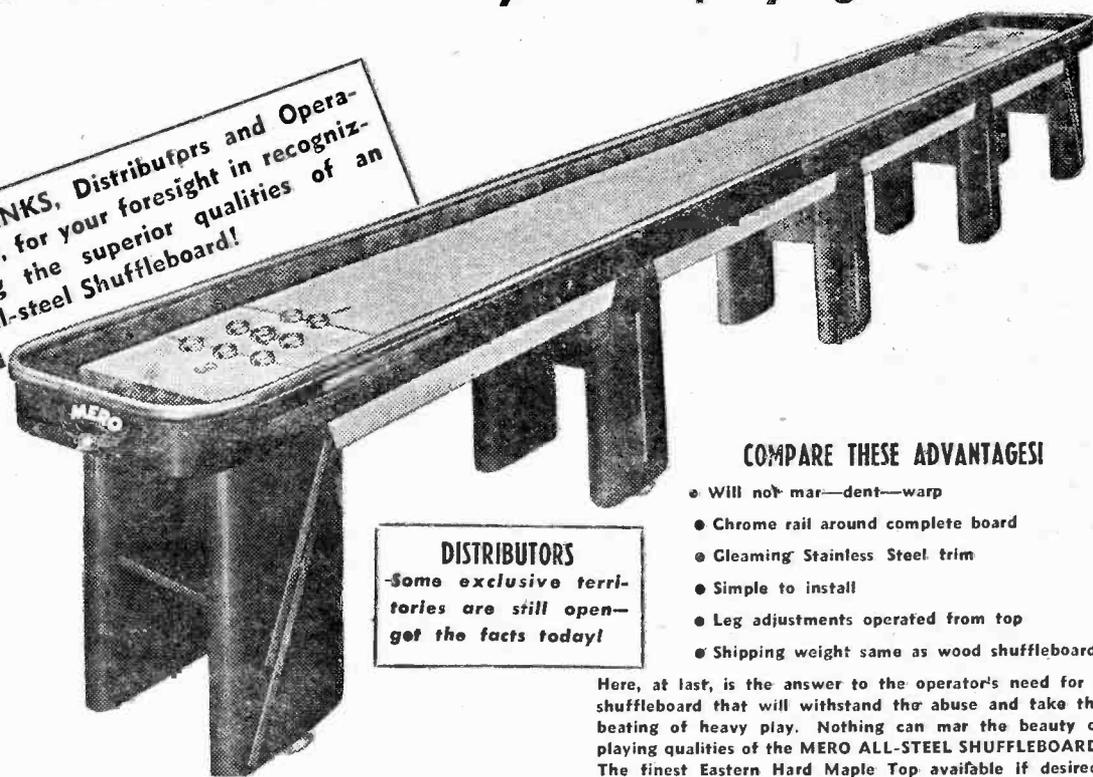
**ACCLAIMED A HIT!**

# MERO'S ALL STEEL

## SHUFFLEBOARD WITH STAINLESS STEEL TOP

*Slicker-Faster than any other playing field!*

THANKS, Distributors and Operators, for your foresight in recognizing the superior qualities of an all-steel Shuffleboard!



**COMPARE THESE ADVANTAGES!**

- Will not mar—dent—warp
- Chrome rail around complete board
- Gleaming Stainless Steel trim
- Simple to install
- Leg adjustments operated from top
- Shipping weight same as wood shuffleboards

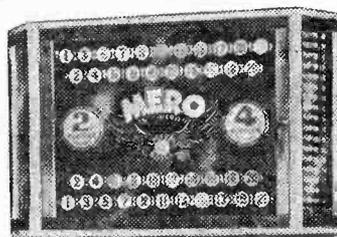
**DISTRIBUTORS**  
Some exclusive territories are still open—get the facts today!

Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD. The finest Eastern Hard Maple Top available if desired.

### MERO MANUAL OR COIN OPERATED ELECTRIC SCOREBOARDS \$119.50

Guaranteed accurate score keeper that insures against embarrassing questions To Operators when making collections.

- 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 10¢ plug-in  
**\$20.00** additional  
Complete with remote control buttons.



**ABT COIN BOX**  
**\$30.00** additional  
Complete with remote control buttons.

**MERO INDUSTRIES**  
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**MERO BUILDING**  
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toring organization as well as one of the oldest).

The sheer magnitude of CMAC's coin machine deals served to increase the effect of that company's decision to liquidate its coin machine paper.

Now that production within the juke box industry has tapered off, and most of the repossessed machines have been moved out for cash, the music machine picture, credit-wise, is considerably brighter.

**Future Financing**

A spot-check of finance companies this week brought in these general conclusions about the present and future of juke box financing:

1. Juke box prices are "firming up," becoming more stable—a prime factor in financing.
2. Collections on music paper are holding up well.
3. Delinquencies are staying within a safe, reasonable percentage.

Generally speaking, finance company executives report a growing coldness toward the so-called "floor-plan" method of financing, both in the coin machine industry and in other industries. The floor plan, finance men declare, is too involved and too expensive and for that reason they imply they will stay clear of setting up floor plans with new customers.

The floor-plan method, widely used during the postwar period in the phonograph field, works like this:

A manufacturer wants to sell a specified number of pieces to one of its distributors. If the distributor's financial statement warrants consideration, the manufacturer ships the order and at the same time makes out a trust receipt and a note which contain a detailed description of the equipment including serial numbers. The manufacturer then takes the trust receipt and note to the bank with bill of lading attached. A letter or an instruction sheet accompanies this package instructing the bank to collect a specified down-payment in certified funds and have the distributor sign the trust receipt and note in the amount of the balance due.

Upon payment of the down payment and execution of the trust receipt, the bank delivers the bill of lading to the distributor who can then pick up the shipment and put it on his floor. The bank returns the down payment and receipt to the manufacturer and the manufacturer in turn sells the trust receipt to a finance company. As the distributor sells the machines off his floor, he sends the finance company the balance due on the equipment. Customarily, there is a repurchase agreement or a guarantee on the part of the manufacturer to make the deal good.

The job of servicing such a program, and the cost, have made many a finance company leery of floor plans but the method is still in wide use.

**Five Candy Firms Deny FTC Charges**

(Continued from page 119) resulted in net returns to the respondent of varying amounts, but any such differences were not substantial, nor did they restrain trade, injure competition or otherwise violate any law or laws." Furthermore, the briefs set forth, "any and all such price arrangements resulted from the effort of the respondent, in good faith, to meet competition."

The Sweets Company complained that FTC, by "singling out a few producers" for action "places those fortunate manufacturers, who have not been proceeded against, in a near monopolistic position." Sweets added that the practices which FTC seeks to ban have been so long established in the industry that trade conferences would be the only way to end them.

Sweets further stated the firm had not always sold its products at a uniform price, but that the law was never violated by such practices. Sweets denied all other allegations of FTC that the Robinson-Patman or Clayton acts were violated by the company.

**Universal Match**

Universal Match Corporation, which took over the Schutter Candy Company in 1946, and New England Confectionery Company both denied that any of their practices in selling candy violated any laws. Both declared that any price or service discriminations which may not have been made represented only difference in the cost of doing business with various buyers and, therefore, were justified under the Robinson-Patman Act. Both firms denied that any unlawful brokerage fees had ever been paid.

Universal added to its denial a reservation stating that it "reserves the right to other intervening procedure" and that it reserves the right to request "such other and further relief as may be proper."

**PUCK PATTEN**

(Continued from page 128) erans of Foreign Wars clubroom and got a free ad break. First players included Claire Stewart, lovely blond WFAA vocalist, who was given three two-column shots in a local Sunday section, showing the radio artist at play. Miss Stewart was 1946 winner of Mutual Broadcasting System's nationwide singing contest. Only 15 years old then, the grown-up now has both MBS and a Hollywood studio eyeing her career.

American Distributing's newest local customer, Ritz Bar, set a beginner's record when the suburban spot grossed over \$100 the first week with one Royal shuffleboard.

**SEE MORATORIUM**

(Continued from page 110) Mason went on record as favoring the bill.

Purpose of the bill, judiciary committee members pointed out was to give Congress time to study the policy being followed by FTC and resulting court decisions, with a view to enacting more specific legislation to deal with the basing point problem.

Even when enacted, however, the measure would not affect any firm now under indictment. The bill would be limited to new prosecutions.

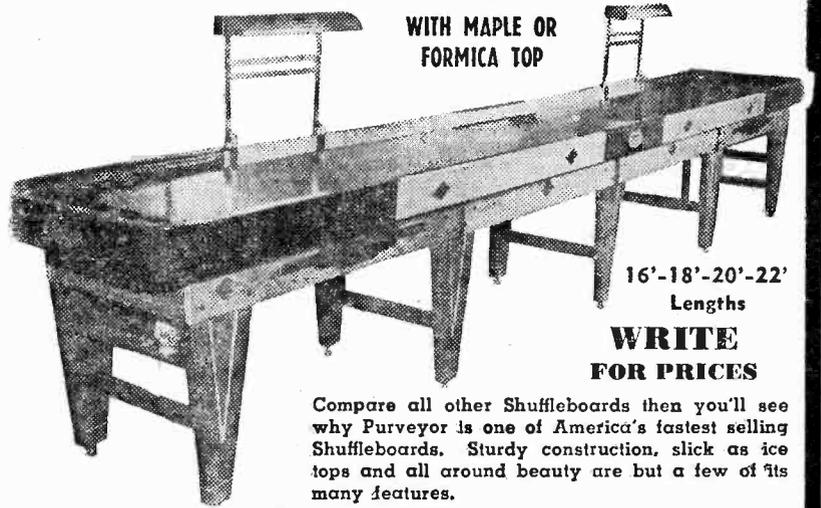
**COUNCIL BLUFFS LAW**

(Continued from page 110) as an attempt by six distributors to test the mayor's action of March 18 ordering all pinball machines out of the city.

Attorney for the location owner disclosed that the bond was forfeited because the ordinance is scheduled to come up again and "we did not want to influence its adoption by a trial at this time."

Mayor Sparks said: "The pinballs will not go back until we get an ordinance licensing them."

**THERE IS NOTHING FINER THAN A PURVEYOR SHUFFLEBOARD**



WITH MAPLE OR FORMICA TOP

16'-18'-20'-22' Lengths

**WRITE FOR PRICES**

Compare all other Shuffleboards then you'll see why Purveyor is one of America's fastest selling Shuffleboards. Sturdy construction, slick as ice tops and all around beauty are but a few of its many features.

**PURVEYOR JR. SHUFFLEBOARDS**

12 Ft. long with light formica top. THIS IS NOT A RE-BOUND but a standard Shuffleboard for those thousands of smaller locations.

**\$199.50**

**PURVEYOR ORIGINAL SHUFFLEBOARD CLAMP-ON FLUORESCENT LIGHTS**



SINGLE \$19.50 PAIR \$35.00

Equip Your Board With Lights and Watch the Play Increase.

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.

**PURVEYOR SCOREBOARDS**

**STANDARD \$129.50**

**DELUXE \$199.50**

Coin Operated, \$20.00 extra. Metered, equipped with scoring buttons for both ends of the board.

Allows players to play Baseball, Horse-collar, Shuffleboard. Complete with scoring buttons for both ends.

25% WITH ORDER — BALANCE C. O. D. CASH WITH ORDERS UNDER \$25.00

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**INVESTIGATE TRU-GLYDE Shuffleboard WEIGHTS**

THEY HAVE RING-RIDING BOTTOMS FOR CONTROL and other important patented features. You'll find that they'll cost you the least in the long run.

Our FAS-GLYDE Shuffleboard Wax is superior and economical to use. Write us for current prices and complete information.

**VIBRO VITA PRODUCTS CO.**

15 MT. VERNON STREET

RIDGEFIELD PARK, N. J.

WEST COAST DISTRIBUTOR: COMPO CO., 2650 La Cienega, Los Angeles

**SPECIAL**

BRAND NEW—Regulation Tournament Size

**SHUFFLEBOARDS**

Hard Maple Playing Surface—the sturdiest, most beautiful boards ever built at competitive prices. Immediate Delivery. WRITE TODAY FOR COMPLETE INFORMATION AND LOW PRICE. Special money-making deal for distributors!

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**Correction**  
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 COIN-OPERATED ELECTRIC SCOREBOARD for All SHUFFLEBOARDS  
**\$144.50**  
 Fully Guaranteed for 1 Year (excepting light bulbs)  
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**SHUFFLE BOARDS RECONDITIONED!**  
 WE REPAIR, REFINISH, RECONDITION All Makes of Shuffle Boards!  
 TOP QUALITY WORK • REASONABLE PRICES • PROMPT SERVICE!  
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# COINMEN YOU KNOW

## Chicago:

Frank Lorden, Bell-o-Matic, reports that Carl Hoelzel, United Amusement, Kansas City, Mo., is a busy man these days. Not only is Carl and his staff doing a steady bell trade, but the firm is also making a compact fire extinguisher, which is a demand item. Bell-o-Matic staffers are still talking about the shindig for Vince Shay, celebrating his 30 years in the trade. "Spinning Reels," firm's bi-monthly house organ, just out for the March-April period. Publication is ably edited by Grant Shay, Bell-o-Matic veepee, who enjoys stories about everyday happenings but with a hidden serious meaning.

Charlie Pieri, Exhibit Supply sales manager, is doing his best to parcel out production on the firm's Dale Automatic Shooting Gallery. Meanwhile Exhibit's production staff continues to step up output on the gun game. Frank Mencuri, who heads the firm's arcade sales division, continues to improve from his recent surgery. . . . All of the area's music machine producers are sending representatives to the annual convention of the Phonograph Merchants' Association at Cleveland at the Hollenden Hotel, Tuesday (19). . . . Orville Adams, head of Adams Coin Machine, L'Anse, Mich., was in for a two-day tour of manufacturing plants.

Lyn Durant, Herb Oettinger and Billy DeSelm are pleased with the reception of Carolina, United Manufacturing's new game. Ray Riehl made a brief road trip during the week in the interest of the same five ball. . . . Monarch's Roy Bazelon has stocked the arcade half of Smitty's shuffleboard parlor, Green Bay, Wis., with 25 old amusement machines. He is doing a similar job for an Appleton, Wis., spot soon to open for business.

Ray Moloney, president of Bally, was expected back at his desk Monday (11) after a Miami Beach vacation. Dan Moloney and Capt. Tom Callaghan are already back at their desks. . . . Lou Boasberg, accompanied by his young son, Bobbie, was in from New Orleans and renewed acquaintances with Bill Marmer, Sicking, Inc., Cincinnati, at Bally headquarters. Joe Theis has returned to Chicago after a business jaunt to California.

Art Weinand, general sales manager of Rock-Ola, is recuperating after undergoing surgery. Art expects to be back at his desk within a few weeks. Meanwhile the firm headquarters are humming as music machine and shuffleboard production goes ahead.

Walter Ashton, general manager of Searles Welding & Manufacturing Company, reports that the Kalva 3-Way '49er, following improvements in vending action and simplification of coin mechanism and controls, is coming thru rigid test operations with flying colors and that all-out production will be undertaken shortly. The former design, embodying a one-piece coin unit, was held back production-wise when the new type unit was perfected. Firm's dairy drink machine, the all-carton two-flavor vender now completing final location tests, will boast an interior of stainless steel if final production-cost plans show that its price can be held to approximately \$385.

On his way back to the Twin Cities to participate in the Five-State Phonograph Operators' Convention (April 25-26), Bill (Sphinx) Cohen, of Silent Sales, stopped off in Chicago. He's been in Miami and is sporting a tan. Silent Sales will exhibit its lines at the operator's meeting, concentrating on Solotone. Be-

(See Chicago on page 136)

## Los Angeles:

Bud Parr, of System Amusement Exchange, has some expansion plans ready to announce in the next few weeks. . . . R. J. McCoskrie was making the rounds on coin machine row. . . . Joe Liberti took over a music route from Jim Ruzzi. . . . Mrs. Vic Sanders came in from Newhall to look over new records.

Phil Robinson just returned from a visit to the Windy City getting the latest dope on Chicago Coin's future plans. As Coast rep for the firm he asked that shipments on the coin-operated Pistol be speeded up. He reported the company to be in full production on Majors, the new baseball game.

Ken Ferrier, who operates in Oxnard, Calif., made an L. A. trip to look over some new equipment. Another visitor was George Nachtweich, who hails from Inglewood.

Fred Gaunt, of System Amusement Exchange, is back from 29 Palms where he went for a rest following his recent illness. He picked himself up a tan which makes natives pale in comparison. . . . Frank Walnut made one of his frequent jaunts down from Morro Bay for another confab with the boys on Pico Street.

William R. Happel Jr., of Badger Sales, was host to Lou Edelman of Gardena and O. S. Stewart, Long Beach. . . . Another Long Beach coinman, John Ketchersid, was seen on Pico Street last week.

Ed Wilkes, of the Paul A. Laymon Company, is now handling the Yeaton cigarette vending machine. It's a five column, 100 pack vender with a coin changer. It's catching on locally because the price is under \$100, he reports. Incidentally, the Laymon Company just made a big shipment overseas, which is a good indication that the export end of the coin machine biz is picking up in these parts.

Clyde Denlinger, Balboa coinman, was on Pico Street last week. . . . Homer Gillespie, of Gillespie Games, builders of the Penny-Pitch was in town, setting some deals. . . . Marion H. Goosen was in from Wilmington looking over some new machines. Another visitor was Dudley Trojan, of the Trojan Novelty Company.

Dannie Jackson, of Automatic Games, made one of his trips to the San Luis Obispo country last week. His partners, George Warner and Sammy Donin, took care of local business while he was gone. . . . Three coinmen from near-by Downey were in town last week: M. V. Conner, John McGee and L. D. Smith.

## Cincinnati:

John Toney, who operates the Hilltop Music Company, has been accepted as a new member of the Automatic Phonograph Owners' Association. Toney, who operates 30 phonographs in the area, has headquarters at 1349 William Howard Taft Road. . . . Nat Bartfield is back home after making a combination business and pleasure trip to New York. Nat was named a board member of the APOA at the association's meeting Tuesday (12) at the Hotel Gibson.

Charles Kanter, new APOA prexy, and Sam Chester, retiring president, will visit the tenth anniversary convention and banquet of the Phonograph Merchants' Association in Cleveland Tuesday (19). Kanter and Chester will headquarter at the Hollenden Hotel, site of the convention. . . . Joe Schaffer and his family are in Florida and will vacation there for another two weeks.

Milton Cole is back in Cincinnati

## Detroit:

Alexander Wiener, Detroit manufacturer, has been named manager of the local branch of the Vending Machine Corporation of America, cup-type beverage venders. Miss Marion Ryan, temporarily in charge of the operation since the resignation of Tony Marshall, is remaining with the firm. . . . Albert Weidman, of Weidman National Sales, has been making a sales trip thru Wisconsin and Minnesota. . . . Michael Weinberger, veteran operator and former owner of the S and W Coin Machine Exchange, is back on the job after a serious illness and a vacation in Florida. He and his son, Leo Weinberger, are expanding their route with the addition of some new Exhibit Dale Target Guns. . . . J. E. Fouser advises that the Charles F. Warrick Company is preparing new literature on its level control for cup-type venders.

Frank Hopkins, blind vending operator who has a mixed route of cigarette, candy bar, and bulk machines, is increasing the number of scales on his route—a type of machine he has operated for several years. . . . Walter Zukin, Detroit druggist, is operating a route of ice cream venders under the name of Tangent Sales, establishing headquarters at 1705 Hazelwood Avenue. . . . F. Stanley Collins has taken over the diversified vending route he operated for a time in partnership with Hans Hagen under the name of the Farmington Vending Company. He specializes in an up-State route, and is one of the few Detroit operators to go beyond the metropolitan area.

Edward J. Glowacki is establishing the Active Vending Company at 2731 McLean Avenue. . . . Donald B. McLouth, of Detroit, William J. Netter, of Gaylord, and Peter Rahilly, of Newberry, have joined to form the U. P. (Upper Peninsula) Distributing Company, with headquarters at Newberry, to deal in vending machines. . . . O. H. (Jack) Feinberg, veteran coin machine distributor here, is reorganizing his set-up in the cigarette vending field. . . . Edward W. Lesinski is establishing a music route under the name of Model Music, with headquarters at 19315 Cliff Avenue.

Orders for the new 1949 Quizzer have been reaching the factory at Lincoln Park, Mich., at a rate far exceeding expectations, according to Jack Stapleton, sales manager of the company. He said that "wherever the new model has been installed during the past several weeks, reports from operators show a tremendous increase in play."

The new model lists at \$385, including a 6,000-question reel, with special discounts on lots of five or more.

The 1949 model may be converted at a cost of \$65 per machine, including installation of the new scoring sign and endless film assembly.

New film distribution policy has also been adopted, with the sale of a standard 6,000-question reel to the operator at \$25, allowing the operator to build up a library for change-over purposes as required. Plans are under way for a large expansion program at the film laboratory, Stapleton said, and in the near future, additional films will be available for distribution.

after a business trip to the West Coast. . . . Harry Hester has fully recovered from injuries he suffered in an accident several weeks ago. Harry recuperated at Dillsboro Springs in Indiana. He got back to town in time to attend the association meeting last week.

## Washington:

Acme Amusement Company offices at 1106 20th Street N. W. are now vacated. The company was bought out by John H. Phillips, of Phillips Novelty Company, last month. At the time he estimated it would take several weeks before the two firms were consolidated.

Alco Amusement Company is also settled in new quarters at 3110 M Street N. W. It had formerly been located at 618 T Street N. W. The name of the company has been changed to the Leonard Amusement Company after its owner, accountant Leonard Abrama.

Washington zoo concessionaire Harry Leach reports that the sales of animal food from a vending machine are going very well now that the warm weather is attracting hundreds of District residents to the park. The dispenser is still selling Ry-Krisp until the D. and G. Company, of Frederick, Md., has developed a formula for palatable zoos rations in an unwrapped biscuit form (The Billboard, November 6, 1948). This firm which produces diets for dogs, monkeys, and other animals is expected to have the new food ready sometime during the spring, Leach said.

Horace Biederman, secretary-treasurer of the Washington Coin Machine Association (WCMA) and head of Biederman Amusement Company, has been in Doctors' Hospital with an ulcerated stomach condition. . . . WMG prexy Hirsh de la Viez has also been on the sick list because of food poisoning.

A factory demonstration of the new coin-operated Solotone television and phonograph combination was given at the Hirsh Coin Machine Company recently. Invitations were sent to local music men to witness the showing. De la Viez has a few of the machines on location although his public relations man, Bill Schwartz, said he is going slowly on installations until he has a chance to see how successful they are.

Eddy Renner, of Northern Virginia Music Company, wielded the gavel at WMG's April meeting held Tuesday night (12). He was the second member to take over the chair under the Guild's plan to rotate leadership.

The Dr. Pepper Bottling Company is entering the free spring cooking school to be sponsored by The Bethesda-Chevy Chase Tribune in near-by Bethesda, Md., April 27, 28, and 29 as one of the co-operative advertisers. As it did in the fall sessions, the company will present a carton of Dr. Pepper or Tru-Ade to the first 100 women to arrive each day.

The Glen Echo (Md.) Amusement Park opened for the summer Saturday (16). Only large playland in the Washington area, the admission-free entertainment center contains a dance hall, swim pool, rides, refreshment stands, picnic grounds, a new kiddieland, and a coin machine arcade. With the start of the season, concessionaires Stephen J. Malrone and his wife are celebrating their 25th anniversary at the same location. Housed in a building erected last year, the 85 by 45 foot sportland is equipped with 90 to 100 coin machines operating at 5 to 50 cents. The coin devices range from a few old Mutescopes (forerunner of the moving picture kept by Malroney "for old times sake") to a modern voice recorder. Baseball, hockey, and target games are featured and several pinball tables are on hand. Penny scales are also scattered around the park.

**New York:**

Herb Klein, International Mutoscope sales manager, left early last week on a sales trip thru Muto's Midwest territory. He expects to be away for about two weeks. . . . Al (Senator) Bodkin, of Forest Hills Automatic Music, has been missed along coin row in recent weeks. He is at home convalescing from an operation. . . . William Deree, of Alco-Deree, visited here last week, spending part of his time with his Eastern distrib, Hal Meeks.

Leo Knebel, of Rex-Lee Enterprises, returned to work after a three-week bout with pneumonia. . . . Murray Kaye, sales chief at Atlantic New York, local Seeburg distrib, reports that ops are coming in with re-orders for the new 100-selection Seeburg juke. . . . The city fire department last week began checking all cup vendors operating in the subway stations to see if their refrigerating mechanisms comply with safety regulations.

Kuno Hamann, head of Alkuno & Company, says he had to postpone indefinitely a planned national sales junket, due to pressure of work at his Bronx plant. With a new vender coming off production lines soon, Alkuno is also filling orders for its Model 500 hard candy vender. Quantity orders are coming from his newly appointed distrib, says Hamann.

Jack Mitnick, tanned and rested after a vacation, says he may soon have an important announcement to make concerning his future activity in the coin machine biz. Mitnick recently severed his connection with Boston's Beacon Coin. . . . Dave Lowy is dressing up his Avenue out- (See New York on page 136)

**Indianapolis:**

Joe Conley, of the Conley Automatic Music Company, Muncie, Ind., acquired the route of C. L. Medsker, Muncie, as of April 1. Medsker has not announced his future plans. . . . James (Jim) Miller, of the Miller Music Company, Columbus, Ind., was on coin row shopping and buying parts. . . . Louis Worak, operator at Bedford, Ind., was in town buying. . . . Peter and Mrs. Stone, Indiana Automatic Sales Company, spent Easter holidays in Chicago, visiting friends and relatives. . . . Dale Wiley, operator at Columbus, Ind., was in buying parts. . . . From reports distributors are enjoying a renewed demand for coin-operated phonographs. In several instances phonographs show a marked increase in sales.

Kokomo, Ind., has a new ordinance effective as of March 31, requiring a \$50 license fee for every pinball machine operating in the city. The ordinance also requires a \$10 fee for each pool table, bowling alley, shuffleboard or other manually operated machine and specifies that no license shall be granted to an establishment within 500 feet of the property line of a school. However, the councilmen explained that they didn't mean 500-foot distance to apply to anything other than pinball machines.

The Indiana Automatic Sales Company has added another 16-foot truck to its delivery system.

**Baltimore:**

Roland Slatkoff, chief mechanic at Penny Vending, is proudly displaying his new sport model Ford. . . . A resolution introduced in the Maryland Senate March 24 requested the governor to appoint a commission to study the State's license laws with a view to standardizing them and eliminating unnecessary duplications.

The Maryland Senate received a bill March 25 to provide for a referendum in Kent County on the question of licensing coin-operated mechanical and electrical amusement devices and machines.

As the biennial session of the Maryland Legislature approached the zero hour, several bills affecting coinmen were in the legislative mill and some of them, it was believed, were passed in the closing rush. Not until the smoke has cleared and Governor Lane acts upon the bills will it be possible to learn the fate of all legislation affecting coin machine operators.

Amusement Machine Operators' Association of Greater Baltimore (AMO) held a dinner and business meeting Tuesday night (5) attended by approximately 65 members. The organization voted to establish a full-time office, since recent expansion of its activities has made a centrally located meeting place and secretarial help necessary.

B. J. Fine, owner of the coin machine company bearing his name, and Irv Polansky, of Automatic Sales & Service Company, have devised a new feature for five-ball games which they claim will do as much to stimulate play as the flipper idea.

Roy McGinnis returned from a Florida vacation trip and departed for Chicago on business. . . . Frank Crowley, formerly of the David Rosen Company, is now associated with General Vending Sales Corporation. . . . Recent five-ball games received here, which emphasize use of thumper-bumpers rather than flippers, seem to be making a hit among players.

The Maryland House passed the bill to legalize coin-operated amusement devices which dispense awards, except bells, in Prince Georges County, with license fees ranging to \$200 per machine, subject to a county referendum in June.

**Hartford, Conn.:**

M. H. Rhodes, Inc., local manufacturer of parking meters, is now producing another new timing device, called the Two-in-One, which runs at two different speeds in a ratio of 10 to 1. The device is a one-hour timer and combines timers in one small, compact unit. By pressing a small lever attached to the side the timer can be operated at a 10 times faster speed, making it possible to set the instrument to record accurately within seconds. According to the Rhodes organization, general acceptance of its latest product has been received from many leading firms thruout the country. The new device is already in production at the Bartholomew Avenue plant, with deliveries slated for late this month.

A new twist has been given to the old story of motorists strongly protesting when they put coins in parking meters and discover that the meters do not work. At near-by Middletown, Conn., a woman motorist at least tried to do something about it. The meters there operate with either pennies or nickels. She dropped a dime in the penny slot. The meter would not work.

The motorist was about to walk away when she spotted a policeman. "I'm sorry, officer," she said, "but

this meter doesn't work. I put a dime in it. I wish you'd give me my nine cents change."

"See the mayor" was the cop's reply.

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TWIN BONUS SUPER BELL . . . . . 350.00	BARNACLE BILL . . . . . 149.50
JENNINGS CHALLENGER, 5/25 . . . . . 350.00	BERMUDA . . . . . 89.50
EVANS RACES, 5¢, Cash P.O. . . . . 350.00	CINDERELLA . . . . . 115.00
GOLD NUGGET . . . . . 425.00	CIRCUS . . . . . 129.50
RESERVE BELL . . . . . 395.00	HUMPTY DUMPTY . . . . . 89.50
TRIPLE BELL . . . . . 375.00	MAJOR LEAGUE BASEBALL . . . . . 79.50
WILD LEMON . . . . . 325.00	RAINBOW . . . . . 149.50
	SPEEDWAY . . . . . 139.50
	SUMMERTIME . . . . . 129.50
	TRINIDAD . . . . . 89.50

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5V4G ... .84	6L6GA .. .87	80 ..... .45
5Y3GT/O .38	65C7 ..... .46	83 ..... .79
5Z3 ..... .89	65J7 ..... .89	2050 ..... .83
6AL5 ... .69	65L7GT .. .69	2051 ..... .49

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**ELECTRONIC RESEARCH LABS.**

1021 Callowhill St., Philadelphia 23, Pa.

**Chicago:**

(Continued from page 134)

fore he went off on vacation Cohen was personally soliciting locations for Solotones and Keeney cigarette machines just as he solicited stops years ago.

Lou Jaffa, sales manager for Eastern Electric Vending Machine Corporation, departed town last week. Before he left he conferred with Larry Frankel, who came in from the West... April 9, Mac and Mrs. Churvis celebrated their 27th wedding anniversary at the Edgewater Beach Hotel here. He's head of Churvis Advertising, coin machine advertising agency.

Ray Riehl, United Manufacturing Company, accompanied by his wife and daughter, flew to Tucson, Ariz., last week-end for a short vacation. Billy DeSelm, sales manager, is getting the orders for Carolina out on schedule and completing arrangements to move into his new home on the Northwest Side... Herb Oettinger, United comptroller, played host to Lennie Goldstein, in town from his T & L Distributing Company headquarters in Cincinnati.

**New York:**

(Continued from page 135)

let for the spring season. A bright new sign, listing the equipment sold by Lowy, now bids for passersby patronage.

Joseph Kolodny, managing director of the National Association of Tobacco Distributors (NATD) who recently returned from a Florida vacation, is overseeing last minute arrangements for the 17th annual NATD convention, which opens at the Statler Hotel, Sunday (24). Vending machine manufacturers will be among the more than 400 exhibitors at the confab. A registration of 8,000 is expected.

**Record Reviews**

(Continued from page 38)

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

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER ALL

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER ALL

**POPULAR**

- RAY DOREY**  
(Gold Medal GM 943)  
**Too Many Kisses** 61--62--61--60  
Dorey gives a mediocre ballad a good try.
- It Isn't Fair** 71--71--70--72  
Good oldie that Russ Columbo used to do gets a fine job from Dorey. Small group backing doesn't do right by his vocal, however.

**POPULAR**

- THE PIED PIPERS**  
(Victor 20-3404)  
**Don't Have To Tell Nobody** 73--75--73--70  
Group makes a pleasing, if unexciting debut on the label with a pretty new ballad.
- Little Lost Dream** 67--70--68--69  
Lyric idea is clever, but the group's rendition is colorless.

**LAWRENCE WELK ORK**

- Hurry, Hurry, Hurry** 84--84--83--85  
(Mercury 5280)  
Welk's bright polka-type version of the catchy novelty should get heavy play if the number continues to gain.
- Who's Girl Are You?** 85--85--84--86  
Typical Welk styling and smooth vocal ensemble insure wide appeal for this etching of the up-and-coming waltz. For danceability this band is hard to beat.

**AMES BROTHERS**

- (Coral 60052)  
**Barroom Polka** 81--80--80--84  
Virtue harmony rendition of the promising novelty should pick up a sizable chunk of juke coin.
- We'll Still Be Honey-mooning** 79--78--79--80  
Swingy old-fashioned waltz has a simple, broad appeal in this bar-harmony waxing.

**MARION HUTTON**

- (MGM 10395)  
**All Right, Louie, Drop the Gun** 72--70--70--75  
Gal has her own lines for the novelty, but this production lacks the comic value of the Wesson Bros. or Godfrey efforts.
- Bop! Goes My Heart** 68--70--67--67  
Somewhat desperate try by chirp and clefters fails to produce more than a bantam-weight novelty side.

**RUSS CARLYLE ORK**

- (Coral 60053)  
**The Gang That Sang 'Heart of My Heart'** 80--80--79--82  
Scoring of the bouncy oldie features sock unison vocal and colorful, dancey orking—ingredients that have spelled "success" for lesser material.
- You're So Understanding** 76--74--74--79  
This cutting is in for a fair amount of play if the attractive ballad lives up to its early promise.

**JOHNNY BOND ORK**

- (MGM 10391)  
**Red Head** 71--70--70--72  
Bond and ensemble cut his own lyric to the "Long Island folk tune." Group unison vocal and shuffle rhythm formula lack spontaneity.
- Hurry! Hurry! Hurry** 67--66--66--70  
(Rosemary Calvin)  
Quick, chugging rhythm is infectious here, but the gal and ensemble vocal effort doesn't achieve the same sparkle.

**RUDY VALLEE**

- (B. Krueger Ork)  
(Castle 1263)  
**It's Time To Sing a Goodnight Song** 67--67--67--67  
The Vagabond Lover's recent night club triumphs indicate there's still interest in the pipes that once led the field. Pleasant tune and large ork.
- Stein Song** 71--71--69--73  
The crooner leads the ensemble on the standard he's most frequently identified with, but lacks the punch of his older vocals.

**GUS VAN**

- (Castle 1215)  
**I Don't Know Why I Love You Like I Do** 61--62--62--60  
Member of the old-time Van and Schenck team delivers the oldie in a manner that means little to modern buyers.
- All She'd Say Was Uhm-Hum** 58--60--58--56  
Van-Schenck oldie may interest some nostalgic-seeking oldsters.

**RALPH FORD**

- (Crystaletta 600)  
**Hawaiian War Chant** 56--55--57--57  
Nothing particularly exciting or stirring in this organ treatment of the standard.
- Poinciana** 61--61--60--62  
Dave Rose's pretty tune draws a pretty straightforward reading by organist Ford.

**DENNIS DAY**

- (Victor 20-3413)  
**Because You Love Me** 73--72--72--74  
The tenor and vocal group swing smoothly thru a melodious waltz that follows the currently favored formula.
- Galway Bay** 71--66--68--78  
The tenor's late entry on the Irish-flavored hit is unlikely to catch the leaders or create a stir outside of Day's charmed circle.

**MR. GOON BONES & MR. FORD**

- (Crystaletta S 1202)  
**The Shiek of Araby** 69--66--68--72  
Organ- and -bones team tackles an oldie well-suited to the vaude treatment. Idea is okay but the waxing lacks zip.
- Ain't She Sweet?** 67--65--65--70  
Organ and bones combine but do not sustain the old-hat treatment for the oldie.

**ERSKINE HAWKINS**

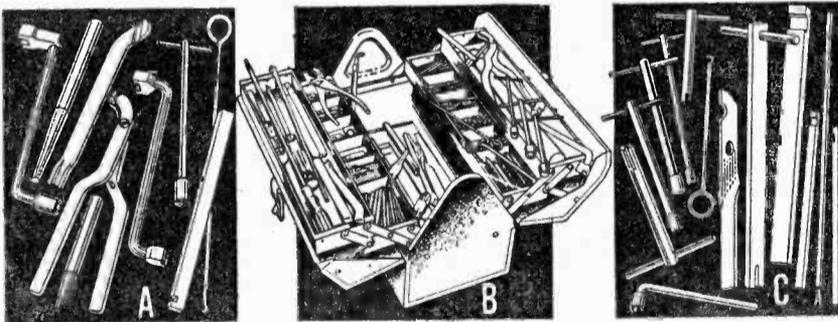
- Ork**  
(Victor 20-3408)  
**I Wish Somebody Cared Enough To Cry** 59--56--60--60  
(Jimmy Mitchell)  
Dual-tempo ballad rendition is weak and uninspired.
- Texas Hop** 69--70--66--70  
Shuffling instrumental jumper spots tasty baritone and tenor solos, and Hawkins' trumpet. A fair-enough dance disk.

**RUDY VALLEE**

- (The Sportsmen)  
(Castle 1285)  
**Alouetta** 75--75--75--75  
Vallee, currently cavorting on the night club circuit, has etched his own well-known interpretation.
- The Whiffenpoof Song** 77--79--77--75  
Another hunk of nostalgia in this etching of a song which Vallee gave its greatest fame. Again it's the original crooner's own version and it's effective.

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**RATINGS**  
(100 Point Maximum)

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

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**

OVER-ALL  
MUSIC  
LYRICS  
OPERATOR

**POPULAR**

**HELEN CARROLL-CY WALTER-STAN FREEMAN & THE CAROLERS**  
(Mercury 5278)  
In the Spring of the Year  
66--70--65--63

Satisfactory etching of a tune which is wonderful but which lacks the common touch. It would do for a show score.

**While We're Young**  
This is a pretty waltz by Alec Wilder and Morty Palitz which is handled well by Miss Carroll with the two pianos of Walter and Freeman coming off a little thin in sound.  
78--76--73--70

**MAIN STREET STRING BAND**  
(Victor 20-3415)  
When You Wore a Tulip  
77--77--78--77

No doubt these Philadelphia string bands create infection, but one was led to believe the fad for this type of music (ugh!) came and went with a four-leaf clover.  
**Keep a Twinkle in Your Eye**  
Tune which has drawn some play around Washington is well-suited to this type of community sing treatment.  
88--84--82--82

**KEN GRIFFIN**  
(Rondo 188)  
Lady of Spain  
75--70--76--78

Smart organ treatment of the revived ditty should find favor with Griffin fans and on jukes.  
**The Shades Are Down On Cobble Street**  
A most attractive melody and smart, formula lyric make for what could be a sleeper tune here. Nicely warbled by one Eddie Vand, backed by Griffin on the organ.  
75--75--75--75

**CASS DALEY**  
(Decca 24600)  
A Good Man Is Hard To Find  
75--74--72--80

The brassy comedienne gets off a typical, blaring edition of the old jazz classic. With special lyrics tailored to her style, disk should get brisk box play.

**All Right, Louie, Drop the Gun**  
68--68--66--70

Not especially outstanding rendition of the comedy click.

**EDDY HOWARD ORK**  
(Mercury 5274)

**Red Head**  
89--89--88--89

Howard's great—as usual in his handling of a new rhythm plug ditty of some infection, with aid from his Trio and a good ork cleffing.  
**Single Saddle**  
89--89--89--89

Eddy does another relaxed selling job with a new and clever cowboy-styled ballad. It's a fine disking with a good, lazy beat. Might have been even better without intro and closing sound effects.

**LIONEL HAMPTON ORK**

**Hamp's Boogie Woogie No. 2**  
81--82--80--80

The sequel to one of Hamp's top items kicks up plenty enough storm to be able to cash in on its own. Hamp plays his two-finger style piano thruout.  
**New Central Avenue Breakdown**  
Another old Hamp item which spots the maestro at the keyboard should please those who haven't heard it before.  
77--80--77--73

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

**RATINGS**

OVER-ALL  
MUSIC  
LYRICS  
OPERATOR

**RELIGIOUS**

**LARRY FOTINE ORK**  
(Decca 24598)

**Teddy Bear's Picnic**  
72--73--72--71

Johnny Soltan sings this hunk of kid material soothingly while the ork cavorts happily thru the opus.  
**Froggy Went A-Courting**  
75--78--75--72

Pleasant disking of folksy material should please the kids as well as the elders. Johnny Good-fellow and the band treat it politely and with charm.

**LOUIS PRIMA ORK**  
(Victor 20-3410)

**It's a Cruel, Cruel World**  
59--59--58--61

Pretty abortive handling of a new and clever waltz item.  
**All Right, Louie, Drop the Gun**  
62--62--62--62

Not much better is Prima's version of this amusing novelty trifle.

**LARRY FOTINE ORK**  
(Decca 24603)

**Mississippi Flyer**  
62--62--62--62

Nice sounding ork and pleasant Maralyn Marsh piping can hardly overcome only so-so material.

**Tell Tale**  
68--68--67--69

Another of those ensemble vocal shouts of some undistinguished material.

**PAGE CAVANAUGH TRIO**

**Bianca**  
62--64--62--60

(Victor 20-3407)  
Weak reading of the "Kiss Me, Kate" ditty.

**Always True to You In My Fashion**  
62--63--62--61

Eve Young joins the trio for this "Kiss Me, Kate" rhythm item. This is a case of inadequate interpretation.

**LARRY GREEN ORK**  
(Victor 20-3405)

**You're So Understanding**  
81--81--82--80

If the tune goes, this fine disking of it should make some bucks. Ray Dorey sings fine here.

**Blue Rhumba**  
80--85--78--78

Alvy West's original instrumental has new and suitable lyrics which are sung well by Dorey with Green's piano and ork lending the proper exotic rumba touches.

**DAVID ROSE ORK**

**Swedish Rhapsody**  
69--70--70--66

(MGM 30196)  
Rose is not up to his par in this conception of the movie concerto-type piece; Ray Turner does the piano part.

**Song of the Vagabonds**  
65--69--65--60

Overpretentious arrangement of the operetta tune fails to impress.

**CLAUDE SWEETEN & ORK**  
(Castle 1101)

**Pretending You're Mine**  
50--50--50--50

Not much here in either tune or interpretation.

**Where the Blues Were Born in New Orleans**  
51--51--49--53

This idea isn't bad but the overall performance is weak

**JERRY WALD ORK**  
(Columbia 38455)

**Rumbalero, Pts. I & II**  
74--80--73--68

Beautiful recording sound enhances Wald's debut on Columbia wax. His new ork slices a satisfactory reading of Tutti Camarata's piece which should prove first-rate jockey fare.

(Continued on page 138)

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		25¢ Extra Bell . . . 145.00

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BUTTONS & BOWS—CARNIVAL  
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TELEQUIZ  
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Single Weighted Box Stands \$27.50  
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Phone Wabash 2-7385

**ADVANCE RECORD RELEASES**

**POPULAR**

(Continued from page 40)

- Whose Girl Are You?  
J. Martin Ork (Annabella) Capitol 57-54300
- Why Should I Worry?  
L. Carlyle-T. Mottola Trio (Pal-ing Around) King 15000
- Words (That Are Breaking My Heart)  
Mills Brothers (I'm Happy) Decca 24621
- You Are My Lucky Star  
S. Davis Jr. (I Ain't) Capitol 57-70004
- You Are There: The Battle of Gettysburg Album—D. Hollenbeck-R. C. Hottel-J. Daly-K. Roberts-N. Calmer (3-12") Col MM-823  
MM (72799-D-72801-D)
- You Are There: The Signing of the Magna Charter Album—J. Daly-K. Roberts-D. Hollenbeck-Q. Howe (3-12") Col MM-822  
MM (72796-D-72798-D)
- You Don't Say Anything of Love  
G. Williams Ork (Can't Understand) Mer 5282
- You Won't Let Me Go  
Shepard Ork (L-U-C-I-L-L-E) Coral 65006
- Younger Than Springtime  
D. Richards-J. Carroll Ork (This Nearly) Mer 5289
- Your Tears Came Too Late  
B. Vincent-J. Thomas-A. Trace & His Flame Throwers (Every Time) Damon D-11217-H

**HOT JAZZ**

- Caravan  
C. Barnet (Darktown Strutter's) Monogram 116
- Clark's Idea  
"Sabby" Lewis Ork (Ugly Woman) Mer 8134
- Darktown Strutter's Ball  
C. Barnet (Caravan) Monogram 116
- Hold Her, Joe  
S. Manning & His Calypso Bop Boys (Ice Cream) Seeco 10-004
- Ice Cream Brick  
S. Manning & His Calypso Bop Boys (Hold Her) Seeco 10-004
- In a Pinch  
A. Haig Quintet-W. Grey (It's the) Seeco 10-003
- It's the Talk of the Town  
A. Haig-W. Grey (In a) Seeco 10-003
- Little Girl Don't Cry  
Bull Moose Jackson & His Buffalo Bears-cats (Moosey) King 4288
- Moosey  
Bull Moose Jackson & His Buffalo Bear Cats (Little Girl) King 4288
- Night in Tunisia  
C. Parker (Ornithology) Monogram 118
- Ornithology  
C. Parker (Night in) Monogram 118
- Pastel  
E. Garner Trio (Trio) Monogram 119
- Robin's Nest  
Illinois Jacquet (Twelve Minutes) Monogram 117
- Twelve Minutes To Go  
Illinois Jacquet (Robin's Nest) Monogram 117
- Ugly Woman Blues  
"Sabby" Lewis Ork (Clark's Idea) Mer 8134

**CLASSICAL**

- A Grieg Program Album—M. Gould-Robin Hood Dell Ork of Philadelphia (4-12") Col MM-824
- 1. I Love Thee, Op. 5, No. 3 . . . Col 12953-D
- 2. March of the Dwarfs . . . Col 12954-D
- 3. Morning Mood (Peer Gynt Suite) . . . Col 12951-D
- 4. Nocturne (Lyric Suite) Col 12953-D
- 5. Norwegian Dance No. 2 in A Minor and Norwegian Dance No. 3 in G Major . . . Col 12954-D
- 6. Solvejg's Song (Peer Gynt Suite) Col 12952-D
- 7. To Spring, Op. 43, No. 6 . . . Col 12952-D
- 8. Wedding Day at Troldhaugen, Op. 65, No. 6 . . . Col 12951-D
- Bach: Chaconne, from Sonata No. 4 in D Minor for Unaccompanied Violin Album E. Petri . . . Col MX-313  
MX 17582-D-17583-D
- Chausson: Symphony in B-Flat Major, Op. 20 Album—Minneapolis Symphony Ork-D. Mitropoulo, Dir. (4-12") Col MM-825  
MM (12955-D-12958-D)
- Schumann: Symphony No. 4 in D Minor, Op. 120 Album—The Cleveland Ork—G. Czell, Dir. (3-12") Col MM-821  
MM (12948-D-12950-D)
- Erichard Strauss: Salome—Final Scene Album—L. Welitsch—The Metropolitan Opera Ork—F. Reiner, Dir. (2-12") Col MX-316  
MX (72818-D-72819-D)
- Tchaikovsky: Eugen Onegin—Tatiana's Letter Scene, Op. 24 Album—L. Welitsch—The Philharmonic Ork—W. Susskind (2-12") Col MX-310
- Verdi: Don Carlos—Introduction and Dramatic Aria, Pts. I & II—E. Pinza—Metropolitan Opera Ork—F. Cleva, Dir. (1-12") Col 72802-D

**RELIGIOUS**

- Beams of Heaven  
Sister Taylor (Go Ahead) Miltons 6005
- Go Ahead  
Sister Taylor (Beams of) Miltons 6005
- Going Home  
The Speer Family (The Call) Col 20570
- I Love the Name Jesus  
M. Jackson (In My) Coral 65007
- In My Heart  
M. Jackson (I Love the) Coral 65007
- The Call of the Cross  
The Speer Family (Going Home) Col 20570

**INTERNATIONAL**

- King's Serenade  
D. Kuanaa (Kohala March) Capitol 37-571
- Kohala March  
D. Kuanaa (King's Serenade) Capitol 37-571

**CHILDREN**

- Margaret O'Brien's Favorite Fairy Tales Album (1-10") Capitol DAS-138
- Sleeping Beauty . . . Capitol 25073
- The Princess Who Could Not Laugh . . . Capitol 25073

**Record Reviews**

(Continued from page 137)

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

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
<b>HUGO WINTER-HALTER ORK</b> (MGM 10399)	<b>Bali Ha'i</b>		Only instrumental reading of the "South Pacific" tune is simple, danceable and easy-listening.	77--80--75--75
	<b>Some Enchanted Evening</b>		Top "Pacific" ballad is handled tastefully for dancing by Winterhalter, with Stuart Foster turning in a very fine vocal.	79--80--79--78
<b>JACK KILTY</b> (MGM 10392)	<b>Tulsa</b>		Kilty draws aid from Buddy Weed's band and a vocal group on this picture.	67--67--67--66
	<b>It's a Cruel, Cruel World</b>		Kilty, Weed and group do an amusing weep-in-your-beer etching of the clever novelty waltz.	77--77--75--79
<b>JAN MAZURUS</b> (Stanley Black Ork) (London 415)	<b>Perhaps, Perhaps,</b>		Beautifully recorded, this is a fine arrangement of the Latin tune with good vocal by Mazurus.	74--80--74--68
	<b>Granada</b>		Mazurus warbles this Latin standard in a big voice with good Black ork backing.	68--73--68--64
<b>TONY PASTOR ORK</b> (Columbia 38454)	<b>When You're in Love</b>		Rosemary Clooney sings the lyrics set to the melody of "La Golondrina" in her individual style with the Pastor crew making with its usual tasteful dance orking.	78--80--77--77
	<b>San</b>		Pastor and the Clooney Sisters, with the band ensemble, turn in a tasty production piece built around the oldie.	82--84--78--84
<b>FOUR KNIGHTS</b> (Coral 60046)	<b>Wrapped Up in a Dream</b>		Group does a pleasant job with the race hit but this waxing is too late to mean too much.	66--66--65--67
	<b>Don't Cry, Cry Baby</b>		New plug ditty is handled adequately by the group in a version which is inferior to competing renditions	65--64--65--66
<b>NELLIE LUTCHER</b> (Capitol 57-70001)	<b>A Chicken Ain't Nothin' But a Bird</b>		Nellie tackles an old Babe Wallace ditty but somehow, tho the rhythm still moves, both the tune and the artist don't seem to make it.	68--67--67--70
	<b>Ditto From Me To You</b>		This is a case of mediocre material.	66--66--65--66
<b>ARTIE WAYNE</b> (Andy Phillips Ork) (Mercury 5279)	<b>Heart and Soul</b>		Pleasant, moody disk of the old Carmichael-Loesser song. Wayne's good and so is his accompaniment.	71--75--69--68
	<b>It Must Be True</b>		Another nice disk of an oldie with the Crew Chiefs lending Wayne a good, hefty hand.	67--70--65--65
<b>LAWRENCE WELK ORK</b> (Coral 60054)	<b>Pretty Mary</b>		Undistinguished novelty ditty gets a good mickey attempt from the Welk ork, but it adds up to very little.	61--60--60--64
	<b>Again, Again, Again</b>		Same story here.	61--60--60--64
<b>BOB EBERLY-THE TATTLERS</b> (Coral 60045)	<b>Hurry! Hurry! Hurry</b>		Eberly and vocal group do one of the rousingest versions to date of the snappy polka novelty. Tabbed for juke action.	82--82--81--88
	<b>You Red Head</b>		Treatment of plug novelty isn't up to some others on the market.	70--70--70--70
<b>DEEP RIVER BOYS</b> (Victor 22-0013)	<b>No One, No Sweeter Than You</b>		The lads set a mellow mood for a pretty race ballad, with the baritone handling the lyrics in highly acceptable style.	79--80--80--78
	<b>Cry and You Cry Alone</b>		The oldie is taken at a light jump pace, with tambourine throat, and spotting a live tenor sax bit, but the number hits with only moderate impact.	72--73--70--78
<b>DELTA RHYTHM BOYS</b> (Musicraft 597)	<b>Don't Ask Me Why</b>		Here's a real heavyweight job; smooth, easy, glistening warbling on a ballad that's one of the best in its groove.	85--85--84--88
	<b>Fantastic</b>		Well done, but material doesn't carry click potential of flip.	73--73--72--78
<b>BIG THREE TRIO</b> (Columbia 30156)	<b>I Feel Like Steppin' Out</b>		Singing and instrumental trio get off a polite but commercially pointless performance on a rhythm ballad	54--54--50--57
	<b>Hard Notch Boogie Beat</b>		Same applies to this instrumental boogie woogie.	52--52--50--55
<b>SCAT MAN CROTHERS ORK</b> (Capitol 15431)	<b>Have You Got the Gumption</b>		Lively, but doesn't have the character and projection to fully put the novelty number over.	66--66--64--63
	<b>Do Something</b>		Crothers is more at home with this attractive ditty from the flick "Syncopation." Singing and scatting, to a jivey beat, are fly, humorous and eminently listenable.	74--75--73--74
<b>ISRAEL CROSBY QUARTETTE</b> (Apollo 405)	<b>I Feel the Blues</b>		Top notch soprano sax featured, with an okay vocal chorus on this medium jump blues.	68--58--67--69
	<b>I Deal in Cats</b>		Appeal here will be mainly to jazz buyers, as it features exciting soprano sax all the way on a bop tinged instrumental.	71--72--73--69

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**ARTIST TUNES LABEL AND NO. COMMENT**

**RATINGS**  
 OVER ALL DISK JOCKEY DEALER OPERATOR

**BOB BAILEY** (Mercury 8129)  
**Danny Boy** 63--64--63--62  
 Bailey, former Count Basie warbler, debuts as a single with the show-piece standard. He doesn't impress with his wobbly tenor pipe.  
**Worst Blues I Ever Had** 63--64--62--62  
 Bailey sings better here, but the song is a morose sort of arty blues ballad.

**CAMILLE HOWARD** (Specialty SP 325)  
**The Mood I'm In** 83--83--82--84  
 Strong torch ballad and Miss Howard's caressing, throaty piping reach right out. A goodie for the boxes.  
**Instantaneous Boogie** 72--71--70--75  
 Thumping piano boogie with rhythm accompaniment. Cleanly played, but short on expression.

**ROSE MURPHY** (Mercury 8128M)  
**Jim** 76--78--75--75  
 Miss Murphy packs all of her infectious coyness into a rhythm rendition of the old hit ballad.  
**The Best Things in Life Are Free** 75--75--75--74  
 More of her chi-chi bounce goes into her treatment of the standard.

**EDDIE "LOCKJAW" DAVIS** (Lenox L-515)  
**Ravin' at the Haven** 52--52--50--55  
 Tenor man Davis and a three-man rhythm backing blow hard but get about nowhere here. Indifferent recording job doesn't help things.  
**Minton's Madhouse** 57--59--57--55  
 Group plays more seriously here and gets off some mildly creditable but hardly commercial bop.

**ROY MILTON** (Specialty SP 328)  
**The Huckle-Buck** 72--72--72--72  
 Spirited, but not likely to displace established versions.  
**Sympathetic Blues** 85--85--83--86  
 Potent blues entry, with Milton's chanting, sax solos, and rhythm weaving a high-order performance.

**GEORGE BARKLEY QUINTET** (Uptown 125)  
**Zig-Zag** 65--67--63--65  
 Bubber Brooks blows an okay tenor piece in a breakneck fast blues setting.  
**Baby Grand Shuffle** 68--68--68--68  
 Up tempo jump blues in boogie spots some interesting piano, horn and Brooks tenor in a riff ork pattern. More commercial than flip.

**BIG THREE TRIO** (Deita 6508-9)  
**Don't Let That Music Die** 58--59--58--58  
 Undistinguished performance of slight material.  
**Till the Day I Die** 81--82--81--80  
 Ballad and performance both are in the typical plaintive vein which have proven coin in race locations.

**Cecil Gant Trio** (Bullet 299)  
**I Ain't Gonna Cry Anymore** 80--80--80--80  
 One of Gant's best efforts in a long time. He wrote it, sings it and accompanies himself—all effectively.  
**Screwy Boogie** 74--74--72--77  
 A medium boogie piano solo of considerable appeal.

**ARTIST TUNES LABEL AND NO. COMMENT**

**RATINGS**  
 OVER ALL DISK JOCKEY DEALER OPERATOR

**HENRY "RED" ALLEN ORK** (Apollo 788)  
**Mr. Wamp Walks** 72--74--72--70  
 The old team of Allen and Higginbotham make some nice, old-styled jazz here, with Red contributing an especially tasty trumpet bit.  
**Old Fool, Do You Know Me Now** 57--55--58--58  
 Allen warbles a novelty trifle with a short trombone break by Higgy. Little here.

**J. C. HEARD ORK** (Apollo 790)  
**Sugar Hips** 65--68--65--62  
 Tasty bop solos by trombone Benny Green, piano Al Haig and tenor Wardell Gray set in a non-bop riff pattern. Neither wholly pure nor commercial.  
**Coastin' With J. C.** 62--64--62--60  
 Same groove here, with the feature a chase between Gray and baritone saxist Tate Huston. No excitement worth mentioning is achieved.

**ELTON BRITT** (The Skytoppers) (Victor 21-0033)  
**Maybe I'll Cry Over You** 83--83--82--84  
 A potent ditty here, and tender warbling by Britt, climaxed by a yodeling chorus that's as amazing as it's unusual.

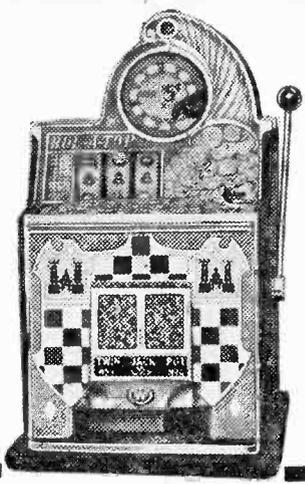
**In a Swiss Chalet** 69--69--68--72  
 Another yodeling job—doesn't match flip in song value or impact.

**THE BLUE SKY BOYS** (Victor 21-0034)  
**The Sweetest Gift, a Mother's Smile** 83--83--82--84  
 Male duo harmony and guitar accompaniment in the real hill manner project a weeper that appears to have the makin's.  
**Paper Boy** 74--74--73--75  
 Saga of a cold, hungry newsboy who dies in the snow. Effective rendition.

**MAC O'DELL** (Mercury 6179)  
**Wild Rose of the Mountains** 79--80--80--78  
 Man awaits death in the chair for taking his lover's life. Plaintive material is warbled and orked with strong flavor.  
**Thirty Pieces of Silver** 79--81--81--76  
 Bible story makes for a tear-jerker in the less conventional vein. Should click with collectors in the South and the mountain country.

**JOE MORRIS-THE SILVER DEW BOYS** (Melody Trail 211)  
**I Lied to My Heart About You** 68--68--68--68  
 Balance cuts down much of the Morris vocal on what sounds like a pretty fair tune.  
**Might as Well Say I Don't Care and Let You Go** 61--60--60--64  
 Song isn't much while singer is throttled by bad balance.

**REDD HARPER** (Velvet 101)  
**In the Old Red Barn Tonight** 62--62--60--66  
 Description of a barn dance makes a pale, synthetic piece of rural material.  
**Unworthy** 62--62--61--63  
 Interpretation and material are strictly routine.



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**Record Reviews**

(Continued from page 139)

**RATINGS (100 Point Maximum)**  
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
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ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
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**FOLK**  
**ERNE BENEDICT & THE RANGE RIDERS**  
(Victor 21-0035)  
**I'm Bitin' My Fingernails and Thinkin' of You** 64--66--64--68  
Harmonizing by the Kendall Sisters on a coming folk ditty. Appeal is only moderate.  
**You Ain't Got Nothin' on Me** 62--61--60--65  
Little here.  
**SMILIN' EDDIE HILL**  
(Apollo 202)  
**Melting Steel** 68--67--67--70  
Instrumental spotlighting steel guitar thruout with good basic tune.  
**Alabama** 61--60--60--62  
The feeling is right, but tune is rather monotonous sentimental item about the homestead in Alabama.

**HOT JAZZ**  
**CHARLIE VENTURA**  
(Victor 20-3398)  
**Whatta Ya Say We Go** 77--78--77--77  
Voice-instrument blend deal with Jackie Cain and Roy Kral handling vowel-lyric and Ventura rolling off a windy tenor solo; not up to the imaginative efforts of earlier Ventura group wax.  
**Body and Soul** 77--79--77--75  
Ventura dishes out a baritone sax on the standard that is outstanding particularly for the tone he gets on the big horn.

**CHUBBY JACKSON ORK**  
(Tiny Kahn)  
(Columbia 38451)  
**Godchild** 75--79--75--70  
Attractive bopper is given an enthusiastic and energetic ride by the new Jackson crew making a debut on Columbia wax.  
**Father Knickerbopper** 72--80--75--61  
Breakneck tempo and the same enthusiasm, emphasized by Chubby's own yelps and yowls, are spotted on another bop opus with some melodic content.

**LATIN-AMERICAN**  
**DANIEL SANTOS CONJUNTO**  
(Victor 23-1140)  
**Peinate Ese Crespito** (guaracha) 87--88--87--85  
Chanting and tootling are of a high order here, and the bright, but taut rhythm will make this a rumbaphile picnic.  
**Virgencita Del Camino** (bolero) 75--74--76--76  
Slower side lacks the persuasiveness of the flip, but Santos proves to be one of the few Afro shouters who can also warble a bolero.

**NINO DE UTRERA**  
(Victor 23-1146)  
**Asi Rie La Guajira** (guajira) 70--76--75--60  
Man shouts some fine flamenco and plays up a storm on his guitar. This Argentine waxing compares favorably with most of the gypsy imports from Spain.  
**Lola, La De Los Brillantes** (paso doble cancion) 71--77--75--62  
Wild shouting here is not confined in spirit by the definite song form. The paso doble rhythm actually adds fire to this flamenco rendition.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
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**LATIN-AMERICAN**  
**JOSE MORAND ORK**  
(Victor 20-3397)  
**Coca Roca** 71--71--70--72  
Rattling production treatment of the novelty rumba, heavy on the beat, and lively vocalizing by Four Beaus and a Peep.  
**Walter Thornton Rhumba** 67--67--67--67  
Instrumental pace thru of a routine North American rumba.  
**PEDRO VARGAS**  
(Victor 23-1152)  
**Amor Desconocido** 87--88--87--87  
The Latin Crosby croons a straight ballad ad lib with intimate quality. Vargas is in top form here.  
**No Seas Asi** 87--87--87--86  
Sprightly bolero is in the vein of Vargas' recent "Si o No" waxing. A highly pleasing offering.

**FERNANDO FERNANDEZ**  
(Victor 23-1139)  
**Desesperanza & Caminos De Ayer** 87--88--87--85  
The Mexican swooner turns in a beautifully styled brace of ballads here. Melodic material is especially rich.  
**Antes & Blanca** 85--86--86--84  
Same format here. Like the flip, the second tune of the pair is cut with bolero rhythm. Fernandez is at his best on both sides.

**CHILDREN**  
**LITTLE RED RIDING HOOD**  
(Adventure Record)  
(1-10" unbreakable)  
**Uncle Henry-Ray Carter Ork** 72--70--74--NS  
Format here is straight narration with special songs. Uncle Henry is an ace story teller, takes the tale at an easy-to-follow pace, and with excellent diction. Tunes however are pale, and the singing is feeble adding nothing to the production.

**LITTLE RED RIDING HOOD AND GOLLOCKS AND THE THREE BEARS** 86--85--86--NS  
Jack Arthur—Don Cope, Dir  
Peter Pan Records  
(1-10" unbreakable)  
Arthur makes fine little dramas of the two kiddie standards, with the aid of excellent special music and sound effects. Orchestral score helps set the mood and enhances the dramatic effects, but there are no songs. The narrator's warm, smiley-voiced approach should click with the tots. Disk is a big buy at 59 cents.

**INTERNATIONAL**  
**FRANKIE YANKOVIC-THE MARLIN SISTERS**  
(Columbia 12399-F)  
**Rosalinda Waltz** 77--75--77--80  
European - type waltz, with vocal ensemble and prominent organ, may not be a "Blue-Skirt," but should get a good ride on the current Yankovic wave.  
**You'll Be Sorry From Now On** 78--77--78--80  
Lively old-timer makes fine polka fare in a typical Yankovic arrangement. The Marlin gals bawl the lyrics with proper spirit.

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**RATINGS**

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

OVER-ALL  
DISK-JOCKEY  
DAILIES  
OPERATOR

**INTERNATIONAL**

**VICTOR ZEMBRUSKI & HIS CONNECTICUT POLISH ORK**  
(Continental C-770)

**Ryp Cium-Pyp Cium** 82--82--82--82  
Polish novelty polka is played and sung with humor and rhythm. Should go with non-Polish polkaaters too.

**Lullaby Oberek** 81--82--80--80  
Swingly instrumental is not limited to Polish localities. Cleffing is tops in the genre.

**GEORGES ULMER**  
(Alix Combelle Ork)  
(Columbia 4022-F)

**Hotel Des Artistes** 70--73--76--60  
Ulmer himself cleffed this pleasing French show tune. Appeal is limited to Francophiles and habitués of east-side botches.

**Moi, Je Fais Des Chansons** 71--74--77--62  
(Jean Vala Ork)  
Another clever Ulmer show tune for the carriage trade.

**MERRIE MUsETTE ORK**  
**Hot Canary Polka** 74--79--72--70  
(Victor 20-3398)  
Musette novelty is a slick musical job with tricky effects that tab it for special jock play.

**Valencia** 67--68--64--68  
Highly competent cleffing and playing of the pasodoble hit from the early '20s is unlikely to kick up much of a stir in this modern day.

**VICTOR ZEMBRUSKI CONNECTICUT POLISH ORK**  
(Continental C-782)

**The Beer Mug Polka** 77--76--76--78  
The Polish drummer-maestro keeps things hopping crisply, as usual. Vocal is in Polish.

**The Pretty Country Girl** 82--82--82--82  
Polish folk-type waltz in a minor key is sung and played with warm feeling.

**BABE WAGNER'S DUTCHMEN**  
(Columbia 12400-F)

**Lights Out Waltz** 71--68--70--75  
German oom-pah waltz is fine for dancing, but melodically it's dull.

**Upside Down Polka** 74--72--73--76  
Brass band instrumental gets a tense beat that should attract dancers, especially those from Germanic-Scandinavian neighborhoods.

**"WHOOPEE" JOHN WILFAHRT ORK**  
(Decca 45071)

**Minnesota Polka** 68--66--68--73  
Brassy, beat-full polka should find its biggest reception in the territory it's dedicated to, and other neighborhoods populated by German-Scandinavian dancers.

**Mariechen Waltz** 70--69--69--72  
Oom-pah waltz is the Wilfahrt theme. It's a useful, if unexciting dance side.

**MARTHA SCHLAMME-NACHUM NARDI**  
(Columbia 8251-F)

**1. Ali B'eer 2. Gad Gdi** 68--68--68--NS  
Soprano satisfies with enthusiastic renditions of two Palestinian songs, composed by Nardi, one of the leading Hebrew cleffers, and the able pianist on these sides.

**Sisi Adnat Hasharon** 70--70--70--NS  
Another Nardi composition, this one a fiery opus with folk-song leanings. Should attract polite interest in Jewish neighborhoods.

**RATINGS**

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

OVER-ALL  
DISK-JOCKEY  
DAILIES  
OPERATOR

**INTERNATIONAL**

**LOUIS BASHELL ORK**  
(Mercury 2083)

**Give Back My Heart Waltz** 73--72--73--75  
Swingly traditional European waltz in the currently popular vein makes for a satisfying instrumental dance number.

**Morning Dew Polka** 78--78--78--78  
Instrumental polka side packs a barrel of sparkle.

**JOHNNY SADRACK ORK**  
(Continental C-784)

**Ferris Wheel Polka** 77--77--76--78  
Lively Polish instrumental should score with polka dancers of any nationality.

**Mazur From Miechow** 74--73--73--75  
Typical instrumental oberek has a heavily accented beat that's suited to juke play in Polish neighborhoods.

**CLASSICAL**

**BOSTON POPS ORK—Arthur Fiedler, Cond. (12")**  
(Victor 12-0762)

**Richard Strauss: Der Rosenkavalier Waltzes** 81--80--82--NS  
The suite of waltzes compiled from various portions of Strauss' great comic opera has become one of the war horses of the instrumental library. It has, in fact, approached the popularity of some Johann Strauss standards. The rendition here is straightforward as opposed to the more-sweeping, cohesive Rodzinski-Cleveland version. It's pleasing, however, and should click with the legions of pops fans.

**JASCHA HEIFETZ-EMANUEL BAY (12")**  
(Victor 12-0765)

**Ravel: Menuet & Tansman: Mouvement Perpetuel** 81--82--80--NS  
The violinist plays the lovely Ravel piece with appropriate simplicity. The Tansman, a technical tour de force, is dispatched with breathtaking perfection.

**Rachmaninoff: Vocalise, Op. 34, No. 14** 82--82--82--NS  
Heifetz soars thru this romantic, melodious encore gem. Pure tone and warm simplicity of style make this interpretation of the "wordless song" a potential perennial disk seller.

**CLOE ELMO-BENIAMINO GIGLI-UN ERTO BIRRETTONI (12")**  
(Victor 12-0767)

**Verdi: Il Trovatore: Al Nostri Monti** 80--80--80--NS  
This version of the beautiful duet replaces a 1929 version by Homer and Martinelli. The Met's mezzo star steals the show here with a near-perfect performance. The tenor is only adequate.

**Lalo: Le Noi d'Ys: Vainement, Ma Bien Aimee** 70--70--70--NS  
Gigli solos here and does a typically French aria in typical Italian style. His once-consistent vocal brilliance is lacking here too. Victor's earlier diskings of the aria was a 1939 issue by Richard Crooks.

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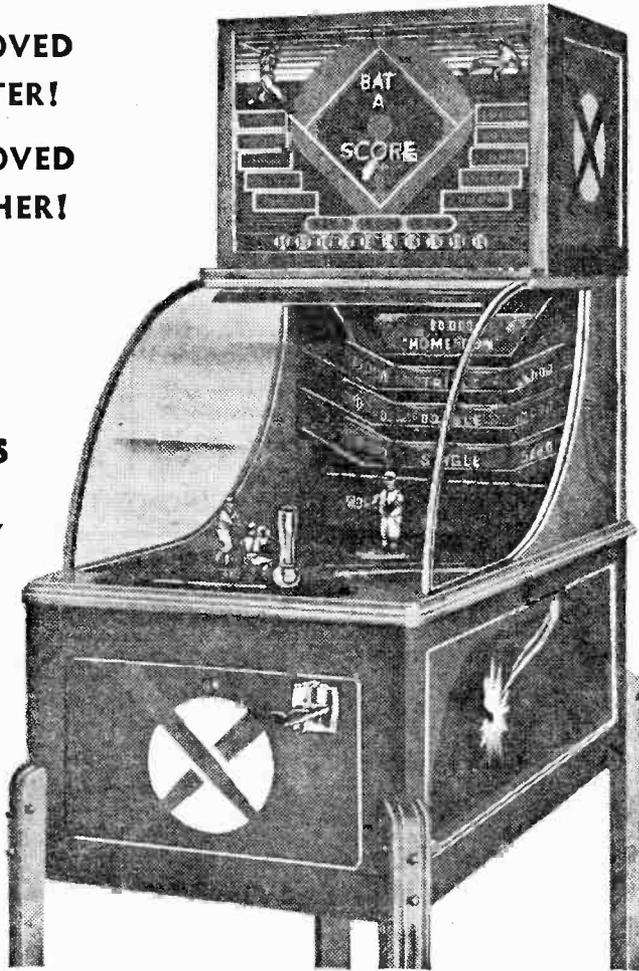
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## Turning Back the Clock

**15 Years Ago This Week**

CHICAGO, April 14, 1934.—The last four articles included in the automatic merchandising code were released. They pertained to maximum commissions for locations, intimidation or unlawful coercion, monopolies and competition of manufacturers. . . . The U. S. Supreme Court in a decision approved the right of States to tax oleomargarine, thereby paving the way for taxes on other businesses. On the basis of this decision, the court gave the right of way to the case of Fiorello LaGuardia, then mayor of New York, against bells in New York. LaGuardia pressed an appeal from a Brooklyn Federal Court ruling which enjoined the police from interfering with bell operations.

Pacific Amusement Company, Los Angeles, announced the opening of a Chicago branch. . . . National Automatic Machines Company, St. Paul, advertised a Phototeria for \$750—“Strictly a Cash Proposition, No Terms.” . . . The Virginia Legislature passed a bill which set amusement operators' occupational taxes at \$1,000. Governor Perry, in signing the bill into law, noted that clauses referring to minors were included at the request of coinmen. . . . Elizabeth, N. J., ops were instrumental in winning back taverns as legal locations for amusement games. Under the new set-up operators had to be legal residents of Elizabeth. . . . Sam Wolberg, Chicago Coin, revealed that he had numerous requests for games from citizens of Calcutta, India.

Genco's Official Baseball, a pinball game featuring base running action, was introduced. Other new ones were ABT's Auto Whirl, Auto Count and Auto Bank. . . . C. C. Ingersoll created a sensation in the Detroit area by introducing a machine which vended packaged nuts. . . . Sol Gottlieb, manager of the B. Gottlieb & Company Los Angeles office, disclosed that the first Pacific Coast coin machine show was a success and that it had created a favorable impression on the Los Angeles city council.

O. D. Jennings announced that it had tripled production space for its Sportsman pin table. . . . Nation's Commerce magazine carried a story on the Coin Machine Manufacturers' Association show, praised the progress made by Rock-Ola Manufacturing Company. . . . Tacit Products, St. Louis, was in production on venders designed to handle stomach remedies. . . . D. Robbins & Company, announced plans to make penny gum venders in its Brooklyn plant. . . . Sicking Company, Cincinnati, announced that it would open a Louisville branch to handle increased trade in that area.

**10 Years Ago This Week**

CHICAGO, April 15, 1939.—Mills introduced its new 20 selection music machine and announced that One-Two-Three, a pin game, would remain in production indefinitely. This game had already been in production 18 consecutive months. . . . Dave Simon, Savoy Vending, with offices in Baltimore and Washington, was appointed a Chicago Coin distributor. . . . The Harry Hoppe Corporation, Chicago, was producing Taps, a pin game priced at \$89.50. . . . Other game builders were producing as follows: Bally, Fifth Inning and Spottem; Exhibit, 1939 Contact; Chicago Coin, Majors; H. C. Evans, Lucky Star; Genco, Rink; Gottlieb, Lot-o-Fun; Stoner, Chubbie, and Keeney, Super Track Time.

Perc Smith, Exhibit, announced that a night shift had been added in an effort to hike production. . . . Top tunes of the day were Deep Purple, Penny Serenade, Heaven Can Wait, Little Sir Echo and I Can Get Along Without You Very Well. . . . Foreign market showed that Uruguay, Peru, Argentina and Brazil were increasing their coin machine imports, but that uncertainties prevailed in Germany and the United Kingdom due to war scares. . . . With Ray Moloney on hand, Bally had a preview showing of its beverage vender. . . . The U. S. Department of Commerce reported that the drink business was up 73 per cent in the past two years.

Bill Cohen, Silent Sales, Minneapolis, announced plans for entering the vending business. . . . Rock-Ola launched a drive to sell a \$1,000,000 worth of equipment for April. . . . In the vending world, new items just hitting the market included Kirk's Guesser Scale; a Jennings nut vender; a Hamilton Enterprises bulk machine, and Victor Vending's Topper, a bulk machine which could handle nuts, candies and charms. . . . Reports from Panama stated that the U. S. made jukes were the latest rage in cities there. . . . Don Anderson, sales manager for Western Products, said that firm's two new counter games, Empire and Reel Poker, were in production but that orders taken at an advance showing indicated that an extra shift would soon be taken on to double production.

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## AMI To Move Chi Quarters

CHICAGO, April 16.—AMI, Inc., will move its showrooms and general sales office next week to the third floor in same building in which it has maintained quarters at 127 N. Dearborn Street here, according to an announcement by Lyndon C. Force, sales manager.

The new offices offer larger floor space, and will be decorated with location photographs of AMI equipment sent in by operators and distributors, Force stated.

### Thomas E. Smith Dies

INDIANAPOLIS, April 16.—Thomas E. Smith, for the past three years factory representative in Indiana, Michigan and Kentucky for the Stoner Manufacturing Corporation, Aurora, Ill., died here last night of a heart attack. He is survived by his widow, a daughter and two sons. Burial in Holland, Mich., Tuesday (19).

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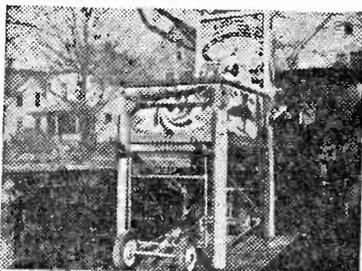
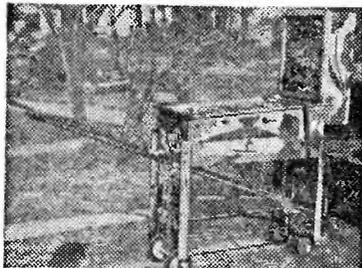
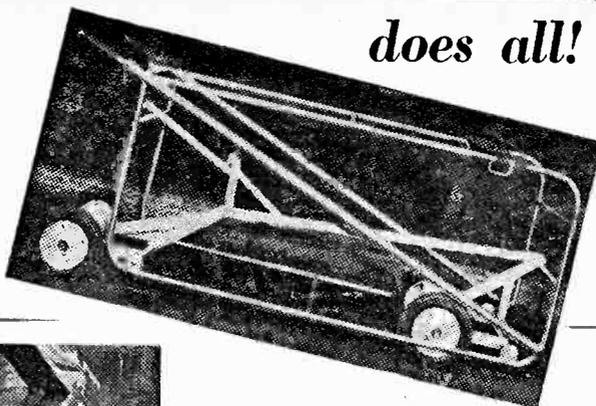
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5¢ BLACK CHERRYS	129.50
10¢ BLACK CHERRYS	134.50
25¢ BLACK CHERRYS	139.50
5¢ JEWEL BELLS	169.50
25¢ JEWEL BELLS	175.00
50¢ JEWEL BELLS, REBUILT	249.50
5¢ GOLDEN FALLS	135.00
10¢ GOLDEN FALLS	140.00
25¢ GOLDEN FALLS	145.00
5¢ SILVER CHIEFS	69.50
10¢ SILVER CHIEFS	74.50
25¢ SILVER CHIEFS	79.50
5-10-25¢ MELON BELLS	99.50
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5¢ MILLS Q.T.'s	65.00
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 JEWEL BELLS  
 BLACK BEAUTY  
 BLUE BELL  
 TOKEN BELL  
 5¢ VEST POCKETS  
 JENNINGS NEW BELLS  
 STANDARD & CLUB MODELS  
 CHICAGO METAL  
 SINGLE DOUBLE & TRIPLE REVOLV-  
 AROUND SAFES & STANDS  
 HEAVY STEEL REVOLVAROUND SINGLE,  
 DOUBLE & TRIPLE

**CONSOLES — USED**

KEENEY BONUS, 5¢-25¢	\$425.00
KEENEY BONUS, 5¢	275.00
DRAW BELLS	195.00
DE LUXE DRAW BELL	275.00
EVANS RACES, COMB.	495.00
5¢-25¢ JENNINGS CHALLENGER	345.00
BALLY TRIPLE BELLS	425.00
KEENEYS, 5-10-25¢	595.00
JUMBO PARADE, CP	69.50
BALLY BIG TOP, FP	69.50
JENNINGS TOTALIZER, FP	69.50
MILLS 4 BELLS	69.50
MILLS 3 BELLS, LATE	375.00

**CONSOLES — NEW**

KEENEY TWIN, 5¢-25¢	\$800.00
ARROW BELL, 5¢-25¢	800.00
EVANS RACES, COMB.	989.50
KEENEY WILD BELL	800.00
BALLY MULTIPLE BELL	749.50
BALLY WILD LEMON	545.00
KEENEY GOLD NUGGET	800.00
MILLS 3 BELLS	WRITE

**ARCADE EQUIPMENT**

TOMMY GUN, LATE	\$ 69.50
EXHIBIT DIGGERS	99.50
CHICAGO COIN HOCKEY	69.50
CHICKEN SAMS	79.50
MUTO. VOICEOGRAPH	425.00
LITE LEAGUE	79.50
BATTING PRACTICE	79.50
KIRK NITE BOMBER	165.00
TOTAL ROLL	69.50
UNDERSEA RAIDER	139.50
PITCH 'EM & BAT 'EM	315.00
NEW SKEE ROLLS	200.00
SKY FIGHTERS	69.50
6 BUCKLEY DIGGERS	115.00

**NEW MACHINES, MISC.**

CHICAGO COIN SHUFFLEKING, REBOUND	
CHICAGO COIN SHUFFLE KING, 22 FT.	
PACKARD WALL BOXES	\$ 32.50
DAVAL BUDDYS	27.50
KEENEY ELECTRIC CIGARETTE VENDOR	294.50
EXHIBIT'S DALE GUN	289.50
DAVAL CUSHERS	32.50
VENDOR	
VENDIT 150 BAR CANDY	169.50
GOTTIEB GRIPPERS	32.50
BALLY CITATION	642.50
ROCK-OLA MAGIC GLO	WRITE
STANDARD SHUFFLE BOARDS	

WIRE—WRITE—PHONE FOR PRICES

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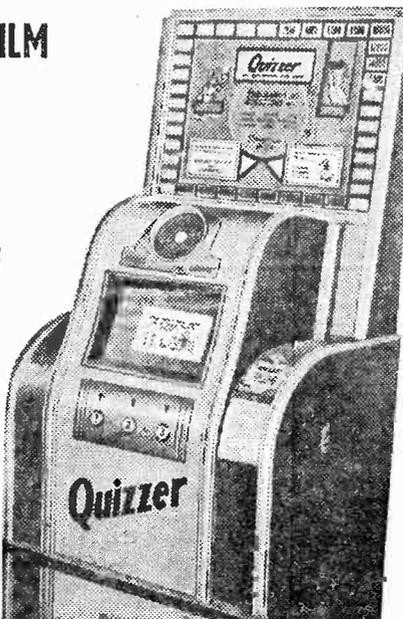
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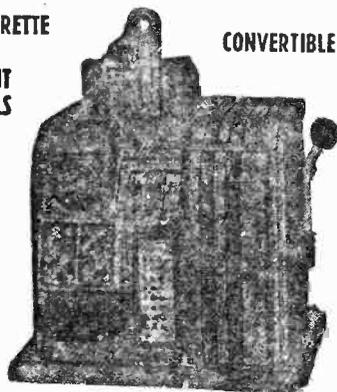
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 NEW SCORING SIGN, ENDLESS FILM, SERVICE MANUAL

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 OR  
 FRUIT  
 REELS



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 OR  
 FRUIT  
 REELS**

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 1-5¢ Play,  
 or 10¢.

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 FOR  
 PRICES



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 8 used Pop Corn Sex Machines and 6 new Pop  
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Both new and used, rebounds and standards, coin operated or non-coin operated. Our prices are the lowest in the industry; also electric coin operated score units. WE ACCEPT TRADES.

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- Atlas DeLuxe Nut and B. G. \$14.50
  - Victor V Nut and B. G. 12.75
  - Northwestern '49 17.55
  - Silver King Nut and B. G. 13.95
  - Master 14-5/8 Comb. 16.95
  - Bubble Ball Gum in all sizes. Pound .30

- NEW COUNTER GAMES**
- Penny Target \$39.50
  - A.B.T. Challenger 42.50
  - A.B.T. Model 44.50
  - Kicker & Catcher 35.00
  - Acme Electric Shocker 19.50
  - Duck Hunter 45.00
  - Target King 45.00
  - Shipman 5¢ View-a-Scope 49.50
  - Whirl-a-Ball 19.50
  - Special prices for 10 or more

- ARCADE EQUIPMENT**
- 15 Exhibit Merchantmen \$95.00
  - 2 Strikes & Spares 295.00
  - 1 Super Bomber 150.00
  - 1 Pitchem & Katchem 75.00
  - 1 Scientific Baseball 75.00
  - 2 Baiting Practices 75.00
  - 3 Chicken Sams 95.00
  - 3 Keeney Air Raiders 95.00
  - 3 Bowl-a-Scores 95.00
  - Keeney Submarine 95.00
  - 2 Western Baseballs 95.00
  - 8 Boomerangs 50.00
  - Jack Rabbit 135.00
  - Hoot Mon Golf 75.00
  - 2 Under Sea Raiders 115.00
  - 2 Exhibit Vitalizer 95.00
  - 2 Bat-a-Ball Srs. 39.50
  - Groetchen Metal Typer 195.00
  - 6 Late Model Photomats 595.00
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  - Exhibit's Dale Gun 289.50
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  - Seven Hi Coin Operated Pool Table 284.50
  - Silver Gloves 375.00
  - Fishing Well 295.00
  - Atomic Bomber 195.00

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Like New—\$225.00

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For Advance 21F Vendors. Write or call for quantity prices.

- SKEE BALLS**
- 5 Wurlitzer Skee Balls \$150.00
  - 2 Jafco 9-ft. Barrel Rolls 95.00
  - 2 Bowling Leagues, 9 ft. 95.00
  - 100 12 and 14-ft. Bank Balls, Each. 95.00
  - In lots of 10 or more. Each 85.00

- MUSIC**
- 6 1422 Rock-Ola \$295.00
  - 4 Wurlitzer 750-M 185.00
  - 1 Wurlitzer 750-E 195.00
  - 5 Wurlitzer 850-E 195.00
  - 20 Wurlitzer 600-K 120.00
  - 2 Wurlitzer 500 125.00
  - 5 Wurlitzer 600-R 125.00
  - 2 Rock-Ola 39 DeLuxe 100.00
  - 1 Rock-Ola 40 Super 100.00
  - Seeburg 46-M 395.00
  - Seeburg 46-S 375.00
  - 30-Wire Coded Cable, 100 ft. Per ft. .20
  - Packard Brackets 3.00
  - 39 Personal Music Boxes and 2 Stations, complete 500.00

- SLOTS AND BELLS**
- Mills Black Cherry, 5¢ \$125.00
  - 10¢ 135.00
  - 25¢ 145.00
  - 10¢ Watling Treasury 50.00
  - 25¢ Watling Roll-a-Top 69.50
  - Blue Fronts, 5¢ 75.00
  - 10¢ 85.00
  - 25¢ 95.00
  - Brown Fronts, 5¢ 85.00
  - 10¢ 95.00
  - 25¢ 95.00
  - 10¢ Jennings Silver Chief 85.00
  - 10¢ Jennings Bronze Chief 85.00
  - 25¢ Jennings Bronze Chief 85.00

- 2 VIDEODIAPHS**
- Television Phonographs, fully selective music box with Emerson's 15-in. Television built in—excellent shape, originally \$1700.00 ea. Special—\$925.00

- ROLL DOWNS**
- Brand New Pro-Scores \$175.00
  - Tri-Scores 60.00
  - Tally Rolls 60.00
  - Sportsmen Rolls 60.00
  - Big City 60.00
  - Super Score 60.00
  - One World 60.00
  - Total Rolls 60.00
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  - X-Ray Pokers 85.00
  - Arrow Roll 85.00
  - Eso Arrows 75.00
  - Advance Rolls 85.00
  - 2 Genco Play Balls 85.00

- USED COUNTER GAMES**
- 10 Uneda-Pak, 9 Col. 500 \$80.00
  - 4 Uneda-Pak, 8 Col. E 75.00
  - 6 Uneda-Pak, 15 Col. 500 85.00
  - 2 Rowe Royal, 10 Col. 85.00
  - 2 Rowe Royal, 8 Col. 80.00
  - 5 Rowe Imperial, 8 Col. 60.00
  - 5 Rowe Imperial, 6 Col. 50.00
  - 5 9A National 95.00
  - 3 National 930 65.00
  - 3 National 950 85.00
  - 2 C-8 Electric 185.00
  - 25 PX-8 125.00

- USED VENDORS**
- 200 N.W. 1¢ #33 Ball Gum Vendors with Plastic Globes \$8.50
  - 50 N.W. 1¢ #39 Peanut Vendors 8.50
  - 25 Silver King 1¢ Ball Gum Vendors 8.50
  - 25 Silver King Nut Vendors 8.50
  - 10 Shipman Duo Stamp Vendors, like new 15.00
  - 12 Northwestern 1¢-5¢ DeLuxe 18.50
  - 6 Automatic Distributor Postage Stamp Vendors, Like New 12.50
  - 150 Late, Like New Model D Advance 1¢ Ball Gum Vendors. 8.50

TERMS: 1/2 Deposit, Balance C. O. D.



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2021-2025 PROSPECT AVE CLEVELAND 15, OHIO  
ALL PHONES: TOWER 1-6715

- NEW EQUIPMENT**
- Big Top, Genco 5-Ball \$215.00
  - Majors, '49, Chi. Coin 205.00
  - Carolina, United 215.00
  - Elmer, Chi. Coin Conv. 125.00
  - Sweet Sue, Un'd Conv. 125.00
  - Pistol, Chi. Coin 280.00
  - Dale Gun, Exhibit Write Q. T., 5¢ Mills Slot 110.00
  - Q. T., 25¢ Mills Slot 135.00

- USED FIVE-BALLS**
- YOUR CHOICE—ONLY \$19.50 EA.
- Suspense Tornado
  - Stage Door Mystery
  - Show Girl Superliner
  - Cyclone Ballyhoo

- USED FIVE-BALLS**
- Merry Old King \$49.50
  - Carousel, Keeney 39.50
  - Contact, Exhibit 104.50
  - Carnival, Bally 144.50
  - Humpty Dumpty, Gott. 86.50
  - Merry Widow, Genco 107.50
  - Sea Isle, Chi. Coin 52.50
  - Gold Ball, Chi. Coin. 38.50

- CONSOLES**
- Keeney 5¢ Super Bonus Bell \$249.50
  - Bally Drawbell, 5¢, Red Buttons 194.50
  - Bally Deluxe Drawbell 244.50
  - Mills Jumbo, Free Play, 5¢ 39.50
  - Jennings Fast Time, Free Play 39.50
  - Baker Paces Races, 1949 409.00
  - Bally High Hand, Free Play 47.50

- SLOTS**
- MILLS 5¢, 10¢, 25¢:
- Chromes, Gold Chromes, Blue Fronts, Brown Fronts, Cherry Bells, Bonus. Ea. \$76.50
  - Golden Falls, 5¢-10¢-25¢ 124.50
  - Black Cherry, 5¢-10¢-25¢ 101.50
  - Q. T.'s, 1¢ and 5¢ 42.50
  - War Eagles, 10¢ 47.50
- JENNINGS, 5¢, 10¢, 25¢:
- Chief, Bronze Chief, Dixie Bells, Black Hawks, Silver Moon Chiefs. Ea. \$59.50
  - Standard Chief, '48 132.50
  - PACE 1947 Model, 5¢ 77.50
  - PACE 10¢ COMET 47.50
  - WATLING ROLLATOP, 25¢ 59.50
  - COLUMBIA Twin Jackpot Chrome, 1947 73.50

- COUNTER GAMES**
- ABT Challengers \$13.50
  - ABT Big Game Hunter 9.50
  - Daval 5¢ Free Play 15.00
  - Mills Vest Pockets 42.50

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- GOLD CUP, Bally \$279.50
  - JOCKEY SPECIAL, Bally 234.50
  - SPECIAL ENTRY, Bally 145.00
  - VICTORY SPECIAL, Bally 73.50
  - LONGACRE, Bally 27.50
  - 1-2-3, Mills Late Model 27.50

- ARCADE**
- All Stars, Williams \$189.50
  - Singapore, Roll Down 54.50
  - Tropicana, Roll Down 54.50
  - Heavy Hitter w/Stand 51.50
  - Quizzer 234.50
  - Total Roll 49.50
  - Goatee 104.50

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- Chicago Coin REBOUND, 9 Ft. Coin Operated \$199.50
  - Powdered Wax, 1# .48¢ Can
  - Polishing Wax, 1# .80¢ Ea.

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- Seeburg 1947 S \$399.50
  - Wurlitzer #800 127.50
  - Wurlitzer #850 127.50
  - Wurlitzer #616, Illum. 44.50
  - Wurlitzer #780E 149.50
  - Rock-Ola Model 1946 249.50
  - Rock-Ola Deluxe 91.50
  - Rock-Ola Super 94.50

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  - New Revolv-Around Triple Safe 239.50
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  - Used Single Safe 52.50

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YOU ARE BUILDING A GREATER AMERICA WHEN YOU HELP THE AMERICAN HEART ASSOCIATION

# RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 28)

POSITION	Weeks Last (This)	Week '49	Artist	Label
3	19	13	SUNFLOWER	J. Smith-Crew Chiefs-F. DeVol Ork... Capitol 15394—ASCAP
21	7	14	FAR AWAY PLACES	M. Whiting and the Crew Chiefs... Capitol 15278—ASCAP
4	21	15	FOREVER AND EVER	R. Morgan Ork... Decca 24569—ASCAP
2	14	16	"A" YOU'RE ADORABLE	P. Como-Fontane Sisters-M. Ayres Ork... Victor 20-3381—ASCAP
1	—	17	SIMILAU	P. Lee-D. Barbour's Afro-Cubans... Capitol 15416 (G. Krupa, Columbia 38415; King Samson & The Calypso Three, Commodore 7552; R. McKinley Ork, Victor 20-3377)
1	—	18	ONCE AND FOR ALWAYS	J. Stafford-P. Weston Ork... Capitol 15424 (A. Mooney Ork, MGM 10381; T. Martin-E. Hagen Ork, Victor 20-3383; B. Crosby-Ken Darby Choir, Decca 24524; A. Vincent-M. Miller Ork, Mercury 5273)
3	18	19	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork... Capitol 15393—ASCAP (J. Bradford-H. Rene Ork, Victor 20-3418; B. Crosby & The Crew Chiefs, Columbia 38450; G. Lombardo & His Royal Canadians, Decca 24614; Patsy Montana & D. Denny-The Buckeroos, Victor 20-0040; Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3459)
17	9	19	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork... Columbia 38324—ASCAP (The Starlighters, Capitol 15330; R. Noble Ork, Victor 20-3302; H. Brooks Trio, Modern 20-649; A. Lund, MGM 10348; Mills Bros., Decca 24550; G. Elwood-B. Martin Ork, Spotlite 504; E. Baird-The Hi-Tonians, Hi-Tone 101)
1	—	19	HOW IT LIES, HOW IT LIES, HOW IT LIES	Connie Haines... Coral 60044 (D. Day, Columbia 38453; B. Crosby-E. Knight-J. Conlon's Rhythmaires, Decca 24612; B. Moreno Ork, Victor 20-3421; K. Starr-F. DeVol Ork, Capitol 15419)
12	10	22	SO TIRED	K. Starr Ork... Capitol 15314—ASCAP
1	—	23	FOREVER AND EVER	D. Shore-H. Zimmerman Ork... Columbia 38410—ASCAP
8	23	24	THE HOT CANARY	P. Weston-P. Nero... Capitol 15373—ASCAP (The Merrie Musette Ork, Victor 20-3398)
16	14	25	FAR AWAY PLACES	P. Como-H. Rene Ork... Victor 20-3316—ASCAP
4	16	26	SUNFLOWER	F. Sinatra... Columbia 38391—ASCAP
1	—	27	IF YOU STUB YOUR TOE ON THE MOON	Bing Crosby-The Rhythmaires... Decca 24524 (King Cole Trio, Capitol 15418; T. Martin, Victor 20-3383; F. Sinatra, Columbia 38417)
4	30	28	HURRY, HURRY, HURRY	D. Reid... Peak 800 (H. James Ork, Columbia 38428; The Three Suns, Victor 20-3399; Andrews Sisters-V. Schoen Ork, Decca 24613; J. Bond Ork, MGM 10391; L. Welk Ork, Mercury 5280)
3	—	29	"A"—YOU'RE ADORABLE	Jo Stafford-G. MacRae-P. Weston Ork... Capitol 15393—ASCAP
4	—	30	IT'S A BIG, WIDE, WONDERFUL WORLD	B. Clark... Columbia 38370—BMI (The Unlones, London L-413; J. Fina Ork, MGM 10372; H. Parr-H. Heidt Ork, Magnolia MS 1003; M. Whiting-J. Smith-Crew Chiefs, F. De Vol Ork, Capitol 15394; L. Green Ork, Victor 20-3358; P. Reed, Dance-Tone 308)
4	—	30	SO IN LOVE	D. Shore-H. Zimmerman Ork... Columbia 38399—ASCAP (P. Paige, Mercury 5230; B. Breen-The Merrymakers, Spotlite 508; B. Crosby-V. Shoen Ork, Decca 24559; G. MacRae Ork, Capitol 15357; A. Drake-L. Engel Ork, Victor 20-3352; J. Harvey-H. Winterhalter, MGM 10359; G. Lombardo Ork, Decca 24572; M. Smith-H. Heidt Ork, Magnolia MS 1001; T. Dorsey Ork, Victor 20-3331)

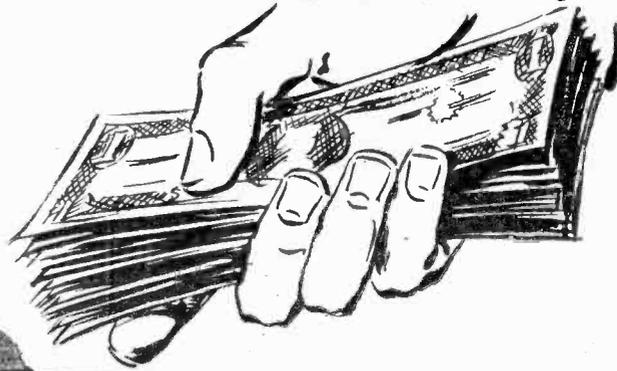
# SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 28)

Songs	Pub.	Heard N.Y.												Heard Chi.												Heard Calif.												Sur. Tot.					
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	Pts.	Pts.																				
Hurry, Hurry, Hurry	Dreyer	0	6	0	4	0	0	0	4	0	1	0	3	4	62	3	5	1	5	0	2	1	5	2	9	0	5	3	106	10	17	3	11	4	4	4	14	20	6	2	11	22	281
If I Could Be With You (Flamingo Road)	Remick	0	3	1	3	0	3	0	1	1	1	7	0	2	13	77	0	6	0	1	2	5	0	2	2	6	0	1	62	3	7	1	5	1	4	0	6	7	0	0	6	14	118
Johnny, Get Your Girl	Bourne	0	4	1	4	1	5	2	3	3	3	1	3	3	83	7	22	0	4	5	9	3	8	9	11	1	3	177	1	7	0	3	2	6	0	3	4	0	3	77			
My Dream Is Yours (My Dream Is Yours)	Witmark	1	7	0	3	2	6	0	3	4	4	0	3	77	3	7	1	3	0	12	1	2	5	2	1	2	8	95	1	5	0	2	0	3	0	3	8	12	0	2	77		
No Orchids for My Lady	Leeds	3	7	1	3	0	12	1	2	5	2	1	2	8	95	1	6	1	3	0	1	1	3	4	3	1	3	9	79	6	2	0	6	8	3	2	6	11	0	0	7	2	119
Red Roses for a Blue Lady	Mills	6	2	0	6	8	3	2	6	11	0	0	7	2	119	6	5	0	8	3	3	0	6	8	3	0	6	9	128	4	0	0	4	2	0	0	4	5	0	4	10	79	
So In Love (Kiss Me, Kate)	T. B. Harms	6	5	0	8	3	3	0	6	8	3	0	6	9	128	4	0	0	4	2	0	0	4	5	0	4	10	79	1	7	0	5	0	4	3	8	7	7	0	6	13	142	
Someone Like You (My Dream Is Yours)	Harms, Inc.	1	7	0	5	0	4	3	8	7	7	0	6	13	142	1	9	1	6	1	6	2	9	2	5	1	6	12	152	4	9	1	1	2	5	1	2	7	3	0	0	6	65
The Streets of Laredo (The Streets of Laredo)	Famous	4	9	1	1	2	5	1	2	7	3	0	0	65	8	7	0	1	5	12	2	2	8	8	0	1	98	6	17	1	5	1	5	1	3	7	0	3	2	124			
Underneath the Linden Tree	LaSalle	8	7	0	1	5	12	2	2	8	8	0	1	98	6	17	1	5	1	5	1	3	7	0	3	2	124																
While the Angelus Was Ringing	Melody Lane	6	17	1	5	1	5	1	3	7	0	3	2	124																													

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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.

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FEATURES THAT OUT-EARN ANY OTHER GAME IN COIN MACHINE HISTORY:

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- ★ POSITIVE ADVANCING ODDS with each coin!
- ★ BIG JUMBO MOTOR-DRIVEN REELS sustain everlasting suspense!

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BRAND NEW RX PENNY SCALE.....	74.50		

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ROCK-OLAS			
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IMPERIAL 20 .....	39.50	800 .....	129.50
SUPER 40 .....	89.50	500 .....	79.50
THRONE OF MUSIC.....	\$39.50	750E .....	219.50
		1015 .....	379.50

SEEBURG 8200, Conversion... \$59.50

WURLITZER #3045 WIRELESS WALL BOXES.....	\$17.50
SEEBURG DUO REMOTE CONSOLE, W. C., 12A.....	89.50

**DON'T WAIT TILL THESE VALUES ARE GONE!**  
RUSH YOUR ORDERS! Terms: 1/3 Deposit, Balance Sight Draft  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

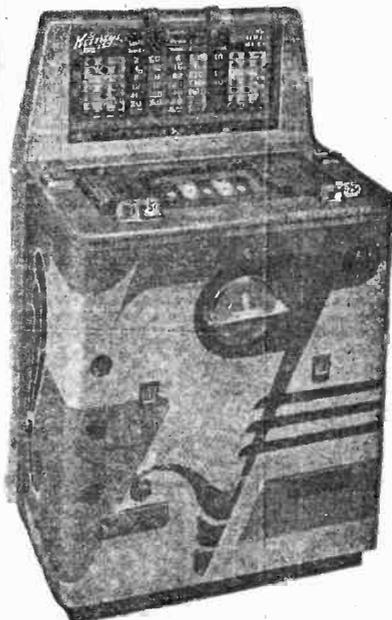
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*On its Record!*



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

Still breaking **PRODUCTION** and **PROFIT** records!

Chicago Coin's **BIG (3)**

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OF '49

*Operators everywhere all agree...*

**THIS IS THE BEST IN TARGET GAMES!  
MECHANICALLY — IT'S TROUBLE-FREE!  
IT'S LIKE FIRING ON A 50 FT. RANGE!  
DURABILITY AND BEAUTY CAN'T BE BEAT!**

**THIS IS BASEBALL AT ITS BEST!  
ITS FEATURES ARE THE MOST  
PLAY-APPEALING EVER SEEN  
ON A 5-BALL GAME IN YEARS!**

**SHUFFLE-KING**

**RE-BOUND** NOW IN ITS **21st WEEK**

**WITH THE AUTOMATIC "GAME OVER" LOCKING DEVICE**

*Chicago Coin Machine Co.*

1725 Diversey Blvd.

Chicago 14, Ill.

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**acme PLASTICS**

ARE UNCONDITIONALLY GUARANTEED  
AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU—NOT  
SPRAYED OR PAINTED. ALMOST 1/4"  
THICKNESS—PERFECT FIT.

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**ACME**

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505 West 42nd St., N. Y.  
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**MECHANIC**

With twelve years' experience on all type coin  
operated machines and automatic phonographs,  
desires change. Will go anywhere.

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HEADQUARTERS for all models of Mills Bell Machines  
BOUGHT, SOLD AND EXCHANGED — SEE OUR FLOOR DISPLAY NOW!

**FREE BUYERS' GUIDE  
FOR OPERATORS**

**RECONDITIONED  
PINGAMES  
READY FOR LOCATION**

Contact .....	\$100.00	Paradise .....	\$125.00
Hi Ride .....	20.00	Shanghai .....	79.50
Holiday .....	155.00	Short Stop .....	70.00
Fiesta .....	19.50	Stage Door Canteen .....	12.50
Magic .....	139.50	Surf Queen .....	14.00
Major League Baseball .....	50.00	Tennessee .....	82.50
Marjorie .....	18.00	Vanities .....	20.00
Puddin' Head .....	134.50	Wisconsin .....	99.50

**NOW DELIVERING NEW EQUIPMENT**

Aqua Cade, Black Gold, Majors 1949, St. Louis and Citation.  
KEENEY'S ELECTRIC CIGARETTE VENDOR  
KEENEY'S TWIN BONUS SUPER BELL  
MILLS BONUS BELL, MILLS JEWEL BELL  
MILLS Q. T. BELL, MILLS VEST POCKET BELL  
MILLS NEW BLUE BELL AND BLACK BEAUTY



**ROY MCGINNIS CO.**

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**You Can't Go Wrong  
with COVEN!**

VICTORY SPECIAL (Chrome Rail) .....	\$ 99.50
VICTORY DERBY (Chrome Rail) .....	89.50
SPECIAL ENTRY (New Meth.) .....	165.00
TRIPLE BELL .....	400.00
MILLS 3-BELLS, 48 (Like New) .....	250.00
CHI COIN GOLD BALL .....	49.50
HUMPTY DUMPTY .....	89.50
HAVANA .....	39.50
MEXICO .....	44.50
CHI COIN BASEBALL .....	39.50
OSCAR .....	44.50
NEVADA .....	59.50
CROSSFIRE .....	39.50
RANGER .....	24.50
HI-RIDE .....	34.50
CARNIVAL (New) .....	WRITE

1/2 deposit with order

**Coven Distributing Co.**

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Phone: Independence 3-2210

9 ADVANCE ROLLS .....	\$55 ea.
2 SINGAPORES .....	20 ea.
9 SKEE BALL ALLEYS .....	40 ea.

1/3 deposit, balance C. O. D., F. O. B. N. Y. C.

**S. SORIN**

490 E. 2d St., Brooklyn 3, N. Y.

**GIVE TO THE  
RUNYON CANCER FUND**

# Gottlieb Gets Rolling on New Five-Ball, Buttons and Bows

CHICAGO, April 16.—D. Gottlieb & Company is in full production and regular deliveries have begun on its new five-ball game, Buttons and Bows. Alvin Gottlieb, advertising manager, announced this week. Making use of a wide open bottom half of the playfield for cross-ball action, game features pyramid scoring and automatic reset bumpers to set up free plays.

Buttons and Bows centers its action around five numbered green bumpers, one of which is situated at top of the scoring area while the others are placed in pairs down both sides of the playfield. When player contacts all five of these key bumpers (regardless of numerical order), each succeeding hit on the same five bumpers jumps green bumpers from 10,000 to 20,000 points per hit and the game's button scoreboard advances reflect the change. Player can try for a second round of hits on the five key bumpers. Each time he completes this round, the button scoreboards advance once, and succeeding hits on green bumpers advance another 10,000 points. A similar step-up action occurs every time the player guides a ball thru either of two side roll-over switches. After the player has made five complete rounds

on the numbered bumpers or made five trips thru either of the side roll-over switches, four blue bumpers (located in each of the playfield's four corners) light up and succeeding hits on these register 100,000 points automatically. After the sixth advance, both roll-over switches register a free play when energized by a succeeding ball.

### Bonus Build-Up

Game's bonus build-up scoreboard records up to 190,000 points, which are transferred to main score by dropping a ball in the bonus award kick-out pocket (near the bottom of the playfield). Bonus score is advanced five times or 50,000 points by balls contacting either of two side roll-over buttons, and 10,000 points for each hit on either of two similar buttons (one is located in the center of the playfield, the other above the out-hole).

Because of the open space in the bottom half of the scoring area and the location of one pair of individually player controlled flippers in this area, player has the opportunity to ring in cross ball play and flip balls toward the top of the playfield for additional tries at reaching Buttons and Bows maximum score, over three million points.

# the Owl

The Owl is the official trademark of all Mills coin operated machines. For 59 years the Owl Trademark has graced Mills coin equipment. Way back in 1889, one of the first machines Mills manufactured was called the Owl Lifter, a weight-lifting test machine used most often in arcades. Today many of these Mills Owl Lifters are still operating, a fine testimonial to the workmanship of a Mills machine.

The Owl Trademark made its beginning with Owl Lifter and today stands for the absolute best in coin operated equipment. Look for the Owl on all genuine Mills coin machines!



## BELL-O-MATIC CORPORATION

Exclusive National Distributor: Mills Bell Products  
4100 Fullerton Avenue, Chicago 39, Illinois

## SICKING'S GUARANTEED RECONDITIONED MACHINES

### CONSOLES

Keeney Gold Nugget (Comb.), 5c-25c	\$424.50	Mills Four Bells, 5c Play	\$ 89.50
Keeney Bonus Super Bell (Cash Model), 5c-10c-25c	499.50	Mills Jumbo (Cash)	69.50
Keeney Bonus Super Bell (Comb.), 5c-25c	424.50	Late Model Evans Racers (Cash Only), 5c	425.00
Bally Reserve Bell (Comb.), 5c	399.50	Late Model Evans Racers (Comb.), 5c	449.50
Bally Wild Lemon (Comb.), 5c	325.00	Late Model Evans Racers (NEW) (Comb.), 5c	599.50
Bally Draw Bell, R.B. (Comb.), 5c	229.50	Buckley Track Odds, 5c	299.50
Bally Deluxe Draw Bell (Comb.), 5c	279.50	Late Model Baker's Racers (Like New)	349.50
Bally Deluxe Draw Bell (Comb.), 25c	299.50		
Late Mills Three Bells (Cash), 5c-10c-25c	299.50		

### ONE BALL FREE PLAY GAMES

Jockey Special	\$249.50
Special Entry	149.50
Victory Special	74.50
Daily Races	79.50
Big Parlay	74.50
Longacres	32.50
Thorobreds	32.50

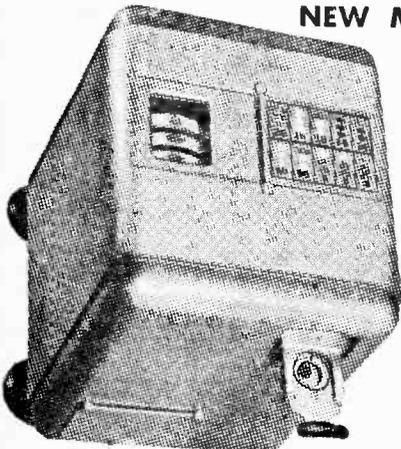
### ARCADE EQUIPMENT

Evans Bat-A-Score (new)	\$249.50
Bally Hi-Roll (new)	249.50
Bally Undersea Raider	74.50
Chicago Coin Basket Ball Champ	249.50

### LATE 5-BALL F.P. GAMES

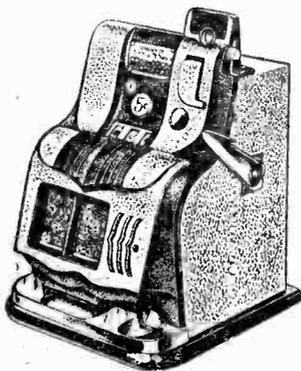
Ramona	\$179.50
Summertime	132.50
Major League B. B.	89.50
Robinhood	109.50
Cinderella	129.50
Thrill	129.50
Yanks (Williams)	89.50
Contact (Exhibit)	149.50
Cover Girl	69.50
Sally	129.50
Caribbean	124.50
Spellbound	29.50
Dynamite	29.50
Treasure Chest	49.50
Singapore	64.50
Bonanza	44.50

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**MILLS' NEW VEST POCKET BELL**

Operates on 3-5 Mystery Payout System  
5c Play ..... \$65.00



**MILLS' NEW Q T**

A "Pony-Size" Bell. Weighs only 25 lbs. 5c Play \$115.00  
25c Play ..... Write

### MILLS' LATEST BELLS

BLACK BEAUTY      BLUE BELL      TOKEN BELL  
5c - 10c - 25c - 50c Play ..... WRITE FOR PRICES

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

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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**

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BECAUSE—

Genco is now in production on an All-Electric Coin Controlled, Double Faced SCOREBOARD with scoring for points-frames "Horsecollar," "Baseball" and Standard Shuffleboard Games . . . all in one compact precision built unit.

**ALL OF THIS AT A STAGGERING LOW PRICE!**

Genco's All-Purpose Scoreboard was designed by the same electronic engineers who created the most outstanding coin machines.

Wait—and be up to date with your Shuffleboard Games!



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CHICAGO 14



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COMPLETELY  
RECONDITIONED GAMES  
READY FOR LOCATION  
**'NUFF SAID**

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CATALINA . . . \$ 79.50	SAMBA . . . . . \$104.50
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1/3 With Order—Balance C. O. D.

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**NEW 5-BALL EQUIPMENT  
FOR IMMEDIATE DELIVERY**

Gottlieb **BUTTONS & BOWS**  
United **CAROLINA**  
Exhibit **SWANEE** | Bally **CARNIVAL**  
Genco **BIG TOP**  
Chicoin **MAJORS '49**

**SPECIAL OFFER!**

**25 WURLITZER 1015's . . . \$365.00 EACH**  
EXCELLENT MECHANICAL CONDITION—  
CABINETS REFINISHED.

**NATIONAL COIN MACHINES' SHUFFLEBOARDS**

Have the die-stock Masonite proven top! No warping—no scratching. For immediate delivery in 18-20-22 ft. lengths. Write.

**5 CHICAGO COIN SHUFFLE KING REBOUNDS,  
Slightly Used . . . . . \$220.00 Each**

**75 DuGRENIER  
CIGARETTE MACHINES**

9 COLUMN—MODEL W  
Completely reconditioned,  
worn parts replaced. New  
Hammerloid Finish in Blue &  
Silver, Maroon & Silver.  
Light & Dark Mahogany.  
Equipped with National Slug  
Reflector. 20¢ & 25¢ Operation.

**\$95.00 EACH**

**15 BALLY CARNIVALS**

Excellent mech. condition as well as appearance. **\$140.00 EA.**

**Exhibit DALE GUN**

Mauser type pistol, animal targets. Presents illusion of 50 ft. range but requires only 5 sq. ft. floor space.

**NEW ENGLAND OPERATORS**

WURLITZER PHONOGRAPHS MAKE MORE MONEY, LESS TROUBLE, HAVE BETTER TRADE-IN ALLOWANCE—IN STOCK: NEW 1100, 1015, 1080A. PHONOGRAPHS BELOW ARE COMPLETELY RECONDITIONED, GUARANTEED AND COMPLETE WITH NEW FEATHERWEIGHT TONE ARM. (THE ARM ALONE WILL PAY FOR THE PHONOGRAPH IN THREE YEARS IN RECORD AND NEEDLE SAVINGS OVER OLD TONE ARMS.)

Wurlitzer 1015 and 1080 . . . . .	WRITE
750 . . . . .	\$210.00
700 . . . . .	185.00
850 . . . . .	150.00
600 and 500 . . . . .	95.00
950 . . . . .	135.00
Seeburg Hitone . . . . .	135.00
Seeburg Envoy . . . . .	115.00
Seeburg Vogue . . . . .	95.00
Seeburg Classic . . . . .	95.00

**GUARANTEED RECONDITIONED CONSOLES:**

Keeney Gold Nugget 5/10 (new) . .	\$800.00
Keeney 3-Way Bonus Super Bell . .	650.00
Keeney Bonus Super Bell, Single . .	225.00
Bally Hi Hand (Clean) . . . . .	145.00
Bally Big Top (Clean) . . . . .	35.00
Evans 1941 Galloping Dominoes . .	100.00



IMMEDIATE DELIVERY: DALE GUN, CHICAGO COIN PISTOL, United's AQUA CADE, Chicago Coin MAJORS '49, Genco BLACK GOLD, Gottlieb's **BUTTONS & BOWS**, Williams's ST. LOUIS. WANTED: 100 Used Flipper Games for Export—USED WURLITZERS: 750's, 700's, 600K; Seeburg Vogue and Game.

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**BARGAIN — BARGAIN — BARGAIN**

**FIVE BALL FLIPPERS AND ONE BALLS**

CRAZY BALL . . . . .	\$100.00	MONTERREY . . . . .	\$ 85.00
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BANJO . . . . .	85.00	MANHATTAN . . . . .	55.00
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VICTORY DERBY, Automatic Payout . . . . .	\$ 65.00
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(All of these machines are very clean and Mechanically Perfect.)  
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**WE ARE NOW DELIVERING**

Gottlieb **BUTTONS AND BOWS** Exhibit **DALE GUN** Chicago **MAJORS**

**WE WANT TO BUY**

Bally Citations, Gold Cups, Jockey Specials, Special Entries. Late 5 Ball Free Play.



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We at Genco decided to do something about it. And so—after weeks of planning, testing and re-testing—our engineers came up with the answer . . .

A pin game that will take in twice and three times as much money per play in the same time it takes to play one game.

Sounds good, doesn't it? Well, it's true, because we've got it! The game every operator has been waiting for. A five-ball pin game with unlimited possibilities . . . a REAL GUSHER!

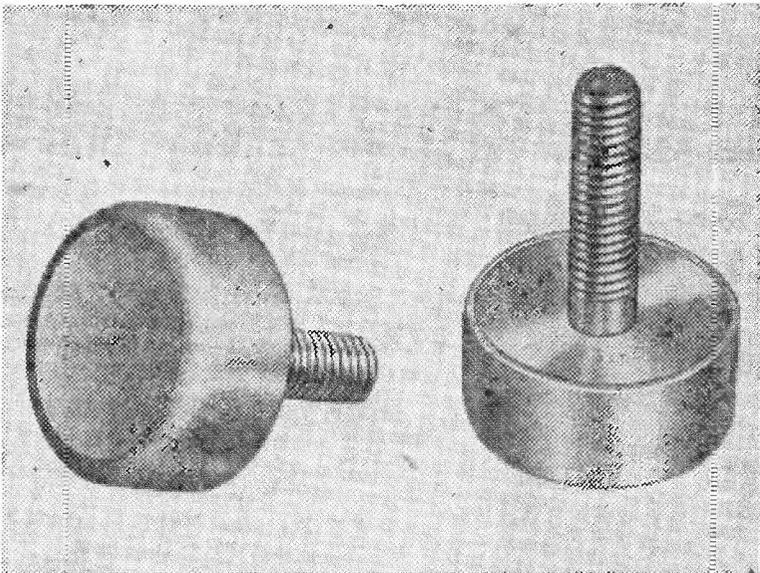
For further details see your nearest distributor or write direct to us.



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Chicago 14, Illinois



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INSTALL AUTOMATIC FOOLPROOF INEXPENSIVE

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PIN GAMES — SHUFFLEBOARDS

LEVELED IN A MATTER OF MINUTES

LET LEVELMATICS SOLVE YOUR LEVELING PROBLEMS

### AMUSEMENT DEVICES, INC.

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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.

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### BADGER'S Bargains

Often a few dollars less—Seldom a penny more!

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DIP Hoppel  
MILWAUKEE 1000  
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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
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NEW BALLY HI BOY	Write	NEW UNIVERSAL ARROW BELL	Write
NEW BALLY RESERVE BELL	Write	NEW EVANS BANGTAILS	Write
NEW BALLY MULTI-BELL	Write	NEW DOMINOES	Write
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BALLY VICTORY SPECIAL	69.50	GOTTLIEB DAILY RACES	69.50

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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
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SEEBURG HIDE-A-WAY 246	295.00	ROCK-OLA 1940 PLAYMASTER	149.50
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JENNINGS SUN CHIEF	Write	MILLS BLUE BELL	Write
JENNINGS STANDARD CHIEF	Write	MILLS BLACK GOLD	Write
PACE 1948 CHROME, 51.00	\$275.00	MILLS JEWEL BELL	Write
COLUMBIA TWIN JACKPOT	79.50	MILLS BLACK CHERRY, ORIG.	\$139.50
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TERMS: 1/3 Deposit • Immediate Delivery • Price Includes Crating

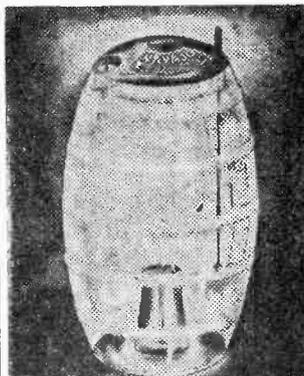
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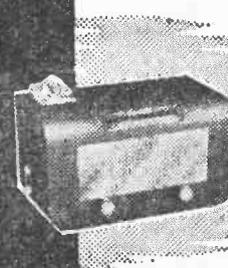
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REQUIRES GOOD EQUIPMENT  
— THAT'S WHY

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WAS BUILT!

- To hold good locations you need good equipment—
- That's why CORADIOS are in top locations from Coast to Coast.
- CORADIO is the top name in Coin Operated Radios!



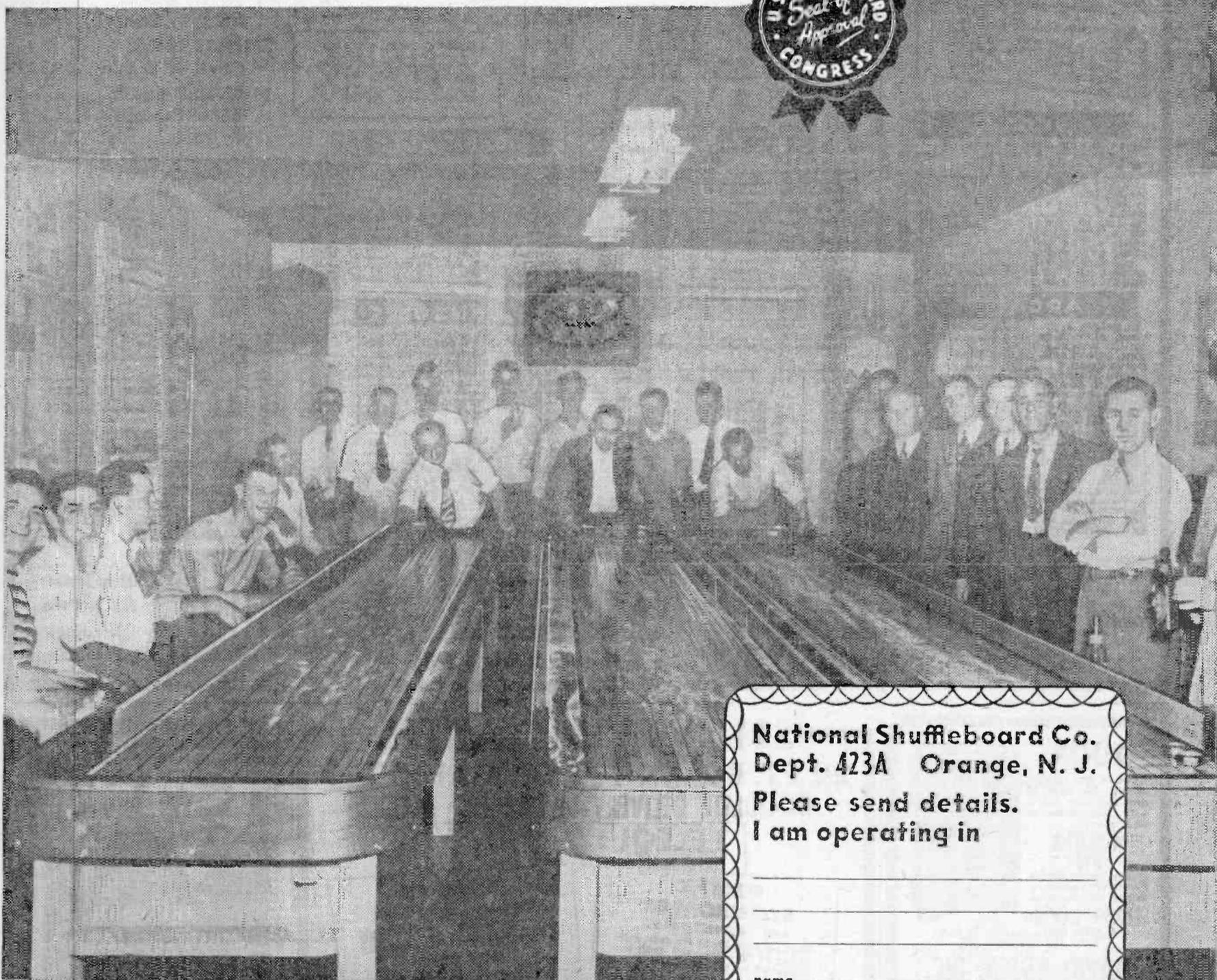
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Yes sir, National Shuffleboards meet every operator's desires right "across the board": These distinctively beautiful shuffleboards stimulate fullest play impulse . . . Then, too, there's National's shuffleboard promotional plan to increase operator's 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. 423A Orange, N. J.**  
 Please send details.  
 I am operating in

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street \_\_\_\_\_

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**NATIONAL SHUFFLEBOARD CO.**  
 ORANGE  NEW JERSEY  
 THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD MANUFACTURER

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

GET ON OUR MAILING LIST

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WMS. PHOENIX... \$250.00
UNITED CAROLINA... \$395.00
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BALLY MAJOR, 49... \$169.50
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DE L. COLUMBIA... \$169.50
VEST POCKETS... \$65.00
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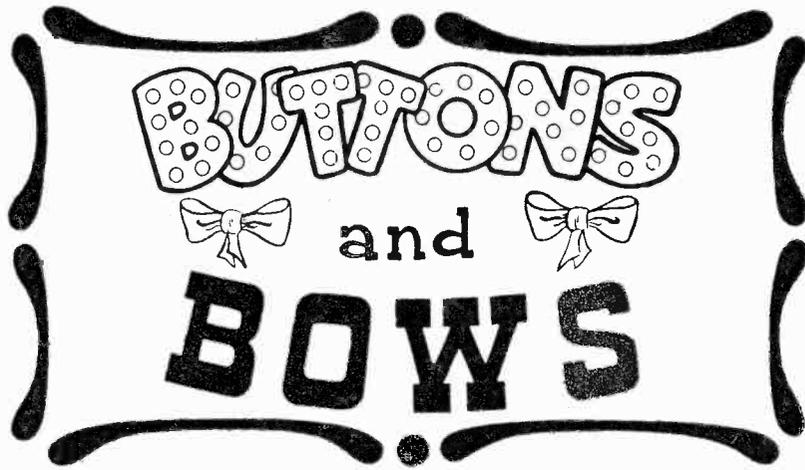
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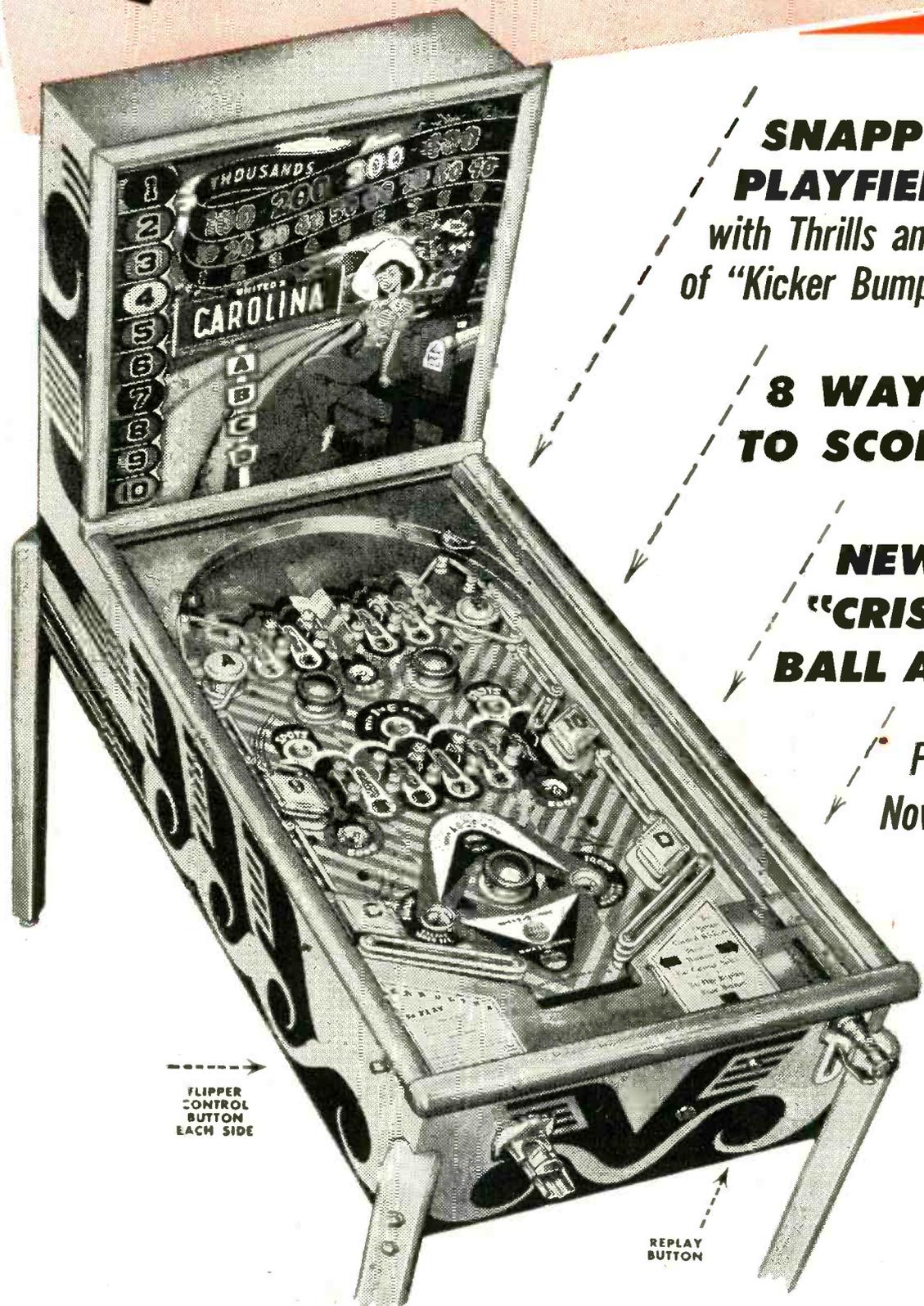
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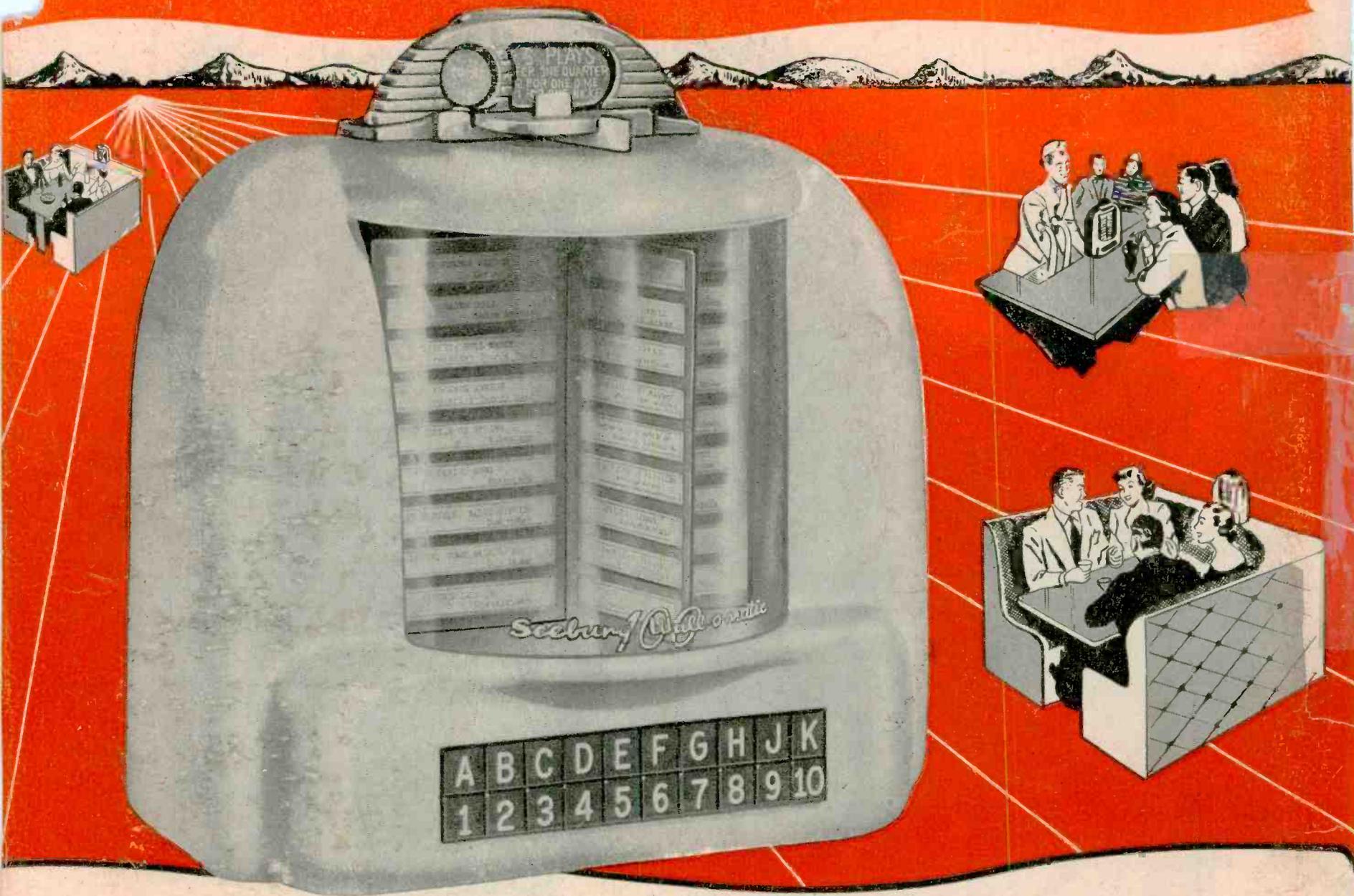
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